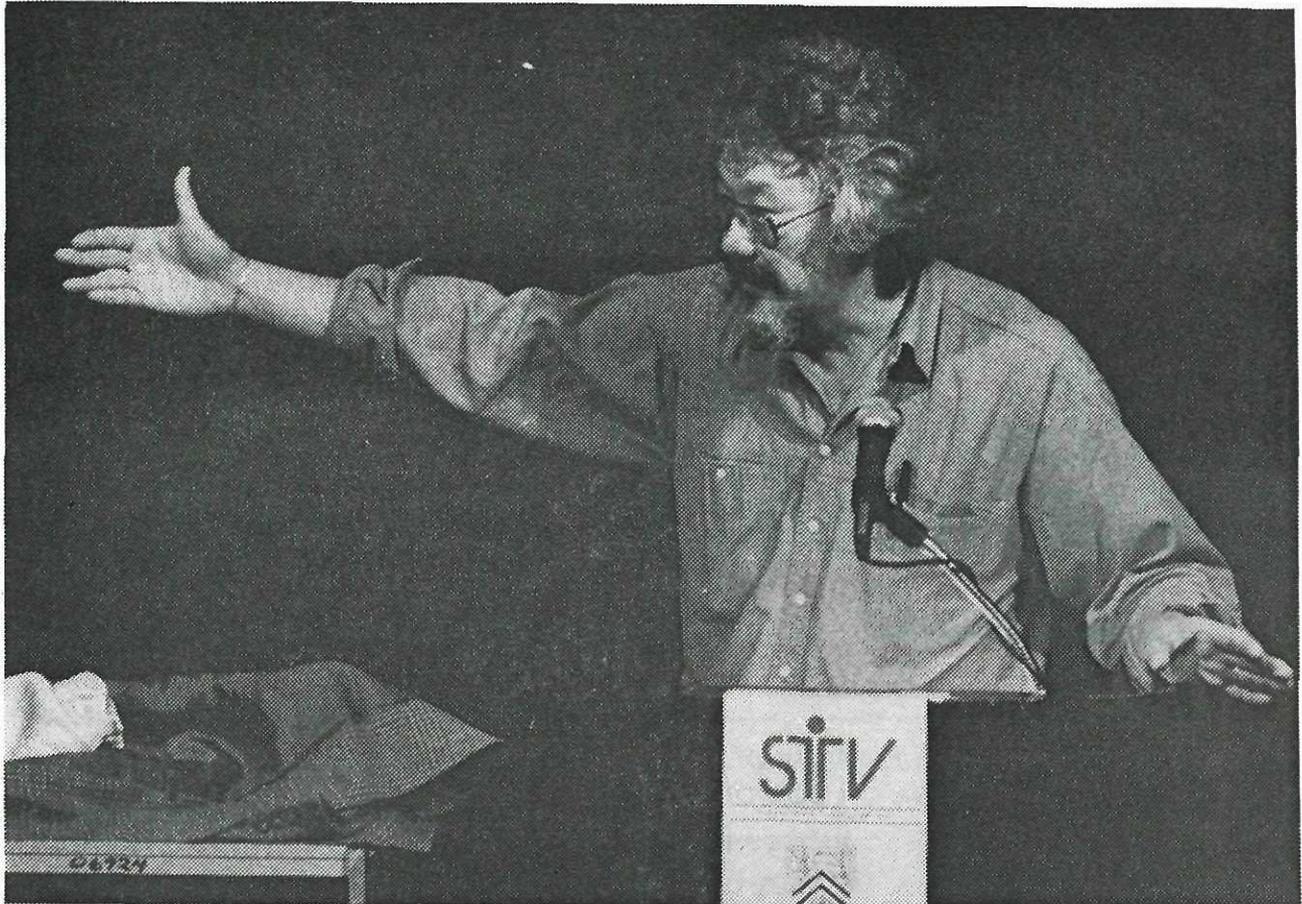




Newsletter



DAVID SUZUKI WINS 1990 WIEGAND AWARD

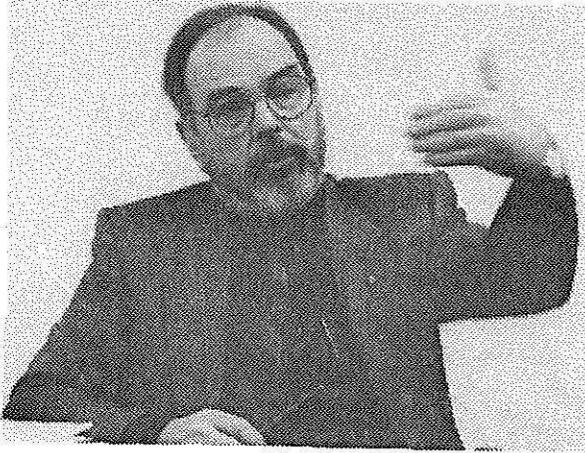
Dr. David T. Suzuki, well-known scientist, author and broadcaster, received the 1990 Wiegand Award for Canadian Excellence at UW on Tuesday, 8 May. He gave a spirited address called "The 1990s: the Turnaround Decade," attended by more than 300 people. Last year's recipient, Dr. Ursula Franklin, also spoke. Stories and pictures start on page 4.

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AVALANCHE OF EVENTS IN WINTER '90 TERM

Every week another event, another flyer and, worst of all, another mailing! That's how it seemed around the CSTV office in the Winter term, particularly in February and March when the Centre found itself sponsoring or co-sponsoring numerous events, some of them happening on the same day. This flurry of activity dispelled rumours that we'd fallen asleep or gone to Florida.



VINCE DINORCIA: *Privacy in the information age?*

In January, visiting professor Dr. VINCE DINORCIA from Laurentian University gave a talk called "Privacy in an information age: do you have any?" Co-sponsored with UW Pugwash, the talk focussed on a wide range of issues. Taking off from a recent episode involving the (in)voluntary bugging of a delegate to a Canadian political convention, DiNorcia went on to discuss silent surveillance, credit agency records, the selling of information, the necessity of informed consent, and other matters.

Norman Ball on Technological Dreams

Things heated up -- only in a manner of speaking, of course -- in February. The main event was the public address by Dr. NORMAN BALL, the Northern Telecom Professor of Engineering Impact. A historian of engineering and technology, Ball joined the UW Faculty of Engineering last summer and is headquartered in Civil Engineering.

In his February address -- both the date and the weather were less than ideal -- Ball posed a question, "Are reasonable dreams possible about technology?" and gave it two answers -- "yes" and "I hope so." Ball indicated that

Cont'd.

CHET BOWERS, University of Oregon education professor, at a CSTV lunchtime session on computers and culture





NORMAN BALL: *Reasonable dreams about technology*

Regaling the audience with a story from ancient Greece and numerous examples from more recent epochs, Ball claimed that technology influences (rather than determines) a society's self-image ("where it wants to go, how it sees itself") and that much of technological change is a response to crises and felt needs.

Jay Thomson on Ben Johnson

Even one of the CSTV advisory board members got into the act. Dr. JAY THOMSON of Applied Health Sciences (formerly HKLS) gave an afternoon session (27 Feb.) called "Ben Johnson -- a boundary on what it means to be human?" The highly topical, exploratory discussion covered a lot of ground, as an interested audience of students from several UW Faculties considered whether Johnson's speed was more pharmaceutical than "human" and how we should define "human beings." This event was co-sponsored with the Kinesiology Students Association and UW Pugwash.

Computers and Culture

Dr. Chet Bowers of the University of Oregon's College of Education spent 7-8 Mar. at UW. His theme in several talks and seminars arranged by CSTV was the "cultural dimensions" of computing. His session with UW's Engineering Education Research Centre was reportedly lively -- even heated.

Central to Bowers' view is that computer software, from data bases to simulations, socializes people to a Cartesian way of thinking, a mode which ignores cultural influences on forms of knowing, and is probably inadequate for dealing with ecological crisis.

Ralph Nader Urges Public Action

The largest event of the schedule was the campus visit of UW consumer activist Ralph Nader (7 Mar.). The veteran crusader, whose visit here in the 1970s led to the formation of WPIRG, was in vintage form. He focussed his attention mainly on Ontario's no-fault automobile insurance scheme, but took shots at other issues as well, urging the audience of students, faculty and community members to continue their efforts as public-minded citizens.

"If we don't spend more time on public citizen duties, then we're going to see society slide."

Ralph Nader

A Campus as a Laboratory

About 25 people turned out on a Saturday morning (10 Mar.) to hear Dr. David Orr of the Meadowcreek Project in Fox, Arkansas talk about "the campus as laboratory." An ex-academic, Orr sees traditional college education as more a problem than a solution in today's environmental scene.

"Every campus takes in food, energy and water, and discards wastes," Orr said, "but typically gives little thought to how these flows affect the biosphere, the local economy or the prospect of building a sustainable world."

Eyes Front?

The final event of the schedule was a brown bag discussion on "Intra-ocular lenses: bane or blessing?" given by Dr. DAVID WILLIAMS of UW's School of Optometry (22 Mar.) Organized and co-sponsored by UW Pugwash, the event reportedly drew a good number of students from Optometry who were new to CSTV's programming.

Suzuki attacks creed of growth

By Rose Simone
Record staff

While admitting that many of his own colleagues see him as a "piranha" and a "heretic," popular Canadian scientist David Suzuki unleashed a few more heresies Tuesday at the University of Waterloo.

He called for a radical reorganization of society and redistribution of resources along with massive cutbacks in consumption and limits to growth.

"The only systems on this planet that have a growth and human beings — even those that endles grow," Suzuki said.



Suzuki

shut off this message just because they think it is "too depressing."
The only way to buy time for this dying planet is to stop denying and start seriously confronting the reality of the illness, Suzuki said.

There is hope for the transformation of this society — and much of it lies in the hands of the disenfranchised — the poor in the Third World, women, youth, elderly and native peoples, he added.

His comments drew a standing ovation from the audience at the university's Humanities building, which was packed with about 800 people.

It is not possible to promote and maintain the abstract notion of growth and consumption and consumption and consumption. Americans have told

Suzuki from Page B1

Limiting growth and cutting back on consumption will require a radical change in the way we think and what we value, Suzuki said. He accused economists of "living in a fairy tale world" because they continue to equate progress with endless growth.

"This kind of economics is lunacy at all," Suzuki said.

He said women, young people, the elderly, and native groups can be at the forefront of bringing about the transformation of society because they don't have a stake in the status quo and have knowledge and understanding that will be valuable in directing change.

He said people should tolerate inaction by politicians as federal Health Minister Beatty, who

no longer ans such Perrin nother y last incl and nd

Canada

Boiled frog syndrome blamed for apathy

By Rose Simone
Record staff

Human beings have been unable to act on the warnings of scientists about environmental destruction and global warming because they have powerful denial mechanisms and are suffering from the "boiled frog" syndrome, David Suzuki told a University of Waterloo audience Tuesday.

If a frog is put in a pot of cold water which is then slowly heated up, the frog will not be able to detect the gradual changes in its environment, Suzuki explained.

"I think you don't feel any difference in the temperature of the pot," he said. "I think you tell the frog, 'I don't feel any difference in the temperature of the pot.'"

1990 WIEGAND AWARD

Coverage in the K-W Record

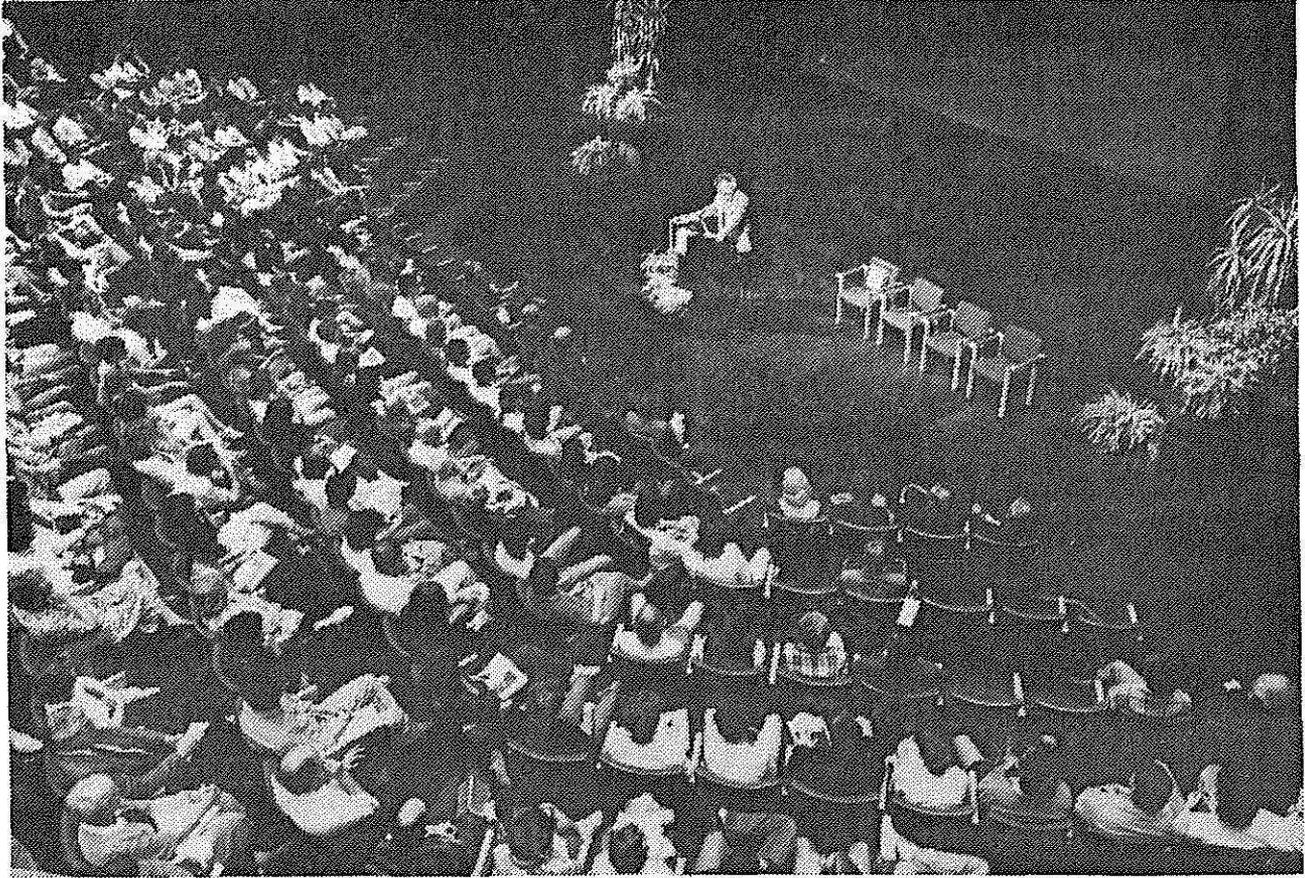
India develop alternatives to the and dumping environment,

He used the analogy of miners who entered the mines carrying canaries. When the canaries died, the miners evacuated the mines, recognizing that danger existed because the same air as the canaries were breathing. Now, "the canaries are falling all over the place," and Beatty is pondering whether a danger also exists for humans, Suzuki said.

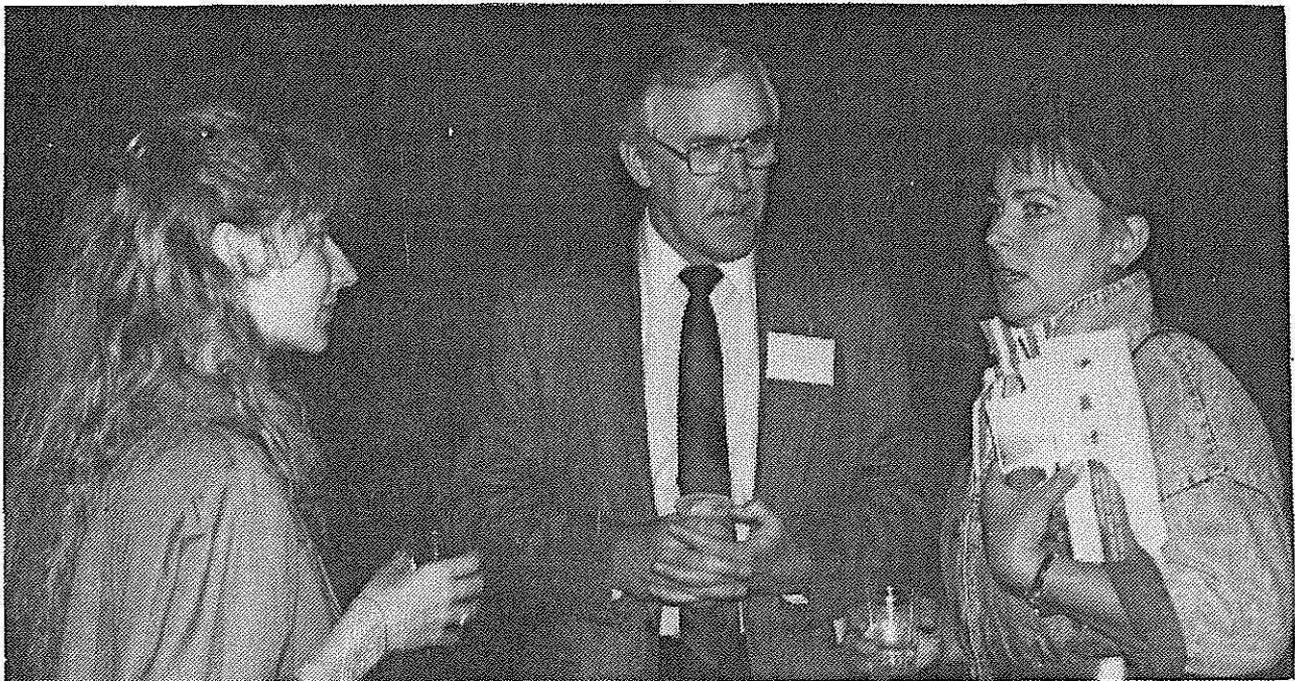
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Kitchener-Waterloo Record, Wednesday

1990 WIEGAND AWARD



A crowd of more than 300 people from the campus and the community filled the lower section of the Humanities Theatre for Suzuki's address.



Reception invitees included Jane Recowski (left) and Shirley King (right) of the Laurel Creek Nature Centre, and Ray Voll of the Waterloo Region Separate School Board.

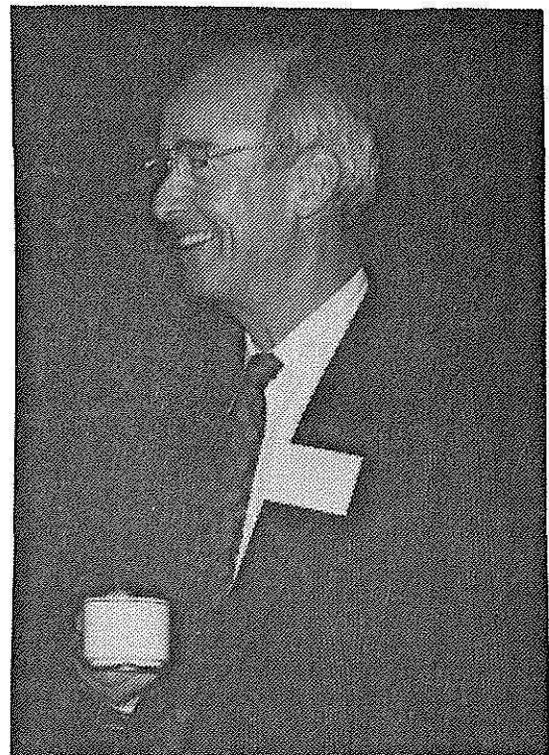
1990 WIEGAND AWARD



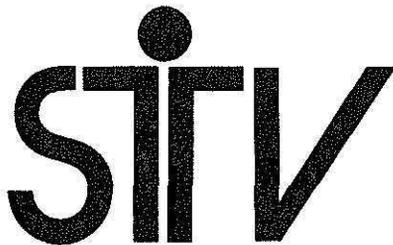
Sun shines on Wiegand Award. Recipient David Suzuki with CSTV Director George Atkinson (centre) and Fred Wiegand, M.D.



At the Reception: Peter Barrett of Trent University (left) with Norman Ball of UW (centre), and Phillip Wiegand (right) looking on.



1990 WIEGAND AWARD



**Centre for Society,
Technology and Values**
University of Waterloo

Wiegand Award for
Canadian Excellence

1990 Presentation

Tuesday, 8 May
Humanities Theatre



WHAT IS THE WIEGAND AWARD?

The Wiegand Award for Canadian Excellence recognizes Canadians or permanent residents who have contributed significantly to an understanding of the human dimensions of science and technology. Their work has typically "widened our horizons and stirred our imagination" and exhibits excellence to a special degree.

Candidates may be working in the public or private sector; they may be university researchers, teachers, playwrights, scientists, artists or other humanists. Their achievements may take the form of books, TV programs, works of art, technological devices or other modes of expression. The recipient is presented with a framed citation and a \$2500 cheque.

The Award honours William B. Wiegand (1889-1976), an inventor, business executive, philanthropist and "chemist turned classicist", whose career was spent in the automobile tire industry. Born in Conestogo, Ontario, he received degrees in physics and chemistry from the University of Toronto and, later in life, an MA in classics from Columbia. He was awarded an LLD by Toronto in 1959.

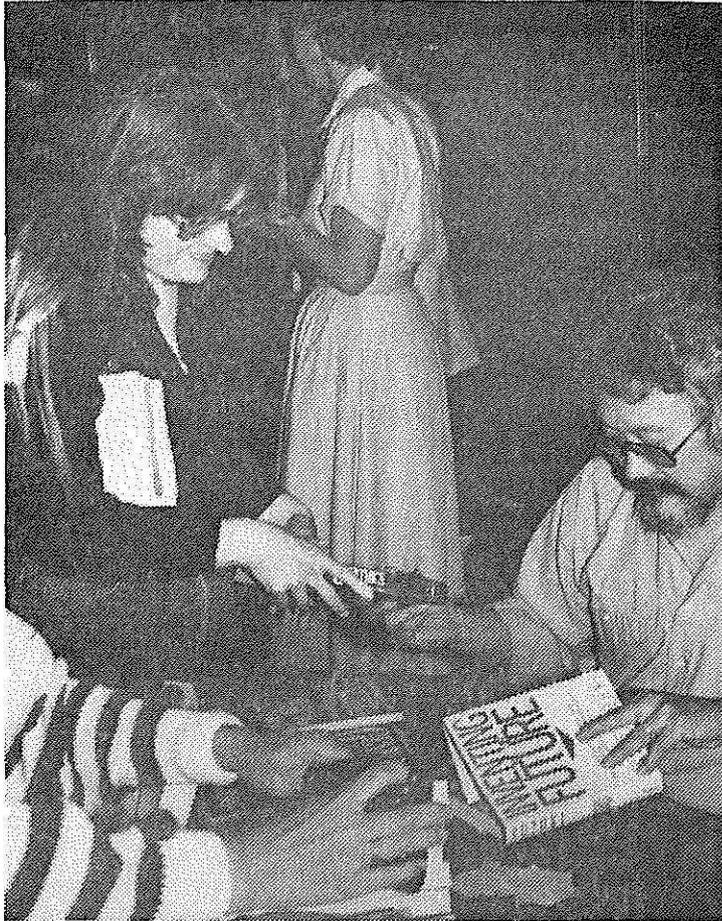
He held numerous patents, published many scientific papers, and received several prestigious industrial awards and medals. In the 1960s, he established the Wiegand Foundation, which set up the Wiegand Award for Canadian Excellence at UW several years ago. The first recipient was Dr. Ursula Franklin.

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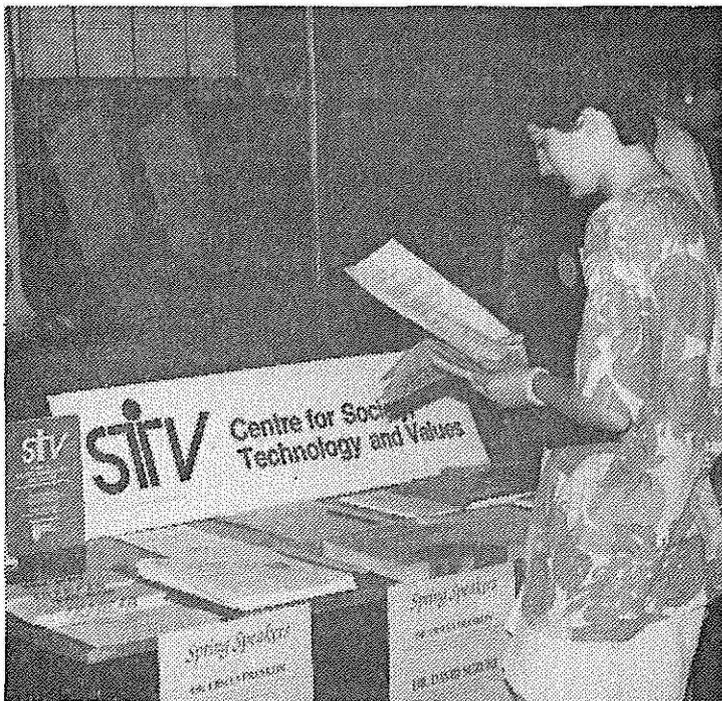
WIEGAND 1990 VIDEOTAPES

Videotapes of Dr. Ursula Franklin's address ("Building a database for STV -- avenues for research and practice") and Dr. David Suzuki's address (The 1990s -- the turnaround decade") are now available on short-term loan (and restricted use) to UW instructors. For details, call the Centre at UW ext. 6215.

1990 WIEGAND AWARD



Buyers eager for autographed copies crowded David Suzuki at the UW Bookstore's lobby table.



CSTV's literature table also drew attention. (Staffers were probably looking for more supplies when this photo was taken!)

A NOTE ON THE RECIPIENT

Born in Vancouver, BC in 1936, David T. Suzuki received his BA from Amherst College in 1958 and his PhD from the University of Chicago in 1961. He began his academic career at the University of Alberta but soon moved to the Department of Zoology at the University of British Columbia, where he has been a full professor for more than 20 years.

The 1990 Wiegand Award will join the already large number of honours and awards Suzuki has accumulated in his career, including nearly a dozen honorary degrees. His curriculum vitae contains a heading called "Popularization of science," which lists more than 300 popular articles he's written, including his newspaper columns in the *Toronto Star*, the *Globe and Mail*, and currently running in 19 Southam papers. He has produced records, books and films, and he has created and hosted numerous radio and TV series.

The Award Committee concurred with all four of Suzuki's nominators, concluding that "his substantial involvement with the public through the various media" and his outspokenness on crucial issues made David Suzuki an ideal candidate for the 1990 Award, which can serve as "a vote of confidence for him and for the formidable task he's taken on."

WHAT THE NOMINATORS SAID

"As an educator and explicator of science he is unsurpassed in Canada; he makes even the most abstruse scientific concepts accessible and understandable to those of us who don't know a quasar from a Q-virus," said one nominator, a well-known Canadian author.

A second nominator pointed out that Suzuki "has persevered ... despite criticism by some colleagues for abandoning academe or for offering unpopular opinions about the Canadian scientific enterprise, and despite fluctuating viewer ratings."



"And here you see..." Mary Clare of Women's Studies, handling an inquiry about Interdisciplinary Programs at Campus Day display

NEW CSTV BROCHURE AVAILABLE

Earlier this month, CSTV produced a new, dual purpose information brochure providing both basic details for a general audience on the nature and functions of the Centre and specific details for students on the STV Option and courses. The new publication replaces two previously separate brochures and includes photos of STV classes and public events. For a copy, call UW ext. 6215.

CALIFORNIA UNIVERSITY PRODUCES ETHICS NEWSLETTER

Issues in Ethics, a quarterly newsletter from the Center for Applied Ethics at Santa Clara University, is available to the public on request. The newsletter addresses conceptual and practical issues, and is intended for "a lay readership with no special expertise in ethics or philosophy."

Upcoming issues will cover ethical conflicts for journalists, the comparable worth controversy, the ethics of apportioning scarce health resources, political campaign contributions, and legalized euthanasia, among other topics.

To request a sample of the publication or further information, contact Jim Wake, Centre for Applied Ethics, Santa Clara University, Santa Clara, CA 95053. Phone (408) 554-5319.

SUSTAINABLE DEVELOPMENT COLLOQUIUM AT U OF T IN JUNE

"Human settlements and sustainable development" is the topic of a 3-day colloquium to be held at the University of Toronto next month. The event gets its impetus partly from the 1987 Brundtland Report. "While the concept of sustainable development is certainly attractive," says a promotional blurb, "a great deal more work needs to be done in drawing out its implications in different areas of public policy."

Participants will include representatives from developing and industrialized countries, academics, members of non-governmental organizations, and private and public policymakers. Keynote speaker is Stephen Lewis, formerly Canada's ambassador to the UN.

For more details, contact Centre for Urban and Community Studies, University of Toronto, 455 Spadina Ave., Toronto, ON M4S 2G8. Phone (416) 978-7067; FAX (416) 978-7162.

ON MY MIND

"Hey, STV 100 is a tool...!" "The concept of tool is a tool...!" UW students are certainly receptive to the notion of "tool," grasping it quickly and applying it widely. At first I took this receptivity as a good sign. I have realized since that students' enthusiastic acceptance of the notion of things and ideas as tools was due not so much to my classroom presentations as to my articulating something they had already internalized from our culture.

The "tool" viewpoint divides the world into things we want (ends) and ways of getting them (tools). The tradition in the disciplines which design tools is that tools should be made as efficient as possible, thus minimizing the time lag between what we want and what we have.

But the danger of the tool viewpoint is that it tempts us to focus on what is worth having at the expense of what is worth doing. Of course, this pitfall can be neatly sidestepped by saying that what one wants to have is a particular experience. But students do not in fact do so. Rather they fairly leap into the pit, and their cheerful voices haunt me.

Let me give you an example of what I mean. Some time ago, I spoke to a gathering of first year students (engineers, as it happened) about the STV Option. Afterwards, a small procession of students approached me to say in one form or another that they didn't "get it." Why take the STV option instead of picking up business courses at Laurier? they asked.

I told one of them that STV courses were interesting and the issues important. He asked me which would look better on his resume, the business or the STV courses. As I grasped for a response, I watched him make his way to the Laurier representative.

Clearly STV courses cannot justify themselves on their own. My ears burn when I think of the rationalizations I provided the other students, and I will not repeat them here. Some might say

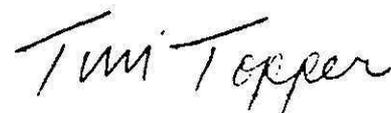
that I should have encouraged them to go elsewhere. But I have just enough evangelical zeal about the importance of discussing STV issues -- and enough faith in students -- to believe they would have benefitted from an STV course had they taken one.

The students' attitude should not have surprised me. While some members of my home department encouraged me to become involved in teaching STV courses, others advised me -- out of genuine concern -- that it would be an unwise use of my time. They pointed out it would slow the completion of my degree and would be of less use than another publication or two.

When I responded that I was teaching STV courses neither to enhance my CV nor, as one member suggested, for the money (?!), my colleagues and I soon realized that we were talking past each other and the conversation died.

I am left with the feeling that I was making excuses to those students. Yet my belief that some things, even courses, are valuable because of what they make us rather than what they get us was reaffirmed recently. A science and business student came to see me at the end of STV 100. He liked it, he said, because it was so practical.

He went on to say that most courses aren't useful even for later courses, much less after graduation. But, he said, STV 100 had already changed the way he looked at things, and so it would be useful for a long time.



Tim Topper, a PhD candidate in Systems Design Engineering, is a veteran STV instructor at UW.

DINORCIA STAYS ON CAMPUS IN SPRING

Visiting professor Dr. Vincent DiNorcia is continuing his involvement at UW by teaching a course here this spring. Called "Ethics in organizations," the 13-week graduate course is being offered by the Department of Management Sciences (Faculty of Engineering). The course deals with how ethical norms and related values are implicated in managerial decision-making, organizational value systems and technical problem-solving. It also considers how ethics can improve decision-making and help resolve problems. Designed around the case method, it additionally seeks to relate ethics to a world of technological and economic change. For details, call Management Sciences at UW ext. 3670.



INSTITUTE
FOR
RISK
RESEARCH

UW's Institute for Risk Research (IRR) will run a three day course from 11-13 June (Mon.-Wed.) on the basics of risk management. The course will provide an overview of the topic, examine key concepts and methods, and develop an understanding of practical applications.

The course should interest government agencies, industries and other organizations, says a promotional blurb, and it is aimed at technical managers, senior managers, and those invited in disaster response services.

The fee is \$640 for all three days and the course notes.

Organizer is IRR Director Dr. John Shortreed, and speakers include former CSTV director Dr. Larry Haworth (Philosophy) and Dr. John Robinson (ERS).

For details, call Shortreed at UW ext. 3377.

CANADIAN STS-TYPE ASSOCIATION IN THE WORKS

A successful meeting of Canadian workers in the STS (science-technology-society) area was held in February at the annual NASTS conference in Washington, DC, reports Dr. Ged McLean of UVic's mechanical engineering department. McLean, who formerly taught STV courses at UW (see *Newsletters* 12 and 14), says the meeting drew people together to discuss the possibility of forming a Canadian counterpart to the long-established US group.

Representatives of several Canadian universities turned out for the event, including UW's Tim Topper and David Huron.

"Yes, it was strange that a group of Canadians would have to meet in the capital city of a foreign country," McLean concedes, "but this very fact proves there is no Canadian forum for the discussion of STS issues."

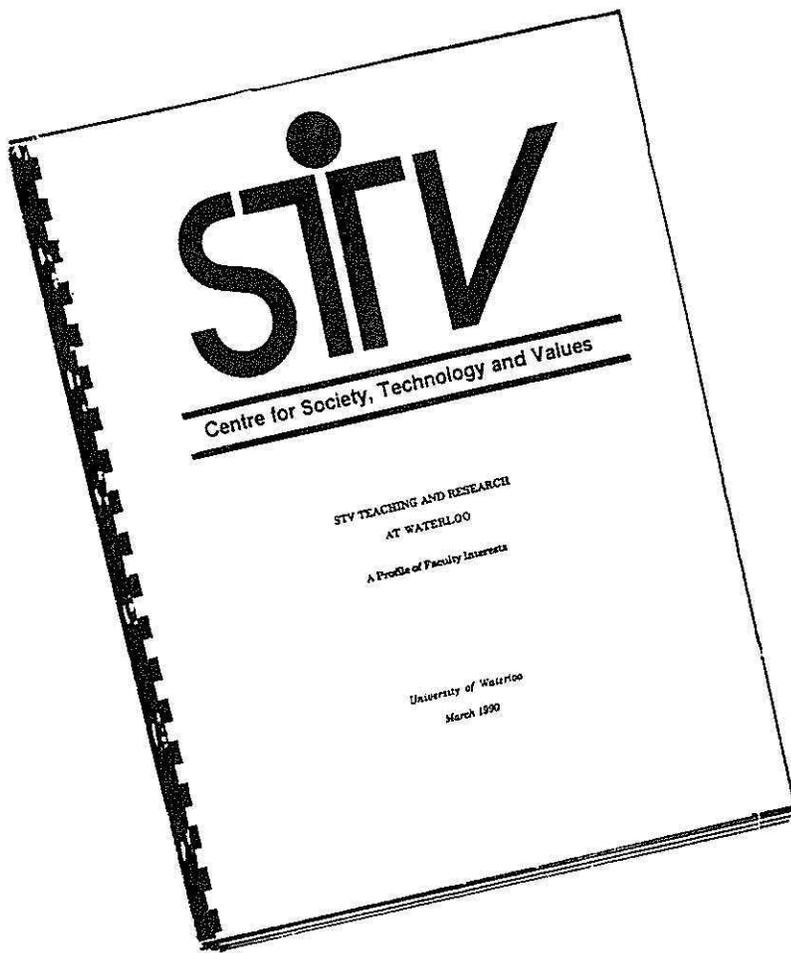
So McLean is now circulating a list of names of people across the country expressing interest in the potential organization, and he's seeking new participants as well. Questions potential members need to consider include how to go about actually forming an organization, and defining its focus and funding base.

McLean admits that the whole enterprise is a bit tentative now, but he's sure of one thing: "nothing will happen if we don't try." To discuss possibilities or to recommend names for the network, contact McLean at the University of Victoria, Box 1700, Victoria, BC V8N 2Y2. Phone: (604) 721-7211. FAX: (604) 721-8653.

GED McLEAN

Nothing
if we
don't try





CSTV PRODUCES "FACULTY INTEREST" PROFILE

The Centre has recently produced a 35 page publication entitled **STV Teaching and Research at Waterloo: A Profile of Faculty Interests**. The Profile is intended to acquaint the whole UW community with the range of STV activity now occurring on campus and to assist the media, members of the public and colleagues at other universities in finding people at Waterloo who are involved in STV matters.

Data was collected on 25 UW professors who have clear, definite involvement in the STV area, either in their teaching, in their research or in both. Entries highlight professors' teaching interests, courses, research, publications and other pertinent information. Altogether 15 UW departments and all six faculties are represented.

The publication will be updated and, it is hoped, expanded in the future. To inspect a copy, call the Centre at UW ext. 6215. For more background on the project, see *Newsletters* 15 and 16.

NEXT MONTH AT UBC: MORAL PHILOSOPHY CONFERENCE

A conference called "Moral philosophy in the public domain" is scheduled for 7 - 9 June at the University of British Columbia. Subtitled "Applied ethics in business, medicine and environmental policy," the event will feature Dr. Mike McDonald as the keynote speaker. (McDonald will soon be leaving UW, where he's spent the last 21 years as a member of the philosophy department, to head up UBC's new Centre for Applied Ethics. He'll talk on "The future of applied ethics.")

Other speakers and topics at the plenary sessions are:

Annette Baier (University of Pittsburgh): Trust and distrust of moral philosophers; Nancy (Ann) Davis (University of Colorado): Moral theorizing and moral practice; Kenneth Goodpaster (College of St. Thomas): Business ethics and stakeholder analysis; Alison Jaggar (University of Cincinnati): Moral agreement: actual vs. hypothetical; Edward W. Keyserlingk (McGill): Ethical codes in a multicultural world; James Rachels (University of Alabama): Moral philosophy as subversive activity; Peter Singer (Monash University, Australia): Making people think: applied ethics and social change; Robert Solomon (University of Texas): Corporate roles, personal virtues -- an aristotelian approach; Roger Wertheimer (California State): The ethics of moral agreement; Langdon Winner (Rensselaer): Citizen virtues for a technological order.

NEWSLETTER PRODUCTION

- **Steve Jones**
- **Kathy Sharpe**

Photos by UW Central Photographic