



## **Bethany R. Raiff**

Associate Professor  
Psychology

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<https://habitunit.com/>

### **Education:**

BA (Psychology), University of Wisconsin - Eau Claire  
MS (Psychology), University of Florida  
PhD (Psychology), University of Florida

### **Research Expertise:**

Technology | Health | Behavior Analysis | Behavioral Economics

My primary research activities involve developing and testing the integration of technological innovations with behavioral interventions for promoting drug abstinence and other health behavior.

I am exploring mobile and video game-based interventions to promote smoking abstinence in adult smokers. In addition, I have investigated novel approaches to increasing adherence with recommended medical regimens, as well as physical activity, particularly among individuals diagnosed with diabetes. My research can be understood within the framework of Behavioral Economics, with a particular focus on delay discounting and immediate incentives for healthy behavior. In the past, I have conducted pre-clinical basic research investigating the effects of nicotine on responding for environmental stimuli to identify why nicotine dependence is so difficult to treat.

### **Honors and Awards:**

APA Division 25 B.F. Skinner New Researcher Award (Applied)  
University of Florida Pioneer Award  
SABA Experimental Analysis of Behavior Fellowship

### **Member of:**

Association for Behavior Analysis International  
Society for Research on Nicotine and Tobacco  
American Psychological Association

### **Recent Academic Projects:**

\*Up from the Ashes: A computer videogame-based smoking cessation intervention  
\*Breathe Free: A smartphone videogame-based smoking cessation intervention

### **Recent Publications:**

Raiff BR, Arena A, Meredith SE, Grabinski MJ (2017) Feasibility of a Mobile Group Financial-Incentives Intervention Among Pairs of Smokers with a Prior Social Relationship. *Psychol Rec.* 67:231-239.

Dallery J, Raiff BR, Kim S, Marsch L, Stitzer M, Grabinski M (2017) Nationwide access to an Internet-based contingency management intervention to promote smoking cessation: A randomized controlled trial. *Addiction* 112:875-883.

Raiff BR, Jarvis BP, Dallery J (2016) Text-message reminders plus incentives increase adherence to antidiabetic medication in adults with Type 2 diabetes. *J Appl Behav Anal.* 49:947-953.