

Bruce Doré, PhD

Desautels Faculty of Management
McGill University
email: bruce.dore@mcgill.ca
web: dorelab.persona.co

EMPLOYMENT

2020 - present Assistant Professor
Marketing Area, Desautels Faculty of Management
McGill University

2016 - 2020 Postdoctoral Researcher
Annenberg School for Communication
University of Pennsylvania

EDUCATION

2009 - 2016 Ph.D. Psychology, Columbia University

2004 - 2008 B.Sc. Psychology, University of Guelph

RESEARCH SUPPORT

2022 - 2024 **Social Sciences and Humanities Research Council of Canada (SSHRC)** Insight Grant Department of National Defence Research Initiative Supplement. Total costs: \$60,000. Role: PI

2021 - 2022 **Natural Sciences and Engineering Research Council of Canada (NSERC)** Discovery Launch Supplement for Early Career Researchers. Total costs: \$12,500. Role: PI

2021 - 2026 **Natural Sciences and Engineering Research Council of Canada (NSERC)** Discovery Grant. *Components of human decisions to share information*. Total costs: \$140,000. Role: PI

2021 - 2025 **Social Sciences and Humanities Research Council of Canada (SSHRC)** Insight Grant. *Why do emotions spread quickly through social networks? Mechanisms that underlie the 'viral' spread of emotional content*. Total costs: \$93,404. Role: PI

2021 - 2023 **McGill Healthy Brains, Healthy Lives (HBHL)** New Recruit Startup Supplement. *Neural mechanisms of effective mental health messaging*. Total costs: \$382,000. Role: PI

2017 - 2018 **UPenn NIH-FDA Tobacco Center of Regulatory Science** Pilot Project Funding Opportunity. *Neural predictors of successful graphic anti-smoking media*. Total costs: \$50,000. Role: Co-PI

PUBLICATIONS

Published and in press:

Parelman J, **Doré, BP**, & Falk, EB (in press). The role of mentalizing in communication behaviors. *The Neural Bases of Mentalizing*. Gilead M, & Ochsner KN (Eds), Springer.

Doré BP, Cooper NC, Scholz C, O'Donnell MB, & Falk EB (2020). Health news sharing is reflected in distributed reward-related brain activity. *Social Cognitive and Affective Neuroscience*, 15 (10), 1111-1119.

Rubin-Falcone H, Weber J, Kishon R, Ochsner, KN, Delaparte, L, **Doré, BP**, ... & Miller, JM (2020). Neural predictors and effects of cognitive behavioral therapy for depression: the role of emotional reactivity and regulation. *Psychological Medicine*, 50(1), 146-160.

- Scholz, C, **Doré, BP**, Cooper, N, & Falk, EB (2019) Neural valuation of anti-drinking campaigns and risky peer influence in daily life. *Health Psychology*, 38 (7), 658-667.
- Doré BP**, Cooper NC, Scholz C, O'Donnell MB, & Falk EB (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.
- Doré, BP**, Tompson SH, O'Donnell MB, An L, Strecher V, and Falk EB (2019) Neural mechanisms of emotion regulation moderate the predictive value of affective and value-related brain responses to persuasive messages. *Journal of Neuroscience*, 39 (7), 1293-1300.
- Doré, BP**, Scholz, C, Baek, EC, Garcia, JO, O'Donnell, MB, Bassett, DS, Vettel, JM, Falk, EB (2019) Brain activity tracks population information sharing by capturing consensus judgments of value. *Cerebral Cortex*, 29 (7), 3102-3110.
- Doré BP** & Morris RR (2018) Linguistic synchrony predicts the immediate and lasting impact of text-based emotional support. *Psychological Science*, 29 (10), 1716-1723.
- Rubin-Falcone H, Weber J, Kishon R, Ochsner K, Delaparte L, **Doré B**, Zanderigo F, Oquendo MA, Mann JJ, Miller JM (2018) Longitudinal effects of cognitive behavioral therapy for depression on the neural correlates of emotion regulation. *Psychiatry Research: Neuroimaging*, 271, 82-90.
- Doré BP**, Rodrik O, Boccagno C, Hubbard A, Weber J, Stanley B, Oquendo MA, Miller JM, Sublette ME, Mann JJ, Ochsner KN (2018) Negative autobiographical memory in depression reflects elevated amygdala-hippocampal reactivity and hippocampally-associated emotion regulation. *Biological Psychiatry: Cognitive Neuroscience and Neuroimaging*, 3(4), 358-366.
- Doré BP** & Bolger NP (2017) Population- and individual-level changes in life satisfaction surrounding major life stressors. *Social Psychological and Personality Science*, 9 (7), 875-884.
- Zimmermann K, Walz C, Derckx RT, Kendrick KM, Weber B, **Doré BP**, Ochsner KN, Hurlmann R, & Becker B (2017). Emotion regulation deficits in regular marijuana users. *Human Brain Mapping*, 38(8), 4270-4279.
- Doré BP**, Morris, RR, Burr DA, Picard RW, & Ochsner KN (2017). Helping others regulate emotion predicts increased regulation of one's own emotions and decreased symptoms of depression. *Personality and Social Psychology Bulletin*, 43(5): 729-739.
- Doré BP**, Weber J, & Ochsner KN (2017). Neural predictors of decisions to cognitively control emotion. *Journal of Neuroscience*, 37(10): 2580-2588.
- Doré BP**, Boccagno C, Burr DA, Hubbard A, Long K, Weber J, Stern Y, & Ochsner KN (2017). Finding positive meaning in negative experiences engages ventral striatal and ventromedial prefrontal regions associated with reward valuation. *Journal of Cognitive Neuroscience*, 29(2): 235-244.
- Doré BP**, Meksin R, Mather M, Hirst W & Ochsner KN (2016). Highly accurate prediction of emotions surrounding the attacks of September 11, 2001 over 1-, 2-, and 7-year prediction intervals. *Journal of Experimental Psychology: General*, 145(6): 788-795.
- Doré BP**, Silvers, JA & Ochsner KN (2016). Toward a personalized science of emotion regulation. *Social and Personality Psychology Compass*, 10(4): 171-187.
- Doré BP**, Ort L, Braverman O, & Ochsner KN (2015). Sadness shifts to anxiety with time and distance from national tragedy in Newtown CT. *Psychological Science*, 26:4, 363-373.
- Doré BP** & Ochsner, KN (2015). Emotion regulation. In A. Toga & M. D. Lieberman (eds.) *Brain Mapping: An Encyclopedic Reference*. Elsevier: Oxford.

Doré BP, Zerubavel N, & Ochsner KN (2014). Social Cognitive Neuroscience: a review of core systems. *APA Handbook of Personality and Social Psychology*. In M. Mikulincer, P. R. Shaver, E. Borgida, & J. A. Bargh (Eds.), *APA handbook of personality and social psychology*.

Selected research in progress:

Doré BP, Duckworth, AL, Gross, JJ, & Falk, EB (in prep) Social norms regulate emotion and drive behavior by shaping appraisal.

Doré BP, Parelman, JM, Scholz, C, Baek, EC, & Falk, EB (in prep) Neural signatures of the self- and social-relevance of information

Doré BP (in prep) What makes consumer reviews subjective? The roles of asymmetric information and emotion-based choice

Doré BP (in prep) Miscalibrated expectations drive the social spread of negative emotional content

AWARDS, FELLOWSHIPS, AND HONORS

- 2019 Top Paper Award, International Communication Association
- 2019 Top Poster Award, Social and Affective Neuroscience Society
- 2018 Student Publication Prize, Society for Personality and Social Psychology
- 2017 Top Poster Award, Social and Affective Neuroscience Society
- 2014 GSAS Teaching Scholars Award
- 2013 Richard Christie Memorial Fellowship
- 2010 NSERC PGS-M Extension
- 2009 NSERC PGS-M
- 2009 Ontario Graduate Scholarship (declined)
- 2007 NSERC Undergraduate Student Research Award
- 2005 Alumni Heritage Scholarship, U of Guelph
- 2005 Lionel Bradley Pett Scholarship, U of Guelph
- 2004 Entrance Scholarship, U of Guelph

INVITED TALKS & CONFERENCE PRESENTATIONS

- 2021 Society for Affective Science, online conference
- 2020 Society for NeuroEconomics, online conference
- 2020 Association for Consumer Research, online conference
- 2020 AIIR Consulting, Philadelphia PA
- 2019 Society for Experimental Social Psychology, Toronto ON
- 2019 DARPA Social Sim PI meeting, Arlington VA
- 2019 Desautels Faculty of Management, McGill University, Montreal QC
- 2019 International Communication Association, Washington DC
- 2019 Society for Affective Science, Boston MA
- 2019 Wharton School, University of Pennsylvania, Philadelphia PA
- 2018 DARPA Social Sim PI meeting, Arlington VA
- 2017 Psychology Dept, Temple University, Philadelphia PA
- 2017 Psychology Dept, University of Michigan, Ann Arbor MI
- 2017 Psychology Dept, Princeton University, Princeton NJ
- 2017 International Communication Association, San Diego CA
- 2016 Association for Psychological Science, Chicago IL
- 2016 Society for Affective Science, Chicago IL

2015 Psychogy Dept, Columbia University, New York NY

2014 Psychogy Dept, Columbia University, New York NY

PROFESSIONAL SERVICE

Journal Reviewer:

Proceedings of the National Academy of Sciences, Journal of Neuroscience, Biological Psychiatry, Social Cognitive and Affective Neuroscience, Psychological Science, Journal of Experimental Psychology: General, Journal of Personality and Social Psychology, Emotion, Cognition and Emotion, Affective Science

Professional memberships:

American Marketing Association

Association for Consumer Research

Society for NeuroEconomics

Social and Affective Neuroscience Society

Society for Affective Science

Society for Personality and Social Psychology

TEACHING

2020 Principles of Marketing, McGill University

2014 Neuroscience of Positive Emotion, Columbia University

2013 Seminar in Emotion, Columbia University