

Aner Tal

CURRICULUM VITAE AND LIST OF PUBLICATIONS

• Education

2003-2009	Ph.D. Marketing and Consumer Behavior, Business Administration, Fuqua School of Business, Duke University
2001-2003, 2012	M.A. Philosophy, Magna cum Laude. Tel Aviv University
2000-2002	M.B.A. Marketing, Magna cum Laude. Tel Aviv University
1995-1998	B.A. Accounting and Economics. Tel Aviv University

• Employment History

2014	Research Associate Cornell University
2010-2013	Post Doctoral Researcher Cornell University
2006-2009	Doctoral Candidate Duke University
2003-2006	Doctoral Student Duke University

• Professional Activities

(a) Membership in professional/scientific societies (past and present)

Association for Consumer Research, Member

Society for Consumer Psychology, Member

American Society for Nutrition, Member

Society for Nutrition Education and Behavior, Member

• **Educational Activities**

(a) Courses taught

Undergraduate Courses

eBay Practicum (Advisor)

Food and Brand Lab (Cornell University)

Introduction to Entrepreneurship (Teaching Assistant, Duke University)

Introduction to Marketing (Teaching Assistant, Duke University)

Marketing Management (Duke University)

(b) Research Students

Ashley Kossakowski, Cornell University Independent Research, 2013-2014

Emily Dunn, Duke University Independent Research, 2008

• **Awards, Citations, Honors, Fellowships**

(a) Honors, Citation Awards

2014 Finalist for best poster award in Nutrition Education, Experimental Biology, San Diego, CA

2013 Best working paper, "Tastes like Freedom: Perceived Choice Improves Taste." Association for Consumer Research, Chicago, IL

(b) Fellowships

2006-2007 Preparing Future Faculty Fellow, Duke University Graduate School, \$2,000

2003-2008 Duke University Fellowship, \$50,000 annually

• **Publications**

(a) Refereed articles and refereed letters in scientific journals

Tal, Aner and Brian Wansink (2014), Blinded with Science: Trivial Graphs and Formulas Increase Ad Persuasiveness and Belief in Product Efficacy. Forthcoming in *Public Understanding of Science*.

Tal, Aner and Brian Wansink (2014), Watch What You Eat: TV Content Influences Consumption. Forthcoming in *JAMA: Internal Medicine*.

Wansink, Brian, Aner Tal, and Adam Brumberg (2014), Antecedents and Antidotes for Ingredient Food Fears and Avoidance. *Food Quality and Preference*, 38, 40-48.

Musicus, Aviva, Aner Tal and Brian Wansink (2014), Eyes in the Aisles: Why is Cap'n Crunch Looking Down at My Child? *Environment and Behavior*.

Tal, Aner, and Brian Wansink (2013), Appetite for Destruction: Hunger Leads to Less Healthy Food Choices. *JAMA Internal Medicine*.

Wansink, Brian, Aner Tal, and Mitsuru Shimizu (2012), First Foods Most: 18-Hour Fasting Draws People to Starches First and Vegetables Last. *Annals of Internal Medicine*.

Tal, Aner, and Brian Wansink (2011), Turning Virtual Reality into Reality: A Checklist to Ensure Virtual Reality Studies of Eating Behavior and Physical Activity Parallel the Real World. *Journal of Diabetes Science and Technology*.

Hornik, Jacob, and Aner Tal (2010), The Effect of Synchronizing Consumers' Diurnal Preferences with Time of Response on Data Reliability, *Marketing Letters*.

• Lectures and Presentations at Meetings and Invited Seminars

(a) Presentation of papers at conferences/meetings (oral or poster)

Tal, Aner, and Brian Wansink (2014). "Trigger Healthy: Healthy Samples Induce Healthy Shopping," Society for Nutrition Education and Behavior, Milwaukee, WI.

Tal, Aner, and Brian Wansink (2014). "Watch What You Eat: TV Content Influences Consumption," Society for Nutrition Education and Behavior, Milwaukee, WI.

Tal, Aner, and Brian Wansink (2014). "Groceries and Gum: Chewing Gum Influences Grocery Store," Society for Nutrition Education and Behavior, Milwaukee, WI.

Tal, Aner, and Brian Wansink (2014). "Heavier Trays, Heavier Meals," Society for Nutrition Education and Behavior, Milwaukee, WI.

Tal, Aner, and Brian Wansink (2014). "Empty Bags, Fuller Stomachs: How Empty Packages Give the Illusion of Fullness," Society for Nutrition Education and Behavior, Milwaukee, WI.

Tal, Aner, and Brian Wansink (2014). "Fat Contagion: Proximity of Foods Affects Calorie Evaluations" Society for Nutrition Education and Behavior, Milwaukee, WI.

- Tal, Aner, and Brian Wansink (2014). "Physical Burden Leads to Reduced Weight and Size Estimates and Increased Consumption" Society for Nutrition Education and Behavior, Milwaukee, WI.
- Tal, Aner, and Brian Wansink (2014). "Size Cues Affect Calorie and Size Estimates" Society for Nutrition Education and Behavior, Milwaukee, WI.
- Tal, Aner, and Brian Wansink (2014). "Simulation Reduces Calorie Estimation" Society for Nutrition Education and Behavior, Milwaukee, WI.
- Tal, Aner, and Brian Wansink (2014). "Trigger Healthy: Healthy Samples Induce Healthy Shopping," Experimental Biology, San Diego, CA.
- Tal, Aner, and Brian Wansink (2014). "Level of TV Distraction Influences Amount Eaten," Experimental Biology, San Diego, CA.
- Tal, Aner, and Brian Wansink (2014). "Heavy Trays Lead to Heavier Meals," Experimental Biology, San Diego, CA.
- Tal, Aner, and Brian Wansink (2014). "Physical Burden Leads to Reduced Weight and Size Estimates and Increased Consumption," Experimental Biology, San Diego, CA.
- Tal, Aner, and Brian Wansink (2014). "Empty Bags, Fuller Stomachs: How Empty Bags Give the Illusion of Fullness," Experimental Biology, San Diego, CA.
- Tal, Aner, and Brian Wansink (2014). "Empty Bags, Fuller Stomachs: How Empty Bags Give the Illusion of Fullness", Society for Consumer Psychology, Miami, FL.
- Tal, Aner, and Brian Wansink (2014). "Imagine There's No Calories: Simulation Underlies the Effects of Hunger on Serving Size Estimates", Society for Consumer Psychology, Miami, FL.
- Tal, Aner, and Brian Wansink (2014). "When Hungry People See Leaner Meals: Hunger Reduces Calorie Evaluations", Society for Consumer Psychology, Miami, FL.
- Tal, Aner (2014). "The Best Poster in the Universe, Ever: How Blatantly Overblown Claims Enhance Product Judgment", Society for Consumer Psychology, Miami, FL.
- Tal, Aner (2014). "Tastes like Freedom: Perceived Choice Improves Taste", Society for Consumer Psychology, Miami, FL.
- Tal, Aner, and Brian Wansink (2014). "Shiny Happy Chickens Tasting Good: Ethical Company Practices Affect Consumer Experience", Society for Consumer Psychology, Miami, FL.

- Tal, Aner, and Brian Wansink (2014). "A Touch of Evil: Harmfulness Alters Sensory Characteristics", Society for Consumer Psychology, Miami, FL.
- Brian Wansink, Aner Tal, and Sophie Kergoat (2013). "Chewing Gum Influences Grocery Store Shopping Behavior," Obesity, Atlanta, GA.
- Tal, Aner, Brian Wansink, and Sophie Kergoat (2013). "Chewing Gum When Making Meal Decisions Increases Healthy Choices," Obesity, Atlanta, GA.
- Tal, Aner (2013). "Tastes like Freedom: Perceived Choice Improves Taste", Association of Consumer Research, Chicago, IL.
- Tal, Aner, and Brian Wansink (2013). "Shiny Happy Chickens Tasting Good: Ethical Company Practices Affect Consumer Experience", Association of Consumer Research, Chicago, IL.
- Tal, Aner, and Brian Wansink (2013). "A Touch of Evil: Harmfulness Alters Sensory Characteristics", Association of Consumer Research, Chicago, IL.
- Giblin, Michael, Tal, Aner, Brian Wansink, and Joanna Ladzinski (2013). "Long Description Means Big Item: When Attributes of Product Presentation Are Misattributed to the Item Itself", Association of Consumer Research, Chicago, IL.
- Tal, Aner, and Brian Wansink (2013). "Trigger Healthy: How Samples can Create a Healthy Shopping Momentum", Association of Consumer Research, Chicago, IL.
- Tal, Aner, and Brian Wansink (2013). "When Hungry People See Leaner Meals: Hunger Reduces Calorie Evaluations", Association of Consumer Research, Chicago, IL.
- Tal, Aner, and Brian Wansink (2012). "We're Gonna Need a Bigger Spoon: Spoon Size Effects on Product Perception", Association for Consumer Research, Vancouver, BC, Canada.
- Chen, Elisa, Aner Tal (2012). "Virtual Endowment: How Location and Duration of Virtual Ownership Influence Valuation", Association for Consumer Research, Vancouver, BC, Canada.
- Giblin, Michael, Aner Tal, and Brian Wansink (2012). "Food in Motion: Is Food that's Moving More Appetizing?" Association for Consumer Research, Vancouver, BC, Canada.
- Giblin, Michael, Aner Tal, and Brian Wansink (2012). "When Up is Down: Natural Height Congruency in Product Evaluation", Association for Consumer Research, Vancouver, BC, Canada.

Tal, Aner, and Brian Wansink (2011). "A Poison by any Other Name: Ingredient Food Fears", Association for Consumer Research, St. Louis, MI.

Tal, Aner, and Brian Wansink (2011). "Variety Increases Satiety", Association for Consumer Research, St. Louis, MI.

Tal, Aner, and Brian Wansink (2011). "Hunger Makes the Food Seem Smaller: Physical States Effects on Judgment", Association for Consumer Research, St. Louis, MI.

Tal, Aner, and Brian Wansink (2011). "First Foods Most: Fasting Draws People to Carbs First, Veggies Last", Experimental Biology, Washington, DC.

Tal, Aner, and Brian Wansink (2011). "Effects of Food Deprivation on Calorie Estimation," Experimental Biology, Washington, DC.

Tal, Aner (2009). "In the Mind's Eye: Embodied Simulation and Product Judgment," Association for Consumer Research, Pittsburg, PA.

Tal, Aner (2009). "On Your Mind = On Your Back: How Physical Burden Works as Mental Burden," Association for Consumer Research, Pittsburg, PA.

Tal, Aner. (2008). "A Painful Choice: Embodied Influences on Choice Perception," Association for Consumer Research, Pittsburgh, PA.

Tal, Aner, and Dan Ariely (2008). "I Really Want to Like It: Motivated Liking," Association for Consumer Research, San Francisco, CA.

Tal, Aner, and Paul Bloom (2008). "The Good, the Bad, and the Red: Does "Giving" through Buying Replace Direct Giving?" Association for Consumer Research, San Francisco, CA.

Tal, Aner. (2008). "It Tastes Better Conscious," Association for Consumer Research, San Francisco, CA.

Carlson, Kurt, and Aner Tal (2007), "Making a Difference: The Influence of Expected Separation in Consumer Choice Processes," Society for Judgment and Decision Making, Long Beach, CA, November.

Carlson, Kurt, and Aner Tal (2007). "Information Search Due to Expected Separation," Association for Consumer Research, Memphis, TN.

(b) Seminar presentations at universities and institutions

2014 – Wells College

2014 – Faculty of Business Administration, Ono Academic College

2014 – Ben-Gurion University

2009 – Cornell University

2009 – ESMT Berlin

2008 – Tel Aviv University

2008 – Hebrew University

• **Research Grants**

2012 - Wrigley's Science Institute, \$100,000 – Effects of gum on food choices.
Brian Wansink, PI.

• **Present Academic Activities**

(a) Research in progress

Tal, Aner, and Brian Wansink. Trigger Healthy: How Store Samples can Trigger Healthier Shopping. Invited revision for *Psychology and Marketing*, submitted July 2014.

Tal, Aner, Amir Grinstein, Mirella Kleijnen, Joshua Ackerman, and Brian Wansink. Pound Per Pound: Do Heavy Burdens Make Heavy People? Under Review.

Tal, Aner, Yaniv Gvili and Moti Amar. When Politics Tastes Bad: How Political Attitudes Influences Taste Experience. Under Review.

Tal, Aner, and Brian Wansink. Hungry People See Leaner Meals: Hunger Reduces Calorie Evaluation. Under review.

Tal, Aner, and Brian Wansink. The Ugly Side of Hurt: Perceived Harmfulness Alters Sensory Characteristics. Planned submission fall 2014.

Tal, Aner, and Brian Wansink. Heavy Trays and Heavy Bellies: Heavier Trays Selectively Increase Serving of Less Healthy Snacks. Planned submission Fall 2014.

Yaniv Gvilli, Aner Tal, Yael Hallak and Moti Amar. Fresh from the Tree: Food Motion Influences Freshness and Attractiveness Judgment. Planned submission Fall 2014.

Aner Tal, Yael Hallak, Yaniv Gvilli, Moti Amar, and Brian Wansink. Loving the Right Things or Why Caviar Should Taste Good to Aspiring Aristocrats: Associations with Desirable Image Improve Taste. Planned submission Fall 2014.

Tal, Aner, Enav Friedman, and Moti Amar. The All or Nothing Heuristic: Binary Judgment of Harmful Food Ingredients. Planned submission early 2015.

Tal, Aner, and Ashley Kossakowski. The Emperor's New Veggie Burger: Vegan Trendiness Improves Taste. Planned submission early 2015.

Tal, Aner, Amir Grinstein, Joshua Ackerman, Mirella Kleijnen, and Brian Wansink. Heavy on the Hand, Lighter on the Stomach: How Physical Burden Leads to Calorie Devaluation. Planned submission early 2015

Aner Tal, Yaniv Gvili, Yael Hallak and Moti Amar. Food in Motion: Implied Motion Improves Food Evaluation.

Tal, Aner, and Brian Wansink. The Taste of Evil: How Company Misdeeds Effect Product Taste.

Tal, Aner, Brian Wansink, and Sophie Mikel-Kergoat. Gum and Food Choice: Chewing Gum when Making Meal Decisions Increases Healthy Choice.

Wansink, Brian, Aner Tal, and Sophie Mikel-Kergoat. Groceries and Gum: Chewing Gum Influences Grocery Store Shopping Behavior.

Tal, Aner, Michael Giblin, and Brian Wansink. When Up is Down: Natural Height Congruency in Product Evaluation.

Tal, Aner, and Brian Wansink. Tasting Pictures: Irrelevant Inputs Pollute Sensory Experiences.

Giblin, Michael, Aner Tal, and Brian Wansink. If the Label Fits: Motivated Reasoning and its Effects on Product Perception.

Tal, Aner. Tastes Like Freedom: Perceived Choice Improves Taste.

Tal, Aner, and Brian Wansink. Tasting with Your Eyes: The Visual Pollution of Taste.

Wansink, Brian, Aner Tal, Collin R. Payne, and Mitsuru Shimizu. Healthy Foods on the Left Side of the Plate: Brain Lateralization in Healthy versus Unhealthy Food Perception.

Tal, Aner, and Brian Wansink. Just My Imagination: Simulation Underlies Functional Judgment Due to Physical State.

Wansink, Brian, Aner Tal, Colin Payne, and Jill Painter. What is Beautiful is Good: Visual Cues, Taste, and Willingness to Pay.

• **Volunteering and contribution to the community**

2013-2014	EARS peer counselling trainee, Cornell University
2012-2013	Graduate Students Programming Board, Cornell University
2011-2012	Improv Teacher for Ithaca Freeskool, Ithaca, NY
2008-2009	Student Life Committee, Duke University

2006-2008 Duke University Environmental Management Advisory Committee
2001-2002 Tel Aviv University student paper

• **Additional Information**

--Advisor for Cornell Food and Brand Lab Summer Internship program 2011-2014
--Extensive media interviews and mentions (dozens of interviews, hundreds of appearances and research mentions). Interviews include CNN, USA Today, New York Times, NPR, WebMD, Reuters Health, and more.