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### ***Education:***

*Ph.D.* in Psychology, 1995, *The Claremont Graduate School*, Claremont, CA. Emphasis in Social Psychology and Statistics.

*Master of Arts* in Psychology, 1992, *University of Maine*, Orono, ME. Emphasis in Experimental Social Psychology.

*Bachelor of Arts* in Psychology, 1990, *University of California*, Irvine, CA.

### ***Positions and Professional Experience:***

2023-present *Research Professor*. Claremont Graduate University. Research Fellow in the Claremont Evaluation Center and Professor in the Social Psychology program.

2005-2023 *Professor*. Department of Psychological Science. California State University, San Marcos.

2014-2020 *Dean of Graduate Studies and Research*, California State University, San Marcos. Senior administrative position overseeing masters and doctoral programs campus wide. Oversight for centers and institutes, pre-award grant support, compliance, and faculty professional development. Responsibilities also included oversight of the campus Institutional Review Board (IRB), Animal Care and Use (IACUC), and biosafety.

2010 Sabbatical leave, Otto-Von-Guericke University, Magdeburg. Germany.

2000-2005 *Associate Professor*. Department of Psychology, California State University, San Marcos.

2003 Sabbatical leave, Technische Universiteit Eindhoven, Netherlands.

1997-2000 *Assistant Professor*, Department of Psychology, California State University, San Marcos. Full responsibility for undergraduate courses in social psychology, critical thinking, introductory statistics, and computers in psychology, and graduate courses in social psychology and advanced statistics. Other responsibilities included supervising masters-level graduate students, organizing undergraduate research groups, and participating on department and university-wide committees.

1995-1997 *Visiting Assistant Professor*, Department of Psychology, St. Lawrence University. Full responsibility for undergraduate courses in social psychology, environmental psychology, research methodology, introduction to psychology, and personality psychology.

**Journal Publications** (127 total publications, 100 of which are peer reviewed journal articles; h-index = 78 through 2023, measured with Google Scholar. Total citations through 2023 = 41,362. Measured with Scopus, h=59)

\* designates my student at the time the work was completed.

Pederson, R., Hernandez, P., Woodcock, A., & Schultz, P. W. (2024). When perceived similarity overrides demographic similarity: Examining influences on developmental mentor networks. *International Journal of STEM Education*. Available online: <https://stemeducationjournal.springeropen.com/articles/10.1186/s40594-024-00480-9>

\*Packard, C., & Schultz, P. W. (2023). Emotions as the enforcer of norms. *Emotion Review*, 15, 279–283. <https://doi.org/10.1177/17540739231194315>

\*Bonilla, A., Schultz, P. W., Woodcock, A., & Hernandez, P. (2023). Diversifying STEM: Communal goal mismatch predicts student intentions. *Social Psychology of Education*, 26, 293-308. <https://doi.org/10.1007/s11218-022-09750-2>

Tise, J., Hernandez, P., & Schultz, P. W. (2023). Mentoring underrepresented students for success: Self-regulated learning strategies as a critical link between mentor support and educational attainment. *Contemporary Educational Psychology*, 102233.

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Routman, E., Khalil, K., Schultz, P. W., & Keith, R. (2022). Beyond inspiration: Translating zoo and aquarium experiences into conservation behavior. *Zoo Biology*, 41, 398-408.

\*Mertens, S., & Schultz, P.W. (2021). Referent group specificity: Optimizing normative feedback to increase residential recycling. *Journal of Environmental Psychology*, 73, 101541.

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- Wolske, K., Gillingham, K., & Schultz, P. W. (2020). Peer influence on household energy behaviours. *Nature: Energy*, *5*, 202-212.
- Schultz, P. W., Sorokina, A., & Javey, J. (2019). Social comparison as a tool to promote residential water conservation. *Frontiers in Water*, *10*. Available online at: <https://doi.org/10.3389/frwa.2019.00002>
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- Wang, J., Geng, L., Schultz, P. W., & Zhou, K. (2019). Mindfulness increases the belief in climate change: The mediating role of connectedness with nature. *Environment and Behavior*, *51*, 3-23. Available online at: <https://journals.sagepub.com/doi/pdf/10.1177/0013916517738036>
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- Schultz, P. W., & Oskamp, S. (1996). Effort as a moderator of the attitude-behavior relationship: General environmental concern and recycling. *Social Psychology Quarterly*, *59*, 375-383.  
<http://dx.doi.org/10.2307/2787078>.
- Schultz, L. A., & Schultz, P. W. (1996). Students and handguns: Attitudes, behaviors, and policies in an urban high school. *Proteus*, *13*, 57-60.
- Oskamp, S., Zelezny, L., Schultz, P. W., Hurin, S., Burkhardt, R., (1996). Commingled versus separated recycling: Does sorting matter? *Environment and Behavior*, *28*, 73-91.  
<http://dx.doi.org/10.1177/0013916596281004>.
- Schultz, P. W., & Oskamp, S., & Mainieri, T. (1995). Who recycles and when: A review of personal and situational factors. *Journal of Environmental Psychology*, *15*, 105-121.  
[http://dx.doi.org/10.1016/0272-4944\(95\)90019-5](http://dx.doi.org/10.1016/0272-4944(95)90019-5).
- Schultz, P. W., & Stone, W. F. (1994). Authoritarianism and attitudes toward the environment. *Environment and Behavior*, *26*, 25-37. [doi: 10.1177/0013916594261002](https://doi.org/10.1177/0013916594261002).

**Book Chapters (22 chapters):**

- Schultz, P. W., \*Dear-Ferguson, S., Hernandez, P., Bergquist, M., & Nilsson, A. (2024). Changing behavior through normative social influence. In R. Prislin (Ed.), *Handbook of social influence*.
- Schultz, P. W., & \*Bryant, J. (forthcoming). Grand challenges for environmental psychology. In I. Walker (Ed.), *Handbook of environmental psychology*. Elgar.
- Schultz, P. W., & \*Mertens, S. (2023). If you want to change behavior, start with the environment. In B. Gatersleben and N. Murtagh (Eds.), *Research handbook of pro-environmental behaviour change* (pp. 373-387). Elgar.
- Nolan, J., Schultz, P. W., Cialdini, R. B., Goldstein, N., & Griskivicius, V. (2020). A social norms approach: Wise interventions for solving environmental problems. In G. Walton & A. Crum (Eds.), *Handbook of wise interventions: How social-psychological insights can help solve problems* (pp. 405-428). New York: Guilford.

- Truelove, H., Schultz, P. W., & Gillis, A. J. (2019). Using social psychology to protect the environment. In K. O'Doherty & D. Hodgetts (Eds.), *Handbook of applied social psychology* (pp. 491-514). Los Angeles, Sage.
- Milfont, T., & Schultz, P. W. (2019). The role of attitudes in environmental issues. In D. Albarracín & B. T. Johnson (Eds.), *Handbook of attitudes* (2<sup>nd</sup>). NY: Taylor and Francis.
- Estrada, M. & Schultz, P. W. (2017). The USE of theory in applied social psychology. In L. Steg, K. Keizer, A. P. Buunk, & J. A. Rothengatter (Eds.), *Applied social psychology: Understanding and managing social problems* (pp. 27-51). Cambridge University Press.
- Schultz, P. W. (2016). Pathways to connectedness. In J. Gang & S. Earle (Eds.), *How can zoos and aquariums foster cultures of care and conservation?* Chicago, IL: Center for Humans and Nature. Available online at: <http://www.humansandnature.org/pathways-to-connectedness>
- Abrahamse, W., Steg, L., & Schultz, P. W. (2016). Research designs: Conducting research on environmental issues. In R. Gifford (Ed.), *Research methods for environmental psychology* (pp. 53-70). Hoboken, NJ: Wiley.
- Nolan, J., & Schultz, P. W. (2015). Prosocial behavior and environmental action. In D. Schroeder & W. Graziano (Eds.), *Handbook of prosocial behavior* (pp. 626-652). Oxford University Press.
- Tabanico, J. J., Schultz, P. W., & Schmitt, J. (2015). Driving change: Applying theoretical models in social marketing. In D. Stuart (Ed.), *Handbook of persuasion and social marketing* (Vol. 2, pp. 119-153). Praeger.
- Schultz, P. W., & Kaiser, F. G. (2012). Promoting proenvironmental behavior. In S. Clayton (Ed.), *Handbook of environmental and conservation psychology* (pp. 556-580). Oxford University Press.
- Keizer, K., & Schultz, P. W. (2012). The role of social norms in understanding and changing pro-environmental behaviour. In L. Steg, A. van den Berg, & J. de Groot (Eds.), *Environmental psychology* (pp. 153-164). Oxford, UK: Wiley-Blackwell.
- Schultz, P. W. (2010). Making energy conservation the norm. In K. Ehrhardt-Martinez & J. Laitner (Eds.), *People-centered initiatives for increasing energy savings*. Washington, DC: American Council for an Energy-Efficient Economy. Online book available at: <https://www.aceee.org/sites/default/files/publications/ebook/eb01.pdf>
- Sevillano, V., Aragonés, J. I., & Schultz, P. W. (2010). Beyond altruism: The motivational bases for pro-environmental behavior. In V. Corral-Verdugo, C. García-Cadena, & M. Frías-Armenta (Eds.), *Psychological approaches to sustainability: Current trends in theory, research and practice*. Nova Science.
- Schultz, P. W., & Estrada-Hollenbeck, M. (2008). The USE of theory in applied social psychology. In L. Steg, A. P. Buunk, & J. A. Rothengatter (Eds.), *Applied social psychology: Understanding and managing social problems* (pp. 28-56). Cambridge

University Press.

Schultz, P. W., & \*Tabanico, J. (2008). Community-based social marketing and behavior change. In A. Cabaniss (Ed.), *Handbook on household hazardous waste* (pp. 133-157). Lanham, MD: Government Institutes Press.

Schultz, P. W., \*Tabanico, J., & \*Rendón, T. (2008). Normative beliefs as agents of influence: Basic processes and real-world applications. In R. Prislin & W. Crano (Eds.), *Attitudes and attitude change* (pp. 385-409). New York: Psychology Press.

Oskamp, S., & Schultz, P. W. (2006). Using psychological science to achieve ecological sustainability. In S. Donaldson, D. Berger, & K. Pezdek (Eds.), *Applied psychology: New frontiers and rewarding careers* (pp. 81-106). Mahwah, NJ: Erlbaum.

Schultz, P. W. (2002). Environmental attitudes and behaviors across cultures. In W. J. Lonner, D. L. Dinnel, S. A. Hayes, & D. N. Sattler (Eds.), *OnLine Readings in Psychology and Culture*. International Association of Cross-Cultural Psychology. Available online at: <http://scholarworks.gvsu.edu/orpc/vol8/iss1/4/>

Schultz, P. W. (2002). Inclusion with nature: Understanding the psychology of human-nature interactions. In P. Schmuck, & P. W. Schultz (Eds.), *The psychology of sustainable development* (pp. 61-78). New York: Kluwer.

Schultz, P. W. (2002). Knowledge, education, and household recycling: Examining the knowledge-deficit model of behavior change. In T. Dietz & P. Stern (Eds.), *New tools for environmental protection* (pp. 67-82). Washington DC: National Academy of Sciences.

***Books and Edited Volumes (4 books, 3 edited volumes or special issues):***

Schultz, P. W., & Woodcock, A. (2023). *Social psychology: Linking theory, research, and action*. Kendall-Hunt.

McKenzie-Mohr, D., Lee, N., Schultz, P. W., & Kotler, P. (2012). *Social marketing to protect the environment: What works*. Thousand Oaks, CA: Sage.

Smith, J. E., Louis, W., & Schultz, P. W. (2011). Social influence in action. [Special Issue]. *Group Processes and Intergroup Relations*. Available online at: <http://gpi.sagepub.com/content/14/5.toc>.

Oskamp, S., & Schultz, P. W. (2005). *Attitudes and opinions* (3<sup>rd</sup> ed.). Mahwah, NJ: Erlbaum.

Schmuck, P., & Schultz, P. W. (Ed). (2002). *The psychology of sustainable development*. Norwell, MA: Kluwer. [Translated into French, 2009].

Schultz, P. W., & Oskamp, S. (2000). *Social psychology: An applied perspective*. Upper Saddle River, NJ: Prentice-Hall.

Zelezny, L., & Schultz, P. W. (2000). Promoting environmentalism. [Special Issue]. *Journal of Social Issues*.

Oskamp, S., & Schultz, P. W. (1998). *Applied social psychology* (2nd ed.). Upper Saddle River, NJ: Prentice-Hall.

**Grants and Awards (total of ~\$14 million in grants):**

Woodcock, A., Schultz, P.W., & Hernandez, P. (2023 – 2028). Research experience and mentorship as critical interventions to advance diversity in biomedical science. National Institutes of Health (NIGMS). \$2M. Award number: R01GM151513.

Schultz, P. W., Woodcock, A., & Hernandez, P. (2019-2024). *Becoming a scientist: A study of identity balance and the persistence of Hispanic undergraduate students in engineering and biological sciences*. National Science Foundation (NSF). \$1.9M. Award number: 1920786.

Schultz, P.W., & Mertens, S. (2019-2020). *Cigarette litter prevention program*. \$70,000. Keep America Beautiful.

Schultz, P. W., Woodcock, A., & Hernandez, P. (2017-2019). *Developing a measure of STEM identity and balance*. National Science Foundation (NSF). \$300,000. Award number: 1745929

Adolphus Toliver Award. (2016). “Tol Award.” National recognition from the Understanding Intervention organization for “exemplary work in understanding interventions that broaden participation in science careers.”

Schultz, P.W., & Woodcock, A. (2015 – 2020). *Research evaluation for the American Society for Biochemistry and Molecular Biology (ASBMB)*. National Science Foundation. \$272,024.

Boudrias, M., Estrada, M., Gershunov, A., & Silva-Send (2012-2017). *CCEP II. Making Global Climate Science Local: Implementing an Effective Model to Educate Key Influentials and Community Leaders*. National Science Foundation award to the University of San Diego for \$5M total. P.W. Schultz as co-PI on subaward to CSUSM for \$1.3M. DUE-1239797.

Schultz, P. W., & Woodcock, A. (2012 – 2016). PI. *Minority access program evaluation*. Endocrine Society. National Institute of General Medical Sciences. \$115,629.

Schultz, P.W. (2015-1016). Water conservation internship program for Olivenhain Municipal Water District (OMWD). \$76,987.

Schultz, P. W. & Estrada, M. (2013-2017). PI. *A national longitudinal study of the RISE program*. National Institutes of Health, National Institute of General Medical Sciences. 5R01GM075316. \$1.25M.

Estrada, M., & Schultz, P. W. (2011 – 2013). Co-PI. *Annual grantees meeting for research on interventions to promote research careers*. National Institute of General Medical Sciences. 1R13-GM097936-01. \$30,000.

Teaching Award. CSUSM. (2013). Campus-wide Distinguished Service Learning Faculty. For my course in Conservation Psychology. Also recognized for Outstanding Service Learning Community Partner, with the San Diego Zoo.

Boudrias, M. (2010-2012). *Climate science meets social psychology and strategic communications*. National Science Foundation award to the University of San Diego. \$979,659, and \$249,875 in supplemental “early implementation” funds. P.W. Schultz as PI on subaward to CSUSM for \$244,990. Phase I: Climate Change Education Partnership. ANT-1043435.

Schultz, P. W. & Estrada, M. (2009-2013). PI. *A national longitudinal evaluation of the RISE program*. National Institutes of Health, National Institute of General Medical Sciences. 2R01-GM075316. \$1,480,000, and \$294,797 in ARRA supplemental funds (3R01-GM075316-05S1).

Recipient of the 2007 Distinguished Professor award. Psi Chi honors society. CSUSM.

Schultz, P. W. (2005-2009). PI. *A nationwide study of the RISE program*. National Institutes of Health, National Institute of General Medical Sciences. R01-GM075316. \$1,770,120, and \$114,063 supplement for post-doctoral fellowship.

Schultz, P. W. (2005-2008). PI. *Community-based social marketing*. Nonprofit Research Grant. California Integrated Waste Management Board (CalEPA). \$194,347.

Recipient of the Early Career in Research Award. (2005). Western Psychological Association.

Schultz, P. W. (2005-2007). PI. *A social norms approach to community-based crime prevention*. U.S. Department of Justice, National Institute of Justice. \$200,000.

Schultz, P. W. (2004-2005). PI. *Implicit connections with nature among children: An IAT game*. Chicago, IL: Brookfield, Zoo. \$23,000.

Schultz, P. W. (2003-2004). PI. *Using community-based social marketing pilot projects*. California Integrated Waste Management Board, California Environmental Protection Agency. \$263,000.

Schultz, P. W., & Cialdini, R. (2002-2005). Co-PI. *Understanding and promoting energy conservation via social norms*. Hewlett Foundation. \$524,000.

Recipient of the 2000 CSUSM *President's Award for Scholarship and Creativity*.

Schultz, P. W. (1998-2001). *CSUSM Faculty Fellowship in Technology*. CSUSM.

Schultz, P. W. (1998). *Social Science Research and Instructional Council Faculty Fellowship*.



Schultz, P. W. (1996-97). *Society for the Psychological Study of Social Issues*. A cross-cultural study of environmental behaviors, policies, and values.

Schultz, P. W. (1995). *Claremont Graduate University, Outstanding Dissertation Award*. A field experiment on interventions to improve curbside recycling.

Schultz, P. W. (1994-95). *Haynes Foundation Dissertation Grant*. Community-based interventions to improve residential curbside recycling.

***Applied Research and Consulting:***

Scientific Advisor, U.S. Environmental Protection Agency, ENERGY STAR. 2011- 2021

Scientific Advisor, Badger Meter International (BMI). 2012 – present

Action Research. Founder and Principal (2001- 2010), Scientific Advisor, 2010 - present

Member, Board of Directors, Keep America Beautiful. 2008 – 2022

ZeroCycle, Scientific Advisor, 2014 – 2020

Trash Tracker, Inc. Scientific Advisor. 2016 - 2019

Scientific Advisor, Opower. 2009 – 2014

*Other consultancies:* Booz Allen Hamilton, Brookfield Zoo, Cadmus Group, California Integrated Waste Management Board, CalRecycle, CBRE, City of San Diego (stormwater), Industry Canada, Keurig, Morgan Stanley, NYSERDA (New York State Energy Research and Development Authority), Ogilvy Worldwide, Pepsi Cola, San Diego Association of Governments (SANDAG), Stopwaste.org, U.S. Air Force, World Wildlife Federation.

***Teaching Interests:***

Introductory Statistics

Meta-analysis

Regression

Field Experiments

Applied Social Psychology

Advanced Statistics

HLM

Moderation

Big data analytics

Environmental Psychology

Multivariate Statistics

ANOVA

Mediation

Social Psychology

Behavioral Economics

***Graduate Theses and Dissertations:***

Ejelöv, E. (2022). *On the psychology or environmental policy and the influence of social norms*. Opponent, doctoral evaluation committee. University of Gothenburg, Sweden

Bonilla, A. (2021). *Communal goal mismatch among STEM students*. Master’s thesis, California State University. Committee Chair.

Mertens, S. (2020). *Referent group specificity: Optimizing normative feedback to increase residential recycling*. Master’s thesis, California State University. Committee Chair.

- Rodriguez, R. (2019). *Hacking the stereotype: The relationship between computer science identity imbalance and happiness in high school girls*. Master's thesis, California State University. Committee Chair.
- Jaeger, C. (2017). *Leveraging normative feedback as a preparatory action: Can social norms promote commitment-making?* Master's thesis, California State University. Committee Chair.
- Sokoloski, R. (2015). *Disaggregated electricity consumption: Using appliance-specific feedback to promote energy conservation*. Master's thesis, California State University. Committee Chair.
- Schmitt, J. (2014). *Normative social influence and the moderating role of group identification: A field experiment on household electricity consumption*. Master's thesis, California State University. Committee Chair.
- Aguilar, M. (2013). *Emotional contagion or emotional convergence? An analysis of two explanations for emotional assimilation in groups*. Master's thesis, California State University. Committee Chair.
- Messina, A. (2012). *Normative social influence across conservation behaviors: Spillover, plasticity, and elasticity*. Master's thesis, California State University. Committee Chair.
- Tronu, G. (2012). Doctoral committee. *General environmental attitudes and beliefs: Spatial bias and the NHIP scale*. Tesi di Dottorato in Psicologia Ambientale. Sapienza Università di Roma. Rome, Italy. Co-tutor.
- Luis, S. (2011). Doctoral committee. *Dr. Jekyll or Mr. Hyde? Normative influence on judgment and behavior*. Universidade de Lisboa. Portugal. Doctoral evaluation committee member.
- Hansla, A. (2011). Opponent, doctoral evaluation committee. *Value orientation, awareness of consequences, and environmental concern*. University of Gothenburg, Sweden.
- Keizer, K. (2010). Doctoral evaluation committee member. *The spreading of disorder*. University of Groningen, Netherlands.
- Chance, R. (2009). *Mindset, goal orientation, and happiness among minority science students*. Master's thesis, California State University. Committee Chair.
- Hübner, G. (2008). *The gift of life: Understanding organ donation behavior*. Outside examiner, Habilitation. Martin-Luther Universität, Halle-Wittenberg. Germany.
- Rendón, T. (2008). *Using personalized normative feedback to reduce alcohol consumption: A cross-cultural comparison*. Master's thesis, California State University. Committee Chair.
- Zaleski, A. (2007). *The moderating role of personal norms and source credibility in normative social influence*. Master's thesis, California State University. Committee Chair.

Bruni, C. (2007). *Using the Implicit Association Test to explore environmental preferences in children*. Master's thesis, California State University. Committee Chair.

Milfont, T. (2007). *Psychology of environmental attitudes: A cross-cultural study of their content and structure*. Doctoral dissertation, University of Auckland. Outside examiner.

Tabanico, J. (2006). *Neighborhood watch, or neighborhood watch out. The effects of normative information on perceptions and fear of crime*. Master's thesis, California State University. Committee Chair.

Woodcock, A. (2004). *The role of self-efficacy in stereotype threat*. Master's thesis, California State University. Committee Chair.

Nolan, J. (2004). *Home energy conservation as a social dilemma*. Master's thesis, California State University. Committee Chair.

Khazian, A. (2003). *Promoting normative beliefs about energy conservation in a resort hotel*. Master's thesis, California State University. Committee Chair.

Brown, P. (2002). *Cognitive representations of self and nature*. Master's thesis, California State University. Committee Chair.

***Invited and Keynote Addresses:***

Conference on Environmental Psychology. (2023). Lillehammer, Norway. Keynote address.

SPARKS (2021). The power of persuasive positives. Pacific Northwest Social Marketing Association. Keynote speaker.

Society for Personality and Social Psychology. (2019). Sustainability pre-conference keynote speaker. Portland, OR.

Keep America Beautiful. (2019). Plenary speaker. KAB National Conference. Baltimore, MD.

Environmental Protection Agency (2018). Plenary speaker. ENERGY STAR Partner Meeting. Phoenix, AZ.

Keep America Beautiful. (2017). Keynote speaker. KAB National Conference. Washington, DC.

Understanding Interventions. (2016). Plenary address. Philadelphia, PA.

Biennial Conference on Environmental Psychology. (2015). Keynote lecture. Groningen, Netherlands. Media interview "What is environmental psychology"  
<https://www.youtube.com/channel/UCdJFuGRnT8uQqctwDN2Ot3g>

Western Psychological Association. (2015). Distinguished speaker. *A social psychological approach to conservation*. Las Vegas, NV.

- Summer Theories in Environmental Psychology. (2015). Keynote lecture and invited participant. Alghero, Italy.
- Sustainability Summit. (2015). Keynote address, *Conservation means behavior: Lessons from behavioral science*. Weber State University, Utah. Available online at: <https://www.youtube.com/watch?v=ILqSE9qdNMI>
- Keep America Beautiful. (2014). Invited address, National Conference, *Recycling at work*. Available online at: <http://recyclingatwork.org/research>.
- Stanford University. (2014). TomKat Center for Sustainable Energy. *Behavior theory applied to environmental education*. Palo Alto, CA.
- New Zealand Department of Conservation. (2014). *Conservation Psychology Institute*. Auckland and Wellington, NZ. Instructor.
- San Diego Zoo Global. (2013). *Conservation Psychology Institute*. San Diego, CA. Instructor.
- Resource Recycling. (2013). Keynote address. *Promoting recycling behavior: What works*. Louisville, KY.
- Behavior, Energy, and Climate Change (BECC). (2012). Keynote address, in collaboration with Doug McKenzie-Mohr. *Effective use of behavior change tools*. Sacramento, CA.
- North American Association for Environmental Education (NAAEE). (2012). Keynote address. *Education, motivation, and behavior: Three lessons from behavioral science*. Oakland, CA.
- Phipps Conservatory. (2012). *Conservation Psychology Institute*. Instructor. Pittsburgh, PA.
- Training Workforce Development and Diversity (NIH, TWD). (2012). Plenary address. *Evidence-based analysis of NIGMS supported minority training programs: Do these programs work?* San Antonio, TX. Online at: <https://vimeo.com/51650833>.
- Keep America Beautiful. (2011). Conference organizer and invited speaker. *Re:cycology*. Columbus Ohio.
- ENERGY STAR. Plenary address at 2011 partner meeting. Charlotte, NC.
- Kurt Lewin Institute, Groningen, the Netherlands. (2011). *Field experiments*. Doctoral workshop offered in collaboration with Linda Steg, Kees Keizer, and Jan William Balderdijk.
- Claremont Symposium on Applied Social Psychology. (2011). Conference co-organizer with Allen Omoto. Claremont, CA. *Psychological contributions to sustainability and environmental action*.
- Environmental Defense Fund. (2010). Invited address. *Using social norms to influence environmentally relevant behavior*. New York.

- National Academy of Sciences. (2009). Invited panelist. National Research Council's *Workshop on Addressing the Challenges of Climate Change Through the Behavioral and Social Sciences*. Washington, DC. Published in P.C. Stern & R. E. Kasperson (Eds.), *Facilitating climate change responses*. Washington DC: National Academies Press.
- Groningen University, Netherlands. (2009). Keynote lecture and invited participant. Summer Theories in Environmental Psychology (STEP).
- University of California, San Diego. Greenovation Forum. (2009). Invited Address. *Water conservation: Moving from awareness to action*. Streaming video at: <http://www.ucsd.tv/search-details.asp?showID=16051>.
- National Institute of General Medical Science. (2009). Invited Address at the National Advisory Council, *Findings from a national longitudinal study of the RISE program*. Washington, DC.
- Claremont Graduate University. (2009). Invited colloquium, Stauffer Lecture Series. *Using psychological science to achieve ecological sustainability*. Claremont, CA.
- California Center for Sustainable Energy (2008). Invited workshop. *From environmental awareness to action*. Repeated in 2010. San Diego.
- Environmental Protection Agency. (2008). Invited lecture at the National Resource Conservation Challenge meeting. *Social marketing: A toolkit for environmental professionals*. Washington, DC.
- Behavior, Energy, and Climate Change summit. (2008). Invited keynote address. *The constructive, destructive, and reconstructive power of social norms*. Sacramento.
- National Institute of Justice annual conference. (2008). Invited address. *A social norms approach to community-based crime prevention*. Washington, DC.
- Biennial Conference on Environmental Psychology. (2007). Invited keynote address: C.F. Graumann lecture. *Environmental concern as implicit social cognition*. Bayreuth, Germany.
- World Wildlife Federation, United Kingdom. (2007). Invited lecture. *Natural connections: Environmental messages that go beyond self interest*. London.
- Scripps Institution of Oceanography. (2006). Invited lecture. *Conservation means behavior*. San Diego.
- Western Psychological Association. (2006). Invited keynote address. *Social norms and the science of persuasion*. Palm Springs.
- Universidad Autónoma de Madrid. (2004). Invited lecture. *When norms conflict: Using social norms to promote conservation behavior*. Madrid.

California State University, San Marcos. Faculty colloquium series. (2004). *Talking trash: Applications of social psychology*.

National Academy of Sciences. (2001). *The knowledge-deficit model of behavior change*. Washington, DC.

***Professional Affiliations:***

- International Association of Applied Psychology (member since 1998, elected President of Division 4, Environmental Psychology, 2010-2022). Elected to Fellow in 2022.
- Society for Personality and Social Psychology (member since 1995, elected to Fellow in 2018)
- Association for Psychological Science (member since 1996, elected to Fellow in 2009)
- Western Psychological Association (member since 1992, elected to Fellow in 2005)
- Society of Experimental Social Psychology (elected to membership in 2009)
- International Association of People-Environment Systems (member since 2008)

***Editorial Activities***

*Editor-in-Chief:* Journal of Environmental Psychology. (2020-present).

*Associate Editor:* Journal of Environmental Psychology. (2020).

*National Science Foundation,* Panel Review, Broadening Participation, ECR. 2018.

*National Institutes of Health,* Panel Review, R01, NIGMS. 2016

*Editorial board:* Journal of Environmental Psychology (2006 – present)  
 Environment and Behavior (2009 – present)  
 Human Ecology Review (2011 – present)  
 Frontiers in Psychology (2019 – present)  
 CSU Journal of Sustainability and Climate Change (2021 – present)

***Service and Committee Membership***

2007-            Advisor: Behavior, Energy, and Climate Change (BECC). Stanford.  
 2012 – 2022    Board of Directors, Keep American Beautiful  
 2015 – 2018    CSUSM, Diversity and Inclusion Strategic Planning Committee  
 2017            CSUSM, Dean Search Committee Chair, College of Education, Health, and Human Services  
 2011 – 2012    College of Humanities, Arts, Behavioral, and Social Sciences. Hiring and Academic Planning Committee (HAPC). Chair.  
 2005-2012     Advisor: Conservation Psychology Strategic Planning Group.  
 2004-2011     Social and Behavioral Sciences Building Task Force. CSUSM.  
 2009            Advisor: Resilient Homes Project. University of Salford. Manchester, UK.



- 2000-2007 Board Member, University Student Housing Corporation. Member of the Audit Committee, 2004-2007.
- 2002 - 04 Chair of the Faculty. College of Arts and Sciences. CSUSM.
- 2002 - 04 University Academic Senate. College Representative. CSUSM.
- 1997 - 04 University Physical Master Planning Committee. CSUSM. College Representative.
- 1999 - 01 Teaching, Learning, and Technology Faculty Fellow. Chair, Teaching Learning and Technology Roundtable. CSUSM.
- 1998 - 00 Curriculum and Academic Planning Committee (CAP). College of Arts and Sciences. Chair (1999-00). College Division Representative. CSUSM.