

ALIA J. CRUM

Curriculum Vitae
January 2018

Department of Psychology
Stanford University
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EMPLOYMENT

2014-present Assistant Professor
Department of Psychology
Stanford University

EDUCATION

2012-2014 Post-doctoral Fellow
Columbia University

2012 Ph.D., Clinical Psychology
Yale University

2011-2012 Pre-doctoral Fellow
US Department of Veteran Affairs

2005 B.A., Psychology
Harvard University

HONORS AND AWARDS

2017 Rising Star, Association for Psychological Science (APS)

2016 New Innovator Award, National Institutes of Health

2015 John Philip Coghlan Fellow, Stanford University

2006 Harvard University Committee on Undergraduate Education (CUE) Certificate of Distinction in Teaching for “The Psychology of Leadership”

2006 Graduate Student Research Award, Association of Behavioral and Cognitive Therapies (ABCT)

2005 The Seymour E. and Ruth B. Harris Prize awarded to the most outstanding senior thesis in the social sciences at Harvard

2005 Thomas Temple Hoopes Prize awarded to the most distinguished theses at Harvard

- 2005 Gordon W. Allport Prize, co-recipient, awarded to the top two individuals in the field of psychology at Harvard University
- 2004-2005 National Scholar Athlete, Varsity Women's Ice Hockey, Harvard University

FUNDING

Research Grant, Robert Wood Johnson Foundation. "Harnessing Mindsets to Improve Americans' Health and Healthcare" **PI: A. Crum** (2018-2019). \$500,000.

Research Grant, Robert Wood Johnson Foundation. "Exploring the Power of Mind" **PI: A. Crum** (2017-2018). \$275,072.

Research Grant, Stanford Woods Institute. "Motivating Pro-Environmental Behavior Change Through Ambient Narratives." PI: James Landay (2017-2018). \$49,930.

Research Grant, Spectrum Population Health Sciences. "Living Laboratories in Institutional Food Settings: Building a Research Model to Help Develop Strategies for Improving Healthy Food Choices" PI: C. Gardner (2017-2018). \$26,000.

Research Grant, Center for Digital Health. "Harnessing Mindset in Health Technology" **PI: A. Crum** (2017-2018). 110 Apple Watches.

New Innovator Award, National Institutes of Health. "Harnessing Mindset in 21st Century Healthcare" **PI: A. Crum** (2016-2021). \$2,355,000.

Research Grant, Foundation for the Science of the Therapeutic Encounter. "The influence of positive and negative expectations and patient-physician relationships on health outcomes in an allergy skin prick test" **PI: A. Crum** (2016). \$5,000.

Research Grant, Foundation for the Science of the Therapeutic Encounter. "Measuring Physiological Reactions to Food Consumption and Aerobic Exercise Under Different Mindsets About Genetic Risk for Obesity" **PI: A. Crum** (2015-2017). \$75,000.

Research Grant, Stanford University, Department of Psychology. "The Influence of Expectations and Doctor-Patient Relationships on Health Outcomes" **PI: A. Crum** (2015-2016). \$8,000.

Research Grant, Robert Wood Johnson Foundation. "Changing Mindsets To Build Cultures of Health" **PI: A. Crum** (2014-2016). \$500,000.

PEER REVIEWED PUBLICATIONS

André, Q., Carmon, Z., Wertenbroch, K., **Crum, A. J.**, Frank, D., Goldstein, W., ... Yang, H. (in press). Consumer choice and autonomy in the age of artificial intelligence and big data. *Customer Needs and Solutions*.

Park, D., Yu, A., Metz, A., Tsukayama, E., **Crum, A. J.**, & Duckworth, A. (2017). Beliefs about stress attenuate the relation among adverse life events, perceived distress, and self-control. *Child Development*.

*Zahrt, O. & **Crum, A. J.** (2017). Perceived physical activity and mortality: Evidence from three nationally representative U.S. samples. *Health Psychology*.

*Turnwald, B., *Boles, D., & **Crum, A. J.** (2017). Zesty carrots: Indulgent descriptions increase vegetable consumption. *JAMA Internal Medicine*.

*Turnwald, B., Jurafsky, D., Conner, A., & **Crum, A. J.** (2017). Reading between the menu lines: Are restaurants' descriptions of "healthy" foods unappealing? *Health Psychology*.

Crum, A. J. & Zuckerman, B. (2017). Changing mindset to improve treatment effectiveness. *JAMA*.

*Howe, L. *Goyer, J. P., & **Crum, A. J.** (2017). Harnessing the placebo effect: Exploring the influence of physician characteristics on placebo response. *Health Psychology*.

Crum, A. J., *Leibowitz, K., & Verghese, A. (2017). Making mindset matter. *BMJ*.

Crum, A. J., Akinola, M., Martin, A., & Fath, S. (2017). The role of stress mindset in shaping cognitive, emotional, and physiological responses to challenging and threatening stress. *Anxiety, Stress and Coping*.

Akinola, M., Fridman, I., Mor, S., Morris, M., & **Crum, A. J.** (2016). Adaptive appraisals of anxiety moderate the association between cortisol reactivity and performance in salary negotiations. *PLOS One*.

Crum, A. J., Phillips, D., *Goyer, J. P., Akinola, M., & Higgins, T. (2016). Transforming water: Social influence moderates psychological, physiological, and functional response to a placebo product. *PLOS One*.

Crum, A. J., Salovey, P. & Achor, S. (2013). Rethinking stress: The role of mindsets in determining the stress response. *Journal of Personality and Social Psychology*.

Crum, A. J., Corbin, W., Brownell, K. & Salovey, P. (2011). Mind over milkshakes: Mindsets, not actual nutrients, determine ghrelin response. *Health Psychology*.

Crum, A. J. & Langer, E. (2007). Mindset matters: Exercise and the placebo effect. *Psychological Science*.

OTHER PUBLICATIONS

Crum, A. J. & Phillips, D. (2015). Self-Fulfilling prophesies, placebo effects, and the social-psychological creation of reality. In R. Scott and S. Kosslyn (Eds.), *Emerging Trends in the Social and Behavioral Sciences*. Hoboken, NJ: John Wiley and Sons.

Crum, A. J. & Lyddy, C. (2014). De-stressing stress: The power of mindsets and the art of stressing mindfully. In A. Ie, C.T. Ngnoumen, & E. J. Langer (Eds.), *The Wiley Blackwell Handbook of Mindfulness*. New Jersey: Wiley-Blackwell.

Crum, A. J. & Salovey, P. (2013). Emotionally intelligent happiness. In S. A. David, I. Boniwell, & A. C. Ayers (Eds.), *Oxford Handbook of Happiness*. Oxford: Oxford University Press.

Brackett, M., **Crum, A. J.** & Salovey, P. (2008). Emotional intelligence. In S. J. Lopez (Ed.) *The Encyclopedia of Positive Psychology*. London: Blackwell Publishing.

UNDER REVIEW

Conner, A., *Boles, D., Markus, H., & Eberhardt, J. & **Crum, A. J.** The health mindsets of Americans: Currently negative and unmotivating, but potentially powerful drivers of health.

Crum, A. J., Achor, S., & Salovey, P. Changing mindsets to harness the enhancing effects of stress.

Crum, A. J., *Boles, D., DeSousa, M., & Markus, H. If being healthy is hard, painful and depriving, it is no wonder we are all fat and sick: Mindsets about the process of health provide a new avenue for motivating health behavior.

Crum, A. J., *Turnwald., B., Akinola, M., Kaptchuk, T., & Hall, K. Catechol-O-methyltransferase Val158Met polymorphism moderates effect of stress mindset on cognition and affect.

Evers, E. W., Colloca, L., Blease, C., Annoni, M., Atlas, L. Y., Benedetti, F., ... **Crum, A. J.**, ... Kelley, J. M. Implications of placebo and nocebo effects for clinical practice: Expert consensus.

Shim, S., **Crum, A. J.**, & Galinsky, A. D. The grace of control: How a can-control mindset increases health, performance, and well-being.

*Turnwald, B., *Goyer, J. P., *Boles, D., Silder, A., Delp, S. L., & **Crum, A. J.** Informed genetic risk shapes physiology independent of actual genetic risk.

*Author is an advisee

TEACHING

2015-present Introduction to Social Psychology (Psych 70)
Department of Psychology, Stanford University

2015-present How Beliefs Create Reality (Psych 20n)

Department of Psychology, Stanford University

2016 Advanced Studies in Health Psychology (Psych 298)
Department of Psychology, Stanford University

2013-2014 Managerial Negotiations
Department of Management, Columbia Business School

CHAired SYMPOSIA

Crum, A. & Leibowitz, K. (2017, July): Strengthening the Doctor-patient Relationship and Improving Health Outcomes through Positive Psychology, World Congress on Positive Psychology, Montreal, Canada.

Crum, A. & Leibowitz, K. (2017, January); Harnessing Psycho-social Forces in Medicine, *Society for Personality and Social Psychology*, San Antonio, TX.

Crum, A. Turnwald, B. & Zahrt, O. (2017, January); Rethinking Health Behavior Change, *Society for Personality and Social Psychology*, San Antonio, TX.

Crum, A. & Jamieson, J. (2016, January); Rethinking Stress: Capitalizing on Mindset and Reappraisal Tactics to Improve Acute Stress Responses, San Diego, TX.

Crum, A. & Hassel, S. (2014, May); When “Thinking Makes It So”: Uncovering the Effects and Mechanisms of Mindsets from Pain and Pleasure to Energy Drinks and Sleep, New York, NY.

INVITED PRESENTATIONS

2018

January World Economic Forum, Davos-Klosters, Switzerland

2017

October Global Wellness Summit, Palm Beach, FL

July World Congress on Positive Psychology, Montreal, Canada

June NIH Board on Behavioral, Cognitive, and Sensory Sciences, Washington, DC

April American Medical Association: Inspirations in Medicine, Chicago, IL

April Society for Interdisciplinary Placebo Studies Conference, Leiden, Netherlands

January Society for Personality and Social Psychology Annual Convention, San Antonio, TX

2016

December TEDMED, Palm Springs, CA

November Stanford Medicine Grand Rounds, Stanford Medicine, Stanford, CA

June Behavioral Exchange Conference, Harvard Business School

May Triennial Choices Conference, Lake Louise, Alberta, Canada

March Robert Wood Johnson: Building a Culture of Health, Baltimore, MD
 January Society for Personality and Social Psychology Annual Convention
 January UC Berkeley, Institute for Personality and Social Research (Colloquium Address)
 January Sandia National Laboratories, Livermore, CA

2015

December University of Pennsylvania, Behavioral Economics and Health Convention
 December University of San Diego, Psychology Department (Colloquium Address)
 September University of Pennsylvania, Center for Positive Psychology
 August Stanford University, Health Improvement Program
 April Stanford University, Graduate School of Business
 March Harvard Medical School, Program in Placebo Studies
 March University of Michigan, Depression Conference
 February University of Chicago, Center for Decision Research (Colloquium Address)

2014

November Genentech Labs, Redwood City, CA
 November Stanford University, Social Psychology Lab
 September University of Pennsylvania, Center for Positive Psychology
 May TEDx, “Game Changers,” Traverse City, MI
 January University of Pennsylvania, Department of Psychology
 January Yale University, School of Management
 January Stanford University, Department of Psychology

2013

December Washington University at St. Louis, Department of Management
 November Northwestern University, Kellogg School of Management
 November Vanderbilt University, Department of Organizational Behavior
 August Academy of Management Annual Conference (2 presentations)

Before 2013

2012 Harvard Medical School, Department of Global Health and Social Medicine
 2011 Academy of Management Annual Conference
 2009 American Psychological Association Annual Convention
 2006 Association of Cognitive and Behavioral Therapies Annual Meeting
 2006 Aspen Given Foundation Lecture Series

SELECTED MEDIA COVERAGE

- Does the Mind Impact Health? A Researcher’s Insights, *Robert Wood Johnson Foundation*, 10/12/17
- Just Thinking You’re Slacking on Exercise Could Boost Risk of Death, *NPR*, 7/20/17
- Want to Get More People to Eat Their Veggies? Make Them Sound Like They’re Bad for You, *The Washington Post*, 7/5/17
- This Psychological Trick Can Get People to Eat More Vegetables, *USA Today*, 6/20/17
- A Veggie by any Other Name May Actually Get Eaten, *CNN*, 6/19/17

- The Mindset for a Milkshake, *Science Friday*, 6/16/17
- Would Carrots by Any Other Name Taste as Sweet?, *The New York Times*, 6/14/17
- 'Seductive Names' Make Vegetables More Appealing, *BBC News*, 6/13/17
- Researchers Find Clever Way to Get People to Eat More Vegetables, *CBS News*, 6/12/17
- Here's the Easiest Way to Eat More Vegetables, *Time*, 6/12/17
- Decadent-Sounding Descriptions Could Lead to Higher Consumption of Vegetables, Stanford Research Finds, *Stanford Report*, 6/12/17
- A Call to Focus on the Social and Psychological Forces of Healing, *SCOPE*, 2/27/17
- Stanford Experts Urge Healthcare Professionals to Harness Power of People's Mindsets, *Stanford Report*, 2/27/17
- What Makes us Stronger, *The Economist*, 7/23/16
- The Contrarians on Stress, *The New York Times*, 10/3/15
- How Thoughts Fool Your Stomach, *NPR*, 4/14/14
- Turn Bad Stress into Good, *The Wall Street Journal*, 5/7/13
- How You Can Benefit from All Your Stress, *Harvard Business Review*, 3/14/13
- How to Make Stress Work in Your Favor, *Boston Globe*, 3/10/13
- Stress Benefit Tied to Upbeat Mindset, *The Wall Street Journal*, 2/21/13
- Why Placebos Work Wonders, *The Wall Street Journal*, 1/10/12
- Are the Benefits of Exercise Due to Placebo Effects? *Psychology Today*, 1/9/12
- The Best Mind-Set for Eating Well? Indulge!, *Oprah.com*, 6/24/11
- On a Diet? Try Mind Over Milkshake, *New Scientist*, 6/5/11
- Why 'Diet' Food is So Unsatisfying, *NBC News*, 6/2/11
- You Are What You (Think) You Eat, *Miller-McCune*, 5/23/11
- How You can Benefit from All Your Stress, *Harvard Business Review*, 2/15/11
- Hotel Maids Challenge the Placebo Effect, *NPR*, 1/3/08
- Mindful Exercise, *NY Times Magazine's Year in Ideas*, 12/9/07
- Think Yourself Thinner?, *LA Times*, 2/19/07

SERVICE

Ad Hoc Reviewer

Annals of Behavioral Medicine

Appetite

Clinical Psychological Science

Emotion

Journal of Personality

Journal of Experimental Social Psychology

Health Psychology

Stress and Health

The Journal of Pediatrics

Proceedings of the National Academy of Sciences

Psychosomatic Medicine

Psychology of Consciousness

Psychological Reports

Psychological Science

Organizational Behavior and Human Decision Processes

Committees

2014-2015 Member, Undergraduate Education Committee, Psychology Department, Stanford University.

2015-present Member, Graduate Admissions Committee, Psychology Department, Stanford University.

Guest Lectures

Classic Studies in Experimental Social Psychology, Stanford University

Prevention by Design (Sophomore College), Stanford University

Psych One, Stanford University

Stanford Worldview, Stanford University

Wise Interventions, Stanford University