

BRADLEY P. TURNWALD

Curriculum Vitae

turnwald@uchicago.edu • bradleyturnwald.com

ACADEMIC APPOINTMENTS

- 2021 – **University of Chicago Booth School of Business**
Principal Researcher in Marketing, Center for Decision Research
- 2019 – 21 **Stanford University**
Postdoctoral Fellow, Department of Psychology

EDUCATION

- 2019 **Ph.D. Stanford University**
Social Psychology
Committee: Alia Crum, Hazel Markus, Greg Walton, Dan Jurafsky, Carol Dweck
- 2015 **M.S. Stanford University**
Biology
- 2013 **B.A. Ohio Wesleyan University**
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 National Barry M. Goldwater Scholarship
- 2009 Presidential Scholarship, Ohio Wesleyan University

RESEARCH INTERESTS

Motivation and consumer health
Direct-to-consumer health information
Health promotion in media
Social influence
Interventions

MANUSCRIPTS UNDER REVIEW AND IN PREPARATION

Turnwald, B.P., Horii, R.I., Markus, H. R., & Crum, A.J. Consumption context on the big screen: Context effects predict food healthiness and branding in top-grossing American films (*submitted to Journal of Consumer Research*).

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 on social media (*submitted to PNAS*).

Turnwald, B.P., Anderson K.G, Markus, H.R., & Crum, A.J. Does LeBron eat broccoli? Food and beverage depictions on the most followed celebrity Instagram accounts (*in prep for Journal of Consumer Research*).

Turnwald, B.P., & Huang S.C. Direct-to-consumer genetic testing: Information framing, goal processes, and information avoidance (*in prep for Journal of Marketing, Special Issue on Marketing in the Healthcare Sector*).

Boles, D.Z., **Turnwald, B.P.,** Perry, M.A., & Crum, A.J. Expanding notions of health: An appeal to healthy foods that resonates with marginalized groups. (*under review at Health Psychology*)

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.

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.

Turnwald, B.P., Bertoldo, J.D., Perry, M., Policastro, P., Timmons, M., Bosso, C.,...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.

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.
~ 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.

Turnwald, B.P., Boles, D.Z., & Crum, A.J. (2017). Selection does not equate consumption - Reply. *JAMA Internal Medicine, 177*, 1875-1876.

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.

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.

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.

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.

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. (2021, Oct). University of Chicago Booth School of Business, Chicago, IL.

Turnwald, B.P. (2021, Feb). Harvard Business School Marketing Unit, Boston, MA.

Turnwald, B.P. (2020, June). The 13th Annual NIH Matilda White Riley Behavioral and Social Sciences Honors, Bethesda, MD.

Turnwald, B.P. (2020, Feb). The United Fresh Produce Association, Washington, D.C.

Turnwald, B.P. (2020, Jan). The Culinary Institute of America Healthy Menus R&D Collaborative, Napa Valley, CA.

Turnwald, B.P. (2020, Jan). 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, Oct). The Menus of Change University Research Collaborative 4th Annual Meeting, Princeton, NJ.

Turnwald, B.P. (2018, Jan). The Bon Appetit Management Company, Palo Alto, CA.

Turnwald, B.P. (2017, Oct). The Google Food Summit, Mountain View, CA.

CONFERENCE TALKS & CHAIRED SYMPOSIA

Turnwald, B.P. (2021, Oct). Consumption Context on the Big Screen: Context Differences Predict Food Healthiness and Branding in Top-Grossing American Films. Oral Presentation at *Association for Consumer Research*, Seattle, WA. (accepted, competitive paper).

Turnwald, B.P. (2020, Feb). Edgy Veggies: Increasing Vegetable Intake by Emphasizing Tasty and Enjoyable Attributes. Oral Presentation at *Society for Personality and Social Psychology*, New Orleans, LA.

Turnwald, B.P. (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, Jan). Rethinking Health Behavior Change. Chaired Symposium at *Society for Personality and Social Psychology*, San Antonio, TX.

Turnwald, B.P. (2017, Jan). 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. (2017, Jan). 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; Current Opinion in Behavioral Sciences; Journal of the American College of Cardiology; Annals of Behavioral Medicine; Food Policy; Appetite; Nutrients; Food Quality and Preference; The World Resources Institute Publications