

Julie Downs

Professor at Carnegie Mellon University

Pittsburgh, PA, US

Julie Downs studies social influences on decisions, particularly the impact of social norms.

Biography

Julie S. Downs, Ph.D., is an associate professor of Psychology and Decision Science, and is director of the Center for Risk Perception and Communication. She has served on the editorial board of Psychological Science, as associate editor at Developmental Review, on numerous grant review panels for the National Institutes of Health and National Science Foundation, and on the institutional review boards at CMU and at Disney Research. Dr. Downs studies social influences on decisions, particularly the impact of social norms, with the goal of helping people improve their decisions and outcomes. She has created behavioral interventions that have been shown in scientific studies to change behavior and have gained wide use in real-world settings. Her research focuses on domains involving risky behavior, including adolescent sexual decision making, choices about food, behaviors relating to trust and privacy online, vaccination, and other settings. Her research has been published in psychological, economic, public policy and medical journals, and her interventions have won numerous awards including two Platinum Remi Awards at the Houston Worldfest International Film Festival, as well as multiple Aurora Awards, Telly Awards, and others.

Industry Expertise

Research, Education/Learning

Areas of Expertise

Social Norms, Decisions Processes, Public Policy, Social Psychology, Judgement and Decision Making

Education

Princeton University

Ph.D. Social Psychology

Princeton University

M.A. Social Psychology

University of California at Berkeley

B.A. Psychology

Accomplishments

Platinum Remi Award

2013 Houston Worldfest (for Seventeen Days)

Silver Telly Award

2013 Telly Awards (for Seventeen Days)

Gold Award

2013 Aurora Awards (for Seventeen Days)

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