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## Ira Elisa Herwig

Doctoral Candidate and Academic Staff Member

Division of Health Psychology

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| <b>Education</b>       | since<br>2021  | <b>Graduate School of Economic and Social Sciences</b><br>University of Mannheim <ul style="list-style-type: none"><li>PhD student in psychology track in the Center for Doctoral Studies in Social and Behavioral Sciences</li><li><i>topic of dissertation:</i> Social influences on meat consumption</li></ul>   |
|                        | 2021           | <b>M.Sc. Psychology (Work, Economy and Society)</b><br>University of Mannheim <ul style="list-style-type: none"><li><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"</li><li><i>Advisors:</i> Jutta Mata and Oliver Dickhäuser</li></ul> |
|                        | 2018           | <b>Semester abroad</b><br>University of Auckland, New Zealand <ul style="list-style-type: none"><li><i>courses:</i> Psychology for Sustainability, Advanced Topics in Social Psychology, Evolutionary Psychology, Ideology and Social Reality</li></ul>   |
|                        | 2017           | <b>B.Sc. Psychology</b><br>Justus-Liebig-University Gießen <ul style="list-style-type: none"><li><i>topic of thesis:</i> contingent self worth and goal orientation</li></ul>   |
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| <b>Work Experience</b> | since<br>2022  | <b>Doctoral Candidate and Academic Staff Member</b><br>at the Division of Health Psychology, University of Mannheim   |
|                        | 2020 -<br>2021 | <b>Research Assistant</b><br>at the Division of Health Psychology, University of Mannheim   |
|                        | 2020           | <b>Freelancer in Research Project</b><br>Federal Centre for Nutrition, project of the German-wide network "Healthy Start – Young Family Network"  |
|                        | 2019           | <b>Research Assistant</b><br>at the Department of Equal Opportunity and Social Diversity, University of Mannheim  |
|                        | 2018-<br>2019  | <b>Research Assistant</b><br>at the Division of Educational Psychology, University of Mannheim  |
|                        | 2017           | <b>Internship at the School-psychological service</b><br>State school authority for the region Marburg-Biedenkopf, Marburg  |

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|                                 | 2016 -<br>2017 | <b>Student Assistant</b><br>Chair of General Psychology, Justus-Liebig-Universität Gießen  |
|                                 | 2016           | <b>Internship Consulting</b><br>INFO GmbH, Lich  |
| <b>Research Interests</b>       |                | <ul style="list-style-type: none"> <li>• determinants of environment friendly health behaviors</li> <li>• social influences on eating behavior</li> <li>• particularly interested in reduced meat consumption <ul style="list-style-type: none"> <li>○ influences of social environments (e.g., social norms, support, social identities)</li> <li>○ influences of structural environments (e.g., menu composition)</li> </ul> </li> </ul> |
| <b>Publications</b>             | 2023           | 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.  |
|                                 | 2023           | Kadel, P., Herwig, I. E., & Mata, J. (2023). Deliberate ignorance—A barrier for information interventions targeting reduced meat consumption? <i>Psychology &amp; Health</i> , 1–18. <a href="https://doi.org/10.1080/08870446.2023.2182895">https://doi.org/10.1080/08870446.2023.2182895</a>   |
|                                 | 2022           | Herwig, I. E., Kadel, P., & Mata, J. (2022). Eine Umfrage zur Unterstützung eines stärker pflanzenbasierten Angebotes in einer Universitäts-Mensa – Ein Praxisbericht. <i>Umweltpsychologie</i> , 2, 63–81.  |
| <b>Conference Presentations</b> | 2024           | 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.  |
|                                 | 2024           | 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.  |
|                                 | 2024           | 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.   |
|                                 | 2023           | 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   |
|                                 | 2022           | 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. <a href="https://osf.io/dhgfa/">https://osf.io/dhgfa/</a>  |
|                                 | 2022           | 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.  |
| <b>Grants &amp; Awards</b>      | 2022           | European Health Psychology Society Conference 2022 Poster Prize  |
|                                 | Since<br>2021  | Scholar and doctoral candidate of the Center for Doctoral Studies in Social and Behavioral Sciences, University of Mannheim  |

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|                    | 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)         |
| <b>Memberships</b> | Since 2022       | DGPs – Deutsche Gesellschaft für Psychologie (German Psychological Society)                          |
|                    | Since 2022       | EHPs - European Health Psychology Society  |
| <b>Teaching</b>    | FSS + HWS 2024 - | Project Seminar Health Psychology: Social Influences on Meat Consumption (M.Sc. Psychology)          |
|                    | FSS 2023         | Project Seminar Health Psychology: Social Influences on Meat Consumption (M.Sc. Psychology)          |
|                    | HWS 2022 + 23    | Prevention of mental disorders and health promotion (B.Sc.)  |
|                    | FSS 2022         | Experimental Psychological Project Course: Social Influences on Meat Consumption (B.Sc.)             |