

# ALIA J. CRUM

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Curriculum Vitae

January 2023

Department of Psychology  
Stanford University  
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## EMPLOYMENT

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2021-present	Associate Professor Department of Psychology Stanford University
2014-2021	Assistant Professor Department of Psychology Stanford University

## EDUCATION

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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

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2020	Early Career Award, <i>Social Personality Health Network (SPHN)</i>
2019	Early Career Researcher Award, <i>International Positive Psychology Association (IPPA)</i>
2018	Phi Beta Kappa Teaching Award, <i>Stanford University</i>
2018	Dean's Award for First Years of Teaching, <i>Stanford University</i>

2017	Rising Star Award, <i>Association for Psychological Science (APS)</i>
2016	New Innovator Award, <i>National Institutes of Health (NIH)</i>
2015	John Philip Coghlan Fellow, <i>Stanford University</i>
2006	Committee on Undergraduate Education (CUE) Certificate of Distinction in Teaching for “The Psychology of Leadership,” <i>Harvard University</i>
2006	Graduate Student Research Award, <i>Association of Behavioral and Cognitive Therapies (ABCT)</i>
2005	The Seymour E. and Ruth B. Harris Prize awarded to the most outstanding senior thesis in the social sciences, <i>Harvard University</i>
2005	Thomas Temple Hoopes Prize awarded to the most distinguished theses, <i>Harvard University</i>
2005	Gordon W. Allport Prize, awarded to the top two individuals in the field of psychology, <i>Harvard University</i>
2004-2005	National Scholar Athlete, Varsity Women’s Ice Hockey, <i>Harvard University</i>

## FUNDING

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Research Grant, 2023 Under One Umbrella-Women’s Cancer Innovation Award. “Can Changing Cancer Mindsets Improve Biomarkers of Immune Functioning? Piloting the Effects of a Novel Digital Intervention on Direct-to-Patient Blood Sampling and Multiomics Profiling.” Co PIs: A. J. Crum, Lidia Schapira, David Spiegel, Mike Snyder (2022-2023). \$50,000.

Research Grant, Robert Wood Johnson Foundation. “The Role of Cultural Mindsets in Safety Net Policies: Updating the American Dream.” Co PIs: Hazel Markus & **A. J. Crum** (2021-2023). \$684,195.

Research Grant, Robert Wood Johnson Foundation. “Capturing Mindsets During COVID-19.” **PI: A. J. Crum** (2020-2023). \$350,000.

Research Grant, Stanford Catalyst for Collaborative Solutions. “Motivating Mobility and Health on a Global Scale.” PI: S. Delp (2018-2021). \$2,250,000.

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

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

Research Grant, Stanford Woods Institute. “Motivating Pro-Environmental Behavior Change Through Ambient Narratives.” PI: J. 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. J. Crum** (2017-2018). 110 Apple Watches.

New Innovator Award, National Institutes of Health. “Harnessing Mindset in 21<sup>st</sup> Century Healthcare.” **PI: A. J. 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. J. 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. J. 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. J. Crum** (2015-2016). \$8,000.

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

## PEER REVIEWED PUBLICATIONS

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Hicks, J. L., \*Boswell, M. A., Althoff, T., **Crum, A. J.**, Ku, J. P., Landay, J. A., Moya, P. M. L., Murnane, E. L., Snyder, M. P., King, A. C. & Delp, S. L. (in press). Leveraging Mobile Technology for Public Health Promotion: A Multidisciplinary Perspective. *Annual Review of Public Health*.

\*Zahrt, O., \*Evans, K., Murnane, E., \*Santoro, E., Baiocchi, M., Landay, J., Delp, S., & **Crum, A. J.** (in press). Effects of Wearable Fitness Trackers and Activity Adequacy Mindsets on Affect, Behavior and Health: A Longitudinal Randomized Controlled Trial. *Journal of Medical Internet Research*.

\*Boles, D. Z., \*Turnwald, B. P., \*Perry, M. A., & **Crum, A. J.** (2022). Emphasizing appeal over health promotes preference for nutritious foods in people of low socioeconomic status. *Appetite*, 172, 105945. <https://doi.org/10.1016/j.appet.2022.105945>

\*Howe, L. C., \*Hardebeck, E. J., Eberhardt, J., Markus, H. R., **Crum, A. J.** (2022). Patients’ physical responses to healthcare treatments are influenced by provider race and gender. *PNAS*, 119(27), <https://doi.org/10.1073/pnas.2007717119>

\*Louis, K., **Crum, A. J.**, & Markus, H. R. (2022). Negative consequences of self-presentation on disclosure of health information: A catch-22 for Black patients? *Social Science & Medicine*, Advance online publication. <https://doi.org/10.1016/j.socscimed.2022.115141>

- \*Turnwald, B. P., \*Anderson, K. G., Markus, H. R., & **Crum, A. J.** (2022). Nutritional Analysis of Food and Beverages Posted in Social Media Accounts of Highly Followed Celebrities. *JAMA Network Open*, 5(1), e2143087. <https://doi.org/10.1001/jamanetworkopen.2021.43087>
- \*Turnwald, B. P., \*Perry, M. A., Jurgens, D., Prabhakaran, V., Jurafsky, D., Markus, H. R., & **Crum, A. J.** (2022). Language in popular American culture constructs the meaning of healthy and unhealthy eating: Narratives of craveability, excitement, and social connection in movies, television, social media, recipes, and food reviews. *Appetite*, 172, 105949. <https://doi.org/10.1016/j.appet.2022.105949>
- \*Zion, S., \*Louis, K., \*Horii, R., \*Leibowitz, K., \*Heathcote, L. C., & **Crum, A. J.** (2022). Making Sense of a Pandemic: Mindsets Influence Emotions, Behaviors, Health & Wellbeing During the COVID-19 Pandemic. *Social Science & Medicine*, 301, 114889. <https://doi.org/10.1016/j.socscimed.2022.114889>
- \*Boles, D. Z., DeSousa, M., \*Turnwald, B. P., \*Horii, R. I, \*Duarte, T., \*Zahrt, O. H., Markus, H. R., & **Crum, A. J.** (2021). Can being healthy be fun and indulgent instead of boring and depriving? The role of mindsets in motivating healthy behaviors. *Frontiers in Psychology*, 12, 745940. <https://doi.org/10.3389/fpsyg.2021.745950>
- \*Boswell, M. A., Hicks, J. L., \*Evans, K. M., \*Zion, S. R., \*Boles, D. Z., Delp, S. L., & **Crum, A. J.** (2021). Mindsets predict physical activity and management strategies in individuals with knee osteoarthritis. *Osteoarthritis & Cartilage*, 29(1), S222-S224. <https://doi.org/10.1016/j.joca.2021.02.303>
- Evers, A. W., Colloca, L., Blease, C., Annoni, M., Atlas, L. Y., Benedetti, F., ... **Crum, A. J.**, ... Kelley, J. M. (2021). What Should Clinicians Tell Patients about Placebo and Nocebo Effects? Practical Considerations Based on Expert Consensus. *Psychotherapy and Psychosomatics*, 90(1), 49-56. <https://doi.org/10.1159/000510738>
- \*Goyer, J. P., Akinola, M., Grunberg, R., & **Crum, A. J.** (2021). Thriving under pressure: The effects of stress-related wise interventions on affect, sleep, and exam performance for disadvantaged college students. *Emotion*, Advance online publication. <https://doi.org/10.1037/emo0001026>
- Gruber, J., Mendle, J., Lindquist, K., Schmader, T., Clark, A., ... **Crum, A. J.**, ... Williams, L. (2021). The future of women in psychological science. *Perspectives on Psychological Science*, 16(3), 483-516. <https://doi.org/10.1177/1745691620952789>
- \*Leibowitz, K. A., \*Howe, L. C., & **Crum A. J.** (2021) Changing mindsets about symptoms. *BMJ Open*, 11(2), e040134. <https://doi.org/10.1136/bmjopen-2020-040134>

- Crum, A. J., Jamieson, J. P., & Akinola, M. (2020).** Optimizing stress: An integrated intervention for regulating stress responses. *Emotion, 20*(1), 120–125. <https://doi.org/10.1037/emo0000670>
- \*Heathcote, L. C., \*Zion, S. R., & **Crum, A. J. (2020).** Cancer survivorship – Considering mindsets. *JAMA Oncology, 6*(9), 1468-1469. <https://doi:10.1001/jamaoncol.2020.2482>
- Rosenberg, G., \*Zion, S. R., Shearer, E., Bereknyei Merrell, S., Abadilla, N., Spain, D. A., **Crum, A. J.,** Weiser, T. G. (2020). What constitutes a “successful” recovery? Patient perceptions of the recovery process after a traumatic injury. *Trauma Surgery and Acute Care Open, 5*(1), e000427. <https://doi.org/10.1136/tsaco-2019-000427>
- \*Smith, E. N., Young, M. D., & **Crum, A. J. (2020).** Stress, mindsets, and success in Navy SEALs Special Warfare Training. *Frontiers in Psychology, 10*, 2962. <https://doi.org/10.3389/fpsyg.2019.02962>
- \*Turnwald, B. P., \*Anderson, K. G., Jurafsky, D., & **Crum, A. J. (2020).** Five-star prices, tastier healthy item descriptions? Expensive restaurants’ descriptive menu language. *Health Psychology, 39*(11), 975-985. <https://doi.org/10.1037/hea0001025>
- \*Turnwald, B. P., \*Handley-Miner, I. J., \*Samuels, N. A., Markus, H. R., & **Crum, A. J. (2020).** Nutritional analysis of foods and beverages depicted in top-grossing US movies, 1994-2018. *JAMA Internal Medicine, e205421*. <https://doi.org/10.1001/jamainternmed.2020.5421>
- Van Bavel, J. J., Baicker, K., Boggio, P. S., Capraro, V., Cichocka, A., Cikara, M., ... **Crum, A. J.,** ... \*Zion, S. R., Willer, R. (2020). Using social and behavioural science to support COVID-19 pandemic response. *Nature Human Behaviour, 4*, 460-471. <https://doi.org/10.1038/s41562-020-0884-z>
- \*Zahrt, O. H., & **Crum, A. J. (2020).** Effects of physical activity recommendations on mindset, behavior and perceived health. *Preventive Medicine Reports, 17*, 101027. <https://doi.org/10.1016/j.pmedr.2019.101027>
- Conner, A. L., \*Boles, D. Z., Markus, H. R., Eberhardt, J. L., & **Crum, A. J. (2019).** Americans’ Health Mindsets: Content, Cultural Patterning, and Associations With Physical and Mental Health. *Annals of Behavioral Medicine, 53*(4), 321–332. <https://doi.org/10.1093/abm/kay041>
- \*Howe, L. C., \*Hardebeck, E. J., \*Leibowitz, K. A., & **Crum, A. J. (2019).** Providers’ demeanor impacts patient perceptions of visit length. *Journal of General Internal Medicine, 34*(2), 182–183. <https://doi.org/10.1007/s11606-018-4665-6>
- \*Howe, L. C., \*Leibowitz, K. A., & **Crum, A. J. (2019).** When your doctor “Gets it” and “Gets you”: The critical role of competence and warmth in the patient-provider interaction. *Frontiers in Psychiatry, 10*, 475. <https://doi.org/10.3389/fpsyg.2019.00475>

- \*Howe, L. C., \*Leibowitz, K. A., \*Perry, M. A., Bitler, J. M., Block, W., Kaptchuk, T. J., ... **Crum, A. J.** (2019). Changing patient mindsets about non-life-threatening symptoms during oral immunotherapy: A randomized clinical trial. *Journal of Allergy and Clinical Immunology: In Practice*, 7(5), 1550–1559. <https://doi.org/10.1016/j.jaip.2019.01.022>
- \*Leibowitz, K. A., \*Hardebeck, E. J., \*Goyer, J. P., & **Crum, A. J.** (2019). The role of patient beliefs in open-label placebo effects. *Health Psychology*, 38(7), 613–622. <https://doi.org/10.1037/hea0000751>
- \*Smith, E. N., \*Santoro, E., Moraveji, N., Susi, M., & **Crum, A. J.** (2019). Integrating wearables in stress management interventions: Promising evidence from a randomized trial. *International Journal of Stress Management*, 27(2), 172–182. <https://doi.org/10.1037/str0000137>
- \*Turnwald, B. P., Bertoldo, J. D., \*Perry, M. A., Policastro, P., Timmons, M., Bosso, C., ... **Crum, A. J.** (2019). Increasing vegetable intake by emphasizing tasty and enjoyable attributes: A randomized controlled multisite intervention for taste-focused labeling. *Psychological Science*, 30(11), 1603–1615. <https://doi.org/10.1177/0956797619872191>
- \*Turnwald, B. P., & **Crum, A. J.** (2019). Smart food policy for healthy food labeling: Leading with taste, not healthiness, to shift consumption and enjoyment of healthy foods. *Preventive Medicine*, 119, 7–13. <https://doi.org/10.1016/j.ypmed.2018.11.021>
- \*Turnwald, B. P., \*Goyer, J. P., \*Boles, D. Z., Silder, A., Delp, S. L., & **Crum, A. J.** (2019). Learning one's genetic risk changes physiology independent of actual genetic risk. *Nature Human Behaviour*, 3(1), 48–56. <https://doi.org/10.1038/s41562-018-0483-4>
- Matilda White Riley Early Stage Investigator Paper Award, *National Institutes of Health (NIH)*
- \*Zion, S. R., Schapira, L., & **Crum, A. J.** (2019). Targeting mindsets, not just tumors. *Trends in Cancer*, 5(10), 573–576. <https://doi.org/10.1016/j.trecan.2019.08.001>
- André, Q., Carmon, Z., Wertenbroch, K., **Crum, A. J.**, Frank, D., Goldstein, W., ... Yang, H. (2018). Consumer Choice and Autonomy in the Age of Artificial Intelligence and Big Data. *Customer Needs and Solutions*, 5(1–2), 28–37. <https://doi.org/10.1007/s40547-017-0085-8>
- Crum, A. J.**, Akinola, M., \*Turnwald, B. P., Kaptchuk, T. J., & Hall, K. T. (2018). Catechol-O-Methyltransferase moderates effect of stress mindset on affect and cognition. *PLoS ONE*, 13(4), e0195883. <https://doi.org/10.1371/journal.pone.0195883>
- Evers, A. W. M., Colloca, L., Blease, C., Annoni, M., Atlas, L. Y., Benedetti, F., ... **Crum, A. J.**, ... Kelley, J. M. (2018). Implications of placebo and nocebo effects for clinical practice: Expert consensus. *Psychotherapy and Psychosomatics*, 87(4), 204–210. <https://doi.org/10.1159/000490354>

- Jamieson, J. P., **Crum, A. J.**, \*Goyer, J. P., Marotta, M. E., & Akinola, M. (2018). Optimizing stress responses with reappraisal and mindset interventions: An integrated model. *Anxiety, Stress, & Coping*, 31(3), 245–261. <https://doi.org/10.1080/10615806.2018.1442615>
- \*Leibowitz, K. A., \*Hardebeck, E. J., \*Goyer, J. P., & **Crum, A. J.** (2018). Physician assurance reduces patient symptoms in US adults: An experimental study. *Journal of General Internal Medicine*, 33(12), 2051–2052. <https://doi.org/10.1007/s11606-018-4627-z>
- Park, D., Yu, A., Metz, S. E., Tsukayama, E., **Crum, A. J.**, & Duckworth, A. L. (2018). Beliefs About Stress Attenuate the Relation Among Adverse Life Events, Perceived Distress, and Self-Control. *Child Development*, 89(6), 2059–2069. <https://doi.org/10.1111/cdev.12946>
- 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, & Coping*, 30(4), 379–395. <http://dx.doi.org/10.1080/10615806.2016.1275585>
- Crum, A. J.**, \*Leibowitz, K. A., & Verghese, A. (2017). Making mindset matter. *BMJ*, 356, j674. <https://doi.org/10.1136/bmj.j674>
- Crum, A. J.**, & Zuckerman, B. (2017). Changing mindsets to enhance treatment effectiveness. *JAMA*, 317(20), 2063–2064. <https://doi.org/10.1001/jama.2017.4545>
- \*Howe, L. C., \*Goyer, J. P., & **Crum, A. J.** (2017). Harnessing the placebo effect: Exploring the influence of physician characteristics on placebo response. *Health Psychology*, 36(11), 1074–1082. <https://doi.org/10.1037/hea0000499>
- \*Turnwald, B. P., \*Boles, D. Z., & **Crum, A. J.** (2017). Association between indulgent descriptions and vegetable consumption: Twisted carrots and dynamite beets. *JAMA Internal Medicine*, 177(8), 1216–1218. <https://doi.org/10.1001/jamainternmed.2017.1637>
- \*Turnwald, B. P., Jurafsky, D., Conner, A., & **Crum, A. J.** (2017). Reading between the menu lines: Are restaurants’ descriptions of “healthy” foods unappealing? *Health Psychology*, 36(11), 1034–1037. <https://doi.org/10.1037/hea0000501>
- \*Zahrt, O. H., & **Crum, A. J.** (2017). Perceived physical activity and mortality: Evidence from three nationally representative U.S. samples. *Health Psychology*, 36(11), 1017–1025. <https://doi.org/10.1037/hea0000531>
- Akinola, M., Fridman, I., Mor, S., Morris, M. W., & **Crum, A. J.** (2016). Adaptive appraisals of anxiety moderate the association between cortisol reactivity and performance in salary negotiations. *PLoS ONE*, 11(12), e0167977. <https://doi.org/10.1371/journal.pone.0167977>
- Crum, A. J.**, Phillips, D. J., \*Goyer, J. P., Akinola, M., & Higgins, E. T. (2016). Transforming water: Social influence moderates psychological, physiological, and functional response to

a placebo product. *PLoS ONE*, 11(11), e0167121.  
<https://doi.org/10.1371/journal.pone.0167121>

**Crum, A. J.**, Salovey, P., & Achor, S. (2013). Rethinking stress: The role of mindsets in determining the stress response. *Journal of Personality & Social Psychology*, 104(4), 716–733. <https://doi.org/10.1037/a0031201>

**Crum, A. J.**, Corbin, W. R., Brownell, K. D., & Salovey, P. (2011). Mind over milkshakes: Mindsets, not just nutrients, determine ghrelin response. *Health Psychology*, 30(4), 424–429. <https://doi.org/10.1037/a0023467>

**Crum, A. J.**, & Langer, E. J. (2007). Mind-set matters: Exercise and the placebo effect. *Psychological Science*, 18(2), 165–171. <https://doi.org/10.1111/j.1467-9280.2007.01867.x>

## EDITED BOOKS

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Walton, G. M. & **Crum, A. J.** (eds.) (2020). *Handbook of Wise Interventions: How Social-Psychological Insights Can Help Solve Problems*. New York, NY: Guilford Press.

## OTHER PUBLICATIONS

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**Crum, A. J.**, \*Handley-Miner, I. J., & \*Smith, E. N. (2020). The stress mindset intervention. In G. M. Walton & **A. J. Crum** (Eds.), *Handbook of Wise Interventions: How Social-Psychological Insights Can Help Solve Problems*. New York, NY: Guilford Press.

\*Leibowitz, K. A., & **Crum, A. J.** (2020, April 1). In Stressful Times, Make Stress Work for You. *The New York Times*. <https://www.nytimes.com/2020/04/01/well/mind/coronavirus-stress-management-anxiety-psychology.html>

\*Turnwald, B. P., & **Crum, A. J.** (2020). The taste-focused labeling intervention. In G. M. Walton & **A. J. Crum** (Eds.), *Handbook of Wise Interventions: How Social-Psychological Insights Can Help Solve Problems*. New York, NY: Guilford Press.

Cauchard, J. R., Frey, J., \*Zahrt, O., Johnson, K., **Crum, A. J.**, & Landay, J. A. (2019). The Positive Impact of Push vs Pull Progress Feedback: A 6-week Activity Tracking Study in the Wild. *Proceedings of the ACM on Interactive, Mobile, Wearable and Ubiquitous Technologies*, 3(3), 76:1–76:23. <https://doi.org/10.1145/3351234>

\*Zion, S. R., & **Crum, A. J.** (2018). Mindsets matter: A new framework for harnessing the placebo effect in modern medicine. In L. Colloca (Ed.), *International Review of Neurobiology* (Vol. 138, p. 137-160). Cambridge, MA: Academic Press.  
<https://doi.org/10.1016/bs.irn.2018.02.002>



- Crum, A. J., & Crum, T.** (2015, September 3). Stress Can Be a Good Thing If You Know How to Use It. *Harvard Business Review*. <https://hbr.org/2015/09/stress-can-be-a-good-thing-if-you-know-how-to-use-it>
- Crum, A. J. & Phillips, D.** (2015). Self-Fulfilling prophecies, 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. <https://doi.org/10.1002/9781118900772.etrds0296>
- 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* (p. 948–963). New Jersey: Wiley-Blackwell. <https://doi.org/10.1002/9781118294895.ch49>
- 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. <https://doi.org/10.1093/oxfordhb/9780199557257.013.0006>
- Crum, A. J., Salovey, P., & Achor, S.** (2011). Evaluating a mindset training program to unleash the enhancing nature of stress. *Academy of Management Proceedings*, 2011(1), 1–6. <https://doi.org/10.5465/ambpp.2011.65870502>
- Brackett, M., **Crum, A. J.** & Salovey, P. (2008). Emotional intelligence. In S. J. Lopez (Ed.) *The Encyclopedia of Positive Psychology*. London: Blackwell Publishing.

## IN SUBMISSION

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**Crum, A. J.** Mindsets and Health.

**Crum, A. J., \*Heathcote, L. C., Morrison, Z., Yelder, R., \*Leibowitz, K., Petousis-Harris, H., Thomas, M. G., Prober, C., Berek, J. S., Petrie, K. J.** Changing Mindsets about Side Effects of the COVID-19 Vaccination: A Randomized Controlled Trial.

**Crum, A. J., \*Santoro, E. W., \*Smith, E. N., \*Handley-Miner, I. J., Achor, S., Moraveji, N., & Salovey, P.** Changing stress mindsets: A metacognitive approach.

\*Louis, K., \*Horii, R., \*Zion, S. R., Markus, H. R., & **Crum, A. J.** The Interdependence of Health: Measuring the Social Extension of Health Mindset in the USA and its Behavioral and Policy Associations.

\*Zion, S. R., \*Boswell, M., \*Heathcote, L. C., Zaleta, A. K., McManus, S., Dweck, C. S., & **Crum, A. J.** Illness Mindsets in Health and Disease: Development and Validation of the Illness Mindset Inventory (IMI).

\*Zion, S. R., Schapira, L., Berek, J. S., Spiegel, D., Dweck, C. S., & **Crum, A. J.** Changing Mindsets of Recently Diagnosed Cancer Patients: A Randomized Controlled Trial of a Novel Digital Intervention.

\*Author is an advisee

## TEACHING

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2020-present What Is a Mindset and How Does it Work? (Psych 277)  
Department of Psychology, Stanford University

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

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

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

## CHAired SYMPOSIA (SELECTED)

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Pecina, M., Alter, B., & **Crum, A. J.** (2021, May): Leveraging Placebo Effects in 21<sup>st</sup> Century Healthcare: New Frontiers, *Society for Interdisciplinary Placebo Studies*, Baltimore, MD.

Leibowitz, K. & **Crum, A. J.** (2020, February): Understanding Psychosocial Forces to Improve Health: From Theory to Practice, *Society for Personality and Social Psychology*, New Orleans, LA.

**Crum, A. J.** (2018, May): Beyond Genetic Testing: Should Medical Treatment be Personalized to your Psychological Profile?, *Association for Psychological Science*, San Francisco, CA.

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

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

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

**Crum, A. J. & 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 (SELECTED)**

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### **2022**

October Society for Experimental and Social Psychology  
May US Oncology Network  
May Mind-Body Nexus (US Army Research Office)  
March Sandia National Laboratories  
March Omada Health

### **2021**

November Cornell University, Behavioral Economics and Decision Research  
August American Psychological Association Annual Convention, Keynote  
June NIH Common Fund High Risk High Reward Symposium  
May Stanford Cancer Institute  
May Society for Interdisciplinary Placebo Studies  
April University of California San Francisco, Department of Psychiatry  
March Georgetown University Medical Center, Integrative Medicine and Health Sciences

### **2020**

December Harvard Medical School, Department of Psychiatry  
December University of Pennsylvania Behavioral Science and Health Symposium  
March\* Harvard School of Public Health, Department of Nutrition, Boston, MA  
March\* Harvard Program in Placebo Studies, Boston, MA  
February Ohio State University, Psychology Department, Columbus, OH

*\*Postponed due to COVID-19 pandemic*

### **2019**

December NIH Behavioral and Social Sciences Research Festival, Bethesda, MD  
July Society in Placebo Studies Conference, Leiden, Netherlands  
June NIH High-Risk, High-Reward Research Symposium, Bethesda, MD  
February Society for Personality and Social Psychology Annual Convention, Portland, OR

### **2018**

May Association for Psychological Science Annual Convention, San Francisco, CA  
May University of California Berkeley, Haas School of Business  
May University of California Santa Cruz, Psychology Department

April University of Colorado Boulder, Psychology Department  
 March Stanford Health Promotion Network (SHPN) 8<sup>th</sup> Annual Wellness Summit  
 March Carnegie Mellon University, Psychology Department  
 March Society for Personality and Social Psychology Annual Convention, Atlanta, GA  
 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  
 January Sandia National Laboratories, Livermore, CA

**2015**

December University of Pennsylvania, Behavioral Economics and Health Convention  
 December University of San Diego, Psychology Department  
 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

**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

### **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**

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- Better Believe It, *Stanford Magazine*, 12/1/22
- Reframing Your Reality, *Hidden Brain*, 7/18/22 (Pt. 1), 7/25/22 (Pt. 2)
- Science of Mindsets for Health and Performance, *Huberman Lab Podcast*, 1/24/22
- Healing Rituals: There's Power in Belief, *How God Works Podcast*, 12/12/21
- How to hack your stress and turn it into a positive force in your life, *New Scientist*, 12/1/21
- Worried about COVID vaccine side effects? Try this simple trick, *Popular Science*, 10/29/21
- Mindset Matters: How to Embrace the Benefits of Stress, *Think Fast, Talk Smart Podcast*, 9/16/21
- Soothing Anxiety and Stress: Advice From the Year in Well, *New York Times*, 12/28/20
- Harnessing the Power of Your Mind, *Nike Trained Podcast*, 12/3/20
- Most Popular American Movies Depict an Unhealthy Diet, Stanford Researchers Find, *Stanford Report*, 11/23/20
- How coronavirus stress may scramble our brains, *Science News*, 5/24/20
- In Stressful Times, Make Stress Work for You, *New York Times*, 4/1/20
- Mindsets Can Make the Difference in Clinical Medicine, *Medicine and the Machine Podcast*, 11/27/19
- Emphasizing flavor boosts vegetable consumption, *National Institutes of Health*, 10/22/19
- Stanford Psychologists Entice Students To Eat More Veggies, *Forbes*, 10/10/19
- Empowering cancer patients to shift their mindsets could improve care, researchers argue, *Science Daily*, 09/23/19
- Could Your Mindset Affect How Well A Treatment Works?, *NPR*, 03/01/19
- Can a Nice Doctor Make Treatments More Effective?, *New York Times*, 01/22/19
- Mind May Trump DNA in Exercise and Eating Habits, *New York Times*, 01/09/19
- What Happens When You're Convinced You Have Bad Genes, *The Atlantic*, 12/13/18
- Just thinking you have poor endurance genes changes your body, *Science Magazine*, 12/10/18
- How a positive mind really can create a healthier body, *New Scientist*, 8/27/18
- People Are Now Taking Placebo Pills to Deal With Their Health Problems—And It's Working, *TIME*, 8/23/18
- How Our Beliefs Can Shape Our Waistlines, *New York Times*, 2/22/18

- 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, *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?, *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, *New York Times*, 10/3/15
- How Thoughts Fool Your Stomach, *NPR*, 4/14/14
- Turn Bad Stress into Good, *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, *Wall Street Journal*, 2/21/13
- Why Placebos Work Wonders, *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, *New York Times Magazine's Year in Ideas*, 12/9/07
- Think Yourself Thinner?, *Los Angeles Times*, 2/19/07

## SERVICE

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### Ad Hoc Reviewer

Annals of Behavioral Medicine

Anxiety, Stress & Coping

Appetite

Clinical Psychological Science

Current Directions in Psychological Science

Emotion  
Health Psychology  
Journal of Experimental Social Psychology  
Journal of Pediatrics  
Journal of Personality  
Journal of Personality and Social Psychology  
Organizational Behavior and Human Decision Processes  
Perspectives on Psychological Science  
Proceedings of the National Academy of Sciences  
Psychology of Consciousness  
Psychological Reports  
Psychological Science  
Psychosomatic Medicine  
Stress and Health

### **Committees**

- 2020-present Member, Behavioral Economics and Health Advisory Board
- 2020-present Member, Social and Personality Health Network Advisory Board
- 2021-present Member, Space Committee, Psychology Department, Stanford University.
- 2021-present Member, Undergraduate Education Committee, Psychology Department, Stanford University.
- 2015-2021 Member, Graduate Admissions Committee, Psychology Department, Stanford University.
- 2020-2021 Member, Diversity Committee, Psychology Department, Stanford University; currently liason.
- 2014-2015 Member, Undergraduate Education Committee, Psychology Department, Stanford University.