

Eric M. VanEpps

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ACADEMIC POSITIONS

Fellow, U.S. Securities and Exchange Commission, Office of the Investor Advocate
2020 - Present

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 Center for Health Incentives and Behavioral Economics
2015 – 2017

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)

RESEARCH INTERESTS

Self-Control, Impression Management and Interpersonal Communication, Health Decision-Making, Financial Decision-Making

PUBLISHED PAPERS

Hart, Einav, **Eric M. VanEpps**, and Maurice E. Schweitzer (2021), “The (Better than Expected) Consequences of Asking Sensitive Questions,” *Organizational Behavior and Human Decision Processes*, 162, 136-154.

Minson, Julia A., **Eric M. VanEpps**, Jeremy A. Yip, and Maurice E. Schweitzer (2018), “Eliciting the Truth, the Whole Truth, and Nothing but the Truth: The Effect of Question Type on Deception,” *Organizational Behavior and Human Decision Processes*, 147, 76-93.

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)

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.

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(6), 789-810.

BOOK CHAPTERS & OTHER PUBLICATIONS

VanEpps, Eric M., Andrea B. Troxel, Elizabeth Villamil, Kathryn A. Saulsgiver, Jingsan Zhu, Jo-Yu Chin, Jacqueline Matson, Joseph Anarella, Patrick Roohan, Foster Gesten, and Kevin G. Volpp (2019), “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*, 33(3), 372-380.

VanEpps, Eric M., Andrea B. Troxel, Elizabeth Villamil, Kathryn A. Saulsgiver, Jingsan Zhu, Jo-Yu Chin, Jacqueline Matson, Joseph Anarella, 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*, 32(7), 1537-1543.

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.

WORKING PAPERS

“Giving Suggestions: Using Quantity Requests to Increase Donations,” with Alice Moon, under third round of review at *Journal of Marketing Research*.

“Time Will Fly During Future Fun (But Drag Until Then)” with Gabriella Tonietto, Selin Malkoc, and Sam Maglio, invited for third round of review at *Journal of Consumer Psychology*.

“Choosing the Light Meal: Dynamic Aggregation of Calorie Information to Reduce Consumption,” with Andras Molnar, Julie S. Downs, and George Loewenstein, invited for second round of review at *Journal of Marketing Research*.

“Exponential Numeracy,” with T. Bradford Bitterly and Maurice E. Schweitzer, under review at *Psychological Science*.

“How Income Predicts Attention to Price Versus Calorie Information,” with Julie S. Downs, George Loewenstein, and Christopher Y. Olivola.

“Choosing Commitment Contracts with Teeth: Decision Makers Select Effective Self-Control Strategies for Others but not for Themselves,” with Craig Brimhall and David Tannenbaum.

“Commit to Change, or Change Your Commitment? Dynamic Demand for Goal Difficulty,” with William S. Yancy Jr., Jingsan Zhu, Victoria Hilbert, Gary D. Foster, and Kevin G. Volpp.

“How Secrets Create Honesty-Loyalty Conflicts,” with Einav Hart and Maurice E. Schweitzer.

CONFERENCE PRESENTATIONS

Choosing the Light Meal: Real-time Aggregation of Calorie Information Reduces Meal Calories

- Behavioral Economics and Health Symposium, virtual conference (December, 2020)

The (Better than Expected) Consequences of Asking Sensitive Questions

- CHIBE-PAIR Roybal Mini-Symposium, virtual conference (October 2020)

Eyes on the Price: Low-Income Individuals Prioritize Attention to Price over Calorie Information

- Society for Consumer Psychology, Huntington Beach, CA (March, 2020)

Choosing Commitment Contracts with Teeth: Decision Makers Select Effective Self-Control Strategies for Others but not for Themselves

- Penn-CMU Roybal Retreat, Hershey, PA (October, 2019)

Beyond Whether to Give: Using Quantity Requests to Increase Donation Rates

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

Eliciting the Truth, the Whole Truth, and Nothing but the Truth: The Effect of Question Type on Deception

- Society for Consumer Psychology, Savannah, GA (March, 2019)

Commit to Change, or Change Your Commitment? Dynamic Demand for Goal Difficulty

- American Society of Health Economists, Atlanta, GA. (June, 2018)
- 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)

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)

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)
- Academy of Management, Orlando, FL. (August, 2013)

The Contradictory Effects of Aggregation in Nutrition Information

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

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

- Society for Judgment and Decision Making, Toronto, ON. (November, 2013)
- Penn-CMU Roybal Retreat, Cape May, NJ (October, 2013)

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

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

INVITED ACADEMIC TALKS

- 2017 UY Symposium, Salt Lake City, UT (September, 2017)
Behavioural Insights Team, London, UK (May, 2017)
University of Pittsburgh (February, 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, Master's level)
Eccles School of Business, University of Utah. Spring 2018, 2019, 2020, 2021
Average Instructor Rating: 5.8 out of 6

- Elective class for Master of Healthcare Administration, MBA, Master of Public Health, and PhD students

Marketing for Health Care Professionals (Instructor, Master's level)
Eccles School of Business, University of Utah. Fall 2017, 2018, 2019, 2020
Average Instructor Rating: 5.49 out of 6

- Required marketing class for Master of Healthcare Administration students

Behavioral Economics in Health Care (Instructor, Master's level)
Washington and Jefferson College. Summer 2017

Behavioral Economics and Public Policy (Instructor, Undergraduate and Master's combined)
Carnegie Mellon University. Spring 2014

SELECTED SERVICE

Invited Reviewer

Behavioral Science & Policy
Journal of Marketing
Marketing Science
Organizational Behavior and Human Decision Processes
Psychological Science
Social Psychological and Personality Science
Association for Consumer Research (conference)
Society for Consumer Psychology (conference)
Society for Judgment and Decision Making (conference)

School and Department Service

College Council, David Eccles School of Business (2020-Present)
Co-Organizer, Eccles Behavioral Lab (2018-Present)
MHA Admissions Committee (2020-Present)

ACADEMIC AFFILIATIONS

Association for Consumer Research (ACR)
Center for Health Incentives and Behavioral Economics (CHIBE)
Society for Consumer Psychology (SCP)
Society for Judgment and Decision Making (SJDM)