Atkinson Summer 2015 Intern, **Culturally Appropriate Messaging**  
**Office of the Chief Scientist**

With world attention focused on both the environment and the economy, Environmental Defense Fund is where policymakers and business leaders turn for win-win solutions. This leading green group, founded in 1967, has tripled in size over the past decade by focusing on strong science, uncommon partnerships and market-based approaches.

Are you interested in exploring a career at an internationally-recognized environmental organization? By joining EDF as a summer intern, you too can be part of a vibrant workplace that welcomes diverse perspectives, talents and contributions, where innovation and a focus on results are a way of life. EDF’s Internship Program welcomes intellectually hungry leaders to join us, advance our work, and cultivate the skills and relationships needed for a successful career working for the environment. Alumni of our Internship Program have gone on to important leadership positions, most notably our own President, Fred Krupp. Could you be the next Fred Krupp?

**Overall Function**

EDF offers internships for students and recent graduates in a variety of programs and departments throughout the organization. Our internships typically run for 10 weeks during the summer. The ultimate goal of our internship program is to provide high-quality experiences (including relevant projects and opportunities for networking) that form the foundation for any individual who is serious about an environmental career.

**Position Description**

- As the demographics of the US change in the next twenty years, ethnic minority groups are expected to grow in influence. EDF has begun and initiative intended to make our work known to diverse constituencies, with the hope of attracting talent from those groups and creating new partnerships with organizations that serve those groups. As part of this, the growing behavioral and social sciences team in the Office of the Chief Scientist will be conducting a series of experiments on messaging strategies. Building on psychological and cultural science findings, the team is working toward identifying messaging frames that EDF’s marketing and communications teams can use in the development of efficient and respectful messaging strategies to be used with minority constituents.
  - Preference for students majoring or minoring in psychology or communication with coursework in social and or cultural psychology and experimental methods. Basic coursework in statistics would be an asset, but not a requirement.
  - The intern will work directly with the team’s Senior Social and Behavioral Scientist who will direct the intern on the following sequence of events: 1) literature search, 2) creation of the experimental materials and frames, 3) identification of relevant instruments and scales, 3) programming of experiments, 4) data analysis and reporting, 5) assistance in other behavioral and social science research in the summer.
  - The intern will have one completed study and/or experiment that will be written up as a report for EDF. The same research can be used for a poster presentation at a scientific conference in the fields of psychology, anthropology or communications.

- Location: New York, NY
- Direct Work Supervisor Name: Rainer Romero-Canyas
- Direct Work Supervisor Title: Senior Behavioral Social Scientist

**Key Responsibilities [please add or remove bullets as needed]:**

Tasks will include but are not be limited to:

- Researching literature on framing, cross cultural psychology, holistic vs. analytic thinking, familialism and collectivism, demographic shifts, language preferences
- Synthesize empirical and theoretical articles from literatures in psychology and communication studies.
Data managing and analysis in Excel and SPPS and programming of surveys and experimental tasks in survey platforms such as Qualtrics and SocialSci, SurveyMonkey.

- Monitor the collection of data from the online experiments.
- Work with the Senior Behavioral and Social Scientist on analyzing the data from the studies.
- Communicating with the marketing and communications team and with members of EDF’s Climate and Air group working on diversification of EDF’s online activist groups.
- Investigate grant opportunities and write drafts of grant proposals for work on diversity in the environmental sciences or in environmental advocacy.
- Provide support to the team in writing of reports and presentation of results to a broad audience with diverse academic backgrounds.

Qualifications

- Ideal candidate is an undergraduate student with demonstrated interest in behavioral and social sciences in the form of coursework and volunteer or paid work experience in a research team.
- Coursework in psychology (e.g., introduction to the field, social, experimental methods, statistics, judgment and decision making, motivation) or another experimental science. Statistics training is preferred but it is not a requirement.
- Experience in research in behavioral sciences (e.g. in sociology, political science, psychology, anthropology, marketing) and or laboratory work in natural sciences.
- Fluent or proficient Spanish would be a plus, but not a requirement.
- Excellent written and oral communication skills.
- Must be well organized, motivated, and detail-oriented.
- Ability to multi-task, prioritize and meet deadlines.
- Ability to work in a team setting and have the ability to work independently when projects are due.
- Demonstrate initiative and problem solving skills.

Term

- 10 weeks during the summer.
- The position is full-time (35 hours/week).

Compensation

- Compensation is $5,000 for the summer term.

Due to the volume of employment applications and queries received, EDF is unable to respond to each application individually. Applicants will be contacted directly if selected as a candidate.

Environmental Defense Fund is an Equal Opportunity Employer