

# BookNotes

A PUBLICATION  OF THE WILLAMETTE STORE  
FALL 2009

## MARTY, GET THE DELDREAM!

An interest in the future seems to be almost hard-wired into our species. From ancient seers and stargazers, to tarot cards and the daily astrology forecast in the newspaper, mankind has, through the ages, wanted to know what happens next. For this issue of BookNotes, we've decided to poll some of the best minds of our own community to see what they think is around the corner. Although we can't predict the future, we hope you find this issue a pleasing mix of the fun, information, and intellectual stimulation.

### OREGON CHARGES AHEAD

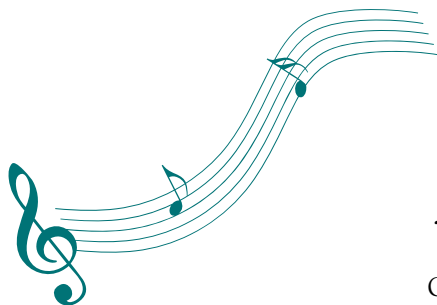
A number of developments in terms of the all-electric car are centered on Oregon, already the nation's hybrid-car capital. If you want to be plugged in sometime in the near future, this is definitely the place to be!

- ReVolt Technology, a Swiss-based electric car battery maker has announced plans to locate a research/development facility and a manufacturing plant in Portland. (The Oregonian, Sept. 1, 2009)
- Nissan will include Oregon in a handful of sites worldwide to pioneer zero-emission vehicles starting in 2010 with government fleets followed by mass marketing in Oregon prior to 2012. (The Oregonian, Nov. 19, 2008)
- There will be a federal \$7500 tax credit for the purchase of electric cars with a possible \$1500 Oregon tax credit as well. (The Oregonian, April 24, 2009)
- A group at Atkinson is looking into the efficacy of putting charging stations on campus.



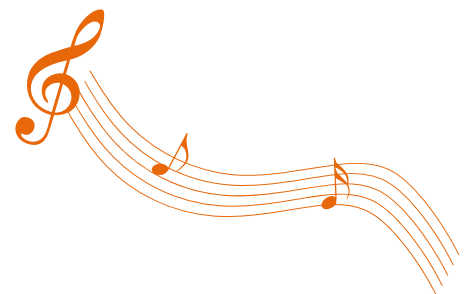
### WINNERS OF OUR SURVEY DRAWING

Angela Littleton, Mail Center:  
Weber Go-Anywhere Gas Grill  
Joni Roberts, Hatfield Library: \$50 gift certificate  
Karen Chittick, TIUA: \$50 gift certificate



**Don't stop, thinking about tomorrow,  
Don't stop, it'll soon be here,  
It'll be, better than before,  
Yesterday's gone, yesterday's gone.  
Don't you look back, Don't you look back.**

Christine McVie, Fleetwood Mac - *Don't Stop*



## THE DECADE OF LOOKING AHEAD

For those of us who went, the Seattle World's Fair in 1962 was immersion in the future. Called the 21st Century Exposition, it was a look at what we might be doing, well, about now. Remember, this was the decade that would put man on the moon. Progress was always considered good, and manmade nearly always trumped nature. It was in 1967 that Dustin Hoffman in *The Graduate* first heard what would become a catchphrase for an era, "Just one word, plastics."

It is little wonder that in a culture so preoccupied with the future that a society would be formed just for the purpose. The World Future Society was founded in 1966 and began gathering intellectuals and scientists of many stripes at conferences to start taking a serious look at what was coming down the pike. Their magazine, *The Futurist*, while still being published, has recently abandoned its print form.

We thought it might be fun to look at some of the predictions – both hits and misses – that *The Futurist* has published in the past forty-two years.

### FEBRUARY 1967

- An article by Hubert H. Humphrey, then vice president of the United States, was based on one of his speeches in which he foresaw desalinated seawater, a permanent base on the moon, control of weather, elimination of bacterial and viral diseases, the landing of men on Mars, and the creation of primitive forms of life.

### OCTOBER 1979

- Government research indicated a significant downsizing in Detroit's fleet by 1985.
- There were predictions of a major depression in the 1980s
- Computers would soon be able to scan people's faces to make personal identification checks. The technology would be used by policemen, security guards, retailers and others.

*"Time is running out for the internal combustion engine and a joint government industry effort like that which sent men to the moon may be necessary to develop tomorrow's automobile."*

Brock Adams, former Transportation Secretary.

### NOVEMBER-DECEMBER 1989

- An emerging postmodern global culture threatens all belief systems, from Marxism to fundamentalist religion. "Postmodernism is not a new religion or a new political ideology; rather it is a belief about belief," claimed Walter Truett Anderson.

- The colonization of Mars was recognized as still a long way off, but Brent Sherwood of the future-studies office of Boeing speculated that in the distant future, when we begin to inhabit far-flung freespace colonies, some might experiment with genetic engineering to make humans into creatures native to space.

- Hypersonic trains would literally fly through a vacuum created in long-distance transit tubes. A transcontinental tube could make LA to New York a half-hour train journey.

*"Technology by itself would not solve all of our problems; rather, solutions would come only with the will to deploy useful technologies."*



*"How frustrating. The crystal ball is down again."*

## OCTOBER 1999

- The bandwidth barrier would soon be broken to make video and audio transmission commonplace.
- As visual and aural modes become the favored modes of communication, the linear, sequential modes of thought will be replaced by more simultaneous, multilayered and holistic thought processes, making us less analytical as a society and more intuitive.

- By 2005, the “bookpad” (e-book) will cost around \$20, weigh a maximum of six ounces and will reproduce text with greater clarity than ink on paper.

“In 100 years, few people will want to read at all, and fewer still will know how to write. Text will be outmoded, except for instruction booklets and the aptly named textbooks containing technical information.” Geoffrey E. Meredith

## MORE RECENTLY

- By 2030, everything you say and do will be recorded.
- Eighty-three percent of the world will have access to electricity by 2030, up from 40% in 1970 and 73% in 2000.
- In the next two to five years, we will have go-anywhere concentrators that produce drinkable water from air.
- In ten to fifteen years, invasive surgery will be eliminated since bodies will be monitored and repaired from within.
- Using stem cell technology, we will order replacement teeth grown from our own cells rather than having crowns or artificial implants.

“We stand today on the verge of yet another great evolutionary leap forward. In the next 50 years, scientists may be able to eliminate all congenital illnesses known to man. Tomorrow’s genomic breakthroughs, treatments, and vaccines will indeed be a great boon to future generations.”

“The Internet in 1969” - interesting video!  
<http://video.futurist.com/video/The-Internet-in-1969>

## LIBRARIES BUT NO BOOKS?

By Michael Spalti



Not long ago, in Philadelphia, I was at a meeting with faculty and staff from other liberal arts colleges. During one of the sessions we were given the following thought experiment: *Fifteen years from now a new college is being built from the ground up, and you are charged with designing the library. What will you recommend?*

Fortunately for us, the imaginary college came with ample startup funds and a solid endowment. That gave us considerable, but not excessive, freedom to dream. Our library of fifteen years hence would contain language and multimedia labs, group work spaces, quiet places for study, data analysis and geo-spatial mapping, live and recorded video feeds from around the world, professional staff and faculty offices, academic centers, a state-of-the-art classroom and, of course, a coffee shop on the first floor. The library would be a place infused with knowledge and round-the-clock student activity.

Then somebody noticed an obvious omission. Will we need space for printed books? We debated and finally concluded that this strikingly obvious recommendation would not make the final cut. In the near to medium term, most of us expected academic books to be distributed and used in digital form, making a heavy investment in ink, paper, and

bindings unlikely at a new college, circa 2024.

I think that everyone in my group would claim to be a devoted lover of books, but I’m also sure that waving goodbye to the print collection was not a particularly sad moment for any of us, and here’s one possible reason why.

In *The Future of the Book*, the historian James J. O’Donnell writes that cultural continuity “resides in memory, which is to say, in the keeping in mind of that which does not exist, not any longer.” For centuries the printed page has been *par excellence* the way that much of human society remembers, and O’Donnell asks us to appreciate the peculiar quality of that remembrance, namely, that “everything we do in this line has something of the Rube Goldberg construction about it.”

(continued next page)

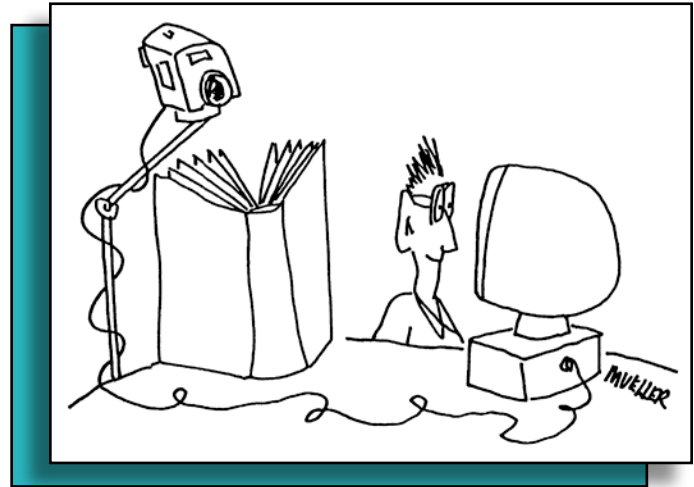
Folks who know and use libraries know a lot about Rube Goldberg constructions. Libraries are tied to activities – essential ones – that depend on a precarious system of memory. The librarian’s job is to make that big, clumsy, fascinating apparatus work more or less well for society and individuals. What matters is the Rube Goldberg machine, not any particular part.

According to my group of Philadelphia experts, within fifteen years books will be downloaded and read on digital devices that are welcoming to the eye, comfortable, durable, and cheap. When a printed copy is called for, then entire books, selections from books, or personalized anthologies will be printed locally on demand – in paperback for the price of a latte, or for a bit more cash, in durable hardback. When needed, high quality visual material could be transferred to print stock in a similar way.

The library will buy digital book content for use by the university (Fact: Our own library already does this, but these early efforts are limited and not yet successful.) Additional book content will be distributed freely under Creative Commons licenses or as part of the public domain (Google Books and its academic sibling, the Hathi Trust, are prime examples). The world’s print heritage will never be fully digitized, so interlibrary loan and travel to distant archives will be necessary and desirable in many cases, but probably less common than today.

So far in this story, we see books and more books, but there’s another important trend. Some scholars – and librarians – are exploring the wildly successful approaches to social content creation that have appeared in recent years (of which Wikipedia is one example) and producing hybrid publications that exist *only* in digital form. These experiments typically involve combinations of text, video, images, simulations, databases, reader comments, syndication feeds, and live updates. They are notably democratic and fiendishly difficult to archive. Predicting the future is impossible, but the Rube Goldberg machine of memory might well be rewired through this process of trial and error.

*Michael Spalti supports digital services in the Hatfield Library, where, with others at Willamette, he is trying to keep pace with change. When not staring at a computer screen or discussing technology with colleagues and friends, he enjoys reading a good book and sampling Oregon wine.*



## LOOKING AHEAD AT GLOBALIZATION

By Jim Hanson



What will the future look like in terms of globalization? I would not venture to predict the stock market averages or the value of the dollar relative to the euro five years from now, and likewise refrain from predicting the future of globalization, but I am willing to provide what I hope can be considered “informed speculation” on the topic.

Globalization takes many forms. Most of us probably think first about international trade when globalization is mentioned, but economic interdependence also takes the forms of short- and long-term financial flows among countries, direct foreign investments by corporations, and migration of workers from one country to another. We tend to view nations as having become much more interdependent in recent years, but globalization in each of these forms has been significant for decades.

What about international trade? For the United States, the importance of trade as reflected in the ratio of exports to GDP has risen from a level of about 5 percent in the 1960s to a level of close to 15 percent today. Despite the common perception among U.S. citizens that trade is making us more vulnerable, this ratio of 15 percent is lower than for most other countries. On a global

basis, trade has been growing faster than total output, and developing countries that have become more open to trade have been closing the gap between themselves and the industrial nations faster than those that remain more closed. It is striking that China, which for decades remained an inward-turning self-sufficient economy, has moved dramatically toward more openness in terms of trade, capital flows and foreign investment. China has sustained a GDP growth rate of roughly 9 percent per year since these economic reforms began, and exports now represent approximately 35 percent of China's GDP, more than double the ratio for the United States.

We are now in the midst of the worst recession since the Great Depression, and while international trade has contracted along with the world economy, it is noteworthy that so far nations have not responded with protectionist trade policies as most industrial nations did during the Great Depression. This is a sign of continuing belief in the benefits of open trading policies. Asia's major economies remain export-oriented, and in a recent lead article, *The Economist* reports on Asia's "astonishing rebound" from recession. Many in the United States remain skeptical about the effects of international trade. There have been calls that the stimulus money from the government be spent only on domestic products, but so far this restriction has not been imposed. Some have criticized the "cash for clunkers" program to stimulate the auto industry and worry that much of this money will be going to foreign auto producers (apparently unaware that most cars sold to U.S. consumers by non-U.S. auto firms actually are produced in the United States). The impact of rising energy costs and associated transportation costs could make certain forms of international trade less profitable in the future, although the fact that ocean transport is significantly less costly than overland transport may be an offsetting factor for nations such as the United States with large geographical areas.

International financial flows have been troubling to many. The United States has been living beyond its means, with large federal government budget deficits and associated large trade deficits. So far this has been financed by massive financial flows to the United States, with China in particular purchasing volumes of U.S. Treasury notes and building up huge stocks of international reserve assets. Whether this is simply a reflection of extremely high savings rates in Asia, as some claim, or a sign of excessive public and private spending in the United States, there is good reason to be concerned that these large financial inflows to the United States may not be sustainable.

Direct private foreign investment is likely to continue growing in future years. Such investment comes not only from industrial nations such as the United States but also to an increasing extent from developing nations. The fears that U.S. firms investing abroad are shipping jobs overseas and depleting the U.S. manufacturing base should at least be balanced by recognition that in recent decades the amount of direct investment by foreign firms in the U.S. economy, hiring U.S. workers, is equal in magnitude to the amount of foreign investment by U.S. firms in other nations.

Labor migration as a reflection of globalization is likely to remain significant, even though the percentage of the U.S. population born abroad is lower today than it was in the early 1900s. Reliance on foreign workers is significant not only in the United States but also in Europe and Africa, and the remittances of earning by these workers to relatives at home has been a significant source of foreign exchange for many nations, including Mexico. Such remittances have decreased significantly during the current recession, especially because of the U.S. housing crisis and the decline in residential construction, but as the economy recovers they are likely to return to previous levels. Over the longer term, if average income levels in industrial nations and those in developing nations continue to converge, the economic incentives for international labor migration are likely to diminish as well.

Even with continuing globalization I anticipate a rich diversity of economic systems from one nation to another. When dealing with emerging global issues, such as the challenges of global warming, collaboration among all nations will be paramount. If the United States is to lead, it must do so through careful cooperation with other nations, not through unilateral action.

*Prior to retiring at the end of the last academic year, Jim Hanson held the endowed Peter C. and Bonnie S. Kremer Chair in Economics, and taught international economics at Willamette for 33 years. In addition to spending more time with grandchildren and catching up on home maintenance projects, he is teaching International Political Economy at TIUA this fall*

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## FUTUREFOOD: A SUPPERTIME PONDERING

By Chris Linn



At the end of a brief break from writing, he licks the last tangy drop of soup from his index finger, sets his empty bowl next to the sink, and looks over the aftermath of his home-cooked supper. In a rusting colander, loosely curled ribbons of purple-white turnip peel wrap themselves around a clump of discarded kale spines. Near the back burner of the stove, round seeds from a yellow wax pepper float like flattened coracles on a stream of spilled heirloom tomato juice. At the bottom of his foraging basket, blackened hemlock needles cling to the trimmed-off stipes of golden chanterelle mushrooms. The still-life imagery describes perfectly what he loves best about food: *humble ingredients and simple preparations which celebrate the sustainable traditions of the past.*

Wiping off the kitchen countertop with a calico towel, he wonders how much of what he loves will be retained in our culinary future. Will time-honored food traditions prove their durability and relevance in a world which purports to reject such traditions as anachronistic and unworthy of preservation? Or will they slowly disappear, replaced by food products and standards which politicians, bio-tech corporations, petro-farmers, and fast food empires agree are best for the modern age? The question makes him uneasy. And yet – buoyed by the knowledge that his desires for the tradition-based future are shared by a growing number of visionary thinkers, producers, agriculturalists, and culinarians – he sees good reason to believe that what he loves may flourish in the years and decades to come. Spontaneously, he picks up a scrap of paper and scribbles down the names of a few of those who give him hope.

Carlo Petrini, Italian author of *Slow Food: Collected Thoughts on Taste, Tradition, and the Honest Pleasures of Food* – whose International Slow Food Movement continues to draw attention to the endangered culinary traditions of the past while warning of the pitfalls which attend our deepening fixation on soul-less foods.

Josko Gravner, iconoclastic Friulian vintner whose commitment to creating and marketing wines made with millennia-old techniques gives the equivalent of a stiff middle-finger to those slick oenological modernists who prefer laboratories and stainless steel to vineyards and clay amphorae.

The late Masanobu Fukuoka, reformed Japanese microbiologist whose fieldwork and writings on the subject of natural farming continue to resonate and inspire small-scale farmers and home-gardeners with the radical idea that sustainable agriculture sustainably producing sustainable food is essential to a sustainable humanity.

Alice Waters, American chef, author, and educator whose writings, educational endeavors, and legendary restaurant *Chez Panisse*, continue to play a visionary role in the burgeoning subculture of those who hold that what we eat should be simple, enjoyable, healthy, and locally produced.

Setting down his quick-jotted notes, he cracks a wide smile and feels a new confidence in what will be. Though he can't deny corporate power, the allure of novel creations, and the trend toward choosing what nourishes us on the basis of how quickly it may be prepared and eaten, he senses that we are nearing the apogee of what posterity will likely view as a flawed push to reduce whole foods to mere products and formulas. Soon – he believes – we'll come to a collective realization that preserving and promoting the simple, yet richly satisfying, food traditions of the past is in our best interest.

Feeling vaguely self-satisfied with the direction of his thoughts, he moves from the corner of the kitchen, intending to sit down at the typewriter and commit his ideas to paper. Easing himself into his cushioned chair, he hears springs squawking as the screen-door swings open and shut, tiny tippy-tappy footsteps on the wooden floor boards, and a little girl's quiet laugh behind him. An instant later, his daughter's hand reaches over his shoulder and drops a ripe purple plum onto his lap. Picking it up, he smiles and remembers the summer plums of his own childhood. Rubbing its oxidized skin shiny on the hem of his shirt, he sinks his teeth in, tastes its sweet nectar still warm from the late evening sun and smiles again.

"This," he mumbles while chewing slowly. "This is what the future is all about..."

**Chris Linn** is Director of Catering for *Bon Appétit* at Willamette University. His semi-fictional blog *The Farmer de Ville Chronicles* – featuring ramblings and writings on a range of subjects – can be found at [www.farmerdeville.com](http://www.farmerdeville.com)

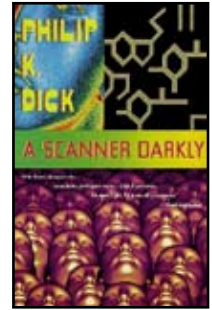
## FACULTY BOOKSHELF



This issue's faculty bookshelf guest is **Jeremy Miller**, Assistant Professor of Psychology. Jeremy is teaching a section of College Colloquium this semester titled *Discovering Psychology through Science Fiction*. What better bookshelf topic for our issue on the future than science fiction?

### *A Scanner Darkly* - Phillip K. Dick

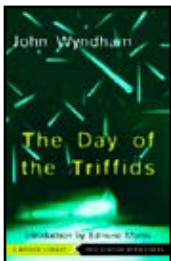
Phillip K. Dick's novel traces the mind-bending story of Robert Arctor, a man living a double life. Robert is an undercover agent, working to gather information about the major and minor players in the local drug scene. Unfortunately, Robert has a secret: he is a drug addict. Bob is addicted to "Substance D" (a drug refined from the appropriately named flower *Mors ontologica*). Substance D is a drug with devastating neuropsychological side effects; it erodes the connection between the hemispheres of the brain causing the two hemispheres of Robert's mind to work independently from each other. In this way, Robert becomes a man with two minds living a double life. As the plot unfolds, the reader



is forced to ask him/herself hard questions about the relationship between mind and brain, the nature of consciousness, and the nature of the self. But don't let those deep philosophical questions put you off, this book is first and foremost great fun to read!

### *Day of the Triffids* - John Wyndham

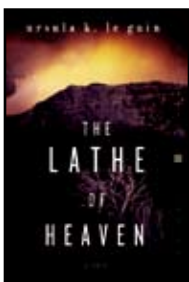
Day of the Triffids has the kind of Sci-Fi plot that can seem too far-fetched to those who are not Sci-fi fans. Nevertheless, I am going to do my best to provide a summary that does justice to this excellent novel. The book is set in the future. Genetic engineering has brought about a dangerous predatory species of plant life, the carnivorous triffids. Triffids are dangerous because



they are capable of moving around on their own and they have large venomous stingers that they use to immobilize their prey. However, triffids are a great boon to humanity since the oil they produce is a useful commodity. People soon begin farming triffids and everything is humming along swimmingly until a strange meteor shower blinds the vast majority of the population of earth. In the chaos and panic that follows, humans struggle to adjust to this frightening new reality: a world where the fabric of society is unraveling and humans are no longer at the top of the food chain. Sound far-fetched? Well, maybe it is a little bit, but it is also a ripping good read that expertly poses the question that all the great post-apocalyptic stories do: if you had to rebuild human culture brick by brick, what would you keep and what would you throw away?

### *The Lathe of Heaven* - Ursula LeGuin

Why are psychologists always the villains in sci fi books? I love this little book despite this slight to my chosen field. Ursula LeGuin's novel is centered around a strange little thought experiment: what would happen to the world if our dreams became reality? The novel is set in a dystopic near future in which the world has been ruined by global warming. The protagonist, George



Orr has come to the realization that his dreams have the power to change reality. Concerned because he has no control over his dreams, he resorts to drugs in an attempt to keep himself from dreaming. Unfortunately for George, he is arrested for drug abuse and sentenced to mandatory therapy sessions with a therapist named William Haber. Haber soon comes to realize that Orr is not crazy and that his patients' dreams really can change reality. Haber then begins using hypnotic suggestion and other techniques to attempt to control Orr's dreams. In the beginning, Haber seeks to change the world for good (for instance, he instructs Orr to dream of a world without racism- the result: When Orr awakens, everyone's skin has turned the same shade of grey). However, Haber soon gets lost in a web of self-deceit and power madness as he attempts to undo

the unintended consequences of his meddling. The novel is an interesting view one of the fundamental paradoxes of humanity: we seem to possess a nearly unlimited ability to imagine and shape the world into our own designs, but seem often to lack the foresight to understand the consequences of these changes.

## SURVEY SAYS - WE'RE DOING OKAY!



additional content.

Your feedback is always welcome. Don't wait until the next survey to share your thoughts and ideas with us – email us at [booknotes@willamette.edu](mailto:booknotes@willamette.edu) and let us know what is on your mind!

Our thanks to those of you who took the time to respond to the *BookNotes* survey. Your responses and comments are appreciated and will help to guide future newsletter issues – starting with this one!

Respondents overwhelmingly commented that you preferred to receive an electronic version of *BookNotes* vs. a printed copy. In response, we've drastically reduced the number of newsletters printed and will continue our web version. We will announce the publication of each issue via e-mail and will provide a link. If you'd rather read it in its printed format, The Willamette Store and a few other key areas on campus will have a copies on hand for you to pick up.

Over half of you shared that you read 50% or more of each issue of *BookNotes*. Our respondents especially like the guest essays, Faculty Bookshelf and Faculty New Titles articles, upcoming event listings and cartoons. We will work on expanding a few of these areas as well as come up with new ideas for

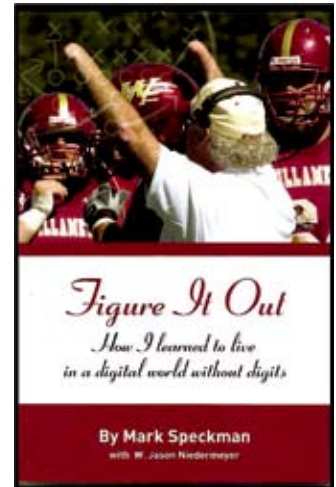
## WILLAMETTE AUTHORS

### *Figure It Out: How I learned to live in a digital world without digits*

Mark Speckman and Jason Niedermeyer

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THURSDAY, DECEMBER 3

THE WILLAMETTE

STORE'S ANNUAL

“THANK YOU!” SALE

More than just another sale, this our one day a year to thank our loyal customers. Featuring local festive music, a wide variety of authors, and special prices on clothing, gifts and books, this is one event you don't want to miss!

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