



2401 (twen 'tē fôr 'ō, wun) is a landmark number along Taft Avenue. It is the location ID of De La Salle University, home to outstanding faculty and students, and birthplace of luminaries in business, public service, education, the arts, and science. And 2401 is the name of the official newsletter of DLSU, featuring developments and stories of interest about the University.

01 DECEMBER 2009. VOLUME 41. NUMBER 13. 12 PAGES



CCS demonstrates RP's first empathic computing space

see page 3

Faculty presents framework on pre-school management



DLSU celebrates Lasallian Action Week



Symposium tackles economics of climate change





FACULTY PRESENTS FRAMEWORK ON PRE-SCHOOL MANAGEMENT

Dr. Lilia Dino Bautista of the Educational Leadership and Management Department delivered her paper titled, "Framework for the Effective Management of Pre-schools" at the inaugural Asian Conference on Education (ACE) held last October 24-25 in Osaka, Japan.

She was one of only three paper presenters for the Session on Educational Leadership and Management. Dr. Joseph Haldane from the organizing committee invited her to deliver the lecture, following her presentation at the Hawaii Conference on Education 2008.

Bautista's framework was developed over years of teaching and managing schools and most recently,

from her experience in establishing a pre-school in Calatagan, Batangas.

Also featured in the forum were authors from all over the world, representing many disciplines and approaches. The event, staged by the International Academic Forum and its global partners, carried the theme "Local Problems, Global Solutions."

"At ACE 2009, we encourage you,

as academics working throughout the world, to forge friendships and working relationships with other participants across national, religious, and disciplinary borders," wrote Takayuki Yamada and Norio Hasebe, chairman and president of the International Academic Forum, respectively, in their message to the participants.

CCS DEMONSTRATES RP'S FIRST EMPATHIC COMPUTING SPACE

College of Computer Studies' Center for Empathic Human-Computer Interactions (CEHCI) had a demonstration of the Philippines' first physical empathic computing space last November 20 at Room 402 of the Gokongwei Building.

The space is equipped with a sensor network to identify its current occupant, recognize his emotions, and respond in an empathic manner. By empathic responses, the space can mirror its occupant's emotion via adjustment of ambient parameters such as temperature, lighting and background music.

The demonstration featured cameras and physiological sensors used to recognize the emotions of the room's occupant, aside from a set of sensors and motion-tracking cameras used to determine user location in the space. Moreover, the software that can predict occupant activities in the space was also demonstrated.

Constructing and developing the space was made possible with the support of DOST-PCASTRD, Osaka University's Numao Laboratory, Brains Corporation, and the team of CEHCI faculty and students. Dr. Masahiro Fukuta,

director of Brains Corporation, was present during the demonstration.

Aside from Brains Corporation, the center is also in close collaboration with the Numao Laboratory and the Department of Architecture for Intelligence of the Institute for Scientific and Industrial Research of Osaka University.

Currently, the center is engaged in building a corpus of Filipino emotion expressions in face and voice, as well as the development and integration of various software modules that drive the space.





Photos from the Lasallian Pastoral Office

DLSU CELEBRATES LASALLIAN ACTION WEEK

Through the efforts of the Lasallian Pastoral Office (LSPO) and the Center for Social Concern and Action (COSCA), De La Salle University's annual Lasallian Action Week was held last November 16-20 with a number of activities lined up for all members of the community.

With this year's theme, "Pananampalatayang Lasalyano; Nagmamalasakit, Nakikialam, Nakikiisa," the Lasallian Action Week focused on good governance, youth-at-risk, education, the upcoming National Elections, and the environment.

Part of the weeklong celebration was an exhibit titled, "Lasallian Ka-faith in Action: An Exhibit on the Lasallian Guiding Principles" that featured the Guiding Principles of the Philippine Lasallian Family and how the community has been actively responding to its call of forming all the members into persons laden with the spirit of faith, zeal for service, and communion in mission.

Also, a film showing activity was held last November 16 and 19 at the Waldo Perfecto Seminar Room, where a documentary of GMA Network's Reporters' Notebook titled, "Batang Kalakal, Batang Langoy" and "Break the Silence: A Trilogy" were shown, respectively.

Another activity was an environmental forum titled "Baby Steps for a Greener World" held last November 17 and 18 also at the Waldo Perfecto Seminar Room. The forum, which aimed to challenge Lasallians to take up their role as stewards of God's creation, featured speakers from Non-Government Organizations Climate Project and Mother Earth Foundation.

Other activities during the week included Eucharistic celebrations; a photo contest exhibit organized by the ProArchers Photography Club (DLSU Graduate Students) and UNITED (Union of Students Inspired Towards Education); and the annual boodle meal at the Central Plaza.

The weeklong celebration culminated with a joint tree planting activity by COSCA and LSPO with various members of the DLSU One Million Trees and Beyond Project. As their contribution to the reforestation of Mt. Malabanban, San Pablo, Laguna, they planted native Philippine trees that are endemic to the area.

Recently, a billboard for a garment retailer went up along EDSA featuring a model with no upper clothing with her back to the camera. This would have been just another in the long series of billboards showing partial nudity along the main highway except for one thing: the actress is a prime time star with a rather wholesome image. Expectedly, some critical comments went around in the Internet, prompting the manager of the actress to defend the billboard as simply a matter of "fashion", "classy", and a sign of the actress' growth.

The critical comments are not surprising given the popularity of this actress among the young. While we have seen the steady increase in body exposure in billboards in the past years, a topless female youth figure in a billboard crosses a clear line that deserves careful evaluation. Of course, any nudity in this most public of mass media should be the subject of critical discussion in the public interest. Images of such size which even young people in passing cars can see should be subject to scrutiny if only to ensure that they are not offensive to community norms of propriety.

The Outdoor Advertising Association of the Philippines (OAAP) acknowledges this fact. Its Code of Ethics states that "being an integral part of mass media, we are cognizant of the powerful influence of outdoor advertising on society". Surprisingly, though, a search through the Code will not show any occurrence of the words "community", "norms", "appropriate", or even "decency".

The Code does call for the screening of "materials that show partial or total nudity or skimpy attire or any visuals/copy/elements that suggest sexual stimulation or satisfaction or gratification." The use of the verb "suggest" leaves plenty of room for interpretation, however, and without an overarching principle of community decency to anchor the provision, a lot of nudity can slip through.

Thus, I find the Code too narrow in its ethical guidance on billboards, especially given the latter's power over the public



SEX & BILLBOARDS

by Dr. Benito Teehankee

mind. Anyone who remembers what school was like would remember the posters that were everywhere—in classrooms and around campus. Teachers use visual displays to communicate important messages related to personal values, virtue, attitudes and even behaviors. Psychologists have long established the powerful impact of such visual messages on people, especially the young.

What ethical issues arise from the use of sexual images in billboards? The first relates to the major purpose of advertising itself which is to inform the public about the features and benefits of particular products and services. In fact, it is this “right of the public to know” which gives fundamental protection to all mass media in a democratic, free-market society. Consumers need truthful, relevant and timely information to make rational decisions about purchases. When sexual images such as nudity are used in billboards, in what sense do they inform the public?

In most cases, sexual images are not used to inform at all but merely to persuade and influence, not through rational means but through subtle implication. Researchers Lambiase and Reichert have identified three ways that sexual messages are integrated in advertising in order to influence consumer thinking: sexual attractiveness for the consumer, likely engagement in sexual behavior, and feelings of being sexy or sexual.

The trouble with such persuasive uses of sexual images is that they discourage rational decision-making and amounts to little more than psychological manipulation. Obviously, advertisements which manipulate consumers do not deserve the protection of mass media which are supposedly meant to inform the public.

Plato has been quoted as saying that “the body intrudes...into our investigations, interrupting, disturbing, distracting, and preventing us from getting a glimpse of the truth.” More recently, psychologists have been analyzing the impact of psychological



manipulation in sexual advertising or what they neutrally term as “sex appeals”. They have found that while sex appeals improved the viewers’ positive thoughts about and recall of the advertising message, this came at a price to the viewer. Sex appeals tend to interfere with thoughts about the product and the message as well as inhibit counter-arguments in the mind of the viewer. In short, sex appeals short-circuit the mind’s natural rationality and replace this with positive feelings associated with sexual imagery.

A second issue that has been raised against sexual images in advertising, and which applies more strongly to billboards, is that they send essentially unnatural and, as a result, demeaning messages. Business ethicist John Cohan argues that such ads “redefine attractiveness from something natural to an unattainable ideal”. The utter artificial flawlessness of human bodies in 50-foot billboards implies an essentially demeaning and manipulative message.

Jacobson and Mazur argue that “by inviting women to compare their unimproved reality with [such]...perfection, advertising erodes self-esteem, then offers to sell it back—for a price.”

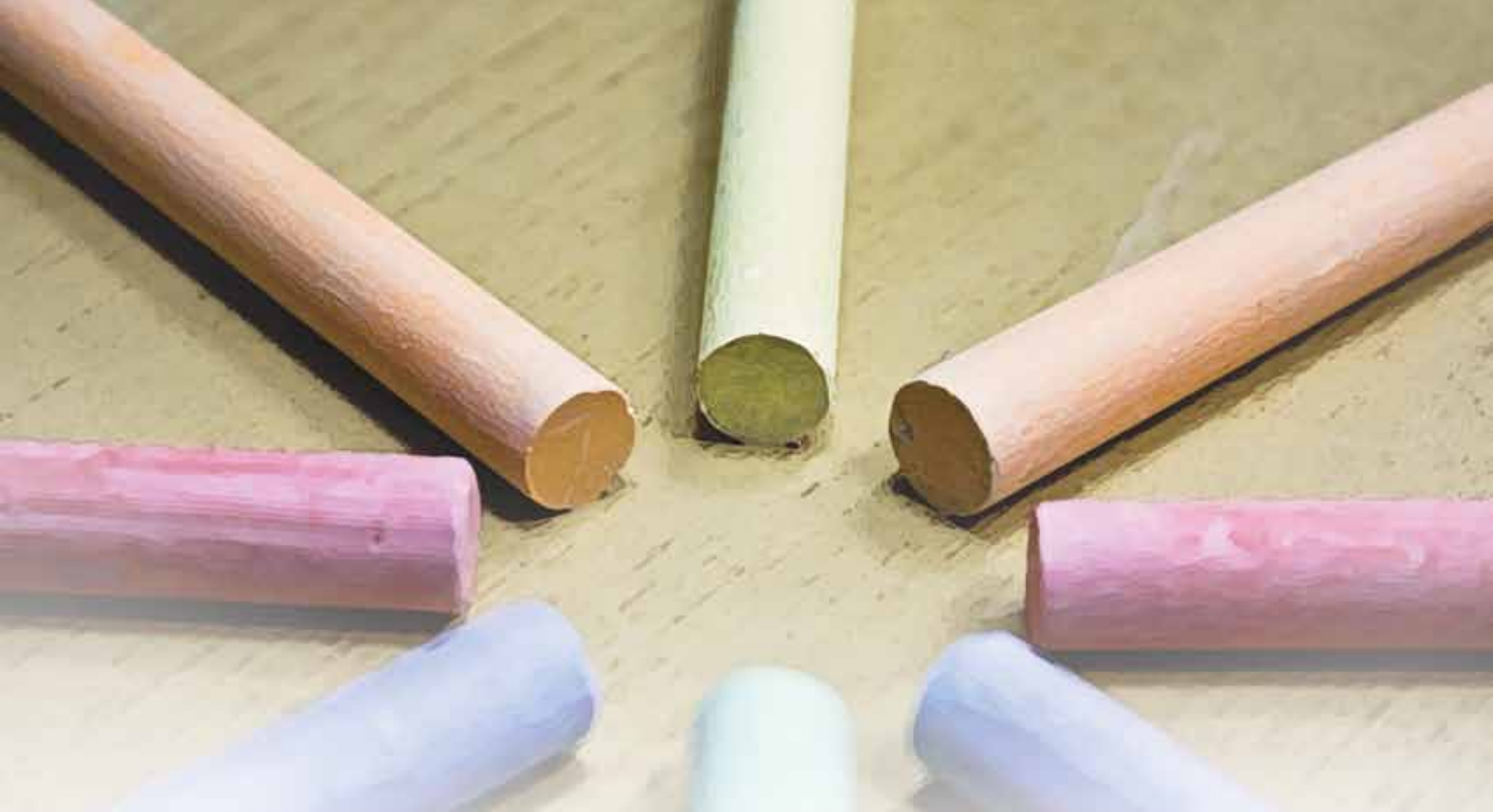
Thus, this style of advertising dissuades against the cultivation of inner beauty. Not surprisingly, such ads have cultivated the desire of women to aspire for mythical standards of beauty which are often only possible through costly, and sometimes dangerous, surgical intervention. The reported cases of disfigurement, injuries and death related to cosmetic surgery operations in the country is an inevitable result of this obsession with an unattainable physical beauty propagated in part by sexual advertising.

A third ethical objection against sex-oriented billboards is that they erode traditional conventions of virtue and modesty among women and, therefore, slowly undermine the country’s social fabric. Women, because of their tender qualities and crucial nurturing

roles in the family and in the community have always been afforded a high level of respect in Philippine society. Although we have come a long way from the Maria Clara ideal, Filipina women are still raised in the exercise of virtues such as modesty and prudence. These are not trivial considerations for a society which values the family and the raising of upright children. By extolling immodesty in the highways of the land, these billboards are conditioning the young generation to forget traditional community values.

A final and practical problem is that these billboards pose a safety threat to the motoring public. Billboards, of course, rely on their ability to attract attention and, therefore, send a message. But sexual images attract attention much longer than necessary for the message to be sent. The driver who understandably lingers too long to take in the alluring images may find himself in a collision before he knows it. These billboards are found in highways, after all, where high speeds are to be expected. Shouldn’t considerations of public safety override the commercial interests of companies?

Companies should take care not to let their pursuit of profit override their basic sense of decency and concern for the community. Perhaps, in specific contexts and for exclusively mature audiences, nudity has a place in advertising. But it doesn’t belong in billboards.



UNESCO CONFAB FEATURES ICT IN TEACHER EDUCATION

De La Salle University participated in UNESCO's First Philippine Conference on ICT in Teacher Education last October 26-30, together with other Philippine universities and Intel Philippines.

The conference, which aimed to enhance educators' skills in integrating technology to teaching and learning, was attended by 40 elementary and tertiary level teachers from DLSU, UP College of Education, Mariano Marcos State University, University of the East, and Cebu Normal University.

Representing DLSU in the conference were College of Education Dean Dr. Roberto Borromeo and Science Education Department Chair Dr. Auxencia Limjap.

The program opened at the National Institute for Science and Mathematics Education at the UP Diliman campus. Parallel workshops were conducted last October 27-29 on topics such as peer coaching, Intel Teach Web 2.0 tools, ICT integration in classrooms, and curriculum development. The ICT integration parallel workshops were done in DLSU.

Among the workshop speakers were Dr. Miao Feng Chun and Benjamin Vergel de Dios of UNESCO Bangkok.

LASALLIANS

ON
THE
D.O.T.

DEFINITELY ON TIME

Time management tip:

If your schedule is full and you have been asked to do something that is not in your priority list, learn to say "no". Ask for time to decide so that you will know how it will affect tasks that you need to complete.

Lasallians on the DOT (Definitely on Time) is a De La Salle University campaign to strengthen a culture of punctuality and honesty. The program is being undertaken in response to a memorandum issued in September 2008 by the Commission on Higher Education, which urges higher education institutions in the country to support its Project W.A.T.C.H. (We Advocate Time Consciousness and Honesty).



SYMPOSIUM TACKLES ECONOMICS OF CLIMATE CHANGE

De La Salle University's Angelo King Institute organized the "Symposium on the Economics of Climate Change in Southeast Asia" last November 19 at the Marilen Gaerlan Conservatory.

AKI Technical Project Coordinator Miguel Borrromeo said the symposium was able to tackle the realities of the effects of climate change in South East Asia, and the corresponding responses that the nations of the world need to make, in order to deal with the problem.

"It was explained [during the symposium] that people, in general, have a hard time grasping the concept of climate change, as caused by human activity, because individual actions (e.g. one additional car trip or one more hour of air conditioning that could have been given up) do not appear to have any immediate sensory effect," he said.

He also explained that another point made in the forum was that the region could significantly reduce emissions while still managing to achieve overall savings if it's given enough effort and economic and political will.

During the symposium, a short documentary

film titled, "High Stakes: The Economics of Climate Change in Southeast Asia," commissioned by the United Kingdom's Foreign and Commonwealth Office and based on a study by the Asian Development Bank, was shown. On the other hand, invited guest speaker Dr. Rosa Perez of the University of the Philippines' Department of Geography discussed the extent and effects of climate change in the Philippines.

Also part of the symposium was a panel discussion moderated by Dr. Tereso Tullao of the Department of Economics and participated in by Dr. Trinidad Osteria, Dr. Wilfredo Roehl Licuanan, Dr. Raymond Girard Tan, and Dr. Madelene Sta. Maria.

Borrromeo said that at the end of the discussion, two conclusions were made clear—that the effects of climate change is more immediate and drastic than many expect, and that despite its grave effects on Southeast Asian economies, there is still room for mitigation, improvement, and growth.





TWO OUTSTANDING RESEARCH PAPERS RECOGNIZED ABROAD

Three faculty members from the Accountancy Department received Distinguished Research Awards during the 2009 Allied Academies International Fall Conference held in Las Vegas, Nevada, USA last October 14-16.

The research paper of Cynthia Cudia and Ma. Gina Manaligod titled “EPS as a Measure of Intercompany Performance: Philippine Evidence” was awarded under the Academy for Studies in International Business.

On the other hand, the research paper of Florenz Tugas titled “Assessing the Level of Information Technology Processes Performance and Capability Maturity in the Philippine Food, Beverage and Tobacco Industry Using the CobiT Framework” was awarded under the Academy of Information and Management Sciences. Both papers were also presented during the conference.

Prior to being awarded, submitted research papers went through a series of blind reviews with separate editorial boards and committees for awards consideration and publication. Over 190 manuscripts were submitted in this conference. Only 25% of the submitted manuscripts were given the Distinguished Research Award.

Aside from the award, the research papers of Cudia, Manaligod, and Tugas will also be published in the Journal of International Business Research and in the

Academy of Information and Management Sciences Journal, respectively.

Allied Academies is a federation of 14 affiliate academies publishing a total of 17 different journals in various fields of business. It is an association of scholars, whose purpose is to support and encourage research and the sharing and exchange of ideas, knowledge and insights throughout the world.



2010 DLSU Planner



2010 DLSU Calendar

DLSU Institutional Christmas Card



For inquiries, please proceed to the DLSU Bookstore.

2009 DLSU Holiday Merchandise



Lasallian Guiding Principles. To answer our questions and successfully pursue our quests, we must return to the beginning. In order to find real answers and to see our way clearly, we must go back to our real source. This means going back to our core Lasallian values: the spirit of faith, zeal for service, and communion in mission.

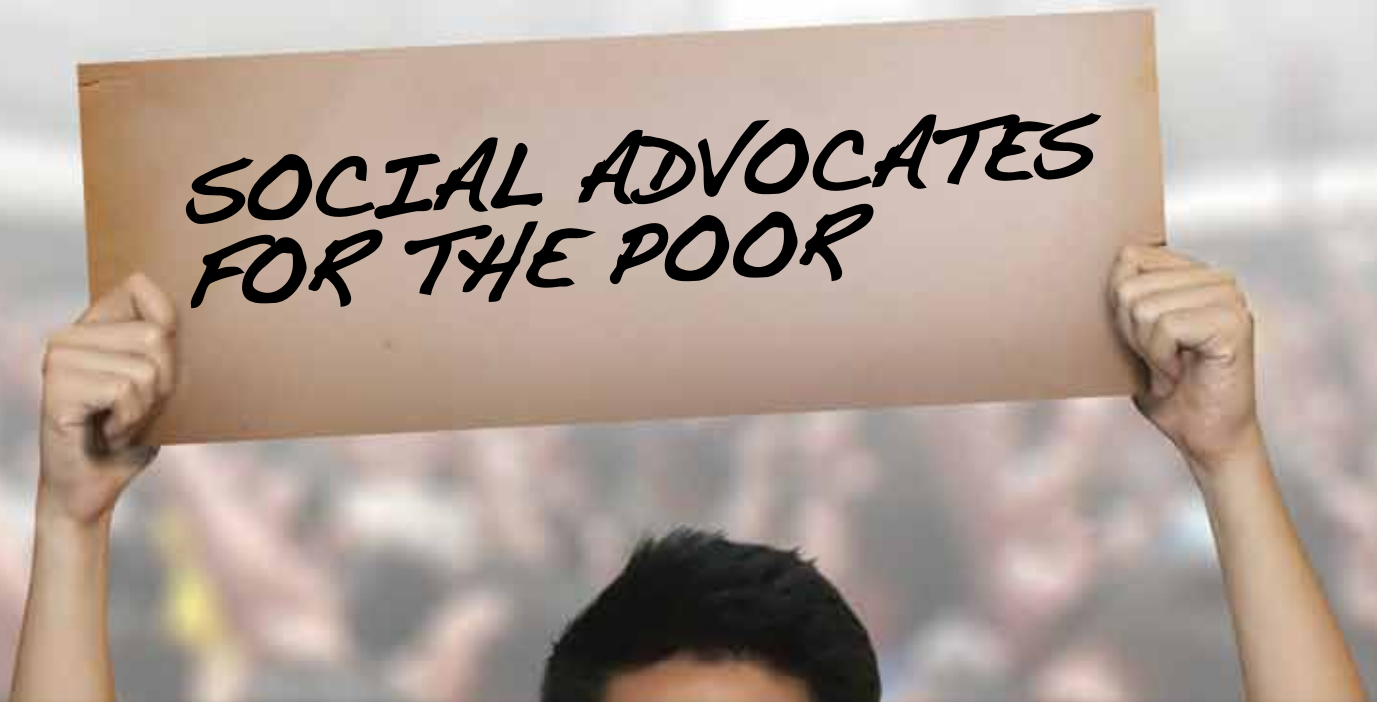
When the defunct DLSU multi-sectoral Committee on National Issues and Concerns (CoNIC) was revived in 2007, it was tasked to convene and bring together the different sectors of the University to "animate and facilitate the Lasallian family, faculty, and students to become social advocates with preferential option for the poor." Through the efforts of the volunteers that are part of the committee today, CoNIC is doing just that.

Chemistry Department faculty and CoNIC head Emmanuel Garcia shares that part of their mission is to discuss pertinent political issues and concerns of the nation among the members of the Lasallian community, and discern what is true, good, and just based on the

Catholic foundations of the University and the values exemplified by St. John Baptist de La Salle.

CoNIC's current activities are a realization of their mission to plan and initiate activities that will inform and educate all stakeholders on issues and present possible collective action, involvement, and participation. For one, CoNIC regularly holds the "Kamalayan" lecture series where they invite different experts from various fields to discuss important national and social issues to members of the community.

Through activities like the Kamalayan, Garcia says that they hope to produce more informed and proactive Lasallians that will serve as agents of change for social transformation and development.



What are the principles of Lasallian Social Development?

- Bring forth awareness and a deeper understanding of social realities
- Effect liberating action
- Be in solidarity with progressive elements of the larger community to bring forth a society that is in keeping with God's plan

DLSU WINS THE WEB AWARDS FOR THE THIRD TIME

For three straight years, De La Salle University is the winner in the School/University category of the 2009 DigitalFilipino.com Web Awards. This year's event was held last November 13 at the Grand Ballroom of Hotel Intercontinental in Makati City.

The University has been commended for its online enrollment system as well as its online ticketing system that was introduced during last year's UAAP season. Criteria for judging included search engine readiness, content/organization, structure and navigation, design and functionality, technical performance, and interactivity.

Present during the Web Awards were Albert Gavino, Web Development Section Head and Catalina Quiogue, Senior Documentation Analyst of the Information Technology Center of DLSU.

The DigitalFilipino.com Web Awards is an annual recognition program that aims to advocate the use of Internet and e-Commerce for business development, through the identification, promotion and highlighting of best e-Commerce practices from various websites in the Philippines.

