

Anna McAlister

Assistant Professor of Advertising and Public Relations at Michigan State University

East Lansing, MI, US

Anna McAlister is a consumer behavior expert.

Biography

McAlister's work is largely policy oriented, with an interest in children's knowledge of food brands and their responses to food advertising.

Industry Expertise

Education/Learning

Areas of Expertise

Developmental Psychology, Consumer Behavior, advertising to children, Food and Nutrition

Education

The University of Queensland
Ph.D. Developmental Psychology

The University of Queensland
Certificate University Teaching

The University of Queensland
B.A. Psychology

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