

CURRICULUM VITAE
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Linda Thunström

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EDUCATION

Ph.D. in Economics, August 2008, Umeå university, Sweden

Master of Science in Public Administration and Economics, Jan 2000, Umeå university, Sweden

ACADEMIC POSITIONS

Aug 2013: Assistant professor, Department of Economics, University of Wyoming

Jan 2003 - Aug 2008: Ph.D.-Student, Department of Economics, Umeå University, Sweden

BUSINESS EXPERIENCE

Aug 2006 – Aug 2013: Researcher, HUI Research AB, Stockholm, Sweden

Feb 2001- Dec 2002: Senior Administrative Officer, International department, Swedish Ministry of Finance, Stockholm, Sweden

CURRENT JOB DESCRIPTION

50 % Teaching 45 % Research 5 % Service

AWARDS

Crocker-Powell Young Faculty Research Award, 2017, University of Wyoming

College of Business Outstanding Junior Research Award, 2016-2017, University of Wyoming

Mortarboard Top Professor 2016, “for exceptional contributions to the University of Wyoming and inspiration to students”

RESEARCH INTERESTS

Public economics, behavioral economics, health economics

TEACHING INTERESTS

Public economics, microeconomics, macroeconomics, health economics, behavioral economics

TEACHING

<u>Year</u>	<u>Semester</u>	<u>Course No./Title</u>	<u>Cr. Hrs.</u>	<u>Enrollment</u>
2012	Spring	Econ/Agecon 1010, Principles of Macroeconomics	3	114
2013	Spring	Econ/Agecon 1010, Principles of Macroeconomics	3	67
2013	Fall	Econ/Agecon 1010, Principles of Macroeconomics	3	150
2013	Fall	Econ 4520, Public Economics	3	31
2014	Spring	Econ/ Agecon 1010, Principles of Macroeconomics	3	62
2014	Spring	Econ 3020, Intermediate Microeconomics	3	40
2014	Fall	Econ/ Agecon 1010, Principles of Macroeconomics	3	150
2014	Fall	Econ 4520, Public Economics	3	20
2015	Fall	Econ/ Agecon 1010, Principles of Macroeconomics	3	150
2015	Fall	Econ 4520, Public Economics	3	16
2016	Spring	Econ/ Agecon 1010, Principles of Macroeconomics	3	72
2016	Spring	Econ 3020, Intermediate Microeconomics	3	35
2016	Fall	Econ/ Agecon 1010, Principles of Macroeconomics	3	150
2016	Fall	Econ 4520, Public Economics	3	31
2017	Spring	Econ/ Agecon 1010, Principles of Macroeconomics	3	71
2017	Spring	Econ 3020, Intermediate Microeconomics	3	40
2017	Fall	Econ/ Agecon 1010, Principles of Macroeconomics	3	150
2017	Fall	Econ 4520, Public Economics	3	30

PUBLICATIONS**Refereed journal articles****Published**

*Beiermann, J., Jones Ritten, C., **Thunström, L.**, and Ehmke, M. (2017) "Measuring the Value of Information – Revealed Preferences for Country of Origin Information." *Journal of Behavioral and Experimental Economics*, 71, 96-104.

Thunström, L., Cherry, T., McEvoy, D. and Shogren, J. (2016) Endogenous context in a dictator game, *Journal of Behavioral and Experimental Economics*, 65, 117-120.

Thunström, L., Nordström, J., Shogren, J. F., Ehmke, M., and van 't Veld, K. (2016) Strategic self-ignorance, *Journal of Risk and Uncertainty*, 52(2), 117-136, doi: 10.1007/s11166-016-9236-9

Thunström, L., Nordström, J., Shogren, J. F. (2016) Healthy meals on the menu: A Swedish field experiment on labelling and restaurant sales, *African Journal of Agricultural and Resource Economics*, 11(1), 63-68.

Shogren, J. F. and **Thunström, L.** (2016) "Do We Need a New Behavioral Benchmark for BCA?", *Journal of Benefit Cost Analysis*, 1–15.

Thunström, L., Nordström, J. and Shogren, J.F. (2015) Certainty and Overconfidence in Future Preferences for Food, *Journal of Economic Psychology*, 51, 101-113.

Thunström, L. and Nordström, J. (2015) Determinants of food demand and the experienced taste effect of healthy labels: an experiment on potato chips and bread, *Journal of Behavioral and Experimental Economics*, 56, 13–20.

Nordström, J. and **Thunström, L.** (2015) The impact of price reductions on individuals' choice of healthy meals away from home, *Appetite*, 89: 103-111.

Thunström, L., Nordström, J., Shogren, and van 't Veld, K. (2014) Strategic ignorance of environmental harm and social norms, *Revue d'Économie Politique*, 124:195-214.

Thunström, L. and Nordström, J. (2013) The impact of meal attributes and nudging on healthy meal consumption - Evidence from a field restaurant experiment. *Modern Economy – Public Economics Special Issue*, 4:1-8.

Nordström, J. and **Thunström, L.** (2011) Can targeted food taxes and subsidies improve the diet? Distributional effects among income groups, *Food Policy*, 36: 259-71.

Nordström, J. and **Thunström, L.** (2011) Economic policies for healthier food intake: the impact on different household categories, *European Journal of Health Economics*, 12(2): 127-40.

Thunström, L. and Nordström, J. (2011) Does easily accessible nutritional labeling increase consumption of healthy meals away from home? A field experiment measuring the impact of a point-of-purchase healthy symbol on lunch sales, *Food Economics - Acta Agriculturae Scandinavica*, 2011, 8(4): 200 – 207.

Thunström, L. and Rausser, G. (2011), The Marginal Willingness-to-Pay for Health Related Food Characteristics, *Food Economics - Acta Agriculturae Scandinavica*, 2008, 5(3): 194 – 206.

Thunström, L. (2010) Preference Heterogeneity and Habit Persistence: The Case of Breakfast Cereal Consumption, *Journal of Agricultural Economics*, 61(1): 76-96.

Nordström, J. and **Thunström, L.** (2009), The Impact of Tax Reforms Designed to Encourage a Healthier Grain Consumption, *Journal of Health Economics*, 28(3): 622-634.

Aronsson, T and **Thunström, L.** (2008), A Note on Optimal Paternalism and Health Capital Subsidies, *Economics Letters*, 101(3): 241-242.

Working papers

***Thunström, L.**, Gilbert, B., Jones-Ritten, C. (2017), The distributional impact of an opportunity cost reminder – a nudge that hurts those already hurting, *Under review (revise and resubmit)*

***Thunström, L.**, Shogren, J.F., Rojas, C. (2017) Do people have a taste for discrimination? *Under review*

***Thunström, L.** (2017) Distributional effects of a calorie salience nudge, *Under review*

*Nordström, J., Shogren, J.F., **Thunström, L.** (2018) Do parents counter-balance the carbon emissions of their children? *Under review*

***Thunström, L.**, Jones-Ritten, C., (2018) Endogenous attention to costs, *Under review*

*Jones-Ritten, C., **Thunström, L.**, Ehmke, M., Beierman, J., McLeod, D. (2018) Honey Laundering and Consumer Demand for Local Honey: An Experimental Study, *Under review*

***Thunström, L.** (2017) Do prayers crowd out donations? *Under review*

*Zhappassova, D., Gilbert, B., **Thunström, L.**, (2018) Saving money or saving the environment: tightwads, frugals, and solar panels

*Nordström, J., **Thunström, L.**, van't Veld, K., Shogren, J.F., Ehmke, M. (2018) Strategic ignorance negates the effect of risk information

Smed, S., Hansen, Pia and **Thunström, L.** (2017) Unhealthy eating and higher BMI is partly caused by low self-control

Thunström, L. (2013) Consumer values of health-related food symbols and chemical food additives - The case of breakfast cereals, HUI Working Paper No 25 (as an earlier version).

Refereed Book Chapters

Daunfeldt, S-O, Nordström, J. and Thunström, L. (2011) Habit Formation in Food Consumption, The Oxford Handbook of the Economics of Food Consumption and Policy, Eds. Lusk, J. L., Roosen, J. and Shogren, J.F., Oxford, U.K.

Work in progress

Can the welfare impact of a calorie salience nudge be improved by supporting nudges? (with Capitan, T., Nordström, J., Shogren, J.F., and van't Veld, K.) *Ongoing USDA-project, in collaboration with UW catering.*

Uncertainty resolution of product greenness (with van't Veld, K. and Li, Y.)

Reference dependent preferences for information (with Nordström, J. and van't Veld, K.)

The stickiness of false information

Self-deception in summing calories in food (with Gustafson, C., University of Nebraska -- Lincoln, and Eliana Zeballos, ERS/USDA)

The impact of CO2 taxes on health and over consumer groups (with Nordström, J.)

Spending other people's money (with Gilbert, B., Enriques, A.)

Religion and trust (with Bastian, C., Jones Ritten, C., Minton, E., Zhappassova, D.)

The impact of redistributions on the outcome of a public goods game (with Shogren, J.F., Vaz, J., and Martinsson, P.)

CONTRACTS & GRANTS

Recently Funded Projects as PI

*Religion, trust and fairness \$7,500 and Chris Bastian matches with \$10,000 (Co-PIs Chris Bastian, Chian Jones Ritten, Dayana Zhappassova)

*Reference dependent preferences for information, survey \$3,000 (Co-PIs Klaas van't Veld, Jonas Nordstrom)

*Reference dependent preferences for information, lab experiment, \$5,892 (Co-PIs Klaas van't Veld, Jonas Nordstrom)

*Public goods game with inequalities in endowments, \$7,500 (Co-PIs Jason F. Shogren, Joao Vaz)

*"Fairness and social image among friends and strangers" (Co-PI: Ben Gilbert), granted funding by College of Business, University of Wyoming, 2017 (\$5,000)

"Improving Efficiency of Calorie Labels: Using Nudges to Overcome Strategic Ignorance" (Co-PIs Jason Shogren and Klaas van 't Veld), granted funding by the USDA National Institute of Food and Agriculture, 2017-2019, proposal number 2016-09907 (\$148,711)

"Understanding the Market for Wyoming Unadulterated Honey" (Co-PIs Mariah Ehmke, Chian Jones Ritten and Cole Ehmke, University of Wyoming), granted funding by the Agricultural Experiment Station (AES) at University of Wyoming, 2014-2016 (\$48,605)

"Can Ignorance Be Bliss for Eco-Conscious Consumers?" (Co-PI Klaas van 't Veld), granted funding by the Faculty Grant-in-aid Program, University of Wyoming, 2014-2015 (\$7,400)

Post doc grant from the Swedish Retail and Wholesale Development Council, 2011-2013 (appr. \$85,000, i.e. SEK 600,000)

Recently Funded Projects as Co-PI

"Increasing Pollination Revenue and Guaranteeing Unadulterated Honey from Wyoming" (PI Mariah Ehmke, Co-PIs Chian Jones Ritten and Cole Ehmke, University of Wyoming), 2014-2016, granted funding by the Agricultural Marketing Service (\$99,985, co-funding included)

"Sustainable retailing and food consumption: a health and environment perspective", granted funding by the Swedish Research Council Formas and the Swedish Retail and Wholesale Development Council, 2010-2013 (PI Jonas Nordstrom, University of Copenhagen/Lund university) (*appr. \$200,000*)

"Healthy Lunches", granted funding by the Swedish Research Council for Health, Working Life and Welfare, 2009-2012 (PI Jonas Nordstrom, University of Copenhagen/Lund university) (*appr. \$300,000*)