
Ira Elisa Herwig-Synowski

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"
	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
	Work Experience	since 2022
	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	2025 2023 2023 2022	<p>Herwig, I. E., Knobl, V., & Mata, J. (2025). Two Forks, One Meal: Health Implications of Shared Food Systems in Couples. <i>Appetite</i>, 220, 108433. https://doi.org/10.1016/j.appet.2025.108433</p> <p>Warner L. M., Herwig, I. E., Rehackova, L., Masaryk, R., Schüz, B, Araujo-Soares, V. (2023). Every action matters: Reducing the climate impact of EHPS conferences. <i>European Health Psychologist</i>, 23 (1), 978–986.</p> <p>Kadel, P., Herwig, I. E., & Mata, J. (2023). Deliberate ignorance—A barrier for information interventions targeting reduced meat consumption? <i>Psychology & Health</i>, 1–18. https://doi.org/10.1080/08870446.2023.2182895</p> <p>Herwig, I. E., Mata, J & Kadel, P. (2022). Eine Umfrage zur Unterstützung eines stärker pflanzenbasierten Angebotes in einer Universitäts-Mensa – Ein Praxisbericht. <i>Umweltpsychologie</i>, 2, 63–81.</p>
Conference Presentations	2024 2024 2024 2023 2022 2022	<p>Herwig, I. E., Kadel, P. (2024, September 3-6). <i>Roundtable: Think global, act local: Health psychologists' engagement in local, impact-oriented sustainability projects</i> [Conference Roundtable]. European Health Psychology Society Conference, Cascais, Lissabon.</p> <p>Herwig, I. E., Mata, J. (2024, September 3-6). <i>(M)eating together: The role of "shared food systems" in individual meat reduction attempts</i> [Conference Oral Presentation]. European Health Psychology Society Conference, Cascais, Lissabon.</p> <p>Herwig, I. E., Mata, J. (2024, September 3-6). <i>Bei uns geht's um die Wurst: Die Rolle von „shared food systems" für die individuelle Reduktion von Fleischkonsum</i> [Conference Oral Presentation]. Deutsche Gesellschaft für Psychologie Kongress, Vienna, Austria.</p> <p>Herwig, I. E., Giese, H., & Mata, J. (2023, August 23 – 27). <i>(M)eating like your friends? Meat consumption similarity, social selection, and social influence in friendship networks</i> [Conference Oral Presentation]. European Health Psychology Society Conference, Bremen, Germany</p> <p>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/</p> <p>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.</p>
Grants & Awards	since 2024 2022 Since 2021	<p>Doctoral Scholarship of the German Academic Scholarship Foundation (Studienstiftung des deutschen Volkes)</p> <p>European Health Psychology Society Conference 2022 Poster Prize</p> <p>Scholar and doctoral candidate of the Center for Doctoral Studies in Social and Behavioral Sciences, University of Mannheim</p>

	2021	Otto-Selz Prize for Best Master's Thesis in Psychology awarded by the Rationale Altruisten Mannheim.
	2017-2021	Scholarship 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	FSS+ HWS 2025	Project Seminar Health Psychology: Social Influences on Meat Consumption (M.Sc. Psychology)
	FSS + HWS 2024 -	Project Seminar Health Psychology: Social Influences on Meat Consumption (M.Sc. Psychology)
	FSS 2023	Project Seminar Health Psycholgy: Social Influences on Meat Consumption (M.Sc. Psychology)
	HWS 2022 +	Prevention of mental disorders and health promotion (B.Sc.)
	2023	
	FSS 2022	Experimental Psychological Project Course: Social Influences on Meat Consumption (B.Sc.)
Peer-reviews		Journal of environmental psychology Applied Psychology: Health and Well-Being Bundesgesundheitsblatt (Robert Koch-Institut)