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Issue No. 23

1

Please read the following letter from the University of Haifa President Amos Shapira which summarizes the activities that took place on campus during Operation "Pillar of Defense".

"Following a number of very difficult days across Israel and here on campus, I feel it is important to write a letter to you relating to this. Communication with each and every one of you is very important to me. While it is not possible to go into detail and explain everything, I hope you will keep this in mind as you read this letter." For further reading see: [letter from University of Haifa President Amos Shapira](#).



2

In light of the situation in the south of Israel, the Interdisciplinary Clinical Center at the University of Haifa operated a hotline to provide support for civilians experiencing anxiety, depression, feelings of helplessness and loss of hope, and parental guidance. The hotline, manned by clinical psychologists, social workers, and psychotherapists of the Center's emotional counseling and therapy team, was also set up to provide support for people who are not in the southern region, recognizing that anxiety in the current situation penetrates other regions too. The hotline is a service provided by the Center's division for Emotional Counseling and Therapy, which offers psychotherapy counseling and treatment applying a range of approaches for treatment. The Interdisciplinary Clinical Center in the University of Haifa's Faculty of Social Welfare and Health Sciences is unique in Israel, having been established to serve the community in Haifa and the north of Israel to give services in speech therapy, occupational therapy, and psychotherapy.



3

The Student Union, in cooperation with University officials, hosted 250 children from the South for a day of fun in the North during the days of fighting. Included in the day's activities were lunch at the *Hatter Student Building*, a tour of the *Reuben and Edith Hecht Museum*, as well as other fun activities. In their visit to the University, the children also met with students from the Graduate School of Creative Arts Therapies who brightened up their day in their own unique style.

**4**

The University's dormitories were also home to guests from the South during the days of battle: our student Idan Lichter hosted his family from Kibbutz Nirim, and our student Shani Danon hosted her family from Beer-Sheva. The Southern families spent a few calm and quiet days up North before returning to their homes at the end of the military operation.

**5**

Prof. Marc Gekopf and Dr. Carmit-Noa Shpigelman of the University's Department of Community Mental Health, in cooperation with the Israel Trauma Center for Victims of Terror and War, began a new research study to evaluate the coping mechanisms of Israeli citizens with the security situation during Operation "Pillar of Defense". This was done in an effort to develop community support services for future needs.

**6**

The University's Friends & Alumni Association held a launch event at the University, attended by guest of honor Prof. Manuel Trajtenberg, Chairman of the Council of Higher Education's Planning & Budgeting Committee, and hundreds of University of Haifa alumni, including Ruben Eblagon, Chairman, Rosario Capital; Sharon Nissim, General Director, Kishon River Authority; Yossi Elbaz, CEO, Domino's Pizza Israel; Gil Dankner; business leaders; and others. For further reading see: <http://newmedia-eng.haifa.ac.il/?p=6163>.

**7**

250 thousand NIS were collected for scholarships to students of Druze descent during the launch of the Druze Business Forum's opening session at the University. "The University of Haifa plays a double role in Israeli society. The first is to expand the State of Israel beyond the borders of the 'State' of Tel Aviv, and the second is to fully represent Israeli society," said University President Amos Shapira.

**8**

The University of Haifa bid a fond farewell to Prof. Aaron Ben-Ze'ev, President of the University over the past eight years, in an especially touching and festive ceremony. Academic and administrative faculty members, members of the University's Administration, members of the Executive Committee and the Board of Governors, close friends and, of course, family members all thanked Prof. Ben-Ze'ev for his great contribution to the University throughout the years. The event was produced and organized by the Division of External Relations and Resource Development and the Office of the President. [Click here for photos.](#)



9

The Order of the Minister for Environmental Protection was awarded to the University of Haifa for its array of registrations and reporting of greenhouse gas emissions. As a green campus, University officials monitor carbon dioxide emissions resulting from consumption of electricity, diesel oil, fuels and air conditioning. "By reporting greenhouse gas emissions we are interested in sending a message out to the University employees, students and even candidates about how serious our intentions are in handling the issue in a professional manner," said the University's Vice President and Director General Baruch Marzan.

**10**

Hundreds of Haifa citizens – young and old alike – took part in the event "Spirit of the Humanities" [Ruach al HaBar] – a series of lectures from a selection of the faculty's lecturers in local Haifa pubs – held by the University's Faculty of the Humanities in concert with Haifa Municipality's center for young adults and the Derech HaRuach Association. "We hope that this evening will become a long and successful tradition which will serve to further strengthen the ties between the University of Haifa and the citizens of Haifa and the surrounding area. The University has a central role in strengthening the North and we are happy to share our knowledge with the public," said University President Amos Shapira, who had attended Prof. Oded Balaban's lecture on the connection (or lack thereof) between politics and ideology.

**11**

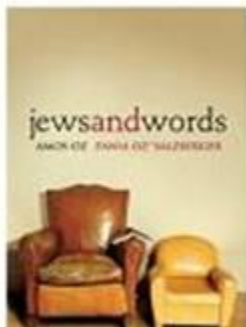
Congratulations go out to Dr. Jonathan Ben-Dov of the Department of Biblical Studies who was recently elected as one of 26 investigators from all around the country chosen as members of the Young Israel Academy for researchers under 45 years old, established by the Israel Academy of Sciences and Humanities.

**12**

The research of Prof. Abraham Haim on the connection between artificial light and cancer has also reached teens. The Ministry of Education's Center for Research and Information asked Prof. Haim to write an article on this topic with regards to teens, and now they too know why and how to cope with the problem.

**13**

There is a new book out by Prof. Fania Oz-Salzberger of the Faculty of Law, which she co-wrote with her father, author Amos Oz, entitled [Jews and Words](#) – click on the link for more information.

**14**

The *Galicia – Traces of Memory* exhibition, which showcases the work of British photojournalist Chris Schwarz who created them in collaboration with anthropologist Prof. Jonathan Webber out of the permanent *Traces of Memory* exhibition in the Jewish Museum of Kraków, Poland, is being displayed these days at the entrance to the University's *Younes and Soraya Nazarian Library*. The exhibition examines the weight of the absence of Jews in Galicia, Poland, by a set of photo images collected over more than a decade. These images will give us a wider, more sensitive and reflective picture of the absence of the Jews and about their past.



15

Dozens of students, lecturers and Haifa citizens enjoyed a guided concert from the series given by the Department of Music. This University-wide concert series, with free entrance, is part of the set of cultural activities produced by the University in an effort to share with the wider public the thriving artistic activity taking place on campus. "The University of Haifa offers a multi-layered unique cultural experience," said Prof. Yuval Shaked, Head of the Department of Music. "In the University, it is possible to listen to a concert, go to the Library to read up on the composer, hear CDs of his/her works, and form an opinion from a lecture about music history – all under one roof."

**17**

"The modest targets of the Israeli action in Gaza hurt its main objectives," said Prof. Uzi Arad, former Head of the Israel National Security Council and former National Security Adviser to the Prime Minister, at a lecture at the University of Haifa within the framework of the National Security Studies Center. Prof. Arad lectured about deterrence and the concept of super strategy.

**19**

Is the concept of "the wisdom of the masses" – the idea that a large group of people who are not experts on a particular topic can bring more insight and wisdom to it than an expert in the field – also arriving to the management arena in the business sector? Dr. Daphne R. Raban, Head of the Department of Information and Knowledge Management at the Graduate School of Management, interviewed on this topic for *Globes*: "Giants like Eli Lilly & Co. and Procter & Gamble have admitted to not knowing how to do something, despite the thousands of experts that they employ. It's not that they do not know enough about their own products, rather they understand that somewhere out there in the public is a special kind of wisdom."

**16**

Dr. Josephine Todrank and Prof. Giora Heth of the Institute of Evolution and Prof. Yael Latzer of the Faculty of Social Welfare and Health Studies sent a call out to academic and administrative faculty members as well as students who would like to participate in a new study on dealing with excess weight. The study will be based on the knowledge acquired regarding the influence of food odor on the brain's functioning.

**18**

Dr. Ido Zelkowitz of the Department of Middle Eastern History and the *Ezri Center for Iran and Gulf Studies* was interviewed in Channel One's news broadcast about Hamas' goals and the voices that rose up through social networks from the Gaza streets during the fighting. Likewise, Dr. Zelkowitz also mapped out the sources of power within the Hamas leadership and described the relationship between the Hamas and the Islamic Jihad regarding the past cease-fire talks for a *YNET* article.

**20**

Turning to the US, it seems as though the hatred towards Barack Obama in the midst of hate groups is growing by the minute. A new study led by Shlomi Sela, a doctoral student conducting inter-disciplinary research in social psychology and information systems, guided by Prof. Gustavo Mesch of the Department of Sociology and Dr. Tsvika Kuflik of the Department of Information Systems, discovered a significant rise in the recorded hatred towards Obama in the three months following his election as President in 2008 – published in *Globes*.



21

In an *"Israel Today"* article about the importance, reliability and influence of political surveys, Prof. Gabriel Weimann of the Department of Communication said, "We have all come down with the surveys sickness; like with diabetes, a little bit of sugar is not harmful to your body. When you become addicted, the survey, just like sugar, poisons the electorate, the campaign, the politicians and the media."



22

Prof. Yoseph M. Edrey of the Faculty of Law was interviewed in a *The Marker* article about the law dealing with undistributed profits: "The law should be repealed. It fit the young country we once were, a country lacking resources. We have built a wonderful industry, and continuing the benefits means cutting social and educational services."



23

Who is protecting the public from toxins in the home? Apparently nobody, according to a report from the Technion's *Samuel Neeman Institute*, edited by the University's Dr. Ofira Ayalon of the Department of Natural Resources and Environmental Management who even interviewed on the topic for *YNET*: "There is no real information available and what information is available is only partial. Everyone approaches toxins differently, there is no information available regarding risks and damages and nobody knows at all the scope of the problem. The topic gets lost between various jurisdictions and authorities. It's like finding a potato that nobody wants to dig out."



24

Dr. Yaniv Levyatan of the *Ezri Center for Iran and Gulf Studies* and the Department of Multi-Disciplinary Studies and an expert on information warfare interviewed for *Ma'ariv* on Hamas' media propaganda during "Pillar of Defense": "I would not be quick to disregard false reports. These reports were meant to improve the perception of Hamas in Gaza. I don't see the Gaza public following Channel Two television or the IDF Spokesperson. It only hears the [Hamas'] story of victory."

