Homestead’s two downtowns

Waterfront booming, main street decaying

It is a Friday night at the Waterfront and nearly all 7,000-plus parking spaces are full. The wait for tables is three hours at Bravo and two hours at P.F. Chang’s. At both restaurants, people cluster by the entrance and wait for their pages to vibrate and red lights to flash, notifying them that their table is ready.

Music from Bar Louie turns the heads of teenagers who are on their way to shop at one of the 43 stores after taking in a movie at the 22-screen Loew’s Theater. Newly-weds and empty-nesters walk across the parking lot from one of the 235 recently completed riverside townhouses to get a midnight snack from the $3,000 square foot, 24-hour Giant Eagle. The Waterfront, the newest entertainment complex in Pittsburgh, is bustling with activity.

But past the Waterfront exit off of the Homestead Grays Bridge, better known as the Hi-Level Bridge, lies a street that most Carnegie Mellon students have never gotten far enough to see. Running parallel to the popular Waterfront, it is Eighth Avenue, the main thoroughfare of Homestead for more than a century.

There on that same Friday night, this street lies barren, quiet and desolate — a stark difference from the weekly 11 p.m. movie lets out. The only activity on Eighth Street lies barren, quiet and desolate — a stark difference from the weekly 11 p.m. movie lets out. The only activity on Eighth Avenue is at Chido’s and a few other local bars that are left standing. No parked cars line the streets and the only traffic is just passing through, as quickly as possible.

At the Waterfront, mall-starved students from Carnegie Mellon and Pitt arrive by car or via the 61C bus. Shoppers come from West Mifflin, Shadyside, Squirrel Hill, the South Hills, the North Hills, Monroeville and beyond. In fact, according to Bruce Englehardt, general manager of the Waterfront, and a vice president at Continental Real Estate, they are able to “draw in people from up to a 70-mile radius.”

Yet there are two main problems here; the first is with the town and the second is with its people. While the Waterfront flourishes, Eighth Avenue remains stagnant with little hope in the near future for revitalization. Once a vibrant strip of shops, restaurants, music halls and bars, Eighth Avenue is now a vacant lot.


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Carnegie Mellon player Merry McConnochie after the ball

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CD-tagging within the cell, page 3

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Ethics course goes global, page 5

FOCUS — in seven issues a year — is a publication of the faculty and staff of Carnegie Mellon University. Volume 12, No. 2, November 2002.

Equity rules in athletics

For the practice of awarding fewer sports scholarships to women than to men, 30 U.S. colleges were recently criticized by the Women’s Law Center for athletic scholarship violations under Title IX of the Education Amendments of 1972.

Carnegie Mellon doesn’t award athletic scholarships, but it does actively recruit athletes to a large number of varsity sports. So how does CMU fare in its support for women’s athletics?

About 9 percent of the underclassmen here participate in one of the university’s 17 varsity teams — eight for women and nine for men. The teams compete in the Division III University Athletic Association (UAAs) with seven other urban research universities: Brandeis, Case Western Reserve, Emory, New York University, Chicago, Rochester and Washington University in St Louis.

Carnegie Mellon has been gradually adding more women since 1980, when it became a co-ed university. Since joining the NCAA in 1986, it has made a large effort to increase its number of women athletes.

For the past three years, the athletics department has been required to file a report on its participating male and female athletes to the NCAA research department. Under the federal Equity in Athletics Disclosure Act of 1984, the report must be available to the public by Oct. 15 of each year. The percentage of women athletes supported by a given college must equal the percentage of women enrolled, plus or minus 5 percent.

The Office of Civil Rights investigates colleges that violate this requirement.

I obtained a copy of the 2000-01 report from John Harvey, director of Athletics and Physical Education, which showed women were 36 percent of the undergraduate students and 31 percent of the athletes. The difference is attributable to the football team, which accounted for 29 percent of the total number of athletes.

Joan Muser, associate director of Athletics, said the current ratio of women to men athletes is much higher than it was in the early 1980s, when she came to CMU as head women’s field hockey coach. Now, as associate director, Muser fulfills the NCAA requirement for a senior women’s administration officer whose role is to ensure representation of women’s interests. By all accounts, she has played a key role in raising the number of women athletes at CMU.

The university did this partly by gradually increasing the size of its track and field teams, and by adding a women’s soccer continued on page 8

Student visas hitting a snag after Sept. 11

Each year, Carnegie Mellon accepts a wide range of students from across the country and around the world. But unlike students who reside in the U.S., foreign nationals must acquire an F-1 student visa before they can enter the country.

Do so, students must bring the completed I-20 form (provided by the U.S. embassy) and passport to the American consulate in their home country. Acceptance or rejection of the visa application by the U.S. consular officer depends on a number of factors, including knowledge of English. To establish their proficiency, students are required to take the Test Of English as a Foreign Language (TOEFL) and, if necessary, appear for an oral interview with a U.S. consular officer. In addition, students and families also need to prove that they have the financial means to pay for their educational costs.

Students usually do not have a problem acquiring visas, but in an extreme case that made headlines early in the school year, the Malaysian American Commission of Educational Exchange (MACEE) allowed visas to eight students who expected to join Carnegie Mellon’s Class of 2006 in late August.

Wong Yew Choe, a civil engineering major, is one of the eight students who was accepted into Carnegie Mellon, but is still in Malaysia due to the delay. Choe said, through an online conversation, that “The sudden change in immigration policy and procedure frustrated us, as the time from the date we received our I-20 to the date we must enroll at CMU was less than three months.”

continued on page 4

Linux O/S: now running at a cluster near you

Once upon a time, there was an operating computer system (OS) that was used only by geeks and computer enthusiasts. Its mascot was a slightly overweight penguin named Tux, and its mere mention was enough to inspire awe and fear in those who lacked experience with it.

Its name was Linux, and it no longer belongs to a select group of enthusiasts. Today, Carnegie Mellon embraces it. Linux usage on campus is high in comparison to most universities, with several Linux clusters devoted entirely to it. Worldwide, only 1.7 percent of new desktop computers run Linux, but at CMU the usage soared to nearly half the student population. A majority of Computer Science professors run Linux on their office computers. The Computer Science department is running Linux on another Unix-based OS on 32

continued on page 5
Design for pleasure

In his lecture, “Life, Liberty and the Pursuit of Happiness: Design that Makes a Difference,” international design and marketing consultant Pat Jordan spoke about how good design affects society, noting the role that man’s natural pursuit of pleasure plays in design.

Speaking to about 40 people on Nov. 4 in the Adamson Wing, Jordan began by saying, “People spend more time in their lives pursuing happiness than anything else.”

What follows from this principle are a few questions: If we spend all of our time seeking happiness, and if time is the only thing you spend your products just as enjoyable. Why not design products that can please customers?

Jordan defined pleasure as anything that is good for a person, physiologically, socially, psychologically or ideally. He organized his lecture around products that please physically, psychologically, socially or ideally, some way or another.

He bases this design philosophy on the work of several writers, including Lionel Tiger, author of “The Pursuit of Pleasure” (1992). Tiger’s position is that pleasure is biological, and that evolution programmed it into our bodies for survival.

Jordan said that it is not easy to keep the philosophy in mind when designing. Outlining Tiger’s four basic types of pleasure, Jordan gave examples of products that satisfy these needs and therefore become ultimately more pleasurable – and useful – to the consumer.

He offered an example: “A reinterpreted piece of furniture, a ‘pleasure with products,’ something, he said, that all designers should strive for.

“Like Jordan, I am a designer who is physiologically satisfies the user,” Jordan said. Jordan showed a picture of a kettle designed for those who have severe arthritis, a perfect example of molding purpose and design.

Next, addressing the sociology of good design, Jordan used the example of the cell phone to illustrate the paradigm shift that resulted from phones becoming mass-market items rather than signs of economic status.

Jordan talked about the psychological aspect of design, addressing the fact that consumers like to feel part of something bigger – some group, some cause or some idea. He explained that a goal of successful design allows a consumer to feel part of something greater.

People tend to attach emotion to the products they buy. In Jordan’s words, “consumers of Harley-Davidson motorcycles often associate the emotion of liberty with the products.”

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The possibility of stock market riches enticed Daisy to stay on at Amazon.com, where he and his wife spent several weeks. There, Daisy said he was made whole again because “Spain is home to the happiest people in the world.”

In Spain, Daisy told him what he planned to do about the 11 job offers waiting at home. Looking in the eye, Daisy said he wanted to go to work for a company that would ensure no one would ever hire him again.

Besides fulfilling this promise through his own work, Daisy began to_From my perch on the second floor of the letter of the President of the University Lecture Series, Daisy as literally handed the Halftime of the University Center to a courier 20 minutes before show time. Once the doors opened, seats filled quickly, and laconics were thrown on the floor in the aisles.

Daisy’s 90-minute show drew laughs immedi-
ately, as he began describing why his writing career was “doomed” based on Amazon.com’s world of perfectly pleated khakis and exposed ductwork. Walking into college dorms as a “Mountain Dew adult led to real life.”

Around his neck, Daisy wore his Amazon employee identification badge, which he kept after Human Resources failed to appear at his exit interview. The badge allowed him to crash parties at Amazon four months after he stopped working.

Daisy never aspired to work at Amazon.com. He had been tempestuous in Seattle, and even his co-workers somewhat vaciled at the notion that a brain tumor might have been behind Daisy’s new interest in design. Daisy began looking for a job that offered freedom after he was diagnosed with a rare customer service department of Amazon, knowing only that his job was to resolve customer calls as quickly as possible.

“I have a space to take in this whole religion and birthright,” he said. “But I couldn’t keep the hatred out of my voice, which makes me terrible. I have to keep my service rep.”

At a performance review, Daisy learned he ranked 167 of 178 among his co-workers. No longer was he the superfluously confident, yet competent at his job, Daisy found other ways to improve his performance. To reduce his average wait time, he asked customers if they had begun hanging up on third caller after a few seconds.

Unanswered with answering phones, Daisy decided to interview for a promotion with the business development department. While Daisy described the interview process, the listeners could not help but notice the sound of conversations over the sound system, questions like “Describe the feminine side of God using only verbs.”

Daisy talked of his need to make sense of his life and his design philosophy. He said that he had to figure out what made him unique and why he was unique, because, as Daisy said, “Most individuals, unlike corporations, are not alike.”

While in business development, Daisy worked under the fifth employee hired at Amazon.com, a vice president worth $300 million. Daisy found that the man was spending six months designing an improvement to a product called “Dragons.” Convinced he had found the key to success, Daisy approached the man about his project.

After that, Daisy said he “experienced the best work environment of my life. I didn’t know where my department was. I didn’t know what we could build for Amazon to enter into partnerships with. Many, like the colleges, the corporations, are just a means to an end.”

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A tagged Calvin gene. From “Biotechniques,” with permission Eaton Publishing

The Peace Corps, AmeriCorps and Teach for America.

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Designing an electronic democracy

This semester, students in On-Line Information Design are addressing questions regarding the design of a website for the Heinz School project on online discussion. Students in the course include undergraduate sections of English 76-487 and English 76-887 find a project where they define the users of the site they are designing. For the Heinz School project, “by definition, users are just about anyone,” says Steve Kuhn, instructor in English and teacher of the undergraduate section of the course.

One group in Kuhn’s section observed how people read online news stories, using a process called “think-aloud”: the people under observation are encouraged to verbalize what they think about each story.

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One of Muhlbeger’s most surprising findings was that people were more comfortable reading news stories written by people whose names they recognized and trusted. Since the majority of news writers, scientists and other information providers are not public personalities, finding raises questions about how to get people to trust information given to them.

Newsworth’s class also found that more interactivity doesn’t always mean increased participation. While the students decided that the online discussion did bring in more people, they also found that 600-word news article from either the USA Today or MSNBC website.

The group chose six people: two each who described themselves as political independents, one who described himself as a conservative, one as a liberal, and one who described himself as having the potential to increase participation of the underrepresented, not decrease it.

The conference explored a range of theoretical and practical topics, including who uses the Internet, what online democracy really means and how organizations have increased public participation in civic issues. Presenters came from academia, in government and governance.

The grant money will be used to develop and test software to support a virtual meeting place. There are two main areas of research. Shane explains that the first involves questions of design, including: Do you want to use discussion boards, online forums, and their descriptions of the study; and all political discussion, a “small but not negligible amount.”

One issue which Muhlbeger and others are looking at is the “digital divide,” the possibility that access to the latest computer technology will widen the gap between the haves and the have-nots. One of Muhlbeger’s most surprising findings was that people were more comfortable reading news stories written by people whose names they recognized and trusted. Since the majority of news writers, scientists and other information providers are not public personalities, finding raises questions about how to get people to trust information given to them.

The second area of research revolves around social science issues. Does online deliberation happen? Under what conditions? What software, in quantity, to face-to-face discussions? The best-designed online forum will be a failure if it can’t deal with it.

Shane sees online forums possibly transforming civic interaction. Online hearings could replace land-based juries, he said, which traditionally are poorly attended.

He says he could “imagine a world in which government can’t get away with the citizens jury” to discuss a public issue. He even dares to hope, as far as the level of citizen involvement, that the online could be better than the real world.

Several other groups have designed and conducted uncontrolled online forums, such as e-thePeople.org, weblab.org and unchat.com.

The question that website was designed with the viewpoint that useful deliberation is “structured speech,” not free speech. Deliberation means that people participate in the discussion, and all participants periodically new a modera-

The unchat.com website was designed with the viewpoint that useful deliberation is “structured speech,” not free speech. Deliberation means that people participate in the discussion, and all participants periodically new a moderator.

The number of shouts is limited, however, and using them may negatively affect a person’s ability to speak. The unchat.com website was designed with the viewpoint that useful deliberation is “structured speech,” not free speech. Deliberation means that people participate in the discussion, and all participants periodically new a moderator.

The benefits of the conference were far reaching. “The people who participated now consider online forums to be a tool for research and teaching, and to use them to design other communities and organizations. The primary investigators are Shane, Muhlbeger and Robert Cavalier, senior lecturer in the Political Science Department.

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The benefits of the conference were far reaching. “The people who participated now consider online forums to be a tool for research and teaching, and to use them to design other communities and organizations. The primary investigators are Shane, Muhlbeger and Robert Cavalier, senior lecturer in the Political Science Department.

The grant money will be used to develop and test software to support a virtual meeting place. There are two main areas of research. Shane explains that the first involves questions of design, including: Do you want to use discussion boards, online forums, and their descriptions of the study; and all political discussion, a “small but not negligible amount.”

One issue which Muhlbeger and others are looking at is the “digital divide,” the possibility that access to the latest computer technology will widen the gap between the haves and the have-nots. One of Muhlbeger’s most surprising findings was that people were more comfortable reading news stories written by people whose names they recognized and trusted. Since the majority of news writers, scientists and other information providers are not public personalities, finding raises questions about how to get people to trust information given to them.

The second area of research revolves around social science issues. Does online deliberation happen? Under what conditions? What software, in quantity, to face-to-face discussions? The best-designed online forum will be a failure if it can’t deal with it.

Shane sees online forums possibly transforming civic interaction. Online hearings could replace land-based juries, he said, which traditionally are poorly attended.

He says he could “imagine a world in which government can’t get away with the citizens jury” to discuss a public issue. He even dares to hope, as far as the level of citizen involvement, that the online could be better than the real world.

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One course, two countries and as many as 180 students hooked up via a live video feed—that’s the new global dimension of Ethical Judgment in Professional Life. The course, taught by Peter Madsen, senior lecturer in Philosophy, who knows of no other applied ethics courses with a classroom setting like his. When Madsen began teaching the course in 1992, he had no idea that many of his students would be someday sitting at a university in Mexico. Ethical Judgment in Professional Life, one of several courses with a global dimension that will be featured in upcoming issues of FOSS—is designed to expose students both to classroom learning and a multime dia or cyberspace environment.

In 1999, Carnegie Mellon introduced the course in a pilot program with students at the El Tec de Monterrey in Mexico, formerly known as ITESM. The Tec de Monterrey is one of the premier universities in Mexico and has several campuses, including the Virtual University where roughly 100 courses are beamed in universities throughout Latin America.

Since 1999 the program has been using Linux servers. In 2000, the students from CMU and Tec de Monterrey to see one another via images streamed through a stan dard data projection. The course enabled both to establish an international context. It afforded us the chance to learn varying beliefs from those beyond what is immediately around us and to make professional decisions mindful of those far from us.”

Madsen explained, students explore topics from cultural values to terrorism. Within the discussion of cultural values, the class learns about cultural relativism, the idea that what is considered right and wrong is dependent upon the given culture. One way that cultural relativism is addressed is by comparing the two world views of radical Islam and capitalism. The course also discusses topics such as the Euronode database and the maquiladoras that operate on the U.S.-Mexican border.

Charles R. Bena, professor of religion, said his application was processed at the last minute, and he was fully prepared to fight for anything she wanted. Heather Kendra, head women’s soccer coach, also feels that CMU has a serious commitment to supporting women athletes. She said she has never heard any soccer player express concerns about inequality. "We know our coaches are fair, and that’s a plus," Maser said. Miss Kendra said that athletic department has secured adequate funding for travel and equipment. The total budget for the Athletics department in 2000 was $2.4 million. A large proportion of which was spent on the salaries of the department’s 29 staff.

Knowledge of Linux is marketable skill, as 29 percent of U.S. companies are now running Linux servers. CMU’s emphasis on the Linux platform for teaching students an advantage over the competition. Last spring, for example, Mike Schellhaas, a computer science major, was one of 25 national winners in IBM’s Linux Scholar Challenge, for which he designed an application that could speed up his online access to huge amounts of data. "This was a great contest to participate in," Schellhaas said. "I was thrilled to offer my input as an experienced programmer since Linux is a large component of our school’s technology."

Ranked the nation’s “most wired” university by “Yahoo! Internet Live” for two consecutive years, Carnegie Mellon is not one to fall behind trends in technology. CMU is currently one of only 20 colleges and universities in the nation to have full support, in this case for the Redhat 7.1 distribution. The support is offered through the CS Help desk, an entirely separate entity from Computing Service’s help center, which supports Windows and Macintosh.

Linux is the brainchild of Linus Torvalds, a Finnish programmer who worked on the OS for three years before releasing version 1.0 in 1994. Torvalds began the project as a hobby modeled after the proprietary Unix, never imagining that Unix would be used as widely as it is today. In 2000, when the OS is the product of programmers motivated by passion—not money—to develop it, it’s the most widely used open source operating system. Not only is the source code available for modification, but redistribution of the software is free.

For more information, the public is invited to view the videotaped interview of Roger Boisjoly, the former Canada astronaut, and the women’s basketball team from the University of Washington. The team’s Easter egg hunt on the various modules. In addition, the students complete guided inquiries. “A guided inquiry is a set of exercises dealing with and devoted to a particular topic,” Madsen explains. “Users are presented with a path followed by the path signs, sometimes it does not—through the World Wide Web that takes them on an endeavor. The goal is to explore the interplay between their specific topic and cultural relativism.”

Nancy says, “The beauty of the course is that these CMU and Mexican students are learning from each other. The intercultural communication helped us to see how professional decisions may change depending on time, place and cultural context.”

The workload is heavy, but students here in Monterrey are able to use Blackboard, an online course management system on the Internet, which allows them to work on assignments wherever they are in the world. When U.S. students have moved to Mexico, even though English fluency is required, the course remains open.

Asked about expanding the program, Madsen replied, “It is my hope to introduce other universities to the program, not just Mexico. I would like to try and get the four corners of the world.”
Looking for a few good friends in the workplace

When you consider that most people spend more time at work than anywhere else on the job, we probably should make more of an effort to enjoy it. Right? Well, we often have a few friends or even one friend, can really make the difference in the day.

Some of these relationships can even work with home problems, lack of sleep or everyday dilemmas. We then begin to tackle the problems at the office. Sometimes we just need to be reminded that the rub of the day is over when proven that TLC is good for what ails us. Human communication soothes the soul, and psychological research has repeatedly reached out to contact that is vital to emotional well-being.

So, how do you make friends at work? What do you look for in a friendship? Either question could be answered by “golden rules” from a survey conducted with grade school kids who were queried on the subject of friendship. They said that to be a friend or make a friend you should:

- Keep secrets
- Listen when your friend is talking
- Try to keep your all promises
- Recognize that sharing is a magical tool
- Be kind and caring to all the parts of your life that matter most to you
- Always try your friend the truth
- How do we find a friend at work?

Everyone’s busy. Well, sometimes we chat, or we say: “Hey, what time for a cup of coffee?” The answer is simple. We are bound by time and energy. Are we here to work, and work our energy into that, but how do we recharge? Sometimes a little on-the-job recharging — a joke, a personal story — will do. One cup of Joe. We believe that the energy of friendship is expressed in rhythm. It’s the music of the heart and soul. So, how did we connect, Jane and you and This is a name given by European explorers for the group for gay men, Q-Spirit has evolved to include gays, lesbians, transsexuals and transgendered persons (GLBTs). Berdache is a spirituality that he was attracted to men. This was always a major conflict for him because he knew eventually that a choice would have to be made. He made that choice in college when he kissed his first love. Being gay, he realized, could not be wrong or sinful, as he had been taught for so many years. It changed my life forever.

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“Paradise Now” bridges art and biotechnology

A painting depicting a chicken with six wings, a cow with a multitude of udders, and a pig growing human lungs, kidneys and a heart is among the pieces on display in the Regina Gaussian Miller Gallery’s exhibition, “Paradise Now: Picturing the Genetic Revolu-
tion.” The painting, Alexis Rockman’s “The Farm,” is part of an exhibition that uses art and visual images to encourage public discussion of advances in genetics and biotechnology, according to co-curator Marvin Heiferman.

“Paradise Now” will be on display through Dec. 15. Heiferman was one of seven panelists who discussed key issues raised by “Paradise Now” during a panel discussion on Nov. 8. The panel included artists, a biology professor, a lawyer, a philosopher, a theologian and an art historian.

“Even the exhibit provokes us to see that genetics is not just a science. It has a context and a path,” said Ronald Cole-Turner, an ethicist and professor of theology at Pittsburgh Theological Seminary. He went on to say that he is interested in the connections that exist between science and deeper cultural values.

Some of the pieces in the exhibit reflect artists’ interpretations of this connection. Larry Miller’s piece, “Genomic License No. 5 (Alison Knowles Properties),” is a collection of framed photographs and documents that identify Knowles by her genetic code. The piece includes certificates that verify that she has copyrighted her genetic code, along with a contract that details its sale. The artist identifies Knowles not only through photographs, but by blood and hair samples.

One issue raised by the piece is the “un-hinging of identity,” said David Smith, se-
ior vice president and general counsel of Tissue Informatics, Inc.

Several panels agreed in the exhibition reflects the public’s concern about who is going to control genetic information and whether genetic identities will be kept private or used as an arena of discrimination.

“The initial responses we have to these pieces of art have significance to how we feel about science,” explained Lisa Parker, associate professor of human genetics and director of the master’s program in bioeth-
ics at Pitt.

Jonathan Minden, associate professor of Biological Sciences at Carnegie Mellon, said that the pieces in the exhibit “showed a lot of anxiety and nervousness.”

He went on to say that this fear and anxiety comes from the general public’s suspicion of scientists’ motives and a gen-
eral under-appreciation of what’s going on underneath science.

A similar concern was voiced by Peter Johnson, CEO and chairman of Tissue Informatics, Inc., during his lecture “Trans-
late, Transcribe, Transcend” at the McKeon Auditorium on Oct. 25 as the opening event for “Paradise Now.”

Johnson posed this question to the audi-
ence: “How do we deal with the inability of people to understand the limited demands and to fear what they do not know?”

He explained that artists, including those who contributed to “Paradise Now,” could play a major role in communicating science to the public. “These people have created extremely provocative interpretations of sci-
ence,” said Johnson.

 Provocative, yes. But do these interpreta-
tions accurately communicate science?

During the panel discussion, the biologist Minden said he didn’t think so.

Miden took issue with “Gastrulation,” a piece by David Kremer. Minden felt that gastrulation, a stage in embryonic develop-
ment, “is beautiful and mysterious, but the artist showed it as something grotesque.”

He told the audience that he wanted to bring a movie from his lab to “compare the reality of communication with the artist’s misrepre-
sentation.”

Parpard had a similar response to the meta-
phor of the genetic alphabet. We are most familiar with a 26-letter alphabet in which the letters can be combined in many ways to create a multitude of words and meanings. Parker pointed out that the genetic alpha-
bet is made up of only four letters — A, G, C and T — that exist in very specific se-
quences.

“Where you put the genetic alphabet mat-\tters a lot,” said Parker.

The metaphor of the genetic code is a fail-
safe representation, said Parker, “but it sparks a good discussion.”

Heiferman explained that he and Carole Kismicar, co-curator of the exhibit “wanted [Paradise Now] to help people think about issues art can raise.”

AmY PAVLaK

Post 9/11/Struggling to find the right words

Our country’s leader is hip. Just like the cool guy at school that invents those great slang words for teenagers any-

more. In fact, as a country we have all learned new vocabulary and the meaning of that word wouldn’t be understood using pre-
9/11 lingo. We have created a new expe-
rience through our words to appropriate our new world.

Creating experience is a mechanism that allows us to have control over a bad situa-
tion like terrorist attacks and snipers who live on the ground zero. By eliminating the unknown, in misery, we can control by creating experiences. We call our enemies names. We embrace our friends and cast suspicion on places and people we neglected in the past.

This nation grew up confident in its power and presence over disaster, war and crisis. This confidence was shaken like no other time until a little over a year ago during the surprise terrorist attacks on the Pentagon and World Trade Center on Sept. 11.

The operative word here is surprise. We take pride in our intelligence and awareness of events before they happen, even to the countries of interest. The badge of American citizenship involves the 401K, Social Security, bright shiny cars, entrepreneur-
ship that grows into CEO’s, stock market, anti-

MTV, voting, not voting and the right to recount those votes (or not).

But we are naked now and the intellige-
ce is useless; the people aren’t hearing the words, and we rush blindly to wave our flags in the foggy, still air.

Michael Witmore, assistant professor of liter-
ature and cultural studies in the English department, addressed the meaning of America’s new market-
tagline, “We will al-
ways remember.”

The use of such words “admits that we’ve for-
gotten other events,” Witmore explains.

We’ve forgotten past surprise attacks, our mistake in accusing the innocent, our neglect of countries that hold to a polarized images of the U.S.

“We’ve learned that we are only human and as vulnerable as anyone else. We were caught by surprise, so what can we do now?” So un-informed and unaware is the American public that a President’s slang-like vocabulary of name-
calling and invention of new words like “evildoer,” or “on our side.” Gray is unde-
familiar with a 26-letter alphabet in which the artist showed it as something grotesque.”

Gastrulation, a stage in embryonic develop-
ment, is beautiful and mysterious, but the artist showed it as something grotesque.”

Witmore believed that the “militariza-
tion” of the term ground zero is used “delib-
erately to remind us that our world has changed.” We cope with this change by fold your dollar bill into origami resembling the Twin Towers.

Closure is not an option for this event, so we must incorporate it in our everyday lives. Mary Johnson’s piece by David Kremers. Minden felt that gastrulation, a stage in embryonic develop-
ment, “is beautiful and mysterious, but the artist showed it as something grotesque.”

Witmore explained that he and Carole Kismicar, co-curator of the exhibit “wanted [Paradise Now] to help people think about issues art can raise.”

What is the trauma for people?” he asked.

“It is the arbitrariness. Why did I survive while others did not?”

The American Heritage Dictionary de-
fines tragedy as “a drama or literary work in which the main character is brought to ruin or suffering extreme sorrow, often as a consequence of a tragic flaw, moral weak-
ess, or inability to cope with unfavorable circumstances.”

Webster’s Revised Dictionary, mean-
while, defines tragedy as “a fatal and mourn-
ful event, any event in which human lives are lost by human violence, more especially by unauthorized violence.”

In the American language, the word can be understood, if not excused, if the victim was once the victimizer. Most of us cannot see the differ-
ence between the people whose lives were taken on that day and those of us who still live. So who is to say that one day we can’t join those victims through another attack? Close your eyes and picture this event, so we must incorporate it in our everyday lives through words and visuals. “Nine eleven” is now in the American Heritage College dic-
tionary, as well as Taliban and weaponize.

That’s it! You know if you can look it up, it’s real.

Jeanne KIm

Neath that giant Exxon sign, that brings this fair city light, patriotic words, opportunity ...
and bars that catered to steelworkers and their families, it fell into disrepair as the steel industry faltered and left the area.

Second, though the Waterfront is situated in Homestead, the stores and restaurants were not built for the people who live there, but for a more upscale market. The residents of Homestead left with few affordable options for basic needs such as a card store and dry cleaning.

On the other end of Wines and Spirits, Eighth Avenue’s sole remaining liquor store, complained, “I went to have paint dry cleaned at GenX, 4th Avenue, and it was very nice. And they wanted me to sign a release to say they are not responsible if they lose my pants. That is not right.”

Richard Lyons, a copy service specialist at CMU and resident of Munhall, the borough adjacent to Homestead, just cannot understand why Carnegie Mellon West will be built here, in what he calls “a mill town bunk.”

Now that there are plans to put a Kaufmann’s department store at the Waterfront, he is even more disillusioned. “Homestead never even had a K-Mart, and now they want to put in a king-sized one. It doesn’t make any sense,” Lyons said.

But Englehardt said there were many reasons for choosing the 300-acre location. “Where else in Pittsburgh can you find flat ground to build on? Plus, it is close to main traffic arteries, like 376, and the area has a dense population.” He also believes that the selection of stores and restaurants are able to cross all audiences with dining options ranging from fast food, like McDonald’s to upscale choices like Mitchell’s Fish Market, and shopping ranging from Target to Abercrombie & Fitch.

Life for Homestead residents certainly hasn’t been easy in the last few decades. Stanley Levine of Levine Hardware, Homestead’s oldest standing store since 1935, has seen many of the changes “and they have all been negative,” he said. When asked what he thought about the Waterfront development he said, “I would feel more positive about it if it wasn’t a thorn in my side.”

Lyons, a big supporter of Levine’s, refers to shopping at the Lowe’s hardware store and said, “Homestead’s only hope to do that to these mom and pop stores that have been here for ages — put them out of business like that.”

Of course, putting mom and pop stores out of business isn’t the intention of the Waterfront. But the development is about money and a business opportunity.

In 1985, Kelly Park of the Park Corp. purchased the site after the United States Steel closed its doors. His original intention was to sell it back to a steel company and keep the site industrial, but before he envisioned a great water front entertainment complex. People thought he was crazy.

But he went ahead and found a developer, Barry Ford, and by the late ’80s, they had begun cleaning out and disassembling the 410 buildings on the property. Then Park approached the Ohio-based Continental Real Estate, which was known regionally for its office, retail and apartment developments. There Park met Frank Kass, who became his partner when he matched Park’s $1 million investment. Kass ended up buying Park’s share and, in 1998, broke ground for the first Waterfront buildings. Future plans include a theater, more office space, and even a building for the CMU Fuel Cell Division.

There have been a few benefits of the Waterfront’s presence for the businesses on Eighth Avenue, however. Vickieaa Mathews, Garth, who runs Mother’s Touch Daycare and Learning Center in the basement of the old, empty Monongahela Trust Co., take the children in their program to spend time at Barnes and Noble, or for walks along the riverfront. Bill Caton, owner of Bill’s Used Furniture said that his property value has gone back up and Don Mathews, manager of Wines and Spirits, has seen an increased demand for finer wines.

Many of them are not optimistic, however, that revitalization of the avenue will happen anytime soon. “It probably won’t happen in my lifetime,” Levine said. “Renovation is a slow process. Any time you need government money, it is going to take a long time.”

Mathews, meanwhile, doesn’t expect a significant revival to happen before he retires in 20 years. At the day care center, the Garths wish the developers would keep the Waterfront theme “continuing down the street.” Vickieaa Garth, who enjoys going to the Waterfront because it makes her feel like she’s on vacation, explained, “A lot of people walk down to the Waterfront from the hills or from the bus. They get off on Eighth and walk down the street to cross the train tracks into the shopping center. Why wouldn’t they want to meet the street look nice, too?”

Walking down Eighth Avenue on any given afternoon is not much different than it is at night, except in daylight you can why the street is so eerily quiet. Store after store has gone out of business, boarded up and condemned. Eat’n Park has moved down to the more desirable Waterfront. The Russian Club No. 4 has its glass block windows punched out. Though Phillip’s Bar and Hotel has the official notice for a pending liquor license, another official notice reads “Danger. This structure is declared unsafe for human occupancy or use.” The sidewalk is scattered with old newspapers and empty beer bottles.

“We used to have three floreys in Homestead. Now we have one, and he is not on the main street, so unless you know where his store is, you don’t know we have one at all,” said Vickieaa Garth.

An entire strip of condemned stores was supposed to be torn down and replaced with a CVS, which has sparked several lawsuits between property owners and a historical society.

This is a topic of much debate among the remaining storeowners, especially those whose stores face the buildings.

Caton’s store sits directly across from the condemned strip. He said, “They should have been torn down 20 years ago. They were condemned then and they are still condemned now.”

Mathews agrees, “Those buildings are historical for being boarded up for 10-15 years.”

Englehardt, whose company has since opened an office at the Waterfront, is consulting on the revitalization of Eighth Avenue, although he is not directly involved with the development committee.

“The community in Homestead has to figure out now what they can do now to capture the flow of traffic,” he said.

Leah Messina

Household story

Waterfront: booming, Eighth Avenue: decaying

This September, 58 students began post-graduate programs at Carnegie Mellon without ever setting foot in Pittsburgh. They are the inaugural class of Carnegie Mellon West, the university’s new California campus.

Built in the Shenandoah Historic District of Northern Virginia, Carnegie Mellon West offers three master’s programs in Information Technology. In a sharp break with academic tradition, students are not required to attend class. Ray Barcis, director of educational programs at Carnegie Mellon West, believes in this innovative approach.

“If you don’t learn from traditional, lecture-based class experience,” Barcis said. “We have, essentially, an alternative for professional education that has no classes, no required lectures.”

In this structure, Barcis said, Carnegie Mellon West is distinct from the most distance learning programs.

All students at Carnegie Mellon West are required to visit the campus at some point during their studies. While all project materials and presentations are available online, students must also collaborate through what Carnegie Mellon West calls Story-Centered Curriculum.

Story-Centered Curriculum places student teams in simulated real-world experiences, in which they are confronted with authentic issues. Each team is guided by a mentor, and learning takes place at the time it is needed. Teams collaborate both online and in-person on a series of 15-20 projects. For example, a group of students is using a fictional company called “No Solutions” as a tool for learning software engineering project management. While situations are reality-based, faculty control tasks to ensure students experience a thorough range of issues.

During the last quarter of their programs, students move from fictional simulation to real client projects. Barcis calls this a “teaching hospital approach.”

“We’re very committed to the ‘learn by doing’ approach in the programs we develop,” Barcis said. The success of the program, he said, emerges because “We’re following a principled approach to education.”

Response from students so far has been positive, but program and curricula development at Carnegie Mellon West is far from complete. Barcis and others are looking to institute several new programs, including large-scale information systems, security and networking, and a generalist information technology degree. Developers would also like to create a transitional program for working professionals who want to re-skill.

Contrary to an August report in the Pittsburgh Post-Gazette, Barcis says, this program will not include students who have not received bachelor’s degrees.

“At the current time and in the foreseeable future, our students have bachelor’s degrees,” Barcis said.

And unlike at some distance learning programs, Barcis said, Carnegie Mellon West students are expected to excel in all areas. “We expect the same level of performance as from Pittsburgh,” Barcis explained.

Three years ago when CMU introduced plans for the West Coast campus, the economy was booming. Now, Silicon Valley is feeling the impact of the recent downturn. Like the area’s dot-coms, large donations to the project have slumped. The effect on Carnegie Mellon West has not been completely adverse, however.

“Education seems to be counter-cyclical,” Barcis said. “People use downturns to re-skill.”

Currently, Carnegie Mellon West offers only master’s degrees, as it is not authorized in California to grant undergraduate degrees. In the immediate future, developers are not looking to pursue undergraduate programs, but instead are focused on significantly increasing enrollment and the distance-learning component on campus.

“Our educational mission is broader than formal courses,” Barcis said. “It’s really about creating an educational hub.”

Katie Bailey