

MEGHAN SHAW

CONSERVATION SOCIAL SCIENTIST
AND RESEARCHER (LEVEL A)

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www.meghan-shaw.com
Black Rock, Melbourne, VIC, Australia

PERSONAL STATEMENT

Human behaviour is both the cause and the solution to the environmental crisis. Understanding how to effectively inspire people to value and act to protect the environment is one of the greatest challenges of our modern day.

My research to date aims to use multidisciplinary approaches to both understand how current environmental communication methods influence viewers, and to develop new strategies to communicate and influence people. I am a trained Conservation Social Scientist, and my past research has focused on the use of wildlife imagery as a messaging tool to promote positive relationships between people and the planet. I am passionate about understanding how people think about the world, and have used surveys, interviews and social media data to gain a deeper understanding of these concepts. I also cover a wide range of disciplines, with experience in Communication, Psychology, Social Science fields, amongst others. I am about to submit my PhD thesis to Deakin University, with an expected graduation date in June 2024. I am excited to begin Post-PhD employment and am willing to move overseas or interstate for a rewarding career.

KEY SKILLS AND ACCOMPLISHMENTS

- **Record of high quality research:** I have been producing first and co-authored peer review journal articles since 2022. I currently have **3 papers in total, a h-index of 2 and have 20 citations** according to Google Scholar. Out of these publications, my most recent is to be published in late January 2024 so does not have a citation record as of yet
- **Research impact:** I have informed policy and practice with my research. Most notably, my first paper in Animals was cited as informing the State of **Illinois' Wild Animal Public Safety Act as well as the National Big Cat Public Safety Act**. This same work has inspired many World Association of Zoos and Aquarium facilities to not allow photos to be taken in animal close- encounter experiences. In addition, this work is **cited in the International League of Conservation Photographers' Ethics Code**, as well as the **IUCN Report on Best Practice Guidelines for Responsible Imagery of Non-Human Primates**. My second paper is now informing the Ecological Society of Australia's next public campaign to raise the profile of 'under-appreciated Australian species'.
- **Public Communication:** I have demonstrated my flair for science writing with my **article in The Conversation**, and the blog posts on my website. In addition, I have demonstrated my ability to communicate with the public, having been **interviewed three times on National Radio** as well as on two podcasts. I often present my work at Interdisciplinary Conferences with varied audiences, and have won **5 awards for Best Presentation**. In 2022, I was MC for the Centre of Integrative Ecology's conference, and this year will be moderating the panel session at the Victorian Biodiversity Conference.
- **Service:** I am currently the **Secretary of the Conservation Marketing Working Group** of the Society for Conservation Biology. In addition, I was recently the **Student Representative for the Centre for Integrative Ecology re-bid committee** at Deakin University. I have reviewed three international scientific journal articles, and am a member of the Society for Conservation Biology (including the Conservation Marketing and Social Science Working Groups), the Ecological Society of Australia, and the International Association for Society and Natural Resources.
- **Professional Networks:** I have excellent relationships with industry partners such as **The National History Museum, IUCN Behaviour Change Science Taskforce, Zoos Victoria, Wildlife Victoria, the International League of Conservation Photographers, the Nature Picture Library** and other conservation agencies which could lead to future funding and resource sharing opportunities in the future.

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FORMAL EDUCATION

Doctor of Philosophy (Conservation Social Science)

2020-2024

"The role of wildlife imagery in promoting coexistence with native wildlife"

School of Life and Environmental Sciences, Deakin University, Burwood

- Supervised by: A/Prof. Kelly Miller (Deakin), A/Prof. Bill Borrie (Deakin), Emily McLeod (Zoos Victoria)
- Keywords: conservation, imagery, photographs, visuals, marketing, communication, message design, wildlife, behaviour change, behavioural intentions, attitudes, values, Theory of Planned Behaviour, Theory of Reasoned Action, Structural Equation Modelling, non-parametric statistics, surveys, interviews, coding
- Key skills developed: Project design and implementation, Survey Development (Qualtrics), Survey Implementation, Survey Data Analysis (R), Quantitative Coding, Volunteer Coordination and Leadership, Data Analysis (R), Non-parametric statistics, Scale development, Factor Analysis, Partial Least Squares Structural Equation Modelling, Interviewing, Transcription, Qualitative Coding, Qualitative Data Analysis

Bachelor of Environmental Science (Honours)

2019

"The influence of human-animal close-encounter photographs on public attitudes towards zoos and wildlife"

School of Life and Environmental Sciences, Deakin University, Burwood

- Supervised by: A/Prof. Kelly Miller (Deakin), A/Prof. Bill Borrie (Deakin), Emily McLeod (Zoos Victoria)
- Keywords: wildlife, zoos, surveys, Theory of Planned Behaviour, attitudes, values, demographics, non-parametric statistics, data analysis (SPSS), behaviour change
- Key skills developed: Project Design and Implementation, Survey Development (Qualtrics), Survey Implementation, Survey Data Analysis (SPSS), Coordination with Industry Partners, Non-parametric statistics, Factor Analysis
- Mark: 88/100 (Thesis Mark 92/100)

Bachelor of Science (Zoology)

2015-2017

The University of Melbourne, Parkville

- Mark: HD

UNIVERSITY SECTOR EMPLOYMENT

Research Assistant

2023-Present

School of Life and Environmental Sciences, Deakin University

- Coordination of a multi-institutional ethics application focusing on integrating Indigenous Australian science into school and university science curricula
 - Experience with NHMRC ethics systems, human ethics applications across five institutions, and the Department of Education ethics systems
 - Development and construction of surveys for multiple targeted samples on Qualtrics, including integration of Javascript programming for survey customisation
 - Coordination of participating academics across five institutions
 - Development of recruitment material, focus group protocol, questions and follow up contact materials
 - Maintenance of online collaborative space for discussion and data storage (Microsoft Teams)
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Research Assistant

2019-2020

School of Life and Environmental Sciences, Deakin University

Write up of manuscript from Honours research

Achievements: First peer reviewed journal article, attended the 2020 International Association of Society and Natural Resources Conference and the 2020 Society for Conservation Biology Social Science Working Group Conference to present this work

University Tutor

2020-2021

School of Life and Environmental Sciences, Deakin University

Deliver weekly tutorial materials to undergraduate students for the following courses:

Environmental Science and Impact Assessment (SLE207)- Assistant Demonstrator 2020, Lead Demonstrator 2021

Foundations of Science Knowledge and Practice (EES102)- Lecturer 2021

Achievement: Teaching Evaluation score of 92/100

Casual Academic

2020-2021

School of Life and Environmental Sciences, Deakin University

Marking and assistance of unit chairs for the following courses:

Policy Instruments for Sustainability (SLE308)- 2021

Communicating Science Ideas (SLE200)- 2020-2021

Society and Environment (SLE201)- 2020-2021

Science and Society (SLE209)- 2020

RESEARCH

Google Scholar | h-index = 2 | Total Citations = 20

Scientific Publications (ordered most to least recent)

Shaw, M., Dunn, M., Crowley, S., Owen, N., & Veríssimo, D. (2024). *Using photo editing to understand the impact of species aesthetics on support for conservation*. *People and Nature*. (IF 6.1) (Accepted but not yet published)



Shaw, M. N., Borrie, W. T., McLeod, E. M., & Miller, K. K. (2022). *Wildlife Photos on Social Media: A Quantitative Content Analysis of Conservation Organisations' Instagram Images*. *Animals*, 12(14), 1787. (IF 3.2, citation 8, top 5% on Altmetric)

Featured on The Conversation, ABC Radio Melbourne, Yahoo News, Faunalytics and Mongabay



Shaw, M. N., McLeod, E. M., Borrie, W. T., & Miller, K. K. (2021). *Human positioning in close-encounter photographs and the effect on public perceptions of zoo animals*. *Animals*, 12(1), 11. (IF 3.2, citation 12)

Featured by ABC Radio Perth, Triple J Radio, and Triple M Radio

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Scientific Publications Under Review

Shaw, M. N., Tirlea, L., Borrie, W. T., McLeod, E. M., & Miller, K. K. (2024). *Can wildlife images impact pro-conservation behaviour through eliciting emotions?* People and Nature. (IF 6.1)

Scientific Publications Close to Submission (1 to 3 months)

Shaw, M.N., Borrie, W. T., McLeod, E. M., & Miller, K. K. (2024). *A picture paints thousand words: A qualitative exploration of how viewers interpret and create meaning from wildlife images.* In preparation for Anthrozöos (IF 2.7)

Shaw, M., Gimesy, D., Flach, T., Bhatti, A., & Veríssimo, D. (2024). *Exploring Visual Engagement in Wildlife Imagery: A Multimodal Analysis Using Heart Rate Monitoring and Eye Tracking.* In preparation for Oryx (IF 2.7)

LEADERSHIP, GRANTS AND SERVICES

Grants and Funding

- Deakin University Post Graduate Research Scholarship of \$34, 400 AUD per annum
- Centre for Integrative Ecology Grant of \$5000 AUD
- ISSRM Conference Travel Grant
- ESA SCBO Conference Travel Grant
- School of Life and Environmental Sciences Training Grant of \$100 AUD
- Society for Conservation Biology Post-Graduate Fellowship of \$1000 USD

Leadership Roles

- Student representative on the Centre for Integrative Ecology internal re-bid at Deakin University
- Secretary for the Society for Conservation Biology Conservation Marketing Working Group
- Organiser of Lunchtime Seminar Series and catchups for the Centre for Integrative Ecology
- Organising committee of Deakin University Higher Degrees by Research Retreat

Expert Journal Reviewing

Expert reviewer for three international journal articles in the following journals:

PLOS One (IF 3.7, 1 review), Austral Ecology (IF 1.7, 1 review), Journal of Sustainable Tourism (IF 9.1, 1 review)

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OUTREACH AND RESEARCH IMPACT

Media

- **Shaw, M.**, Borrie, B., McLeod, E., Miller, K. 2022. You don't have to be a cute koala to be an Instagram influencer. Give lizards and bugs a chance and we'll like them too, *The Conversation*
<https://theconversation.com/you-dont-have-to-be-a-cute-koala-to-be-an-instagram-influencer-give-lizards-and-bugs-a-chance-and-we-ll-like-them-too-190138>
- **Shaw, M.** 2023. It's time we rethought ADHD in academia. *Ecological Society of Australia*.
<https://www.ecolsoc.org.au/bulletin/its-time-we-rethought-adhd-in-academia/>
- **Shaw, M.** 2022. Why I changes my mind on wildlife selfies. *Blog post*.
- **Shaw, M.** 2022. Species Conservation IS a popularity contest. *Blog post*
- Quoted in: Rangiwai, B. 2023. Reflections on being an academic with ADHD. *Te Kaharoa*
- Interview for Ecology Matters: Ecological Society of Australia Podcast
<https://open.spotify.com/episode/0pab1dIMPkx43jW0IRM1F5>
- Feature Interview on ABC Radio Melbourne
- Interview on ABC Radio Perth Mornings with Nadia Mitsopoulos
- Interview on Triple R- 20 PhDs in 20 Minutes
<https://www.rrr.org.au/explore/podcasts/einstein-a-go-go/episodes/4984-20-phds-in-20-minutes-2021>
- Feature Interview on Freedom of Species

Community Outreach

- Construction and Delivery of the Centre for Integrative Ecology' Wild Webinars 2022 – Conserving the little critters: invertebrates & conservation
- Construction and Delivery of a Webinar for the People and Nature Alliance
- Construction and Delivery of a Webinar for the Conservation Marketing Group of the Society for Conservation Biology
- Volunteer for Skype a Scientist
- Volunteer School and Community presenter for Wildlife Victoria
- Visit to Brighton Secondary College to discuss Environmental Science careers
- Volunteer Animal Keeper at Halls Gap Zoo
- Volunteer on Koala trapping, tracking, tagging and recapture projects across Victoria
- Volunteer for Seeing Eye Dogs Australia

Research Impact

My first paper in *Animals* was cited as informing:

- State of Illinois' Wild Animal Public Safety Act
- National Big Cat Public Safety Act
- IUCN Report on Best Practice Guidelines for Responsible Imagery
- International League of Conservation Photographers' Ethics Code
- World Association of Zoos and Aquariums Close Encounter Protocol
- World Association of Zoos and Aquariums Media Protocol

My second paper is now informing the Ecological Society of Australia's next public campaign to raise the profile of 'under-appreciated Australian species'.

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Conference Presentations

*denotes this presentation received an award

- **Meghan Shaw**, 15 minute presentation, Lions and Tigers and... Lizards? The Conservation Popularity Contest, Deakin CIE conference (2022)*
- **Meghan Shaw**, 5 minute presentation, Can an image capture a heart? The impact of wildlife imagery on viewer emotions and pro-conservation behaviours, Ecological Society of Australia and Society for Conservation Biology Oceana joint conference, Wollongong (2022)*
- **Meghan Shaw**, 5 minute presentation, How do Australian conservation organisations use wildlife imagery for social engagement?, Ecological Society of Australia Conference, Zoom (2022)*
- **Meghan Shaw**, Twitter Presentation, Can the alteration of endangered species aesthetics influence public reception and donation behaviours?, SCB Social Science Working Group Twitter Conference, Twitter (2021) *
- **Meghan Shaw**, Twitter Presentation, The influence of 'human-animal close encounter' photography on public attitudes towards zoos and wildlife, SCB Social Science Working Group Twitter Conference, Twitter (2020) *
- **Meghan Shaw**, 5 minute presentation, The impact of human-animal photographs on public attitudes towards zoos and wildlife, International Association for Society and Natural Resources Conference, Zoom (2020)
- **Meghan Shaw**, 5 minute presentation, An introduction to Conservation Marketing, Deakin CIE conference, Zoom (2020)



AWARDS AND CERTIFICATES

Awards

- Deakin University Post Graduate Research Scholarship (**\$34,400 AUD per annum**)
- Head of School Post Graduate Award (**\$1000 AUD**)
- Head of School Teaching Recognition (2021)
- Society for Conservation Biology Post Graduate Fellowship (**\$1000 USD**)
- Deakin CIE Conference Best Student Talk Award (2023)
- Ecological Society of Australia and Society for Conservation Biology conference Best Speed Talk Award- 2nd Place (2022)
- Ecological Society of Australia and Society for Conservation Biology conference Travel award (2022)
- Ecological Society of Australia Conference Best Speed Talk Award (2021)
- SCB Social Science Working Group Twitter Conference- Best PhD presentation (2021)
- SCB Social Science Working Group Twitter Conference- Creativity Award (2021)
- SCB Social Science Working Group Twitter Conference- Best PhD presentation- 2nd Place (2020)
- International Association for Society and Natural Resources Conference Travel Award (2020)

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Certifications

- Fostering Sustainable Behaviour Training Certificate from Doug McKenzie Mohr
- Making Moves Course Graduate from Brooke Tully
- Applied First Aid and CPR
- Working with Children Check
- Australian Open C Class Manual Driver's Licence

OTHER EMPLOYMENT EXPERIENCES

Receptionist

2019-2020

Bayside Muscle Therapy

Duties Included:

- Maintenance of client database
- Phone and email communication
- Scheduling appointment
- Records management

Intern Zookeeper

2018

Cango Wildlife Ranch/ Cheetah Preservation Society

Duties Included:

- Tailing the Head Keepers of the Big Cats, Reptiles, Birds and Mammals
- Visitor education
- Food and enrichment provision

Receptionist

2016-2018

Bentleigh Fitness Centre

Duties Included:

- Maintenance of membership database
- Touring and presenting to prospective members
- Billing
- Filing and records management
- In person, phone and email communication
- Complaints management

Student Advisor

2015-2017

Open Universities Australia

Duties Included:

- Inbound phone service
 - Providing advice to students and future students on course design and unit selection
 - Complaints management
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Customer Service

Bunnings Warehouse

Duties Included:

- Service Desk Assistance
- Cashier
- Running children's craft workshops
- Running the cafe

2011-2017

SKILLS AND SOFTWARE

Software

Programming: I am able to conduct quantitative analyses in both R and SPSS.

For Qualitative analyses, I use Nvivo, and am also able to code manually.

Programming Languages: I generally use R, but also have experience using SPSS syntax, Python and I use some Javascript to customise online surveys

Visual Design: I often use photo editing and design software such as Photoshop and Canva

Survey Design and Implementation: Proficient with designing and implementing surveys with Qualtrics
GitHub for version control

Zotero for referencing, but am also familiar with Mendeley and Endnote

Skills

Multidisciplinary Theoretical Knowledge: I have developed a strong knowledge of concepts from Social Marketing, Message Design, Psychology, Social Science, Communication, Ecological Science and Behaviour Change, as well as Human-Nature Relationships, Ecological Science and Sustainability principles. I have used many of these within my PhD and outside projects, and am able to integrate principles from the differing disciplines into one project. In particular, I have a strong understanding of Message Framing, Theory of Reasoned Action, Theory of Planned Behaviour, Action Tendency, Emotional Elicitation, Attitudes, Values, Wildlife Value Orientations and Social Norms Theory.

Research Design and Implementation: I proposed and designed both my Honours and PhD projects myself, and have worked with teams at Oxford University, the Natural History Museum and On the Edge Conservation to develop and design outside projects. Within my PhD, I have also undertaken all data analysis and write up myself, with my supervisors providing feedback.

Survey Design: I generally follow the survey design and implementation principles devised by Don Dillman to ensure my surveys are engaging, accurate and easy to follow. I am well versed in Qualtrics and am able to customise the platform to include more features by using Javascript.

Statistics: Much of my research has been focused on survey responses and thus I have a strong understanding of non-parametric data analysis and modelling. I am also versed in Structural Equation modelling, Principal Components Analysis, Cluster Analysis as well as more traditional statistics

Qualitative Research: I generally use Thematic Analysis (Braun and Clarke) and/or Grounded Theory (Glaser and Strauss)

Eye-tracking and Biometric data: I have experience using Eye Tracking Software as well as Electrocardiograms and can analyse and interpret this data to understand viewer engagement, arousal and emotions

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HOBBIES AND INTERESTS

I am passionate about nature and try to spend as much time outdoors as possible. I love hiking and camping with my friends. I have always been a musical person, and studied a Diploma of Classical Voice alongside my Bachelor of Science. In my spare time, I enjoy spending time with my partner Jacob, knitting, drawing, and raising seeing eye dog puppies

CONTACT DETAILS

Meghan Shaw (B.Sci, B.Env Sci (Hons) (she/her)

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Email: meg.shaw@deakin.edu.au

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Twitter: <https://twitter.com/meghaniamh>

Google Scholar: https://scholar.google.com/citations?user=_RO8nEoAAAAJ&hl=en&oi=ao

ORCID iD: <https://orcid.org/0000-0002-9344-8407>

REFERENCES

A/Prof Kelly Miller

Honours and PhD Lead Supervisor

Deakin University

kelly.miller@deakin.edu.au

+61 3 925 17615

Dr Diogo Veríssimo

Collaborator

Oxford University

diogoverissimo@gmail.com

Emily McLeod

Social Science Research Manager

Zoos Victoria

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