



# COLLEGE of SOCIAL and BEHAVIORAL SCIENCE

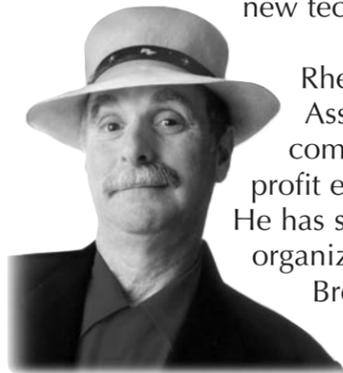
SPRING 2006

*Focus on the Human Factor*

## HOWARD RHEINGOLD PREDICTS THE SOCIAL IMPACTS OF UBIQUITOUS INSTANT ACCESS TO COMMUNICATION TECHNOLOGY AT THE 9TH ANNUAL ROCCO C. AND MARION S. SICILIANO FORUM

*On November 10, 2005, approximately 500 people from the community and across the University gathered for the 9th Annual Rocco C. and Marion S. Siciliano Forum. Howard Rheingold, cyberspace author and guru, addressed an overflow crowd as he spoke on "Smart Mobs: The Impact of Ubiquitous Instant Access on Social Networks and Social Relations."*

The Geography Department, under the leadership of Professor Harvey Miller, organized this year's Siciliano Forum and a follow-along conference of experts who analyzed some social and political implications of this new technology.

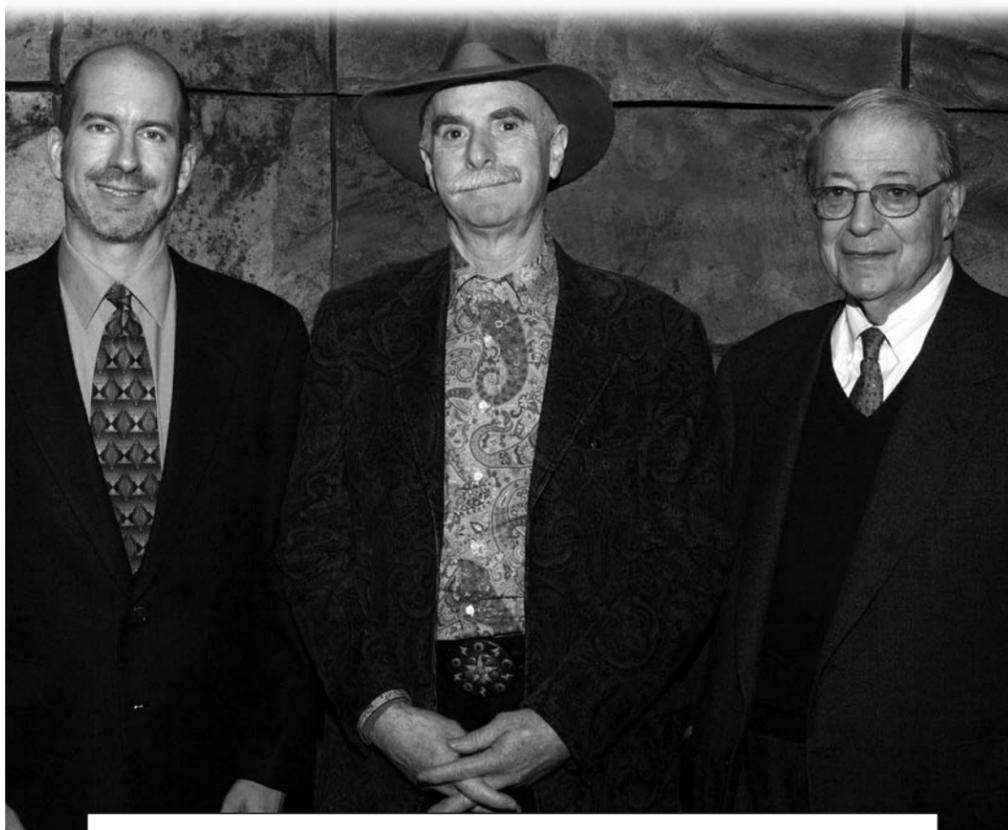


*Howard Rheingold*

Rheingold is the founder of Rheingold Associates, a company that helps commercial, educational, and non-profit enterprises build online social networks. He has served as a consultant to many organizations including the British Broadcasting Corporation, Ford Motor Company, and the Smithsonian Institute. Rheingold is the founding executive editor of *HotWire*, a commercial Webzine launched by *Wired* magazine in 1994. His writings have been published in French, German, Spanish, and Japanese.

Cell phones and Palm Pilots: we've all seen them and most of us own them. But perhaps something less familiar is the potential these handheld communication and computing devices carry to revolutionize social relations. According to Rheingold, the wirelessly linked PC will likely create social changes "more powerful than those unleashed by the printing press."

With a click of a button a mobile phone with Internet access can mobilize people at a much faster rate than ever before. It can even mobilize complete strangers into large groups Rheingold calls "smart mobs" or "flash mobs"—groups that are able to use this technology for good or ill. From silly, self-organized entertainment to democratic protests, to the recent riots and car-bombings in France and the September 11th terrorist attacks, the applications of this technology have already varied immensely.



*Professor Harvey Miller, Howard Rheingold, and Rocco C. Siciliano*

"I believe that, just as with the automobile and the telephone and the alphabet, people with constructive ends in sight are going to create more freedom and more wealth, and they're going to help make life better, and people with destructive ends in mind are going to be able to do destructive things on scales that they weren't able to before," Rheingold said. This range of possibilities should urge us, Rheingold advised, to become knowledgeable about the technology so we can have more influence on how it is used.

Rheingold's lecture was the keynote event of the 2005 Siciliano Forum. Other Forum events included a panel discussion featuring Rheingold; Michael Batty, University College London; Helen Couclelis, University of California Santa Barbara; and Brenda Scheer, The University of Utah. The panel was moderated by Professor Harvey Miller of the U of U Geography Department. Following the Forum the Department of Geography hosted two days of round-table discussions with these and other world-renowned geographers.

When transcribed, Howard Rheingold's lecture and the question-and-answer session will be available on the College Web site at [www.csbs.utah.edu](http://www.csbs.utah.edu).

For additional information about the Siciliano Forum, contact Aleta Tew at (801) 587-3556.

## "AN ENTHUSIASTIC THANK YOU"

*"We are committed to the founding principles of the Hinckley Institute and to the exciting new IPIA."*

We are pleased and honored to feature Jim and Lyn Hinckley as this spring's outstanding friends and donors to the College of Social and Behavioral Science. Both are alumni of The University of Utah. Jim graduated with a B.S. in biology in 1971 and Lyn with a B.S. in education in 1972. Jim went on to receive his M.S. in anatomy in 1976. Jim and Lyn are avid fans of Runnin' Utes basketball.

Jim is the president of Hinckley Dodge, the oldest continuously operating Dodge dealership in the nation. It was founded by Jim's grandfather, Robert H. Hinckley, Sr., in 1915 in Mt. Pleasant, Utah. Hinckley Dodge was one of the first dealerships to open after the Dodge Brothers built their first automobile in 1914. The dealership has grown to include both Ogden and Salt Lake dealerships. Jim was named 2004 Businessperson of the Year by the South Salt Lake Chamber of Commerce.

Jim currently serves as the chairman of the Advisory Board of the Hinckley Institute, on the College Advisory Board, and is a



*Jim and Lyn Hinckley*

member of The University of Utah National Advisory Council. Additionally, he chairs the Hinckley Institute Scholarship Investment Committees at Brigham Young University, Weber State University, and Utah State University. He is a member of the US Bank Board of Utah Business Advisors and a member of the Ogden Rotary Club.

Lyn is currently a member of the The University of Utah President's Club Committee and has served on the Utah Museum of Fine Arts Advisory Board. She has been active in the community as a member of the Junior League of Salt Lake City and the Town Club Board of Directors.

Jim and Lyn have three children, two sons, Jim and Thomas, and one daughter, Catie. In August they became grandparents.

We applaud Jim and Lyn's generous support of the Hinckley Institute of Politics and the new Institute of Public and International Affairs with a substantial, multi-year financial commitment and their long-standing friendship and support. "Go UTES!"

To learn more about how to contribute to the College of Social and Behavioral Science, please call (801) 581-8620.

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## UNLOCKING AN ANCIENT MYSTERY

Range Creek has one of the best preserved prehistoric records in this part of the world: about a 50,000 acre treasure of mostly undisturbed Native American ruins. Located in the Tavaputs Plateau between the Book Cliffs and the Green River, Range Creek Canyon was once the home of a large Fremont Indian population. Until recently, this remote canyon was only accessible via private property, and the thousand-year-old Fremont Indian ruins were a well-kept secret. Now the Anthropology Department and Archeology Laboratory faculty and students are discovering and documenting the estimated 2,000 archaeological sites, including pit houses, rock art panels, and granaries. To date, over 60 students, both graduate and undergraduate, have benefited from the project. Most students are from Utah universities and colleges, but some have come from as far away as Alaska and New Hampshire.

The sites were discovered when property owner Waldo Wilcox sold the ranch which was purchased with federal and state funds totaling \$2.5 million. For three generations the Wilcox family lived and played among the ruins. Out of respect for the history and fear that the sites would be looted, the family kept their secret and erected gates and "no trespassing" signs on the ranch. Recently, management of the land passed from Bureau of Land Management to the Utah Division of Wildlife Resources.

The change from private to public ownership resulted in a number of laws which require that the sites be protected. Consequently a large archaeological project was begun to discover, record, and investigate these amazing sites left by Utah's prehistoric farmers. The project has already been featured in two Public Broadcasting Service documentaries: "The Secret Canyon," produced by Scientific American Frontiers, and "Secrets of the Lost Canyon," produced by KUED. Over 300 Fremont sites have already been discovered and only a small part of the canyon has been explored.

In June, Anthropology professor Duncan Metcalfe, project coordinator, reported that the team had been able to access remote granaries, many of them hundreds of feet above the canyon floor on the 3,000 foot tall canyon walls. Some of these granaries could store 1 to 2 cubic meters of corn. The Fremont used a system of logs and hand holds cut into the cliff walls to reach the adobe and stone granaries. With the assistance of the Utah County Sheriffs' Search and Rescue, research team members are rappelling into them. Duncan emphasized that this is a long-term project. We look forward to hearing more about these fascinating discoveries in the years to come.

### CSBS ALUMNI/AE, WE WOULD LOVE TO HEAR FROM YOU!

Name \_\_\_\_\_ Major \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

News about you \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

We want to know more about you. Please return in the mail to College of Social and Behavioral Science Alumni News, 260 South Central Campus Drive, Room 205, Salt Lake City, Utah, 84112-9150.

ALUMNI [AE]

## INSTITUTE OF PUBLIC AND INTERNATIONAL AFFAIRS UPDATE

*We are excited about the new developments in IPIA.*

*The list below will give you a brief overview of the current updates.*

■ A new Master of Public Policy degree program that prepares students for careers as policy analysts in government, advocacy nonprofit organizations, and businesses. Students are currently being admitted for Fall 2006.

■ A new undergraduate minor in campaign management, administered by the Hinckley Institute of Politics. Students began enrolling in this civic engagement-oriented minor in Fall 2005, and it will be in full operation in Spring 2006.

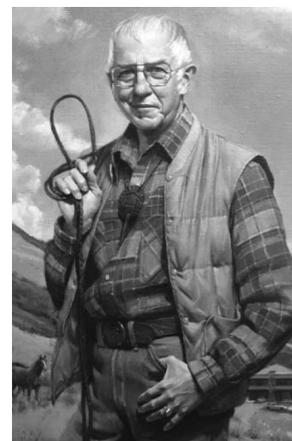
■ New projects that bring together research teams of economists, geographers, political scientists, and sociologists who study international issues that affect the state of Utah. For example, a team of economists and political scientists recently completed a study on the economic effects of Mexico and Mexican-Americans on the economy of Utah.

■ The Center for Public Policy and Administration (CPPA) has greatly increased its effectiveness in helping the Governor and the State Legislature make informed decisions. CPPA has been studying the effects of different public policy proposals including, for example, in the areas of tax reform and water policy.

The new universitywide Institute of Public and International Affairs will bring national and international notoriety and research dollars to The University of Utah.

For more information on IPIA, please call Dean Steven Ott, Interim Director, at (801) 581-8620.

## ROBERT H. HINCKLEY, JR. 1917-2005



*"I was born lucky. I lived lucky. I have had no problems in this world; I have had only opportunities."*

*~ Robert H. Hinckley, Jr., October, 2005*

We are saddened to announce the passing of Robert H. Hinckley, Jr., Monday, October 24, 2005. He is survived by his wife of 63 years, Janice Scowcroft Hinckley. The son of Robert H. Hinckley, Sr., the founder of the Hinckley Institute of Politics, Robert H. Hinckley, Jr. carried on his father's legacy of student engagement in politics and civic affairs.

Mr. Hinckley graduated from Ogden High School in 1936. He attended Stanford University for one year before receiving an appointment to the United States Military Academy. He graduated from West Point in 1942. Mr. Hinckley flew B24 bombers in World War II. After flying 35 combat missions, he was awarded the Distinguished Flying Cross and the French war medal, the Croix de Guerre. He then completed an MBA degree at the University of Chicago, after which he was stationed in Japan during the Korean War. He was awarded the Bronze Star for his service.

Mr. Hinckley, having achieved the rank of colonel, left the Air Force and returned to Utah in 1955. He then turned his "military-style energy" full strength to the matters of raising his family and building the car business.

Mr. Hinckley served as chairman of the board of the Hinckley Institute from 1988 until 1999. He served on the University's Institutional Council. In 1996 he received the Honorary Alumnus Award.

In the words of Kirk Jowers, current director of the Hinckley Institute, "I can't think of anyone who has done more over the past 40 years for the U."

## THE CASSANDRA NETWORK BRINGS WOMEN TOGETHER

We are excited to announce the Cassandra Network, a new member of The University of Utah community designed to connect women working in the public policy arena with each other. Their January 12, 2006 kickoff event, a panel discussion entitled "How Women Influence Public Policy Decisions in Utah," drew 70 people from across campus and the community.

The forum was co-sponsored by the Hinckley Institute of Politics and the Center for Public Policy and Administration. It featured four women who discussed their personal experiences working in the public sector.

Panel members included Karen Okabe, deputy mayor for Salt Lake County; D'Arcy Dixon Pignanelli, director of administrative services for the state of Utah; Weber State history professor and author Kathryn MacKay; and Natalie Gochnour of the Salt Lake Chamber.

The Cassandra Network borrows its name from Greek literature. According to Homer, Cassandra was given the gift of foretelling the future but with a catch—no one would listen to her. She warned the Greek army of the destruction that awaited them in Troy, only to have them scoff and watch as her prediction came true.

Trying to avoid that fate, the mission of the Cassandra Network is to meet the professional needs of female policy analysts and policymakers who work and live in Utah, including those who have felt isolated from their male coworkers and other women working in public policy.

The new group aims to provide a forum to discuss important policy topics and workplace issues around gender and to provide opportunities for women to network with other women. For information about membership, upcoming meetings, and opportunities for involvement, visit the Cassandra Network Web site at <http://www.cppa.utah.edu/cassandra>.

## PLANNED GIVING

When planning your estate, please consider making a gift to the College of Social and Behavioral Science. We thank the following individuals who have made generous planned gifts to the College and its departments:

*Leon and Mary Jane Anderson*

*Eugene K. Andreasen*

*Colleen C. Caputo*

*Stephen and Cindy Clinger*

*Sandy and Karen Gilmour*

*Gloria R. Hendricks*

*Siegfried and Ellen Karsten*

*Stan Katz*

*Renee Morita and Angus Edwards*

*Walter and Karen Muir*

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*Rocco C. and Marion S. Siciliano*

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*Barbara J. Vance*

*Dorothy Watkiss*

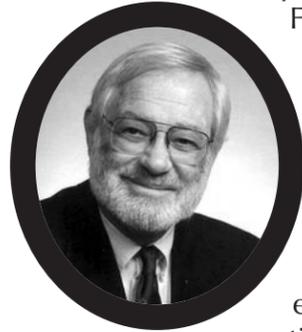
*Ted Wilson*

For information about how to include the College in your estate planning, please call (801) 581-8620.

## MESSAGE FROM THE DEAN

*With the New Year and spring semester underway, we have much to report about the exciting developments in the College of Social and Behavioral Science.*

The College, our students, the faculty, and the departments and programs continue to move forward at an almost unbelievable pace. Our new Institute of Public and International Affairs (IPIA) is providing a host of energizing challenges.



Faculty members are working with colleagues in colleges and departments across the University to develop new interdisciplinary instructional programs and innovative research projects in public policy, applied politics, international socio-political-economics, and global management. As a universitywide center, IPIA will benefit the entire community as well as focus greater national and international attention on The

University of Utah. The national search for the IPIA Director is well underway, and we expect to have a Director in place this summer. We also anticipate hiring new faculty in Anthropology, Economics, Geography, Political Science, and Sociology.

Although we are pleased and proud about our many new initiatives, we continue to worry about the financial well-being of our students. Tuition at The University of Utah remains among the lowest for public "flagship universities" across the U.S., but it has risen dramatically—by almost ten percent per year—for the past four years. With another tuition increase likely for next fall, scholarships given by our alumni and friends become more important each year. Tuition alone is over \$4,000 a year now and, as you know, fees, books and supplies have been increasing every year as well.

The social and behavioral sciences are facing demanding times. We remain proud to be educating our world's future leaders. Thank you for continuing to be interested in and supportive of our students and faculty. Please stay in touch—we are always glad to hear from our friends.

Sincerely,

J. Steven Ott, Dean

COLLEGE of SOCIAL and  
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COLLEGE of SOCIAL and BEHAVIORAL SCIENCE



## COLLEGE CALENDAR OF EVENTS

### HINCKLEY FORUMS

*Weekly discussions and lectures featuring prominent figures including Senator Gary Hart, Congressman Jim Matheson, and Governor Mitt Romney. For more information, call (801) 581-8501.*

### MIDDLE EAST LECTURE SERIES

*Lectures by prominent former policy makers and analysts who offer diverse and thoughtful perspectives on the Middle East. For more information, call (801) 581-6181.*

### SPRING ROCCO C. AND MARION S. SICILIANO FORUM

*Featuring Ken Blanchard, a leading author and business consultant*  
March 22–23, 2006

### AWARDS LUNCHEON

April 7, 2006

### DISTINGUISHED ALUMNI/AE LUNCHEON

May 4, 2006

### GRADUATION AND CONVOCATION

May 5, 2006

For information about these events, please call (801) 581-8620 or visit our Web site at [www.csbs.utah.edu/events.html](http://www.csbs.utah.edu/events.html).

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