



**PURDUE'S ENERGY CENTER AT DISCOVERY PARK** is a multidisciplinary academic community that includes faculty from the colleges/schools of Science, Engineering, Technology, Liberal Arts, Management, Consumer and Family Sciences, and Agriculture. The Energy Center comprises nine key research areas: Bioenergy, Clean Coal Energy, Global Partnerships, Hybrid Vehicle Systems, Hydrogen, Nuclear Energy, SEPAE (Social, Economic, and Political Aspects of Energy Use and Policy), Solar Energy, and Wind Energy.

The Social, Economic, and Political Aspects of Energy (SEPAE) team within the Energy Center (EC) will conduct analyses for the energy technologies other EC groups are researching. SEPAE encompasses energy economics, energy systems, and energy policy analysis as well as evaluation of consumer and political acceptance of new technologies. Interpersonal communications, mass media, product cost, and product convenience all influence consumer's choices of energy consuming and energy-generating products. As a result, the technology development process can be most effective if technology acceptance analysis is performed simultaneously with development. Similarly, we must develop energy policy pathways to complement technology pathways.

## SEPAE RESEARCH

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## PROJECTS

### Social, Economic, and Political Aspects of U.S. Ethanol Policy

*Funding Source: National Science Foundation program on Human and Social Dynamics*

The research addresses the economic consequences of the seven most likely forms of U.S. ethanol policy and the public and political reactions to these policies. The proposed activities include economic modeling, focus group and survey research on public perceptions of ethanol policies, comparisons between perceptions of the lay public and political elites in states that differ in support for using genetically modified plants to produce ethanol, and laboratory research on decision processes related to ethanol.

### Analysis of Global Economic and Environmental Impacts of a Substantial Increase in Bioenergy Production

*Funding Source: Department of Energy*

The goal of this research is to develop realistic assessments of the economic and environmental impacts of regional and global policies designed to stimulate bioenergy production and use. We will build on the unique strengths of the Global Trade Analysis Project (GTAP) to analyze economic impacts of alternative bioenergy policies at regional and global levels. We will use the Terrestrial Ecosystems Model (TEM) model to evaluate the potential for new lands to be brought into production in the wake of biofuel programs, as well as to validate environmental consequences of these policies and check their feasibility from a fundamental bio-geochemical perspective.

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