

PRATEEKSHIT “KANU” PANDEY

Annenberg School for Communication, University of Pennsylvania
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ACADEMIC POSITIONS

Assistant Professor of Communication

Starting Nov 2023

Department of Communication, University of California, Santa Barbara

Postdoctoral Fellow

Sept 2022 - Current

Annenberg School for Communication, University of Pennsylvania

Joint appointment between Communication Neuroscience Lab (PI: Prof. Emily Falk) and Center for Advanced Research in Global Communication (PI: Prof. Aswin Punathambekar)

EDUCATION

Ph.D., Communication

Aug 2016 - Aug 2022

Annenberg School for Communication, University of Pennsylvania

Dissertation: *Disentangling the reciprocal causal relationship between political efficacy and sharing traditional and humorous political information.*

Committee: Prof. Emily Falk (chair), Prof. Joseph N. Cappella, Prof. Michael Delli-Carpini, Prof. Dannagal Young

Master of Arts, Communication

Aug 2016 - May 2018

Annenberg School for Communication, University of Pennsylvania

Bachelor of Technology, Computer Science & Engineering

Aug 2012 - Aug 2016

IIIT-Delhi, India

Best Undergraduate Research Thesis Award (top in department)

Thesis: *Face Recognition with Obfuscation*

Advisors: Prof. Richa Singh, Prof. Mayak Vatsa

PUBLICATIONS

Cosme, D., Scholz, C., Chan, H. Y., Doré, B. P., **Pandey, P.**, Carreras-Tartak, J., Cooper, N., Paul, A., Burns, S. M., & Falk, E. B. (2022). Message self and social relevance increases intentions to share content: Correlational and causal evidence from six studies. *Journal of Experimental Psychology: General*, doi: 10.1037/xge0001270

Singh, M., Nagpal, S., Yadav, D., Kohli, N., **Pandey, P.**, Prabhakaran, G., Singh, R., Vatsa, M., Noore, A., Brefczynski-Lewis, J. & Mahajan, H. (2021). Understanding Neural Responses to Face Verification of Cross-Domain Representations. *2021 International Joint Conference on Neural Networks (IJCNN)* (pp. 1-8). doi: 10.1109/IJCNN52387.2021.9534242

Jovanova, M., Falk, E. B., Parelman J., **Pandey P.**, O'Donnell, M. B., Kang, Y., Bassett, D. S., & Lydon-Staley, D. M. (2022). Brain System Integration and Message Consistent Health Behavior Change. *Health Psychology*, 41(9), 611–620. doi: 10.1037/hea0001201

Pandey, P., Kang, Y., Cooper, N., O'Donnell, M. B., & Falk, E. B. (2021). Social networks and neural receptivity to persuasive health messages. *Health Psychology*, 40(4), 285–294. doi: 10.1037/hea0001059

Kang, Y., Cosme, D., Pei, R., **Pandey, P.**, Carreras-Tartak, J., & Falk, E. B. (2021). Purpose in life, loneliness, and protective health behaviors during the COVID-19 pandemic. *The Gerontologist*, 61(6), 878–887. doi: 10.1093/geront/gnab081

Coronel, J. C., O'Donnell, M. B., **Pandey P.**, Delli Carpini, M. X., & Falk E. B. (2021). Political Humor, Sharing, and Remembering: Insights from Neuroimaging, *Journal of Communication*, 71(1), 129-161, doi: 10.1093/joc/jqaa041

Pandey, P. (2020). Caty Borum Chattoo and Lauren Feldman, A Comedian and an Activist Walk into a Bar: The Serious Role of Comedy in Social Justice. *International Journal of Communication*, 14, 3. Retrieved from <https://ijoc.org/index.php/ijoc/article/view/16728>

Kang, Y., Cooper, N., **Pandey, P.**, Scholz, C., O'Donnell, M. B., Lieberman, M. D., Taylor, S. E., Strecher, V. J., Cin, S. D., Konrath, S., Polk, T. A., Resnicow, K., An, L., & Falk, E. B. (2018). Effects of self-transcendence

on neural responses to persuasive messages and health behavior change. *Proceedings of the National Academy of Sciences of the United States of America*, 115(40), 9974–9979. doi: 10.1073/pnas.1805573115.

Yadav D., Kohli N., Nagpal S., Singh M., **Pandey P.**, Vatsa M., Singh R., & Noore A. (2017). Region-specific fMRI Dictionary for Decoding Face Verification in Humans, *In Proceedings of International Joint Conference on Neural Networks 2017*, pp. 3814-3821, doi: 10.1109/IJCNN.2017.7966337.

Pandey P., Singh R., & Vatsa M. (2016). Face Recognition using Scattering Wavelet under Illicit Drug Abuse Variations, *In Proceedings of International Conference on Biometrics (ICB) 2016*. pp. 1-6, doi: 10.1109/ICB.2016.7550091.

Yadav D., Kohli N., **Pandey P.**, Singh R., Vatsa M., & Noore A. (2016). Effect of Illicit Drug Abuse on Face Recognition, *In Proceedings of Winter Conference on Applications of Computer Vision (WACV)*. pp. 1-7, doi: 10.1109/WACV.2016.7477556. ***Received Best Paper Award** when presented at WACV 2016.

Sankaran A., **Pandey P.**, Vatsa M., & Singh R. (2014). On Latent Fingerprint Minutiae Extraction using Stacked Denoising Sparse AutoEncoders, *In Proceedings of International Joint Conference on Biometrics*. pp. 1-7, doi: 10.1109/BTAS.2014.6996300. ***Received Best Poster Award** when presented at IJCB 2014.

WORKING PAPERS

Pandey, P. (in prep) Humor and Mirth. *Invited chapter for Handbooks of Communication Science: Media Entertainment and Communication*, DeGruyter.

Pandey, P., Young, D. G., Delli-Carpini, M. X. & Falk, E. B. (in prep) Testing the reciprocal causal relationship between political efficacy and news sharing.

Pandey, P., Young, D. G., Delli-Carpini, M. X. & Falk, E. B. (in prep) Affirmation political efficacy: effects of affirmation based interventions on changing political efficacy.

Pandey, P., Cosme, D., Pei, R., Andrews, M. E., Mattan, B. D. & Falk, E. B. (in prep) Effects of mocking humor on adoption of COVID-19 preventative measures.

Pandey, P. & Punathambekar, A. (in prep) A systematic review of political humor in South Asia.

HONORS AND AWARDS

Top Paper Award to be awarded at Communication Science & Biology interest group, ICA Conference *May 2023*

Dissertation Research Fellowship at Annenberg School for Communication, UPenn *Jan 2021*

Top Paper Award at Communication Science and Biology interest group, ICA Annual Conference *May 2020*

GAPSA Student Travel Award to attend SANS 2019 *May 2019*

SANS Poster Award at SANS Conference, Brooklyn NY *May 2018*

Top 5 Paper Award at Communication Science and Biology interest group, ICA Annual Conference , San Diego CA *Jun 2017*

Best Teaching Assistant Award (for my role as TA for Image Analysis course at IIIT-Delhi) *Aug 2016*

Best Paper Award at IEEE WACV, Lake Placid *Mar 2016*

Selected for **Indian Academy of Science Summer Fellowship** *Apr 2015*

Best Poster Award at IEEE International Joint Conference on Biometrics (IJCB), Florida *Oct 2014*

INSPIRE Scholarship by DST, New Delhi (top 1% students in CBSE) *Jul 2012*

PREGISTERED STUDIES

Pandey, P., Falk, E. B., Young, D. G., Carpini, M. X. D. (2022, May 23). Effects of news sharing on political efficacy. Retrieved from osf.io/zg8qa.

Pandey, P. (2021, November 16). Civic affirmation intervention pre-registration. Retrieved from osf.io/ed8pw.

Pandey, P. (2021, November 5). Effect of civic affirmation on news sharing behavior. Retrieved from osf.io/7qunk.

Cosme, D., Falk, E. B., Dore, B. P., Scholz, C., O'Donnell, M. B., Kang, Y., Cooper, N., Lauharatanahirun, N., Mattan, B. D., Pei, R., Jovanova, M., Pearl, J., **Pandey, P.** (2020, May 17). Framing effects on the effectiveness and virality of health messages related to COVID-19. Retrieved from osf.io/8hn2g.

Kang, Y., Cosme, D., Falk, E. B., Dore, B. P., Scholz, C., O'Donnell, M. B., Lauharatanahirun, N., Mattan, B. D., Pei, R., Jovanova, M., Pearl, J., **Pandey, P.** (2020, April 7). Purpose in life, health messages receptivity, and loneliness among older adults during COVID-19 pandemic. Retrieved from osf.io/t5f2k.

CONFERENCE AND SYMPOSIA PRESENTATIONS

- Jovanova, M., **Pandey, P.**, Boyd, Z., Schwarze, A., Kang, Y., Cosme, D., Bassett, D., Ochsner, K., Mucha, P., Lydon-Staley, D. M., Falk, E. B. (2023). A person specific approach to study health behavior: proof of concept with alcohol use *Presented at the International Communication Association Annual Conference, May 2022.*
***Top paper award.**
- Pandey, P.**, Falk, E. F., Young, D. G., Delli-Carpini M. X. (2021). Effect of Political Efficacy on News Sharing Behavior *Presented at the International Communication Association Annual Conference, May 2022.*
- Pandey, P.**, Falk, E. F., Garcia, J. O., Lauharatanahirun, N. (2021). Neural synchrony during social communication: a comparison of functional brain network metrics. *Presented at Networks 2021, July 2021.*
- Pandey, P.**, Falk, E. F., Garcia, J. O., Lauharatanahirun, N. (2021). Neural synchrony during social coordination: a comparison of functional connectivity measures. *Presented at the International Communication Association Annual Conference, May 2021.*
- Cosme D., **Pandey P.**, Carreras-Tartak, J., Cooper, N., Paul, A., Burns, S. M., Falk, E. B. (2021). Message Self and Social Relevance is Positively Associated With Sharing Intentions: Correlational Evidence From Four Studies *Presented at the International Communication Association Annual Conference, May 2021.*
- Jovanova, M., Falk, E. B., Parelman J., **Pandey P.**, O'Donnell, M. B., Kang, Y., Bassett, D. S., & Lydon-Staley, D. M. (2020). Default Mode and Salience Brain Network Integration During Messaging Predicts Health Behavior Change. *Presented at the International Communication Association Annual Conference, May 2020.*
- Pandey, P.**, Coronel, J., O'Donnell, Delli Carpini, M. X., Falk, E. B. (2019). Neural correlates of political efficacy: Brain activity in response to civic information associated with political efficacy. *Presented at the Social and Affective Neuroscience Society Annual Conference, Miami Beach, Florida, May 2019.*
- Pandey, P.**, Coronel, J., O'Donnell, Delli Carpini, M. X., Falk, E. B. (2019). Neural correlates of political efficacy: Brain activity in response to civic information associated with political efficacy. *Presented at the International Communication Association Annual Conference, Washington D.C., May 2019.*
- Pandey, P.**, Vettel, J. M., Cohen, A. Paul, J. A., Falk, E. B., Garcia, J. O. The precision and stability of imagination: Reconstructing colors from oscillatory neural activity. *Presented at Neuroscience 2018, Annual Meeting of Society for Neuroscience, San Diego, Nov 2018.*
- Pandey, P.** & Revati Prasad. The Great Bollywood Roast: Exploring Representations of Sexuality Before and After AIB Knockout. *Presented at Representations in Bollywood Symposium at Birmingham City University, UK, May 2018.*
- Pandey, P.**, Kang, Y., Cooper, N., Scholz, C., O'Donnell, M. B., Falk, E. B. Social Influences on Health Behavior: Physical Activity across Social Network Influences Neural Responses to Health Messages and Behavior Change. *Presented at the International Communication Association Annual Conference, Prague, Czech Republic, May 2018.*
- Pandey, P.**, Kang, Y., Cooper, N., Scholz, C., O'Donnell, M. B., Falk, E. B. Social Influences on Health Message Reception: Physical Activity Across Individuals' Social Networks Is Associated With Neural Receptivity to Health Messages. *Presented at the Social and Affective Neuroscience Society Annual Conference, Brooklyn, New York, May 2018.* ***SANS poster award.**
- Kang, Y., **Pandey, P.**, Cooper, N., Scholz, C., O'Donnell, M. B., Elliott, A. M., Pegors, T. K., Lieberman, M. D., Taylor, S. E., Strecher, V. J., Dal Cin, S., Konrath, S., Polk, T., Resnicow, K., An, L., Falk, E. B. Increasing Receptivity to Health Communications: Effects of Self-Transcendence and Affirmation Priming on Neural Responses to Health Messages and Behavior Change. *Presented at the International Communication Association Annual Conference, San Diego, California, May 2017.* ***Top 5 paper award.**

TEACHING EXPERIENCE

TEACHING:

Graduate Teaching Assistant

COMM282 Sick and Satired – The Insanity of Humor and How It Keeps Us Sane
Teaching evaluation rating: 4.5 out of 5

University of Pennsylvania

Fall Semester 2017

Undergraduate Teaching Assistant

MTH201 Probability and Statistics

IIIT-Delhi

Winter semester, 2015

CSE340/540 Image Analysis
HSS212 Critical Thinking

Monsoon semester, 2015
Winter semester, 2016

MENTORSHIP:

Undergraduate Honors Thesis

University of Pennsylvania

Sarah Fendrich

Thesis title: Factors Influencing Voting Behavior: A Reasoned Action Approach

Spring 2020

INVITED TALKS

Research Talk

Political Communication Speaker Series, University of California, Santa Barbara

Title: News Comedy, Political Efficacy, and How Socially Oriented Thinking

Constitutes Democratic Citizenship

Oct 2019

Invited Research Talk

Graduate Seminar on Philosophy of Science and Communication Studies, University of Delaware

Oct 2019

Guest Lecture

Popular Culture and Media, University of Pennsylvania

June 2019

MEDIA PUBLICATION

Scripps News Staff. (2023, January 26). Why audiences are getting their news from comedians. *Scripps News*. Retrieved from <https://scrippsnews.com/stories/why-audiences-are-getting-their-news-from-comedians/>

Jayan, B. T. V. (2020, July 30). What's so funny? The science of laughter. *The Hindu BusinessLine*. Retrieved from <https://www.thehindubusinessline.com/blink/cover/whats-so-funny-the-science-of-laughter/article32231485.ece>

PROFESSIONAL EXPERIENCE AND SERVICE

Research Consultant

The Unscripted Project; *2021 - current*

Digital Media Coordinator

Communication Science & Biology Interest Group

International Communication Association
2020 - 2022

Member, Professional Development Committee

Annenberg School for Communication

University of Pennsylvania
2019- 2021

Graduate Associate

Riepe College House

University of Pennsylvania
2017 - 2020

Graduate Student Intern in Data Science

Vivar Inc., *2019*

Member, RAGA Training Committee

College Housing and Academic Services

University of Pennsylvania
2019

Member, Graduate Student Symposium Committee

Annenberg School for Communication

University of Pennsylvania
2018

Member, Graduate Student Council

Annenberg School for Communication

University of Pennsylvania
2017- 2018

AD HOC REVIEWING

International Communication Association, Annual Conferences

2016, 2017, 2018, 2019, 2020, 2021

International Journal of Humor

2020

PROFESSIONAL MEMBERSHIPS

International Communication Association

Social and Affective Neuroscience Society

WORKSHOPS ATTENDED

MIND: Methods In Neuroscience at Dartmouth*Aug 2018*

Advanced methods in brain-imaging analysis, with focus on naturalistic stimuli and developing open science work ethic. Held at Dartmouth College.

EEGLAB Workshop*Nov 2018*

Basic to advanced analysis of EEG data using EEGLAB toolbox in MATLAB. Held at University of California, San Diego.

TECHNICAL SKILLS

Coding	Python (numpy, scipy, scikit-learn, pandas, matplotlib, networkx, igraph, nilearn, nipy), Matlab (SPM, EEGLAB, psychtoolbox, deep learning toolbox), R, SQL, Javascript
Analysis	Statistics (structural equation modeling, hierarchical modeling, panel data analysis), Machine Learning (autoencoders, neural networks, deep convolutional neural networks), Survey Design (Qualtrics, Amazon MTurk), Experimental Design (social science, neuroimaging research)

LANGUAGE PROFICIENCY

English, Hindi