

BRADLEY P. TURNWALD

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ACADEMIC APPOINTMENTS

- 2021 – **University of Chicago Booth School of Business**
Principal Researcher (Postdoc) in Behavioral Science
- 2019 – 21 **Stanford University**
Postdoctoral Fellow, Department of Psychology

EDUCATION

- 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, GRANTS, & 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
Health promotion interventions
Health portrayals in media and popular culture
Health risk communication

JOURNAL PUBLICATIONS

- Turnwald, B.P.**, Perry, M., Jurgens, D., Prabhakaran, V., Jurafsky, D., Markus, H., & Crum, A.J. (2022). Language in popular American culture constructs the meaning of healthy and unhealthy eating: Narratives of craveability, excitement, and social connection in movies, television, social media, recipes, and food reviews. *Appetite*, *172*, 105949.
- Boles, D.Z., **Turnwald, B.P.**, Perry, M.A., & Crum, A.J. (2022). Emphasizing appeal over health promotes preference for nutritious foods in people of low socioeconomic status. *Appetite*, *172*, 105945.
- Turnwald, B.P.**, Anderson, K.G., Markus, H.R., & Crum, A.J. (2022). Nutritional analysis of foods and beverages posted in social media accounts of highly followed celebrities. *JAMA Network Open*, *5*(1), e2143087.
- 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*, *12*, 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.
- 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.

BOOK CHAPTERS

Fishbach, A., & **Turnwald, B.P.** (*in prep*). Goals. In D. Gilbert, S. Fiske, E. Finkel, & W.B. Mendes (Eds.). *The Handbook of Social Psychology*, 6th edition, Princeton University Press: Princeton, NJ.

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

Turnwald, B.P., Horii, R.I., Markus, H. R., & Crum, A.J. Consumption context on the big screen: Psychosocial context and food healthiness in top-grossing American movies. (in revision).

Turnwald, B.P., & Fishbach, A. The effects of food manipulation and purity on perceived healthiness. (in prep).

Turnwald, B.P., Erensoy, E., & Fishbach, A. Purity represents healthiness in popular information sources. (in prep).

Turnwald, B.P., & Fishbach, A. Emotionality distinguishes online speech about healthy and unhealthy foods. (in prep).

TOOLKITS DISSEMINATED

"**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).

OP-EDS

Fishbach, A. & **Turnwald, B.P.** (2022). Feeding two birds with one scone. *The Boston Globe*.

SELECTED MEDIA COVERAGE OF MY RESEARCH

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

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)

INVITED TALKS

UCLA Health Psychology Department (11/2021)

University of Chicago Booth School of Business, Center for Decision Research (09/2021)

Harvard Business School, Marketing Unit (02/2021)

NIH Matilda White Riley Behavioral and Social Sciences Honors (06/2020)

The United Fresh Produce Association (02/2020)

The Culinary Institute of America Healthy Menus R&D Collaborative (01/2020)

The Culinary Institute of America – Harvard T.H. Chan School of Public Health Worlds of Healthy Flavors Leadership Retreat(01/2020)

The Menus of Change University Research Collaborative 4th Annual Meeting (10/2018)

The Bon Appetit Management Company (01/2018)

The Google Food Summit (10/2017)

CONFERENCE TALKS & CHAIRED SYMPOSIA

Turnwald, B.P. (2022, Feb). Consumption Context on the Big Screen: Context Differences Predict Food Healthiness in Top-Grossing American Films. Psychology of Media and Technology Preconference, *Society for Personality and Social Psychology*, San Francisco, CA.

Turnwald, B.P. (2022, Feb). Do mental representations of healthy foods as pure decrease

motivation to eat them? *Society for Judgment and Decision Making*, virtual.

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

Turnwald, B.P. (2020, Feb). Edgy Veggies: Increasing Vegetable Intake by Emphasizing Tasty and Enjoyable Attributes. *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. *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. *Society for Personality and Social Psychology*, San Antonio, TX.

Turnwald, B.P. (2017, Jan). Unintended consequences of genetic testing: Beliefs, affect, and behavior. Health Preconference, *Society for Personality and Social Psychology*, San Antonio, TX.

PEER REVIEW

Editorial Board, *Annals of Behavioral Medicine* (2021 –)

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