

Susan Mazur Stommen, Ph.D.

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www.indiciaconsulting.com

Cultural anthropologist with 25 years of experience working in corporate, academic, and non-profit circles. Well-known researcher whose work has been published in peer reviewed journal articles and books from academic presses, as well as trade journals and other media publications. Sought after conference speaker and presenter on topics including user centered product design, the meanings of brands, and the consumer perspective. Research focus is on the intersection of human behavior, particularly the role of consumption with respect to products, ideologies, or energy, in navigating the physical environment. Strong focus on emerging technologies, and gamification.

Education

Doctor of Philosophy, Anthropology University of California, Riverside Riverside, CA	2002
Master of Arts, with Distinction, Anthropology University of California, Riverside Riverside, CA	1998
Bachelor of Arts cum laude, Anthropology San Jose State University, San Jose, CA	1995

Professional and Academic Experience

Indicia Consulting/Indicia Community

Founder and Principal 2006 – Present

Dr. Mazur-Stommen founded Indicia Consulting LLC in 2006 to bring ethnography to a wider audience. Indicia Consulting, an SBA-certified Women Owned Business, defines its primary purpose as an increase in sustainability by using proven social science insights and methods. As the principal of Indicia Consulting, Susan conducts qualitative research for a variety of clients, including state governments, federal agencies, corporations, and NGOs, including clients such as Lawrence Berkeley National Labs, the Department of Energy, Bosch Thermo-technology, and marketing agencies including Verdant and Truth. Recent projects include:

California Smart Growth Council funded project *CAL-Thrives* (California Toolkit for Heat Resiliency in Vulnerable Environment). The program was developed because of an urgent need to boost resiliency to heat waves in the built environment, especially for California's most vulnerable populations, such as low-income seniors in disadvantaged communities (DACs). This interdisciplinary research will help disadvantaged communities withstand increasingly extreme heat brought on by climate change, while concurrently reducing greenhouse gas emissions from air conditioning energy use. The research team collected qualitative data via home interviews, focus groups, intercepts, and observations in Fresno, CA. The team focused on both single-family and multi-family residences. Data was collected to understand



residents' needs, preferences, behaviors, priorities, concerns, and barriers to proposed building cooling strategies and coping mechanisms to extreme heat events. 2019-2021.

Stockton Heat Risk Assessment in partnership with Rising Sun Opportunity Center, funded by the Pacific Gas and Electric Corporation's Better Together Resilient Communities Grant (2018). Conducted qualitative research into extreme heat resiliency among vulnerable and disadvantaged populations. During the summer and fall of 2019, Rising Sun conducted 823 'Green House Calls' in the Stockton area of Northern California. As part of the Green House Call, residents were asked questions about their energy and water consumption and measures they take against extreme heat. In addition to the in-home survey questions, residents also were offered a choice to take a pledge to change a behavior associated with energy, water, or heat resilience. From the data gathered during the Green House Calls, Indicia Consulting developed two composite scores to characterize and analyze households: a Household Vulnerability Score, and a Home Heat Risk Score. We chose to develop composite scores as a better means for identifying truly at-risk households because past attempts to identify such households have typically relied upon singular attributes such as income or below poverty level to establish a household's propensity for risk/vulnerability. Previous research conducted by Indicia Consulting (and others) has shown that, due to the complex nature of how social, cultural, and economic capitals intertwine, such 'gross' measures of risk/vulnerability are inadequate. The composite scores we developed use a variety of demographic attributes known to correlate with risk/vulnerability and traits in the built environment similarly known to correlate with risk/vulnerability. 2019-2020.

California Energy Commission funded project *Cybernetic Fieldwork Across California*, a multi-year project examining the emotional relationship people experience with personal technology (e.g., smartphones, tablets, laptops). This project investigated the engagement of households with personal consumer electronics in two utility territories in California. The research team aimed to demonstrate a psycho-social characteristic termed "cybersensitivity." Cybersensitives are people who appear to exhibit a greater emotional connection to their phones, tablets, and other personal technology such as wearables (e.g., electronic devices that can be worn as accessories, embedded in clothing, implanted in the user's body). This project collected qualitative data via in-depth interviews with a cohort of 48 households and a questionnaire with 298 respondents. We used this qualitative data to construct an Ethnographic Decision Tree Model (EDTM). The EDTM was used to diagram the best process for segmenting a population according to the presence or absence of traits of cybersensitivity. The research team found that the cohort segmented according to attitudes related to engagement with devices and attitudes around electricity consumption and conservation. 2015-2019.

Indicia Community

Executive Director, 2016 – 2019

Indicia Consulting spun off a non-profit LLC, Indicia Community, a 501c3 organization whose primary aim is to act as a start-up incubator for innovative non-profits in the behavior/environment space. Projects included *No More Plastic Straws*, a community-based social marketing pilot, and *Meter Champ*, a platform that gamifies energy savings through competitions.



Goucher College

Instructor, Master of Arts in Environmental Studies Program 2015 – 2018

Teaches in the MAES Program in the Welch Graduate School at Goucher College. This program in Environmental Studies aims at producing leaders prepared to collaborate across disciplines to address the complex human and social aspects of environmental challenges, creating the foundation to realize a healthy planet and healthy communities now and for generations to come. Courses taught include *Environmental Social Science*, *Cultural Sustainability*, *Qualitative Research Methods*, and *Gamification for Social Good*.

American Council for an Energy Efficient Economy

Director, Behavior, and Human Dimensions Program 2011 – 2014

As Director, developed and implemented strategy for growing a nationally recognized program. This included fundraising, research, publishing, and managing a team. In this position, produced several widely read reports including the *ACEEE Field-Guide to Utility-run Behavior Programs* (2013), *Trusted Partners: Everyday Energy Efficiency Across the South* (2013), and *Recent Results from Real-Time Feedback Studies* (2012). Chaired and produced the *Behavior Energy and Climate Change Conference* from 2011-2014.

California State University System

Adjunct Professor of Anthropology 2001-2011

Taught approximately 5,000 undergraduate and graduate students at three CSU campuses over ten years. Developed 20 unique courses in cultural and linguistic anthropology, archaeology, and cultural geography for both classroom and online delivery. Principal Investigator (with Dr. Denise Lawrence) for the California Heat Island Long-term Reversal (CHILR) project based at the Lyle Center for Regenerative Studies at Cal Poly Pomona (2009). Courses taught include: *Introduction to Cultural Anthropology*, *Introduction to Physical Anthropology*, *Introduction to Archaeology*, *Native American Cultures*, *California Natives*, *Culture and Communication*, *Culture and Personality*, *Development Anthropology*, *Applied Anthropology*, *Peoples of Europe*, and *Community Design and Social Change*.

Max Planck Institute for Demography

Copy Editor 2000 – 2010

Performed as *ad hoc* copy editor and translator on numerous articles over ten years.

Rostock University

Visiting Professor of Anthropology 1999-2000

Taught courses in the *Faecher* of *Anglistik* and *Sozialwissenschaften*. Conducted Fulbright Research as a member of the Sociology Department.

City of Rostock, Department of Economic Development

IUPM Project – *Consultant* 1999-2000

Participated in the European Union INTERREG IIC project, promoting cooperation among city planners within Baltic-area nations concerning renewal of historic resources in inner-cities.

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Smithsonian Institution

Center for Folk Life Programs and Cultural Fellow Winter 1998

Research assistant on the book, *Hope Diamond: The Legendary History of a Cursed Gem* by Richard Kurin. Produced research on magic, gem cutting techniques, 19th century gem sales, and the history and theory of male jewelry. Conducted archival research and translation work in the *Niedersachsises Staatliche Archiv*, Wolfenbuttel, Germany.

University of California, Riverside

Assistant Research Anthropologist 2003-2007

Graduate Student, Department of Anthropology 1996-2002

Conducted Dissertation Research funded by the IEEE Fulbright Program (1999-2000). [Editorial Assistant](#) on the book, *Migration and Colonization in Human Microevolution* (Cambridge University). [Research Assistant](#) Incorporating computer aids into ethnographic methodology.

San Jose State University

Research Assistant 1995-1996

NSF project “The Cultural Context of the Gendering of Science: An Indian Case Study” Using SPSS to coordinate a multi-state/multi-lingual ethnographic survey project. Conducted research for undergraduate Honor’s Thesis: “Deciding on a Mate: An Examination of the Marriage Choices Made by Two Iranian Immigrants” which used Ethnographic Decision Tree Modeling to extrapolate and predict mate selection factors.



Publications

- Mazur-Stommen, S. and Paff, S. “Segmenting Utility Customers for Feedback Programs Using Decision-Tree Models” Published in Summer Study in Buildings Proceedings. ACEEE. 2020
- Mazur-Stommen, S., Bayersdorfer, A., Gilbert, H., Paff, S., Ottoson, H., Vora, D. Farley, K., Molnar, A., Granda, C. “Final Project Report” Produced for the project Cybernetic Research across California: Documenting Technological Adoption and Behavior Change across Diverse Geographies and Populations to Inform Energy Efficiency Program Design. California Energy Commission. Funded by EPIC PON 14-038. 2020
- Mazur-Stommen S, Farley, K. “Games for Grownups: The Role of Gamification in Climate Change and Sustainability.” Indicia Consulting LLC. 2016
- Mazur-Stommen, S, Molnar, A. “2016 Lighting Industry Stakeholder Report” Produced by Indicia Consulting LLC for IQ Energy 2016
- Layke, J., Mackres, E., Becqué, R., Liu, S., Managan, K., Nesler, C., Mazur-Stommen, S., Petrichenko, K., Alden, N. and Graham, P. “Accelerating Building Efficiency: 8 Actions for Urban Leaders” World Resources Institute. 2016
- Mazur-Stommen S, Farley, K. “ACEEE Field-guide to Utility-run Behavior Programs.” American Council for an Energy-Efficient Economy. 2013
- Mazur-Stommen, S. and Vigen, M. “Trusted Partners: Everyday Energy Efficiency Across the South” American Council for an Energy-Efficient Economy. 2013
- Mazur-Stommen, S. “Ethnography of Cool Roof Retrofits: The Role of Rebates in the Material Selection Process.” Lawrence Berkeley National Laboratory. 2012
- Foster, B. and Mazur-Stommen, S. “Results from Real-Time Feedback Studies.” American Council for an Energy-Efficient Economy. 2012
- Mazur-Stommen, S. Contributor: “Encyclopedia of Consumption and Waste: The Social Science of Garbage.” Edited by Carl A. Zimring. & William L. Rathje. SAGE Publications. 2012
- Mazur-Stommen, S. “Evading What the Nazis left Behind: An Ethnographic and Phenomenological Examination into Historic Preservation in Postwar Rostock” in *Beyond Berlin: German Cities Confront the Nazi Past*, University of Michigan Press: Gavriel Rosenfeld and Paul Jaskot, Editors, 2008
- Mazur-Stommen, S. “Optimal Foraging Theory and the Racecar Driver: The Impact of Student - Centered Learning on Anthropological Pedagogy” *Anthropology & Education Quarterly* 37(3), 273-284. 2006
- Mazur-Stommen, S. *Engines of Ideology: Urban Renewal in Rostock, Germany 1990-2000* Volume one in the series, *European Cultures and Public Policy* Edited by Ulrich Koeckel - LIT Press, Berlin. 2005
- Mazur-Stommen, S. “Creating Europe – A Round Up of Recent Writing” Book Review Essay - *Journal of the Society for the Anthropology of Europe*, 2004
- Mazur-Stommen, S. “Christmas Foodways and Ritual in Northern Germany: Distinctions East and West of the Former Border” *Anthropology of Eastern Europe Review – Vol. 21, No. 1*. 2003
- Mazur-Stommen, S. “Ethnography and Fieldwork in Post-Socialist States” Book Review Essay - *Journal of the Society for the Anthropology of Europe* Fall 2002
- Mazur-Stommen, S. “Conclusions, Relevance: Results of Research in Rostock, 1999-2000” *Stadtgesprachen*, Rostock Germany. Fall 2002



Mazur-Stommen, S. *Engines of Ideology: Urban Renewal in Rostock, Germany 1990-2000* Dissertation, University of California, Riverside. Dr. David Kronenfeld – committee chair. March 2002

Conference Papers/Presentations

“Stockton Heat Risk Assessment: Using Rising Sun House Call Data.” 11th Annual Statewide Energy Efficiency Virtual Forum: Promising Solutions for a Clean Energy Future, July 2020

“Stockton Heat Risk Assessment: Using Rising Sun House Call Data.” EPA Social-Environmental Science Exchange Monthly Webinar, June 2020

“Decision-tree models for identifying consumer segments” Behavior, Energy, and Climate Change Conference, Washington, D.C. December 2018

“Preparing students to Practice Anthropology” American Anthropology Association Department Leaders Summer Institute, Washington, D.C. June 2018

“Ethnographies of energy: Recruiting participants for in-home interviews” Energy Extraction: Ethnography, Science, Sustainability Panel, Society for Applied Anthropology Annual Meeting, Philadelphia. April 2018

“Gamification: An Overview” Emerging Technologies Summit: Making the Connection from Energy Efficiency Innovation to Delivery, Ontario, CA. April 2017

“Behavior, Energy, and Climate Change: Ethnographies of Energy as Policy Tools” delivered to the University of California School of Public Policy as invited speaker, Riverside, CA. April 2017

“Cybernetic Fieldwork Across California” Behavior, Energy, and Climate Change Conference, Baltimore. December 2016

“Behavioral Watersheds: Examining the Geospatial Distribution and Impact of Behavior Change Programs” Updated and Revised for the Society for Applied Anthropology Annual Meeting, April 2016.

“Exploring behavior-based efficiency programs in detail” CARD Workshop, Minneapolis. April 2016

“Energy and Human Behavior: Searching for Links” International Student Energy Summit, Bali. June 2015

“Behavior Programs and State Regulation: Making Sense of Variety” Clean Power Plan Symposium, Vanderbilt University, Nashville. May 2015

“Recent research in behavior: filling the gap unaddressed by technical measures to boost energy performance in buildings” North American Sustainable Energy Association, Boston. March 2015

“Beyond Technical Measures: Big Impact Program Design” An American Institute of Architects Continuing Education Systems Course for the North American Sustainable Energy Association, Boston. March 2015

“Do you need games in your portfolio?” E-Source Forum, Denver. October 2014

“Behavioral Energy Efficiency Engagement Practices in Large-scale Commercial and Industrial Settings” National Grid EE Summit, Boston. September 2014

“Greening the partnership between owners and tenants in Grade A Commercial Buildings, International Green Building Conference, Singapore. August 2014

“Behavioral Watersheds: Examining the Geospatial Distribution and Impact of Behavior Change Programs” American Council for an Energy-Efficient Economy Summer Study. Asilomar. August 2014

“Introduction to Games and Social Media” Market Transformation Conference, Baltimore. March 2014

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“Tamagotchi Building Project: Environmental Cues in Context.” Summer Study in Buildings, Asilomar, CA 2012. Published in Summer Study in Buildings Proceedings. ACEEE. 2012

Ethnographies of Presentation Panel: Panel Organizer and presenter American Anthropological Association Annual Meeting, San Jose. November 2006

“Contested History in California’s Inland Empire” Los Angeles: Ethnographies of 21st Century Urbanism. American Anthropological Association Annual Meeting, Atlanta. December 2004

“Riverside and Rostock: Life in Two Historic Districts Undergoing Revitalization” Cultural Landscape on the Eastside/Inland Empire: Identity and Preservation. California State Polytechnic University, Pomona. May 2003

“Café Society: Community and Economy in Rostock.” Poster presentation. American Anthropological Association Annual Meeting, New Orleans. November 2002

“Church, State, and City: Fighting over the *Baederregulung* in Rostock, Germany” German Studies Association Annual Conference, San Diego. October 2002

“History and the Physical City: Tradition, Memory, and Experience in Rostock” First Biennial Urban History Conference. Urban History Association, Philadelphia. September 2002

“Urban Renewal in Post-*Wende* Germany” Southwestern Anthropological Association Annual Meeting, San Diego. April 2001

“History at the Center: Planning and Politics in a Baltic City” American Anthropological Association Annual Meeting, Chicago. November 1999

“Burghers, Bibles and Beer: Hanseatic Identity in the Early Modern Period” Histories and Modernities Conference - Office of the President, University of California. March 1998

Awards

NSF Short Course in Research Methods, Quantifying Behavioral Observation, July 2009

Fulbright I.I.E. Dissertation Research Grant, 1999-2000

Friedrich Ebert Stiftung, 1999-2000 (Declined in favor of the Fulbright I.I.E)

German Historical Institute Summer Program, 1999

Alexander von Humboldt Stiftung – German Chancellor Award Finalist, 1999

University Grant (Graduate Division), University of California, Riverside 1999, 2000, 2001

Smithsonian Institution Internship 1998-1999

Board memberships (Past and Present)

American Anthropological Association

Co-Chair, Members’ Programmatic Advisory and Advocacy Committee, Fall 2017 to Present

MPAAC is committee within the American Anthropological Association (AAA) that oversees the Association’s work in the eight priority areas: ethics; human rights; labor and workforce; public policy; racialized minorities; gender equity; practicing, public and applied sector; and internationalization.

Ecowomen

Vice President, National Board 2015 – 2018

Our mission is inspiring and empowering women to become leaders for the environmental community through educational and professional development opportunities.



Professional Memberships (Past and Present)

American Anthropological Association (AAA)

Society for the Anthropology of Europe (Board Member 2002-2006)

Editor, European Anthropology in Translation, Series from the Society for the Anthropology of Europe, Berghahn Books, Oxford, U.K.

Society for Urban and National Anthropology

National Association for the Practice of Anthropology (NAPA)

Washington Area Practicing Anthropologists (WAPA)

Southern California Applied Anthropology Network (SCAAN)

Society for Applied Anthropology (SfAA)

Ethnographic Praxis in Industry (EPIC)

Anthropology and Design

Consumer Insights Interest Group

Open Anthropology Cooperative

E3 Research Network

Sustain Research Network

Soyuz: The Research Network for Post-socialist Studies

Languages

German