

# Jessica Wisdom

Ph.D. Candidate in Behavioral Decision Research  
Department of Social & Decision Sciences, Carnegie Mellon University

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## Education

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| May 2011<br>( <i>expected</i> ) | Ph.D., Behavioral Decision Research<br>Carnegie Mellon University<br>Committee: Julie Downs, George Loewenstein, Brian Wansink<br>(Cornell University)                                                 |
| May 2008                        | M.S., Behavioral Decision Research<br>Carnegie Mellon University<br>Thesis: <i>Promoting Healthy Choices: Information vs. Convenience</i><br>Committee: Julie Downs, George Loewenstein, Roberto Weber |
| May 2005                        | B.A., Psychology<br>Brown University                                                                                                                                                                   |

## Research Interests

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- Judgment and Decision Making
- Behavioral Economics
- Consumer Behavior
- Self Control
- Health Risks
- Eating Behavior

## Publications

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- Wisdom, J.**, Downs, J.S. & Loewenstein, G. (2010). Promoting Healthy Choices: Information versus Convenience. *American Economic Journal: Applied Economics*, 2(2): 164 – 178.
- Garber, A., **Wisdom, J.**, Glaser, M., Loewenstein, G. & Downs, J. (2010). Fast Food Orders in Adolescents and Young Adults: Will Menu Labeling Legislation Change Their Minds? *Journal of Adolescent Health*, 46(2): S39.
- Downs, J.S., Loewenstein, G. & **Wisdom, J.** (2009). Strategies for Promoting Healthier Food Choices. *American Economic Review*, 99(2): 159 – 164.

## Articles in Popular Press

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Downs, J.S., Loewenstein, G. & **Wisdom, J.** (2009, November 13). Op-Ed: Eating by the Numbers. *The New York Times*.

Downs, J.S., Loewenstein, G. & **Wisdom, J.** (2009, March 29). Op-Ed: Stop Eating So Much. *The Pittsburgh Post-Gazette*.

## Manuscripts in Preparation

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**Wisdom, J.**, Loewenstein, G., Wansink, B. & Downs, J.S. Fast-Food Menu Labeling: A Pilot Study. Under review.

**Wisdom, J.**, Downs, J.S. & Loewenstein, G. Making Calories Count: Information Format and Snack Choice. In preparation for submission.

## Awards and Fellowships

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CBDR Research Grant (\$2,450). Awarded for research project *Making Calories Count: Information Format and Snack Choice* by the Center for Behavioral Decision Research at Carnegie Mellon University, February 2009.

CBDR Research Grant (\$2,500). Awarded for research project *Promoting Healthy Choices: Information Vs. Convenience* by the Center for Behavioral Decision Research at Carnegie Mellon University, October 2008.

IMPAQT Fellowship (\$9,500). Awarded for graduate tuition and stipend support by IMPAQT, a search engine marketing firm, September – December 2007.

CBDR Research Grant (\$2,200). Awarded for research project *The Effects of Point-of-Purchase Calorie Information on Consumer Judgments and Food Choices* by the Center for Behavioral Decision Research at Carnegie Mellon University, April 2007.

Social and Decision Sciences Graduate Fellowship. Awarded by Carnegie Mellon University for graduate tuition and stipend, Fall 2006 – Fall 2010.

## Presentations

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### Peer-Reviewed Talks:

**Wisdom, J.**, Downs, J.S. & Loewenstein, G. (2010). *Simple Strategies for Communicating*

*Health Information*. Presented at the Annual North American Conference of the Association for Consumer Research. Jacksonville, FL, October 7 – 10.

**Wisdom, J.**, Downs, J.S., Loewenstein, G. & Wansink, B. (2009). *Calorie Posting in New York City: The Effect of Point-of-Purchase Information on Food Choice*. Presented at the annual meeting of the Society for Judgment and Decision Making. Boston, MA, November 21 – 23.

**Wisdom, J.**, Downs, J. S. & Loewenstein, G. (2009). *Effects of Information and Convenience on Healthy Eating Decisions*. Presented at the International Health Economics Association 7<sup>th</sup> World Congress. Beijing, China, July 12 - 15.

**Wisdom, J.**, Downs, J. S. & Loewenstein, G. (2008). *Promoting Healthy Choices: Information Vs. Convenience*. Presented at the annual meeting of the Society for Judgment and Decision Making. Chicago, IL, November 15 – 17.

**Wisdom, J.**, Downs, J. S. & Loewenstein, G. (2008). *Promoting Healthy Choices: Information Vs. Convenience*. Presented at the American Society of Health Economists Biennial Conference. Durham, NC, June 22 – 25.

#### Peer-Reviewed Posters:

**Wisdom, J.**, Downs, J. S. & Loewenstein, G. (2010). *Making Calories Count: Nutrition Information and Menu Order*. To be presented at the annual meeting of the Society for Judgment and Decision Making. St. Louis, MO, November 20 - 22.

Garber, A., **Wisdom, J.**, Glaser, M., Loewenstein, G., & Downs, J. (2010). *Fast Food Orders in Adolescents and Young Adults: Will Menu Labeling Legislation Change Their Minds?* Presented by the first author at the annual meeting of the Society for Adolescent Health and Medicine. Toronto, Ontario, Canada, April 7 – 10.

#### Invited Talks:

**Wisdom, J.**, Downs, J. S. & Loewenstein, G. *Promoting Healthy Choices: Information Vs. Convenience*.

- University of Pittsburgh, Health Services Research Seminar, March 3, 2009.
- Carnegie Mellon University, Usable Privacy and Security Seminar, October 15, 2008.

## **Additional Professional & Research Experience**

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Google, Inc.

*Ph.D. Intern*, People Analytics, Mountain View, CA

Conducted and analyzed multiple research studies, implemented across the organization,

2010

aimed at encouraging healthy food choices. Also consulted on the design and execution of several surveys and pilots addressing a variety of other topics impacting employees.

McKinsey & Company 2008

*Research Consultant*

Conducted an experiment on using behavioral decision research to promote healthier eating behaviors in a nationally representative sample.

IMPAQT 2007

*Research Consultant*

Consulted on the application of behavioral economics to marketing and designed experimental research paradigms for IMPAQT, a search engine marketing firm.

Carnegie Mellon University 2006

*Lab Manager*, Center for Behavioral Decision Research, Pittsburgh PA

Performed every day duties of running the behavioral laboratory and provided research assistance to graduate students and faculty.

## Teaching and Advising

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### Co-Instructor:

Empirical Research Methods, Professor Golnaz Tabibnia Fall 2009

### Teaching Assistant:

Empirical Research Methods, Professor Golnaz Tabibnia Fall 2010

Reason, Passion and Cognition, Professor Carey Morewedge Spring 2010

Empirical Research Methods, Professor George Loewenstein Spring 2008

Decision Processes in American Political Institutions, Professor Silvia Borzutsky Spring 2007

Policy Analysis I, Professor Roberto Weber Fall 2006

### Advising:

Undergraduate research supervisor, Carnegie Mellon University 2007 - present

## Other Scholarly Activities

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Organizer (with Leslie John), Symposium: “*Behavioral Economics and Health*” at the annual meeting of the *Society for Judgment and Decision Making*, November 2008. Speakers: Brian Wansink (Cornell, USDA), Jessica Wisdom (Carnegie Mellon), Leslie John (Carnegie Mellon), Jonathan Zinman (Dartmouth College).

Grant Preparation Assistant, USDA Economic Research Service’s small grants program on using behavioral economic strategies to promote healthy eating and obesity prevention.

## **Professional Affiliations**

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Society for Judgment and Decision Making

Center for Behavioral Decision Research (Carnegie Mellon University)

Center for Risk Perception and Communication (Carnegie Mellon University)

LDI Center for Health Incentives (University of Pennsylvania – Carnegie Mellon University)

Roybal Center on Behavioral Economics and Health)