

**Elisa C. Baek, Ph.D.**

Department of Psychology  
University of Southern California  
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Last updated: December 30, 2024

**APPOINTMENTS**

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**Assistant Professor** January 2023 - Present  
Department of Psychology, University of Southern California

**Postdoctoral Fellow** 2019 - 2022  
Department of Psychology, UCLA  
Sponsoring Scientists: Carolyn Parkinson, Mason Porter, Matthew Lieberman

**EDUCATION**

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**Ph.D., Communication** August 2019  
**Annenberg School for Communication, University of Pennsylvania**  
Communication Neuroscience Lab  
Certificate in Social, Cognitive, and Affective Neuroscience (SCAN)  
Dissertation title: *The Role of Mentalizing in Information Propagation*  
Dissertation Committee: Emily Falk (advisor), Joseph N. Cappella, Robert Hornik

**M.A., Communication** May 2016  
**Annenberg School for Communication, University of Pennsylvania**

**B.A., Communication and Cognitive Neuroscience** May 2012  
**University of Pennsylvania**  
Honors Thesis: *An Examination of African Americans in Time and Newsweek Advertisements*  
Advisor: John L. Jackson, Jr.

**RESEARCH AND TEACHING INTERESTS**

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• Social neuroscience, cognitive neuroscience, computational neuroscience, social connection/disconnection, social network analysis, information sharing, persuasion, social influence, health communication

**FELLOWSHIPS, HONORS & AWARDS**

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APEX award for publication excellence	2024
Chancellor’s Award for Postdoctoral Research, UCLA	2022
Best Paper in Psychology Award, UCLA	2022
Society for Neuroscience Trainee Professional Development Award	2021
UCLA Brain Research Institute/Semel Institute Neuroscience Postdoctoral Travel Award	2021
Highly-ranked abstract (top 20%) for Society for Affective Science	2021
Kavli Summer Institute in Cognitive Neuroscience Fellow, UC Santa Barbara	2019
Summer School in Social Neuroscience and Neuroeconomics, Duke University	2019

Wharton Risk Center Russell Ackoff Doctoral Student Fellowship - \$2,744	2018-2019
Best Papers in Information Systems, International Communication Association	2016
Top Paper in Mass Communication, International Communication Association	2016
Top Poster Award, Society for Social and Affective Neuroscience	2016

## RESEARCH FUNDING

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Brain & Behavior Research Foundation NARSAD Young Investigator Grant <i>Intersubject heterogeneity of emotion representation and processing in social anxiety</i>	2025-2027 (Role: PI; \$70,000)
National Science Foundation SBE Postdoctoral Fellowship <i>Using coordinated neural responses to predict in- and out of sample sharing behavior</i>	2019-2021 (Role: PI; \$165,000)

## PEER-REVIEWED PUBLICATIONS

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\* denotes student/trainee

**Baek, E.C.**, Hyon, R., López, K., Meng, D., Porter, M.A., & Parkinson, C. (2023). Lonely individuals process the world in idiosyncratic ways. *Psychological Science*, 34(6), 683-695.

<https://doi.org/10.1177/09567976221145316>

\*\***APEX Award for Publication Excellence\***

Scholz, C., **Baek, E.C.**, & Falk, E.B. (2023). Invoking self-related and social thoughts impacts online information sharing. *Social Cognitive and Affective Neuroscience*, 18(1), nsad013. <https://doi.org/10.1093/scan/nsad013>

Kim, H., Kwak, S., **Baek, E.C.**, Baldina, E., Youm, Y., & Chey, J. (2023). Brain connectivity during social exclusion differs depending on intimacy with rejecters among older adults living in a village. *Social Cognitive and Affective Neuroscience*, 18(1), nsad015. <https://doi.org/10.1093/scan/nsad015>

**Baek, E. C.** & Parkinson, C. (2022). Shared understanding and social connection: Integrating approaches from social psychology, social network analysis, and neuroscience. *Social and Personality Psychology Compass*. <https://doi.org/10.1111/spc3.12710>

**Baek, E.C.**, Hyon, R., López, K., Finn, E.S., Porter, M.A., & Parkinson, C. (2022). In-degree centrality in a social network is linked to coordinated neural activity. *Nature Communications*, 13, 1118. <https://doi.org/10.1038/s41467-022-28432-3>

Matz, S.C., Hyon, R., **Baek, E.C.**, Parkinson, C., & Cerf, M. (2022). Personality similarity predicts synchronous neural responses in fMRI and EEG data. *Scientific Reports*, 12, 14325. <https://doi.org/10.1038/s41598-022-18237-1>

**Baek, E.C.**, O'Donnell, M.B., Scholz, C., Pei, R., Garcia, J.O., Vettel, J.M., & Falk, E.B. (2021). Activity in the brain's valuation and mentalizing networks is associated with propagation of online recommendations. *Scientific Reports*, 11(1), 11196. <https://doi.org/10.1038/s41598-021-90420-2>

**Baek, E.C.**, Porter, M.A., & Parkinson, C. (2021). Social network analysis for social neuroscientists. *Social Cognitive and Affective Neuroscience*, 16(8), 883-901. <https://doi.org/10.1093/scan/nsaa069>

- Chang, H.Y., Scholz, C., **Baek, E.C.**, O'Donnell, M.B., & Falk, E.C. (2021). Being the gatekeeper: How thinking about sharing affects neural encoding of information. *Cerebral Cortex*, 31(8), 3939-3949. <https://doi.org/10.1093/cercor/bhabo60>
- Doré, B.P., Scholz, C., **Baek, E.C.**, & Falk, E.B. (2020). Health news sharing is reflected in distributed reward-related brain activity. *Social Cognitive and Affective Neuroscience*, 15(10), 1111-1119. <https://doi.org/10.1093/scan/nsaa129>
- Scholz, C., Jovanova, M., **Baek, E.C.**, & Falk, E.B. (2020). Media-content sharing as a value-based decision. *Current Opinion in Psychology*, 31, 83-88. <https://doi.org/10.1016/j.copsyc.2019.08.004>
- Scholz, C., **Baek, E.C.**, O'Donnell, M. B., & Falk, E. B. (2020). Decision-making about broad- and narrowcasting: a neuroscientific perspective, *Media Psychology*. 23(1), 131-155. <https://doi.org/10.1080/15213269.2019.1572522>
- Doré, B.P., Scholz, C., **Baek, E.C.**, Garcia, J.O., O'Donnell, M.B., Bassett, D.S., Vettel, J.M., & Falk, E.B. (2019). Brain activity predicts population information sharing by capturing consensus judgments of value. *Cerebral Cortex*, 29(7). <https://doi.org/10.1093/cercor/bhy176>
- Baek, E.C.** & Falk, E.B. (2018). Persuasion and Influence: What makes a successful persuader? *Current Opinion in Psychology*, 24, 53-57. <https://doi.org/10.1016/j.copsyc.2018.05.004>
- +**Baek, E.C.**, +Scholz, C., O'Donnell, M.B., & Falk, E.B. (2017). Neural correlates of selecting and sharing information. *Psychological Science*, 28(7), 851-861. <https://doi.org/10.1177/0956797617695073>  
+contributed equally
- +Scholz, C., +**Baek, E.C.**, O'Donnell, M.B., Kim, H.S., Cappella, J.N., & Falk, E.B. (2017). A neural model of valuation and information virality. *Proceedings of the National Academy of Sciences*, 114(11), 2881-2886. <http://doi.org/10.1073/pnas.1615259114>  
+contributed equally

## BOOK CHAPTERS

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- \*Babur, B. & **Baek, E.C.** (2024). Neuroscience of social connection and subjective well-being. In J. Maddux (Ed.), *Subjective Well-Being: A Social Psychological Perspective (Frontiers of Social Psychology)*, New York: Routledge.
- Baek, E. C.** & Parkinson, C. (in press). Computational social neuroscience. In J. Chiao (Ed.), *The Oxford Handbook of Social and Affective Neuroscience*, New York: Oxford University Press.
- Baek, E.C.**, Scholz, C., & Falk, E.B. (2020). The neuroscience of persuasion and information propagation: Key role of the mentalizing system. In K. Floyd & R. Weber (Eds.), *Handbook of Communication Science and Biology*. Routledge.

## PREPRINTS/UNDER REVIEW

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- Baek, E.C.**, Hyon, R., López, K., Porter, M.A., & Parkinson, C. (preprint; revise & resubmit at *Nature Communications*). Perceived community alignment increases information sharing. <https://psyarxiv.com/vea3k>

**+Baek, E.C., +Shen, L., Kim, H., Chey, J., Youm, Y., & Parkinson, C.** (revise & resubmit at *Social Cognitive and Affective Neuroscience*). Individuals who occupy central positions in a real-life social network show increased sensitivity to social exclusion.

+contributed equally

Abdurahman, S, Reimer, N., Golazizian, P., **Baek, E.C.**, Shen, Y., Trager, J., Lulla, R., Kaplan, J., Parkinson, C., & Deghani, M. (preprint; revise & resubmit at *Journal of Experimental Psychology: General*). Targeting audiences' moral values shapes misinformation sharing. <https://psyarxiv.com/ztq2k/>

Chan, H., Scholz, C., **Baek, E.C.**, & Falk, E.B. (preprint). The gap between sharing and reading news on social media: A multi-method investigation. <https://psyarxiv.com/65qwb/>

**Baek, E.C.**, Tamir, D.I., & Falk, E.B. (preprint). Considering others' mental states causally increases feelings of social bonding and information sharing. <https://psyarxiv.com/nw43x/>

### INVITED & CONFERENCE TALKS

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- 2025** Feb. Symposium Speaker. "Building connections: Psychosocial approaches to reducing loneliness in young adults" at the annual meeting of the Society for Personality and Social Psychology (Denver, CO)
- 2024** June Invited Speaker. IBS Center for Neuroscience Imaging Research at Sungkyunkwan University (Seoul, South Korea)
- June Session Speaker. "Interpersonal alignment of neural responses is linked to the effectiveness of public service announcements" at the annual meeting of the International Communication Association (Gold Coast, Australia)
- June Co-Chair "Blue Sky SECAC Skills Workshop: Global Perspectives on the Job Market in Communication" at the annual meeting of the International Communication Association (Gold Coast, Australia)
- May Invited Speaker/Panelist. "Bridging disciplines: Integrating neuroscience and social network analysis in communication science" Communication Sciences Futures (East Lansing, Michigan)
- April Invited Speaker. Logic of Emotion Lab at Princeton University (virtual)
- Mar. Invited Speaker. UC Santa Barbara Friday Afternoon Social Colloquium (Santa Barbara, CA)
- 2023** Dec. Invited Speaker. Center for Applied Network Analysis (Los Angeles, CA)
- Nov. Invited Speaker. UC Riverside Social Brown Bag (Riverside, CA)
- May Co-Chair. "Blue Sky SECAC Skills Workshop: Building Your Academic and Professional Networks as a Student or Early Career Scholar" at the annual meeting of the International Communication Association (Toronto, Canada)
- Feb. Symposium Speaker. "Social Butterflies: The Brains, Behavior, and Networks of Widely-Connected People" at the annual meeting of the Society for Personality and Social Psychology (Atlanta, GA)

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- Feb. Data Blitz Speaker. Shared Reality and Authenticity Preconference at the annual meeting of the Society for Personality and Social Psychology (Atlanta, GA).
- 2022** Nov. UCLA Communication Department Brown Bag (Los Angeles, CA)
- May Invited Panelist. “One World, One Multilevel Network: Cells to Societies” at the annual meeting of the International Communication Association (Paris, France)
- May Session Speaker. “Perceived social norms shape neural responses to naturalistic depictions of risky alcohol use: Evidence from neuroimaging and language use.” At the annual meeting of the International Communication Association (Paris, France)
- May Invited Speaker. “Social Networks and Real-World Interaction” at the annual meeting of the Social and Affective Neuroscience Society (Virtual)
- April Invited Speaker. UCLA Social Psychology Colloquium (Los Angeles, CA)
- 2021** June Invited Speaker. CogniTalks hosted by the Cognito Student Union at the Department of Brain & Cognitive Sciences at the University of Amsterdam (Virtual)
- April Invited Speaker. Innovators in Cognitive Neuroscience, hosted by the Centers for Cognitive Neuroscience at Dartmouth College in collaboration with University of Pennsylvania, Yale University, Massachusetts Institute of Technology, Princeton University, Harvard University, Columbia University, and Gallaudet University (Virtual)
- April Invited Speaker. Seminar on Cognitive Processing and Development hosted by Neuro-COGNiMATH at the Department of Psychology at the Benemérita Universidad Autónoma de Puebla, Mexico (Virtual)
- Feb. Data Blitz Speaker. “Popular people in a social network exhibit synchronized neural responses to naturalistic stimuli, and unpopular people exhibit idiosyncratic neural responses” at the Social Cognition Preconference at the annual meeting of the Society for Personality and Social Psychology (Virtual)
- 2019** Nov. Invited Speaker. UCLA Networks Meeting (Los Angeles, CA)
- Oct. Invited Speaker. UCLA Social Psychology Colloquium (Los Angeles, CA)
- April Invited Speaker. Princeton University Neuroscience and Social Decision Making talk series (Princeton, NJ)
- 2018** Nov. Invited Speaker. Wharton Neuroscience Initiative Student Society (WINSS) Undergraduate Meeting (Philadelphia, PA)
- Feb. Invited Speaker. 4<sup>th</sup> Annual SCAN Retreat, Center for Neuroscience and Society, University of Pennsylvania (Philadelphia, PA)
- 2017** Nov. Invited Speaker. Guest Lunch Series, Center for Neuroscience and Society, University of Pennsylvania (Philadelphia, PA)

**CONFERENCE POSTERS**

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\* denotes student/trainee

\*Ma De Sousa, A., Schwyck, M., Burns, S., \*Babür, B., \*Chang, L., \*Zimmeman, J., & **Baek, E.C.** (2025, February). Do lonely individuals have idiosyncratic neural representations when thinking about their own and others' emotional transitions? To be presented at the annual meeting of the Society for Personality and Social Psychology, Denver, CO.

\*Babür, B., \*Chang, L., \*Zimmeman, J., & **Baek, E.C.** (2025, February). Is loneliness linked with idiosyncratic neural processing and language use? Results from a replication study. To be presented at the annual meeting of the Society for Personality and Social Psychology, Denver, CO.

\*Chang, L., \*Babür, B., \*Zimmeman, J., & **Baek, E.C.** (2025, February). Lonely people organize naturalistic information in idiosyncratic ways. To be presented at the annual meeting of the Society for Personality and Social Psychology, Denver, CO.

\*Babür, B., \*Chang, L., \*Zimmeman, J., & **Baek, E.C.** (2024, April). Idiosyncratic neural responses in lonely individuals: A cross-community investigation. Presented at the annual meeting of the Affective and Social Neuroscience Society, Toronto, Canada.

\*Babür, B. & **Baek, E.C.** (2024, February). More Friends, More Loneliness? Qualities for a Fulfilling Social Life. Presented at the annual meeting of the Society for Personality and Social Psychology, San Diego, CA.

\*Esparza, C., Shen, L. & Parkinson, C, & **Baek, E.C.** (2024, February). Interpersonal alignment of neural responses is linked to the effectiveness of public service announcements. Presented at the annual meeting of the Society for Personality and Social Psychology, San Diego, CA.

\*Esparza, C., **Baek, E.C.**, & Parkinson, C (2022, May). Lonely individuals process social scenes in idiosyncratic ways. Presented at the Psychology Undergraduate Research Conference, Los Angeles, CA.

\*Esparza, C., **Baek, E.C.**, & Parkinson, C (2022, May). Lonely individuals process social scenes in idiosyncratic ways. Presented at the UCLA Undergraduate Research Week, Los Angeles, CA.

**Baek, E.C.**, Hyon, R., López, K., Porter, M.A., & Parkinson, C. (2022, March). Perceived social norms shape neural responses to naturalistic depictions of risky alcohol use: Evidence from neuroimaging and language use. Presented at the annual meeting of the Society for Affective Science (Virtual).

**Baek, E.C.**, Hyon, R., López, K., Porter, M.A., & Parkinson, C. (2022, February). Perceived social norms shape neural responses to naturalistic depictions of risky alcohol use. Presented at the annual meeting of the Society for Personality and Social Psychology, San Francisco, CA.

**Baek, E.C.**, Hyon, R., López, K., Porter, M.A., Parkinson, C., & Reavis, E.A. (2021, November). Neural coordination between participants during naturalistic perception: Towards a marker of social dysfunction in schizophrenia. Presented at the Annual UCLA Brain Research Institute's Neuroscience Poster Session, Los Angeles, CA.

**Baek, E.C.**, Hyon, R., López, K., Porter, M.A., Parkinson, C., & Reavis, E.A. (2021, November). Neural coordination between participants during naturalistic perception: Towards a marker of social dysfunction in schizophrenia. Presented at Neuroscience 2021, the

annual meeting of the Society for Neuroscience (virtual presentation due to COVID-19).  
**\*\*UCLA Brain Research Institute/Semel Institute Neuroscience Postdoctoral Travel Award\*\*** **\*\*Society for Neuroscience Trainee Professional Development Award\*\***

- Baek, E.C.**, Hyon, R., López, K., Porter, M.A., & Parkinson, C. (2021, May). Convergence across subjects in neural responses during spontaneous viewing predicts sharing of naturalistic stimuli. Presented at the annual meeting of the International Communication Association (virtual due to COVID-19).
- Chan, H.Y., Scholz, C., **Baek, E.C.**, O'Donnell, M.B., & Falk, E.B. (2021, May). Share versus read: Delineating share-forward and click-through of news information on social media. Presented at the annual meeting of the International Communication Association (virtual due to COVID-19). **\*\*Promising Student Papers of Information Systems\*\***
- Chan, H.Y., Scholz, C., **Baek, E.C.**, O'Donnell, M.B., & Falk, E.B. (2021, May). Being the gatekeeper: How neural encoding of information is affected during sharing decisions. Presented at the annual meeting of the International Communication Association (virtual due to COVID-19).
- Baek, E.C.**, Hyon, R., López, K., Porter, M.A., & Parkinson, C. (2021, April). Lonely individuals process the world in idiosyncratic ways. Presented at the annual meeting of the Social and Affective Neuroscience Society (virtual due to COVID-19).
- Baek, E.C.**, Hyon, R., López, K., Porter, M.A., & Parkinson, C. (2021, April). Lonely individuals process the world in idiosyncratic ways. Presented at the annual meeting of the Society for Affective Science (virtual due to COVID-19). **\*\*Highly-ranked abstract (top 20%) selected for publication in *Affective Science*\*\***
- Baek, E.C.**, Hyon, R., López, K., Porter, M.A., & Parkinson, C. (2021, February). Convergence in neural responses during spontaneous viewing predicts sharing. Presented at the annual meeting of the Society for Personality and Social Psychology (virtual due to COVID-19).
- Baek, E.C.**, Hyon, R., López, K., Porter, M.A., & Parkinson, C. (2021, February). Popular people in a social network exhibit synchronized neural responses to naturalistic stimuli, and unpopular people exhibit idiosyncratic neural responses. Presented at the annual meeting of the Society for Social Neuroscience (virtual due to COVID-19).
- Baek, E.C.**, Kim, H., Chey, J., Youm, Y., & Parkinson, C. (2020). Individuals who occupy central positions in a real-life social network show increased sensitivity to social exclusion. Accepted at the annual meeting of the Social and Affective Neuroscience Society (postponed due to COVID-19).
- Baek, E.C.**, Scholz, C., O'Donnell, M.B., Parkinson, C., & Falk, E.B. (2020). Density of real-life social networks is associated with brain activity during social decisions. Accepted at the annual meeting of the Social and Affective Neuroscience Society (postponed due to COVID-19).
- Hyon, R., López, K., **Baek, E.C.**, Porter, M.A., Parkinson, C. (2020). Inter-subject similarity in multi-voxel response pattern trajectories reflect similarities in preferences and personality. Accepted at the annual meeting of the Social and Affective Neuroscience Society (postponed due to COVID-19).

Scholz, C., **Baek, E.C.**, & Falk, E.B. (2020, May). Using neuroscience to causally manipulate information sharing. Presented at the annual meeting of the International Communication Association (virtual presentation due to COVID-19).

Doré, B.P., Scholz, C., **Baek, E.C.**, & Falk, E.B. (2020, October). Population news sharing is reflected in distributed reward-related brain activity. Presented at the annual meeting of the Association for Consumer Research (virtual presentation due to COVID-19).

**Baek, E.C.**, Scholz, C., & Falk, E.B. (2019, April). Narcissists show different psychological and neural motivations for interpersonal sharing. Presented at the annual meeting of the Social and Affective Neuroscience Society, Miami, FL.

Doré, B.P., Cooper, N., Tompson, S., Scholz, C.S., **Baek, E.C.** & Falk, E.B. (2019, May). Population-level stimulus effects are reflected in distributed neural representations of affect and value. Presented at the annual meeting of the Social and Affective Neuroscience Society, Miami, FL. **\*\*Top Poster Award\*\***

Garcia, J.O., Bansal, K., Rungratsameetaweemana, N., **Baek, E.C.**, Wasylyshyn, N., Roy, H., Lauharatanahirun, N., Johnson, T., Fernandez, R., O'Donnell, M.B., Falk, E.B., Metcalfe, J., & Vettel, J.M. (2019, March). Brain network communities between driver-passenger dyads capture successful communication while driving. Presented at the International IEEE EMBS Conference on Neural Engineering, San Francisco, CA.

Doré, B.P., Scholz, C., **Baek, E.C.**, & Falk, E.B. (2019, May). Information virality is reflected in a distributed neural representation of value. Presented at the annual meeting of the International Communication Association, Washington D.C. **\*\*Top Paper Award in Communication Science & Biology\*\***

Cascio, C.N., **Baek, E.C.**, O'Donnell, M.B., & Falk, E.B. (2018, May). Social influence: A functional connectivity approach to conformity. Presented at the annual meeting of the International Communication Association, Prague, Czech Republic.

Parelman, J.M., Doré, B.P., **Baek, E.C.**, Scholz, C., O'Donnell, M.B., & Falk, E.B. (2018, May). MVPA reveals decisions to consume or share news involve distributed processing in medial prefrontal cortex. Presented at the annual meeting of the Social and Affective Neuroscience Society, Brooklyn, NY.

Cascio, C.N., **Baek, E.C.**, O'Donnell, M.B., & Falk, E.B. (2018, May). Social influence: A functional connectivity approach to conformity. Presented at the annual meeting of the Social and Affective Neuroscience Society, Brooklyn, NY.

**Baek, E.C.**, Scholz, C., O'Donnell, M.B., & Falk, E.B. (2017, May). Negativity spreads socially: Negativity bias in opinion change is associated with activity in the brain's mentalizing system. Presented at the annual meeting of the International Communication Association, San Diego, CA.

Scholz, C., **Baek, E.C.**, O'Donnell, M.B., & Falk, E.B. (2017, May). A neural propagation system: Neurocognitive and preference synchrony in information sharers and their receivers. Presented at the annual meeting of the International Communication Association, San Diego, CA.

Doré, B.P., Scholz, C., **Baek, E.C.**, O'Donnell, M.B., & Falk, E.B. (2017, May). Neural prediction of population sharing behavior relates to domain familiarity. Presented at the annual meeting of the International Communication Association, San Diego, CA.

- Baek, E.C.**, Scholz, C., O'Donnell, M.B., & Falk, E.B. (2017, March). Negativity spreads socially: Negativity bias in opinion change is associated with activity in the brain's mentalizing system. Presented at the annual meeting of the Social and Affective Neuroscience Society, Los Angeles, CA.
- Scholz, C., **Baek, E.C.**, O'Donnell, M.B., & Falk, E.B. (2017, March). A neural propagation system: Neurocognitive and preference synchrony in information sharers and their receivers. Presented at the annual meeting of the Social and Affective Neuroscience Society, Los Angeles, CA. **\*\*Top Poster Award\*\***
- Doré, B.P., Scholz, C., **Baek, E.C.**, O'Donnell, M.B., & Falk, E.B. (2017, March). Neural prediction of population sharing behavior relates to domain familiarity. Presented at the annual meeting of the Social and Affective Neuroscience Society, Los Angeles, CA.
- Baek, E.C.**, Scholz, C., O'Donnell, M.B., & Falk, E.B. (2016, June). Neural correlates of selecting and sharing information. Presented at the annual meeting of the International Communication Association, Fukuoka, Japan. **\*\*Best Papers in Information Systems Award\*\***
- Scholz, C., **Baek, E.C.**, O'Donnell, M.B., & Falk, E.B. (2016, June). The value of sharing: A neural model of self-related and social processing in value-based virality. Presented at the annual meeting of the International Communication Association, Fukuoka, Japan. **\*\*Top Paper in Mass Communication Award\*\***
- Scholz, C., **Baek, E.C.**, O'Donnell, M.B., & Falk, E.B. (2016, June). Sharing for the (social) self and others: An fMRI study of the neural mechanisms driving broad- and narrowcasting. Presented at the annual meeting of the International Communication Association, Fukuoka, Japan.
- Baek, E.C.**, Scholz, C., O'Donnell, M.B., & Falk, E.B. (2016, April). Neural correlates of selecting and sharing information. Presented at the annual meeting of the Social Affective Neuroscience Society, New York, NY.
- Scholz, C., **Baek, E.C.**, O'Donnell, M.B., Kim, H.S., Cappella, J.N., & Falk, E.B. (2016, April). Value-based virality: A neurocognitive model of news retransmission. Presented at the annual meeting of the Social Affective Neuroscience Society, New York, NY. **\*\*Top Poster Award\*\***
- Baek, E.C.**, Cascio, C.N., O'Donnell, M.B., Bayer, J., Tinney Jr., F.J., & Falk, E.B. (2016, January). Personal distress & neural mechanisms of social influence. Presented at the Society for Personality and Social Psychology, San Diego, CA.

## **MENTORING**

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### **Graduate students**

Begüm Babür (primary mentor)	Fall 2023-Present
Chang Lu (primary mentor)	Fall 2023-Present
Saewon Chang (primary mentor)	Fall 2024-Present

### **Dissertation/Qualifying Exam committees**

Elisa C. Baek, Ph.D.

Yema Conteh, Ellen Herschel, Jean Luo, Emily Satinsky, Dokyung Yoon, Yi Zhang

**First year project committees**

Rachel Bernstein

**Undergraduate/Post-bacc research assistants**

Jay Campanell	Spring 2024-Present
Zack Culver	Spring 2024-Present
Makayla Lui	Spring 2024-Present
USC Summer Undergraduate Research Fund (SURF) recipient, Summer '24	
Preyashi Poddar	Spring 2024-Present
USC Summer Undergraduate Research Fund (SURF) recipient, Summer '24	
USC Provost Undergraduate Research Fellowship (PURF) recipient, Fall '24	
Concepción Esparza	Winter 2022-Present
UCLA Psychology Research Opportunities Program (PROPS) student	
Isabella Price	Summer 2021-Winter 2022
Undergraduate Research Assistant	

**TEACHING EXPERIENCE**

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**Courses Taught at USC**

Social Psychology (PSYC-355; undergraduate lecture)	Spring 2024, Fall 2024
Social Networks and Relationships (PSYC-612; graduate seminar)	Fall 2023

**Guest Lectures**

Social Neuroscience, Boston College	Fall 2023
Knowing Minds, Princeton University	Fall 2022
Social Neuroscience, University of California, Santa Barbara	Fall 2022
Introduction to Communication Behavior (COMM 125)	Summer 2017
Teaching Fellow, The Communication Experience (COMM 310)	Fall 2017

**TEACHING TRAINING**

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<b>Annual Faculty Workshop on Best Equitable Practices in Teaching</b> , UCLA	Fall 2021
<b>Training for Teaching Assistants</b> , Penn Center for Teaching & Learning	Summer 2017

**ACADEMIC SERVICE**

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Program Co-Chair, Social and Affective Neuroscience Society	2024-Present
Trainee Committee, Social and Affective Neuroscience Society	2023-Present
Student/Early Career Advisory Committee, International Communication Association	2022-Present

Program Committee, Social and Affective Neuroscience Society 2023-2025  
Abstract Committee, Society for Affective Science 2023-2024

**Ad Hoc Reviewing (Funding Agencies)**

National Science Foundation

**Ad Hoc Reviewing (Journals)**

Cerebral Cortex, Cognition, Cognitive, Affective, and Behavioral Neuroscience, Communications Psychology, Computers in Human Behavior, Current Psychology, Developmental Cognitive Neuroscience, Emotion, Imaging Neuroscience, Journal of Experimental Psychology: General, Journal of Neuroscience, Nature Human Behaviour, NeuroImage, Oxford Open Neuroscience, Personality and Social Psychology Bulletin, Proceedings of the National Academy of Sciences, Science Advances, Scientific Reports, Social Cognitive and Affective Neuroscience, Social Neuroscience

**Ad Hoc Reviewing (Conferences)**

International Communication Association  
Communication Science and Biology Division  
Information Systems Division  
Health Communication Division  
Society for Affective Science

**Departmental and University Service**

Brain and Cognitive Sciences Search Committee 2023-2024, 2024-2025  
Steering Committee 2023-Present  
Guest Speaker, “Tuesday Teas” for USC Residential Education March 2024

**SAMPLE MEDIA COVERAGE OF RESEARCH**

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NPR Short Wave (December 8, 2023), “Feeling lonely? Your brain may process the world differently” <https://www.npr.org/2023/12/08/1198908816/lonely-brain-neuroscience-of-loneliness>

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<http://www.psychologicalscience.org/publications/observer/obsonline/brain-activity-can-predict-which-articles-go-viral.html>

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Philly Voice: <http://www.phillyvoice.com/will-story-go-viral-penn-researchers-use-mri-prove-you-subconsciously-know-answer/>

## OUTREACH

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**Baek, E.C.**, Hyon, R., Porter, M.A., & Parkinson, C. (2022). How do our brains support our friendships? *Frontiers for Young Minds*.

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\*\*Note: this article was written to introduce new scientific ideas to young audiences (pre-teens and teens).\*\*

Volunteer Research Consultant, Asian Mental Health Collective	2020-2021
Guest Speaker for AP Psychology Class, Lakeridge High School	April 2021
Guest Speaker for AP Psychology Class, Schroeder High School	September 2020
LA County Science & Engineering Fair, Special Awards Judge	March 2020
Presenter, Brain Awareness Week, UCLA Project Synapse (cancelled due to COVID-19)	March 2020

## PROFESSIONAL AFFILIATIONS

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International Communication Association (ICA)

Social and Affective Neuroscience Society (SANS)

Society for Personality and Social Psychology (SPSP)

Society for Neuroscience (SfN)

Society for Social Neuroscience (S4SN)

Society for Affective Science (SAS)