Gregg R. Sparkman

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Positions

2022 – pres.   Assistant Professor, Dept. of Psychology & Neuroscience, Boston College

2019 – 2022   Postdoctoral Fellow, Andlinger Center for Energy and Environment &
                Department of Psychology, Princeton University
                    Postdoctoral Advisor: Elke Weber

2018 – 2019   Postdoctoral Fellow, Department of Psychology, Stanford University
                    Postdoctoral Advisor: Greg Walton

Education

2012 – 2018   Stanford University, Stanford, CA USA
                    Ph.D, Social Psychology
                    Advisor: Greg Walton

2005 – 2009   University of California, Berkeley, CA USA
                    B.A. in Psychology, with Honors, emphasis in Social Area
                    B.A. in Anthropology, emphasis in Social-Cultural Area
                    Honors Thesis Advisor: Dacher Keltner

Research Interests

Social change, social norms, motivation, identity, morality, behavioral change, climate, sustainability, social dilemmas, civic action, interventions and campaigns of change.

Fellowships & Awards

2023 – 2025   Sloan Research Fellowship
2023   Association for Psychological Science: Rising Star Award
2023   Early Career Award Hon. Mention, Behavioral Science & Policy Association
2020   Best Publication Award Finalist, Behavioral Science & Policy Association
2019   Dissertation Award, Society for Experimental Social Psychology
2018   Graduate Student Travel Award, Society of Personality and Social Psychology
2017   Outstanding Research Award, Society of Personality and Social Psychology
2017 – 2018   Stanford Philanthropy and Civil Society Fellowship
2017   Precourt Fellow for Behavior Energy & Climate Change conference
2015 – 2016   Stanford Rising Environmental Leaders Program Fellowship

2009 – 2010 Haas Scholars Research Fellowship
2009   UC Berkeley Summer Research Fellowship (declined)
2008 – 2009 UC Berkeley Labor Center Popular Education Fellowship

Research Grants

2022 – 2024 NSF, Social Psych. & DRMS. *Collaborative Research: Building a Framework for the Causes of and Solutions to the Pluralistic Ignorance Gap on Climate Change.* Grant Co-PI (PI: Nathan Geiger). $400,632.
2021 – 2024 2021, John Templeton Foundation. *The Impact of Social Norms on Virtue.* Grant Co-PI (PI: Liane Young) $2,798,632.
2021 – 2023 NSF, DRMS. *Testing an Integrative Model of the Social-Psychological Drivers of Participation in Relational Organizing.* Grant Co-PI (PI: Rebecca Niemiec). $518,696.
2020 – 2022 NSF, Social Psych. & DRMS. *Understanding Norm Clusters and Their Dynamics in the Transition to Renewable Energy.* Grant Co-author (PI: Elke Weber). $497,024.
2020 – 2021 Open Philanthropy Project. *Mapping out Values and Norms to Reduce Fish Consumption.* PI. $14,190.
2019 – 2021 Animal Charity Evaluators. *A Restaurant-Based Dynamic Norm Intervention to Reduce Meat Consumption.* CO-I. $43,435.
2017 – 2019 Woods Institute Environmental Venture Projects. *A Restaurant-Based Dynamic Norm Intervention.* CO-I. $194,548.
2017 – 2018 Open Philanthropy Project. *Editorial-Based Intervention Using Dynamic Social Norm Information to Encourage Dietary Shifts.* CO-PI. $79,100.
2017   Stanford Graduate Research Opportunities Dissertation Grant. $5,000
2016   Stanford Psychology Department Dissertation Grant. $4,000
2015   Stanford Woods Institute Mel Lane Student Research Grant. $2,000
2014   Stanford Woods Institute Mel Lane Student Research Grant. $2,000

Teaching Experience

Instructor   Intro to Social Psychology, Stanford University, Summer, 2016
Instructor   Intro to Social Psychology, Stanford University, Summer, 2014

Guest Lecturer   Topics: Social Influence, Interventions, Environmental Behavior

Teaching Assistant Intro to Statistical Methods, Stanford University, Winter 2016
Teaching Assistant Intro to Social Psychology, Stanford University, Spring 2015
Teaching Assistant Intro to Statistical Methods, Stanford University, Winter 2015
Teaching Assistant Wise Interventions, Stanford University, Fall 2014
Teaching Assistant Intro to Cultural Psychology, Stanford University, Spring 2014

Service

Professional & Organizational Service

2023	Co-Chair, SPSP Symposium, "Embracing Complexity: Climate Change is Generative for Social Psychological Theory"
2022	Early Career Advisory Board, Journal of Environmental Psychology
2022	Co-Chair, SESP Symposium, "Embracing Complexity: Climate Change is Generative for Social Psychological Theory"
2021	Reviewer, Application Statement Feedback Program
2019 – 2021	SPSP Climate Task Force Member
2016 – 2021	Organizing Committee Member, Sustainability Preconference at SPSP
2021	Chair, SESP Symposium, "How Norms Structure Psychological Experience: Antecedents, Mechanisms, and Group Dynamics"
2018	Chair, SPSP Symposium, "New Frontiers in Social Norms: Understanding Perception, Mechanism and Application"
2017 – 2018	Co-Organizer, Stanford Paths 2 PhD, Diversity and Inclusivity Event
2015 – 2019	Co-Founder, Stanford Environmental Behavior Group
2015 – 2018	Graduate Application Mentor Program (first generation to college)
2015 – 2018	Academic Mentor for Stanford's FLI Program (first generation/low income)
2014 – 2018	Research Mentor for Stanford's RISE Diversity Scholars Program
2007 – 2009	Research Assistant for UC Berkeley Social Interaction Laboratory

Ad Hoc Reviewer
Proceedings of the National Academy of Sciences (PNAS); Psychological Science; Risk Analysis; Nature Human Behavior; Social Psychology and Personality Science; Personality and Social Psychology Review; Journal of Applied Social Psychology; Journal of Environmental Psychology; Annals of the International Communication Association; Time-Sharing Experiments for the Social Sciences (TESS); Collabra: Psychology—Preregistered Reports; Organizational Behavior and Human Decision Processes; Alcoholism: Clinical and Experimental Research; Environmental Communication; Sustainability and Climate Change; Current Opinion in Environmental Sustainability; Environmental Research & Social Science; Environment & Behavior; Group Process & Intergroup Relations; Behavioral Public Policy; Current Research in Ecological and Social Psychology; Swiss National Science Foundation; Environmental Politics; Human Communications Research; The Review of Economics and Statistics.

Public Service & Collaborations

2022 – pres.	Academic Advisor, MassEnergize
2021 – pres.	Academic Advisor, Food for Climate League
2020 – pres.	Scientific Advisor, Faunalytics
2017 – pres.	Project Director, Dynamic Norms Menu Project & Restaurant Collaboration
2017 – 2018	Behavioral Scientist Representative, Stanford's Waste Management Plan
2016 – 2017	Project Lead, Georgia Pacific & Stanford Zero Waste Collaborative
2016 – 2017	Research Lead, Union of Concerned Scientists Outreach Project
2015 – 2018	Research Lead, Greenely Home Energy Phone App, California User RCT
2009 – 2012	Research Associate for Greater Good Science Center
2010 – 2012	Research Associate for Preventive Ounce Child Temperament Center

Publications (*Awards)

Syropoulos, S., **Sparkman**, G. & Constantino, S. (in press). The Expressive Function of Public Policy: Renewable Energy Mandates Signal Social Norms. *Philosophical Transactions of the Royal Society B.*

Weber, E. U., & **Sparkman**, G. (in press). Environmental Sustainability. In Gilbert, D. T., Fiske, S. T., Finkel, E., & Mendes, W. (Eds.), Handbook of Social Psychology (Vol. 6).

Sparkman, G., & Weber, E. (in press). Beyond the Single Norm: How Connected Social Perceptions Form Norm Clusters. *Frontiers in Social Psychology.*

Xiao, A. Z., **Sparkman**, G., & Constantino, S. M. (2023). Like me or near me? Assessing which norm referents best promote energy conservation in the field. *Current Research in Ecological and Social Psychology*, *5*, 100142.

Hoffmann, T.; Bolderdijk, J.W.; Rauws, W.S. **& Sparkman, G.** (2023). Norm Nudges in Neighbourhoods: When Do They Work and Why? In B. Gatersleben, & N. Murtagh (Eds.), *Handbook on Pro-Environmental Behavior Change.*

Sparkman, G., Hackel, L., Randal Crosby, J. Martin Hard, B., & Gross, J. (2023). Connecting Introductory Psychology to Climate Change Can Empower Students. Teaching of Psychology. https://doi.org/10.1177/00986283231177949

Jones, M. S., Sekar, S., Dillard, C., Mertens, A., & **Sparkman, G.** (2023). Who will encourage a sustainable diet? Understanding the psychological predictors of relational organizing. *Sustainability Science*, 1-18.

Schuster, C., **Sparkman, G.**, Walton, G., Alles, A., & Loschelder, D. (2023). Egalitarian Norm Messaging Increases Human Resources Professionals' Salary Offers to Women. *Journal of Applied Psychology, 108*(4), 541–552. doi.org/10.1037/apl0001033
*Award: Editor's Choice Award

Kodipady, A., Kraft-Todd, G., **Sparkman**, G., Hu, B., & Young, L. (2023). Beyond virtue signaling: Perceived motivations for pronoun sharing. *Journal of Applied Social Psychology*, *53*(7), 582-599.

Sparkman, G., Geiger, N., & Weber, E. U. (2022). Americans experience a false social reality by underestimating popular climate policy support by nearly half. *Nature Communications*, *13*(1), 1-9.*
Award: Most Read Social Science Nature Communications Article of 2022

Constantino, S. M., **Sparkman, G.**, Bicchieri, C., Centola, D., Kraft-Todd, G., Shell-Duncan, B., Vogt, S., & Weber, E.U. (2022). Scaling up change: A critical review and practical

guide to harnessing social norms for climate action. *Psychological Science in the Public Interest, 23(2)*, 50-97.

Sabherwal, A., Pearson, A., & **Sparkman, G.** (2021). Anger Consensus Messaging Can Enhance Expectations for Collective Action and Support for Climate Mitigation. *Journal of Environmental Psychology*, 101640.

Sparkman, G., Attari, S. Z., & Weber, E. U. (2021). Moderating Spillover: Focusing on Personal Sustainable Behavior Rarely Hinders and Can Boost Climate Policy Support. *Energy Research & Social Science*, *78*, 102150.

Sparkman, G., Macdonald, B. N., Caldwell, K. D., Kateman, B., & Boese, G. D. (2021). Cut Back or Give it Up? The Effectiveness of Reduce and Eliminate Appeals and Dynamic Norm Messaging to Curb Meat Consumption. *Journal of Environmental Psychology*, 101592.

Sparkman, G., Lee, N. R., & Macdonald, B. N. J. (2021). Discounting environmental policy: The effects of psychological distance over time and space. *Journal of Environmental Psychology, 73*, 101529.

Sparkman, G. (2020). Designing Dynamic Norm Interventions: How to Dislodge Problematic Norms and Accelerate Positive Change. In G. Walton & A. Crum (Eds.) *Handbook of Wise Interventions: How Social-Psychological Insights Can Help Solve Problems.* Guilford Press.

Sparkman, G., Howe, L. C. & Walton, G. M. (2020). How Social Influence is Often a Barrier to Addressing Climate Change, But Can Be Part of the Solution. *Behavioral Public Policy,* 1-28.

Sparkman, G., & Attari, S. Z. (2020). Credibility, Communication, and Climate Change: How Lifestyle Inconsistency and Do-Gooder Derogation Impact Decarbonization Advocacy. *Energy Research & Social Science, 59*, 101290.

Sparkman, G., Weitz, E., Robinson, T. N., Malhotra, N., & Walton, G. M. (2020). Developing a Scalable Dynamic Norm Menu-Based Intervention to Reduce Meat Consumption. *Sustainability*, *12*(6), 2453.

Sparkman, G., & Walton, G. M. (2019). Witnessing Change: Dynamic Norms Help Resolve Diverse Barriers to Personal Change. *Journal of Experimental Social Psychology*, *82*, 238-252.

Sparkman, G., & Walton, G. M. (2017). Dynamic Norms Promote Sustainable Behavior, Even If it Is Counternormative. *Psychological Science*, 28(11), 1663-1674.

Cameron, J. R., Rice, D. C., **Sparkman, G.**, & Neville, H. F. (2013). Childhood Temperament-Based Anticipatory Guidance in an HMO Setting: A Longitudinal Study. *Journal of Community Psychology*, *41*(2), 236–248.

Manuscripts Submitted & In Preparation

Sparkman, G., Composto, J., & Weber, E. (in preparation). A Meta-Analysis of Social Norm Experiments: Understanding Which Factors Determine the Influence of Social Norms.

Sparkman, G., Composto, J., & McKanna K.C. (in preparation). Assessing Positive and Negative Spillover Across Nine Residential Utility Conservation Programs.

Symposia

Sparkman, G. (2023). "Why Do We Underestimate Support for Climate Action? Insights for Climate Change and Pluralistic Ignorance Broadly.". Symposium Presented to the Society for Experimental Social Psychology's Annual Meeting.

Sparkman, G., Attari, S. & Weber, E. (2023). "Understanding Narrative Influence: Motivation, Change and the Status Quo". Symposium Presented to the Society for Personality and Social Psychology Annual Meeting.

Sparkman, G., Attari, S. & Weber, E. (2022). "Understanding Narrative Influence: Motivation, Change and the Status Quo". Symposium Presented to the Society for Experimental Social Psychology's Annual Meeting.

Sparkman, G., Attari, S. & Weber, E. (2022). "Climate Change Mitigation Narratives in America and Motivation to Take Action". Symposium Presented to the Behavior Energy and Climate Change conference.

Sparkman, G., & Weber, E. (2021). "Beyond the Single Norm Approach: Understanding Dozens of Interconnected Norms as a 'Social Reality'". Symposium Presented to the Society for Experimental Social Psychology's Annual Meeting.

Sparkman, G., Attari, S. & Weber, E. (2021). "Pluralistic Ignorance in Climate Policy: Mapping the Vast Underestimation of Public Support for Transformational Change". Symposium Presented to the Behavior Energy and Climate Change Annual Meeting.

Sparkman, G., Attari, S., & Weber, E. (2021). "Understanding Spillover: How to Avoid Licensing and Achieve Consistency Effects from Environmental Behavior to Climate Policy". Symposium Presented at the Society for the Science of Motivation's Annual Meeting.

Sparkman, G., Attari, S., & Weber, E. (2021). "Understanding Spillover: Focusing on Personal Sustainable Behavior Rarely Hinders & Can Boost Climate Policy Support". Symposium Presented at the Individual & Structural Change Workshop, CUNY.

Sparkman, G., Attari, S., & Weber, E. (2020). "Understanding Spillover: How an Emphasis on Sustainable Behavior Can Help or Hurt Climate Policy Support". Symposium Presented at the Behavior Energy & Climate Change conference.

Sparkman, G. (2020). "How Social Influence is Often a Barrier to Addressing Climate Change, But Can Be Part of the Solution". Symposium presented at the Behavior Climate Policy conference.

Sparkman, G., & Attari, S. (2020). "How Advocate Lifestyle Impacts Credibility and Decarbonization Advocacy Effectiveness". Symposium presented at the Society of Personality and Social Psychology Sustainability Psychology Preconference.

Sparkman, G., (2019). "When Others Change: The Social Influence of Dynamic Norms". Symposium presented for the Dissertation Award at the Society of Experimental Social Psychology.

Sparkman, G., & Walton, G. (2019). "Dynamic Norms Impact Salient Barriers to Change". Symposium presented at the Society of Personality and Social Psychology Attitudes and Social Influence Preconference.

Sparkman, G. (2019). "Fostering Social Change Through Dynamic Norms: Encouraging Counternormative Sustainable Behaviors". Symposium presented at the Behavior Energy & Climate Change Conference.

Sparkman, G., & Walton, G. (2018). "Dynamic Norms: How Social Change Facilitates Personal Change & Helps Remedy Social Problems". Symposium presented at the Society of Personality and Social Psychology.

Sparkman, G., & Walton, G. (2018). "Dynamic Norms and Social Change: How to Promote Counternormative Sustainable Behavior". Symposium Presented at the American Psychological Association.

Sparkman, G., & Walton, G. (2018). "Dynamic Norms: How Others' Change Facilitates Personal Change". Symposium presented at the Association of Psychological Science.

Weitz, E., Sparkman, G., & Walton, G. (2018) "Using Dynamic Norms in Menus for a Scalable Intervention to Reduce Meat Consumption". Symposium presented at the Society of Personality and Social Psychology Sustainability Psychology Preconference.

Sparkman, G., & Walton, G. (2016). "Dynamic Norms as an Avenue of Social Change: Encouraging Counternormative Sustainable Behavior". Symposium presented at the

Society of Personality and Social Psychology Sustainability Psychology Preconference.

Sparkman, G. (2015). "Pitfalls & Solutions: Using Social Norms to Promote Sustainable Behavior Change". Symposium presented to the Stanford's Young Environmental Scholars Conference.

Sparkman, G., & Walton, G. (2015). "Dynamic Norms and Counternormative Behavior". Symposium presented at the Berkeley-Stanford Social Psychology Talks.

Neville, H. F., & Sparkman, G. (2011). "Benefits of Early Temperament Based Interventions". Symposium presented at the Occasional Temperament Conference.

Sparkman, G., (2010). "Positive Emotion, Altruism, and the Vagus Nerve: A Nuanced Trio". Symposium presented at the Haas Scholars Fellowship Conference.

Poster Presentations

Kodipady, A., Kraft-Todd, G., Sparkman, G., Hu, B., Young, L. (2022) "Reputation Signaling and Norm Signaling: Perceived Motivations for Pronoun Sharing". Poster presented at the Society of Personality and Social Psychology conference.

Matt-Navarro, J., Sparkman, G., & Weber, E. (2021) "Mapping Norm Networks to Reduce Fish Consumption". Poster presented at the Society of Personality and Social Psychology conference.

Sparkman, G., Attari, S., & Weber, E. (2021). "Understanding Spillover: How to Avoid Licensing and Achieve Consistency Effects from Environmental Behavior to Climate Policy". Poster presented at the Society of Personality and Social Psychology Sustainability Psychology Preconference

Weitz, E., Sparkman, G., & Walton, G. (2020) "Increasing the efficacy of a menu-based dynamic-norm intervention to reduce meat consumption". Poster presented at the Society of Personality and Social Psychology Sustainability Psychology Preconference.

Weitz, E., Sparkman, G., & Walton, G. (2019) "Scaling Up and Chowing Down: Possible Benefits and Pitfalls of Incorporating Dynamic Norm Messages in Restaurant Menus". Poster presented at the Society of Personality and Social Psychology Intervention Science Preconference.

Weitz, E., Sparkman, G., & Walton, G. (2018) "Dynamic Norm Messaging: Developing a Scalable Menu-Based Intervention to Reduce Meat Consumption". Poster presented at the Association of Psychological Science.

Sparkman, G., & Walton, G. (2017). Making Progress on Social Problems: Using Dynamic Norms to Overcome Barriers to Change. Poster presented at the Society of Personality and Social Psychology Conference.

Sparkman, G., & Walton, G. (2015). "Resolving Normative and Problematic Environmental Behaviors: Dynamic Norms and Their Mechanisms." Poster presented at the Society of Personality and Social Psychology Conference.

Sparkman, G., & Walton, G. (2014). "Using Trending Norms to Dislodge Norms: Dynamic Aspects of Norms Can Increase Currently Unpopular Sustainable Behavior". Poster presented at the Society of Personality and Social Psychology Conference.

Sparkman, G., & Walton, G. (2013). "Giving Up Meat or Cutting Back? Using Categories and Continuums to Encourage a Sustainable Diet". Poster presented at the Stanford Food Summit.

Sparkman, G., & Walton, G. (2013). "Home Energy Savings: The Role of Feedback and a Sense of Togetherness". Poster presented at the Stanford Energy Efficiency and Smart Energy Conference.

Sparkman, G., & Keltner, D. (2012). Self and Other Oriented Emotions: Relationships to Altruism and the Vagus Nerve. Poster presented at the Society of Personality and Social Psychology Conference.

Sparkman, G, Oveis, C., & Keltner D. (2011). Positive Emotion, Altruism, and the Vagus Nerve. Poster presented at the Society of Personality and Social Psychology Conference.

Sparkman, G, Oveis, C., & Keltner D. (2010). Altruism, Trust, and Cooperation: Correlates of Emotions and Attitudes in Three Distinct Pro-Social Behaviors. Poster presented at the Society of Personality and Social Psychology Conference.

Invited Talks

2023 Tufts University
2023 University of Waterloo
2023 University of Connecticut
2023 Colby College
2022 Harvard University
2022 New York University
2022 Stanford Woods Institute for the Environment
2022 University of Groningen
2022 University of California, San Diego
2021 London School of Economics
2021 Indiana University, Bloomington
2021 Dartmouth University

2021   Cornell University
2021   University of North Carolina, Chapel Hill
2021   Rare's BE.Hive Summit
2021   Stanford Woods Institute for the Environment
2021   Climate Central HQ
2020   University of Pennsylvania
2020   ClimateWorks Foundation - 2050 Today
2020   Boston College
2020   Rare Headquarters
2020   Universidad EAFIT
2019   University at Buffalo, SUNY
2019   New York University
2019   Indiana University, Bloomington
2019   Stanford MediaX Energy Industry Affiliates Meeting
2018   Stanford School of Engineering
2018   Stanford Woods Institute for the Environment
2017   Rockefeller Foundation & Business for Social Responsibility
2017   Stanford Woods Institute for the Environment
2017   National Resource Defense Council Headquarters
2017   DoorDash Headquarters
2016   Stanford Woods Institute's Hard Earth Series
2016   Swedish Minister of Energy, Swedish Energy Agency & Stanford Event
2016   Stanford's Raising Interest in Science and Engineering (RISE).
2015   WaterSmart Software Headquarters
2015   Stanford's Energy Transformation Collaborative

Mentorship (Mentees I worked with closely for at least 1 academic year)

Marcus Trenfield, Graduate Student
Trystan Loustau, Graduate Student
Joel Ginn, Postdoctoral Scholar
Stylianos Syropoulos, Postdoctoral Scholar
Jordan Wylie, Postdoctoral Scholar
Phillip Jauregui, Research Coordinator
Aditi Kodipady, Research Coordinator
Isaac Handley-Miner, Graduate Student
Rohini Majumdar, Graduate Student
Jordana Composto, Research coordinator and Graduate Student
Johanna Matt-Navarro, Research Coordinator and Graduate Student
Angela Xiao, Undergraduate, Honors Thesis
Erin Gray, Undergraduate, Honors Thesis
Anandita Sabherwal, Undergraduate, Honors Thesis
Elizabeth Weitz, Research Coordinator
Wajih Rahman Chaudhry, Undergraduate
Maria Deloso, Undergraduate, Research Assistant
Joseph Zabel, Undergraduate, Research Assistant

Carly Cohen, Undergraduate, Research Assistant
Joshua Ryan Petersen, Undergraduate, Research Assistant
Julia Clark, Research Coordinator
Caroline Hodge, Undergraduate, Honors Thesis

Popular Media (Selected)

2023   Interview: "Q&A on the Social Psychology of Climate Change" Sactown Magazine.

2023   Radio Interview: "Most Americans underestimate the popularity of policies to protect the climate" Yale Climate Communication radio segment

2022   Web Radio Interview: "What can one person really do to fight climate change?" The New York Times.

2022   Article Interview: "Climate Change Actions Are Far More Popular Than People in U.S. Realize" In Scientific American.

2022   Research Coverage: "Americans underestimate the popularity of climate change action among their peers" In The Hill.

2022   Article Interview: "Americans are convinced climate action is unpopular. They're very, very wrong." In Grist.

2022   Article Interview: "Being the Change: Living sustainably can serve as quiet persuasion…" In Yes! Magazine.

2022   Article Interview: "Normalizing Plant-Based Diets" in Science News.

2022   Article Author: "Hot tempers can help cool the planet." in LSE Business Review.

2021   Article Author: "Angry about the climate crisis? Good…" in Grist.

2021   Research Coverage: "Powers That Be" in National Affairs.

2021   Research Coverage: "How Do You Convince People to Eat Less Meat?" in The New Republic.

2021   Radio Interview: "Climate Change And Me" on Utah Public Radio's Undisciplined.

2021   Research Coverage: "No, the Term 'Carbon Footprint' Is Not A Sham" in Treehugger.

2021   Research Coverage: "Wrong on the Internet" on YouTube's Vlogbrothers vlog with SciShow's Hank Green.

2020   Research Coverage: "Don't Be Afraid to Virtue Signal—It Can Be a Powerful Tool to Change People's Minds" in Time.

2020   Article Interview: "How Redefining 'Normal' Can Alter Behavior " in Fast Company.

2020   Research Coverage: "In Defense of Carbon Footprints" in Treehugger.

2019   Article Author: "Why Social Change is Contagious" In SPSP's Character & Context Blog.

2019   Article Interview: "Kicking off 2019 with Stanford's Gregg Sparkman" in the Prolific Blog.

2019   Research Coverage: "New Frontiers: The Future of Social Norms" in ResearchLive.

2018   Article Co-Author: "Reducing Your Carbon Footprint Still Matters" in Slate.

2018   Article Interview: "Can the Psychological Technique of 'Pre-Conformity' Help Change Our Harmful Behaviors?" In the Pacific Standard.

2018   Podcast Interview: "Three Words That Can Double Your Influence" on Howard Jacobson's Podcast "Plant Yourself".

2018   Interview: "Vegans, You're Doing It Wrong." By Katie Patrick, in Medium.

2017   Article Interview: "Changing behaviors may be easier when people see norms changing, Stanford research finds" In Stanford University News.