

Curriculum Vitae
Karen Akerlof, PhD ABD
George Mason University

The CASI Project
4400 University Drive, MS 6D5
Fairfax, VA 22030
Telephone: (703) 282-1289
Email: kakerlof@gmu.edu

Home address:
5624 Smoke Rise Lane
Fairfax Station, VA 22039
Telephone: (703) 503-0796
Email: akerlof@cox.net

EDUCATION

Anticipated date of conferral, August 2012	George Mason University (GPA 3.94) Doctoral Candidate, Environmental Science & Public Policy
2009	George Mason University M.S. in Environmental Science & Policy
1991	University of Michigan, Ann Arbor B.A. in Political Science

PUBLICATIONS

Refereed Journal Articles

- Akerlof, K.** & Maibach, E. W. (2011). A rose by any other name? What members of the general public prefer to call “climate change.” *Climatic Change*, 106(4), 699.
- Akerlof, K.**, DeBono, R., Berry, P., Leiserowitz, A., Roser-Renouf, C., Clarke, K., Rogaeva, A., Nisbet, M. C., Weathers, M. R., & Maibach, E. W. (2010). Public perceptions of climate change as a human health risk: Surveys of the United States, Canada and Malta. *International Journal of Environmental Research and Public Health*, 7(6), 2559-2606.
- Maibach, E. W., Nisbet, M. C., Baldwin, P. K., **Akerlof, K.**, & Diao, G. (2010). Reframing climate change as a public health issue: An exploratory study of public reactions. *BMC Public Health*, 10, 299.

Book Chapter

- Maibach, E., Leiserowitz, A., Roser-Renouf, C., **Akerlof, K.**, & Nisbet, M. (2010). Saving energy is a value shared by all Americans: Results of a global warming audience segmentation analysis. In K. Ehrhardt-Martinez & J.A. Laitner (eds). *People-centered initiatives for increasing energy savings*. Pgs. 8-1 to 14. Washington, DC: American Council for an Energy Efficient Economy.

Book Review

Akerlof, K. (2011). A vast machine: Computer models, climate data, and the politics of global warming [book review]. *Science Communication*, 33(2), 266-267.

Articles Submitted to Refereed Journals

Akerlof, K., Maibach, E. W., Fitzgerald, D., Cedeno, A. Y. & Neuman, A. Perceptions of experiencing global warming on Lake Superior's shores. Under review at *Global Environmental Change*.

Akerlof, K., Rowan, K. E., Fitzgerald, D., & Cedeno, A. Y. Communicating climate projections in U.S. media: Politicization of model uncertainty. Under review at *Nature Climate Change*.

Non-refereed Journal Articles

Akerlof, K., Bruff, G., & Witte, J. (2011). Audience segmentation as a tool for communicating climate change: Understanding the differences and bridging the divides. *ParkScience*, 28(1), 56-64.

Akerlof, K., & Maibach, E. W. (2008). "Sermons" as a climate change policy tool: Do they work? Evidence from the international community. *Global Studies Review*, 4(3), 4-6.

Publicly Released Research Reports

Akerlof, K. (2010). *Assessing household energy use and global warming opinion: Alger County 2010* [Prepared for Superior Watershed Partnership and Pictured Rocks National Lakeshore]. Fairfax, VA: George Mason University.

Leiserowitz, A. & **Akerlof, K.** (2010). *Race, ethnicity and public responses to climate change*. Yale University and George Mason University. New Haven, CT: Yale Project on Climate Change.

Other Publications

Akerlof, K., Butt, J., Coutu, D., Leach, L., Mital, B., and Umana, W. (2011). *Biodiversity awareness, attitudes and knowledge: A survey of George Mason University undergraduate students*. George Mason University, Fairfax, VA.

Akerlof, K. (Mar. 2011). When news media pass on covering complexity: The case of missing coverage of models. The Yale Forum on Climate Change & The Media. Available at <http://www.yaleclimatemediaforum.org/2011/03/the-case-of-missing-coverage-of-models/>

Akerlof, K. (Jan. 2011). Contested predictions: The significance of modeling to public climate debates. *Weather and Society Watch*. Available at <http://www.sip.ucar.edu/news/focus2.php>.

Maibach, E.W., Leiserowitz, A., Roser-Renouf, C., Mertz C.K., & **Akerlof, K.** (2011). *Global Warming's Six Americas screening tools: Survey instruments; instructions for coding and data treatment*;

and statistical program scripts. Yale University and George Mason University. Yale Project on Climate Change Communication, New Haven, CT. Available at <http://climatechangecommunication.org/SixAmericasManual.cfm>

GRANTS

Akerlof, K., La Porte, T., Rowan, K., Batten, B., Rajasekar, M., Ernst, H., Nataf, D., & Dolan, D. (Nov. 2011-Oct. 2012). *Community Adaptation to Sea-Level Rise and Inundation (CASI)*. Mid-Atlantic Sea Grant. \$135,000.

Superior Watershed Partnership and Land Trust. (Apr.-Sept. 2010). *Engaging Pictured Rocks National Lakeshore gateway communities on climate change: A survey of Alger County, Michigan*. \$20,000.

AWARDS

Eason Award for Graduate Student Research. (Aug. 2010). *Models: The missing piece in climate change coverage*. Communicating Science, Health, Environment and Risk Division, Association for Education in Journalism and Mass Communication.

RESEARCH ASSISTANTSHIP

Center for Climate Change Communication, George Mason University. (Jul. 2007 – May 2010). Under Robert Wood Johnson Foundation grant (Spring 2009-2010) researched U.S. perceptions of the public health implications of climate change and tested messaging frames.

REFEREED CONFERENCE PAPERS

Akerlof, K. (Submitted for review). *Catalyzing public attitudinal and behavioral change: A social science research-based approach to conservation*. Eastern Communication Association 103rd Annual Convention. Boston, MA.

Akerlof, K., Ernst, H., La Porte, T., Batten, B., Rajasekar, M., Nataf, D., Rowan, K., & Dolan, D. (Submitted for review). *Risky business: Engaging the public in policy discourse on sea-level rise and inundation*. American Political Science Association 2012 Annual Meeting, Science, Technology and Environmental Politics and Public Opinion divisions. New Orleans, LA.

Akerlof, K. (2010, Aug. 6). *Models: The missing piece in climate change coverage*. Communicating Science, Health, Environment and Risk Division, Association for Education in Journalism and Mass Communication Convention. Sheraton Denver Downtown Hotel, Denver, CO.

REFEREED CONFERENCE PRESENTATIONS

Akerlof, K. (Submitted for review). *Evaluating the influence of cultural worldviews on sea-level rise risk perceptions, and a potential communicative counter strategy*. Psychological factors shaping the perception of climate change [Submitted panel]. American Psychological Association 2012 Convention. Orlando, FL.

Akerlof, K., & Maibach, E.W. (2011, Dec. 6). *Experiencing the changing climate on the shores of Lake Superior*. Regional climate impacts: States of change – climate change and impacts in the United States posters. American Geophysical Union Fall Meeting, Moscone Convention Center, San Francisco, CA.

Maibach, E. W., **Akerlof, K.,** Stenhouse, N., Myers, T., & Roser-Renouf, R. (2011, Nov. 30). *Some people say: “I have personally experienced the effects of global warming.” What does that mean, and does it matter?* Behavior, Energy & Climate Change Conference, Washington, DC.

Akerlof, K., Rowan, K.E., Fitzgerald, D., & Cedeno, A. Y. (2011, Jun. 25). *Explanation and value judgments in media communication of climate model science*. Association for Environmental Studies and Sciences Annual Conference, University of Vermont, Burlington, VT.

Akerlof, K., & Maibach, E. W. (2011, Jun. 25). *What members of the general public prefer to call climate change*. Association for Environmental Studies and Sciences Annual Conference, University of Vermont, Burlington, VT.

Akerlof, K., Rowan, K., Fitzgerald, D., Cedeno, A., & Neuman, A. (2011, Apr. 17). *Explanation and value judgments in media communication of climate science*. Eastern Communication Association 102nd Annual Convention. Arlington, VA.

Akerlof, K. (2011, Jan. 24). *Models: The missing piece in climate change coverage*. Sixth Symposium on Policy and Socio-economic Research, American Meteorological Society 91st Annual Meeting. Seattle Convention Center, Seattle, WA.

Akerlof, K. (2010, Apr. 25). *Exploring the power of “experience” for climate change messaging*. Eastern Communication Association 101st Annual Convention. Hyatt Regency Baltimore, Baltimore, MD.

INVITED PRESENTATIONS

Akerlof, K. (2011, Nov.29). *Using social science as a tool to achieve sustainability: Influencing communication and behavioral change*. Sustainable World, New Century College Course Fall Session. George Mason University.

Akerlof, K. (2011, Sept. 14). *Global Warming’s Six Americas and communicating climate change*. Shenandoah National Park Climate Friendly Parks Workshop. Mimslyn Inn, Luray, VA.

Akerlof, K. (2011, Jul. 21). *An ecological approach to climate change communication*. Resource Management Implications of Global Climate Change. National Conservation Training Center, Shepherdstown, WV.

Akerlof, K. (2011, Jun. 16). *Using social science as a tool to achieve sustainability: Influencing communication and behavioral change*. Sustainable World, New Century College Course Summer Session A. George Mason University.

- Akerlof, K. (2011, Feb. 17). *Climate change communications: Audiences, messages and telling your story*. Northeast Region Biologists Conference, U.S. Fish & Wildlife Service. Hyatt Regency, Baltimore, MD.
- Akerlof, K. (2010, Aug. 24). *Engaging National Park Service audiences in interpreter-facilitated dialogues on climate science and reducing emissions*. National Park Service Climate Change and Practicing Engagement Subject Matter Expert Group. Stephen P. Mather Training Center, Harpers Ferry, WV.
- Akerlof, K. (2010, Apr. 26). *Engaging communities on climate change: The continuum from gaining attention to achieving adaptive risk responses*. Planning for Climate Change Using a Green Infrastructure Approach. National Conservation Training Center, Shepherdstown, WV.
- Akerlof, K. (2010, Mar. 24). *Understanding audiences and the value of experiential information*. Adapting to Climate Change in the Mid-Atlantic. Hyatt Regency Chesapeake Bay, Cambridge, Maryland.
- Akerlof, K. (2010, Feb. 27). *Climate change communication strategies*. Virginia Climate Action Network Tools for Change Workshop III. Fair Oaks Merrifield Garden Center, Fairfax, VA.
- Akerlof, K. (2009, Oct. 22). *Global warming's Six Americas: A climate communication tool for Virginia's colleges and universities*. Greening Virginia Universities and Colleges Conference. Virginia Commonwealth University, Richmond, VA.
- Akerlof, K. (2009, Oct. 16). *Communication tools for climate solutions: United States and international perspectives*. Second Annual Public Policy Symposium. Syracuse University, Syracuse, NY.
- Akerlof, K., & Rowan, K. E. (2009, May 13). *Making the case for effective science communication: Audiences and best practices*. Marian Koshland Science Museum of the National Academy of Sciences, Washington, DC.

WORKSHOP

- Akerlof, K. (2011, Jul. 21). *Workshop on talking climate: What is your message?* Resource Management Implications of Global Climate Change. National Conservation Training Center, Shepherdstown, WV.

WEBINAR

- Akerlof, K. (2010, May 10). *Engaging audiences on climate change: The continuum from gaining attention to achieving adaptive risk responses*. U.S. Fish & Wildlife Service.

TEACHING AND STUDENT MENTORSHIP

- EVPP 490-002. *Communicating the Environment: Discourses on Science and Policy in the Public Sphere*. (Fall 2011). Undergraduate Environmental Science & Policy course which I developed. Course included a student survey research component resulting in a report on undergraduate biodiversity awareness, attitudes and knowledge.

Service Learning Mentor. (Fall 2010, Fall 2011). Provided research learning opportunities for two undergraduate students in Fall 2010 and one student in Fall 2011. New Century College, George Mason University.

MEDIA COVERAGE

Cushing, E. (2011, Nov. 30). Virginia named a Sea Grant institution. *The Mason Gazette*. Available at <http://gazette.gmu.edu/articles/22111>.

(Jun. 2011). Research highlights, social science: What's in a name? *Nature Climate Change*, 1, 140.

(2011, Mar. 11). Four questions: Karen Akerlof, George Mason University. *University Corporation for Atmospheric Research [UCAR] Magazine*. Available at <http://www2.ucar.edu/magazine/columns/four-questions/karen-akerlof-george-mason-university>.

INVITED PARTICIPANT

(2012, Jan. 19-21). *Increasing public understanding of climate risks and choices: What we can learn from social science research and practice [private workshop]*. Erb Institute for Global Sustainable Enterprise, University of Michigan, and Union of Concerned Scientists. University of Michigan Ross School of Business, Ann Arbor, MI.

ADDITIONAL PROFESSIONAL EXPERIENCE

Risk Communication Specialist

Dewberry, Fairfax, VA (2011-2012)

Incorporate social science theory and research methods into development of risk communication programs addressing environmental hazards for federal, state and local governments. Write white papers for state and federal clients on communication of risk and complex science, including climate change. Assisted in development of successful proposal for FEMA on coastal flood outreach for the state of New Jersey and the city of New York.

Account Assistant

Direct Line Politics, Alexandria, VA (2007)

Edited and wrote fundraising letters and pamphlet copy for political organizations including Virginia Governor Tim Kaine's political action committee and the Democratic Party of Virginia.

Editor

Community Connection, Prince William County, VA (2006-2007)

Developed publication content, wrote feature articles for the monthly magazine and edited copy from contributors.

Editor

This Week on Okinawa, Japan (1993-1994)

Wrote and edited feature articles for weekly magazine

Features Editor, Copy Editor/Paginator

Blade-Citizen (now North County Times), Oceanside, CA (1991-1993)

As features editor, developed story ideas, worked with reporters and photographers, edited copy and created page layouts. Wrote articles for news, entertainment and features sections.

SERVICE

Volunteer member

Climate Change, Improving Communications Committee, American Meteorological Society. (2010-)

Volunteer

Jane Goodall Institute, Arlington, VA (2006)

Updated databases with program information, assisted with correspondence and assembled publicity folders for donors.

JOURNAL ARTICLE REVIEWER

Journal of Environmental Studies and Sciences

Environmental Health

PROFESSIONAL MEMBERSHIPS

American Meteorological Society

American Association for the Advancement of Science

American Geophysical Union

Association for Environmental Studies and Sciences

Society for Conservation Biology, Social Science Working Group

International Environmental Communication Association

Society of Environmental Journalists

Association for Education in Journalism & Mass Communication

National Communication Association

Eastern Communication Association