

in edition

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Subliminal Researcher Tapping into the Subconscious

A scowling picture of the Pope can produce a negative self-image in Catholics, even if they are not aware they saw the Pope.

So found Mark Baldwin, associate professor of psychology at The University of Winnipeg, when he showed a photograph of the Pope to Catholic women while they read a sexually-permissive *Cosmopolitan* article. While the Pope's image flashed too quickly for the women to register consciously, their subconscious minds could detect it. (Other groups were shown a neutral image, or none at all.) The women were then asked to evaluate their own general morality.

"Those who saw the Pope experienced a marked sense of negativity," Baldwin says, but adds, "It only affected those women who considered themselves practising Catholics."

Baldwin uses experiments like this one, conducted at the University of Michigan in 1989, to determine how external influences perceived only subconsciously can affect the way a person feels.

In 1985, Baldwin did a similar experiment using graduate students who were shown a picture of their department chair—a generally austere man. After seeing the chair's image, students rated their research ideas lower than they had in a pre-test, while those who observed an approving image experienced an increase in confidence.

In both experiments, the trigger used was that of an authority figure important to the subjects.

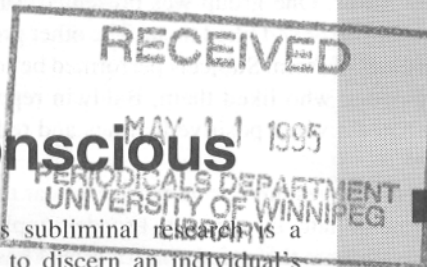
Baldwin: "It provides a good way of assessing the subconscious."

Baldwin's subliminal research is a tool he uses to discern an individual's "relational schema"—those assumptions and expectations we all carry, consciously as well as subconsciously, into every relationship. "They guide what we look for, view, remember and how we interact with each other," explains Baldwin.

"The subliminal presentations affect how people feel about themselves," Baldwin says. "It provides a good way of assessing the subconscious."

This year, Baldwin, whose work is funded by the Social Sciences and Humanities Research Council, set out to refine his methodology. To determine if words could be processed when flashed across a monitor for 1/30th of a second, he had students perform timed tests involving material related to the words. He

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found subliminal prompts did improve performance.

"They can't see anything consciously, but the message does get through," Baldwin says.

After verifying his technique, Baldwin timed two groups of subjects doing difficult mental tasks. One group was presented, subliminally, with the name of someone they believed liked them. The other group encountered someone who was critical of them. Subjects performed better when they had seen the name of someone who liked them, Baldwin reports, because the subliminal message had activated positive feelings and reduced evaluation anxiety.

However, Baldwin believes there is no reason to fear that advertisers or "big brother" can manipulate us through broader application of these techniques. "To the extent that the social control aspect has been studied, it just doesn't seem to work," he says, noting that too many variables come into play, making mass subliminal messages ineffective.

But he does say that the end result of subliminal research—understanding how relational schemas function to make us feel good or bad—will lead to clinical applications.

"There is real potential for direct application, and for an interchange between practitioners and researchers," Baldwin explains that utilizing subliminal triggers makes it easier to draw out an individual's assumptions about themselves and their relationships. "Presumably, these assumptions function largely subconsciously, so subliminal triggers are an excellent way to get in touch with them."

1995 Experts Guide Will Soon Be Released

A new and improved edition of **The University of Winnipeg Experts Media Guide & Speakers Bureau** will be available in June. It will be distributed to media outlets and organizations throughout Manitoba.

This important resource highlights the diversity of knowledge at the University. It contains a broad range of topics, and provides the names and areas of expertise of our faculty and staff.

For more information on the Experts Guide, please contact University Relations at 786-9711.

Undergraduate Student NSERC Awards

Each year, the University is allocated several Undergraduate Student Research Awards (USRA) by the Natural Sciences and Engineering Council (NSERC). Granted to students through a competition overseen by the NSERC Student Awards Committee, the awards are intended to stimulate the interest of undergraduate students in research. They give students valuable experience working with NSERC-funded researchers, and encourage students to undertake graduate studies.

Both the University and NSERC contribute to these awards, which provide up to \$1,500 per month in the summer months. The success of the University's ongoing commitment to this program is illustrated each year by the distinguished accomplishments of USRA winners as they proceed to graduate school and career opportunities.

Congratulations to the following students, who have been awarded this year's USRA allotment:

USRA Winner	Department	Supervisor
Kenneth Maslow	Biology	Marie Novak
Neil Graham	Math/Stats	James Curry
Khan Tran	Chemistry	Alaa Abd-El-Aziz
Tara Taylor	Math/Stats	William Martin
Gilbert Remillard	Psychology	James Clark
Rachel Simcoff	Physics	Randy Kobes

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in edition is published every two weeks during the regular academic session. Comments, suggestions and submissions are welcome. (All material is subject to editing.) This is the last issue for this academic year.

in edition is printed on recycled paper. After you have finished with this issue, please pass it on to a friend.

Manitoba's Orchids May Benefit from Technician's International Experience

Biotechnician Karen Jones was the first non-faculty member at The University of Winnipeg to be granted a study leave. And what she learned while on leave will enhance botanical research at the University, and may prove important in the preservation of Manitoba's plant life.

For three months last spring, Jones participated in research at the Royal Botanical Gardens Kew in England. One of the world's most important botanical resources, Kew Gardens boasts an enormous seed bank, the world's largest living collection of plants, and a state-of-the-art research facility. It strives to both preserve the Earth's diversity of plant life and to conduct research aimed at helping famine-stricken regions.

Because Kew Gardens admits only three people to each of its three-month internship programs (there are four programs each year), Jones says she had to undergo a rigorous application process.

Once accepted, she worked in the enormous Princess of Wales Conservatory, which houses five botanical "regions." Although she gained experience in many of these, she talks most enthusiastically about her participation in the laboratory where she isolated fungi from the roots of orchids.

Those fungi, she explains, are vital to the growth of orchids.

According to Jones, while one orchid plant can produce millions of seeds, only a few will reach maturity. To be successful, they require a particular type of fungus to penetrate the seed, which then uses the fungus as a food

source. (Orchid seeds have no endosperm, or food source, of their own.)

While the relationship between orchids and fungi is not fully understood, Jones was privy to cutting-edge research in the field. "One of the researchers at Kew, John James, has isolated a viral particle within the fungi that may amplify the DNA content in orchid seeds, allowing them to grow much more rapidly than those grown without the fungi," she reports.

Manitoba itself boasts 29 species of orchids, the largest group of flowering plants in the world. However, many species of orchids are considered threatened or endangered.

Jones notes that the use of fungicides and pesticides in agriculture, along with other factors, destroy the delicate balance that allows orchids to propagate. "It's a symbiotic relationship. If the fungi disappear, the orchids disappear."

Jones, who has been a botanical technician with the University's Biology Department for eight years, has brought back to the University the hands-on experience she gained at Kew. Currently, she is applying it to her work in the University's mycology lab, where she is conducting fungal research.

"My experience at Kew was tremendously valuable," says Jones. "I had an excellent opportunity to observe how things are done, both at Kew and at the other botanical gardens I visited. When you actually see how the techniques are used, you get a much better sense of the way things should be done."

Biotechnician Karen Jones took this photo of the Canary Islands section—one of the sections in which she worked—at Kew Gardens' Princess of Wales Conservatory. Researchers at Kew have successfully re-introduced three species to the Canary Islands that had disappeared from the area.



The Politics of Women's Issues

Deborah Stienstra, an assistant professor of political science and coordinator of women's studies, blends both her areas of expertise in her many publications.

One of her recent books, *Women's Movements and International Organizations*, highlights "autonomous feminist activism and feminist practice in international organizations, in particular the United Nations." For the book, Stienstra delved into history to discover how various women's movements have questioned and influenced international organizations.

Stienstra charts these movements, which started after World War I, and details the rewarding results on the international political scene. For example, women were eventually allowed to participate in the League of Nations Secretariat.

Stienstra has also analyzed the progress made on women's issues in Canada in *Strategies for the Year 2000: A Woman's Handbook*, which she co-authored with Barbara Roberts of Athabasca University. The book covers a broad range of areas, from health care and violence to education and the economy, and provides a "report card" on how 14 governments in Canada (provincial, federal and territorial) are performing in each area.

"This was a major project," says Stienstra. "After interviewing many women and government officials, we took the findings and compiled them into an accessible format."

According to Stienstra, one of the original titles for the handbook was "Little but Lip Service," because she found that most of the governments have fallen short of fulfilling their own commitments.

"There's been some significant progress in certain areas, such as in violence against women. In general, there's been more activity on a number of fronts," she allows. "But in too many cases, what has been done is not enough to really address a problem (like violence), or progress has been made and then things go backwards. In child care, for example, a national child care strategy was on the table, but now it's been cancelled."

Stienstra points to the governments of Ontario and B.C. as the best "shining examples" of responsiveness to women's concerns, but says that all governments in Canada could improve their record.

She hopes that the handbook will have a practical application, inspiring groups and individuals to focus on areas that need work and to improve the situation by lobbying governments for change.

Currently, Stienstra is completing an article entitled "Madonna/Whore, Pimp/Protector." In this piece, Stienstra argues that international laws on prostitution are based on the age-old perception of women as either whores or Madonnas, and men as either pimps or protectors. This limited categorization has continued to lead to injustice, she says. For example, by placing all men in one of only two categories,

a third group—the clients of prostitution—is ignored and remains largely unpunished.

Using historical analysis, Stienstra attempts to show that little has changed over time in international prostitution laws. These were first established by social purity movements in the late 1800s and early 1900s, and were last revised—only slightly—in 1949.

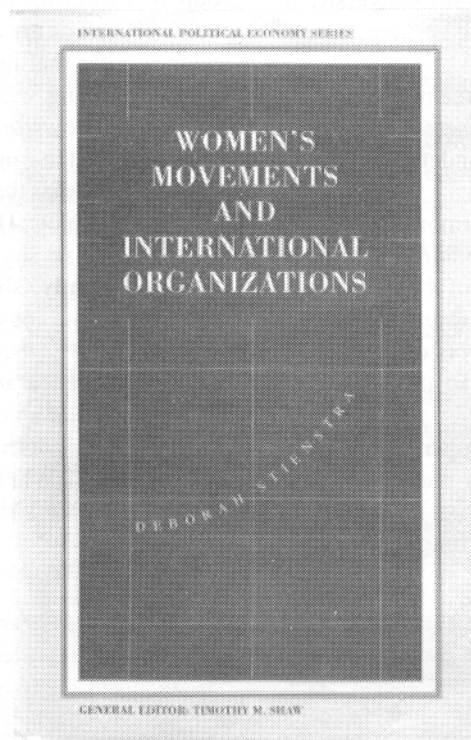
"The status quo is being maintained," asserts Stienstra. "Following the Gulf War, the U.S. army sent their troops for a 'leave' to Thailand, a destination well-known for its thriving sex tourism trade."

Most recently, Stienstra has received a grant from the University for a project entitled "Entering the Gated Community: The Women's Caucus and United Nations Conferences, 1990-1995."

"For this I will go to Beijing in August to attend the fourth UN world conference on women, and to meet with members of The Women's Caucus to determine how they try to influence the conference's decisions," she states.

In addition to working on publications, Stienstra manages an electronic mail network which she describes as "very big and very busy." *Femisa* is a network for the Feminist Theory and Gender Studies (FTGS) Section of the International Studies Association.

"It's for those interested in the connection between gender and global politics, or feminism and international relations. There is instantaneous communication all over the world," she says, adding that membership has grown to almost 1,000 people.



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1995 Retirees

Congratulations to the following staff and faculty members who, after years of distinguished service, will be retiring from The University of Winnipeg this year.

Joyce Adams has served the University in the capacity of switchboard operator since 1979.

Clare Baker's involvement with the University began in 1971, when she became a student. She worked in various departments, and became a full-time secretary in the Education Office in 1983.

Robert Gold, an associate professor, has served in the Classics Department since September 1, 1960.

Thomas Graham, a professor of religious studies, joined the University in September of 1969, and served as chair of his department from 1974 to 1984.

Carl Ridd, professor, has been with the Department of Religious Studies since September, 1966. He was department chair from 1966 to 1974, and acting chair on three other occasions.

John Ryan joined the Geography Department in September of 1964, where he is a professor. From 1966 to 1968, he was acting chair of his department.

Victor Shimizu, associate professor of philosophy, has been with our institution since September, 1958. He served as Philosophy Department chair from 1966 to 1972.

Walter Stein, professor of history, has 29 years of service. He served as the History Department chair from 1979 to 1983. He was the associate dean of Arts and Science (curriculum) from 1982 to 1986, and associate vice-president (academic) from 1986 to 1992.

Wesley Stevens joined the University's faculty in September, 1968. He is a professor of history.

Kay Unruh Des Roches has served since September, 1967 in the University's English Department, where she is an associate professor.

Celebrating 25 Years of Service

The following long-service employees are celebrating 25 years with The University of Winnipeg:

Robert Adie,
Political Science

Barry Blackburn,
Chemistry

William Carlyle,
Geography

Carol Harvey,
French Studies

David Hewlett,
Theatre & Drama

Harold Hutton,
Chemistry

Donald Jewison,
English

Coreen Koz,
Library

Donald Kydon,
Physics

Howard Mathieson,
Collegiate

**Christopher
Meiklejohn,**
Anthropology

Brenton Stearns,
Philosophy

David Topper,
History

Sandra Zuk,
Library



A reception
to honour retirees and long-service employees
will be held on

Tuesday, May 16 at 3 p.m. in Riddell Hall
Presentations will begin at 3:15 p.m.

Please join us in honouring our retirees and long-service employees for their many years of committed service to The University of Winnipeg, and in wishing them a happy and prosperous future.

The **UNIVERSITY**
of **WINNIPEG**

COMING EVENTS

"Coming Events" is compiled by University Relations. If you are planning a campus event, please let us know. Send the information (in writing) to Lois Cherney, University Relations, Room 4W15. Basic details about your event are required: what, when, where, sponsor, price of admission (if any) and the name of a contact person. This is the last instalment of this feature for the academic year.

SUN., MAY 14

- **Virtuosi Concert Series**—Gwen Hoebig, violin, and David Moroz, piano, will perform with special guest star Antonio Lysy, cello and Douglas McNabney, viola, at 8 p.m. at the Winnipeg Art Gallery. Tickets are \$16 for adults, \$14 for seniors/students and \$10 for children, and are available by calling 786-9000 or at the door. The concert is co-sponsored by CBC Stereo and The University of Winnipeg.

WED., MAY 10

- Lectures begin in **spring day session**. Second term begins Mon., June 1. Lectures end Fri., June 23.

MON., MAY 22

- Victoria Day—**University closed**.

FRI., MAY 26

- **Sneaker Day!** Lace up and think active. Join the sneaker relay on the front lawn from noon-1 p.m. Prizes will be given for the oldest, the ugliest, and the most outrageous sneakers. Sneaker Day kicks off the "Summer Active" campaign. Keep an eye out for details about beach volleyball, a poker derby walk, wheelchair basketball and the annual walk to the Forks.

MON., MAY 29

- **Spring evening session's** second term begins. Lectures end June 21-22.

- **Board of Regents** meets at 5:30 p.m. in Riddell Hall north.

TUES., MAY 30

- A celebration in honour of the **Theology Department's**

Family Studies Program is planned for 5 p.m. in the Faculty & Staff Club. Hosted by the Manitoba Association for Marriage and Family Therapy, the event celebrates the granting of "candidature standing"—the first step toward full accreditation—to the Family Studies Program by the North American accrediting body for this field.

SUN., JUNE 4

- **Annual Spring Convocation** for the conferring of degrees will be held at 2 p.m. in Duckworth Centre.

THURS., JUNE 15

- **Interfaith Marriage and Family Institute Annual Meeting Dinner**—Guest speaker Philip Perry will present "Family Work as Soul Work." The evening begins at 6 p.m. in Riddell Hall. For information, call 786-9251.

MON., JUNE 26

- **Board of Regents** meets at 5:30 p.m. in Riddell Hall north.

MON., JULY 3

- **University closed**.

TUES., JULY 4

- **Summer session** lectures begin. First term ends July 21. Second term runs from July 25 - Aug. 15.

MON., AUG. 7

- **University closed**.

MON., SEPT. 4

- **University closed**.

Smoking Policy Revised

The Board of Regents has reviewed the University's smoking policy, and determined that smoking will be allowed in only one designated area on campus. As of Jan. 1, 1996, that smoking area will be required to have an adequate ventilation system to prevent others from being exposed to second-hand smoke.

The Faculty and Staff Club will be permitted to maintain a smoking area as well, as long as it is also properly ventilated.

Smoking will not be permitted in any other areas of the University, including private offices and space rented or leased by the University.

Balanced Budget Approved

The University's Board of Regents approved a balanced operating and capital budget for the 1995-96 fiscal year at its meeting on Apr. 24. Budget expenditures total \$41,513,700.

Approval of the University's budget gives the administration the authority to implement an operating strategy. Currently, the administration is considering several alternative approaches.

The Board also approved an average increase of five per cent in tuition and miscellaneous fees.

University Hires New Coach

Diane Scott will take over the reins as head coach of the Wesmen women's volleyball team.

Scott graduated from The University of Winnipeg in 1993, and was a member of three national championship teams. She was named the Canadian Inter-university Athletic Association (CIAU) Player of the Year in 1993, the year she helped the Wesmen win their seventh national title.

Aubrey Ferris, the University's athletic director, notes: "It's interesting that our search for a new volleyball coach was conducted on a national level, and for the second time in a year, the best candidate was a graduate of The University of Winnipeg and the Wesmen volleyball program."