#### **Curriculum Vitae**

#### THOMAS A. HEBERLEIN

#### **Contact Information**

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## **Current Position**

Professor Emeritus, Department of Community and Environmental Sociology and Gaylord Institute of Environmental Studies. University of Wisconsin-Madison 2001-Present

Professor (25%) Department of Wildlife Fish and Environmental Studies, School of Forestry, Swedish University of Agricultural Sciences. Umeå, Sweden. 2005-Present

Date of Birth: May 6, 1945. Portage, WI. USA

**Education**: University of Chicago. B.A. Sociology 1967. University of Wisconsin Madison.- MA Sociology, 1969. Ph. D Sociology 1971. Advisor Shalom Schwartz. Dissertation Title: Moral Norms, Threatened Sanctions and Littering Behavior.

#### **Awards And Honors**

Publication of Enduring Quality Award. Association of Environmental and Resource Economists

Award of Merit awarded by the Natural Resources Research Group of the Rural Sociological Society.

Lifelong Achievement Award. Friends of Scenic Lodi Valley.

Excellence in Research Award. Rural Sociological Society.

## **Employment History**

Research Traineeship, Methodology Training Program, Department of Sociology, University of Wisconsin – Madison 1967-1971

Assistant Professor, Department of Sociology, Research Associate, Institute of Behavioral Science, University of Colorado. 1971-1972

Assistant Professor, Departments of Rural Sociology and Sociology, University of Wisconsin-Madison. 1972-1976

Associate Professor, Departments of Rural Sociology and Sociology, University of Wisconsin-Madison. 1976-1981

Professor, Departments of Rural Sociology and Sociology, University of Wisconsin-Madison. 1981-2001

Visiting Research Professor, Department of Tourism Studies, MidSweden University, Östersund, Sweden. 1993-1998

Guest Researcher, Swedish Hunters Association, Research Division, Ultuna, Sweden. 1995-1996

Visiting Research Scientist. ETOUR-European Institute for Tourism Research. Östersund, Sweden. 1998 - 2005

#### **Administrative Positions**

Director, Center for Resource Policy Studies and Programs. School of Natural Resources, College of Agricultural and Life Sciences, University of Wisconsin Madison. 1986-1991

Chair, Dept. of Rural Sociology, University of Wisconsin-Madison. 1991-1995

#### **Professional Activities 2011-12**

Co-Taught Human Dimensions of Fish and Wildlife in the Department of Wildlife at SLU in Umeå January-March, 2011 and 2012

Completed a book, *Navigating Environmental Attitudes* under contract to Oxford University Press. Publication date August 27, 2012.

http://www.oup.com/us/catalog/general/subject/Sociology/EnvironmentTechnology/?view=usa&sf=toc&ci=9780199773329

Attended the International Symposium on Society and Resource Management-Madison WI June 5-8. Presented: "What do attitudes toward wolves have to do with behavior? Not much. But that's OK."

Attended the Association of Environmental Studies and Sciences, June 23-26, 2011. Burlington VT. Presented: "Attitudes and the Three Fixes for Environmental Problems."

Attended the International Union of Game Biologists, September 5-11, Barcelona Spain. Presented "Fear and Familiarity—The public and wildlife restoration in Sweden."

Attended the 9<sup>th</sup> Biennial Conference on Environmental Psychology. September 26-28, 2011. Eindhoven, The Netherlands. Presented: "Deactivating the Antilittering Norm: A Field Test of Schwartz's Norm Activation Theory."

Attended the Behavior, Energy, and Climate Change Conference, November 29-December 2, 2011. Washington D.C. Presented: "Customer Education and Load Shifting in WI Mandatory TOU Experiments."

Attended the International Conference on Hunting for sustainability: Ecology, Economics and Society, Ciudad Real, Spain. March 27-29, 2012. Presented: "Social Change and Sustainable Sport Hunting: Maintaining Hunter Populations."

#### **Publications**

Althauser, Robert P. and Thomas A. Heberlein. 1970. "A Causal Assessment of Validity and the Multitrait Multimethod Matrix." *Sociological Methodology*. 2:151-169.

Althauser, Robert P., Thomas Heberlein and Robert Scott. 1971. "A Causal Assessment of Validity: The Augmented Multitrait-Multimethod Matrix." Pp. 374-399 in Causal Models in the Social Sciences, edited by H.M. Blalock, Jr. Chicago: Aldine.

Heberlein, Thomas A. 1972. "The Land Ethic Realized: Some Social Psychological Explanations of Changing Environmental Attitudes." *Journal of Social Issues*. 28: 79-87. Reprinted in Arvin Murch, ed. 1974. *Environmental Concern*. New York: MSS Information Corp., Pp. 131-140.

Heberlein, Thomas A. 1973. "Social Psychological Assumptions of User Attitude Surveys: The Case of the Wildernism Scale." *Journal of Leisure Research*. 5: 18-33.

Heberlein, Thomas A. 1974. "Methodological Strategies for Evaluating the Effect of Water Resources on Social Well Being and Quality of Life." Pp. 89-100 in *The Social Well Being and Quality of Life Dimension in Water Resources Planning and Development*, edited by W. E. Andrews, R. T. Burdge, H. R. Capener, W. K. Warner and K. P. Wilkinson. Logan, Utah: Conference Proceedings, Utah State University.

Heberlein, Thomas A. 1974. "The Three Fixes: Technological, Cognitive and Structural." Pp. 279-296 in *Water and Community Development: Social and Economic Perspectives*, edited by D. Field, J.C. Barren and B.F. Long. Ann Arbor, MI: Science Publishers, Inc.

Heberlein, Thomas A. 1974. "Some Limitations of Social Science Research for Policy Application." Pp. 89-109 in *Management Problems in Social Policy and Social Action Research*, edited by M.

Powell and D. McFarland. New York: The Institute for Administrative Research and Ohio State University.

Heberlein, Thomas A. 1974. "What We Say/Way We Do: Sentiments and Acts, by Irwin Deutscher" (book review). *Contemporary Sociology*. 3:322-323.

Heberlein, Thomas A. 1975. "Conservation Information, the Energy Crisis and Electricity Consumption in an Apartment Complex." *Energy Systems and Policy*. 1: 105-117.

Heberlein, Thomas A. 1975. "Response Effects in Surveys, by Seymour Sudman and Norman M. Bradburn" (book review). *Rural Sociology*. 40: 491-92.

Heberlein, Thomas A. 1976. "Some Observations on Alternative Mechanisms for Public Involvement: The Hearing, Public Opinion Poll, the Workshop and the Quasi-Experiment." *The Natural Resources Journal*. 16: 197-212. Reprinted in A.E. Utton, W. R. Derrick Sewell, and T. O'Riordan, ed. 1976. *Natural Resources for a Democratic Society: Public Participation in Decision Making*. Boulder, CO: Westview Press. Pp. 197-212. Also reprinted in C. Kury, ed. 1985. *Enclosing the Environment: NEPA's Transformation of Conservation into Environmentalism* (Natural Resources Journal, 25th Anniversary Anthology). Albuquerque, NM: University of New Mexico School of Law., Pp. 106-121.

Heberlein, Thomas A. and J. Stanley Black. 1976. "Attitudinal Specificity and the Prediction of Behavior in a Field Setting." *Journal of Personality and Social Psychology*. 33: 474-479.

Heberlein, Thomas A. 1977. "Density, Crowding and Satisfaction: Sociological Studies for Determining Carrying Capacity." Pp. 67-76 in *Proceedings of the River Recreation Management and Research Symposium*. Minneapolis, MN: USDA General USDA Forest Service North Central Experiment Station GTR NC-28.

Heberlein, Thomas A. 1977. "Norm Activation and Environmental Action: A Reply to Dunlap and Van Liere." *Journal of Social Issues*. 33: 207-211.

Heberlein, Thomas A. 1977. "Stalking the Wild Deer Hunter." *Wisconsin Natural Resources*. 1:6, Pp. 4-7.

Heberlein, Thomas A. and Bo Shelby. 1977. "Carrying Capacity, Values and the Satisfaction Model: A Reply to Griest." *Journal of Leisure Research*. 9: 142-148.

Heberlein, Thomas A. and Jerry J. Vaske, 1977. "Crowding and visitor conflict on the Bois Brule River." Report WISC WRC 77-04. Madison, WI: University of Wisconsin Water Resources Center.

Heberlein, Thomas A. 1978. "Hunters Choice and Other Good Ideas." *Wisconsin Natural Resources*. 2:6, Pp. 8-11.

Heberlein, Thomas A. and Bruce Laybourne. 1978. "The Wisconsin Deer Hunter: Social Characteristics, Attitudes, and Preferences for Proposed Hunting Season Changes." Working Paper #10. Madison, WI: University of Wisconsin Center for Resources Policy Studies and Programs.

Heberlein, Thomas A. and Robert M. Baumgartner. 1978. "Factors Affecting Response Rates to Mailed Questionnaires: A Quantitative Analysis of the Published Literature." *American Sociological Review*. 43: 447-462.

Bishop, Richard C. and Thomas A. Heberlein. 1979. "Measuring Values of Extra Market Goods: Are Indirect Measures Biased?" *American Journal of Agricultural Economics*. 61: 926-930.

Heberlein, Thomas A. and Peter Dunwiddie. 1979. "Systematic Observation of User Levels, Campsite Selection, and Visitor Characteristics at a High Mountain Lake." *Journal of Leisure Research*. 11: 307 316.

Heberlein, Thomas A. and Jerry J. Vaske. 1979. "The Apostle Island Visitor in 1975." Working Paper #11. Madison, WI: University of Wisconsin Center for Resource Policy Studies.

Heberlein, Thomas A. 1980. "Questionnaire Development." *Electric Rate Demonstration Papers and Proceedings*. Washington, DC: U.S. Department of Energy, Economic Regulatory Administration, Office of Utility Systems.

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Baumgartner, Robert M. and Thomas A. Heberlein. 1981. "Is a Copy of the Questionnaire Necessary in a Second Mailing: Experimental and Non experimental Evidence." *Public Opinion Quarterly*. 45: 102 108.

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Heberlein, Thomas A. 1981. "Customer Acceptance of Direct Load Controls: Residential Water Heating and Air Conditioning." Palo Alto: Electric Power Research Institute. EA-2152

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Heberlein, Thomas A. 1982. "What People Mean by Wilderness: An Exploratory Look at Word Associations." Pp. 168-183 in *The Proceedings of the Wilderness Psychology Group* (1982 Annual Meeting), edited by F.E. Bolteler. Durham, NH: University of New Hampshire Press.

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Bishop, Richard C., Thomas A. Heberlein and Mary Jo Kealy. 1983 "Contingent Valuation of Environmental Assets Comparisons with a Simulated Market." *Natural Resources Journal*. 23: 619-633.

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Heberlein, Thomas A. 1988. "Dimensions of Pheasant Hunting Quality." Pp. 215-226 in *Pheasants: Symptom of Wildlife Problems on Agricultural Lands*, edited by D. G. Hallett, W. R. Edwards and G. V. Burger. Bloomington, IN: North Central Section of the Wildlife Society.

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Heberlein, Thomas A. and Thomas M. Beckley. 1990. "Fish and Wildlife Management." Pp. 131-139 in *Dollars and Sense: Policy Choices and The Wisconsin Budget*, edited by R.H. Haveman and J.R. Huddleston. Madison, WI: University of Wisconsin La Follette Institute.

Fuguitt, Glenn. V., Thomas A. Heberlein and Pamla R. Rathbun. 1991. "Migration Consequences for Household Energy Consumption in a Nonmetropolitan Recreation-Retirement Area." *Rural Sociology*. 56: 56-69.

Heberlein, Thomas A. 1991. "Changing Attitudes and Funding for Wildlife--Preserving the Sport Hunter." *Wildlife Society Bulletin*. 19: 528-534.

Bishop, Richard C. and Thomas A. Heberlein. 1992. "The Contingent Valuation Method." Pp. 281-309 in *Natural Resources Damages: Law and Economics*, edited by K. M. Ward and J. M. Duffield. New York: John Wiley & Sons.

Heberlein, Thomas A. 1992. "Leasing and Fee Hunting in the United States." Pp. 519-522 in *Transactions of the XVIIIth IUGB Congress, Volume II Global Trends in Wildlife Management*, edited by B. Bobeck, K. Perzanowski and W.L. Reglin. Krakow-Warszawa: Swiat Press.

Heberlein, Thomas A. 1992. "Reducing Hunter Perception of Crowding Through Information." *Wildlife Society Bulletin*. 20: 372-75.

Heberlein, Thomas A. and Elizabeth J. Thomson. 1992. "Socio-economic Influences on Declining Hunter Numbers in the United States, 1977-1990." Pp. 699-705 in *Transactions of the XXth Congress of International Union of Game Biologists*, edited by S. Csányi and J. Ernhaft. Gödöllö, Hungary: University of Agricultural Sciences.

Kuentzel, Walter. F., and Thomas A. Heberlein. 1992. "Cognitive and Behavioral Adaptations to Perceived Crowding: A Panel Study of Coping and Displacement." *Journal of Leisure Research*. 24: 377-393.

Kuentzel, Walter. F., and Thomas. A. Heberlein. 1992. "Does Specialization Affect Behavioral Choices and Quality Judgments Among Hunters?" *Leisure Sciences*. 14: 211-226.

Heberlein, Thomas A. 1993. "Toward Unity among Environmentalists, by Byron G. Norton" (book review). *Environment*. 35: 27.

Heberlein, Thomas A. 1994. "Hunting, U.S. Sport." Pp. 351-352 in *The Encyclopedia of the Environment*, edited by R.A. Eblen and W.R. Eblen. New York: Houghton Mifflin Company.

Heberlein, Thomas A. 1996. "Recreation and Tourism Management in Protected Areas." Pp. 203-209 in *Biodiversity Conservation in Transboundary Protected Areas*, edited by A. Breymeyer and R. Nobel. Washington DC: National Academy Press.

Heberlein, Thomas. A. and Elizabeth J. Thomson. 1996. "Changes in U.S. Hunting Participation, 1980-90." Pp. 373-377 in *Transactions of the XXII Congress of the International Union of Game Biologists*, --The Game and the Man., edited by N. Botev. Sofia: Pensoft.

Wilson, Matthew C. and Thomas A. Heberlein. 1996. "The Wolf, the Tourist and the Recreational Context: New Opportunity or Uncommon Circumstance." *Human Dimensions of Wildlife*. 1: 38-53.

Heberlein, Thomas. A. and Elizabeth J. Thomson. 1997. "The Effects of Hunter Education Requirements on Hunting Participation and Recruitment in the United States." *Human Dimensions of Wildlife*. 2: 19-31.

Heberlein, Thomas A. and Richard C. Stedman. 1997. "Wildlife in Rural America." Pp. 772-75 in *The Encyclopedia of Rural America*, edited by G.A. Goreham. Santa Barbara, CA: ABC-CLIO.

Kuentzel, Walter. F. and Thomas A. Heberlein. 1997. "Social Status, Self Development, and the Process of Sailing Specialization." *Journal of Leisure Research*. 29: 300 319.

Stedman, Richard. C. and Thomas. A. Heberlein. 1997. "Hunting and the Heart: Physiological Response to Seeing, Shooting, and Bagging Game." *Human Dimensions of Wildlife*. 2: 19-31.

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Ljung, Per. E., Shawn. J. Riley, Thomas A. Heberlein, and Göran. Ericsson. 2012. "Eat prey and love: game meat consumption and attitudes toward hunting." Wildlife Society Bulletin. (in press)

# **Keynote Addresses**

International Wolf Conference, Gilhov, SWEDEN, 1996.

Outdoor Recreation Conference: Kunskapen om Friluftslivet" Ekerö, SWEDEN. 2007 The 55th General Assembly International Council for Game and Wildlife Conservation, Marrakech, MOROCCO, 2008.

6th International Conference on Monitoring and Management of Visitors in Recreational and Protected Areas, Stockholm, SWEDEN, 2012.

# **Memberships**

The Rural Sociological Society
Association for Environmental Studies and Sciences
The International Association for Society and Natural Resources
The Wildlife Society
Society for Conservation Biology

#### **Selected Public Service**

National Academy of Science/National Research Council Committees and Panels.

Committee on Environmental Issues in Forest Management in the Pacific Northwest 1993-1997.

Report: Environmental Issues in Pacific Northwest Forest Management. Published 2000.

Committee on Preservation of Natural Diversity in Transboundary Areas, 1994.

Report: *Biodiversity Conservation in Transboundary Protected Areas*." Published 1996

Committee on Science in the National Parks, 1990-1992.

Report: Science and the National Parks Published August 1992.

Committee on Assessment of Demand for Outdoor Recreation, 1973-1975 Report: Assessing Demand for Outdoor Recreation," Published 1975.

Panel of Climatology Publications for the Committee Advisory to NOAA, 1972.

#### U. S. National Park Service

## **Reports**

1973 Recommendations for Sociological Studies of River Running in the Grand Canyon.

1975 Principles of Public Involvement for National Park Service Planners and Managers.

## **Training**

1974-1977 Guest Lectures on National Park Visitors at the NPS Albright Training Center. 1974-1975 Participant and Staff for Executive Management Training Seminar

# U. S. Environmental Protection Agency

## Report

1976 An Analysis of Public Involvement in the 208 Planning Process in Wisconsin. Prepared for Region V of the U.S. Environmental Protection Agency.

Training

Conference on Public Involvement for the USEPA, 1976 and 1977.

## Wisconsin Department of Natural Resources

Committees

Hunter Ethics Committee 1975-77

Oral Examining Committee for Natural Resource Administrator 2 -1978

## Report

1978 The Wisconsin Deer Hunter: Social Characteristics, Attitudes, and Preferences for Proposed Hunting Season Changes. Center for Resource Policy Studies, Working Paper No. 10. July, 96 pp. (with Bruce Laybourne).

# City of Madison

1975 *Public Opinion About Madison's Limited Road Salt Experiment*. Prepared for the City of Madison, Council on the Environment.

Sigurd Olson Environmental Institute—Northland College Board Member 1986-1991

Wisconsin Center for Demand Side Research

Research Advisor Committee

University Board Member

Director, Search and Screen Committee

## SELECTED PROFESSIONAL SERVICE

**National Science Foundations** 

Review Panel. Human Dimensions of Global Environmental Change Program 1991-1994

## **Editorial Service**

Associate Editor, Sociological Methods and Research, 1971-1977.

Editorial Board, Environment and Behavior, 1975-1980.

Associate Editor, Rural Sociology, 1978-1981.

Associate Editor, Society and Natural Resources, 1987-1992.

Editorial Advisory Board, Humans Dimensions of Wildlife, 1996-

Editor, European Journal of Wildlife Research, 2004-2011

Co-editor with Dan Decker. Special Issue of Human Dimensions of Wildlife.

# Rural Sociological Society

Program Chairman, Annual Meetings, San Francisco, August, 1975.

Council Member, 1974-1975.

Member, Nomination Committee, 1975-1976.

Secretary, Natural Resources Group, 1975-1976.

Chair, Natural Resources Research Group, 1980-1981.

Member, Publications Committee 1984-1986.

# Human Dimensions in Wildlife Study Group

Founding Member Editor, Human Dimensions Newsletter, 1981-1983 President, 1986-88.

# International Association for Society and Natural Resources

Co-Chair of the 2005 International Symposium on Society and Resource Management Ostersund, Sweden.

United States National Committee for UNESCO. Man and the Biosphere 13, 1979-1982.