

# BRADLEY P. TURNWALD

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## ACADEMIC APPOINTMENTS

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

## EDUCATION

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- 2019 **Ph.D. Stanford University**  
Social Psychology  
Committee: Ali 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

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- 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

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

## JOURNAL PUBLICATIONS

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- Boles, D.Z., De Sousa, M., **Turnwald, B.P.**, Horii, R.I., Duarte, T., Zahrt, O.H., Markus, H.R., & Crum, A.J. (2021). Can exercising and eating healthy be fun and indulgent instead of boring and depriving? Targeting mindsets about the process of engaging in healthy behaviors. *Frontiers in Psychology*. doi: 10.3389/fpsyg.2021.745950.
- 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.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.
- 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, 2020 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.
- 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.
- 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

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**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

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**Turnwald, B.P.**, Perry, M., Jurgens, D., Prabhakaran, V., Jurafsky, D., Markus, H.R., & Crum, A.J. Popular American culture describes healthy foods as unappealing.

**Turnwald, B.P.**, Horii, R.I., Markus, H. R., & Crum, A.J. Consumption context on the big screen: Context effects predict food healthiness in top-grossing American movies.

**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.

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.

## TOOLKITS DISSEMINATED

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“**Edgy Veggies**” (<http://sparqtools.org/edgyveggies/>).  
Toolkit for promoting plant-based foods using taste-focused labels in real-world settings. Based on Turnwald, Boles, & Crum (2017); Turnwald, Bertoldo, et al (2019).

## SELECTED MEDIA COVERAGE OF MY RESEARCH

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**US News & World Report** (11/23/20). Junk Food, Booze Star in America’s Hit Movies.  
**NIH Research Matters** (10/22/19). Emphasizing Flavor Boosts Vegetable Consumption.  
**Forbes** (10/10/19). Stanford Psychologists Entice Students to Eat More Veggies.  
**The New York Times** (1/9/19). Mind May Trump DNA in Exercise and Eating Habits.  
**Science** (12/10/18). Just Thinking You Have Poor Endurance Genes Changes Your Body.  
**NPR** (1/9/19). How DNA Test Results Can Change People’s Behavior and Physiology.  
**Forbes** (12/12/18). ‘Mind Over Matter’ May Actually Work When It Comes To Health.  
**The Atlantic** (12/13/18). What Happens When You’re Convinced You Have Bad Genes.  
**The New York Times** (6/14/17). Would Carrots by Any Other Name Taste as Sweet?  
**The Washington Post** (7/5/17). Want to Get More People to Eat Their Veggies?  
**TIME** (6/12/17). Here’s the Easiest Way to Eat More Vegetables.

## TEACHING & MENTORING

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### Courses at Stanford University

*Co-Instructor of Record:*

General Psychology (2017)

*Graduate 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 Honors 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**

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- 2021 (Nov) UCLA, Health Psychology Department (Los Angeles, CA).  
 2021 (Feb) Harvard Business School, Marketing Unit (Boston, MA).  
 2020 (Jun) 13<sup>th</sup> Annual NIH Matilda White Riley Behavioral and Social Sciences Honors (Bethesda, MD).  
 2020 (Feb) The United Fresh Produce Association (Washington, D.C.)  
 2020 (Jan) The Culinary Institute of America Healthy Menus R&D Collaborative (Napa Valley, CA).  
 2020 (Jan) 16<sup>th</sup> Annual Culinary Institute of America – Harvard T.H. Chan School of Public Health Worlds of Healthy Flavors (Napa Valley, CA).  
 2018 (Oct) The Menus of Change University Research Collaborative 4<sup>th</sup> Annual Meeting (Princeton, NJ).  
 2018 (Jan) The Bon Appetit Management Company (Palo Alto, CA).  
 2017 (Oct) The Google Food Summit (Mountain View, CA).

### **CONFERENCE TALKS & CHAIRED SYMPOSIA**

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**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**

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Editorial Board, *Annals of Behavioral Medicine* (Jan 2022 – )

Ad-hoc Reviewer:

*Annals of Behavioral Medicine*

*Appetite*

*Current Opinion in Behavioral Sciences*

*Food Policy*

*Food Quality and Preference*

*Journal of Environmental Psychology*

*Journal of Experimental Psychology: General*

*Journal of Experimental Social Psychology*

*Journal of Personality and Social Psychology*

*Journal of the American College of Cardiology*

*Journal of the Association for Consumer Research*

*Motivation and Emotion*

*Nutrients*

*Personality and Social Psychology Bulletin*

*The World Resources Institute Publications*