

Gregg R. Sparkman

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Positions

- 2019-2021 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, interventions, motivation, identity, morality, behavioral change, environmentalism, sustainability, political and civic action, social dilemmas.

Fellowships & Awards

- 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

- 2020 - 2022 NSF, Social Psychology & 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

- 2019 – SPSP Climate Task Force Member
- 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
- 2016 – Organizing Committee Member, Sustainability Preconference at SPSP
- 2015 – 2019 Co-Founder, Stanford Environmental Behavior Group (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

- 2021 – Time-Sharing Experiments for the Social Sciences (TESS)

2021 – Environmental Communication
2021 – Sustainability and Climate Change
2020 – Social Psychology and Personality Science
2020 – Journal of Environmental Psychology
2020 – Collabra: Psychology—Preregistered Reports Reviewer
2020 – Organizational Behavior and Human Decision Processes
2020 – Current Opinion in Environmental Sustainability
2019 – Behavioral Public Policy
2019 – Environmental Research & Social Science
2017 – Environment & Behavior
2017 – Group Process & Intergroup Relations

Public Service & Collaborations

2017 – 2020 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

Sparkman, G., Macdonald, B., Caldwell, K., Kateman, B., & Boess, G. (2021). Cut Back or Give it Up? The Effectiveness of Reduce and Eliminate Appeals and Dynamic Norm Messaging to Curb Meat Consumption.

Sparkman, G., Lee, N. R., & Macdonald, B. (2020). Discounting Environmental Policy Benefits: The Effects of Psychological Distance Over Time and Space. *Journal of Environmental Psychology*, 101529.

Sparkman, G. (2020). Designing Dynamic Norm Interventions: How to Dislodge Problematic Norms and Accelerate Positive Change. To appear 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., Attari, S.Z. & Weber, E.U. (manuscript under review). Focusing on Personal Sustainable Behavior Rarely Hinders and Can Boost Climate Policy Support.

Sabherwal, A., Pearson, A., & **Sparkman, G.** (manuscript under review). Anger Consensus Messaging Can Enhance Expectations for Collective Action and Support for Climate Mitigation.

Schuster, C., **Sparkman, G.,** Walton, G., Alles, A., & Loschelder, D. (manuscript under review). Dynamic-Norms Nudging Counteracts the Gender Pay Bias in Seasoned HR Professionals.

Constantino, S. M., **Sparkman, G.,** Bicchieri, C., Centola, D., Kraft-Todd, G., Shell-Duncan, B., Vogt, S., Weber, E.U. (manuscript under review). The Devil in the Details: Social Norm Interventions in the Context of Climate Change. *Psychological Science in the Public Interest.*

Sparkman, G., Composto, J., & Weber, E. (in preparation). Understanding Social Norm Effects: A Meta-Analysis of How Contextual Features, Message Type, and Message Content Determine the Influence of Social Norm Manipulations.

Sparkman, G., & Weber, E. (in preparation). Social Norm Networks: How Many Interconnected Norms Form a Social Reality.

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., & Walton, G. M. (in preparation). When Others Change: Understanding the Social Influence of Dynamic Norms.

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

Symposia

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

Poster Presentations

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

2021 London School of Economics
2021 Indiana University, Bloomington
2021 Indiana University, Bloomington
2020 University of Pennsylvania
2020 ClimateWorks Foundation - 2050 Today
2020 Boston College
2020 Rare Headquarters
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 (Below are mentees I worked with closely for at least 1 academic year)

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

- 2020 Article Interview: "How Redefining 'Normal' Can Alter Behavior " In Stanford Graduate School of Business News.
- 2019 Article Author: "Why Social Change is Contagious" In SPSP's Character and Context Blog.
- 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's, Medium.com.
- 2017 Article Interview: "Changing behaviors may be easier when people see norms changing, Stanford research finds" In Stanford University News.
- 2011 Symposium presented at GoldenGate TEDx: Compassion and Education. "Empathy and Education: EmotionWise Empathic Accuracy Psychometrics and Online Tools for Educators".
- 2011 Greater Good Quizzes: Public Use Psychometrics in Positive Psychology. Made for the Greater Good Science Center's Website, Viewable at <http://greatergood.berkeley.edu/quizzes/>

- 2011 Presentation delivered to the Tropolis Cooperative, Oakland, CA. "The Science of Being Naughty: A Crash Course in Moral Psychology".
- 2010 Publication from the Greater Good Science Center Online Magazine." How to Motivate Global Concern about Global Warming." Retrieved from http://greatergood.berkeley.edu/article/item/how_to_motivate_global_concern_about_global_warming.