

Sophia Kali Silvan Winkler-Schor

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EDUCATION

- Ph.D.** **University of Wisconsin** (Madison, WI), Expected Fall 2024
Degree: Environment & Resources, Minor: Science Communication
Dissertation title: Cultivating Lasting Change: Understanding the Roles of Motivation, Habits, and Social Norms for Fostering Persistence in Sembrando Vida
Committee: Lisa Naughton-Treves and Markus Brauer (Co-Advisors), Claudia Calderon, Carena van Riper, Alberto Vargas
- M.S./ M.INC.** **University of Göttingen** (Germany) & **Lincoln University**, (New Zealand) 2018
Bi-National dual-degree in International Nature Conservation with distinction
Practicum semester at World Wildlife Fund (Washington, DC)
Visiting Scholar at University of Illinois for thesis research
Advisors: Dr. Carena van Riper & Heiko Faust
- B.S./B.A.** **University of Washington** (Seattle, WA), 2016
B.S. Environmental Science & Terrestrial Resource Management
B.A. Environmental Studies
Magna cum laude, departmental honors
Minor: Latin American and Caribbean Studies
Study abroad: Albert-Ludwig-Universität Freiburg, Germany

PUBLICATIONS

Works in review

1. **Winkler-Schor, S.**, Eyster, H., Lobo, D., Wright, A., Lukasik, V., Redmore, L., Blount-Hill, K., Tully, B., Beard, S., Christenson, C., & Nyssa, Z. (2nd round reviews). Enhancing disciplinary diversity and inclusion in conservation science and practice using the Society for Conservation Biology. Invited to special issue of Conservation Biology: Voices in Conservation
2. Nyssa, Z., **Winkler-Schor, S.**, Lobo, D., Eyster, H., Wright, A. (2nd round reviews). A Framework for Promoting Disciplinary Diversity and Inclusion Through Epistemic Justice. Invited to special issue of Conservation Biology: Voices in Conservation.
3. **Winkler-Schor, S.**, Coon, J.J., Sanji, D., Barefoot-Jaeger, M. (in review). When it comes to research on land management behavior, how are we doing? A systematic review on measurement, theory, and suggestions for improvement. Conservation Science and Practice.

Peer-reviewed

1. **Winkler-Schor, S.** & Brauer, M. (Accepted). Promoting persistence in conservation behavior to combat climate change. Perspectives on Psychological Science.
2. **Winkler-Schor S.**, van Riper C., Landon A. & Keller R. (2020). Determining the Role of Eudaimonic Values in Conservation Behavior. Conservation Biology. Conservation Biology, 34(6), 1404-1415.
3. Scullion, J. J., Vogt, K. A., Drahota, B., **Winkler-Schor, S.**, & Lyons, M. (2019). Conserving the Last Great Forests. A Meta-Analysis Review of the Drivers of Intact Forest Loss and the Policies and Strategies to Save Them. Frontiers in Forests and Global Change, 2, 62.
4. van Riper C.J., **Winkler-Schor S.**, Stamberger L., Keller R., Raymond C., Braitto M., Golebie E., Eriksson M., & Johnson D.N. (2019). Integrating multi-scale values and pro-environmental behavior in a protected area. *Sustainability Sci.*
5. Johnson D. N., van Riper C. J., Chu M., & **Winkler-Schor S.** (2019). Comparing the social values of ecosystem services in US and Australian marine protected areas. *Ecosystem Services*, 37, 100919.
6. Scullion J. J., Vogt K. A., **Winkler-Schor S.**, Sienkiewicz A, Peña C, & Hajek, F. (2016). Designing conservation-development policies for the forest frontier. Sustainability Science, 11(2), 295-306.

Non-peer-reviewed

1. Schwerdtner Máñez K., Westerhout D., Miller B., Mahajan S., Burgess G., Wan Kam C., **Winkler-Schor S.** (2020). [SAVE NATURE PLEASE: A Behaviour Change Framework for Conservation. World Wildlife Fund for Nature.](#)
2. Scullion J, Alvarez Y, Cueto L, Gmur S, Kirkby C, Loja J, Obesso J, Odle A, Prado S, Porier A, Renfrigo P, Schreier A, Sienkiewicz A, Stutzman H, Vogt K, **Winkler-Schor S.**, Zwicker S. (2015). Advancing Biodiversity Conservation in the Manu-Tambopata Corridor (MAT). Report prepared for Amazon Conservation Association and Asociación para la Conservación de la Cuenca Amazónica.

Theses

Winkler-Schor S. (2018). Expanding the Environmental Value Scale: Understanding how Eudaimonia and Hedonia Influence Pro-environmental Behavior. Georg-August-Universität Göttingen, Germany.

Winkler-Schor S. (2016). Evaluating the Dynamics of Deforestation & Big Tree Logging on Peru's Forests. University of Washington, USA.

Winkler-Schor S. (2015). How eco-drone monitoring and successful conservation methodology can mitigate deforestation. University of Washington, USA. <http://hdl.handle.net/1773/33322>

SELECTED FELLOWSHIPS & GRANTS (*Total: \$270,800*)

\$,1500	Student Research Grants Competition, UW, Fall 2023
\$3,000	LACIS Summer Research Grant, UW, 2023
\$4,000	Explorers Club Exploration Fund Grant, 2022
\$3,000	Tinker Nave Short-Term Field Grant, 2022
\$33,000	Fulbright-Hays Doctoral Dissertation Research Abroad, Yucatan, Mexico, 2022-2023
\$29,875	Foreign Language Area Studies Fellowship (FLAS) Advanced Maya Yucatec, 2021-2022
\$2,900	Tinker Nave Short-Term Field Grant, 2021
\$7,500	Foreign Language Area Studies Summer Fellowship for Advanced Yucatec Maya, 2021
\$2,500	Center for Integrated Agricultural Systems summer mini-grant, 2021
\$7,500	Foreign Language Area Studies Summer Fellowship for Intermediate Yucatec Maya, 2020
\$2,100	Tinker Nave Short-Term Field Grant, 2020
\$140,600	University Fellowship UW-Madison, two years of stipend and tuition ,2020-2022
\$29,875	Foreign Language Area Studies Fellowship (FLAS) Maya Yucatec, 2019-2020
\$5,000	UW-Madison IRIS Area and International Studies Award, 2019
\$5,000	University of Wisconsin-Madison Bursar's Office Recruitment Award
\$4,200	Deutschlandstipendium-German Federal Scholarship for Academic Excellence, 2017-2018
\$3,000	PROMOS- German Federal Ministry of Education and Research, 2017-2018
\$13,500	<i>Total research funding received as an undergraduate</i>
	Top funders include Explorers Club, Xi Sigma Pi National Forestry Honor Society, Mary Gates Undergraduate Research Scholarship, University of Washington School of Environmental & Forest Sciences

HONORS & AWARDS

Deutschlandstipendium—German federal award for academic excellence (2017-2018)
 University of Washington Library Research Award for Undergraduates (2015)
 School of Environmental and Forest Sciences Undergraduate Student of the Year (2015)
 College of the Environment Undergraduate Dean's Medalist Award (2015)

PRESENTATIONS**Professional Conferences (*presenter)**

Winkler-Schor S.* and Brauer M. (February 2024). *Cultivating Lasting Change: How to promote reforestation among small landowners in developing countries.* Society for Personality and Social Psychology Sustainability Psychology, Preconference. San Diego, CA.

Winkler-Schor S.* and Brauer M. (October 2023). *Cultivating Lasting Change: How to promote reforestation among small landowners in developing countries.* Social Science and Sustainability Solutions Conference. Madison, WI.

Winkler-Schor S.* Coon., J.J., Sanji, D., Barefoot-Yaeger, M. (July 2023). *When it comes to research on land management behavior, how are we doing? A systematic review on theory, measurement, and suggestions for improvement.* International Congress for Conservation Biology. Kigali, Rwanda. (Accepted but couldn't secure funding to attend)

Winkler-Schor S.* & Brauer, M (June 2022). *Promoting long-term behavior change when financial incentives are unavoidable.* Society for Environmental, Population and Conservation Psychology (online)

Beard S.*, Chavez C., Eyster H. & Winkler-Schor S. (Dec 2021). *Exploring factors that influence members' continued participation in the Society for Conservation Biology.* International Congress for Conservation Biology (Moved online)

Wright A.* & Winkler-Schor S. (Oct 2021). *Why conservationists must sell, not save, nature: achieving conservation success through marketing.* Conservation Marketing Conference (Society for Conservation Biology)

Winkler-Schor S.* (July 2020). *A review of the psychological drivers motivating engagement in Payment for Ecosystem Service programs in Southern Mexico.* Latin America & Caribbean Congress on Conservation Biology (Society for Conservation Biology). *Cancelled due to COVID

Winkler-Schor S.*, van Riper, C., Landon, A., & Keller, R. (July 2018). *Expanding the Environmental Value Scale: Understanding how Eudaimonia and Hedonia Influence Conservation Behavior.* North American Congress on Conservation Biology (Society for Conservation Biology). Toronto, CA.

van Riper, C.J.*, Winkler-Schor S., Stamberger L., Keller R., Braitto, M., Raymond, C., Eriksson, M., Golobie, E., & Johnson, D. (2018). *Integrating multi-scale values and pro-environmental behavior in a protected area.* Invited Presentation at the Valuing Nature Network Workshop, York University, UK.

Johnson, D.N.*, van Riper C.J., Chu, M., Winkler-Schor S. (2018). *Comparing the social values of ecosystem services in US and Australian marine protected areas.* International Symposium on Society and Resource Management. Sandy, Utah.

Winkler-Schor S.*, Scullion J., Vogt, K., Sienkiewicz A, Peña C, & Hajek, F. (August 2015). *Designing Conservation-development Policies for the Forest Frontier: A Case Study in Madre de Dios, Peru.* International Congress on Conservation Biology Montpellier, France

Winkler-Schor S.*, Scullion J., Vogt, K., Sienkiewicz A, Peña C, & Hajek, F. (May 2015). *Improving Forest Conservation Outcomes: A Case Study in Madre de Dios, Peru.* University of Washington Undergraduate Research Symposium, Seattle, WA

Winkler-Schor S.*, Scullion J., Vogt, K., Sienkiewicz A, Peña C, & Hajek, F. (April 2015). *Improving Forest Conservation Outcomes: A Case Study in Madre de Dios, Peru.* National Undergraduate Research Symposium. Eastern Washington University, Spokane, WA

Winkler-Schor S.* (December 2014). *Eco-Drone Monitoring: Closing the Gap between Conservation Science and Policy.* University of Washington Capstone Symposium, Seattle, WA

Winkler-Schor S.*, Scullion J., Vogt, K., Sienkiewicz A, Peña C, & Hajek, F. (May 2014). *Improving Forest Conservation Outcomes.* UW Undergraduate Research Symposium, Seattle, WA

Organized Symposia

Winkler-Schor S., Lanza G., Eyster, H., Wallen K., (Dec 2021). *Enhancing conservation inclusion and diversity: lessons learned from the SCB Disciplinary Inclusion Task Force.* International Congress for Conservation Biology (Moved Online)

Organized workshops

Wright, A., Norman, K., Yasue, M., Winkler-Schor, S., Palombo, M., Kenney, A., Knowlton, A., Asah, S.T., Brilliant, S., McKinley, E., Sullivan-Wiley, K. (2023). *Social science for marine mammal sciences.* North Atlantic Right Whale Consortium Annual Meeting.

Science Communication and outreach

Winkler-Schor S. (September 2023). *Integrating Behavior Change into Conservation: How to Design and Implement*

Behavior Change Interventions. EOR Inc. Minneapolis, MN. (Online talk).

Winkler-Schor, Sophia. The Conservation Psychologist. Psychology Today—Invited Blogger.

<https://www.psychologytoday.com/us/blog/the-conservation-psychologist>

Winkler-Schor S. (October 2020). *Conservation Psychology: What's the role of behavior in conservation?* Society for Conservation Biology-Wisconsin Chapter. Madison, WI

Lewin, A., (Host), Wright, A., (Host), **Winkler-Schor S.**, (Guest), Johnson, D.M. (Guest). (April 29th, 2019). Episode 90: Social Values For Marine Protected Areas In US and Australia. Marine Conservation Happy Hour [Audio podcast]. <https://apple.co/2XU2ly5>

Winkler-Schor S. & Ipe J., (August 2018). *Integrating Behavior Change into Conservation: How to Design and Implement Behavior Change Interventions*. United Nations Foundation, Washington, DC

Lewin, A., (Host), Wright, A., (Host), **Winkler-Schor S.**, (Guest), Hauptfeld, R. (Guest). (July 26th, 2018). NACCB 2018 Highlights. Speak Up for Blue [Audio podcast]. <https://apple.co/2ZIH0z5>

Winkler-Schor S. & Mahajan S. (August 2017). *Integrating Behavior Change into Conservation: How to Design and Implement Behavior Change Interventions*. World Wildlife Fund-HQ. Washington, D.C.

RESEARCH EXPERIENCE

Biodiversity Insights Group & Brauer Lab, Madison, WI

PhD Candidate

August 2019-Present, Full-time

Doctoral research focuses on psychological factors that influence long-term behavior change. Primary interest is how financial incentive programs can foster persistence in conservation behaviors. Developed dissertation project from ground up and identified local collaborators in Yucatan, Mexico.

van Riper Human Dimensions Research Group, Urbana IL

Visiting Scholar/Graduate Research Assistant

September 2017-June 2018, Full-time

Involved in a variety of projects exploring the human dimensions of different natural resources such as in protected areas/national parks and fresh water ecosystems. Master's thesis analyzed preferences of 667 Denali National Park recreationists to understand how individual values influence pro-environmental behaviors.

The Parks and Environmental Behavior Research Group, Urbana IL

NIFA Grasslands Project Manager

December 2017-May 2018, Part-time

Organized data entry for 3,000 sample mixed-mode survey. Managed eight undergraduate students to sort surveys and enter data. Communicated with survey distribution group and various stakeholders to oversee the delivery and coordination of data entry processes. Learned IRB protocol, data collection and analysis, statistical techniques linked to stated choice modeling and research team professional dynamics.

Asah Conservation Psychology Lab, University of Washington, Seattle WA

Conservation Psychology Research Assistant

March 2015-October 2016, 5-20 hours/week

Worked with the Washington State Department of Natural Resources and the Olympic National Research Center to improve the implementation of the Olympic Experimental State Forest. Learned foundations of behavioral psychology, tools of influence as well as interview skills, social science principles and methodology. Coded and analyzed stakeholder focus group transcripts in NVIVO.

Vogt Ecosystems Conservation & Management Lab, University of Washington, Seattle WA

Undergraduate Research Assistant

September 2013-2015, 5-10 hours/week

Supported several conservation projects in the Peruvian Amazon to improve regional conservation policies and better understand land-cover dynamics. Contributions include: organizing and analyzing field interview, data GIS analysis and figure development, and supporting the development of future scenarios modeling.

PROFESSIONAL EXPERIENCE

United Nations Foundation, Washington DC

Behavior Change Fellow—Global Alliance for Clean Cookstoves

June 2018-August 2018, Full-time

Led the development of ex-ante analyses to gauge interest in clean cooking technologies in Haiti and Nepal, wrote white papers on findings and results of interventions, provided expertise on behavior theory.

World Wildlife Fund, Washington DC

Conservation Psychology Intern

June 2017-August 2017, Full-time

Developed a guide on how to design and implement behavior change interventions. Supported WWF teams in learning about and integrating behavioral sciences into WWF programming.

Wild Forests & Fauna, Seattle WA

Field Technician and communications intern

2014-2015

Developed a social media strategy and website for an international non-profit during the academic year. Developed social media content for Facebook, Instagram, Twitter. Interacted with followers to further social media outreach. For summer research seasons, developed and implemented forest monitoring project using conservation drone in the Las Piedras region of Madre de Dios, Peru. Project sought to collect high-resolution imagery to assess habitat type, quality and big trees in the region. I developed a framework to identify the rate of selective logging and clear-cutting for agriculture using open-source satellite imagery.

TEACHING & MENTORING EXPERIENCE

Lecturer

University of Wisconsin–Madison, Nelson Institute for Environmental Studies, ENVIR ST 402: Environmental and conservation psychology. Slated for Summer 2024. I am designing and leading the first introductory course on environmental and conservation psychology at UW–Madison. The course will focus on designing applied behavior change interventions.

Teaching Assistant

University of Wisconsin–Madison, Nelson Institute for Environmental Studies, ENVIR ST 112: Environmental Studies: Social Science Perspectives, Fall 2023, led four weekly sections of 20 students each to build understanding of course content.

University of Illinois—Urbana-Champaign, Natural Resources and Environmental Sciences, NRES 287: Environment and Society (Reader/grader)

University of Washington, Program on the Environment, ENVIR 100: Interdisciplinary Foundations, Winter 2015

Mentoring

Department of Psychology, UW-Madison, Madison, WI

Lead a team of 3-6 undergraduate RAs to support various research projects, Sept. 2021-present

Co-authored manuscript with student titled: *When it comes to research on land management behavior, how are we doing? A systematic review on measurement, theory, and suggestions for improvement.*

Nelson Institute for Environmental Studies, UW-Madison, Madison WI
Undergraduate Student Mentor, September 2019-June 2020

University of Illinois (Urbana IL), Department of Natural Resources and Environmental Sciences
Mentored undergraduate student in honors thesis and co-authored manuscript titled: *Comparing the social values of ecosystem services in US and Australian marine protected areas.*

Guest lectures

Intro to conservation psychology, GEOG 339: Environmental Conservation. Fall 2023, University of Wisconsin—Madison

Intro to conservation psychology, NRES 287: Environment and Society, University of Illinois at Urbana-Champaign

SKILLS & LANGUAGES

Intermediate RStudio, GIS, SPSS,
Social Media Strategy/Design/Promotion
Science Communication

English & German (Native)
Spanish (Advanced/Working Proficiency)
Yucatec Maya & Portuguese (Intermediate)

PROFESSIONAL SERVICE

National & International Contributions

Disciplinary Inclusion Task Force, Society of Conservation Biology, August 2018-Present

Founder of task force investigating disciplinary diversity and inclusion within SCB. Recruited a team of 16 conservation scientists to conduct a mixed-methods, multi-study investigation of SCBs governance, branding and recruitment to improve inclusion. Fundraised \$20,000 to support project.

Social Science Working Group, Society of Conservation Biology, December 2017-June 2022

Elected board member and chair of the Communications Committee. Designed and implemented social media strategy and manage team of six volunteers. Helped organize a mentorship program event for the North American Congress on Conservation Biology 2018 and Latin American Congress for Conservation Biology 2020.

500 Women Scientists Urbana-Champaign Pod, 2017-2018

Pod co-coordinator and founder. Organized a science salon fundraiser for Puerto Rico featuring four local women in science. Identifying speakers, UIUC campus, sponsor-relations, and community outreach.

Guest editor for special issues

Conservation Biology: Conservation Voices (Forthcoming Spring 2024)

Special issue about diversity, equity, and inclusion in conservation.

Ad hoc Journal Reviewer

Conservation Biology (3), Conservation Letters (2), Conservation Science & Practice (2), Environmental Management (1), Ecosystem Services (1), One Earth (1), Society for Natural Resources (1).

University, College & Departmental Service

Nelson Student Reps, September 2019-present

Graduate student representative for the Nelson Institute for Environmental studies. Organizes events, advocates for student needs and resources. Liaises information from faculty governance meetings to student body.

Xi Sigma Pi National Forestry Honor Society, Treasurer, 2014-2015

Organizer, fundraiser (\$8,500 for speaker honorarium) & MC: hosted world-famous zoologist & adventurer Dr. Niall McCann, *Life on the Conservation Frontline*, 200 attendees

UW's Brazil Club, Co-founder & President, 2013-2015

Co-founder & President, 2013-2015; Organized various events surrounding Brazilian culture and language; Partnered with Brazilian Honorary Consul of Seattle, Fundraised \$4,000 for events.

PROFESSIONAL AFFILIATIONS & MEMBERSHIPS

2023-Present **Society for Personality and Social Psychology**

2022-Present **Explorers Club**, Recipient of the Exploration Fund Grant

2022-Present **American Psychological Association**, Society for environment, population, & conservation psychology

2015-Present **Society of Conservation Biology**, Member: Social Science & Conservation Marketing Working Groups

2015-Present **Phi Beta Kappa Honor Society** (By invitation only; based on GPA)

2014-Present **Xi Sigma Pi International Forestry Honor Society-Alpha Chapter**, (By invitation only; based on GPA)