

Eric M. VanEpps

David Eccles School of Business
University of Utah
1655 Campus Center Dr.
Salt Lake City, UT 84112

Phone: (801) 213-3691
eric.vanepps@eccles.utah.edu
<http://eccles.utah.edu/team/eric-vanepps/>

EDUCATION

Ph.D. Behavioral Decision Research, **Carnegie Mellon University**, Pittsburgh, PA (2015)
M.S. Behavioral Decision Research, **Carnegie Mellon University**, Pittsburgh, PA (2012)
B.A. Psychology and Leadership Studies (summa cum laude), **University of Richmond**,
Richmond, VA (2010)

ACADEMIC APPOINTMENTS

Assistant Professor of Marketing, David Eccles School of Business, University of Utah
2017 - Present

Postdoctoral Fellow, VA Center for Health Equity Research & Promotion;
University of Pennsylvania
2015 - 2017

RESEARCH INTERESTS

Consumer Behavior
Behavior Change
Food Consumption

PUBLISHED PAPERS

VanEpps, Eric M., Andrea B. Troxel, Elizabeth Villamil, Kathryn A. Saulsgiver, Jingsan Zhu, Joseph Anarella, Jo-Yu Chin, Jacqueline Matson, Patrick Roohan, Foster Gesten, and Kevin G. Volpp (in press), "Effect of Process- and Outcome-Based Financial Incentives on Weight Loss among Pre-diabetic New York Medicaid Patients: A Randomized Clinical Trial," *American Journal of Health Promotion*.

VanEpps, Eric M., Andrea B. Troxel, Elizabeth Villamil, Kathryn A. Saulsgiver, Jingsan Zhu, Joseph Anarella, Jo-Yu Chin, Jacqueline Matson, Patrick Roohan, Foster Gesten, and Kevin G. Volpp (2018), "Financial Incentives for Chronic Disease Management: Results and Limitations of 2 Randomized Clinical Trials with New York Medicaid Patients," *American Journal of Health Promotion*.

Bleich, Sara N., Christina D. Economos, Marie L. Spiker, Kelsey A. Vercammen, **Eric M. VanEpps**, Jason P. Block, Brian Elbel, Mary Story, and Christina A. Roberto (2017), "A Systematic Review of Calorie Labeling and Modified Calorie Labeling Interventions: Impact on Consumer and Restaurant Behavior," *Obesity*, 25(12), 2018-2044.

VanEpps, Eric M., Julie S. Downs, and George Loewenstein (2016), “Advance Ordering for Healthier Eating? Field Experiments on the Relationship between the Meal Order-Consumption Time Delay and Meal Content,” *Journal of Marketing Research*, 53(3), 369-380.

VanEpps, Eric M., Julie S. Downs, and George Loewenstein (2016), “Calorie Label Formats: Using Numeric and Traffic Light Calorie Labels to Reduce Lunch Calories,” *Journal of Public Policy and Marketing*, 35(1), 26-36.

VanEpps, Eric M., Kevin G. Volpp, and Scott D. Halpern (2016), “A Nudge toward Participation: Behavioral Economics Interventions for Improving Clinical Trial Enrollment,” *Science Translational Medicine*, 8(348), 348fs13.

VanEpps, Eric M., and Christina A. Roberto (2016), “The Influence of Sugar-Sweetened Beverage Warnings: A Randomized Trial of Adolescents’ Choices and Beliefs,” *American Journal of Preventive Medicine*, 51(5), 664-672.

- Honorable Mention for *American Journal of Preventive Medicine* Article of the Year, 2016

VanEpps, Eric M.*, Christina A. Roberto*, Sara Park, Christina D. Economos, & Sara N. Bleich (2016), “Restaurant Menu Labeling Policy: Review of Evidence and Controversies,” *Current Obesity Reports*, 5, 72-80. (*Shared first authorship)

Burnette, Jeni L., Ernest H. O’Boyle, **Eric M. VanEpps**, Jeffrey M. Pollack, and Eli J. Finkel (2013). “Mind-Sets Matter: A Meta-Analytic Review of Implicit Theories and Self-Regulation,” *Psychological Bulletin*, 139(3), 655-701.

Pollack, Jeffrey M., **Eric M. VanEpps**, and Andrew F. Hayes (2012). “The Moderating Role of Social Ties on Entrepreneurs’ Depressed Affect and Withdrawal Intentions in Response to Economic Stress,” *Journal of Organizational Behavior*, 33(3), 789-810.

BOOK CHAPTERS & OTHER PUBLICATIONS

Roberto, Christina A., Neha Khandpur, and **Eric M. VanEpps** (2017). Food labeling and obesity. In K.D. Brownell and B.T. Walsh (Eds) *Eating Disorders and Obesity: A comprehensive handbook*, 3rd edition. Guilford Publications: New York.

Markey, Amanda, Alycia Chin, **Eric M. VanEpps**, and George Loewenstein (2014). “Identifying a Task that Reliably Induces Boredom,” *Perceptual & Motor Skills*, 119(1), 237-253.

WORKING PAPERS

“Eliciting the Truth, the Whole Truth, and Nothing but the Truth: The Effect of Question Type on Deception,” with Julia A. Minson, Jeremy A. Yip, and Maurice E. Schweitzer.

“Should I Give or How Much Should I Give? Continuous (versus Categorical) Requests Increase Likelihood of Prosocial Engagement,” with Alice Moon.

“Choosing the Light Meal: Dynamic Aggregation of Calorie Information to Reduce Consumption,” with Andras Molnar, Julie S. Downs, and George Loewenstein.

“Commit to Change, or Change Your Commitment? Dynamic Goal Selection with Goal-Contingent Incentives,” with Jingsan Zhu, William Yancy, and Kevin G. Volpp.

“Save Those Extra Points: A Field Experiment on Scope Insensitivity in an Online Reward Platform,” with Luca Foschini.

AWARDS AND GRANTS

Winner, Lumina Foundation Challenge: Simplifying Access to Federal Benefits for Postsecondary Students, 2015

Finalist and Team Leader, American Express Financial Innovation Lab, 2014

“Automatic Allocation to Partitioned Reserve Accounts: Interventions to Increase Savings.”

P30 Roybal Center Pilot Project Funding, 2014

“The Impact of Nonlinear Pricing on Portion Size of Unhealthy Food Purchases”

Center for Health Incentives and Behavioral Economics Idea Innovation Tournament Winner (\$10,000 prize), 2013

“Expanding the Choice Set: Supercharging Active Choices to Increase Study Enrollment”

Center for Behavioral Decision Research Small Grant, Carnegie Mellon University, 2013

“Snacking and Boredom”

Center for Behavioral Decision Research Small Grant, Carnegie Mellon University, 2012

“Situational Determinants of Boredom”

Center for Health Incentives and Behavioral Economics Basic Science Core Pilot Grant, 2012

“Incentive Structure and Motivation”

Leonard Davis Institute Center for Health Incentives/Penn-Carnegie Mellon University Roybal Center Pilot Study Grant, 2011

“Can Calorie Labels Increase Caloric Intake?”

CONFERENCE PRESENTATIONS (*denotes presenter)

Advance Ordering for Healthier Eating? Field Experiments on the Relationship between Time Delay and Meal Content

- *American Society of Health Economists, Philadelphia, PA. (June, 2016)
- *Association for Consumer Research, Baltimore, MD. (October, 2014)

- *Applying Field Experimentation to Behavior Research (poster), La Jolla, CA. (March, 2014)
- *Academy of Management, Orlando, FL. (August, 2013)

Calorie Label Formats: Using Numeric and Traffic Light Calorie Labels to Reduce Lunch Calories

- *Society for Judgment and Decision Making, Toronto, ON. (November, 2013)
- *Association for Consumer Research (poster), Chicago, IL. (October, 2013)
- *Penn-CMU Roybal Retreat, Cape May, NJ (October, 2013)

Are Low-Income People Capable of Using Calorie Labels? Differences between Low- and Higher-Income Participants in Menu Evaluation Tasks

- *Society for Consumer Psychology, San Francisco, CA. (February, 2017)
- *Behavioral Science & Policy Association, Washington, DC. (April, 2016)
- *Society for Judgment and Decision Making, Chicago, IL. (November, 2015)
- *Penn-CMU Roybal Retreat, Cape May, NJ (October, 2015)

Commit to Change, or Change Your Commitment? Dynamic Goal Selection with Contingent Incentives

- *Society for Judgment and Decision Making, Vancouver, BC. (November, 2017)
- *Behavioral Economics and Health Symposium, Philadelphia, PA. (December, 2016)
- *Penn-CMU Roybal Retreat, Skytop, PA. (October, 2016)

Should I Give or How Much Should I Give? Continuous (versus Categorical) Requests Increase Likelihood of Prosocial Engagement

- *Society for Consumer Psychology, Dallas, TX. (February, 2018)

Expanding the Choice Set: Supercharging Active Choices to Increase Affirmative Responses

- Society for Judgment and Decision Making (poster), Long Beach, CA. (November, 2014)

The Contradictory Effects of Aggregation in Nutrition Information

- *Behavioral Science of Eating, Pittsburgh, PA. (January, 2014)

Across the Bored: Identifying a Task that Reliably Induces Boredom

- *Society for the Study of Motivation (poster), Washington, D.C. (May, 2013)

Menu Labeling: Posting Calories versus Traffic Lights to Encourage Healthier Eating

- *Society for Judgment and Decision Making Annual Conference, Seattle, WA. (November, 2011)

Compelled to Give: Morality, Self-Construal, and Charitable Intentions

- *Society for Personality and Social Psychology (poster), Las Vegas, NV. (January, 2010)

INVITED ACADEMIC TALKS

2017 University of Pittsburgh (February, 2017)

- Behavioural Insights Team, London, UK (May, 2017)
UY Symposium, Salt Lake City, UT (September, 2017)
2016 University of Utah (November, 2016)
University of Chicago (October, 2016)
University of Pennsylvania (April, 2016)
University of Leeds (April, 2016)
2014 University of New Mexico (December, 2014)
University of Pennsylvania (June, 2014)

TEACHING EXPERIENCE

Behavioral Economics and Health Policy (Instructor)
Eccles School of Business, University of Utah. Spring 2018

Marketing for Health Care Professionals (Instructor)
Eccles School of Business, University of Utah. Fall 2017

Behavioral Economics in Health Care (Instructor)
Washington and Jefferson College. Summer 2017

Behavioral Economics and Public Policy (Instructor)
Carnegie Mellon University. Spring 2014

EDITORIAL SERVICE

Ad Hoc Reviewer

Appetite
Association for Consumer Research (conference)
Behavioral Science & Policy
Behavior Research Methods
Journal of Retailing
Marketing Science
PLOS ONE
Social Psychological and Personality Science
Society for Consumer Psychology (conference)
Society for Judgment and Decision Making (conference)

ACADEMIC AFFILIATIONS

American Society of Health Economists (ASHEcon)
Association for Consumer Research (ACR)
Behavioral Science and Policy Association (BSPA)
Center for Health Incentives and Behavioral Economics (CHIBE)
Society for Consumer Psychology (SCP)
Society for Judgment and Decision Making (SJDM)