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CLASnotes

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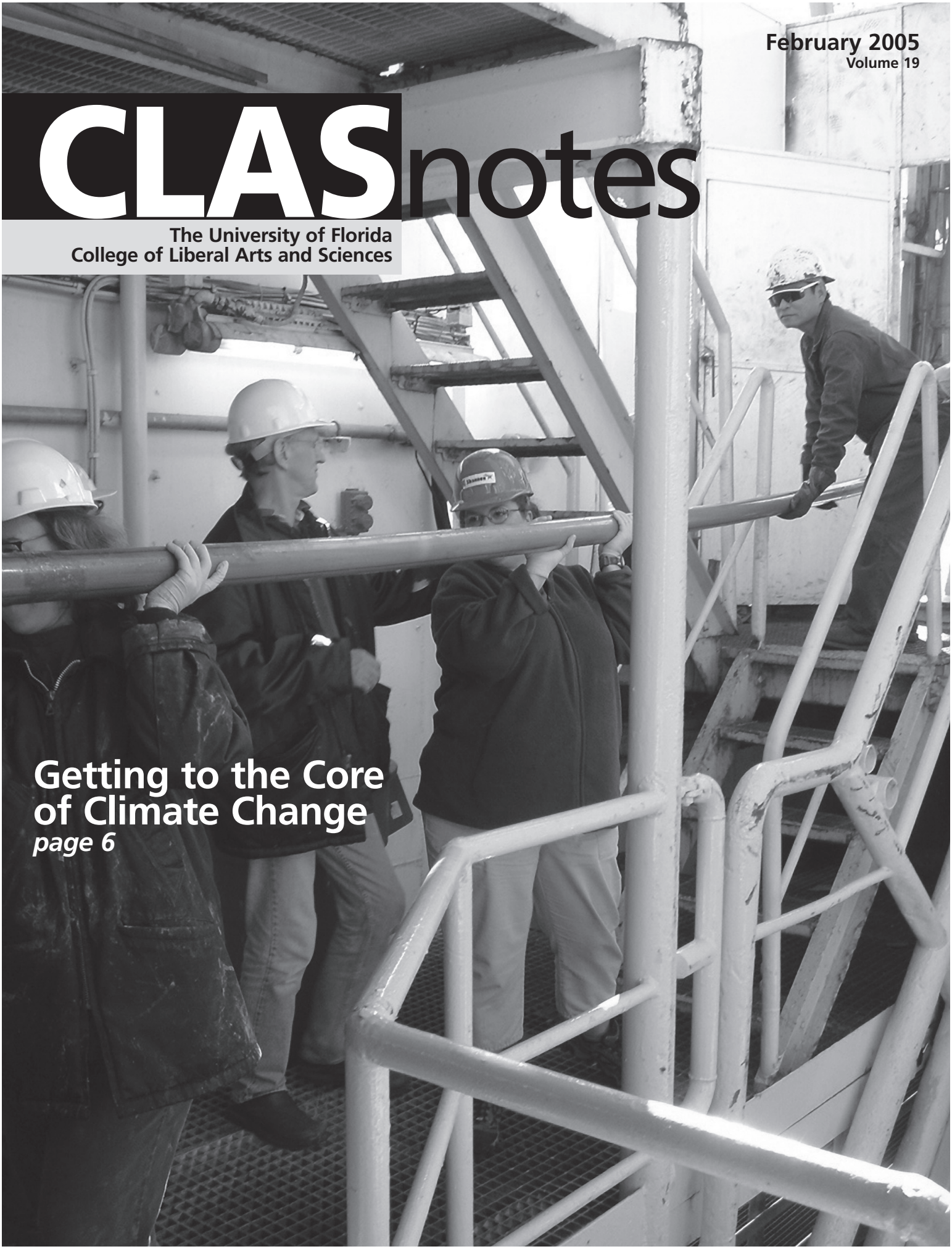

Getting to the Core of Climate Change

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In this Issue:

E-mail editor@clas.ufl.edu with your news and events information for publication in *CLASnotes*. The deadline for submissions is the 15th of the month prior to the month you would like your information published. Don't wait! Send us your news and events today!

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The Dean's **Musings**

Piecing it Together

The recent tragedy in Southeast Asia, resulting from the tsunami, and the subsequent outpouring of help and assistance from all quarters of the globe, serve to show how united humankind can be in the basic support and concern for the well being of its fellow international citizens. The college has been touched by the efforts of every sector of our community—students, staff and faculty members—who have offered help in countless ways. The effects will be with us for a long time as the world helps rebuild the devastated areas.

As academics, we also help in the long term by educating planners and leaders about developing growth in fragile areas of all kinds, and managing global networks that can detect such devastating events and provide early warnings. The technology is largely known, and significant advances can be made in improving its deployment. Further research in the geological and oceanographic sciences—bringing advanced scientific means of detection and exploration, especially in understanding and mapping subduction zones and tectonic plate movements—can help provide some improvement in advanced warning systems. Perhaps even more importantly, more extensive research in planning the development of fragile areas can make a significant difference in reducing the loss of life following these cataclysmic events. The work of our anthropologists to understand the ways in which societies live with and recover from natural disasters is critically important, and UF scientists are world leaders in this field.

As researchers, we need to consider devoting more resources to the earth sciences on a global scale. While recent scientific applications can help us map changes in the earth's shape and its magnetic field, too little is known of the crust and its structure and dynamics. We cannot prevent such large-scale events from occurring, but we must learn to detect the pressure points and short-term consequences with better accuracy over all the sensitive areas of the globe.

Neil Sullivan
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On the Cover:

As a member of the Integrated Ocean Drilling Program—an international consortium of scientists from the US, Europe and Japan—the Department of Geological Sciences is participating in two major drilling expeditions this year off the coast of Greenland to gather sediment core samples to be used to examine how sudden climate change has occurred in the past. Each 9.5-meter, or 10.3-yard, section of pipe gathered contains 60,000 years of climate history.

Angel Kwolek-Folland
New Associate Dean

Angel Kwolek-Folland has been named CLAS Associate Dean for Centers, Institutes and International Affairs. This new half-time position will include oversight of the college's interdisciplinary research institutes and centers, the International Committee, agreements with other institutions outside the United States and liaison with UF's International Center on issues of interest to the college.

Kwolek-Folland first came to UF in 2000 to assume the directorship of the Center for Women's Studies and Gender Research. She earned her PhD in women's history from the University of Minnesota in 1987, and before coming to UF taught at the University of Kansas for 13 years.

She teaches courses in history and women's studies, and her research focuses on US women's history, women's labor and business history, gender studies and material culture studies. Currently, she is researching international dimensions of contemporary gender rights categories, particularly sexual rights.

Sociology and women's studies associate professor Milagros Peña is the new director of the Center for Women's Studies and Gender Research. She has taught at UF since 1998.

I am very excited about the possibilities this new position affords for integrating and institutionalizing these important areas of the college's mission. Interdisciplinary research agendas and international initiatives are central to our teaching, research and service, but their distinct contributions have not been clearly visible. This position will allow us to highlight our centers and institutes and our international efforts and also enable us to work more effectively with the UF International Center, other schools and colleges at UF, and with international partner institutions.

Centers, institutes and international programs are the seed beds for new research ideas and new pedagogical initiatives. They forge research and community alliances and provide vital outreach functions to local, state, national and international agencies and audiences. They have materialized nationally in response to both grant opportunities and topical research questions whose answers can best be found in the intellectual spaces between the disciplines or across national boundaries. One could argue that the interdisciplinary, university-wide reach of centers, institutes and international programs characterizes both the intellectual and structural future of higher education in the 21st century.

UF and CLAS are fortunate to be represented by a large number of these entities, many of which are nationally and internationally known. Our college has the largest number of centers and institutes at UF, with 34. These units sponsor research grants, symposia, conferences, lectures, publications and fellowships, and work with programs to offer courses, certificates and degrees. In the past four years, CLAS has participated in four successful Title VI area studies grants, created six new institutes or centers, and has proposals in the works for three more. We signed international agreements with four countries and added 11 new languages to our course offerings. The quality of life survey administered last spring found that faculty who had non-departmental affiliations were more satisfied overall with their experience at UF in 13 of the 15 general categories queried. Unless center and institute participants are, in general, simply a more optimistic lot, this suggests that life outside the departments can be invigorating.

One could argue that success like that needs no oversight. But as these initiatives have grown, coordination has become imperative, and could provide real benefits. Gathering and interpreting data on the overall impact on the college of center, institute and international work will allow us to make the best case for university resources. Annual retreats for directors could improve communication among them and enable them to leverage assets. We can bridge departments, centers, institutes and international initiatives to encourage mutually useful projects, and foster a more seamless connection to the International Center for exchange programs and agreements. We can clarify expectations for faculty who participate in interdisciplinary or international efforts through joint appointments or affiliations. And we can do more to alert others to our success.

I look forward to working with my colleagues to fully integrate interdisciplinary and international efforts into the life of the college and the university.

—Angel Kwolek-Folland

CLAS Term Professors

The college has selected its 2005 CLAS Term Professors, recognizing three faculty members who are excelling in teaching, research and service. Funded entirely by private donors, the number of term professors and the amount of the award varies from year to year. This year, each will receive a one-time $6,000 salary supplement and an additional $3,000 for their research.

Richard Foltz

Waldo Neikirk Term Professor

Richard Foltz is an associate professor of religion, with research interests in religion and nature. He came to UF in 2000 after teaching at Columbia and Brown Universities and Gettysburg College and earning his PhD from Harvard in 1996.

Foltz has authored three books, including *Spirituality in the Land of the Noble* and *Religions of the Silk Road*. He also has edited *Worldviews, Religion and the Environment*, and he translated *Conversations with Emperor Jahangir*, a 17th-century Persian-language travelogue of India. Foltz has published numerous scholarly essays on topics ranging from world environmental history to animals in religion. He teaches Religion and Animals, and was instrumental in helping establish UF's PhD program in religion in 2003.

Douglas Levey

Jean and Robin Gibson Term Professor

Douglas Levey is a professor of zoology who has taught at UF since 1988. His research interests include tropical ecology and seed dispersal. He earned his PhD from the University of Wisconsin-Madison in 1986, and also has taught at Brown University and in Costa Rica as part of the Organization for Tropical Studies' graduate program.

Levey is studying the effectiveness of habitat corridors in conserving plants and animals in fragmented landscapes and also is exploring the ecology of chili peppers, addressing the question of why they are hot. He teaches Avian Biology and a graduate seminar associated with the Science Partners in Inquiry-based Collaborative Education (SPICE) program, which places UF graduate students in Gainesville middle schools with large populations of disadvantaged youth to foster their interest in science and engineering.

Alex Piquero

Mitchell Magid Term Professor

Alex Piquero, a professor of criminology, came to UF in 2001. He completed his PhD in 1996 at the University of Maryland, College Park, and served on the faculties of Temple and Northeastern Universities.

Piquero is finishing a book that will be published later this year titled *Offending Over the Life Courses: The South London Males at Age 40*, and he also is working on a longitudinal study which examines how serious juvenile offenders transition out of crime in late adolescence and early adulthood. He serves on the editorial boards of 10 journals and teaches Doctoral Methods, Life-Course Criminology and Criminological Theory.

—Allyson A. Beutke

Contamination & Culture

Student-run survey finds little awareness of pollution among the local community

Two-by-two, students in Elizabeth Guillette's anthropology class went door to door in Gainesville's neighborhoods, traipsing through student apartment complexes, bedroom communities full of families and depressed and crumbling areas that had long passed their prime. The 18 undergraduates in her Fall 2004 Health, Contamination and Culture (ANT 4930) course set out to see how much the city's dwellers knew about the everyday pollutants in the air they breathe, the water they drink, the food they consume and the substances they use to clean and spruce up their bodies and homes.

"The study had two purposes, one aimed toward student knowledge—how to perform research, including writing survey questions, interviewing techniques, analysis and writing a report," Guillette says. "The second purpose was to determine the public's attitudes and knowledge regarding contamination, and if there was a difference between various socioeconomic groups, age groups, sexes and educational levels."

The surveyors asked 14 questions—a dozen of them were simple yes or no queries—based on food safety and airborne contaminants. Before setting out, they chose different educational, income and racial demographics to broaden their surveys' reach.

One survey question asked residents how many synthetic chemicals they thought were inside their bodies. Some people guessed it was a handful; others assumed there were millions. One respondent answered that, because she had drunk alcohol the night before that must mean there was one more chemical coursing through her bloodstream.

Studies have shown that there are at least 100 artificial chemicals in the human body. Guillette is quick to point out that there could be as many as 700. She says her students' results, though not scientific, showed a lack of awareness among Gainesville residents.

"The project really stimulated thought and recognition that, like themselves before taking the class, the general public places little emphasis on the negative outcomes of pollution and would prefer to have the technological improvements of life—mosquito spraying for instance—over long-term safety," she says.

Other improvements include genetically modified foods and antibacterial soaps, products that are bought by consumers with little scrutiny but which deserve a closer look because of their potential health risks, Guillette says. "It's a very scary topic. It's threatening to individuals; people don't want to hear about it."

The bulk of contamination has occurred during the post-World War II years, fueled by consumers raised on the notion that technology exists to improve life, not harm it. Air fresheners and scented candles contribute to indoor air pollution while heavy metals in certain types of fish threaten pregnant women and small children. Guillette says these threats are well known, but that the media could do a better job of educating people about the dangers of contamination. Even when threats are known, behavior is not always changed. "Overall it's a feeling of, 'It won't happen to me,'" Guillette says.

Senior anthropology student Katie Beazell, one of Guillette's students, took air fresheners to task. "Deodorizing sprays are sold to stop the bad smells created by bacteria, when opening a window will serve just as well," Beazell says. "Not only is the prospect of killing every single bacterium in your home ridiculous, but the chemicals used to do this can be even more dangerous than the germs."

Are you better off swapping your bottled water for tap water?

Contamination misconceptions abound as well. Bottled water, touted as a safe alternative to municipal tap water, was widely believed to be safer than its from-the-faucet counterpart in the students' surveys. Guillette says in Gainesville, which has relatively safe drinking water, that view is flawed.

Tiffany Shaner, who graduated in December with her bachelor's degree in anthropology, was another of Guillette's students. She was curious about the quality of tap and bottled water, so she had a professional test her water in November. Though the city water flowing from her tap was hard, both bottled and tap water contained impurities.

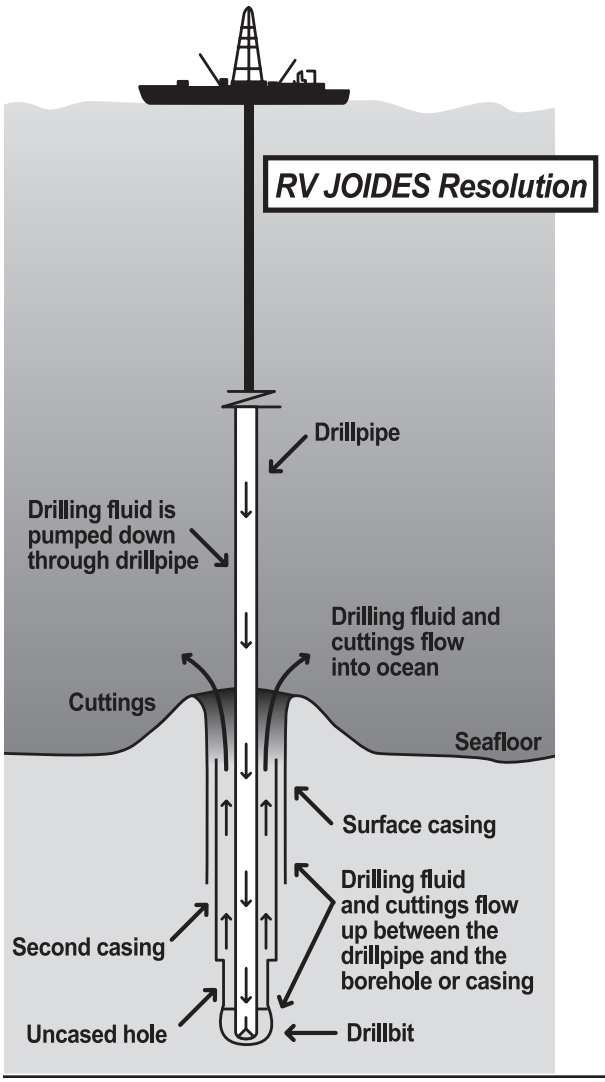
The best way to protect oneself is by limiting exposure to potentially dangerous contaminants, Guillette says. "Use moderation; you cannot avoid everything, and you cannot give up everything."

—Warren Kagarise

Getting to the Core of Climate Change

In the recent Hollywood blockbuster *The Day After Tomorrow*, a sudden change in global climate brings on a new Ice Age that freezes the entire Northern Hemisphere in a matter of days. Since the film was released last summer, and following the numerous natural disasters suffered around the world recently, the public has begun to wonder whether we are on the cusp of a major change in worldwide weather. Researchers in UF's Department of Geological Sciences are part of an international team of experts examining how climate change occurred in the past and what we can expect in the future.

"The scenario of an abrupt climate change suddenly affecting us in a short period of time is not science fiction, that could happen," says Geology Professor Jim Channell. As a member of the Integrated Ocean Drilling Program—an international consortium made up of scientists from America, Europe and Japan—Channell recently co-led a two-month drilling expedition off the coast of Greenland to gather sediment samples from the floor of the North Atlantic.



"What we were interested in was looking at North Atlantic climate records of the past 2 million years," he says. "The North Atlantic climate has been a very important element in global climate change over the last few million years, and we need to be able to study it in more detail."

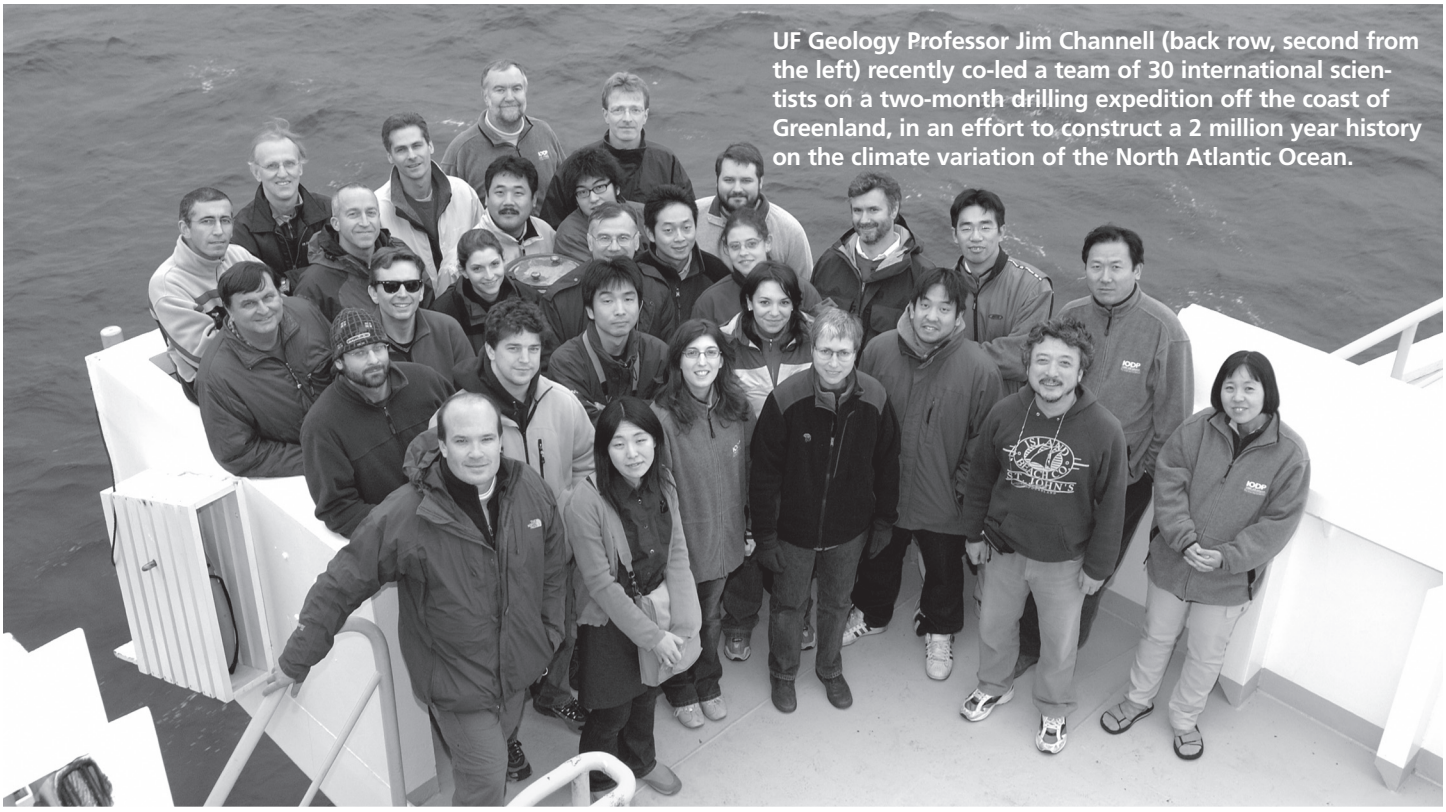
A major theory in the scientific community sensationalized in *The Day After Tomorrow* is the idea that the thermohaline circulation of the North Atlantic could shut down due to global warming and, in turn, cause much colder temperatures in the Northern Hemisphere. Channell explains that the Gulf Stream—a warm current that comes up from the tropics, past Florida, and up through the Norwegian-Greenland Sea—is responsible for keeping the continents bordering the North Atlantic, particularly northern Europe, warm. As the warm surface water of the Gulf Stream evaporates as it moves north, it becomes progressingly more saline. The salinity increases until the Gulf Stream current becomes dense enough to plunge down into the depths of the ocean, near Iceland, and circulate back southward as North Atlantic Deep Water.

"It is like a big conveyer belt pumping heat from our part of the world into the North Atlantic and it is very important in keeping the high latitudes warm," Channell says. The theory is if large ice sheets begin to melt, which could be caused by global warming, the North Atlantic would be flooded by fresh surface water produced from the melting ice. This would make the Gulf Stream less salty as it moves through the area and unable to sink into the depths of the ocean, thereby slowing the conveyer system known as thermohaline circulation.

"It could happen very suddenly," Channell says. "Not the 'day after tomorrow,' but on a decadal time scale, which is scary enough. High latitude continental ice is melting right now at an unprecedented rate. The objectives of our drillings are to understand how North Atlantic climate behaved in the past in response to these sort of ice sheet instability events."

As a member of the Joint Oceanographic Institutions (JOI), the US arm of the Integrated Ocean Drilling Program (IODP), the UF Department of Geological Sciences is one of 20 premier oceanographic or academic institutions working to serve the US scientific community through large-scale, global research programs. The JOI makes up one-third of the larger IODP, which includes a branch from both Japan and Europe. The National Science Foundation funds the JOI, while Japanese and European scientists also have their own internal funding. The IODP organizes drilling cruises throughout the world's oceans to explore the history and structure of the Earth as recorded in seafloor sediment and rocks.

In the fall, Channell was co-



UF Geology Professor Jim Channell (back row, second from the left) recently co-led a team of 30 international scientists on a two-month drilling expedition off the coast of Greenland, in an effort to construct a 2 million year history on the climate variation of the North Atlantic Ocean.

chief scientist on the first of two expeditions in the North Atlantic for the IODP, overseeing a team of 30 geologists from around the world for two months aboard the 10,000-ton drilling vessel, *RV JOIDES Resolution*. Geology Professor David Hodell served as the stratigraphic correlator on the cruise, running the machinery used to correlate cores from multiple drill-holes at each site.

The team collected sediment core samples from six sites off the coast of Greenland and in the surrounding area, using the abilities of the drill-ship *JOIDES Resolution* to maintain position in deepwater. To reach the seafloor, the crew threaded together hundreds of segments of 30-meter-long pipe through the center of the ship in water depths of 2,000–3,500 meters. Once the pipe was down, a hydraulic piston corer was fired into the seafloor, collecting a length of 9.5 meters at a time of sediment, until about 300 meters of sediment was collected at each site. Each 9.5 segment of sample accounted for about 60,000 years of history. The mission of the cruise was to collect samples from various sites in the area that go back 2 million years in order to map out how the climate has changed on Earth over that time.

"When the cores first came up, I got them and ran them through a series of instruments that measured density, magnetic susceptibility and natural gamma radiation," says Hodell. "The ship is basically a floating laboratory. We had a whole team of sedimentalogists there to describe what they saw, micropaleontologists who studied the fossils found in the sediments, and a complete chemistry lab that examined the sediment and the water."

The entire crew of scientists is reconvening this May in Germany, where the collected cores are currently being stored, to divide up the materials and begin post-cruise research. All scientists who participated in the expedition have committed themselves to continuing their research on shore. Hodell will be researching the carbonate in the sediment cores and providing chemical analysis on the shell materials found in the cores, while Channell will be looking at the variations in the magnetic field and how it has changed over time.

In early March, UF geology graduate student Helen Evans and Simon Neilsen, a geology postdoc, will set sail on the second leg of the North Atlantic mission, working as an onboard sedimentologist and paleontologist, respectively. The two legs of the North Atlantic drilling expedition took five years to organize—beginning in 1999 with a proposal submitted by Channell and colleagues—and the team expects the post-cruise research phase of the project to take another five years. In two years, the entire group of geologists from both legs of the expedition plan to meet in Hawaii to begin compiling results.

In a world reeling from a devastating year of tsunamis, mudslides and hurricanes, the public has become more interested in the work of groups like the IODP, and Channell says that's the way it should be. "If you have extraordinary weather events, even if they are not related to global warming, it makes the public aware that the climate system is something you really don't want to put out of equilibrium."

—Buffy Lockette

Around *the* College

Noted Mathematician Lectures

The CLAS Mathematical Sciences Committee and the Department of Mathematics are sponsoring a series of eight lectures this spring by one of the world's most eminent mathematicians **George Andrews**, a member of the National Academy of Sciences and professor at The Pennsylvania State University. Andrews will present two general audience talks, "Why Pure Mathematical Scientists Should Not Mind Their Own Business" and "Research Mathematical Scientists and Mathematics Education" on February 14 and 22 at 4:05 pm in the Keene Faculty Center. Please visit www.math.ufl.edu/dept_news_events/2005/andrews.html for information about the other six lectures.

Fresh Faces in the Development Office

The CLAS Development and Alumni Affairs office has welcomed several new faces to its team. **Mary Matlock** joined the college last summer as an associate director of development. She is fundraising with the humanities departments and also assists with special events such as CLAS Day, the Outstanding Alumni Brunch and Grand Guard Weekend. She previously served as the assistant director of annual giving at the University of Oklahoma.

Director of Development **Cody Helmer** transferred to the office in January, having worked at the UF Foundation since 2000 in a variety of positions, including assistant director of annual giving and director of regional development. In his current position, he is working with the basic sciences departments.

Norman Portillo also joined the office in January as a director of development, and is working with the social sciences departments. Portillo previously worked at Lexmark International on the vendor relations staff.

The new members join **Cynthia Butler**, senior director of development, and support staff, **Luz Mieses** and **Shirl Raulerson.**

CLAS Faculty Named American Physical Society Fellows

Three UF scientists have been named fellows of the American Physical Society. Physicists **Paul Avery** and **Peter Hirschfeld** and chemist **Frank Harris** each were elected for their original research and innovative contributions in applying physics to science and technology.

Avery was noted for his leadership in developing grid-computing resources for high-energy physics and other sciences. Hirschfeld's research focuses on high temperature superconductors, and he was cited for his distinguished contributions to the theory of disordered unconventional superconductors that helped to identify d-wave pairs. Harris is a member of UF's Quantum Theory Project, a group of researchers based in the chemistry and physics departments. His contributions over a 50-year period in developing methods of electronic structure computation for atoms, molecules and solids were honored.

No more than one-half of one percent of the society's total membership is selected for fellowship status each year.

Apply Now for Undergraduate Research Opportunity

The deadline to apply to the **University Scholars Program** for the 2005–2006 academic year is February 25. The university-wide program, now in its fifth year, offers undergraduates the chance to gain academic research experience by working one-on-one with a faculty mentor. Each scholar is awarded a $2,500 stipend and $500 for travel, while their mentors are compensated with $500. To be eligible, applicants in the College of Liberal Arts and Sciences must have a 3.5 GPA and a graduation date of no earlier than spring 2006. Forty scholars will be chosen in CLAS, and each applicant must find their own mentor and project. To apply, students must submit an application—which can be found online at www.scholars.ufl.edu—as well as a resume, typed research proposal, and a letter of support from their faculty mentor. All materials should be turned in to the department chair of the faculty mentor. Winners will be announced in late March.

Dean's Office Welcomes New Staff

Keri Chardi is a new program assistant in the dean's office who will be assisting the college's budget officer **John Watson**. Chardi came to UF in 1999 after working for 15 years in the banking industry. Before joining CLAS in January, she worked in the Department of Continuing Medical Education as a fiscal/office assistant. Chardi's duties for CLAS include processing fiscal and P-card transactions, assisting with ledgers, and serving as a fiscal specialist liaison for college units needing assistance.

Chardi's position was formerly held by **Jeannette Hall**, who is now an office assistant in the dean's office working with human resources staff **Mary Anne Morgan** and **Sherry Feagle**. She is responsible for payroll processing and troubleshooting, maintaining the CLAS staff database and the CLAS staff performance appraisal process. All financial and HR staff members are now located in 2008 Turlington Hall.


Chardi

DEPARTMENT NEWS

African American Studies

Faye V. Harrison, a joint professor of African American studies and anthropology, presented the paper "Everyday Neoliberalism, Diminishing Subsistence Security, and the Criminalization of Survival: A Perspective on Gendered Poverty in Jamaica, the US and UK" at an inter-congress in Kolkata, India. The meeting was organized by the International Union of Anthropological and Ethnological Sciences (IUAES). As head of the IUAES Commission on the Anthropology of Women, Harrison chaired three sessions, including one organized with the Indian Anthropological Association and UNESCO on "AIDS, Women, and Human Rights."

Anthropology

Elizabeth Guillette was recently recognized for her innovative methodology and outstanding contributions to children's environmental health at the University of Minnesota. She received a plaque and also presented the Richard G. Bond Memorial Lecture in recognition of the 20th anniversary of the Bhopal gas disaster in India. She spoke on her recent research involving the continuing effects of the gas on children who were the second generation of exposed parents.

Chemistry

Alan Katritzky was honored at the International Chemistry-Biology Interface Conference in Delhi, India when one of the symposiums, "Synthetic Strategies in Heterocyclic Chemistry," was presented as a tribute. He also received the lifetime achievement award from the Indian Chemical Society and a plaque commemorating his election as the Foreign Fellow of the Indian National Science Academy by K.R. Narayanan, the former President of India.

English

Mark Reid presented a paper titled "Migrating PostNegritude: Afro-Francophone Women in French Cinema" at the African American and Diasporic Research in Europe Conference, sponsored by Harvard University and held in Paris. His article, "Haile Gerima: 'Sacred Shield of Culture'," appears in *Contemporary American Independent Film: From the Mainstream to the Margins*.

The **Creative Writing Program** is hosting its 56th annual MFA@FLA Writers' Festival on February 11–12, featuring presentations from authors Norman Rush, Jim and Karen Shepard, and Lucie Brock-Broido. The festival is free and open to the public. Visit www.english.ufl.edu/events/events2004–05/crw/festival.html for a complete schedule of events and author sketches.

Mathematics

As one of the highlights of the Special Year in Number Theory and Combinatorics 2004–2005, the department conducted an international conference on additive number theory in November. More than 60 talks were presented, and the event received support from the National Science Foundation, the National Security Agency and the Number Theory Foundation.

In late December, Chair **Krishnaswami Alladi** was in India for the Mathematics Olympiad, in which 3,500 high school students answered a series of mathematical questions posed by Alladi. The first place winner was awarded an all expense paid trip to UF for one month for training in the mathematics department. The Olympiad was conducted by SASTRA University in South India, the same site as the 2004 conference on Fourier Analysis and Number Theory. Alladi presented two lectures, and **Frank Garvan** gave the opening plenary lecture of the conference.

Physics

UF's chapter of the **Society of Physics Students (SPS)** has received the Marsh White Award from the national SPS organization. This is the second year the organization has received the $300 award to support projects designed to promote interest in physics among students and the general public.

Political Science

Leslie Anderson and **Lawrence Dodd** have published an article "Democratie Envers Tout: Participation Electoral en Nicaragua, 1990–2001" in the French journal *Revue Le Banquet*. It appeared in the final 2004 issue of the journal.

Mike Scicchitano is the new managing editor of the journal, *State and Local Government Review*, a publication that focuses on the public policy and public administration fields.

Psychology

Andrew Hoffman, a senior double-majoring in psychology and English, has received a US Department of Homeland Security full tuition scholarship through its Scholars and Fellows Program. The program was started in 2003 to support the development and mentoring of the next generation of scientists as they study ways to prevent terrorist attacks within the US. Hoffman is one of 105 college students who will receive a tuition voucher and stipend. He is the past president of the CLAS Student Council.

Romance Languages and Literatures

Sylvie Blum-Reid (French) presented "From Brasov to Paris: Brassai's Visions of 1930s Paris" for the *Paris as Promised Land: Francophilia in Eastern Europe* session at the annual Modern Language Association convention in Philadelphia on December 30.

Statistics

The department has created a university-wide statistical consulting service, which will provide high-quality statistical consultation, free of charge, to graduate students and faculty researchers. Walk-in consulting is available from 1–2 pm on Monday, Wednesday and Thursday in 101A Griffin-Floyd Hall. This service is intended for short questions, typically concerning statistical software packages. Appointments for more complex or time-consuming questions can be made by emailing consult@stat.ufl.edu.

Zoology

Vassiliki Betty Smocovitis has been elected chair of the history and philosophy of science section of the American Association for the Advancement of Science. As one of 24 sections, members arrange symposia for the annual meeting and provide expertise for association-wide projects.

CLAS Staff Receive Superior Accomplishment Awards

Nine CLAS employees have been awarded a divisional UF Superior Accomplishment Award in recognition of their outstanding and meritorious service to the university. They are: **Cindy Powell**, psychology; **Erin Smith**, history; **John Graham**, physics; **Kimberly Robertson**, psychology; **Edward Storch**, physics; **Corinna Greene**, African studies; **Paula Maurer**, botany; **Debbie Wallen**, political science; and **Mark Meisel**, physics. Each awardee has received $200, a certificate of appreciation and a memento coffee mug. They also are under consideration for the university-wide awards, which will be announced in April.

CLASnotes encourages letters to the editor. E-mail editor@clas.ufl.edu or send a letter to *CLASnotes*, PO Box 117300, Gainesville FL 32611. *CLASnotes* reserves the right to edit submissions for punctuation and length.

Read *CLASnotes* online at http://clasnews.clas.ufl.edu

Grants

Reaching an Audience at Risk

In the more than 20 years the world has been dealing with the HIV/AIDS epidemic, a large amount of resources have been dedicated to prevention programs aimed at persuading people to use protection during sex, though very little time has been spent determining whether these messages are packaged in the most effective way to increase condom use. Associate Professor of Psychology Dolores Albarracín has received more than $3 million from the National Institutes of Health to identify and create ways to reach even the most reluctant audience.

"There is the possibility when you are designing a program that it does not reach the audience that it really needs to," Albarracín says. "Often, those who don't really need the message are the ones who will read it, because people generally like to read information that confirms what they already believe, while those who are at risk of contracting HIV/AIDS won't read the information because they don't want to deal with the threatening situation of having to change."

In collaboration with the Alachua County Health Department, Albarracín and her 30-member research team are in the process of exposing more than 1,100 participants to HIV/AIDS prevention materials and observing which are most attractive and effective. The group also is analyzing 3,000 articles and 200 prior studies on the success of previous HIV intervention programs. They hope to identify the conditions that increase participation in intervention programs and to design new messages that have the potential to attract the unreachable and influence their actions.

The five-year project, which Albarracín began in 2002, is an offshoot of her career-long research interest in the cognitive and motivational underpinnings of judgment and behavior change. Her dissertation work, which she defended in 1997 at the University of Illinois at Urbana-Champaign, investigated the specific cognitions people form when asked to discuss a particular topic while distracted by an unrelated memory from the past. Albarracín said she decided to pursue HIV/AIDS research because it was a way to complement her PhDs in both social and clinical psychology.

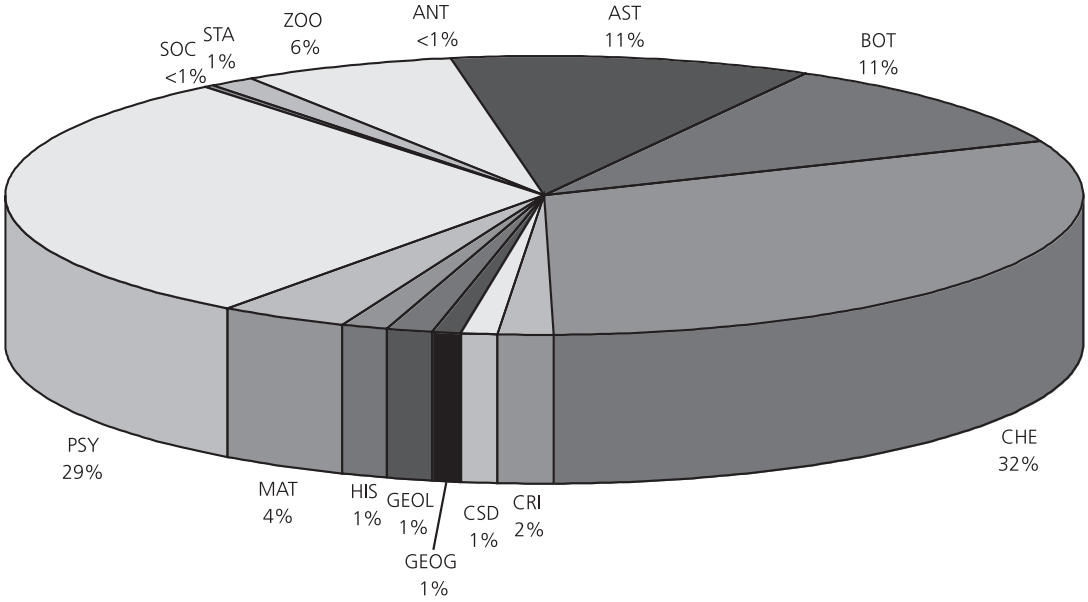
"I have a strong commitment to applying psychological theory to anything that would benefit society, and have concentrated my efforts in modifying behaviors that pose risks to health," she says.

Albarracín says she is in the process of applying for federal funding to begin testing other ways of attracting reluctant audiences, such as selecting the most effective information sources, which she will pursue upon completion of her current project in 2007.

—Buffy Lockette

Grants
through the Division of Sponsored Research

October–November 2004
Total: $7,676,110



Read the full grants listing at http://clasnews.clas.ufl.edu/news.shtml in this month's issue of CLASnotes online.

Bookbeat Recent publications from CLAS faculty

Filipino English and Taglish: Language Switching from Multiple Perspectives
Roger M. Thompson (English & Linguistics), John Benjamins Publishing Company

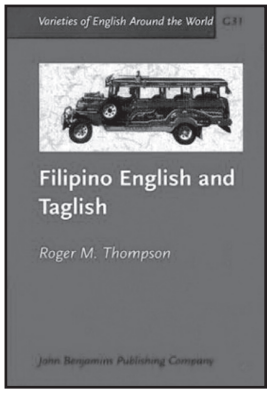
A year in the Philippines spent helping English-language teachers improve their skills turned English Professor Roger Thompson into a spectator of the language wars between English and Tagalog. Taglish is a melding of these two languages. A further three years spent analyzing Filipino commercials, programs and newspapers showed him that the use of English and Tagalog in the media exposes the rifts in Filipino society, and led to his most recent book, *Filipino English and Taglish: Language Switching from Multiple Perspective*.

English arrived in the Philippines as a consequence of the 1898 Spanish-American War. "America decided to teach English to everybody, and by doing so, freed Filipinos from the colonial oppression of the Spanish and enriched their lives," says Thompson. American soldiers built schools, and the US imported thousands of highly-trained teachers. It was an early form of the Peace Corps, according to Thompson, that established high schools in every province and elementary schools in every town. Tagalog, a local language that is much easier for Filipinos to learn, came to compete with English after it became the national language in 1939.

Thompson was invited to the Philippines because of a widespread belief there that English standards were deteriorating due to the introduction of bilingual schooling, with Tagalog assigned to the humanities and social sciences and English to science during the Marcos era. Academics and students were not prepared to use pure Tagalog in the academic setting, so Taglish developed as an informal version for both English and Tagalog.

The role of English, says Thompson, has changed. "Originally English was for everyone. But in World War II schools were destroyed and rebuilding them overwhelmed the system. The rich and the middle class put their children in private schools where English was better taught. As a result, English became a divider rather an equalizer in society."

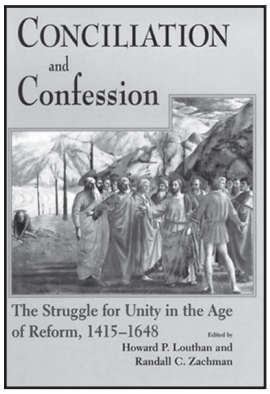
This division, says Thompson, is reflected in the media. "English commercials imply that if you use Tagalog, you are uneducated and uncultured. The English mixed into the Tagalog programs and films give a different message. Here the implied message is that English degrades Filipinos and is the language of sex, crime and scandal—all the things to do with corruption."



Thompson collected his data while training teachers how to use the English in the media—from commercials and TV programs to newspapers—in their teaching. "Only when I got back and started analyzing the media samples did I find all these hidden messages." Messages, says Thompson, that came to the surface in the political battles when Joseph Estrada was elected president in 1998 on an anti-establishment and anti-English platform. Estrada's win was a complete surprise to the country, but all the clues were there in the language battles hidden in the media. "It's the sort of finding that makes a social linguist happy," says Thompson.

—Michal Meyer

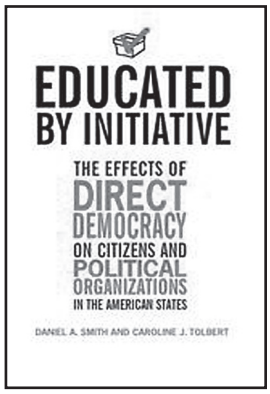
Conciliation and Confession: The Struggle for Unity in the Age of Reform, 1415–1648; **Howard P. Louthan** (History) and Randall C. Zachman; University of Notre Dame Press.



From the conciliar to the confessional age the normal challenges that peacemakers perennially face were magnified. The church was divided, and there was no obvious solution to the crisis that began in the late fourteenth century with the Great Western Schism. This volume investigates the activities of those who worked for the restoration of ecclesial unity, first in the conciliar era, then in the early years of the Protestant reformations, and finally during the "confessional age" when theological and cultural differences between competing religious groups began to emerge more clearly. Special attention is paid to the religiously diverse communities of central and eastern Europe, an area that has often been overlooked by scholars who have focused more exclusively on Protestant/ Catholic relations in the western half of the continent.

—Publisher

Educated by Initiative: The Effects of Direct Democracy on Citizens and Political Organizations in the American States; **Daniel A. Smith** (Political Science) and Caroline J. Tolbert; University of Michigan Press.



Educated by Initiative moves beyond previous evaluations of public policy to emphasize the educational importance of the initiative process itself. Since a majority of ballots ultimately fail or get overturned by the courts, Smith and Tolbert suggest that the educational consequences of initiative voting may be more important than the outcomes of the ballots themselves. The result is a fascinating and thoroughly-researched book about how direct democracy teaches citizens about politics, voting, civic engagement and the influence of special interests and political parties. Designed to be accessible to anyone interested in the future of American democracy, the book includes boxes (titled "What Matters") that succinctly summarize the authors' data into easily readable analyses.

—Publisher

NEH Fellowship Funds
Literary History

The National Endowment for the Humanities has awarded Assistant Professor of Women's Studies Trysh Travis a 12-month fellowship. Travis will use the $40,000 award to complete her book, *The Persistence of Sentiment: Contemporary American Literature and the Culture of 12-Step Recovery*.

"The book is about the way that regular people—educated, thoughtful, but not necessarily scholarly readers—interact with literature, and use literature to cultivate their imaginations and their spirits," says Travis. Her book is a work of interdisciplinary literary history focused on the print culture of the 12-step recovery movement, which began with the founding of Alcoholics Anonymous in 1935. It traces the development of the program and explores the material and intellectual influence of the recovery movement on contemporary literary culture.

"As academics, we publish books and articles for each other, and then wonder why the public is skeptical of our ambitions and the legislature wants to cut our funding. I hope to write a book that, I think, the average person will want to read and will be able to understand—one that makes a contribution to the culture at large, not just to scholarly knowledge."

Travis received her PhD in American studies from Yale University and specializes in 20th-century American reading and publishing history. She joined UF last fall after holding positions at the Southern Methodist University in Dallas and Trinity College in Hartford, Connecticut.

The National Endowment for the Humanities is an independent grant-making agency of the US government dedicated to supporting research, education, preservation and public programs in the humanities. It received 1,470 fellowship applications this year and awarded only 193 fellowships, a success rate of 13 percent.

—Allyson A. Beutke

"I hope to write a book that, I think, the average person will want to read and will be able to understand—one that makes a contribution to the culture at large, not just to scholarly knowledge."
—Trysh Travis

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