

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*

AWARDS

- 2020 National Institutes of Health (NIH) M. W. R. 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 information processing; Interventions; Social media and health behavior

MANUSCRIPTS UNDER REVIEW AND IN PROGRESS

Turnwald, Bradley P. and Ayelet Fishbach, “The Healthy = Raw Bias: Representations of Healthy Foods as Raw Impact Food Decisions,” *in submission*.

Turnwald, Bradley P. and Ayelet Fishbach, “Emotionality Distinguishes Online Speech about Food Healthiness,” *in preparation*.

Fishbach, Ayelet and **Bradley P. Turnwald** (*forthcoming*). “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, Bradley P., Eda Erensoy, and Ayelet Fishbach, “Presentation of Healthy Foods as Raw in Children’s Books, Wikipedia, and Google Images Shapes Children’s Representations of Healthy Eating,” *in preparation*.

PUBLICATIONS

Turnwald, Bradley P., Rina I. Horii, Hazel R. Markus, and Alia J. Crum (2022), “Psychosocial Context and Food Healthiness in Top-Grossing American Movies,” *Health Psychology*, *forthcoming*.

Turnwald, Bradley P., Margaret A. Perry, David Jurgens, Vinodkumar Prabhakaran, Dan Jurafsky, Hazel R. Markus, and Alia J. Crum (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.

Turnwald, Bradley P., Kathryn G. Anderson, Hazel R. Markus, and Alia J. Crum (2022), “Nutritional Analysis of Foods and Beverages Posted in Social Media Accounts of Highly Followed Celebrities,” *JAMA Network Open*, 5 (1), e2143087.

Boles, Danielle Z., **Bradley P. Turnwald**, Margaret A. Perry, and Alia J. Crum (2022), “Emphasizing Appeal over Health Promotes Preference for Nutritious Foods in People of Low Socioeconomic Status,” *Appetite*, 172, 105945.

Boles, Danielle Z., Maysa De Sousa, **Bradley P. Turnwald**, Rina I. Horii, Taylor Duarte, Octavia H. Zahrt, Hazel R. Markus, and Alia J. Crum (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, Bradley P., Isaac J. Handley-Miner, Natalie A. Samuels, Hazel R. Markus, and Alia J. Crum (2021), “Nutritional Analysis of Foods and Beverages in Top-Grossing U.S. Movies, 1994-2018,” *JAMA Internal Medicine*, 181, 1-10.

- Turnwald, Bradley P.**, Kathryn G. Anderson, Dan Jurafsky, and Alia J. Crum (2020), “Five-Star Prices, Appealing Healthy Item Descriptions? Expensive Restaurants’ Descriptive Menu Language,” *Health Psychology*, 39, 975-85.
- Turnwald, Bradley P.**, and Alia J. Crum (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.
- Turnwald, Bradley P.**, Jaclyn D. Bertoldo, Margaret A. Perry, Peggy Policastro, Maureen Timmons, Christopher Bosso, Priscilla Connors, Robert T. Valgenti, Lindsey Pine, Ghislaine Challamel, Christopher D. Gardner, and Alia J. Crum (2019), “Increasing Vegetable Intake by Emphasizing Tasty and Enjoyable Attributes: A Randomized Controlled Multi-Site Intervention for Taste-Focused Labeling,” *Psychological Science*, 30, 1603-15.
- Turnwald, Bradley P.**, J. Parker Goyer, Danielle Z. Boles, Amy Silder, Scott L. Delp, and Alia J. Crum (2019), “Learning One’s Genetic Risk Changes Physiology Independent of Actual Genetic Risk,” *Nature Human Behaviour*, 3, 48-56.
- Turnwald, Bradley P.** and Alia J. Crum (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, Bradley P.**, Danielle Z. Boles, and Alia J. Crum (2017), “Selection Does Not Equate Consumption – Reply,” *JAMA Internal Medicine*, 177, 1875-76.
- Turnwald, Bradley P.**, Danielle Z. Boles, and Alia J. Crum (2017), “Association Between Indulgent Descriptions and Vegetable Consumption: Twisted Carrots and Dynamite Beets,” *JAMA Internal Medicine*, 177, 1216-18.
- Turnwald, Bradley P.**, Dan Jurafsky, Alana Conner, and Alia J. Crum (2017), “Reading Between the Menu Lines: Are Restaurants’ Descriptions of “Healthy” Foods Unappealing?,” *Health Psychology*, 36, 1034-37.

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 et al (2017a, 2017b, 2019a, 2019b).

OP-EDS

- Turnwald, Bradley P.** and Kathryn G. Anderson (2022), “Nutritional Analysis of Celebrity Instagram Posts,” *Public Health Post*.
- Fishbach, Ayelet and **Bradley P. Turnwald** (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

University of Chicago Booth School of Business, Center for Decision Research (03/2022)

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, Bradley P. (2022, Oct), "Do Mental Representations of Healthy Foods as Pure
 Decrease Motivation to Eat Them?," accepted for competitive paper presentation at
Association for Consumer Research, Denver, CO.

- Turnwald, Bradley P.** (2022, May), “Do Mental Representations of Healthy Foods as Pure Decrease Motivation to Eat Them?,” *Society for the Science of Motivation*, Chicago, IL.
- Turnwald, Bradley P.** (2022, Feb), “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, Bradley P.** (2022, Feb), “Do Mental Representations of Healthy Foods as Pure Decrease Motivation to Eat Them?,” *Society for Judgment and Decision Making*, virtual.
- Turnwald, Bradley 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, Bradley P.** (2020, Feb), “Edgy Veggies: Increasing Vegetable Intake by Emphasizing Tasty and Enjoyable Attributes,” *Society for Personality and Social Psychology*, New Orleans, LA.
- Turnwald, Bradley P.** (2018, May), “Perceived Genetic Risk for Obesity Shapes Physiology Independent of Actual Genetic Risk,” *Association for Psychological Science*, San Francisco, CA.
- Turnwald, Bradley P.** and Octavia H. Zahrt (2017, Jan), “Rethinking Health Behavior Change,” Chaired Symposium at *Society for Personality and Social Psychology*, San Antonio, TX.
- Turnwald, Bradley 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, Bradley 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:

Association for Consumer Research (conference reviewer)
Journal of the Association for Consumer Research
Journal of Personality and Social Psychology
Journal of Experimental Psychology: General
Journal of Experimental Social Psychology
Personality and Social Psychology Bulletin
Motivation and Emotion
Journal of Environmental Psychology
Current Opinion in Behavioral Sciences