

# MIA JOVANOVA, PhD

miajov@mit.edu  
https://jovanovamia.com  
(she/her)

## ACADEMIC POSITIONS

---

**Department of Brain and Cognitive Sciences, MIT, United States**  
Post Doc, SaxeLab, PI: Dr. Rebecca Saxe

September, 2023

**School of Medicine, University of St. Gallen, Switzerland**  
Incoming Scientific Director CSS Health Lab  
Postdoctoral Researcher in Digital Biomarkers for Healthy Longevity

November, 2023

The CSS Health Lab is a joint research lab between the School of Medicine, the Department of Technology Management at University of St. Gallen (HSG) and the Department of Management, Technology and Economics at ETH Zurich.

## EDUCATION

---

**Annenberg School for Communication, University of Pennsylvania**  
Communication Neuroscience Lab  
Ph.D. in Communication

May 2023

Committee: Drs. Emily B. Falk (chair), David M. Lydon-Staley, Duncan J. Watts  
Dissertation: A person-specific approach to predict health behaviors: a proof of concept

**Annenberg School for Communication, University of Pennsylvania**  
M.A. in Communication

**Department of Communication, Cornell University**  
B.S. in Communication, Summa Cum Laude  
Health, science, and environment track with distinction in research

## FUNDING

---

Are public health institutions perceived to be legitimate authorities? MIT Reed Fund. 09/2023. Role: co-PI with Dr. Rebecca Saxe

Multiscale integration of neural, social, and network theory to understand and predict transitions from illness to wellness. Army Research Office. 01/2022 – 05/2023. Role: Trainee. PI: Emily Falk.

Russell Ackoff Doctoral Fellowship, Wharton Risk Management and Decision Processes. 01/2022 – 05/2023

---

RESEARCH INTERESTS

---

Digital biomarker development | Person-specific modeling | Intensive mobile sampling |  
 Behavior change | Health Psychology | Social Neuroscience | Scientific trust and credibility

---

PEER REVIEWED PUBLICATIONS

---

8. **Jovanova, M.**, Cosme, D., Doré, B., Kang, Y., Stanoi, O., Cooper, N., Helion, C., Lomax, S., McGowan, A. L., Boyd, Z., Bassett, D. S., Mucha, P. J., Ochsner, K. N., Lydon-Staley, D. M., Falk, E. B. (*Under review*). Psychological distance intervention reminders reduce alcohol consumption frequency in daily life. *Scientific Reports*. 13(1), 12045
7. Zhou, D., Kang, Y., Cosme, D., **Jovanova, M.**, He, X., Mahadevan, A., Stanoi, O., Brynlidsen J, K., Cooper, N., Cornblath, E., Parkes, L., Mucha, P. J., Ochsner, K. N., Lydon-Staley, D.M., Falk, E., Bassett, D. S. (2023). Mindfulness promotes control of brain network dynamics for self-regulation and discontinues the past from the present. *Proceedings of the National Academy of Sciences*. 120(2). doi.org/10.1073/pnas.2201074119
6. **Jovanova, M.**, Falk, E. B., Pearl, J. M., Pandey, P., Brook O'Donnell, M., Kang, Y., Bassett, D. S., Lydon-Staley, D. M. (2022). Brain system integration and message consistent health behavior change. *Health Psychology*, 41(9), 611-620. doi.org/10.1037/hea0001201
5. McGowan, A. L., PhD, Sayed, F., Boyd, Z. M., **Jovanova, M.**, Kang, Y., Speer, M., et al., (2022). Dense sampling approaches for psychiatry research: Adventures with scanners and smartphones. *In press at Biological Psychiatry*. doi.org/10.1016/j.biopsych.2022.12.012
4. Kang, Y, Cosme, D., Lydon-Staley, D., Ahn, J., **Jovanova, M.**, Corbani, F., et al. Purpose in life, neural alcohol cue reactivity and daily alcohol use in social drinkers. (2022). *Addiction* doi.org/10.1111/add.16012
3. **Jovanova, M.**, Skurka, C., Byrne, S., Kalaji, M., Greiner Safi, A., Porticella, N., Mathios, D. A., Avery, J. R., Dorf, C. M., Niederdeppe, J. (2021). Should graphic warning labels proposed for cigarette packages sold in the United States mention the Food and Drug Administration? *Nicotine and Tobacco Research*, 23(2), 402-406. doi.org/10.1093/ntr/ntaa142
2. McGowan A. L., Parkes L, He X, Stanoi O., Kang Y., Lomax S., **Jovanova M.**, Mucha P. J., Ochsner K. N., Falk E. B., Bassett D. S., Lydon-Staley D. M. (2021). Controllability of structural brain networks and the waxing and waning of negative affect in daily life. *Biological Psychiatry Global Open Science*, 1(1). doi.org/10.1016/j.bpsgos.2021.11.008
1. Scholz, C., **Jovanova, M.**, Baek, E., & Falk, E. B. (2020). Media content sharing as a value-based decision. *Current Opinion in Psychology*, 31, 83-88. doi.org/10.1016/j.copsyc.2019.08.004

---

MANUSCRIPTS UNDER REVIEW

---

5. Cosme, D., Helion, C., Kang, Y., Lydon-Staley, D.M., Dore, B.P., Stanoi, O., Ahn, J., **Jovanova, M.**, McGowan, A.L., Boyd, Z.M. and Mucha, P. J. (*Under Review*) Mindful attention to alcohol can reduce cravings in the moment and consumption in daily life. doi.org/10.31234/osf.io/7j4ey

4. Kang, Y., Ahn, J., Cosme, D., McGowan, A., Mwilambwe-tshilobo, L., Zhou, D., **Jovanova, M.**, Stanoi, O., Mucha, P. J., Ochsner, K., Bassett, D. S., Lydon-Staley, D., & Falk, E., B. (*Under review*). Frontoparietal system functional connectivity moderates the within-day associations between increases in time spent on social media and subsequent negative affect.
3. Langrock, I., & **Jovanova, M.** Gender gaps in Communication's Open Science movement. (*Under review*). Preprint: <https://ssrn.com/abstract=4283210>.
2. Cosme, D., Kang, Y., Tartak, J. C., Ahn, J., Corbani, F. E., Cooper, N., Doré B., He X., Helion C., **Jovanova M.**, Lomax, S., Mahadevan A S., McGowan A, L., Paul, A., Pei R. et al., (*Under review*). Study protocol: Social Health Impact of Network Effects (SHINE) Study. Preprint: [doi.org/10.31234/osf.io/cj2nx](https://doi.org/10.31234/osf.io/cj2nx).
1. Sayed, F., McGowan, A. L., **Jovanova, M.**, Cosme, D., Kang, Y., Stanoi, O., Ochsner, K. N., Mucha, P. J., Bassett, D., Falk. E. B., Lydon-Staley, D. M. (*Under review*). Momentary associations between affect and alcohol use in the daily lives of college students. Preprint: <https://psyarxiv.com/a7cgu>.

## AWARDS AND HONORS

---

Top Paper Award, International Communication Association (CSAB)	2020, 2023
James D. Woods Award for Outstanding Graduate Teaching, University of Pennsylvania	2022
Russell Ackoff Doctoral Fellowship, Wharton Risk Management and Decision Processes	2021
Student Travel Award, International Communication Association	2018
Academic Excellence Award, highest Communication major GPA, Cornell University	2017
SUNY Chancellor's Nomination for Student Excellence, Cornell University	2017

## INVITED TALKS

---

A person-specific approach to behavior change Symposium at Cantonal Hospital, St. Gallen, Switzerland <a href="https://www.kssg.ch/symposium-lungenzentrum-programm">https://www.kssg.ch/symposium-lungenzentrum-programm</a>	talk forthcoming, November, 2023
A person-specific approach to behavior change Centre for Digital Health Interventions (CDHI), virtual	talk forthcoming, December, 2023
Tutorial on Open Science practices and pre-registrations Summer Institute in Computational Social Science, Imperial College, London, England	Summer, 2022
Brain system integration and message consistent changes in physical activity Women in Network Science Seminar Series, virtual	Spring, 2022
Effects of psychological distance interventions on drinking Self-regulation, emotion and attention lab, University of Reading, virtual	Fall, 2021

---

 CONFERENCE PRESENTATIONS
 

---

**\*Top paper award**

16. **Jovanova M.**, Pandey, P., Schwarze, A., Kang Y., Cosme D., Bassett D.S., Ochsner, K. N., Mucha, P. J., Lydon-Staley, D.M., Falk, E.B. A person-specific approach to study health behavior: proof of concept with alcohol use. (May, 2023). Talk forthcoming at the International Communication Association, Communication Science & Biology interest group, Toronto, Canada
15. **Jovanova, M.**, Cosme, D., Stanoi, O., Helion, C., Doré, B., Kang, Y., Cooper, N., Brynildsen, K., Lomax, S., McGowan, A., Lydon-Staley, D. M., Ochsner, K. N., Bassett., D. B., Falk, E.B. Decoding how the brain tracks peer drinking behavior in social groups. (May, 2022). Talk presented at the International Communication Association, Communication Science & Biology interest group, Paris, France
14. **Jovanova, M.**, Stanoi, O., Scholz, C., Lydon-Staley, D.M., Kang, Y., Cooper, N., Cosme, D., Doré, B., Mucha, P.J., Ochsner, K. N., Bassett, D.S., Falk, E.B. (May, 2021). Brain responses to peers moderate peer influence effects on drinking. Talk presented at the International Communication Association, Communication Science & Biology interest group, virtual conference
13. **Jovanova, M.**, Stanoi, O., Scholz, C., Lydon-Staley, D.M., Kang, Y., Cosme, D., Doré, B., Mucha, P. J., Ochsner, K. N., Bassett, D. S., Falk, E. B. (May, 2021) Social network position and susceptibility to conversational influence on drinking. Talk presented at the International Communication Association, Health Communication division, virtual conference
12. **Jovanova, M.**, Stanoi, O., Scholz C., Lydon-Staley, D. M., Cooper N., Doré, B., Kang, Y., Cosme, D., Bassett, D. S., Mucha, P. J., Ochsner, K. N., Falk, E. B. (April, 2021). Social influence susceptibility on real-world drinking and mentalizing and reward brain responses. Talk and poster presented to the Social Affective Neuroscience Society, virtual conference

**\* Top paper award (paper profile)**

11. **Jovanova, M.**, Lydon-Staley, D. M., Pearl J., O'Donnell, M.B., Pandey, P., Kang, Y., Bassett D. B., Falk, E.B. (May, 2020). Default mode and salience brain network integration during messaging predicts health behavior change. Talk presented at the International Communication Association, Communication Science & Biology interest group, virtual conference
10. **Jovanova, M.**, Dore, B., Lydon-Staley, D. M., Stanoi, O., Cooper, N., Kang, Y., Helion, C., Mucha P., Oschner, K., Bassett. D. B., Falk, E. B. (May, 2020). A smartphone-based intervention: Using mindfulness and perspective-taking to reduce drinking. Talk presented at the International Communication Association, Health Communication division, virtual conference

9. **Jovanova, M.**, Scholz, C., Baek. E., O'Donnell, M.B., Falk, E.B. Neural mechanisms of health information propagation on social media. (September, 2019). Poster presented at the annual meeting of the European Health Psychology Society, Dubrovnik, Croatia
8. **Jovanova, M.**, Lydon-Staley, D. M., Pearl J., O'Donnell, M. B., Pandey, P., Kang. Y., Bassett D., Falk, E.B. (May, 2019). Functional connectivity between salience and self-related networks is associated with message-consistent cognitions and health behavior change. Poster presented at the annual meeting of the Social Affective Neuroscience Society, Miami, United States
7. **Jovanova, M.**, Byrne, S., Skurka, C., Kalaji, M., Greiner Safi, A., Porticella, N., Mathios, D.A., Avery, J.R., Dorf, C.M., Niederdeppe, J. (2018). Should graphic warning labels proposed for cigarette packages sold in the United States identify the Food and Drug Administration? Talk presented at the International Communication Association Conference, Health Communication division, Prague, Czech Republic
6. Langrock, I., & **Jovanova, M.** Open Science, Equal citations? (May, 2022). Investigating gendered citation practices within Open Science and Communication Research. Talk presented at the International Communication Association Conference, Computational Methods division, Paris, France
5. Brynildsen D., Zhou, D., Cosme, D., **Jovanova M.**, He X., Mucha P. J., Ochsner, K., N., Lydon-Staley. D. M., Falk, S. B., Bassett, D. S. (Nov, 2022). Talk presented at the Society for Neuroscience, San Diego, United States
4. Zhou, D., Kang, Y., Cosme, D., **Jovanova, M.**, He, X., Mahadevan, A., Stanoi, O., Brynildsen J, K., Cooper, N., Cornblath, E., Parkes, L., Mucha, P. J., Ochsner, K. N., Lydon Staley, D. M., Falk. E. B., Bassett, D. S. (June, 2022). Mindfulness promotes control of brain network dynamics for self-regulation and discontinues the past from the present. Talk presented at the Organization of Human Brain Mapping, Glasgow, Scotland
3. Kang., Y., Cosme, D., Ahn. J., Strecher, V., Lydon-Staley, D., Corbani, F., **Jovanova, M.**, Stanoi, O., Lomax, S., Ochsner, K. N., Mucha, P. J., Bassett, D. S., & Falk., E. B. (May, 2022). Alcohol cue reactivity in the ventral Striatum and daily purpose in life moderate the relationship between alcohol craving and consumption in college students. Talk presented at International Communication Association Conference, Communication Science & Biology interest group. Paris, France
2. Stanoi, O., **Jovanova, M.**, Speer M, Doré, B., Lydon-Staley, D. M., Bassett D. S., Mucha, P.J., Falk, E. B., Ochsner, K. N. (April, 2021). Social outcomes of emotion regulation. Talk presented at the Society for Affective Science, virtual conference.

1. Stanoi, O., Lee, E., Speer M.E., **Jovanova, M.**, He, X., Bassett, D. S., Mucha, P. J., Falk, E.B., Ochsner, K. N. (April, 2021). A 3-layer model of social groups: Friendship, leadership, and emotion sharing networks. Talk and poster presented at the Social Affective Neuroscience Society, virtual conference.

## TEACHING

---

### University of Pennsylvania

#### Outstanding graduate teaching award\*

Head teaching fellow, Networked Life

Fall, 2021

Instructor: Dr. Duncan J. Watts

### University of Pennsylvania

Teaching fellow, The Communication Research Experience

Fall, 2019

Instructor: Dr. Emily B. Falk

### Cornell University

Teaching fellow, Introduction to Research Methods

Fall 2015, 2016

Instructors: Drs. Sahara Byrne & Mary Beth Deline

## ADDITIONAL TRAINING

---

The Summer Institutes in Computational Social Science, Imperial College, London, England

2022

## SERVICE

---

### Volunteering

Penn Mindcore Diversity Initiative Mentor

Cornell Ucomm Professional Development Mentor

Student Planning Committee, International Communication Association

### Ad Hoc Review

Human Brain Mapping, Proceedings of the National Academy of Sciences, Nicotine & Tobacco Research, International Communication Association: Health Communication Division, Information Science Division, Communication & Biology Interest Group (CSAB)

## MEMBERSHIP

---

Social Affective Neuroscience Society

Society for Personality and Social Psychology

International Communication Association

European Health Psychology Society

Women in Network Science Society

## SKILLS

---

Programming Languages: R (advanced), Python (intermediate); Analysis: randomized experiments, multilevel mixed-effects models, intensive mobile sampling, network analysis, machine learning,

geospatial data analysis, online surveys and web experiments, web scraping, functional neuroimaging (univariate, multivariate and connectivity analysis)

## REFERENCES

---

Dr. Emily B. Falk emily.falk@asc.upenn.edu

**University of Pennsylvania**

Annenberg School for Communication

Department of Psychology

Wharton Marketing Department

Wharton Operations, Information and Decisions Department

Dr. David M. Lydon-Staley david.lydonstaley@asc.upenn.edu

**University of Pennsylvania**

Annenberg School for Communication

Leonard Davis Institute of Health Economics

Dr. Duncan J. Watts djwatts@seas.upenn.edu

**University of Pennsylvania**

Wharton Operations, Information and Decisions Department

Annenberg School for Communication

Department of Computer and Information Science at the School of Engineering and Applied Science

Dr. Peter J. Mucha peter.j.mucha@dartmouth.edu

**Dartmouth College**

Department of Mathematics

---

Last updated, *September, 2023*