

Sonja Kunz

Psychology Researcher

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Department of Occupational, Economic, and Social Psychology,
Faculty of Psychology, University of Vienna, Universitätsstrasse 7, A-1010, Vienna, Austria

EDUCATION

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|-------------|---|
| 2019 - 2023 | University of Vienna, Austria: Doctoral programme natural sciences, with honours
Dissertation field: Psychology
Advisor: Univ.-Prof. Dr. Arnd Florack |
| 2016 - 2018 | University of Vienna, Austria: Master of science, with honours
Field: Economic and social psychology
Advisor: Univ.-Prof. Dr. Arnd Florack |
| 2013 - 2016 | University of Vienna, Austria: Bachelor of science
Field: Psychology |
| 2015 - 2022 | Bachelor of arts, with honours
Field: Linguistics |

ACADEMIC EXPERIENCE

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| 2019 - 2022 | University Assistant & Lecturer. Faculty of Psychology, Applied Social Psychology and Consumer Research, University of Vienna, Austria |
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TEACHING EXPERIENCE

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| 2019 - 2022 | <ul style="list-style-type: none">Theoretical and empirical research (Work, economy, and society) 1 & 2 – Master level, University of ViennaCo-supervision of Master's theses |
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PUBLICATIONS

PEER-REVIEWED JOURNAL ARTICLES & MANUSCRIPTS IN SUBMISSION

Kunz, S., Haasova, S., & Florack, A. (2020). Fifty shades of food: The influence of package color saturation on health and taste in consumer judgments. *Psychology and Marketing*, 37(7), 900–912.
<https://doi.org/10.1002/mar.21317>

- Kunz, S., Haasova, S., Rieß, J., & Florack, A. (2020). Beyond healthiness: The impact of traffic light labels on taste expectations and purchase intentions. *Foods*, 9(2), 134. <https://doi.org/10.3390/foods9020134>
- Florack, A., Koch, T., Haasova, S., Kunz, S., & Alves, H. (2021). The differentiation principle: Why consumers often neglect positive attributes of novel food products. *Journal of Consumer Psychology*. <https://doi.org/10.1002/jcpy.1222>
- Kunz, S., Florack, A., Campuzano, I., & Alves, H. (2021). The sustainability liability revisited: Positive versus negative differentiation of novel products by sustainability attributes. *Appetite*, 167, 105637. <https://doi.org/10.1016/j.appet.2021.105637>
- Kunz, S., Haasova, S., Pivecka, N., Schmidt, J., and Florack, A. (2023). Food is all around: How contexts create misbeliefs about the health-taste relationship. *Psychological Science*, 1-13. <https://doi.org/10.1177/09567976231158288>
- Pivecka, N., Kunz, S., & Florack, A. (Under review). Social class differences in dietary intake are mediated by the perceived relationship between health and taste: Findings from a cross-sectional and longitudinal study. *Food Quality and Preference*.

CONFERENCE PRESENTATIONS

- Kunz, S., Haasova, S., Pivecka, N., Schmidt, J., and Florack, A. (October 2022). *Food is all around: Why the unhealthy = tasty belief might be an illusory correlation*. Poster presented at the Association for Consumer Research (ACR) conference, Denver, CO, USA.
- Kunz, S., Haasova, S., Pivecka, N., Schmidt, J., and Florack, A. (August 2022). *Food is all around: Why the unhealthy = tasty belief might be an illusory correlation*. Talk presented at the ESCON transfer of knowledge conference, Milano, Italy.
- Kunz, S., Florack, A., Koch, T., Haasova, S., & Alves, H. (September 2021). *The differentiation principle: Why consumers often neglect positive attributes of novel food products*. Talk presented at the ESCON transfer of knowledge conference, Salzburg, Austria.
- Kunz, S. (September 2020). *The unhealthy=tasty illusion: Pseudocontingencies in (un)healthiness and tastiness perceptions of food*. Talk presented at the SoDoc workshop, Munich, Germany.

PEER-REVIEWS FOR SCIENTIFIC JOURNALS

- December 2022 for the Journal of Trial & Error
- November 2022 for Psychology & Marketing
- August 2021 - March 2022 for Psychology & Marketing
- September 2021 - December 2021 for Psychology & Marketing

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- July 2021 for Psychology & Marketing
 - March 2021 for the British Food Journal
 - March 2021 for Psychology & Marketing
 - July 2019 for Psychology & Marketing

MEMBERSHIP IN PROFESSIONAL BODIES

Association for Consumer Research

GRANTS AND AWARDS

- **VDS CoBeNe Seed Grant**, University of Vienna, funding for summer school travel, June 2022
- **Research Scholarship (Förderungsstipendium)**, University of Vienna, funding for research studies, January 2020 – October 2020 and June 2021 – February 2022