

LAST LECTURE 2015

THE IMPORTANCE OF BEING THERE

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University of California, Berkeley

April 20, 2015

THE IMPORTANCE OF BEING THERE

Outline

- Memory Creation
- Supporting Others
- College Education
- Research

BEING THERE: CREATING MEMORIES

- Bandaloo on the Campanile, April 18, 2015
 - https://twitter.com/The_Campanile/status/589577153559142400
- The Play, November 20, 1982
 - <https://www.youtube.com/watch?v=09kPcg8Hehg>
- Concerts, Plays, Art, Performances, Nature
 - [Photo](#)
- Graduation, May 16, 2015
 - [Photos](#)

Put your camera away. Be there. Be in the moment. You will remember more.

- Henkel, Linda A. "Point-and-Shoot Memories: The Influence of Taking Photos on Memory for a Museum Tour," *Psychological Science* 25 (Feb. 2014): 396-402

BEING THERE: SUPPORTING OTHERS

When you're down and troubled
And you need some loving care
And nothin', nothin' is goin' right
Close your eyes and think of me
And soon I will be there
To brighten up even your darkest night

You just call out my name
And you know wherever I am
I'll come runnin' to see you again
Winter, spring, summer or fall
All you have to do is call
And I'll be there
You've got a friend

As performed by Carole King

- Helping friends
 - But remembering our limitations
- Depression and suicide
- Sexual assault
- Responsible drinking

You are special. You are valued. You. Just as you are. Just by virtue of your birth. You are loved.

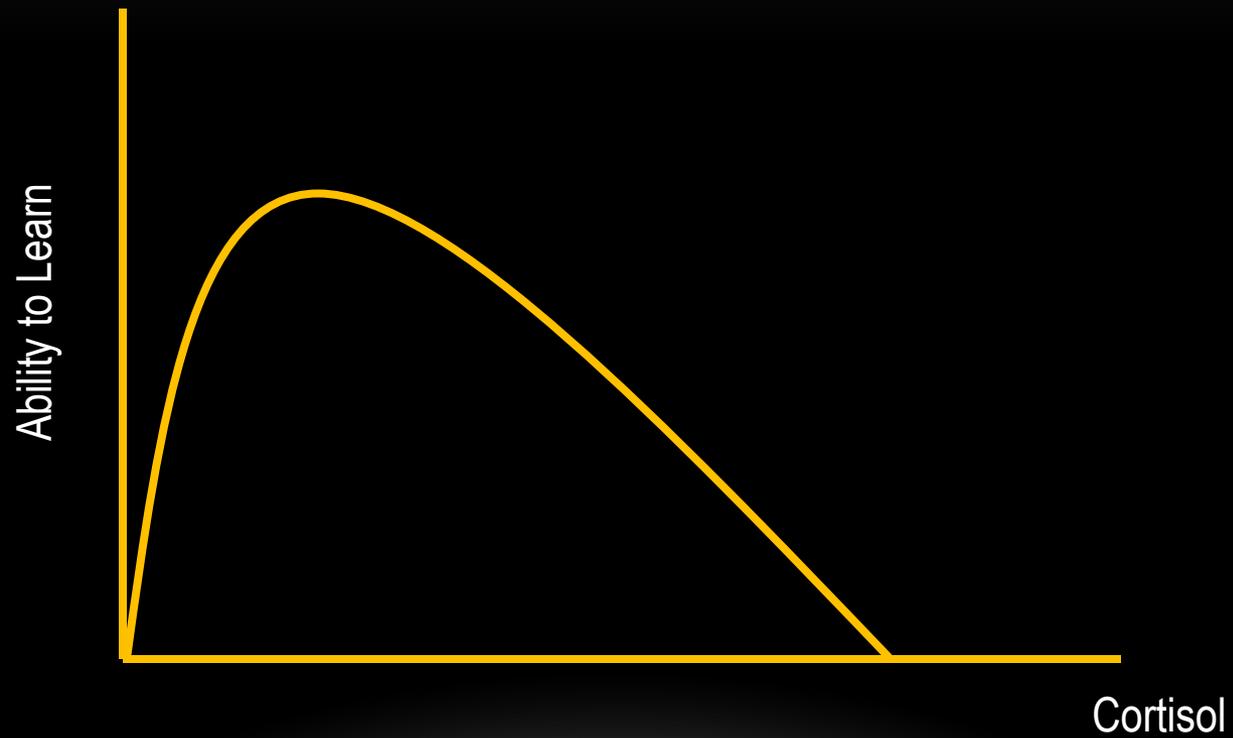
BEING THERE: A COLLEGE EDUCATION

- Teaching in the age of webcasting . . . and MOOCs . . . and online education . . .
- Learning is enhanced by a moderate amount of cortisol (How Students Learn Project, <http://gsi.berkeley.edu/programs-services/hsl-project/hsl-speakers/kaufer/>)
 - Too much cortisol inhibits learning (lots and lots of citations)
 - A bit of stress, a bit of adrenalin, a bit of anticipation (Get your clickers ready!) enhances learning

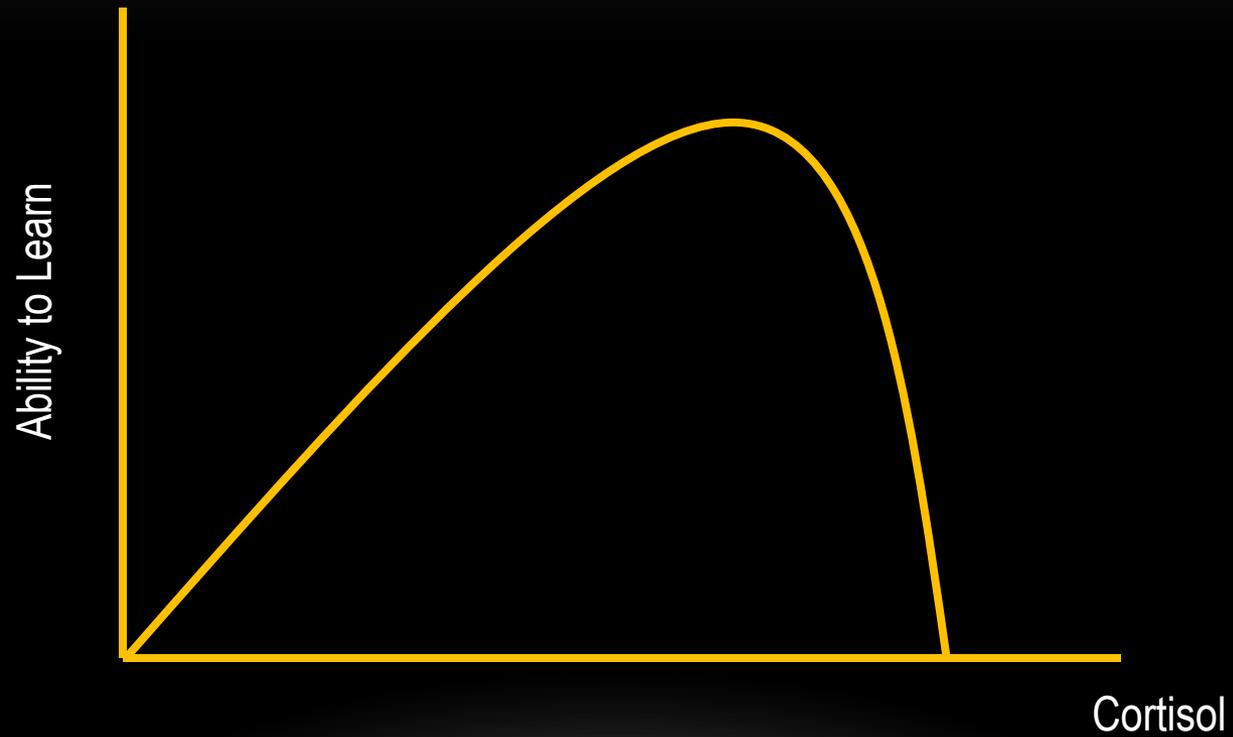
CORTISOL AND LEARNING



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 - Where does online education fall in that continuum?
- A college education is so much more than what happens in the classroom. Roommates, new friends, athletics, student government, activities, action, and more.

You were formed by some of your classes. You were formed by your relationships and your activities. You are who you are today as a result of being there: Being At Berkeley.

BEING THERE: RESEARCH

- What is research?
 - A question
 - A method for answering the question
 - An answer
- In short, it's a story.

Our identities and our experiences influence the questions and the stories.

- Two big events bracket your college years
 - Occupy Wall Street, beginning Fall 2011
 - Black Lives Matter, beginning Fall 2014
- Both movements underscore the importance of Being There

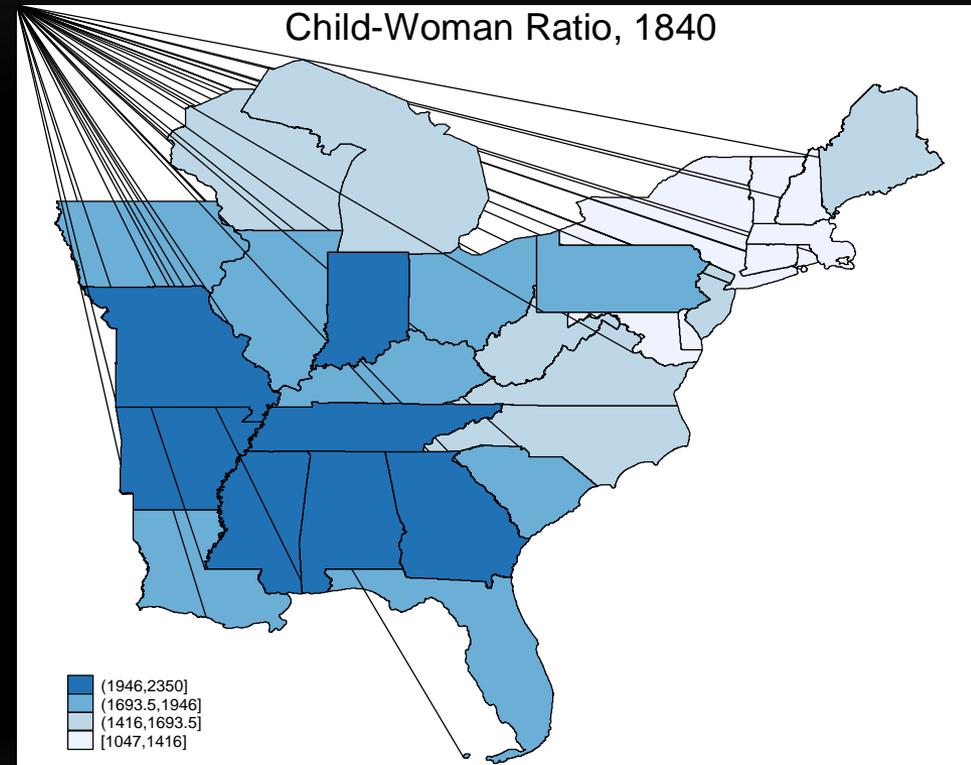
RESEARCH, RESULTS, AND YOU

- How to critique an argument
 1. Replicate the argument
 2. Identify the assumption(s)
 3. Change one assumption
 4. Argue to the (new) conclusion (If same conclusion, repeat step 3)
 5. Argue in support of or verify empirically your alternative assumption
- What if the assumptions embedded in research reflect the life experiences of straight white upper-middle-class males only?

Your life matters. You have been there. You will be there. You should add to the conversation. Speak up. Change the story.

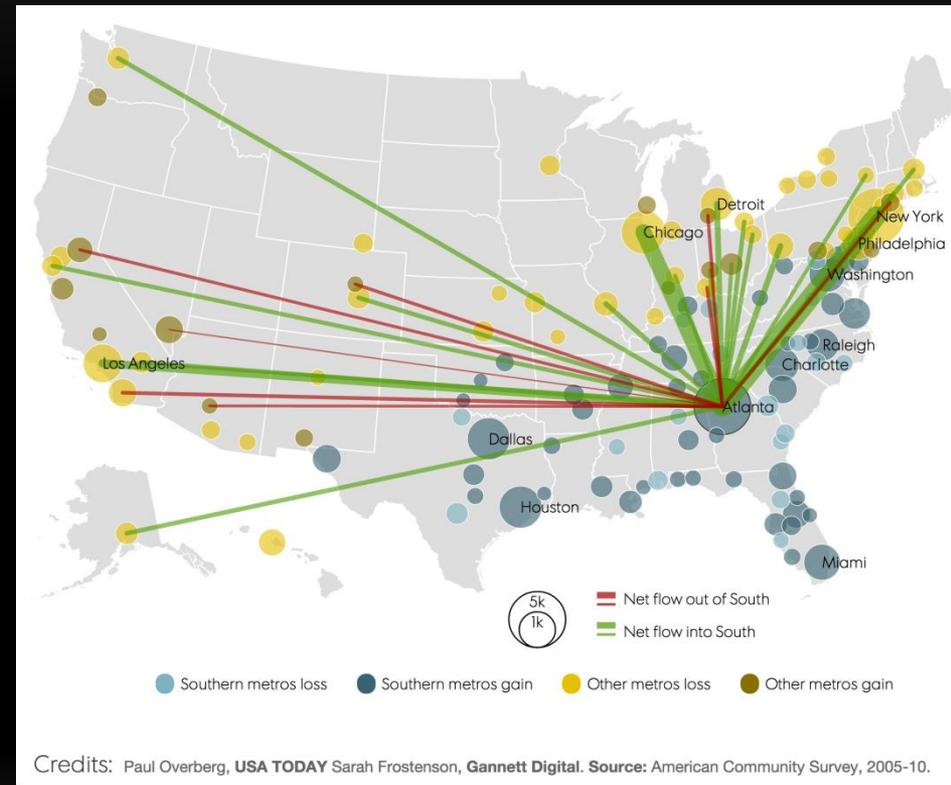
SOME RANDOM EXAMPLES: FERTILITY DECLINE

- Question: Why does fertility decline over time and why is it lower in urban areas than it is in rural areas?
- One Story: People have children to satisfy “Old-Age Security Motive.” But if better job opportunities mean children might leave home & never look back, then people won’t rely on children for old-age security; they’ll save \$\$ instead
- Source: Sundstrom, William A. and Paul A. David. “Old-Age Security Motives, Labor Markets, and Farm Family Fertility in Antebellum America.” *Explorations in Economic History* 25 (April 1988): 164-197.



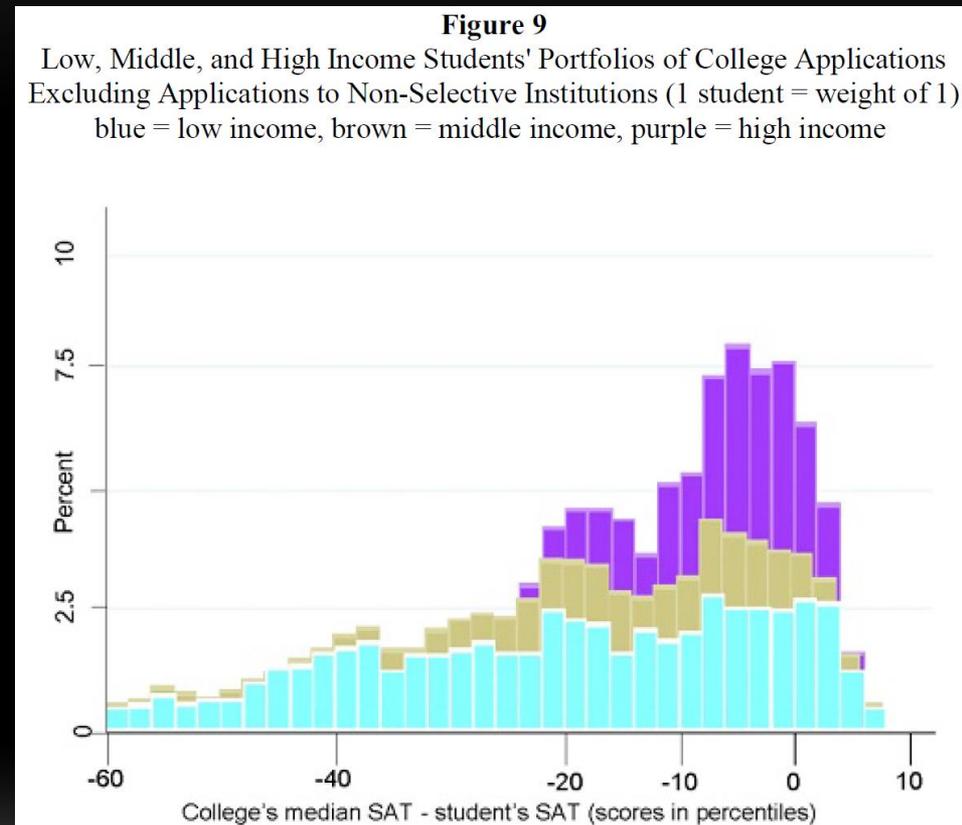
SOME RANDOM EXAMPLES: THE GREAT REVERSE MIGRATION

- Question: Why are Black families migrating from the North to the South, reversing The Great Migration of 1910-1970?
- One Story: It's a puzzle because incomes are typically lower in the South than in the North, even once you adjust for the lower-in-the-South cost of living.
- Focus of my critique: a grad student's paper. Not going to cite it here, but you get the idea. Photo source: <http://www.usatoday.com/story/news/2015/02/24/black-history-great-migration-mobile/23268349/>



SOME RANDOM EXAMPLES: LOW-INCOME HIGH-ACHIEVERS

- Question: Why do low-income high-achieving high school students, many of whom are first generation college students, not apply to top-rank selective schools more often?
- One Story: It's due to a lack of information. They and their families think the "sticker price" is what they'll actually pay. With better price signals, behavior will change.
- Source: Caroline Hoxby & Christopher Avery, 2013. "The Missing "One-Offs": The Hidden Supply of High-Achieving, Low-Income Students," Brookings Papers on Economic Activity, Economic Studies Program, The Brookings Institution, vol. 46(1 (Spring), pages 1-65. Graph: <http://www.nber.org/papers/w18586>



THE IMPORTANCE OF BEING THERE

- How would those stories change if . . .
 - . . . We took into account the lessons of Occupy?
 - . . . We took into account the lessons of Black Lives Matter?
 - . . . We took into account your life experience?

Cal taught you the importance of being there. Continue to be there. Be present. Be vocal. Be proud. Be someone who makes a difference.

Be a Golden Bear.