

BRADLEY P. TURNWALD, PHD

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WORK EXPERIENCE

Meta Platforms, Inc.

Quantitative User Experience Researcher, Instagram Sept 2022 –

Food for Climate League, Inc.

Research Lead, Behavior Change and Change Management May 2022 – Sept 2022

University of Chicago, Booth School of Business

Principal Researcher in Behavioral Science, Ctr. for Decision Research July 2021 – Sept 2022

Stanford University

Postdoctoral Fellow, Department of Psychology July 2019 – June 2021

EDUCATION

Stanford University

Ph.D., Social Psychology June 2019
Committee: Ali Crum, Hazel Markus, Greg Walton, Dan Jurafsky, Carol Dweck

M.S., Biology June 2015

Ohio Wesleyan University

B.A., Zoology, *summa cum laude* May 2013

SELECTED AWARDS

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| National Institutes of Health Matilda White Riley Early Stage Investigator Award | 2020 |
| Social Health Network Data Blitz Award – Society for Personality & Social Psychology | 2020 |
| Graduate Travel Award - Society for Personality & Social Psychology | 2018 |
| Top 5 Most Talked About Article in 2017, <i>JAMA Internal Medicine</i> | 2017 |
| National Science Foundation (NSF) Graduate Research Fellowship | 2014 |
| National Department of Defense Science and Engineering Fellowship | 2014 |
| Excellence in Teaching Award, Stanford University | 2014 |
| Regina Casper Stanford Graduate Fellowship | 2013 |
| Ohio Wesleyan University Slocum Library Prize | 2013 |
| National Barry M. Goldwater Scholar | 2012 |
| Ohio Wesleyan University Presidential Scholarship | 2009 |

RESEARCH INTERESTS

Motivation, Information processing, Social media, Interventions, Language, Qualitative methods

MANUSCRIPTS UNDER REVIEW AND IN PROGRESS

Turnwald, B. P. & Fishbach, A. “Thinking of Food: The Mental Representation of Healthy Foods as Unprepared Undermines Healthy Choices,” *under review*.

Turnwald, B. P. & Fishbach, A. “Intuitive Marketers: Emotionality in Communication About Unhealthy Food,” *under review*.

Turnwald, B. P., Erensoy, E., & Fishbach, A. “Presentation of Healthy Foods as Raw in Information Sources Shapes Learning That Healthy Foods are Not Tasty,” *in prep*.

PUBLICATIONS

Turnwald, B. P., Horii, R. I., Markus, H. R., & Crum, A. J. (2022). Psychosocial Context and Food Healthiness in Top-Grossing American Movies. *Health Psychology, 41*(12).

Turnwald, B. P., Perry, M. A., Jurgens, D., Prabhakaran, V., Jurafsky, D., Markus, H. R., & 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.

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., **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.

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 U.S. 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., & 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.

Turnwald, B. P., Bertoldo, J. D., Perry, M. A., Policastro, P., Timmons, M., Bosso, C., et al. (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. L., & 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.
- 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.
- Bhuvanagiri, M., Lewis, J., Putzker, K., Becker, J., Leicht, S., Krijgsveld, J., Batra, R., **Turnwald, B.P.**, et al. (2014). 5-azacytidine inhibits nonsense-mediated decay in a MYC-dependent fashion. *EMBO Molecular Medicine*, 6, 1593-609.

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, B. P.** & Anderson, K. G. (2022). "Nutritional Analysis of Celebrity Instagram Posts," *Public Health Post*.
- 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

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, B. 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, B. 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, 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.** and Octavia H. Zahrt (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 Member, *Annals of Behavioral Medicine* (2021 – 2022)

Ad-hoc Reviewer:

Advances in Nutrition
Annals of Behavioral Medicine
 Association for Consumer Research (conference reviewer)
Appetite
Current Opinion in Behavioral Sciences
Food Policy
Food Quality and Preference
Health Psychology
Journal of Environmental Psychology
Journal of Experimental Psychology (JEP): General
Journal of Experimental Social Psychology (JESP)
Journal of Personality and Social Psychology (JPSP)
Journal of the American College of Cardiology
Journal of the Association for Consumer Research (JACR)
Motivation and Emotion
Nutrients
Personality and Social Psychology Bulletin (PSPB)
PLoS One
Scientific Reports
The World Resources Institute Publications