
P. Wesley Schultz

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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.

Journal Publications (57 peer reviewed publications; h-index = 34 through 2014, measured with Google Scholar)

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

Sintov, N., & Schultz, P. W. (in press). Unlocking the potential of smart grid technologies with behavioral science. *Frontiers in Personality and Social Psychology*.

Schultz, P. W., *Messina, A., *Tronu, G., *Limas, E., & Gupta, R., & Estrada, M. (in press). Personalized normative feedback and the moderating role of personal norms: A field experiment to reduce residential water consumption. *Environment and Behavior*.

Schultz, P. W., Colehour, J., Vohr, J., Bonn, L., Bullock, A., & Sadler, A. (2015). Using social marketing to spur the adoption of ENERGY STAR-certified LED lighting. *Social Marketing Quarterly*, 21, 61-78.

Estrada, M., Woodcock, A., & Schultz, P. W. (2014). Tailored panel management: A theory-based approach to building and maintaining participant commitment to a longitudinal study. *Evaluation Review*. 38, 3-28.

Schultz, P. W. (2014). Strategies for promoting proenvironmental behavior: Lots of tools but few instructions. *European Psychologist*, 19, 107-117. [Special Issue on Sustainability]. Doi: 10.1027/1016-9040/a000163.

- Bator, R., Tabanico, J., Walton, M., & Schultz, P. W. (2014). Energy conservation in a public space: The role of implied norms and explicit messages. *Social Influence, 9*, 69-82. DOI:10.1080/15534510.2013.778213
- Schultz, P. W., Milfont, T., *Chance, R., *Tronu, G., Luis, S., Ando, K., Rasool, F., & Roose, P. L., Ogunbode, D., Castro, J., & Gouveia, V. (2014). Cross-cultural evidence for spatial bias in beliefs about environmental problems. *Environment and Behavior, 46*, 266-301. doi: 10.1177/0013916512458579
- Van Vugt, M., Griskevicius, V., & Schultz, P. W. (2014). Naturally green: Harnessing “stone age” biases to foster environmental conservation behavior. *Social Issues and Policy Review, 8*, 1-32.
- McKenzie-Mohr, D., & Schultz, P. W. (2014). Choosing effective behavior change tools. *Social Marketing Quarterly, 20*, 35-46.
- Hernandez, P. R., Schultz, P. W., Estrada, M., *Chance, R., & Woodcock, W. (2013). Sustaining optimal motivation: A longitudinal analysis of interventions to broaden participation of underrepresented students in STEM. *Journal of Educational Psychology, 105*, 89-107. doi: 10.1037/a0029691
- Schultz, P. W., Bator, R., Tabanico, J., *Bruni, C., Large, L. B. (2013). Littering in context: Personal and environmental predictors of littering behavior. *Environment and Behavior, 45*, 35 - 59. doi: 10.1177/0013916511412179
- Leifländer, A., Fröhlich, G., Bogner, F., & Schultz, P. W. (2013). Promoting connectedness with nature through environmental education. *Environmental Education Research, 19*, 370-384.
- Woodcock, A., Hernandez, P., Estrada, M., & Schultz, P. W. (2012). The consequences of chronic stereotype threat: Domain identification and attrition. *Journal of Personality and Social Psychology, 103*, 635-646. doi: 10.1037/a0029120
- *Bruni, C., *Chance, R., & Schultz, P. W. (2012). Measuring value-based environmental concerns in children: An environmental motives scale. *Journal of Environmental Education, 43*, 1-15.
- Merolla, D., Serpe, R., Stryker, S., & Schultz, P. W. (2012). Structural precursors to identity processes: The role of proximate social structures. *Social Psychology Quarterly, 75*, 149-172. DOI: 10.1177/0190272511436352.
- *Bruni, C., *Chance, R., Schultz, P. W., & Nolan, J. (2012). Natural connections: Bees sting and snakes bite, but they are still nature. *Environment and Behavior, 44*, 197-215. DOI: 10.1177/0013916511402062.
- Schultz, P. W. (2011). Conservation means behavior. *Conservation Biology, 25*, 1080-1083.
- Schultz, P. W., Hernandez, P., Woodcock, A., Estrada, M., *Chance, R., *Aguilar, M., & Serpe, R. (2011). Patching the pipeline: Reducing educational disparities in the sciences through minority training programs. *Educational Evaluation and Policy Analysis, 33*, 95-114.

- Bator, R., Bryan, A., & Schultz, P. W. (2011). Who gives a hoot? Intercept surveys of litterers and disposers. *Environment and Behavior*, *43*, 295-315.
- Schultz, P. W. (2011, April). The cave of truth. *Score*, *23*(2), 4. Available online at: <http://www.apa.org/divisions/div5/scoreissues.html>
- Nolan, J., Kenefick, J., & Schultz, P. W. (2011). Normative social influence is underdetected by energy experts... unless you show them the data. *Social Influence*, *6*, 169-180 . DOI:10.1080/15534510.2011.584786
- Estrada, M., Woodcock, A., Hernandez, P., & Schultz, P. W. (2011). Toward a social influence framework that explains minority student integration into the scientific community. *Journal of Educational Psychology*, *103*, 206-222.
- Lin, S., Groner, S., Jonick, T., Anderson, E., *Bruni, C., & Schultz, P. W. (2010). What's the catch: Reducing the consumption of contaminated fish among anglers. *Social Marketing Quarterly*, *16*.
- *Göckeritz, S., Schultz, P. W., & *Rendón, T., Cialdini, R. B., Goldstein, N., & Griskevicius, V. (2010). Descriptive normative beliefs and conservation behavior: The moderating role of personal involvement and injunctive normative beliefs. *European Journal of Social Psychology*, *40*, 514-523.
- *Bruni, C., & Schultz, P. W. (2010). Implicit beliefs about self and nature: Evidence from an IAT game. *Journal of Environmental Psychology*, *30*, 95-102.
- Schultz, P. W., & *Tabanico, J. T. (2009). Criminal beware: A social norms perspective on posting public warning signs. *Criminology*, *47*, 1201-1222.
- Schultz, P. W. (2009). Connecting with nature. *Scientific American*. Available online at: <http://www.scientificamerican.com/article.cfm?id=moral-call-of-the-wild>.
- Gifford, R. et al. (2009). Temporal pessimism and spatial optimism in environmental assessments: An 18-nation study. *Journal of Environmental Psychology*, *29*, 1-12.
- Nolan, J., Schultz, P. W., & Knowles, E. (2009). Using public service announcements to change behavior: No more money and oil down the drain. *Journal of Applied Social Psychology*, *39*, 1035-1056.
- Kaiser, F. G., & Schultz, P. W. (2009). The attitude-behavior relationship: A test of three models of the moderating role of behavioral difficulty. *Journal of Applied Social Psychology*, *39*, 186-207.
- Braden, J., Dozier, J., Gober, P., Maidment, D., Schneider, S., Schultz, P. W., Shortle, J., Swallow, S., & Werner, C. (2009). Social science in a water observing network. *Water Resources Research*, *45*. W11301 , doi:10.1029/2009WR008216 .

- *Nolan, J., Schultz, P. W., Cialdini, R. B., Griskevicius, V., & Goldstein, N. (2008). Normative social influence is underdetected. *Personality and Social Psychology Bulletin*, *34*, 913-923.
- Schultz, P. W., *Khazian, A., & *Zaleski, A. (2008). Using normative social influence to promote conservation among hotel guests. *Social Influence*, *3*, 4-23.
- Kaiser, F. G., Schultz, P. W., Berenguer, J., Corral-Verdugo, V., & Tankha, G. (2008). Extending planned environmentalism: Anticipated guilt and embarrassment across cultures. *European Psychologist*, *13*, 288-297.
- *Bruni, C. M., Fraser, J., & Schultz, P. W. (2008). The value of zoo experiences for connecting people with nature. *Visitor Studies*, *11*(2), 139-150.
- Schultz, P. W., *Nolan, J., Cialdini, R., Goldstein, N., & Griskevicius, V. (2007). The constructive, destructive, and reconstructive power of social norms. *Psychological Science*, *18*, 429-434.
- Sevillano, V., Aragonés, J., & Schultz, P. W. (2007). Perspective taking, environmental concern, and the moderating role of dispositional empathy. *Environment and Behavior*, *35*, 685-705.
- Schultz, P. W., & *Tabanico, J. (2007). Self, identity, and the natural environment. *Journal of Applied Social Psychology*, *37*, 1219-1247.
- Kaiser, F., Schultz, P. W., & Scheuthle, H. (2007). The theory of planned behavior without compatibility? Beyond method bias and past trivial associations. *Journal of Applied Social Psychology*, *37*, 1522-1544.
- Schultz, P. W., Gouveia, V., Cameron, L., Tankha, G., Schmuck, P., & Franek, M. (2005). Values and their relationship to environmental concern and conservation behavior. *Journal of Cross-Cultural Psychology*, *36*, 457-475.
- Schultz, P. W., *Shriver, C., *Tabanico, J., & *Khazian, A. (2004). Implicit connections with nature. *Journal of Environmental Psychology*, *24*, 31-42.
- Schultz, P. W., & Zelezny, L. (2003). Reframing environmental messages to be congruent with American values. *Human Ecology Review*, *10*, 126-136.
- Schultz P. W., & Searleman, A. (2002). Rigidity of thought and behavior: 100 years of research. *Psychology Monographs*, *128*, 165-207.
- Schultz, P. W. (2001). Assessing the structure of environmental concern: Concern for self, other people, and the biosphere. *Journal of Environmental Psychology*, *21*, 1-13.
- Schultz, P. W. (2000). Empathizing with nature: The effects of perspective-taking on concern for environmental issues. *Journal of Social Issues*, *56*, 391-406.

- Schultz, P. W., Zelezny, L. C., & Dalrymple, N. (2000). A multi-national perspective on the relationship between Judeo-Christian religious beliefs and attitudes of environmental concern. *Environment and Behavior, 32*, 560-575.
- Schultz, P. W., Unipan, J. B., & Gamba, R. J. (2000). Acculturation and ecological worldview among Latino-Americans. *Journal of Environmental Education, 31*, 22-27.
- Schultz, P. W., & Zelezny, L. (1999). Values as predictors of environmental attitudes: Evidence for consistency across 14 countries. *Journal of Environmental Psychology, 19*, 255-265.
- Schultz, P. W. (1999). Changing behavior with normative feedback interventions: A field experiment of curbside recycling. *Basic and Applied Social Psychology, 21*, 25-36.
- Schultz, P. W., & Berger, D. (1998). The effects of computer interfaces on computer-based statistical analysis. *Behavior, Research Methods, Instruments, and Computers, 30*, 354-358.
- Schultz, P. W., & Zelezny, L. (1998). Values and proenvironmental behavior: A five-country survey. *Journal of Cross-Cultural Psychology, 29*, 540-558.
- Schultz, P. W., & Searleman, A. (1998). Personal need for structure, the Einstellung task, and the effects of stress. *Personality and Individual Differences, 24*, 305-310.
- Schultz, P. W., Stone, W. F., & Christie, R. (1997). Authoritarianism and mental rigidity: The Einstellung problem revisited. *Personality and Social Psychology Bulletin, 23*, 3-9.
- 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.
- 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.
- 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.
- Schultz, P. W., & Stone, W. F. (1994). Authoritarianism and attitudes toward the environment. *Environment and Behavior, 26*, 25-37.

Book Chapters (14 chapters):

- Abrahamse, W., Steg, L., & Schultz, P. W. (in press, estimated 2015). Research designs: Conducting research on environmental issues. In R. Gifford (Ed.), *Research methods for environmental psychology*. Hoboken, NJ: Wiley.

- Nolan, J., & Schultz, P. W. (in press, estimated 2015). Prosocial behavior and environmental action. In D. Schroeder & W. Graziano (Eds.), *Handbook of prosocial behavior*. 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: <http://www.aceee.org/people-centered-energy-savings>.
- 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):

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* (3rd 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.

Manuscripts in Progress

Schultz, P. W., Estrada, M., *Schmitt, J., *Sokoloski, R., & Silva-Send, N. (under review). Using in-home displays to provide smart meter feedback about household electricity consumption: A randomized control trial comparing kilowatts, cost, and social norms. *Energy*.

*De Dominicis, S., Schultz, P. W., & Bonaiuto, M. (under review). Promoting collective pro-environmental action through self-enhancing motivators. *Nature: Climate Change*.

Estrada, M., Hernandez, P., & Schultz, P. W. (under review). A longitudinal study of how quality mentorship and research experience integrate underrepresented minorities into STEM careers. *Journal of Applied Psychology*.

Bruni, C., Winter, P., Schultz, P., Omoto, A., & Tabanico, J. (under review). Getting to know nature: Connecting youth to nature through the get to know your wild neighbors program. *Journal of Environmental Education*.

- Woodcock, A., Hernandez, P., & Schultz, P. W. (under review). Diversifying science: Programs weaken the effect of chronic stereotype threat on maladaptive achievement goals. *Social Psychological and Personality Science*.
- Woodcock, A., Estrada, M., Hernandez, P., Graziano, W., & Schultz, P. W. (in progress). Rule, role, and value orientations: A social influence approach to academic interest, motivation, and persistence.
- Nilsson, A., Berquist, M., & Schultz, P. W. (in progress). Spillover Effects in environmental behaviors across time and context: A review and research agenda. *Environment and Behavior*.
- Keizer, C., Steg, L., Bolderdijk, J. W., & Schultz, P. W. (in progress). Field experiments and validity.
- Schultz, P. W., Woodcock, A., Hernandez, P., Estrada, M., & Serpe, R. (in progress). Patching the academic pipeline: Broadening participation through science training programs.
- Hernandez, P., Aguilar, M., & Schultz, P. W. (in progress). The influence of descriptive social norms on behavior: A meta-analytic review of field experiments.

Grants and Awards (total of ~\$7 million in grants):

- Teaching Award. CSUSM. 2013. Campus-wide Distinguished Service Learning Faculty. For my course in Environmental Psychology. Also recognized for Outstanding Service Learning Community Partner, with the San Diego Safari Park.
- 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 with Mica Estrada 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.
- 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.
- 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.

Department of Psychology. (2001-2002). PI: Wesley Schultz. *CSU Information Competence Initiative*.

Gonzalez, G., Schultz, P. W., Grimshaw, G., & Thomas, M. (2001-2003). *CSU Lottery Grant*. Utilizing palmtops to enhance instruction in psychology research methods.

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.

Positions and Professional Experience:

- 2014-present *Interim Dean for Graduate Studies and Research*, California State University, San Marcos.
- 2005-present *Professor*. Department of Psychology. California State University, San Marcos.
- 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.

Applied Research and Consulting:

Scientific Advisor, U.S. Environmental Protection Agency, ENERGY STAR. 2011- present
Board of Directors, Keep America Beautiful, 2012 - present
Scientific Advisor, Opower. 2009 - 2014
Scientific Advisor, Aquacue. 2012 – present

Other consultancies: Booz Allen Hamilton, Brookfield Zoo, Cadmus Group, California Integrated Waste Management Board, CalRecycle, CBRE, City of San Diego (stormwater), County of San Diego (stormwater), My Sustainable Canada, 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:

Social Psychology	Attitudes and Persuasion	Conservation Psychology
Introductory Statistics	Advanced Statistics	Social Influence
Applied Social Psychology	Multivariate Statistics	Social Marketing
Focused courses in statistical analyses (HLM, SEM, ANOVA, Regression, meta-analysis)		

Graduate Theses and Dissertations:

- 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:

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

Sustainability Summit. 2015. Keynote address, *Conservation means behavior: Lessons from behavioral science*. Weber State University, Utah. Available online at: <https://www.youtube.com/user/SustainabilitySummit/videos>.

Keep America Beautiful. 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. *Conservation Psychology Institute, 2014*. Auckland and Wellington, NZ. Instructor.

San Diego Zoo Global. *Conservation Psychology Institute, 2013*. 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.

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 Institute 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:

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

Reviews and Editorial Activities

Editorial board: Journal of Environmental Psychology (2006 – present)
Environment and Behavior (2009 – present)
Journal of Fostering Sustainable Behavior (2008 – present)
Human Ecology Review (2011 – present)

Ad hoc reviewer: Science, Psychological Science, Personality and Social Psychology Bulletin, Journal of Personality and Social Psychology, Journal of Experimental Social Psychology, British Journal of Social Psychology, Journal of Applied Social Psychology,

Basic and Applied Social Psychology, Journal of Environmental Psychology, Human Ecology Review, Personality and Individual Differences, European Review of Applied Psychology, Population and Environment, Journal of Experimental Psychology.

Service and Committee Membership

- 2011 – 2012 College of Humanities, Arts, Behavioral, and Social Sciences. Hiring and Academic Planning Committee (HAPC). Chair.
- 2005-2010 Advisor: Conservation Psychology Strategic Planning Group.
- 2004-2011 Social and Behavioral Sciences Building Task Force. CSUSM.
- 2007-2011 Advisor: Behavior, Energy, and Climate Change. Stanford.
- 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.