

Curriculum Vitae

Julie Suzanne Downs

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EMPLOYMENT

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| 2022-present | Professor Carnegie Mellon University, Pittsburgh, PA |
| 2015-2022 | Associate Professor Carnegie Mellon University, Pittsburgh, PA |
| 2012-2015 | Associate Research Professor Carnegie Mellon University, Pittsburgh, PA |
| 2006-2012 | Assistant Research Professor Carnegie Mellon University, Pittsburgh, PA |
| 2002-present | Director, Center for Risk Perception and Communication Carnegie Mellon University, Pittsburgh, PA |
| 1998-2006 | Special Faculty Carnegie Mellon University, Pittsburgh, PA |
| 1995-1998 | Post-Doctoral Associate Carnegie Mellon University, Pittsburgh, PA |

EDUCATION

Ph.D., Social Psychology; Princeton University, 1996
M.A., Social Psychology; Princeton University, 1993
B.A., Psychology with High Honors, University of California at Berkeley, 1990

JOURNAL PUBLICATIONS

Hsiao, B., Downs, J. S., Lanyon, M., Blalock, S. J., Curtis, J. R., Harrold, L. R., Nowell, W. B., Wiedmeyer, C., Venkatachalam, S., Patterson, M. T., Gavigan, K., Stradford, L., Ali, D., & Fraenkel, L. (in press). Understanding Heterogeneity in Patients' Conceptualization of Treatment for Rheumatoid Arthritis: A Cluster Analysis. *BMJ Open*.

Ashcraft, A. M., Murray, P. J., Lanyon, M. B., & Downs, J. S. (2023). 128. Maximizing Participant Recruitment Through Community Partner Engagement: Lessons from a Multi-State Randomized Controlled Trial. *Journal of Adolescent Health, 72*(3), S73-S74.

- Downs, J. S., Ashcraft, A. M., Berta, A. M., Coyle, K., Lanyon, M. B., Potter, S. C., & Murrar, P. J. (2022). 92. Evaluation of Your Move, a modification of the Evidence-Based Intervention Seventeen Days Revised for Delivery in Group Settings. *Journal of Adolescent Health, 70*(4), S48-S49.
- Downs, J., Ashcraft, A., Berta, A. M., Coyle, K., Lanyon, M., Potter, S., & Murray, P. (2022). Your Move, a modification of Seventeen Days Revised for Delivery in Group Settings, Shows Promise in Knowledge and Behavior Outcomes. *Journal of Pediatric and Adolescent Gynecology, 35*(2), 231.
- Hsiao, B., Downs, J., Lanyon, M., Curtis, J. R., Blalock, S., Wiedmeyer, C., Venkatachalam, S., Nowell, W. B., Fraenkel, L. (2022). Understanding heterogeneity in patients' conceptualization of treatment for rheumatoid arthritis: A cluster analysis. *Annals of the Rheumatic Disease, 81*(1).
- Downs, J. S., Ashcraft, A. M., Berta, A. M., Coyle, K., Lanyon, M. B., Potter, S., & Murray, P. J. (2022). Evaluation of *Your Move*, a modification of the evidence-based intervention *Seventeen Days* revised for delivery in group settings. *Journal of Adolescent Health, 70*(4), S48-S49.
- Hsiao, B., Downs, J. S., Lanyon, M., Blalock, S. J., Curtis, J. R., Harrold, L. R., Nowell, W. B., Weidmeyer, C., Venkatachalam, S., & Fraenkel, L. (2022). Rheumatologist and patient mental models for treatment of RA help explain low treat-to-target rates. *ACR Open Rheumatology, 4*(8), 700-710.
- Downs, J., Ashcraft, A., Berta, A. M., Coyle, K., Lanyon, M., Potter, S. & Murray, P. (2022) *Your Move*, a modification of *Seventeen Days* revised for delivery in group settings, shows promise in knowledge and behavior outcomes. *Journal of Pediatric and Adolescent Gynecology, 35*(2), 231.
- VanEpps, E. M., Molnar, A., Downs, J. S., & Loewenstein, G. L. (2021) Choosing the Light Meal: Real-time Aggregation of Calorie Information Reduces Meal Calories. *Journal of Marketing Research, 58*(5), 948-967.
- Downs, J. S., Ashcraft, A. M., Berta, A. M., Chang, J., Coyle, K., Lanyon, M. B., Potter, S. C., & Murray, P. J. (2021). Sexual Minority Female Adolescents are More Likely to Receive Sexually Explicit Messages and Experience Fear from Unwanted Messages Compared to Their Heterosexual Female Peers. *Journal of Adolescent Health, 68*(2), S11-S12.
- Hsiao, B., Downs, J., Lanyon, M., Nowell, W., Venkatachalam, S., Wiedmeyer, C., Curtis, J., Blalock, S., Harrold, L., & Fraenkel, L. (2021). Rheumatologists' and Patients' Mental Models for Treatment of RA Explain Low Rates of TTT. *Arthritis & Rheumatology, 73*(8).
- Murray, P., Ashcraft, A., Berta, A. M., Chang, J., Coyle, K., Lanyon, M., Potter, S. C., & Downs, J. (2021). 72. Female adolescents who identify as bisexual or other sexuality categories engage in more sexting compared to both heterosexual and lesbian female peers. *Journal of Pediatric and Adolescent Gynecology, 34*(2), 268.
- Broomell, S. B., Chapman, G. B., & Downs, J. S. (2020). Psychological predictors of prevention behaviors during the COVID-19 pandemic. *Behavioral Science & Policy, 6*(2), 43-50.

- Bauermeister, J. A., Downs, J. S., & Krakower, D. S. (2020). PrEP Product Acceptability and Dual Process Decision Making among Men who have Sex with Men. *Current HIV/AIDS Reports*, 17(3), 161-170.
- Murray, P. J., Ashcraft, A. M., Berta, A. M., Lanyon, M. B., & Downs, J. (2020). 211. Improving Efficiency and Effectiveness in Training of Community-Based Facilitators for a Behavioral Health Intervention. *Journal of Adolescent Health*, 66(2), S107.
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- Ashcraft, A. M., Downs, J. S., & Murray, P. M. (2019). Adolescent male perspectives on sex and reproductive health, *Journal of Adolescent Health*, 64(2), S117-S118.
- Haliko, S., Downs, J., Mohan, D., Arnold, R., & Barnato, A. E. (2018). Hospital-Based Physicians' Intubation Decisions and Associated Mental Models when Managing a Critically and Terminally Ill Older Patient. *Medical Decision Making*, 38(3), 344-354. 0272989X17738958.
- Patel, S. K., Bunge, K., Downs, J., Hillier, S., & Rohan, L. (2018). Vaginal Film Administration and Placement Study in Women (FLAG Trial). In *AIDS Research and Human Retroviruses*, 34, 182.
- Downs, J. S., Ashcraft, A. M., Murray, P. J., Berlan, E. D., Bruine de Bruin, W., Eichner, J., Fischhoff, B., Leary, J. A., McCall, R. B., Miller, E., Salaway, J., Smith-Jones, J., & Sucato, G. S. (2018). Video Intervention to Increase Perceived Self-Efficacy for Condom Use in a Randomized Controlled Trial of Female Adolescents. *Journal of Pediatric & Adolescent Gynecology*, 31(3), 291-298.
- Thurheimer-Cacciotti, J. L., Sereika, S. M., Schmitt, P., Founds, S., Downs, J., Powell, A. B., & Charron-Prochownik, D. C. (2017). The Effect of Risk-Taking Behaviors on Hemoglobin A1c in Women with Type 1 Diabetes. *Diabetes*, 66, A226.
- VanEpps, E. M., Downs, J. S., & Loewenstein, G. (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.
- Downs, J. S., Ashcraft, A. M., & Murray, P. J. (2016). Video for Adolescent Pregnancy Prevention: Promises, Challenges, and Future Directions. *American Journal of Public Health*, 106, S29-S31.
- Thurheimer, J., Sereika, S. M., Founds, S., Downs, J., & Charron-Prochownik, D. (2016). Efficacy of the READY-Girls Program on General Risk-Taking Behaviors, Condom Use, and Sexually Transmitted Infections Among Young Adolescent Females With Type 1 Diabetes. *The Diabetes Educator*, 42(6), 712-720.
- VanEpps, E. M., Downs, J. S., & Loewenstein, G. (2016). Calorie Label Formats: Using Numeric and Traffic Light Calorie Labels to Reduce Lunch Calories. *Journal of Public Policy & Marketing*, 35(1), 26-36.

- Charron-Prochownik, D., Fischl, A. F., Sereika, S. M., Kaitlin Malone, B. S. N., Patricia Schmitt, M. P. M., & Downs, J. (2015). Assessing Reproductive Health Knowledge in Female Adolescents with Diabetes. *PLAID-People Living with And Inspired by Diabetes*, 1(2).
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- Downs, J. S., Bruine de Bruin, W., Fischhoff, B., & Murray, P. J. (2015). Behavioral decision research intervention reduces risky sexual behavior. *Current HIV Research*, 13(5), 439-446.
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- Downs, J. S., Ashcraft, A. M., & Murray, P. J. (2015). Can You Get an STI From a Virgin? The Answer Might Surprise You: Intervention Improves Knowledge About Sexual Risk Perceptions. *Journal of Adolescent Health*, 56, S76-77.
- Sucato, G. S., Meghpara, M., Mols, A., Murray, P. J., & Downs, J. (2014). Parental Consent for Adolescent Sexual Health Research: Whom Do We Leave Out? *Journal of Adolescent Health*, 54(2), S48.
- Downs, J. S. (2014). Prescriptive scientific narratives for communicating usable science. *Proceedings of the National Academy of Sciences*, 111(Supplement 4), 13627-13633.
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- Charron-Prochownik, D., Sereika, S. M., Becker, D., White, N. H., Schmitt, P., Powell, A. B., Diaz, A. M., Jones, J., Herman, W. H., Fischl, A. F., McEwen, L., DiNardo, M., Guo, F. & Downs, J. (2013). Long-term effects of the booster-enhanced READY-Girls preconception counseling program on intentions and behaviors for family planning in teens with diabetes. *Diabetes Care*, 36(12), 3870-3874. PMCID: PMC3836127
- Downs, J. S., Wisdom, J., Wansink, B., & Loewenstein, G. (2013). Supplementing Menu Labeling With Calorie Recommendations to Test for Facilitation Effects. *American Journal of Public Health*. 103(9), 1604-1609. PMID: 23865657 [PubMed - in process]

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- Bravo-Lillo, C., Cranor, L., Downs, J. S., Komanduri, S., Schechter, S., & Sleeper, M. (2012). Operating system framed in case of mistaken identity: Measuring the success of web-based spoofing attacks on OS password-entry dialogs. *Proceedings of the 2012 ACM Conference on Computer and Communications Security*, 365-377.
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- Bravo-Lillo, C., Cranor, L. F., Downs, J. S., Komanduri, S. & Sleeper, M. (2011). Improving computer security dialogs. *Human-Computer Interactions – INTERACT*, 6949, 18-35.
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- Harle, C. A., Downs, J. S., & Padman, R. (2010). A clustering approach to segmenting users of Internet-based risk calculators. *Methods of Information in Medicine*, 49, 244-252. PMID: 20300681
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- Downs, J. S., Holbrook, M. B., Sheng, S., & Cranor L. F. (2010). Are your participants gaming the system? Screening Mechanical Turk workers. *CHI 2010 ACM International Conference Proceeding Series*, 2399-2402.
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- Bruine de Bruin, W., Downs, J. S., Murray, P., & Fischhoff, B. (2010). Can female adolescents tell whether they will test positive for chlamydia infection? *Medical Decision Making*, 30(2), 189-193. PMID: 19706879
- Beach, S., Schulz, R., Downs, J. S., Matthews, J., Barron, B., & Seelman, K. (2009). Disability, age, and informational privacy attitudes in quality of life technology applications: Results from a national web survey. *Transactions on Accessible Computing*, 2, 5:1-21.
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- Stebbins, S., Downs, J. S., & Vukotich, C. J. (2009). Using non-pharmaceutical interventions to prevent influenza transmission in elementary school children: parent and teacher perspectives. *Journal of Public Health Management and Practice*, 15(2), 112-117. PMID: 19202410
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- Schorzman, C. M., Gold, M. A., Downs, J. S. & Murray P. J. (2007). Body art: attitudes and practices regarding body piercing among urban undergraduates. *Journal of the American Osteopathic Association*. 107, 432-438. PMID: 17956995
- Downs, J. S., Holbrook, M. B. & Cranor, L. F. (2006). Decision strategies and susceptibility to phishing. *ACM International Conference Proceeding Series*. 149, 79-90.
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- Fischhoff, B., Parker, A., Bruine de Bruin, W., Downs, J., Palmgren, C., Dawes, R.M., & Manski, C. (2000). Teen expectations for significant life events. *Public Opinion Quarterly*, 64, 189-205. PMID: 10984333

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- Fischhoff, B., & Downs, J. S. (1997). Decision-making theory and HIV disease. *Focus*, 12(5), 1-4. PMID: 11364327

BOOK CHAPTERS

- Downs, J. S., Barbagallo, D., & Acquisti, A. (2015). Predictors of risky decisions: improving judgment and decision making based on evidence from phishing attacks. In V. Reyna & E. Wilhelms (Eds.) *Neuroeconomics, Judgment, and Decision Making*, in the *Frontiers of Cognitive Psychology* series by Psychology Press, pp. 239-253.
- Downs, J. S. (2014). Video interventions for risk communication and decision making. In J. Arvai & L. Rivers (Eds.) *Risk Communication*, Taylor & Francis, pp. 23-39.
- Downs, J. S. (2011). Evaluation. In B. Fischhoff, N. Brewer, and J. S. Downs (Eds.) *Communicating Risks and Benefits: An Evidence-Based User's Guide*, Silver Spring, MD: US Department of Health and Human Services, Food and Drug Administration, pp. 11-18.
- Downs, J. S. & Fischhoff, B. (2011). Qualitative risk. In B. Fischhoff, N. Brewer, & J. S. Downs (Eds.) *Communicating Risks and Benefits: An Evidence-Based User's Guide*, Silver Spring, MD: US Department of Health and Human Services, Food and Drug Administration, pp. 65-76.
- Downs, J. S. & Loewenstein, G. (2011). Behavioral economics and obesity. In J. Cawley (Ed.) *Handbook for the Social Science of Obesity*, Oxford University Press.

- Downs, J. S., Bruine de Bruin, W., Fischhoff, B. & Walker, E. (2011). Public health decision making and risk perception. In: V. Narayan, D. Williams, E. Gregg, & C. Cowie (Eds.) *Diabetes Public Health: From Data to Policy*, Oxford University Press.
- Downs, J. S. & Fischhoff, B. (2009). Theories and models of adolescent decision making. In: R. DiClemente, R. Crosby, & J. Santelli (Eds.) *Adolescent Health: Understanding and Preventing Risk*, John Wiley & Sons, Inc.
- Downs, J. S., Bruine de Bruin, W., Fischhoff, B., Hesse, B. & Maibach, E. (2008). How people think about cancer: A mental models approach. In O'Hair D (Ed.) *Handbook of Risk and Crisis Communication*, Mahwah, NJ: Erlbaum.
- Bruine de Bruin, W., Downs, J.S., & Fischhoff, B. (2007). Adolescents' thinking about the risks and benefits of sexual behavior. In: Lovett, M. & Shah, P. (Eds.) *Thinking with data*. Mahwah, NJ: Erlbaum.

EDITED BOOKS

- Fischhoff, B., Brewer, N., & Downs, J. S. (2011). *Communicating Risks and Benefits: An Evidence-Based User's Guide*, Silver Spring, MD: US Department of Health and Human Services, Food and Drug Administration

UNDER REVIEW

- Downs, J. S., Butler, A. E., Hillier, S., & Rohan, L. Patient experiences and success in using microbicial vaginal films.
- Permut, S., Downs, J. S., Saccardo, S., & Loewenstein, G. How close is too close: The effect of near-losses on subsequent risk taking.
- Permut, Saccardo, S., Loewenstein, G., & Downs, J. S. Near-miss deterrence: Incorporating near-miss effects into deterrence theory.
- VanEpps, E. M., Downs, J. S., Loewenstein, G, & Olivola, C. Y. How income predicts attention to price versus calorie information.

WORKING PAPERS

- Downs, J. S., Butler, A. E., & Berta, A. M. Using patient preferences, understanding and experience to guide development of microbicial vaginal films.
- Butler, A. E., Meadows, M., & Downs, J. S. Women's understanding of a new HIV-prevention technology and their willingness to use it.
- Downs, J. S., Coyle, K., Potter S., & Murray, P. M. Resisting the illusion of precision: Formulating self-report questions from the user's perspective.
- Downs, J. S., Lanyon, M. B., Hsiao, B. & Fraenkel, L. Heterogeneity in perspectives on treat-to-target among patient populations for rheumatoid arthritis.
- Hsiao, B., Downs, J. S., Lanyon, M. B., & Fraenkel, L. Factors beyond treat-to-target for physicians and patients with rheumatoid arthritis.
- Marsh, A., Downs, J. S., & Cranor, L. F. An Examination of Parenting Strategies for Children's Online Safety.

RESEARCH FUNDING

- Principal Investigator, NSF, "RAPID: How uncertainty about risk and conflicting messages affect preventive behaviors against Covid-19," 2020-2021, \$199,729
- Principal Investigator, NSF, "Helping Teens and Parents Negotiate Online Privacy and Safety," 2016-2018, \$256,141
- Co-Investigator, EPA, "Democratization of Measurement and Modeling Tools for Community Action on Air Quality, and Improved Spatial Resolution of Air Pollutant Concentrations," 2016-2019, \$749,945
- Principal Investigator, HHS, "Integrated Group-Individual Curriculum to Prevent Teen Pregnancy," 2015-2020, \$5,000,000
- Principal Investigator, NIH (via U19 award to Magee-Womens Research Institute), "Film Antiretroviral Microbicide Evaluation," 2015-2020, \$1,482,411
- Co-Investigator (PI: Hiller): Bill and Melinda Gates Foundation, "Continued Assessment of Films for Multi-Purpose Prevention Technology (MPT) Development," \$47,300
- Principal Investigator, NIH (via Roybal Award to U Penn), "The Impact of Nonlinear Pricing on Portion Size of Unhealthy Food Purchases," 2014-2015, \$62,255
- Principal Investigator, HHS, "Teen Pregnancy Prevention Replication of Updated Interactive Video Intervention," 2010-2015, \$7,402,890
- Principal Investigator: NSF, "Field Study of Nutritional Information and Consumer Behavior," 2009, \$76,884
- Principal Investigator: NSF, "A Mental Models Approach to Ethical Decision-Making," 2009-2012, \$299,987
- Co-Principal Investigator (with Cranor): NSF, "Useable Cyber Trust Indicators," 2008-2011, \$386,665
- Co-Investigator (PI: Barnato): NIH (NCI), "ICU Triage Communication and Decision Making: the Role of Race," 2009-2011
- Principal Investigator, NSF, "The Bacchus Effect: A Mechanism to Explain Risky Choice Under Intoxication," 2009, \$25,094
- Co-Investigator (PI: Lipkus): NIH (NHGRI), "Assessing Risk Communication Educational Practices in Genetic Counseling Programs," 2008-2010, \$95,674
- Principal Investigator, Danya International, "Decision Making in Risk and Perception in Health," 0110-23, 2007-2008, \$30,000
- Co-Principal Investigator (with Loewenstein): USDA, Economic Research Services, "The Effects of Point-of-Purchase Calorie Information on Consumer Judgments and Food Choices," 2007-2008, \$20,807
- Co-Principal Investigator (with Peha): Motion Pictures Laboratories, Inc., "Media File Sharing, Monitoring, Education, and Enforcement," 2007-2008, \$206,885
- Co-Principal Investigator (with Fischhoff): DoD, "An Integrated Risk Assessment of Radicalization," H9C104-07-C0020, 2007-2008, \$250,000
- Co-Principal Investigator (with Cranor, Acquisti, Hong, and Sadeh): NSF, "Supporting Trust Decisions," 0524189, 2005-2008, \$1,083,334
- Co-Principal Investigator (with Charron-Prochownik): NIH (NICHD), "Reproductive Health Intervention for Teen Girls with DM," R01-HD044097, 2005-2010, \$2,450,978

Co-Principal Investigator (with Fischhoff, Casman, and Florig): NSF (HSD), "Integrating Risk Analysis and Risk Communication," SES-0433152, 2004-2007, \$600,000
Principal Investigator, Centers for Disease Control and Prevention/Oak Ridge Associated Universities, "Testing of Parent Decision Tree Model," 2001-2003, \$94,600

TEACHING EXPERIENCE

Human Judgment and Decision Making (PhD course)
Reason, Passion, and Cognition (Psychology of Decision Making)
Health in Unhealthy Times (Grand Challenge Seminar)
Social Psychology
Advanced Social Psychology
Health Risk Communication
Theory, Tools, and Practical Skills for Communicating about Risk
Introduction to Decision Making and Clinical Applications
Health-Related Decisions and Interventions
Social Psychology Research Methods
Making Health Decisions (Lifelong Learning course)
Decision Theory (workshop for National Institute of Standards and Technology)

AWARDS FOR COMMUNICATIONS AND INTERVENTIONS

Platinum Remi Award, 2013, Houston Worldfest (for *Seventeen Days*)
Silver Telly Award (highest award), 2013, Telly Awards (for *Seventeen Days*)
Gold Award, 2013, Aurora Awards (for *Seventeen Days*)
Platinum Remi Award, 2004, Houston Worldfest (for *Hold That Thought*)
Gold Award, 2004, Aurora Awards (for *Hold That Thought*)
Crystal Award of Excellence, 2003, Communicator Awards (for *Hold That Thought*)
Achievement Award, 2004, Accolade Awards (for *Hold That Thought*)
Award of Excellence, 2004, Aegis Awards (for *Hold That Thought*)
Finalist, 1999, Telly Awards (for *What Could You Do?*)
Outstanding Quality Award, 1999, Technology Showcase (for *What Could You Do?*)

ACADEMIC SERVICE

United Nations Global Assessment Report, Disaster Risk Reduction, invited expert, 2020
Cardiovascular Disease Risk Communication Round Table, American College of Cardiologists, invited expert on risk communication, October 2018
Institutional Review Board, Disney Research, 2015-2017
Editorial board: Psychological Science, 2014-2017
Associate Editor: Developmental Review, 2013-2017
Institutional Review Board, Full Board Member, Carnegie Mellon University, 2015-2020
Grant reviewing: National Institutes of Health (NIH), National Science Foundation (NSF), Health Canada, AIDS Fonds (Netherlands), Economic and Social Research Council, and others

Ad hoc Journal reviewing: Health Psychology, Journal of Adolescent Health, Vaccine, Lancet, JAMA, Social Science & Medicine, Communication Studies, Applied Cognitive Psychology, Review of Economics and Statistics, Personality and Social Psychology Bulletin, Developmental Review, American Journal of Public Health, Medical Decision Making, Psycho-Oncology, Journal of Risk Research, Journal of Health Communication, Risk Analysis, Pediatrics, among others

Workshop expert for National Academy of Sciences, Creating Collaborations for Communication, 2013

Advisor to the Chief of Naval Operations Strategic Studies Group XXVI, 2008

Reviewer for the Institute of Medicine's report, "Initial Guidance for an Update on the National Vaccine Plan," 2008

Master's thesis advisees: Stephanie Permut, Eric VanEpps, Jessica Wisdom, Jakob Wimisberg, Kim Zelonis

Ph.D. thesis advisees: Abigail Marsh, Yi-Chin Lin, Talya Lazerus, Christopher Harle, Jessica Wisdom, Alex Persoskie, Eric VanEpps

Ph.D. and Master's thesis committees: Wenzhuo Xu, Trent Cash (chair: Oppenheimer), Stephanie Permut, Talya Lazerus, Yi-Chin Lin, Erin Carbone (chair: Loewenstein), Alex Davis (chair: Fischhoff), Amanda Markey (chair: Loewenstein), Gabriel Silverman (chair: Fischhoff), Amanda Midboe (chair: Bill Klein, University of Pittsburgh), Laura Zajac (chair: Klein), Tamar Krishnamurti (chair: Fischhoff), Paul Litvak (chair: Morewedge), Mark Patterson (chair: Loewenstein), Cristian Bravo-Lillo (chair: Lorrie Cranor, Engineering & Public Policy), Jennifer Thurheimer (chair: Charron-Prochownik, University of Pittsburgh)

Post-Doctoral Fellows: Kerry Reynolds, Ashley Angulo

Career Development Advisees: Jennifer Livingston, Bryna Harwood

OTHER PROFESSIONAL SERVICE

Board of Directors, Greater Pittsburgh Chapter of the ACLU, 2006-2019

Office of the Executive Board, Greater Pittsburgh Chapter of the ACLU, 2008-2010, 2018

First Unitarian Church of Pittsburgh, 2019-2022

Board of Directors, 14th Ward Independent Democratic Club, 2006-2012

Office of the Executive Board, Steel City Stonewall Democrats, 2006-2007

COMMUNITY OUTREACH

Invited speaker, educational outreach, Winchester Thurston school, Decision Making and the Adolescent Brain, April 18, 2023

Panelist, 7th Annual Adolescent and Young Adult Health Research Symposium: Adolescents and Technology, March 28, 2019

The Consortium for Public Education, presentation to high school students, April 12, 2019, Pittsburgh, PA, "Understanding Our Decisions"

Future Ready Alliance, presentation to public school teachers, March 6, 2019, South Park, PA, "Understanding Adolescents' Decisions – And Our Own"

50 Years as Carnegie Mellon University, November 11, 2017, Pittsburgh, PA, “Teens in a Social World”

CMUThink NYC: Our Social Selves, October 11, 2017, New York, NY, “Teens’ Online Privacy and Safety.”

BrainHub Teen Brain Event, October 2, 2017, Pittsburgh, PA, “Decisions and the Teen Brain.”

Annual Robyn Dawes Forum, First Unitarian Universalist Church of Pittsburgh, January 29, 2012, Pittsburgh, PA “Decision making in the real world.”

American MENSA Annual Gathering, July 3, 2009, Pittsburgh, PA, “Decisions in Context: What Goes into a Good (or a Bad) Decision?”

SELECTED MEDIA EXPOSURE

AAMC (American Association of Medical Colleges), “[The cost of being unvaccinated is rising — will people be willing to pay the price?](#)” October 27, 2021

The Atlantic, “[‘Post-Vax COVID’ is a new disease.](#)” September 21, 2021

Wisconsin Public Radio, “[How to live in a world with COVID-19.](#)” August 23, 2021

The New York Times, “[Covid isn’t going away. So what now?](#)” August 19, 2021

The Atlantic, “[The Coronavirus is here forever. This is how we live with it.](#)” August 17, 2021

KCBS News, April 14, 2021

The Atlantic, “[Vaccine Cheat Days Are Adding Up.](#)” April 4, 2021

Toronto Globe and Mail, “[Mixed emotions as Canadians receive their COVID-19 vaccine.](#)” March 21, 2021

Forbes Magazine, “[Do Covid-19 Risk Calculators Help People Make Informed Decisions in a Pandemic?](#)” January 18, 2021

KAAL TV, ABC 6 News, Rochester, MN, “[The public’s perception of COVID-19’s threat level.](#)” October 21, 2020

Philadelphia Inquirer, “[Don’t know any COVID-19 patients who’ve died or been in the hospital? That may explain a lot.](#)” October 12, 2020

Behavioral Grooves Podcast, “[Julie Downs: From sexual health to the Sahel.](#)” April 28, 2019

Yale Climate Connections, “[Children’s educational TV falls short on climate change.](#)” January 23, 2019

Austin American-Statesman, “[Was Austin’s 3-minute boil water notice overkill?](#)” November 1, 2018

On Point (National Public Radio), “[Calorie Counts and Chain Restaurant Menus.](#)” May 9, 2018

Consumer Reports, “[Kids Menus Aren’t Getting Healthier.](#)” November 21, 2017

La Opinión (Los Angeles area Spanish-Language Newspaper), “[Los menús para niños no son más saludables, señala un estudio.](#)” April 13, 2017

Chicago Tribune, “[GMOs and beer calories? When labeling backfires.](#)” October 12, 2016

Consumer Reports, “[How to Eat Healthier at Restaurant Chains.](#)” September 20, 2016

- Daily Mail, "[How traffic-light signals could help fight obesity: Red, amber and green warnings on menus 'slash the number of calories a person consumes by 10%'.](#)" June 20, 2016
- The Takeaway with John Hockenberry (Public Radio International), February 28, 2014, <http://www.thetakeaway.org/story/todays-highlights-february-28-2014/>
- NBC News, "[Does This Mean I Can Eat More? New Food Label Questions, Answered.](#)" February 27, 2014
- The Today Show, "[Who cares about calories? Restaurant menu labels don't work, study shows.](#)" July 18, 2013
- US News & World Report, "Calorie advice on menus might not help people eat better." July 18, 2013.
- ABC World News Tonight, "[Value of restaurant menu calorie counts questioned.](#)" July 21, 2013.
- Los Angeles Times, "[Attempt to steer McDonald's diners toward smaller meals backfires.](#)" July 18, 2013.
- Carnegie Mellon Today, "[Love Story.](#)" April 2011
- Wisconsin Public Radio, [Live call-in show with Kathleen Dunn](#), June 8, 2010
- Los Angeles Times, "Routine cancer screenings draw increasing scrutiny from experts." November 22, 2009.
- New York Times, Op-Ed (Downs, Wisdom & Loewenstein), "[Eating by the numbers.](#)" November 13, 2009.
- Pittsburgh Tribune-Review, "Don't click anything!" July 12, 2006.
- Pittsburgh Post-Gazette, "[Researchers work to thwart cleverer cyber scammers.](#)" July 12, 2006.
- New York Times, Week in Review, "[The superstar athlete is paid to take risks, right?](#)" June 18, 2006.
- Los Angeles Times, "[From free love to safe sex.](#)" June 5, 2006.
- Science Daily, "[Teens unaware of sexually transmitted diseases until they catch one, Carnegie Mellon study finds.](#)" January 4, 2006.
- Pittsburgh Post-Gazette, "Making choices is part of the college experience." October 19, 2005.
- Los Angeles Times, "[Will we be ready? Most Americans consider bird flu distant threat, but U.S. health officials are preparing for a potential pandemic.](#)" July 25, 2005.
- National Public Radio, Weekend All Things Considered, "[Analysis: Survey on whether scientists feel pressured to alter or stop doing controversial research.](#)" February 13, 2005.
- New York Times, Week in Review, "The dry goods frenzy, updated." December 5, 2004.
- Sacramento Bee, "Fears and facts: Most people worry about high-profile hazards but ignore common – and deadlier – dangers." August 24, 2004.
- Pittsburgh Post-Gazette, "Can stores be made safer?" December 9, 2003.
- WTAE-TV, "Hepatitis outbreak: Rumor control." November 7, 2003.

SELECTED INVITED PRESENTATIONS

- Posner Foundation, November 3, 2022, Pittsburgh, PA, "Behavioral Economics Reshaping Consumer Environments"
- Centers for Disease Control and Prevention, STD Prevention Science Series, September 12, 2019, Atlanta, GA, "Risky Sexual Behavior Through the Lens of Decision Science"
- National Institute of Allergies and Infection Diseases, National Institutes of Mental Health, Meeting on Looking to the Future: Behavioral aspects of long-acting and extended delivery HIV prevention and treatment regimens, May 13, 2019, Rockville, MD, "Decision Science: How Do People Make Choices?"
- Microbicide Trial Network, February 12, 2019, Washington, DC, "Decision Science: How Do People Make Choices?"
- Lorentz Center, University of Leiden, Risk Science and Decision Science for children and teenagers: Helping Tomorrow's Citizens Making Decisions About Risk workshop, October 9, 2018, Leiden, Netherlands, "Decision Science and Risk Education"
- Security & Human Behavior Workshop, May 24, 2018, Pittsburgh, PA, "Trust Your Heart (Not Your Feed)"
- Magee-Womens Research Institute, April 24, 2018, Pittsburgh, PA, "Decision Making in a Social World"
- University of Pittsburgh, Department of Epidemiology, October 26, 2017, Pittsburgh, PA, "Social Influences on Decision Making."
- Predictive Analytics and Machine Learning: The New Imperative for Healthcare, October 6, 2017, Heinz School of Public Policy, Pittsburgh, PA, "Behavioral Health Information Technology"
- Uppsala Health Summit, Ending Childhood Obesity – Actions through Health and Food Equity, October 11, 2016, Uppsala, Sweden, Plenum: "Experiences from Nudging."
- Uppsala Health Summit, Ending Childhood Obesity – Actions through Health and Food Equity, October 11, 2016, Uppsala, Sweden, Workshop: "Policy Tools to Drive Change."
- International Workshop, Genetic Risk Information: Addressing New Challenges, February 16, 2015, Kassel, Germany, Keynote: "Risk perception and communication for genetic risk information."
- Children's Hospital of Pittsburgh of UPMC, May 22, 2014, Pittsburgh, PA, "Ethical considerations in adolescent health research: Teen Video Study, video consent and parent consent."
- Behavioral Science of Eating, January 10, 2014, Pittsburgh, PA, "Encouraging healthier eating: Information and its alternatives."
- University of Pennsylvania, November 14, 2013, Philadelphia, PA, "What you don't know can't hurt you: Avoiding calorie information."
- National Academy of Sciences, Arthur M. Sackler Colloquium: The Science of Science Communication II, September 24, 2013, Washington, DC, "Tales teen tell: Interactive media communications can improve adolescent health."

- American Diabetes Association, Symposium: "What influences patients' risk perception and decision making for diabetes prevention and control," June 26, 2013, Chicago, IL, "Risk communication and decision making for diabetes prevention and control behaviors in the social network."
- Harvard School of Public Health, May 14, 2012, Boston, MA, "Mental models: A systematic approach to message development."
- Children's Hospital of Pittsburgh of UPMC, May 10, 2012, Pittsburgh, PA, "Helping adolescents make better decisions."
- University of Michigan, September 22, 2011, Ann Arbor, MI, "Over-Compensation Undermines Strategies for Promoting Healthier Eating Behavior."
- National Cancer Institute, July 23, 2010, "Strategies for Promoting Healthier Eating Behavior."
- United States Food and Drug Administration, Risk Communication Advisory Committee, May 6, 2010, Washington DC, "Evaluation: Why It Is Essential and How It Can Be Done."
- United States Department of Agriculture, Economic Research Services, April 15, 2010, Washington, DC, "Conscious and Nonconscious Strategies for Improving Food Choices."
- University of Pittsburgh, Office of Child Development, November 16, 2009, Pittsburgh, PA, "Adolescents at Risk."
- Security and Human Behavior, June 11, 2009, Boston, MA, "Fraud in Security Decisions."
- Pittsburgh Mind-Body Center, May 29, 2009, Pittsburgh, PA, "Adolescents at Risk."
- Baylor College of Medicine, April 29, 2009, Houston, TX, "Helping Adolescents Make Better Decisions About Risky Sex."
- Google, Inc., February 27, 2009, New York, NY, "Behavioral Response to Phishing Risk."
- Institute of Medicine, National Academy of Sciences, February 2, 2009, Washington, DC, Panel discussion, Third stakeholder meeting of the Committee on Review of Priorities in the National Vaccine Plan.
- Google, Inc., May 11, 2007, New York, NY, "Health Risk Behavior with Interactive Technologies."
- Johns Hopkins University, Keynote address, April 19, 2007, Baltimore, MD, "Health Communication and Decision Science."
- UPMC St. Margaret Hospital Grand Rounds, January 18, 2007, Pittsburgh, PA, "Risk Communication Theory and Practice."
- Symposium on Food Safety, January 13, 2007, Hong Kong, "Risk Perception and Communication."
- National Academy of Sciences. The Contributions from the Behavioral & Social Sciences in Reducing and Preventing Teen Motor Crashes (Workshop), May 15, 2006, Washington, DC, "Adolescent Decision Making."
- Centers for Disease Control and Prevention, April 7, 2006, Atlanta, GA, "Risk Communication: Applying What We Know."
- European Food Safety Authority, October 11, 2005, Parma, Italy, "Risk Communication: The Mental Models Approach."
- The Population Council, May 16, 2005, New York NY, "Informed Consent in HIV Trials."

- National Cancer Institute's Health Cognition Group, May 6, 2005, Santa Barbara, CA, "Helpful and Harmful Perceptions of Cancer."
- MacArthur Foundation Research Network on Adolescent Development and Juvenile Justice, February 19, 2005, Atlanta, GA, "Qualitative Research with the Mental Models Approach."
- Tsukuba University, September 14, 2004, Tsukuba, Japan, "Communication Challenges for New Technologies."
- United Nations University, September 13, 2004, Tokyo, Japan, "EMF Issues in the USA: Communication About New and Emerging Risks."
- National Academy of Sciences, Communicating Toxicogenomics Information to Non-Experts, April 22, 2004, Washington, DC, "Mental Models Approach to Communication about New and Emerging Risks."
- University of Texas MD Anderson Cancer Center, June 25, 2003, Houston, TX, "Risk Communication and Health Disparities."
- Harvard School of Public Health, Center for Risk Analysis, September 10, 2002, Brussels, Belgium, "The Mental Models Approach to Risk Communication."
- Magee-Womens Hospital Grand Rounds, January 30, 2001, Pittsburgh, PA, "'Got Chlamydia?' Further Outcomes of a Behavioral Intervention to Decrease STD Transmission."
- Institute of Medicine, National Academy of Sciences. Workshop on The Elimination of Tuberculosis in the United States, August 17, 1999, Woods Hole, MA, "Risk Communication."
- Annenberg School of Public Policy Risk Conference, July 12, 1999, Philadelphia, PA, "Risk Assessment."
- Health & Safety Executive, Workshop on Perception and Communication of Health and Safety Risks at Work, January 7, 1999, London, UK, "Programmatic Use of a Mental Models Approach."

SELECTED CONFERENCE PRESENTATIONS

- Downs, J. S. (2023). Vaccine Intervention Game Using Social Norms to Change Behavior Presented at the annual meeting of the Society for Personality and Social Psychology, Atlanta, GA.
- Downs, J. S. & Saccardo, S. (2023). Increasing Vaccination in Heterogenous Populations by Varying Behavior-Change Mechanisms. Symposium presented at the annual meeting of the Society for Personality and Social Psychology, Atlanta, GA.
- Downs, J. S. (2019). When Explaining the Science Isn't Enough: Using Narrative to Improve Population Health. Invited presentation at the annual meeting of the American College of Preventive Medicine, Pittsburgh, PA.
- Downs, J. S. & Loewenstein, G. (2012). What you don't know can't hurt you: Avoiding calorie information. Presented at the annual meeting of the Society for Judgment and Decision Making, Minneapolis, MN.
- Downs, J. S. & Holbrook, M. (2012). Are your participants gaming the system? Screening Mechanical Turk workers. Presented at the annual meeting of the Society for Personality and Social Psychology, San Diego, CA.

- Downs, J. S. (2007). Perceived Risk and Contextualized Knowledge. Presented at the annual meeting of the Society for Judgment and Decision Making, Long Beach, CA.
- Downs, J. S. (2005). Political Framing of Sexual Health and Behavior Data. Presented at the annual meeting of the American Association for the Advancement of Science, Washington, DC.
- Downs, J. S., Bruine de Bruin, W., Murray P. J., & Fischhoff, B. (2004). When "It only takes once" fails: Perceived infertility predicts condom use and STI acquisition. Platform presentation at the annual meeting of the North American Society For Pediatric and Adolescent Gynecology, San Diego, CA.
- Downs, J. S., Murray, P. J., White, J. P., & Fischhoff, B. (2001). Personal experiences shape interactive media choices and outcomes. Presented at the annual meeting of the International Society for Sexually Transmitted Diseases Research & International Union against Sexually Transmitted Infections, Berlin, Germany.
- Downs, J. S., & Fischhoff, B. (1998). Chaired symposium: A mental models approach to public health communications. Presented at the annual convention of the American Psychological Society, Washington, DC.
- Downs, J. S., & Miller, D. T. (1996). When in Rome: The impact of cultural norms on sociometric choice. Presented at the annual convention of the Society for Experimental Social Psychologists, Amherst, MA.

STUDENT CONFERENCE PRESENTATIONS

- Permut, S., Saccardo, S., Downs, J., & Loewenstein, G. When close calls curb crime: Almost getting caught reduces future unethical behavior. Paper presented at the 39th Conference of the Society for Judgment and Decision Making, New Orleans, LA, November 2018.
- Lazerus, T. & Downs, J. S. Perception of Nutritional Value in the Absence of Explicit Information. Poster presented at the 37th Conference of the Society for Judgment and Decision Making, Boston, MA, November 2016.
- VanEpps, E., Downs, J. S., & Loewenstein, G. When 'Healthier' Choices Fail to Improve Health: Precommitment to Categorically Healthier Lunch Orders. Paper presented at the North American Conference of the Association for Consumer Research, Baltimore, MD, October 2014
- VanEpps, E., Downs, J. S., & Loewenstein, G. Field Tests of Informational Strategies to Promote Healthy Eating. Paper presented at the 34th Conference of the Society for Judgment and Decision Making Annual Conference, Toronto, ON, November 2013
- Markey, A. R. & Downs, J. S. Adolescent Empathy Gaps. Poster presented at the 34th Conference of the Society for Judgment and Decision Making, Toronto, ON, November 2013.
- VanEpps, E., Downs, J. S., & Loewenstein, G. Online Ordering for Healthier Eating: A Field Experiment. Poster presented at the Annual Meeting of the Association for Consumer Research, Chicago, IL, October 2013.

- VanEpps, E., Downs, J. S., & Loewenstein, G. Precommitment to Cafeteria Choices: Does Advance Ordering Reduce Calorie Consumption? Paper presented at the 74th Annual Meeting of the Academy of Management, Orlando, FL, August 2013.
- Peel, E., Downs, J. S. & Holbrook, M. Screening Participants on *Mechanical Turk*: Techniques and Justifications. Paper presented at the annual meeting of the Association for Consumer Research, Vancouver, BC, Canada.
- VanEpps, E., Downs, J. S., & Loewenstein, G. Menu Labeling: Posting Calories versus Traffic Lights to Encourage Healthier Eating. Paper presented at the 32nd Conference of the Society for Judgment and Decision Making, Seattle, WA, November 2011.
- Wisdom, J., Downs, J. S. & Loewenstein, G. Calorie Posting in New York City: The Effect of Point-of-Purchase Information on Food Choice. Presented at the 30th Conference of the Society for Judgment and Decision Making, Boston, MA, November 2009.
- Wisdom, J., Downs, J. S. & Loewenstein, G. Effects of Information and Convenience on Healthy Eating Decisions. Presented at the 7th World Congress on Health Economics, Beijing, China, July 2009.
- Harle, C. A., Padman, R., & Downs, J. S. Design, Implementation, and Preliminary Evaluation of a Web-Based Health Risk Calculator, hicss, pp.1-10, 42nd Hawaii International Conference on System Sciences, 2009
- Wisdom, J., Downs, J. S. & Loewenstein, G. Promoting Healthy Choices: Information Vs. Convenience. Presented at the annual meeting of the Society for Judgment and Decision Making. Chicago, IL, November 2008.
- Krishnamurti T. & Downs, J. S. Dating under the influence: the role of cognitive vs. hedonic judgments in risky behavior. Poster presented at the Annual Meeting of the Society for Judgment and Decision Making, Chicago, IL, November 2008.
- Harle, C. A, Padman, R., Downs, J. S., "The Impact of Web-Based Diabetes Risk Calculators on Information Processing and Risk Perceptions," Proceedings of the 2008 American Medical Informatics Association (AMIA) Annual Symposium, November Washington, DC, 2008.
- Wisdom, J., Downs, J. S. & Loewenstein, G. Promoting Healthy Choices: Information Vs. Convenience. Presented at the American Society of Health Economists Biennial Conference. Durham, NC, June 2008.
- Krishnamurti T. & Downs, J. S. Beauty and folly: a study of risk and benefit perceptions in online dating profiles. Poster presented at the Annual Meeting of the Society for Judgment and Decision Making, Long Beach, CA, November 2007.