
Ira Elisa Herwig

Doctoral Candidate and Academic Staff Member

Division of Health Psychology

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Education	since 2021	Graduate School of Economic and Social Sciences University of Mannheim <ul style="list-style-type: none">• PhD student in psychology track in the Center for Doctoral Studies in Social and Behavioral Sciences• <i>topic of dissertation:</i> Social influences on meat consumption
	2021	M.Sc. Psychology (Work, Economy and Society) University of Mannheim <ul style="list-style-type: none">• <i>thesis:</i> "Would I Rather not Know the Negative Impacts of Me(at)? Drivers and Consequences of Deliberate Ignorance in Meat Eaters and Contemplation as an Intervention"• <i>Advisors:</i> Jutta Mata and Oliver Dickhäuser
	2018	Semester abroad University of Auckland, New Zealand <ul style="list-style-type: none">• <i>courses:</i> Psychology for Sustainability, Advanced Topics in Social Psychology, Evolutionary Psychology, Ideology and Social Reality
	2017	B.Sc. Psychology Justus-Liebig-University Gießen <ul style="list-style-type: none">• <i>topic of thesis:</i> contingent self worth and goal orientation
Work Experience	since 2022	Doctoral Candidate and Academic Staff Member at the Division of Health Psychology, University of Mannheim
	2020 - 2021	Research Assistant at the Division of Health Psychology, University of Mannheim
	2020	Freelancer in Research Project Federal Centre for Nutrition, project of the German-wide network "Healthy Start – Young Family Network"
	2019	Research Assistant at the Department of Equal Opportunity and Social Diversity, University of Mannheim
	2018- 2019	Research Assistant at the Division of Educational Psychology, University of Mannheim
	2017	Internship at the School-psychological service State school authority for the region Marburg-Biedenkopf, Marburg

	2016 - 2017	Student Assistant Chair of General Psychology, Justus-Liebig-Universität Gießen
	2016	Internship Consulting INFO GmbH, Lich
Research Interests		<ul style="list-style-type: none"> • determinants of environment friendly health behaviors • social influences on eating behavior • particularly interested in reduced meat consumption <ul style="list-style-type: none"> ○ influences of social environments (e.g., social norms, support, social identities) ○ influences of structural environments (e.g., menu composition)
Publications and Conference Presentations	2023	Herwig, I.E.; Mata, J.; Kadel, P. (in press). Falafel for Future? Umfrage zur Unterstützung eines pflanzlicheren Angebotes in einer Universitäts-Mensa – Ein Praxisbericht (Falafel for Future? A survey assessing the support for a more plant-based menu composition in a university canteen – a practice report). <i>Umweltpsychologie</i>
	2022 Poster Presentation	Herwig, I. E., Giese, H., & Mata, J. (2022, August 23 – 27). <i>(M)eating like your friends? Social Friendship Networks and Meat Consumption</i> [Conference Poster Presentation]. European Health Psychology Society Conference, Bratislava, Slovakia. https://osf.io/dhgfa/
	2022 Poster Presentation	Herwig, I. E., Giese, H., & Mata, J. (2022, September 10-15). <i>(M)eating like your friends? Social Friendship Networks and Meat Consumption</i> [Conference Poster Presentation; Deutsche Gesellschaft für Psychologie Kongress, Hildesheim, Germany.
Grants & Awards	2022	European Health Psychology Society Conference 2022 Poster Prize
	Since 2021	Scholar and doctoral candidate of the Center for Doctoral Studies in Social and Behavioral Sciences, University of Mannheim
	2021	Otto-Selz Prize for Best Master's Thesis in Psychology awarded by the Rationale Altruisten Mannheim.
	2017-2021	Scholar of the German Academic Scholarship Foundation (Studienstiftung des deutschen Volkes)
Memberships	Since 2022	DGPs – Deutsche Gesellschaft für Psychologie (German Psychological Society)
	Since 2022	EHPs - European Health Psychology Society
Teaching	HWS 2022	Prevention of mental disorders and health promotion
	FSS 2022	Experimental Psychological Project Course: Social Influences on Meat Consumption