

# C U R R I C U L U M V I T A E

## Nicole M. Henninger

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### **Education**

- Ph.D. Media and Communication, Specialization in Neuroscience, Temple University (2021)  
*Dissertation Title: To Like or Keep Scrolling?: Emotional Valence, Psychophysiology, and Online Donation Behavior*
- Graduate Specialization in Neuroscience, College of Liberal Arts Neuroscience Department  
\*First student from Klein College of Media and Communication to achieve specialization  
\*First and only person from Klein College of Media and Communication certified for fMRI data acquisition at Temple University's Brain Research Imaging Center
- Teaching in Higher Education Certificate, Center for the Advancement of Teaching
- M.S. Mass Communication, Concentration: Communication Studies, Boston University (2013)
- B.A. Early Childhood & Elementary Education, Minor: Communication, Arcadia University (2010)
- Exchange Student, Swansea University, Wales, United Kingdom (2009)

### **Additional Training and Qualifications**

- Duke University (2019)  
Summer School in Social Neuroscience and Neuroeconomics
- University of Michigan (2019)  
Training Course in fMRI sponsored by the National Institutes of Health
- Temple University (2018)  
Trained on Siemens 3T Magnetom Scanner for Research by Siemens MR Technician
- State of Pennsylvania (2010)  
Former Pennsylvania Teaching Certifications: Instructional I: Elementary Education (K - 6)  
Instructional II: Early Childhood Education (Pre-K - 3), Special Education (K - 12) & ESL (K - 12)

## Peer-Reviewed Publications

- Fareri, D. S., Hackett, K., Tepfer, L. J., Kelly, V., **Henninger, N.M.**, Reeck, C., Giovannetti, T., & Smith, D. V. (2022). Age-related differences in ventral striatal and default mode network function during reciprocated trust. *NeuroImage*, 256, 119267.
- Mitchell, W. J., Tepfer, L. J., **Henninger, N. M.**, Perlman, S. B., Murty, V. P., & Helion, C. (2022). Developmental differences in affective representation between prefrontal and subcortical structures. *Social Cognitive and Affective Neuroscience (SCAN)*, 17(3), 311-322.
- Henninger, N. M.** (2019). "I gave a patient a good death": Anonymity in a community of medical professionals. *Convergence*. doi:10.1177/1354856519847329.

## Current Manuscripts and Presentations

\*denotes undergraduate student authors

- Vaidyanathan V.S., **Henninger, N. M.**, & Venkatraman, V. (2022, October). *Stop the spread: The detection and classification of false claims in partially true stories*. Accepted for presentation at the annual meeting of the Association for Consumer Research, Denver, Colorado.
- Beard, E. C., **Henninger, N. M.**, & Venkatraman, V. (2022). *The influence on metaphor on facets of memory in advertising contexts: Insights from neuroscience* (under review pending publication).

## Academic Conference Presentations

- Henninger, N. M.**, Beard, E. C., & Venkatraman, V. (2021, May). *The neural responses to exposure of emotional charitable Instagram appeals during donation decisions*. Presented at the annual meeting of the International Communication Association (virtual).
- Beard, E. C., **Henninger, N. M.**, Bennett, L.\*, Nicholson, J.\*, Sposit, C.\*, Goldsmith, M.\*, & Venkatraman, V. (2021, April). *Neural patterns of positive and negatively valenced social media charity appeals*. Abstract accepted for virtual presentation at the annual meeting of the Social and Affective Neuroscience Society (SANS).
- Mitchell, W. J., Tepfer, L. J., **Henninger, N. M.**, Perlman, S. B., Murty, V., Helion, C. (2021, April). *Do you feel how I feel?: Developmental differences in affective neural representations*. Abstract accepted for virtual presentation at the annual meeting of the Social Affective Neuroscience Society (SANS).
- Mitchell, W. J., Tepfer, L. J., **Henninger, N. M.**, Murty, V., Helion, C., & Perlman, S. B. (2021, February). *Do you feel what I feel?: Developmental differences in emotion representation*. Virtually presented at the annual meeting of the Society for Personality and Social Psychology Emotion Pre-Conference. **\*Selected as a top presentation at preconference.**

- Beard, E. C., **Henninger, N. M.**, & Venkatraman, V. (2020, March). *How advertisement processing and recall changes across lifespan*. Presented at the annual meeting of the Scientific Research Network on Decision Neuroscience and Aging, Honolulu, Hawaii.
- Henninger, N. M.**, Beard, E. C., Gharat, A. L.\*, Hooks, K. K.\*, Nicholson, J. M.\*, Venkatraman, V., & Lombard, M. (2020, May). *Instagram's prosocial side: An investigation of donation behavior through visual elements of posts*. Virtually presented at the annual meeting of the International Communication Association.
- Henninger, N. M.**, & Beard, E. C. (2020, May). *To donate or keep scrolling?: Physiological properties of online donation behavior through Instagram*. Virtually presented at the annual meeting of the International Communication Association.
- Beard, E. C., **Henninger, N. M.**, Chen, H., & Venkatraman, V. (2020, May). *Effect of advertising format on brand memory: Insights from neuroscience*. Virtually presented at the annual meeting of the International Communication Association.
- Kelly, V., Hackett, K., **Henninger, N. M.**, Giovannetti, T., Smith, D. V., & Fareri, D. S. (2019, October). *Aging alters corticostriatal interactions during shared reward processing*. Presented at the annual meeting of the Society for Neuroscience, Chicago, Illinois.
- Henninger, N. M.**, Kelly, V., Hackett, K., Fareri, D. S., Katta, S.\*, Reeck, C., Giovannetti, T. ...& Smith D.V. (2019, October). *Age-related reductions in functional connectivity in social brain systems during an economic trust task*. Presented at the annual meeting of the Society for Neuroscience, Chicago, Illinois.
- Hackett, K., **Henninger, N. M.**, Kelly, V., Giovannetti, T., Fareri, D. S., & Smith, D. V. (2019, October). *Response to perceived fairness is associated with reduced connectivity within reward circuitry in older adults*. Presented at the annual meeting of the Society for Neuroscience, Chicago, Illinois.
- Henninger, N. M.**, Katta, S.\*, Kelly, V., Hackett, K., Reeck C., Giovannetti, T., Fareri, D. S., & Smith, D.V. (2019, June). *Aging is associated with reductions in functional connectivity in social brain systems*. Presented at the annual Interdisciplinary Symposium on Decision Neuroscience, Durham, North Carolina.
- Smith, D. V., **Henninger, N. M.**, Hackett, K., Kelly, V., DeSalme, D. F.\*, Muzekari, B.\*, Katta, S.\*, Giovannetti, T., & Fareri, D. S. (2019, June). *Fairness is associated with increased connectivity between the executive control network and mPFC*. Presented at the annual meeting of the Organization for Human Brain Mapping, Rome, Italy.
- Fareri, D. S., Kelly, V., **Henninger, N. M.**, Hackett, K., DeSalme, D. F.\*, Muzekari, B.\*, Katta, S.\*, Reeck, C., Giovannetti, T., & Smith, D.V. (2019, May). *The influence of close relationships on shared reward processing in older and younger adults*. Presented at the annual meeting of the Social and Affective Neuroscience Society (SANS), Miami, Florida.
- Henninger, N. M.** (2018, November). *"I gave a patient a good death": Anonymity in a community of medical professionals*. Presented at the annual convention of the National Communication Association, Salt Lake City, Utah.

- Castonguay, J., **Henninger, N. M.**, & Cobb, L. (2018, November). *Hope, faith, and altruism: A qualitative analysis of motivations toward risky health decisions*. Presented at the annual convention of the National Communication Association, Salt Lake City, Utah.
- Henninger, N. M.**, Holland, S.\*, & Hardy, B. W. (2018, November). *"A woman should not run this country": Narratives of the 2016 United States Election through the eyes of Hillary Clinton unfavorability*. Presented at the annual convention of the National Communication Association, Salt Lake City, Utah.
- Castonguay, J., **Henninger, N. M.**, & Cobb, L. (2018, May). *The role of cognitive tension in health decision-making: A preliminary investigation*. Presented at the annual convention of the International Communication Association, Prague, Czech Republic.
- Hardy, B. W., Jung, H., & **Henninger, N. M.** (2017, November). *The 2016 presidential election as reality TV: Donald Trump, celebrity politics, cynicism, and voter disengagement*. Presented at the annual convention of the National Communication Association, Dallas, Texas.
- Henninger, N.** & Jung, H. (2017, June). *Search queries of postnatal care keywords in South Korea and the United States*. Presented at the annual convention of the International Communication Association, San Diego, California.
- Henninger, N.** (2017, April). *Motivations for prosocial behavior: Are altruistic behaviors influenced by media use?* Presented at Temple University's Graduate Research Forum, Philadelphia, Pennsylvania.
- Henninger, N.** (2016, November). *How mobile wearable technologies are designed for prosocial behavior and proactivism*. Presented at the annual convention of the National Communication Association, Philadelphia, Pennsylvania.
- Henninger, N.** (2016, October). *Globalization frameworks as social change agents: Connecting critical theory to UNICEF's #ENDviolence against children initiative*. Presented at Global Fusion: Media and the Global City, Philadelphia, Pennsylvania.
- Henninger, N.** (2016, April). *Facebook and social change: Likelihood of prosocial behavior based on self-efficacy and exposure*. Presented at Temple University's Graduate Research Forum, Philadelphia, Pennsylvania.
- Henninger, N.** (2016, March). *Assessing abilities of globalization frameworks for social change: Facebook news feeds and prosocial behavior*. Presented at Drexel University's Social Influence in (cross-platform) Online Contexts Workshop. Philadelphia, Pennsylvania.
- Jung, H. & **Henninger, N.** (2016, June). *The comparative news framing of postnatal care: Differences between the United States and South Korea*. Presented at the annual convention of the International Communication Association, Fukuoka, Japan. **\*Selected for Top Student Paper Award for Feminist Division**

## Collaborative Research Experience

Center for Applied Research and Decision Making (Principal Investigator: Vinod Venkatraman), 2017 - 2021  
 Fox School of Business, Temple University,

- Collected dissertation pilot data using fMRI and biometrics

- General laboratory management including configuring and using research equipment, data collection, and supervision and mentoring of undergraduate research assistants
- fMRI data acquisition and analysis

Neuroeconomics Lab (Principal Investigator: David V. Smith), 2018 – 2019

Department of Psychology, Temple University

- Lead research team on concept and data collection on fMRI-based project funded by The Scientific Research Network on Decision Neuroscience and Aging

Center for Neural Decision Making (Principal Investigator: Angelika Dimoka), 2017 - 2019

Fox School of Business, Temple University

- fMRI data collection and analysis on project funded by the United States Postal Service

## Teaching and Academic Positions

Graduate Tutor in Data Analysis, Executive DBA Program, Temple University, Fox School of Business (2021)

Guided students to help meet analysis goals, interpretation of statistical tests in SPSS, Institutional Review Board (IRB) compliance, writing, and procedures

Instructor, Temple University Pre-College Program (Summer 2020 & 2021)

Taught Psychology and Neuroscience course to high-school students interested in the major

Research Assistant, Temple University, Fox School of Business (2019 - 2020)

fMRI data acquisition and analysis, administrative management for the Center for Applied Research in Decision Making

Instructor, Temple University (2017 - Current)

Courses taught: Media and Children (upper-level), Media Research (lower-level), Public Speaking (lower-level), Technology and Culture (upper-level)

Taught pre-college summer course in Psychology in Neuroscience for high school students

Able to teach courses in the following domains:

Introductory and advanced media theory, persuasion and decision-making, media psychology, public relations, marketing including SEO/SEM and advertising analytics, research methods, media buying, Adobe Creative Suite, new media and technology, social media marketing, neuroscience for marketers, research methods, advertising and public relations

Teaching Assistant, Temple University, Klein College of Media and Communication (2017)

Public Relations Research Methods (lower-level)

Research Assistant, Dean's Office, Temple University, Klein College of Media and Communication (2016 - 2017)

Planned and facilitated Graduate Student Research Forum (student conference)

Worked with Dean's Office to streamline course scheduling across departments administratively

Research Assistant, Dr. Patrice Oppliger, Boston University (2011 - 2012)

Analyzed portrayals of bullying and data reliability, graduate student application assistance

Acknowledgement in publication: Oppliger, P. (2013). *Bullies and mean girls in popular culture*. Jefferson, NC: McFarland & Company, Inc.

Marketing Assistant, Boston University College of Communication (2012)

## External Funding and Academic Awards

\$2,700

Temple University Young Scholar's Forum Research Grant (2020)

Awarded to V.S. , N. M. Henninger, and V. Venkatraman

\$2,500

Temple University Young Scholar's Forum Research Grant (2019)

Awarded to E. C. Beard, N. M. Henninger, and V. Venkatraman

Top Student Paper Award

Feminist Division, International Communication Association (2016)

Doctoral Fellow	Temple University (2015)
Travel funding	Temple University (2015 - 2020)
Hearst Corporation Scholarship	Boston University (2012)
Bernstein Scholarship	Boston University (2012)
Distinguished Scholarship	Arcadia University (2006 - 2010)

## **Service**

Reviewer, International Communication Association:

Communication Science and Biology Interest Group (2016, 2018 – 2021), Mass Media Division (2016)

Reviewer, National Communication Association:

Association for Chinese Communication Studies Division (2017)

President, Media & Communication Graduate Student Association, Temple University (2018)

Co-President, Media & Communication Graduate Student Association, Temple University (2017)

Volunteer, Global Fusion Conference, Philadelphia, Pennsylvania (2016)

Volunteer Interdepartmental Mentor, Temple University (2018 - 2021)

Mentored undergraduate team of 15 research assistants on neuroimaging and biometrics projects across labs

## **Academic and Industry Skills**

### Research:

- Basic: Neuroimaging preprocessing and data analysis (Bash, fMRIPrep, FSL, R, PsychoPy, and Python)
- Advanced: Neuroimaging data collection, SPSS, Survey Design (Qualtrics)
- Additional Skills: team management and mentoring, project management, qualitative and quantitative data analysis, qualitative interviews, experimental design, and participant facilitation including planning, recruiting, and debriefing

### Marketing:

- Adobe Creative Suite, Basic HTML, Google AdWords, Google Analytics, Wordpress, marketing strategy, small business marketing, co-op advertising, media buying and contract negotiation

## **Professional Experience**

Senior User Researcher, The Philadelphia Inquirer (2021 – Current)

Marketing Director, H&H Appliance Center, East Windsor, NJ (2013 - Current)

Communications Consultant, Believe in Students (2020 - 2021)

Public Relations Director, Project Mailbox, Boston, MA (2012 - 2014)

Resume Specialist, Boston University College of Communication Career Services (2011 - 2012)

Search and Digital Intern, Connelly Partners, Boston, MA (2011 - 2012)

Staff Writer and Editor, Blurban.org (2011 - 2013)

Special Education Teacher, Freire Charter School, Philadelphia, PA (2010 - 2011)

English as a Second Language Teacher, Freire Charter School, Philadelphia, PA (2010 - 2011)

Writer, Editor, Social Media, Boston University's Public Relations Student Society of America (2011 - 2012)

Museum Exhibit Intern, Academy of Natural Sciences, Philadelphia, PA (2010)

Therapeutic Staff Support, various agencies (2007 - 2010)

## **Academic and Professional Organization Involvement**

Media and Communication Graduate Student Association, Temple University (2015 - 2020)

Boston University's Council for Global Citizenship (2011 - 2012)  
Boston University's Public Relations Student Society of America (2011 - 2012)  
International Communication Association (2014 - 2018, 2020)  
National Communication Association (2016 - 2018)  
Kappa Delta Pi (2009 - 2014)  
National Kitchen and Bath Association (2013 - 2015)  
Phi Beta Delta International Student Organization (2009 - 2010)

## **Academic References**

### **Dr. Matthew Lombard**

Associate Professor, Media Studies and Production, Klein College of Media and Communication  
Temple University  
lombard@temple.edu  
215-204-7182

### **Dr. Vinod Venkatraman**

Associate Professor, Marketing and Supply Chain Management, Fox School of Business  
Director, Center for Applied Research in Decision Making  
Temple University  
vinod.venkatraman@temple.edu  
215-204-1409

### **Dr. Nancy Morris**

Professor, Globalization and Development Communication, Media & Communication, Media Studies and  
Production, Klein College of Media and Communication  
Temple University  
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