

Elisa C. Baek, Ph.D.

Department of Psychology
University of Southern California
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Last updated: September 18, 2024

APPOINTMENTS

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

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.

FELLOWSHIPS, HONORS & AWARDS

1. APEX award for publication excellence 2024
2. Chancellor's Award for Postdoctoral Research, UCLA 2022
3. Best Paper in Psychology Award, UCLA 2022
4. Society for Neuroscience Trainee Professional Development Award 2021
5. UCLA Brain Research Institute/Semel Institute Neuroscience Postdoctoral Travel Award 2021
6. Highly-ranked abstract (top 20%) for Society for Affective Science 2021
7. Kavli Summer Institute in Cognitive Neuroscience Fellow, UC Santa Barbara 2019
8. Summer School in Social Neuroscience and Neuroeconomics, Duke University 2019
9. Wharton Risk Center Russell Ackoff Doctoral Student Fellowship 2018–2019
10. Best Papers in Information Systems, International Communication Association 2016
11. Top Paper in Mass Communication, International Communication Association 2016
12. Top Poster Award, Society for Social and Affective Neuroscience 2016

RESEARCH FUNDING

1. Brain & Behavior Research Foundation NARSAD Young Investigator Grant No: 32767
Title: Intersubject heterogeneity of emotion representation and processing in social anxiety
Total amount: \$70,000
Role: Principal Investigator
Funding dates: 01/15/2025–01/14/2027
2. National Science Foundation SBE Postdoctoral Fellowship, No. 1911783
Title: Using coordinated neural responses to predict in- and out of sample sharing behavior
Total amount: \$165,000
Role: Principal Investigator
Funding dates: 07/15/2019–12/31/2021

PEER-REVIEWED PUBLICATIONS

*denotes advised student/trainee. +denotes equal contributions.

1. **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*
2. 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>
3. 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>
4. **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>
5. **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>
6. 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>
7. **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>
8. **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>

9. 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>
10. 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>
11. 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>
12. 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>
13. 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>
14. **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>
15. **+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
16. +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

INVITED BOOK CHAPTERS

1. *Babur, B. & **Baek, E.C.** (in press). 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.
2. **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.
3. **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 REVISION/UNDER REVIEW

1. **Baek, E.C.**, Pourafshari, R., & Bayer, J.B. (commissioned at *Nature Reviews Psychology*). The four corners of social connection research: An integrative review.

2. **Baek, E.C.**, Hyon, R., López, K., Porter, M.A., & Parkinson, C. (preprint; under revision at *Nature Communications*). Perceived community alignment increases information sharing. <https://psyarxiv.com/vea3k>
3. **+Baek, E.C.**, +Shen, L., Kim, H., Chey, J., Youm, Y., & Parkinson, C. (under revision 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
4. Abdurahman, S, Reimer, N., Golazizian, P., **Baek, E.C.**, Shen, Y., Trager, J., Lulla, R., Kaplan, J., Parkinson, C., & Dehghani, M. (preprint; under revision at *Journal of Experimental Psychology: General*). Targeting audiences' moral values shapes misinformation sharing. <https://psyarxiv.com/ztq2k/>
5. *Lu, C., & **Baek, E.C.** (invited; in prep). Disrupted sociocognitive processing in loneliness. In T. Nelson (Ed.), *Handbook of Loneliness*. Springer Nature.
6. 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/>
7. **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

2025

1. Mar. Invited Speaker. 2025 Shared Reality Conference (Virtual)

2024

2. June Invited Speaker. IBS Center for Neuroscience Imaging Research at Sungkyunkwan University (Seoul, South Korea)
3. 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)
4. 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)
5. May Invited Symposium Speaker/Panelist. "Bridging disciplines: Integrating neuroscience and social network analysis in communication science" Communication Sciences Futures (East Lansing, Michigan)
6. April Invited Speaker. Logic of Emotion Lab at Princeton University (virtual)
7. Mar. Invited Speaker. UC Santa Barbara Friday Afternoon Social Colloquium (Santa Barbara, CA)

2023

8. Dec. Invited Speaker. Center for Applied Network Analysis (Los Angeles, CA)

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- 9. Nov. Invited Speaker. UC Riverside Social Brown Bag (Riverside, CA)
- 10. 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)
- 11. 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)
- 12. Feb. Data Blitz Speaker. Shared Reality and Authenticity Preconference at the annual meeting of the Society for Personality and Social Psychology (Atlanta, GA).

2022

- 13. Nov. UCLA Communication Department Brown Bag (Los Angeles, CA)
- 14. May Invited Panelist. “One World, One Multilevel Network: Cells to Societies” at the annual meeting of the International Communication Association (Paris, France)
- 15. 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)
- 16. May Invited Symposium Speaker. “Social Networks and Real-World Interaction” at the annual meeting of the Social and Affective Neuroscience Society (Virtual)
- 17. April Invited Speaker. UCLA Social Psychology Colloquium (Los Angeles, CA)

2021

- 18. June Invited Speaker. CogniTalks hosted by the Cognito Student Union at the Department of Brain & Cognitive Sciences at the University of Amsterdam (Virtual)
- 19. 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)
- 20. 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)
- 21. 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

- 22. Nov. Invited Speaker. UCLA Networks Meeting (Los Angeles, CA)
- 23. Oct. Invited Speaker. UCLA Social Psychology Colloquium (Los Angeles, CA)

24. April Invited Speaker. Princeton University Neuroscience and Social Decision Making talk series (Princeton, NJ)

2018

25. Nov. Invited Speaker. Wharton Neuroscience Initiative Student Society (WINSS) Undergraduate Meeting (Philadelphia, PA)

26. Feb. Invited Speaker. 4th Annual SCAN Retreat, Center for Neuroscience and Society, University of Pennsylvania (Philadelphia, PA)

2017

27. Nov. Invited Speaker. Guest Lunch Series, Center for Neuroscience and Society, University of Pennsylvania (Philadelphia, PA)

CONFERENCE POSTERS

**denotes advised student/trainee.*

2024

1. *Babür, B., *Lu, C., *Zimmerman, 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.
2. *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.
3. *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.

2022

4. *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.
5. *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.
6. **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).
7. **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.

2021

8. **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.
9. **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****
10. **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).
11. 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****
12. 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).
13. **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).
14. **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*****
15. **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).
16. **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).

2020

17. **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).

18. **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).
19. Hyon, R., Lopéz, 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).
20. 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).
21. 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).

2019

22. **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.
23. 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****
24. 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.
25. 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****

2018

26. 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.
27. 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.

28. 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.

2017

29. **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.
30. 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.
31. 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.
32. **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.
33. 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****
34. 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.

2016

35. **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****
36. 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****
37. 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.
38. **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.

39. 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****
40. **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

Graduate students (primary mentor)

1. Begüm Babür, Social Psychology Doctoral Student, University of Southern California
Year: 2023–Present
2. Chang Lu, Social Psychology Doctoral Student, University of Southern California
Year: 2023–Present
3. Saewon Chang, Social Psychology Doctoral Student, University of Southern California
Year: 2024–Present

Milestone Committees

1. Rachel Bernstein, Clinical Psychology Doctoral Student, University of Southern California
Committee: First-year project
2. Yema Conteh, Social Psychology Doctoral Student, University of Southern California
Committee: Qualifying Exam
Year: 2024
3. Ellen Herschel, Brain and Cognitive Sciences in Psychology Doctoral Student, University of Southern California
Committee: Qualifying Exam
Year: 2024
4. Jean Luo, Social Psychology Doctoral Student, University of Southern California
Committee: Qualifying Exam
Year: 2024
5. Emily Satinsky, Clinical Psychology Doctoral Student, University of Southern California
Committee: Qualifying Exam
6. Yi Zhang, Social Psychology Doctoral Student, University of Southern California
Committee: Qualifying Exam, Dissertation
Year: 2023, 2024

Undergraduate/Post-bacc research assistants

1. Jay Campanell, Undergraduate student, University of Southern California
Year: 2024–Present
2. Zack Culver, Undergraduate student, University of Southern California
Year: 2023–Present

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3. Makayla Lui, Undergraduate student, University of Southern California
Year: 2024–Present
USC Summer Undergraduate Research Fund (SURF) recipient, Summer ‘24
4. Preyashi Poddar, Undergraduate student, University of Southern California
Year: 2024–Present
USC Summer Undergraduate Research Fund (SURF) recipient, Summer ‘24
USC Provost Undergraduate Research Fellowship (PURF) recipient, Fall ‘24
5. Jacob Zimmerman, Post-bacc research assistant, University of Southern California
Year: 2023–Present
6. Concepción Esparza, Post-bacc research assistant, University California, Los Angeles
Year: 2022–Present

TEACHING

Courses Taught at USC

- PSYC-355: Social Psychology
Semesters: Spring 2024, Fall 2024
- PSYC-612: Social Networks and Relationships
Semester: Fall 2023

Guest Lectures

- Social Neuroscience, Boston College
Semester: Fall 2023
- Knowing Minds, Princeton University
Semester: Fall 2022
- Social Neuroscience, University of California, Santa Barbara
Semester: Fall 2022
- Introduction to Communication Behavior, University of Pennsylvania
Semester: Summer 2017
- Teaching Fellow, The Communication Experience, University of Pennsylvania
Semester: Fall 2017

TEACHING TRAINING

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

ACADEMIC SERVICE

Departmental Service

- Brain and Cognitive Sciences Faculty Search Committee
Years: 2023–2024, 2024–2025

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- Steering Committee
Years: 2023–Present
- fNIRS Committee
Years: 2023–Present

Department and University Invited Panels

- USC Psychology Preview Day Faculty Panelist
Year: 2024
- Guest Speaker, “Tuesday Teas” for USC Residential Education
Year: 2024
- Graduate Association for Students in Psychology: Hiring Process for Tenure-Track Faculty
Year: 2022

Conference Committees

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

Ad Hoc Reviewing (Funding Agencies)

- National Science Foundation
Year: 2021

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
Year: 2017–Present

- Society for Affective Science
Year: 2023
- Social and Affective Neuroscience Society
Year: 2023, 2024

SAMPLE MEDIA COVERAGE OF RESEARCH

- 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>
- Discover Magazine (September 19, 2023), “Brain Scans Reveal That Loneliness Changes the Way We View the World” <https://www.discovermagazine.com/mind/brain-scans-reveal-that-loneliness-changes-the-way-we-view-the-world>
- The Colin McEnroe Show (July 12, 2023), “What’s going on with loneliness?” <https://www.ctpublic.org/show/the-colin-mcenroe-show/2023-07-12/whats>
- Canadian Broadcasting Company (S62, Ep. 11), The Nature of Things. “The secrets of friendship”. <https://gem.cbc.ca/the-nature-of-things/s62e11>
- Psychological Science: <https://www.psychologicalscience.org/news/2023-march-lonely-brains.html>
- Minds Matter podcast (September 4, 2022). “Your mind on loneliness & social connection” <https://www.mindsmatterpodcast.com/s2-e3-your-mind-on-loneliness>
- Opinion Science podcast episode 50 (November 8, 2021). “To persuade is human?” <http://opinionsciencepodcast.com/episode/to-persuade-is-human/>
- Canadian Broadcasting Company – 12 interviews across radio stations in Canada (February 28, 2017). “Why do some news stories go viral and others don’t?”
- Popular Science: <http://www.popsci.com/viral-article-brain-imaging?dom=rss-default&src=syn>
- Psychological Science: <http://www.psychologicalscience.org/publications/observer/obsonline/brain-activity-can-predict-which-articles-go-viral.html>
- Vice: https://tonic.vice.com/en_us/article/mris-say-were-all-needy-attention-seekers-on-facebook
- Mashable: <http://mashable.com/2017/02/27/why-stories-go-viral/#uyu4kTwSMOqW>
- Philly Voice: <http://www.phillyvoice.com/will-story-go-viral-penn-researchers-use-mri-prove-you-subconsciously-know-answer/>

OUTREACH

Elisa C. Baek, Ph.D.

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

<https://kids.frontiersin.org/articles/10.3389/frym.2022.640262>

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

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)