

Emily Falk, Ph.D.



Emily Falk is a Professor of Communication, Psychology, Marketing and Operations, Information and Decisions at the University of Pennsylvania, Director of Penn's Communication Neuroscience Lab and a Distinguished Fellow of the Annenberg Public Policy Center. Falk is an expert in the science of attitude and behavior change. Her research uses tools from psychology, neuroscience, and communication to examine what makes messages persuasive, why and how ideas spread, and what helps people get on the same page when communicating. Her work has been widely covered in the popular press in the U.S. and abroad (e.g., *New York Times*, *Washington Post*,

BBC, *Forbes*, *Scientific American*, and others), and she has consulted for and collaborated with major corporations, NGOs, and the government. Her research has been recognized by numerous awards, including early career awards from the International Communication Association, the Society for Personality and Social Psychology Attitudes Division, a Fulbright grant, Social and Affective Neuroscience Society, a DARPA Young Faculty Award, and the NIH Director's New Innovator Award. She was named a Rising Star by the Association for Psychological Science. She received her bachelor's degree in Neuroscience from Brown University, and her Ph.D. in Psychology from the University of California, Los Angeles.