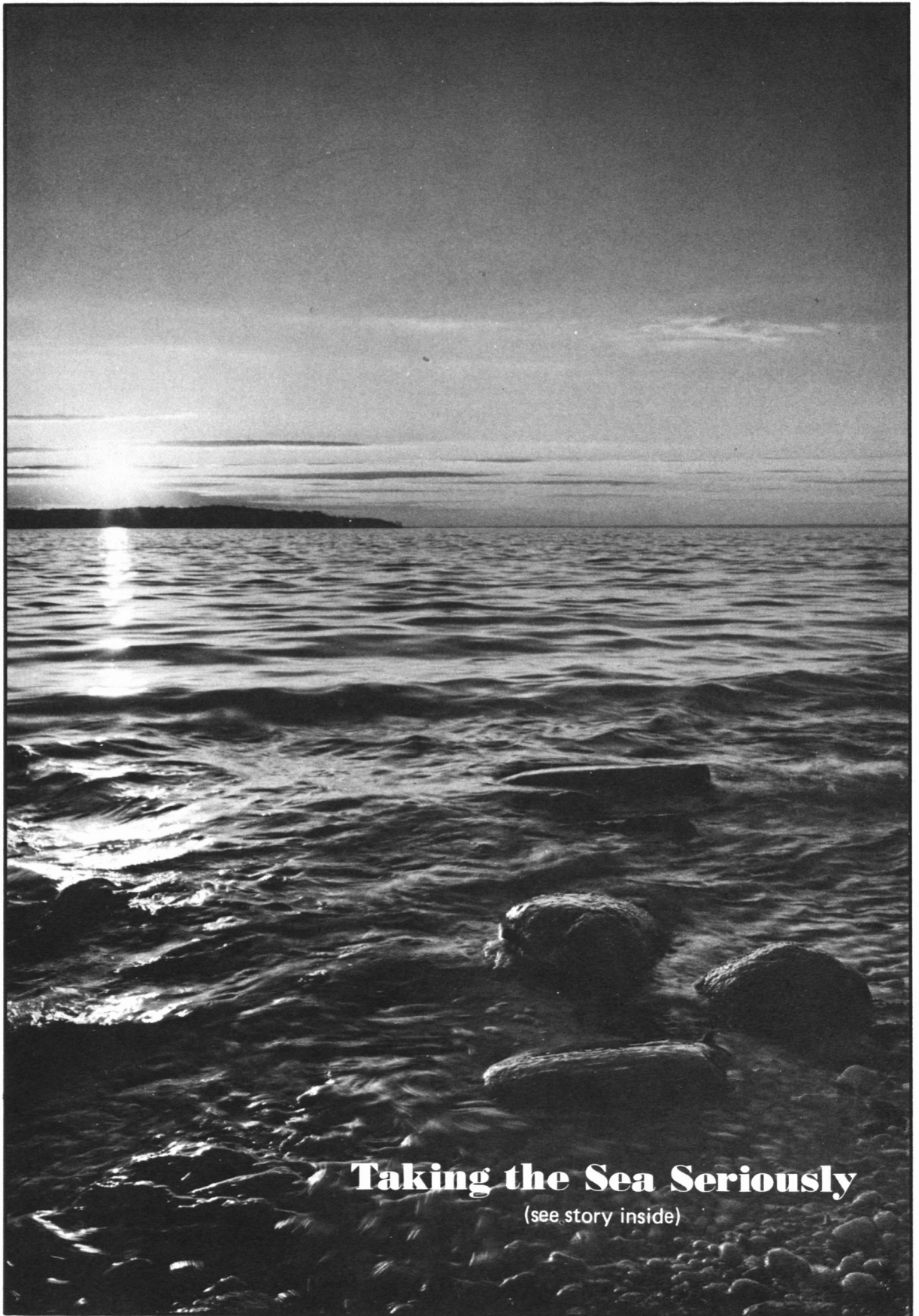


# Stony Brook

REVIEW

VOL. 10, NO. 1

FALL 1976



**Taking the Sea Seriously**

(see story inside)



*TWEETY BRINGS GLEE* This videotape, made by Stony Brook researchers, pairs a child's reaction with the TV scene, lower right, which provoked the reaction. In this way, it can be learned what type of programming is most attention-getting to children.

## What Is TV Teaching Kids?

*Stony Brook researchers find kids are influenced to a frightening degree by TV violence, stereotypes and commercials*

Two small children in a playground spot a free swing at the same time. "I got it first!" one of them yells. "That's not fair!" the other one shouts. The two children simultaneously grab at the swing until one says, "Why don't we take turns?" The scene closes with the two children gleefully pushing each other on the swing.

Periodically, millions of TV-watching children across the country watch this 30-second playground scene sandwiched between their Saturday morning cartoons. The television spot, sponsored by the United Methodist Church and other church groups, was developed and tested by a team of Stony Brook researchers. A second spot has just been released and a third is on the way. All are designed to promote cooperative solutions to conflict. Headed by Dr. Robert M. Liebert, Professor of Psychology, the researchers are concerned with counteracting what they, and many others, see as the harmful influences of television on children.

Current work by Dr. Liebert and his associates is carried out under the auspices of Brookdale Center for Media Research, which is in joint affiliation with the Department of Psychology, Department of Psychiatry and Behavioral Sciences, and the Long Island Research Institute. The projects range from content analyses of television programs and commercials to experimental studies of the determinants of program appeal.

Many of the Center's researchers recently participated in the making of a film called *TV: The Anonymous Teacher*. Produced by the United Methodist Church, the film combines interviews of leading media researchers with candid shots of

children reacting to television. Scenes of youngsters spontaneously imitating aggressive actions on TV or confidently asserting the veracity of televised commercials dramatically illustrate the powerful impact of television.

Many parents, educators and psychologists are worried about the amount of violence and stereotyping young television viewers are exposed to daily. These images, says Dr. Liebert, are "indoctrinating the next generation to an inaccurate and slanted view of the world and all social relationships and roles that hold sway in it."

A recent study conducted by Patricia Donagher, a former Stony Brook graduate student, pointed out many of the racial and sexual stereotypes conveyed by television. Ms. Donagher found that white males on TV were portrayed as powerful, aggressive and callous individuals. Black males were shown as neither forceful nor powerful in the traditional ways of our society. Females in general were virtuous and nonaggressive but lacking the necessary persistence to complete a task.

Other projects that have been going on for several years involve the videotaping of Saturday morning and prime-time television programs so that the presence of aggression and positive social behaviors, such as altruism or sympathy, may be measured and evaluated. Research assistants for such projects sit before a television set and code the various types of behavior so that when the data is compiled, it is possible to see how often each type of behavior is shown on a television show.

Results of an analysis of Saturday morning children's programs are now available. The study, supervised by Dr. Rita Wicks Poulos, revealed high

amounts of aggression on the commercial networks, with programs averaging one act of violence every 3½ minutes. Some programs, like *Pink Panther* and *Bugs Bunny*, were even more violent, averaging one act every minute. In sharp contrast Channel 13 (PBS) displayed less than 25% of the amount of aggression shown on the commercial networks. Of the five categories of positive social behaviors, only two appeared on television with meaningful frequency: altruism and sympathy-explaining feelings. In addition, much of the sexual and racial bias found in the Donagher study was still present in this more recent study. Males took up 70% of all roles, for example, and 50% of all the programs had exclusively white casts.

Susan Harvey, a graduate student in developmental psychology, is currently supervising a project which will look at the situation in the prime-time hours. Although most programs during these hours are geared toward adults, millions of children watch them, often late into the night, and thus, it is important to determine what kind of examples these shows provide children.

Dr. Liebert said that children are spending more hours today before the television screen than their parents spent before the movie screen. Today's "average" child, he said, watches television as much as 100 hours per month and heavy watchers see almost twice that amount of television. The result, he said, has been catastrophic in some cases.

A small girl was doused in gasoline and burned by a gang which was reenacting a television scene. A boy put crushed glass in the family dinner after he got the idea from a television show. And more recently is the rash of instances of children trying to imitate Evel Knievel's daredevil feats.

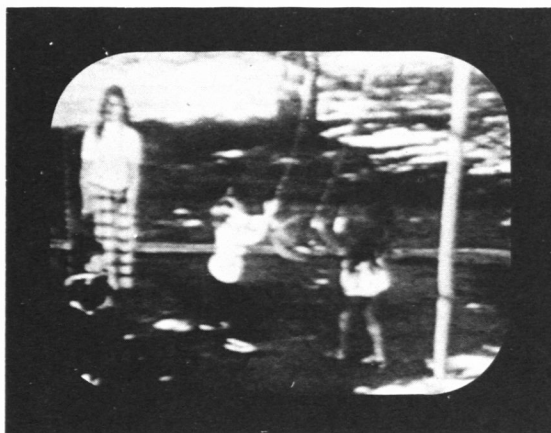
Dr. Liebert said research shows that "higher exposure to television violence is associated with greater approval of violence and greater willingness to use it in real life." He is the co-author, along with Dr. John M. Neale and Dr. Emily S. Davidson, of *The Early Window*, a book about the effects of television on children and youth. The book is, in part, an analysis of the report of the Surgeon General's Advisory Committee on Television and Social Behavior. "There is clear evidence of a causal relationship between television violence and later aggressive behavior in children," according to Dr. Eli Rubinstein, the vice chairman of the

national committee, and now a member of Stony Brook's Department of Psychiatry, and Behavioral Sciences and the executive director of the Research Center.

Another major area of interest at the Research Center is advertising — the type of commercials shown to children and the possible difficulties children have in comprehending them. Dr. Liebert gave testimony before the U.S. House of Representatives based on an analysis, conducted by graduate student Steve Schuetz, of Saturday morning advertisements. The main findings were that sexual and racial biases were also present in commercials and the majority of ads were for sweetened foods and toys, with absolutely no plugs for wholesome foods. Concerned that young children may be swayed by deceptive advertising techniques, other researchers at the Center are studying children's comprehension of the often cryptic disclaimer statements at the end of commercial messages.

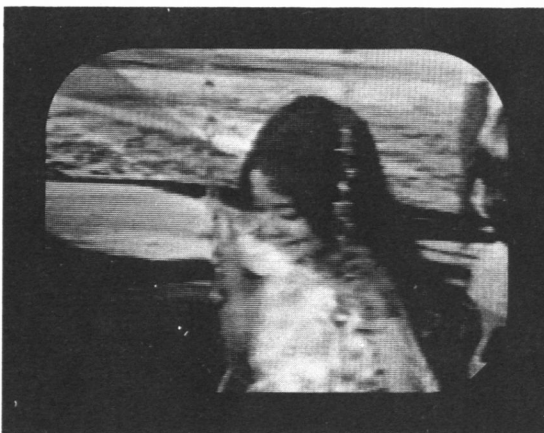
But what can be done in order to make television a more positive influence in the formative years of a child's life? The "pro-social" television spots, as Dr. Liebert calls them, are a step in the right direction. Additionally, research is now going on to determine program characteristics that appeal to children in hopes that such information could facilitate the development of attractive and socially desirable programs.

The question of why children prefer one program over another is being studied extensively by Dr. Joyce N. Sprafkin, a colleague of Dr. Liebert's at the Center and a research scientist at the Long Island Research Institute. Television programs are recorded and played back to children who sit in a room which doubles as a secret studio. While the children watch the videotaped shows, a camera records their reactions through a one-way glass window. The result is a second videotape of the child reacting to the show, and, spliced into the corner of the screen, the portion of the television show the child was watching at that moment. By recording reactions, the researchers are able to determine what television attributes attract the most attention. This type of research has already been shown to be useful in the production of the spot messages and the extension of its use to full programs is promising. — *Tom Hackney* ▼

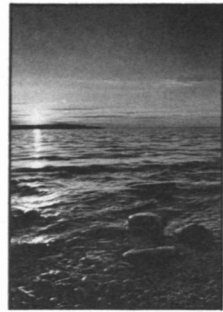


*"I GOT IT FIRST"*

*These scenes from a TV spot developed at Stony Brook try to teach youngsters to share, rather than fight. It is one of several such TV "commercials" designed by Dr. Robert M. Liebert, Professor of Psychology, and his associates to encourage cooperative solutions to conflict situations.*



*"LET'S TAKE TURNS"*



## Taking the Sea Seriously

IT MAY BE SUMMER FUN TO US,  
BUT IT'S YEAR-ROUND WORK IN THE PUBLIC INTEREST  
TO THE SCIENTISTS OF THE MARINE SCIENCES RESEARCH CENTER

For most of us, the sea means fishing, sailing, swimming — in other words, summer fun.

But for the scientists of the University's Marine Sciences Research Center (MSRC), the sea, especially the water around Long Island, is their life's work. They are concerned with the public service issues of pollution, erosion, sewage, aquaculture, shellfish management, wetlands, the marine food chain, public health and environmental effects of power plants.

Although most Stony Brook faculty have left the beaches to concentrate on winning intellectual beach heads from classroom podiums, MSRC faculty find the fall just another cycle in their year-round field work at South Shore beaches, along the continental shelf off the beaches, in Great South Bay, in many parts of Long Island Sound, in various other bays and harbors around the United States, even in the comparatively restricted space of Flax Pond in Old Field near the campus.

Wading in hip boots, using sophisticated sampling equipment aboard their 55-foot research vessel Onrust, sometimes scuba diving, marine scientists, bolstered by new and returning students in marine sciences graduate studies, will be carrying out dozens of projects during the fall, winter and spring months.

Their work represents a special illustration of the way in which hundreds of Stony Brook faculty members will be carrying out public service projects on Long Island this year.

"We see public service as a logical outlet for teaching and research, the two other components of the University's basic mission," says Marine Sciences Center Director Dr. Jerry R. Schubel.

Dr. Schubel, in his second year at MSRC's helm, is articulating an increasingly effective research program aimed at, in his words, "making this, quite simply, the best coastal oceanographic research center."

The research activities, he notes, are instrumental in teaching, giving students invaluable field experiences. In turn, the results of the Center's marine research are conscientiously being translated into forms readily usable by planners and managers in dealing with societal problems of the coastal zone.

"We'll go anywhere to get answers," says Dr. Schubel, and this year his associates will go to a variety of places including the North Pacific, Gulf of Mexico, Chesapeake Bay, Caribbean Sea, and San Francisco Harbor.

But most of the Center's work and its major commitments are focused right on New York's coastal waters and on local marine resources and problems of ultimate significance to everyone living here.

To some extent the Center is involved with current marine crises. Its faculty are continuing to work, for example, on the problems of floating sewage-related debris which struck South Shore beaches this summer, and the effects of Hurricane Belle on the sludge deposits in the New York Bight. But, says Dr. Schubel, a University center, if it's

to play an effective public service role, must have much more than the capability of responding to crises. "Somebody, somewhere," he says, "must anticipate the problems and find answers that help avoid them. The one place where you have the comparative luxury of such long-range thinking is the University. We must guard this privilege, this responsibility, jealously."

This fall, the Center's faculty will be aboard the R/V Onrust accompanying the sludge barges from New York City and monitoring what happens when actual dumping occurs. They'll be trying to determine how much material remains at dumping sites, and how much moves off and in what direction, and what effect sludge has upon phytoplankton, the simple, single-celled plants at the bottom of the food chain.

The Center will also offer, along with members of the Marine Eco-Systems Analysis (MESA) division of the U.S. Commerce Department's National and Oceanographic and Atmospheric Administration, a graduate workshop course this fall to assess the relative importance of the several sources of floatable sewage in the Bight, and the mechanisms that concentrate it on Long Island's South Shore beaches.

With their commitment to assuring regional planners and managers fullest usefulness of the Center's research findings, Dr. Schubel and his colleagues work closely with numerous local, regional, state and federal agencies, including Brookhaven and Islip Towns, Suffolk County, the Bi-County Planning Board, Marine Resources Council, New York Department of Environmental Conservation, New York State Energy Research and Development Administration, New York Sea Grant Institute, MESA — an office headquartered on the Stony Brook campus which coordinated all investigations of the summer's beach pollution, and with other federal agencies including the U.S. Fish and Wildlife Service, Army Corps of Engineers, National Science Foundation, Office of Naval Research, and Environmental Protection Agency.

MSRC scientists are working on a variety of projects dealing with both the living and non-living resources of New York's coastal environment. Professor J.L. McHugh and his students are working with the Department of Environmental Conservation to produce a shellfish management plan for the hard clam industry — the State's most important commercial fishing. Professors H.H. Carter, E.J. Carpenter, Schubel, P.K. Weyl, and M.J. Bowman are developing a conceptual framework which should help decision makers make the "right" choices with regard to regulations on costly back-fitting of power plants with cooling towers designed for environmental protection. Professors Schubel and Weyl and Ms. Anne Williams are preparing a dredged spoil management plan for Long Island Sound to ensure availability of sites for the disposal of dredged materials without sacrificing environmental quality unintentionally. Professors R.E. Wilson and Schubel and their students are assessing the environmental effects of different strategies of mining the valuable sand and gravel



## Rudy Blew It

Rudolph Schlott doesn't mess with mass production. His Old World craft is glass blowing — and a visit to his modern third floor workshop in the Graduate Chemistry Building will find him meticulously creating some of the most complex apparatus imaginable.

Rudy, the University's head design and fabrication specialist, and Siegfried Stolp, his glassblowing assistant, spend their working hours perfecting truly remarkable hand-crafted items.

"We can make anything in glass," says Rudy, "but never bottles or for the most part anything that is mass produced. As it is, there's hardly enough time in the day to keep up with the orders that keep pouring in."

Together they design, craft, and render, with the use of specialized equipment, objects in glass that very few people anywhere are capable or qualified to produce. For the fact is — as far as

resources of New York Harbor, resources that are not now being fully exploited because of undocumented environmental concerns. Professors I.W. Duedall, R. Dayal, and H.B. O'Connors are attempting to find constructive uses for the large volumes of sulphur "scrubber waste" deposits produced by coal burning power plants. Professors E.R. Baylor and M. Baylor are assessing the role of the surf in transferring viruses from the sea to the atmosphere, and perhaps to man. Professors Duedall, O'Connors, and Dayal are conducting investigations to delineate the zone of dispersal of sludge released by barges in the New York Bight. Professor C.F. Wurster and his co-workers are investigating the effects of PCB's and other persistent pollutants on phytoplankton communities. Professors W.E. Esaias, O'Connors, and Wilson are conducting basic studies of the factors, both natural and man-induced, that control the plankton communities in Long Island Sound and on the continental shelf. Professors Schubel and Bowman are assessing the sources of floatables to the Bight, and the processes that control their dispersion. Dr. B. Brinkhuis, a post-doctoral fellow, is initiating a study to determine whether or not rooted marine plants that are used to stabilize dredged spoil deposits release contaminants to the waters thus making them available for uptake by organisms such as clams or crabs and possible transfer by nature's food chain to man.

Such examples illustrate the types of studies initiated by MSRC's scientists in trying to under-

stand the processes that characterize the marine environment and man's impact on it.

Working closely with Stony Brook researchers, he has been partly responsible for some of the most sophisticated and daring experiments using glass. He advises and aids scientists with their experiments and puts his long and technical experience with glass to work to produce special test tubes and elaborate designs using glassware as a functional material in chemical, biological, and physical experiments.

It is not hard to see why this man and his craft are in high demand by researchers in universities as well as in industry; and why he can say, "Every day seems to go faster." For he is a man who not only enjoys his work, but is continually planning and producing new possibilities with his unique craft.

**STUDENTS SERVE COMMUNITIES** More than 100 Stony Brook students spent the summer break providing needed services for Long Island communities while gaining valuable work experience and academic credit through internships or while performing volunteer work for ecological organizations, local governmental agencies and health facilities.

Environmental studies students set up a recycling center, coordinated waterfowl rescue efforts, taught ecology at the Setauket Nature Center and the Theodore Roosevelt Sanctuary, and conducted a topographical study of Manorville.

Urban and policy sciences students served under an internship program as researchers and aides to various State legislative committees in Albany and also worked as summer interns for the towns of Islip and Brookhaven and for the Suffolk County Health Department.

Nursing students set up and operated the first-aid station at the Shinnecock Pow-Wow on Labor Day Weekend.

**HASH HARMLESS?** Dr. Max Fink, Professor of Psychiatry, has participated in a three-year study of habitual hashish users in Greece. The study could find no adverse physical or mental effects among the users when compared to groups of non-users from similar backgrounds. "We worked very hard to try to show long-term effects," he said. "We went to Greece assuming that chronic use would cause brain damage. We didn't find it." The researchers failed to find any significant difference in brain wave functions, memory and coordination tasks or IQ tests. The tests were administered when the users were not under the influence of the drug.

**NEWS FROM MARS** Dr. Tobias Owen, Professor of Astronomy and principal investigator on the current Mars Viking project, spent much of the summer in California analyzing the data as it was received from Mars. "The project is a huge success. All the experimenters are delighted at the quality of data coming back. It's all much better than expected and the information is very exciting," he reported in July. When nitrogen was discovered in the Martian atmosphere, Dr. Owen was quoted in the *New York Times* as stating, "It doesn't show that there's anything (any life) there, but it shows that there's a chance." Dr. Owen spoke at the first fall session of the Open Nights in Astronomy series of talks on campus.

**NEW YORK STUDY** Stony Brook's W. Averell Harriman College for Urban and Policy Sciences has joined forces with the John F. Kennedy School of Government of Harvard University to develop and test public policy case materials. The cooperative project, sponsored through a \$100,000 Alfred P. Sloan Foundation grant, involves both case materials regarding the New York State fiscal crisis and a case study of decision-making for New York City hospital facilities.

**SUMMER THEATRE** The Port Jefferson Summer Playhouse moved to the Stony Brook campus in July and had an overwhelmingly successful season. The plays — Edward Albee's "Seascape," Moliere's "George Dandin," Garson Kanin's "Born Yesterday," Noel Coward's "Private Lives," and Eugene Ionesco's "The Lesson" and "The Chairs" — received consistently good reviews and the performances were all well-attended.

**NEW ATOMIC PARTICLE** Stony Brook physicists participated in the discovery of a new elementary particle, upsilon, the heaviest ever observed, at the Fermi National Accelerator Laboratory in Batavia, Illinois. The particle raises the

possibility that scientists may never be able to identify any ultimate or basic building blocks of matter. The discovery may mean there is an infinite number of elementary particles, rather than a finite set of particles, within the nucleus of the atom.

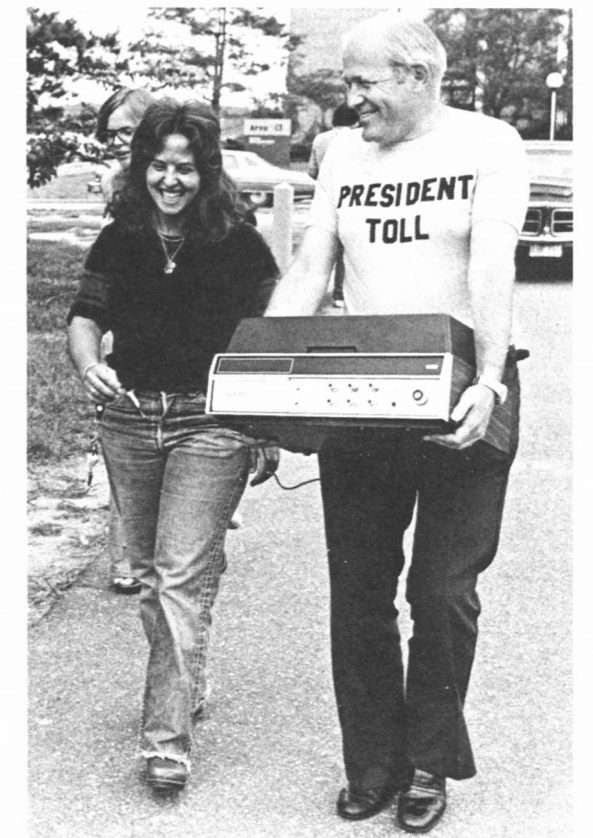
**PLAUDITS FOR THE ARTS** Reviewing an evening of one-act plays presented in the spring by the Theatre Department, the *Port Jefferson Record* wrote, "One of the North Shore's greatest resources has been its abundance of theatrical productions and the State University of New York at Stony Brook has been a particularly rich locus of such efforts."

In response to a series of Beethoven Sonata Concerts by pianist Anita Gelber, sponsored by the Friends of Sunwood, the *Three Village Herald* wrote, "More than roses should be given to Anita Gelber for her performance. . . Who would have believed the sonata to be such a rich and wonderful musical form? . . . Anita Gelber's music needs to be heard."

**17,000 STUDENTS** More than 17,000 students began fall courses at Stony Brook this month. About 11,500 undergraduates, including 2210 freshmen, and 5500 graduate students, including 2500 part-time continuing education students, comprise the enrollment.

Undergraduates this fall have a new B.S. degree program with a major in engineering chemistry, and a new selection of 12 minors to choose from. The minors are: Hispanic bilingual-bicultural education, technology and society, photography, methods of social research, classics, English, anthropology, mathematics, linguistics, women's studies, Asian studies and geology.

The 21,000 students, faculty and staff who comprise the University community returned to a campus which had undergone extensive summer grooming and renovation. Hundreds of bushes and trees were planted, 75 firwood benches were installed along campus walkways, and many building interiors were painted over the summer months.



President Toll, along with many other University faculty and staff members, helped new students move into their campus living quarters Labor Day Weekend.

# Up and Coming

## CAMPUS & COMMUNITY CALENDAR

The Association for Community/University Cooperation (ACUC) publishes a monthly calendar of events which is mailed first class to its members.

The calendar lists events to be held on campus as well as events scheduled in local communities. To receive this calendar, mail a membership fee (\$5 for husband and wife; \$3 for individuals; \$1 for SUSB students and persons under 18 and over 60) and your name and address to "ACUC," P.O. Box 676, Stony Brook, N.Y. 11790.

**TOWER TOURS** The view from atop Long Island's newest and tallest building, the University's Clinical Sciences Tower, will be the main attraction of a Health Sciences Center Open House, Saturday, November 20. On a clear day, you can see almost forever — well, at least as far as Connecticut, Orient Point, Fire Island and Nassau County.

Tours of the structure, including an elevator ride to the top, will leave Level 2 at frequent intervals between 10 a.m. and 4 p.m. Special exhibits and programs are scheduled for the day. Visitors are asked to park in P lot off Stony Brook Road. A free shuttle bus will carry passengers to the Health Sciences Center.

All health sciences schools except dental medicine are now located in the completed structure with its large complex of offices, labs, classrooms, library, cafeteria and service facilities at the base of the tower. Still under construction are the Center's tall 540-bed hospital, to be entirely glass-enclosed, and a smaller Basic Health Sciences Tower. Another structure for the School of Dental Medicine and a parking garage are planned.

**MUSIC CONCERTS** More than 100 concerts have been scheduled for the 1976-77 season, ranging from classical to electronic. A detailed brochure, *Music at Stony Brook*, lists the dates of each concert, its location and price. It is available free by calling 246-5672 and requesting one be sent to you.

**THEATRE** The theatre season will begin October 28-31 and November 3-6 with "Puss 'n Boots," a play by Tieck. Next will be "Iphigenia in Taurus," an opera by Gluck, December 9, 10, 12, 13; and a workshop production of a new one-act play, "Water Man," by Frank Ford, December 13-17.

The spring season will open with "Candida" by George Bernard Shaw, February 24-27 and

March 2-5. Next will be a student's evening of one-act plays, March 17-20, 23-26; and the musical, "Company," May 5-8, 11-14. For more details, call 246-5681.

**EVENTS INFORMATION** A new Answer Line, 246-6789, sponsored by the Polity Student Government, is a 24-hour answering service, providing information on current events scheduled on the campus. Additional information can be obtained by calling 246-3636 or 246-3580.

**AESTHETICS WORKSHOP** A two-day workshop on "Aesthetics and the Public" is slated for October 16-17 at the University, the Sunwood estate in Old Field, and the Museums at Stony Brook. The sessions will include discussions of the concept of the artist's public, the artist's view of the public, and institutions of mediation between the arts and the public. Participants will include critics Clive Barnes, Eric Bentley, Irma Jaffe and Lawrence Alloway; philosophers John J. McDermott, Karsten Harries and Bruce Wilshire; and Pulitzer Prize winning poet Louis Simpson. For details, call 246-8332.

**SPEAKERS** The Student Activities Board (SAB) has scheduled the following speakers: critic Clive Barnes, October 10; television personality Dick Cavett, October 17; publisher Al Goldstein, October 24; comedian Robert Klein, November 7, and Nobel Prize winning biologist James Watson, November 21. Critic-comedian Dick Gregory spoke September 12 and journalist Carl Bernstein, September 19. For details, call the SAB Office, 246-7085.

Open Nights in Astronomy is a series of monthly Friday night talks exploring new developments in astronomy. The talks, free and open to the public, are followed by audience viewing of the skies through small telescopes on the roof of the Earth and Space Sciences Building. For details, call 246-6541.

The Contemporary Issues in Health Care and Public Policy lecture series features local and national experts on such topics as U.S. drug policy, humanizing childbirth, adolescent health problems and women's medical problems. The talks, free and open to the public, are scheduled for 8 p.m. in Lecture Hall 2, Level 2, in the new Health Sciences Center on October 4, November 8, December 6 and January 17. For more information, call 444-2331.

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