

BRADLEY P. TURNWALD

Curriculum Vitae

turnwald@stanford.edu • bradleyturnwald.com

ACADEMIC APPOINTMENTS

2019 – Postdoctoral Fellow
Stanford University, Department of Psychology

EDUCATION

2019 **Ph.D. Stanford University**, Stanford, CA
Social Psychology
Committee: Alia Crum, Hazel Markus, Greg Walton, Dan Jurafsky, Carol Dweck

2015 **M.S. Stanford University**, Stanford, CA
Biology

2013 **B.A. Ohio Wesleyan University**, Delaware, OH
Zoology, *summa cum laude*

FELLOWSHIPS & AWARDS

2020 NIH Matilda White Riley Early Stage Investigator Award
2020 Social Personality Health Network Outstanding Research Award
2018 Society for Personality and Social Psychology Graduate Travel Award
2014 National Science Foundation (NSF) Graduate Research Fellowship
2014 National Department of Defense Science and Engineering Fellowship
2014 Excellence in Teaching Award, Stanford University
2013 Regina Casper Stanford Graduate Fellowship
2013 Slocum Library Prize in Science, Ohio Wesleyan University
2013 George B. Harris Award in Zoology, Ohio Wesleyan University
2012 Barry M. Goldwater Scholarship
2012 Ralph E. Hall Chemistry Fellowship, Ohio Wesleyan University
2011 Chemistry Faculty Prize, Ohio Wesleyan University
2009 Presidential Scholarship, Ohio Wesleyan University

RESEARCH INTERESTS

Consumer health engagement
Decision-making in health contexts
Direct-to-consumer health risk information
Health promotion in media
Health policy and equity

JOURNAL PUBLICATIONS

- Turnwald, B.P.**, Handley-Miner, I.J., Samuels, N.A., Markus, H.R., & Crum, A.J. (2021). Nutritional analysis of foods and beverages in top-grossing US movies, 1994-2018. *JAMA Internal Medicine*, *181*, 1-10. doi:10.1001/jamainternmed.2020.5421.
- Turnwald, B.P.**, Anderson, K.G., Jurafsky, D., & Crum, A.J. (2020). Five-star prices, appealing healthy item descriptions? Expensive restaurants' descriptive menu language. *Health Psychology*, *39*, 975-985. doi: <http://dx.doi.org/10.1037/hea0001025>.
- Turnwald, B.P.**, Bertoldo, J.D., Perry, M.A., Policastro, P., Timmons, M., Bosso, C., Connors, P., Valgenti, R.T., Pine, L., Challamel, G., Gardner, C.D., & Crum, A.J. (2019). Increasing vegetable intake by emphasizing tasty and enjoyable attributes: A randomized controlled multi-site intervention for taste-focused labeling. *Psychological Science*, *30*, 1603-1615. doi: <https://doi.org/10.1177/0956797619872191>
- Turnwald, B.P.**, Goyer, J.P., Boles, D.Z., Silder, A., Delp, S., & Crum, A.J. (2019). Learning one's genetic risk changes physiology independent of actual genetic risk. *Nature Human Behaviour*, *3*, 48-56. doi: <https://doi.org/10.1038/s41562-018-0483-4>.
Winner, NIH Matilda White Riley Early Stage Investigator Award
- Turnwald, B.P.**, & Crum, A.J. (2019). Smart food policy for healthy food labeling: Leading with taste, not healthiness, to shift consumption and enjoyment of healthy foods. *Preventive Medicine*, *119*, 7-13. doi: <https://doi.org/10.1016/j.ypmed.2018.11.021>.
- Crum, A.J., Akinola, M., **Turnwald, B.P.**, Kaptchuk, T.J., & Hall, K.T. (2018). Catechol-O-Methyl-transferase moderates effect of stress mindset on affect and cognition. *PLoS One*, *13*, e0195883. doi: <https://doi.org/10.1371/journal.pone.0195883>.
- Turnwald, B.P.**, Boles, D.Z., & Crum, A.J. (2017). Selection does not equate consumption - Reply. *JAMA Internal Medicine*, *177*, 1875-1876. doi: 10.1001/jamainternmed.2017.6728.
- Turnwald, B.P.**, Boles, D.Z., & Crum, A.J. (2017). Association between indulgent descriptions and vegetable consumption: Twisted carrots and dynamite beets. *JAMA Internal Medicine*, *177*, 1216-1218. doi: 10.1001/jamainternmed.2017.1637.
- Turnwald, B.P.**, Jurafsky, D., Conner, A., & Crum, A.J. (2017). Reading between the menu lines: are restaurants' descriptions of "healthy" foods unappealing? *Health Psychology*, *36*, 1034-1037. doi: <https://doi.org/10.1037/hea0000501>.
- Darkoh, C., **Turnwald, B.P.**, Koo, H.L., Garey, K.W., Jiang, Z.D., Altken, S.L., & DuPont, H.L. (2014). Colonic immunopathogenesis of *Clostridium difficile* infections. *Clinical and Vaccine Immunology*, *21*, 509- 517. doi: 10.1128/CVI.00770-13.
- Bhuvanagiri, M., Lewis, J., Putzker, K., Becker, J., Leicht, S., Krijgsveld, J., Batra, R., **Turnwald, B.P.**, ... & Kulozik, A.E. (2014). 5-azacytidine inhibits nonsense-mediated decay in a MYC-dependent fashion. *EMBO Molecular Medicine*, *6*, 1593-609. doi: 10.15252/emmm.201404461.

BOOK CHAPTERS

Turnwald, B.P., & Crum, A.J. (2020). The taste-focused labeling intervention. In G. M. Walton & A. J. Crum (Eds.). *Handbook of Wise Interventions: How Social-Psychological Insights Can Help Solve Problems*, Guilford Press: New York.

MANUSCRIPTS UNDER REVIEW AND IN PREPARATION

Boles, D.Z., DeSousa, M., **Turnwald, B.P.**, Duarte, T., Horii, R., Markus, H.R., & Crum, A.J. Can being healthy be fun and indulgent instead of boring and depriving? The role of mindsets in motivating healthy behaviors. (*under review*).

Turnwald, B.P., Perry, M., Jurgens, D., Prabhakaran, V., Jurafsky, D., Markus, H.R., & Crum, A.J. Healthy food cast as unappealing in language of American movies, television, government websites, and users and firms on social media (*in prep*).

Turnwald, B.P., Anderson K.G, & Crum, A.J. Nutritional analysis of foods and beverages depicted on Instagram accounts of famous athletes, music artists, and celebrities (*in prep*).

Turnwald, B.P., Horii, R.I., & Crum, A.J. Consumption context, behavior, and character demographics in food depictions from the 250 top-grossing American movies (*in prep*).

Boles, D.Z., **Turnwald, B.P.**, Perry, M.A., & Crum, A.J. Expanding notions of healthy eating: An appeal to healthy foods that resonates with marginalized groups. (*in prep*).

TOOLKITS DISSEMINATED

“**Edgy Veggies**” (available at: <http://sparqtools.org/edgyveggies/>).

Toolkit for promoting plant-based foods using taste-focused labels in real-world settings. Based upon findings in Turnwald, Boles, & Crum (2017); Turnwald, Bertoldo, et al., (2019).

SELECTED MEDIA COVERAGE

US News & World Report (Nov 23, 2020). Junk Food, Booze Star in America’s Hit Movies.

NIH Research Matters (Oct 22, 2019). Emphasizing Flavor Boosts Vegetable Consumption.

Forbes (Oct 10, 2019). Stanford Psychologists Entice Students to Eat More Veggies.

The New York Times (Jan 9, 2019). Mind May Trump DNA in Exercise and Eating Habits.

Science Magazine (Dec 10, 2018). Just Thinking You Have Poor Endurance Genes Changes Your Body.

NPR (Jan 9, 2019). How DNA Test Results Can Change People’s Behavior and Physiology.

Forbes (Dec 12, 2018). ‘Mind Over Matter’ May Actually Work When It Comes To Health, Study Finds.

The Atlantic (Dec 13, 2018). What Happens When You’re Convinced You Have Bad Genes.

The New York Times (June 14, 2017). Would Carrots by Any Other Name Taste as Sweet?

The Washington Post (July 5, 2017). Want to Get More People to Eat Their Veggies?

TIME (June 12, 2017). Here’s the Easiest Way to Eat More Vegetables.

TEACHING & MENTORING

Courses at Stanford University

Co-Instructor of Record: General Psychology (2017)

Teaching Assistant: Introduction to Social Psychology (2018), Community Health Psychology (2017), Advanced Research for Senior Undergraduate Theses (2015-16), Freshman Seminar: How Beliefs Create Reality (2015), Advanced Cellular Dynamics (2014), Cell Biology and Animal Physiology (2014)

Mentees at Stanford University

Senior Honor Theses: K. Anderson ('20)*, R. Horii ('18)*, S. Rathje ('18), T. Duarte ('18)*

Summer Research Students: R. Horii ('18)*, N. Samuels ('17)*, C. Hatton, A. Graham ('15)

Mentored 12 additional undergraduate students for 1-5 academic quarters of research each

*indicates undergraduate student whose research led to authorship on manuscript

INVITED TALKS

Turnwald, B. P. (2020, June). Perceived Genetic Risk for Obesity Shapes Physiology Independent of Actual Genetic Risk. Invited talk at the *13th Annual NIH Matilda White Riley Behavioral and Social Sciences Honors*, Bethesda, MD.

Turnwald, B. P. (2020, February). Edgy Veggies: Implementing Taste-Focused Descriptions in Healthy Food Menu Design. Invited talk for the *United Fresh Produce Association*, Washington, D.C.

Turnwald, B. P. (2020, January). Edgy Veggies: Implementing Taste-Focused Descriptions in Healthy Food Menu Design. Invited talk at *The Culinary Institute of America Healthy Menus R&D Collaborative*, Napa Valley, CA.

Turnwald, B. P. (2020, January). Tasty and Enjoyable Attributes of Healthy Foods to Promote a Culture of Healthy Eating. Invited talk at the *16th Annual Culinary Institute of America – Harvard T.H. Chan School of Public Health Worlds of Healthy Flavors*, Napa Valley, CA.

Turnwald, B. P. (2018, October). The Delicious Impressions Support Healthy Eating (DISH) Study. Invited talk at the *Menus of Change University Research Collaborative 4th Annual Meeting*, Princeton, NJ.

Turnwald, B. P., & Bertoldo, J. D. (2018, January). Exploring the Influence of Food Mindsets on Eating Behavior. Invited talk to the *Bon Appetit Management Company*, Palo Alto, CA.

Turnwald, B. P., & Bertoldo, J.D. (2017, October). When “Healthy” is a Dirty Word: Exploring the Influence of Food Mindsets on Eating Behavior. Invited talk at the *Google Food Summit*, Mountain View, CA.

CONFERENCE TALKS & CHAIRED SYMPOSIA

Turnwald, B.P., Bertoldo, J.D., Perry, M.A., Policastro, P., Timmons, M., Bosso, C., ...Crum, A.J. (2020, February). Edgy Veggies: Increasing Vegetable Intake by Emphasizing Tasty and Enjoyable Attributes. Oral Flash Talk at Health Preconference at *Society for Personality and Social Psychology*, New Orleans, LA.

Turnwald, B.P., Goyer, J.P., Boles, D.Z., Silder, A., Delp, S., & Crum, A.J. (2018, May). Perceived Genetic Risk for Obesity Shapes Physiology Independent of Actual Genetic Risk. Oral Presentation at *Association for Psychological Science*, San Francisco, CA.

Turnwald, B.P., & Zahrt, O.H. (2017, January). Rethinking Health Behavior Change. Chaired Symposium, *Society for Personality and Social Psychology*, San Antonio, TX.

Turnwald, B.P., & Crum, A.J. (2017, January). Reading between the menu lines: Breaking the “healthy is not tasty” American mindset. Oral presentation at *Society for Personality and Social Psychology*, San Antonio, TX.

Turnwald, B.P., Boles, D.Z., Goyer, P., & Crum, A.J. (2017, January). Unintended consequences of genetic testing: Beliefs, affect, and behavior. Oral Flash Talk at Health Preconference at *Society for Personality and Social Psychology*, San Antonio, TX.

PEER REVIEW

Ad-hoc Reviewer

Journal of Personality and Social Psychology

Journal of Experimental Psychology: General

Journal of Experimental Social Psychology

Journal of Environmental Psychology

Food Policy

Current Opinion in Behavioral Sciences

Annals of Behavioral Medicine

Appetite

Nutrients

Food Quality and Preference

The World Resources Institute Publications