

## **Gregg R. Sparkman**

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### **Positions**

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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**

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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**

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

### **Fellowships & Awards**

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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

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

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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

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### *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 ([seb.stanford.edu](http://seb.stanford.edu))

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); Risk Analysis; Social Psychology and Personality Science; Personality and Social Psychology Review; 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; Swiss National Science Foundation

#### **Public Service & Collaborations**

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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**

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**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.

- Kodipady, A., Kraft-Todd, G., **Sparkman, G.**, Hu, B., & Young, L. (2022). Beyond virtue signaling: Perceived motivations for pronoun sharing. *Journal of Applied Social Psychology*.
- 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.
- Schuster, C., **Sparkman, G.**, Walton, G., Alles, A., & Loschelder, D. (2022). Egalitarian Norm Messaging Increases Human Resources Professionals' Salary Offers to Women. *Journal of Applied Psychology*.
- 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**

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**Sparkman, G., & Weber, E. (manuscript under review).** Beyond the Single Norm: How Connected Social Perceptions Form Norm Clusters.

Hoffmann, T.; Bolderdijk, J.W.; Rauws, W.S. & **Sparkman, G. (Under Review).** The Role of Social Expectations for Norm Nudges: How Shifting Perceptions of What the Neighbours Are Doing and Thinking Can Shape Pro-Environmental Behaviour. *Handbook on Pro-Environmental Behavior Change*.

Weber, E. & **Sparkman, G. (in preparation).** Environmental Sustainability. *Handbook of Social Psychology*, 6<sup>th</sup> Edition.

**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., Hackel, L., Randal Crosby, J. Martin Hard, B., & Gross, J. (in preparation).** Learning About Social Influence Can Empower Students to Take Action on Climate Change.

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

### **Symposia**

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Sparkman, G., Attari, S. & Weber, E. (2023). “Understanding Narrative Influence: Motivation, Change and the Status Quo”. Symposium Accepted 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**

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- 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**

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2023 University of Waterloo  
2023 University of Connecticut  
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)

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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  
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**

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- 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.