



IKMZ Speaker Series

# I'll have what she's having. Social norms, eating behavior and health communication interventions

*by Dr. Saar Mollen, University of Amsterdam*

Monday, 19<sup>th</sup> October 2020

16:00 – 17:00

Zoom [*Link will be communicated*]

A majority of our meals are consumed together with others and how much we eat is influenced by those others. Social norms have a long-standing tradition in social psychology, as well as health psychology. Findings show that in general people like to do what others do, whether they know it or not. Also when it comes to eating behavior. In this talk I will discuss why people adapt their eating behavior to that of others, and how social norms may be applied in health communication to change eating behavior. I will end with some potential directions for future academic work.

Saar Mollen obtained her PhD in behavioral science in 2013 from Maastricht University on research into the effects of descriptive and injunctive social norms on health behavior. During her PhD she did a research stay abroad to study social norm effects on eating behavior at Johns Hopkins University, with Prof. dr. Rajiv N. Rimal. Saar is currently working at the Communication Science department at the University of Amsterdam as an assistant professor where she teaches courses such as health communication and communication advice. Within the Amsterdam School of Communication Research, she continues her work into social norms and health behavior (change), but also studies other topics in health communication. Saar also provides workshops to practice, on how to effectively communicate social norms for health behavior change.

