

ABEL GUSTAFSON, Ph.D.

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Assistant Professor of Public Relations and Environmental Communication
School of Communication, Film, & Media Studies
University of Cincinnati

Research Affiliate
Yale Program on Climate Change Communication
Yale University

Faculty Affiliate
Center for Public Engagement with Science
University of Cincinnati

ACADEMIC POSITIONS & AFFILIATIONS

2020-present	Assistant Professor , <i>University of Cincinnati—School of Communication, Film, & Media Studies</i>
2020-present	Research Affiliate , <i>Yale University—Yale Program on Climate Change Communication</i>
2020-present	Faculty Affiliate , <i>University of Cincinnati—Center for Public Engagement with Science</i>
2018-2020	Postdoctoral Associate , <i>Yale University—Yale Program on Climate Change Communication</i>
2017-2018	Research Assistant , <i>UCSB—Bren School for Environmental Science and Management</i>
2017-2018	Research Fellow , <i>UCSB—Cota-Robles Research Fellowship</i>
2015-2017	Graduate Teaching Assistant , <i>UCSB—Department of Communication</i>
2015	Research Associate , <i>UCSB—Mellichamp Initiative for Sustainability Research</i>
2014-2015	Research Fellow , <i>UCSB—Cota-Robles Research Fellowship</i>

EDUCATION

Postdoc	Yale Program on Climate Change Communication – Yale University
Ph.D.	Communication - <i>University of California, Santa Barbara</i> Emphases: Persuasion & Social Influence, Environmental Psychology, Public Understanding of Science, Quantitative Methods Dissertation: “The Nature and Effects of Uncertainty Frames in Science Communication” <i>Winner of the NCA Dissertation Award in Environmental Communication</i> Committee: Dr. Ronald E. Rice, Dr. Robin L. Nabi, Dr. Andy J. Merolla
M.A.	Communication - <i>University of Hawaii</i>
B.A.	Communication, Journalism - <i>University of Minnesota, Duluth</i>

JOURNAL PUBLICATIONS

32. Goldberg, M.H. & **Gustafson, A.** (2023). A framework for understanding the effects of strategic communication campaigns. *International Journal of Strategic Communication*.
31. Lacroix, K., Carman, J.P., Goldberg, M.H., **Gustafson, A.**, Rosenthal, S.A., & Leiserowitz, A. (2022). Personal mitigation behavior does not spillover to collective mitigation behavior. *Energy Research & Social Science*.
30. Goldberg, M.H., **Gustafson, A.**, van der Linden, S., Rosenthal, S.A., & Leiserowitz, A. (2022). Communicating the scientific consensus on climate change: Diverse audiences and effects over time. *Environment & Behavior*. DOI: 10.1177/00139165221129539
29. *Miller, L., Rice, R.E., **Gustafson, A.**, & Goldberg, M.H. (2022). Global variations in environmental efficacy perceptions and its moderation of the attitude-behavior relationship. *Environment & Behavior*.
*student author
28. **Gustafson, A.**, Goldberg, M.H., Bergquist, P.B., Lacroix, K., Rosenthal, S.A., & Leiserowitz, A. (2022). The durable, bipartisan effects of emphasizing the cost savings of renewable energy. *Nature Energy*. DOI: 10.1038/s41560-022-01099-2
27. Goldberg, M. H., Carmichael, C. L., Lacroix, K., **Gustafson, A.**, Rosenthal, S. A., & Leiserowitz, A. (2022). Perceptions and correspondence of climate change beliefs and behavior among romantic couples. *Journal of Environmental Psychology*, 82, 101836.
26. Carman, J. P., Lacroix, K., Goldberg, M. H., Rosenthal, S., **Gustafson, A.**, Howe, P., ... & Leiserowitz, A. (2022). Measuring Americans' Support for Adapting to 'Climate Change' or 'Extreme Weather'. *Environmental Communication*, 1-12. DOI: 10.1080/17524032.2022.2087709
25. **Gustafson, A.**, *Pace, A., *Singh, S., & Goldberg, M.H. (2022). What is the most important reason to protect nature? An analysis of pro-environmental motives across 11 countries. *Journal of Environmental Psychology*. DOI: 10.1016/j.jenvp.2022.101762
*student authors
24. Bergquist, P., Marlon, J., Goldberg, M.H., **Gustafson, A.**, Rosenthal, S.A., & Leiserowitz, A. (2022). Information about the human causes of climate change influences climate risk perceptions and policy support. *Thinking & Reasoning*.
23. Lacroix, K., Goldberg, M.H., **Gustafson, A.**, Carman, J., Rosenthal, S.A., & Leiserowitz, A. (2021). Different names for "natural gas" influence public perception of it. *Journal of Environmental Psychology*, 77, 101671. DOI: 10.1016/j.jenvp.2021.101671
22. Goldberg, M.H., **Gustafson, A.**, Rosenthal, S.A., & Leiserowitz, A. (2021). Shifting Republican views on climate change through targeted advertising. *Nature Climate Change* DOI:10.1038/s41558-021-01070-1
21. Sabherwal, A., Ballew, M.T., van der Linden, S., **Gustafson, A.**, Goldberg, M.H., Maibach, E.W., Kotcher, J., Swim, J., Rosenthal, S.A., & Leiserowitz, A. (2021). The Greta Effect: Familiarity with Greta Thunberg predicts intentions to engage in climate activism in the United States. *Journal of Applied Social Psychology*. DOI: 10.1111/jasp.12737
20. Goldberg, M.H., **Gustafson, A.**, van der Linden, S.A. (2020). Leveraging social science to generate lasting engagement with climate change solutions. *One Earth*. DOI: 10.1016/j.oneear.2020.08.011
19. *Schneider-Mayerson, M., ***Gustafson, A.**, Leiserowitz, A., Goldberg, M.H., Rosenthal, S., & Ballew, M.T. (2020) Environmental literature as persuasion: An experimental test of the effects of reading climate fiction. *Environmental Communication*. DOI: 10.1080/17524032.2020.1814377
* = co-first authors
18. Goldberg, M.H., **Gustafson, A.**, Ballew, M.T., Rosenthal, S.A., & Leiserowitz, A. (2020). Identifying the most important predictors of support for climate policy. *Behavioural Public Policy*, 5, 480-502. DOI: <https://doi.org/10.1017/bpp.2020.39>
17. **Gustafson, A.**, Ballew, M.T., Goldberg, M.H., Cutler, M. J., Rosenthal, S.A., & Leiserowitz, A. (2020). Personal stories can change climate change beliefs and attitudes: The mediating role of emotion. *Communication Reports*. DOI: 10.1080/08934215.2020.1799049

Winner of the Milton Dickens Award for Exemplary Empirical Research

16. Ballew, M. T., Rosenthal, S. A., Goldberg, M. H., **Gustafson, A.**, Kotcher, J. K., Maibach, E. W., & Leiserowitz, A. (2020). Beliefs about others' global warming beliefs: The role of party affiliation and opinion deviance. *Journal of Environmental Psychology*. DOI: 10.1016/j.jenvp.2020.101466
 15. **Gustafson, A.**, & Rice, R.E. (2020). A systematic review of the effects of uncertainty in public science communication. *Public Understanding of Science*. DOI: 10.1177/0963662520942122
 14. Goldberg, M.H., **Gustafson, A.**, Maibach, E.W., Ballew, M.T., Bergquist, P., Kotcher, J.E., Marlon, J.R., Rosenthal, S.A., & Leiserowitz, A. (2020). Mask-wearing increases after a government recommendation: A natural experiment in the U.S. during the COVID-19 pandemic. *Frontiers in Communication*.
 13. Goldberg, M.H., **Gustafson, A.**, Ballew, M.T., Rosenthal, S.A., Cutler, M. J., & Leiserowitz, A. (2020) Predictors of global warming risk perceptions among Latino and non-Latino White Americans. *Climatic Change*. DOI: 10.1007/s10584-020-02728-z
 12. **Gustafson, A.**, Goldberg, M.H., Kotcher, J.E., Rosenthal, S.A., Maibach, E.W., Ballew, M.T., & Leiserowitz, A. (2020). Republicans and Democrats differ in why they support renewable energy. *Energy Policy*, 141. DOI: 10.1016/j.enpol.2020.111448
 11. **Gustafson, A.**, Goldberg, M.H., Ballew, M.T., Wang, X., Marlon, J., Rosenthal, S.A., & Leiserowitz, A. (2020). Many Americans support suing fossil fuels companies for global warming damages. *Environment: Science and Policy for Sustainable Development*, 62(2), 30-35. DOI: 10.1080/00139157.2020.1708649
 10. **Gustafson, A.**, Rosenthal, S.A., Ballew, M.T., Goldberg, M.H., Bergquist, P., Kotcher, J.E., Maibach, E.W., & Leiserowitz, A. (2019). The development of partisan polarization over the Green New Deal. *Nature Climate Change*. DOI:10.1038/s41558-019-0621-7
 9. Goldberg, M.H., **Gustafson, A.**, Ballew, M.T., Rosenthal, S.A., & Leiserowitz, A. (2019). A social identity approach to engaging Christians in the issue of climate change. *Science Communication*, 41(4), 442-463.
- Finalist for the Frank Research Prize in Public Interest Communication (2020)**
8. **Gustafson, A.**, Rice, R.E. (2019). The effects of uncertainty frames in three science communication topics. *Science Communication*. DOI:10.1177/1075547019870811
 7. Ballew, M.T., Goldberg, M.H., Rosenthal, S.A., **Gustafson, A.**, Leiserowitz, A. (2019). Systems thinking as a pathway to global warming beliefs and attitudes through an ecological worldview. *Proceedings of the National Academy of Sciences (PNAS)*, 116(17), 8214-8219
 6. Goldberg, M.H., van der Linden, S., Ballew, M.T., Rosenthal, S. A., **Gustafson, A.**, & Leiserowitz, A. (2019). The experience of consensus: Video as an effective medium to communicate scientific agreement on climate change. *Science Communication*, 41(5), 659-673.
 5. Nabi, R.L., **Gustafson, A.**, & Jensen, R. (2018). Framing climate change: Exploring the role of emotion in generating advocacy behavior. *Science Communication*, 40(4), 442-468.
 4. Rice, R.E., **Gustafson, A.**, & Hoffmann, Z. (2018). Frequent but accurate: A closer look at uncertainty and opinion divergence in climate change print news. *Environmental Communication*, 12(3), 303-321.
 3. Smith, B.K., & **Gustafson, A.** (2017). Predicting elections with Wikipedia: Online behavior as a predictor of voting. *Public Opinion Quarterly*, 81(3), 714-735.
 2. **Gustafson, A.**, & Rice, R.E. (2016). The green get greener: Cumulative advantage in the adoption of sustainable technology. *Science Communication*, 38(6), 800-811.
 1. Tokunaga, R.S., & **Gustafson, A.** (2014). Seeking interpersonal information over the Internet: An application of the theory of motivated information management to Internet use. *Journal of Social and Personal Relationships*, 31(8), 1019-1039.

UNDER REVIEW & IN PROGRESS

- Gustafson, A.**, Goldberg, M.H., Luttrell, A., Rosenthal, S.A., & Leiserowitz, A. (under review). The durability of persuasion from moral appeals about renewable energy.
- Gustafson, A.** (in prep). The effects of companies' sustainability commitments on public perceptions and purchase intentions.

- Goldberg, M.H. & **Gustafson, A.** (under review). Weak evidence that tailoring environmental messages is more persuasive: Findings from a systematic review.
- Gustafson, A.** & Pace, A. (in prep). Large risks, small rewards: The asymmetry of source effects in endorsements from polarizing spokespeople.
- Gustafson, A.** & Pace, A. (in prep). Social norms and electric vehicles: Which type of social norm appeal has the greatest influence on purchase intentions?
- Gustafson, A.**, *Kramer, B., *Russell, C., *Urusek, K., *Milazzo, S., *Henderson, A., *Adams, J., & *Sweet, E. (in prep). The environment takes a back seat: A content analysis of persuasive appeals and implied target audiences in electric vehicle advertisements.
- *student authors

TEACHING (INSTRUCTOR OF RECORD)

PR Research Methods (University of Cincinnati)
Communicating Health, Science, and the Environment (University of Cincinnati)
Environmental Communication (University of Cincinnati)
Seminar in Environmental Communication (graduate level; University of Cincinnati)
Social Media Analytics (University of Cincinnati)
Fundamentals of Public Speaking (University of Hawaii)

TEACHING (ASSISTANT ROLES)

Communicating Science in Society (University of California, Santa Barbara)
Integrated Marketing Communication (University of California, Santa Barbara)
Managing Technology Teams (graduate level, University of California, Santa Barbara)
Diffusion of Innovations (University of California, Santa Barbara)
Persuasive Communication (University of California, Santa Barbara)
Communication and Emotions (University of California, Santa Barbara)
Interpersonal Communication (University of California, Santa Barbara)
Communication Theory (University of California, Santa Barbara)
Fundamentals of Public Speaking (University of Hawaii)

MEDIA COVERAGE

of FIRST-AUTHORED RESEARCH: New York Times, The Washington Post, Huffington Post, Business Insider, Mother Jones, VICE, U.S. News and World Report, Axios, Minnesota Public Radio, CleanTechnica, Grist.

of CO-AUTHORED RESEARCH: New York Times, The Washington Post, Reuters, ABC News, CNN, LA Times, Five Thirty-Eight, Forbes, National Geographic, VICE, Rolling Stone, and others including The Onion.

COMPETITIVELY SELECTED CONFERENCE PAPERS

- Gustafson, A.**, Goldberg, M.H., Bergquist, P.B., Lacroix, K., Rosenthal, S.A., & Leiserowitz, A. (2021, November). *What sticks, how much, and for whom? The longevity of renewable energy framing effects*. Paper presented at the National Communication Association convention, Seattle, WA.
- Goldberg, M. H., **Gustafson, A.**, Rosenthal, S. A., & Leiserowitz, A. (2021, February). *A campaign field experiment using targeted advertising to engage Republicans with the issue of climate change*. Paper presented at the annual meeting of the Society for Personality and Social Psychology.

- Gustafson, A.**, Goldberg, M. H., Kotcher, J. E., Rosenthal, S. A., Maibach, E. W., Ballew, M. T., & Leiserowitz, A. (2020, February). *Differences between Democrats and Republicans in why they support renewable energy*. Presented at the Society for Personality and Social Psychology conference, New Orleans, LA.
- Gustafson, A.**, Ballew, M. T., Goldberg, M. H., Cutler, M.J., Rosenthal, S. A., & Leiserowitz, A. (2019, November). *Telling stories of the personal effects of climate change to political moderates and conservatives: the mediating role of emotions*. Presented at the National Communication Association convention, Baltimore, MD.
- Goldberg, M. H., **Gustafson, A.**, Ballew, M. T., Rosenthal, S. A., & Leiserowitz, A. (2019, November). *A social identity approach to engaging Christians on the issue of climate change*. Presented at the National Communication Association convention, Baltimore, MD.
- Gustafson, A.**, Rosenthal, S., Bergquist, P., Ballew, M. T., Goldberg, M. H., Kotcher, J. E., Leiserowitz, A., & Maibach, E. W. (2019, June). *How bipartisan support for the Green New Deal disappeared in four months*. Presented at the Conference on Communicating the Environment, Vancouver, BC.
- Gustafson, A.**, & Rice, R.E. (2019, May). *The effects of uncertainty frames in three science communication topics*. Presented at the International Communication Association convention, Washington, D.C.
- Gustafson, A.** (2018, Nov). *Resolving the competing perspectives on the effects of uncertainty frames in science communication*. Presented at the National Communication Association convention, Salt Lake City, UT.
- Nabi, R., **Gustafson, A.**, & Perez-Torres, D. (2018, May). *Effects of scanning health news headlines on trust in science: An emotional framing perspective*. Paper presented at the International Communication Association convention, Prague, CZ.
- Nabi, R., **Gustafson, A.**, & Jensen, R. (2017, Nov). *Framing climate change: Exploring the role of emotion in generating advocacy behavior*. Paper presented at the National Communication Association convention, Dallas, TX.
- Rice, R.E., **Gustafson, A.**, Hoffman, Z., & McGrath, L. (2017, May) *Uncertainty and opinion divergence framing in climate change news, 2009-2015*. Paper presented at the International Communication Association convention, San Diego, CA.
- **Gustafson, A.**, & Rice, R.E. (2016, Nov). *Reducing Uncertainty and Controversy in Research on Journalism Framing of Climate Change*. Paper presented at the National Communication Association convention, Philadelphia, PA. ****Top Paper Award****
- Gustafson, A.**, & Rice, R.E. (2016, Nov). *Cumulative advantage effects in sustainability science communication*. Paper presented at the National Communication Association convention, Philadelphia, PA.
- Gustafson, A.** & Smith, B.K. (2016, Nov). *Wikipedia usage data as a predictor of gubernatorial elections*. Paper presented at the National Communication Association convention, Philadelphia, PA.
- Gustafson, A.**, Jensen, E., & Smith, B.K. (2016, Aug) *Robust Social Science Research in a Big Data Universe*. Presented at the American Psychological Association convention, Denver, CO.
- Smith, B.K. & **Gustafson, A.** (2015, Nov) *Using Wikipedia to predict election outcomes: Digital behavior as a predictor of voting*. Paper presented at the National Communication Association convention, Las Vegas, NV.
- Gustafson, A.**, & Tokunaga, R. (2013, May) *Seeking interpersonal information over the internet: An application of the theory of motivated information management to internet use*. Paper presented at the International Communication Association convention, London, U.K.

PUBLISHED RESEARCH REPORTS

- Gustafson, A.**, Hart, D., Porter, A., Harrell, J., & Pace, A. (2021). *University of Cincinnati Sustainability Survey: Fall 2021*. Cincinnati, OH: University of Cincinnati Office of Sustainability.
- Gustafson, A.**, Leiserowitz, A., Maibach, E.W., Rosenthal, S.A., Kotcher, J.K., & Goldberg, M.H. (2020). *Climate Change in the Minds of U.S. Media Audiences*. Yale University, George Mason University, and University of Cincinnati. New Haven, CT: Yale Program on Climate Change Communication.
- Marlon, J.; Ballew, M.; Bergquist, P.; Goldberg, M.; **Gustafson, A.**; Kotcher, J.; Rosenthal, S. and Maibach, E. (2020). Do Americans support voting by mail to limit the spread of coronavirus infections? New Haven, CT: Yale Program on Climate Change Communication.
- Kotcher, J., Maibach, E., Rosenthal, S., **Gustafson, A.**, & Leiserowitz, A. (2020). *Americans increasingly understand that climate change harms human health*. Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication.
- Marlon, J., Maibach, E., Ballew, M., Bergquist, P., Goldberg, M., **Gustafson, A.**, Kotcher, J., Rosenthal, S., Wang, X., & Leiserowitz, A. (2020). *Who do Americans trust most for information about COVID-19?* Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication.
- Leiserowitz, A., Maibach, E., Rosenthal, S., Kotcher, J., Ballew, M., Bergquist, P., **Gustafson, A.**, Goldberg, M., & Wang, X. (2020). *Politics & Global Warming, April 2020*. Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication.
- Leiserowitz, A., Maibach, E., Rosenthal, S., Kotcher, J., Bergquist, P., Ballew, M., Goldberg, M., **Gustafson, A.**, & Wang, X. (2020). *Climate Change in the American Mind: April 2020*. Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication.
- Ballew, M., Bergquist, P., Goldberg, M., **Gustafson, A.***, Kotcher, J., Marlon, J., Roess, A., Rosenthal, S., Maibach, E., & Leiserowitz, A. (2020). *Americans' Risk Perceptions and Emotional Responses to COVID-19, April 2020*. Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication.
- *the first 8 authors are listed alphabetically**
- Ballew, M., Marlon, J., Kotcher, J., Maibach, E., Rosenthal, S., Bergquist, P., **Gustafson, A.**, Goldberg, M., and Leiserowitz, A. (2020). *Young adults, across party lines, are more willing to take climate action*. Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication.
- Ballew, M., Bergquist, P., Goldberg, M., **Gustafson, A.***, Kotcher, J., Marlon, J., Roess, A., Rosenthal, S., Maibach, E., & Leiserowitz, A. (2020). *American Public Responses to COVID-19, April 2020*. Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication.
- *the first 8 authors are listed alphabetically**
- Leiserowitz, A., Maibach, E., Rosenthal, S., Kotcher, J., Bergquist, P., **Gustafson, A.**, Ballew, M., & Goldberg, M. (2019). *Climate Activism: Beliefs, Attitudes, and Behaviors, November 2019*. Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication.
- Leiserowitz, A., Maibach, E., Rosenthal, S., Kotcher, J., Bergquist, P., **Gustafson, A.**, Ballew, M., & Goldberg, M. (2019). *Politics & Global Warming, November 2019*. Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication.

- Leiserowitz, A., Maibach, E., Rosenthal, S., Kotcher, J., Bergquist, P., Ballew, M., Goldberg, M., & **Gustafson, A.** (2019). *Climate change in the American mind: November 2019*. Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication.
- Gustafson, A.**, Goldberg, M., Rosenthal, S., Kotcher, J., Maibach, E., & Leiserowitz, A. (2019). *Who is willing to pay more for renewable energy?* Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication.
- Gustafson, A.**, Rosenthal, S., Bergquist, P., Ballew, M., Goldberg, M., Kotcher, J., Leiserowitz, A., & Maibach, E. (2019). *Changes in Awareness of and Support for the Green New Deal: December 2018 to April 2019*. Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication. DOI 10.17605/OSF.IO/P8ZBN
- Marlon, J., Wang, X., **Gustafson, A.**, Ballew, M., Goldberg, M., Rosenthal, S., & Leiserowitz, A. (2019) *Majority of Americans think fossil fuel companies are responsible for the damages caused by global warming*. Yale University. New Haven, CT: Yale Program on Climate Change Communication, School of Forestry & Environmental Studies.
- Ballew, M., Marlon, J., Rosenthal, S., **Gustafson, A.**, Kotcher, J., Maibach, E., & Leiserowitz, A. (2019). *Do younger generations care more about global warming?* Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication.
- Leiserowitz, A., Maibach, E., Rosenthal, S., Kotcher, J., Ballew, M., Goldberg, M., **Gustafson, A.**, & Bergquist, P. (2019). *Politics & Global Warming, April 2019*. Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication. DOI: 10.17605/OSF.IO/NBJGS
- Gustafson, A.**, Bergquist, P., Leiserowitz, A., & Maibach, E. (2019). *A growing majority of Americans think global warming is happening and are worried*. Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication.
- Gustafson, A.**, Leiserowitz, A., & Maibach, E. (2019). *Americans are increasingly "Alarmed" about global warming*. Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication.
- Leiserowitz, A., Maibach, E., Rosenthal, S., Kotcher, J., **Gustafson, A.**, Bergquist, P., Ballew, M., & Goldberg, M. (2018). *Energy in the American Mind, December 2018*. Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication.
- Leiserowitz, A., Maibach, E., Rosenthal, S., Kotcher, J., Goldberg, M., Ballew, M., **Gustafson, A.**, & Bergquist, P. (2019). *Politics & Global Warming, December 2018*. Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication.
- Leiserowitz, A., Maibach, E., Rosenthal, S., Kotcher, J., Ballew, M., Goldberg, M., & **Gustafson, A.** (2018). *Climate change in the American mind: December 2018*. Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication.
- Gustafson, A.**, Rosenthal, S., Leiserowitz, A., Maibach, E., Kotcher, J., Ballew, M., & Goldberg, M. (2018). *The Green New Deal has Strong Bipartisan Support*. Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication.
- Gustafson, A.** & Goldberg, M.H. (2018). *Even Americans highly concerned about climate change dramatically underestimate the scientific consensus*. Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication.
- Ballew, M., Marlon, J., Maibach, E., **Gustafson, A.**, Goldberg, M., & Leiserowitz, A. (2018) *Americans are more worried about global warming, and show signs of losing hope*. Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication.

Gustafson, A., Goldberg, M.H., & Marlon, J. (2018). *As hurricanes grow more severe, many coastal residents remain unwilling to evacuate*. Yale University and George Mason University. New Haven, CT: Yale Program on Climate Change Communication.

INVITED TALKS

- Gustafson, A.** (April 28, 2023). *Polar Bears, Politics, and the Apocalypse: Findings Solutions to Three Problems in Climate Change Communication*. University of Minnesota Duluth.
- Gustafson, A.** (January 19, 2022). *Polar Bears, Politics, and the Apocalypse: Findings Solutions to Three Problems in Climate Change Communication*. B-Local.
- Gustafson, A.** (September 17, 2022). *Polar Bears, Politics, and the Apocalypse: Findings Solutions to Three Problems in Climate Change Communication*. Chautauqua Institution.
- Gustafson, A.** (April 27, 2022). *Public Opinion and Strategic Communication on Climate and Sustainability*. Fifth Third Bank.
- Gustafson, A.** (March 22, 2022). *The Theory and Evidence Behind the Effectiveness of Storytelling for Climate Change Communication*. Chautauqua Institution.
- Gustafson, A.** (September 15, 2021). *Renewable Energy Public Opinion and Strategies for Effective Communication*. Irving Institute for Energy and Society. Dartmouth College.
- Gustafson, A.** (March 24, 2021). *Strategic Communication of Sustainability*. University of Cincinnati President's Advisory Council on Environment & Sustainability.
- Gustafson, A.** (March 12, 2021). *Public Opinion and Strategic Communication on Climate and Sustainability*. Cincinnati Green Business Council.
- Gustafson, A.** (December 1, 2020). *2020's Lessons for Communicating Science to the Public*. 2020 Institute for Science and Policy Symposium. Denver Museum of Nature and Science.
- Gustafson, A.** & Goldberg, M.H. (November 12, 2020) *Valuing Nature: An International Analysis of Public Opinion*. National Geographic Society.
- Gustafson, A.** (November 3, 2020) *Current Public Opinion of Climate Change in the U.S. and Insights for Communication Strategy*. University of Washington Program on Climate Change.
- Gustafson, A.** (August 27, 2020) *Communicating Effectively on Climate and Clean Energy*. Clean Energy Leadership Institute's emPOWER20 conference.
- Gustafson, A.** (June 26, 2020) *Renewable Energy in the American Mind: Public Opinion and Opportunities for Action*. Solar United Neighbors.
- Gustafson, A.** & Fine, E. (June 9, 2020) *Renewable Energy in the American Mind: Public Opinion and Opportunities for Action*. U.S. Department of Energy, Solar Energy Technologies Office (SETO).
- Gustafson, A.** (May 6, 2020) *Republicans and Democrats Both Support Renewable Energy but Differ in Their Main Reasons Why*. Research and Experimentation 8th Convening, Climate Advocacy Lab.
- Gustafson, A.** (February 10, 2020) *A Tour of Effects in Environmental Communication*. University of Cincinnati, Department of Communication.
- Gustafson, A.** (January 28, 2020) *Evidence-based Strategies for Effective Science Communication*. Arizona State University, School of Social and Behavioral Sciences.
- Gustafson, A.** (June 5, 2019) *Your Opinion Matters: Americans' Views on Climate Change*. United Nations Committee of New Canaan.
- Gustafson, A.** (September 15, 2016) *Sustainability Communication: A Critical Look at Research and Practice*. Renewable Carbon Workshop, Mellichamp Sustainability Initiative.

SERVICE TO THE FIELD

Ad-hoc Reviewer for: *Nature Sustainability, Nature Human Behavior, Communication Research, Climatic Change, Journal of Communication, Environmental Communication, Public Understanding of Science, Science Communication, OneEarth, Journal of Environmental Psychology, Communication Reports, Environmental Research Letters, Risk Analysis, Media and Communication, Group Processes & Intergroup Relations, Environmental Politics, Organizational Behavior & Human Decision Processes*

Sustainability Committee Member (2018-2021) for the Environmental Communication Division of the National Communication Association.

Publications Director (2018-2020) for the Environmental Communication Division of the National Communication Association.

PROFESSIONAL MEMBERSHIPS

International Communication Association
National Communication Association
American Psychological Association
Society for Personality and Social Psychology