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ACADEMIC APPOINTMENTS

2018-present **Assistant Professor in Persuasive Communication**
Amsterdam School for Communication Research, University of Amsterdam, The Netherlands

Position supported by:

- Marie Skłodowska-Curie Fellow, awarded February 2019
- NWO Veni Grant, awarded July 2019

EDUCATION

- 2013-2018 **Ph.D. Communication**
Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA, USA
- Dissertation Title: “Neural and Psychological Bases of Health News Sharing”
 - Dissertation Committee: Prof. Emily B. Falk (chair), Prof. Joseph N. Cappella, Prof. Robert C. Hornik
- 2013-2015 **M.A. Communication**
Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA, USA
- 2011-2013 **M.Sc. Communication Science**
Amsterdam School for Communication Research, University of Amsterdam, Amsterdam, The Netherlands
- 2008-2011 **B.A. Media Communication**
Chemnitz University of Technology, Chemnitz, Germany

Certificates and Trainings

- 2017 **Summer School on Synchronization in Communication Systems**
Department of Communication, Michigan State University, East Lansing, MI
- Summer School in Social Neuroscience & Neuroeconomics**
Institute for Brain Sciences, Duke University, Durham, NC
- 2015 **Summer School: Training Course in fMRI**
University of Michigan, Ann Arbor, MI

2013-2014 **Graduate Certificate in Social, Cognitive, and Affective Neuroscience**
Center for Neuroscience and Society, University of Pennsylvania, Philadelphia, PA

PUBLICATIONS (* Denotes equal authorship)

Peer Reviewed Journal Articles

- **Scholz, C.**, Baek, E.C., Jovanova, M., Falk, E.B. (accepted with minor revisions). Media Content Sharing as a Value-Based Decision. *Current Opinion in Psychology*
- **Scholz, C.**, Doré, B. P., Cooper, N., Falk, E. B. (in press). Neural Valuation of Anti-Drinking Campaigns and Risky Peer Influence in Daily Life. *Health Psychology*, Impact Factor: 3.2
- Doré, B. P., Cooper, N., **Scholz, C.**, O'Donnell, M. B., Falk, E. B. (2019). Cognitive regulation of ventromedial prefrontal activity evokes lasting change in the perceived self-relevance of persuasive messaging. *Human Brain Mapping*, 40(9), 2571-2580.
<https://doi.org/10.1002/hbm.24545>, Impact Factor: 4.9
- **Scholz, C.**, Baek, E. C., O'Donnell, M. B., & Falk, E. B. (2019). Neural Mechanisms of Broad- and Narrowcasting: A Neuroscientific Perspective, *Media Psychology*,
<https://doi.org/10.1080/15213269.2019.1572522>, Impact Factor: 2.6
 Data and code available online: <https://github.com/cnlab/narrowbroad>
- Kang, Y., Cooper N., Pandey, P., **Scholz, C.**, O'Donnell M. B., Lieberman M. D., Taylor, S. E., Strecher V. J., Dal Cin S., 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: <https://doi.org/10.1073/pnas.1805573115>, Impact Factor: 9.5
- Doré, B., Scholz, C., Baek, E. C., O'Donnell, M. B., & Falk, E. B. (in press). Brain Activity Tracks Population Information Sharing by Capturing Consensus Judgments of Value. *Cerebral Cortex*. <https://doi.org/10.1093/cercor/bhy176>, Impact Factor: 6.3
- Falk, E. B., **Scholz, C.** (2018). Persuasion, Influence, and Value: Perspectives from Communication and Social Neuroscience. *Annual Review of Psychology*. DOI: <https://doi.org/10.1146/annurev-psych-122216-011821>, Factor: 19.1
- **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 of the United States of America*, DOI: [10.1073/pnas.1615259114](https://doi.org/10.1073/pnas.1615259114), Impact Factor: 9.5
 Data and code available online: <https://github.com/cnlab/viralityPNAS>
- Baek, E. C.*, **Scholz, C.***, O'Donnell, M. B., & Falk, E. B. (2017). The value of sharing information: A neural account of information transmission. *Psychological Science*, Impact Factor: 5.5
 Data and code available online: <https://github.com/cnlab/valuesharing>
- Cascio, C. N., **Scholz, C.**, & Falk, E. B. (2015). Social influence and the brain: persuasion, susceptibility to influence and retransmission. *Current Opinion in Behavioral Sciences*, 3, 51-57. DOI: [10.1016/j.cobeha.2015.01.007](https://doi.org/10.1016/j.cobeha.2015.01.007)

Book Chapters

- Baek, E.C., Scholz, C. Falk, E.B. (forthcoming). The neuroscience of information propagation: Key role of the mentalizing system. In: Floyd, K. & Weber, R. (Eds.) *Handbook of Communication Science and Biology*. New York, NY: Routledge.
- **Scholz, C.**, Falk, E. B. (in press). The neuroscience of information sharing. In S. Gonzalez-Bailon, B. Foucault Welles. (Eds.) *Handbook of Communication in the Networked Age*. Oxford University Press.
- Bol, N., **Scholz, C.**, Smets, E. M., Loos, E. F., de Haes, H. C., & van Weert, J. C. (2013). Senior Patients Online: Which Functions Should a Good Patient Website Offer?. In C. Stephanidis, M. Antona (Eds.) *Universal Access in Human-Computer Interaction. User and Context Diversity. UAHCI 2013. Lecture Notes in Computer Science*, Vol. 8010. Berlin: Springer. DOI: [10.1007/978-3-642-39191-0_4](https://doi.org/10.1007/978-3-642-39191-0_4)

Media Coverage & Contributions

- Media coverage concerning: **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 of the United States of America*, DOI: [10.1073/pnas.1615259114](https://doi.org/10.1073/pnas.1615259114), Impact Factor: 9.42:
 - 28.02.2017: CBC – Radio Canada: 12 5-minute radio interviews on stations across Canada
 - Mashable: <http://on.mash.to/2lQ3xDi>
 - Popular Science: <http://www.popsci.com/viral-article-brain-imaging#page-2>
 - LiveScience: <http://bit.ly/2m3MPkb>
 - Forskning & Framsteg: <http://bit.ly/2m9K29A>
 - ArsTechnica: <http://bit.ly/2mARc4h>
 - Discover: <http://bit.ly/2m9Km8i>
 - Daily Mail: <http://dailym.ai/2lT5vBe>
 - Wired: <http://www.wired.co.uk/article/wired-awake-010317>
 - Others: <http://bit.ly/2lVlHY9>
- Cascio, C. N., **Scholz, C.**, & Falk, E. B. (03.08.2015). Going along with the crowd: Why do we do it? *Character & Context, Blog of the Society for Personality and Social Psychology*, <http://www.spsp.org/blog/going-along-with-the-crowd>.

CONFERENCE PRESENTATIONS AND TALKS

(* Denotes equal authorship; † Denotes awards/honors)

2019

- Huskey, R., Bue, A.C., Eden, A., Grall, C., Meshi, D., Prena, K., Schmälzle, R., Scholz, C., Turner, B.O., Wilcox, S. (November, 2019), Is Communication Neuroscience just another Subfield in an already crowded Discipline? *Talk presented at the 105th Annual Convention of the National Communication Association*, Baltimore, USA
- Invited talk (May, 2019), Neural Correlates of Message Effectiveness: A Mega-Analysis, 11th Triennial Choice Symposium, Cambridge, Maryland, USA

- Invited talk (February, 2019), Neural Pathways to Persuasion and Social Influence in Health Contexts, Maastricht University, The Netherlands
- van der Laan, L. N., **Scholz, C.**, de Ridder, D.T.D., Smidts, A. (May, 2019). Can we have a second serving? A replication study on the neurobiological mechanisms underlying self-control. *to be presented at the annual meeting of the Social and Affective Neuroscience Society*, Miami, FL, USA
- Baek, E.C., **Scholz, C.**, Falk, E. B. (May, 2019). Narcissists show Different Psychological and Neural Motivations for Interpersonal Sharing, *to be presented at the annual meeting of the Social and Affective Neuroscience Society*, Miami, FL, USA

† **Top Poster Award** (SANS)

- Doré, B.P., Cooper, N., Scholz, C. Baek, E. B., Thompson, S., Falk, E. B. (May, 2019). Population-level stimulus effects are reflected in distributed neural representations of affect and value, *to be presented at the annual meeting of the Social and Affective Neuroscience Society*, Miami, FL, USA
- **Scholz, C.**, Baek, E.C., Falk, E. B. (May, 2019). Manipulating Neural Coupling during News Propagation, *to be presented at the annual meeting of the Social and Affective Neuroscience Society*, Miami, FL, USA
- **Scholz, C.** (May, 2019). Encouraging Content Sharing Irrespective of Content Characteristics, *Escalator Session, International Communication Association, Communication Science and Biology Interest Group*, Washington, DC, USA
- **Scholz, C.** (Panel member, May 2019). Best Practices in Training and Mentoring Research Assistants and New Graduate Students, *International Communication Association, Communication Science and Biology Interest Group*, Washington, DC, USA

2018

- Invited Talk (December, 2018), The Neuroscience of Virality Seoul National University, South Korea
- **Scholz, C.**, Doré, B. P., Cooper, N. C., Falk, E. B. (July, 2018), Neural Message Engagement Predicts Susceptibility to Conversational Influence on Drinking Behavior, *Poster presented at the conference of the European Society for Cognitive and Affective Neuroscience*, Leiden, The Netherlands
- **Scholz, C.**, July, 2018, Neural valuation, population-level idea virality, and susceptibility to social influence, *Invited talk at the Rotterdam School of Management*, Erasmus University, Rotterdam, The Netherlands
- **Scholz, C.**, Doré, B. P., Cooper, N. C., Falk, E. B. (May, 2018), Neural Message Engagement Predicts Susceptibility to Conversational Influence on Drinking Behavior, *Poster presented at the annual meeting of the Social and Affective Neuroscience Society*, New York City, USA
- † **Top Poster Award** (SANS)
Pandey, P., Kang, Y., Cooper, N., **Scholz, C.**, O'Donnell, M. B., Falk, E. B. (May, 2018), Social Influences on Health Behavior: Physical Activity across Social Network Influences Neural

Responses to Health Messages and Behavior Change, *Poster presented at the annual meeting of the Social and Affective Neuroscience Society*, New York City, USA

- † **Top 5 Paper Award** (ICA's Information Systems Division):
Scholz, C., Doré, B. P., Cooper, N. C., Falk, E. B. (May, 2018), Neural Message Engagement Predicts Susceptibility to Conversational Influence on Drinking Behavior, *Talk and poster presented at the annual meeting of the International Communication Association, Information Systems interest group*, Prague, Czech Republic
- **Scholz, C.** (May, 2018), Participant in problem solving session, *Communication Science and Biology Interest Group*, Prague, Czech Republic
- Doré, B. P., Cooper, N. C., **Scholz, C.**, O'Donnell M. B., Falk, E. B. (May, 2018), Neural Message Engagement Predicts Susceptibility to Conversational Influence on Drinking Behavior, *Talk and poster presented at the annual meeting of the International Communication Association, Information Systems interest group*, Prague, Czech Republic
- Pandey, P., Kang, Y., Cooper, N., **Scholz, C.**, O'Donnell, M. B., Falk, E. B. (May, 2018), Social Influences on Health Behavior: Physical Activity across Social Network Influences Neural Responses to Health Messages and Behavior Change, *Talk and poster presented at the annual meeting of the International Communication Association, Information Systems interest group*, Prague, Czech Republic

2017

- Guest Lunch Series (November, 2017), Center for Neuroscience and Society, University of Pennsylvania
- **Scholz, C.**, & Falk, E. B. (June, 2017). Manipulating the Neural Propagation System. Neural Coupling and Information Transmission through Social Exposure, *Talk and poster presented at the International Summer School on Synchrony in Communication Systems, Michigan State University*, East Lansing, USA
- **Scholz, C.**, Baek, E. C., Dore, B., O'Donnell, M. B., & Falk, E. B. (May, 2017). A Neural Propagation System: Neurocognitive and preference synchrony in information sharers and their receivers, *Talk and poster presented at the annual meeting of the International Communication Association, Communication Science and Biology Division*, San Diego, USA
- † **Top 5 Paper Award** (ICA's Communication Science and Biology Interest Group):
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 (May, 2017). Increasing Receptivity to Health Communications: Effects of Self-Transcendence and Affirmation Priming on Neural Responses to Health Messages and Behavior Change, *Paper presented at the meeting of the annual meeting of the International Communication Association, Communication Science and Biology Interest Group*, San Diego, California.
- Baek, E. C., **Scholz, C.**, O'Donnell, M. B., & Falk, E. B. (May, 2017). Negativity spreads: negative feedback evokes mentalizing in the brain to lead to opinion change, *Talk and poster*

presented at annual meeting of the International Communication Association, Information Systems Division, San Diego, USA

- Doré, B., **Scholz, C.**, Baek, E. C., O'Donnell, M. B., & Falk, E. B. (May, 2017). Neural prediction of population sharing behavior relates to domain familiarity, *Talk and poster presented at the annual meeting of the International Communication Association, Communication Science and Biology Interest Group, San Diego, USA.*
- **Scholz, C.**, Doré, B., Baek, E. C., O'Donnell, M. B., & Falk, E. B. (May, 2017). A Neural Propagation System: Neurocognitive and preference synchrony in information sharers and their receivers, *Talk presented at the 5- Annual Annenberg Graduate Student Symposium, Philadelphia, USA*
- † **Top Poster Award** (SANS)
Scholz, C., Baek, E. C., Doré, B., O'Donnell, M. B., & Falk, E. B. (March, 2017). A Neural Propagation System: Neurocognitive and preference synchrony in information sharers and their receivers, *Poster presented at the annual meeting of the Social and Affective Neuroscience Society, Los Angeles, USA*
- † **Top Poster Award** (SANS)
Doré, B., **Scholz, C.**, Baek, E. C., O'Donnell, M. B., & Falk, E. B. (March, 2017). Neural prediction of population sharing behavior relates to domain familiarity, *Poster presented at the annual meeting of the Social and Affective Neuroscience Society, Los Angeles, USA*
- Baek, E., **Scholz, C.**, O'Donnell, M.B., & Falk, E. (March, 2017). Negativity spreads: negative feedback evokes mentalizing in the brain to lead to opinion change, *Poster presented at the annual meeting of the Social and Affective Neuroscience Society, Los Angeles, USA*

2016

- **Scholz, C.***, Baek, E. C.*, O'Donnell, M. B., Kim, H. S., Cappella, J. N., & Falk, E. B. (June, 2016). Value-based virality: A neurocognitive model of news retransmission. *Poster presented at the 3rd international conference of the European Society for Cognitive and Affective Neuroscience, Porto, Portugal.*
- **Scholz, C.**, Cooper, N., & Falk, E. B. (June, 2016). Does self equal value? An fMRI study on the neural distinction of self- and value-related processing in VMPFC. *Poster presented at the 3rd international conference of the European Society for Cognitive and Affective Neuroscience, Porto, Portugal.*
- † **Top Paper Award** (ICA's Mass Communication Division)
Scholz, C.*, Baek, E. C.*, O'Donnell, M. B., Kim, H. S., Cappella, J. N., & Falk, E. B. (June, 2016). Value-based virality: A neurocognitive model of news retransmission. *Talk presented at annual meeting of the International Communication Association, Mass Communication Division, Fukuoka, Japan.*
- **Scholz, C.**, Baek, E. C., O'Donnell M. B., & Falk, E. B. (June, 2016). Sharing for the (social) self and others: Neural mechanisms driving broad- and narrowcasting. *Poster presented at the annual meeting of the International Communication Association, Information Systems Division, Fukuoka, Japan.*

- † **Best Student Paper Award** (ICA's Information Systems Division)
Baek, E. C.*, **Scholz, C.***, O'Donnell, M. B., & Falk, E. B. (June, 2016). Neural Correlates of Selecting and Sharing Information. *Talk presented at the annual meeting of the International Communication Association Conference, Information Systems Division, Fukuoka, Japan.*
- **Scholz, C.***, Baek, E. C.*, O'Donnell, M. B., Kim, H. S., Cappella, J. N., & Falk, E. B. (June, 2016). Value-based virality: A neurocognitive model of news retransmission. *Poster presented at the Interdisciplinary Symposium for Decision Neuroscience, Philadelphia, PA.*
- **Scholz, C.**, Baek, E. C., O'Donnell, M. B., Kim, H. S., Cappella, J. N., & Falk, E. B. (May, 2016). Value-based virality: A neurocognitive model of news retransmission. *Talk presented to the Tobacco Centers of Regulatory Science, Philadelphia, PA.*
- Baek, E. C.*, **Scholz, C.***, O'Donnell M. B., & Falk, E. B. (April, 2016). Neural correlates of selecting and sharing information. *Poster presented at the Social Affective Neuroscience Society Conference, New York, NY.*
- **Scholz, C.***, Baek, E. C.*, O'Donnell, M. B., Kim, H. S., Cappella, J. N., & Falk, E. B. (April, 2016). Value-based virality: A neurocognitive model of news retransmission. *Poster presented at the annual meeting of the Social Affective Neuroscience Society, New York, NY.*
- † **Top Poster Award** (SANS)
Scholz, C., Cooper, N., & Falk, E. B. (April, 2016). The Self is more than Valuation: A new fMRI Task allows Dissociation of Self and Value in VMPFC. *Poster presented at the annual meeting of the Social Affective Neuroscience Society, New York, NY.*
- Baek, E. C.*, **Scholz, C.***, O'Donnell M. B., & Falk, E. B. (April, 2016). Neural correlates of selecting and sharing information. *Poster presented at the Interdisciplinary Symposium for Decision Neuroscience, Philadelphia, PA.*
- **Scholz, C.**, Cooper, N., & Falk, E. B. (January, 2016). Does self equal value? An fMRI study on the neural distinction of self- and value-related processing in VMPFC. *Poster presented at the annual meeting of the Society for Personality and Social Psychology, San Diego, CA.*

2015

- **Scholz, C.**, Baek, E. C., O'Donnell, M. B., Kim, H. S., Cappella, J. N., & Falk, E. B. (June, 2015). GeoScanning: Using location tracking and fMRI methods to study the influence of point-of-sale tobacco marketing. *Talk presented to the Tobacco Centers of Regulatory Science, Philadelphia, PA.*

HYPOTHESIS PRE-REGISTRATION DOCUMENTS

2014	The Role of VMPFC in Self- and Value-Related Processing http://doi.org/10.17605/OSF.IO/YVPC8
2015	Social Networks and Neural Mechanisms of Communication http://doi.org/10.17605/OSF.IO/A8XME
2016	Neural Mechanisms of Influence and Message Propagation http://doi.org/10.17605/OSF.IO/4SRW5

- 2018 Communicator Sharing Motivations and their Effects on Propagation Chains
<https://osf.io/pxnmw/>
- GeoScanning
<https://osf.io/m6tgy/>

AWARDS AND HONORS

- 2019
- Marie Sklodowska-Curie Fellowship
 - NWO Veni Grant
- 2018
- Top Poster Award, Social and Affective Neuroscience Society
 - Top Reviewer Award International Communication Association, Communication Science and Biology Interest group
 - Finalist for the Abby Prestin Dissertation Award of the ICA/NCA Health Communication Division
 - Top Paper Award, Information Systems Division, International Communication Association
 - Top Poster Award, Social and Affective Neuroscience Society
- 2017
- Grant to attend the Annual International Summer School conference on Synchronization in Communication systems at Michigan State University
 - Grant to attend the summer school in Social Neuroscience & Neuroeconomics at Duke University
 - 2 Top Poster Awards, Social and Affective Neuroscience Society (\$200 each)
 - Top 5 Paper Award, Communication Science and Biology Interest Group, International Communication Association
- 2016
- Top Poster Award, Social and Affective Neuroscience Society
 - President Gutmann Leadership Award (\$1,297.11)
 - GAPSA Graduate Student Travel Award (\$500)
 - Top Paper Award, Mass Communication Division of the International Communication Association
 - Top Paper Award, Information Systems Division of the International Communication Association (\$100)
- 2014-2016
- Annually Annenberg School for Communication Summer Fellowship (\$4,000)
- 2015
- Graduation with Distinction, Master of Arts, University of Pennsylvania
- 2013
- Graduation with Distinction, Master of Science, University of Amsterdam
- 2011
- Graduation with distinction, Bachelor of Arts, Chemnitz University of Technology

FUNDING

- 2020-2022
- H2020 Marie Sklodowska-Curie Individual Fellowship (175.572,48 Euros)
- 2019
- Research consultancy Next Century for meta-analysis project (52.000 Euros)
 - 0.1 FTE ASPASIA sub-grant for additional research time

- fMRI scanning grant UvA Psychology (~10.000 Euros)
- 2018/2019
- 0.2 FTE Collaboration on NWO funded replication project

TEACHING

- 2018 **Lecturer** “Health Communication” for Master Students, Communication Science, University of Amsterdam
- Lecturer** “Persuasive Communication (DCW3)” for Bachelor Students, Communication Science, University of Amsterdam
- Lecturer** “Research Methods Tailored to the Thesis (Experiments)” for Master Students, Communication Science, University of Amsterdam
- 2017 **Teaching Fellow** “Communication and Persuasion”, Annenberg School for Communication, University of Pennsylvania
- 2012 **Teaching Fellow** “Research Methods in the Communication Sciences”, Communication Science, University of Amsterdam
- 2010 **Teaching Assistant** “Introduction to Communication Science”, Institute for Media Studies, Chemnitz University of Technology’

Teaching trainings

- 2014-2018 **Center for Teaching and Learning Graduate Teaching Certificate**
University of Pennsylvania
- Courses:
- | | |
|------------|---|
| 28.10.2014 | “Teaching Students at Different Levels” |
| 26.09.2016 | “Helpful Feedback on Written Assignments” |
| 13.10.2016 | “Working with Struggling Students” |
- 2014 **Training for Teaching Assistants**
University of Pennsylvania

SERVICE TO THE FIELD

- Reviewer for *Communication Methods and Measures*
- Conference Session Chair, Information Systems Division, International Communication Association, 2018
- Reviewer for *EPJ Data Science*
- Organizing Committee for Graduate Student Symposium, Annenberg School for Communication, March, 2017
- Reviewer for *Social, Cognitive and Affective Neuroscience*
- Reviewer for *Social Neuroscience*
- Reviewer for *Scientific Reports*
- Reviewer for the *Communication Science and Biology* division of the International Communication Association
- Reviewer for the *Information Systems* division of the International Communication Association

- Organization of a Conference on “Online-Discourses, Multimodality, Hypertextuality, and Transmediation” (20./21.01.2011, Chemnitz University of Technology)
- Undergraduate Student Council, Institute for Media Studies, Chemnitz University of Technology, 2009-2011
- Co-organizer of the Student Media Days at Chemnitz University of Technology in 2008 and 2009

AFFILIATIONS

- International Communication Association (2013-present)
- Social and Affective Neuroscience Society (2014-present)
- European Society for Cognitive and Affective Neuroscience (2015-present)
- Association for Psychological Science (2018)
- Society for Personality and Social Psychology (2016)