



Madalina Vlasceanu

Assistant Professor of Environmental Social Sciences and, by courtesy, of Organizational Development at the Graduate School of Business

 Curriculum Vitae available Online

Bio

BIO

Madalina Vlasceanu is an Assistant Professor of Environmental Behavioral Sciences in the Department of Environmental Social Sciences at Stanford University's Doerr School of Sustainability and the Director of the Climate Cognition Lab. Professor Vlasceanu is also a Faculty Fellow at the Stanford Center for Affective Science, the chair of the Society for Personality and Social Psychology at the United Nations, and a committee member of the Psychology Coalition at the United Nations, and the International Panel on the Information Environment. She obtained a PhD in Psychology and Neuroscience from Princeton University in 2021 and a BA in Psychology and Economics from the University of Rochester in 2016. Prior to Stanford, she was an Assistant Professor of Psychology at New York University. Her research focuses on the cognitive and social processes that give rise to emergent phenomena such as collective beliefs, collective decision-making, and collective action, with direct applications to climate policy. Guided by a theoretical framework of investigation, her research employs a large array of methods including behavioral laboratory experiments, social network analysis, field studies, randomized controlled trials, megastudies, and international many-lab collaborations, with the goal of understanding the processes underlying climate awareness and action at the individual, collective, and system level. Professor Vlasceanu's research is theoretically grounded and focused on applications for practice, incorporates an interdisciplinary perspective, and directly informs policies and practices relevant to climate mitigation and adaptation.

ACADEMIC APPOINTMENTS

- Assistant Professor, Environmental Social Sciences
- Assistant Professor (By courtesy), Organizational Behavior

HONORS AND AWARDS

- Robert B. Cialdini Prize, Society for Personality and Social Psychology (SPSP) (2025)
- APS Rising Star, Association for Psychological Science (2025)
- Young Investigator Award, APA Div 3: Society for Experimental Psychology and Cognitive Science (2024)
- Raymond S. Nickerson Best Paper of the Year, APA Division 21 (2024)
- The Behavioral Science & Policy Association (BSPA) Publication Award, BSPA (2024)

BOARDS, ADVISORY COMMITTEES, PROFESSIONAL ORGANIZATIONS

- Faculty Fellow, Stanford Impact Labs (2025 - present)
- Chair, SPSP United Nations Committee (2024 - present)
- Faculty Fellow, Center for Affective Science (2025 - present)
- Guest Editor, Current Opinion in Behavioral Sciences (2024 - present)

- Member, Psychology Coalition at the United Nations (2024 - present)
- Member, International Panel on the Information Environment (2024 - present)
- Member, Behavior Change for Good Initiative (2024 - present)
- Member, Association for Psychological Science (2024 - present)
- Member, American Psychological Association (2024 - present)
- Member, Society for Judgment and Decision Making (2024 - present)

PROFESSIONAL EDUCATION

- Ph.D., Princeton University , Psychology, Neuroscience (2021)
- M.A., Princeton University , Psychology (2019)
- B.A., University of Rochester , Psychology, Economics (2016)

LINKS

- Lab Website: <https://climatecognition.stanford.edu/>
- Google Scholar: <https://scholar.google.com/citations?hl=en&user=hbXYZugAAAAJ>

Teaching

COURSES

2024-25

- The Psychological Foundations of Climate Solutions: EBS 220, PSYCH 278B (Win)

STANFORD ADVISEES

Postdoctoral Faculty Sponsor

Mike Berkebile, Cameron Kay, Ekaterina Landgren

Publications

PUBLICATIONS

- **A megastudy of behavioral interventions to catalyze public, political, and financial climate advocacy.** *PNAS nexus*
Goldwert, D., Constantino, S. M., Patel, Y., Sabherwal, A., Semken, C., Brick, C., Castiglione, A., Debnath, R., Doell, K. C., Dubey, R., Fang, K., Goldberg, M. H., Ma, et al
2026; 5 (1): pgaf400
- **An individual-collective-systemic behavioral climate intervention framework** *CURRENT OPINION IN BEHAVIORAL SCIENCES*
Goldwert, D., Vlasceanu, M.
2025; 65
- **Climate action literacy interventions increase commitments to more effective mitigation behaviors.** *PNAS nexus*
Goldwert, D., Patel, Y., Nielsen, K. S., Goldberg, M. H., Vlasceanu, M.
2025; 4 (6): pgaf191
- **Internet image search outputs propagate climate change sentiment and impact policy support** *NATURE CLIMATE CHANGE*
Berkebile-Weinberg, M., Gao, R., Tang, R., Vlasceanu, M.
2024
- **Effects of system-sanctioned framing on climate awareness and environmental action in the United States and beyond.** *Proceedings of the National Academy of Sciences of the United States of America*
Mason, K. A., Vlasceanu, M., Jost, J. T.
2024; 121 (38): e2405973121

- **The differential impact of climate interventions along the political divide in 60 countries** *NATURE COMMUNICATIONS*
Berkebile-Weinberg, M., Goldwert, D., Doell, K. C., Van Bavel, J. J., Vlasceanu, M.
2024; 15 (1): 3885
- **Addressing climate change with behavioral science: A global intervention tournament in 63 countries.** *Science advances*
Vlasceanu, M., Doell, K. C., Bak-Coleman, J. B., Todorova, B., Berkebile-Weinberg, M. M., Grayson, S. J., Patel, Y., Goldwert, D., Pei, Y., Chakroff, A., Pronizius, E., van den Broek, K. L., Vlasceanu, et al
2024; 10 (6): eadj5778
- **A Network Approach to Investigate the Dynamics of Individual and Collective Beliefs: Advances and Applications of the BENDING Model** *PERSPECTIVES ON PSYCHOLOGICAL SCIENCE*
Vlasceanu, M., Dyckovsky, A. M., Coman, A.
2024; 19 (2): 444-453
- **Propagation of societal gender inequality by internet search algorithms** *PROCEEDINGS OF THE NATIONAL ACADEMY OF SCIENCES OF THE UNITED STATES OF AMERICA*
Vlasceanu, M., Amodio, D. M.
2022; 119 (29): e2204529119
- **The Effect of Prediction Error on Belief Update Across the Political Spectrum** *PSYCHOLOGICAL SCIENCE*
Vlasceanu, M., Morais, M. J., Coman, A.
2021; 32 (6): 916-933
- **Features of successful behavioral interventions: A data driven analysis of megastudy effects** *CURRENT RESEARCH IN BEHAVIORAL SCIENCES*
Patel, Y., Goldwert, D., Constantino, S. M., Vlasceanu, M.
2026; 10
- **Conformity to social norm interventions is not amplified in tighter nations.** *Communications psychology*
Acierno, J., Tedaldi, E., Ginn, J., Goldwert, D., Vlasceanu, M., Geiger, S. J., Sparkman, G., Constantino, S. M.
2026
- **The role of information source in climate beliefs, behavioral commitments, and policy preferences** *JOURNAL OF ENVIRONMENTAL PSYCHOLOGY*
Goldwert, D., Vlasceanu, M.
2026; 109
- **Public Communication about Science in 68 Countries: Global Evidence on How People Encounter and Engage with Information about Science** *SCIENCE COMMUNICATION*
Mede, N. G., Cologna, V., Berger, S., Besley, J. C., Brick, C., Joubert, M., Maibach, E. W., Mihelj, S., Oreskes, N., Schafer, M. S., van der Linden, S., Aziz, N., Abdulsalam, et al
2025: 1-46
- **Extreme weather event attribution predicts climate policy support across the world** *NATURE CLIMATE CHANGE*
Cologna, V., Meiler, S., Kropf, C. M., Luethi, S., Mede, N. G., Bresch, D. N., Lecuona, O., Berger, S., Besley, J., Brick, C., Joubert, M., Maibach, E. W., Mihelj, et al
2025; 15 (7): 725-735
- **Machine learning identifies key individual and nation-level factors predicting climate-relevant beliefs and behaviors.** *npj climate action*
Todorova, B., Steyrl, D., Hornsey, M. J., Pearson, S., Brick, C., Lange, F., Van Bavel, J. J., Vlasceanu, M., Lamm, C., Doell, K. C.
2025; 4 (1): 46
- **Trust in scientists and their role in society across 68 countries.** *Nature human behaviour*
Cologna, V., Mede, N. G., Berger, S., Besley, J., Brick, C., Joubert, M., Maibach, E. W., Mihelj, S., Oreskes, N., Schäfer, M. S., van der Linden, S., Abdul Aziz, N. I., Abdulsalam, et al
2025
- **Perceptions of science, science communication, and climate change attitudes in 68 countries - the TISP dataset.** *Scientific data*
Mede, N. G., Cologna, V., Berger, S., Besley, J., Brick, C., Joubert, M., Maibach, E. W., Mihelj, S., Oreskes, N., Schäfer, M. S., van der Linden, S., Abdul Aziz, N. I., Abdulsalam, et al
2025; 12 (1): 114

- **Climate change terminology does not influence willingness to take climate action** *JOURNAL OF ENVIRONMENTAL PSYCHOLOGY*
Goldwert, D., Doell, K. C., Van Bavel, J. J., Vlasceanu, M.
2024; 100
- **Communicating consensus among climate scientists increases estimates of consensus and belief in human-caused climate change across the globe** *JOURNAL OF ENVIRONMENTAL PSYCHOLOGY*
van Stekelenburg, A., Bleize, D. N. M., Riet, J., Schaap, G., Vlasceanu, M., Doell, K. C.
2024; 100
- **The International Climate Psychology Collaboration: Climate change-related data collected from 63 countries.** *Scientific data*
Doell, K. C., Todorova, B., Vlasceanu, M., Bak Coleman, J. B., Pronizius, E., Schumann, P., Azevedo, F., Patel, Y., Berkebile-Wineberg, M. M., Brick, C., Lange, F., Grayson, S. J., Pei, et al
2024; 11 (1): 1066
- **Updating the identity-based model of belief: From false belief to the spread of misinformation** *CURRENT OPINION IN PSYCHOLOGY*
Van Bavel, J. J., Rathje, S., Vlasceanu, M., Pretus, C.
2024; 56: 101787
- **The Costs of Polarizing a Pandemic: Antecedents, Consequences, and Lessons** *PERSPECTIVES ON PSYCHOLOGICAL SCIENCE*
Van Bavel, J. J., Pretus, C., Rathje, S., Parnamets, P., Vlasceanu, M., Knowles, E. D.
2023; 624-639
- **Individual-level solutions may support system-level change if they are internalized as part of one's social identity** *BEHAVIORAL AND BRAIN SCIENCES*
Koppel, L., Robertson, C. E., Doell, K. C., Javeed, A. M., Rasmussen, J., Rathje, S., Vlasceanu, M., Van Bavel, J. J.
2023; 46: 48-50
- **Social and moral psychology of COVID-19 across 69 countries.** *Scientific data*
Azevedo, F., Pavlović, T., Rêgo, G. G., Ay, F. C., Gjoneska, B., Etienne, T. W., Ross, R. M., Schönegger, P., Riaño-Moreno, J. C., Cichočka, A., Capraro, V., Cian, L., Longoni, et al
2023; 10 (1): 272
- **Iterated learning reveals stereotypes of facial trustworthiness that propagate in the absence of evidence** *COGNITION*
Uddenberg, S., Thompson, B. D., Vlasceanu, M., Griffiths, T. L., Todorov, A.
2023; 237: 105452
- **Political and Nonpolitical Belief Change Elicits Behavioral Change** *JOURNAL OF EXPERIMENTAL PSYCHOLOGY-APPLIED*
Vlasceanu, M., McMahon, C. E., Van Bavel, J. J., Coman, A.
2023; 29 (3): 467-476
- **Predicting attitudinal and behavioral responses to COVID-19 pandemic using machine learning.** *PNAS nexus*
Pavlovic, T., Azevedo, F., De, K., Riano-Moreno, J. C., Maglic, M., Gkinopoulos, T., Donnelly-Kehoe, P. A., Payan-Gomez, C., Huang, G., Kantorowicz, J., Birtel, M. D., Schonegger, P., Capraro, et al
2022; 1 (3): pgac093
- **The effect of accuracy instructions on Coronavirus-related belief change following conversational interactions** *APPLIED COGNITIVE PSYCHOLOGY*
Vlasceanu, M., Coman, A.
2022; 36 (4): 820-829
- **Author Correction: National identity predicts public health support during a global pandemic.** *Nature communications*
Van Bavel, J. J., Cichočka, A., Capraro, V., Sjastad, H., Nezlek, J. B., Pavlovic, T., Alfano, M., Gelfand, M. J., Azevedo, F., Birtel, M. D., Cislak, A., Lockwood, P. L., Ross, et al
2022; 13 (1): 1949
- **Adversarial Collaborations in Behavioral Science: Benefits and Boundary Conditions** *COMMENT JOURNAL OF APPLIED RESEARCH IN MEMORY AND COGNITION*
Vlasceanu, M., Reinero, D. A., Van Bavel, J. J.
2022; 11 (1): 23-26
- **National identity predicts public health support during a global pandemic.** *Nature communications*

Van Bavel, J. J., Cichocka, A., Capraro, V., Sjastad, H., Nezelek, J. B., Pavlovic, T., Alfano, M., Gelfand, M. J., Azevedo, F., Birtel, M. D., Cislak, A., Lockwood, P. L., Ross, et al
1800; 13 (1): 517

- **The impact of information sources on COVID-19 knowledge accumulation and vaccination intention** *INTERNATIONAL JOURNAL OF DATA SCIENCE AND ANALYTICS*
Vlasceanu, M., Coman, A.
2022; 13 (4): 287-298
- **Network Structure Impacts the Synchronization of Collective Beliefs** *JOURNAL OF COGNITION AND CULTURE*
Vlasceanu, M., Morals, M. J., Coman, A.
2021; 21 (5): 431-448
- **The impact of social norms on health-related belief update** *APPLIED PSYCHOLOGY-HEALTH AND WELL BEING*
Vlasceanu, M., Coman, A.
2022; 14 (2): 453-464
- **The Synchronization of Collective Beliefs: From Dyadic Interactions to Network Convergence** *JOURNAL OF EXPERIMENTAL PSYCHOLOGY-APPLIED*
Vlasceanu, M., Morais, M. J., Duker, A., Coman, A.
2020; 26 (3): 453-464
- **A Possible Neural Mechanism of Intentional Forgetting** *JOURNAL OF NEUROSCIENCE*
Vlasceanu, M., Morais, M. J.
2019; 39 (39): 7642-7644
- **Suppressing my memories by listening to yours: The effect of socially triggered context-based prediction error on memory** *PSYCHONOMIC BULLETIN & REVIEW*
Vlasceanu, M., Drach, R., Coman, A.
2018; 25 (6): 2373-2379
- **Mnemonic accessibility affects statement believability: The effect of listening to others selectively practicing beliefs** *COGNITION*
Vlasceanu, M., Coman, A.
2018; 180: 238-245
- **Cognition in a Social Context: A Social-Interactionist Approach to Emergent Phenomena** *CURRENT DIRECTIONS IN PSYCHOLOGICAL SCIENCE*
Vlasceanu, M., Enz, K., Coman, A.
2018; 27 (5): 369-377