

Shahzeen Z. Attari

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[Last update: December 2011]

Research Interests

Focus on the interactions between natural and social systems, particularly human behavior and climate change. Application areas include energy efficiency and conservation, demand-side management, behavioral economics, social dilemmas, risk communication, and sustainable development.

Academic Positions

Indiana University, Bloomington, IN September 2011– Present
Assistant Professor, School of Public and Environmental Affairs (SPEA)
Adjunct Professor, Department of Psychological and Brain Sciences
Adjunct Professor, Cognitive Science Program

Columbia University, New York, NY September 2011– Present
The Earth Institute & Center for Research on Environmental Decisions (CRED)
Adjunct Associate Research Scientist 2009 – 2011
Postdoctoral Fellow, Mentors: David Krantz and Elke Weber

Education

Carnegie Mellon University, Pittsburgh PA, GPA: 3.8/4.0 2005 – 2009
Joint Ph.D. in Civil and Environmental Engineering & Engineering and Public Policy
Dissertation: Global climate change and human behavior: Decreasing energy consumption
Committee: Cliff Davidson, Michael DeKay, Wändi Bruin de Bruine, Mitchell Small, and Robyn Dawes
Masters of Civil and Environmental Engineering 2005

Vermont Law School, South Royalton, VT, GPA: 4.0/4.0 2007
Summer course: Energy, Development and Climate Change

University of Illinois at Urbana-Champaign, Urbana, IL, GPA: 3.5/4.0, Dean's List 2000 – 2004
Bachelor of Science in Engineering Physics, Minor in Mathematics

Professional Experience

Survey consultant, New York, NY November 2010
Paid short-term survey consultant for a home energy management startup company

Resources for the Future, Washington, DC Summer 2008
Intern, Researched climate change adaptation strategies for the United States
Mentor: Molly Macauley

University of Illinois at Urbana-Champaign, Urbana, IL August 2002 – May 2004
Resident Advisor, Fostered a positive living-learning community in Allen Hall

Publications and Research

Journal Articles

McNeeley, S. M. *et al.* (In Press). **Catalyzing frontiers in water-climate-society research: A view from early career scientists and junior faculty** *Bulletin of the American Meteorological Society*.

Attari, S. Z., DeKay, M. L., Davidson, C. I., & Bruine de Bruin, W. (2011). **Changing household behaviors to curb climate change: How hard can it be?** *Sustainability: The Journal of Record*, 4(1), 9-11.

Attari, S. Z., DeKay, M. L., Davidson, C. I., & Bruine de Bruin, W. (2010). **Perceptions of energy consumption and savings.** *Proceedings of the National Academy of Sciences*, 107(37), 16054-16059.

[Dietz, T. (2010). **Narrowing the US energy efficiency gap.** *Proceedings of the National Academy of Sciences*, 107(37), 16007-16008 (Commentary).]

Attari, S. Z., Schoen, M., Davidson, C. I., DeKay, M. L., Bruine de Bruin, W., Dawes, R. M., & Small, M. J. (2009). **Preferences for change: Do individuals prefer voluntary actions, soft regulations, or hard regulations to decrease fossil fuel consumption?** *Ecological Economics*, 68(6), 1701-1710.

Letters

Attari, S. Z., DeKay, M. L., Davidson, C. I., & Bruine de Bruin, W. (2011). **Reply to Frederick et al.: Anchoring effects on energy perceptions.** *Proceedings of the National Academy of Sciences*, 108(8), E24 (Letter).

[Frederick, S. W., Meyer, A. B., & Mochon, D. (2011). **Characterizing perceptions of energy consumption.** *Proceedings of the National Academy of Sciences*, 108(8), E23 (Letter).]

Working Papers

Attari, S. Z., Krantz, D. H., & Weber, E. U. (Working paper). **Climate change, energy policy, and advocacy: *Ad hominem* examinations may be justified but attacks often are not.**

Attari, S. Z., Weber, E. U., & Krantz, D. H. (Working paper). **Saving energy: I'll do the easy thing, you do the hard thing.**

Attari, S. Z. and Cook, J. E. (In preparation). **Paying for what was free: A case study of the New York Times paywall**

Pogrebna, G., Attari, S. Z., & Weber, E. U. (In preparation). **The impact of perceived social pressure on individual decision making.**

Refereed Conference Proceedings

Cavalier, R., Attari, S. Z., Dawson, T., & Schweizer, V. (2008). **A deliberative poll on climate change.** Proceedings of the UNITAR Yale Conference on Environmental Governance and Democracy: Institutions, Public Participation and Environmental Sustainability.

Reports

Cavalier, R. *et al.* (2009). **Campus conversations: Climate change and the campus.** Southwestern Pennsylvania program for deliberative democracy.

Attari, S. Z., Gilmore, E., Grieshop, A., & Samaras, C. (2006). **Analysis of green energy options for the Phipps conservatory**. Presented to Executive director of Phipps Conservatory and Botanical Gardens, Richard Piacentini.

Attari, S. Z., Boonyachut, N., Lieberman, D., & McCarthy, N. (2005). **Life cycle assessment of waterless urinals**.

Popular Press

Attari, S. Z. (September 23, 2010). **How much energy does that device use?** Climate Central, blog posting.

Attari, S. Z. (December 10, 2009). **The collective action curse**. State of the Planet by the Earth Institute, blog posting.

Attari, S. Z., Azevedo, I., Flath, B., & Samaras, C. (November 20, 2007). **Letter to the 2008 presidential candidates on energy and sustainability**. National winner: Johnson Controls "Tomorrow's Energy Ambassadors, Managers and Scholars" essay competition, won a \$10,000 scholarship fund for CMU. Published in USA Today, Washington DC and Pittsburgh editions.

Attari, S. Z. (September/October 2006). **Letter to the editor on voluntary simplicity**. Technology Review.

Invited talks, Presentations, and Posters

Saving energy: I'll do the easy thing, you do the hard thing

Presentation, Behavior, Energy, and Climate Change (BECC), Washington, DC (2011)

Presentation, Annual Meeting of the Society of Judgment and Decision Making (SJD), Seattle, WA (2011)

Paying for what was free: A case study of the New York Times paywall

Invited talk, Earth Institute Fellows Symposium, Columbia University, New York, NY (2011)

Changing behaviors to achieve efficiency

Invited talk and panelist, Future Energy Conference, Portland, OR (2011)

Human behavior and energy consumption: Understanding decisions about energy

Invited talk, Workshop on Political Theory and Policy Analysis, Indiana University, Bloomington, IN

(*Upcoming*, 2012)

Invited talk, Rosenstiel School of Marine and Atmospheric Science, University of Miami, Miami, FL (2011)

Invited talk, Cognitive Lunch, Department of Psychology, Indiana University, Bloomington, IN (2011)

Invited talk, Human Behavior and Installation Energy Consumption Pilot Study Roundtable, Department of Defense and National Defense University, Washington, DC (2011)

Invited talk, Climate, Buildings, and Behavior, The Garrison Institute, Garrison, NY (2011)

Invited talk, Environmental Protection Agency, Region 10, Seattle, WA (2011)

Invited talk, Science Application Division, Center for International Earth Science Information Network (CIESIN), Columbia University, New York, NY (2011)

Invited talk, Civil and Environmental Engineering, Northeastern University, Boston, MA (2011)

Invited talk, School of Forestry & Environmental Studies, Yale University, New Haven, CT (2011)

Invited talk, Sloan School of Management, Massachusetts Institute of Technology, Boston, MA (2011)

Invited talk, Norton School of Family and Consumer Science, Consumers, Environment & Sustainability Initiative (CESI), University of Arizona, Tucson, AZ (2011)

Invited talk, School of Public and Environmental Affairs, Indiana University, Bloomington, IN (2011)

An idea: Using virtual reality to visualize climate change impacts

Invited talk, Earth Institute Fellows Symposium, Columbia University, New York, NY (2010)

Public perceptions of energy consumption and savings

Invited talk, National Energy and Utility Affordability Conference, Fort Lauderdale, FL (2011)

Invited talk, Department of Energy, Working meeting on energy literacy, Washington, DC (2010)

Invited talk, Environmental Protection Agency, Region 2, New York, NY (2010)

Invited talk, Carlson on sustainability, Carlson School of Management, University of Minnesota, Minneapolis, MN (2010)

Invited talk, Board of directors of Urban Green, U.S. Green Building Council, New York, NY (2010)

Invited talk, Earth Institute Fellows Symposium, Columbia University, New York, NY (2010)

Presentation, Transatlantic Relations, Climate and Energy, Freie Universität, Berlin, Germany (2009)

Poster, Behavior, Energy, and Climate Change (BECC), Washington, DC (2009)

Poster, Annual Meeting of the Society of Judgment and Decision Making (SJDM), Boston, MA (2009)

Climate change, buildings, and occupant behavior

Invited talk, Center for the Sustainable Built Environment, New York University, New York, NY (2010)

Invited talk, Climate change leadership series, The Garrison Institute, Garrison, NY (2010)

Human behavior and climate change: Preferences for change and perceptions of energy consumption

Invited talk, Human Ecology, Rutgers University, New Brunswick, NJ (2010)

Invited talk, Environmental Science, Rutgers University, New Brunswick, NJ (2009)

Debriefing: Copenhagen (COP-15) and the Transatlantic Climate Bridge

Presentation, Center for Research on Environmental Decisions, Columbia University, New York, NY (2009)

Human behavior and climate change: A look at why people defect in social dilemmas

Invited talk, Earth Institute Fellows Symposium, Columbia University, New York, NY (2009)

Preferences for change: Do individuals prefer voluntary actions soft regulations, or hard regulations to decrease fossil fuel consumption?

Presentation, 13th International Conference on Social Dilemmas, Kyoto, Japan (2009)

Presentation, Association of Environmental Engineering and Science Professors, Iowa City, IA (2009)

Invited talk, Industrial and Systems Engineering, Texas A&M, College Station, TX (2009)

Invited talk, Environmental Studies, University of Colorado at Boulder, Boulder, CO (2009)

Presentation, United States Society for Ecological Economics, Washington, DC (2009)

Poster, Behavior, Energy, and Climate Change (BECC), Sacramento, CA (2007)

Poster, National Academy of Sciences, Washington, DC (2007)

Climate change, environmental justice, and social equity

Invited talk, Climate Decision Making Center annual meeting, Carnegie Mellon, Pittsburgh, PA (2008)

Decreasing demand: Facilitating energy conservation using individual behavior

Presentation, Association of Environmental Engineering and Science Professors, Blacksburg, VA (2007)

Presentation, Sustainable Consumption Research Exchange, Wuppertal, Germany (2006)

Pittsburgh's environmental attitude and participation in sustainable behaviors*Presentation*, Engineering Sustainability 2007, Pittsburgh, PA (2007)**Center for sustainable engineering: A national dissemination center***Poster*, Association of Environmental Engineering and Science Professors, Potsdam, NY (2005)**Presentations and Posters by Students** (denoted by asterisk)**Resident acceptance of energy monitoring devices in a green building***Poster*, Behavior, Energy, and Climate Change (BECC), Washington, DC (2011)*Troy Simpson**, *Shahzeen Attari*, *Sabine Marx*, *Elke Weber*, and *Galen Treuer***Teaching Experience**Guest Lecturer, **Energy and behavior**, General Chemistry, Department of Chemistry, Indiana University (Fall 2011)Guest Lecturer, **Energy analysis and markets**, School of Public and Environmental Affairs, Indiana University (Fall 2011)Graduate course development, **Human behavior and energy consumption**, School of Public and Environmental Affairs, Indiana University (Fall 2011; to be taught in Spring 2012)Graduate course development, **Carbon management and decision making**, Columbia (Fall 2010)Guest lecturer; designed and implemented final group video project, **Thinking and environmental decision making**, Columbia (Fall 2010)Guest lecturer, **Human behavior and climate change**, Climate and Society, Columbia (Spring 2010)Guest lecturer, **Multidisciplinary approaches to human decision making**, Columbia (Spring 2010)Guest lecturer, **Exploring the poles**, Barnard (Spring 2010)Guest lecturer, **Environment and early warnings**, CMU (Fall 2008)Teaching assistant, **Sustainable engineering and industrial ecology**, CMU (Fall 2007, Fall 2008)Teaching assistant, **Introduction to engineering and public policy**, CMU (Spring 2007)Guest lecturer for public high school students, **Climate change science**, Pittsburgh, PA (Summer 2006)Teaching assistant, **Civil and environmental engineering, junior projects**, CMU (Fall 2005)**Skills**

Software: SAS • DecisionTools • C Programming • MS Office

Languages: English • Hindi • Gujarati • Basic American Sign Language

Citizenship: Indian; Lived in United Arab Emirates for 18 years

Scholarships & Awards

Grand challenge student paper award, NSF-AEESP	2009
Outstanding teaching award, Civil and Environmental Engineering (CMU)	2009
Freie Universität fellowship	2009
Precourt energy efficiency travel fellowship	2009
Environmental Research and Education Foundation (EREF)	2005 – 2009
Colin U. Miller and Mary Hay Miller charitable trust	2007 – 2008
Steinbrenner seed funding	2005
Harold Allen Thomas memorial	2004 – 2005
Women in engineering	2003 – 2004

Lorella Jones undergraduate research 2003

Professional Development

Invited panelist, Climate denial, public attitudes, and behavioral missteps: Understanding the landscape, Behavior, Energy, Climate Change Conference (BECC), With Steven Nadel, Kari Norgaard, and Edward Maibach, Washington, DC 2011

Invited panelist, Climate change and cultural issues, The Society of Environmental Journalists, With Adriene Hill, Kenneth Broad, and Michel Handgraaf, Miami, FL 2011

Invited participant, Science Foo Camp (SciFoo), Googleplex, Mountain View, CA 2011

Invited expert, U.S. Department of Energy, Energy literacy working meeting, Washington, DC 2010

Invited participant, Science Foo Camp (SciFoo), Googleplex, Mountain View, CA 2010

Participant, Summer institute on managing transitions to sustainable communities and regions, Cornell University, Ithaca, NY 2010

Invited participant, 8th Annual NCAR Early Career Scientist Assembly (ECSA) Junior Faculty Forum (JFF), Boulder, CO 2010

Invited expert, School of Public and Environmental Affairs, Indiana University, to guide study on the public attitudes toward carbon capture and storage, Chicago, IL 2010

Participant, DISsertation initiative for the advancement of Climate Change ReSearch V (DISCCRS V), Pheonix, AZ 2010

Participant, Transatlantic climate bridge workshop, Freie Universität, Berlin, Germany 2009

Observer, UNFCCC Conference Of the Parties (COP-15), Copenhagen, Denmark 2009

Moderator, Conversation between scientists and public on climate change, Pittsburgh, PA 2009

Advising

Advised visiting scholar Elizabeth Keenan from University of California-San Diego 2011

Co-Advised PhD Student & PhD committee member Yoko Iwaki in the Columbia Business School, Thesis: Cross-cultural comparisons in environmental behaviors between Japan and US 2011

Selected Media

Grist, "Climate change for sale: How climate activists can wake up the American public" (December 13, 2011)

Slate Magazine, "Do you know how much energy common household appliances consume?" (April 21, 2011)

The Wall Street Journal, Smart Money, "Saving on energy costs: The real deal" (September 27, 2010)

BBC World Service, "Science in action" (September 3, 2010)

CNN Money, "Americans in the dark about energy use" & "What saves more energy?" (September 2, 2010)

The Economist, "Watts up? People habitually underestimate their energy consumption" (August 19, 2010)

National Geographic News, "Missing the chance for big energy savings" (August 18, 2010)

TechCrunch, "Study shows people are clueless about energy savings – here is what actually works" (August 18, 2010)

New York Times, "Delusions abound on saving energy" (August 18, 2010)

New Scientist, "Fighting fallacies about energy efficiency" (August 17, 2010)

Newsweek, "Green and clueless" (August 17, 2010)

Scientific American, "Public underestimates savings of energy efficiency" (August 17, 2010)
 The Daily Climate, "Americans' sense of energy savings? Small change" (August 16, 2010)
 WNYC, NPR – New York, The Brian Lehrer Show, Climate change: People and cities (December 14, 2009)
 Miller-McCune, "Americans willing to go green, but dislike mandates" (March 16, 2009)
 WDUQ, NPR – Pittsburgh, Sustainability and energy consumption (April 27, 2007)
 Prism Magazine, "Live green or die" (April 2007)

Ad Hoc Reviewing

Journals:

Environmental Science & Technology
 Ecological Economics
 Global Environmental Change
 Climate Research
 Population and Environment
 Journal of Human and Ecological Risk Assessment

Grant Proposals:

National Science Foundation – Decision, Risk and Management Sciences (DRMS)
 Economic and Social Research Council (ESRC)

Professional Associations

Society for Judgement and Decision Making
 United States Association for Energy Economics
 Association for Psychological Science

Service

Search Committee for 'Industrial Ecologist and Life Cycle Assessment' faculty position at SPEA 2011 – 2012
 Search Committee for 'Director of Marketing and Communications' at SPEA 2011

Activities

MentorNet 2009 – 2010
 Nine Mile Run Water Shed Association, Pittsburgh: planted trees 2007
 The Nature Conservancy volunteer: Restoration of Apalachicola bluffs and ravines 2003
