

# PRATEEKSHIT “KANU” PANDEY

[kanupandey@ucsb.edu] [Twitter/X]

## ACADEMIC POSITIONS

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### Assistant Professor of Communication

Jan 2024 - current

Department of Communication, University of California, Santa Barbara

### Postdoctoral Fellow

Sept 2022 - Sept 2023

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

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### 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

IIT-Delhi, India

*Best Undergraduate Research Thesis Award* (top in department)

Thesis: *Face Recognition with Obfuscation*

Advisors: Prof. Richa Singh, Prof. Mayak Vatsa

## PUBLICATIONS

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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.

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## 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) 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) Political Humor and Citizenship in Digital India

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## HONORS AND AWARDS

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|---------------------------------------------------------------------------------------------------|-----------------|
| <b>Top Paper Award</b> at Communication Science & Biology interest group, ICA Conference          | <i>May 2023</i> |
| <b>Dissertation Research Fellowship</b> at Annenberg School for Communication, UPenn              | <i>Jan 2021</i> |
| <b>Top Paper Award</b> at Communication Science & Biology interest group, ICA Annual Conference   | <i>May 2020</i> |
| <b>GAPSA Student Travel Award</b> to attend SANS 2019                                             | <i>May 2019</i> |
| <b>SANS Poster Award</b> at SANS Conference, Brooklyn NY                                          | <i>May 2018</i> |
| <b>Top 5 Paper Award</b> at Communication Science & Biology interest group, ICA Annual Conference | <i>Jun 2017</i> |
| <b>Best Teaching Assistant Award</b> (for my role as TA for Image Analysis course at IIIT-Delhi)  | <i>Aug 2016</i> |
| <b>Best Paper Award</b> at IEEE WACV, Lake Placid                                                 | <i>Mar 2016</i> |
| Selected for <b>Indian Academy of Science Summer Fellowship</b>                                   | <i>Apr 2015</i> |
| <b>Best Poster Award</b> at IEEE International Joint Conference on Biometrics (IJCB), Florida     | <i>Oct 2014</i> |
| <b>INSPIRE Scholarship</b> by DST, New Delhi (top 1% students in CBSE)                            | <i>Jul 2012</i> |

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## 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.*

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## 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

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### 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  
CSE340/540 Image Analysis  
HSS212 Critical Thinking

IIIT-Delhi

Winter semester, 2015

Monsoon semester, 2015

Winter semester, 2016

### MENTORSHIP:

#### Undergraduate Honors Thesis

Sarah Fendrich

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

University of Pennsylvania

Spring 2020

## INVITED TALKS AND GUEST LECTURES

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### **Playing with Politics: Humor and its effects on citizenship**

*Civic Studios, Mumbai, India*

*Dec 2023*

### **Media and the Brain: Lessons from neuroimaging in health and political communication**

*School of Artificial Intelligence and Data Science, Indian Institute of Technology, Jodhpur, India*

*Nov 2023*

### **How does humor shape citizenship**

*Department of Communication, University of Hyderabad, India*

*Nov 2023*

### **Political humor, Sharing, and Remembering: Insights from Neuroimaging**

*School of International Affairs, Pennsylvania State University*

*Sept 2023*

### **News Comedy, Political Efficacy, and How Social Thinking Constitutes Democratic Citizenship**

*Political Communication Speaker Series, University of California, Santa Barbara*

*Jan 2023*

### **Research Talk**

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

*Oct 2019*

### **Political Entertainment in the US**

*Popular Culture and Media, University of Pennsylvania*

*June 2019*

## MEDIA PUBLICATION

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Steinberg, D. (2023, October 12). With comedy-and-science game show, Public Health takes the improv stage. *News & Events, College of Public Health, Temple University*. Retrieved from <https://cph.temple.edu/about/news-events/news/comedy-and-science-game-show-public-health-takes-improv-stage>

Hopkins, E. (2023, March 4). Philly comedians find more laughs with an expanding indie stand-up scene. *The Philadelphia Inquirer*. Retrieved from <https://www.inquirer.com/entertainment/philadelphia-comedy-scene-20230304.html>

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

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### **Research Consultant**

The Unscripted Project; 2021 - 2023

### **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

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International Communication Association, Annual Conferences

2016, 2017, 2018, 2019, 2020, 2021

International Journal of Humor

2020

## PROFESSIONAL MEMBERSHIPS

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International Communication Association

## WORKSHOPS ATTENDED

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### **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

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### **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

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English, Hindi