

## Participant Information Continued

Bill Harbaugh received his Ph.D. from the University of Wisconsin - Madison in 1995. He is an Associate Professor of Economics at the University of Oregon. His research interests focus on Altruism and Neuroeconomics and the Economic Behavior of Children. Two of his most recent publications are “Neural Responses to Taxation and Voluntary Giving Reveal Motives for Charitable Donations,” published in *Science* and “Learning to Bargain,” published in the *Journal of Economic Psychology*.

Megan McCrory received her PhD from the University of California at Davis in 1997. She is an Assistant Professor in the Department of Foods and Nutrition and the Department of Psychological Sciences at Purdue University. Her research interests focus on the role of eating patterns and dietary composition in weight management. Her most recent publication is “Eating Patterns, Dietary Composition, and Energy Regulation in Younger and Older Participants in the CSFII 1994-1996,” published in the *International Journal of Obesity* and “A Twin Study of the Effects of Energy Density and Palatability on Energy Intake of Individual Foods,” published in *Physiology & Behavior*.

Brian Wansink received his Ph.D. from Stanford University in 1990. He is the John S. Dyson Professor of Marketing at Cornell University and the Director of the Cornell Food and Brand Lab. His research interests focus on nutritional science, food psychology, consumer behavior, food marketing and grocery shopping behavior. Two of his most recent publications are “Obesity and the Calorie Underestimation Bias: A Psychophysical Model of Fast-food Meal Size Estimation,” published in the *Journal of Marketing Research* and the book *Mindless Eating - Why We Eat More Than We Think*, published by Bantam-Dell.

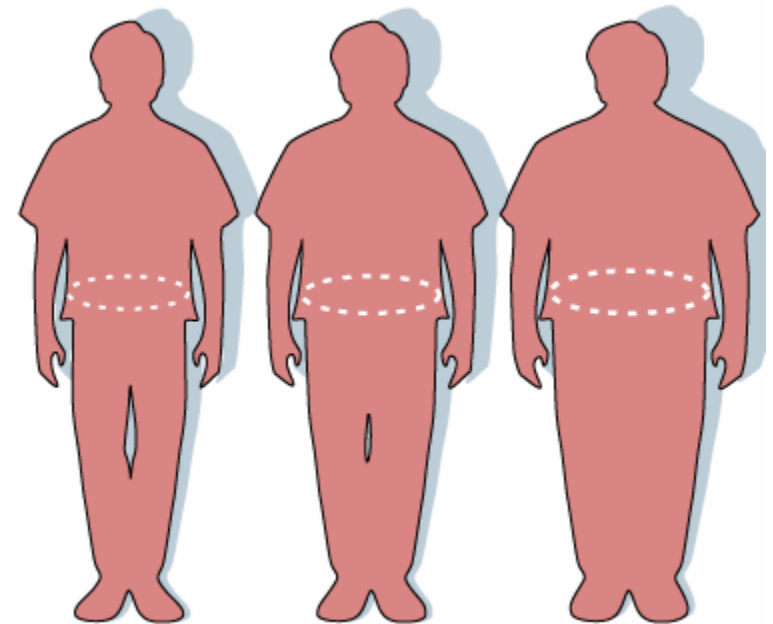
Conference Organizers: Alyce Fly (Applied Health Sciences), Gerhard Glomm (Economics), Rusty Tchernis (Economics) and Peter Todd (Psychology, Cognitive Science, and Informatics)

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<sup>1</sup>. [http://www.iub.edu/~econdept/workshops/Obesity\\_Series\\_2008/Obesity\\_Series\\_2008.htm](http://www.iub.edu/~econdept/workshops/Obesity_Series_2008/Obesity_Series_2008.htm)

# *Cognitive, Behavioral and Economic Approaches to Childhood and Adolescent Obesity*

*September 4-5, 2008*



*Wylie Hall 005  
Indiana University  
Bloomington, IN*

## Program of Events

### Thursday, September 4

4:00 p.m. - 5:00 p.m. *Bill Harbaugh, University of Oregon*  
“Economic Man as a Child”

6:00 p.m. Dinner

### Friday, September 5

8:30 a.m. - 9:30 a.m. *Brian Wansink, Cornell University*  
“Constrained Volition and Healthier School Lunches”

9:30 a.m. - 10:30 a.m. *Tom Baranowski, Baylor College of Medicine*  
“Toward Consensus in Designing Childhood Obesity Prevention Programs”

10:30 a.m. - 11:00 a.m. *Break*

11:00 a.m. - 12:00 p.m. *David Allison, University of Alabama, Birmingham*  
“Environmental Influences on Obesity: Expect the Unexpected”

12:00 p.m. - 2:00 p.m. *Lunch*

2:00 p.m. - 3:00 p.m. *Megan McCrory, Purdue University*  
“Eating patterns associated with overweight and obesity in children and adolescents: methodological considerations”

3:00 p.m. - 3:45 p.m. *Break*

3:45 p.m. - 4:45 p.m. *Mary Burke, Federal Reserve Bank of Boston*  
“Has overweight become the new normal? Evidence of a generational shift in body weight norms”

6:00 p.m. *Conference Dinner*

## Participant Information

David Allison received his Ph.D. from Hofstra University in 1990. He is a Professor of Biostatistics, the Head of the Section on Statistical Genetics and the Director of the NIH-funded Clinical Nutrition Research Center at the University of Alabama at Birmingham. His research interests include obesity, quantitative genetics, clinical trials, and statistical and research methodology. Two of his most recent publications are “Obesity and physical activity by state,” forthcoming in the *Journal of Physical Activity and Health* and “Waist Circumference and Cardiometabolic Risk: A Consensus Statement from Shaping America's Health: Association for Weight Management and Obesity Prevention,” published in *Obesity*.

Tom Baranowski received his Ph.D. from the University of Kansas in 1974. He is a Professor of Pediatrics at Baylor College of Medicine. His research is directed toward understanding why children eat the foods and engage in the physical activities they do as well as designing and evaluating programs to help change these dietary and physical activity behaviors. Two of his most recent publications are “Playing for Real Video Games and Stories for Health-Related Behavior Change,” published in the *American Journal of Preventative Medicine* and “Home Fruit, Juice, and Vegetable Pantry Management and Availability Scales: A Validation,” published in *Appetite*.

Mary Burke received her Ph.D. from The Johns Hopkins University in 1998. She is an Economist in the Research Department at the Federal Reserve Bank of Boston. Her research interests focus on social norms and social interactions, health economics and applied microeconomics. Two of her most recent publications are “Social Dynamics of Obesity,” published in *Economic Inquiry* and “The Strength of Social Interactions and Obesity Among Women,” in the edited volume *Agent-based Computational Modelling*, published by Physica-Verlag Heidelberg.