

MEAGHAN L. GUCKIAN

EDUCATION

- 2019 (exp.) **Ph.D. Candidate | Human Dimensions & Environmental Policy**
Environmental Conservation | University of Massachusetts Amherst
Dissertation Title: Social signals for change: Exploring the role of interpersonal interaction for positive societal and ecological progress
Advisor: Dr. Ezra Markowitz
- 2014 **M.S. Behavior, Education, & Communication**
School for Environment and Sustainability | University of Michigan
Advisor: Dr. Raymond De Young
- 2008 **B.S. Psychology**
St. Lawrence University

PUBLICATIONS

Peer Reviewed Journals

- 2018 **Guckian, M.L.**, Danylchuk, A.J., Cooke, S.J., & Markowitz, E.M. (2018). Peer pressure on the riverbank: Assessing catch-and-release anglers' willingness to sanction others' (bad) behavior. *Journal of Environmental Management*, 219, 252-259. <https://doi.org/10.1016/j.jenvman.2018.04.117>
- 2017 **Guckian, M.L.**, Harbo, S., & De Young, R. (2017). Beyond green consumerism: Uncovering the motivations of green citizenship. *Michigan Journal of Sustainability*, 5, 73-95. <http://dx.doi.org/10.3998/mjs.12333712.0005.105>
- 2017 **Guckian, M.L.**, Chapman, D.A, Markowitz, E.M., & Lickel, B. (2017). 'A few bad apples' or 'Rotten to the core': Perceptions of corporate culture drive brand engagement after corporate scandal. *Journal of Consumer Behavior*, 17(1), 29-41. <https://doi.org/10.1002/cb.1672>
- 2017 Markowitz, E.M., Chapman, D.C., **Guckian, M.L.**, & Lickel, B. (2017). A corporate scandal that hits close to home: Examining owners' responses to the Volkswagen diesel emissions scandal. *Environmental Communication*, 11(6), 740-755. <https://doi.org/10.1080/17524032.2017.1363071>

Peer Reviewed Book Chapters

- 2018 **Guckian, M.L.**, Hamilton, E.M. & De Young, R. (2018). Cognitive mapping as participatory engagement in social science research on sustainability. In W. Leal, J. Callewaert, & R.W. Marans (Eds.), *Handbook of Sustainability and Social Science Research* (pp. 315-334). New York, NY: Springer International Publishing AG. <http://doi.org/10.1007/978-3-319-67122-2>
- 2018 Hamilton, E.M., **Guckian, M.L.** & De Young, R. (2018). *Living well and living green: Participant conceptualizations of green citizenship*. In W. Leal, J. Callewaert, & R.W. Marans (Eds.). *Handbook of Sustainability and Social Science Research* (pp. 337-352). New York, NY: Springer International Publishing AG. https://doi.org/10.1007/978-3-319-67122-2_19

Editor Reviewed Book Chapters

- 2018 Markowitz, E.M. & **Guckian, M.L.** (2018). Climate change communication: Challenges, insights, and opportunities. In S. Clayton & C. Manning (Eds.), *Psychology and Climate Change: Human Perceptions, Impacts and Responses* (pp. 35-63). Cambridge, MA: Elsevier.

Manuscripts Under Review

- Submitted **Guckian, M.L.** Markowitz, E.M., Tucker, C., Kiekebusch E., Klemm, T., Middleton L., Wootten, A., & Staudinger, M.D. (under review). *Assessing the impact of an online climate science community: The Early Career Climate Forum*.

Manuscripts in Preparation

Guckian, M.L., Chapman, D.A., Lickel, B, & Markowitz, E.M. (in preparation). *From Boycotting to Badmouthing: Examining Americans' reactions to high profile corporate scandals*.

Markowitz, E.M., Chapman, D.A., **Guckian, M.L.**, & Lickel, B. (in preparation). *The structuralist vs. the individualist: Engagement in civic behaviors across socio-political issues*.

Huff, E.S., **Guckian, M.L.**, de Oliveira, A.C.M., & Markowitz, E.M. (in preparation). *Mitigating landowners' susceptibility to environmental risks: The role of social psychological distance*.

Working Papers

Guckian, M.L., Markowitz, E.M., & Danylchuk, A.J. (working paper). *Fishing for a photograph: Examining the social and behavioral implications of recreational angling images on social media.*

CONFERENCE PRESENTATIONS

- 2018 **Guckian, M.L.** (2018, January). *Storytelling in Environmental Science.* Panel Member, Department of Environmental Conservation Graduate Student Symposium. University of Massachusetts. Amherst, MA.
- 2017 **Guckian, M.L.** & Markowitz, E.M. (2017, August). *Using nonenvironmental frames to increase social sanctioning of environmental behavior.* American Psychological Association Convention. Washington, DC.
- 2017 **Guckian, M.L.** et al. (2017, July). *Assessing anglers' intentions to adopt and communicate best practices in a catch-and-release fishery for steelhead in British Columbia, Canada.* Oral presentation at World Recreational Fisheries Conference 8. Victoria, British Columbia, Canada.
- 2017 **Guckian, M.L.**, Hamilton, E.M. & De Young, R. (2017, May). *Cognitive mapping as participatory engagement in social science research on sustainability.* Paper presentation at Sustainability and Social Science Research Symposium. Ann Arbor, MI.
- 2017 Hamilton, E.M., **Guckian, M.L.** & De Young, R. (2017, May). *Living well and living green: Participant conceptualizations of green citizenship.* Paper presentation at Sustainability and Social Science Research Symposium. Ann Arbor, MI.
- 2016 **Guckian, M.L.** (2016, June). *Signaling de-consumption: Identifying the affective and cognitive bases of obligation to signal consumption choices to others.* Paper presentation at International Sustainable Consumption Research and Action Initiative Conference. Orono, ME.
- 2016 **Guckian, M.L.** & Markowitz, E.M. (2016, January). *Examining the drivers of interpersonal communication in environmentally relevant behavior.* Poster presented at Sustainability Psychology Preconference for Society of Personality and Social Psychology. San Diego, CA.
- 2015 **Guckian, M.L.** (2015, October) *Considerations for behavior change tools and strategies.* Invited lecture. University of Massachusetts Amherst.

- 2015 Markowitz, E.M. & **Guckian, M.L.** (2015, May). *Communicating about climate adaptation: Opportunities and potential pitfalls*. Poster presented at National Adaptation Forum Conference. St. Louis, MO.
- 2015 Staudinger, M.D., **Guckian, M.L.**, & Ocana, M. (2015, May). *Adapting to climate change impacts across the northeast and midwestern United States: Case studies from the Northeast Climate Science Center*. Posted presented at National Adaptation Forum Conference. St. Louis, MO.
- 2014 **Guckian, M.L.** et al. (2014, May). *A Rooted University: Growing Resiliency, Community and Engaged Food Citizens*. Poster presented at Association for the Advancement of Sustainability in Higher Education Conference. Nashville, TN.

TEACHING

University of Massachusetts Amherst

- 2018 **Environmental Decision-Making** (Fall)
Instructor of Record
- 2015 **Human Dimensions of Natural Resource Management** (Fall)
Teaching Assistant

University of Michigan

- 2014 **Psychology of Environmental Stewardship** (Spring)
Graduate Student Instructor
- 2013 **Behavior and Environment** (Fall)
Graduate Student Instructor

AWARDS, GRANTS AND FELLOWSHIPS

- 2016 Fellow | Northwest Climate Bootcamp
- 2015 Travel Grant | National Adaptation Forum Conference – \$1000
- 2015-2018 Graduate Fellow | Northeast Climate Adaptation Science Center
- 2014 Outstanding Graduate Student Instructor Award
Program in the Environment | University of Michigan – \$500
- 2014 Travel Grant | Rackham Graduate School | University of Michigan – \$700
- 2014 Travel Grant | School of Sustainability and Environment
University of Michigan – \$200

- 2013 Maize Behavior Award | School of Environment and Sustainability
University of Michigan – \$1000
- 2013 Travel Grant | Rackham Graduate School | University of Michigan – \$700
- 2005-2008 Eastern College Athletic Conference All-Academic Team
Division 1 Women’s Ice Hockey | St. Lawrence University
- 2008 Psi Chi National Honors Society (inductee) | St. Lawrence University
- 2008 Faculty Honors | St. Lawrence University
- 2008 Cum Laude | St. Lawrence University

SERVICE

- 2018-current **Subcommittee Member** | Campus Waste and Recycling
Chancellors Sustainability Advisory Committee
University of Massachusetts Amherst
- 2018 **Committee Member** | Department of Environmental Conservation
Seminar Series, University of Massachusetts
- 2015-current **Editorial Board Member & Content Director**
Early Career Climate Forum, www.eccforum.org
- 2014 **Behavioral Scientist Consultant** | Graham Sustainability Institute
University of Michigan
- 2007-2008 **Student Facility Design & Sustainability Liaison**
St. Lawrence University

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

- 2016-current Sustainable Consumption Research and Action Initiative
- 2015-current Society for Personality and Social Psychology
- 2014-current North American Association for Environmental Education
- 2008-current American Psychological Association Division 34