

Angela Bearth, Dr. sc. ETH

Born May 6th 1985 in Chur, Grisons

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PRACTICAL EXPERIENCE

since 2017/07 ETH Zurich,
Consumer Behavior

2015/02 – 2017/06 ZHAW Winterthur,
Behavioral Marketing

2012/02 – 2015/01 ETH Zurich,
Consumer Behavior

2009/06 – 2011/07 University of Zurich,
Department of Psychology

Senior Researcher

Research Assistant and Lecturer

Research Assistant

Research Assistant and Tutor

EDUCATION

2012/02 – 2014/11 ETH Zurich,
Consumer Behavior

PhD

Risk Perception and Communication of Two Potential Food Risks: *Campylobacter* and Selected Food Additives

2005/09 – 2011/11 University of Zurich,
Department of Psychology

lic. phil. in Social and Health Psychology

2000/08 – 2004/06 EM Schiers

Matura

FURTHER EDUCATION AND WORKSHOPS

2014/08 European Health Psychology Society CREATE Workshop
„Leveraging Mobile Technology and Social Media in Behavioral Research“

2014/05 Weiterbildung „Seminare abwechslungsreich gestalten“

2013/07 European Health Psychology Society CREATE Workshop
„Intensive Longitudinal Methods in Health Psychology“

2013/04 Weiterbildung „Wirkungsvoll präsentieren im Hochschulunterricht“

OTHER ENGAGEMENTS

since 2016/06 Lecturer in further education courses at ZHAW Winterthur (CAS ICS, CAS BIM, CAS MEMO)

STIPENDIEN UND AUSZEICHNUNGEN

- 2014/08 Conference Grant der European Health Psychology Society für Konferenzbesuch in Innsbruck
- 2014/06 Conference Grant der Walter Hochstrasser-Stiftung für Konferenzbesuch in Istanbul
- 2013/04 Reisekostenbeitrag der Schweizerischen Akademie der Geistes- und Sozialwissenschaften (SAGW) für Konferenzbesuch in Trondheim
- 2004/06 Andreas von Speyer-Preis 2004 für die zweitbeste Matura mit Schwerpunktfach Musik/Bildnerisches Gestalten

WISSENSCHAFTLICHE PUBLIKATIONEN

- Bearth, A., & Siegrist, M. (2019). Situative and product-specific factors influencing consumers' risk perception of household cleaning products. *Safety Science*, *113*, 141-148.
- Bearth, A., & Siegrist, M. (2019). "As Long as it is not Irradiated" – Influencing factors of US consumers' acceptance of food irradiation. *Food Quality and Preference*, *71*, 141-148.
- Bearth, A., Miesler, L., & Siegrist, M. (2017). Consumers' Risk Perception of Household Cleaning and Washing Products. *Risk Analysis*, *37*(4), 647-660.
- Bearth, A., & Siegrist, M. (2016). Are Risk or Benefit Perceptions More Important for Public Acceptance of Innovative Food Technologies: A Meta-Analysis. *Trends in Food Science and Technology*, *49*, 14-23.
- Bearth, A., Cousin, M. –E., & Siegrist, M. (2016). 'The Dose Makes the Poison': Informing Consumers About the Scientific Risk Assessment of Food Additives. *Risk Analysis*, *36*.
- Bearth, A., Cousin, M. –E., & Siegrist, M. (2014). The Consumer's Perception of Artificial Food Additives: Influences on Acceptance, Risk and Benefit Perceptions. *Food Quality and Preference*, *38*, 14-23.
- Bearth, A., Cousin, M. –E., & Siegrist, M. (2014). Poultry Consumers' Behaviour, Risk Perception and Knowledge Related to Campylobacteriosis And Domestic Food Safety. *Food Control*, *44*, 166-176.
- Bearth, A., Cousin, M. –E., & Siegrist, M. (2014). Investigating Novice Cooks' Behaviour Change: Avoiding Cross-Contamination. *Food Control*, *40*, 26-31.
- Bearth, A., Cousin, M. –E., & Siegrist, M. (2013). Uninvited Guests at the Table – A Consumer Intervention for Safe Poultry Preparation. *Journal of Food Safety*, *33*(4), 394-404.

AUSGEWÄHLTE WEITERE PUBLIKATIONEN

- Bearth, A., Cousin, M. –E., & Siegrist, M. (2014). Ungebetene Gäste am Esstisch. Bericht für www.foodle.ch.

Bearth, A., Cousin, M. -E., & Siegrist, M. (2013). Ungebetene Gäste am Esstisch – *Campylobacter* und die KonsumentInnen. Bericht für Aviforum.

PRÄSENTATIONEN

- Bearth, A., Saleh, R. & Siegrist, M. (2018). Heuristics, Biases and Other Seemingly Irrational Factors in People's Decisions Regarding Innovative Technologies, Foods and Other Consumer Goods. Society of Risk Analysis Annual Meeting. New Orleans (Louisiana), 02 – 5 December, 2018.
- Bearth, A., & Siegrist, M. (2018). Symposium: Intuitive Toxicology Revisited: People's Perceptions of the Principles of Toxicology and Implications for Specific Applications. The 27th SRA Europe Conference. Östersund (Sweden), 18 – 20 June, 2018.
- Bearth, A., Cousin, M. -E., & Siegrist, M. (2014). Perception of Artificial Sweeteners' Health Risks and Benefits. The 28th conference of the European Health Psychology Society. Innsbruck (Österreich), 26 – 30 August, 2014.
- Bearth, A., Cousin, M. -E., & Siegrist, M. (2014). The Public's Perception of Food Additives. The 23rd SRA Europe Conference. Istanbul (Türkei), 16 – 18 Juni, 2014.
- Bearth, A., Cousin, M. -E., & Siegrist, M. (2013). *Campylobacter* und der Konsument am Beispiel Hühnerfleischzubereitung: Wissen, Verhalten und Kommunikationsmöglichkeiten. 6. Sitzung der *Campylobacter*-Plattform. Bern, 07. November 2013.
- Bearth, A., Cousin, M. -E., & Siegrist, M. (2013). *Campylobacter* und der Konsument am Beispiel Hühnerfleischzubereitung: Wissen, Verhalten und Kommunikationsmöglichkeiten. Kolloquium (Institut für Lebensmittelsicherheit, Institut für Veterinärbakteriologie). Zürich, 15. Oktober 2013.
- Bearth, A., Cousin, M. -E., & Siegrist, M. (2013). Cross-Contamination During Chicken Meat Preparation: An Intervention Applying the Health Action Process Approach. The 27th conference of the European Health Psychology Society. Bordeaux (Frankreich), 16 – 20 Juli, 2013.
- Bearth, A., Cousin, M. -E., & Siegrist, M. (2013). *Campylobacter* und der Konsument am Beispiel Hühnerfleischzubereitung: Wissen, Verhalten und Kommunikationsmöglichkeiten. 46. SGLH-Arbeitstagung: *Campylobacter* – Alles im Griff? Zürich, 20. Juni 2013
- Bearth, A., Cousin, M. -E., & Siegrist, M. (2013). Uninvited Guests at The Table – An Intervention To Increase Awareness Of Pathogenic Bacteria And Safe Meat Preparation Behaviour. The 22th SRA Europe Conference. Trondheim (Norwegen), 17 – 19 Juni, 2013.