
Dr. Michael Kilb
Postdoctoral Researcher
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**PROFESSIONAL
EXPERIENCE**

since 2022 | Postdoctoral Researcher

Department of Child Nutrition, Max Rubner-Institut,
Federal Research Institute of Nutrition and Food,
Karlsruhe, Germany

since 2022 | Associated Researcher and External Lecturer

Division of Health Psychology,
Department of Psychology, University of Mannheim, Germany

2017-2022 | Research Assistant & Doctoral Candidate

Division of Health Psychology,
Department of Psychology, University of Mannheim, Germany

2012-2014 | Student Research Assistant

Division of Research Methods and Psychological Assessment,
Department of Psychology, University of Mannheim, Germany

EDUCATION

2022 | Doctor of Social Sciences (Dr. rer. soc.)

Division of Health Psychology, University of Mannheim, Germany
Thesis: How social media influences health behaviors - A social-cognitive
perspective
Advisors: Prof. Dr. Jutta Mata & Prof. Dr. Frank Kalter

2016 | M.Sc. Psychology

Majors: Cognitive and Clinical Psychology

University of Mannheim, Germany
Thesis: Evaluation of a screening for mental distress in inpatient geriatric
rehabilitation
Advisors: Prof. Dr. Georg Alpers & Dr. Stefan Grund

2014 | B.Sc. Psychology

University of Mannheim, Germany
Thesis: Avoidant decisions in patients with social anxiety disorder and healthy
controls
Advisors: Prof. Dr. Andre Pittig & Prof. Dr. Georg Alpers

**ACADEMIC
SERVICE**

since 2022 | **Treasurer and Member of the Executive Committee**
European Health Psychology Society

**RESEARCH
INTERESTS**

- ▷ Online social networking sites and health behaviors
- ▷ Psychosocial determinants of eating behavior
- ▷ Nutritional environment of children, adolescents and adults (gatekeepers, built environment, social media)
- ▷ Health behavior change interventions
- ▷ Habits (habit formation, habits and health behavior maintenance)
- ▷ Multilevel modeling of diary and experience sampling data
- ▷ Meta-analytical research methods

**PUBLICATIONS
(PEER-
REVIEWED)**

Kilb, M., Giese, H., Mata, J. (2023). How eating-related social media postings influence healthy eating in senders and network members: Two field experiments with intensive longitudinal data. *Appetite*, 182, Article 106430. <https://doi.org/10.1016/j.appet.2022.106430>

Kilb, M. (2022). *How social media use influences health behaviors - A social-cognitive perspective* [Dissertation]. <https://madoc.bib.uni-mannheim.de/63091/>

Kilb, M., Labudek, S. (2022). Effects of behavioral performance, intrinsic reward value, and context stability on the formation of a higher-order nutrition habit: An intensive longitudinal diary study. *International Journal of Behavioral Nutrition and Physical Activity*, 19, Article 105. <https://doi.org/10.1186/s12966-022-01343-8>

Kilb, M., Dickhäuser, O., Mata, J. (2022). A theory-based video intervention to enhance communication and engagement in online health communities: Two experiments. *Health Psychology and Behavioral Medicine*, 10(1), 199-228. <https://doi.org/10.1080/21642850.2022.2032074>

Grund, S., **Kilb, M.**, Breiting, E., Hundsdörfer, W., Schäfer, H. G., Schols, J. M. G. A., Gordon, A. L., Bauer, J. M., Alpers, G. W. (2022). Evaluation of a new screening instrument for psychological distress in postacute rehabilitation in older person. *European Geriatric Medicine*, 13, 243-251. <https://doi.org/10.1007/s41999-021-00554-9>

**(SELECTED)
CONFERENCE
PRESENTATIONS**

Kilb, M., Giese, H., & Mata, J. (2022). *Public (vs. private) self-monitoring of eating via social media - effects on eating and underlying mechanisms.* Presentation given at the 36th Annual Conference of the European Health Psychology Society. Bratislava, Slovakia.

Kilb, M., & Labudek, S. (2021). *Determinants of habit strength in the formation of a higher-order nutrition habit.* Presentation given at the 15th

Kongress für Gesundheitspsychologie.
Erlangen, Germany.

Kilb, M., Dickhäuser, O., & Mata, J. (2021). *Quality over quantity: Increasing need-supportive communication in online communities via a brief intervention video.* Presentation given at the 20th Meeting of the International Society of Behavioral Nutrition and Physical Activity - ISBNPA XChange Initiative 2021.
Digital conference.

Kilb, M., Dickhäuser, O., & Mata, J. (2020). *A brief communication intervention to increase perceived need-support and engagement in a forum-based health behavior intervention.* Poster presented at the 6th CBC Conference 2020 - Behaviour Change for Health: New and Emerging Science and Technologies.
Digital conference.

Kilb, M., & Mata, J. (2019). *The effect of young adults' food-related Instagram use on their fruit & vegetable intake.* Poster presented at the 33rd Annual Conference of the European Health Psychology Society.
Dubrovnik, Croatia.

Kilb, M., Giese, H., & Mata, J. (2019). *Posting for health - A field experiment on how social media use affects healthy eating.* Presentation given at the 33rd Annual Conference of the European Health Psychology Society.
Dubrovnik, Croatia.

Kilb, M., Giese, H., & Mata, J. (2018). *Facebook for better food? - The psychology behind the influence of social media on eating behavior.* Presentation given at the 18th Annual Meeting of the International Society of Behavioral Nutrition and Physical Activity.
Hong Kong, China.

Kilb, M., & Mata, J. (2017). *Facebook for better food? - Die Psychologie hinter dem Einfluss sozialer Medien auf Essverhalten.* Poster presented at the 13th Kongress für Gesundheitspsychologie.
Siegen, Germany. [Awarded with poster award]

SKILLS AND SOFTWARE

Experimental/questionnaire software

SoSci Survey | Unipark | movisensXS

Statistical software/data visualization

R/RStudio | SPSS | JASP | MS Excel

Text editing/presentation

MS Word/PowerPoint (Windows) | Pages/Keynote (Mac)

**SUPERVISED
THESES**

2021

- ▷ "Can social media change young adults' fruit and vegetable consumption?", B.Sc. thesis, Nicolas Stütz

2020 | Three B.Sc. theses in the research project "Dietary self-monitoring of fruit and vegetable intake via Instagram"

- ▷ "#foodstagram: The influence of public Instagram posting on eating behavior change and the mediating role of perceived social support and self-efficacy", B.Sc. thesis, Anika Sophie Bales
- ▷ "#healthinterventions: Effects of Instagram posting on fruit and vegetable consumption and the influence of social support", B.Sc. thesis, Daniela Böger
- ▷ "#healthgoals - Goal commitment as a mediating influence on the association between posting activity and fruit and vegetable consumption", B.Sc. thesis, Lisa Rauch

2020

- ▷ "Need support in online groups: Improving communication through a Self-Determination Theory-based communication intervention", M.Sc. thesis, Christopher Held

2019

- ▷ "Show me what you eat - The influence of food pictures in social networks on the perception of social norms, intentions and own eating behavior", M.Sc. thesis, Jennifer Nimisha Just
- ▷ "#eatyougreens: Social media usage and healthy eating behavior", M.Sc. thesis, Melanie Waldmüller
- ▷ "Autonomy support in response to fruit and vegetable posts on Facebook: Effects on need satisfaction, motivation, and consumption in a one-week ambulatory assessment", M.Sc. thesis, Malte Brakebusch

2018 | Three B.Sc. theses in the research project "Sender and receiver effects of eating-related social media posting"

- ▷ "Does my eating behavior transfer to my facebook friends? The spillover from posting", B.Sc. thesis, Therése Tai
- ▷ "The influence of posting healthy foods online on their consumption and the role of social support", B.Sc. thesis, Charlotte Jansen
- ▷ "The influence of eating-related Facebook use on snacking, accounting for individual differences in reward sensitivity", B.Sc. thesis, Christin Angelika Löbel

2018

- ▷ "Motivations and impression management in food-related social media communication", M.Sc. thesis, Sarah Anna Fröhlich
- ▷ "Food tastes best when you eat it with your own spoon: Spillover effects and influences on diet and eating behavior through social media

communication”, M.Sc. thesis, Linda Gräfe

**TEACHING
EXPERIENCE**

Spring 2019-2022 (yearly) | Health behavior interventions - Theory and practice (Level: M.Sc.), University of Mannheim

Spring 2019 & 2022 | Project seminar [Conducting research projects in small project teams] (Level: M.Sc.), University of Mannheim

Fall 2020-2021 (yearly) | Health behavior and mental disorders: Obesity (Level: M.Sc.), University of Mannheim

Spring 2017-2019 (yearly) | Prevention of mental disorders and health promotion (Level: B.Sc.), University of Mannheim

Fall 2018 | Biological mechanisms of health behaviors (Level: B.Sc.), University of Mannheim

AWARDS

2017 | Poster award from the Fachgruppe Gesundheitspsychologie of the Deutsche Gesellschaft für Psychologie (DGPs)

**WORKSHOPS
& SUMMER
SCHOOLS**

2022 | Digital Interventions
Organized by the Early Career Network CREATE. Bratislava, Slovakia.

2018-2020 | R workshops: Introduction to R Basics, Introduction to R Advanced, Multilevel Modeling in R, Within-Person Fluctuations
Mannheim/ Berlin, Germany.

2019 | An Introduction to Systematic Reviews and Novel Approaches to Data Synthesis
Organized by the Early Career Network CREATE. Dubrovnik, Croatia.

2018 | 2nd Behavioral Insights Summer School
Organized by the World Health Organization (WHO) and the University of Erfurt. Erfurt, Germany.

**FUNDING
& GRANTS**

2022 | **Travel grant** for the 36th Annual Meeting of the European Health Psychology Society in Bratislava, Slovakia.
German Academic Exchange Service (DAAD)

2018-2021 | **Travel grants**

by the funding programs IDEUM and IPID4all, University of Mannheim

- ▷ 2021 | 20th Meeting of the International Society of Behavioral Nutrition and Physical Activity (digital)
- ▷ 2021 | 5th Annual Conference of the European Health Psychology Society (digital)
- ▷ 2020 | 6th CBC Conference 2020 (digital)

- ▷ 2019 | 33rd Annual Conference of the European Health Psychology Society in Dubrovnik, Croatia.
- ▷ 2018 | 18th Annual Meeting of the International Society of Behavioral Nutrition and Physical Activity in Hong Kong, China.

2020 | Study grant for the tandem project *The influence of reward value and context stability on the formation of nutrition habits*.
Peer-Mentoring Team-Programm, Fachgruppe Gesundheitspsychologie der Deutschen Gesellschaft für Psychologie (DGPs)

**REVIEWING
ACTIVITIES**

- ▷ Applied Psychology: Health and Well-Being
- ▷ Motivation and Emotion

**ACTIVE
MEMBERSHIPS**

- ▷ European Health Psychology Society (EHPS)
- ▷ German Society for Psychology (DGPs)
- ▷ International Society for Behavioral Nutrition and Physical Activity (ISBNPA)

**SCIENCE COM-
MUNICATION**

since 2020 | Blog team member of the psychological magazine and blog *The Inquisitive Mind* (<https://in-mind.org/>)

since 2019 | Founder of the health psychology and behavior change blog *H4bits* (<https://h4bits.de>)