

RACHAEL L. SHWOM
Assistant Professor
Department of Human Ecology
Rutgers University

Office: Department of Human Ecology
School of Environmental & Biological Sciences
Cook Office Building
55 Dudley Road, Room 202
New Brunswick, NJ 08901

ACADEMIC PREPARATION

Michigan State University, East Lansing, MI

Ph.D. in Sociology, December 2008

Environmental Science and Policy Program Specialization

Advisor: Dr. Thomas Dietz

Areas of interest: Environmental Sociology; Organizational Sociology; Political Sociology;
Coupled Human and Natural Systems; Sustainability Science

Dissertation Title: "Greens, Suits, and Bureaucrats: A Sociological Perspective on
Interorganizational Relations in Appliance Energy Efficiency Policy"

Duke University, Nicholas School of the Environment, Durham, NC

Masters of Environmental Management, September 2001

Advisor: Dr. Lynn Maguire

Concentration: Resource Economics and Policy

Masters Project: "Communicating Scientific Uncertainty: A Case Study of Climate Change
Scientists' Testimonies before Congress."

Syracuse University, College of Arts and Sciences, Syracuse, NY

Bachelor of Arts, English and Textual Studies, May 1999

Over 70 credits in biological and environmental sciences

Academic Achievement Award in Biology, Syracuse University Dean's Scholarship

PUBLICATIONS

Peer-Reviewed Journal Articles

Shwom, R., Dietz, TM, Dan, A. 2008. "The Effects of Information and State of Residence on
Climate Change Policy Support" *Climatic Change* 90:4:343-358.

Dietz, TM, Dan, A, and Shwom, R. 2007. "Support for Climate Change Policy: Social
Psychological and Social Structural Influences" *Rural Sociology* 72:2:185-214.

Dietz, TM, Fitzgerald, A, Shwom, R., 2005. "Environmental Values" *Annual Review of
Environment & Resources*. 30:12; 1-38.

Peer-Reviewed Book Chapters

McCright, Aaron M., and Rachael L. Shwom. 2008. "Global Climate Change in the U.S. Mass Media."
Forthcoming in *Climate Change and Policy*, edited by Stephen H. Schneider, Armin Rosencranz,
& Michael Mastrandrea. Washington, D.C.: Island Press.

Journal Articles Currently Under Review

Shwom, R. "Strengthening Sociological Perspectives on Organizations and Environment"
resubmitted at *Organization and Environment* 02/28/09.

Shwom, R., Bidwell, D., Dan, A., Dietz, TM. "Why does the U.S. Public Reject or Support
Climate Change Policies?" submitted to *Global Environmental Change* 03/03/09.

Peer-Reviewed Conference Proceedings

- Shwom, R. and Taylor, J. 2006. "Sociological Perspectives on Energy Efficiency Program Efforts to Encourage the Diffusion of Automated Technologies in the HVAC Technician Industry" *Proceedings of ACEEE 2006 Summer Study on Energy Efficiency in Buildings*, Pacific Grove, CA.
- Shwom, R., 2003. "Three Energy-Efficiency Program Uses of Commissioning: An Analysis of Strengths and Weaknesses" *Proceedings of the 11th National Conference on Building Commissioning*, Palm Springs, CA.
- Wilkinson, R., Wolf, G., Kost, W., and Shwom, R. 2006. "An Analysis of the Energy Intensity of Water in California: Providing a Basis for Quantification of Energy Savings from Water System Improvements" *Proceedings of ACEEE 2006 Summer Study on Energy Efficiency in Buildings*, Pacific Grove, CA.
- Jacobs, PJ, Higgins, C, Shwom, R., 2004. "Upstream Strategies to Improve Commercial Rooftop Unit In-field Performance." *Proceedings of ACEEE 2004 Summer Study on Energy Efficiency in Buildings*, Pacific Grove, CA, 2004.
- Lowinger, M., Rouleau, D., Holloman, B., Linn, J., Shwom, R. 2002. "Light Commercial Air Conditioning: Moving the Market Towards High Efficiency." *Proceedings of ACEEE 2002 Summer Study on Energy Efficiency in Buildings*, Pacific Grove, CA.

Articles In Preparation

- Shwom, R. "Theorizing Production in Greening Consumption: Toward a Political Economic Account of Green Consumer Products and the Case of Energy-Efficient Appliances"
- Shwom, R. "Institutional Change in the Energy-Efficiency Field: The Emergence of Market Transformation"
- Shwom, R. "Just Living Life: Social Institutions, Consumption Impacts, and Opportunities for Making Change Happen"
- Shwom, R. and Dietz, T. "Energy Conservation Behavior"
- Bidwell, D., Dan, A., Shwom, R., and Dietz, T. "Deliberation Lite: How Does Feedback Influence Public Climate Change Policy Support?"
- Dan, A., Shwom, R., Bidwell, D. and Dietz, T. "The Geography of Climate Change Policy Support: National, Regional, and State Variations"
- Dan, A., Bidwell, D., Shwom, R. and Dietz, T. "A comparison of national web versus mail survey response"

AWARDS

- * INFORMS/Organization Science Dissertation Proposal Competition Finalist (Fall 2008)
- * Michigan State University Dissertation Completion Fellowship (Fall 2008)
- * Michigan State University Environmental Science and Policy Program Fellowship (Fall 2006 to Summer 2008)
- * Honorable mention American Association for the Advancement of Sciences, Student Poster Competition, Social Sciences Section, "Deliberation Lite: How Does Feedback Influence Public Climate Change Policy Support?" with David Bidwell (February, 2007)
- * National Academies Christine Mirzayan Science and Technology Policy Fellowship, National Research Council, Committee on Human Dimensions of Global Change, Washington, DC. (Fall 2006)
- * New England Complex Systems Institute Scholarship, Massachusetts Institute of Technology, Cambridge, MA, to attend one week intensive class on Complex Biological, Physical and Social Systems (January, 2005)

RESEARCH EXPERIENCE

Researcher, September 2007 to present

Michigan State University, 274 Giltner, East Lansing, MI 48824

Environmental Science and Policy Program

* Wrote and submitted research grant with Thomas Dietz titled “Between State and Profit: An Analysis of Changes in Nonprofit Interorganizational Networks and Tactics in the Energy Efficiency Field 1973-2006” that was funded by National Science Foundation’s Innovation and Organizational Change Program.

* Conducting archival research on organizational participation in events, network analysis and modeling, and qualitative case studies to provide an organizational perspective on U.S. energy efficiency policy.

Research Assistant, May-June 2007

Michigan State University, 122 Geography Building, East Lansing, MI 48824

Center for Global Change and Earth Observations

* Spent 1 month at Zhejiang University in Hangzhou, China supporting interdisciplinary efforts to develop a joint research agenda on water quality and harmful algal blooms.

Research Assistant, Fall 2004-Summer 2006

Michigan State University, 274 Giltner, East Lansing, MI 48824

Environmental Science and Policy Program

* Supported survey design, fielding, and analysis of resulting data on climate change and energy policy attitudes and policy preferences and the effects of deliberation.

TEACHING EXPERIENCE

Class Instructor, Social Problems, Summer 2008

Class Instructor, Sex and Gender, Summer 2008

Michigan State University, 316 Berkey, Department of Sociology, East Lansing, MI 48824

* Responsible for developing syllabus, lectures and grading of lower-level undergraduate students.

Guest Lecturer, Complex Organizations, Summer 2007

Michigan State University, 316 Berkey, Department of Sociology, East Lansing, MI 48824

* “Organizational Perspectives on Social Movements: The Case of the U.S. Environmental Movement”

Class Instructor, Sociology of Work, Summer 2005

Michigan State University, 316 Berkey, Department of Sociology, East Lansing, MI 48824

* Responsible for developing syllabus, lectures and grading of upper-level undergraduate students.

OTHER WORK EXPERIENCE

Commercial Program Manager, January 2003 – August 2004

Commercial and Residential Program Associate, October 2001-December 2002

Consortium for Energy Efficiency, 98 North Washington St., Suite 101, Boston MA

* Facilitated committee development and manufacturer feedback on equipment specifications to improve in-field efficiency performance of rooftop air conditioners and efficient commercial refrigeration

* Conducted technical and market research to facilitate committee decisions on energy performance specifications and potential program strategies for increasing market penetration of high efficiency products.

* Managed the efficient commercial air-conditioning and refrigeration committee efforts including annual planning, projects scope of work, annual newsletter, quarterly grant reporting, quarterly committee meetings, and phone conferences.

Budget Analysis Intern, Summer 2000

National Council for Science and Environment, 1707 H Street, Ste. 200, Washington, DC

* Attained and utilized federal agency budgets to analyze trends in federal funding of environmental research.

Policy Analysis Intern, Summer 1998

National Center for Environmental Decision Making Research, Knoxville, TN

* Restructured and updated Great Smoky Mountain National Park's Resource Management Plan.

CONFERENCES

Presenter

Behavior, Energy and Climate Change, November 2008, Sacramento, CA

“Friend or Foe? The Evolution of Efficiency Advocates and Industry Relations 1973 to 2006”

Climate Change in the Great Lakes Region: Decision-Making Under Uncertainty, March 2008

“What do Michiganders Think about Climate Change?”

Michigan K-12 Educators Workshop on Climate Change, April 2007

“Understanding Climate Change: Insights from the Social Sciences”

Climate Change in the Great Lakes Region: Decision-Making Under Uncertainty, March 2007

Poster Session, “What’s in the Public’s Mind? Rationales for Supporting or Rejecting Climate Change Policies” with Amy Dan, David Bidwell, and Thomas Dietz.

American Association for the Advancement of Science, February 2007, San Francisco

Poster for the Economic and Social Sciences Section

“Why does the Public Reject Climate Change Policies?” and “Deliberation Lite: How Does Feedback Influence Public Climate Change Policy?” with Amy Dan, David Bidwell, and Thomas Dietz

Society for Human Ecology, 2006, Bar Harbor

Session on Climate Change and Society

“The Nitty Gritty of Integrating Human and Natural Factors in Research: The Case of Human Dimensions of Global Change”

American Sociological Association, August 2006, Montreal

Applied and Clinical Sociological Research Session

“Power and the Politics of Information: A Critical Review of Globalization Measurement and Implications” with Brendan Mullan and Colleen Wilson

American Council for an Energy Efficient Economy (ACEEE) Summer Study on Energy Efficient Buildings, August 2006, Pacific Grove, CA

Session on Human Dimensions of Energy Use

“Sociological Perspectives on Energy Efficiency Program Efforts to Encourage the Diffusion of Automated Technologies in the HVAC Technician Industry”

American Association for the Advancement of Science, February 2006, St. Louis

Poster for the Economic and Social Sciences Section

“Who Supports Climate Change Policies?” with Amy Dan and Thomas Dietz

American Sociological Association, August 2005, Philadelphia

Environment, Society and Technology Section Roundtable

“Social Structural & Social Psychological Predictors of Climate Change Policy Support” with Amy Dan and Thomas Dietz

Participant

American Sociological Association, August 2008, Boston, MA

NSF's Sociological Perspectives on Climate Change, May 2008, Arlington, VA

Michigan Sociological Association, October 2007, East Lansing, MI

Session Chair for Environmental Sociology Session

American Sociological Association, August 2006, Montreal

Roundtable Organizer with Kevin Hill and June Gin, "Off the Record and Off the Cuff: A Chance for Graduate Students to Ask Their Questions on Environmental Sociological Theory"

National Council for Science and Environment, January 2006, Washington, DC

Society for Human Ecology, October 2005, Salt Lake City, UT

SERVICE

Graduate Student Representative, Environment, Technology and Society Section, American Sociological Association

Graduate Representative to Sociology Department Faculty Meetings: Fall 2004-Fall 2005, Fall 2007

Co-chair for Sociology Graduate Student Collective: Fall 2005-Fall 2006

Graduate Representative on Environmental Science & Policy Faculty Search Committee: Spring 2005

Reviewer for *Social Forces*, *Journal of Environmental Psychology*, *Environmental Conservation* and *Human Ecology Review*