

# BRIAN WANSINK

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Director – Cornell Food and Brand Lab  
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FoodPsychology.Cornell.edu SmarterLunchrooms.org HealthyWeightRegistry.org  
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## PERSONAL:

Born in Sioux City, Iowa. Married to Jennifer Wansink.  
Three daughters: Audrey (2005), Valerie (2007), and Lieve (2010).

## EDUCATION:

- 1990: Ph.D. Stanford University (Marketing – Consumer Behavior)  
1984: M.A. Drake University, Iowa (Journalism and Mass Communication)  
• National Alumni Achievement Award (2013)  
1982: B.S. Wayne State College, Nebraska (Business Administration)  
• Outstanding Alumni Award (2005)

## PROFESSIONAL EXPERIENCE:

- 2009-present: Cornell University (Ithaca, NY) – John S. Dyson Professor of Marketing, Charles H. Dyson School of Applied Economics and Management; Adjunct Professor, Johnson Graduate School of Management.
- 2015: GreeNudge – EAT Foundation – Research consultant
- 2007-2009: USDA's Center for Nutrition Policy and Promotion – Executive Director
- Proposed the Half-Plate approach, which became MyPlate.gov
  - Led the revision of the 2010 Dietary Guidelines for America
  - Launched 4 new consumer tools (average of 750,000 web-page views/day)
  - Created the USDA Corporate Challenge and enlisted 102 partners
  - Increased web-hits to MyPyramid.gov to 5.6 million/day (44% increase)
  - Proposed and chartered the President's Council for Family Nutrition
- 2005-2007: Cornell University (Ithaca, NY) – John S. Dyson Professor of Marketing, Applied Economics and Management
- 2005: U.S. Army Research Labs (Natick, MA) – Visiting Research Scientist
- 2004: INSEAD (Fontainebleau, France) – Visiting Professor of Marketing
- 2002-2005: University of Illinois (Urbana-Champaign) – Julian Simon Memorial Research Professor of Business Admin, of Nutritional Science, of Advertising, and of Agricultural and Consumer Economics
- 2001-2002: University of Illinois (Urbana-Champaign) – Professor of Business Admin, of Nutritional Science, of Advertising, and of Ag and Consumer Econ
- 1997-2001: University of Illinois (Urbana-Champaign) – Associate Prof. of Business Admin.
- 1996: Kellogg's Company – Advertising Education Foundation Visiting Professor

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1995-1997:	University of Pennsylvania (Wharton School) – Visiting Asst. Prof. of Marketing
1994-1995	Vrije Universteit (Amsterdam, Netherlands) – Research Professor
1990-1994:	Dartmouth College (Amos Tuck School) – Assistant Professor of Bus. Admin.
1988-1989:	Stanford University (Communication Department) – Teaching Assistant
1984-1985:	Small Business Administration (SBA) – Marketing Consultant

## SELECTED HONORS & AWARDS

### PUBLIC IMPACT AWARDS

- 2014: Michael and Susan Dell Award in Child Health
- 2013: AAEA's Distinguished Outreach Program (*Smarter Lunchroom Movement*)
- 2013: Pollay Prize for Research in Marketing and Public Policy
- 2012: Outstanding Accomplishment in Science & Public Policy – Cornell University
- 2011: SUNY Chancellor's Award for Excellence in Scholarship and Creative Activities

### NATIONAL SERVICE HONORS

- 2012: President – Society for Nutrition Education and Behavior
  - Changed Society name to include “Behavior,” helped increase membership, and return to profitability
- 2007: *Journal of Consumer Research* Policy Board (1998-2007)
- 2001 & 1999: Army ROTC Faculty Advisor Award – Ft. Lewis, WA & Ft. Knox, KY
- 1991: Distinguished Leadership Award – United Negro College Fund

### TEACHING AWARDS

- 2005: University List of Excellent Teachers (14 of 16 semesters 1997-2005) – U. of Illinois
- 2001: Graduate Professor of the Year – University of Illinois (College of Business)
- 2001 & 1999: MBA Core Professor of the Year – University of Illinois at Urbana-Champaign
- 1999: *Who's Who in Executive Education* – Sterling Who's Who

### RESEARCH AWARDS

- 2013: Quality of Research Discovery Award – Eur. Assn. Ag. Econ. (Just & Wansink, *REStat* 2011)
- 2012: Best Paper (O'Dell) Award – *J. of Marketing Research* (Chandon & Wansink, *JMR* 2007)
- 2010: Best Paper Award – *J. of Consumer Research* (Chandon & Wansink, *JCR* 2007)
- 2009: Best Paper Award – *Choices* (Just & Wansink 2009)
- 2003: Dean's Senior Faculty Award for Excellence in Research – University of Illinois
- 2000: Classics in Advertising Research – *J. of Advertising Research* (Wansink & Ray 1992)
- 1989: Alden D. Clayton Dissertation Proposal Award – Marketing Science Institute

### RESEARCH CITATION AWARDS

- 2011: Emerald Citation of Excellence Award (Chandon & Wansink, *JCR* 2007)
- 1997: Highest Citation of Rsch Excellence – ANBAR Elect. Intel. (Wansink, *JM* 1996)
- 1997: Highest Citation of Rsch Excellence – ANBAR Elect. Intel. (Wansink & Ray, *JM* 1996)

## COOL OR UNUSUAL HONORS

- 2013: National Alumni Achievement Award – Drake University
- 2008: *Fitness Magazine's* “Fit-50”
- 2007: Finalist – Books for a Better Life Award (Wansink 2006, *Mindless Eating*)
- 2007: Ig Nobel Prize in Nutrition (Wansink, Painter, and North, *Obesity Research* 2005)
- 2005: Outstanding Alumni Award – Wayne State College
- 2008: ABC World News “Person of the Week” (1-4-08)

## RESEARCH

**Mission:** To discover and disseminate transforming solutions to help people eat better. These solutions have win-win relevance for families, dieters, and children as well as for health professionals, companies, and public policy.

## BOOKS

Bradburn, Norman M., Michael Stern, Brian Wansink, and Timothy Johnson (2016), Asking Questions: The Definitive Guide to Questionnaire Design – For Market Research, Political Polls, and Social and Health Questionnaires, San Francisco, CA: Jossey-Bass.

Wansink, Brian (2014), Slim by Design – Mindless Eating Solutions for Everyday Life, New York, NY: William Morrow.  
 • **Audiobook (2014)**

Wansink, Brian (2006), Mindless Eating – Why We Eat More Than We Think, New York, NY: Bantam-Dell.  
 • **Audiobook (2006); paperback (2007); mass-market paperback (2010)**  
 • **Translated into Portuguese (2006), French (2007), German (2007), Japanese (2007), Italian (2007), Hebrew (2007), UK-English (2007), Chinese (2007), Dutch (2007), Norwegian (2007), Thai (2007), Danish (2008), Korean (2008), Czechoslovakian (2008), Simple Chinese (2010), Greek (2010), Estonian (2010), and some other languages (25-30 in total).**  
 • **2007 Finalist – “Books for a Better Life” (Psychology Category)**

Wansink, Brian (2005), Marketing Nutrition – Soy, Functional Foods, Biotechnology, and Obesity, Champaign, IL: University of Illinois Press.  
 • **Paperback (2007)**

Bradburn, Norman M., Seymour Sudman, and Brian Wansink (2004), Asking Questions: The Definitive Guide to Questionnaire Design – For Market Research, Political Polls, and Social and Health Questionnaires, San Francisco, CA: Jossey-Bass.  
 • **Translated into Chinese (2006).**

Sudman, Seymour and Brian Wansink (2002), Consumer Panels, Second Edition, American Marketing Association: Chicago, IL.

Wansink, Brian (2001), WWHP 98.3 FM – Interactive Case Study, Southwestern Publishing Company: Cincinnati, OH, (DVD).

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## ACADEMIC JOURNAL PUBLICATIONS

—2016—

- Wansink, Brian and Koert van Ittersum (2016), “Boundary Research: Tools and Rules for Impactful Research in Emerging Fields,” Journal of Consumer Behaviour, 15:2, forthcoming.
- Vartanian, Lenny R., Kristin M. Kernan, and Brian Wansink (2016), “Clutter, Chaos, and Overconsumption: The Role of Mind-Set in Stressful and Chaotic Food Environments,” Environment and Behavior, forthcoming.
- Robbins, Rebecca S. and Brian Wansink (2016), “The 10% Solution: Tying Managerial Salaries and Promotions to Workplace Wellness Actions (and Not Results),” Journal of Occupational Health Psychology, forthcoming.
- Wansink, Brian (2016), “Leveraging Inside Sources of Consumer Insights,” Journal of Consumer Marketing, 33:x, forthcoming.
- Van Ittersum, Koert and Brian Wansink (2016), “Stop Spoon Dosing: Milliliter Instructions May Cause Fewer Dosage Errors than Spoon Instructions on Liquid Medication,” BMC Research Notes, forthcoming.
- Doering, Tim and Brian Wansink (2016), “The Waiter’s Weight: Does a Server’s BMI Relate to How Much Food Diners Order?” Environment and Behavior, forthcoming.
- Van Ittersum and Brian Wansink (2016), “The Behavioral Science of Eating: Encouraging Boundary Research for Impact,” Journal of the Association for Consumer Research, 1:1, forthcoming.
- Eldridge, Johanna D., Carol M. Devine, Elaine Wethington, Luz Aceves, Erica Phillips-Caesar, Brian Wansink, and Mary E. Charlson (2016), “Environmental Influences on Small Eating Behaviors to Promote Weight Loss Among Black and Hispanic Populations,” Appetite, 96:1, 129-137.
- Tal, Aner and Brian Wansink (2016), “Blinded with Science: Trivial Graphs and Formulas Increase Ad Persuasiveness and Belief in Product Efficacy,” Public Understanding of Science, 25:1, 117-125.

—2015—

- Kniffin, Kevin M., Brian Wansink, Carol M. Devine, and Jeffrey Sobal (2015), “Collaboration and Team Building in the Cafeteria,” Harvard Business Review, 93:12, 24-25.

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- Werle, Carolina, Brian Wansink, and Collin Payne. (2015), "Is it Fun or Exercise? The Framing of Physical Activity Biases Subsequent Snacking," Marketing Letters, 26:4, 691-702.
- Siğirci, Ozge and Brian Wansink (2015), "Low Prices and High Regret: How Pricing Influences Regret at All-You-Can-Eat Buffets," BMC Nutrition, 1:36, 1-5, doi:10.1186/s40795-015-0030-x.
- Kniffin, Kevin M., Brian Wansink, Carol M. Devine, and Jeffrey Sobal (2015), "Workplace Commensality and Work-Group Performance: A Field Study of Firefighters," Human Performance, 28(4), 281-306.
- Cao, Ying, David R. Just, Calum G. Turvey, and Brian Wansink (2015), "Existing Food Habits and Recent Choices Lead to Disregard of Food Safety Announcements," Canadian Journal of Agricultural Economics, 63, 491-511.
- Kniffin, Kevin, Ozge Sigirci and Brian Wansink (2015), "Eating Heavily: Men Eat More in the Company of Women," Evolutionary Psychological Science, 1-9. doi: 10.1007/s40806-015-0035-3
- Wansink, Brian, Andrew S. Hanks, and Kirsikka Kaipainen (2015), "Slim by Design: Kitchen Counter Correlates of Obesity," Health Education and Behavior, 1-7, doi: 10.1177/1090198115610571
- Gvili, Yaniv, Aner Tal, Monty Amar, Yeal Hallak, Brian Wansink, Michael Giblin, and Colombe Bommelaer, (2015), "Fresh From the Tree: Implied Motion Improves Food Evaluation," Food Quality and Preference, 46, 160-165.
- Davis, Brennan and Brian Wansink (2015), "Fifty Years of Fat: News Coverage of Trends that Predate Obesity," BMC Public Health, doi:10.1186/s12889-015-1981-1
- Latimer, Lara A., Lizzy Pope, and Brian Wansink (2015), "Food Neophiles: Profiling the Adventurous Eater," Obesity, 23:8, 1577-1581.
- Wansink, Brian (2015), "Change Their Choice! Changing Behavior Using the CAN Approach and Activism Research," Psychology & Marketing, 32:5, 486-500.
- Just, David R., Ozge Siğirci, and Brian Wansink (2015), "Peak-end Pizza: Prices Delay Evaluations of Quality," Journal of Product & Brand Management, 24:7, 770-778, doi:10.1108/jpbm01-2015-0802.
- Porpino, Gustavo, Juracy Parente, and Brian Wansink (2015), "Food Waste Paradox: Antecedents of Food Disposal in Low Income Households," International Journal of Consumer Studies, 39:6, 619-629.
- Pope, Lizzy, Lara Latimer, and Brian Wansink (2015), "Viewers vs. Doers: The Relationship Between Watching Food Television and BMI," Appetite, doi:10.1016/j.appet.2015.02.035

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- Wansink, Brian and Aner Tal (2015), "Television Watching and Effects on Food Intake – Reply," JAMA Internal Medicine, 175:468-469.
- Tal, Aner and Brian Wansink (2015), "An Apple a Day Brings More Apples Your Way: Healthy Samples Prime Healthier Choices," Psychology & Marketing, 32:5, 575-584.
- Wansink, Brian, Andrew S. Hanks, and David R. Just (2015), "A Plant to Plate Pilot: A Cold Climate High School Garden Increased Vegetable Selection but also Waste," Acta Paediatrica 104:8, 823-826.
- Phillips-Caesar, Erica R., Brian Wansink, Ginger I. Winston, Carole M. Devine, Balavenkatesh Kanna, Elaine Wethington, Walid Michelen, Martin T. Wells, James P. Hollenberg, Janey C. Peterson, and Mary E. Charlson (2015), "Small Changes and Lasting Effects: Rationale, Design and Methods," Contemporary Clinical Trials, 41, 118-128.
- Wansink, Brian (2015) "Easy as Pie," New Scientist, 225:36-38.
- Robbins, Rebecca S. and Brian Wansink (2015), "Employee Health Codes of Conduct: What Would They Look Like and Who Wants to Accept Them?" International Journal of Workplace Health Management, 8:3, 214-229.
- Wansink, Brian and Katherine A. Johnson (2015), "Adults Only: Why Don't Children Belong to the Clean-plate Club?" International Journal of Obesity, 39:375.
- Hubbard, Kristie L., Linda G. Bandini, Sara C. Folta, Brian Wansink, M. Eliasziw, and Aviva Must (2015), "Impact of a Smarter Lunchroom Intervention on Food Selection and Consumption Among Adolescents and Young Adults with Intellectual and Developmental Disabilities in a Residential School Setting," Public Health Nutrition, 18:361-371.
- Duyff, Roberta L., Leann L. Birch, Carol Byrd-Bredbenner, Susan L. Johnson, Richard D. Mattes, Mary M. Murphy, Theresa A. Nicklas, Brandi Y. Rollins, and Brian Wansink (2015), "Candy Consumption Patterns, Effects on Health, and Behavioral Strategies to Promote Moderation: Summary Report of a Roundtable Discussion," Advances in Nutrition, 6:139-146.
- Cawley, John, Matthew J. Sweeney, Jeffrey Sobal, David R. Just, Harry M. Kaiser, William D. Schulze, Elaine Wethington, and Brian Wansink (2015), "The Impact of a Supermarket Nutrition Rating System on Purchases of Nutritious and Less Nutritious Foods," Public Health Nutrition, 18:8-14.
- Dohle, Simone, Brian Wansink, and Lorena Zehander (2015), "Exercise and Food Compensation: Exploring Diet-related Beliefs and Behaviors of Regular Exercisers," Journal of Physical Activity & Health, 12:3, 322-327.
- Casazza, Krista, Andrew Brown, Arne Astrup, Fredrik Bertz, Charles Baum, Michelle Bohan Brown, John Dawson, Nefertiti Durant, Gareth Dutton, David A. Fields, Kevin R. Fontaine, David Levitsky, Tapan Mehta, Nir Menachemi, P.K. Newby, Russell Pate, Hollie Raynor,

Barbara J. Rolls, Bisakha Sen, Daniel L. Smith, Diana Thomas, Brian Wansink, and David Allison (2015), "Weighing the Evidence of Common Beliefs in Obesity Research," Critical Reviews in Food Science and Nutrition, 55:14, 2014-2053.

Musicus, Aviva, Aner Tal, and Brian Wansink (2015), "Eyes in the Aisles: Why is Cap'n Crunch Looking Down at my Child?," Environment and Behavior, 47:7 (August), 715-733.

Laroche, Helena H., Christopher Ford, Kate Anderson, Xueya Cai, David R. Just, Andrew S. Hanks, and Brian Wansink (2015), "Concession Stand Makeovers: A Pilot Study of Offering Healthy Foods at High School Concession Stands," Journal of Public Health, 37:1, 116-124.

Wansink, Brian and Katherine A. Johnson (2015), "The Clean Plate Club: About 92% of Self-Served Food is Eaten," International Journal of Obesity, 39: 371-374.

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Wansink, Brian and Andrew S. Hanks (2014), "Calorie Reductions and Within-Meal Calorie Compensation in Children's Meal Combos," Obesity, 22:3. 630-2.

Wansink, Brian and Ellen van Kleef (2014), "Dinner Rituals that Correlate with Child and Adult BMI," Obesity, 22: E91-E95, <http://dx.doi.org/10.1002/oby.20629>.

Kniffin, Kevin M. and Brian Wansink (2014), "Death Row Confessions and the Last Meal Test of Innocence," Laws, 3: 1-11.

Pope, Lizzy, Andrew S. Hanks, David R. Just, and Brian Wansink (2014), "New Year's Res- Illusions: Food Shopping in the New Year Competes with Healthy Intentions," PLOS ONE, 9(12): e110561.

Wansink, Brian and Lizzy Pope (2014), "When Do Gain Framed Health Messages Work Better Than Fear Appeals?" Nutrition Reviews, 73:4-11.

Wansink, Brian (2014), "Slim by Design for Schools," Childhood Obesity, 10:445-447.

Wansink, Brian and Katie Love (2014), "Slim By Design: Menu Strategies for Promoting High-Margin, Healthy Foods," International Journal of Hospitality Management, 42:137-143.

Kniffin, Kevin M., Brian Wansink, Vladas Griskevicius, and David Sloan Wilson (2014), "Beauty is in the In-Group of the Beholded: Intergroup Differences in the Perceived Attractiveness of Leaders," Leadership Quarterly, 25:1143-1153.

Helander, Elina E., Anna-Leena Vuorinen, Brian Wansink, and Ilkka K. J. Korhonen (2014), "Are Breaks in Daily Self-Weighing Associated With Weight Gain?" PLOS ONE, 9:11, e113164.

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- Smarandescu, Laura, Douglas M. Walker, and Brian Wansink (2014), "Big Drinkers: How BMI, Gender, and Rules of Thumb Influence the Free Pouring of Wine," International Journal of Drug Policy, 25:1060-1065.
- Sharp, David E., Jeffery Sobal, and Brian Wansink (2014), "Using Plate Mapping to Examine Portion Size and Plate Composition for Large and Small Divided Plates," Eating Behaviors, 15:658-663.
- Shimizu, Mitsuru, Katie Johnson, and Brian Wansink (2014), "In Good Company: The Effect of an Eating Companion's Appearance on Food Intake," Appetite, 83:263-268.
- Smarandescu, Laura, Douglas M. Walker, and Brian Wansink (2014), "Mindless Drinking: How Gender and BMI Relate to the Consumption of Alcohol," International Journal of Drug Policy, 25:1131-1134.
- Just, David R., Ozge Sigirci, and Brian Wansink (2014), "Lower Buffet Prices Lead to Less Taste Satisfaction," Journal of Sensory Studies, 29:362-370.
- Tal, Aner, Scott Zuckerman, and Brian Wansink (2014), "Watch What You Eat: TV Content Influences Consumption," JAMA Internal Medicine, 174:1842-1843.
- Just, David R., Brian Wansink, and Andrew S. Hanks (2014), "Chefs Move to Schools: A Preliminary Examination of How Chef-created Dishes can Increase School Lunch Participation and Fruit and Vegetable Intake," Appetite, 83:242-247.
- Kniffin, Kevin M., Brian Wansink, and Mitsuru Shimizu (2014), "Sports at Work: Anticipated and Persistent Correlates of Participation in High School Athletics," Journal of Leadership and Organizational Studies, 22:2, 217-230.
- Wansink, Brian and Pierre Chandon (2014), "Slim by Design: Redirecting the Accidental Drivers of Mindless Overeating," Journal of Consumer Psychology, 24:413-431.
- Hubbard, Kristie L., Linda G. Bandini, Sara C. Folta, Brian Wansink, and Aviva Must (2014), "The Adaptation of a School-based Health Promotion Programme for Youth with Intellectual and Developmental Disabilities: A Community-Engaged Research Process," Journal of Applied Research in Intellectual Disabilities, 27:576-90.
- Wansink, Brian and Pierre Chandon (2014), "Slim by Design or by Willpower? Replies to Herman and Polivy and to Roberto, Pomeranz, and Fisher," Journal of Consumer Psychology, 24:446-451.
- Wansink, Brian, Aner Tal, and Adam Brumberg (2014), "Ingredient-based Food Fears and Avoidance: Antecedents and Antidotes," Food Quality and Preference, 38: 40-48.
- Helander, Elina, Kirsikka Kaipainen, Ilkka Korhonen, and Brian Wansink (2014), "Factors Related to Sustained Use of a Free Mobile App for Dietary Self-Monitoring with Photography and



- Peer Feedback: Retrospective Cohort Study,” Journal of Medical Internet Research, 16:52-64.
- Wansink, Brian, Francesca Zampollo, Guido Camps, and Mitsuru Shimizu (2014), "Biting versus Chewing: Eating Style and Social Aggression in Children,” Eating Behaviors, 15:311- 313.
- Wansink, Brian, Mitsuru Shimizu, and Adam Brumberg. (2014), “Dispelling Myths about a New Healthful Food can be More Motivating than Promoting Nutritional Benefits: The Case of Tofu,” Eating Behaviors, 15(2), 318-320.
- Hanks, Andrew S., David R. Just, and Brian Wansink (2014), “Chocolate Milk Consequences: A Pilot Study Evaluating the Consequences of Banning Chocolate Milk in School Cafeterias,” PLOS ONE, 9:e91022.
- Orsama, Anna-Leena, Elina Mattila, Mikka Ermes, Mark van Gils, Brian Wansink, and Ilkka Korhonen (2014), “Weight Rhythms: Weight Increases During Weekends and Decreases During Weekdays,” Obesity Facts, 7, 36-47.
- Walker, Doug, Laura Smarandescu, and Brian Wansink (2014), “Half Full or Empty: Cues That Lead Wine Drinkers to Unintentionally Overpour,” Substance Abuse & Misuse, 49:3, 295-302.
- Wansink, Brian, Koert van Ittersum, and Collin R. Payne (2014), “Larger Bowl Size Increases the Amount of Cereal Children Request, Consume, and Waste,” Journal of Pediatrics, 164:2, 323-326.
- Bevelander, Kirsten E., Kirsikka Kaipainen, Robert Swain, Simone Dohle, Josh C. Bongard, Paul D. Hines, and Brian Wansink (2014), “Crowdsourcing Novel Childhood Predictors of Adult Obesity,” PLOS ONE, 9:2, e87756.
- Gardner, Meryl P., Brian Wansink, Junyong Kim, and Se-Bum Park (2014), “Better Moods for Better Eating? How Mood Influences Food Choice,” Journal of Consumer Psychology, 24:320-335.
- Wansink, Brian and Koert van Ittersum (2014), “Portion Size Me: Plate Size Can Decrease Serving Size, Intake, and Food Waste,” Journal of Experimental Psychology: Applied, 19:2, 320-332.
- 2013—
- Just, David and Brian Wansink (2013). School Lunch Debit Card Payment Systems are Associated with Lower Nutrition and Higher Calories. Obesity, 22(1), 24-26. doi:10.1002/oby.20591
- Van Ittersum, Koert, Brian Wansink, Joost M.E. Pennings, and Daniel Sheehan (2013), “Smart Shopping Carts: How Real-Time Feedback Influences Spending,” Journal of Marketing, 77:6, 21-36.

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• Finalist for the 2014 Marketing Science Inst. Paul Root Award – *Journal of Marketing*

- Wansink, Brian and David R. Just (2013), “Trayless Cafeterias Lead Diners to Take Less Salad and Relatively More Dessert,” Public Health Nutrition, 18:9, 1535-1536.
- Dohle, Simone and Brian Wansink (2013), “Fit in 50 Years: Participation in High School Sports Best Predicts One’s Physical Activity After Age 70,” BCM Public Health, 13, 1100.
- Wansink, Brian and Andrew S. Hanks (2013), “Slim by Design: Serving Healthy Foods First in Buffet Lines Improves Overall Meal Selection,” PLOS ONE, 8:10, e77055.
- Wansink, Brian and Ellen van Kleef (2013), “Dinner Rituals that Correlate with Child and Adult BMI,” Obesity, 22: E91-E95, <http://dx.doi.org/10.1002/oby.20629>.
- Bevelander, Kirsten E., Rutger C. M. E. Engels, Doeschka J. Anschutz, and Brian Wansink (2013), “The Effect of an Intervention on Schoolchildren’s Susceptibility to a Peer’s Candy Intake,” European Journal of Clinical Nutrition, 67:8, 829-835.
- Van Ittersum, Koert and Brian Wansink (2013), “Extraverted Children are More Biased by Bowl Sizes than Introverts,” PLOS ONE, 8:10, e78224.
- Wansink, Brian and Craig S. Wansink (2013), “Are There Atheists in Foxholes? Combat Intensity and Religious Behavior,” Journal of Religion and Health, 52:3 (Sept), 768-779.
- Hanks, Andrew S., David R. Just, and Brian Wansink (2013), “Reliability and Accuracy of Real-Time Visualization Techniques for Measuring School Cafeteria Tray Waste: Validating the Quarter-Waste Method,” Journal of the Academy of Nutrition and Dietetics, 114: 470-474.
- Wansink, Brian and Sibylle Kranz (2013), “Who’s Using MyPlate?” Journal of Nutrition Education and Behavior, 45: 6, 728-732.
- Just, David R. and Brian Wansink (2013), “One Man’s Tall is Another Man’s Small: How Framing of Portion Size Influences Food Choice,” Health Economics, 23:776-791. doi: 10.1002/hec.2949.
- Wansink, Brian, David R. Just, Richard W. Patterson, and Laura E. Smith (2013), “Nutrition Report Cards: An Opportunity to Improve School Lunch Selection,” PLOS ONE, 8:10, e72008.
- Wansink, Brian (2013), “Convenient, Attractive, and Normative: The CAN Approach to Making Children Slim by Design,” Childhood Obesity, 9:4 (August), 277-278.
- Schulze, William, Annemie Maertens, and Brian Wansink (2013), “Eating Dogfood: Examining the Relative Roles of Reason and Emotion,” Journal of Economic Behavior & Organization, 92 (August), 202-213.

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Lee, Wan-Chen Jenny, Mitsuru Shimizu, Kevin M. Kniffin, and Brian Wansink (2013), “You Taste What You See: Organic Labels Bias Taste Perceptions,” Food Quality and Preference, 29:1 (July), 33-39.

Wansink, Brian and Mitsuru Shimizu (2013), “Eating Behaviors Predict the Number of Buffet Trips: An Observational Study at All-You-Can-Eat Chinese Restaurants,” American Journal of Preventive Medicine, (April), 44:4, e49-e50.

Hanks, Andrew S., David R. Just, and Brian Wansink (2013), “Pre-Ordering School Lunch and Food Choices Encourages Better Food Choices by Children,” JAMA Pediatrics, 167:7, 673-674.

Wisdom, Jessica, George Loewenstein, Brian Wansink, and Julie S. Downs (2013), “Calorie Recommendations Fail to Enhance the Impact of Menu Labeling,” American Journal of Public Health, 103:9:1604-1609.

Wansink, Brian, David R. Just, Andrew S. Hanks, and Laura E. Smith (2013), “Pre-Sliced Fruit in Schools Increases Selection and Intake,” American Journal of Preventive Medicine, 44:5 (May), 477-480.

Tal, Aner and Brian Wansink (2013), “Fattening Fasting: Hungry Grocery Shoppers Buy More Calories, Not More Food,” JAMA Internal Medicine, 173:12, 1146-1148.

Wansink, Brian, Ying Cao, Prerna Saini, Mitsuru Shimizu, and David R. Just (2013), “College Cafeteria Snack Food Purchases Become Less Healthy with Each Passing Week of the Semester,” Public Health Nutrition, 16:7 (July), 1291-1295.

Hanks, Andrew S., David R. Just, and Brian Wansink (2013), “Smarter Lunchrooms Can Address New School Lunchroom Guidelines and Childhood Obesity,” Journal of Pediatrics, 162:4 (April), 867-869.

Van Kleef, Ellen, Mitsuru Shimizu, and Brian Wansink (2013), “Just a Bite: Considerably Smaller Snack Portions Satisfy Delayed Hunger and Craving,” Food Quality and Preference, 27:1, 96-100.

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Wansink, Brian, Mitsuru Shimizu, and Adam Brumberg (2012), “How Vegetables Make the Meal: Their Hedonic and Heroic Impact on Perceptions of the Meal and of the Preparer,” Public Health Nutrition, 16:11 (November), 1988-1994.

Kaipaninen, Kirsikka, Collin R. Payne, and Brian Wansink (2012), “The Mindless Eating Challenge: Retention, Weight Outcomes, and Barriers for Changes in a Public Web-based Healthy Eating and Weight Loss Program,” Journal of Medical Internet Research, 14:6 (e168), 100-113.

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- Wansink, Brian, Kevin M. Kniffin, and Mitsuru Shimizu (2012), "Death Row Nutrition: Curious Conclusions of Last Meals," Appetite, 59 (December): 837-843.
- Kim, Junyong and Brian Wansink (2012), "How Retailers' Recommendation and Return Policies Alter Product Evaluations," Journal of Retailing, 88:4 (December), 528-541.
- Just, David R. and Brian Wansink (2012), "Do Not Support Regulation of Sugar-Sweetened Beverages," New England Journal of Medicine, 367:15 (October 11) 1465-6.
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- Smith, Laura E., William D. Schulze, Harry M. Kaiser, David R. Just, Elaine Wethington, Jeffrey Sobal, John H. Cawley and Brian C. Wansink (2011) "Subsidies Encourage Healthier Lunch Choices Compared to Taxes", FASEB Journal, 25:98.8.
- Wansink, Brian, Francesca Zampollo, Guido Camps, and Mitsuru Shimizu (2010), "Biting Versus Chewing: Eating Style and Social Aggression in Children," FASEB Journal, 24:94.4.
- Wansink, Brian, David R. Just, and Collin R. Payne (2010), "Smarter Lunchrooms: Payment Systems that Nudge Healthier School Lunch Choices," FASEB Journal, 24:322.1.
- Wansink, Brian and Craig S. Wansink (2010), "The Largest Last Supper: How Depictions of Portion Size have Increased Over the Millennium," FASEB Journal, 24:106.5.
- Patterson, Richard W., Collin R. Payne, and Brian Wansink (2010), "Tracking the Effectiveness of Various Combinations of Diet Tips: Results of the National Mindless Eating Challenge," FASEB Journal, 24:557.3.
- Patterson, Richard W., Collin R. Payne, and Brian Wansink (2010), "Decoupling the Independent Effects of Multiple Simultaneous Behavior Changes in Weight Loss," FASEB Journal, 24:945.4.
- Smith, Laura E., David R. Just, and Brian Wansink (2010), "Convenience Drives Choice in School Lunch Rooms: A Salad Bar Success Story," FASEB Journal, 24: 732.11.
- Shimizu, Mitsuru, Laura E. Smith, and Brian Wansink (2010), "The Fat Suit Study: When Skinny Companions Lead Us to Eat Healthier," FASEB Journal, 24:936.8.

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- Van Kleef, Ellen, Mitsuru Shimizu, and Brian Wansink (2010), "Food Compensation: Do Exercise Ads Make You Overeat?" Obesity, 18:S85-S86.
- Payne, Collin R., Laura E. Smith, and Brian Wansink (2010), "Dish Here, Dine There: Serving Off the Stove Results in Less Food Intake than Serving Off the Table," FASEB Journal, 2:878.7.
- Wansink, Brian, Laura E. Smith, and David R. Just (2010), "Cornell's Smarter Lunchroom Initiative: Engineering Smart Selections," Journal of Nutrition Education and Behavior, Volume 42:4S1, S75.
- Laura Smith, Brian Wansink, and David Just (2010), "Smarter Lunchroom.org's Fancy Fruit Bowls Increase Fruit Sales by 23-54%," Journal of Nutrition Education and Behavior, Volume 42:4S1, S116-117.
- Collin Payne and Brian Wansink (2009), "What is Beautiful Tastes Good: Visual Cues, Taste, and Willingness to Pay," Advances in Consumer Research, Volume 37, 49-50.
- Van Ittersum, Koert, Joost M. E. Pennings, and Brian Wansink (2009), "Trying Harder and Doing Worse: How Grocery Shoppers Track Their In-Store Spending," Advances in Consumer Research, Volume 37, 721-722.
- Wansink, Brian and Collin R. Payne (2008), "What Influences Preschoolers' Requests for More Away-From-Home Food?" Obesity 16, S130-131.
- Wansink, Brian and Collin R. Payne (2008), "The Joy of Overeating: 70 Years of Calorie Increases in Classic American Recipes," Obesity, 16, S241.
- Wansink, Brian, Lenny Vartanian, and Collin R. Payne (2008), "Does Hunger and Food Desirability Bias the Estimation of Caloric Content," Obesity, 16, S287-8.
- Payne, Collin R., Brian Wansink, S. Adam Brasel, and Scott Zuckerman (2008), "Rush to the Kitchen: Television Interruptions and Consumption," FASEB Journal, 2:878.7.
- Wansink, Brian, Lenny Vartanian, Collin R. Payne, S. Adam Brasel, and Jenica K. Abram (2008), "Does Hunger Bias the Estimation of Food Size and Food Weight?" FASEB Journal, 22:875.7.
- Wansink, Brian, David Just, and Collin Payne (2008), "Healthy School Lunch Behavior and the Invisible Hand," FASEB Journal, 22:44.3.
- Wansink, Brian (2008), "The National Mindless Eating Challenge: Dietary Profiles Predict a Differential Effectiveness of Interventions," FASEB Journal, 22:1096.12.
- Wansink, Brian and Pierre Chandon (2007), "The "Biasing Health Halos of Fast Food Restaurant Health Claims: Lower Calorie Estimates and Higher Side-dish Consumption Intentions," Marketing and Public Policy Conference Proceedings, Volume 17, p. 22.

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- Wansink, Brian, Collin Payne, and Carolina Werle (2007), "Packaging, Serving Size Cues, and Obesity: solutions and Partnerships for Industry and Public Health," Marketing and Public Policy Conference Proceedings, Volume 17, p. 80.
- Just, David R., Brian Wansink, and Lisa Mancino (2007), "Insidious Consumption: Subtle Factors That Influence What We Eat and How Much," Marketing and Public Policy Conference Proceedings, Volume 17, p. 166.
- Wansink, Brian and Pierre Chandon (2006), "Can Low-Fat Nutrition Labels Lead to Obesity?" Obesity, 14 (September), A49-50.
- Payne, Collin, Brian Wansink, Jill North, and Jim Painter (2006), "Fine as North Dakota Wine: Sensory Expectations and Food Intake," Obesity, 14 (September), A81.
- Payne, Collin, Brian Wansink, Junyong Kim, and Se-Bum Park (2006), "I Am How Much I Eat: How Self-Monitoring Influences Overeating by Males," Obesity, 14 (September), A81-82.
- Pierre Chandon and Brian Wansink (2006), "Meal Size, Not Body Size, Explains Food Calorie Estimation Errors," Obesity, 14 (September), A82.
- Werle, Carolina, Brian Wansink, and Collin Payne (2006), "Counting Bones: Visual Monitoring Decreases Food Intake," Obesity, 14 (September), A82.
- Wansink, Brian and Pierre Chandon (2006), "Health Halos: How Nutrition Claims Influence Food Consumption for Overweight and Normal Weight People." FASEB Journal, 20:5 (Mar 7) A1008-A1008, Part 2.
- Wansink, Brian and Pierre Chandon (2006), "Calorie Underestimation, Meal Size, and Body Size." FASEB Journal, 20:5 (Mar 7) A1036-A1036, Part 2.
- Payne, Collin R., Brian Wansink, Pierre Chandon, and Paul Rozin (2006), "Internal and External Cues: French and American Explanations for Mindless Eating," FASEB Journal, 20:4 (Mar 6) A175-6, Part 1.
- Wansink, Brian and Koert van Ittersum (2006), "The Visual Illusions of Food: Why Plates, Bowls and Spoons Can Bias Consumption Volume," FASEB Journal, 20:4 (Mar 6) A618-A618, Part 1.
- Wansink, Brian and Collin R. Payne (2006), "Mood Self-verification Relates to the Selection and Intake Frequency of Comfort Foods," FASEB Journal, 20:4 (Mar 6) A174-5, Part 1.
- Wansink, Brian and James Painter (2005), "Proximity's Influence on Estimated and Actual Candy Consumption," Obesity Research, 13 (September), A219.
- Van Ittersum, Koert, Joost M.E. Pennings, Brian Wansink (2005), "Estimating the Compiled Value of 10+ Items with Different Prices," Marketing Science Conference, 79-80.

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- Matthew Cheney and Brian Wansink (2004), "Super Bowls: Why Large Serving Bowls Increase Intake," Obesity Research, 12 (October) p. A-76.
- Wansink, Brian, James Painter, and Jill North (2004), "Why Visual Cues of Portion Size May Influence Intake," Obesity Research, 12 (October) p. A-76.
- Chandon, Pierre and Brian Wansink (2004), "Consumer Biases in Estimations of Product Quantity, Distance, and Currency Value," Advances in Consumer Research, Volume 31, 145-147.
- Van Ittersum, Koert, Joost M.E. Pennings, Brian Wansink, and Hans C.M. van Trijp (2004), "A Multidimensional Approach to Measuring Attribute Information," Advances in Consumer Research, Volume 31, 84-85.
- Van Ittersum, Koert, Joost M.E. Pennings, Brian Wansink, and Hans C.M. van Trijp (2004), "Improving Attribute-Importance Measurement: A Reference-Point Approach," Advances in Consumer Research, Volume 31, 86-87.
- Wansink, Brian and Koert van Ittersum (2003), "The Influence of Peripheral Cues on Consumption Volume," Advances in Consumer Research, Volume 30, 364-365.
- Wansink, Brian (2002), "Marketing Soy: Increasing the Consumer Acceptance of Soy," Proceedings of the China and International Soybean Conference, Keshun Liu and Harold Kauffman (Ed.), Champaign, IL: American Oil Chemists Society and the Chinese Cereals and Oils Association, p. 245.
- Brian Wansink, James Painter, and Koert van Ittersum (2002), "How Descriptive Menu Labels Influence Attitudes and Repatronage," Advances in Consumer Research, Volume 29, 168-172.
- Van Herpen Erica and Brian Wansink (2001), "New Insights about Consumers' Perception and Evaluation of Product Assortments," Advances in Consumer Research, Volume 28, 257.
- Wansink, Brian, Sea Bum Park, Steven Sonka, and Michelle Morganosky (2001), "How Soy Labeling Influences Preferences and Taste," Proceedings of the India Soy Forum, Prem S. Bhatnagar (Ed.), Indore, India: Soybean Processors Association of India, p. 174-181.
- Wansink, Brian (1998), "Do We Use More When We Buy More? The Effects of Stockpiling on Product Consumption," Advances in Consumer Research, Volume 25, 21-22.
- Wansink, Brian (1995), "How Brand Attitudes are Affected by Ads for New Uses." Proceedings of the American Academy of Advertising, Charles S. Madden, (Ed.), 163-4.
- Wansink, Brian (1994), "The Dark Side of Consumer Behavior – Empirical Explanations of Impulsive and Compulsive Consumption," Advances in Consumer Research, Volume 21, 508.

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Wansink, Brian (1993) “Brand Equity and Industry Association Sponsored Advertising” Proceedings of the American Academy of Advertising, Rebecca Holman, (Ed.), 125.

Wansink, Brian and Michael L. Ray (1992) “Goal-Related Consumption and Expansion Advertising: The Impact on Memory and Consumption,” Advances in Consumer Research, Volume 19, 806-812.

Wansink, Brian (1992) “Listen to the Music – The Impact on Affect, Perceived Time Passage, and Applause,” Advances in Consumer Research, Volume 19, 715-718.

Wansink, Brian (1991), “Consumption Framing and Extension Advertising: The Impact on Memory and Consumption,” in Michael Lynn and Jeffrey M. Jackson (Eds.) Proceedings of the Society for Consumer Psychology, San Francisco, CA: American Psychological Association, 76-80.

Wansink, Brian (1989), “The Impact of Source Reputation on Inferences About Unadvertised Attributes,” Advances in Consumer Research, Volume 16, 399-406.

Wansink, Brian (1985), “Marketing Your Community,” Proceedings of Mid-America and Its Future, Ed. Wayne Kobberdahl, Iowa State University Cooperative Extension, 7-8.

#### **SIGNIFICANT EDITORIALS OR POPULAR PRESS ARTICLES**

Wansink, Brian (2011), “Beating Mindless Eating,” AARP magazine, January.

Wansink, Brian, David R. Just and Joe McKendry (2010), “Lunch Line Redesign,” New York Times, October 22, p. A10.

#### **BOOK REVIEWS**

Wansink, Brian (1994), “Customer Visits – Building a Better Marketing Focus” Journal of Marketing Research, 31:4 (November), 578-579.

#### **PUBLISHED IN GOVERNMENT REPORTS OR IN WORKING PAPER SERIES**

Wansink, Brian (2011), “Designing Interventions that Stick: Behavioral Event Modeling,” MSI Conference Summary Report No. 11-301, Cambridge, MA: Marketing Science Institute.

Just, David R., Lisa Mancino, and Brian Wansink (2007), “Could Behavioral Economics Help Improve Diet Quality of Nutrition Assistance Program Participants?” Economic Research Service Number 43, ERS -- Washington DC: U.S. Department of Agriculture, June.

- Chandon, Pierre and Brian Wansink, (2003) “Quantity and Salience Biases in Inventory Estimation.” Working Paper Series, INSEAD, Fountainebleau, France, 03-043.
- Wansink, Brian and Koert van Ittersum (2003), “How Package Shapes Influence Consumption Volume,” Working Paper Series, MSI, Cambridge (MA), Issue 1, 49-60.
- Chandon, Pierre, Brian Wansink, and Gilles Laurent (1999), “Sales Promotion Congruity and Promotion Effectiveness,” Working Paper Series, MSI, Cambridge (MA).
- Wansink, Brian, Robert J. Kent, and Stephen J. Hoch (1997), “Point-of-Purchase Promotions that Increase Sales,” Working Paper Series, MSI, Cambridge (MA).
- Wansink, Brian (1995), “The Impact of Package Size on Usage Volume,” Discussion Paper Series, Tinbergen Institute, Amsterdam, TI-95001.
- Wansink, Brian (1995), “How and Why Package Size Influences Usage Volume,” Working Paper Series, Marketing Science Institute, Cambridge (MA), MSI-94-001.
- Wansink, Brian and Michael L. Ray (1993), “How Expansion Advertising Affects Brand Usage Frequency: A Programmatic Evaluation,” Working Paper Series, Marketing Science Institute, Cambridge (MA), MSI-93-126.
- Wansink, Brian and Michael L. Ray (1993), “Advertising New Uses for Old Products,” Working Paper Series, Marketing Science Institute, Cambridge (MA), MSI-93-046.

#### **PAPERS WITH REVISION REQUESTS OR UNDER REVIEW**

[Contact Sandra Cuellar at [SRC6@Cornell.edu](mailto:SRC6@Cornell.edu)  
for status of current submissions and revisions]

#### **RESEARCH GRANTS**

(Resulting papers follow each grant)

2012-17	\$2,225,000	National Institute of Food and Agriculture-USDA Smarter Lunchrooms: Does Changing Environments Really Give More Nutritional Bang for the Buck?
2012-15	\$112,000	FFF-Hatch/Smith-Lever, The Gateway to a More Nutritious Lunch: Increasing Milk and Dairy Consumption in School Lunchrooms
2012-15	\$1,769,043	National Institute of Health (DHHS), The Gist of Hot and Cold Cognition in Adolescent’s Risky Decision Making,
2012-13	\$157,000	House Foods, Japan, Increasing Tofu Adoption in the US
2012-13	\$40,000,	American Dairy Association and Dairy Council Inc., Designing the Perfect Milk Cooler Plan-O-Gram,



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2011-13	\$116,000	Birds Eye/Pinnacle Foods, Resolving Barriers to Serving Vegetables at Family Dinners • Wansink
2011-13	\$147,152	Wrigley Science Institute, Groceries and Gum: Chewing Gum's Impact on Healthier Grocery Shopping and Restaurant Orders,
2010-11	\$136,415	Bel Brands USA, Balanced Snacking for Health - Just a Bite and Snack Combo Studies,
2009-13	\$2,390,336	Economic Research Service USDA, "Establishing The Center for Behavioral Economics and Child Nutrition Research,"
2009-12	\$109,000	FFF-Hatch/Smith-Lever, Developing Strategies to Encourage Healthier Food Choices in New York School Cafeterias.
2009-12	\$1,579,290	National Institute of Health DHHS, Nudging Nutrition: Setting Healthier Defaults in Stores and in Homes,
2009-10	\$29,000	Economic Research Service USDA, De-Stigmatizing Fruits and Vegetables in School Cafeterias,
2008-11	\$29,840,	Economic Research Service USDA, Changes in School Cafeterias That Promote Healthier Choices 59-4000-8-0115
2009-13	\$219,217,	Cornell Weill Medical College -- Scale: Small Changes and Lasting Effects, Co-PI.
2008-9	\$239,966	National Science Foundation, An Experimental Examination of the Economics and Psychology of Stigma, Co-PI
2007-9	\$96,000	Preventative Health Education Based Upon Environmental Engineering of Food Contexts, 3110006036 NYC-121411
2007/8	\$49,689	Economic Research Service USDA, The Behavioral Economics of "Right-Sizing" Portions in School Cafeterias, (Co-PI with David Just, 58-6000-7-0085)
2007/10	\$199,996	Economic Research Service USDA -- Altering Social and Convenience Costs to Improve Students' Lunch Choices (Co-PI David Just 58-5000-7-0125)
2007/9	\$98,796	Robert Wood Johnson -- "Changing the Incentives for Daycare Snacks and Meals (PI -- 63148)
2005/6	\$44,646	Economic Research Service, USDA -- "Smarter Choices Through Nutritional Report Cards (Co-PI with David Just)
2006	\$56,000	Hatch Grant (USDA) -- Consumption Norms that Bias Satiation
2006	\$42,000	Hatch Grant (USDA) -- "Packaging Innovations that Restrict Food Intake"
2004	\$100,000	Economic Research Service (USDA) -- "Behavioral Drivers of Obesity" (with David Just)
2003	\$85,000	Missouri-Illinois Biotechnology Association -- "Consumer Responses to Food Crises" (with Randy Westgren)
2003	\$42,300	.Attorney General of Illinois -- "Decreasing Teenage Obesity"
2003	\$48,000	Council for Agricultural Research -- "Branding Illinois Commodities"
2002	\$40,000	Dudley Smith Research Initiative -- "Biotechnology and Consumer Research" (Co-Principle Investigator with Joost Pennings and Anne Brazier)

2001	\$3,000	CIBER – “Disseminating Soy-based Research to Developing Countries”
2000	\$225,000	Missouri-Illinois Biotechnology Association – “Consumer Responses to Biotechnology” (with Randy Westgren, Pete Goldsmith, Wanke Moon, and Nicholas Kalidisineious)
2000	\$8,000	Promotional Marketing Association – “The Relative Effectiveness of Non-monetary Price Promotions”
2000	\$20,000	Educational Technology Board (University of Illinois) – “Developing the Illinois Consumer Behavior Research Network”
1999	\$39,540	Council for Agricultural Research – “A Framework to Introduce Soy to Developing Countries” (with Steven Sonka)
1999	\$15,000	Sandage Charitable Trust – “Revitalizing Mature Brands”
1998	\$5,850	Educational Technology Board (University of Illinois) – “The WWHP Integrative Case Study”
1998	\$38,240	Council for Agricultural Research – “Increasing Soy Consumption” (with Steve Sonka)
1998	\$28,000	Council for Agricultural Research – “Developing the Food and Brand Lab” (with Steve Sonka)
1998	\$5,000	NATSO – “Understanding the Consumption Behavior of Travelers
1997	\$15,000	Illinois Soybean Program Operating Board – “Developing the Food and Brand Lab
1989	\$10,000	Marketing Science Institute – “Advertising Strategies that Influence Usage Frequency of Healthy Foods (with Michael L. Ray)

### PUBLISHED CASE STUDIES & TEACHING ARTICLES

Wansink, Brian (1997) “Pritsker Consulting” in *Essentials of Services Marketing* by K. Douglas Hoffman and John E. B. Bateson, Ft. Worth, TX: Dryden Publishing.

Wansink, Brian (1997) “Roscoe Nondestructive Testing: Another Quality Program,” in *Essentials of Services Marketing* by K. Douglas Hoffman and John E. B. Bateson, Ft. Worth, TX: Dryden Publishing.

Wansink, Brian, Todd Huntly and Ester DeSilva (1997) “New York City Arboretum” in *Essentials of Services Marketing* by K. Douglas Hoffman and John E. B. Bateson, Ft. Worth, TX: Dryden Publishing.

Wansink, Brian and Gillian Blackwell (1997) “DeFelice and Frost, Esq.” in *Essentials of Services Marketing* by K. Douglas Hoffman and John E. B. Bateson, Ft. Worth, TX: Dryden Publishing.

Wansink, Brian and Eric Cannell (1996) “Roscoe Nondestructive Testing (A) & (B)”, in *Services Marketing*, by Mary Jo Bitner and Valerie Ziethamel, Cincinnati, OH: Southwestern.

Wansink, Brian (1994) “Inside Sources of Consumer Insights,” in Charles Lamb, Joseph Hair, and Stephen McDaniel (eds.), *Great Ideas for Teaching Marketing, Second Edition*, Englewood Cliffs, NJ: Prentice-Hall, 83-5.

• Reprinted in *Great Ideas for Teaching Marketing*, Third Edition.

Wansink, Brian (1994) “Role-Playing a Competitive Response,” in Charles Lamb, Joseph Hair, and Stephen McDaniel (eds.) *Great Ideas for Teaching Marketing, Second Edition*. Englewood Cliffs, NJ: Prentice-Hall, 314-5.

Wansink, Brian (1993) “Vermont Metal Castings” in Terri Swartz (Ed.) *Syllabuses and Cases for Services Marketing*, Chicago, IL: AMA.

Wansink, Brian (1993) “Benson and Harper Advertising” in Terri Swartz (Ed.) *Syllabuses and Cases for Services Marketing*, Chicago, IL: AMA.

Wansink, Brian and Joseph Barenberg (1993) “Prometrix Consulting” in Terri Swartz (Ed.) *Syllabuses and Cases for Services Marketing*, Chicago, IL: AMA.

## TEACHING AND COURSE DEVELOPMENT

Advanced Consumer Research	PhD	Cornell University
Consumer Behavior	Graduate	Cornell University
Food and Brand Lab Workshop	Undgrd	Cornell University
Consumer Behavior	MBA	Cornell University
Consumer Behavior	Undgrd	Cornell University
Consumer Theory	PhD	University of Illinois
Food and Brand Lab Workshop	Graduate	University of Illinois
Consumer Choice (Core)	MBA	University of Illinois
Promotion Management	MBA	University of Illinois
Buyer Behavior	Undgrd	University of Illinois
Promotion Management	Undgrd	University of Illinois
Entrepreneurial Marketing	MBA	Wharton School – University of Pennsylvania
Business-to-Business Marketing	MBA	Wharton School – University of Pennsylvania
Marketing Research	MBA	Wharton School – University of Pennsylvania
Consumer Behavior	MBA	Wharton School – University of Pennsylvania
Marketing Research	Undgrd	Wharton School – University of Pennsylvania
Senior Marketing Seminar	Undgrd	Wharton School – University of Pennsylvania
Marketing Management (Core)	MBA	Amos Tuck School – Dartmouth College
Marketing Communication	MBA	Amos Tuck School – Dartmouth College
Services Marketing	MBA	Amos Tuck School – Dartmouth College
Persuasion and Propaganda	Undgrd	Stanford University (Communication Dept.)

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## **INVITED (AND ACCEPTED) RESEARCH PRESENTATIONS\***

### **FOREIGN GOVERNMENT (OR CONFERENCE) RESEARCH PRESENTATIONS**

Argentina (2010), Australia (1996), Belgium (1994), Canada (1998, 2002, 2006-10), China (2001), Denmark (2012), Dominican Republic (2000), England (1995), Egypt (1994), Finland (2012), France (1994, 1997, 2003, 2004), Germany (1994, 2004), Greece (2008), Hong Kong (2005), India (2003), Italy (1994, 2003, 2009), Mexico (2009), Netherlands (1994-1997, 2001, 2005), Portugal (1994), Taiwan (1999, 2001, 2002, 2004, 2009), and United Kingdom (2010)

### **RESEARCH PRESENTATIONS IN U.S. STATES**

Alabama, Arizona, California, Colorado, Connecticut, District of Columbia, Delaware, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Kansas, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Nebraska, Nevada, New Hampshire, New Jersey, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, Wisconsin, Wyoming (all states except Alaska, Arkansas, Idaho, Kentucky, Mississippi, Montana, New Mexico, West Virginia).

### **UNIVERSITY RESEARCH PRESENTATIONS**

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\* Denotes special research lecture series

### **Agricultural Economics**

- California Polytechnic – 2009
- Cornell University – 2005-9
- Texas A&M – 1997
- University of Illinois – 1996-2005
- University of Wisconsin – 1998

### **Behavioral Science**

- Cornell University – 2005
- University of Chicago – 2008\*
- Syracuse University – 2010
- West Point Military Academy – 2006

### **Culinary Schools**

- Apicius Culinary Institute (Italy) – 2004
- Culinary Institute of America – 2006, 2012
- Johnson & Wales – 2006
- Kendall Culinary Academy – 2004

### **Economics Departments**

- Indiana University – 2008\*
- Tinbergen Institute (Netherlands) – 1994
- Vrije Universteit (Netherlands) – 1994

### **Education Departments**

- Cal Poly – 2009\*
- Wichita State University – 2010\*

### **Engineering Departments**

- Tampere Inst of Tech (Finland) – 2012

### **Law Schools**

- Cornell University – 2006

### **Life Science Departments**

- Cornell University – 2006
- Gröningen Un. (Netherlands) – 2003
- Indiana University – 2008\*
- Pennington-LSU – 2013
- University of Florence (Italy) – 2004
- University of Illinois – 2005

### **Marketing Departments**

- Baruch College – 2013
- Beijing University (China) – 2002

- Boston College – 2007\*
- Boston University – 2004
- Cornell University – 1995, 2007
- Dartmouth College – 1989-1994, 2007
- Dong-Hwa University (Taiwan) – 2002
- Duke University – 1993
- ESSEC (France) – 2004\*
- Erasmus University (NL) – 1994, 2001
- Georgetown – 2008
- HEC (France) – 1994, 1997
- Harvard University – 1989\* 2013
- INSEAD (France) – 1998, 2004
- Iowa State University – 2012
- London Business School – 1994
- MIT – 1991
- Natl Chiang Chi U.(Taiwan) – 2000
- National Taiwan University – 2000
- Nijenrode University (NL) – 1994
- Pennsylvania State University – 1995
- Rutgers University, Camden – 1995
- Saint Joseph's University – 1997
- SMU – 1996
- SUNY Binghamton 2013
- Stanford University – 1989, 1994
- Temple University – 2005
- Texas A&M University – 1997
- Tilburg University (NL) – 1999, 2001\*
- University of Alabama – 1999
- University of Chicago – 2009\*
- University of Florida – 2005
- University of Hawaii – 2007
- University of Houston – 2003
- University of Illinois – 1989, 1996-2005
- University of Michigan – 1996
- University of Missouri – 2008
- University of N. Carolina – 1989, 1997
- University of Oklahoma – 1996
- University of Pennsylvania (Wharton) – 1995-7, 2006-7\*
- University of Pittsburgh – 2007\*
- USC (California) – 1989
- University of Virginia – 2009
- Villanova University – 1995
- Wageningen University (Netherlands) – 1999-2001, 2004, 2013

- Yale University – 2003

#### **Medical Schools – Grand Rounds**

- Baylor University – 2003
- Brown University – 2006
- Harvard University – 2011
- University of Iowa – 2012
- University of Alabama – 2009
- University of Colorado – 2003
- U of North Carolina - Charlotte – 2009
- U of Copenhagen (Denmark) – 2012
- U of Washington – 2013
- University of North Dakota – 2008
- Vanderbilt University – 2003

#### **Nutrition or Food Science Depts**

- Cornell University – 2006-7, 10-11
- New York University – 2009
- Penn State University – 2008
- Tufts University – 2004, 2011
- University of Illinois – 2002-5, 2011
- University of North Dakota – 2008

#### **Pediatric Departments**

- University of Pennsylvania – 2007
- Stanford University – 2013

#### **Psychology Departments**

- Cornell University – 2005
- Dartmouth College – 1992, 1994
- SUNY PolyTech – 2013

- Max Planck Inst. (Berlin) – 2004
- Princeton University – 2007\*
- University of Illinois – 2005
- Yale University – 2004

#### **Public Health Departments**

- Harvard University – 2007
- Johns Hopkins University – 2013
- Aadburg University (Denmark) – 2012
- Yale University – 2008

#### **Sensory Science Departments**

- CNRS/INRA (Dijon, FR) – 2004
- U.S. Army Research Labs (Natick, MA) – 2003, 2004
- Monell Chemical Sensory Center – 2002

#### **Cross-Disciplinary Groups**

- Cal Poly – 2009
- Cornell University – 2005-2008
- Harvard University – 2007
- MIT – 2007
- Rutgers 2013
- St. Johns University – 2009\*
- University of Chicago – 2009
- University of Hawaii – 2007\*
- University of Illinois – 1999-2005
- University of Michigan – 2009\*

### **INVITED RESEARCH PRESENTATIONS TO SOCIETIES, AGENCIES, & COMPANIES**

(Really, Really Incomplete for Last 10 Years)

International Life Sciences Institute	2002	
Institute of Medicine (National Academy of Science)	2002, 2005	
National Institute of Health	2005	
National Academy of Science	2003	
Marketing Science Institute	1993, 1997	
Advertising Research Systems (1994)		
Archer Daniel Midlands – ADM (1999)		
Colgate (1997)		
Con-Agra (2007)		

Consumer Federation of America (2006)  
 Culinary Historical Society – Chicago (2004)  
 DDBO Advertising (1993)  
 Eli Lilly (2006)  
 Fleishman and Hillard (1999)  
 Food and Drug Administration (2003)  
 Food Marketing Institute (1997)  
 General Mills (2006)  
 Grocery Manufacturers of America (2006)  
 Healthy Choice – ConAgra (1999)  
 Illinois AAFCS (1998)  
 Illinois Soybean Association (2000)  
 J.D. Williams Company (1997)  
 Kelloggs Company (1994)  
 Kraft (2003)  
 Lever Brothers (1997)  
 Lindsey, Stone, & Briggs (1998)  
 M&M/Mars (2001)  
 McDonald's (2003)  
 Miller Brewing Company (2001)  
 Nabisco (1997)  
 New Hampshire Coalition for Obesity (2007)  
 Ogilvy & Mather (1991)  
 Pennsylvania AAFCS (1997)  
 Soy Food Conference (1999-2004)  
 US Department of Agriculture (2004-5, 2006-8)  
 Unilever (1999)  
 Wegman's (2007)  
 Wyoming Dietetic Association (2003)

### **ACADEMIC AND MEDICAL CONFERENCE PRESENTATIONS**

*Here is a sample of some of the conferences at which I've presented. Their websites will have full titles, and related articles will have been published 1-3 years after the date of the presentation.*

Advertising and Psychology – 1992; 1994  
 American Academy of Advertising Conference -- 1999  
 American Association of Family and Consumer Science – 1994; 2008  
 American Association of Public Health – 2008  
 American Dietetic Association – 2007-8  
 American Economic Association – 2009  
 American Heart Association – 2007  
 American Marketing Association Summer Educator's Conference – 1991, 1993, 1995

American Marketing Association Winter Educator's Conference – 1991-4; 2007  
 Association of Consumer Research – 1989-1993; 1995-2008  
 Institute of Food Technology – 2007  
 Marketing and Public Policy – 2007  
 Marketing Science (ORSA/TIMS) – 1999  
 Obesity Society (formerly NAASO) – 2004; 2006-8  
 Pangborne Symposium (Food Quality and Preference) – 2002, 2006  
 Society for Consumer Psychology – 1991-1994  
 Society for Nutritional Education – 2002  
 Society for the Study of Ingestive Behavior – 2002  
 Experimental Biology – 2006-2008

**MEMBERSHIP IN PROFESSIONAL ASSOCIATIONS**  
 (Alphabetically Listed)

**CURRENT MEMBER**

American Agricultural Economics Association  
 American Association of Family and Consumer Science  
 American Dietetic Association  
 American Marketing Association  
 American Psychological Association  
 Association for Consumer Affairs  
 Association for Consumer Research  
 Experimental Biology (FASAB)  
 Institute of Food Technologists  
 International Food & Agribusiness Management Association  
 Obesity Society (formerly NAASO)  
 ORSA/TIMS  
 Preventative Medicine  
 Society for Consumer Psychology  
 Society for Nutritional Education

**PAST MEMBER**

American Academy of Advertising  
 American Association of Public Opinion Research  
 Society for the Study of Ingestive Behavior

**EXTERNAL SERVICE AND REVIEWING**  
 (Incomplete)

**PROGRAM OR CONFERENCE CHAIR**

Chair for IIR “Changing Consumer Appetites” Conference (San Francisco 2001)



Chair for IIR “Consumer Insights Conference (Boston 2000)  
 Chair for MSI “Revitalizing Mature Brands” Conference (Chicago – 1998)

**ACADEMIC SERVICE**

Co-chair for Buyer Behavior Track; 2005 Winter AMA Conference (with Ronnie Goodstein).  
 Policy Board Member – Association of Consumer Research 1998-present  
 AMA Doctoral Consortium Faculty, 1995  
 Co-chair for Buyer Behavior Track; 1995 Summer AMA Conference (with Meryl Gardner).

**EDITORIAL BOARD:**

- *Journal of the Academy of Marketing Science*, 2000-present
- *Journal of Database Marketing* 1998-present
- *Journal of Advertising Research* 1992-present
- *Journal of Medicinal Foods* 2000-2002
- *Journal of Marketing* 1997-2002

**PROGRAM COMMITTEE:** Association for Consumer Research 1997, 2003, 2005  
 Society of Consumer Psychology 1998.

**AD HOC REVIEWER:**

<i>Journal of Consumer Research</i>	Association for Consumer Research Conference
<i>Journal of Marketing</i>	American Marketing Association Conference
<i>Journal of Marketing Research</i>	American Advertising Association Conference
<i>Journal of Advertising</i>	Advertising and Consumer Psychology Conference
<i>Journal of Retailing</i>	Southern Marketing Association Conference
<i>Journal for Consumer Marketing</i>	Society for Consumer Psychology Conference
<i>Journal of the Academy of Marketing Science</i>	Academy of Marketing Science Conference
<i>Journal of Family and Consumer Science</i>	<i>Appetite</i>
<i>Food Quality and Preference</i>	
<i>Journal of the American Dietetics Association</i>	
<i>Cornell Hotel and Restaurant Quarterly</i>	
<i>Obesity Research</i>	
<i>Journal of Nutrition Education and Behavior</i>	

**CONFERENCE DISCUSSANT OR CHAIR:**

Assn. for Consumer Research 1991, 1992, 1996, 1998, 1999  
 Marketing Science 1996  
 Public Policy and Marketing 1996  
 Winter Educator’s Conference 1993, 1994  
 Summer Educator’s Conference 1995  
 American Academy of Advertising 1991

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## INTERNAL SERVICE

### **DARTMOUTH COLLEGE**

#### **Tuck Business School Service**

- 1990-1994 –MBA Admissions Committee
- 1992-1994 – Faculty Advisor for Toastmasters Club

### **WHARTON SCHOOL – UNIVERSITY OF PENNSYLVANIA**

#### **Department of Marketing Service**

- 1996-1997 – Doctoral Consortium Committee

### **UNIVERSITY OF ILLINOIS**

#### **Cross-Disciplinary Service**

- 1999-2003 – Founded Consumer Camp in conjunction with ACES Open House
- 1997-2004 – Founded and Director of the Food & Brand Lab (since 1997)

#### **University Service**

- 2003 – Communication College – Dean Search Committee
- 1999-2004 – Faculty Advisor, University of Illinois Army ROTC Program
- 1998-2003 – Recruiter & Faculty Mentor, University of Illinois Football Program
- 2002 – University of Illinois Foundation faculty speaker, Tucson, AZ
- 2002 – University of Illinois Foundation faculty speaker, Phoenix, AZ
- 2001 – University of Illinois Foundation faculty speaker, Wilmington, NC
- 2001 – University of Illinois Foundation faculty speaker, Charlotte, NC
- 2000 – Public Affairs Office – Video Recruitment Production Unit
- 2000 – Marketing Task Force
- 1999 – Public Affairs committee

#### **College of Commerce Service**

- 2002 – Research Policy Committee (Chair)
- 2001 – Business Advisory Council Speaker
- 2000-2001 – Commerce School Research Policy Board
- 1999-2001 – Behavioral Lab Committee
- 1998-2001 – Commerce Development Committee
- 1997-2001 – Advisor – Graduate Marketing Association
- 1998 – Business Advisory Council Speaker
- 1997-1999 – MBA Policy Committee

#### **Department of Business Administration Service**

- 2000-2001 – Department of Business Administration Advisory Council
- 1999-2000 – Marketing Coordinator, University of Illinois
- 1998-2000 – Ph.D. Coordinator
- 1998-1999 – Graduate Studies Committee

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**CORNELL UNIVERSITY****Cross-Disciplinary Service**

- 2006-present – Institutional Review Board – Human Subjects Committee
- 2005-present – Founded and Director of the Cornell Food and Brand L

**MISCELLANEOUS****SELECTED RANDOM THINGS**

- 2006–Present: Nutrition Advisory Board for *Fitness* magazine and for *Eating Well* magazine
- 2010-2013: *AARP Magazine* “Chew on This” column
- 2006–2009: MSNBC Food and Nutrition Columnist
- 2006: American Dietetic Assn. – Authored official position paper on “Nutrition Misinformation”
- 2005-2008: National Academy of Science – Institute of Medicine, Food Forum Advisor

**LECTURESHIP AWARDS**

- 2013: 21<sup>st</sup> John R. Hogness Symposium Lecture – University of Washington Medical School
- 2012: Albert Hogan Memorial Lecture – University of Missouri Department of Nutrition
- 2011: University of Illinois Nutrition Symposium
- 2007: *Journal of Consumer Research* Policy Board (1998-2007)

**PERSONAL**

- Born: Sioux City, Iowa
- Married: Jennifer (Jer-Yuan) Wansink in 2002
- Daughters: Audrey (2005), Valerie (2007), and Lieve (2010)