

**DR. SARI R.R. NIJSSEN***Environmental Psychology Group, University of Vienna**Wächtergasse 1, 1010 Wien, Austria*

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**PROFESSIONAL APPOINTMENTS**

- 2021 – current      Postdoctoral researcher and lecturer in the Environmental Psychology Group, Faculty of Psychology, University of Vienna
- 2020 – 2021        Assistant Professor at the Behavioural Science Institute, Radboud University
- 2015 – 2020        Ph.D. Candidate at the Behavioural Science Institute, Radboud University

**EDUCATION**

- 2015 – 2021        Ph.D. (*cum laude*) in Social Psychology, Radboud University
- 2014 – 2015        Chinese Language and Culture non-degree program at Zhejiang University
- 2013 – 2014        Master of Science (*Distinction*) of Cognitive and Decision Sciences at University College London
- 2009 – 2012        Bachelor of Arts (*Hons., cum laude*) in Social Sciences, Amsterdam University College, University of Amsterdam/VU University

**PUBLICATIONS***Peer-reviewed publications*

1. **Nijssen, S.R.R.**, Peis, M., van Ewijk, A., & Müller, B.C.N. (2023). Towards more sustainable online consumption: The impact of default and informational nudging on consumers' choice of delivery mode. *Cleaner and Responsible Consumption*, 11, 100135. <https://doi.org/10.1016/j.clrc.2023.100135>  

2. **Nijssen, S. R. R.**, Müller, B. C. N., Gallinat, J., & Kühn, S. (2023). Applying persuasive messages to reduce public outdoor smoking: A pseudo-randomized controlled trial. *Applied Psychology: Health and Well-Being*. <https://doi.org/10.1111/aphw.12382>  

3. **Nijssen, S. R. R.**, Müller, B. C. N., Bosse, T., & Paulus, M. (2022). Can you count on a calculator? The role of agency and affect in judgments of robots as moral agents. *Human-Computer Interaction*. <https://doi.org/10.1080/07370024.2022.2080552>  

4. **Nijssen, S.R.R.**, Bosse, T., Paulus, M., & Müller, B.C.N. (2021). You, robot? The role of anthropomorphic emotion attributions in children's sharing with a robot. *Journal of Child-Computer Interaction*, 30, 100319. doi: 10.1016/j.ijcci.2021.100319  

5. **Nijssen, S.R.R.**, Pletti, C., Müller, B.C.N., & Paulus, M. (2021). Does agency matter? Neural processing of robotic movements in 4- and 8-year olds. *Neuropsychologia*, 157, 107853. doi: 10.1016/j.neuropsychologia.2021.107853  

6. **Nijssen, S.R.R.**, Heijsselaar, E., Bosse, T., Paulus, M., & Müller, B.C.N. (2020). Do we take a robot's needs into account? The effect of humanization on pro-social considerations  


towards other human beings and robots. *Cyberpsychology, Behavior, and Social Networking*, 24(5), 332-336. doi: 10.1089/cyber.2020.0035

7. Müller, B.C.N., Gao, X. **Nijssen, S.R.R.**, & Damen, T. (2020). I, Robot: How human appearance and mind attribution relate to the perceived dangers of robots. *International Journal of Social Robotics*, 13, 691-701. doi: 10.1007/s12369-020-00663-8
8.  **Nijssen, S.R.R.**, Müller, B.C.N., van Baaren, R.B., & Paulus, M. (2019). Saving the robot or saving the human: Robots who feel, deserve moral care. *Social Cognition*, 31(1): 41-56. doi: 10.1521/soco.2019.37.1.41
9.  Müller, B.C.N., Chen, S., **Nijssen, S.R.R.**, & Kühn, S. (2018). How (not) to increase elderly's tendency to anthropomorphise in serious games. *PLoS ONE*, 13(7): e0199948. doi: 10.1371/journal.pone.0199948
10.  **Nijssen, S.R.R.**, Schaap, G., & Verheijen, G.P. (2018). Has your smartphone replaced your brain? Construction and validation of the Extended Mind Questionnaire (XMQ). *PLoS ONE*: e0202188, doi: 10.1371/journal.pone.0202188

#### Consortium publications

11.  Vlasceanu\*, M., Doell\*, K.C., Bak-Coleman, J.B., Grayson, S., Pei, Y., Pronizius, E., Vlasceanu, D., Constantino, S., Goldwert, D., Patel, Y., Chakroff, A., ... **Nijssen, S.R.R.**, ... & Van Bavel, J.J. (in press). Behavioural Climate Interventions need to be tailor-made. Evidence from 55 countries. *Science Advances*.
12. Buijzen, M., Anschütz, D., de Leeuw, R. N. H., Bleize, D. N. M., Sadza, A. J. C., de Droog, S. M., Rozendaal, E., Alblas, E. E., Bevelander, K. E., van Eldik, A. K., Folkvord, F., Kleemans, M., Hoek, R. W., Oprea, S. J., **Nijssen, S.R.R.**, van Reijmersdal, E. A., Smit, C. R., Tamboer, S., & van Woudenberg, T. J. (2021). Behind the policy frontline in the Netherlands during the Corona crisis. *Journal of Children and Media*, 15(1). <https://doi.org/10.1080/17482798.2020.1858899>
13. Vesper, C., Abramova, E. Bütepage, J., Ciardo, F., Crossey, B., Effenberg, A., Hristova, D., Karlinsky, A., McEllin, L., **Nijssen, S.R.R.**, Schmitz, L. & Wahn, B. (2017). Joint Action: Mental Representation, Shared Information and General Mechanisms for Coordinating with Others. *Frontiers in Psychology*, 7: 2039. doi: 10.3389/fpsyg.2016.02039

#### Submitted and working papers

14.  **Nijssen, S.R.R.**, Krainz, M., White, M., & Pahl, S. (under review). It's what on the inside that counts: Addressing the biodiversity crisis by emphasizing species' inner mental lives. *Journal of Environmental Psychology*. [\[preprint\]](#)
15.  Geiger, S.J., Köhler, J.K., **Nijssen, S.R.R.**, Gruenzer, M., & White, M.P. (under review). What We Think Others Think About Climate Change: Generalizability of Pluralistic Ignorance Across 11 Countries. *Nature Human Behavior*. [\[preprint\]](#)
16.  **Nijssen, S.R.R.\***, Rieder, L.\*, & Müller, B.C.N. (submitted). How (not) to decrease plant blindness: An experimental study of the effect of humanizing plants in nature documentaries.



17. **Nijssen, S.R.R.**, & Pahl, S. (in prep). We want to save animals who feel like us: An experimental approach to study the role of species' mental and physical similarity to us for conservation support.

## PRESENTATIONS

### *Invited talks*

**S.R.R. Nijssen** (2023). Anthropomorphism: Technology versus Nature. Annual conference of the National Association of Social Psychology Research (ASPO), Utrecht, the Netherlands.

**S.R.R. Nijssen** (2023). Anthropomorphism in human-technology interaction. Rethinking Human-Technology Relations Workshop, Munich, Germany.

**S.R.R. Nijssen** (2022). Anthropomorphism as a gateway to environmental concern. Radboud Sustainability Symposium, Nijmegen, the Netherlands.

**S.R.R. Nijssen** (2022). Towards sustainable online consumption: The impact of default and informational nudging on consumers' choice of delivery mode. 1<sup>st</sup> Annual Austrian Environmental Psychology Meeting, Vienna, Austria.

**S.R.R. Nijssen**, B.C.N. Müller, M. Paulus & T. Bosse (2019). Saving Mr Robot? Annual conference of the Behavioral Science Institute, Berg en Dal, the Netherlands.

**S.R.R. Nijssen** (2015). The consequences of growing up in a technical world. The development of anthropomorphism and motor simulation of non-human agents in early childhood. Department of Developmental Psychology and Pedagogy at Ludwig Maximilian Universität, Munich, Germany.

### *Conference presentations*

**S.R.R. Nijssen**, M. Krainz, M.P. White, & S. Pahl (2023). Anthropomorphism as a gateway to environmental concern. Annual Conference of the National Association of Social Psychology Research (ASPO), Utrecht, The Netherlands.

**S.R.R. Nijssen**, M. Krainz, M.P. White, & S. Pahl (2023). Anthropomorphism as a gateway to environmental concern. International Conference on Environmental Psychology (ICEP), Aarhus, Denmark.

**S.R.R. Nijssen**, J. Sierksma, N. Christner, & M. Köster (2021). Do young children and primates care about other people's needs? 2021 Biennial Meeting of the Society for Research in Child Development (virtual conference).

**S.R.R. Nijssen**, E. Heijsselaar, T. Bosse, & B.C.N. Müller (2020). Do we take a robot's needs into account? 70<sup>th</sup> Annual Conference of the International Communication Association (virtual conference).

**S.R.R. Nijssen**, B.C.N. Müller, T. Bosse, & M. Paulus (2020). Do children share with robots? 70<sup>th</sup> Annual Conference of the International Communication Association (virtual conference).

**S.R.R. Nijssen**, C. Pletti, B.C.N. Müller, & M. Paulus (2019). Does agency matter? Neural processing of robotic movements in 4- and 8-year olds. Glasgow-Radboud Human-Agent Symposium, Glasgow, United Kingdom.

**S.R.R. Nijssen**, C. Pletti, B.C.N. Müller, & M. Paulus (2019). Does agency matter for understanding robots? Neural processing of robotic movements in 4- and 8-year olds. Annual meeting of the German association for Developmental Psychologists and Pedagogists (PAEPSY), Leipzig, Germany.

**S.R.R. Nijssen**, C. Pletti, B.C.N. Müller, & M. Paulus (2018). How do children process robotic movement? 4<sup>th</sup> Workshop on Virtual Social Interaction. London, United Kingdom.

**S.R.R. Nijssen**, C. Pletti, B.C.N. Müller, & M. Paulus (2018). Does agency matter for understanding robots? Neural processing of robotic movements in 4- and 8-year olds. Annual meeting of the Dutch association of Social Psychologists (ASPO), Nijmegen, the Netherlands.

**S.R.R. Nijssen**, C. Pletti, B.C.N. Müller, & M. Paulus (2018). The influence of agency on motor resonance with robotic actions in 4- and 8-year olds. Social Cognition in Humans and Robots Conference, Hamburg, Germany.

**S.R.R. Nijssen**, B.C.N. Müller, M. Paulus & R. van Baaren (2017). Saving Mr. Robot: Robots who feel, deserve moral care. Annual meeting of the Dutch Association of Social Psychologists (ASPO), Amsterdam, the Netherlands.

**S.R.R. Nijssen**, B.C.N. Müller, M. Paulus & R. van Baaren (2017). Saving Mr. Robot: Anthropomorphism affects utilitarian decision-making about non-human agents in moral dilemmas. 18<sup>th</sup> General Meeting of the European Association of Social Psychology, Granada, Spain.

### Posters

**S.R.R. Nijssen**, B.C.N. Müller, R.B. van Baaren & M. Paulus (2016). Action representation during child robot interaction: Towards a developmental paradigm. Society for Research on Child Development (SRCD) Special Topic Meeting on Technology and Media in Children's Development, Irvine, CA, United States.

**S.R.R. Nijssen**, B.C.N. Müller, R. B. van Baaren & M. Paulus (2016). Action representation of non-human agents: Finding a developmental paradigm. Annual conference of the Behavioral Science Institute, Berg en Dal, the Netherlands.

**S.R.R. Nijssen**, N. Sidarus, P. Haggard (2014). Action-outcome contingency and the sense of agency. 15<sup>th</sup> Annual Queen Square Symposium, London, United Kingdom.

### GRANTS, SCHOLARSHIPS, AND AWARDS

*\* indicates main applicant (Total as main applicant: €34800 / Total as co-applicant: €37500)*

|      |                                                                                                                         |
|------|-------------------------------------------------------------------------------------------------------------------------|
| 2023 | Best Dissertation Award*, the Netherlands Association of Social Psychology (€500)                                       |
| 2022 | ZPID Preregistration Grant, Leibniz Institute for Psychology (€17500)                                                   |
| 2021 | PostDoc Award* for development of new research line on the role of anthropomorphism in human-nature interaction (€5000) |
| 2021 | FFG Talente Programm*, Karriere-Grants, Relocation Grant (€2000)                                                        |

|      |                                                                                                                                                  |
|------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| 2020 | Research grant for behavior change intervention targeting smoking behavior, Universitätsklinikum Hamburg-Eppendorf (UKE) (€10000)                |
| 2019 | Christine Mohrmann Stipendium* for female PhD Candidates, Radboud University (€5000)                                                             |
| 2019 | BSI Best Paper Award*(Third prize) for our publication titled “Saving the robot or saving the human: Robots who feel, deserve moral care” (€500) |
| 2019 | Radboud-Glasgow Collaboration Fund (€10000)                                                                                                      |
| 2018 | Triodos Foundation Grant* for three applied research projects, Behavior Change Foundation (€2500)                                                |
| 2018 | Erasmus+ Staff Training Grant*, lab visit to LMU München (€500)                                                                                  |
| 2017 | Erasmus+ Staff Training Grant*, lab visit to LMU München (€3000)                                                                                 |
| 2016 | Early Career Seed Grant*, Behavioural Science Institute, Radboud University (€3000)                                                              |
| 2016 | Travel grant*, International Office, Radboud University (€1300)                                                                                  |
| 2014 | Chinese Government Scholarship*, Chinese Scholarship Council (€8500)                                                                             |
| 2012 | Beta Beurs Seedcorn Grant*, Center for Creation, Content and Technology, University of Amsterdam (€3000)                                         |

*Pending or not awarded*

|      |                                                                                                     |
|------|-----------------------------------------------------------------------------------------------------|
| 2024 | Principal Investigator Grant*, Österreichischer Wissenschaftsfonds (resubmission pending, €434.814) |
| 2024 | Disruptive Innovation Grant*, Österreichischer Akademie der Wissenschaften (not awarded, €27800)    |
| 2021 | Handhaving en Gedrag Call 2021-2022 (not awarded, €50000)                                           |
| 2019 | NWO Idea Generator (not awarded, €49841)                                                            |

**SOCIETAL IMPACT**

- ▶ I co-founded the Behavior Change Foundation, a not-for-profit organization that aims to bring sustainable behavior change interventions (such as reducing plastic waste) to developing economies.
- ▶ Collaborations with several societal partners, including KinderUni (AT), National History Museum in Vienna (AT), and Universitätsklinikum Hamburg-Eppendorf (DE)
- ▶ Media appearances: My research has been featured extensively in the media, including:
  - ◆ Radio and TV interviews, such as [ORF III](#) (AT) and [BNR Nieuwsradio](#) (NL)
  - ◆ Popular science articles featured in [Eos](#), [Wired](#), [Quest](#), [Forschung & Lehre](#)
  - ◆ Articles in trade journals such as [De Ingenieur](#)
  - ◆ Articles in national newspapers such as [Der Standard](#)

## TEACHING AND SUPERVISION

*Teaching*

|                |                                                                                                                                                                                                                                                                                                         |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2021 – current | Development, coordination, and lecturing for 3 courses in MSc Psychology at University of Vienna (approx. 80 students):<br><i>“Methods in Environmental Psychology”</i> (4 ECTS), <i>“Psychological drivers of meat consumption”</i> (8 ECTS), <i>“Science communication for conservation”</i> (8 ECTS) |
| 2020 – 2021    | Coordinator and lecturer for 4 courses in MSc Behaviour Change at Radboud University (approx. 50 students)                                                                                                                                                                                              |
| 2017 – 2020    | Coordinator and lecturer for BSc Psychology course on conscious and unconscious processes (approx. 80 students)                                                                                                                                                                                         |
| 2016 – current | Individual supervision of BSc and MSc thesis projects by students (30 students until now)                                                                                                                                                                                                               |

*Supervision***PhD students**

|                |                                                                                                     |
|----------------|-----------------------------------------------------------------------------------------------------|
| 2023 – current | Katharina Koller, MSc (co-supervisor, University of Vienna/Zentrum für Soziale Innovation, Austria) |
|----------------|-----------------------------------------------------------------------------------------------------|

**Other academic staff**

|      |                                                                                                          |
|------|----------------------------------------------------------------------------------------------------------|
| 2023 | Charlotte Dierig (internship, University of Vienna)                                                      |
| 2022 | Morris Krainz (RA, University of Vienna)<br>Anja Heske (TA, University of Vienna)                        |
| 2020 | Maike Weiper (TA, Radboud University Nijmegen)                                                           |
| 2019 | Milou Huijsmans (RA, Radboud University Nijmegen)<br>Meike Mai (internship, Radboud University Nijmegen) |
| 2018 | Miriam Thelen (RA, LMU München)                                                                          |
| 2017 | Qi Zhu (RA, Radboud University Nijmegen)                                                                 |
| 2016 | Xin Gao (RA, Radboud University Nijmegen)<br>Busra Sarigul (internship, Ankara University)               |

## SERVICE

|                |                                                                                                                                                              |
|----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2024 – current | Member of advisory committee for the “Sustainable and Nature-inclusive Education” Masters Program at University of Applied Sciences, Leiden, The Netherlands |
| 2022 – current | Chair of the Environmental Psychology Group Research Meeting, University of Vienna, Austria                                                                  |
| 2019 – 2020    | Co-organizer of the social Human-Agent Interaction labgroup, Radboud University, The Netherlands                                                             |
| 2018 – 2019    | Member of the Personnel Committee of Faculty of Social Sciences, Radboud University, The Netherlands                                                         |

|             |                                                                                                                                   |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------|
| 2016 – 2019 | PhD representative in the Board of the Department of Social and Cultural Psychology, Radboud University Nijmegen, The Netherlands |
| 2011 – 2012 | Chair of the Student Council at Amsterdam University College, The Netherlands                                                     |
| 2010 – 2011 | Vice-President and Co-founder of the European Student Think Tank, Amsterdam, The Netherlands                                      |

## INDUSTRY EXPERIENCE

|             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2017 – 2021 | Freelance behavioural consultant <ul style="list-style-type: none"> <li>Supported the development of a Virtual Reality (VR) tool</li> <li>Supported several organisations with behavioural insights</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 2017 – 2020 | Co-founder Behaviour Change Foundation <ul style="list-style-type: none"> <li>Organizational strategy</li> <li>Project management for two international development projects in which I successfully developed and implemented a behavioral intervention, collected longitudinal data, and effectively communicated the results in an inter-cultural setting</li> <li>Acquired long-term funding from partner organizations and landed project based funding for three international development projects</li> <li>Presented at various conferences and workshops about behavioural change methodology for international development</li> </ul> |
| 2014        | Research executive at 2CV (London) <ul style="list-style-type: none"> <li>Conducted various quantitative research projects related to consumer behavior and decision-making</li> <li>Designed and managed a research project involving validation of novel implicit measurement tools for quantitative market research and collected data with &gt;1000 participants</li> </ul>                                                                                                                                                                                                                                                                 |

## SKILLS

### *Software*

R, Qualtrics, SPSS, Python/PsychoPy, Inquisit

### *Languages*

Dutch (mother tongue), English (fluent), Spanish (advanced), German (advanced)