

Sandra H. Goff

Associate Professor of Economics, Bates College

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Education

University of Maine , Orono, Maine <i>PhD, Ecology and Environmental Sciences</i> <i>Research Specialization in Evolutionary and Behavioral Economics</i>	2015
Edmund S. Muskie School of Public Service, University of Southern Maine , Portland, Maine <i>Master of Community Planning & Development – Land Use & Environment Specialization</i>	2011
School of Policy, Planning & Development, University of Southern California , Los Angeles, California	2005 – 2006 (transferred)
Colby College , Waterville, Maine <i>Bachelor of Arts, Economics, minor in Mathematics</i>	1998

Teaching Appointments

Associate Professor of Economics, Bates College The Study & Practice of Human Cooperation, Experimental Economics, Statistics, Behavioral Economics	2022 – present
Associate Professor of Economics, Skidmore College Assistant Professor of Economics, Skidmore College Statistical Methods, Behavioral Economics, Experimental Economics, Intro to Microeconomics, Environmental Economics, Evolutionary Economics, Human Dilemmas, Good: The Study & Practice of Human Cooperation	2021 – 2022 2015 – 2021
Faculty Fellow, Economics Department, Colby College Principles of Microeconomics, Evolutionary Economics	2014 – 2015
Instructor, School of Economics, University of Maine Introduction to Economics	2013 – 2014

Peer-Reviewed Journal Articles and Book Chapters

- Goff, S.H., Ifcher, J. Zarghamee, H., Reents, A., & Wade, P. (2023). "Support for Bigger Government: The Principle-Implementation Gap and COVID-19." *Contemporary Economic Policy*, 41(2), 243– 261.
- Ifcher, J., Zarghamee, H., & Goff, S.H. (2021). Happiness in the Lab: What Can Be Learned about Subjective Well-Being from Experiments? In Klaus F. Zimmermann (Ed.), *Handbook of Labor, Human Resources and Population Economics*. Springer.
- Goff, S.H. (2021). "A Test of Willingness to Pay as Penance in the Demand for Ethical Consumption." *Journal of Behavioral and Experimental Economics* 94 (October): 101744.
- Goff, S.H., Noblet, C.L., Anthony, J.R. (2021). "Economic Valuation as a Communication Device for Environmental Philanthropy: Evidence from the Lab and Field." *Land Economics* (August).
- Goff, S.H. & Noblet, C.L. (2018). "Efficient, but Immoral?: Assessing Market Attitudes as Multidimensional." *Economics Letters* 170 (September): 96-99.
- Goff, S.H., Waring, T.M., & Noblet, C.L. (2017). "Does Pricing Nature Reduce Monetary Support for Conservation?: Evidence from Donation Behavior in an Online Experiment." *Ecological Economics* 141 (November): 119–26.

- Waring, T.M., Goff, S.H., & Smaldino, P.E. (2017). "The Coevolution of Economic Institutions and Sustainable Consumption via Cultural Group Selection." *Ecological Economics*, 131(January), 524–32.
- Waring, T.M., Kline, M.A., Brooks, J., Goff, S.H., Gowdy, J., Janssen, M.A., Smaldino, P.E., & Jacquet, J. (2015). "A Multilevel Evolutionary Framework for Sustainability Analysis." *Ecology & Society*, 20(2), 34.
- Waring, T.M. & Goff, S.H. (2014). "Coordination, Cooperation and the Ontogeny of Group-Level Traits" [commentary on Smaldino]. *Behavioral and Brain Sciences*, 37(3), 278-279.
- Waring, T.M., Goff, S.H., McGuire, J., Moore, Z.D. & Sullivan, A. (2014). "Cooperation across Organizational Boundaries: Experimental Evidence from a Major Sustainability Science Project." *Sustainability*, 6, 1171-1190.

Book Sections/Chapters & Reports

- Goff, S. H. (2021). Strategies for Successful Cooperation. In T. K. Shackelford & V. A. Weekes-Shackelford (Eds.), *Encyclopedia of Evolutionary Psychological Science*. Springer International Publishing.
- Goff, S. (2010). Beacon: Lighting the Way toward Climate Neutrality at the University of Southern Maine: The Wishcamper Center Pilot Project. In *New England Environmental Finance Center. Sustainable Portland: Implementation Series 3. (Series Report #11-04)*. Community Planning and Development Program, Muskie School of Public Service, Portland, Maine: New England Environmental Finance Center.

Manuscripts Under Review & Working Papers

- Framing Welfare Transfers: Evidence Regarding Negative Externalities *with John Ifcher* (UNDER REVIEW)
- Who Benefits?: An Experimental Analysis of Sucker Aversion in Charitable Giving *with Rachel Dentler* (Skidmore College, Class of 2023) (UNDER REVIEW)
- Framing Value: A Mixed-Methods Analysis of Economic Valuation of Non-Use Value and Pro-Environmental Behavior *with Drew Williams* (Bates College, Class of 2025)
- Number Selection in Lotteries *with Emmy Baird* (Bates College, Class of 2025) *and Liam Shlager* (Bates College, Class of 2026)
- Two Sides of the Same Coin: The Effect of a Decision Device on Happiness and Guilt in Other-Regarding Decisions
- Getting Warmer?: Motivations, Messages, and Distance to Goal in Fundraising Campaigns *with Qiyun Zhang* (Bates College, Class of 2023)
- Economic Framing of Gun Violence Increases Support for Gun Control *with Hatoon Mushasha* (Skidmore College, Class of 2019)

Works in Progress

- Identifying Motivation as a Factor in the Rural-Urban AI-Divide *with Caroline L. Noblet*
- Heterogeneous Uptake of Environmental Policy and the Emergence of Ecosystem Service Delivery *with Matthew Williamson*
- Pilot Studies in the Undergraduate Experimental Economics Classroom
- Economics Instruction and Government- and Market-Attitudes *with John Ifcher and Homa Zarghamee*
- The Subtext of Introductory Economics Textbooks *with John Ifcher and Homa Zarghamee*

Conference Presentations & Invited Lectures (Presentations conducted by coauthor(s) in italics)

- 2026 Hamilton College/Colgate University Seminar (“Who Benefits?: An Experimental Analysis of Sucker Aversion in Charitable Giving”)
ASSA 2026 Annual Meeting, Philadelphia, PA (presented: “Who Benefits?: An Experimental Analysis of Sucker Aversion in Charitable Giving”; discussant for: David Huffman)
- 2025 University of Maine School of Economics Seminar (“Framing Welfare Transfers: Evidence Regarding Negative Externalities”)
New England Experimentalists Workshop, University of Massachusetts (“An Experiment to Assess Barriers to Retraining in Rural Maine”)
- 2024 New England Experimentalists Workshop, University of Connecticut
Maine Economics Conference
Binghamton University Department of Economics
- 2023 New England Experimentalists Workshop, Middlebury College
Human-Environment Systems Seminar, Boise State University
Lafayette College Department of Economics
The Interdisciplinary Center for Economic Science, George Mason University (John Ifcher)
ASSA 2023 Annual Meeting, *Society for the Advancement of Behavioral Economics Session (John Ifcher)*
- 2022 Smith College Department of Economics
Decision-Making for Others Workshop, University of Portsmouth, Portsmouth, UK (John Ifcher)
Economic Science Association North American Annual Conference (John Ifcher)
Society for the Advancement of Behavioral Economics Annual Conference (John Ifcher)
97th Annual Western Economic Association International Conference, Portland, Oregon (John Ifcher)
“Philanthropy to Save the World: Insights for and from Environmental Charities”, Virtual Science of Philanthropy Initiative Seminar Series
Special ESA Meeting, Economic Science Association
Discussant, ASSA 2022 Annual Meeting, Association for the Study of Generosity in Economics Session
- 2021 *96th Annual Western Economic Association International Conference, Virtual*
ASSA 2021 Annual Meeting, Association for the Study of Generosity in Economics Session on New Economics of Charitable Giving, Virtual Conference
- 2020 Science of Philanthropy Initiative – Philanthropy Innovations Conference, Virtual Conference
- 2019 Advances with Field Experiments Conference, School of Economics, University of Chicago
Science of Philanthropy Initiative – Philanthropy Innovations Conference, School of Economics, University of Chicago
New England Experimental Economics Workshop, UMass Amherst
Paul Volcker Symposium in Behavioral Economics, Maxwell School, Syracuse University (Invited)
- 2018 School of Economics, University of Maine (Invited)
Advances with Field Experiments, Boston University Questrom School of Business/ School of Economics, University of Chicago
93rd Annual Western Economic Association International Conference
New England Experimental Economics Workshop, UMass Amherst
- 2017 *Conference on Behavioral and Experimental Economics Methods and Applications to Agri-environmental Policy*
Advances with Field Experiments Conference, School of Economics, University of Chicago
Science of Philanthropy Initiative – Philanthropy Innovations Conference, School of Economics, University of Chicago
Cultural Evolution Society Inaugural Conference, Max Planck Institute
92nd Annual Western Economic Association International Conference
New England Experimental Economics Workshop, Middlebury College
- 2016 87th Annual Southern Economics Association Conference

	91 st Annual Western Economic Association International Conference
	International Society for Ecological Economics Conference
2015	School of Economics Seminar Series, University of Maine Sustainability Solutions Initiative, University of Maine
2014	Maine Economics Conference
2013	Maine EPSCoR Conference <i>The Computational Social Science Society of the Americas (CSSSA) 2013 Conference</i>
2012	School of Economics Seminar Series, University of Maine Maine EPSCoR Conference 2012 American Planning Association (APA) National Conference Complex Adaptive Systems Workshop, University of Maine
2006	PropX: Inventing the Next Los Angeles, a program of UCLA CityLab <i>PAD: Points Allocated Development</i> Presentation to city officials, real estate developers, architects and public as part of contest to address methods for improving quality of life for residents and increasing for-sale affordable housing within the City of Los Angeles.

Academic Service

Service to the Profession

Referee: Contemporary Economic Policy, Nature: Human Behaviour, Nature: Humanities and Social Sciences Communications, Journal of Economic Behavior and Organization, Ecological Economics, International Journal of the Commons, Sustainability, Ecological Modelling, Complex Adaptive Systems Modelling, Games, Sustainability Science, Anthropocene, Open Pyschology, Journal of Policy Practice & Research

Referee for NSF Proposal (BCS - Human-Envi & Geographical Scis) April 2026

Mentor for faculty in non-PhD programs, CSWEP CeMENT Workshop, *Chicago* June 30 – July 2, 2025

Federal Reserve Bank (continue to serve as mentor through monthly meetings)

Econ 5k Organizing Committee (annual event at AEA/ASSA national conference) Summer 2022 – present

External Graduate Faculty of the School of Economics, University of Maine Mar 2018 – present

Thesis Committee Member for Master's Student, Afton Hupper (2019)

Student Advising and Mentoring

Approximately 27 academic advisees during the 2025-2026 academic year while on sabbatical

Field Hockey Faculty Liaison 2025-2026

Environmental Studies Thesis Advisor: Drew Williams Fall 2024

Honors Thesis Advisor: Josephine Lao, Yuna Wu 2024 – 2025

Honors Thesis Advisor: Qiyun Zhang 2022 – 2023

Honors Thesis Panel Chair, Yuhao Zhao (Mathematics) 2023 – 2024

Women's Cross-Country Faculty Liaison Fall 2022 – present

Service to the College – Bates College

Summer Registration Consultant Summer 2026

Co-Chair, Economics Department Fall 2024 – Winter 2025

Faculty Liaison to External Committee, Department of Mathematics Decadal Review 2024 – 2025

Dean of Faculty/VPAA Search Committee 2024 – 2025

Committee on Teaching and Learning Fall 2022 – Winter 2025 (Chair, 2023 –2025)

Committee on Environmental Responsibility Fall 2022 – Winter 2025 (Chair, 2023 –2025)

Women in Economics (WE@Bates) Faculty Member/Mentor Fall 2022 – Winter 2024

Program Committee, Inauguration of Bates College President Garry Jenkins	May – October 2023
Organizing Committee, Maine Economics Conference	2022 – 2023
External Member, Search Committee: Biology (2022-2023), Physics/EACS (2023-2024), Mathematics (2023-2024), Africana (2024-2025)	2022 – present
Search Committee, Economics Department	2022 – present
Harvard Center Publicly Engaged Pedagogy Participant	2022 – 2023

Service to the College – Skidmore College

Environmental Studies Steering Committee	Fall 2021 – Spring 2022
Honors Examiner – Swarthmore College (Environmental Economics)	Spring 2021
Department of Economics, Microeconomics Search Committee, Chair	Spring/Summer 2021
Curriculum Committee	Aug 2020 – May 2022
Department of Economics, Assessment Project	Dec 2019 – Jan. 2020
Associate Chair, Department of Economics	Sep 2019 – May 2022
Institutional Review Board	Sep 2017 – May 2022
Department of Economics, Microeconomics Search Committee	Sep 2017 – May 2018
First Year Experience 2017, Summer Reading Committee	Jan – Sep 2017
Honors Forum Council	Jan 2017 – May 2017
Institutional Review Board, Economics Liaison	Sep 2016 – May 2022
Department of Computer Science, Search Committee – External Member	Fall 2016 – Spring 2017
Environmental Studies Steering Committee	Spring 2016

Service to the College – Colby College

Science, Technology & Society Advisory Committee	2014 – 2015
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Workshops & Other Activities

Second Annual Chicago School in Experimental Economics (CSEE)	September 2025
New England Complex Systems Institute, Cambridge, Massachusetts	2012
Participant in Winter School complex systems science and modeling intensive	

Grants & Fellowships

Advancing Models of Land Use and Management <i>with Matthew Williamson</i> (NSF Award No. 2447385, \$369,999; Awarded 08/26/2025)	2025 – present
Collaborative Research: E-RISE RII: Enhancing Maine Forest Economy, Sustainability, and Technology Ecosystem to Accelerate Innovation (Maine-FOREST) – Smart Rural Development Co-Lead (NSF Award No. 2416921, \$164,351; Awarded 06/26/2024)	2024 – present
Bonner Foundation Community-Engaged Learning Initiative Grant, <i>Bates College</i>	2023
Faculty Student Summer Research Program Grant, <i>Skidmore College</i>	Summer 2021
Faculty Student Summer Research Program Grant, <i>Skidmore College</i>	Summer 2020
Faculty Development Grant, <i>Skidmore College</i>	Jan-May 2020
Faculty Development Grant, <i>Skidmore College</i>	May-Dec 2019
Sabbatical Enhancement Award, <i>Skidmore College</i>	2018-2019 Academic Year
Faculty Student Summer Research Program Grant, <i>Skidmore College</i>	Summer 2017
Faculty Development Grant, <i>Skidmore College</i>	Spring 2017
Faculty Research Initiative Grant (w/Christopher Mann, Political Science), <i>Skidmore College</i>	2016
Fellowship in Human Cooperation & Socio-Ecological Systems Dynamics <i>Supported by NSF award EPS-0904155 to Maine EPSCoR at the University of Maine</i>	2011 – 2014
Maine EPSCoR – Sustainability Solutions Initiative Supplemental Research Grant, Sustainability Solutions Initiative, <i>University of Maine</i>	2013
Graduate Student Government Grant, <i>University of Maine</i>	2012, 2014

Previous Research Appointments

Doctoral Research Fellow, Sustainability Solutions Initiative/School of Economics, Human Cooperation & Socio-Ecological Systems Dynamics University of Maine <i>Supervisor: Timothy Waring</i>	2011 – 2015
Graduate Research Assistant, Sustainability Solutions Initiative, Sustainable Urban Regions Project (SURP) Edmund S. Muskie School of Public Service, University of Southern Maine <i>Supervisor: Charles Colgan</i>	2009 – 2011

Honors & Awards

Faculty Award for Outstanding Community-Engaged Work, <i>Harvard Center for Community Partnerships, Bates College</i>	2024
Edith Patch Award, <i>Friends of Dr. Edith Marion Patch, University of Maine</i>	2015
Outstanding Contribution to Sustainability Research by a Graduate Student, <i>University of Maine, Senator George J. Mitchell Center for Sustainability Solutions</i>	2014
Executive Director Award, <i>Edmund S. Muskie School of Public Service</i>	2011