

Natasha Parker

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EDUCATION

2017 - present University of Surrey PhD in Environmental Psychology

I am currently in my 4th year studying part time for a PhD which has resulted in two journal publications so far. My research has investigated:

- The effectiveness of an intervention to reduce materialistic aspirations in a sample of young adults in three European countries.
- The associations between pro-environmental behaviours with hedonic and eudemonic wellbeing and whether materialism explains their co-occurrence.
- A qualitative study of young adults perceptions of a successful life.

2014 – 2015 University of East London Masters in Applied Positive Psychology: Pass with Distinction

- My dissertation investigated the negative impact of materialistic aspirations on our wellbeing. This received a first class grade and was published in the Journal of Behaviour Therapy and Mental Health.

1999-2002 Nottingham Trent University BA (Hons) Politics and International Relations 2:1 result

Publications

- Parker, N., Kasser, T., Gatersleben, B., & Druckman, A. (2021) Associations of pro-environmental behaviours with hedonic and eudemonic well-being among young, working adults from three European nations. *European Journal of Applied Positive Psychology*, 5(19), 1-13.
- Parker, N., Kasser, T., Bardi, A., Gatersleben, B., & Druckman, A. (2020). Goals for Good: Testing an Intervention to Reduce Materialism in Three European Countries. *European Journal of Applied Positive Psychology*. 4(9) 2397-7116.
- Parker, N., Ivtzan, I. (2016) The relationship between materialistic aspirations and distinct aspects of psychological wellbeing in a UK sample. *Journal of Behaviour Therapy and Mental Health*, (1) 39-48.

WORK EXPERIENCE

March 2016 to present: Global Action Plan, Head of Post-Consumerism.

- Leading the design, development and delivery of projects that challenge the drivers of consumerism and the harms to people and planet associated with it.
- Leading academic partnerships and research that measures the efficacy of our work.
- Research for, and writing of three white papers:
 - [Generation Action](#): How to unleash the potential of children and young people to take positive action and create a better world for all
 - [Kids for Sale](#): Online advertising and the manipulation of children
 - [Values to Transform Our World](#): A framework for student wellbeing and a healthier planet

December 2014 to March 2016: Action for Happiness, London: Head of Community Courses (short term contract work)

- Conducting research into evidence based techniques to improve wellbeing for a forthcoming book called “The 10 keys to Happier Living”
- Organising events to promote people talking about their own mental wellbeing and teaching evidence based practical actions that can be taken to improve our own happiness.
- Leading the national roll out of a course to promote wellbeing to people at risk of developing anxiety or depression.
- Developing content for wellbeing courses designed for schools, workplaces and community settings.