

# BRADLEY P. TURNWALD

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## EDUCATION

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### Stanford University

Postdoctoral Research Fellow, Psychology

July 2019 - present

Ph.D., Psychology

June 2019

M.S., Biology

June 2015

### Ohio Wesleyan University

B.A., Zoology, Chemistry minor, *summa cum laude*

May 2013

## RESEARCH & WORK EXPERIENCE

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### Managing Large-Scale Randomized Controlled Research Experiments

*Delicious Impressions Support Healthy Eating (DISH) Study – 2017-2019*

- Led multi-site randomized controlled 3-month vegetable labeling intervention at 5 colleges nationwide
- 3-year project from intervention design to publication of findings in high impact peer-reviewed journal
- Conducted site visits and managed diverse team of chefs, scholars, and dining operators across institutions

*Mind Over Genome Study – 2014- 2018*

- Led 2 concurrent experiments testing how patients respond to receiving personalized genetic risk information
- 4-year project from first-of-its-kind study design to publication in high impact peer-reviewed journal
- Collected comprehensive health data (self-report, behavior, physiology) and managed 2 research sites

*Twisted Carrots & Dynamite Beets Study Series – 2015-2018*

- Led randomized controlled 3-month vegetable labeling intervention at large university dining hall
- Led 3 other studies using self-report, observational, and taste test data; published in 2 high impact journals

### Managing Large-Scale Qualitative Research Studies

*Media and Food Language Study Series – 2015-present*

- Led 8 studies analyzing language used to describe healthy foods vs. unhealthy foods from diverse data sets (Facebook, Twitter, memes, restaurant menus, food recipes, gov't websites, dialogue in TV shows and films)
- Published findings from restaurant menu language in high impact peer-reviewed journal in 2017

*Food and Beverage Depictions in Top-Grossing American Films Study – 2016-present*

- Leading study categorizing and calculating nutrition information for 10,000+ foods/beverages in 250 films

### Translating Research Findings into Products for Industry Stakeholders to Drive Change

Led development of the “*Edgy Veggies Toolkit*” (available at: <http://sparqtools.org/edgyveggies/>).

- A step-by-step toolkit for food service providers to promote plant-based foods using taste-focused labels
- Based upon Turnwald, Boles, & Crum (2017); Turnwald, Bertoldo, et al., (2019)
- Created in partnership with: *Stanford SPARQ, Stanford Residential & Dining Enterprises, The Culinary Institute of America, The World Resources Institute, The Menus of Change University Research Collaborative*

### Communicating Research Findings to Non-scientific and Scientific Audiences

Consistently delivered engaging research presentations to industry stakeholders and scientific audiences:

*The Produce for Better Health Foundation (2020), The Culinary Institute of America’s Healthy Menus R&D Collaborative (2020) & Worlds of Healthy Flavors (2020), The Menus of Change Univ. Research Collaborative (2018), Bon Appetit Management Co. (webinar, 2018), Google Food Lab Summit (2017), Society for Personality & Social Psychology (2017, 2020), Assoc. for Psychological Science (2018)*

### Statistical and Analytical Expertise in R, SPSS, QSR NVivo, Excel

Advanced coursework in regression, mixed effects modeling, structural equation modeling

### Mentoring and Teaching Experience

Mentored 15+ research assistants in scientific methods, theory, data analysis, writing, and presentation

Instructor for Introduction to Psychology (2017); Teaching Assistant for 6 additional Stanford courses (2014-18)

## SELECTED PUBLICATIONS

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- Turnwald, B.P.**, Bertoldo, J.D., Perry, M.A., Policastro, P., Timmons, M., Bosso, C., ...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(11), 1603-15.
- 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). Association between indulgent descriptions and vegetable consumption: Twisted carrots and dynamite beets. *JAMA Internal Medicine*, 177(8), 1216-18.
- 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(11), 1034-37.
- 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.

## SELECTED NEWS COVERAGE OF MY RESEARCH

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- 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.
- NPR's Here & Now* (Jan 9, 2019). How DNA Test Results Can Change People's Behavior and Physiology.
- The Atlantic* (Dec 13, 2018). What Happens When You're Convinced You Have Bad Genes.
- Science Magazine* (Dec 10, 2018). Just Thinking You Have Poor Endurance Genes Changes Your Body.
- 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 FELLOWSHIPS & AWARDS

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Outstanding Abstract Award – Society for Personality & Social Psychology, Health Preconference	2019
Top 5 Most Talked About Article in 2017, <i>JAMA Internal Medicine</i>	2017
National Science Foundation (NSF) Graduate Research Fellowship	2014 – 2017
National Department of Defense Science and Engineering Fellowship	Awarded 2014
Excellence in Teaching Award, Stanford University	2013 – 2014