a place of mind
THE UNIVERSITY OF BRITISH COLUMBIA

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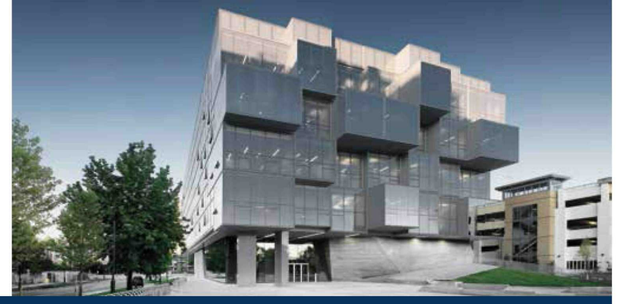
Jody Jacob Photograph



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In the news

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THE UNIVERSITY OF BRITISH COLUMBIA
Public Affairs

Highlights of UBC media coverage in September 2012

Heather Amos

Back-to-school

UBC education experts commented on a range of issues affecting K-12 education this fall. **David Vogt** and **Don Krug** discussed the role of technology and education. **Blye Frank** discussed the changing role of the teacher. **Lynn Miller** and **Kimberly Schonert-Reichl** provided some tips about coping with back-to-school anxiety. An article on cyberbullying referred to research by **Jennifer Shapka**. **Marina-Milner Bolotin** discussed the state of science education in Canada. **Jim Anderson** talked about families and reading. **Charles Ungerleider** provided expert commentary and wrote a number of op/eds about the B.C. school system.

As UBC welcomed more than 8,000 new first-year students to the Vancouver and Okanagan campuses, the university was featured in ***CBC***, ***Global***, the ***Province*** and ***Kelowna Capital News*** stories. UBC's Faculty of Law was featured in the ***Vancouver Sun, CBC Early Edition*** and ***Canadian Lawyer Magazine*** for making its first-year Aboriginal law course mandatory. A new international nutrition program in the Faculty of Land and Food Systems was also featured in the ***Vancouver Sun.***

Canada's changing family portrait

Statistics Canada released 2011 census data showing that Canada's family portrait was increasingly made up of common law couples, same-sex marriages, and single-dad households. The data also showed an increase in divorce rates in the baby boomer generation and that more young adults were living at home.

Mary Ann Murphy, Carrie Yodanis, James White, Nathanael Lauster, Deborah O'Connor, Paul Kershaw and **Sylvia Fuller** discussed the census results with the ***Globe and Mail, National Post, Canadian Press, Toronto Star, CTV, Global, Vancouver Sun***, and others

"Family now is what it always was: ever-changing," said **Mary Ann Murphy** to the ***Globe and Mail***. "We have certainly added some new, acceptable options for Canadians to choose from—and at younger ages there's a higher degree of acceptability around choosing anything you want."

Free and online postsecondary education

UBC announced it is partnering with U.S.-based company Coursera to provide online, high quality, non-credit courses free of charge to a worldwide audience, reported the ***BBC, Forbes, Vancouver Sun*** and others.

UBC will pilot three courses taught by its faculty and researchers starting in spring 2013: **Rosie Redfield** will be teaching a course called "Useful Genetics," **Gregor Kiczales** will be teaching "Computer Science Problem Design," and **Sarah Burch** and **Tom-Pierre Frappé-Sénéclauze**, instructors for the UBC Continuing Studies Centre for Sustainability, will be running a course called "Climate Literacy: Navigating Climate Conversations."

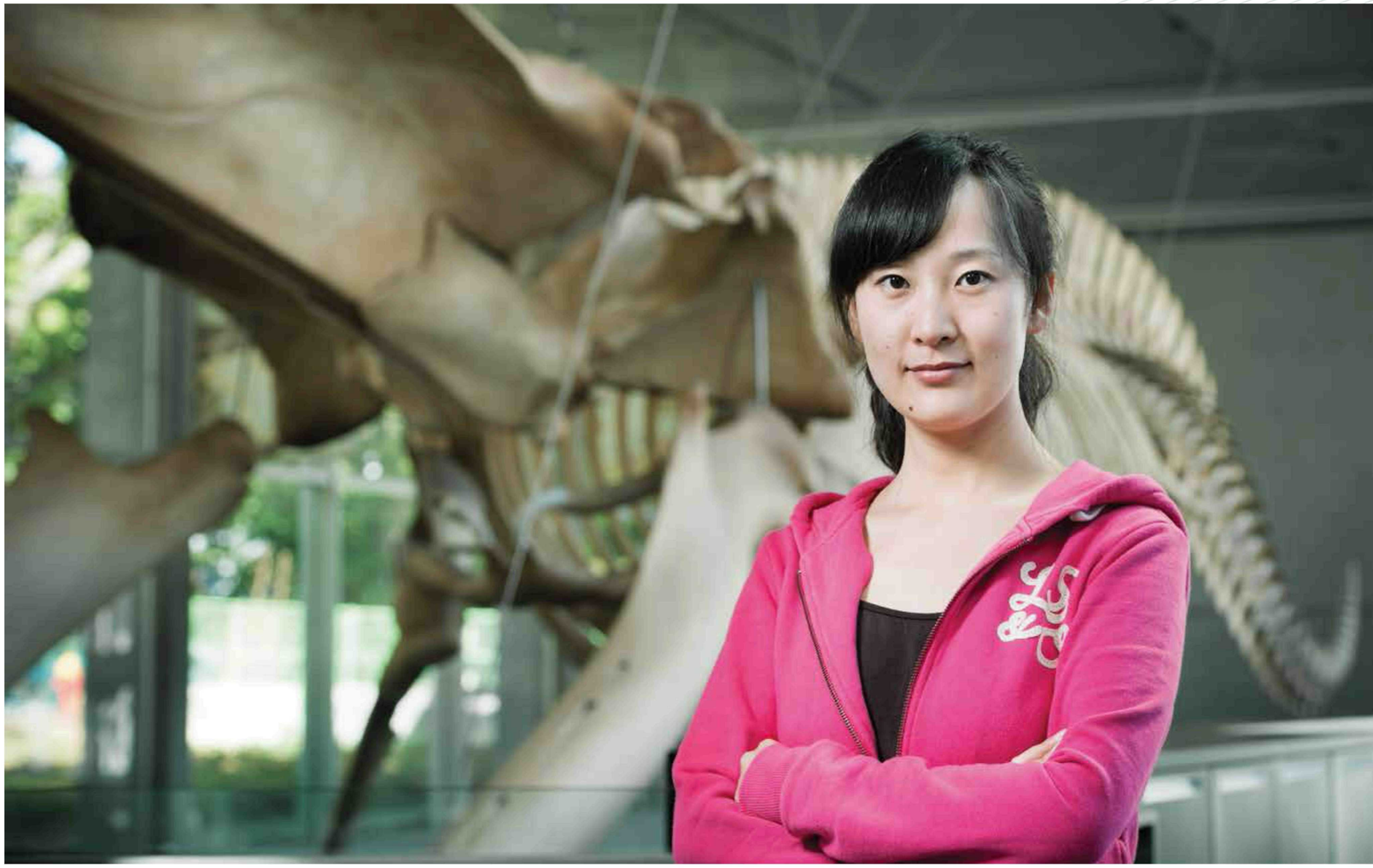
New facilities at UBC

A new **National Soccer Development Centre** will be built at UBC's Vancouver campus. The Whitecaps men's, women's and residency squads, Canada's men's and women' s teams as well as UBC teams, community soccer organizations and other groups will use the facility. It will feature a new fieldhouse and five fields, reported the ***Canadian Press, Globe and Mail, CTV, Global*** and others.

This month, UBC also announced the opening of its new **Pharmaceutical Sciences Building** and the **Bioenergy Research and Demonstration Facility** (BRDF). The Pharmaceutical Sciences Building will enable UBC to graduate 224 new pharmacists per year by 2015—a 47 per cent increase—and more than double the research space for drug discovery and health care innovation. The opening of the BDRF makes UBC the first Canadian university to produce clean heat and electricity from biofuel.

Bringing museums to life

Heather Amos



Martin Dee Photograph

When Renee Zhang moved from Beijing to Madison, Wisconsin to learn English, she often took her friend's kids to a children's museum for some fun and hands-on learning. Now, she is enrolled in a program that will allow her to create this kind of magic.

Renee Zhang is one of 17 students in UBC's new Master's of Museum Education program.

Zhang, who has a law degree from China Women's University, is one of 17 students enrolled in Canada's first Master's of Museum Education (MMEd). The new UBC Faculty of Education program, which began in September, is one of the few in the world to focus on museum education.

David Anderson, a professor in the Department of Curriculum and Pedagogy and director of the new program, says that many museum studies degree programs tend to focus on the conservation and preservation of artifacts in object-based museums. The new one-year MMEd's focus is on the scholarship of education in museum settings and the practices needed to help museums achieve their educational mission.

"Museums are a different kind of educational world," he said, noting that the UBC program further develops students as professional educators in a wide variety of museum settings—everything from history, culture and natural sciences to art galleries, botanical gardens, planetariums and even aquariums.

In a museum, you'll find patrons of all ages, from vastly different backgrounds, visiting as part of a group or a tour, on family outings, with schools, on dates or just solo.

"Thinking about visitor learning and educational practices in museums is not the same as one might think about education in a school or university classroom," said Anderson, who has studied how people learn outside of school environments for the past twenty years. "You have to figure out how to design experiences that are meaningful for people from all kinds of backgrounds and a diversity of ages."

The MMEd program has been established in partnership with Beijing Normal University (BNU)—Zhuhai Campus, a school that specializes in education and teacher training. Half of the students are from China and do three of their courses at BNU before coming to UBC.

The courses administered through BNU are intended to give students a sense of the local context and the unique social issues of China.

"We didn't want to run the risk that the students would have trouble translating the ideas and approaches to museum education they learn in Vancouver to their own context," said Anderson.

Zhang says this form of education is quite new in China.

According to Anderson, there is a huge demand for museum educators in Asia. In 2010 and 2011, 3,000 new museums opened in China alone.

"There's a boom of museums in Asia but they are building the structures faster than the staff can be educated and professionally equipped," he said.

Zhang is hoping that her career will allow her to focus on children.

"You can design museum programs and exhibits that let children learn from playing and give them the choice in deciding what to learn," she said. "In school, they don't get to pick what they learn."

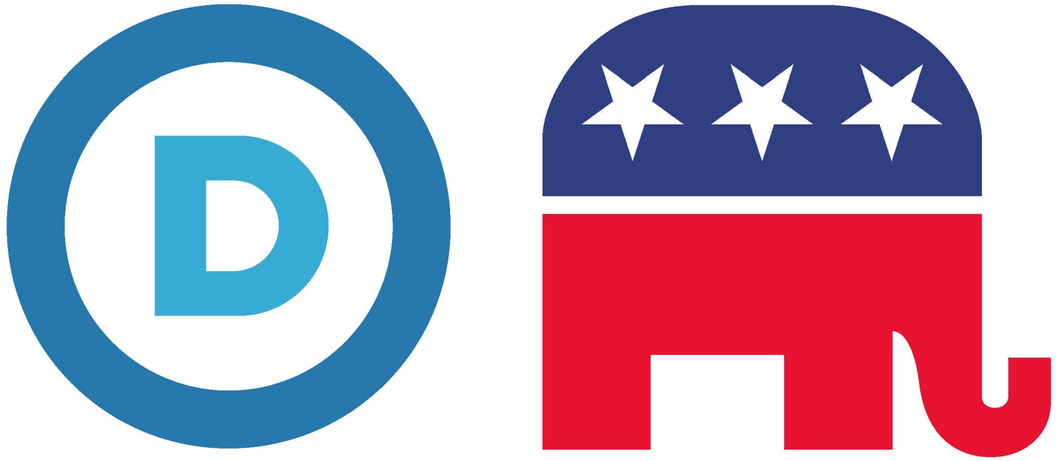
While she's studying in Vancouver, Zhang will get some hands-on experience developing museum programing for children. The MMEd program has collaborative partnerships with museums in the Vancouver area and students will work with a variety of museums including the Vancouver Aquarium, Museum of Vancouver, the HR MacMillan Space Centre, Beaty Biodiversity Museum and Museum of Anthropology. ●

For more information, visit: pdce.educ.ubc.ca/programs/cohort/mmed-master-museum-education

Who is better for Canada: Obama or Romney?

UBC political scientists **Richard Johnston** and **Paul Quirk** help us understand the final weeks of the U.S. election campaign

Basil Waugh



Is this election a referendum on President Obama?

The Republicans want the election to be a referendum on Barack Obama's presidency and his failure to fix the economy. The Democrats want the election to be a choice between two visions for the country. They know their weaknesses, too. Obama is burdened with having to explain the extremely slow economic recovery, while the Republicans' platform is farther to the right than ever before—in other words, further to right than most undecided voters. **Richard Johnston**

How close is this race?

The race is very close, but it might not matter. The best polls available put Barack Obama ahead of Mitt Romney by two to four percent. But this slim margin is enough that the best forecaster in the U.S.—Nate Silver of the *FiveThirtyEight* blog—currently puts Obama's likelihood of re-election at 75 per cent. That is because there are so few undecided voters—less than any previous American election. Partly, this is a result of massive advertising campaigns, especially in swing states. But it also because Americans have become a more partisan nation, more consistently preferring the president of a certain party. The percentage of the population who plan to vote and are undecided are in the single digits. **Paul Quirk, Richard Johnston**

Do TV debates matter?

Research suggests that debates, despite the hype, generally have smaller impacts on elections than most people think. That's because debates occur late enough that voters have already made up their minds—plus people who watch debates are usually already decided. Both sides speak, so it is hard to for either to control the message. In fact, conventions, where parties can control their messages uncontested, tend to provide a bigger bounce.

There are, however, two things to watch for in the debates. The first are significant mistakes, such as an embarrassing false statement or when someone, thoughtlessly in the moment, says something offensive. One of the most famous cases of this is when Gerald Ford denied in 1976 that the Soviet Union controlled Poland. He stuck with it for a couple days, and it was completely embarrassing for him. The other situation is when candidates—usually someone considered a 'lightweight'—exceeds expectations. This happened with Ronald Reagan in 1980 in George W. Bush in 2000, and produced significant gains. **Richard Johnston, Paul Quirk**

What are their biggest challenges?

Romney looked good in the Republican debates, but has three main weaknesses. First, he has been mistake-prone throughout the campaign, putting his foot in his mouth frequently. Second, he appears unanchored; in pandering to the Republican base, he has embraced positions that are at odds with his stance on abortion and taxes—and that will be hard to defend. Finally, he will be going up against a very cool customer in Barack Obama, who was extremely impressive in previous debates.

One thing to watch for, from Obama's standpoint, is whether he is able to explain why it is reasonable for the economic recovery to take so long. He has things to point to—the Republican's didn't support his second jobs bill, for example—but whether he can tell a story so complicated, in such a venue, remains to be seen. **Paul Quirk**

What are the key issues to watch for?

I think the Republicans' effort to change voting regulations—which may suppress voting among lower-income and African-American voters—is an issue to watch. On the face of it, these are race-neutral legal measures—they are asking for more forms of identification at the polls, despite a lack of evidence of fraud. However, some Republican officials have been quoted acknowledging the goal of suppressing the Black vote. While several states have rejected the changes, some are still in play legally. If they work, this could be a major issue, particularly in swing states. On the other hand, I can't imagine better material for a get-out-the vote campaign by the Democrats. **Paul Quirk**

How will technology influence this election?

There is not the same level of innovation with technology this year as in 2008, when the Internet played a huge role in Obama's victory. That said, both parties will certainly try to use social media to mobilize their voters. Twitter helps people form a dominant impression of political events—at least among the people they follow—much faster than ever before. For example, Clint Eastwood's speech at the Republican convention was viewed as a disaster almost immediately. In the past, it took days for consensus to form, usually through the mainstream media. Now we see journalists monitoring social media to help them decide what is happening. **Richard Johnston, Paul Quirk**

Who's most likely to win?

This election will most likely produce a mixed result. The best polls available suggest the Republicans are likely to win the House, Obama is likely to win the presidency, and the Senate is up for grabs. So in many ways, this is likely to be another inconclusive election. The political system will remain divided and neither side will get to do what it wants. **Richard Johnston**

Who's better for Canada: Romney or Obama?

Canadians generally approve of the social policies of the Democrats more than the Republicans, but the Republicans, who are better on energy and trade, would actually likely be better for Canada economically. So as Canadians watch from the sidelines, they can either vote with their values or they can vote with their pocketbooks. **Paul Quirk** ●

Prof. Richard Johnston, who conducted the largest study of U.S. voters in 2000 and 2008, is UBC's Canada Research Chair in Public Opinion, Elections and Representation. Prof. Paul Quirk, whose forthcoming book on U.S. politics will discuss the 2012 election, is UBC's Phil Lind Chair in U.S. Politics and Representation.
Learn more at www.politics.ubc.ca.

Changes at the top: China shakes up leaders

As China prepares for October's leadership transition, UBC Asia expert **Yves Tiberghien** discusses the likely new leaders, the challenges ahead, and implications for Canada and the world

Basil Waugh

How important is this change of leaders?

This will be one of China's most significant leadership changes since the 1949 Chinese Revolution. The biggest spotlight is on two major positions, the general secretary and prime minister, which have only changed at the same time once before, 10 years ago. But China will also choose up to seven new members for its top decision-making body—the Politburo Standing Committee—and renew more than 200 Politburo and Central Committee positions. These changes will impact every ministry and department. This is the moment when China will choose a new direction—and it will impact everything, from foreign policy, their economy, energy, education, everything.

Who will be the next General Secretary?

The most powerful position in China is the General Secretary of the Community Party, and that is expected to be Xi Jinping. He is 59, a member of the Standing Committee and a former governor and secretary general of the Fujian and Zhejiang provinces. He is from China's "princeling" class, the son of veteran Communist guerrilla leader who led social and economic reforms in Guangdong. This, along with his military experience, has given him powerful connections. We know surprisingly little about his position on major topics, although does bring his father's reformist pedigree. He has been groomed carefully for leadership, is very careful, and has not made any major mistakes.

What about the position of Prime Minister?

The man expected to become Prime Minister, the head of the Chinese government, is Li Keqiang. He rose through the Chinese Communist Youth League, has held top positions in Henan and Liaoning, and is a protégé of outgoing president Hu Jintao. His areas of expertise and interest include employment, health reforms, housing, and the development of clean energy: social-economic agendas. He is 57 and the only knocks against him are his lack of military links and powerful father, and some have questioned whether he has the strength and charisma to be Prime Minister, which has previously been held by tough leaders.

What are the big economic issues?

The huge levels of inequality in China will be one the greatest issues facing the new leaders—before it becomes socially explosive. Last year, China started to rebalance their economy—partly to address inequality, but also to create a more sustainable economy—and this will continue. China has accepted a lower rate of growth—7.5 per cent instead of eight—and reined in their real estate, export surplus and banking. They have also significantly increased wages—by up to 20 per cent annually in some regions—to increase wealth and consumer spending, while addressing labor demand. It is an incredibly complex process, but so far so good. The challenge will be to take more action on inequality—perhaps expanding the real estate tax being tested in Shanghai and Chongqing—without causing the wealthy to revolt.

How will China balance growth and climate change?

According to 2011 data, China produces nearly 30 per cent of global carbon emissions, more than any other country. There is pollution and droughts, and crops are being impacted. The outgoing leaders have identified climate change as an issue, but were unwilling, or unable, to sacrifice growth for sustainability. China still burns coal for electricity, for example. The climate issue is unavoidable, in many ways, because it is interconnected with their energy needs. China is heading towards a wall on both energy and climate, and they need new clean energies fast. Climate change is a time-bomb ticking over all our heads.

What are Canada's interests in China?

Stephen Harper's spring visit was a turning point in Canada-China relations. There has been strong interest in deepening economic ties since then. What does that mean? In the short term, China needs oil, and that is where a new Canadian pipeline may come in. Behind that is uranium and potash, and Canada is also a player in both. China is also investing heavily in wind, solar and other clean energy—another big opportunity for Canada. Longer term, China will become a capital exporter and wants to invest in Canada and elsewhere. As Asia increasingly becomes the centre of the global economy—the trends clearly support this—major new trade infrastructure becomes increasingly likely on our coast.

What about tensions between China and the U.S.?

China will soon pass the U.S. to be the world's #1 economy—as early as 2018, according to some forecasts. Historically, when a challenger surpasses a dominant superpower, is when we have wars. There's way too much at stake for war, but the next few years will be extremely volatile between China and the U.S. America doesn't want to be #2 and China doesn't want to be stopped. So this is a historic time that requires savvy leadership on both sides. China and the U.S. need to work together or it could be very ugly. One of the best ways to navigate this, in my opinion, is through common institutions, such as G20.

iStock Photograph

Martin Dee Photograph

Prof. **Yves Tiberghien** of UBC's Institute of Asian Research.

How will the U.S. election impact relations?

If Mitt Romney gets elected, he has said he would declare China a currency manipulator. Basically, we are looking at potential financial Armageddon, if he doesn't back down. If Romney triggers a process that sees Congress slapping automatic duties on Chinese exports, it would almost certainly produce a trade war. If this escalates, China would threaten to stop buying U.S. bonds, which would create a U.S. deficit crisis, and a massive global financial crisis everywhere else—imagine the Eurozone crisis on steroids. So if Romney becomes president, his advisors need to find a way out of this. ●

Prof. Yves Tiberghien, an expert on the political economy of Asia and Europe, is the new director of UBC's Institute of Asian Research, a leading global centre for interdisciplinary research, teaching and learning on Asia.
Learn more at www.iar.ubc.ca.

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Keeping watch

UBC academics plan an international forum to explore new models of regulating animal research that enhance public involvement

Brian Lin

Courtesy of Understanding Animal Research Photograph

Are humans more important than animals?

A close look at how research involving animals and humans is monitored may yield an answer that would be surprising to most.

"In some ways, the animal research governance system is not only more stringent, but better, than the governance of research involving humans in Canada," says Cathy Schuppli, a visiting scientist with UBC's Animal Welfare Program, who along with Michael McDonald, professor and Maurice Young Chair of Applied Ethics at UBC, has studied the issue.

They compared Canada's human and animal research governance systems in six areas—compliance, independence, transparency, accountability, quality assurance and education—and found that in all but the last, there were clearer guidelines and stronger enforcement for animals than for humans.

Pioneered in Canada

Developed and maintained by the Canadian Council for Animal Care (CCAC), the Canadian system is internationally recognized for achieving compliance through a number of avenues.

In 1968, the CCAC pioneered the use of institution-based Animal Care Committees (ACCs) to review and approve animal research proposals. This model was then used as a starting point by Switzerland, the U.S., New Zealand, Sweden, the Netherlands and the U.K. to develop their own systems.

Member institutions voluntarily participate in the CCAC's assessment program. However, the CCAC reached agreements with federal government funding agencies—the Canadian Institutes of Health Research (CIHR) and the Natural Sciences and Engineering Research Council—in 1986 that stipulate institutions can only receive funding if they are in compliance. This means that the agencies will only fund institutions that comply with CCAC standards. (UBC fully participates in assessments and is in compliance.)

Since 1975, the CCAC has collected and published information on the number of animals involved in research nationally, the degree of invasiveness animals were exposed to during research activities, and the purpose for which animals were used. It also requires each institution to be assessed every three years—a comprehensive review of the institution's research protocols, ACC documentation, veterinarian reports and a visit to each of the animal facilities by the CCAC assessment panel—to receive the Certificate of Good Animal Practice (GAP).

"The CCAC has developed a multi-pronged strategy to achieve compliance among academic institutions," says Schuppli, "and through the introduction of their GAP Certificates, is attracting voluntary compliance by some government departments and a small but growing number of private research labs.

"They've also affected changes to government policies, created new or enhanced existing legislation, and lobbied governments to incorporate CCAC standards into provincial legislation and the federal *Criminal Code*."

Seven provinces have amended legislation to include CCAC guidelines and five of those (Alberta, PEI, Manitoba, Saskatchewan and Newfoundland and Labrador) now make compliance with CCAC standards a requirement under provincial law.

In contrast, there's no mandatory system for site inspections for institutions receiving federal funding for human research, and while there's a mechanism for withdrawal of funding when animals are misused, there's no such blanket stipulation when it comes to human research. There is also little information about the participation of humans in research being collected nationally, including number of studies and participants or the prevalence of adverse events.

Developments in the U.K.

The U.K., notable for being the first country in the world to legislate research animal welfare, requires that the likely adverse effects on the animals be weighed against the likely benefit of research. This is done through inspectors and independent assessors appointed by the Secretary of State, who then issue individual or project licenses. The licenses also specify where the research can take place, and identifies an expert who advises on animal health and welfare for the project. In essence, the U.K. system appoints advocates who act on behalf of the welfare of the animals.

In Canada, the funding agencies convene peer review panels to assess the scientific merit of a research proposal. The institutional ACC then reviews the proposal with regards to the use of animals.

Schuppli, who studied the dynamics and effectiveness of ACCs as part of her PhD research in the UBC Animal Welfare Program, says ACCs focus their efforts on minimizing harm to animals by applying what's known as the 3Rs principle: reducing the number of animals used; ensuring that replacement, wherever possible, takes place; and reducing harms caused by procedures (also known as refinement).

"Our current system seems to leave unanswered the question of whether the scientific merit outweighs the harms that the animals experience," says Dan Weary, a professor in UBC's Animal Welfare Program and NSERC Industry Chair in Animal Welfare.

The underlying assumption of the current governance system is that any potential scientific benefit trumps potential harm to the animals—what the ethicists call the "human priority" model, a notion that seems to be increasingly challenged with the rise of the animal rights movement and a general decline in support of the use of animals in research, compared to 50 years ago.

"There is no doubt that the sentiments against animal research are growing, and it's in large part because the public only hears one side of the story," says Bill Milsom, head of UBC's Department of Zoology and former chair of UBC's Animal Care Committee.

"The challenge for researchers is to remain non-emotional," says Milsom. "It's hard when people are leveling charges against you—what you've devoted your life to doing is a waste of time, or even criminal. It's hard not to take it personally."

But Milsom says, based on conversations with animal rights activists, he feels the two sides may not be as far apart as they might think on the issue of transparency.

"I think the research community would agree that there isn't the need for the degree of perceived secrecy there is around animal research," says Milsom. "And I say 'perceived' because nothing is secret—everything is published and ultimately in the public eye. It's just a matter of when."

Let the public decide?

Studies have shown that attitudes toward animal research can vary widely based on gender, age, vegetarianism, experience with animals and education. The type of animals involved, trust in regulatory bodies and even economic benefits of the application have also been shown to influence attitudes towards biotechnology.

"Clearly the research community has one view of the value of animal-based research, while at least some critics of animal use have very different views," says Weary. "A larger question, given UBC's mandate to better connect with the community, is how broadly held are the views for and against animal use in research?"

For example, Schuppli and Weary found in a recent study that public attitudes around research change when genetically modified animals are thrown in the mix.

In their 2010 study, they found that 66 per cent of participants supported using pigs to reduce phosphorus pollution, but support declined to 49 per cent when the pigs were fed genetically modified corn, and dropped further to 20 per cent when the research required the creation of a new line of genetically modified pigs.

A forthcoming study by Elisabeth Ormandy, a recent PhD graduate in UBC's Animal Welfare Program, shows participants are equally willing to support research using zebrafish and mice, but support for animal use dropped when a technique perceived as painful was used.

"This type of research gives us a better sense of what our society deems as acceptable and where to draw the line," says Weary.

"The larger question, then, is whether the research community is willing to open the door to greater public participation in determining the research agenda," says David Fraser, a professor in UBC's Animal Welfare Program and NSERC Industrial Research Chair in Animal Welfare.

Fraser points out that in Sweden, research ethics committees are established for a geographical region and are therefore independent of any specific research institution. They also have an equal number of scientists and community members, including strong representation from the animal welfare movement—a model established in part to address calls for greater public involvement.

In Canada, while the humane movement is represented on the CCAC—they hold four out of 30 voting seats and representatives are nominated by the Canadian Federation of Humane Societies—"no one has a stated mandate to represent the 'general public,'" says Schuppli.

"On institutional ACCs, the 'public' is often represented by one or two members from an animal advocacy agency," says Schuppli. "Finding ways to engage the community to select their own representatives—as is done in New Zealand and Australia—could bring the process a step further towards achieving broader representation of current societal views." (Community members on UBC's ACC have consisted a representative from the BC SPCA, as well as a teacher, a lawyer and an architect on a rotational basis.))

Having a realistic grasp of what the society values could also motivate the research community to find alternative methods and take lab animal welfare to a new level, says Marina von Keyserlingk, a professor in UBC's Animal Welfare Program and NSERC Industrial Research Chair in Animal Welfare, but both the research community and the public need to better communicate their priorities and vision for the future.

To that end, the research community at UBC, with assistance from von Keyserlingk, Weary and Fraser, has applied for funds from CIHR to supplement funds already committed by UBC's Vice President Research and International and the Faculties of Land and Food Systems, Medicine and Science. The goal is to organize an international forum next spring at UBC, bringing together experts from the U.S., the U.K., the Netherlands, Sweden, Australia, New Zealand and Canada to share lessons from respective systems—a first step toward finding a "Canadian solution" to the problem of fair and transparent governance, says Milsom.

They plan to follow the forum with other initiatives to further involve the public—to take place concurrently with ongoing research into better mechanisms for public engagement, such as Weary and Schuppli's current work on online surveys.

"Animal research is a complex issue spanning a number of disciplines across the sciences, lab animal welfare, ethics, and political science," says Milsom. "We are faced with the problem of how best to engage the public in governance of animal-based research and as university academics we need to approach this in a scholarly fashion. Problem solving is what academics do and I am excited that UBC is taking a leadership role in attempting to find a working solution to this problem." ●

To read previous installments of the Animal Research series and for more information on animal research at UBC, visit www.animalresearch.ubc.ca.

UBC welcomes letters from students, faculty and staff on this topic at www.letters.publicaffairs.ubc.ca.

Courtesy of Understanding Animal Research Photograph

5th ANNUAL
CELEBRATE LEARNING WEEK
October 27 – November 4, 2012

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Julia Bryan-Wilson
Monday, October 15, 6:30 pm

Eleanor Antin with Michael Morris
Thursday, November 29, 6:30 pm

Robert Kinmont
6 Natural Handstands (detail) 1969/2009
nine silver gelatin prints, 21.5 × 21.5 cm each
Photograph: Joerg Lohse
Image courtesy Alexander and Bonin, NY

State of Mind: New California Art Circa 1970 is an exhibition curated by Constance Lewallen and Karen Moss, and co-organized by the Orange County Museum of Art and the University of California, Berkeley Art Museum and Pacific Film Archive. The tour is organized by Independent Curators International (ICI), New York.

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Public transit: lessons from the great cities of the world

Lorraine Chan

Martin Dee Photograph

Jinhua Zhao has worked with New York, Hong Kong, Chicago, London and Boston to improve their transit systems.

The world's largest cities are resorting to tough love to reduce traffic congestion and pollution, according to UBC urban planning and transportation expert Jinhua Zhao.

Zhao points to Shanghai which auctions off only about 10,000 car registrations each month. To get on the road, residents in China's largest city of 23 million people must bid on vehicle license plates. Depending on the number of bidders, each license can cost as much as 60,000 yuan ($10,000 CDN).

And while residents complain about the cost, they have accepted the policy and are more concerned about the fairness and transparency of revenue use, says Zhao.

"Not only do these auctions help to reduce congestion, they provide a financing tool. Shanghai generates up to $5 billion yuan ($0.8 billion CDN) annually in revenue," says Zhao, who serves as a commissioner for the China Planning Network, a think tank focused on China's urbanization. He will discuss these and other strategies at next month's annual conference for the Association of Collegiate Schools of Planning in Cincinnati, Ohio.

"If you look at any of the great cities in the world, people have asked themselves 'where do we want to be in 20 years' and then found a way forward," says Jinhua Zhao, an assistant professor jointly appointed in the Dept. of Civil Engineering and at the School of Community and Regional Planning.

In Beijing, for example, residents must enter a lottery to obtain a license plate. And in the U.K., drivers have to pay the equivalent of $13 CDN during week day work hours to enter central London—the world's largest congestion zone.

"While these approaches may not offer Vancouver direct solutions, it helps to bring transportation and urban development options to the table that otherwise would not even be discussed," says Zhao, whose research areas include public transportation, transportation economics and policy and information technology.

After all, hot button issues of public transit funding, congestion and neighbourhood density are only going to intensify, he says.

"Vancouver wants to grow by one million, so how does the city want to distribute that population? Is it possible for Translink to achieve their goal by 2040 that most trips are by transit, walking and cycling?"

Since joining UBC in 2010, Zhao has been helping Translink explore the use of an automatic data collection (ADC) system to improve public transit. ADC refers to sophisticated systems that gather, merge and analyze data from passenger-use patterns and GPS-equipped buses and trains.

"ADC provides a spatial and temporal picture of how people are using transit and where it needs to improve," says Zhao, who over the past decade has worked with New York, Hong Kong, Chicago, London and Boston to hone their ADC systems.

While public transport agencies in the past were limited to less reliable and costly data collection methods such as manual surveys, today's planners can apply robust ADC tools to monitor, diagnose, and ultimately, design a better transportation system.

A case in point is the City of London, he says. "My team and I developed methods that have been used to refine public transit's scheduling process and service quality measures. London was able to improve forecasts for customer demand and the provision of customer information."

At Translink, Zhao is focusing on ADC data that will give users and planners a sharper picture of bus service reliability. "For example, customer information will report more than just the average travel time. It will also inform users the variation of the travel time, and the probability of bus arriving and getting to the destination on time."

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A chance to come clean

New policy reduces student discipline hearings

Heather Amos

With 56,000 students - the majority of whom are under the age of 25 and living on their own for the first time—UBC is bound to be the scene of hijinks and the odd case of bad behaviour.

But when students cross the line, should the university discipline them? What kind of infractions deserve correction? The university expects students to be respectful of other community members when they are on or near campus, or participating in a university activity. When those expectations are broken, what is the role of the university—to punish, or to help students to learn from their mistakes?

UBC implemented a new approach to non-academic misconduct starting at its Okanagan campus in September 2009, and at its Vancouver campus in February 2012.

The Student Code of Conduct lays out exactly what is considered unacceptable conduct, and the possible disciplinary measures that could ensue. Non-academic misconduct can mean anything from incidents that involve alcohol—drinking in public, disruptive behaviour or damage to property—to criminal incidents, such as theft, stolen parking passes or assault

"Universities are all about learning and there are all kinds of learning that people do in their lives," said Ian Cull, Associate Vice President of Students at UBCO. "Often we learn important lessons from mistakes and reflecting on poor judgment."

"Universities are all about learning and there are all kinds of learning that people do in their lives."

When there is an allegation of misconduct, the student is invited to meet to review the incident and discuss appropriate outcomes with the campus student conduct manager. When no agreement is reached or when the incident is very serious, the case is referred to a student committee that is chaired by a senior faculty or staff member. The findings are then set out in a report to the President who will decide what disciplinary measures, if any, are needed. Students may appeal the President's decision to the Senate appeals committee.

Cull, who chaired the Okanagan student committee for three years, says the new system incorporates major changes.

The new process allows for the possibility of reaching a resolution early on, avoiding the more formal hearing process. Students have the opportunity to review the allegation and tell their side of the story to the student conduct manger, who can help the student explore the options to resolve the matter. If the student agrees with the proposed resolution then an agreement is signed.

"If the student committed the alleged misconduct, they have the opportunity to take responsibility for their actions and be part of the resolution process," says Chad Hyson, Vancouver's student conduct manger. "Perhaps no further action is required—upon investigation the facts may not support the allegation."

Most students would rather resolve the issue at this stage. Of the 110 reports filed in the Okanagan in the 2009/10 academic year, only 11 were referred to committee. For the 2011/12 school year, only three of 145 reports were sent up.

More serious cases, like assault, will go through the Student Code of Conduct process and will automatically be sent to the committee in addition to being dealt with by law enforcement and the judicial system.

"Students are much more engaged," said Cull. "You sit before your peers and have to explain your behaviour to them. The weight of that judgment and the experience are a lot different than if you're dealing with an administrator." ●

For more information, students should review their Academic Calendar. www.calendar.ubc.ca

Lights, cameras.... sustainable set design

Emmy winning 'green' set designer **Garvin Eddy** joins UBC's Dept. of Theatre and Film

Loren Plottel

Martin Dee Photograph

New UBC Film Prof. **Garvin Eddy** is working to make Hollywood set design more sustainable.

What has been your most notable set design experience?

"It has to be The *Cosby Show*, a major hit of the 1980's. Up until that show, African-Americans had always been portrayed on television as members of a lower socioeconomic class. After spending a day with Bill Cosby discussing the concept, it was clear he had a very different approach to the setting of the show. While producers back in L.A were thinking of a lower middle class family, Bill was adamant that the lead characters be well-educated professionals.

"This was revolutionary. Just how revolutionary was brought home to me a few years ago when I went out for dinner with a fellow director from South Africa and his wife. She turned to me at one point in the conversation and asked, 'Do you have any idea the effect the *Cosby Show* had on South Africa?' I didn't know what she was getting at. She said it changed the entire perception of blacks in South Africa. Up until that point, most white South Africans couldn't conceive of an upper middle class black family. The beauty of the Cosby show was in the fact that it wasn't about the 'colour' of the characters, it was simply about an American family experiencing universal middle class issues."

What show do people always ask you about?

"That would be the show, *Roseanne*. *Roseanne* was not so much about what people aspired to, but what people actually were. I often speak about the use of visual cues in my classes; items on the set that people can identify with and relate to. On the set of *Roseanne* I put an old, crocheted afghan on the back of the sofa. It seemed like everyone in the world had the same type of afghan over their sofa. I've been asked about that afghan literally hundreds of times. It's those kinds of small things that people can instantly identify with, and they immediately get it."

UBC's newest film professor Garvin Eddy has worked in Hollywood long enough to learn more than a few dirty secrets.

One of those, says the Emmy-winning set designer of such classic TV shows as *The Cosby Show, Rosanne, and That 70's Show*, is that many of the sets are built of wood that is forested illegally from Asia.

Hoping to change that, Eddy has helped to develop a new environmentally friendly set construction product, which is being piloted in NBC's new hit TV series, Grimm, which airs Fridays at 9 p.m.

"The entertainment industry employs a lot of people, but it also wastes an extraordinary amount of energy," says Eddy. "We build sets using non-sustainable resources, hang thousands of hot, bright lights from the rafters, and then turn on the air conditioning to cool everything down."

Hollywood has been trying to find a solution to these problems for years, but tight budgets and access to cheap materials make for slow progress. Eddy wasn't about to give up. He obtained certification in green building practices with the aim of developing green guidelines for the entertainment industry.

In the U.S. alone, more than 20 million square feet of plywood is used per year in the entertainment industry, and current estimates indicate that 70 per cent of this wood is harvested illegally from endangered forests in Southeast Asia, particularly the Philippines and Indonesia. Called 'luan,' a staple on sets for the past 30 years, the wood product is made from tropical hardwoods.

Eddy has been instrumental in helping to develop a new product called "ScenicPly," a sustainable plywood panel specifically designed for set construction.

"Through extensive research, we found a company in Eugene, Oregon called Ply Veneer that came to L.A., worked with us, and customized something that could meet our needs," says Eddy. "It took nearly 18 months of trial and error to produce the prototype and now we're working on a second generation of ScenicPly."

Made in three Oregon plants, ScenicPly utilizes woods harvested from well-managed forests, is FSC (Forest Stewardship Council) Certified, and poised to make a significant impact on the 'greening' of set production.

"The job now is to convince the major studios that the extra cost is worth it, because obviously it costs more than blackmarket luan," says Eddy, who will teach production design beginning in January.

Eddy says studios such as Warner Brothers are leading the pack. They have a LEED certified sound stage and are using solar panels on some sets.

"It's easier for large feature films to incorporate sustainable practices," he says. "They usually have a much bigger budget than television."

And he should know. For more than 30 years Garvin Eddy has been a professional scenic designer in television, film and theatre. He won an L.A. Drama Critic's Circle award and 13 Emmy awards for his work on such TV shows as *The Cosby Show, A Different World, Roseanne, 3rd Rock from the Sun, That 70's Show, Grace Under Fire* and *Whoopi*. His theatrical credits range from *A Streetcar Named Desire* to *Tommy* and *Tobacco Road*.

Eddy is happy to be in Vancouver, and thrilled to be at UBC, an institution with a large commitment to sustainability. "To my knowledge, no other university in the world is thinking about sustainability as deeply," he says. ●

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Cover story

Judge zombies not, lest ye be judged

Zombies have political, social, and cultural relevance—who knew?

Jody Jacob

If you believe zombies as a manifestation of evil, check the mirror.

The ugly truth, suggests PhD student Kelly Doyle, is that deep down, zombies have a lot more in common with living, breathing humans than we'd like to believe.

"The hardest thing to face is that there might be something about your existence that you don't want to acknowledge," she says.

As Halloween nears Doyle suggests zombies are symbolic of humanity's worst fears and most basic urges. More than any other monster, zombies represent what we hate and fear most about ourselves and society.

"Zombies are recognizably human in a way that a lot of other monsters are not," says Doyle." A zombie is a decaying yet undead body with no ability to control its urges. It's disgusting, revolting. And yet, it signifies the truth of what living things inevitably become: cadavers."

This grotesque nature is in stark contrast to another popular undead monster—the vampire, portrayed in many genres as sexy, civilized, even glamorous.

"People may tend to think that it would be wonderful to be an immortal, youthful vampire. But a zombie—a mindless rotting corpse whose only purpose is to tear apart, move through the masses and eat flesh—that's truly terrifying to many people."

Doyle has been a fan of horror movies since she was a little girl, but never dreamed her fascination would become a springboard to a career. An interdisciplinary graduate student in the Faculty of Creative and Critical Studies at UBC's Okanagan campus, Doyle's current research focuses on exploring the racial, social and political relevance of zombies and zombie culture through horror films and media.

"I started with the first zombie film ever made in 1932, White Zombie by Victor Halperin. Then I moved on to what I thought to be key films throughout history, including George A. Romero's pivotal zombie films, and concluding with the Resident Evil film series and 28 Days Later."

What Doyle discovered is that zombie movies are socially relevant to the landscape of the times, and serve as a barometer for political and cultural anxieties.

From the beginning, there were overt racial overtones with zombies, Doyle says. "In the 1930s, the zombie is Haitian. In White Zombie, the zombie is represented as a slave."

"I am not suggesting that the zombie folklore of Haiti is racist, but the representation of the zombie in White Zombie is based on an ongoing theme of racialization as well as a slave/master dynamic," says Doyle. "When adapted as a colonizing narrative, zombie films take on a political context of domination and othering.

Flash ahead to 1968, following the U.S. civil rights movement. The protagonist in the seminal film Night of the Living Dead is the sole African American. He ends up the only survivor, only to be shot by police at the end.

"It leaves you wondering if the police killed him because they thought he was a zombie, or shot him because he was African American," says Doyle. "Zombie films are never only about the sensationalism of gore; there is often political and rationalized social commentary that's being made."

Doyle also points to the recent Resident Evil franchise, which tackles the theme of corporate power and viral weaponry.

"In Resident Evil, the zombie apocalypse was created by modern scientific endeavors. The films address all sorts of questions about widespread disease, corporate control, and weaponry. It asks culturally relevant questions about what happens when corporations get involved in the welfare of social being."

Another noteworthy theme in zombie narratives, says Doyle, is that they are almost always apocalyptic.

"There is often a question in zombie films about what humans are capable of, and how far is too far."

"There is no going back and no cure. There may be a group of survivors in a post-apocalyptic world, but the world is never the same. There is often a question in zombie films about what humans are capable of, and how far is too far. Zombie films suggest there is something in human nature that is destructive."

But perhaps most intriguing, adds Doyle, is that zombies do not truly represent the "bad guys" in the majority of film treatments.

"In most zombie narratives, there is a main character whose selfishness and individual needs trump those of the group, eventually tearing the group apart. Ironically, it ends up being a human who is even more monstrous than the monster. Zombies become what they are through no fault of their own. But the humans in those situations are often far more selfish, murderous, and violent than the zombies.

"It's always interesting to look at who is the real 'monster' is in the zombie genre—us or them. It's false ... because they are us. And it makes you question, what really sets us apart?" ●

Don Erhardt Photograph

Dr. Chris Wyatt (left) and **Dr. Angela Wong** (centre) consult with patient Lai Ling Chan at the Simon KY Lee Seniors Care Home.

UBC dentists keep seniors smiling

Lorraine Chan

In Vancouver's Chinatown, there are more than 250 seniors who never have to leave home to see the dentist. Thanks to a unique UBC program, oral health care professionals come to them.

In 2011, the Faculty of Dentistry launched the "adopt a long-term care facility" initiative, which provides high quality care at no cost to residents at the Simon K.Y. Lee Seniors Care Home and Villa Cathay Care Home.

The creator of the program, UBC dental geriatrics expert Dr. Chris Wyatt, says the main goals are to treat at-risk seniors while providing a dynamic learning environment for students. With seniors as the fastest-growing population, says Wyatt, there's a need for dentists, dental hygienists and dental specialists such as prosthodontists, who focus on restoring or replacing teeth, to treat elderly patients—not only at their offices but also in hospitals and care facilities.

Meeting the gaps in oral health care for seniors has been a longstanding goal for Wyatt and faculty colleague Dr. Michael MacEntee. In the late 1990s, they established the ELDERS (Elders Link with Dental Education, Research and Service) to deal with this unmet need, earning the Faculty international acclaim for its innovations.

"Our studies show that seniors lack access to dental care especially in long-term care facilities," says Wyatt, professor and head of the prosthodontics and dental geriatrics division.

A major barrier to oral health care is cost. A 2009 Statistics Canada report showed that more than one Canadian in 10 avoids full dental treatment over the course of a year because they can't afford it. If left unattended, dental problems in a vulnerable elder can lead to unnecessary infections, disease or premature death.

Dementia and painful physical disabilities such as rheumatoid arthritis make dental treatment challenging.

But seniors who can afford care may still face hurdles, says Wyatt. "We have also found that dentists may hesitate to treat elderly patients who are very frail or face complex health challenges.

However, UBC aims to reverse this trend, he says. "To increase access and address oral disease, we decided to develop the first program of its kind in Canada where seniors receive free care provided by our students under close clinical supervision."

Wyatt adds, "We want to give our dental and dental hygiene students the experience of treating vulnerable populations so they can include these patients in their practice."

UBC students complete rotations under the supervision of practicing dentists and UBC professors. They treat elders with dementia and painful physical disabilities such as rheumatoid arthritis, which make dental care challenging. Students have an opportunity to work with other health care professionals to better understand how to care for patients with complex medical, physical and psychological conditions.

UBC graduate student Dr. Angela Wong completed a general practice residency where she treated residents at Simon KY Lee Seniors Care Home during 2009–2010.

"I learned the importance of tailoring the treatment according to the patient's medical history," says Wong, currently in her third and final year of the graduate prosthodontics program.

Wong recalls treating a 76-year-old patient, a woman "on heart medication that thins the blood so we had to ask their physician to change the dosage before doing a tooth extraction."

Paying attention to the elder's stamina was critical, says Wong. "We would opt to observe and maintain a tooth for as long as possible rather than extract or place a crown if the patient could not tolerate long, complex treatment."

Wyatt says many older adults are keeping their natural teeth longer. At the Villa Cathay Care Home, for example, close to 70 per cent of the senior residents have some natural teeth compared to 60 per cent in 2002. Oral care now goes beyond keeping the residents' dentures clean.

"What we're going to see are baby boomers who have been receiving excellent dental care throughout their life. They will expect that to continue whether it's at their dentist's office or at a long term care facility." ●

To learn more about UBC geriatric dentistry programs, visit: http://www.dentistry.ubc.ca/features/documents/Elders_Wisdom.pdf

I give because...

Annual United Way campaign kicks off October 9

Heather Amos

Joanne Young volunteers with UBC's United Way campaign—an annual fundraising campaign that supports 190 non-profit organizations in the Lower Mainland and central Okanagan.

Every year UBC's staff and faculty roll up their sleeves for the United Way, staging more than 45 events—including a pancake race, a spelling bee, the Building Ops Custodial BBQ, bake sales and more—to support good works in our community.

In 2011, 910 staff and faculty made donations through payroll deductions to the United Way of the Lower Mainland and United Way of the Central Okanagan, helping to support more than 190 non-profit organizations meeting the health and social needs of our communities. This year, UBC is hoping a greater number will be moved to contribute.

Joanne Young, manager of payroll services for UBC, has been a volunteer with the campaign since she started at UBC nine years ago.

Young helps manage payroll deductions, participates in the United Way steering committee, and lends a hand at a number of events.

"We're living with a hard hit economy and even with two parents working, many families are living paycheque to paycheque," Young said. "It only takes one event or incident and these families are in need of support."

The United Way supports organizations that help these families get through times of need and provide high-quality programs.

The Early Years Refugee Project helps new arrivals to Surrey, Burnaby, Tri-Cities, Langley, Vancouver and Richmond. Refugees often face isolation, language barriers, poverty, and lack of childcare. The Early Years Refugee Project allows kids and parents to learn together, discovering Canadian culture, learning English, developing a social network and feeling supported.

On a more personal level, Young says she is always inspired by the overwhelming dedication that her UBC colleagues bring to the campaign.

"I enjoy working with people that I wouldn't otherwise meet," she said. "It's been a lot of fun."

This year, UBC's United Way campaign is offering new incentives to donate. New donors who give over $1,000 or existing Leadership donors who increase their gift by 15 per cent, will see their gift matched by the Philanthropists' Circle.

The 2012 UBC United Way campaign runs from Oct. 9 to Nov. 30, with a goal to raise $650,000 by increasing the number of staff and faculty who give a little bit each month through payroll deductions. ●

For more information, visit: www.unitedway.ubc.ca

Let's Celebrate Learning!

5th Annual
Celebrate Learning Week
October 27–November 4 2012

Celebrate Learning Week is a showcase to celebrate teaching and learning opportunities at UBC. Now in its fifth year, the October 27–November 4 celebration highlights and also honours the work of faculty, students and staff to create exceptional learning environments at UBC's Vancouver campus.

The week-long showcase includes open lectures, informational sessions, student advising activities, poster sessions, workshops and more. Many of the events are free and open to UBC faculty, staff, students and the community. Below are five events that will be taking place during Celebrate Learning Week. For more information and a complete list of all the events, visit www.celebratelearning.ubc.ca. You can also follow the events on Twitter @CelebrateLearn.

Teaching and Learning Enhancement Fund Showcase
October 29
Irving K. Barber Learning Centre,
4th floor, Golden Jubilee Room, 1961 East Mall

The Teaching & Learning Enhancement Fund (TLEF) Showcase highlights successful projects that enrich and improve student learning. There will be a kick-off presentation and Q&A featuring the successful strategies of various TLEF projects. There will also be a week-long poster display in the Learning Centre's main floor atrium.

Open UBC
October 31–November 1
Irving K. Barber Learning Centre,
3rd floor, Lillooet Room 301, 1961 East Mall

Martin Dee Photograph

UBC is once again participating in the International Open Access Week event, where the research and academic community worldwide come together to share and learn about open access, open education and other connected global open scholarship initiatives that are taking place locally and across the world. UBC's own event—Open UBC, formerly Open Access Week—includes discussion forums, lectures, seminars, workshops and symposia on topical and timely issues from every discipline. All sessions are FREE and open to students, faculty, staff, schools and the general public. For a schedule of events see: http://scholcomm.ubc.ca/openubc

First Nations House of Learning Cross-Cultural Understanding Series
October 29–November 2
First Nations House of Learning
Longhouse, 1985 West Mall

Building on last year's Dialogue on the Indian Residential School System, a series of events will be held at the First Nations Longhouse to provide the university community a chance to learn more about this history, promote dialogue and plan future initiatives.
The series will bring together a diverse range of participants and presenters to foster cross-cultural learning. Events will include a presentation by representatives from the Musqueam Indian Band on whose ancestral and unceded land the University sits, interactive sessions with community organizations, film screenings, a lecture on Canada's Truth and Reconciliation Commission and Aboriginal Human Rights by Robert Watts and more.

Tedx Terry Talks
November 3
Life Sciences Institute, 2350 Health Sciences Mall

The 5th Annual Tedx Terry Talks has been a venue where UBC's most fascinating students share their ideas and visions for UBC and the world. This annual conference draws students, alumni, faculty and staff for a day of idea sharing.

outtakes

The times, they are a-changin'

Paul Marck

Retiring Prof. John Mitchell has been a professor from September 1, 1964 until August 31, 2012. At age 22, beginning as an assistant professor at Pacific University in Oregon, following moves to the University of Oregon, University of Alberta and to the Faculty of Education at UBC's Okanagan campus, he has built a career as a global authority on child and adolescent psychology.

During the '60s he shared an evening of conversation with Bob Dylan ("He has influenced my understanding of how genius expresses itself in different ways in people") and another in the company of psychedelic drug guru and university professor Timothy Leary ("I talked to him just after he was fired from Harvard. He was radical beyond my comprehension").

Over 48 years, Mitchell's accolades have been many for teaching and research. He has authored 14 books on psychology with a 15th soon to be published. On one of Mitchell's final days on campus, he shared perspectives on more than a half-century of university life.

"Since I began more than 50 years ago, university today is far more similar to what it was in 1959, than it is different.

You basically go to classes, you read books, you think, you write. You get taught if you are a student. With minor differences, we have kept the same general paradigm of what is expected of a student and what is expected of a professor.

The most radical transformation for the university has been the ease of access to information and knowledge. It used to be people like me would travel to a major university, literally camping out in the library for six and seven days at a time to access periodicals and obscure journals. All of that has changed.

The average Grade 12 student today has more information at his avail than Charles Darwin or Sigmund Freud or Albert Einstein accumulated in their lifetime. Only 30 years ago, people who could explain Einstein's theory of relativity were rare, maybe one or two at any university.

Students today don't need information as much as they need wisdom; and what is true for the students is even more true for their professors." ●

John Mitchell became a professor in 1964, and retired this year from UBC's Okanagan campus.

Darren Handschuh Photograph

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