



Newsletter

Number Ten April 1988

- TECHNOLOGY AND THE CITY

Guest speakers gave STV 200 seminars that doubled as public lectures--see page 2.

- CENTRE'S ACTIVITIES

Brown bag discussions, other CSTV events apart from the Conference filled up the Winter '88 schedule--see pages 9, 10.

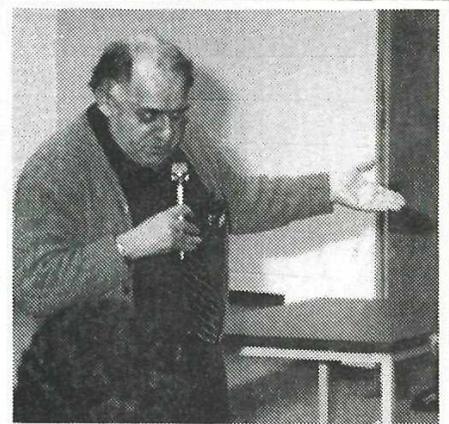
- HIGGS, GOTLIEB: ACHIEVEMENTS

Eric Higgs gets Ph.D. from Waterloo, Kelly Gotlieb wins an Award at U of T--see page 10.

- STV OPTION

Brief report, page 6.

- And, of course, the CONFERENCE!



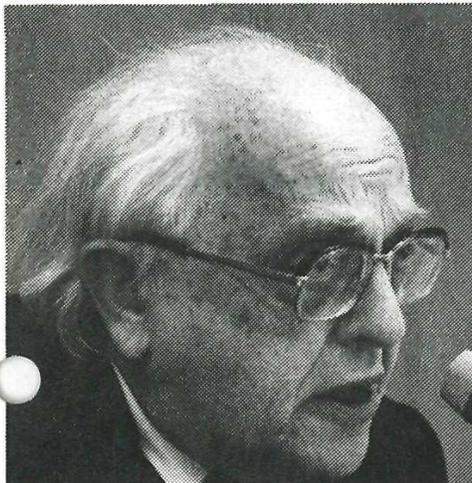
Murray Bookchin:

"CELEBRATE HUMANITY--
NOT WHAT IT IS,
BUT WHAT IT CAN BE!"

PROFESSIONALS AND SOCIAL RESPONSIBILITY: CONFLICT OR CONGRUENCE? 16 - 18 March Conference

Conference photos and brief reports, pages 3 - 8.

Below, l-r: Rapoport, Frankel and audience, Santa Barbara.



TECHNOLOGY & THE CITY



WIDE-RANGING WINTER SERIES ON TECHNOLOGY AND THE CITY

Many people in the overflow crowd attending writer/activist MURRAY BOOKCHIN'S address on "Urbanization without Cities" (Mon., 2 Feb.) said it felt like the 1960s all over again. Bookchin led off a special series organized by STV Option Co-ordinator ERIC HIGGS.

Introduced as a man "whose ideas may be decades ahead of their time," Bookchin persuasively covered much territory as he outlined key differences between the modern concept of "urbanization" and traditional/classical notions of "community," "city," and "country."

What's needed today, the speaker said, are ways of recreating both a sense of citizenship and a sense of true community. Like the citizens of ancient Athens, we need "the power of a people who (feel) themselves empowered."

The series continued, on Friday afternoons, through February and March, and was offered both as a regular STV 200 course seminar and as free public lectures/discussions.

Other speakers were: LARRY HAWORTH, UW philosophy professor and former CSTV director, "The Good City: Possibilities and Limits"; ELLA SCHIFF, New York City community and health activist, "Technology, Health Care and the Inner City"; RICHARD SWIFT, editor with New Internationalist magazine, "Life in the Shadows: The Underside of New York City"; and DAN CHODORKOFF, Director of the Institute for Social Ecology in Vermont, "Alternative Technology and Grassroots Community Development."

PROFESSIONALS AND SOCIAL RESPONSIBILITY: CONFLICT OR CONGRUENCE?

16 - 18 March 1988
Conference

CONFERENCE ARRIVES AT LAST--AND SUCCEEDS!

CSTV's major 1988 event, a conference on professionals and social responsibility, took place in March, and by all accounts it was a clear success.

About 75 registrants attended either the full three day schedule or individual daytime sessions of their choice. More than 25 speakers gave presentations.

Speakers came from as far as California (GARY CHAPMAN, Computer Professionals for Social Responsibility); Washington, DC (MARK FRANKEL, American Association for the Advancement of Science); Vancouver (THOMAS PERRY, MD, Canadian Physicians for the Prevention of Nuclear War); New York (STEPHEN UNGER, Columbia University); and Montreal (KAREN MESSING, UQAM). Most of the speakers, however, were Toronto-based.

UW's CSTV advisory board members/Conference organizers played active roles all through the event. Director RUSSEL LEGGE launched the Conference on Wednesday evening, and CONRAD BRUNK, BOB GIBSON, JOHN HEPBURN, SALLY LERNER and JAY THOMSON chaired sessions or panel discussions on Thursday and Friday. Also on Friday, ROBIN COHEN gave a joint presentation with KELLY GOTLIEB on "Educating Future Scientists and Professionals."

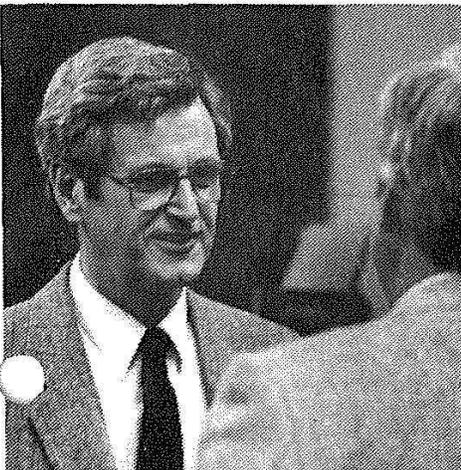
BEHIND THE SCENES/OTHER NOTES

About a dozen of the Conference speakers stayed at the Walper Terrace or the Valhalla Inn in downtown Kitchener, taking a special Conference shuttle bus--provided by Environmental Studies--to and from the Conference site (Siegfried Hall of St. Jerome's College) as required.

Hotels, shuttle buses, airline bookings, lunch and banquet arrangements--and the many other "typical" Conference details--were handled by ROMANY WOODBECK and STEVE JONES. Valuable aid was also provided by SALLY LERNER, JOHN SCHEY and JILL RILEY.

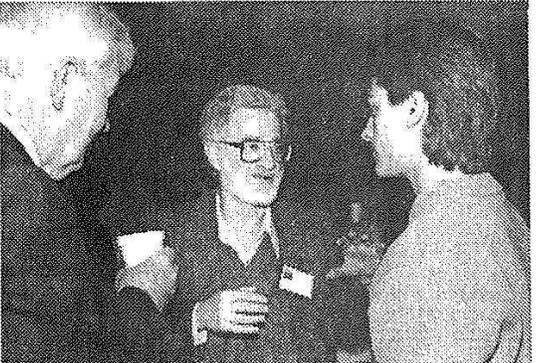
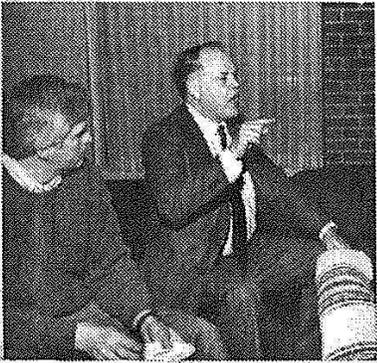
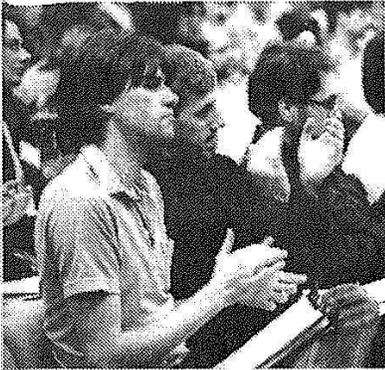
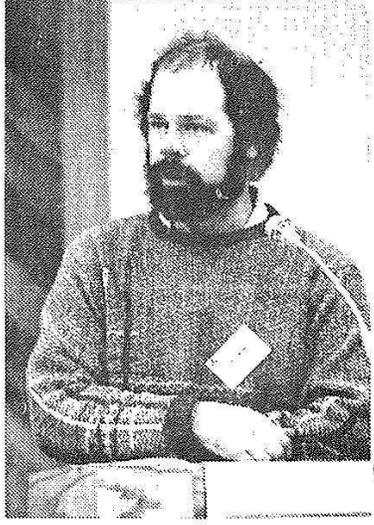
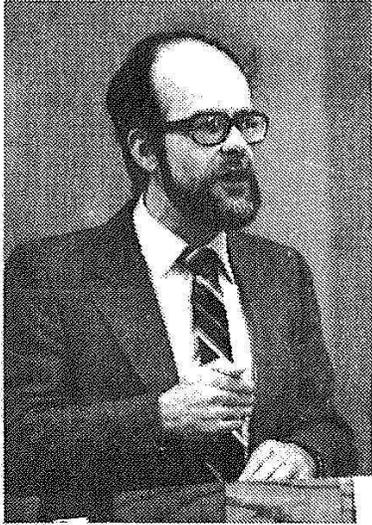
Other Notes

- Financial support for the Conference was provided by funding from the George and Helen Vari Foundation, contributions from UW's six Faculty Deans, and a general research grant from SSHRC.
- The Wednesday keynote address and all Thursday sessions were videotaped, and the entire Conference audiotaped, for archival purposes as well as possible classroom use. Copies of the printed program are still available also. For more details, call the CSTV office at UW ext. 6215.



PROCEEDINGS TO BE PUBLISHED, LEGGE SAYS

While a couple of possibilities have been considered, CSTV Director RUSSEL LEGGE says he's leaning strongly towards the Journal of Business Ethics, which has offered "a firm commitment" to publish the March Conference papers in an issue devoted to the theme of professionals and social responsibility. Editor of the Journal is Dr. Alex Michalos of the University of Guelph, who attended several Conference sessions and discussed publishing options at the time. Legge says the CSTV advisory board will announce a final decision shortly.



SITV

Schedule

◀ Who is that?

Outside rows clockwise from top left:

Chapman; Halperin; Messing; Hepburn;
Sheinin and Brooks; Santa Barbara;
Perry, Unger and a student; Brunk
and Stevenson; audience; Vanderburg.

Centre:

Lynch, Schafer, Brunk; Schafer

Thursday, 17 March

Session One: **ETHICAL CODES FOR
THE PROFESSIONS**

Session Two: **GLOBAL PEACE AND
HUMAN RIGHTS**

Friday, 18 March

Session Three: **ACTIVIST GROUPS**

Wednesday, 16 March

Siegfried Hall, St. Jerome's College

7:30 pm WELCOME TO THE UNIVERSITY OF WATERLOO
Douglas T. Wright, President, University of Waterloo

WELCOME TO THE CONFERENCE/
INTRODUCTION OF KEYNOTE SPEAKER
Russel D. Legge, Conference Chair
Director, UW Centre for Society, Technology and Values

7:45 pm Keynote Address
**PROFESSIONALS AND SOCIAL RESPONSIBILITY:
CONFLICT OR CONGRUENCE?**
Jack Stevenson, University of Toronto (Philosophy)

Left Part of the
Wednesday program.
Three sessions and
more than 25 pre-
sentations filled
Thursday and Friday.

Below Keynote speaker
JACK STEVENSON illus-
trates a point.



Conference Committee

The Conference was planned and organized by the Advisory Board of the UW Centre for Society, Technology and Values.

Program

Kelly C. Gotlieb
 Russel D. Legge
 Conrad G. Brunk
 Robin Cohen
 Robert B. Gibson

Advisors

George F. Atkinson
 John W. Hepburn
 Eric S. Higgs
 Jay A. Thomson
 G. Keith Warriner
 Barry L. Wills

Co-ordination

Stephen A. Jones
 Romany A. Woodbeck
 Sally C. Lerner
 John A. Schey

Who is that? ►

Outside rows clockwise from top left:
 Rapoport; Rachlis; Frankel; Savan;
 Thurlow and Hurteau; Shrybman; Lynch,
 Dick and Keatings; Frankel and Thom-
 son; Rapoport and registrant; audi-
 ence at lunch discussion.

Centre:

Waks (top); Gibson

CONFERENCE: SUCCESS AND FOLLOW-UPS NOTED BY DIRECTOR

"In terms of content and of the seriousness with which issues were addressed, the Conference certainly fulfilled the goals and expectations of the planners," says CSTV Director RUSSEL LEGGE.

One thing that stands out for Legge personally is "the level of maturity" that professional groups have attained in dealing with social responsibility in their particular fields.

"I was really impressed with how well-organized and insightful the nurses' groups are, for example," Legge acknowledges.

Two follow-ups are already in view, says the Director. One is to maintain contact with people and organizations that participated in the Conference, both to exchange information and to develop ways the Centre may serve as a resource and support for them.

Another follow-up is to use Conference material for STV curriculum development. Video and audio tapes of various sessions may appear as early as this spring in STV 100, and in other classes later.

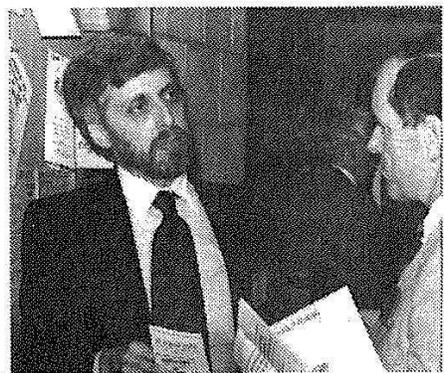
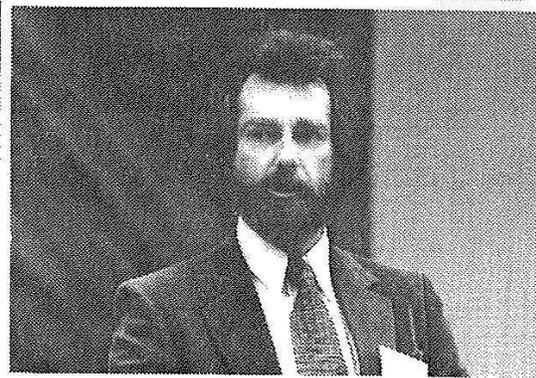
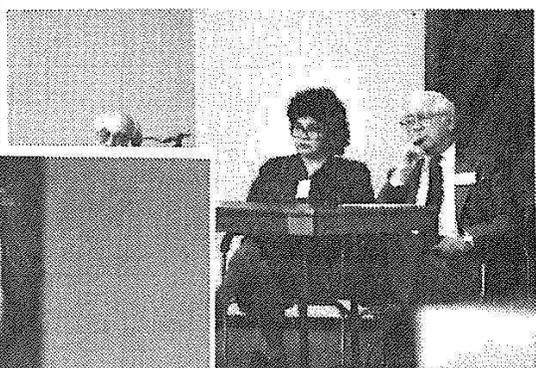
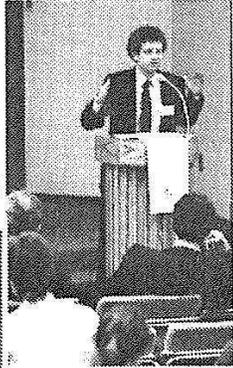
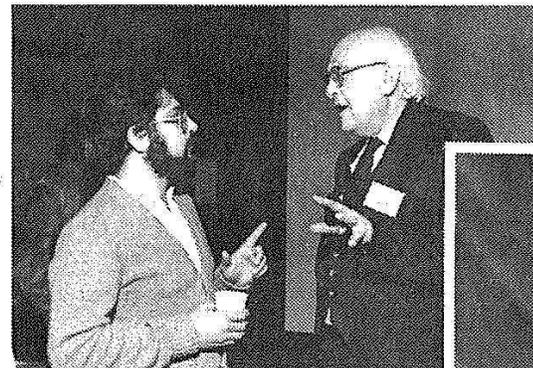
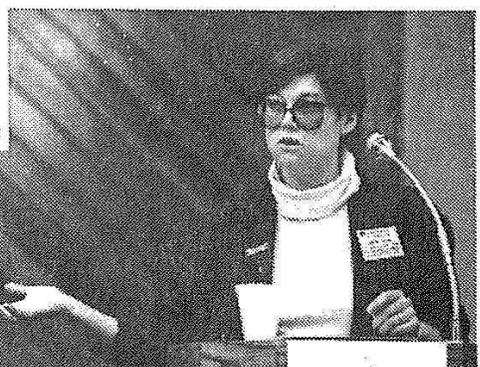
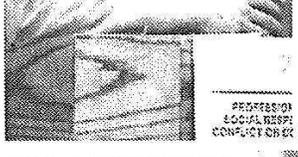
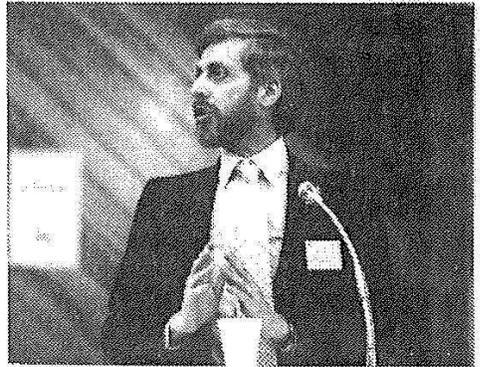
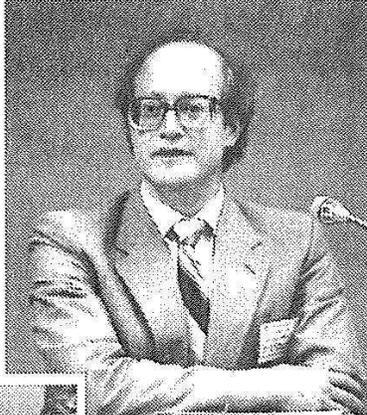
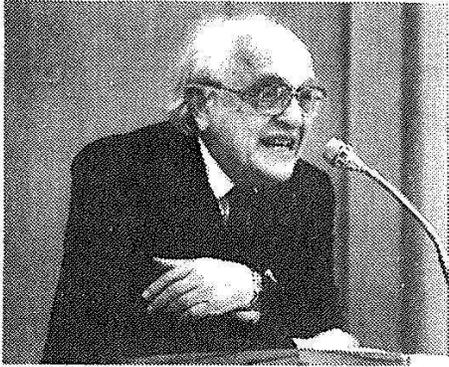
FIRST STUDENT TO GRADUATE WITH STV OPTION

The first student to get a UW degree with "STV Option" on the diploma is SCOTT BRIDGEMAN, the sole registrant in STV 400, which ran for the first time in the Winter '88 term. Bridgeman will graduate in May, reports Option Coordinator ERIC HIGGS.

All three STV courses--100, 200, 400--were offered in the Winter, and altogether about 70 students enrolled. (Eight of the 61 registered in STV 100 took it as General Engineering 351, an experiment that seems to have worked well.) Students' final projects were especially good, Higgs says.

In STV 200, which included special guest seminars "that helped give the course real vitality," student projects were again noteworthy. Topics covered decentralized institutions, technology and marginality (as seen in homelessness), and TV's effect on municipal politics.

Scheduled for this Spring are STV 100 and 400. Working under Higgs's supervision will be STV 100 instructors GED McLEAN and TIM TOPPER, who have been TA's in the course. Firmly scheduled for the Fall and Winter are STV 200 and 400, while STV 100 is definite for the Winter and tentative for the Fall.



Conference

MEDIA COVERAGE
(Samples)

86 Kitchener-Waterloo Record, Fri., March 18, 1988
Business

Image matters The writing is on the wall as firms quickly adopt codes of ethics

By Mike Strathdee
Record staff

Corporate codes of ethics are becoming commonplace as large companies attempt to improve their tattered public credibility, an expert on corporate ethics said Thursday.
Written ethical guidelines are relatively new to the corporate world, with the majority of North America's largest corporations having adopted a code only within the past decade, said Leonard Brooks, associate dean of social sciences at University of Toronto's Erindale College.
Brooks, author of the book *Canadian Corporate Social Performance*, made the comments in a speech to about 50 people at a conference sponsored by the University of Waterloo's largest Society, Technology and Values.
By 1983, about 56 per cent of Canada's largest companies had a written code of ethics, and that number will likely increase to 80 per cent within a decade, he said. A 1986 world-wide survey had a written code, with the conference had a written code, with the

health and safety related to both employees and customers have low credibility, he said. Increasing concerns about quality-of-life issues and growing expectation that if caught, corporations and their executives will be penalized heavily contribute to a heightened interest in corporate ethics, he said.
"Our society no longer regards the interests of the corporation or its shareholders to be paramount in importance."
A book entitled, *Rating America's Corporate Conscience*, argues that if American consumers are knowledgeable about the other products and affiliations of their supplier companies, they will vote on corporate behavior through their cheque book, he said.
"Would you prefer to purchase a breakfast cereal made by a company that pledges a generous two per cent of pre-tax earnings to charity, and snack on peanut butter made by one of the first child care programs for its employees?" he said. "I think you would."

There is also a trend to de-emphasize the major goal of short-term profit as the only goal in pre-Watergate guiding businesses, he said. "In pre-Watergate days the answer was probably 'no' to the question: Do you have to do good to do well? Now I think the answer is probably: Yes, in the long

shareholder interests. Several of these issues have been identified by corporate chief executive officers as becoming the most serious ethical concerns for business over the next five years, he said.
U.S. codes tend to deal with preventing scandals that will lead to bad publicity for the company, he said. Canadian codes tend to be more oriented towards environmental issues, questions of trust and employee safety and other concerns related to the company's mission, he said.
Ethical codes are only the first step in managing corporate social performance, and codes need to be improved in several areas before they will be effective, he said.
Top executives must be given to the per cent reporting the ethical problem, he said. Several other conference speakers agreed with Brooks on this point, and cited examples where employees were demoted or fired for reporting a problem that would have damaged the company had it gone unnoticed.

Problems of corporate confidentiality, interpretation of codes, and resolving conflicts between corporate and professional codes must also be addressed, he said.
Not all of Brook's colleagues shared his enthusiasm for the potential of corporate codes. Arthur Schafer of the University of Manitoba's Centre for Professional and Applied Ethics suggested that since "the business of business is business," corporate ethical codes should be viewed with "a certain amount of judicious skepticism."

KWR 18/3/88 B2

Many barriers seen for women in science

By Joe Sinasac
Record staff

While progress has been made, there are still too many barriers confronting women who want to become scientists in Canada, says a female biochemist from the University of Toronto.
Rose Sheinin, who is also vice-dean of graduate studies at U of T, said Thursday that though the number of female graduate students in scientific fields has risen steadily over the last decade, few have gone on to become professionals.
"There is ample evidence that women are not sharing the scientific workplace with men in Canada," she said at a conference sponsored by the Centre for Society, Technology and Values at the University of Waterloo.

The three-day conference, titled *Professionals and Social Responsibility: Conflict or Congruence?* contains sessions on different ethical dilemmas confronting those in professional occupations. It continues today.
Sheinin focused on scientists and

why so few are women. In 1981, male professionals outnumbered women by a 4.4-to-one ratio, she said, using Statistics Canada information.
Those figures represent a substantial improvement from 1971 when there was a 7.7-to-one ratio.

But some fields still had abysmal records, she said. In mechanical engineering, men outnumbered women by 50.3 to one. For mining engineers, the ratio was 33.1 to one.
Only in biology and related fields are women represented in substantial numbers, with men outnumbering them by a 2.1-to-one ratio.

Yet even in these fields, women are relegated to less important, nologist and technician jobs, she said. "They are usually doing very little thought, very and (they are) very low level work."
And though there are numbers of female students in natural science graduate work at full-time research

Up to 20 per cent of senior citizens in hospitals can trace the cause of their admittance back to the side-effects of prescription drugs, says a Toronto doctor and advocate of drug-use reform.
"The real drug problem in this country is the abuse of prescription drugs, particularly by the elderly," Dr. Michael Rachlis, a spokesman for the Medical Reform Group, said Friday.

Another 10 per cent of all hospital patients have their stays prolonged by complications caused by drugs, he said in an interview at a conference on professional ethics sponsored by the Centre for Society, Technology and Values at the University of Waterloo.
During an earlier talk to about 150 doctors, critics in the pharmaceutical industry

graduate school where in engineering, science and math, only 2.3 per cent of the faculty is female, even though females comprise 17.1 per cent of the student population.
The "blocks to female advancement" in Canada's scientific community "have remained the same for decades, since the 1950s."
"In school, the male model is the dominant one. The female model is the dependent one. The male model is the one that is valued, the one that is rewarded. The female model is the one that is devalued, the one that is punished."
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"The male model is the one that is valued, the one that is rewarded. The female model is the one that is devalued, the one that is punished."

Finally, the old boy's club is alive and well in the scientific world, she said she will never get out of that male network.

KWR 19-3-88

Seniors over-drugged, reform advocate says

By Joe Sinasac
Record staff

are therefore a steady source of profit for the pharmaceutical industry. Many elderly people take several types of prescribed drugs each day, with little understanding of how the drugs may interact and create unexpected side-effects.
The Medical Reform Group is calling upon government and the medical profession to encourage more education about the effects of drugs, independent from that provided by drug manufacturers.
The group, which represents about 150 doctors in Ontario, also opposed Bill C-22, federal amendments to the Patent Act which gave protection for their products.
That legislation would have allowed pharmaceutical companies to sue for infringement of their patents.

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even if they want to pursue scientific careers. And yet most institutions rarely provide support for women scientists who are also raising families.

"Instead of penalizing women for having babies and taking care of them, we have to change," she said. One possible solution is to provide more day-care facilities in the workplace.

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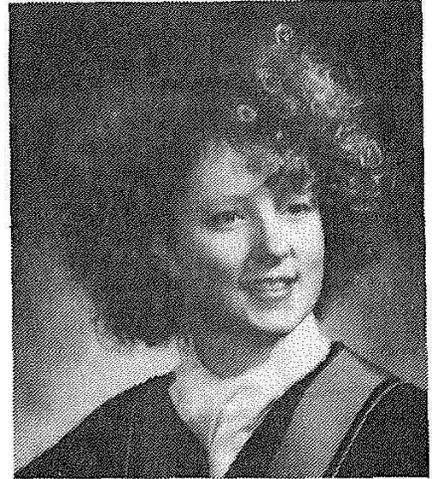
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During an earlier talk to about 150 doctors, critics in the pharmaceutical industry

CONFERENCE ASSISTANT GRADUATES IN MAY

ROMANY WOODBECK, who covered many bases before, during and after the Conference, who possesses the patience of Job, and who played a very important role in the success of the March event, will graduate from UW in May with an honours Bachelor of Environmental Studies degree. Urban planning is her specialization. Romany hopes to be working on a mountain community planning project in Nevada, starting in July. Best wishes from everyone at the Centre, Romany--especially from your curmudgeonly boss!



-Brown Bag Series-

CSTV's winter Brown Bag discussion series continued an experiment begun last fall. The winter lunchtime sessions drew as many as 35 people.

The series started with DAVID LYON of Bradford and Ilkley College discussing "The Coming of the Information Society: Reality or Illusion" (29 Feb.). See K-W Record item at right.

UW Gerontology Program Director WILLIAM FORBES dealt with "Gerontology: What It Is, Why It's Relevant" (8 Mar.).

The final session featured WILLIAM GOODMAN, a Durham College instructor and UW Ph.D. candidate, demonstrating "Policy Modelling: An Expert Systems Approach" on 22 March.

David Lyon's talk is on audio tape, available from CHRIS HUGHES in the EMIC resource centre in ES 2. Call ext. 3179. (EMIC also has tapes of the "Technology and the City" series mentioned elsewhere in this issue.)

Blind faith in computers risky, British prof warns

By Philip Jalsevac
Record staff

After peeling and eating his orange at Monday's brown-bag session at the University of Waterloo, a student said the visiting British professor might have a point after all. People don't blame God any more, he said. They blame computers.

The comment was prompted by a talk by David Lyon, a sociology professor from Bradford and Ilkley College in England, who said the meteorological office and its computer were blamed for not forecasting hurricane-force winds that struck the United Kingdom last October.

Such incidents illustrate society's fixation on computers in this age of information technology, or I.T. as some of the academics like to call it, Lyon said. But, he added, I.T. isn't what it's all cracked up to be.

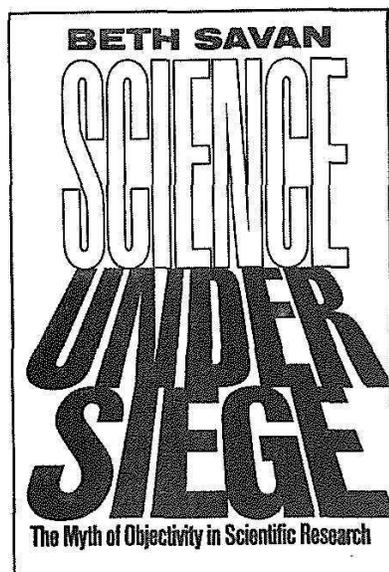
"Proper questions have to be asked about the things that seem to be marginalized, like justice, like truth, love and religious values," he said.

All of which led to one student's observation that there must be an erosion of religious values accompanying all this new-fangled software and hardware. If a hurricane came out of nowhere, "the past explanation would have been that it was an act of God," he said.

Lyon, meanwhile, talked about such concepts as "the codification of theoretical knowledge and the quest for algorithmic forms of problem-solving."

The age of I.T. means "we are entering a different kind of society." But its impact isn't as dramatic as some think. Some people overestimate its importance to social change, or oversimplify its link to economic change, or misunderstand its "cultural import."

In the midst of all this, people's attention is being deflected from certain "crucial issues." For instance, Lyon said, "there are persistent inequalities in industrial capitalist societies which continue, based on class and gender and so on." *KWR 1-3-88*



OTHER RECENT CSTV ACTIVITIES

The Centre was involved in several other activities over the past months that have not already been noted in this issue. Here's a brief list:

"Does Science Owe Society Anything?"--a UW science student forum, with ERIC HIGGS as chair. (2 Feb.)

"The Myth of Scientific Objectivity"--a talk by BETH SAVAN, co-sponsored by Liberal Science and the Dean of Environmental Studies. (29 Feb.) Graphic at left shows title of Savan's new book.

A talk by media watcher BARRIE ZWICKER, co-sponsored with WPIRG. (17 March)

"Breaking Rules"--a discussion of university-labour union co-operation with ELAINE BERNARD, the Director of the Labour Studies program at Simon Fraser University.

Also scheduled (for April) but postponed to the fall was "The Values of Science and Technology: A Creative Tension," an address by GERALDINE KENNEY-WALLACE, chair of the Science Council of Canada.

NEWSLETTER PRODUCTION

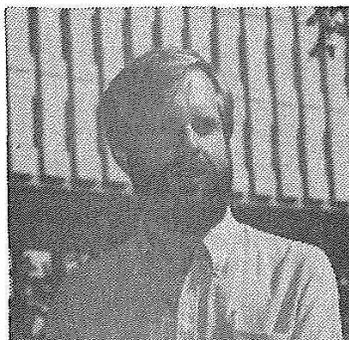
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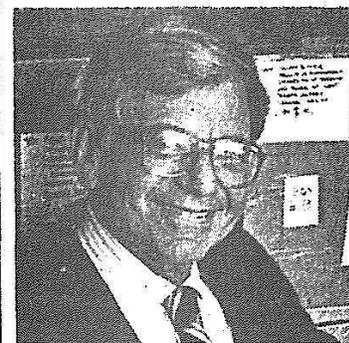
STV



HIGGS GETS Ph.D. AT WATERLOO

STV Option Coordinator ERIC HIGGS will be DR. Eric Higgs by the time you read this. On 22 April Eric was scheduled to defend his joint Planning/Philosophy dissertation.

Congratulations, ERIC!



GOTTLIEB WINS U of T AWARD

Calvin C. (Kelly) Gottlieb is celebrated for many things, not the least of which (at UW) is his imaginative vision in proposing the Professionals and Social Responsibility conference. But he's recently received a more concrete honour: he's the 1988 recipient of U of T's Alumni Faculty Award, given for academic excellence as well as community and university service. Congratulations, Kelly!