

MARIE HELWEG-LARSEN

CURRICULUM VITAE

Department of Psychology, Dickinson College, P. O. Box 1773, Carlisle, PA 17013
tel: 717.245.1040 | fax: 717.245.1971 | helwegm@dickinson.edu | <http://blogs.dickinson.edu/helwegm/>

EDUCATION

University of California, Los Angeles — Ph.D. in Social Psychology, Minor: Health Psychology, 1994.
University of California, Los Angeles — M.A. in Social Psychology, 1990.
California State University, Northridge — B.A. in Psychology, magna cum laude, 1989.

POSITIONS

Director of the Dickinson Science Program in Denmark, 2020-2021.
Director of the Dickinson Science Program in England, 2019-2020.
Endowed Chair, the Glenn E. & Mary Line Todd Chair in the Social Sciences, awarded 2018.
Professor, Dickinson College, 2014 – present.
Program Chair, Health Studies Certificate Program, Dickinson College, 2014 – 2017.
Visiting Professor, Danish Institute for Study Abroad, Copenhagen, Denmark, 2010-2011 and Summer 2012.
Department Chair, Psychology Department, Dickinson College, 2007 – 2010.
Associate Professor, Dickinson College, 2002 – 2014 (tenured 2006).
Department Chair, Psychology Department, Transylvania University, 2001 - 2002.
Research Consultant, Danish Cancer Society, Summers 2002 and 2004.
Assistant Professor, Department of Psychology, Transylvania University, 1998 - 2002.
Visiting Scholar, National Institute of Public Health, Denmark, Summers 1997 – 2001.
Visiting Assistant Professor, Department of Psychology, University of Florida, 1996 - 1998.
Visiting Assistant Professor, Department of Psychology, University of North Florida, 1995 - 1996.

AWARDS

Faculty Appreciation Award, DIS – Study Abroad in Scandinavia, June 2019.
Distinguished Teaching Award, Dickinson College, May 2016.
Faculty Award, DIS – Danish Institute for Study Abroad, March 2011.

TEACHING EXPERIENCE

Social Psychology (PSYC140)	Why Do People Believe Weird Things (First Year Seminar)
Design of Psychological Research (PSYC211)	Research Methods in Social Psychology (PSYC340)
The Social Psychology of Stigma (PSYC440)	The History of Science (SCIE258)

GRANTS

Principal Investigator, National Institutes of Health and the National Cancer Institute, R15-CA194937, “The Effects of Stigmatizing US and Danish Smokers,” \$330,176 and \$20,641 from Dickinson College (2016 – 2020).
Principal Investigator, National Institutes of Health and the National Cancer Institute, R15-CA133152, “Moralization, Risk Perceptions, and Smoking Cessation in the U.S. and Denmark,” \$178,088 and \$43,400 from Dickinson College (2008 – 2012).
Principal Investigator, Andrew W. Mellon Foundation Grant, via the Central Pennsylvania Consortium (2007), \$6000.
Co-Principal Investigator, Pennsylvania Department of Health Grant (RFA 02-07-01 for: Cardiovascular Disease and/or Mental Disorders Research): "Collaboration to Reduce Disparities in Hypertension", a collaborative project between Dickinson College, Cheyney University, and the University of Pennsylvania Center for Clinical Epidemiology & Biostatistics. \$585,000 subcontract under \$4,800,000 team-written grant (2003 – 2007).
Dickinson College Summer Scholar Research and Development Grants (2003, 2006, 2007, 2011).

PEER-REVIEWED PUBLICATIONS (*INDICATES STUDENT COLLABORATOR)

Helweg-Larsen, M., Peterson, L. M., & *DiMuccio, S. H. (2022). The interplay between cognitive and affective risks in predicting COVID-19 precautions: A longitudinal representative study of Americans. *Psychology and Health*. <https://doi.org/10.1080/08870446.2022.2060979>

Peterson, L.M., **Helweg-Larsen, M.**, & *DiMuccio, S.H. (2021). Descriptive norms and prototypes predict coronavirus prevention cognitions and behaviors in the United States: Applying the prototype willingness model to pandemic mitigation. *Annals of Behavioral Medicine*. <https://doi.org/10.1093/abm/kaab075>

- Helweg-Larsen, M.** & *Tjitra, C. (2021). Does ostracism help smokers quit? *Stigma and Health*. <https://doi.org/10.1037/sah0000304>
- Helweg-Larsen, M.**, *Pyakuryal, M., & Pisinger, C. (2020). Reminders of a stigmatized status might help smokers quit. *Stigma and Health*, 5(3), 273-283. <https://doi.org/10.1037/sah0000197>
- Helweg-Larsen, M.** (2020). The UCLA multidimensional condom attitudes scale. In R. Milhusen, J. K. Sakaluk, T. D. Fisher, C. M. Davis, & W. L. Yarber (Eds.). *Handbook of sexuality-related measures* (4th ed., pp. 274-276). New York: Routledge.
- Helweg-Larsen, M.**, *Sorgen, L., & Pisinger, C. (2019). Does it help smokers if we stigmatize them?: A test of the stigma-induced identity threat model among U.S. and Danish smokers. *Social Cognition*, 37(3), 294-313. <https://doi.org/10.1521/soco.2019.37.3.294>
- Schmitt, D. P. et al. (2017). Narcissism and the strategic pursuit of short-term mating: Universal links across 11 world regions of the International Sexuality Description Project-2. *Psychological Topics*, 26(1), 89-137.
- *DiMuccio, S. H., Yost, M. R., & **Helweg-Larsen, M.** (2017). A qualitative analysis of perceptions of precarious manhood in U.S. and Danish men. *Psychology of Men & Masculinity*, 18(4), 331-340. <https://doi.org/10.1037/men0000062>
- Hoorens, V., *Van Damme, C., **Helweg-Larsen, M.**, & Sedikides, C. (2016). The hubris hypothesis: The downside of comparative optimism displays. *Consciousness and Cognition*, 50, 45-55. <https://doi.org/10.1016/j.concog.2016.07.003>
- Volpp, K. A., Troxel, A. B., Long, J., Ibrahim, S., Appleby, D., Smith, J. O., Jaskowiak, J., **Helweg-Larsen, M.**, Doshi, J., & Kimmel, S. E. (2015). A randomized controlled trial of copayment elimination: The CHORD trial. *Journal of Managed Care*, 21(8), e455-e464
- Volpp, K. A., Troxel, A. B., Long, J., Ibrahim, S., Appleby, D., Smith, J. O., Jaskowiak, J., **Helweg-Larsen, M.**, Doshi, J., & Kimmel, S. E. (2015). A randomized controlled trial of negative copayments: The CHORD trial. *Journal of Managed Care*, 21(8), e465-e473.
- Helweg-Larsen, M.** (2014). Does moralization motivate smokers to quit?: A longitudinal study of representative samples of smokers in the United States and Denmark. *Nicotine & Tobacco Research*. 16(10), 1379-1386. <https://doi.org/10.1093/ntr/ntu091>
- *Peterson, L. M., **Helweg-Larsen, M.**, Volpp, K. G., & Kimmel, S. E. (2012). Heart attack risk perception biases among hypertension patients: The role of educational level and worry. *Psychology & Health*, 27(6), 737-751. <https://doi.org/10.1080/08870446.2011.626856>
- Helweg-Larsen, M.**, *Harding, H. G., & Klein, W. M. (2011). Will I divorce or have a happy marriage?: Gender differences in comparative optimism among U.S. college students. *Basic and Applied Social Psychology*, 33(2), 157-166. <https://doi.org/10.1080/01973533.2011.568874>
- Helweg-Larsen, M.** (2011). The UCLA multidimensional condom attitudes scale. In T. D. Fisher, C. M. Davis, W. L. Yarber, & S. L. Davis (Eds.). *Handbook of sexuality-related measures* (3rd ed., pp. 162-164). New York: Routledge.
- Helweg-Larsen, M.**, *Tobias, M. R., & *Cerban, B. M. (2010). Risk perception and moralization among smokers in the U.S. and Denmark: A qualitative approach. *British Journal of Health Psychology*(4), 15, 871-886. <https://doi.org/10.1348/135910710X490415>
- Helweg-Larsen, M.**, & Nielsen, G. A. (2009). Smoking cross-culturally: Risk perceptions among young adults in Denmark and the United States. *Psychology & Health*, 24(1), 81-93. <https://doi.org/10.1080/08870440801932656>
- *Harding, H. G., & **Helweg-Larsen, M.** (2009). Perceived risk for future intimate partner violence among women in a domestic violence shelter. *Journal of Family Violence*, 24(2), 75-85. <https://doi.org/10.1007/s10896-008-9211-6>
- Helweg-Larsen, M.** & *Stancioff, L. M. (2008). Acculturation matters: Risk perceptions of smoking among Bosnian refugees living in the United States. *Journal of Immigrant and Minority Health*, 10(5), 423-428. <https://doi.org/10.1007/s10903-007-9107-1>
- Long, J. A., **Helweg-Larsen, M.**, & Volpp, K. G. (2008). Patient opinions regarding “pay for performance for patients”. *Journal of General Internal Medicine*, 23(10), 1647-1652. <https://doi.org/10.1007/s11606-008-0739-1>
- Helweg-Larsen, M.**, & LoMonaco, B. L. (2008). Queuing among U2 fans: Reactions to social norm violations. *Journal of Applied Social Psychology*, 38(9), 2378-2393. <https://doi.org/10.1111/j.1559-1816.2008.00396.x>

- Helweg-Larsen, M.,** *Harding, H. G. & *Kleinman, K. E. (2008). Risk perceptions of dating violence among college women: The role of experience and depressive symptoms. *Journal of Social and Clinical Psychology, 27*(6), 551-571. <https://doi.org/10.1521/jscp.2008.27.6.600>
- *Gurmankin, A. D., **Helweg-Larsen, M.,** Armstrong, K., Kimmel, S. E., & Volpp, K. G. M. (2005). Comparing the standard visual analog scale and the magnifier scale for assessing risk perceptions. *Medical Decision Making, 25*(5), 560-570. <https://doi.org/10.1177/0272989X05280560>
- *Meloni, A., **Helweg-Larsen, M.,** *MacDonald, J. M., & *Inoue, A. (2005). A world of their own: Acculturation and views on war and interpersonal violence among adult Mennonites. *Psi Chi Journal of Undergraduate Research, 10*(2), 49-53. <https://doi.org/10.24839/1089-4136.JN10.2.49>
- Helweg-Larsen, M.,** *Cunningham, S. J., *Carrico, A., & *Pergram, A. M. (2004). To nod or not to nod: An observational study of nonverbal communication and status in female and male college students. *Psychology of Women Quarterly, 28*(4), 358-361. <https://doi.org/10.1111/j.1471-6402.2004.00152.x>
- Helweg-Larsen, M.,** Kjølner, M., & Thoning, H. (2003). Do age and social relations moderate the relationship between self-rated health and mortality among adult Danes? *Social Science and Medicine, 57*(7), 1237-1247. [https://doi.org/10.1016/S0277-9536\(02\)00504-X](https://doi.org/10.1016/S0277-9536(02)00504-X)
- Shepperd, J. A., **Helweg-Larsen, M.,** & *Ortega, L. (2003). Are comparative risk judgments consistent across time and events? *Personality and Social Psychology Bulletin, 29*(9), 1169-1180. <https://doi.org/10.1177/0146167203254598>
- *Klein, C. T. F., & **Helweg-Larsen, M.** (2002). Perceived control and the optimistic bias: A meta-analytic review. *Psychology and Health, 17*(4), 437-446. <https://doi.org/10.1080/0887044022000004920>
- Helweg-Larsen, M.,** *Sadeghian, P., & *Webb, M. A. (2002). The stigma of being pessimistically biased. *Journal of Social and Clinical Psychology, 21*(1), 92-107. <https://doi.org/10.1521/jscp.21.1.92.22405>
- Helweg-Larsen, M.** & Shepperd, J. A. (2001). Do moderators of the optimistic bias affect personal or target risk estimates? A review of the literature. *Personality and Social Psychology Review, 5*(1), 74-95. https://doi.org/10.1207/S15327957PSPR0501_5
- Kjølner, M., & **Helweg-Larsen, M.** (2000). Suicidal ideation and suicide attempts among adult Danes. *Scandinavian Journal of Public Health, 28*(1), 54-61. <https://doi.org/10.1177/140349480002800110>
- Helweg-Larsen, M.,** & *Howell, C. (2000). Effects of erotophobia on the persuasiveness of condom advertisements containing strong or weak arguments. *Basic and Applied Social Psychology, 21*(2), 111-117. <https://doi.org/10.1207/15324830051036199>
- Helweg-Larsen, M.** (1999). (The lack of) optimistic biases in response to the Northridge earthquake: The role of personal experience. *Basic and Applied Social Psychology, 22*(2), 119-129. <https://doi.org/10.1207/15324839951036461>
- Helweg-Larsen, M.** (1999). Students do not overestimate their life expectancy: An alternative demonstration of unique invulnerability. *Teaching of Psychology, 26*(3), 215-217.
- *LaBranche, E. R., **Helweg-Larsen, M.,** *Byrd, C. E., & *Choquette, R. A. (1997). To picture or not to picture: Levels of erotophobia and breast self-examination brochure techniques. *Journal of Applied Social Psychology, 27*(4), 2200-2212. <https://doi.org/10.1111/j.1559-1816.1997.tb01648.x>
- Helweg-Larsen, M.,** & Collins, B. E. (1997). A social-psychological perspective on the role of knowledge about AIDS in AIDS prevention. *Current Directions in Psychological Science, 6*(2), 23-26. <https://doi.org/10.1111/1467-8721.ep11512614> [Reprinted in M. E. Davis (Ed.), *Annual Editions: Social Psychology 1999/2000, 2000/2001, 2001/2002* and in E. J. Coats & R. S. Feldman (Eds.), *Classic and Contemporary Readings in Social Psychology 3/e, 2001.*]
- Gibbons, F. X., **Helweg-Larsen, M.,** & Gerrard, M. (1995). Prevalence estimates and adolescent risk behavior: Cross-cultural differences in social influence. *Journal of Applied Psychology, 80*(1), 107-121. <https://doi.org/10.1037/0021-9010.80.1.107>
- Helweg-Larsen, M.,** & Collins, B. E. (1994). The UCLA Multidimensional Condom Attitudes Scale: Documenting the complex determinants of condom use in college students. *Health Psychology, 13*(3), 224-237. <https://doi.org/10.1037/0278-6133.13.3.224> [Reprinted in McCammon, S., Knox, D., & Schacht, C. (2007). *Choices in sexuality (3rd ed.)*. Cincinnati, OH: Atomic Dog Publishing.]

MANUSCRIPTS UNDER REVIEW

Helweg-Larsen, M., & Tsantir, S. B. *What do students think and feel about their risk taking while studying abroad? A qualitative approach.*

MANUSCRIPTS IN PREPARATION

Helweg-Larsen, M., Peterson, L. M., & DiMuccio, S. H. *Why do conservatives take fewer COVID-19 precautions?: The role of worry, perceived risk, and trust.*

DiMuccio, S. H., & Peterson, L. M., & **Helweg-Larsen, M.** *Coronavirus risk perceptions and behaviors are predicted by gendered beliefs.*

CONFERENCE PRESENTATIONS (*INDICATES STUDENT COLLABORATOR)

Helweg-Larsen, M., Peterson, L. M., & *DiMuccio, S. H. (2022, February). *The Interplay of Cognitive and Affective Risks in Predicting COVID-19 Precautions.* [Poster](#) presented at the Meeting of the Society for Personality and Social Psychology, San Francisco.

Peterson, L.M., *DiMuccio, S.H., **Helweg-Larsen, M.,** & *Yan, Y. (2021, April). *Norms and prototypes predict coronavirus prevention behavioral cognitions and behaviors in the United States.* Society of Behavioral Medicine annual conference, online. [Received a Citation Abstract award]

*Tjitra, C. & **Helweg-Larsen, M.** (2021, February). *Ostracizing Smokers in a Cyberball Game: Social Exclusion Causes Greater Interest in Quitting-Related Cognitions, Attitudes, and Intentions.* [Poster](#) presented at the Meeting of the Society for Personality and Social Psychology, online.

Helweg-Larsen, M. (2020, December). *Why we are not very good at risk management.* Talk presented at the International Risk Management Conference, online.

*Pyakuryal, M., & **Helweg-Larsen, M.** (2020, February). *Reminders of a stigmatized status might help smokers quit.* Poster presented at the Meeting of the Society for Personality and Social Psychology, New Orleans.

*Sorgen, L., **Helweg-Larsen, M.,** & *Valeur, B. (2019, March). *The effects of stigma-induced identity threat among U.S. and Danish Smokers.* [Poster](#) presented at the Meeting of the International Convention of Psychological Science, Paris, France.

Helweg-Larsen, M., *Pyakuryal, M., *Booth, M., *Coates, S., & *Gerhard, S. (2019, February). *Does it help smokers if we stigmatize them?* [Poster](#) presented at the Meeting of the Society for Personality and Social Psychology, Portland, OR.

Helweg-Larsen, M., *Weigert, M., *Sorgen, L., *Nierva, A., & *Marshall, E. (2018, March). *Stigmatization and the role of rejection sensitivity among heavy smokers.* Talk presented at the Meeting of the Society for Personality and Social Psychology, Atlanta, GA.

Helweg-Larsen, M., Hoorens, V., Van Damme, C., & Sedikides, C. (2017, January). *The hubris hypothesis: The downside of comparative optimism displays* (part of a symposium on “The Dark Side of Striving for and Experiencing Uniqueness”). Talk presented at the Meeting of the Society for Personality and Social Psychology, San Antonio, TX.

*DiMuccio, S.H., **Helweg-Larsen, M.,** Yost, M. (2015, May). *Beliefs about precarious manhood in young Danish men: An interview study.* Poster presented at the Association of Psychological Science Annual Convention, New York, NY.

Helweg-Larsen, M. (2015, February). *Smoking risk beliefs among smokers and non-smokers in Denmark, the U.S., Bulgaria and Spain.* Poster presented at the Meeting of the Society for Personality and Social Psychology, Long Beach, CA.

Helweg-Larsen, M. (2014, August). *Explaining (tepid) tobacco control in Denmark: The role of risk perception, moralization, and tobacco industry interference.* Poster presented at the Convention of the American Psychological Association, Washington, DC.

Helweg-Larsen, M. (2013, March). *Effects of worry and perceived risk on smoking cessation in two cultures.* Poster presented at the Meeting of the Eastern Psychological Society, New York, NY.

Helweg-Larsen, M. (2013, January). *Moralization, risk perception, and smoking cessation among Danish and U.S. smokers.* Poster presented at the Meeting of the Society for Personality and Social Psychology, New Orleans, LA.

- Helweg-Larsen, M.** (2012, January). *Validation of the moralization of smoking scale*. Poster presented at the Meeting of the Society for Personality and Social Psychology, San Diego, CA.
- *Taylor, C. T., *Funtarova, D., & **Helweg-Larsen, M.** (2010, May). *A cross-cultural study of moralization among American and Danish smokers and non-smokers*. Poster presented at the Convention of the Association of Psychological Science, Boston, MA.
- Helweg-Larsen, M.**, *Cerban, B. M., & *Tobias, M. R. (2010, May). *Risk perception and moralization among smokers in the U.S. and Denmark: A qualitative approach*. Poster presented at the Convention of the Association of Psychological Science, Boston, MA.
- *Kob, A. & **Helweg-Larsen, M.** (2010, May). *Cross-cultural smoking: A survey study of risk perception and moralization among American and Danish smokers and non-smokers*. Poster presented at the Convention of the Association of Psychological Science, Boston, MA.
- Helweg-Larsen, M.**, *Harding, H. G., & Klein, W. M. (2010, February). *Will I divorce or have a happy marriage?: Gender differences in comparative optimism among U.S. college students*. Poster presented at the Meeting of the Society for Personality and Social Psychology, Las Vegas, NV.
- Kimmel, S. E. et al (2009, August). *A randomized controlled trial of copayment reductions for blood pressure medication: The CHORD trial*. Poster presented at the 25th International Conference on Pharmaco-epidemiology & Therapeutic Risk Management, Providence, RI.
- Helweg-Larsen, M.** (2009, February). *Conducting research on social-health psychology at a small college*. Invited talk at the 2009 Meeting of the Society for Personality and Social Psychology Training Committee Pre-Conference Co-Sponsored by The National Cancer Institute: Health Research in Social and Personality Psychology, Tampa, FL.
- Helweg-Larsen, M.**, *Tobias, M. R., & *Cerban, B. M. (2009, February). *Moralization, risk perception and risk reduction: A qualitative interview study of U.S. smokers*. Poster presented at the Meeting of the Society for Personality and Social Psychology, Tampa, FL.
- Helweg-Larsen, M.** (2008, February). *Is smoking dangerous?: Risk perceptions of smoking among American and Danish young adults*. Poster presented at the Meeting of the Society for Personality and Social Psychology, Albuquerque, NM.
- Helweg-Larsen, M.** & LoMonaco, B. L. (2007, May). *Queuing among U2 fans: Reactions to social norm violations*. Poster presented at the Meeting of the Association for Psychological Science, Washington, DC.
- Long, J. A., **Helweg-Larsen, M.**, & Volpp, K. G. (2007, April). *Acceptability of pay for performance for patients*. Poster presented at the Society of General Internal Medicine National Meeting, Toronto, Canada.
- Helweg-Larsen, M.** & *Harding, H. G. (2007, January). *Hypertensive patients and battered women: Perceived risk reduction predicts intentions*. Poster presented at the Meeting of the Society for Personality and Social Psychology, Memphis, TN.
- *Stancioff, S. & **Helweg-Larsen, M.** (2006, May). *Acculturation matters: Risk perceptions of smoking among Bosnian refugees in the U.S.* Poster presented at the Convention of the Association for Psychological Science, New York, NY.
- *Bettencourt, A. R., **Helweg-Larsen, M.**, *Hoover, A., Kimmel, S., & Volpp, K. (2006, May). *Predicting self-rated health from perceived and actual cardiovascular risk among hypertensive patients*. Poster presented at the Convention of the Association for Psychological Science, New York, NY.
- Helweg-Larsen, M.**, *DiDominick, K., Kimmel, S., & Volpp, K. (2005, November). *When is perceived risk related to behavior? The case of hypertension*. Paper presented at the Meeting of the Society of Southeastern Social Psychologists, Atlantic Beach, FL.
- Helweg-Larsen, M.**, *Meloni, A., Gurmankin, A., Kimmel, S., & Volpp, K. (2005, July). *Worry and risk perceptions about heart attack and stroke in hypertensive patients*. Poster presented at the 9th European Congress of Psychology, Granada, Spain.
- Helweg-Larsen, M.**, *Peterson, L., *Bettencourt, A., Kimmel, S., & Volpp, K. (2005, March). *Socio-economic status and race difference in optimistic bias among hypertensive patients*. Poster presented at the Eastern Psychological Association Conference, Boston, MA.
- Helweg-Larsen, M.**, *Harding, H., & *Kleinman, K. (2005, March). *Optimistic bias in dating violence among college women*. Poster presented at the Eastern Psychological Association Conference, Boston, MA.

- Helweg-Larsen, M.**, Gurmankin, A., *DiDominick, K., *Meloni, A., *Peterson, L., Kimmel, S., Armstrong, K., Volpp, K. (2004, April). *Comparative and absolute risk biases of heart attack and stroke among hypertensive patients*. Poster presented at the Eastern Psychological Association Conference, Washington, DC.
- *Pergram, A. M., *Cunningham, S. J., *Carrico, A., & **Helweg-Larsen, M.** (2002, April). *Nonverbal communication and status: An observational study of subordination in male college students*. Poster presented at the Spring Conference of the Kentucky Psychological Association, Louisville, KY.
- Helweg-Larsen, M.** (2002, February). Optimistic bias in ultralight pilots. Poster presented at the Conference of the Society for Personality and Social Psychology, Savannah, GA.
- Helweg-Larsen, M.** (2001, February). *The stigma of being pessimistically biased*. Poster presented at the Conference of the Society for Personality and Social Psychology, San Antonio, TX.
- Helweg-Larsen, M.**, & Shepperd, J. A. (2000, February). *Personal and target moderators of the optimistic bias*. Poster presented at the Conference of the Society for Personality and Social Psychology, Nashville, TN.
- Helweg-Larsen, M.** (1999, March). *Landing your dream job in academe: Marketing yourself for research or teaching-oriented positions*. Presentation and discussion group at the Southeastern Psychological Association Annual Conference, Savannah, GA.
- Kjøller, M., & **Helweg-Larsen, M.** (1998, December). *Prevalence of self-reported suicide attempts among adult Danes: Data from a representative national survey*. Poster presented at the European Public Health Association Annual Conference, Göteborg, Sweden.
- Helweg-Larsen, M.**, & Shepperd, J. A. (1997, October). *The optimistic bias: Moderators and measurement concerns*. Poster presented at the Annual Conference of the Society of Experimental Social Psychologists, Toronto, Canada.
- Helweg-Larsen, M.**, *LaBranche, E. R., *Byrd, C. E., & *Choquette, R. A. (1996, November). *To Picture or Not to Picture: Levels of erotophobia and breast self-examination brochure techniques*. Poster presented at the annual meeting of the Society of Southeastern Social Psychologists, Virginia Beach, VA.
- Swinkels, A., Giuliano, T. A., & **Helweg-Larsen, M.** (1996, August). *Assessing mood awareness in diverse groups*. Poster presented at the 104th Annual Convention of the American Psychological Association, Toronto, Canada.
- Helweg-Larsen, M.** (1996, January). *Demonstrating the elaboration likelihood model from magazine ads: A student project*. Poster presented at the 18th annual meeting of the National Institute of the Teaching of Psychology, St. Petersburg Beach, FL.
- Helweg-Larsen, M.** (1995, November). *Can the optimistic bias be manipulated and what difference does it make?* Paper presented at the annual meeting of the Society of Southeastern Social Psychologists in Boca Raton, FL.
- Helweg-Larsen, M.** (1995, August). *Why Americans are so optimistically biased: The role of social comparison*. Poster presented at the 103rd Annual Convention of the American Psychological Association in New York City.
- Helweg-Larsen, M.** (1994, March). *Why it won't happen to me: Optimistic biases in AIDS risk perception*. Poster presented at the 11th meeting of the University-wide AIDS Research Program's Annual Investigators' Meeting, San Francisco, CA.
- Helweg-Larsen, M.** (1993, June). Beyond education: Predicting college students' intentions to use condoms. In B.E. Collins & M. Helweg-Larsen (Co-chairs), *Understanding attitudes towards sexual risk taking*. Symposium conducted at the 5th meeting of the American Psychological Society, Chicago, IL.
- Helweg-Larsen, M.**, & Gibbons, F. X. (1992, May). *Self-esteem, gender, and perceived vulnerability to sexually transmitted diseases*. Poster presented at the 72nd meeting of the Western Psychological Association, Portland, OR.
- Helweg-Larsen, M.**, & Collins, B. E. (1991, August). *Framing messages to promote condom use*. Poster presented at the 99th meeting of the American Psychological Association, San Francisco, CA.
- Helweg-Larsen, M.** (1990, April). *Hints for prospective graduate students from the 1989 entering psychology class at UCLA*. Invited Symposium presented at the 70th meeting of the Western Psychological Association, Los Angeles, CA.
- Helweg-Larsen, M.** (1989, April). *Smoking, risk assessment and cognitive dissonance*. Paper presented at the 69th meeting of the Western Psychological Association, Reno, NV.

INVITED PRESENTATIONS @ DICKINSON COLLEGE

Danish Words to Reduce Stress, Explained by a Dane. Webinar presented to the Alumni network and broader community. Dickinson College, April 13, 2021.

Why we are not good at risk assessment. [Webinar](#) presented to the Alumni network and broader community. Dickinson College, November 18, 2020.

Optimistic Bias and the Coronavirus. [Virtual presentation](#), Clarke Forum, Dickinson College, April 6, 2020.

Pyt. Webinar presented to the Alumni network and broader community. Dickinson College, October 31, 2019.

Success in college: A growth mindset. Presentation to the incoming class of first year students (“Common Experience”), August 26, 2016.

Citation for the honorary degree awarded to David Satcher (the 16th Surgeon General of the United States). Wrote citation and presented it during Commencement, May 22, 2016.

Perceived Risk of Ebola among Americans. Panel presentation on Ebola. Clarke Forum, December 4th, 2014.

Moralization of smokers: The experience and consequences of moralization among US and Danish smokers. Health Studies Brown Bag Series, Dickinson College, February 20, 2014.

Smoking, moralization, and perceived risk. Faculty Tea, Dickinson College, November 2008.

Risk perceptions of smoking among American and Danish young adults. Department of Psychology, Dickinson College, October 2007.

Why people believe weird things: Science and the paranormal. Key Note Address - Science Dinner, Dickinson College, April 2006.

So you think it won't happen to you? Risk perception and natural disasters. Campus wide presentation sponsored by the 43rd Annual Public Affairs Symposium “Living on a Risky Planet,” Dickinson College, December 2005.

What are the odds: Poker at Dickinson. Common Hour Panel Presentation, Dickinson College, September 2005.

Where are the women? The gender divide in science. Common Hour Panel Presentation, Dickinson College, March 2005.

The benefits of studying abroad: Research and personal anecdotes. Phi Beta Delta International Honor Society, Dickinson College, Keynote speaker and inductee, October 2003.

Spectrum of sexuality. Pandora Panel Presentation, Dickinson College, February 2003.

Teaching 9-11. Common Hour Panel Presentation, Dickinson College, September 2002.

OTHER INVITED PRESENTATIONS

Writing for General Audiences. Presentation to the Society for Personality and Social Psychology, Free Form Fridays, Friday January 21, 2022.

How to Write for General Audiences. Presentation to the Early Career Research Group, School of Psychology, University of East Anglia, UK, June 21, 2021.

Smoking Stigma: Methodological Approaches and Findings. Guest Lecture, UCLA Health Psychology Graduate Course, November 5th, 2020.

Does stigma help or hinder smokers' willingness to quit? Addiction Interdisciplinary Research Group, University of East Anglia, Norwich, UK, May 6, 2020.

How does stigmatization affect smokers' willingness to quit? School of Psychology, University of East Anglia, Norwich, England, November 6, 2019.

Moralization of Smokers: The Experience and Consequences of Moralization among US and Danish Smokers:

- Tobacco Control Research Branch, National Cancer Society, September 18, 2013.
- Southeast Center for Research to Reduce Disparities in Oral Health, College of Dentistry, University of Florida, December 3, 2013.
- Department of Psychology, University of California, Santa Barbara, January 24, 2014.

- Health Psychology Brown Bag, Department of Psychology, University of California, Los Angeles, January 29, 2014.

Oplevet personlig risiko og optimistic bias [Perceived personal risk and optimistic bias]. Danish Society for Risk Judgment [Selskabet for Risikovurdering]. June 6, 2012.

Moralization and risk perception in smokers in the U.S. and Denmark:

- Department of Psychology, University of Sheffield, UK, November 2010.
- Danish Institute for Study Abroad (DIS), Copenhagen, Denmark, March 2011.
- Department of Psychology, Catholic University, Leuven, Belgium, May 2011.

Er det farligt at ryge?: Risikoopfattelse om rygning blandt unge i Danmark og USA [Is it dangerous to smoke: Risk perceptions about smoking among youth in Denmark and the U.S.]. The Danish Cancer Society and the National Institute of Public Health, Copenhagen, Denmark, June 2007.

Risk perceptions of smoking among American and Danish young adults. Department of Psychology, University of Pittsburgh, April 2007.

The liberal arts college job. Department of Psychology, University of Pittsburgh, April 2007.

Culture and risk perceptions: The case of smoking. Department of Psychology, University of Florida, February 2007.

How to get a job at a liberal arts college. Department of Psychology, University of Florida, February 2007.

Are you less at risk than others?: The role of risk perceptions in health-related decisions. Department of Psychology, Gettysburg College, April 2005.

Getting a job at a liberal arts institution. Department of Psychology, University of Florida, October 1999.

The optimistic bias and its moderators: When people are less likely to have biased thoughts. Department of Psychology, University of Kentucky, September 1998.

Optimistic bias: Befolkningens undervurdering af sygdomsrisiko [The optimistic bias: The population's underestimation of disease risk]. Danish Society for Psychosocial Medicine, May 1998.

(The lack of) optimistic biases in response to the 1994 Northridge earthquake: The Role of Personal Experience. Department of Psychology, University of Florida, March 1997.

To picture or not to picture: Levels of erotophobia and breast self-examination brochure techniques. Department of Psychology, University of Florida, October 1996.

Optimists and the optimistic bias: When are the consequences negative? Department of Psychology, University of Florida, December 1995.

A cross-cultural investigation of the optimistic bias. Department of Psychology, University of North Florida, January 1995.

Why it won't happen to me: A cross-cultural investigation of social comparison as a cause of the optimistic bias. Department of Psychology, University of Florida, September 1994

ARTICLES WRITTEN FOR GENERAL AUDIENCES

- As the pandemic rages, the US could use a little bit more 'samfundssind'. [The Conversation](#), December 4, 2020. About 30,000 readers and many reprints including [US News and World Report](#)
- In battling the coronavirus, will 'optimistic bias' be our undoing?, [The Conversation](#), March 25, 2020. About 55,000 readers and many media contacts (see below)
- A Danish word the world needs to combat stress: Pyt, [The Conversation](#), February 27, 2019. About 380,000 readers and many media contacts and reprints including the [Washington Post](#).
- Why Denmark dominates the World Happiness Report rankings year after year, [The Conversation](#), March 20, 2018. About 550,000 readers. Multiple print and media appearances (see below).

INTERVIEWS IN NEWSPAPERS, MAGAZINES, PODCASTS, AND OTHER MEDIA

Newspapers and Magazines

- "Why the Danish art of 'pyt' could be your cure to post-pandemic anxiety." [Vogue Scandinavia](#). October 16, 2021.
- "Struggling to assess pandemic risks? You're not alone." [National Geographic](#), July 30, 2021.
- "Why We're Bad at Assessing Risk and How to Make Better Decisions." [Bottom Line Personal](#), May 15, 2021.
- "The hard work of going away for a long, long time." [Washington Post](#), January 7, 2021.

- “Deal with it the Danish way.” [Natural Health](#), October 8, 2020.
- “Airlines say it’s safe to fly. Travelers are skeptical. Who’s right?” [Atlanta Journal-Constitution](#), Sept 19, 2020.
- “Happiness Museum looks at brighter feelings in uncertain times.” [CNN](#), August 27, 2020.
- “The New Rules of Dating.” [New York Times](#), July 18, 2020.
- “Why You’re Probably Not So Great at Risk Assessment.” [New York Times](#), June 30, 2020.
- “Coronavirus and Optimism Bias: Why Some People are Certain they Won’t Catch COVID-19.” [London Evening Standard, March](#) 13, 2020.
- “Derfor har især danske rygere så svært ved at stoppe” [That’s why Danish smokers have a hard time quitting]. An article about Marie Helweg-Larsen and her research in Berlingske (a Danish national newspaper) in their series “Danes who Rock the World” [Berlingske](#) (original in Danish). August 27, 2019. Translated to [English](#).
- Interview about the Danish word *Pyt* in the Argentinian national newspaper [La Nacion](#), June 15, 2019.
- Quoted in article about happiness “Champions du monde!” [Geo](#), p. 26-27, August, 2018.
- Featured Grantee: Marie Helweg-Larsen, [National Cancer Institute](#), Behavioral Research Program. 2018.
- “The Real Costs of Smoking.” [WalletHub](#), January 17, 2017
- “Why You’re Always in the Slowest-Moving Line, according to Science.” *Men’s Health*, September 30, 2015.
- “Most PPL customers stay put as rates rise.” *The Patriot News*, January 19, 2010.
- “Driven to distraction. Cell phones, reading, makeup, keep Portland drivers’ eyes off the road.” *The Portland Tribune*, March 19, 2009.
- “U2 fans queue in mysterious ways.” *The Sunday Times*, November 16, 2008.
- “Gig-goers guide to the art of queue jumping.” *New Scientist*, November 6, 2008.
- “Dickinson professor to study smoking.” *The Sentinel*, Carlisle, PA, August 14, 2008.
- “Region’s smoking rate is among highest in state.” *Observer-Dispatch*, Utica, New York, November 18, 2007.
- “Dickinson students to assist in study.” *The Patriot-News*, January 23, 2003.
- “Why nobody likes pessimists.” *Mindful Things*, March 8, 2002.
- “Baring all.” *Allure Magazine*, August 1998.
- “UF Researcher: Erotic Photos Deter Some Women From Breast Self-Exams.” *Science Daily*, April 16, 1998.

Radio Interviews

- Interview with Darryl Morris at [talkRadio](#) about optimistic bias, why we think we’re less at risk than other people, and what to do about it. Aired Saturday 1/23/21 at 7:40 AM GST.
- Revisiting the Optimistic Bias at this point in the pandemic. Live interview on [Wisconsin Public Radio](#), January 4, 2021.
- “Why Americans could use more community spirit”. Interviewed on [Danish National Radio](#), DR P1 Morgen [in Danish], Dec 19, 2020. [link only works from Denmark]
- Here’s why some are too optimistic about the pandemic. Interview on [NPR Marketplace](#), October 15, 2020.
- How Danes use ‘Pyt’ during corona, what makes them happy, and what can we learn from that. Interview on [BBC Radio Scotland](#), begins at 1:35, October 1, 2020.
- Psychology And Coronavirus: How Our 'Optimistic Bias' May Be Affecting Our Response. Live interview with [Wisconsin Public Radio](#), April 6, 2020.
- Why do some people see themselves as less susceptible to risk than others? Live interview on [WITF SmartTalk](#) (32:12 – end), March 30, 2020.
- ”Exporting the word Pyt” [Pyt som eksportvare]. Live Radio interview in Danish [Kulturen på P1](#), June 6, 2019.
- “Remember to say pyt” [Husk at sige pyt med Marie Helweg-Larsen]. Radio interview in Danish with [Radio Nova](#), March 19, 2019.
- “Want To Be Happier? Try A Little Hygge.” Radio interview [Wisconsin Public Radio](#), April 10, 2018.
- “Why we need more hygge.” Radio interview [BYU Radio](#), March 29, 2018.
- “Why Danes are happy.” Radio interview [CJAD 800 Radio](#), March 27, 2018.
- “Hygge and happy.” Radio interview [WNHN-FM’s The Attitude](#) in Concord, NH. (begins at 11:50), March 21, 2018.
- “Our scientists in action.” WDCV 88.3 FM radio interview, May 4, 2005.
- “Teaching 9-11.” WDCV 88.3 FM radio interview, September 24, 2002.

Television

- “Pyt”. Television appearance on Danish national television: [DR Aftenshowet](#), March 6, 2019.
- “Danish Professor writes about pyt.” Live Television interview on Danish national television: [TV2 News](#), March 5, 2019.

- “How to talk to your children about 9-11.” Interviewed on Fox 43 news, September 9, 2002.
- “How do people assess their risky behaviors?” Presentation at an Ultralight Flight safety seminar simultaneously broadcast on Kentucky Public Television, January 27, 2001.

Videos

- “Mask Wearing – When and How” [Dickinson College Video](#), August 18, 2020.
- “This Danish concept can help you to de-stress and live a happier life”, Video by the [World Economic Forum](#).
- “After You: The Psychology of Queues and How to Beat Them”, Video Explainer, [the Guardian](#), July 5, 2018. [U2 Queuing study described at 2:45]
- “Explanation of Smoking Stigmatization Research.” [Dickinson College Video](#), April 20, 2016.
- “Student-Faculty Research: Smoking Stigmatization,” [Dickinson College Video](#), April 18, 2016.

Podcasts

- “Professor of Psychology and Optimistic Bias Expert Share Insightful Advice for Students.” [Master’s in Psychology Podcast](#), May 25, 2022.
- “Why do people do dumb things” [Hvorfor gør mennesker dumme ting] episode on the podcast “[The Hunt for Everything](#)” [Jagten på det hele] in which I discuss my research on risk assessment and cognitive biases [in Danish]. July 29, 2021.
- The Psychology of a Pandemic: Professor of Psychology Marie Helweg-Larsen and alumnae Laurel Peterson ’06 and Sarah DiMuccio ’15 discuss their research into what predicts coronavirus risk perceptions. [Dickinson College Podcast](#), January 26, 2021.
- “Hygge,” [The Academic Minute](#). May 15, 2018.

DICKINSON COLLEGE NEWS

- “Scientists Say Cheese” [Dickinson Magazine, p. 25, Fall 2019](#)
- “Dickinson College Study-Abroad Students Volunteer at Leading-Edge London Nonprofits.” October 22, 2019. [Dickinson College News](#)
- “Research Reaches into the Community. Students partner with local health center to conduct smoking research.” January 9, 2017. [Dickinson College News](#)
- “Studying Stigma. Student researchers explore the stigmas of smoking with Professor Marie Helweg-Larsen.” May 2, 2016. [Dickinson College News](#)
- “A Distinction among Peers. Professor of Psychology Marie Helweg-Larsen earns 2015-16 distinguished teaching award.” May 25, 2016. [Dickinson College News](#)
- “A Reader’s Best Friend. Therapy dog makes reading fun for local students.” October 29, 2015. [Dickinson College News](#)
- “Honorary Degree Citation presented to Dr. David Satcher.” Commencement, May 22, 2016. [Dickinson College News](#)
- “The Ebola Outbreak. Let’s Weigh the Risk.” December 3, 2014. [Dickinson College News](#)
- “Moralization and Smoking.” Dickinson College Science Magazine, April 18, 2014, p. 28. [Dickinson College News](#)
- “Tobacco Road: Psychology professors investigate smoking cessation and risk perception.” *Dickinson Magazine*, Spring 2007.
- “Fearless smoking habits subject of study.” *Campus News Extra*, November 1, 2005.
- “Closing the gap. Scarcity of women in science explored on campus.” *Dickinson Magazine*, Fall 2005.
- “Hypertension study seeks answers.” *Campus News Extra*, August 24, 2004.
- “An inside look. A new study on hypertension gives students a personal glimpse of a public health dilemma.” *Dickinson Magazine*, Winter 2004.
- “Joint research grant yields \$4.8 million.” *Campus News Extra*, February 4, 2003.
- “Dickinson gets grant. Students to participate in state-sponsored health research.” *The Dickinsonian*, January 31, 2003.

COMMUNITY SERVICE, CARLISLE, PA

- Therapy Dog Volunteering (see [video](#)).
- Member of the “Measuring Impact Task Force”, *Partnership for Better Health*, Carlisle, Summer 2014.
- Carlisle High School, presentation in two psychology classes: “Science and the Paranormal”, September 2008.
- Comprehensive Sex Education Program Teacher (certified to teach the OWL program – Our Whole Lives), organized the class and co-taught 7th-9th graders weekly for a year, 2007-2008.
- Carlisle Area Science Advisory Committee (CASAC), Judge for Annual Science Fair, 2004, 2005, 2006, 2008.

- Wilson Middle School, Career Day speaking about being a college professor, October 2003.
- Carlisle Theater, Presentation on the movie “The Spider”, June 2003.

COMMITTEE SERVICE – DICKINSON COLLEGE

- Intercultural Competency Task Force, May 2017 - August 2018; Communications subcommittee Sept 2018-May 2019.
- Presidential Search Committee, May 2016 – February 2017.
- Provost’s Resource Committee, Co-chair with the Provost. Special committee convened to examine faculty workload, assessment, and the curriculum. July 2012– June 2013.
- Health Studies Certificate Steering Committee, Founding Member, 2006-2019.
- Study Abroad Advisor for the Psychology Department, 2011-2013.
- Participant Pool Committee Member and Chair, Psychology Department, 2007-2010.
- Academic Programs and Standards Committee (APSC), 2007-2008.
- Disciplinary Board, 2003-2006.
- Community Studies Center Steering Committee, 2002-2006.
- IRB (Institutional Review Board) Committee, Founding member, 2002-2004.
- Culture shock workshops (for students about to study abroad), Office of Global Studies, 2002-2003.

OTHER PROFESSIONAL PARTICIPATION – DICKINSON COLLEGE

- “Sexuality and Societies” faculty interdisciplinary reading group, Fall 2012.
- “Health and Social Policy” faculty interdisciplinary reading group, Summer 2006.
- “Theories of the Self” faculty interdisciplinary reading group, Summer 2003.

PROFESSIONAL ACTIVITIES – REVIEWER

- Reviewer on grants submitted to the National Science Foundation, October 2004, March 2006, March 2007, March 2009, October 2010, April 2015, April 2019, and October 2021.
- Grant reviewer for R.C. Good Grant, Denison University, January 3, 2020.
- Grant reviewer for NOW (Netherlands Organization for Scientific Research), Sept 2019.
- Reviewer for the National Institute of Health (NIH), Center for Scientific Review – Risk, Prevention, and Health Behavior Integrated Review Group, ZRG1 RPHB-R (80) A 2014/01, October-December 2013.
- Ad Hoc Reviewer for the following journals: *Reviewer for Basic and Applied Social Psychology, British Journal of Psychology, CA: A Cancer Journal for Clinicians Canadian, European Journal of Social Psychology, Journal of Behavioral Science, Health Psychology, Journal of Applied Psychology, Journal of Economic Psychology, Journal of Experimental Social Psychology, Journal of Applied Social Psychology, Journal of Computer-Mediated Communication, Journal of Health Psychology, Journal of Personality and Social Psychology, Journal of Social and Clinical Psychology, Natural Hazards, Nicotine & Tobacco Research, Personality and Social Psychology Bulletin, Psi Chi Journal, Psychology and Health, Risk Analysis, Self and Identity, Social Cognition, Social Science and Medicine, Teaching of Psychology, and International Journal of Disaster Risk Science.*
- Reviewer for the National Institute of Health (NIH), Center for Scientific Review – Challenge Grants Panel, ZRG1 RPHB A-58 and ZRG1 RPHB E-5, July 20-21, 2009.
- Reviewer for the National Institute of Health (NIH), Center for Scientific Review – Special Emphasis Panel, ZRG1 F11 20 L, Social psychology, risk and psychosocial development, March 28-29, 2005.
- Reviewer for the National Institute of Health (NIH), ZRG1 F 11 (20) meeting, Social Psychology, November 12, 2004
- Reviewer for the National Institute of Health (NIH), Postdoctoral Fellowship Applications (F32), 2004/05 ZRG1 RPHB (20) (L), Social Psychology, Friday March 5, 2004.
- Evaluator of a survey assessment for Grant # NS42454 (Perceived Organizational Justice and Scientific Dishonesty), sponsored by the Office of Research Integrity and the National Institutes of Health, administered by Children’s Hospital, Harvard Medical School.
- Textbook Reviewer: Research Methods (Allyn & Bacon, 2001 and 2008 and Brooks-Cole, 1999)

PROFESSIONAL ACTIVITIES – OTHER ACTIVITIES

- Member of the research group Addiction Research, University of East Anglia, UK, 2019-2022.
- Member of the Served as mentor in the American Psychological Association’s *Leadership Institute for Women in Psychology*, Fall 2021/Spring 2022.
- Attended [Write to Change the World](#) seminar, funded by a competitive grant from the *Society for Personality and Social Psychology*, December 2017.

- Member of *STEM-UP PA*, a *University Partnership for the Advancement of Academic Women*. Participated in workshops and as mentor, 2015-2016.
- Board Member, Eastern Psychological Association, 2013 – 2016.
- Selected to the American Psychological Association's *Leadership Institute for Women Psychology* (LIWP), a competitive program that recognizes and develops mid-career female psychologists, 2012-2013.
- Associate editor, *Psychology and Health*, Jan. 2007 – Dec. 2010.
- Member of the editorial board, *Psychology and Health*, 2001 – 2006.

PROFESSIONAL MEMBERSHIPS

- Society for Personality and Social Psychology, Fellow (awarded August 2020)
- Eastern Psychological Association, Fellow (awarded July 2014)