



## CLAUDIA R. SCHNEIDER

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### POSITIONS

#### Post-doctoral Research Associate

##### University of Cambridge

Cambridge Social Decision-Making Lab,  
Department of Psychology  
Winton Centre for Risk & Evidence Communication,  
Department of Pure Mathematics and Mathematical Statistics  
By-fellow, Churchill College

Cambridge, UK

Current position, since  
May 2019

#### Adjunct Assistant Professor

##### Columbia University

Department of Psychology

New York, NY

2019

#### Post-doctoral Research Scientist

##### Princeton University

Department of Psychology

Princeton, NJ

2018

### EDUCATION

#### Columbia University

##### Ph.D. in Psychology

Dissertation title: *Motivating Prosocial Behavior: The Potential of Positive Self-Directed Emotions*  
Dissertation committee: Drs. Elke U. Weber, Niall Bolger, E. Tory Higgins, Geraldine Downey, Eric J. Johnson

New York, NY

2018

#### Princeton University

##### Department of Psychology

Graduate Research Scholar | Ivy League Exchange Program

Princeton, NJ

2017 – 2018

#### Columbia University

##### M.Phil. in Psychology

New York, NY

2017

#### Columbia University

##### Department of Psychology

##### Center for Research on Environmental Decisions

##### Center for Decision Sciences

##### M.A. in Psychology

Thesis title: *How would I feel and what will that make me do? – Investigating the power of anticipated emotions to promote pro-environmental behavior*

New York, NY

2015

#### Eberhard Karls University Tübingen

##### International Max Planck Research School

##### M.Sc. in Neural and Behavioural Sciences

Graduation with Dean's List Honor (honor for top two students of a graduation class)

Thesis title: *The Agony of Choice – Investigating the Mechanisms and fMRI Correlates of Human Decision Making under Varying Choice Difficulty*  
(Thesis grade, converted to GPA scale: 4.0)

Tübingen, Germany

2010

#### Northeastern University

##### B.Sc. in International Business

Dual Degree Program with the European School of Business, Germany  
Concentration: Marketing  
GPA: 3.9

Boston, MA

2008

## RESEARCH

### Publications

- Schneider, C. R.**, Zaval, L., Weber, E. U., & Markowitz, E. M. (2017). The influence of anticipated pride and guilt on pro-environmental decision making. *PloS one*, 12(11), e0188781.
- Schneider, C. R.**, Fehrenbacher, D. D., & Weber, E. U. (2017). Catch me if I fall: Cross-national differences in willingness to take financial risks as a function of social and state ‘cushioning’. *International Business Review*. 26(6). 1023-1033.
- Connecting on Climate: A Guide to Effective Climate Change Communication (2014), *Center for Research on Environmental Decisions, Earth Institute, Columbia University & ecoAmerica*. Contributor to guide.
- Schneider, C. R.** (2013). Neuroeconomics. *Controlling*. 25(1). 32-35.

### Working papers

- Schneider, C. R.** & Weber, E. U. (under review, *Journal of Social Issues*). Exploring values-affirmation as a tool to reduce discrimination and to promote prosociality towards ex-prisoners –Evidence from Nigeria and the United States.
- Schneider, C. R.** & Weber, E. U. (under review, *Journal of Experimental Social Psychology*). Affirming one’s values can motivate prosocial action by leveraging positive self-regard.
- Schneider, C. R.**, Rohrbaugh, N., Robinson, N., Brick, C. & van der Linden, S. (in prep). Testing the identifiable victim effect in the context of climate change.
- Schneider, C. R.**, Freeman, A., van der Linden, S. & Spiegelhalter, D. (in prep). Communicating quality of evidence: what different fields can learn from each other.
- Schneider, C. R.**, Sisco, M. R., Shohamy, D. & Weber, E. U. (in prep). The influence of serial position on value encoding in preference formation.
- Schneider, C. R.**, O’Garra, T. & Alfredo, K. (in prep). Can emotional reminders facilitate cooperation? – Insights from a field experiment on water management in India.

### Presentations

- Behavior, Energy & Climate Change Conference, Sacramento, CA  
**Schneider, C. R.**, & Weber, E. U. (2017). *Promoting pro-social and pro-environmental behavior through values-affirmation*.
- Impact Hours series 2017: Engagement Beyond the Choir; The Human Impact Institute, New York, NY  
Panel member; academic perspective on issues of communication, engagement, action, and impact relating to environmental and social justice work to foster social change.
- Five Colleges Conference (5CC), New York, NY  
**Schneider, C. R.** (2017). *Exploring feelings about the self as a motivator for pro-social behavior*.
- Columbia University Psychology Department, Annual Research Day  
**Schneider, C. R.** (2017). *Motivating pro-social behavior to address real-world social issues*.
- Behavior, Energy & Climate Change Conference, Baltimore, MD  
**Schneider, C. R.**, Zaval, L., Weber, E. U. & Markowitz, E. M. (2016). *Motivating sustainable behavior through the anticipation of positive future emotions*.
- LIS Summer Workshop, Cross-National Data Center Luxembourg, Luxembourg  
**Schneider, C. R.**, Fehrenbacher, D. D. & Weber, E. U. (2016). *Catch me if I fall – Cross-cultural differences in willingness to take financial risks as a function of social and state ‘cushioning’*.

17<sup>th</sup> Annual BIOECON Conference, Kings College, Cambridge, UK

O'Garra, T., Alfredo, K., **Schneider, C. R.** (2015). *The Influence of Social and Psychological Interventions on Collective Action for Water Management: A Framed Field Experiment in India.*

Columbia University Psychology Department Seminar

**Schneider, C. R.** (2015). *How will you feel tomorrow? Using anticipated emotions to promote pro-environmental behavior today.*

AGU Fall Meeting, San Francisco, CA

Alfredo, K., O'Garra, T., **Schneider, C. R.** (2014). *From the source to the user, understanding a total water approach to fluoride treatment in India.*

Columbia University Psychology Department Seminar

**Schneider, C. R.** (2013). *Investigating the relationship between multiple mode use, mode incongruity, and decision conflict in complex, real-life decision making.*

California Institute of Technology (CALTECH), Colin Camerer lab seminar, Pasadena, CA

**Schneider, C. R.** (2012). *The Agony of Choice – Investigating the Mechanisms and fMRI Correlates of Human Decision Making under Varying Choice Difficulty*

10th Conference of Junior Neuroscientists of Tübingen (NeNa), Germany

**Schneider, C. R.** (2009). *Prediction of movement intention from fMRI signals in the human inferior parietal cortex.* NeNa Abstracts. 4.

### Conference posters

Annual Convention Society for Personality and Social Psychology (SPSP), San Antonio, TX

Intervention Science: Harnessing Psychology to Address Real-World Social Problems, Preconference

**Schneider, C. R.** & Weber, E. U. (2017). *Exploring values-affirmation to motivate pro-social and pro-environmental behavior.*

Society for Judgment and Decision Making conference, Chicago, IL

**Schneider, C. R.**, Zaval, L., Markowitz, E. M. & Weber, E. U. (2015). *How will you feel tomorrow? Anticipating positive emotions promotes sustainability today.*

40<sup>th</sup> Annual Meeting Society for Neuroscience, San Diego, CA

**Schneider, C. R.** & Lindner, A. (2010). *The agony of choice: Human posterior parietal and premotor cortex represent alternative plans for goal-directed actions when choosing between equally valued options.* Society for Neuroscience Abstracts. 802,8/III36.

3rd International Conference on Auditory Cortex, Magdeburg, Germany

Herdener, M., Kayser, C., **Schneider, C. R.** & Uludag, K. (2009). *Tonotopic organization in human auditory cortex revealed by dedicated fMRI sequence.* Leibniz Institute for Neurobiology Abstracts. P 045, 95.

### Quoted in popular press

Kelly, B. R. (2018, Feb 13). *Pride tops guilt as a motivator for environmental decisions.* EurekAlert! The Global Source for Science News. American Association for the Advancement of Science (AAAS). Accessible online at [https://www.eurekalert.org/pub\\_releases/2018-02/puww-ptg021318.php](https://www.eurekalert.org/pub_releases/2018-02/puww-ptg021318.php)

### Manuscript review

Reviewer for *Environment & Behavior*, 2017; *Journal of Environmental Psychology*, 2019

### Memberships

The Society for the Psychological Study of Social Issues (SPSSI), Association for Psychological Science (APS), The New York Academy of Sciences

## TEACHING & MENTORSHIP

### Teaching

**Barriers and Levers for Behavior Change**

**Course Design & Instructor;** Columbia University, Department of Psychology, Spring 2019

**Experimental Methods in Psychology****Instructor, lab section;** Columbia University, Department of Psychology, Spring 2016**“An overview of topics and research in decision science”, Introduction to Carbon Management****Guest Lecture;** Columbia University, School of Engineering and Applied Science & Columbia Climate Center, April 2017**“Stress and Health”, Behavioral Neuroscience****Guest Lecture;** Columbia University, Department of Psychology, April 2014**Developmental Psychology****Teaching Assistant;** Columbia University, Department of Psychology, Fall 2016 + Fall 2017**Experimental Methods in Psychology****Teaching Assistant;** Columbia University, Department of Psychology, Spring 2016**Science of Psychology****Teaching Assistant;** Columbia University, Department of Psychology, Fall 2014**Behavioral Neuroscience****Teaching Assistant;** Columbia University, Department of Psychology, Spring 2014**Research supervision****Research Assistants**

Center for Research on Environmental Decisions, Department of Psychology, Columbia University, 2013-2018,

**6 research assistants (Undergraduate students + Postbaccalaureates)**Behavioral Research Lab, Columbia Business School, 2015 – 2016, **2 research assistants (Master’s students)****Student mentorship**Supervision of **20 students** in the development and execution of independent research projects, including study design, data collection, data analysis, project presentation and paper writing; course: Experimental Methods in Psychology, Spring 2016**Training****Teaching Practicum, Columbia University, Department of Psychology**

Participation in semester long training course on effective and inclusive teaching, course design, philosophy of teaching, grading and assessment, and other topics pertaining to effective teaching at university level; course included theoretical and practical elements, such as teaching observations and assessments, Fall 2013

**Teaching with video course, Graduate School of Arts and Sciences Teaching Center, Columbia University**

Participation in a one month long training workshop with final project, October 2013

**FELLOWSHIPS, GRANTS & AWARDS****AC<sup>4</sup> Graduate Student Fellowship**, Advanced Consortium on Cooperation, Conflict, and Complexity, 2017  
Earth Institute, Columbia University (\$3,000 to carry out field research study in Nigeria)**Student Travel Grant**, Graduate Student Advisory Council (GSAC), Columbia University Graduate 2017  
School of Arts and Sciences (\$300 to attend and present at SPSP conference)**Precourt Fellowship**, Precourt Energy Efficiency Center & Alfred P. Sloan Foundation (\$400 to attend and 2016 +  
present at Behavior, Energy, and Climate Change conference) 2017**Aldi J.M. Hagenars Memorial Award** awarded through the Cross-National Data Center in Luxembourg 2016  
for the best Working Paper written by a scholar under the age of forty (\$750 award prize & invitation to  
Luxembourg to present the paper at the 2016 LIS Summer Workshop)**Behavioral Research Lab fellowship**, Columbia Business School (\$650 to carry out behavioral study) 2015**Davis Peace and Diplomacy grant** (\$1,500 grant for exceptional engagement in the field of peace 2014  
building and diplomacy, awarded through International House New York)**Projects for Peace grant** (\$10,000 grant to carry out behavior change project in Burkina Faso, 2014

awarded by Davis United World College Scholars Program and Davis Projects for Peace Initiative)

**Fellowship** by the **Federal Ministry for Economic Cooperation and Development**, Germany (comparable to U.S. Peace Corps program), \$10,000 to carry out social work project in Nigeria 2010

**Baden-Württemberg-STIPENDIUM** (fellowship by the state of Baden-Württemberg, Germany for top students), \$19,000 supporting Bachelor studies at Northeastern University, Boston 2006

**Karl-von-Frisch prize**, Verband deutscher Biologen und biowissenschaftlicher Fachgesellschaften e.V. (Association of German Biologists) for exceptional performances in the subject of Biology 2004

#### INTERNATIONAL FIELD WORK EXPERIENCE

**Assessing values-affirmation as a tool to decrease discrimination against and to foster prosocial motivation towards ex-prisoners in Nigeria** **Abuja, Federal Capital Region, Nigeria**  
Field experiment; In collaboration with CURE-Nigeria (Citizens United for the Rehabilitation of Errants), Abuja, Nigeria & Advanced Consortium on Cooperation, Conflict, and Complexity, Earth Institute, Columbia University; project lead 2017

**Investigating the influence of social and psychological interventions on collective action for water management** **Nagpur, Maharashtra, India**  
Field experiment; In collaboration with NEERI (National Environmental Engineering Research Institute), Nagpur, India & Columbia University Water Center; Co-lead of project 2015

**Practicing Peace – Helping Hands for Health (Main dans la Main pour la Santé et la Paix), funded by \$10,000 Davis Projects for Peace grant** **Bobo-Dioulasso, Burkina Faso**  
Grant recipient & project lead; behavior change intervention 2014  
scope: remediation of inequality and injustice through community-led HIV and health education intervention using street theater

**Living Hope Care Society for People Living with HIV/AIDS in Nigeria** **Ilesa, Osun State, Nigeria**  
Nigerian non-governmental and non-profit organization 2011  
Project assistant; behavior change interventions via social mobilization, sensitization & community outreach

**De Costa a Costa – Solidaridad con la costa atlantico nicaraguense** **Kururia, Region Autonoma Atlantico Norte, Nicaragua**  
German-Nicaraguan non-governmental, non-profit organization 2010  
Project assistant; awareness building & behavior change interventions  
scope: human rights, gender equality, self dependence among indigenous Miskito population, reforestation & environmental sustainability

#### ADDITIONAL RESEARCH & PROFESSIONAL EXPERIENCE

**HeForShe Initiative, UN Women** **New York, NY**  
Assistance with communications, strategy development, and engagement of the public and the private sector to take action towards gender equality 2016

**Monash University, Faculty of Business and Economics** **Melbourne, Australia**  
Research Assistant, Department of Accounting and Finance 2012/2013

**Hertie Institute for Clinical Brain Research** **Tübingen, Germany**  
**Neurobiology of Decision-Making Laboratory (NoD Lab)** 2009/2010  
Conducted experimental Master thesis (see above)

**University Clinics, Eberhard Karls University Tübingen** **Tübingen, Germany**  
**Institute of Medical Psychology and Behavioral Neurobiology** 2009  
Research Assistant; Manuscript title: *Prediction of movement intention from fMRI signals in the human inferior parietal cortex*

**Max Planck Institute for Biological Cybernetics** **Tübingen, Germany**  
**High-Field Magnetic Resonance Center** 2009  
Research Assistant; Manuscript title: *Reproducibility of Isofrequency Bands in the Human Auditory Cortex within Individual Subjects using functional Magnetic Resonance Imaging*

**Travel + Leisure Magazine**  
**American Express Publishing Corporation**  
Intern; Integrated Marketing, Promotions, Event planning

**New York, NY**  
2007

### **LANGUAGES & TECHNOLOGY**

**Languages:** **English** (fluent), **German** (fluent), **French** (fluent), **Spanish** (conversational), **Chinese** (basic knowledge), **Yoruba** (basic knowledge)

**Technology:** Microsoft Office, statistical data analysis (R, SPSS) and data visualization, survey design (e.g., Qualtrics)

### **SOCIAL ENGAGEMENT**

Judge for NYC Science and Engineering Fair (NYCSEF), volunteer English/math tutor for middle school students with Harlem Tutorial Program New York, volunteer German teacher with International House Language Exchange Program + Northeastern University Cultural and Language Learning Society

### **PERSONAL INTERESTS**

Trekking, endurance running, scuba diving, ballroom dancing, choir, creative writing, newspaper travel writing