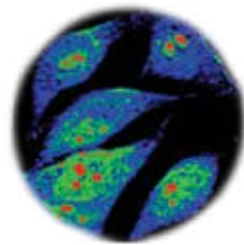




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 **COLUMBIA UNIVERSITY**

TheRecord

VOL. 39, NO. 02

NEWS AND IDEAS FOR THE COLUMBIA COMMUNITY

OCTOBER 2013

Economist Edward Phelps on How Nations Flourish

By Gary Shapiro

The title is optimistic and uplifting: *Mass Flourishing: How Grassroots Innovation Created Jobs, Challenge, and Change*. But the message is more complex and nuanced, as befits a Nobel laureate in economics.

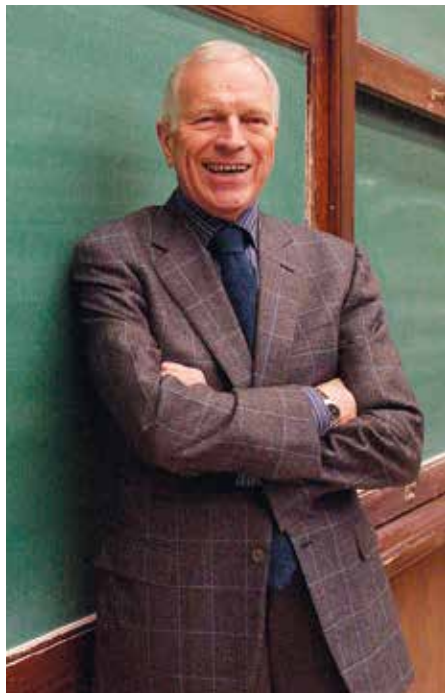
Does Edmund Phelps believe that Europe and America still have what it takes to create “mass flourishing,” that unique combination of wealth and creativity that gave rise to one of the most dynamic periods in human history?

In a new book, the director of Columbia's Center on Capitalism and Society explores what makes nations prosper and why the sources of that prosperity are threatened today.

He studies the rise of unprecedented prosperity between the 1820s and the 1960s in Britain and America, and later Germany and France.

Although the book encompasses history and economics, Phelps stops along the way to discuss music, literature and politics, arguing that the music of Beethoven and writing of the Brontë sisters capture the profound changes underway in those societies.

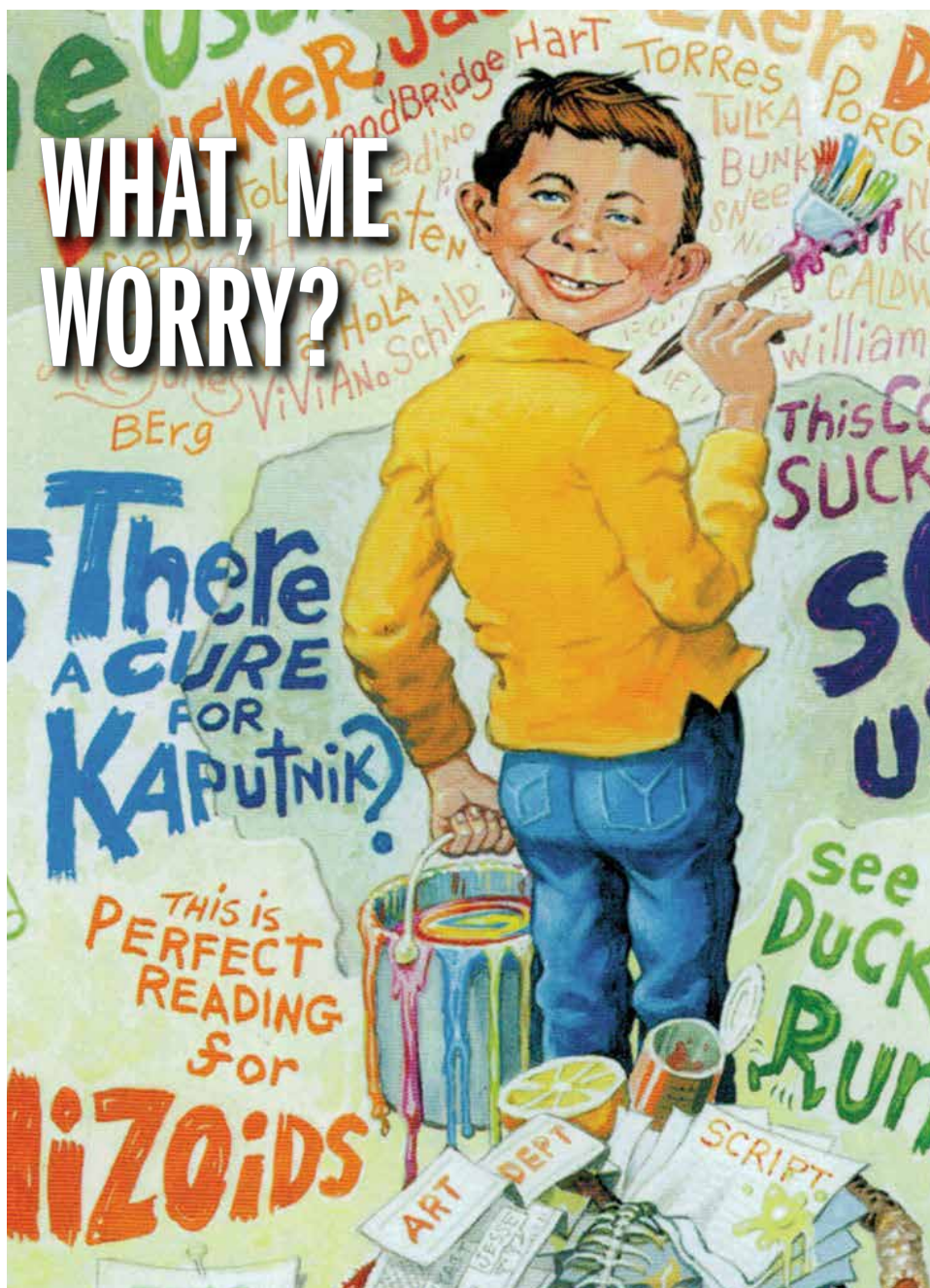
His central argument is that modern values, such as the drive to innovate, explore, imagine, compete and create, have led historically to human prosperity and can do so again.



“Mass prosperity came with...mass innovation,” he writes. “Routine work, dull and lonely, gave way to careers that took twists and turns and jobs that were rewarding.... As people used their imagination to create new things and their ingenuity to meet challenges, they found self-expression, self-realization and personal growth in the process.”

Phelps, who has been critical of economists on both the left and the right, is known for putting “people as we know them” back into economic models, having found early in his career that the deterministic models of classical economics did not capture the unknowns of human life

continued on page 5



COLUMBIA LIBRARIES ACQUIRE ARCHIVES OF MAD MAGAZINE CARTOONIST AL JAFFEE

By Eve Glasberg

Age has hardly slowed the legendary cartoonist Al Jaffee. At 92, with the still sonorous voice of a radio announcer, he continues to freelance for *Mad* magazine, where he has worked for 58 years, creating such iconic features as “Snappy Answers to Stupid Questions” and, most notably, the *Mad* fold-in.

Jaffee's wit is as sly and razor-sharp as ever. He signs his emails “MADly Al J,” considers 13 his lucky number, and has taped a startling, life-size image of a grinning capuchin monkey smack dab in the middle of the mirror in his studio.

Now, Jaffee and his wife Joyce have donated his archives to Columbia's Rare Book & Manuscript Library, and those who grew up on his subversive, entertaining comics can enjoy and study the remarkable output of his 70-year career. The acquisition also marks the latest step in the University's support for research, teaching and learning with comics and graphic novels. Since 2005, librarian Karen Green has been making new acquisitions to inspire scholarly inquiry as well as courses such as “The American Graphic Novel.”

“I feel privileged and honored to have my work added to Columbia's collections,” said Jaffee. “Keeping my work here is my way of giving something back to the city in appreciation for all that was given to me. New York sheltered me when I arrived, educated me and has given me everything that I've had ever since.”

After a chaotic childhood that began in Savannah, Ga., and included repeated journeys between New York City and a shtetl in his mother's native Lithuania, Jaffee settled in the city in 1933. He was in the first class of the new High School of Music & Art, founded by Mayor Fiorello H. LaGuardia in 1936. “I felt like the luckiest person in the world,” said Jaffee about the West Harlem school. “About the only thing I had going for me was my ability to draw. From the time I could pick up a pencil as a little child, I copied the Sunday funnies. But I never sketched or painted. So when I got to Music & Art and was surrounded by all these talented artists, I was in awe of them.”

It was there, he said, that his distinctive satirical take on life began to take shape, fueled by debates in civics, English and art

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Harlem Nocturne: Prof. Farah Griffin Looks at Pioneering Women Artists

By Wilson Valentin

When Farah Griffin asked her mother what she remembered about World War II, her response was, “All the handsome soldiers who drove the buses in Philadelphia.” Griffin, the William B. Ransford Professor of English, Comparative Literature and African American Studies, was perplexed. Then she thought, of course, she was a teenager, she remembers handsome young men! It was only while researching her new book set during the period, *Harlem Nocturne: Women Artists and Progressive Politics During World War II*, that Griffin put it all together: During the war, white transit workers went on strike over integration of their union, causing a nationwide uproar, and black soldiers were brought in by the federal government to drive the buses.

The 1940s have always held a special allure for Griffin, who grew up hearing “stories about the era that just made it very interest-



Pearl Primus in *Folk Dance*, 1945.

ing to me, very glamorous and mysterious,” she says. While researching the book, she unearthed lots of evidence of the many anecdotes and stories her mom had shared. Griffin, whose previous works have focused on Billie Holiday and other jazz greats, says her mother has also always been one of her most important early readers. This was especially true in the case of *Harlem Nocturne*, which is dedicated to her mother.

Q. *One of the things you teach is African American Studies. Is your approach strictly historical or do you also look at contemporary culture?*

A. Contemporary racial issues always come up in my classes, even though my classes are very historically based. My approach is to tackle a question with the resources of a number of different disciplines. I teach literature as well but from a historical basis. What I try to give my students is a long view, a historical context for the things that they see happening. I hope that after having been in my class they understand where things fit historically so that they can engage in conversations about contemporary issues with the kind of knowledge that will make their analysis and understanding much richer.

Q. *We often hear about Harlem in the context of the 1920s-era Jazz Age and Harlem Renaissance. What was happening in Harlem in the '40s, the period you explore in your new book?*

continued on page 7



ON CAMPUS



EILEEN BARROSO

Groundbreaking Design for Medical Education

On September 18, donors, trustees and University leaders were on site at Columbia University Medical Center for the groundbreaking on the new Medical and Graduate Education Building. Designed by Diller Scofidio + Renfro in collaboration with Gensler to obtain LEED Gold, the state-of-the-art facilities are meant to promote interdisciplinary learning and teamwork. The 14-story glass tower will be constructed using clean building techniques, including air and dust mitigation, noise and pest monitoring, and waste management. The sun-drenched interior will include 100,000 square feet of high-tech classrooms, a simulation-based education center, an auditorium, lounges and a cafe. Seen here, from left, are Ron Drusin, vice dean for Education; Lee Goldman, executive vice president for Health and Biomedical Sciences; philanthropists Philip Milstein and Diana and P. Roy Vagelos; Trustee Kenneth Forde; and Columbia University President Lee C. Bollinger.

MILESTONES

Classics Professor Emeritus **ALAN CAMERON** was awarded the British Academy's 2013 Kenyon Medal for Classical Studies and Archaeology in recognition of his "spectacular 50-year scholarly trajectory" on topics ranging from Homer to Byzantium. The Academy awards the medal biennially, or at longer intervals if necessary, to the author of work relating to classical studies and archaeology.



JINGGUANG G. CHEN, the Thayer Lindsley Professor of Chemical Engineering, was named by the American Chemical Society to its 2013 class of ACS Fellows. ACS is the world's largest scientific society.

VIRGINIA CORNISH, Helena Rubinstein Professor of Chemistry, **LARS DIETRICH**, assistant professor of biological sciences, and **KENNETH SHEPARD**, professor of electrical engineering and biomedical engineering, won a \$1 million three-year grant from the W. M. Keck Foundation to advance their research in combining biological components with solid-state electronics.

NANCY FRIEDLAND, Librarian for Butler Media, Film Studies and Performing Arts, was elected president of the Theatre Library Association. Friedland was first elected to the TLA's executive board in 2003.



CHRIS MARIANETTI, assistant professor in applied physics and applied mathematics, has won the annual Defense Advanced Research Projects Agency (DARPA) Young Faculty Award for promising young faculty. Marianetti's research

involves predicting the behavior of materials. In addition to the DARPA award, Marianetti recently won an \$850,000 five-year grant for research he is conducting at the UCLA-based Center on Function Accelerated nanoMaterial Engineering (FAME), one of six university-based research centers funded by the Semiconductor Research Corporation (SRC) and DARPA.

LUSINE POGHOSYAN, assistant professor of nursing at the School of Nursing, was named a 2013 Robert Wood Johnson Foundation Nurse Faculty Scholar. The award is given to junior faculty members who show exceptional promise as future leaders in academic nursing.

GRANTS & GIFTS

WHO GAVE IT: Jack Weinstein (LAW '48)

HOW MUCH: \$1 million

WHO GOT IT: Columbia Law School

WHAT FOR: To establish the Evelyn and Jack Weinstein Fund for the Integrated Teaching of Law and Social Work, which will provide opportunities to students who are interested in complementing their legal studies with social work.

WHO GAVE IT: The Children's Health Fund

HOW MUCH: \$2.5 million

WHO GOT IT: National Center for Disaster Preparedness at the Earth Institute

WHAT FOR: To support research and policy initiatives focused on assuring that the special needs and concerns of children are incorporated in disaster planning at federal, state and local levels.

WHO GAVE IT: USAID

HOW MUCH: \$3.5 million

WHO GOT IT: Center for Environment, Economy, and Society

WHAT FOR: Three separate grants will go to projects in Indonesia. A \$1.5 million grant will help build model science, technology, engineering and math high school programs on the island of Java; \$1 million goes toward launching a post-graduate certificate program in forest conservation as a tool for climate change mitigation; the remaining \$1 million provides start-up funds for the first Rainforest Standard (RFS) project in Indonesia. RFS is a forest carbon credit standard, offering incentives to reduce deforestation and carbon emissions and improve conditions of communities in and around rain forests.

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ASK ALMA'S OWL

Room with the Right Chemistry



Dear Alma,
Every time I attend a lecture in Havemeyer Hall 309, I get a funny feeling of déjà vu. Any idea why?
Chemistry Major

Dear Chemistry,

On a campus that has produced innumerable overachievers, Havemeyer Hall 309 remains one of the enduring stars.

The vintage classroom on the third floor of the chemistry building "is what we all think a quintessential Ivy League classroom should look like," said Joe Ricciutti, executive director of University Event Management. Its tiered rows of wooden seats feature the tiny, right-armed, built-in desks that evoke an era when students used fountain pens.

Built in the late 19th century, Havemeyer Hall was one of the six original buildings on the Morningside Heights campus. Its grand lecture hall with a 40-foot domed ceiling has been featured in *Spider-Man*, *Mona Lisa Smile* and *Malcolm X*, among other films. Actor John Houseman made a memorable commercial there for Smith Barney, describing the brokerage firm in haughty tones as a place where "They make money the old fashioned way: They *earn* it."

And a scene in new film *Kill My Darlings*, about the undergraduate experiences of poet Alan Ginsberg (CC'48), was filmed nearby in 305 Havemeyer.

Not only film and television stars have crossed its threshold: a dozen Nobel Prize winners have studied or taught there, too, including Harold Clayton Urey, a 1934 laureate honored for his discovery of deuterium.

Sometimes when Jay Kirschenbaum, the Chemistry Department's director of laboratories, is alone in the room, he reflects on the scientific knowledge passed from generation to generation



Havemeyer 309 circa 1898.

there. "It feels almost like the whole history of science is embedded in that room," he said.

The handsome brick-and-limestone building was funded by Theodore Havemeyer, member of the School of Mines Class of 1868, honoring his father, Frederick Christian Havemeyer (CC 1825), whose family made a fortune in the sugar industry. The architect was Charles Follen McKim, who devised the master plan for Columbia's Morningside campus.

Room 309 is booked solid with classes during weekdays, not just in chemistry but other courses that need a room that size, such as economics and music. To avoid interrupting campus life, shoots can begin as early as 4:30 a.m. "We've never bumped a class to do a film," Kirschenbaum said.

Ricciutti said he doesn't keep mementos or photos of the stars who visit Columbia. Kirschenbaum said that, like most New Yorkers, he and Ricciutti try to feign disinterest in celebrities, adding, "When they're not looking, we gawk a little at them."

—Gary Shapiro

Send your questions for Alma's Owl to curecord@columbia.edu.

Happening at
COLUMBIA

For the latest on upcoming Columbia events, performances, seminars and lectures, go to calendar.columbia.edu

Chemist Devises Optical Imaging Technique to Unlock the Mystery of Memory

By Beth Kwon

In the search to understand memory, Wei Min is looking at cells at the most basic level, long before the formation of neurons and synapses. The assistant professor of chemistry studies the synthesis of proteins, the building blocks of the body formed using genetic code from DNA. “We want to understand the molecular nature of memory, one of the key questions that remain in neuroscience,” he says.

Proteins carry out almost every biological function, and protein synthesis is a crucial step in gene expression, determining how cells respond to pathological conditions caused by cancer, autism and the physiological stresses linked to disorders like Parkinson’s and Alzheimer’s. Min’s lab examines the proteome (the sum of the cell’s proteins), a dynamic structure tightly regulated by both production and death of proteins that ensures that the body functions normally. The formation of long-term memory is dependent on protein synthesis at a specific location and time in brain tissues.

Min and his team recently developed a new imaging technique to pinpoint exactly where and when cells produce new proteins. The method is significant in that it enables scientists to create high-resolution images of newly synthesized proteins in living cells. The findings were published in the July 9 issue of the *Proceedings of the National Academy of Sciences*, and the research was done in collaboration with Baylor College of Medicine.

Despite extensive efforts, it is not possible yet to observe global protein (proteome) synthesis as it happens because the most widely used methods require killing cells. Min’s research, however, opens the door to answering questions about the behavior of living cells because with his technique, it is possible to observe them as they perform their functions. “Instead of looking at a static picture, we are adding a new functional dimension and tool compatible with live cells,” he says.

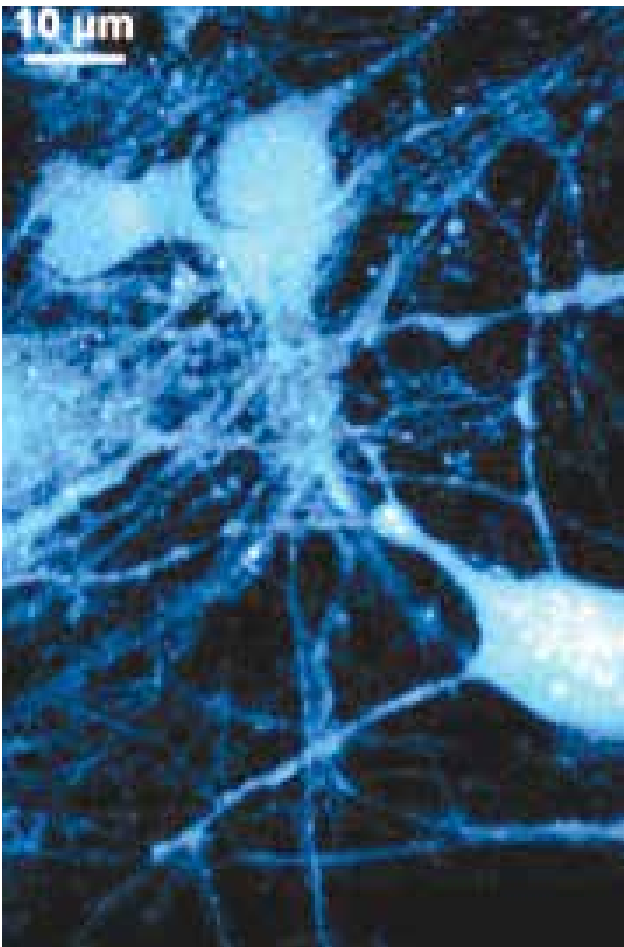
Proteins are comprised of a chain of amino acids, which are mainly made up of carbon, oxygen, hydrogen and nitrogen. In his lab in the Northwest Corner building, Min and his team replaced the hydrogen with deuterium, an isotope that is a heavier cousin of hydrogen. (Columbia Professor Harold Urey discovered deuterium in 1932, for which he won the 1934 Nobel Prize in chemistry.) Deuterium mimics the properties of hydrogen with little variation, and amino acids labeled with deuterium behave almost identically to natural amino acids. Importantly, the carbon-deuterium bond vibrates at a unique frequency different from the normal carbon-hydrogen bond.

Min’s team added the deuterium-labeled amino acids to a growth medium in cell cultures, and as the deuterium-labeled amino acids were incorporated as the necessary building blocks into proteins, the researchers sought out the unique frequency to detect those carbon-deuterium bonds carried by the newly synthesized proteins.

Using a special laser-based technology called stimulated Raman scattering microscopy, they scanned a laser across the sample and created location-dependent maps of the carbon-deuterium bonds inside living cells.

“Our technique is highly sensitive, specific and compatible with living systems and doesn’t require killing cells or staining,” says Lu Wei, a Ph.D. student in Min’s lab and lead author of the paper. Wei is currently researching where and when a new protein is produced inside brain tissues as long-term memory is formed.

Min was first intrigued by enduring neuroscience questions about memory when he was at Harvard, where he received his Ph.D. in 2008 and stayed for two years as a post-doc. A native of China who studied chemistry at Peking University in Beijing, he joined Columbia in 2010. He is a member of the Kavli Institute for Brain Science, part of Columbia’s interdisciplinary neuroscience research initiative. The work on long-term memory by Nobel laureate and University



LU WEI, COLUMBIA UNIVERSITY

An image of newly synthesized proteins in live hippocampal neurons.

Professor Eric Kandel inspired him to focus on the role of protein synthesis. “It’s a cutting-edge research question and isn’t yet resolved,” Min says. “Our technique will help open up understanding of the many complex behaviors in learning and disease.”

ON EXHIBIT

AN ARTIST’S MULTIPLE SELVES

The fall exhibition at the Miriam and Ira D. Wallach Art Gallery features work by Eleanor Antin, the influential New York-born conceptual and feminist artist and writer. Between 1972 and 1991 Antin created a variety of “selves,” including a king, ballerinas, nurses and a film director. The exhibition focuses for the first time on the videos, photographs, drawings and installations that document those fictional personalities.

A pioneer of performance and installation art, Antin uses the multiple personas of different nationalities, gender, race and historical periods to explore questions of identity, history and the fleeting nature of the self. In some cases she dresses up like the character she imagines, goes out in public, then photographs or films her per-

formance. In other cases, paper dolls are used to relate her elaborate and theatrical fantasies. “I consider the usual aids to self-definition—sex, age, talent, time and space—as tyrannical limitations upon my freedom of choice,” she once said.

A professor emeritus in the visual arts at the University of California, San Diego, Antin has lived in Southern California since the late 1960s, making this exhibition a homecoming of sorts for her New York audience. The exhibition is accompanied by a 128-page catalog featuring an interview with Antin by curator Emily Liebert, a Ph.D. candidate in Columbia’s Department of Art History and Archaeology.

Multiple Occupancy: Eleanor Antin’s “Selves” is on view until Dec. 7. Visit www.columbia.edu/cu/wallach for more information.



Antin’s installation *Before the Revolution*.

A New Dean of the Faculty of Arts and Sciences

By Georgette Jasen

As newly appointed executive vice president and dean of the Faculty of Arts and Sciences, David Madigan wants to cultivate a more diverse faculty, establish a transparent budget process and engage the faculty in fund-raising.

But most of all, he says, his job is about academic quality—“creating conditions whereby the faculty can thrive in their research mission and their educational mission, and where students can have an extraordinary learning environment and make a positive impact on the world.”

Madigan, a professor of statistics who was appointed to his new position in September after serving on an interim basis since March, has already met with the Arts and Sciences Policy and Planning Committee to start work on a plan to increase faculty diversity. “We have a spectacularly diverse student body that we want to see reflected in the diversity of faculty,” he says.

He also hopes to make the budget process more collaborative and get faculty involved in fund-raising, with events for donors and potential donors to meet faculty and hear about their research. “This is a community of scholars. We’re all in this together, working to advance Columbia,” Madigan says.

He also plans to continue teaching and doing his research, which is focused on using large databases to predict the side effects of prescription drugs.

Madigan joined Columbia in 2007 as a professor of statistics and became chairman of the department a few months later. Born in the small town of Athlone in central Ireland, he earned his bachelor’s and Ph.D. degrees from Trinity College, Dublin. He laughs when recalling that he didn’t plan to stay long when he took his first academic position in the U.S., at the University of Washington in Seattle, in 1990. “I had never heard of tenure, I had no idea what it means,” he says. Then he got tenure and stayed 10 years.

Seeking to apply some of what he was studying to business challenges, he took a job at AT&T Labs in New Jersey, and at the height of the dot-com bubble joined a technology startup company. When the bubble burst, Madigan decided it was time to go back to academia

and was hired as a professor at Rutgers. He later became dean of physical and mathematical sciences there, which he credits with giving him “insight into the way things work at a university that you don’t get as a faculty member.”

At Columbia, Madigan chairs the Provost’s Faculty Committee on Online Learning and the Shared Research Computing Policy Advisory Committee. He is also a leader in Columbia’s online learning efforts, helping to set up master’s degree programs in statistics and actuarial science, and he plans to teach an online course in statistics next semester. He also has been working with Matt Connelly, professor of history, on a project involving the departments of statistics, history and computer science that will use computer software

to analyze information from an archive of declassified government documents.

Madigan’s research involves plowing through vast medical claims databases from insurance companies and electronic health records to determine which drugs cause side effects. Clinical trials required for approval by the Food and Drug Administration may involve only a few thousand patients, so a rare side effect may not show up, he says, but once millions are taking it, if 1 percent has side effects “it can turn into a major public health problem.”

For example, Vioxx, the nonsteroidal anti-inflammatory drug was introduced in 1999 and withdrawn several years later by its manufacturer, Merck, amid reports that it caused heart attacks and strokes. “It took four years to figure out that Vioxx was causing these side effects,” he said. “We want to do it in four weeks.”

In addition to being a Columbia administrator and professor, Madigan is the proud parent of a Columbia College freshman—his son Cian. (He and his wife have two other children still in high school.) He laughs heartily when asked about his faculty web page and the section called About Me, which has hyperlinks to a light-hearted tour of his life. Click on the first word, I, and up pops a photo of Madigan at age 5. The word Ireland goes not to a map of the country but to the website for Guinness, the nation’s drink of choice. And the reference Dublin links to a photo of a pub called The Long Hall—Madigan’s favorite there.



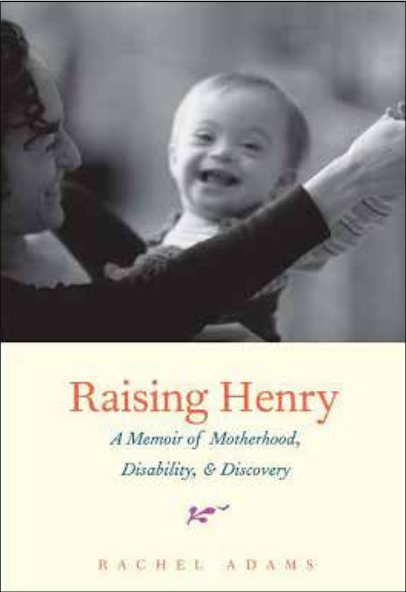
MARTIN GALLINA-JONES



EX LIBRIS

Columbia Ink

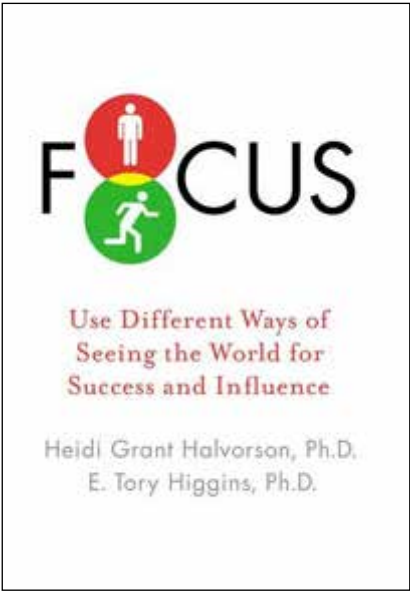
New books by faculty



Raising Henry: A Memoir of Motherhood, Disability, & Discovery

RACHEL ADAMS
Yale University Press

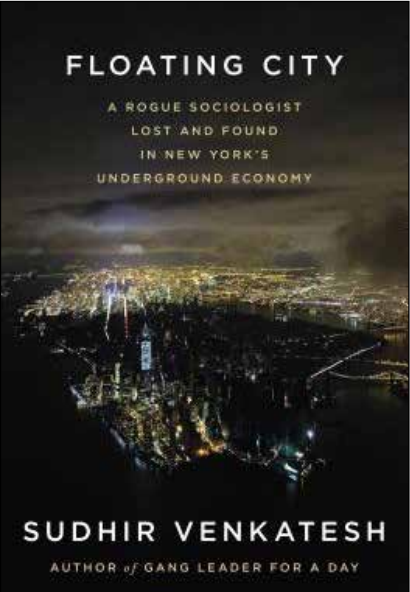
A highly personal story of one family’s encounter with disability, *Raising Henry* is an exploration of social prejudice, disability policy, genetics, prenatal testing, medical training and inclusive education. Adams, whose son Henry has Down syndrome, does research focusing on people with disabilities through Columbia’s Center for the Study of Social Difference. Her book chronicles the first three years of his life and her own transformative experience of unexpectedly becoming the mother of a disabled child. She untangles the contradictions of living in a society that is more enlightened and supportive of people with disabilities than ever before, yet is racing to perfect prenatal tests to prevent children like Henry from being born.



Focus: Use Different Ways of Seeing the World for Success and Influence

HEIDI GRANT HALVORSON AND EDWARD TORY HIGGINS
Hudson Street Press

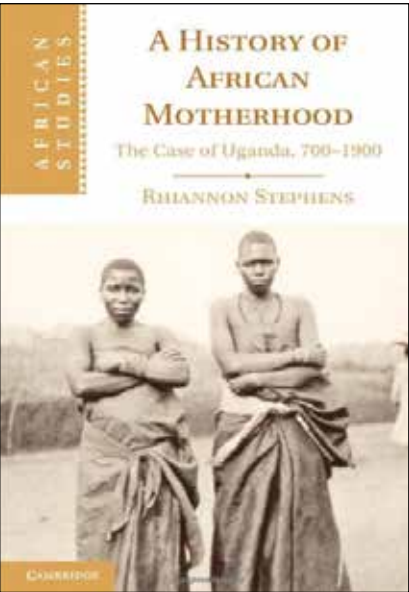
In their new book, Higgins, the Stanley Schachter Professor of Psychology and Professor of Business, and Halvorson, associate director of the Business School’s Motivation Science Center, delve into two different types of motivation that drive human behavior. Individuals who are promotion-focused want to advance and avoid missed opportunities. Those who are prevention-focused want to minimize losses and keep things working. The authors describe how these divergent approaches apply to a wide range of situations, from selling products to managing employees and even getting a second date. Once you understand focus, they argue, you have the power to use it to get the results that you want.



Floating City: A Rogue Sociologist Lost and Found in New York's Underground Economy

SUDHIR VENKATESH
Penguin Press

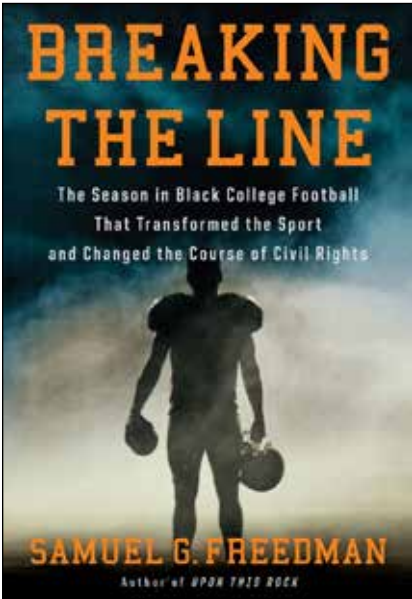
Sudhir Venkatesh, the William B. Ransford Professor of Sociology, interviews prostitutes and socialites, immigrants and academics, high-end drug bosses and street-level dealers to develop a portrait of New York’s underground economy, where illicit, often invisible transactions between rich and poor help weave together the whole city. Venkatesh shows how those who deal in drugs, sex work and undocumented labor bridge conventional divides between wealthy elites, desperate immigrants and destitute locals. By following a dozen New Yorkers in the shadowy world of illegal goods and services, he reveals New York’s vast underground economy to be an unlikely engine of social transformation and economic prosperity.



A History of African Motherhood: The Case of Uganda, 700-1900

RHIANNON STEPHENS
Cambridge University Press

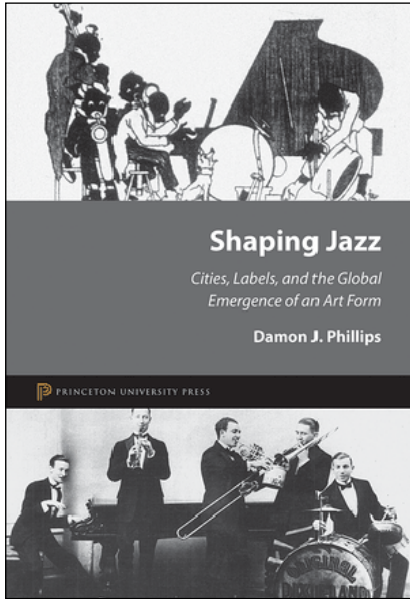
Stephens, an assistant professor in the History Department, explores the role of mothers in the North Nyanzan societies of Uganda. Motherhood created essential social and political connections that cut across patrilineal, cultural and linguistic divides. The importance of motherhood as a social institution meant that in chiefdoms and kingdoms, queen mothers were powerful officials who legitimated the power of kings. Using a centuries-long perspective and interdisciplinary approach that draws on historical linguistics, comparative ethnography, oral traditions and literature, Stephens shows the durability and complexity of motherhood in this African region.



Breaking the Line: The Season in Black College Football That Transformed the Sport and Changed the Course of Civil Rights

SAMUEL G. FREEDMAN
Simon & Schuster

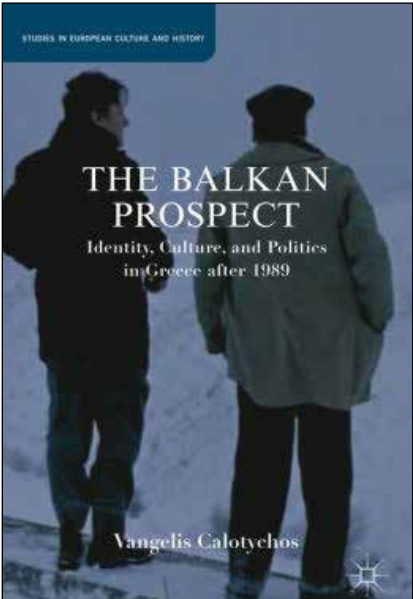
In September 1967, after three years of landmark civil rights laws and three months of urban riots, the football season began at Louisiana’s Grambling College and Florida A&M. The teams were led by two extraordinary coaches, Eddie Robinson and Jake Gaither, and two star quarterbacks, James Harris and Ken Riley. Freedman, a professor at the Journalism School, traces the rise of these four leaders as they stormed through the season, helping to compel the segregated colleges of the South to integrate their teams and redefining who could play quarterback in the NFL, who could be head coach, and who could run a franchise as general manager. Moving from the locker room to state capitol, from embattled campus to packed stadium, he captures a pivotal time in American sport and society.



Shaping Jazz: Cities, Labels, and the Global Emergence of an Art Form

DAMON J. PHILLIPS
Princeton University Press

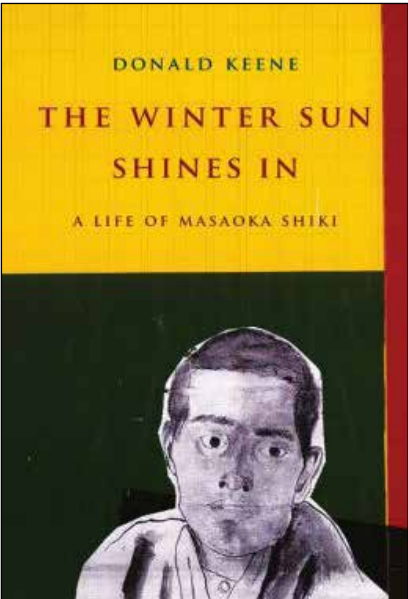
There are over a million jazz recordings, but only a few hundred tunes have been recorded repeatedly. Why did so few become jazz standards? Why do some songs get rerecorded by many musicians? Phillips, the James P. Gorman Professor of Business Strategy and a faculty affiliate at Columbia’s Center for Jazz Studies, explores the underappreciated yet crucial roles played by initial production decisions and markets in the development of early 20th century jazz. Phillips shows how record companies and their executives affect what music is created and its long-term popularity. Applying ideas about market emergence to a music’s commercialization, he offers a unique look at the origins of America’s groundbreaking art form.



The Balkan Prospect: Identity, Culture, and Politics in Greece after 1989

VANGELIS CALOTYCHOS
Palgrave Macmillan

Calotychos, associate professor of modern Greek literature and culture in the Classics Department, views the fall of the Iron Curtain and its significance from the perspective of Greece, which, in 1989, was alone among nations in being both European and Balkan. The borders separating Greek culture and society from its contiguous Balkan states came down, and Greeks had to reorient themselves toward their immediate neighbors and redefine their place in a new, more fluid world order. Calotychos shows how Greece and Europe were effectively held hostage to events in the Balkans at a moment when both intended to serve as the region’s welcoming hosts.



The Winter Sun Shines In: A Life of Masaoka Shiki

DONALD KEENE
Columbia University Press

Keene, University Professor Emeritus and Shincho Professor of Japanese Literature, charts the poet Masaoka Shiki’s (1867-1902) revolutionary and often contradictory experiments with haiku and tanka. Rather than resist the vast social and cultural changes sweeping Japan in the 19th century, Shiki instead incorporated Western influences, a process that ensured the survival of these traditional genres and made the haiku one of Japan’s most influential cultural exports. Using accounts of the poet by his contemporaries and family and his own extensive readings of Shiki’s writings, Keene highlights random incidents and encounters in an impressionistic portrait of the poet’s life.

ECONOMICS AND SOCIETY

Research Finds Outright Grants of Cash Are Surprisingly Effective Form of Aid to the Poor

By Georgette Jasen

The classic proverb says: If you give a man a fish, he will eat for a day. Teach him how to fish, and he will have food for a lifetime. Christopher Blattman's research suggests that if you just give the man cash, he will buy a fishing pole and learn how to fish himself.

Blattman, an assistant professor of international and public affairs and political science, recently completed a four-year study of a government-run program in northern Uganda that gave cash to groups of young people so they could learn a trade and start their own businesses. The results surprised him and convinced him that outright grants are the best way to give aid.

"I was very skeptical. I thought the money was bound to be wasted," Blattman recalled in a recent interview on campus. "But most people used the money responsibly and there were huge economic effects."

The data showed that after four years, most of those who received a cash grant were practicing a skilled trade, their income was up nearly 40 percent on average, and business assets increased 57 percent. "Astonishing numbers," Blattman said.

The program, funded by a loan from the World Bank, was designed to boost the Ugandan economy after 20 years of civil strife by encouraging young people—ages 16 to 35—to move from agriculture to skilled trades. The grants were only about \$400 per person, the equivalent of a year's income for most people in the area. To get the cash, applicants had to form a group with others in their village and submit a proposal showing how they planned to use the money, but there was no follow-up to make sure they used it for that purpose.

Grant recipients became carpenters, metal workers, tailors and hair stylists. Some of the money—about 10 to 20 percent—went for training, either at an institute or as an apprentice to a local artisan, but most of it was used to purchase tools and raw materials. Some of those small businesses grew large enough to hire paid employees, improving the economic situation in an entire village.



Cash grants helped young people in Uganda become metalworkers, carpenters, tailors and hair stylists.

"These were mostly farmers who had work 10 to 20 hours a week and earned about \$1 a day," Blattman said. "They're still farming, but now they're getting five to 10 hours a week from their trade. That can make the difference between eating twice a day or three times, or sending your children to secondary school or not."

The study was done as a randomized control trial with Nathan Fiala of the German Institute for Economic Research and Sebastian Martinez of the Inter-American Development Bank. The World Bank wanted a rigorous evaluation of a program that had been in effect for several years. Of thousands of applicants, 535 groups, each with about 20 individuals, were deemed eligible for grants. About half were chosen by computerized lottery to get the cash and an equal number served as a control group. The Ugandan government is continuing the program.

Blattman also was involved in a separate study of a program run by an Italian humanitarian organization, AVSI, which gave \$150 grants to 1,500 women in northern Uganda. Most of the women became traders, using the money to buy merchandise from nearby towns and villages and resell it. Doing so, they doubled their incomes to about \$20 a month.

In that study, the women were divided into three groups that all received some training, which cost about \$100 per recipient. One group had no follow-up, a second group had one follow-up visit from an aid worker to answer questions and provide support, and the third group had several follow-up visits.

The grant recipients who were followed and accountable for how they used the money did better than the others, but at a much higher cost—as much as \$1,800 per recipient, including the grant, training and follow-up visits, compared with \$250 without any follow-up. That's not cost effective, Blattman said. "The money could help five to 10 people instead of just one."

Blattman, who joined the Columbia faculty in 2012 after four years as an assistant professor at Yale, grew up in Canada. He earned his B.A. at the University of Waterloo and a Ph.D. in economics from the University of California, Berkeley. He did research on the impact of war and violence in Uganda for his dissertation, working with his wife, a psychologist who now is director of research and evaluation for the International Rescue Committee. His current research involves a program that gives unconditional grants and finds jobs for street youths in Ethiopia.

Programs that give cash grants work best in countries with a stable government where people don't have access to credit, he said, a description of half the developing countries in world. Unconditional grants have "a very high return on investment," Blattman said. "Most of the poor are deserving and use the money responsibly. They wouldn't otherwise be able to invest."



Business Prof. Probes The Hidden Economics Of Almost Everything

By Gary Shapiro

Who says economics is the dismal science? A quick glance at the range of topics Columbia Business School Professor Ray Fisman has tackled suggests otherwise: the parking behavior of U.N. diplomats, discussed in a 2007 article in the *Journal of Political Economy*, and racial preferences in dating, explored the following year in the *Review of Economic Studies*.

Fisman, the Lambert Family Professor of Social Enterprise at Columbia, is an eclectic scholar whose research is just as likely to show up in academic journals as in online publications like *Slate*, where he has a monthly column.

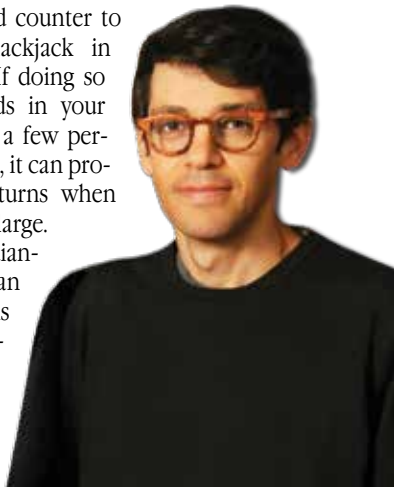
His latest book, *The Org: The Underlying Logic of Office Life*, co-authored with Tim Sullivan, editorial director of Harvard Business Review Press, was published earlier this year to glowing reviews. "An amiable guide, enjoyably wry without being jokey," said *The Wall Street Journal*. And *Fortune* praised it for its "casual, engaging" style.

The book explores the organizational economics of office life, from the lowly cubicle to the CEO's corner office. Their conclusion—that no matter how annoying, organizations are essential to get anything done—is illustrated through case studies of organizations as diverse as McDonald's, al-Qaeda and the United Methodist Church.

Whoever would have thought that al-Qaeda—a decentralized global terror network of devout, if not fanatical, believers—would require its members to fill out expense reports? Well, it does, according to Fisman and Sullivan, citing documents captured by the U.S. military. "If even they need expense forms to prevent people from misusing funds, what hope is there for the rest of us for a life without paperwork?" Fisman says.

Elsewhere, in a discussion of why exceptional CEOs are worth their high compensation, Fisman asks why you would want to hire an experienced card counter to gamble at blackjack in your place. If doing so shifts the odds in your favor by even a few percentage points, it can produce huge returns when the stakes are large.

The Canadian-born Fisman received his Ph.D. in business economics at Harvard in 1998 and worked as a consultant in the Africa



division of the World Bank before joining Columbia in 1999. He earned his bachelor's degree at McGill University.

For his first book, *Economic Gangsters: Corruption, Violence and the Poverty of Nations*, co-authored with Edward Miguel and published in 2010, Fisman set out to solve the problem of whether corruption and violence cause poverty or vice versa. While Fisman finds that the issue is far from resolved, he said causation almost certainly runs in both ways. (It's a chicken and egg question, he found.) "In graduate school, I practically lived out of a suitcase many months of the year," he said.

In 1998, he flew to Jakarta, Indonesia, to study the decline in the market value of companies associated with President Suharto, who was forced to resign amid an Asian financial crisis after three decades in office. His finding? Stock market values of businesses connected to the Suharto family rose or fell with the dictator's health.

Closer to home, Fisman tabulated the parking violations of U.N. officials to find out whether diplomats from certain nations were more apt to rack up parking tickets. "The study emphasizes the role of cultures or norms," Fisman said. "There's a strong norm of legal compliance in, say, Sweden. Less so in Mozambique."

He found that cultural norms did play a big role: Diplomats from countries where corruption was more accepted accumulated significantly more unpaid parking violations—at least until 2002, when the city, in an agreement with the State Department,

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How Nations Flourish

continued from page 1

that he saw around him. In the 1960s and 1970s, he applied this perspective in studying unemployment, economic growth and business swings. In work that earned him the Nobel Prize in Economics in 2006, he showed how expectations and incomplete information play a role in the complex linkage between unemployment and inflation. The Center on Capitalism and Society was founded in 2001 to study the workings of well-functioning modern economies. Capitalism is the starting point of the conversation.

Now, with his new book, Phelps expands his perspective to innovation. He does not believe that economic growth necessarily flows top-down from either scientific advances or the leadership of top business executives. "I don't feel comfortable with elitism," he said. Rather, he's more interested in "inclusion"—exploring how as many people as possible can enjoy the benefits of society.

Phelps lays some blame for the appreciable decline of dynamism, which he sees starting in the 1970s, on the doorstep of myopic CEOs whose short-term thinking has often stifled innovation, which, he argues, tends to come from outsiders.

"Most innovation wasn't driven by a few isolated visionaries like Henry Ford," he writes. "Rather, it was driven by millions of people empowered to think of, develop, and market innumerable new products and processes, and improvements to existing ones."

Phelps blames both socialism and corporatism for dampening economic dynamism. An expansive state, big corporations and

big banks, and, in some of the once-dynamic nations, big labor, he says, cast a pall on the market with reams of regulations, red tape, lobbyists and litigation. The economy would benefit if future regulators took internships in any number of industries that the misplaced zeal of their predecessors has diminished.

Phelps' previous books include *Rewarding Work*, which tackles the problem of unemployment and low wages. He also wrote a textbook, *Political Economy: An Introductory Text*, that he calls a "four-year labor of love."

He earned his bachelor's degree from Amherst and Ph.D. from Yale. His first job out of graduate school was with the RAND Corporation, followed by appointments at Yale's Cowles Foundation and then a tenured professorship at the University of Pennsylvania. He joined Columbia in 1971. In 2010, he was named dean of the New Huadu Business School at Minjiang University in Fuzhou.

A multidisciplinary thinker, he credits another famous Columbian, Jacques Barzun, the cultural historian who died last year, for helping him identify the modern values beginning to emerge in Europe around 1500 that made economic dynamism possible.

Is he optimistic that the U.S. will recover its dynamism? "I try very hard in my book to offer some hope," he said, pausing to add that he remains cautious about making predictions. "When people have the right attitudes, they get the kind of economy that delivers the good life," he said.



COLUMBIA PEOPLE

Annette Lopes



WHO SHE IS: Executive director of human resources for Facilities

YEARS AT COLUMBIA: 21

WHAT SHE DOES: Lopes supervises a staff of nine from an office on Morningside Drive. Facilities, which is responsible for maintaining the University's buildings and grounds, cleaning and security, as well as construction projects, has 1,200 employees. Its own human resources department handles payrolls, distributes paychecks, helps to resolve contract issues for 800 unionized workers, and deals with questions about such issues as vacation, parental leave and job postings. Lopes gets involved in as many as three job fairs each year, recruiting members of the community to work at Columbia. She also coordinates with the University's employment center at 125th Street and Broadway, where local residents can find out about jobs and get referrals to training programs that provide needed skills. "There's no such thing as a typical day," Lopes says.

ROAD TO COLUMBIA: Lopes, now 48, first came to Columbia as a high school sophomore in the Double Discovery program, which provides academic enrichment and mentoring for low-income and first-generation college-bound students in upper Manhattan. "I was so scared," she says. New York was overwhelming after living in Puerto Rico for nine years; while she lived on West 104th Street, she rarely ventured north of 110th Street. The program helped her "break barriers," she says, and she realized she could go to college. She went to Fordham at night while working as a church receptionist and earned a bachelor's degree in psychology. Then she got a job with a program for at-risk children in the South Bronx. Later, at a city employment center, she helped create programs for Spanish-speaking job applicants to learn English and other skills necessary to get work. In 1992, she came to Columbia as an assistant registrar. After 10 years in student services, she joined Facilities as director of human resources in 2003. Meanwhile,

in 2001, she earned a master's degree in public administration through the executive M.P.A. program at the School of International and Public Affairs.

BEST PART OF THE JOB: "Being able to help people solve their problems," Lopes says, "that makes your day." Sometimes employees come into her office with a question about benefits or for help filling out a form; she makes a phone call on their behalf or shows them how to navigate the computer system. She loves seeing people she helped get jobs on campus. There are three events she looks forward to every year: move-in day at the beginning of fall semester, seeing the lights go on for the winter holidays, and Commencement.

MOST MEMORABLE MOMENT: Working her first registration in 1992, before the system went online. "When I was hired they told me I had good customer service skills," she says. "That didn't help when the doors opened. Hundreds of students were running from table to table trying to get the courses they wanted." Lopes recalls a colleague, now retired, telling her soon after she started that she wouldn't last because she was "too nice." More than two decades later, she's in a supervisory position and colleagues still say she's nice, says La-Verna Fountain, vice president for construction business services and communications.

IN HER SPARE TIME: "What spare time?" Lopes asks. Her younger daughter, age 20, is a junior at St. John's University in Queens and lives on campus but comes home for occasional weekends. Lopes and her husband, a New York City police officer, do household tasks like food shopping and laundry. She may go to the movies or plan another activity with her older daughter, who is 23 and has autism. Lopes is involved with Autism Speaks, an advocacy organization that sponsors autism research and activities for families and the public. The whole family participates in the organization's annual fund-raising walk, then they go out for dinner afterward.

— By Georgette Jasen

Economics of Everything

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cracked down on violators and began to collect on unpaid tickets. More recently, assisted by new disclosure laws requiring Indian politicians to list their financial assets, Fisman has begun researching how much politicians benefit financially from public service. Preliminary results suggest that the benefits accrue the longer you hold office.

Fisman, who directs the Social Enterprise Program at the Business School, is often cited in popular media. His two-year study of speed dating, which produced two scholarly articles, found that men respond more to physical attractiveness than women, while women care more about intelligence and the race of their partner.

His columns for *Slate* are often counter-intuitive—a recent one was titled "The Most Efficient Office in the World: It's run by the U.S. government." Headlines are written by *Slate* editors, but last year Fisman vetoed one for an article on teaching ethics to business school students.

The proposed title was, "Training the Liars and Cheaters of Tomorrow." After he insisted on the more neutral, "Can You Train Business School Students To Be Ethical?" Fisman learned an economics lesson of his own: The blander headline led to a drop in Internet traffic.



SOCIOLOGY PROFESSOR STUDIES THE RISE OF WOMEN IN AMERICAN EDUCATION

By Bridget O'Brian

As someone who studies inequality, Thomas DiPrete has no end of material to work with in modern-day America.

DiPrete's work encompasses social inequality and mobility, education, and gender. In his most recent book, *The Rise of Women: The Female Advantage in Education and What it Means for American Schooling*, written with Ohio State University sociologist Claudia Buchmann, he tackles the question of how and why women have overtaken men in college completion.

"The landscape is a bit complicated, but the old reality of girls being behind boys when it comes to educational attainment no longer exists," said DiPrete, Columbia's Giddings Professor of Sociology.

Girls overtook boys in rates of college attendance and completion because of a multitude of factors, including rising labor market opportunity for women, rising educational aspirations for girls, a catch-up in math and science college prep courses in high school and higher average performance by girls in their courses.

"Young men don't prepare as well in middle and elementary and high school as do the girls," he said. "As a consequence, boys are less prepared than the girls are to get through college."

The shortfall in male performance has multiple causes, but a lower average level of engagement with school is a major component. Boys need to take a lesson from sports, he said, an area where they are more inclined to practice and prepare.

"Boys know that you can't aspire to be on the varsity

basketball team in high school if you don't commit to developing your basketball skills in middle school," he said. "They don't understand the extent to which academics is like basketball."

The female advantage in college completion rates hasn't, however, erased the gender gap in most science and engineering fields. "There were hardly any female engineers in the early 1980s, and now it's about one in seven," DiPrete said. "There's been some progress, but certainly not enough."

As co-director of Columbia's Center for the Study of Wealth and Inequality, DiPrete's research interests touch on some of the most hotly debated topics in American society.

For example, in 2007, he published an article titled, "Is This a Great Country? Upward Mobility and the Chance for Riches in Contemporary America," which showed that Americans typically overestimate their chances of ever being rich even by the modest definition of "rich" used by the majority of Americans.

DiPrete combines a strong science background with a deep interest in social issues. He earned a bachelor's degree in humanities and science at MIT and a master's degree in statistics along the way to his Ph.D. in sociology here at Columbia. He taught at the University of Chicago and Duke University before joining the Columbia faculty in 2004.

One of his current research projects examines executive

compensation, which continues to rise both in absolute terms and in proportion to the pay of the average worker.

He is looking at data that he and a Columbia graduate student have collected about the peer groups companies use as benchmarks when they set compensation for their



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FACULTY Q&A

FARAH GRIFFIN

POSITION

William B. Ransford Professor of English and Comparative Literature and African American Studies

JOINED FACULTY

2001

HISTORY

Director, Columbia's Institute for Research in African American Studies. 2003-2006; 2009-2010.

Program Director, Schomburg Scholars-in-Residence Program. Schomburg Center for Research in Black Culture. September 2012-present.

Affiliate Faculty, Columbia's Center for Jazz Studies. 2001-present.

Associate Professor, English Department, University of Pennsylvania. 1994-2000.

Assistant Professor, American Studies Program and English Department, Trinity College. 1991-1993.

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A. The Harlem Renaissance is perhaps the most popular historical period for people who are interested in the history of Harlem or African American studies because it was so vibrant. The 1940s were just as exciting in many ways—Harlem had come through the Depression, which brought with it a kind of radical politics that had always been there but became more prominent as people tried to address the economic devastation that the community had suffered. So we have the remains of that kind of radical politics in the '40s, but also a new sense of possibility as the country goes to war—a war for democracy, a war against fascism. African Americans begin to press for their own rights, and Harlem is central to that.

Q. *Your new book focuses on three female artists. Why did you choose them?*

A. *Harlem Nocturne* focuses on three African American women during the war and immediately after: the novelist Ann Petry, the choreographer/dancer Pearl Primus and the composer/pianist Mary Lou Williams. They were all innovative artists, but they were also very politically engaged. I decided to write about them because I realized that very few contemporary audiences were aware of them. Yet during the '40s they were very well known. I think they fell into semi-obscurity as the times became more conservative, as people who had left-wing politics were silenced. And aesthetics change. They went out of style, so to speak.

Q. *Harlem Nocturne shows how these women helped pave the way for the civil rights movement. You talk about several different kinds of movement in the book. Can you elaborate on that idea?*

A. Movement, the very notion of movement, basically gives the book its momentum. I think about movement in a number of ways. We often think of the civil rights movement as culminating in the 1960s after the Montgomery bus boycott in the '50s. What I wanted to do was extend that sense into the '40s to show that many of the things that we associate with the '50s and '60s—boycotts and freedom rides and sit-ins—were actually starting in the '40s. These women were very much aware that they were taking part in a movement. It was a political movement that gave them a sense of purpose and a vocabulary and a set of goals. Then, as an interdisciplinary scholar, I always try to look for ideas that let me talk about different forms of expression together. It's hard to talk about dance with music with writing. Yet in all three of these forms, movement is very important, whether it's the movement of one dance step to another, or the movement from one note to another, or movement in writing. The last definition of movement involves the mass migration to Harlem from the Caribbean and the American South.

Q. *You also write about the "confinement of mobility." What does that mean?*

A. In the last 20 or so years many of us who work in African American studies have emphasized the importance of movement and migration in the experience of peoples of African descent, starting with the Middle Passage and then various labor migrations and even runaway slaves. Movement is the dominant way of thinking about that experience. But there's been a recent turn where we've begun to consider the ways that these people were also



EILEEN BARRISO

confined. For instance, think about the Middle Passage as a movement of thousands upon thousands of people in the holds of ships, or enslaved people who were being chased by bounty hunters and dogs, or the confinement of urban populations into residentially segregated neighborhoods. Movement is very important, but we can't conflate it with freedom or freedom of movement because there's a kind of confinement that goes on at the same time.

Q. *Are we still in the civil rights movement?*

A. I do think that we are still engaged in what we call the black freedom struggle, without question. I think that sometimes we tend to think that it's over because so many of us seem to have arrived at places like Columbia. But I think that the long-term view teaches us to be forever vigilant of where that struggle moves and how we have to always continue to be engaged in it.

Q. *These women would be thought of today as practicing "high art." Now we live in a culture that's very celebrity-driven. Can popular culture spark the type of political movement you write about?*



Composer Mary Lou Williams



Novelist Ann Petry

A. Although we look at these women as practicing forms of high art today, I think all of them saw themselves as engaging in forms of popular art. Mary Lou Williams produced music that was performed at Carnegie Hall. To us, that's high art. At the time, though, jazz was seen as a popular art form, dance music. The black press in particular followed her in the way we follow contemporary pop culture celebrities. Ann Petry, because she's trying to write very sophisticated literature, might be seen as engaging in high art forms, but she's also trying to write short stories which were being read the way people read blogs today—short stories which could be read on a subway ride and published in journals and magazines that people would carry in their purse or back pocket. Pearl is dancing in a modern dance context, but it's not entirely on the concert stage, she's dancing in nightclubs. Any art form can engage in and be part of a political movement. It's challenging because popular art is also commercial art and has to have a commercial appeal, but I don't think that that necessarily means that it can't be engaged in political movements as well.

Q. *Did these women know each other? Did their lives intersect?*

A. Pearl Primus and Mary Lou Williams knew each other, they worked together at Café Society, they were friends. Mary Lou even dedicated one of her songs to Pearl. Pearl danced to Mary Lou's music. They performed together. I have no evidence that Ann Petry knew either of them. She knew who they were but she did not know them, and she didn't really socialize in the same way that they did. She was a writer and that's a pretty solitary pursuit.

Q. *These women helped usher in the civil rights movement. Did they also have an impact on feminism?*

A. Yes, definitely, even when they weren't consciously trying to do so. Ann Petry was aware that she was also writing about gender issues. She gives us characters who are facing problems because they're black, they're poor and they're women. Mary Lou Williams is very much aware that she's a woman in a male-dominated field, but she's not calling attention to her difference. She's trying to compete on masculine terms. I don't think that she's as conscious about being feminist—she might even reject that term. But because she is such a pioneer, she certainly is opening doors for women that would not have been opened without her.

Q. *Do you think Harlem is still so central to African American life in America today?*

A. I think Harlem will always be central to African American life, if only because of its significance historically. I don't think that it is necessarily the center of black life in the way that it was in earlier decades. That center has moved, there are multiple centers. A place like Brooklyn, for instance, has a kind of vibrancy, as do global centers that have access to media in ways that Harlem had in the past. So Harlem shares its centrality now in ways that it might not have before, but it will always have a central place.

Q. *Columbia's Institute for Research in African American Studies is celebrating its 20th year. You were once its director and still do work there. What has the institute meant for the University and for your work?*

A. The Institute for Research in African American Studies is actually one of the younger African American studies programs in the country. It was founded in 1993 by Manning Marable and immediately became one of the most significant institutes in the field. The level of scholarship, but also the level of engagement with the public, made it a very important unit, both nationally and locally. It made Columbia a nationally recognized place for African American studies. It absolutely influenced my work, especially this project. I don't think this book would have been quite the same had I written it anywhere else. My conversations with the late Dr. Marable, Steven Gregory and Robin Kelly helped shaped the emphasis on politics in the book. While politics would have always been a part of it, I don't think that it would have been as central had I not been engaged in those conversations.

COLUMBIANEWS ON THE WEB

For a video of Professor Griffin discussing her work, visit news.columbia.edu/griffin.



What, Me Worry?

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classes. His schoolmates included other future cartoonists such as Will Elder, Harvey Kurtzman and Al Feldstein. “There are so many of us who came out of Music & Art who would have been called anti-establishment at that time,” said Jaffee. “We were rebels and we found that the best way to express this rebellious streak was by drawing cartoons that exposed the inanities of society in a humorous fashion.”

Finding a job after graduation, however, was no easy task at the tail end of the Depression. “The comic book business, which began here in New York, was a savior,” said Jaffe. “They didn’t care whether you were white, black or Jewish. All they cared about was whether you could create Superman or Batman.”

Jaffee created the character Inferior Man for cartoonist and entrepreneur Will Eisner, *The Spirit* creator whose book-length comic *A Contract with God* is considered the first graphic novel. He also produced comic books for Stan Lee, former president and chairman of Marvel Comics, in the 1940s. And his *Tall Tales* comic strip had a six-year run in the *New York Herald Tribune*.

But his trademark questioning of authority found its fullest expression in his work for *Mad*, where he created the fold-in. An optical trick question, the fold-in is an elaborate full-page drawing that when folded reveals the simple, funny visual answer. Jaffee, whose fold-ins turn 50 next year, became *Mad*’s chief designer of intricate gadgets and gimmicks and created countless cartoons that poked fun at such Jaffee pet peeves as planned obsolescence.

“Al Jaffee has always done two things at once,” said David Hajdu, an associate professor of journalism at Columbia and author of *The Ten-Cent Plague: The Great Comic-Book Scare and How It Changed America*. “He is a first-rate comic gagman and a fine social critic; both jobs are precious and rarely companionable. How important is his archive? Only Jaffee could come up with a snappy answer to that stupid question.”

The archives will arrive at Columbia in several stages. The first phase, arriving this month, will include magazine artwork, notebooks, fan mail, photographs and biographical materials used for Mary-Lou Weisman’s 2011 biography, *Al Jaffee’s Mad Life*.

“It would be difficult to find anyone born in this country after 1950 who hasn’t been affected in some way by *Mad*, and Al Jaffee’s work has been the most consistent feature of the magazine for half a century,” said Green. “These archives reveal the range of Jaffee’s



Jaffee’s 1969 fold-in cover spoofs modern art. Fold A to meet B to see Jaffee’s take.

work beyond what most people know of him, as well as the nature of his process, both of which are critical to researchers.”

Sam Viviano, *Mad* art director and a longtime colleague of Jaffee’s, summed it up when he said, “Jaffee’s many contributions to comic books, the funny papers, magazines and advertising add up to a monumental critical analysis of American society.”

COLUMBIANews ON THE WEB

For a video of Al Jaffee discussing his career and archive, visit news.columbia.edu/jaffee.

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The Rise of Women

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top executives, data that are public because of a 2006 regulation by the Securities and Exchange Commission.

“Large companies virtually all say they decide how much to pay their CEOs by using the pay of peer company CEOs as a benchmark,” he said.

That assertion let him to examine the data to see specifically which companies they were comparing themselves to. Were they roughly the same size and in the same industry, or market niche? Or were they what he calls “aspirational peers,” that is, companies that are larger and whose CEOs are particularly well paid?

Di Prete found a systematic upward bias in the “peer” groups, and he is now studying whether public revelation of this information might change the benchmarking process.

He is also beginning an interdisciplinary study with professors in the Department of Computer Science, the Mailman School of Public Health and the School

“Young men don’t prepare as well in middle and elementary and high school as do the girls. As a consequence, boys are less prepared than the girls are to get through college.”

of Social Work to understand the spatial dynamics of poverty in New York City.

“We want to collect data on the movements of people in disadvantaged neighborhoods, to better understand where they live and how their ability to access resources outside their neighborhoods affects the quality of their lives,” he said.

The plan is to follow the spatial movements of a sample of New York City residents over several weeks to determine the connection between their spatial environment and their socioeconomic and health outcomes.

“We’re trying to understand the extent to which they are disadvantaged, partly due to where they live,” he said. “There’s a lot of interest in this topic.”

COLUMBIANews ON THE WEB

DIY ENGINEERING



Computer Science professor Shree Nayar’s Bigshot build-it-yourself digital camera kit has now come to market. Designed as an educational tool for “kids from 8 to 108” interested in how cameras work, the kit highlights camera-related engineering concepts—optics, mechanics, electronics and image processing. For a video on Bigshot, visit news.columbia.edu/bigshot.

FIRST STOP U.N., NEXT STOP COLUMBIA



Many presidents and prime ministers, in the city for the U.N. General Assembly, put speaking at the World Leaders Forum on their agendas. Eleven heads of state, including Horacio Cartes, president of the Republic of Paraguay (pictured here), were on campus. For a slideshow of all of the leaders in attendance, visit news.columbia.edu/wlf2013.