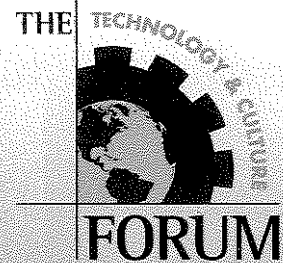


ANNUAL REPORT

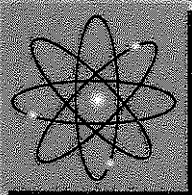
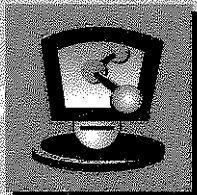


1998/1999

THE TECHNOLOGY & CULTURE

FORUM

AT MIT



As we come to the close of the century, the Technology and Culture Forum at MIT occupies a critical niche in the world of the Institute. Earlier this year MIT President Charles M. Vest described the program as "significant and important." At a T&C dinner last November former President Paul Gray, who has been involved in T&C since its beginnings, commented that the Forum has been playing a critical role in stimulating dialogue in the community for almost forty years.

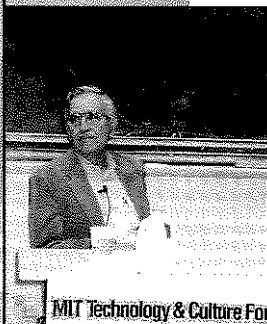
The mission of T&C has always been to provide thoughtful discourse on the critical issues of our time. Given our MIT context, it pays particular attention to the ethical implications of scientific discovery and technological innovation. During the 1998-99 academic year, the Forum sponsored nine programs and helped secure its future by launching a capital campaign.

On October 10-11, we co-sponsored the annual conference of Computer Professionals for Social Responsibility. The two-day conference at MIT drew several hundred people to address "One Planet, One Net: Principles for the Internet Era." Conference participants identified a number of principles for Internet governance and use.

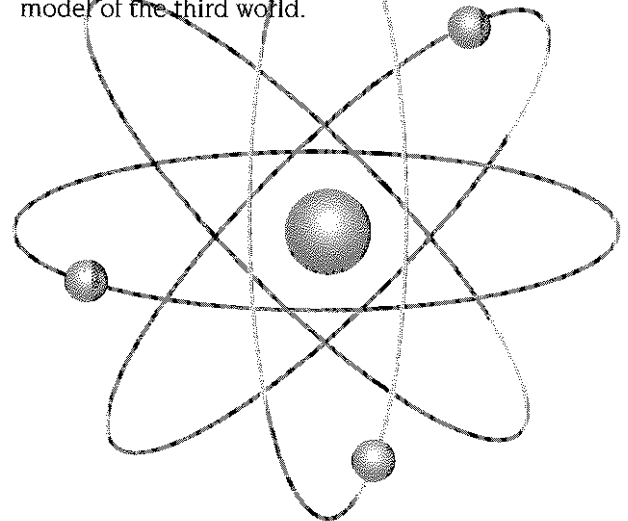
On November 10, a capacity crowd filled the Wong Auditorium to hear Philip

Morrison and Kosta Tsipis offer their 21st century State of the World Address in "Reason Enough to Hope." National Public Radio's Christopher Lydon opened the program: "So tell me, how did two Pandoras like you come to write this 'blue sky' book that insists that prospects look good for human survival and global security in the 21st century?" Morrison and Tsipis contend that through the creation of an international security force and the redirection of military budgets to global health, education, and development, we have the capacity to meet human need in the 21st century.

Noam Chomsky captivated the campus on February 22. Overflowing 10-250, people watched the program live on TV monitors in 6-120, across campus on MIT Cable, and around the world on MIT Cable's web site. They listened with rapt attention as Chomsky addressed the "Foundations of World Order: Fifty Years of the UN, World Bank, IMF, and Universal Declaration of Human Rights." He moved deftly around the globe asking us to consider the factuality of the US's commitment to freedom, democracy, and human rights. He contended that the world order structured and institutions created in the wake of World War II evidenced strong democratizing principles. Yet, instead of making the most of these possibilities for global peace and prosperity, the US has used the principles, agencies, and organizations only when convenient while our power holders--political and economic--have globalized the structural model of the third world.



**NOAM CHOMSKY SPEAKING ON
"FOUNDATIONS OF WORLD ORDER"
ON FEBRUARY 22 TO AN OVERFLOW
CROWD IN 10-250.**



On March 3 more than 100 people heard educational technology superstar Diana Laurillard launch our series on "Re-Inventing Higher Education for the 21st Century." At the start of a 3-day campus visit sponsored by T&C and the Center for Advanced Educational Services (CAES), she addressed the issue of "Adaptive Changes in Higher Education" by presenting technology-enhanced learning models designed and used by the Open University in the United Kingdom.

Our undergraduate respondent Jeremy Sher underscored the need for interactive teaching and learning but insisted that students need more than electronic textbooks if they are to be "educated for life." Graduate student respondent Mitch McVey described his own experience broadening the world of his 9th grade biology class in south Texas with the "virtual fly" program. However, he wondered pragmatically "who's going to be doing the changing and how?" Faculty respondent Seth Teller commented that we don't yet know how to put the lively essence of teaching into the IT (Information Technology) framework; he focused on the need to create courseware that allows students to have confidence that they've learned.

On April 2-3, we co-sponsored the regional gathering of the Caribbean Students' Association, "Regional Integration: Economic Salvation in the 21st Century." Edwin Carrington, Secretary-General of the Caribbean Community, opened the conference with a detailed assessment of the

challenges and possibilities facing the region. The next day more than 500 students attended workshops designed to enhance their development as Caribbean leaders.

Lester Thurow packed 6-120 on April 7 for his lecture on "Making a Global Economy Work When There Is No Global Government." In describing the implications of the information technology/ biotechnology revolution he made clear that it will change everything about who we are, what we do, and how we organize our society. He contended that there will be no place for countries and municipalities that fail to build infrastructure and to educate their people.

In responding, Nazli Choucri asked, "Where does accountability lie if governments can't work for the common good and corporations won't? How do we deal with the increased disparity between rich and poor within and among nations?" Respondent Juan Enriquez described the increasing concentration of wealth resulting from privatization in Mexico. He also insisted that "bailing out the Mexican economy" was a move to rescue the global financial system not the Mexican economy.

On April 26, a small crowd gathered for "Y2K: Are We at Risk?" Although we knew that stirring up interest in the topic would be hard at MIT, it seemed that Y2K had to be addressed by the Technology and Culture Forum. Rocklyn Clarke began the night by explaining that Y2K is an inventory, not a technical problem. This reality makes clear both what a



JUAN ENRIQUEZ LISTENS ATTENTIVELY AS LESTER THUROW RESPONDS TO A QUESTION FROM THE AUDIENCE DURING "MAKING A GLOBAL ECONOMY WORK" ON APRIL 7.

mammoth undertaking global Y2K compliance is and why many at MIT discount Y2K's significance. Jay Sport orchestrated Citibank's 600 million dollar campaign to achieve global Y2K compliance. He gave us reason to trust the banking industry within the U.S., but did nothing to allay fears about the lack of preparedness among the national banking systems of most countries. Juan Enriquez agreed with Sport's description of global preparedness noting that only those with the luxury of time and money will be prepared. He predicted that Y2K related problems will topple governments and result in the consolidation of economic power by wealthy, trans-national corporations.

NATIONAL PUBLIC RADIO HOST CHRISTOPHER LYDON AND PHILIP MORRISON ENJOY KOSTA TSIPI'S RESPONSE TO A QUESTION DURING "REASON ENOUGH TO HOPE".



Saturday, May 1 we joined with the Communications Forum and the Massachusetts Education Collaborative to host a full day conference for 150 teachers and researchers on "Wiring the Classroom: Moving Beyond Access in K-12 Education." Elliot Soloway's keynote address suggested that an education revolution is possible if we have the requisite creativity, vision, and stamina. He called for quality interactive, on-line materials developed and tested through teacher-researcher-student collaboration; Web site screening, cataloging, and monitoring so that students don't get sucked under while surfing the Net; and student-centered, inquiry-based education on-line and in person.

The day continued with a panel discussion in which MIT researchers Henry Jenkins and Mitchel Resnick and public high school technology coordinator Lynn Moore-Benson talked about the challenges and opportunities presented by interactive, on-line learning. Next MIT faculty Shigeru Miyagawa and Gilberte Furstenberg and school teachers who have worked with them demonstrated and discussed their on-line language and culture curricula. In the afternoon participants chose to attend two of ten interactive workshops.

On May 4 we hosted the Ninth Annual J. Herbert Hollomon Memorial Symposium "Creating the Consumer Culture." Bob Frank set the stage for the evening's conversation by detailing the sources of "luxury fever" and discussing the cultural cost of the widening income gap. While documenting Americans' rapidly escalating desire to buy luxury goods, he demonstrated that increased accumulation fails to bring increased health and happiness even for the small minority actually enjoying greater wealth. Eric Almquist then offered a multi-faceted analysis of what motivates consumers focusing particular attention on brand equity and its role in shaping

the marketplace. Natasha Pearl made the conversation concrete as she outlined the strategies employed by firms like Sotheby's to persuade people that they want and need luxury goods. Penny Yunuba made the conversation personal as she pointed out that we all have and make choices about how we spend our time and money. She invited us to consider for ourselves and our culture how we know when we have enough.

Throughout the year, T & C provides the MIT community with programs that stimulate thoughtful reflection about critical issues. The challenge always is to draw more people into the conversation. Relationships with the MIT Press, MIT Cable, CAES, CPSR, and the Communications Forum help us reach broader audiences. Stories about T&C in *Spectrum*, MIT's Alumni/ae newsletter, and *The Episcopal Times* resulted in people asking me whom I had hired as a publicist. There is no budget for a publicist but T&C is becoming more effective at getting the word out.

The live Web broadcast and subsequent multiple rebroadcasts of Chomsky on the "Foundations of World Order" give a foretaste of the future. With sufficient human and financial resources, T&C programs can be accessible on the Web. A Web-based opportunity for moderated dialogue about the programs is in the works. This year T & C explored the technical feasibility of its vision and began the search for foundation funding.

Development efforts this year yielded encouraging results. Bill ('56) and Betsy Leitch and Phillip ('52) and Martha Smith continued their generous underwriting of our annual budget. We also received nearly \$11,000 in gifts from MIT alumni/ae and other friends of the Forum. In addition, the Leitches launched the endowment campaign with a gift of \$350,000. Albert ('38) and Carol Wilson added to the endowment designating their MIT Capital



**T&C BENEFACTOR BILL LEITCH ('56)
CONTINUED DISCUSSING "RE-
INVENTING HIGHER EDUCATION"
WITH DIANA LAURILLARD OVER
DINNER ON MARCH 3.**

Campaign gift of \$100,000 to the Technology and Culture Forum. We're almost half way to our goal of a million-dollar endowment for T&C and hope to wrap up the campaign during the next year.

Our development efforts have been greatly assisted by the support of Chuck Vest, Paul and Priscilla Gray, Episcopal Bishop M. Thomas Shaw, SSJE, development consultant Walter Reeves, and Dianne Goldin, and the rest of the MIT Development Office. Last Fall, the Grays hosted an elegant dinner in honor of Bill and Betsy Leitch who surely have given T&C "reason enough to hope." On April 7, Bishop Shaw hosted a dinner for local Episcopalians who might want to become more deeply involved with the Forum.

Challenges lie ahead as we plan a new program year, strive to complete our capital campaign, and lay the groundwork for expanding T&C on-line. I look forward to working with Trish Weinmann and the Technology and Culture Forum Steering Committee as we seek creative ways to achieve all that we imagine and more. Increasing numbers of people at MIT and beyond realize that T&C is a treasure. It is my privilege to be its steward.

Sincerely,

(The Rev.) Jane Soyster Gould

REASON ENOUGH TO HOPE

Tuesday
Nov. 10, 1998

Philip Morrison, Institute Professor Emeritus, MIT
Kosta Tsipis, Director, Program in Science and Technology for International Security, MIT
 Host and moderator: **Christopher Lydon**, Host, "The Connection", National Public Radio

FOUNDATIONS OF WORLD ORDER: 50 Years of the UN, World Bank, IMF and Universal Declaration of Human Rights

Monday
Feb. 22, 1999

Noam Chomsky, Institute Professor, MIT

RE-INVENTING UNIVERSITIES FOR THE 21ST CENTURY: Adaptive Changes in Higher Education

Wednesday
March 3, 1999

Diana Laurillard, Professor of Educational Technology, Open University, UK; author of *Rethinking University Teaching*
 Respondents: **Mitch McVey**, Biology Graduate Student
Jeremy Sher, Math Undergraduate
Seth Teller, Electrical Engineering and Computer Science, MIT
 Moderator: **Woodie Flowers**, Mechanical Engineering, MIT

MAKING A GLOBAL ECONOMY WORK WHEN THERE IS NO GLOBAL GOVERNMENT

Wednesday
April 7, 1999

Lester Thurow, Sloan School of Management, MIT
 Respondents: **Nazli Choucri**, Political Science, MIT
Juan Enriquez, Ministry of Foreign Affairs, Former Coordinator General of Economic Policy, Mexico; Fellow, Rockefeller Center for Latin American Studies, Harvard University
 Moderator: **The Rt. Rev. M. Thomas Shaw, SSJE**, Episcopal Bishop of Massachusetts

Y2K: Are We at Risk?

Monday
April 26, 1999

Rocklyn Clarke, Y2K Team Leader, MIT
Juan Enriquez, Ministry of Foreign Affairs, Former Coordinator General of Economic Policy, Mexico; Fellow, Rockefeller Center for Latin American Studies, Harvard University
Jay Sport, VP, Corporate Technology Office, Citibank
 Moderator: **Coralee Whitcomb**, President/Founder, Virtually Wired; President, Computer Professionals for Social Responsibility (CPSR)

WIRING THE CLASSROOM: Moving Beyond Access in K-12 Education

Saturday
May 1, 1999

Keynote Speaker: **Elliot Soloway**, Electrical Engineering and Computer Science, School of Information and School of Education, University of Michigan
 2 plenary sessions and 10 workshops
 (Co-sponsored with the MIT Communications Forum's Media-in-Transition Project and the Education Collaborative)

CREATING THE CONSUMER CULTURE

Tuesday
May 4, 1999

Eric Almquist, VP and Member of the Board of Directors, Mercer Management Consulting
Robert Frank, Economics, Cornell University; author of *Luxury Fever*
Natasha Pearl, VP and Worldwide Director for Client Information, Sotheby's
Penny Yunuba, National Board, New Road Map Foundation
 Moderator: **Joshua Cohen**, Political Science, MIT

77 Massachusetts Ave.
MIT Building W11
Cambridge, MA 02139



THE TECHNOLOGY AND CULTURE FORUM STEERING COMMITTEE 1998 / 1999

**The Technology and Culture Forum
at MIT 1998-99**

STEERING COMMITTEE

Samuel M. Allen — *Materials Science and Engineering*

S.W. Chisholm — *Civil and Environmental Engineering*

Joel Clark — *Materials Science and Engineering*

John Paul Clarke — *Aeronautics and Astronautics*

James Fay — *Mechanical Engineering, Professor Emeritus*

Zojeila Flores — '00

Henry Jacoby — *Sloan School of Management*

Jay Keyser — *Linguistics and Philosophy,
Special Assistant to the Provost*

Jonathan King — *Biology*

William R. Leitch — '56

Robert Mann — *Mechanical Engineering,
Whitaker Professor Emeritus*

Louis Menand, III — *Special Assistant to the Provost Emeritus*

Philip Morrison — *Physics, Institute Professor Emeritus*

Ruth Perry — *Literature; Program in Women's Studies*

Kosta Tsipis — *Program in Science and Technology
for International Security*

Lisa Tucker-Kellogg — *Graduate Student*

STAFF

The Rev. Jane Soyster Gould, *Coordinator*

Patricia-Maria Weinmann, *Associate Coordinator*