

CURRICULUM VITAE
October 22 2022

Linda Thunström

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University of Wyoming
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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

June 2020: Associate professor, Department of Economics, University of Wyoming

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

McMurry Research Fellowship, 2022, College of Business, University of Wyoming

Belt Buckle Research Award, 2022, University of Wyoming

Belt Buckle Research Award, 2021, University of Wyoming

Belt Buckle Research Award, 2020, University of Wyoming

Best Applied Article 2020 in the Journal of Benefit-Cost Analysis, for the article "The Benefits and Costs of Using Social Distancing to Flatten the Curve for COVID-19" (Thunström, L., Newbold, S., Finnoff, D., Ashworth, M., Shogren, J.F.)

McMurry Research Fellowship, 2020, College of Business, University of Wyoming

Rising Star Research Award, 2019-2020, University of Wyoming

Crocker-Powell Young Faculty Research Award, 2018-2019, University of Wyoming

College of Business Junior Teaching Award, 2018-2019, University of Wyoming

Promoting Intellectual Engagement in the First Year (PIE) award 2018, University of Wyoming – the PIE award is based on student nominations regarding success in engaging students in course material, promoting successful transition to college expectations, and fostering investment in learning.

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”

SELECT PROFESSIONAL APPOINTMENTS

Advisory Board Member for Strand One (“Religion and Cooperation”) of the Templeton Religion Trust’s Social Consequences of Religions (SCORE) Initiative

Advisory Board Member for the Honorary College at University of Wyoming

RESEARCH INTERESTS

Behavioral economics, experimental economics, public economics, health economics

TEACHING INTERESTS

Public economics, microeconomics, macroeconomics, 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
2018	Spring	Econ 3020, Intermediate Microeconomics	3	42
2018	Spring	Econ 5520, Theory of Public Economics	3	7
2018	Fall	Econ 3020, Intermediate Microeconomics	3	41
2018	Fall	Econ 4520, Public Economics	3	26
2019	Spring	Econ 3020, Intermediate Microeconomics	3	41
2019	Spring	Econ 5520, Theory of Public Economics	3	5
2019	Fall	Econ/Agecon 1010, Principles of Macroeconomics	3	136
2019	Fall	Econ 3020, Intermediate Microeconomics	3	36
2020	Spring	Econ 3020, Intermediate Microeconomics	3	40
2020	Spring	Econ/Agecon 1010, Principles of Macroeconomics	3	60
2020	Fall	Econ 5890, Behavioral Economics	3	5
2021	Spring	Econ 3020, Intermediate Microeconomics	3	40
2021	Spring	Econ/Agecon 1010, Principles of Macroeconomics	3	78
2021	Fall	Econ 4520, Public Economics	3	40
2021	Fall	Econ/Agecon 1010, Principles of Macroeconomics	3	142
2022	Spring	Econ 3020-01, Intermediate Microeconomics	3	18
2022	Spring	Econ 3020-40, Intermediate Microeconomics	3	24
2022	Fall	Econ 4910, Behavioral Economics	3	26

PUBLICATIONS

Refereed journal articles

Published

40. Jones Ritten, C., **Thunström, L.**, Cherry, T., Wulfhorst, J.D. (2022) Frequent mandatory COVID-19 testing may increase risky behavior, *Forthcoming, PNAS Nexus*
39. Tabler, J., Snyder, J.A., White, C., Freng, A., **Thunström, L.** (2022) COVID-19 health practices and attitudes in the U.S.: The role of trust in healthcare, *Journal of Public Health*, doi.org/10.1007/s10389-022-01737-9.
38. Mollerstrom, J., **Thunström, L.** (2022) Vaccine hunters and jostlers – Helping or hurting the COVID-19 vaccination effort? *Scientific Reports*, 12(1), 1-6.
37. **Thunström, L.**, Noy, S. (2022) What We Think Prayers Do: Americans' Expectations and Valuation of Intercessory Prayer, *PLOS One*, doi.org/10.1371/journal.pone.0265836.
36. Ashworth, M., Cherry, T. L., Finnoff, D., Newbold, S. C., Shogren, J. F., **Thunström, L.** (2022) COVID-19 Research and Policy Analysis: Contributions from Environmental Economists. *Review of Environmental Economics and Policy*, 16(1). <https://www.journals.uchicago.edu/doi/full/10.1086/717732>
35. Saha, S., Nordström, J., Scarborough, P., **Thunström, L.**, Gerdtham, U.G., (2021) In Search of an

Appropriate Mix of Taxes and Subsidies on Nutrients and Food: A Modelling Study of the Effectiveness on Health-Related Consumption and Mortality, *Social Science & Medicine*, 287, 114388, <https://doi.org/10.1016/j.socscimed.2021.114388>

34. Ashworth, M., **Thunström, L.**, Cherry, T. L., Newbold, S. C., Finnoff, D. C. (2021). Emphasize personal health benefits to boost COVID-19 vaccination rates. *Proceedings of the National Academy of Sciences*, 118(32). <https://doi.org/10.1073/pnas.2108225118>

33. **Thunström, L.**, Ashworth, M., Finnoff, D., Newbold, S. (2021) Hesitancy towards a COVID-19 vaccine, *Ecohealth*, 18(1), 44-60.

32. **Thunström, L.**, Jones Ritten, C., Bastian, C., Minton, E., Zhappassova, D. (2021) Reply to Comment by Cragun and Speed on "Trust and Trustworthiness of Christians, Muslims and Atheists/Agnostics in the U.S.", *Journal for the Scientific Study of Religion*, 60(1), 183-188.

31. **Thunström, L.**, Jones Ritten, C., Bastian, C., Minton, E., Zhappassova, D. (2021) Trust and trustworthiness of Christians, Muslims and atheists/agnostics in the U.S., *Journal for the Scientific Study of Religion*, 60(1), 147-179, doi.org/10.1111/jssr.12692

30. **Thunström, L.**, Ashworth, M., Finnoff, D., Newbold, S. (2020) Hesitancy Towards a COVID-19 Vaccine and Prospects for Herd Immunity, *Covid Economics*, 35, 7 July 2020.

29. Newbold, S., Finnoff, D., **Thunström, L.**, Ashworth, M., Shogren, J.F. (2020) Effects of Physical Distancing to Control COVID-19 on Public Health, the Economy, and the Environment, *Environmental & Resource Economics*, 1-25. Advance online publication. <https://doi.org/10.1007/s10640-020-00440-1>

28. **Thunström, L.**, Ashworth, M., Shogren, J.F., Newbold, S., Finnoff, D., (2020) Testing for COVID-19: Willful ignorance or selfless behavior? *Behavioural Public Policy*, 1-18, [doi:10.1017/bpp.2020.15](https://doi.org/10.1017/bpp.2020.15).

27. **Thunström, L.**, Newbold, S., Finnoff, D., Ashworth, M., Shogren, J.F. (2020) The benefits and costs of social distancing to flatten the curve for Covid-19, *Journal of Benefit-Cost Analysis*, 1-17, [doi:10.1017/bca.2020.12](https://doi.org/10.1017/bca.2020.12).

26. Nordström, J., Shogren, J.F., **Thunström, L.** (2020) Do parents counter-balance the carbon emissions of their children? *PLOS One* 15(4). doi.org/10.1371/journal.pone.0231105

25. **Thunström, L.** (2020) Thoughts and Prayers -- Do they crowd out charity donations? *Journal of Risk and Uncertainty*, 60: 1-28. doi.org/10.1007/s11166-020-09322-9

24. Nordström, J., **Thunström, L.**, van't Veld, K., Shogren, J.F., Ehmke, M. (2020) Strategic ignorance of health risk: Its causes and policy consequences. *Behavioural Public Policy*, 1-32. [doi:10.1017/bpp.2019.52](https://doi.org/10.1017/bpp.2019.52)

23. **Thunström, L.**, Noy, S. (2019) The value of thoughts and prayers, *Proceedings of the National Academy of Sciences*, 116(40), 19797-19798

22. **Thunström, L.** (2019) Preferences for fairness over losses, *Journal of Behavioral and Experimental Economics*, 83, 101469, <https://doi.org/10.1016/j.socec.2019.101469>

21. **Thunström, L.**, Jones-Ritten, C. (2019) Endogenous attention to costs, *Journal of Risk and Uncertainty*, <https://doi.org/10.1007/s11166-019-09308-2>
20. Jones-Ritten, C., **Thunström, L.**, Ehmke, M., Beierman, J., McLeod, D. (2019) International honey laundering and consumer willingness to pay a premium for local honey: An experimental study, *Australian Journal of Agricultural and Resource Economics*, 63, 726–741
19. **Thunström, L.** (2019) Welfare effects of nudges: The emotional tax of calorie menu labeling, *Judgement and Decision Making*, 14(1), 11-25.
18. **Thunström, L.**, Gilbert, B., Jones-Ritten, C. (2018) Nudges that hurt those already hurting - distributional and unintended effects of salience nudges, *Journal of Economic Behavior & Organization*, 153, 267-282.
17. 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.
16. **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.
15. **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
14. **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.
13. Shogren, J. F. and **Thunström, L.** (2016) Do We Need a New Behavioral Benchmark for BCA?, *Journal of Benefit Cost Analysis*, 1–15.
12. **Thunström, L.**, Nordström, J. and Shogren, J.F. (2015) Certainty and Overconfidence in Future Preferences for Food, *Journal of Economic Psychology*, 51, 101-113.
11. **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.
10. Nordström, J. and **Thunström, L.** (2015) The impact of price reductions on individuals' choice of healthy meals away from home, *Appetite*, 89: 103-111.
9. **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.
8. **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.
7. 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.

6. 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.

5. **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.

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

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

2. 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.

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

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.

Non-refereed publications

Thunström, L. (2020) Prayer in the time of COVID-19, *Nautilus*, http://nautil.us/blog/prayer-in-the-time-of-covid_19 (April 7 2020)

Thunström, L., Shogren, J.F., Finnoff, D., Newbold, S., Ashworth, M., (2020) We were skeptical social distancing was worth the cost. Then we modeled it. *Politico*, <https://www.politico.com/news/magazine/2020/04/02/coronavirus-economy-reopen-deaths-balance-analysis-159248#6> (April 2 2020)

Reports

Thunström, L., Ashworth, M., Finnoff, D., Newbold, S. (2021) Report: The effect of information aimed to increase the COVID vaccine uptake, and determinants of vaccine hesitancy in Wyoming

Jones Ritten, C., Cherry, T., **Thunström, L.** (2021) Brief report: Students' compliance, support, activities, and experiences related to UW testing and mask-wearing policies

Working papers

Thunström, L., van 't Veld, K., Shogren, J.F. (2022) Do people use thoughts and prayers as complements or substitutes for material aid? *Revise and Resubmit (2nd round)*, *Journal of Political Economy*

Enriques, A., Gilbert, B., **Thunström, L.** (2022) The pain of paying with other people's money, *Revise and Resubmit, Review of Behavioral Economics*

Thunström, L., Ashworth, M., Cherry, T. L., Finnoff, D., Newbold, S. C., Shogren, J. F. (2022) COVID-19 treatment hesitancy

Ashworth, M., **Thunström, L.**, Clancy, G., Thompson, R., Johnson, D., Fletcher, E. (2022) Facts and Personal Recovery Stories to Reduce Substance Use Disorder Stigma and Increase Support for Recovery Housing: A Randomized Controlled Trial

Ashworth, M., **Thunström, L.**, Clancy, G., Thompson, R., Johnson, D., Fletcher, E. (2022) Social Substance Use Disorder Stigma and Intervention Effectiveness across Rural and Non-Rural America: Exploratory Analysis of Data from a Randomized Controlled Trial

Capitan, T., **Thunström, L.**, van 't Veld, K., Shogren, J., and Nordström, J. (2022) The impact of pre-nudges on risk information uptake

Normann Rønnow, H., Smed, S., **Thunström, L.**, van 't Veld, K. (2022) Measuring Heterogeneity of Habitualness in Consumer Behavior

Capitan, T., Nordström, J., **Thunström, L.** and van't Veld, K. (2022) Reference dependent preferences for information

Jones Ritten, C., **Thunström, L.**, Bastian, C., Minton, E. (2021) Does Religion affect Gender Differences in Trust and Trustworthiness?

Thunström, L., Shogren, J.F., Rojas, C. (2021) Do people have a taste for discrimination?

Gilbert, B., Zhappassova, D., **Thunström, L.** (2021) Saving money or saving the environment: tightwads, frugals, and solar panels

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

CONTRACTS & GRANTS

Recently Funded Projects as PI

Successful Deployment of COVID-19 Technologies in Wyoming: Behavioral Insights for Planning and Communicating Mitigation Policies and Future Vaccines, WY Health and Bioscience Innovation Hub COVID Grant- 1044 (Project nr: CARES-HUB3, proposal 1044), 2020, \$60,690 (Co-PIs Madison Ashworth, Todd Cherry, David Finnoff, Chian Jones Ritten, Stephen Newbold, Jeffry Dean Wulforst)

Coping with Natural Disasters Caused by Climate Change: Religious Meaning-Making and Adaptation, grant from The Evolution of Science and Religion as Meaning-Making Systems, Templeton Religion Trust and the Issachar Fund, 2020-2022, \$86,000 (Thunstrom is Co-PI with Shiri Noy, Denison University)

Examining wage negotiation, grant from the Lowham fund, University of Wyoming, 2019, \$15,000

(Thunstrom is Co-PI with Chian Jones Ritten and Chris Bastian)

Joint dynamics of (mis-)information and epidemiological risk – a study of measles vaccination, grant from College of Business Excellence Funds, University of Wyoming, 2019, \$10,000, COBARE grant (Co-PIs David Finnoff, Stephen Newbold)

Extending our knowledge about the value of thoughts and prayers, grant from College of Business Excellence Funds, University of Wyoming, 2019, \$4,000 (Co-PI Shiri Noy)

Splitting losses, grant from College of Business Excellence Funds, University of Wyoming, 2018, \$7,500

The value of thoughts and prayers, grant from College of Business Excellence Funds, University of Wyoming, 2018, \$6,000 (Co-PI Shiri Noy)

Religion, trust and fairness, grant from College of Business Excellence Funds, University of Wyoming, 2017, \$7,500 and Chris Bastian/Lowham fund matches with \$10,000 (Co-PIs Chris Bastian, Chian Jones Ritten, Dayana Zhappassova)

Reference dependent preferences for information, survey, grant from College of Business Excellence Funds, University of Wyoming, 2017, \$3,000 (Co-PIs Klaas van't Veld, Jonas Nordström)

Reference dependent preferences for information, lab experiment, grant from College of Business Excellence Funds, University of Wyoming, 2017, \$5,892 (Co-PIs Klaas van't Veld, Jonas Nordström)

Public goods game with inequalities in endowments (Co-PIs Jason F. Shogren, Joao Vaz), grant from College of Business Excellence Funds, University of Wyoming, 2017 (\$7,500)

"Fairness and social image among friends and strangers" (Co-PI: Ben Gilbert), granted funding by College of Business Excellence Funds, 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

RAISE: IHBEM: Understanding and Predicting Behavioral Responses to Epidemic Risks and Control Policies: Implications for Epidemiological Models and Policy Design (PI David Finnoff, Co-PIs Stephen Newbold, Rongson Liu, Sean McCrea, granted funding by the National Science Foundation (NSF), (\$991,566)

Lower consumer prices versus job loss: Estimating the effects of international trade policies on Wyoming consumers and workers (PI Vardges Hovhannisyan, Co-PIs Chian Jones Ritten and Alexandre Skiba), granted funding from the Agricultural Experiment Station's FY20 Competitive Grants Program (\$10,000)

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)