

BRADLEY P. TURNWALD

Curriculum Vitae

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ACADEMIC APPOINTMENTS

2019 – Postdoctoral Fellow
Stanford University, Department of Psychology

EDUCATION

2019 **Ph.D. Stanford University**, Stanford, CA
Psychology

2015 **M.S. Stanford University**, Stanford, CA
Biology

2013 **B.A. Ohio Wesleyan University**, Delaware, OH
Zoology with Chemistry minor, *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

2012 Barry M. Goldwater Scholarship

JOURNAL PUBLICATIONS

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 of the 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. *A Top 5 Most Talked About Article in JAMA Internal Medicine 2017.*

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

Turnwald, B.P., & Crum, A.J. (*in press*). 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., Handley-Miner, I.J., Samuels, N.A., Markus, H.R., & Crum, A.J. Nutrient-poor foods and beverages dominate top-grossing American movies. (*under review*).

Turnwald, B.P., Anderson, K.G., Jurafsky, D., & Crum, A.J. Five-star prices, tastier healthy item descriptions? Expensive restaurants' descriptive menu language. (*Revise and Resubmit*).

Boles, D.Z., DeSousa, M., **Turnwald, B.P.**, Duarte, T., Horii, R., Markus, H.R., & Crum, A.J. Can being healthy be fun and indulgent instead of boring and depriving? The role of mindsets in motivating healthy behaviors. (*under review*).

Turnwald, B.P., Perry, M., Jurgens, D., Prabhakaran, V., Jurafsky, D., Markus, H.M., & Crum, A.J. Linguistic portrayals of healthy and unhealthy foods in 9 American cultural products. (*in prep*).

Turnwald, B.P., Handley-Miner, I.J., Markus, H.R., & Crum, A.J. Trends in nutritional content of branded foods and beverages in top-grossing American films, 1994-2018. (*in prep*).

JOURNAL PUBLICATIONS FROM BIOLOGY RESEARCH EXPERIENCES

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., Jovanovic, B., Hauer, C., Sieber, J., Hentze, M.W., & Kulozik, A.E. (2014). 5-azacytidine inhibits nonsense-mediated decay in a MYC-dependent fashion. *EMBO Molecular Medicine*, 6, 1593-609.

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 NEWS COVERAGE

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.

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.

SELECTED RADIO & PODCAST INTERVIEWS

NPR’s Here & Now (Jan 9, 2019). How DNA Test Results Can Change People’s Behavior and Physiology.

CBC’s Quirks & Quarks (Feb 9, 2019). When is your brain stronger than your genes? How the Mind Can Fool the Body.

CBS Radio San Francisco (Dec 13, 2018). How Genetic Test Results Could Be Messing with Our Heads.

CBC’s As it Happens (June 16, 2017). Vegetable Names.

BBC Radio 5 (June 13, 2017). Indulgent descriptions increase vegetable intake.

TEACHING & MENTORING EXPERIENCE

Courses at Stanford University

Co-Instructor of Record: Introduction to Psychology, Summer 2017

Teaching Assistant: Introduction to Social Psychology (Spring 2018), Community Health Psychology: (Winter 2017), Advanced Research for Senior Undergraduate Theses (2015 – 2016), Freshman Seminar: How Beliefs Create Reality (Winter 2015), Advanced Cellular Dynamics (Spring 2014), Cell Biology and Animal Physiology (Winter 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 ('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. (2020, June). Perceived Genetic Risk for Obesity Shapes Physiology Independent of Actual Genetic Risk. Invited talk at the *13th Annual NIH Matilda White Riley Behavioral and Social Sciences Honors*, Bethesda, MD.

Turnwald, B. P. (2020, February). Edgy Veggies: Implementing Taste-Focused Descriptions in Healthy Food Menu Design. Invited remote talk for the *United Fresh Produce Association*, Washington, D.C.

Turnwald, B. P. (2020, January). Edgy Veggies: Implementing Taste-Focused Descriptions in Healthy Food Menu Design. Invited talk at *The Culinary Institute of America Healthy Menus R&D Collaborative*, Napa Valley, CA.

Turnwald, B. P. (2020, January). Tasty and Enjoyable Attributes of Healthy Foods to Promote a Culture of Healthy Eating. Invited talk at 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, October). The Delicious Impressions Support Healthy Eating (DISH) Study. Invited talk at the *Menus of Change University Research Collaborative 4th Annual Meeting*, Princeton, NJ.

Turnwald, B. P., & Bertoldo, J. D. (2018, January). Exploring the Influence of Food Mindsets on Eating Behavior. Invited remote Talk to the *Bon Appetit Management Company*, Palo Alto, CA.

Turnwald, B. P., & Bertoldo, J.D. (2017, October). When “Healthy” is a Dirty Word: Exploring the Influence of Food Mindsets on Eating Behavior. Invited talk at the *Google Food Summit*, Mountain View, CA.

CONFERENCE TALKS & CHAIRED SYMPOSIA

Turnwald, B.P., Bertoldo, J.D., Perry, M.A., Policastro, P., Timmons, M., Bosso, C., ...Crum, A.J. (2020, February). Edgy Veggies: Increasing Vegetable Intake by Emphasizing Tasty and

Enjoyable Attributes. Oral Flash Talk at Health Preconference at *Society for Personality and Social Psychology*, New Orleans, LA.

Turnwald, B.P., Goyer, J.P., Boles, D.Z., Silder, A., Delp, S., & Crum, A.J. (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, January). Rethinking Health Behavior Change. Chaired Symposium, *Society for Personality and Social Psychology*, San Antonio, TX.

Turnwald, B.P., & Crum, A.J. (2017, January). 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., Boles, D.Z., Goyer, P., & Crum, A.J. (2017, January). 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.

REPRESENTATIVE POSTER PRESENTATIONS

Turnwald, B.P., Goyer, J.P., Boles, D.Z., Silder, A., Delp, S., & Crum, A.J. (2018, March). Perceived Genetic Risk for Obesity Shapes Physiology Independent of Actual Genetic Risk. Poster presented at *Society for Personality and Social Psychology*, Atlanta, GA.

Turnwald, B.P., Crum, A.J., Conner, A., Markus, H., Eberhardt, J., & Boles, D.Z. (2016, October). A linguistic approach reveals why ordering healthy food is not fun, exciting, or indulgent. Poster presented at *American Public Health Association*, Denver, CO.

Turnwald, B.P., & Crum, A.J. (2016, October). It’s (not) all in my genes: The relationship between perceived genetic contributions and perceived behavioral efficacy across diseases, personal traits, and abilities. Poster presented at *American Public Health Association*, Denver, CO.

Turnwald, B. P., Crum, A. J., & Dweck, C. S. (2016, January). Nature, nurture, or both? Genetic attributions across disorders, abilities, and personal traits. Poster presented at *Society for Personality and Social Psychology*, San Diego, CA.

PEER REVIEW

Ad-hoc reviewer for *Journal of Personality and Social Psychology*, *Journal of Experimental Psychology: General*, *Journal of Experimental Social Psychology*, *Appetite*, *Journal of Environmental Psychology*, *Food Quality and Preference*, *The World Resources Institute Publications*