

Tara Srirangarajan

Address

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Education

- 2020 - present Ph.D., Psychology
Stanford University
Research interests: Emotion, reward, decision-making, consumer behavior
- 2018 B.S., Behavioral Neuroscience, *magna cum laude*
Northeastern University

Research Funding

- 2022 Stanford Institute for Research in the Social Sciences Grant (\$1,500):
Disentangling the emotional impact of stimulus distance and motion using
immersive virtual reality
- 2020-2023 National Science Foundation Graduate Research Fellowship (\$132,000):
Affect dynamics: Mapping valence and arousal to categorical emotions using
temporally precise probes in the Monetary Incentive Delay task

Honors & Awards

- 2023 CARD-Ipsos Dissertation Proposal Award, Center for Applied Research
in Decision-Making, Fox School of Business, Temple University
- 2022 Wisconsin Symposium on Emotion Travel Award
- 2022 Creativity in Research Scholars Program, Stanford University
- 2021 Mind, Brain, Computation and Technology Program Member, Stanford Wu Tsai
Neurosciences Institute
- 2020 Northeastern University Academic Honors Convocation honoree
- 2013-18 University Merit-based Full Tuition Scholarship, Northeastern University

2013-18	Dean's List, Northeastern University
2013-18	Honors Program, Northeastern University
2017	Certificate of Excellence in Cross-Cultural Psychology
2015	Presidential Global Scholarship, Northeastern University
2013	National Merit Scholarship
2012	NIH Student Intramural Training Award
2011	NIH Student Intramural Training Award

Research and Academic Training

2018 – 2020	Research Coordinator Symbiotic Project on Affective Neuroscience, Stanford University Advisor: Dr. Brian Knutson
2016 – 2018	Interdisciplinary Affective Science Lab, Northeastern University Advisor: Dr. Lisa Feldman Barrett
2015 – 2016	Affective Brain Lab, MIT / University College London Advisor: Dr. Tali Sharot
2015	Janelia Research Campus, Howard Hughes Medical Institute Advisor: Dr. Karel Svoboda
2011 – 2012	Neural Developmental Dynamics Unit, National Institute of Child Health and Human Development, National Institutes of Health (NIH) Advisor: Dr. Ajay Chitnis

Publications

Journal Articles

Pertl, S., **Srirangarajan, T.**, & Urminsky, O. (accepted) A multi-country analysis of how emotions relate to economic decisions regarding time or risk. *Nature Human Behavior*.

Knutson, B., & **Srirangarajan, T.** (2023). Disentangling the skeins of brain. *Journal of Cognitive Neuroscience* 35(3), 383–387. https://doi.org/10.1162/jocn_a_01952

Sawe, N., **Srirangarajan, T.**, Sahoo, A., Tang, G. S., & Knutson, B. (2022). Neural responses clarify how ecolabels promote sustainable purchases. *NeuroImage* 263, 119668. <https://doi.org/10.1016/j.neuroimage.2022.119668>

Srirangarajan, T.*, Mortazavi, L.*, Bortolini, T., Moll, J., & Knutson, B. (2021) Multi-slice fMRI acquisition compromises detection of mesolimbic reward responses. *NeuroImage* 244, 118617. <https://doi.org/10.1016/j.neuroimage.2021.118617> (*shared first authorship)

Srirangarajan, T., Oshio, A., Yamaguchi, A., & Akutsu, S. (2020) Cross-cultural Nomological Network of Gratitude: Findings from Midlife in the United States (MIDUS) and Japan (MIDJA). *Frontiers in Psychology* 11:571. <https://doi.org/10.3389/fpsyg.2020.00571>

Book Chapters

Ishizu, T., **Srirangarajan, T.,** Daikoku, T. (2023). Linking the Neural Correlates of Reward and Pleasure to Aesthetic Evaluations of Beauty. In: Richard, A., Pelowski, M., & Spee, B.T. (Eds.), Art and Neurological Disorders. *Current Clinical Neurology*. Humana, Cham. https://doi.org/10.1007/978-3-031-14724-1_9

Knutson, B., & **Srirangarajan, T.** (2019) Toward a deep science of affect and motivation. In M. Neta & I. J. Haas (Eds.), Emotion in the mind and body. Cham, Switzerland: Springer. https://doi.org/10.1007/978-3-030-27473-3_7

Manuscripts in preparation

Zhang, J., Chen, D., **Srirangarajan, T.,** Theriault, J., Hartley, L., Lee, K., McVeigh, K., Wager, T., Wald, L., Satpute, A., Quigley, K., Whitfield-Gabrieli, S., Barrett, L. F., & Biancardi, M. (under review) Cortical and subcortical mapping of the intrinsic allostatic-interoceptive system in the human brain: replication and extension with 7 Tesla fMRI.

Srirangarajan, T., Yan, Y., Bailenson, J., Knutson, B. (in prep) Disentangling the affective impact of stimulus proximity and motion using immersive virtual reality.

Sawe, N., **Srirangarajan, T.,** Tierney, T., & Knutson, B. (in prep) Neuroforecasting online engagement with nature imagery.

MacNiven, K., Hudson, S., **Srirangarajan, T.,** Tisdall, L., Christiano, D., & Knutson, B. (in prep) Medial forebrain bundle structure is associated with impulsivity and alcohol consumption in young adults.

Ishizu, T., Pelowski, M., **Srirangarajan, T.,** Amemiya, K., & Kojima, S. (in prep) Dissociative modulation in body- and face-selective brain responses by selective attention.

Oral Presentations

Pertl, S. *, **Srirangarajan, T.,** & Urminsky, O. (October, 2023) A global analysis of how emotions relate to economic decisions regarding time or risk. Special Session at the Association for Consumer Research: "Emotion and Decision: The Essential Interplay Between Emotions and Decision-Making." *presenting author

Srirangarajan, T., Yan, R., Bailenson, J., Knutson, B. (September, 2023). Disentangling the affective impact of stimulus distance and motion using immersive virtual reality. Invited talk at the Center for Vital Longevity, University of Dallas (virtual).

Srirangarajan, T., Yan, R., Bailenson, J., Knutson, B. (July, 2023). Disentangling the affective

impact of stimulus distance and motion using immersive virtual reality. Oral presentation at the *Interdisciplinary Symposium on Decision Neuroscience*, Fox School of Business, Temple University.

Srirangarajan, T., Yan, R., Bailenson, J., Knutson, B. (July, 2023). Disentangling the affective impact of stimulus distance and motion using immersive virtual reality. Oral presentation at the *ACR Special Conference on Consumer Behavior in the Metaverse*, INSEAD, France.

Srirangarajan, T., Yan, R., Bailenson, J., Knutson, B. (March, 2023). Disentangling the affective impact of stimulus distance and motion using immersive virtual reality: Implications for decision neuroscience. Invited talk at the CARD-Ipsos Dissertation Proposal Award Webinar, Center for Applied Research in Decision Making, Fox School of Business, Temple University.

Srirangarajan, T., Yan, R., Bailenson, J., Knutson, B. (March, 2023). Disentangling the affective impact of stimulus distance and motion using immersive virtual reality: Implications for decision neuroscience. Oral presentation at the CARD-Ipsos Dissertation Proposal Award Webinar, Center for Applied Research in Decision Making, Fox School of Business, Temple University.

Srirangarajan, T., Sawe, N., Tierney, T., & Knutson, B. (2022, September) Neuroforecasting online engagement with nature imagery. Oral presentation at the annual *Consumer Neuroscience Satellite Symposium*, Arlington, VA.

Poster Presentations

Srirangarajan, T., Yan, R., Bailenson, J., Knutson, B. (October, 2023). Disentangling the affective impact of stimulus distance and motion using immersive virtual reality. Poster to be presented at the annual meeting of the *Society for Neuroeconomics*, Vancouver, Canada.

Srirangarajan, T., Yan, R., Bailenson, J., Knutson, B. (October, 2023). Disentangling the affective impact of stimulus distance and motion using immersive virtual reality. Poster to be presented at the annual *Consumer Neuroscience Satellite Symposium*, Vancouver, Canada.

Srirangarajan, T., Sawe, N., Tierney, T., & Knutson, B. (2022, November) Neuroforecasting online engagement with nature imagery. Poster presented at the annual meeting of the *Society for Neuroscience*, San Diego, CA.

Srirangarajan, T., Sawe, N., Tierney, T., & Knutson, B. (2022, September) Neuroforecasting online engagement with nature imagery. Poster presented at the annual meeting of the *Society for Neuroeconomics*, Arlington, VA.

Srirangarajan, T., Sawe, N., Sahoo, A., Tang, G., & Knutson, B. (2022, May) Neural responses clarify how eco-labels promote energy-efficient purchases. Poster presented at the *Lake Arrowhead Reward and Decision-Making Meeting*.

Srirangarajan, T., Hudson, S., MacNiven, K., & Knutson, B. (2022, April) Association of mesolimbic responses to alcohol cues with current and future alcohol intake in human adolescents. Poster presented at the *Wisconsin Symposium on Emotion*.

Srirangarajan, T., Sawe, N., Sahoo, A., Tang, G., & Knutson, B. (2021, October) Neural responses clarify how eco-labels promote energy-efficient purchases. Poster presented at the *Eighth Annual Symposium of the Stanford Wu Tsai Neurosciences Institute*.

Srirangarajan, T., Sawe, N., Sahoo, A., Tang, G., & Knutson, B. (2021, September) Neural responses clarify how eco-labels promote energy-efficient purchases. Poster presented at the *Society for Neuroeconomics* (virtual).

Mortazavi, L., **Srirangarajan, T.**, & Knutson, B. (2021, September) How multi-slice fMRI acquisition can compromise detection of subcortical reward responses. Poster presented at the *Society for Neuroeconomics* (virtual).

MacNiven, K., Hudson, S., **Srirangarajan, T.**, Tisdall, L., & Knutson, B. (2021, September) Structural coherence of the medial forebrain bundle is associated with impulsivity and alcohol consumption in first-year college students. Poster presented at the *Society for Neuroeconomics* (virtual).

Srirangarajan, T., Zhang, J., Chen, D., Quigley, K., Wald, L., Wager, T., Satpute, A., Barrett, L. F., & Biancardi, M. (2021, April) 7 Tesla fMRI replication and extension of the allostatic-interoceptive system in the resting brain. Poster presented at the *Social and Affective Neuroscience Society* (virtual).

Srirangarajan, T., Mortazavi, L., & Knutson, B. (2020, October) Multi-slice fMRI acquisition compromises detection of subcortical reward responses. Poster presented at the *Society for Neuroeconomics* (virtual).

Srirangarajan, T., Oshio, A., Kim, E. J., Akutsu, S., & Yamaguchi, A. (2020, November) A cross-cultural analysis of anger regulation strategies in Japan and the United States. Poster presented at the *National Communication Association* (virtual).

Srirangarajan, T., Oshio, A., Yamaguchi, A., & Akutsu, S. (2020, April) Cross-cultural nomological network of gratitude: Findings from midlife in the United States (MIDUS) and Japan (MIDJA). Poster accepted for presentation at the *Society for Affective Science*. (Conference canceled).

Srirangarajan, T., Genevsky, A., Merritt, B., Jinpa, T., & Knutson, B. (2019, October) Neural evidence for positive compassion carryover. Poster presented at the annual meeting of the *Society for Neuroscience*, Chicago, IL.

Zhang, J.*, **Srirangarajan, T.**, Biancardi, M., & Barrett, L. F. (2019, June) Replication of the human allostatic-interoceptive system using 7 Tesla resting state fMRI. Poster presented at the annual meeting of the *Organization for Human Brain Mapping*, Rome, Italy. *presenting author

Srirangarajan, T., Kim, M. S., Akutsu, S., Oshio, A., & Yamaguchi, A. (2019, May) Nomological network of dispositional mindfulness: Evidence from MIDUS II and MIDUS III. Poster presented at the annual meeting of the *Association for Psychological Science*, Washington, D.C.

Srirangarajan, T., Zhang, J., Biancardi, M., Quigley, K., & Barrett, L.F. (2018, May). 7 Tesla functional magnetic resonance imaging improves mapping of brainstem components of the intrinsic interoceptive system. Poster presented at the annual *Research, Innovation, and Scholarship Expo* at Northeastern University, Boston, MA.

Formicola, A., **Srirangarajan, T.**, Kember, H., Connaghan, K., & Patel, R. (2014, May). Inducing speech errors in dysarthria. Poster presented at the annual *Research, Innovation, and Scholarship Expo* at Northeastern University, Boston, MA.

Press Coverage

Sawe, N., **Srirangarajan, T.**, Sahoo, A., Tang, G. S., & Knutson, B. Neural responses clarify how ecolabels promote sustainable purchases. *Neuromarketing Yearbook 2023*.

Training and Professional Development

- 2023 Neuroeconomics Summer School, University of Pennsylvania
- 2022 Okinawa Institute of Science and Technology, Computational Neuroscience Program
- 2022 International Summer School in Affective Science, University of Geneva
- 2021 Wonderfest Science Envoy Program
- 2021 Stanford Graduate Summer Institute: Adventures in Design Thinking
- 2021 IBRO-Riken CBS Summer Program (Riken Center for Brain Science, Japan)
Reconstructing emotion: From molecules and circuits to concepts
- 2020 Introduction to Data Science, Stanford Continuing Studies Program
- 2019 Data Manipulation with R, Stanford Center for Interdisciplinary Digital Research
- 2019 Introduction to Python, Stanford Center for Interdisciplinary Digital Research
- 2018 Software Carpentry Python/Git/Shell Workshop, Stanford Libraries
- 2018 Introduction to Machine Learning, Stanford Institute for Computational & Mathematical Engineering
- 2017 Affective Computing, MIT Media Lab

Professional Affiliations

- Society for Neuroeconomics
- Association for Consumer Research
- Association for Psychological Science
- American Psychological Association

Society for Affective Science
Society for Neuroscience
Social & Affective Neuroscience Society

Teaching Experience

- 2023 MKTG 249: MSx: Marketing with Professor Jonathan Levav
Stanford Graduate School of Business
Graduate Course Assistant
- 2023 PSYCH 45: Learning and Memory with Professor Anthony Wagner
Department of Psychology, Stanford University
Graduate Teaching Assistant
- 2023 MKTG 535: Product Launch with Professor Jonathan Levav
Stanford Graduate School of Business
Graduate Course Assistant
- 2023 PSYCH 180: Advanced Seminar on Racial Bias and Structural Inequality with Professor
Jordan Starck
Department of Psychology, Stanford University
Graduate Teaching Assistant
- 2022 PSYCH 232: Brain and Decision with Professor Brian Knutson
Department of Psychology, Stanford University
Graduate Teaching Assistant
- 2022 SYMSYS 1: Minds and Machines with Professor Noah Goodman
Symbolic Systems Program, Stanford University
Graduate Teaching Assistant
Led 2 weekly sections of 18 students

Ad Hoc Co-reviewing

American Psychologist
Biological Psychiatry
Emotion
Human Brain Mapping
Journal of Neuroscience
Neuroimage
Neuroimage: Clinical
PLOS One
PNAS
Science Advances