

MAJA GRÜNZNER

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In my research, I am exploring if and how current psychology insights have the potential to decrease microplastics pollution with a particular focus on fashion consumption. As **Early Stage Researcher** – in the Horizon2020 ITN [LimnoPlast](#) project – I am complementing the findings of environmental and technical research, **focusing on human perception and behaviour change**. My education as **social psychologist** revolved around **intercultural and environmental psychology**. During my master's dissertation, I collaborated with the [Savanna Life](#) project, working with rural communities in Kenya and Tanzania. The project aimed to foster communication around difficult topics, such as livelihood strategies and conservation efforts, using a board game.

ACADEMIC SKILLS

- Qualitative data analysis with MAXQDA, specifically thematic analysis
- Quantitative data analysis with R, specifically data visualisations
- Basic graphic design with Inkscape
- Scientific writing
- Presenting and science communication
- Workshop development
- Literature review
- Project management and leadership

EDUCATION

10/2020 – ONGOING

PHD CANDIDATE, UNIVERSITY OF VIENNA

Marie Skłodowska Curie Fellow and Early Stage Researcher, H2020 ITN LimnoPlast Project
Faculty of Psychology, Urban and Environmental Psychology Research Group
Supervisor: Prof. Dr. Sabine Pahl, Dr. Mathew White

04/2020 – 10/2020

PHD CANDIDATE, UNIVERSITY OF PLYMOUTH

Marie Skłodowska Curie Fellow and Early Stage Researcher, H2020 ITN LimnoPlast Project
Faculty of Health, School of Psychology
Supervisor: Prof. Dr. Sabine Pahl, Prof. Dr. Richard Thompson OBE FRS

09/2017 – 12/2019

MSC PSYCHOLOGY OF INTERCULTURAL RELATIONS, ISCTE-IUL LISBOA

Study focus: Intercultural Psychology (Grade: 17)

Dissertation: Gaming as a novel intervention tool for conservation? The effects of the board game *Savanna Life* on communities in the Serengeti-Mara Ecosystem. (Grade: 18)

04/2014 – 03/2017

BSC PSYCHOLOGY, MEDICAL SCHOOL HAMBURG UNIVERSITY OF APPLIED SCIENCE

Study focus: Health- and Clinical Psychology, Occupational Psychology and Research Methods
(Grade: 1.6)

PROFESSIONAL EXPERIENCE

10/2018 – 02/2019

RESEARCH INTERN, NORWEGIAN UNIVERSITY OF SCIENCE AND TECHNOLOGY

- Design of applied research within the H2020 AfricanBioServices and Savanna Life project
- Data collection and workshop preparation in Kenya and Tanzania
- Literature research, data analysis and scientific writing
- Pitching and presenting research results

02/2016 – 04/2017

FITNESS COACH, LIFESTYLE CLUB FITNESS FIRST HAMBURG WANDSBEK

- Consultation with clients:
Evaluation of individuals fitness levels, goals and development of exercise programs
- Development and performance of functional fitness group classes

LEADERSHIP & SUPERVISION

03/2022 – 06/2022

RESEARCH AND SCIENCE COMMUNICATION INTERNSHIP SUPERVISOR, COLLABORATION WITH THE SCIENCE CENTER NETWORK OCEAN EYE PROJECT

Aim: Development of a science module for young adults focusing on my research about microplastics which accompanies the [Ocean Eye](#) escape game

10/2020 – 10/2021

EARLY STAGE RESEARCHER REPRESENTATIVE, H2020 ITN LIMNOPLAST PROJECT

- Communication between the Project Management and Early Stage Researchers
- Representation of the Early Stage Researchers during internal and external project-related meetings
- Organisation and moderation of internal project meetings

PUBLICATIONS AND MANUSCRIPTS

Grünzner, M., & Pahl, S. (in press). Behavior Change as Part of the Solution to Plastic Pollution. In J. Kramm & C. Völker (Eds.), Living in the Plastic Age. Campus Publisher.

Richter, I., **Grünzner, M.** & Klöckner, C. A. (in press). Global disruptive communication: The thin line between destruction and disruption in intercultural research. In Klöckner, C. A. & Löfström, E. (Ed.), Disruptive environmental communication – Shaking the tree, shaking humanity. Springer.

Grünzner, M., Pahl, S., White, M. & Thompson, R. (in preparation). Expert Survey: Perceptions of Microplastics from Sources to Potential Solutions (working title).

Grünzner, M., Pahl, S., White, M., Wyles, K. J. & Thompson, R. (in preparation). To buy (sustainable) or not to buy? Young consumer views on fashion purchases and microplastics in the UK (working title).

Markley, L., **Grünzner, M.** & Walker, T. (in preparation). Uncertainties about waste using a global online survey and review approach: Environmentalist perceptions, waste compositions and views from media and science (working title).

CONFERENCES, CONTRIBUTIONS, WORKSHOPS & TALKS

Grünzner, M., Pahl, S., White, M., Wyles, K. J. & Thompson, R. (2022, July 5-8). *To buy or not to buy? Young consumer views on fashion purchases and microplastics in the UK* [Poster Presentation]. 27th Conference of the International Association People – Environment Studies, Lisbon, Portugal. <http://dx.doi.org/10.13140/RG.2.2.14779.69922>

Grünzner, M. & Fischer, B. (2022, June 13). Fast Fashion & Microplastics Science Module. Workshop conducted at the Vienna Business School, Vienna, Austria.

Böhm, G., Bostrom, A., Van den Broek, K., **Grünzner, M.,** Rodríguez, M. F. & Pahl, S. (2022, May 31 & June 2) Risk Perception and Mental Models. Training event conducted within the LimnoPlast project, online.

Grünzner, M. & Rodríguez, M. F. (2021, October 5-8). *Perceptions on Plastic Pollution and Potential Solutions - From Macro to Micro* [Symposium]. International Conference on Environmental Psychology, Siracusa, Italy.

Grünzner, M., Pahl, S., White, M. P., & Thompson, R. C. (2021, October 5-8). *Expert Perceptions about Microplastics Pollution: Potential Sources and Solutions* [Conference Presentation]. International Conference on Environmental Psychology, Siracusa, Italy.

Rodríguez, M. F. & **Grünzner, M.** (2021, June 13-16). *Public perceptions on plastic pollution, a path towards solutions* [Symposium]. The Discipline(s) of Risk Science. Society for Risk Analysis – Europe, Espoo, Finland.

Grünzner, M., Pahl, S., White, M. P., & Thompson, R. C. (2021, June 13-16). *Expert Perceptions about Microplastics Pollution: Potential Sources and Solutions* [Conference Presentation]. The Discipline(s) of Risk Science. Society for Risk Analysis – Europe, Espoo, Finland.

Grünzner, M., Pahl, S., White, M. & Thompson, R. C. (2020, November 23-27). *Behavioural Approaches to the Microplastics Problem and Potential Solutions* [Conference presentation]. MICRO2020, Lanzarote.

Grünzner, M., Luís, S., Klöckner, C. A. & Graae, B. J. (2019, September 5-6). *Gaming as a novel intervention tool for conservation? The effects of the board game “Savanna Life” on communities in the Serengeti-Mara Ecosystem.* Book of Abstracts of the Second Annual Meeting of the Society for Risk Analysis – Europe Iberian Chapter, (p. 54). Coimbra, Portugal. <https://www.ces.uc.pt/publicacoes/cescontexto/index.php?id=35540>

FELLOWSHIPS, GRANTS & AWARDS

RESEARCH VISITING FELLOWSHIP

At the University of Plymouth within the International Marine Litter Research Unit

ZPID PREREGISTRATION GRANT

From the Leibniz Institute for Psychology for a data collection in 11 countries (N = 3600)
[Awarded to Geiger, S.J., Köhler, J.K., Nijssen, S.R.R., **Grünzner, M.,** White, M.P.]

1ST PLACE: ECOSYSTEM SERVICES IN PRACTICE AWARD

Graae, B. J., Hartsteen, H. P., Nielsen, M. R., Ringsby, T. H., **Grünzner M.,** Fjællingsdal, K. S. & Klöckner, C. A. (2019, October 21-25). *Savanna Life: Building an understanding of sustainable development in local communities through a board game* [EcosystemServices in Practice Award Pitch]. ESP World Conference, Hanover, Germany.
<https://www.esconference.org/esp10/wiki/469155/es-in-practice-award> (Presenter)