**Adam Zwickle**

Michigan State University

Department of Community Sustainability

Environmental Science & Policy Program

ZwickleA@msu.edu

## ACADEMIC POSITIONS

2020 – present Associate Professor Department of Community Sustainability

Environmental Science & Policy Program

School of Criminal Justice

*Michigan State University, East Lansing*

2022 Visiting Scholar Wrigley Marine Science Center

Wrigley Institute for Environmental Studies

*University of Southern California*

2019 – 2020 Assistant Professor Department of Community Sustainability

Environmental Science & Policy Program

School of Criminal Justice

*Michigan State University, East Lansing*

2014 – 2019 Assistant Professor Environmental Science & Policy Program

School of Criminal Justice

*Michigan State University, East Lansing*

Faculty affiliations – Water Science Network

– Health, Risk and Communication Center

– Institute for Public Policy and Social Research

– Knight Center for Environmental Journalism

## EDUCATION

2014 Ph.D. School of Environment and Natural Resources- The Ohio State University

*Specialization:*  Environmental Social Science

*Dissertation:* *Communicating Environmental Risks*

*Advisor:*  Dr. Robyn Wilson

2003 B.A. Department of Anthropology - University of Nebraska - *graduated with Honors*

*Specialization:* Cultural Anthropology

*Minors:*Conflict & Conflict Resolution, Religious Studies

## HONORS AND AWARDS

2022 Excellence Award in Interdisciplinary Scholarship – Honor Society of Phi Kappa Phi

2019 Great Lakes Leadership Academy – Emerging Leader Program

2015 Michigan State University Sustainability Fellow

## PUBLICATIONS

*\*denotes graduate student*

### Peer-Reviewed Manuscripts

Margerum, **Zwickle**, & Bruce. 2022. “The Effects of Data Enhancement in Collaborative Hazard Mitigation Planning.” *Journal of the American Planning Association*. DOI: [10.1080/01944363.2021.1997352](https://doi.org/10.1080/01944363.2021.1997352)

Duan, Takahashi, & **Zwickle**. 2022. “Refining the application of construal level theory: Egocentric and

nonegocentric psychological distances in climate change visual communication.” *Environmental Communication*. 16:1, 92-107. <https://doi.org/10.1080/17524032.2021.1964999>

Kirby\* & **Zwickle**. 2021. “Sustainability behaviors, attitudes, and knowledge: comparing university students and the general public.” *Journal of Environmental Studies and Sciences*. 11, 639-647. <https://doi.org/10.1007/s13412-021-00717-x>

De Biasi,\* Carr,\* Almanza,\* & **Zwickle**. 2021. “A Micro-place Evaluation of the Relationship between ‘Risky Places’ and Risk Perceptions.” *Journal of Risk Research*. <https://doi.org/10.1080/13669877.2021.2001672>

Michel\* & **Zwickle**. 2021.“The Effect of Information Source on Higher Education Student Sustainability Knowledge.” *Environmental Education Research*. 27(7). 1080-1098. <https://doi.org/10.1080/13504622.2021.1897527>

**Zwickle**, Feltman,\* Brady,\* Kendall & Hyndman. 2021. “Sustainable irrigation through local collaborative governance: Evidence for a structural fix in Kansas.”*Environmental Science & Policy*. 124: 517-526. <https://doi.org/10.1016/j.envsci.2021.07.021>.

Duan, Takahashi, & **Zwickle**.2021. “How Effective Are Concrete and Abstract Climate Change Images? The moderating role of construal level in climate change visual communication.” *Science Communication.* [https://doi.org/10.1177/10755470211008192](https://doi.org/10.1177%2F10755470211008192)

* **Winner of the Top Faculty Environmental Communication Paper Award** at the International Communication Association annual meeting, Washington D.C., 2019

Wilson, **Zwickle**, & Walpole.*\** 2019. "Developing a Broadly Applicable Measure of Risk Perception." *Risk Analysis*. 39 (4), 777-791. <https://doi.org/10.1111/risa.13207>

* **Top Paper of 2019** - *Risk Analysis*

**Zwickle**, Cox, Zhuang, Hamm, Upham, Chung, Cruz, & Dearing. 2019. “The effect of dioxin contamination and remediation on property values.” *International Journal of Environmental Research and Public Health*. Special issue: “New Directions in Environmental Communication Research.” <https://doi.org/10.3390/ijerph16203900>

Zhuang, Cox, Chung,\* Hamm, **Zwickle**, & Upham. 2019. “Risk, Stigma, Trustworthiness, and Citizen Participation – A Multifaceted Analysis of Media Coverage of Dioxin Contamination in Midland, Michigan.” *International Journal of Environmental Research and Public Health*. Special issue: “New Directions in Environmental Communication Research.” <https://doi.org/10.3390/ijerph16214165>

Cox, Chung,\* Hamm, **Zwickle**, Cruz, & Dearing. 2019. “Working with Institutional Stakeholders: Propositions for Alternative Approaches to Community Engagement.” *International Journal of Environmental Research and Public Health*. Special issue: “New Directions in Environmental Communication Research.” <https://doi.org/10.3390/ijerph16204010>

Duan, Takahashi, & **Zwickle**. 2019. “Abstract or concrete? The effect of climate change images on people’s

estimation of egocentric psychological distance.” *Public Understanding of Science*. <https://doi.org/10.1177/0963662519865982>

Mwita, Pearson, & **Zwickle**. 2019. “Effectiveness of tablet computers in spatial data collection and surveys in rural Tanzania.” *The Electronic Journal of Information Systems in Developing Countries*. <https://doi.org/10.1002/isd2.12106>

Pearson, Rzotkiewicz,\* Pechal, Schmidt, Jordan, **Zwickle**, & Benbow. 2019. “Initial Evidence of the Relationships between the Human Postmortem Microbiome and Neighborhood Blight and Greening Efforts.” *Annals of the American Association of Geographers*. <https://doi.org/10.1080/24694452.2018.1519407>

**Zwickle,** Farber, & Hamm. 2019. “Comparing public concern and support for drone regulation to the current legal framework.” Behavioral Sciences & the Law. 37(1): 109-124. <https://onlinelibrary.wiley.com/doi/abs/10.1002/bsl.2357>

Hamm, Cox, **Zwickle**, Zhuang, Cruz, Upham, Chung,*\** & Dearing. 2019. “Trust in whom? Dioxin, organizations, risk perception, and fish consumption in Michigan’s Saginaw Bay Watershed.” *Journal of Risk Research*. 22:12, 1624-1637. <https://doi.org/10.1080/13669877.2018.1501599>

**Zwickle** &Jones. “Sustainability Knowledge and Attitudes: Assessing latent constructs.”2018

In: W. Leal, J. Callewaert, R. Marans (Eds.), *Handbook of Sustainability and Social Science Research. World Sustainability Series.* Cham: Springer. <https://link.springer.com/chapter/10.1007/978-3-319-67122-2_25>

Whitley,\* Takahashi, **Zwickle**, Besley, & Lertpratchya.*\** 2018. “Sustainability Behaviors Among College Students: An Application of the VBN Theory.” *Environmental Education Research*. 24(2): 245-262. <https://www.tandfonline.com/doi/abs/10.1080/13504622.2016.1250151>

Lertpratchya,*\** Besley, **Zwickle,** Takahashi, & Whitley.\* 2017. “Assessing the Role of College as a Sustainability Communication Channel.” *International Journal of Sustainability in Higher Education.* 18:7, 1060-1075. <https://www.emerald.com/insight/content/doi/10.1108/IJSHE-09-2016-0172/full/html>

Singh, **Zwickle**, Bruskotter, & Wilson. 2017. “The perceived psychological distance of climate change impacts and its influence on support for adaptation policy.” *Environmental Science and Policy.* 73: 93-99. <https://doi.org/10.1016/j.envsci.2017.04.011>

Duan,\* **Zwickle**, & Takahashi. 2017. “A construal-level perspective of climate change images in U.S. newspapers.” *Climatic Change*. 142: 3-4: 345-360. <https://link.springer.com/article/10.1007/s10584-017-1945-9>

Pearson, Rzotkiewicz,\* Mwita, Lopez, **Zwickle**, & Richardson. 2017. “Participatory Mapping of Environmental Resources: A comparison of a Tanzanian pastoral community over time.” *Land Use Policy*. 69: 259-265. <https://www.sciencedirect.com/science/article/abs/pii/S0264837717300352>

Heeren,*\** Singh, **Zwickle**, Koontz, Slagle,*\** & McCreery. 2016. “Is Sustainability Knowledge Half the Battle? An examination of sustainability knowledge, attitudes, norms, and efficacy to understand sustainable behaviours.” *International Journal of Sustainability in Higher Education.* 17(5): 613-632. ISSN: 1467-6370. <https://doi.org/10.1108/IJSHE-02-2015-0014>

Pearson, **Zwickle**, Namanya, Rzotkiewicz,**\*** & Mwita. 2016. "Seasonal Shifts in Primary Water Source Type: A Comparison of Largely Pastoral Communities in Uganda and Tanzania." *International Journal of Environmental Research and Public Health.* 13(2), 169. <https://www.mdpi.com/1660-4601/13/2/169>

Pearson, Rzotkiewicz,\* & **Zwickle**. 2015. “Using remote, spatial techniques used to select a random household sample in a dispersed, semi-nomadic pastoral community: Utility for a longitudinal health and demographic surveillance system” *International Journal of Health Geographics* 14(33): 1-10*.* <https://ij-healthgeographics.biomedcentral.com/articles/10.1186/s12942-015-0026-4>

**Zwickle**, Koontz, Slagle, & Bruskotter. 2014. “Assessing Sustainability Knowledge of a Student Population: Developing a Tool to Measure Knowledge in the Environmental, Economic, and Social Domains.” *International Journal of Sustainability in Higher Education* 15(4): 375-389. <https://doi.org/10.1108/IJSHE-01-2013-0008>

### Currently Under Review

### Edited Book Chapters

Gibbs, Gore, Hamm, Rivers III, & **Zwickle**. 2017. “Conservation Criminology.” In: A. Brisman, E. Carrabine, N. South (Eds.). *The Routledge Companion to Criminological Theory and Concepts*. London: Routledge.

**Zwickle** & Wilson. 2013. “Construing Risk.” In J. Arvai and L. Rivers (Eds.). *Effective Risk Communication*. 272 p. London: Routledge.

Singh, Wilson, Bruskotter, Brooks, **Zwickle**, & Toman. 2013*.* **“**The Human Dimensions of Environmental Degradation and Ecosystem Services: Understanding and Solving the Commons Dilemma.”In Lal, Lorenz, Huttl, Schneider, & Braun (Eds.) *Ecosystem Services and Carbon Sequestration in the Biosphere*. 495 p. New York: Springer.

Wilson, Hitzhusen, Bruskotter, & **Zwickle**. 2012. “Understanding Student Environmental Interests When Designing Multidisciplinary Curriculum.” In L. Johnston (Ed.), *Higher Education for Sustainability: Cases, challenges, and opportunities from across the curriculum* (pp. 29-44). New York: Routledge.

### Technical Reports/White Papers

Brunacini,\* Goralnik, Rutty, & **Zwickle**. 2020. “The Michigan Water Heritage Project: Connecting communities and water through storytelling.” *Submitted to:* Michigan Office of the Great Lakes – Department of Environmental Quality, Michigan Humanities Council, and the Erb Family Foundatino

**Zwickle,** Scott, Fingal, Hamm, & Takahashi. 2017 “Water Heritage Project Multigenerational Conversations: Analysis Report.” *Submitted to*: Michigan Office of the Great Lakes – Department of Environmental Quality

Gore, **Zwickle**, Hamm, & Etter. 2016 **“**Using New Methods in Risk Communication to Improve Invasive Species Management in Michigan.” *Submitted to*: Institute for Public Policy and Social Research

## GRANTS

### Currently Under Review

National Science Foundation - $2,048,064.00. “Achieving Net-zero by Prioritizing Community Benefits with Informed Design of Energy Agroecosystem Landscapes (IDEAL).” 2022-2027. Role: Co-Principal Investigator

### Funded

2022 National Institute of Health - $13,303,174. “Environmental, Microbial, and Mammalian Biomolecular Responses to AhR Ligands.” 2022-2027. Role: Co-Principal Investigator, member of Community Engagement Core

2021 Michigan Sea Grant/Michigan Department of Environment, Great Lakes, & Energy - $347,435.

“A Participatory Modeling Approach to Collaborative Water Governance in Michigan.” 2022 – 2024. Role: Principal Investigator

United States Department of Agriculture/ National Institute for Food & Agriculture - $299,509. “Sustaining Ecosystem Services in Agricultural Landscapes through a Better Understanding of Decision Support Systems.” 2022 – 2024. Role: Co-Principal Investigator

2019 Michigan Applied Public Policy Research - $24,797. “Evaluating CWD risk communication in Michigan meat processors and hunters using processors.” 2019-2020. Role: Co-Principal Investigator.

2017 National Science Foundation & National Institute of Food and Agriculture - $2,473,000. “INFEWS/T1: Developing Pathways Toward Sustainable Irrigation across the United States Using Process-based Systems Models (SIRUS).” 2018-2023. Role: Co-Principal Investigator.

Erb Family Foundation – $150,000. “Water Heritage Project.” 2017-2019. Role: Co-Principal Investigator.

2016 National Institute of Environmental Health Sciences (National Institutes of Health P42 Award) - $16,851,903. “Environmental Microbial and Mammalian Biomolecular Responses to AhR Ligands.” 2016-2019 (Awarded 2013). Role: Investigator.

2015 Michigan State Office of Sustainability – $4,736. “2nd Annual University Sustainability Survey.” 2015-2016. Role: Principal Investigator.

National Science Foundation (International workshop) - Food Energy, Water and Abundance: Improving Cross-Border Governance and Protection of the Great Waters of the World - $100,000. 2015. Role: Co-Principal Investigator. Co-Investigators: Richardson, R., Lopez, M., Pearson, A., Garnache, C.

Water Science Network, Michigan State University – $80,000. “Abundant Resources Research Group.” 2015-2017. Role: Principal Investigator. Co- Investigators: Fingal, S., Hamm, J., Takahashi, B.

Center for Advanced Study of International Development, Michigan State University - $54,000. “Land Use and Spatial Decision-Making for Sustainable Community Development in Tanzania” 2015. Role: Co-Principal Investigator. Co-Investigators: Richardson, R., Lopez, M., Pearson, A., Garnache, C.

Michigan State Office of Sustainability – $19,297. “MSU Sustainability Fellows Program.” 2015. Role: Principal Investigator. Co-investigators: Besley, J., Takahashi, B.

2014 Michigan Applied Public Policy Research - $13,000. “Using New Methods in Risk Communication to Improve Invasive Species Management in Michigan.” 2014-2015. Role: Principal Investigator. Co-investigators: Gore, M., Hamm, J.

2012 National Science Foundation Doctoral Dissertation Research Improvement Grant - $10,947. “Doctoral Dissertation Research in DRMS: Integrating construal level theory into risk communication.” 2012-2013. Role: Co-Principal Investigator. Co-investigators: Wilson, R.

## TEACHING EXPERIENCE

### Michigan State University

* Design and Analysis in Criminal Justice Research 811 – Graduate level course
* Survey Methodology and Design 907 – Graduate level course
* Principles of Environmental Science and Policy 800 – Doctoral level course
* Environmental Risk Perception and Decision Making 845 – Graduate level online course

* Advanced Research Methods 909 – Doctoral level course

### Ohio State University

* Sustaining Human Societies and the Natural Environment 5797 – Study abroad undergraduate course, Queensland, Australia
* Environment and Society 2300*­* - Upper-level undergraduate course

## PRESENTATIONS

2021 The Effects of Data Enhancement in Collaborative Hazard Mitigation Planning – Society for Risk Analysis – Virtual conference

2020 Open Access Sustainability Survey Data: How to integrate a longitudinal dataset into your classroom - Association for the Advancement of Sustainability in Higher Education – Virtual conference

The Framing and Funding of Opposition to Clean Energy – Society for Risk Analysis – Virtual conference

2019 Individual Perceptions of Risk, Plenary presentation – Oregon Risk MAP Symposium – Eugene, OR

Adoption of water-efficient technologies and increased water loss in Kansas: Jevon’s Paradox in water policy - International Symposium on Society and Resource Management – Osh Kosh, WI

Environmental Governance of the High Plains Aquifer: What irrigation policy looks like on, or below, the ground – Society for Risk Analysis – Arlington, VA

2018 Thinking beyond party lines: Separating climate mitigation policy from political ideology –International Symposium on Society and Resource Management – Snowbird, UT

Linking Teaching Practices to Students’ Pro-Sustainability Behaviors – Association for the Advancement of Sustainability in Higher Education – Pittsburgh, PA

Thinking beyond party lines: Separating climate mitigation policy from political ideology – Society for Risk Analysis – New Orleans, LA

2017 The Social and Economic Effects of Environmental Contamination and Remediation – Society for Risk Analysis – Arlington, VA

Measuring Risk Perception: Is there a right way? – Society for Risk Analysis – Arlington, VA

Conservatives who Conserve: How to talk about sustainability outside of politics – Association for the Advancement of Sustainability in Higher Education – San Antonio, TX

Trust, Risk Perception, and Fish Consumption on a Dioxin Contaminated River: A Michigan Inquiry – International Symposium on Society and Resource Management - Umeå, Sweden

Encouraging public cooperation to better manage invasive species – International Symposium on Society and Resource Management - Umeå, Sweden

Sustainability Knowledge and Attitudes: Assessing Latent Constructs – Sustainability and Social Science Research Symposium – Ann Arbor, MI

Future directions of Sustainability Science – Identified as a leader in the field and chosen to speak on summary panel for conference – Sustainability and Social Science Research Symposium – Ann Arbor, MI

2016 Understanding the Social Dynamics of Managing an Abundant Resource – International Symposium on Society and Resource Management – Houghton, MI

Abstract or Concrete? A Construal-level Perspective of Climate Change Images in U.S. Print Newspapers - Association for Education Journalism and Mass Communication - Minneapolis, MN

Measuring Sustainability Attitudes: How to Understand Students’ Feelings about Sustainability – Association for the Advancement of Sustainability in Higher Education – Baltimore, MD

The Perceived Risks and Benefits of Drones and their Various Uses – American Society of Criminology – New Orleans, LA

2015 Encouraging Public Cooperation to Better Manage Invasive Species – Society for Risk Analysis – Arlington, VA

Encouraging Social Norms When There Are None: Promoting unpopular sustainable behaviors - Association for the Advancement of Sustainability in Higher Education – Minneapolis, MN

2014 Knowing is not Enough: Linking University Students’ Sustainability Behaviors to Knowledge – and Other Factors - Association for the Advancement of Sustainability in Higher Education – Portland, OR

Untangling the Various Effects of Psychological Distance – Society for Risk Analysis – Denver, CO

2013 The effects of psychological distance on risk perception, behavioral intention, and mitigation behavior - Society for Risk Analysis – Baltimore, MD

Assessing Undergraduate Sustainability Knowledge Campus Wide: From design to implementation and analysis - Association for the Advancement of Sustainability in Higher Education – Nashville, TN

Construing Risk: Testing the Effects of Psychological Distance on Risk Perception - Association for Environmental Studies and Sciences annual conference – Pittsburgh, PA

Sustainability Across the Curriculum: Developing and Using a Knowledge Assessment Tool - Association for Environmental Studies and Sciences annual conference – Pittsburgh, PA

Assessing Undergraduate Sustainability Knowledge - Climate, Mind and Behavior Symposium – Garrison Institute, Garrison, NY

Creating a Model Sustainability Literacy Assessment- Led workshop in regards to conducting a campus wide knowledge assessment - Smart and Sustainable Campuses Conference –Washington, D.C.

2012Sustainable Attitudes and Behaviors at The Ohio State University -Association for Behavior Analysis International – Columbus, OH

Assessing Sustainability Literacy: An instrument to Measure Knowledge of Environmental, Economic, and Social Sustainability -Association for the Advancement of Sustainability in Higher Education –Los Angeles, CA

**Presentation highlighted on AASHE Blog**

Construing Risk: Testing the Effects of Psychological Distance on Risk Perception -Society for Risk Analysis – San Francisco, CA

2011The Role of Construal Level Theory in Risk Communication - Society for Risk Analysis – Charlotte, SC

2010Creating Distance Where There is None: Can psychological distance be used to solve real world problems?” *(Poster presentation)* - Judgment and Decision Making Conference – St. Louis, MO

**- Winner of Student Poster Award**

## ADVISING

### Doctoral Dissertation Committees

Current: Brockton Feltman (Chair – Department of Community Sustainability), Apoorva Joshi (Environmental Journalism), Yuxian Xiao (Economics), Ronnie Miller (Entomology)

Completed: Cameron Whitely (Sociology), Ran Dunn (Environmental Journalism), Caitlin Kirby (Earth & Environmental Sciences), Molly Good (Fisheries & Wildlife), Christine Kwiatkowski (Criminal Justice/Neuroscience), Craig Kohn (Education),

### Master’s Thesis Committees

Current: Braedon Halle (Department of Community Sustainability), Max Mans (Criminal Justice)

Completed: Amanda Rzotkiewicz (Chair – Criminal Justice), Eleanor Rappolee (Earth & Environmental Sciences), Allyson Brady (Earth & Environmental Sciences)

## MENTORSHIP

2020 Society for Risk Analysis Mentorship program

2019 Society for Risk Analysis Mentorship program

2018 Future Academic Scholars in Teaching (FAST) Fellowship Mentor

Mentored MSU PhD student in the design, implementation and analysis of an educational intervention aimed at improving the learning outcomes and writing skills of MSU students

2018 AASHE Mentorship program

## UNIVERSITY SERVICE

Current:

Awards Committee – School of Criminal Justice – member

Bylaws Committee – School of Criminal Justice – member

Past:

University Faculty Grievance Panel – Member

College of Social Science Graduate Student Hearing Board – Chair

Graduate Program Council – Environmental Science & Policy Program, member

Faculty Advisory Committee – School of Criminal Justice

Equity, Justice, and Inclusion Committee – School of Criminal Justice, co-chair & graduate

student subcommittee chair

## PROFESSIONAL SERVICE

### Leadership

Councilor – Risk Communication, Society of Risk Analysis, 2018 – 2020

### Memberships

Association for the Advancement of Sustainability in Higher Education

Society for Risk Analysis

International Association for Society and Natural Resources

### Associate Editor

*Society and Natural Resources*, 2020 – present

### Ad-Hoc Reviewer

*Journal of Environmental Studies and Sciences*

*Journal of Great Lakes Research*

*Risk Analysis*

*International Journal of Sustainability in Higher Education*

*Environmental Communication*

*Global Environmental Change*

*Journal of Health Communication*

*International Journal of Communication*

*Environmental Education and Research*

*Environment, Systems, and Decisions*

*Journal of Risk Research*

*International Journal of Risk Assessment and Management*