

**JESSICA M. NOLAN**

(as of 6/2017)

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 Department of Psychology  
 University of Scranton  
 Scranton, PA 18510

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<http://nolan.socialpsychology.org/>

**EDUCATION**

Ph.D. Experimental Psychology, University of Arkansas, 2008  
 M.A. Experimental Psychology, California State University, San Marcos, 2004  
 B.S. Natural Resources, Cornell University, 1998, with distinction  
 High School The Bronx High School of Science, 1994

**POSITIONS HELD**

Associate Professor	2013- present	University of Scranton
Visiting Associate Professor	Fall 2015	Cornell University (Sabbatic leave)
Assistant Professor	2008-2013	University of Scranton
Instructor	2006-2008	University of Arkansas

**COURSES TAUGHT**

Fundamentals of Psychology	Environmental and Conservation Psychology
Social Psychology	Psychology of Diversity
Statistics for the Behavioral Sciences	Undergraduate Research in Psychology
Industrial/Organizational Psychology	

**AWARDS & HONORS**

University of Scranton Faculty Fellow in Service Learning	2010-2011
University of Arkansas Distinguished Doctoral Fellow	2004-2008
Highly competitive University-wide fellowship awarded to 10-12 exemplary graduate students each year.	
The Society for Population and Environmental Psychology Student Paper Award, Runner-up	2008
Roland H. Waters Award, University of Arkansas	2007
Annual award given for excellence in teaching	

**GRANTS**

Scranton/Marywood Cooperative Grant: \$7,947	Spring 2016
University of Scranton Diversity Initiative Grant: \$1,500	Spring 2016
University of Scranton Clavius Fund Grant: \$2,000, \$1,500	2011-2012, 2016-2017
Education for Justice Grant. Award: \$2,360, \$640	Fall 2013, Fall 2017
University of Scranton Faculty Development Grant: \$3,000	Intersession 2011/2013
University of Scranton Internal Research Grant: \$2,000	March 2010
Education for Justice Grant: \$1,500	January 2010
Arkansas Poll, Blair Center of Southern Politics and Society, University of Arkansas: \$3,600	September 2006
Community Technical Assistance Grant, Massachusetts State Department of Environmental Protection. Principal Investigator: \$10,000	January 2002

## PUBLICATIONS

\*denotes an undergraduate student co-author

- Schultz, P.W., **Nolan, J. M.**, Cialdini, R., Goldstein, N., & Griskevicius, V. (forthcoming). The Constructive, Destructive, and Reconstructive Power of Social Norms—Reprise. *Perspectives on Psychological Science*
- Nolan, J. M.** (2017). Environmental Policies Can Buttress Conservation Norms. *Society & Natural Resources*, 30(2), 228-244.
- Nolan, J. M.** (2015). Social Norms and their Enforcement. In S. Harkins and K. Williams (Eds.) *Oxford Handbook of Social Influence*. Oxford University Press.
- Nolan, J. M.** (2014). Using Jackson's Return Potential Model to explore the normativeness of recycling. *Environment & Behavior*, 47(8), 835-855. DOI: 10.1177/0013916514523778
- Nolan, J. M.** & Schultz, P. W. (2013). Prosocial Behavior and Environmental Action. In D. A. Schroeder and W. Graziano (Eds.) *Oxford Handbook of Prosocial Behavior*. Oxford University Press.
- Nolan, J. M.** (2013). Creating a Culture of Conservation: Willingness to Confront Environmental Transgressors. *Ecopsychology* 5(1), 3-8.
- Bruni, C. M., Chance, R. C., Schultz, P. W., & **Nolan, J. M.** (2012). Natural Connections: Bees Sting and Snakes Bite, but They are Still Nature. *Environment and Behavior*, 44, 200-218.
- Nolan, J. M.**, Kenefick, J.\*, & Schultz, P. W. (2011). Normative Messages Promoting Energy Conservation will be Underestimated by Experts...Unless you Show them the Data. *Social Influence*, 6, 169-180.
- Nolan, J. M.** (2011). The cognitive ripple of social norms communications. *Group Processes and Intergroup Relations: Special Issue on Social Influence in Action*, 14, 689-702.
- Nolan, J. M.** (2010). An Inconvenient Truth increases knowledge, concern, and willingness to reduce greenhouse gases. *Environment and Behavior*. 42, 643-658.
- Nolan, J. M.**, Schultz, P. W. & Knowles, E. S. (2009). Using public service announcements to change behavior: No more money and oil down the drain. *Journal of Applied Social Psychology*, 39, 1035-1056.
- Nolan, J. M.**, Schultz, P. W., Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2008). Normative social influence is underdetected. *Personality and Social Psychology Bulletin*, 34, 913-923.
- Schultz, P. W., **Nolan, J. M.**, Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2007). The constructive, destructive, and reconstructive power of social norms. *Psychological Science*, 18, 429-433.
- Knowles, E. S., **Nolan, J. M.**, & Riner, D. D (2006). Resistance to persuasion. In R. Baumeister & K. Vohs (Eds.), *Encyclopedia of Social Psychology*. Thousand Oaks, CA: Sage.
- Schultz, P. W. & **Nolan, J. M.** (2004). Book review: Three books on the psychology of environmental problems. *Analysis of Social Issues and Public Policy*, 4, 261-264.

## MANUSCRIPTS

- Nolan, J. M.**, Hanley, B. G.\*, DiVietri, T. P.\* & Harvey, N.\* (revising for resubmission) *She who teaches learns: Performance benefits of a jigsaw activity in a college classroom*. Scholarship of Teaching and Learning in Psychology.
- Nolan, J. M.** Triano, M.\* (revising for resubmission). *Longer is better for behavior: Exposure to information about time in existence increases recycling*. Social Influence.
- Nolan, J. M.**, Bennett, C.\*, & Shah, K.\* (in preparation). *The self-verification of prejudice*.
- Nolan, J. M.** & Hudzinski, K.\* (in preparation). *A Community Based Social Marketing Approach to Promoting Proper Tire Maintenance*.
- Nolan, J. M.**, & Tobia, S.\* (in preparation). *Gain frames increase support for global warming policies*.
- Nolan, J. M.**, Handy, J.\*, Guenther, M.\*, & Bennett, C.\* (in preparation). *Documenting reactions to feedback on the race-IAT*.
- Nolan, J. M.**, Tobia, S.\* (data collected). *The Interpersonal Defense of the Environment scale (IDOTESv1)*.

## INVITED TALKS

- Nolan, J.M.** (2017, January). *Utilizing the Keep America Beautiful Behavior Change System: Producing Lasting results*. Panelist. Keep America Beautiful's 2017 National Conference. Washington, D.C.
- Nolan, J. M.** (2014, June). *Integrating Behavior Strategies into NYSERDA Programs*, Panelist. Applying Behavioral Strategies to Energy Decisions and Behaviors Workshop co-organized by the New York State Energy Research and Development Authority and the American Academy of Arts and Sciences. White Plains, NY.
- Nolan, J. M.** (2014, January). *Using Jackson's Return Potential Model to Explore the Normativeness of Recycling*. Society for Personality and Social Psychology Sustainability Psychology Pre-conference. Austin, TX. [please note that due to inclement weather I was unable to deliver this talk in person]
- Nolan, J. M.** (2013, January). *Taking Account of Normative Influences on Individual Decision Making*. 92<sup>nd</sup> Annual Meeting of the National Transportation Research Board. Washington, D.C.
- Nolan, J. M.** (2010, September). *Using Psychology to Create a Culture of Conservation*. Pennsylvania Renewable Energy and Sustainability Festival Sponsored by the Mid-Atlantic Renewable Energy Association. Kempton, PA.
- Nolan, J. M.** (2010, April). *Global Warming from a Social Dilemma Perspective: Social Uncertainty, Social Norms, and Energy Conservation*. Northeastern Pennsylvania Global Warming Conference Sponsored by PennFutures. Scranton, PA.
- Nolan, J. M.** (2009, November). *Simple, Subtle, and (Surprisingly) Effective Ways to Promote Environmental Protection*. York College. York, PA.
- Nolan, J. M.** (2009, August). *Understanding and Overcoming Psychological Resistance to Promote Environmental Behaviors*. Media Strategies for Sustainability Sponsored by The U.S. Partnership for Education for Sustainable Development.

## CONFERENCE PRESENTATIONS

- Lopez, M. & **Nolan, J. M.** (2017, March). Participants More Accepting of Implicit Feedback on the Race-IAT that is Consistent with their Explicit Attitudes. *Poster presented at the 2017 Convention of the Eastern Psychological Association. Boston, MA.*
- Nolan, J. M.**, Hanley, B. G., & DiVietri, T. P. (2016, March) She who teaches learns: Benefits of a jigsaw activity in a college classroom. *Poster presented at the 2016 Convention of the Eastern Psychological Association. New York, New York.*
- Nolan, J. M.**, Tobia, S.\*, & Hu, Z.\* (2016, January). Further development of the Interpersonal Defense of the Environment Scale (IDOTES): Reliability and Correlates. *Poster presented at the 2016 Annual Convention of the Society for Personality and Social Psychology Sustainability Psychology Pre-conference. San Diego, CA.*
- Nolan, J. M.**, Shah, K.\*, Milewski, A. \*, Naro, G.\*, & Althouse, C.\* (2016, January). The self-verification of sexism. *Poster presented at the 2016 Annual Convention of the Society for Personality and Social Psychology. San Diego, CA.*
- Nolan, J. M.** & Truncale, N. (2015, July). Infusing sustainability across the curriculum. *Paper presented at the 2015 Energy Path Conference. Scranton, PA.*
- Nolan, J. M.** (2015, February). Creating and Sustaining a Culture of Conservation. *Paper presented at the 2015 Annual Convention of the Society for Personality and Social Psychology Sustainability Psychology Pre-conference. Long Beach, CA.*
- Triano, M. Andrews, D., & **Nolan, J. M.** (2014, March). Knowledge is power: Longevity information encourages recycling behavior. *Poster presented at the 2014 Convention of the Eastern Psychological Association. Boston, MA.*
- Triano, M. \*, **Nolan, J. M.** (2014). Longevity Effect and Recycling Behavior. *Poster accepted for presentation at the 2013 Annual Convention of the Society for Personality and Social Psychology. Austin, TX.*
- Hudzinski, K. M.\* & **Nolan, J. M.** (2012, March). Social influence and fleeting attraction: Generating compliance through conversational pausing. *Poster presented at the 2012 Convention of the Eastern Psychological Association. Pittsburgh, PA.*

- Naro, G.\*, Hudzinski, K. M.\*, Tobia, S.\*, Hession, J.\*, & **Nolan, J. M.** (2012, March). Testing the polarization hypothesis of decision-framing. *Poster presented at the 2012 Convention of the Eastern Psychological Association*. Pittsburgh, PA.
- Shah, K.\*, Relvas, V.\*, Milewski, A.\*, Althouse, C.L.\*, Bianco, N.\*, & **Nolan, J. M.** (2012, March). Documenting reactions to the IAT: Part II. *Poster presented at the 2012 Convention of the Eastern Psychological Association*. Pittsburgh, PA.
- Tobia, S. E.\*, Hudzinski, K. M.\*, Naro, G.\*, Relvas, V.\*, Shah, K.\*, Milewski, A.\*, Althouse, A.\*, & **Nolan, J. M.** (2012, March). Interpersonal Defense of the Environment Scale (IDOTES). *Poster presented at the 2012 Convention of the Eastern Psychological Association*. Pittsburgh, PA.
- Bennett, C.\*, **Nolan, J. M.**, Bianco, N.\*, Shah, K.\* (2012, January). Self-Verification Theory in Explicit Prejudice: A Personality Feedback Study. *Poster presented at the 2012 Annual Convention of the Society for Personality and Social Psychology*. San Diego, CA.
- Nolan, J.M.**, Hudzinski, K. M.\*, Robinson, K. E.\*, Hession, J.\*, Tobia, S.\*, & Naro, G.\* (2011, October). The effects of alpha and omega strategies in promoting proper tire maintenance. *Paper presented at the 2011 Annual Meeting of the Society for Experimental Social Psychology*. Washington, D.C.
- Nolan, J.M.** (2011, July). Social Norms for Environmental Protection: What's the Law got to do with it? *Paper presented at the 14<sup>th</sup> International Conference on Social Dilemmas*. Amsterdam, The Netherlands.
- Tobia, S.\*, **Nolan, J. M.**, Hudzinski, K. M.\*, Hession, J.\*, Naro, G.\*, & Robinson, K. E.\* (2011, March). Gain Frames Increase Support for Global Warming Related Policies. *Poster presented at the 2011 Convention of the Eastern Psychological Association*. Cambridge, MA.
- Nolan, J. M.**, Robinson, K. E.\*, Hudzinski, K. M.\*, Tobia, S.\*, Hession, J.\*, & Naro, G.\* (2011, March). Exposure to Empirical Research on Normative Social Influence Increases Experts' Confidence. *Poster presented at the 2011 Convention of the Eastern Psychological Association*. Cambridge, MA.
- Hession, J.\*, Naro, G.\*, Robinson, K. E.\*, **Nolan, J. M.**, Hudzinski, K. M.\*, & Tobia, S.\* (2011, March). Formal Sanctioning Increases Cooperation in a Scenario Study. *Poster presented at the 2011 Convention of the Eastern Psychological Association*. Cambridge, MA.
- Bruni, C. M., **Nolan, J. M.**, Copeland, K. & Schultz, P. W. (2011) Weather, Like it or not?: Implications for connectedness with nature. *Poster presented at the Western Psychological Association meeting*. Los Angeles, CA.
- Meagher, S. & **Nolan, J. M.** (2010, October). Refining and Assessing Workshops for Infusing Sustainability across the Curriculum. *Paper presented at the Association for the Advancement of Sustainability in Higher Education Conference*. Denver, CO.
- Bennett, C.\*, Handy, J.\*, Guenther M.\*, **Nolan, J. M.** (2011, January). Indifference to race-IAT feedback among implicit racists. *Poster presented at the 2011 Annual Convention of the Society for Personality and Social Psychology*. San Antonio, TX.
- Guenther M.\*, Handy, J.\* & **Nolan, J. M.** (2010, May). Surprising Reactions to the Race IAT. *Poster presented at the 22nd Annual Convention of the Association for Psychological Science*. Boston, MA.
- DiColli, A.\*, Hudzinski, K.\*, Davis, A.\* & **Nolan, J. M.** (2010, May). Global Warming Message Framing Does Not Impact Willingness to Take Action Among a Sample of College Students. *Poster presented at the 22nd Annual Convention of the Association for Psychological Science*. Boston, MA.
- Kenefick, J.\*, Sminkey, M.\* Hynds, S.\* & **Nolan, J. M.** (2010, March). *Energy Experts Fail to Recognize the Power of Normative Messages*. *Poster presented at the 2010 Annual Convention of the Eastern Psychological Association*, Brooklyn, NY.
- Nolan, J. M.** (2009, October). Formal Sanctioning Systems Buttress "The Moral Sentiments" and Social Sanctioning. *Paper presented at the 2009 Annual Meeting of the Society for Experimental Social Psychology*. Portland, ME.
- Hynds, S.\*, Sminkey, M.\*, Kenefick, J.\*, & **Nolan, J. M.** (2009, May). Why did the driver let the undergrad cross the street? Salient laws may undermine trust and informal

- social control for pro-social behaviors. *Poster presented at the 2009 Annual Convention of the Association for Psychological Science*. San Francisco, CA.
- Nolan, J. M.** (2008, August). Creating a culture of conservation: Willingness to sanction. *Paper presented at the 2008 Annual Convention of the American Psychological Association*. Boston, MA.
- Nolan, J. M.** & Youmans, J.\* (2008, July). Global warming and biodiversity: Evaluating an Inconvenient Truth. *Poster presented at the 2008 Annual Convention of the Society for Conservation Biology*. Chattanooga, TN.
- Nolan, J. M.** (2008, May). Since you put it that way: Global warming and message framing. *Poster presented at the 2008 Annual Convention of the Association for Psychological Science*. Chicago, IL.
- Nolan, J. M.** (2007, July). Indifference to partial defection in a real world dilemma. *Poster presented at the 12<sup>th</sup> International Conference on Social Dilemmas*. Seattle, WA.
- Nolan, J. M.,** Knowles, E. S., & Schultz, P. W. (2007, January). Extending the disrupt-then-reframe technique to mass media applications. *Poster presented at the 2007 Annual Convention of the Society for Personality and Social Psychology*. Memphis, TN.
- Nolan J. M.** (2006, June). But, everybody's doing it! Using social norms to promote conservation. *Paper presented at the 2006 Annual Convention of the Society for Conservation Biology*. San Jose, CA.
- Nolan, J. M.,** Knowles, E. S., Steinberg, L. & Riner, D. D (2006, May). Judgments of self use trait terms differently than judgments of others. *Poster presented at the 2006 Annual Convention of the Association for Psychological Science*. New York, NY.
- Nolan, J. M.,** Knowles, E. S., Steinberg, L. (2006, January). Assertion-negation differences in common self-report measures. *Poster presented at the 2006 Annual Convention of the Society for Personality and Social Psychology*. Palm Springs, CA.
- Nolan, J. M.,** Schroeder, D. A., Cromer, C.\*, Carmen, A.\*, & Titus, M.\* (2006, January). Procedural justice as social glue. *Poster presented at the 2006 Annual Convention of the Society for Personality and Social Psychology*. Palm Springs, CA.
- Nolan, J. M.,** Cromer, C.\*, Chokbengboun, S.\*, Cooper, P.\*, Schroeder, D. (2005, May). The ripple effects of descriptive normative information. *Poster Presented at the 2005 Annual Convention of the American Psychological Society*. Los Angeles, CA.
- Nolan, J. M.,** Schultz, P. W., Contreras, D.\*, Nazareno, L. A.\*, & Enyeart, H.\* (2005, May). The smiling face of approval: Injunctive norms buffer conformity to a low descriptive norm. *Poster presented at the 2005 Annual Convention of the American Psychological Society*. Los Angeles, CA.
- Nolan, J. M.,** Contreras, D.\*, Nazareno, L. A.\*, & P. W. Schultz. (2004, April). When descriptive and injunctive norms conflict: Evaluation of a public service announcement (PSA). *Poster presented at the 2004 Annual Convention of the Western Psychological Association*. Phoenix, AZ.
- Tabanico, J., **Nolan, J. M.,** Shabo, J. G.\*, Tilos, R.\*, Williams, C. M.\*, & Schultz, P. W. (2004, April). A trip to the zoo: Changing implicit (but not explicit) environmental associations. *Poster presented at the Annual Convention of the Western Psychological Association*. Phoenix, AZ.
- Nolan, J. M.** & Schultz, P. W. (2004, April). Home Energy Conservation as a social Dilemma. *Poster presented at the Annual Convention of the Western Psychological Association*. Phoenix, AZ.
- Nolan, J. M.** & Schultz, P. W. (2004, January) Using descriptive normative information to promote home energy conservation. *Poster presented at the annual conference of the Society for Personality and Social Psychology*, Austin, TX.

#### PROFESSIONAL AFFILIATIONS

Society for the Psychological Study of Social Issues	2002-present
Society for Personality and Social Psychology	2003-present
Association for Psychological Science	2005-present
Society for the Teaching of Psychology	2009-present
Society for Conservation Biology, Social Science Working Group	2006-2010
American Psychological Association	2008,2010

## RESEARCH EXPERIENCE

### Research Assistantships

University of Arkansas	
Resistance to Persuasion (Omega) Lab	Fall 2005/
Laboratory of Dr. Eric S. Knowles	Spring 2006
Justice and Social Dilemmas Lab	Fall 2004/
Laboratory of Dr. David A. Schroeder	Spring 2005
California State University, San Marcos	
Hewlett Foundation Energy Conservation Project	2002-2004
Laboratory of Dr. P. Wesley Schultz	

### Research Aide

Cornell University	1997-1998
Human Dimensions Research Unit	
Supervisor- Dr. Barbara A. Knuth	

## AD HOC REVIEWING

<i>Psychological Science</i>	<i>Environment &amp; Behavior (Editorial Board)</i>
<i>Perspectives on Psychological Science</i>	<i>Journal of Environmental Psychology (Editorial Board)</i>
<i>Review of General Psychology</i>	<i>Environmental Communication</i>
<i>Personality and Social Psychology Bulletin</i>	<i>Journal of Environmental Management</i>
<i>Journal of Applied Social Psychology</i>	<i>Human Ecology Review</i>
<i>Group Processes and Intergroup Relations</i>	<i>Organization &amp; Environment</i>
<i>Social Influence</i>	<i>American Journal of Community Psychology</i>
<i>Theory &amp; Psychology</i>	<i>Energy Efficiency</i>
<i>Group Dynamics</i>	<i>Marketing Letters</i>
<i>PLOSOne</i>	<i>International Journal of Sustainability in Higher Education</i>
<i>Economic Inquiry</i>	<i>Conservation Letters</i>
<i>Journal of Economic Psychology</i>	<i>Behavioural Public Policy</i>
<i>Journal of Experimental Social Psychology</i>	

## SERVICE

<i>Departmental &amp; University</i>	
Environmental Studies Concentration, Director	2013-present
Education for Justice Committee, Member	2009-present
Psychology Department Review Board Committee	2008-present
Board on Rank and Tenure	2017-2018
Earth Week Committee, Member	2009-2011,
	2014- present
FAC Dining Facility Committee, Chair	2013-2014
FAC Dining Facility Committee, Member	2011-2012
ReSPECT, Member	2008-present
Faculty Development Board, Elected Representative	2013-2015
Honors Council, Member	2009-2012
University of Arkansas Institutional Review Board, Graduate Student Rep	2005-2008
Psychology Graduate Student Association, Vice President	2006
<i>Professional</i>	
Keep America Beautiful, Behavior Change Advisory Council Member	2016-2017
Sustainable Tompkins, Volunteer	2015
NEPA Conservation Alliance	2012- present
Illinois River Watershed Partnership Project, Consultant	2006-2008
Caring for Creation Conference, Program Evaluation Consultant	2008
<i>Community</i>	
Scranton Green Drinks, Founder, Co-Facilitator	2010-present
Hill Neighborhood Association, Volunteer	2013-present

Action Together Northeast PA, Volunteer	2017-present
Elm Park Montessori School, Volunteer	2016-2017
Shalom Community Garden, Member	2009-2012
SAGE Cooperative Market, Steering Committee Member	2008-2010
Omni Center for Peace, Justice, & Ecology, Sustainability Committee	2004-2008

## OTHER PROFESSIONAL EXPERIENCE

### Action Research

#### *Scientific Advisor*

Spring 2010-present

Design pilot projects for clients to reduce energy consumption as part of a grant from the New York State Energy Research and Development Authority (NYSERDA).

### City of Cambridge Recycling Program

#### *Acting Recycling Director*

2001-2002

#### *Recycling Administrative Aide*

1999-2001

Supervised four person staff. Managed a million dollar budget. Planned and coordinated special events, outreach efforts, and educational activities. Trained and supervised intern and volunteers.

### New York City Department of Sanitation

#### *Waste Prevention, Reuse and Recycling Intern*

Summer 1998

Assisted in development of the NYC Reuse Hotline. Produced a written report suggesting a course of action for recycling plastic grocery bags in NYC.