



FRIDAY, MAY 31
GRETCHEN CHAPMAN
Carnegie Mellon University

“Changing Health Behavior without Changing Beliefs”

Because decision makers frequently fail to engage in healthy actions, behavior change has the potential to radically impact health outcomes. Successfully influencing health behavior requires an understanding of the decision processes underlying health choices and techniques to harness those psychological factors in the service of effective interventions. Using vaccination as an example, evidence is reviewed indicating that interventions designed to target behavior directly, bypassing attempts to change beliefs or attitudes, facilitate healthy choices. Such interventions leverage automaticity and shape behavior through cues and prompts, defaults, recommendations, and behavioral incentives.

SHORT BIO

Gretchen Chapman is a Professor in Social & Decision Sciences at Carnegie Mellon University. She is the recipient of an APA early career award and a NJ Psychological Association Distinguished Research Award and is a fellow of APA and APS. She is a former senior editor at Psychological Science, a past president of the Society for Judgment & Decision Making, the author of more than 100 journal articles, and the recipient of 20 years of continuous external funding. Her research combines the fields of judgment and decision making and health psychology to illuminate the psychological processes underlying decision making and to harness these findings in the design of theoretically-motivated, policy-relevant interventions to facilitate healthy and prosocial behavior such as vaccination and blood donation.

Prior to joining the faculty at CMU, Dr. Chapman was a Distinguished Professor of Psychology at Rutgers University where she served as Department Chair of Psychology and Acting Co-Director of the Center for Cognitive Science. She holds an AB from Bryn Mawr College and a PhD in Psychology from the University of Pennsylvania.

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**BEHAVIORAL
DECISION MAKING
COLLOQUIUM**

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12:15 PM – 1:30 PM
Cornell Hall, Room D-310**