

Adam Zwickle

Michigan State University
School of Criminal Justice &
Environmental Science and Policy Program &
Department of Community Sustainability
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ACADEMIC POSITIONS

2014 - Present Assistant Professor - Department of Community Sustainability
Environmental Science & Policy Program
School of Criminal Justice

Michigan State University, East Lansing

Faculty affiliations – Water Science Network
– Knight Center for Environmental Journalism
– Center for Advanced Study of International Development
– Institute for Public Policy and Social Research

EDUCATION

2014 Ph.D. School of Environment and Natural Resources- The Ohio State University
Specialization: Environmental Social Science
Dissertation: *Communicating Environmental Risks*
Advisor: 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

2019 Great Lakes Leadership Academy – Emerging Leader Program

2015 Michigan State University Sustainability Fellow

2013 Distinguished University Fellowship – The Ohio State University

2012 Doctoral Teaching Scholar Award – The Ohio State University

2010 Ohio Agricultural Research and Development Center Director’s Associateship Program Award

2009 Distinguished University Fellowship – The Ohio State University

PUBLICATIONS

*denotes graduate student

Peer-Reviewed Manuscripts

- Zwickle**, Cox, Zhuang, Hamm, Upham, Chung, Cruz, & Dearing. "The effect of dioxin contamination and remediation on property values." 2019. *International Journal of Environmental Research and Public Health*. Special issue of Environmental and Health Communication.
<https://doi.org/10.3390/ijerph16203900>
- 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
- 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>
- Hamm, Cox, **Zwickle**, Zhuang, Cruz, Upham, Chung,* & Dearing. 2018. "Trust in whom? Dioxin, organizations, risk perception, and fish consumption in Michigan's Saginaw Bay Watershed." *Journal of Risk Research*. <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.
- Whitley,* Takahashi, **Zwickle**, Besley, & Lertpratchya.* 2018. "Sustainability Behaviors Among College Students: An Application of the VBN Theory." *Environmental Education Research*. 24(2): 245-262.
- 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.
- 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.
- Duan,* **Zwickle**, & Takahashi. 2017. "A construal-level perspective of climate change images in U.S. newspapers." *Climatic Change*. 142: 3-4: 345-360.

- Pearson, Rzotkiewicz,* Mwitwa, Lopez, **Zwickle**, & Richardson. 2017. "Participatory Mapping of Environmental Resources: A comparison of a Tanzanian pastoral community over time." *Land Use Policy*. 69: 259-265.
- 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
- Pearson, **Zwickle**, Namanya, Rzotkiewicz,* & Mwitwa. 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): article number 169. Pages 1-7
- 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.
- 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.

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, Huttel, 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.

Under Review

- De Biasi,* Carr,* Almanza,* & **Zwickle**. "A Micro-place Evaluation of the Relationship between 'Risky Places' and Risk Perceptions." Submitted to: *Journal of Research in Crime and Delinquency*.
- Singh, **Zwickle**, Wilson, & Bruskotter. "Climate Change Mitigation Policy and Temporal Distance: An examination of support for municipal level approaches to reducing greenhouse gas emissions." Revising and resubmitting to: *Environmental Science and Policy*.
- Duan, Takahashi, & **Zwickle**, "How engaging are concrete images? The moderating role of construal level in climate change visual communication." Submitted to: *Science Communication*
 - **Winner of the Top Faculty Environmental Communication Paper Award** at the International Communication Association annual meeting, Washington D.C., 2019

In Preparation

Jones, **Zwickle**, Campbell, & Hamm. “Sustainability Attitudes.” To be submitted to: *PLOS One*

Zwickle, Feltman,* Brady,* Kendall & Hyndman. “Adoption of Water-Efficient Technologies and Increased Water Loss in Kansas: Jevon’s Paradox in Water Policy.” To be submitted to: *Nature Sustainability*.

Michel,* Wieser,* & **Zwickle**. “Evidence for Two Forms of Sustainability Behavior among Higher Education Students.” To be submitted to: *Environmental Education Research*.

Michel* & **Zwickle**. “The Effect of Information Source on Higher Education Student Sustainability Knowledge.” To be submitted to: *Environmental Education Research*.

Technical Reports/White Papers

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

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.

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.

PRESENTATIONS

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

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.
- 2012 Sustainable 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

- 2011 The Role of Construal Level Theory in Risk Communication - Society for Risk Analysis – Charlotte, SC
- 2010 Creating 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**

TEACHING EXPERIENCE

- Design and Analysis in Criminal Justice Research 811 – Graduate level course, Michigan State University
- Survey Methodology and Design 907 – Graduate level course, Michigan State University
- Principles of Environmental Science and Policy 800 – Doctoral level course, Michigan State University
- Environmental Risk Perception and Decision Making 845 – Graduate level online course, Michigan State University
- Advanced Research Methods 909 – Doctoral level course, Michigan State University
- Sustaining Human Societies and the Natural Environment 5797 – Study abroad undergraduate course, Queensland, Australia, Ohio State University
- Environment and Society 2300 - Undergraduate course, Ohio State University

ADVISING

Michigan State University Doctoral Student Advisory Committees

Current: Brockton Feltman (Chair), Christine Kwiatkowski, Apoorva Joshi, Caitlin Kirby, Craig Kohn, Molly Good, Patricia McKay
Completed: Cameron Whitely, Ran Dunn

Master's Thesis Committees

Current: Garrett Sielof
Completed: Amanda Rzotkiewicz (Chair)

MENTORSHIP

- 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
Mentored graduate student from the Georgia Institute of Technology in her sustainability related research

UNIVERSITY SERVICE

Equity, Justice, and Inclusion Committee – School of Criminal Justice, incoming chair & graduate student subcommittee chair
College of Social Science Graduate Student Hearing Board – Chair
Graduate Program Council – Environmental Science & Policy Program, member
University Faculty Grievance Panel - Member

PROFESSIONAL SERVICE

Leadership

Councilor – Risk Communication, Society of Risk Analysis

Memberships

Association for the Advancement of Sustainability in Higher Education
Society for Risk Analysis
International Association for Society and Natural Resources

Ad-Hoc Reviewer

Risk Analysis
International Journal of Sustainability in Higher Education
Journal of Health Communication
International Journal of Communication
Society and Natural Resources
Environmental Education and Research
Environment, Systems, and Decisions
Journal of Risk Research
International Journal of Risk Assessment and Management
Journal of Environmental Studies and Sciences
Global Environmental Change
Journal of Great Lakes Research

OUTREACH

“What Motivates Conservation Behavior in Areas of Abundance?” (November, 2016) *The Engaged Scholar Magazine*. Available at: <http://engagedscholar.msu.edu/magazine/volume11/arrg.aspx>

“Announcing MSU’s 2015 Sustainability Fellows” Michigan State University Press Release (June 2015). Available at: <http://bespartangreen.msu.edu/news.php?id=2015-06-29-announcing-msu-2015-sustainability-fellows>

“Ohio State, Maryland team up for new sustainability knowledge assessment.” Ohio State University Press Release. (Sep. 2013). Available at: <http://cfaes.osu.edu/students/about-us/campus-news/ohio-state-maryland-team-for-new-sustainability-knowledge-assessment>

Guofei, Chu. “American University Launches Sustainability Knowledge Assessment Tool.” (Sep 2013). *Chinese Social Sciences Today* (sponsored by the Chinese Academy of Social Sciences). Available at: <http://www.csstoday.net/xueshuzixun/jishizixun/84740.html> (In Chinese only)

Urbanski, Monica. "Assessing Sustainability Literacy: Challenges, Current Research, and Opportunities for Collaboration." (Nov. 2012). *Association for the Advancement of Sustainability in Higher Education (AASHE) Blog*. Available at: <http://www.aashe.org/blog/assessing-sustainability-literacy-challenges-current-research-and-opportunities-collaboration>