

ERYN CAMPBELL
UNIVERSITY OF PENNSYLVANIA
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Philadelphia, PA

EDUCATION

Doctor of Philosophy in Communication Studies

Concentration: Science Communication

George Mason University, May 2023

Advised by Dr. Edward Maibach

Committee: Dr. Christopher Clarke; Dr. John Kotcher; Dr. Xiaoquan Zhao

Certificate in Science Communication

George Mason University, May 2023

Masters of Professional Science in Weather, Climate, and Society

University of Miami Rosenstiel School of Marine and Atmospheric Science, 2018

Thesis: The Development of Climate Change Communication Materials for the National Capital Region of the National Park Service

Advised by Dr. Brian Soden

Committee: Dr. Meryl Shriver-Rice; Shaelyn Patzer, MA

Bachelor of Science in Environmental Science

University of Virginia, 2017

RESEARCH ACTIVITY

Peer-Reviewed Publications

Campbell, E., Kotcher, J. E., Myers, T., Munson, S., Borth, A. C., Rosenthal, S. A., Leiserowitz, A., & Maibach, E. (2023). The Potential Role of Descriptive and Dynamic Norms in Promoting Climate Change Advocacy. *Oxford Open Climate Change*, kgad001.

<https://doi.org/10.1093/oxfclm/kgad001>

Maibach, E., **Campbell, E.**, Uppalapati, S. S., & Kotcher, J. (2023). Active learning and effective communication to optimize climate change action. *The Journal of Climate Change and Health*, 9, 100207. <https://doi.org/10.1016/j.joclim.2023.100207>

Campbell, E., Uppalapati, S. S., Kotcher, J., & Maibach, E. (2023). Communication research to improve engagement with climate change and human health: A review. *Frontiers in Public Health*, 10. <https://www.frontiersin.org/articles/10.3389/fpubh.2022.1086858>

Yagatich, W., **Campbell, E.**, Borth, A.C., Patzer, S., Timm, K., Hassol, S., Plackey, B., & Maibach, E. (2022). Local climate change reporting: Assessing the impacts of climate journalism workshops. *Weather, Climate, and Society*.

Borth, A.C., **Campbell, E.**, Tuckerman, S., Patzer, S., Maibach, E., & Yagatich, W. (2021). Are Journalists Reporting on the High-Impact Climate Solutions? Findings from a Survey of Environmental Journalists. *Journalism Practice*.

Luong, K. T., Kotcher, J., Miller, J., **Campbell, E.**, Epel, E., Sarfaty, M., & Maibach, E. (2021). Prescription for healing the climate crisis: Insights on how to activate health professionals to advocate for climate and health solutions. *The Journal of Climate Change and Health*, 100082. <https://doi.org/10.1016/j.joclim.2021.100082>

Lee, H., Pagano, I., Borth, A., **Campbell, E.**, Hubbert, B., Kotcher, J., & Maibach, E. (2021). Health Professional's Willingness to Advocate for Strengthening Global Commitments to the Paris Climate Agreement: Findings from a Multi-Nation Survey. *The Journal of Climate Change and Health*.

Kotcher, J., Maibach, E., Miller, J., **Campbell, E.**, Alqodmani, L., Maiero, M., & Wyns, A. (2021). Doctors' and nurses' views on climate change and health: A multi-national survey study. *The Lancet Planetary Health*.

Campbell, E., Kotcher, J., Maibach, E., Leiserowitz, A., & Rosenthal, S. (2021). Predicting the Importance of Global Warming as a Voting Issue Among Registered Voters in the United States. *Ecological and Social Psychology*.

Non-Peer-Reviewed Publications

Campbell, E., Kotcher, J., Maibach, E., Rosenthal, S., & Leiserowitz, A. (2022). *Who is willing to participate in non-violent civil disobedience for the climate?* Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication.

Campbell, E., Patzer, S., Beall, L., Gallagher, A., & Maibach, E. (2019). Using social science in National Park Service climate communications: A case study in the National Capital Region. In Press at *Parks Stewardship Forum Inaugural Issue [non-peer reviewed]*.

Reports

Leiserowitz, A., Maibach, E., Rosenthal, S., Kotcher, J., Carman, J., Verner, M., Lee, S., Ballew, M., Uppalapati, S., **Campbell, E.**, Myers, T., Goldberg, M., & Marlon, J. (2023). *Climate Change in the American Mind: Beliefs & Attitudes, December 2022*. Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication.

Leiserowitz, A., Maibach, E., Rosenthal, S., Kotcher, J., Carman, J., Neyens, L., Myers, T., Goldberg, M., **Campbell, E.**, Lacroix, K., & Marlon, J. (2022). Climate Change in the American

Mind, April 2022. Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication.

Leiserowitz, A., Maibach, E., Rosenthal, S., Kotcher, J., Carman, J., Neyens, L., Myers, T., Goldberg, M., **Campbell, E.**, Lacroix, K., & Marlon, J. (2022). Politics & Global Warming, April 2022. Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication.

Maibach, E., Yagatich, W., Borth, A., **Campbell, E.**, Patzer, S., Timm, K., & Craig, R. (2020). Climate Matters in the Newsroom: A 2020 Census of Society of Environmental Journalists Members.

Maibach, E., Yagatich, W., **Campbell, E.**, Borth, A., Patzer, S., Timm, K., & Craig R. (2020). Climate Matters: A 2020 census survey of television weathercasters in the United States. Center for Climate Change Communication, George Mason University.

Maibach, E.W., Yagatich, W.A., Timm, K., & **Campbell, E.** (2019). Climate Matters in the Newsroom: Associated Collegiate Press and National Scholastic Press Association member survey, 2019. Center for Climate Change Communication, George Mason University.

Under Review

Borth, A.C., **Campbell, E.**, Maibach, E. (under review). Public perceptions of carbon drawdown and removal. Under review at *Environmental Research Letters*.

Campbell, E., Kotcher, J., Myers, T., Cook, J., Borth, A.C., & Maibach, E. (under review). Understanding Advocacy for Science: Data from the 2017 March for Science. Under review at *PLOS One*.

Conferences

Uppalapati, S., **Campbell, E.**, & Maibach, E. (2022). Climate Change and Mental Health: Exploring the Prevalence of Climate-related Anxiety and Depression Among the American Public. Paper presented at the International Society for Traumatic Stress Studies.

Orr, M., Borth, A.C., Kotcher, J., **Campbell, E.**, & Maibach, E. (2022). Predictors of Discussing Global Warming with Friends and Family. Paper presented at the National Communication Association Annual Conference.

Munson, S., **Campbell, E.**, Borth, A.C., & Uppalapati, S. (2022). The Story of a Climate Activist. Paper presented at the Eastern Communication Association Annual Conference.

Borth, A.C., **Campbell, E.**, Munson, S., Patzer, S., Maibach, E., & Yagatich, W. (2021). Are Journalists Reporting on the High-Impact Climate Solutions? Findings from a Survey of Environmental Journalists. Paper presented at the National Communication Association Annual Conference.

Campbell, E. (2020). Using social science in National Park Service climate communications: A case study in the National Capital Region. NPS Regional Spotlight-National Capital Region, Virtual Poster Presentation.

Borth, A.C., **Campbell, E.**, Munson, S., Kotcher, J., & Maibach, E. (2020). The Role of Descriptive and Dynamic Norms in Predicting Climate Change Activism. Paper presented at the National Communication Association Annual Conference, Virtual.

Campaigns

PROPHET Campaign, University of Michigan Biological Station in Pellston, MI, 2016
Researcher on a summer-long field campaign in Northern Michigan at the PROPHET Tower Lab. Responsibilities included conducting background research and laboratory prep work, organizing travel, equipment, and shipping logistics for travel to and from the campaign, running instruments to measure soil respiration and nitrous oxide and carbon monoxide emissions, and giving weekly data presentations.

PROFESSIONAL APPOINTMENTS

Gloria T. and Melvin J. (“Jack”) Chisum Postdoctoral Fellow in Climate Science, University of Pennsylvania Center for Science, Sustainability, and the Media (PCSSM) and the Annenberg Public Policy Center (APPC), Philadelphia, PA, 2023-Present

Graduate Research Assistant, George Mason University Communication, Health, and Relational Media Lab (CHARM), Fairfax, VA, 2023
Coordinated and conducted research on climate change misinformation using Tobii eye tracking software.

Graduate Research Assistant, George Mason University Center for Climate Change Communication, Fairfax, VA, 2019-2023
Worked on a variety of manuscripts and research projects related to science and climate change communication that used a diverse set of methods, including content analysis, surveys, and experiments. Larger projects included:

- 2020-2021 World Health Organization international survey project of healthcare professional’s attitudes about climate change.
- 2019-2021 Climate Matters in the Newsroom Project

Project Manager, George Mason University Center for Climate Change Communication and the National Park Service, Fairfax, VA, 2019-2021
Coordinated an internship partnership with the National Park Service that provides students with the opportunity to develop climate change communication materials for parks in the National Capital Region of the NPS. Served as the direct supervisor of 6-8 interns, transitioned the internship online in Summer 2020, coordinated all meetings, taught climate change communication materials and principles, reviewed applications and conducted interviews, edited intern draft products, and oversaw all administrative duties.

Assistant Project Manager, George Mason University Center for Climate Change Communication and the National Park Service, Fairfax, VA, 2019
Assisted the Project Manager in coordinating the internship, editing intern drafts, leading discussions, and organizing program files and resources.

Climate Change Communication Intern, George Mason University Center for Climate Change Communication and the National Park Service, Fairfax, VA, 2018
Responsibilities included developing climate change communication materials for parks found in the National Capital Region.

TEACHING EXPERIENCE

Previous Appointments

Graduate Lecturer – George Mason University, Spring 2022, Fall 2022

EDRS 220: Introduction to Applied Quantitative Analysis for the Social Sciences

Served as the instructor of record. This course is designed to develop understandings of fundamental concepts and methods of statistics in social science settings. Using R, it explores applications of descriptive and inferential statistics including hypothesis testing, correlational, and comparative methods.

Graduate Lecturer – George Mason University, Fall 2020

COMM 101: Fundamentals of Communication

Served as the instructor of record. This course is a hybrid introductory course that incorporates principles of interpersonal and small group communication as well as public speaking skills. In Fall 2020, this course was held online due to the COVID-19 pandemic.

Guest Lectures

Guest Lecturer – Tel Aviv University and Thomas Jefferson University: International and Interprofessional Perspectives on the Impact of Climate Change & Climate Related Disasters on Health and Health Care Delivery

Topic: Climate and Health Communication

Spring 2023

Guest Lecturer – Smithsonian-Mason School of Conservation

Topic: Being a Graduate Student and Researching with the Center for Climate Change Communication

Fall 2020, Spring 2021, Fall 2021, Spring 2022, Fall 2022, Spring 2023

Guest Lecturer – COMM 642: Science and the Public

Topic: Research to Practice: Developing Climate Change Communication Products for National Parks in the National Capital Region

Spring 2021

Guest Lecturer – COMM 433: Environmental Communication

Topic: Scientists as Advocates

Spring 2021

Guest Lecturer – COMM 433: Environmental Communication

Topic: Communicating Climate Change in National Parks

Spring 2020

PROFESSIONAL SERVICE

Co-Guest Editor for Journal of Climate Change and Health, Special Issue: Pathways to Climate Health: Active learning and effective communication to optimize climate change action

Peer Reviewer for BMC Public Health, Current Research in Ecological and Social Psychology, Journal of Climate Change and Health, Journal of Environmental Psychology, Public Understanding of Science, Heliyon

LEADERSHIP AND PROFESSIONAL SERVICE

Student Representative, President-Student Advisory Group, 2021-2022

Responsibilities included meeting monthly with the President of the university and other students to discuss student concerns on campus and ways to improve the university moving into the future.

Panel Chair, D.C. Health Communication Conference, 2021

Moderated the Panel on Health Concerns and Social Communities

President, Communication Graduate Student Association, 2020-2021

Responsibilities included scheduling and running meetings, attending Graduate Faculty meetings as a student representative, developing monthly newsletters for students, and planning other projects and events.

Sustainability Officer, Communication Graduate Student Association, 2019-2020

Responsibilities included attending meeting and spearheading environment and sustainability themed projects and events.

Department Representative, Graduate and Professional Student Association, 2019-2020

Responsibilities included attending assembly meetings and ensuring the representation of the interests of communication masters and doctoral students.

Climate Action Rally Organizer, Fall 2019

Co-organized a climate action rally and met with George Mason University's president to discuss the future of sustainable and climate-friendly actions at the university. This led to climate action remaining in the forefront of the administration's agenda.

HONORS AND AWARDS

Outstanding Doctoral Student Award, 2023

Award given by the faculty in the Communication Department at George Mason University to a student who has excelled throughout their doctoral studies.

Joe Witte Special Recognition in Science Communication Leadership Award, 2022

Award given by the faculty in the Communication Department at George Mason University to a student who has demonstrated excellence in science communication.

Department Leadership Award, 2021

Award given by the faculty to a student who has demonstrated leadership and service for the Communication Department at George Mason University.

Presidential Scholarship, 2019-2023

Four-year graduate research assistantship awarded by the Office of the Provost at George Mason University.

Hart Undergraduate Research Award, 2016

\$5,000 research grant awarded to an undergraduate in the Environmental Sciences Department at the University of Virginia. Required submission of a formal grant proposal.

Miller Scholars Award, 2016

\$5,000 research grant awarded to an undergraduate at the University of Virginia to aid in the completion of a research project. Required submission of a formal grant proposal.

SKILLS

R Statistics

SPSS