

The Annenberg School for Communication  
University of Pennsylvania

# News

L I N K

## Annenberg Scholars 1995-96:

### THE FUTURE OF FACT

Is the distinction between fact and fiction still tenable? Can the information needs of citizens be reconciled with the blurring of the boundaries between fact and fiction? What implications do issues concerning fact and fiction have for programs of professional training and public literacy?

These questions will be at the heart of the Annenberg Scholars Program during its 1995-96 cycle. The program, under the direction of Professor Elihu Katz, brings post-doctoral scholars to ASC for a year of research on social issues with important communication dimensions. In its first three years, the Scholars Program has examined Children and Media Literacy and Public Space.

"Developments in communication research and practice have all but undermined traditional distinctions between fact and fiction, reality and fantasy," noted Katz in announcing the new thematic focus.

"Classically, the genres of reporting — in journalism, law, history, and the sciences — relied on the unquestioned ability to differentiate among facts. Today, however, it is accepted that facts are only accessible through their representation and that there is no representation without interpretation." Scholars will delve into questions of how truth claims of factual genres can be validated and what role methodology plays in the representation of facts.



### DAMPENING THE "DISCOURSE OF BLAME"

**JUDGING** by newspaper headlines, many inner city neighborhoods are the scenes of escalating racial and ethnic conflicts between old-time residents and diversifying newcomers, with little hope for resolution. But according to an Annenberg research team, people underestimate dramatically the amount of support for tolerance and the opportunities for intergroup cooperation in city neighborhoods.

The project, funded by the Ford Foundation, is a pilot study of Philadelphia that draws on face-to-face interviews, survey research and content analysis to develop and evaluate a large-scale public education effort to promote intergroup cooperation. Dean Kathleen Hall Jamieson and Senior Researcher Daniel Romer supervise a research team of Annenberg graduate students, including Nicole DeCoteau, Mika Emori, David Gleason, Tanya Hands, Steve Hocker, Steve Kim, Rhea Lewis, Catherine Riegner, Brigette Rouson, and Kiersten Stewart.

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# Profile

FACULTY



**Klaus Krippendorff**

**H**ow is language and communication implicated in bringing forth what people come to see and act upon? What is the nature of a reality that it can be constructed in denial of its constructedness? Why do scientists cherish a single “uni-verse”—their version of the world—at the expense of all others?

These are some of the audacious questions Professor Klaus Krippendorff poses in trying to understand how realities come to be constructed. “It makes research easier when we don’t examine our assumptions of reality and believe in coherent descriptions of it,” he says. “When we act as if there were only one correct version of the world, we shouldn’t be surprised about the violence and oppression we encounter in it. Communication studies might be a natural place for research into how realities come to be, how multi-verses can coexist and constitute each other.”

Krippendorff’s interest in the construction of reality weaves together three strands of academic work. The first comes from cybernet-

ics, which has evolved from an early preoccupation with computational theories of systems to a second-order understanding that puts knowers into their known and has given him a self-reflexive epistemology. Last year, he helped organize an international conference on “Cybernetics in the Art of Learning.”

His graduate degree in design has also played a role in his social constructivism, focusing on how reality is created in preference to descriptions of what exists. By introducing notions of communication into design, Krippendorff, along with a group of avant-garde designers, created a new approach called “Product Semantics.” He co-edited two volumes on the subject for *Innovations* and for *Design Issues*, and organized international workshops and addressed the third international conference on semantics in Helsinki last summer. His topic was “Redesigning Design.” He has also consulted in the design of new interactive communication technologies.

The third strand of his work derives from studies in communication. In 1980, he published *Content Analysis, An Introduction to its Methodology* (Sage, 1980). The book is in its eleventh printing and has been translated into Italian, Japanese, and Spanish. A new development in reliability analysis is currently in press with *Sociological Methodology* 1995.

Krippendorff’s early interest in meanings has expanded to include his current concern with languaging and dialogue, as reflected in the

titles of his most recent articles, including: “Conversation or Intellectual Imperialism in Comparing Communication (theories);” “Major Metaphors of Communication and Some Constructivist Reflections on Their Use; A Recursive Theory of Communication,” and “Where Meanings Escape Functions.”

Krippendorff came to the Annenberg School in 1964 while still a doctoral student at the University of Illinois in Urbana. In addition to *Content Analysis*, he is also the author of *Information Theory: Structural Models for Qualitative Data* (Sage, 1986), editor of *Communication and Control in Society* (Gordon and Breach, 1979) and co-editor of *The Analysis of Communication Content* (John Wiley and Sons, 1969.) He is a past president of the International Communication Association (ICA), current chair of the International Federation of Communication Associations and an active member of the editorial boards of numerous professional communication journals. He has been elected Fellow of the ICA in 1985, of the American Academy for the Advancement of Science in 1982, and of the Netherlands Institute for Advanced Studies in 1979.

Krippendorff suggests that “we have to re-examine our involvement in the discourse we live by. The communication theories we propose are not passive artifacts. They may be believed, inform everyday practices, and thus become real. Because they can enable some institutions and disable others, we have to assume moral responsibility for their constructions.”

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In his paper for *Critical Studies in Mass Communication* on “Undoing Power” Krippendorff develops “a blueprint for liberation from reified social abstractions.” He concedes that “rewriting communication becomes a wholly new language game. It is so hard to create a way of languaging that overcomes the epistemological trappings of our customary monologisms.” Krippendorff’s post-enlightenment approach is on the cutting edge of social research. His hopes are for a new critical scholarship.

## New to ASC Faculty: Marie-Louise Mares

Marie-Louise Mares has joined the Annenberg faculty as assistant professor of communication. Mares’ research focuses on how media effects vary developmentally, across a person’s life-span. She is particularly interested in the elderly viewer and has written extensively on how the elderly



respond to portrayals of old age on television and on the nature of televised elderly characters. Mares has also examined interpersonal communication in old age, with specific emphasis on nonverbal behavior, and on the effects of TV on formation of ethnic and gender role beliefs in childhood.

A native of Australia, Mares received her B.A. in Communication from Charles Stuart University and her doctorate from the University of Wisconsin at Madison. At Annenberg she is teaching courses on Children and Television and Lifespan Communication and is designing a study of adolescents’ interpretations of crime dramas. She is also currently working on a grant from the National Science Foundation to develop and assess a new children’s television program produced by Wisconsin Public Television.

In an op-ed piece for *The Washington Post* September 9, 1994, **Dean Kathleen Hall Jamieson** and **Professor Joseph Cappella** wrote: “Over the years political scientists have attributed [public] cynicism to disenchantment with policy alternatives, overpromising and failure to deliver, and dissatisfaction with incumbents as leaders... To the list, though, we would add this: a tendency on the part of reporters to filter both elections and public policy through a set of cynical assumptions, including the notions that politicians act out of self-interest rather than a commitment to the public good and are preoccupied with securing election rather than solving social problems. Yet another suspect may be the journalistic tendency to concentrate on the clash of competing points of view rather than on consensus — on attack rather than constructive advocacy.”

Writing for the *Los Angeles Times* October 31, 1994 on the new crop of medical shows on prime-time television, **Professor Joseph Turow** noted: “Pity the poor Clintons and their supporters in the health-care debate. Now they even have part of the new prime-time television line-up against them. Despite misfires with network medical dramas in recent years, NBC and CBS are again taking a stab at behind-the-scenes views of doctors’ work with “E.R.” and “Chicago Hope.” Critics have lauded both programs for acting and writing but for health care reformers, neither show can be good news..The general philosophy [the two shows] act out about medical care in the United States is that, at its best, it is a high-tech battle between knighted physicians and disease; that it is generally available to people when they need it and that administrators and policy-makers simply ought to give doctors the right tools and get out of the way. These are highly controversial notions, greatly at odds with the conclusions of most contemporary health policy analysts.”

**Professor Joseph Cappella** has received a \$7500 grant from the Twentieth Century Fund to synthesize the findings from the Markle Foundation and Robert Wood Johnson Foundation grants for a seminar for journalists to be held by the Fund in May.

**D**ESPITE DECADES of intensive research in political science, public opinion, and communication, scholars attending a recent Annenberg Public Policy Center conference agreed that it is still not certain whether or not presidential campaigns have any real effect on election outcomes. The conference on National Election Studies (NES) and the Impact on the Presidential Campaign was held on November 4th and 5th, 1994 and was attended by many of the country's leading researchers in political communication.

Larry Bartels, of Princeton University's Woodrow Wilson School of Public and International Affairs, presented the dilemma in his opening remarks at the conference. He described regression models which used pre-convention poll margins and election year income changes to predict successfully within three to four percentage points the final vote in each of the presidential elections from 1948 to 1988. Bartels hastened to add that effects of campaigns might be detected if scholars could transcend conceptual and methodological limitations.

The conference also featured a session discussing different ways of measuring mass media effects, with participation by Bartels, ASC's Joseph Cappella, Shanto Iyengar, from the University of California at Los Angeles, and Marion Just from Wellesley College. Another panel on campaign events included Thomas Holbrook of the University of Wisconsin, Milwaukee, William Jacoby, of the University of South Carolina, Mitchell Sanders, of the University of Rochester, and Daron Shaw, of the University of Texas.

On Saturday, the discussion turned to study design issues for the 1996 National Election Study (NES.) Questions included whether the '96 NES should re-interview respondents from earlier studies and whether the traditional September-October time frame of the

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NES pre-election study should be extended to include August, in order to capture important presidential campaign efforts.

Participants also debated whether there should be more questions about respondents' perceptions of specific campaign themes and how much confidence should be put into respondents' own reports of their exposure to campaign news and advertising. There was also a discussion of the potential usefulness of collecting separate data on media content and data on the activities of candidates and other campaigners.

The conference, hosted by ASC Dean Kathleen Hall Jamieson on behalf of the Annenberg Public Policy Center, was also attended by: Michael Alvarez, California Institute of Technology, Henry Brady, University of California, Berkeley, Ann Crigler, University of California, Los Angeles, Charles Franklin, University of Wisconsin, Richard Johnson, of Harvard University, Elihu Katz, ASC, David Lege, University of Notre Dame, Arthur Lupia, University of California, San Diego, Tali Mendelberg, Princeton University, Thomas Patterson, Syracuse University, R. Douglas Rivers, Stanford University, Steven Rosenstone, University of Michigan, Gina Sapiro, University of Wisconsin, Laura Stoker, University of California, Berkeley, Michael Traugott, University of Michigan, Lynn Vavrek, University of Rochester, and John Zaller, of the University of California at Los Angeles.

## Alumni Profile:

### Jo Holz

**For nine years, Jo Holz (Ph.D.'81) thought nothing of bumping into Tom Brokaw and Katie Couric at work when she served as head of audience research for NBC News. But she says the thrill of her professional life came only recently when her new job allowed her to meet someone really impressive: Sesame Street's Big Bird. Last fall Holz took over as vice president for research at the Children's Television Workshop (CTW), producer of entertaining and educational programming for children, including "Sesame Street" and "Ghostwriter."**

**At CTW, Holz heads up a department of 30 people who conduct developmental and evaluative research. "Research is such an integral part of the production process," Holz said recently. "We want to make sure that our programs are interesting and appealing but also that the educational goals they are designed to meet are being achieved." Holz was hired to bring more market research to CTW, and will examine the changing needs and interests of American families and how CTW can meet them. "It's very nice to be part of something that has such a wonderful goal," she noted about her new job, adding, "It combines more of the academic research that used to be my life, with the kind of market research I did at NBC." She also has a handy sample of one on which to test hypotheses: her four-year old son Michael.**



THE ANNENBERG SCHOLARS CONFERENCE ON PUBLIC SPACE

WILL BE HELD AT THE ANNENBERG SCHOOL MARCH 1-4, 1995.

FOR MORE INFORMATION, CONTACT:

PROFESSOR ELIHU KATZ AT 215-898-4775.

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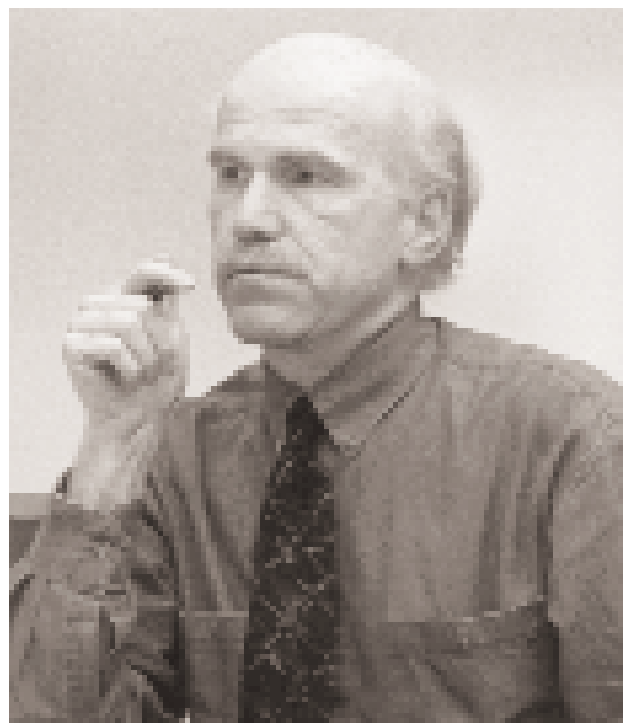
Preliminary findings of the research reveal that some inner city neighborhoods do better than others at managing “diversification”—the influx of newcomers with different ethnic and racial characteristics. The differences have less to do with income than with the nature of public discourse in the area. According to Romer, problems arise in so-called “intolerant neighborhoods” because “a dangerous discourse floats around that encourages people to blame anyone who is different — usually newcomers — for any problem.”



Doctoral student **Brigette Rouson** added that in her search of archival sources, “the central role of discourse in shaping experiences in group identity and interaction became apparent.”

In neighborhoods with a “discourse of blame”, researchers found that “residents get trapped in a discourse that focuses on race or ethnicity — creating walls between each other — when problems could be solved if both sides focused on common ground, such as problems with drugs or combatting crime.” In such situations, there is a need to show that newcomers care about the neighborhood as much if not more than established residents and that complaints coming from the old-timers are a response to behavior patterns not reflections of racism.

Master’s student **Rhea Lewis** said that in conducting interviews, she was most impressed by the “unsung heroes” of neighborhoods. “These are the people, institutions really, who are able to tell you everything that is wrong with the neighborhood, but who dedicate their time to doing everything they can to make it right.”



**Daniel Romer**

**Mika Emori**, a doctoral student conducting interviews for the project, said that one of the important findings was that there are different forms of racism



arising under different circumstances. “While the complexity of these forms are sometimes overwhelming,” she said, “the findings have allowed us to rethink ‘racisms’ so that we can better understand and combat them.”

The researchers have also found that problems may be exacerbated by the news media, which tend to ignore neighborhoods with successful cooperation among diverse groups and to distort situations where conflict and tensions arise. In a five year retrospective of three Philadelphia newspapers, the project found that the media played up intergroup

# { Alumni } News



clashes and simultaneously ignored the models of tolerance that exist even within neighborhoods with problems. As master's student **Kiersten Stewart** found, "the news media tend to focus their attention on racial conflict in headlines and leads, even when the story focuses on members of different racial and ethnic groups attempting to solve their problems or get along better."

This conclusion was echoed by another master's stu-



dent working on the project, **Catherine Riegner**. "The majority of residents may not be racist, and many of them may have friends or acquaintances with those of other racial or ethnic groups. But readers are likely to assume that the 'few bad apples' are representative

of everyone who lives there." The researchers also found that mainstream newspapers (whose reporters and editors are mainly white) had a tendency to glorify white but not black victims of conflicts.

Based on these findings, the project will now begin designing messages that increase the visibility of tolerant discourse. For example, public service announcements will use Philadelphia role models to highlight neighborhoods where successful cooperation exists. Project leaders will also meet with representatives of the local media to develop better guidelines for dealing with race. "The media need to recognize that they add to the discourse of intolerance, inflame it," Romer commented.

**HOWARD BURKAT (M.A. '65)** has become vice president for affiliate marketing and sales support at the Sega Channel, an interactive cable service providing Sega Genesis video games on-demand.

**BARRY DORNFIELD (PH.D. '92)**, assistant professor of anthropology at New York University, produced "Gandy Dancers," a film about the expressive culture of eight retired African-American railroad track laborers, featured in the Margaret Mead Film and Video Festival at the Museum of Natural History in New York.

**VICTORIA EMA-RODRIGUEZ (M.A. '94)** has become media program assistant for the Ford Foundation in New York.

**DUNCAN HOLADAY (PH.D. '84)** is the co-author (with Eddie C.Y. Kuo and Eugenia Peck) of *Mirror on the Wall: Media in a Singapore Election* (Asian Mass Communication Research and Information Centre, 1993.)

**FAWN JOHNSON (M.A. '94)** is a research assistant at the Brookings Institution, where she is working on projects on international news and environmental justice.

**KAS KALBA (M.A. '67)** is president of Kalba International, a management consulting, research, and advisory firm that specializes in the multimedia, telecommunications, and wireless sectors.

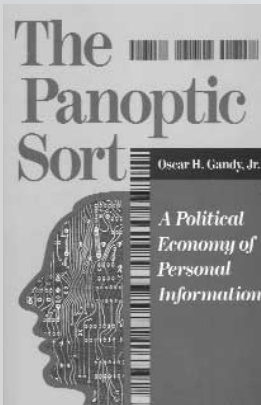
**RICHARD KRAMER (M.A. '91)** has joined the Telecommunications Equities Research team of Kleinwort Benson Securities Limited in London.

**JOHN ROSSITER (PH.D. '74)** is professor of marketing at the Australian Graduate School of Management in the University of New South Wales.

**EDMOND WEISS (M.A. '65)** has become associate professor of communications in the graduate school of business administration at Fordham University.

# { ASC } in Print

Excerpts from recent reviews:



## **The Panoptic Sort: A Political Economy of Personal Information**

by Oscar Gandy (*Westview, 1993*)

“This book stands alongside such works as Machlup’s *Knowledge Industry* and Beninger’s *Control Revolution* as a major scholarly statement on information control and its consequences. It is a valuable resource for courses and seminars in public opinion, mass media and society, and media criticism. It is must reading for all scholars in the field of mass communication.”

PHIL TICHENOR  
*Journalism Quarterly*

“*The Panoptic Sort* is a veritable encyclopedia of research on the industry that collects and distributes information...Gandy’s work has three major strengths: its theoretical background, its empirical studies, and its thorough documentation.”

PHIL AGRE  
*Wired*

“Those made anxious by the voracious appetite of power elites for gathering information about most of us...will find much of value in this harrowing critique of ‘high-tech cybernetic triage.’ Few books so effectively execrate the ‘all-seeing eye of the difference machine that guides the global capitalist system,’ its awesome data sorting mechanism... Its unsparing diatribe forces us to confront the shrivelled-soul realm which the public will inherit unless we soon find effective ways to regulate the Sort.”

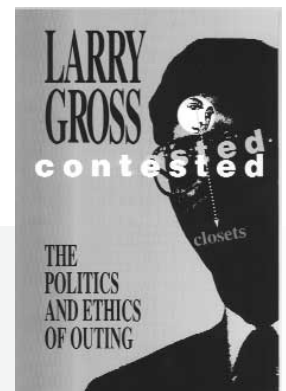
ARTHUR SHOSTAK  
*The Corporate Ethics Monitor*

“*Contested Closets* is both a solid academic work...and a brisk, entertaining read. Gross not only traces the history of outing but also analyzes its intellectual and philosophical underpinnings, all the while managing to keep the tone lively.”

BRUCE MIRKEN  
*San Francisco Bay Guardian*

“*Contested Closets* would be a good book for courses covering the media’s handling of a current issue and its effect on American culture; accessible and readable, it is one of the few sources where original articles on outing have been collected.”

MELISSA HERBERT AND DANIEL JONES  
*Contemporary Sociology*



## **Contested Closets: The Politics and Ethics of Outing**

by Larry Gross (*University of Minnesota Press, 1993*)

“A thorough examination... ‘of the deliberate revelation by lesbian and gay people of hidden homosexuality of prominent people’... For journalists who dismiss outing as simple invasion of privacy, Gross raises unsettling questions about ‘the obligation to tell the truth,’ journalists who ‘collude in disinformation,’ and the hypocrisy of ‘singling out this one area in which to protect a right of privacy that is routinely trampled in the interest of the public’s ‘right to know’ everything.”

CARL SESSIONS STEPP  
*American Journalism Review*

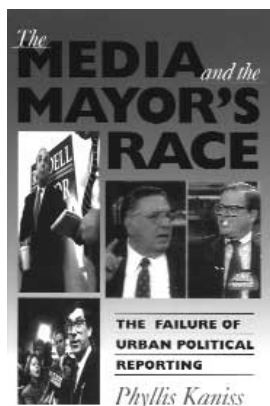


## THE MEDIA AND THE MAYOR'S RACE: The Failure of Urban Political Reporting

by ASC Assistant Dean Phyllis Kaniss  
(Indiana University Press, 1995)

*The Media and the Mayor's Race* analyzes the new competitive environment confronting local television newscasts and metropolitan newspapers and how it has altered the face of local political reporting.

Written as a narrative describing the 1991 Philadelphia mayoral campaign, the book points up a number of forces at work in the political coverage of America's cities, including the growing influence of local television news and the increasing need for metropolitan newspapers to target affluent, suburban audiences.



**Associate Professor Caroline Marvin (far right) discusses privacy issues at a panel discussion on "Tabloidization of the News or Trial by Media" held at ASC in conjunction with Women in Communications, Inc. on September 8, 1994. Also on the panel were Eliot Kaplan, editor of *Philadelphia Magazine* and Lucia Herndon, columnist for the *Philadelphia Inquirer*.**



### Ray Birdwhistell 1918-1994

RAY L. BIRDWHISTELL, Emeritus Professor of Communication, died October 19 at the age of 76. An anthropologist by training, Birdwhistell achieved international fame for his pioneering work on nonverbal communication and in particular, how people communicate by means of body motions. Birdwhistell used slow-motion movie footage showing people talking to study facial expressions, gestures and other nonverbal communication. His book *Introduction to Kinesics*, written in 1952, set the course for systematic research into the kinds of codes represented by body motions. He was also the author of *Kinesics and Context: Essays on Body Motion Communication*. Birdwhistell joined the ASC faculty in 1969 and retired in 1988.

Professor Charles R. Wright, a colleague and friend of Birdwhistell's for 25 years, remembered him as "an expert teacher, always perfecting his skills and adjusting his presentations in response to the chemistry of each class. He taught not only substance but method, teaching people to discover and use their powers of systematic observation in the study of social communication. We shared the conviction that what is interesting about communication is its central role as a social process. We worked together to keep the social and cultural nature of communication as an important perspective in the Annenberg School's graduate programs."

Associate Professor Paul Messaris noted that Birdwhistell's writings "have built an enduring foundation for the systematic investigation of the social meaning of face-to-face interaction. Those of us who took his classes at Annenberg also remember him for something else: he was unquestionably the most charismatic, the most spell-binding teacher any of us has ever had."

G R A D U A T E S T U D E N T  
News

**JOHOAN KIM**, a first year doctoral student, received the International Communication Association’s top student paper award for his work “Diversifying Marx: Communication labor and the origin of information society.”

**BILL MIKULAK**, a doctoral student, presented a paper to the Society for Animation Studies Conference in San Francisco, on “Bugs and Oskar: Early Exhibition of Animation at the Museum of Modern Art, N.Y.”

**MARC OSTFIELD**, a doctoral student, delivered the keynote address to the Association of International Educators on the topic “Facing the Global Pandemic: AIDS, Health, and International Education.”

**JUNE RHEE**, a doctoral student, presented a paper on “Political Cynicism in the 1992 presidential election: Filtering effects of political sophistication and television news exposure,” to the political communication division of the Speech Communication Association.

**SHINICHI SAITO**, a doctoral student, was awarded first-place in the Moeller competition of the Association for Education in Journalism and Mass Communication for a paper on “Television and Perceptions of American Society in Japan.”

**JEFF STANGER**, a first-year master’s student, performed at Carnegie Hall in New York on January 15, 1995, as a tenor in the Robert Shaw Festival Singers, a group selected nationwide by audition.

**MELINDA SCHWENK**, a second year master’s student, is co-author of “An Annotated Bibliography of the History of Non-Western Rhetorical Theory Before 1900,” in *Rhetoric Society Quarterly* (Spring/Summer 1994.)

**EMORY WOODARD IV**, a second-year master’s student, published an article on “Interactive Media—communication technologies for the 21st century” in *Media Development, Journal of the World Association for Christian Communication* (November, 1994.) A related article on interactive technology was translated into Portuguese and published in the Brazilian communication journal *Comunicacao and Sociedade*.



**Graduate student Chris Ferris drives hard for the Annenberg Spoonfeds, the School’s intramural basketball team, in a fall match-up with the History Department’s Wobblies.**

THE ANNENBERG SCHOOL FACULTY

- |                           |                               |
|---------------------------|-------------------------------|
| <b>Joseph Cappella</b>    | <b>Marie-Louise Mares</b>     |
| <b>Oscar Gandy</b>        | <b>Paul Messaris</b>          |
| <b>George Gerbner</b>     | <b>Zhongdang Pan</b>          |
| <b>Larry Gross</b>        | <b>Roberta Pearson</b>        |
| <b>Robert Hornik</b>      | <b>Joseph Turov</b>           |
| <b>Elihu Katz</b>         | <b>Charles R. Wright</b>      |
| <b>Klaus Krippendorff</b> |                               |
| <b>Carolyn Marvin</b>     | <b>Kathleen Hall Jamieson</b> |
|                           | <b>Dean</b>                   |

PHYLLIS KANISS, *Assistant Dean and Newslink Editor*  
{ dyad }, *Newslink Design*  
*Photography: Stephen Shapiro, pages 3,4,6,7,8,11, and 12;*  
*Bruce Stromberg, page 2; Adam Mark, page 7 (Dierauf photo)*

## Anne Wells Branscomb: Roadblocks to the Global InfoBahn



Information Superhighway or Marketplace? Electronic Cafe, Neighborhood Bar, or Uncharted Wilderness? In delivering the third annual Walter and Leonore Annenberg Lecture, APPS Scholar-in-Residence Anne Wells Branscomb noted that “the global infobahn is all these things and many more. It provides an infrastructure for social, political, economic, and artistic endeavors of all kinds.” Nonetheless, she added, “how we determine the rules of the road will decide who can or cannot use it, how easily they will be able to navigate its routes, and what benefits will be derived from it.”

Branscomb, a fellow of the Harvard University Program on Information Resource Policies and author of *Who Owns Information* (Basic Books, 1994), first cited the problem of incompatible interfaces and traced them to copyright laws that require that each piece of software represent an original expression. “What users want is for interfaces to become more and more similar and certainly more friendly. We do not want to deal with keyboards with 600 hieroglyphic keys. We want to be computer literate cybernauts, not electronic Egyptians!” Software developers need to be encouraged to “write to compatible interfaces and useful industry standardized platforms but

with the assurance that they will receive fair value for their innovations.”

She also proposed establishing “electronic markers” which distinguish what information is intended to be public and what is intended to be private. “We need to preserve public electronic spaces into which ideas can float around and percolate and jell into something useful — ideas that can be transformed into wise public policy.”

Turning her attention to legal concerns, Branscomb stressed the need to resolve issues such as copyright infringement, electronic defamation, pornographic images, sexual harassment, and “cybercrimes and rogue behavior.”

She noted social concerns about appropriate behavior in the use of electronic networks, such as the use of the Internet to post commercial advertisements, and the desire of many users to remain anonymous. “We do not permit drivers on the real highways without a motor vehicle license so logically we should be able to require that users of networks be responsible and identifiable,” Branscomb noted.

In the political realm, Branscomb called attention to obstacles to universal access. Quoting an Australian researcher, she declared, “There is little use in having an information superhighway if there are too few people who know how to drive along it, no widespread driver training, and too heavy a toll charge to gain access to it.” Noting that current users of the Internet are 95 percent male and that only two percent are over the age of fifty, she said that more determined efforts must be made in the future to expand the base. “There is no reason why public terminals cannot provide access to the public at reasonably accessible communication centers.”

In concluding, Branscomb was optimistic about the global Infobahn. “It isn’t often that we have a chance to rethink basic principles upon which we wish to build our societies. The marriage of computers and satellites in pro-

Dr. Leslie A. Dierauf



Dr. Mary L. Good

# WOMEN IN THE PUBLIC SPHERE: 1994-95 LECTURE SERIES

*As part of the Annenberg Public Policy Center's project on Women in the Public Sphere, lectures by distinguished women are being co-sponsored with schools of the University. The following are excerpts from Fall 1994 lectures:*

## THE SCHOOL OF VETERINARY MEDICINE

**DR. LESLIE A. DIERAUF, V'74**, former Congressional staffer and presently a member of the Washington D.C. staff of the American Veterinary Medical Association.

*September 27, 1994 "Through the Looking Glass"*

"I credit my imagination with my ability to move forward with my career and my life," Dierauf said, quoting Lewis Carroll's Queen explaining to Alice that with practice one could believe impossible things.

"In reality, science is the embodiment of curiosity, creativity, beauty, and imagination. In teaching and learning science, teachers and students alike should take these factors into consideration. Science should not be presented as unalterable truths. Conclusions are not always correct. And these thoughts should be kept in mind and considered as mere extensions of understanding science."

"To me, the world presents not simply singular models but series upon series of resource upon resource for creative imagination. Imagination is stimulated by tangible things. Things that we can see or hear or touch or be touched by. And as our experiences increase, as we mature, the ability to understand ever more complex concepts, to manipulate symbols, and to reason logically increases in parallel fashion."

## THE SCHOOL OF ENGINEERING AND APPLIED SCIENCE

**DR. MARY L. GOOD**, Under Secretary for Technology, U.S. Department of Commerce

*November 4, 1994 "Technology Policy for U.S. Economic Growth: A New Era of Business-Government Partnership"*

"Outside of China, if you go to Europe, or if you go to Japan, you do not find that same kind of entrepreneurial spirit nor do you find the tolerance for failure that we still have here in the United States. Most of the start up technology companies in the United States today are founded by people who failed at least twice before they hit one which was successful."

"So the question then on technology policy is how do you take those assets which we have, and how do you put them to work so that we will indeed have the standard of living that we've become accustomed to? And not only that, but that all of our people will share in it and not just the top ten percent? And not only that, but how will you also ensure that your children and your grandchildren have a chance at doing the same thing?"

"The one change we're trying to make with some of the shift in technology policy today, from particularly the defense area, is to find one new customer, and that customer is private industry. And the civilian industrial technology policy of the Clinton Administration is clearly that. The customer is not the government. The customer is indeed private industry."

"One of the things that we've done in the past is encourage our engineers to go to the big companies where there are lots of fancy designs and lots of things to do. But I would say to you today that there are really fascinating opportunities, and there's going to be a whole lot more for engineers in small companies. Many of these small companies today are not going to survive without engineering talent who can bring modern manufacturing technology to that format."

**The Annenberg Public Policy Center co-sponsored a conference on "The Virtual University" with the SEI Center for Advanced Studies in Management and the Virtual University Lab Project, held January 11-12, 1995. Topics at the conference included "The Evolving Impact of Technology on the Educational Enterprise," "Are Universities Obsolete?" and "Alternatives to the Classroom — Visions, Strategies and Experience."**

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ducing cyberspaces has given us that opportunity. Let us not retire into the virtual reality of our separate cyberspaces. Let us not waste the chance to realize the dreams of those who developed these new tools. Dreams can become reality if we believe that we can bend the technology to our collective will and make the real world into a better place in which to live."