

WILSON C. SHERMAN

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EDUCATION

- PhD **University of California, Los Angeles** September 2024 -
Institute of the Environment and Sustainability
Advisors: Drs. Daniel Blumstein & Christopher Kelty
- BS, BA **University of California, Berkeley** May 2022
Conservation & Resource Studies
Anthropology
Senior Honors Thesis: The Wildlife Nextdoor: Social Media as a Novel
Data Source for Urban Ecology
Advisors: Drs. Christine Wilkinson & Christopher Schell
Semester Abroad: University of Ghana, Legon

PUBLICATIONS

*Peer Reviewed *equal contribution*

Sherman, W.C., Wilkinson, C.E., Schell, C.J. (2025). The wildlife Nextdoor: Socioeconomics and race predict social media carnivore reports. *Science of the Total Environment*.

<https://doi.org/10.1016/j.scitotenv.2025.179227>

Sherman, W. C., Terry, A. J. A., & Bowers, A. W. (2024). Identifying indicators, empathy, and anthropomorphism in zoo visitors' perceptions of animal wellbeing through qualitative interviews.

Curator: *The Museum Journal*. <https://doi.org/10.1111/cura.12635>

Picone, S. L.*, **Sherman, W. C.***, Sadler, R. A., France, N. R., Herman, A., Kinzley, C., & Minier, D. E. (2024). The Use of Gonadotropin Releasing Hormone to Manage Intraspecific Agonism in a Coalition of Male Lions (*Panthera leo*). *Zoo Biology*. <https://doi.org/10.1002/zoo.21863>

Sherman, W.C., Minier, D.E., Meyers, C.N., Myers, M.L. (2022). The More the Merrier? Zoo Visitors' Affective Responses and Perceptions of Welfare across an Increase in Giraffe Density. *Journal of Zoological and Botanical Gardens*. 3, 289–299. <https://doi.org/10.3390/jzbg3020023>

Karandikar, H., Serota, M. W., **Sherman, W. C.**, Green, J. R., Verta, G., Kremen, C., & Middleton, A. D. (2022). Dietary patterns of a versatile large carnivore, the puma (*Puma concolor*). *Ecology and Evolution*, 12, e9002. <https://doi.org/10.1002/ece3.9002>

Professional Publications

Ardoin, N.M, Bowers, A.W., Burnet, M.M., & **Sherman, W.C.** (2025). Building empathy for wildlife in zoos and aquariums: What we know about inspiring conservation action and caring. The Social Ecology Lab at Stanford University and Woodland Park Zoo.

Ardoin, N.M, Bowers, A.W., Burnet, M.M., & **Sherman, W.C.** (2025). Comparing empathy for wildlife across the animal kingdom. The Social Ecology Lab at Stanford University and Woodland Park Zoo.

FELLOWSHIPS & GRANTS

Fellowships

Graduate Research Fellowship (**\$102,000 + tuition/fees**), *National Science Foundation* 2025 - 2028

Departmental Award (**\$32,496 + tuition/fees**), *University of California, Los Angeles* 2024 - 2025

Conference Related Grants

Scholarship (**\$2,500**), *Advancing Conservation Through Empathy for Wildlife Network* 2024

Community Engagement Grants

Museums for America (**\$250,000**), *Institute for Museum and Library Services* 2024
(co-led on behalf of the Conservation Society of California, Oakland Zoo; rescinded under Trump Administration)

ACADEMIC & PROFESSIONAL EXPERIENCE

Research Assistant, Social Ecology Lab, Stanford University 2022 - Present

Program Manager, Community Engagement & Belonging, *Conservation Society of California, Oakland Zoo* 2023 - 2024

Research Fellow, *Conservation Society of California, Oakland Zoo* 2022 - 2023

Education Specialist, *Conservation Society of California, Oakland Zoo* 2021 - 2022

ACADEMIC PRESENTATIONS & POSTERS

FEBRUARY 2026

Conference Presentations

Sherman, W.C. July 15, 2025. Mapping our Impact: Strategic Community Engagement through Critical Cartography. *Visitor Studies Association Annual Conference*. Virtual.

Sherman, W.C. April 25, 2025. The wildlife Nextdoor: Socioeconomics and race predict social media carnivore reports. Urban Biodiversity Summit, Annual Meeting. *Southern California Academy of Sciences*, Irvine, California.

Sherman, W.C. September 9, 2024. The Empathy Guide: A digital resource connecting zoo educators with empathy information. Presented as part of the panel “Building an organizational culture of individualizing animals to inspire conservation action through signage, interpretation, and empathy best practices”. *Association of Zoos and Aquariums Annual Conference*. Virtual.

Posters

Sherman, W.C., Terry, A.J.A. How do Zoo Visitors Define Animal Wellbeing? A Qualitative Approach. September 2023. *Association of Zoos and Aquariums Annual Conference*, Columbus, OH.

PUBLIC ENGAGEMENT & SCIENCE COMMUNICATION

Outreach presentations

Sherman, W.C. October 24, 2025. Wild San Gabriel Valley: Urban Wildlife Ecology. *Royal Oaks Senior Living*, Duarte, CA

Bowers, A.W., **Sherman, W.C.** October 14, 2025. Annual Meeting: Comparing empathy for wildlife across the animal kingdom. *Advancing Conservation Through Empathy for Wildlife Network*. Virtual.

Sherman, W.C. January 31, 2025. Careers in Wildlife Science. *Santa Barbara Middle School*, Santa Barbara, CA

Bowers, A.W., **Sherman, W.C.** January 23, 2025. Learning Group: Building empathy for wildlife in zoos and aquariums: What we know about inspiring conservation action and caring. *Advancing Conservation Through Empathy for Wildlife Network*. Virtual.

Sherman, W.C. May 15, 2024. Lunch & Learn: Acoustic Impacts on Animal Behavior. *Conservation Society of California*, Oakland Zoo, Oakland, CA.

Sherman, W.C. June 12, 2024. Lunch & Learn: Understanding Guest Perceptions of Wellbeing through Qualitative Interviews. *Conservation Society of California*, Oakland Zoo, Oakland, CA.

Sherman, W.C. April 4, 2024. The Empathy Guide: A digital resource connecting zoo educators with empathy information. Presented as part of the panel “Learning Group: Infusing Empathy Practices into Animal Fact Sheets”. *Advancing Conservation Through Empathy for Wildlife Network*. Virtual.

Sherman, W.C., Bowser, S.L. October, 2022. Lunch & Learn: Fostering Empathy for Wildlife. *Conservation Society of California, Oakland Zoo, Oakland, CA.*

Popular articles

Sherman, W.C. Wildlife, Online. Access to social media data could transform urban wildlife studies. *The Wildlife Professional*. October 2025.

Sherman, W.C. Learning Outside the Classroom: Observe Animal Behavior Like a Zoo Scientist! *Piedmont Post*. June 2024. [Link](#).

PROFESSIONAL SERVICE

Peer review

Zoo Biology (1x)

Biodiversity and Conservation (1x)

Membership

International Association of Bear Research and Management

Association of Zoos and Aquariums

Advancing Conservation through Empathy for Wildlife Network

Visitor Studies Association

SKILLS & TRAINING

Software: R, ArcGIS, Survey Monkey, Microsoft Suite, Adobe Suite.

Methods: ethnography, semi-structured interviews, content analysis, survey design, camera trapping, acoustic monitoring, behavioral observation, literature review.