



LSE

Connect

For alumni of the London School
of Economics and Political Science
Vol 26, number 1, summer 2014

Tax havens unearthed

Gabriel Zucman on the trillions stashed away

Making us tick

Oriana Bandiera on motivation

COSTING OUR SANITY

Martin Knapp and
the price of stigma





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Editor's message



As we go to press, excitement is building in the run-up to the World Cup in Brazil. We report on the Alumni Association of Brazil on page 38 and the ongoing debate on how the country can capitalise on the World Cup and the Olympic Games. As ever, LSE academics have undertaken research that can shed light on this global phenomenon. On page 12 Professor Ignacio Palacios-Huerta explains how the game of football allows economists to test their theories and better understand human behaviour.

This is a theme throughout the magazine: how LSE research helps us to understand ourselves and how it can, in some instances, make us happy and save our sanity. The cover feature, by Professor Martin Knapp, explains how work in the field of mental health, whether conduct disorder in the young or dementia in the old, can test the efficacy of current treatments and strategies and so help policymakers make key decisions on public funding. The work can also, as Professor Knapp explains, reduce suffering.

Elsewhere Dr Sophie Lecheler has conducted novel research into newspaper articles that actually make us happy. They don't necessarily change our behaviour, but positive and emotive words can bring about a change in mood.

Those of you interested in learning more about LSE's past will enjoy the extracts from the Timeline blog on page 22. Please feel free to contribute your own posts on a person, event or impact of LSE that you feel should be recorded and honoured. You will find the blog here: <http://blogs.lse.ac.uk/lsehistory>

This is my last issue of *LSE Connect*, as I am moving on from LSE after seven fascinating years. Thank you for your responses to the articles in this magazine and thank you to the academics who have contributed over the years.

It only remains for me to encourage those of you who are happy to receive *LSE Connect* online via an email to let us know by visiting www.alumni.lse.ac.uk/mypreferences. The online page includes a video of student responses to the Saw Swee Hock Student Centre, as well as one of the "Baby boomers on trial" debate, featured on page 15.

Claire Sanders

LSE Connect

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HEADLINE NEWS

MALAYSIA hosts sixth LSE Asia Forum

The School held its latest LSE Asia Forum on 2 and 3 April in Kuala Lumpur, Malaysia.

This year's event, the sixth LSE Asia Forum since its inception in 2004 and the first held in Malaysia, took the theme "Building Asian futures: integration, welfare and growth?"

Over 500 people attended the two day conference, with Nobel laureate Sir Christopher Pissarides (Regius Professor and School Professor of Economics and Political Science at LSE) and Professor Danny Quah (Professor of Economics and International Development and Kuwait Professor at LSE) among the LSE academics who joined experts from across the region to debate the rewards and challenges that Asia faces as it realises its position in the new global economy.

Topics of discussion included the shift of economic power to the East; cities and urbanisation; and finance, international and regional relations, with participants able to attend four plenary sessions and those unable to physically attend the conference also able to watch the debates which were live-streamed on LSE's website.

LSE Director Professor Craig Calhoun said: "The LSE Asia Forum is a flagship event in the region. By bringing together respected academics with eminent figures from the worlds of government, policy and business, we aim to enable a perspective on key themes facing Asian societies which is both global and reflects the expertise of Asia itself."

LSE has a longstanding relationship with Malaysia and has Malaysian alumni dating back to the 1950s. Around 290 students a year from Malaysia come to study at LSE and there are now over 1,500 LSE alumni living in Malaysia.

The School also announced the creation of a new academic centre, the Saw Swee Hock Southeast Asia Centre (see page 40), and celebrated the achievements of LSE students from Asia with its first graduation ceremony to be held in Malaysia. ■

lse.ac.uk/LSEAsiaForum

For the biggest stories from around the campus and beyond, see page 30



Saw Swee Hock Student Centre opens to acclaim

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LSE rises in latest world rankings

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LSE EVENTS

MANY EMINENT SPEAKERS HAVE VISITED THE SCHOOL RECENTLY



1 **Helen Clark**, former Prime Minister of New Zealand and current administrator of the United Nations Development Programme, gave a lecture entitled "The next global development agenda: from aspiration to delivery".

2 European Commission President **José Manuel Barroso** gave a lecture entitled "Reforming Europe in a changing world".

3 **Nigel Farage**, leader of the UK Independence Party (UKIP), examined the importance of this year's upcoming European elections.

4 LSE alumnus **George Soros**, chairman of Soros Fund Management and the founder of Open Society Foundations, launched his new book *The Tragedy of the European Union: disintegration or revival?*

5 "Feminism then and now" was the topic of a public debate with journalist **Yasmin Alhibi Brown** (pictured), Natalie Bennett, Camille Kumar, Fin Mackay, Pragna Patel and Lynne Segal.

6 Renowned author **AS Byatt** (pictured) participated in a debate entitled "Short stories, deep reflections" with Professor Mary Evans, LSE Gender Institute, and author Alex Preston.



The LSE Global Pensions Programme

This four-day interactive executive programme is designed for professionals involved in the field of pensions – regulators, pension fund managers and analysts, investment analysts, public policy officials, consultants and academic experts. The highly successful first edition of the programme in July 2013 was sponsored by Santander Asset Management, and hosted at its global headquarters in Madrid, Spain. This second programme will take place in Miami, Florida, and feature world-class speakers from academia, the pensions industry, regulatory authorities and the World Bank. They will give a comprehensive overview of pensions systems: design principles, finance, economics and regulation of pensions in a global comparative context.

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It is increasingly recognised across the world that intervening early in mental illness not only spares millions from untold misery but can save millions in finances. **Martin Knapp** provides an overview of a field of study that could transform this century and in which LSE leads the way.

A colleague recently needed to take time off as they were suffering from depression. There was no round-robin “get well” card, no public acknowledgement of the reason for their absence. Nor would the colleague have wanted that. The incident jarred as a reminder that, even in the most enlightened of places, mental health can still be problematic, seen by some people as an embarrassment or – worse – as a source of shame. Such stigma – and the

discrimination that can accompany it – is extraordinary given the latest figures on the prevalence of mental health issues: one in four people suffer.

Sperm to worm

This hugely complex issue affects every area of life. It is suggested that a good welfare state provides support from “cradle to grave”, but in thinking about mental health we should perhaps replace the phrase with

“sperm to worm”. Studies show the far-reaching impact of a mother’s mental health on her unborn child, and we know that there can be mental health consequences of bereavement that last many years. One of our recent LSE studies looked at the impact of perinatal depression – poor maternal mental health around the time of birth – on the offspring as they develop through childhood and adolescence. There have been many studies showing how maternal depression

“ People with mental health issues are more likely to smoke, to overeat, to be unemployed, to be in poverty, to have disrupted education and to end up in the criminal justice system ”

damages a child's emotional, behavioural and intellectual development, but what we added was an indication of the *economic* consequences of this damage. We do not do this kind of work because we believe that economic impacts are more important than quality of life impacts, but because it can be enormously useful to bring economic information to the attention of key decision-makers who are often struggling to manage tight, or perhaps shrinking, budgets.

People with mental health issues are more likely to smoke, to overeat, to be unemployed, to be in poverty, to have disrupted education and to end up in the criminal justice system. Major mental disorders shorten the lifespan by 10 to 17 years – a bigger impact than many cancers or smoking. There is no field of social policy that mental health does not touch. Our research here at LSE has taken us into each of these fields to address each of these topics. We have, for example, looked at the economic case for targeting smoking cessation and weight-management efforts on young people with psychosis, because these young people smoke much more than average and a side-effect of their medications is often significant weight gain.

In other studies, we have described the workplace experiences of employees with mental health issues and how line managers' attitudes can have a very strong impact, and have shown that there are often substantial economic benefits for employers, both from preventing mental health issues emerging and then from responding to them appropriately if they do. In schools, efforts to tackle bullying and to invest in social and emotional learning can similarly have substantial economic as well as wellbeing pay-offs.

Contention and alarm

The assumed or known links between crime and mental illness generate a lot of concern, but also some unhelpfully alarmist reactions from some parts of the media. Of course, the links are there. There is a higher probability of someone with psychosis committing a homicide than someone without the illness, but what is not widely appreciated is that having psychosis

is associated with a higher risk of being a *victim* of homicide. Thankfully, homicides are rare, but antisocial crimes are not. There is plenty of evidence connecting childhood behavioural problems such as conduct disorder (a mental illness that affects 5 per cent of five- to ten-year-olds), teenage delinquency and adulthood crime. In one study we showed that the costs of crime up to age 28 for ten-year-olds with conduct disorder were ten times higher than for ten-year-olds without any behavioural issues. That's the bad news; the good news is that something can be done to treat this and similar disorders in childhood. As another study showed, parenting programmes reduce the chance that conduct disorder persists into adulthood and are cost-saving to the public sector over a 20-year period.

An area that also interests us, and particularly exercises policymakers, is the vicious circle that connects common mental disorders like depression and anxiety with social and economic disadvantage. People with depression are more likely to be unemployed, to get into debt and to fall into poverty. But – in the opposite direction – unemployment, unmanageable debt and poverty are risk factors for developing or exacerbating depressive symptoms. The challenges for social and economic policy are certainly at least as profound as the challenges for health-care systems. Work led by Richard Layard at LSE a few years ago argued that by improving access to some talking therapies it was possible to improve both health and engagement in employment. This provided an evidence platform from which the English government launched its Improving Access to Psychological Therapies programme. This is now transforming access to evidence-based psychotherapy across the country.

Is it worth it?

Funding bodies across the world – whether governments, health insurance companies, local commissioners or, of course, individual patients themselves – want to be sure that the treatments they pay for are going to be effective: they want

treatments to improve health. Likewise, a public sector body launching a new preventive strategy wants to be confident that it will stop mental health issues emerging in the first place. But those funders and other decision-makers also want to be sure that those treatments and strategies represent good value for money. This does not mean that, say, an antipsychotic drug has to be cost-saving, but rather that the amount it costs is in some sense justified by the improvements in health and wellbeing that it generates.

Much of our current LSE work is concerned with this “Is it worth it?” question: is a particular mental health intervention worth the resources needed to deliver it? As researchers it is not our role to decide whether something is “worth it” – that is for wider societal consideration – but we can carry out cost-effectiveness analyses to feed important evidence into those considerations. In a 2011 report for England's Department of Health, we brought together cost-effectiveness evidence on 15 different mental health promotion and mental illness prevention interventions, primarily with the aim of helping local commissioners (funders) to make better use of their budgets. Our findings have proved very useful for both national and local decision-making.

Dementia: a crisis in slow motion?

Many of our current studies are looking at ways to improve treatment and care of dementia – a most devastating and distressing illness, and one that is becoming much more common. There are 44 million people with dementia worldwide, but this will more than treble by 2050.

Last December, health ministers from the G8 countries met in London for an unprecedented event: a Dementia Summit. At the end of the day, they issued both a Declaration and a Communiqué, spelling out the challenges so often experienced by individuals living with dementia and their families, and recommending a set of actions for the international community. They also agreed to set up the World

Dementia Council, of which I am a member, which gives me the chance to feed into the global debate some lessons from research, including from our own work at LSE.

A recent study has shown how quality of life for family carers of people with dementia can be improved – and affordably. Carers were helped to learn better coping strategies, delivered in eight face-to-face sessions with junior psychologists. This included information on where to get emotional support, as well as techniques to improve their understanding of dementia, and how to manage behavioural problems often associated with the illness, plan for the future, relax and engage in meaningful enjoyable activities. Working with researchers from University College London we found that the coping strategy worked: it was more effective than standard support in improving carers' mental health and quality of life. It was also cost-effective: it was worth spending money on.

As the number of people with dementia grows over coming decades – as it will inexorably across the globe – we urgently need evidence from studies such as this. There are lots of dementia studies now underway at the School, including evaluations of promising-looking interventions and projections of future needs and how best to meet them.

International relevance

The prevalence of most mental health problems – taking into account age and gender – does not vary much across the world, although differences in exposure to traumatic experiences, or school or workplace stress, and differences in resilience will generate some disparities. What do vary enormously, however, are rates of recognition of mental illness and rates of treatment. For more than a decade now, the World Health Organization has campaigned for wider recognition of the “Mental Health Gap”, particularly in poorer parts of the world.

Low-income countries are likely to give priority in their health systems to diseases in childhood and mass “killers” such as malaria. But as national incomes grow they devote more resources to mental health. However, what works in a high-income country such as Britain is unlikely to transfer readily to, say, sub-Saharan Africa, and what might be acceptable in one ethnic or cultural group may be taboo in another. A number of LSE staff and PhD students – including Cath Campbell, David McDaid and Victoria de Menil – have looked at how mental health issues are identified (or not) and responded to in low-income countries, and how best to work with local skills and resources. LSE is committed to investing more effort in global health, and we intend to make sure that mental health is a part of this welcome new emphasis.

The School's international interest in mental health is also clearly evident through the many studies conducted collaboratively with teams elsewhere in Europe and across the Atlantic. Recently we reported how economic hardship – such as the economic crisis currently gripping much of the world – intensifies the social exclusion of people with mental health issues, for example through unemployment, in the EU-27 countries. Males and individuals with lower education are especially vulnerable.

Good costs and bad costs

LSE helps policymakers understand the difference between what could be called “good costs” – the effective treatment of mental illness – and “bad costs” – the huge economic and wellbeing effects felt by individuals, communities, employers and the economy as a result of neglect, marginalisation and persecution. This is one area where LSE really has the capacity to make the world a happier place. ■



Martin Knapp is Professor of Social Policy and Director of the Personal Social Services Research Unit at LSE.



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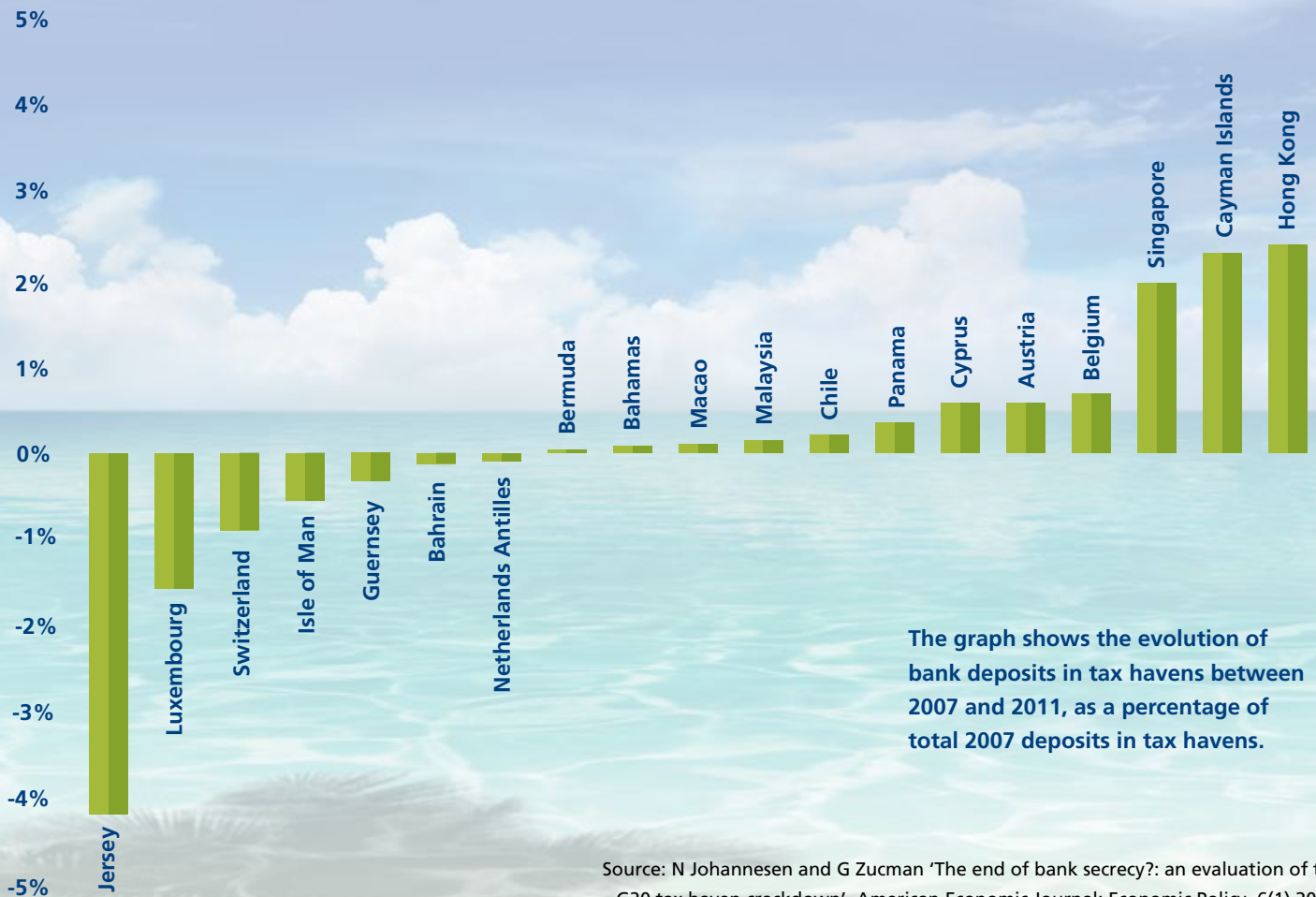
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Knocking on haven's door



Source: N Johannesen and G Zucman 'The end of bank secrecy?: an evaluation of the G20 tax haven crackdown', American Economic Journal: Economic Policy, 6(1) 2014.

The G20 has declared its crackdown on tax evasion a global success and an end to bank secrecy, but is this really the case? The evidence suggests that £4.7 trillion is stashed in havens and it is time for stronger action, writes LSE economist **Gabriel Zucman**.

In August 2009, one of France's richest citizens and her wealth manager were taped discussing what to do with undeclared bank accounts worth £100 million.

The conversation took place in the aftermath of the G20 crackdown on tax havens, compelling countries to sign at least 12 information exchange treaties under the threat of economic sanctions. The world was still reeling from the global financial crisis and the fight against tax evasion was becoming a political priority

in rich countries trying to claw back debt wherever they could. France and Switzerland were among the signatories to 300 new treaties where countries agreed to exchange information.

The conversation, recorded secretly as part of a separate financial dispute, revealed the wealth manager advising his client both against keeping her funds in a Swiss bank account and against bringing them back to France. Both options were

too risky given the G20 crackdown. What was his solution? Park the funds in Hong Kong, Singapore or Uruguay, three tax havens which had not committed to exchanging information. Not surprisingly the tapes were made public, receiving extensive newspaper coverage, and eventually the funds were repatriated to France.

This particular woman was caught red-handed, but the incident reveals just how easy it has been for

“To get an idea of the scale of tax evasion, however, we only have to look at Switzerland, still the most important tax haven in the world despite recent shifts in deposits, where total offshore wealth (deposits, plus equities, bonds and mutual fund shares) amounts to about £1,500 billion. ”

countries to get around the G20 directive. On paper, policymakers have hailed the bilateral treaties as a success, but in reality it has been a little like shuffling deckchairs on the Titanic. Evaders have simply shifted billions of dollars to other countries not covered by treaties with their home country.

Despite the wave of treaties signed in 2009-10, deposits in tax havens remained stable between 2007 and 2011. The era of bank secrecy is certainly not over. Tax havens that have signed many treaties have lost deposits at the expense of those that have signed just a few. Moreover, tax havens have signed many treaties with each other, which defeat the purpose because haven-haven treaties do not help non-haven countries curb tax evasion in any way.

To analyse the effects of the G20 tax haven crackdown, my co-author Niels Johannesen and I used unique data from the Bank for International Settlements (BIS) (see graph). A total of 18 tax havens report to the BIS: Austria, Belgium, the Cayman Islands, Chile, Cyprus, Guernsey, the Isle of Man, Jersey, Luxembourg, Macao, Malaysia, Panama, Switzerland, the Bahamas, Bahrain, Hong Kong, the Netherlands Antilles and Singapore.

We have bilateral data for the first 13 havens, which host about 75 per cent of all offshore deposits. As with any empirical study, particularly in the area of tax evasion, there are a number of practical difficulties. It is difficult to know what fraction of the deposits in tax havens belong to households evading taxes because some of these deposits belong to multinational corporations that stash cash offshore and are not affected by bank information-sharing. However, it would be fair to say that tax evaders own about 50 per cent of these deposits. Certainly, in Switzerland, one of the largest tax havens, 80 to 90 per cent of the deposits seem to belong to households. In the Isle of Man and the Channel Islands, the comparative figure is 70 to 75 per cent.

Putting this into perspective, around 8 per cent of households' global financial wealth is held in tax havens, implying substantial tax-revenue losses due to outright fraud. For the European Union, the percentage is even higher – closer to 12 per cent.

The second complicating factor is that many of these deposits are held by sham corporations, registered as belonging to other tax havens.

Lastly, the BIS does not tell us which fraction of the offshore deposits is duly declared on tax returns, and which is not.

To get an idea of the scale of tax evasion, however, we only have to look at Switzerland, still the most important tax haven in the world despite recent shifts in deposits, where total offshore wealth (deposits, plus equities, bonds and mutual fund shares) amounts to about £1,500 billion. According to official Swiss statistics, in 2011 French residents earned CHF324 million Swiss francs in interest on Swiss bank deposits and chose to declare just 10 per cent (CHF33 million).

Between 2009 and 2011, the OECD reported an increase of almost £11.5 billion in taxes paid in rich countries. This is far from negligible, but assuming that evaders paid in taxes and penalties an amount equivalent to 5 per cent of their assets, then the OECD figure implies that about £210 billion in offshore assets may have been disclosed to tax authorities. This figure falls short of the £4.7 trillion or so likely to be held by households in tax havens.

Taken at face value, the OECD's findings do not support the view that compliance has considerably improved – far from it. But it is not too late for action. Tax evasion can be stopped if we tackle the problem at three levels.

First, it is imperative that we create a global registry of wealth similar to land registries, which countries have had for centuries. By recording who owns the world's equities and bonds, it will make tax evasion impossible.

Second, the exchange of bank information should be automatic, not by request based on well-documented suspicions of individual tax avoidance, as is currently the case. Too many evaders are slipping through the cracks this way.

Lastly, governments must form coalitions against tax evasion and not be afraid to enforce economic sanctions where countries bend the rules.

Without threats and sanctions, a global registry of wealth and automatic exchange of information between banks, it is going to be very, very hard to stop tax evasion. To accept the status quo is irresponsible. Tax havens have been at the heart of the financial, fiscal and democratic crisis worldwide and it is time we took action. ■



Gabriel Zucman is an Assistant Professor of Economics at LSE. The English version of Dr Zucman's book, *La Richesse Cachée des Nations*, analysing the missing wealth of nations, will be published in 2015 by the University of Chicago Press.



RULES OF THE GAME



As the World Cup kicks off in Brazil, **Ignacio Palacios-Huerta** explains how the beautiful game provides the perfect test bed for economic theories.

Just as Newton studied an apple falling from a tree because he was interested in physics rather than fruit, so data from football can be used to study important theories in economics that have not been tested before.

In fact, sports provide the perfect laboratory to do this for a number of reasons. There is an abundance of readily available data, the aims of the participants are often uncomplicated (score, win, enforce the rules) and the outcomes are extremely clear.

For example, I used football data to test, for the first time, a subset of theories by John F Nash Jr – recipient of the 1994 Nobel Prize in Economics and subject of the film *A Beautiful Mind*. These deal with how people should behave in “mixed” strategic situations or “games” where no one strategy is always optimal – like in rock, paper, scissors, where choosing scissors every time is unlikely to win you the game.

According to the Nash Equilibrium in a zero-sum game – where a gain for one player entails an identical loss for the other – the optimal strategy for a player is to choose his strategies in just the right proportions to make the probability of winning identical across strategies or plays, and to make a *random* choice between all plays available to him. This principle applies to any type of agent (firms, banks, countries,

public institutions) interested in varying their strategies so as to be unpredictable to their competitors.

But could this theory be proved in real life? The answer is yes – with data from penalty kicks. In fact, the clarity of the rules and structure of a penalty kick captures the theoretical setting of a zero-sum game extremely well. In a typical kick, the ball takes a mere 0.3 seconds to travel from the penalty mark to the goal line, which means that the kicker and goalkeeper must move simultaneously. Also, the players’ actions and the outcome are easily observable, contrary to other real-life settings.

I collected data on 9,017 penalty kicks between 1995 and 2012 from professional games in Spain, Italy and England. I found that, as the Nash Equilibrium suggests, professional football players typically choose the right proportions (roughly 55 per cent of kicks are made to the right of the net, 5 per cent to the centre, and 40 per cent to the left) to make the probability of winning statistically identical across each choice of shot, and that their shots are completely random. Incidentally, in previous tests of randomness in experimental research people switch strategy too often to be consistent with random play. Thus, for the first time, real-life data has shown that human behaviour is as Nash predicted in mixed strategy settings.

Data from penalty shoot-outs can also show how psychological pressure affects performance in competitive environments such as the labour market. In penalty shoot-outs the order of competition is randomly determined, and so one team (the one shooting first) is randomly given the chance to be leading in the competition. It turns out that the first kicking team wins not 50 but 60 per cent of the time. So, a penalty shoot-out is not a 50-50 lottery but rather a 60-40 lottery. In other words, the team that shoots first has an unfair psychological advantage that is caused by the leading/lagging asymmetry in the competition.

I also wanted to know if players were aware of this effect and would therefore, if rational, always choose to go first. In every case that was observed, the winner of the toss chose to kick first, with just two exceptions.

Notably, one was the Italy-Spain match in the quarter-finals of the European Championship in June 2008. Gianluigi Buffon, Italy’s goalkeeper, won the toss against Iker Casillas, the goalkeeper from Spain, and chose Spain to kick first. Spain won 4-2. Interestingly, the second comes five years later from the Spain-Italy match in the Confederations Cup in June 2013, again with Buffon and Casillas. This time

“ The break in play provides a golden opportunity to study market efficiency because the playing clock stops but the betting clock continues ”

Casillas won the coin toss and returned the favour: he chose Italy to kick first. Fortuitously Spain won the penalty shoot-out but, perhaps, as the saying goes, while you don't have to be crazy to be a goalkeeper, it certainly helps.

Data from football can also help us with the most prominent theories of the stockmarket – the efficient markets hypothesis – which was the focus of the last Nobel Prize in Economics. This posits that the market incorporates information so completely and quickly that any relevant news is fully incorporated into the stock's price before anyone has the chance to act on it. This means that, unless you have special information, no stock would be a better buy than any other.

If the theory is correct, then the price of an asset should jump up or down discretely when news breaks and then remain perfectly flat until there is more news. To test this we would need to freeze time for news but let the time for trading continue – which seems impossible. Except Karen Croxson and James Reade managed just that by using data from live football betting markets. They specifically looked at betting around goals scored just seconds before half-time and then during half-time.

The break in play provides a golden opportunity to study market efficiency because the playing clock stops but the betting clock continues. Any drift in half-time prices can be interpreted unambiguously as evidence for market inefficiency, since efficient prices should not drift when there is no news (goals in this case).

At the start of a recent Premier League match between Tottenham Hotspur and Manchester United, Manchester was the favourite to win, as implied by the best back price offered by Betfair – the online bookmakers – with a 56 per cent probability. This probability drifted downwards as the first half progressed without a goal. By the 44th minute it had fallen to under 50 per cent. Then, just before half-time began, Manchester scored to go ahead and the probability for a Manchester victory increased to 77 per cent. During half-time this probability remained perfectly constant at 77 per cent while the market traded actively.

Croxson and Reade found that this was the case for all 160 goals they looked at that arrived within five minutes of the end of the first half. Betting continued throughout half-time but the price remained constant – thus proving that these markets are indeed efficient.

Football can also shed light on how decision-making can be affected by social pressure, in particular on whether social pressure can cause corruption. Professional soccer games are attended by huge crowds of up to 100,000 people in the top European and South American leagues, often overwhelmingly and loudly rooting for the home team. Does the home referee internalise the social preferences in the stadium? Do these forces corrupt him and push him to rule in favour of one team over the other?

There is one specific, easily quantifiable decision that a football referee makes that allows for a clean testing of this: the amount of injury time added to a match. This amount should depend on observable factors and be independent of the identity of the team (home or visiting) that is leading in the score. Yet, it is not. Referees on average add more injury time when the home team is behind in a close game (35 per cent above average) than when it is ahead in an equally close game (29 per cent below average).

Fellow football fan LSE provost Stuart Corbridge referenced my research in the run-up to the last World Cup (*LSE Connect*, summer 2010) to make the case that England was not going to win – unfortunately by that logic England does not stand much of a chance in 2014 either!

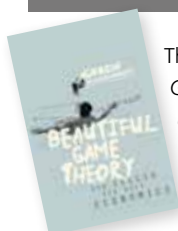
Other areas where football data can shed important light include the economics of discrimination, the economics of fear, the dark side of incentives in organisations, and even the neuroeconomics of mixed strategies.

So aspects of the game that are less than “beautiful” from a fan's perspective can be extremely illuminating for economists. I hope this will not ruin how football fans appreciate the game! As for me, I'm looking forward to watching the World Cup as both an enthusiastic fan and an economist. ■



Ignacio Palacios-Huerta

is Professor of Management at LSE and head of talent identification at Athletic Club de Bilbao, a professional soccer club in Spain. He was speaking to Sue Windebank, senior press officer.



This article is based on *Beautiful Game Theory: how soccer can help economics* by Ignacio Palacios-Huerta, published by Princeton University Press (2014).

ALUMNI VIEWPOINT



The football pitch may provide a perfect laboratory for some economic theories, but the game itself and sport generally can transform economies. This is the case in China, where I am working to introduce American football

and the American Football League of China (AFLC).

Though still in its infancy, signs that the sport has grown in recent years are apparent. The National Football League (NFL) China, opened in 2007, has witnessed a 240 per cent climb in its fan base, with more than 22 broadcasting platforms bringing games and league news to potential fans. Domestic viewership of the Super Bowl last year surpassed 15.7 million people, a seventh of 111.5 million people who watched it in the US.

As the sport's popularity has taken off, so has the desire to experience the passion and excitement that comes with playing the game. Enthusiasts, both local and foreign, have worked hard to organise teams at the grassroots level. Between high schools, universities and amateur-level clubs, there have been more than 35 teams established in the last three years.

Larger trends happening across the country help explain why you now find the pigskin being tossed around the streets in China. The mix of an increasingly large number of native-born Chinese returning to China, a growing middle class who demand new forms of recreation and entertainment, and expanding influence of American and European sports culture are all factors that have led to the sport's emergence.

As an organizer of China's largest amateur American football league – AFLC – I work with teams in seven of China's top-tier cities to coordinate, promote and popularize American football for a national audience. Next year's season will feature an exciting seven-game season and championship featuring more teams, players, referees and fans.

More people following and playing American football in China, along with other popular sports from abroad, has the potential to transform economies in ways that can challenge conventional theory and expand on the economic test bed that Professor Palacios-Huerta elucidates in *Beautiful Game Theory*.

Chris McLaurin (MSc Social Policy and Planning 2011) is an organiser of the American Football League of China. His story was recently published by the *New Republic Magazine*.

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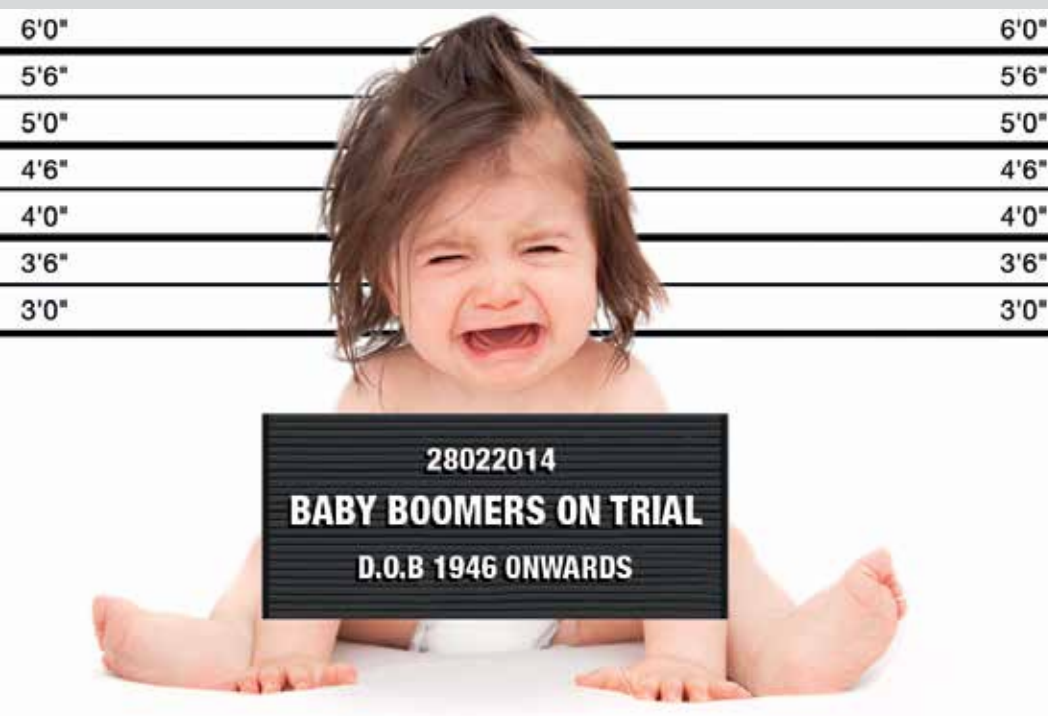


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GUILTY AS CHARGED?

Do baby boomers really deserve all the blame for the ills of today? **Conor Gearty** examines the evidence and reports on a unique public prosecution at LSE.



Are the lucky post-war generation of “baby boomers” responsible for the plight we are all in today? Missing the wars that destroyed so much of the lives of their parents and grandparents, they went on to enjoy unprecedented levels of prosperity and security – but left what exactly to the rest of us? In the second of LSE’s unique series of public prosecutions, held at LSE’s Literary Festival on 28 February, the baby boomers stood accused of bequeathing a world to the young that is blighted by climate change, record youth unemployment and soaring bills for housing and higher education.

Justice demanded they pay a price for wrecking the lives of the generations that follow them and the charge sheet was pretty extensive.

The prosecution, led by a team of lawyers from Matrix Chambers, opened by explaining that the horrors of the second world war inspired the 1948 Universal Declaration of Human Rights and later international covenants, but, by their actions, the baby boomers have been multiple violators of those fundamental rights for Generations X and Y, and others still to come.

Expert witness for the prosecution, Bob Ward of LSE’s Grantham Research Institute, accused baby

boomers of having benefited from “dirty growth” that has ruined the planet to the detriment of future generations. The jury were told that the resources of the world have been so plundered that the basics of a decent, human-rights-respecting life – water, food, fresh air – can no longer be taken for granted. A second prosecution witness, Shiv Malik, the journalist and author, accused baby boomers of having benefited from state services such as free education, mortgage subsidies and rent control that, once in a position of power, they denied to future generations. He also pointed out that the young are now expected to work for free as interns.

The baby boomers’ defence, led by a team of lawyers from Brick Court Chambers, was surprisingly powerful. They inherited a world laid waste by war and rebuilt it, staying clear of further war despite the power of the weapons they had to hand. They evolved a welfare state and brought freedom to their colonies. The world they handed over was in decent shape and they have endeavoured to keep it that way by acknowledging climate change and negotiating legally binding international limits on emissions of the six major greenhouse gases.

Emma Soames, journalist and expert witness for the defence, argued that the baby boomers had done a great deal to make life better for future generations. Baby boomers, she pointed out, now undertake huge amounts of voluntary work, which balances out the internships that the younger generations are forced to do.

Professor Oriana Bandiera of LSE’s Department of Economics, another witness for the defence, argued that the actions of the baby-boomer generation had paved the way for the younger generations to thrive with, for example, more gender parity.

The baby boomers also argued that, with their compulsion to embrace the market, their lack of any kind of social solidarity and their failure to think imaginatively and together to solve the issues that confront them (much smaller than anything they faced), it is Generations X and Y that are the true culprits for the mess they are in.

The whole evening was overseen by a distinguished “judge”, Professor Judith Rees, a former director of LSE who is now co-director of the Grantham Research Institute.

While the jury were deliberating, and after an extensive Q and A, the audience voted on the verdict and found the baby boomers not guilty by a narrow margin (51 per cent voted “not guilty”, 49 per cent voted “guilty”). The jury, a specially selected mix of young and old, were more resolute and found the baby boomers “not guilty” with a majority verdict (10 to 2). Over 400 people crammed into the theatre to watch the drama. The device of a trial meant that it was possible to get under the skin of many of the issues but to do so in an accessible way, one which drew in not just the experts but the general public as well. This is exactly what the new Institute of Public Affairs will be seeking to do more of at LSE in the years to come. ■



Conor Gearty is Director of the Institute of Public Affairs (IPA) at LSE.

The event was run by the IPA with the Law Department and Grantham Research Institute and made possible by generous support from Matrix Chambers.

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From cities to **STATES**

Jonathan Leape, new director of the International Growth Centre at LSE, explains the four research themes that will help power development in 15 countries across the world.

As a postgraduate at Oxford in the 1980s, Jonathan Leape became friends with a diverse group of South African students, some of them members of the African National Congress, others the sons of apartheid government ministers. These friendships, at a time when the campaign to free Nelson Mandela from prison and abolish apartheid was slowly gathering momentum, sparked an enduring interest in African societies, particularly the economic challenges they face.

Professor Leape, the new executive director of the LSE–Oxford International Growth Centre (IGC) which makes some of the world's leading economists available to policymakers in developing countries, said: "The South Africans were a very interesting group because they came from all parts of the political spectrum and many were student activists. As I got to know them, I began to realise how difficult it was to understand South Africa from the outside. This inspired me to get a grant to go and do a range of

interviews in South Africa with business and the emerging black trade unions, which were then the most important political force for change."

Professor Leape, who has been at LSE since 1985, eventually published a book on the role of foreign investors in South Africa and was approached in 1989 by the office of the Australian Foreign Minister to set up a South African research centre at the School, which eventually became the Centre for Research into Economics and Finance in Southern Africa (CREFSA).

He said: "It was looking increasingly likely that there would be change in South Africa and that there was going to be a whole range of challenging economic questions that needed to be addressed in terms of South Africa's transition back into the community of nations and the world economy. The idea was that this centre could support that process by providing authoritative and independent research. So my interest in Africa and development grew in that way and I was involved with this all through the 1990s and beyond."



Henrik Kleven – Pakistan Tax Project

Collaborating with the Pakistan Federal Board of Revenue (FBR), IGC researchers Professor Henrik Kleven (LSE) and Mazhar Waseem (FBR, LSE) carried out a ground-breaking analysis of taxpayer data that revealed how the structure of the tax system was impeding growth. Their recommendations were adopted by the government and incorporated into the tax code in the 2012 Budget. The reform is expected to increase Pakistan tax revenues by 1 per cent of GDP and the project has sparked further engagement between the IGC and the FBR, aimed at developing long-term research and analytical capacity to inform policymaking.

“What’s special about the IGC is a new model for making this sustained engagement work”

Professor Leape, Associate Professor of Economics at LSE, was appointed to the IGC last year with the launch of a new four-year programme, backed by a grant of £51 million from the Department for International Development.

He explained why he is relishing his new role: “I have for a long time been interested in the challenges of knowledge exchange and how policymakers and researchers can work together to discover the questions that need to be researched. The IGC has developed an innovative model for taking research into policy that is without parallel anywhere.”

Bringing the ideas from frontier research into policy – long a core part of LSE’s mission – is a challenge in all countries. But it is especially so in developing countries, where there may be large gaps in the relevant research knowledge and those gaps are typically compounded by a lack of access to international researchers.

That lack of access to international researchers also has a cost in terms of knowledge creation. Many leading researchers simply do not have access to the local knowledge and networks necessary to understand the policy challenges facing developing

countries and, as a result, relevant ideas do not get generated and knowledge does not get created.

Professor Leape explained: “So the idea of the IGC is really a simple one. If we want to generate ideas relevant to growth policy and to effectively feed that knowledge into policy and public action, then we have to bring together top researchers and senior policymakers. That’s what the IGC is all about.

“What’s special about the IGC is a new model for making this sustained engagement work. That new model combines a global network of leading economists in growth and development with a set of 15 embedded country teams across Africa and South Asia. Those teams provide the local knowledge and facilitate the dialogue between policymakers and researchers that make it possible to identify the key research questions underlying a country’s growth policy challenges.

“And then, as that research generates new ideas, country teams channel those ideas in the other direction, back into the policy process and into public debate. The country teams and researchers work together in engaging policymakers to ensure that these ideas inform policy decisions.”

The IGC’s new research agenda focuses on four areas that are crucial to growth in developing countries. The first of these is state effectiveness. Without an effective state, it is hard for any development to take place and almost impossible for the private sector to generate rising incomes. One part of this research agenda looks inside the “black box” of government, examining the factors that determine the government’s ability to raise revenue and provide public services – such as the challenges of recruiting and retaining high-calibre civil servants. The other part looks at governance and political economy, at the challenge of strengthening public institutions to ensure that government serves the interests of the many, not the few.

The second and broadest area focuses on firms. Successful growth policies must be rooted in an understanding of the principal drivers of productivity. Professor John Sutton’s path-breaking enterprise maps have shown that large manufacturing firms in Africa often start as trading firms, not as small manufacturing firms – highlighting the crucial role of trade policy and investment promotion. All too often in Africa, small firms and farms remain small and unproductive. Understanding how basic entrepreneurship can be encouraged, and how farms

as firms can become more productive, is essential to achieving sustained reductions in poverty.

The third key area is cities, and research here examines the challenges of urbanisation in the developing world and the potential of cities to act as drivers of economic growth. In sharp contrast to cities in advanced economies, which host the most



Oriana Bandiera – Zambia Health Worker Project

In 2010, the government of Zambia launched a six-year strategy to improve health-care delivery in remote rural areas by creating a new cadre of 5,000 community health workers. IGC researchers Professors Oriana Bandiera (LSE) and Nava Ashraf (Harvard) worked closely with the Ministry of Health to embed evaluation into the design of policy, using the first-phase roll-out to identify effective strategies to enhance recruitment, motivation and retention. Their evaluation identified a new recruitment strategy that increased the competence and productivity of this key group of civil servants. The collaboration is continuing with an evaluation of the effects of goal-setting techniques on employee performance.



Africa Growth Forum 2013

The IGC Africa Growth Forum, held in Kampala in December, brought together senior African policymakers and leading researchers from IGC’s international network. Speakers included the Prime Minister and the Central Bank governor of Uganda, the deputy ministers of finance and petroleum of South Sudan, and Professors Sir Paul Collier, David Bevan and Eric Verhoogen, among many others. Sessions on trade, natural resources, private sector development and effective governance provided occasions for lively debate among policymakers and researchers.

productive clusters of economic activity, cities in Africa and South Asia are typically dysfunctional.

Finally, energy. One of the greatest obstacles to growth in developing countries relates to energy: access to energy in poor rural areas, energy theft and the implications for reliable supply, sustainable energy sources and the challenges of managing the considerable externalities associated with the sharp increase in energy consumption that will occur as these countries develop.

Professor Leape added: “By driving forward our research programme in these four areas in tandem with our 15 country programmes, the IGC is in a unique position to contribute to the country-specific knowledge necessary for effective growth policies, while also building a global knowledge base, generating new ideas to support sustainable growth around the world.” ■

Jonathan Leape was talking to Jo Bale, senior press officer at LSE.

WHAT makes us tick?

From land rights in Sicily to bankers' bonuses, **Professor Oriana Bandiera** designs field experiments to evaluate how individual behaviour is shaped by monetary incentives and social relationships. She explains the ideas behind her work and its implications.

Maddy Wall: What was your first academic interest?

Oriana Bandiera: I've always been intrigued by organisations, how they incentivise individuals to work for them, and how different motivations interact in the workplace. My first paper looked at rural tenancy contracts, which are between a landowner and a tenant who cultivates that land. There were quite a lot of studies which considered how they were used to incentivise the tenant, but the studies tended to focus on contracts which only covered a year. The work didn't consider that whatever is done in one year will affect the land's productivity in following years, so if tenants are incentivised just for the short term, it could make them exploit the land and detrimentally affect the land's productivity later on. I decided to look at historic rural tenancy contracts for land with long-term objectives, such as land with long-living trees, to see if the contracts took this longer-term view into account. The idea was to see whether the tenant therefore considered future productivity. This approach gave a new perspective on the subject. I found that these contracts did balance incentives with long-term objectives and this opened up a really interesting area of study. It enabled me to look at how increased productivity in the short term can come at the expense of future productivity and how it's important to consider contracts for the longer term.

MW: Is it a premise relevant to other sectors?

OB: Yes, it's relevant to many other areas of the economy – one of the more obvious is bankers' bonuses, which are linked to short-term objectives. A banker doesn't know if he'll be working for the same bank in a year's time so he (and it generally is a he) focuses on maximising the bank's value and his own bonus for just that one year, not necessarily considering the effect his actions will have on the bank's future performance.

MW: Why did you choose to look at the issue through rural tenancy contracts in your first paper?

OB: I was studying for my PhD at Boston College at the time and although development work is normally done in the field, I didn't have the funds back then. So I thought about the archives in Sicily, which is where I'm from, and its extensive records, which go back to the 1600s in some areas. Sicily was as underdeveloped 150 years ago as developing countries today, so I went back to the archives to collect data on rural tenancy contracts to look at long- and short-term incentives. Of course, I also made the most of some free accommodation!

MW: Since that first paper, your subjects have ranged very widely, from CEOs to public health workers in Zambia – what connects them all?

OB: I can see how all my work fits together but sometimes I do worry that I might be the only one! However, although it might be a stretch to say that CEOs and rural nurses face the same issues, they are all human beings and therefore share the same fundamental motivations. I like to study how an individual's motivation interacts with the motivation of the organisation and that's an interaction you can study in many different settings and periods.

MW: How do you choose where you go next with your research?

OB: It's a combination of things. Research tends to develop itself, so once you finish a paper you almost always end up with more questions than answers. Then I look for the best setting to answer those questions. Behind all the published papers, there are a fair few that don't make it to the end. My work is usually done in an organisational setting so there needs to be a coincidence of needs and wants between the research and the organisation's interests.

MW: Do you think economics is becoming broader as a discipline?

OB: I think economists are realising more that individuals aren't purely motivated by money, and that factors such as relationships are also important. The department here at LSE is great as people are so willing to talk and work across disciplines and share ideas, which can lead research in new directions – it's perfect for someone like me who's interested in lots of different fields. For example, there's some work from psychology which economists have borrowed which suggests that somebody whose first motivation for work is a sense of community spirit or goodwill may lose their original motivation and perform more poorly if they are subsequently paid well to do that job. This is just a hypothesis, there's no evidence from the field, and it presents the clear problem that it could be used to justify paying government workers a pittance. However, it also raises an interesting area for consideration.

MW: How long have you been at LSE? Do you enjoy the teaching side of your role?

OB: Forever! It was my first job and seems to be the last. I don't teach as much as I used to now I'm director

of STICERD (Suntory and Toyota International Centres for Economics and Related Disciplines), but I do love it. LSE is a great place to teach – I used to teach the undergraduate development course and I met some of the best students, many of whom went on to do PhDs at some other great universities. Being director is also really interesting though. The research centre's like me – very wide-ranging! We give grants to researchers around the School and it's very satisfying to help with other people's work. It also lets me see beyond the department as I get to hear about initiatives from all over the School. LSE is great as it's very flexible and allows you to spend terms visiting other universities around the world, so I've been to NYU, Yale, University of Chicago and others over the years. But in England it's hard to imagine anywhere better than here.

MW: What do you do away from work?

OB: After you have children, you have no idea how you used to have spare time. I remember having hobbies, I used to run and I used to do yoga, but it's more difficult with small children – we have a two-year-old daughter and a five-year-old son. We try to visit Sicily three or four times a year, so the grandparents can see the grandchildren. I speak to them in Italian and their father speaks to them in English so hopefully they'll be bilingual – when my son started school he was speaking English with a strong Italian accent, a bit like in *The Godfather*, but now he speaks like a Londoner and speaks Italian with an English accent! ■

Oriana Bandiera is a Professor of Economics at LSE and director of STICERD (see sticerd.lse.ac.uk). She was talking to Maddy Wall, assistant press officer.



LET'S GET EMOTIONAL



Sophie Lecheler explains the power of a positive emotional message for changing behaviour.

The majority of British newspapers are notorious for their relentlessly negative coverage of the European Union, immigration, the welfare system and other emotive issues. New research by Dr Sophie Lecheler of LSE's Department of Government shows that readers may have become so immune to the pessimistic terms used in these stories that, in many people, they no longer elicit an emotional response.

Conversely, Dr Lecheler has discovered that positive news articles are very effective in prompting positive emotions, which she believes could affect future behaviour, such as voting, and is something that policymakers and politicians need to be more aware of when designing effective public information or political campaigns.

She explains: "My project focuses on how the use of emotional language by political journalists in the news influences our opinions and behaviour. Journalists want to find an emotional angle to a story because they know this makes the story more interesting and relatable to their audience. But the use of different emotions in news reporting is likely to have specific effects on how we think and act about politics. We do not yet fully understand these effects.

"One reason why political communication has long neglected to look at the role of emotions was the belief among scholars that 'good' political decisions are made based on information or facts rather than emotions. Along these lines, emotions were seen as maybe harmful to being an informed citizen and emotions in the news were studied in the context of propaganda or the attempt to 'manipulate' someone. Yet, journalists use emotional language not primarily to persuade of a specific standpoint – although many newspapers have obvious political agendas – but to render stories more interesting or readable."

In a unique experiment, Dr Lecheler, together with Dr Michael Bruter of LSE's Department of Government, examined how specific types of emotions change the effects that news reporting has on someone's political opinions. In a random sample of 790 UK citizens, each person was sent a web link that led to a survey questionnaire. Before filling in the questionnaire, each person was asked to read three constructed newspaper articles written in a UK mid-market tabloid style. All three articles were about elderly care in the UK in times of economic crisis. To test how different emotions influence people's response to the news, one group of people was sent

articles that featured a number of positive emotional language cues such as enthusiasm. Another group received articles designed to arouse negative feelings of anger, and a third group was asked to read three articles that included language connected to feelings of fear. After having read these newspaper articles, respondents were asked a number of questions to test their emotional responses to the articles, as well as their opinions regarding the topic featured in them.

Dr Lecheler, who is also an Assistant Professor of Political Communication at the Amsterdam School of Communication Research (ASCoR) at the University of Amsterdam, explains: "We tested the effects of a range of positive and negative emotions by inserting emotional language into a news article on elderly care, and by then varying this language, for example, 'pensioners are angry', 'pensioners are sad', 'pensioners are enthusiastic'.

"Our results show that the use of emotional language by journalists will definitely cause emotional responses within a reader, sometimes surprisingly strong ones. However, our results also show that the presence of negative emotional language in a news article does not always make people more angry or sad. Our experiment does show, though, that the presence of positive emotional language suppresses negative emotional responses. These same positive news articles also cause a variety of positive emotions such as feelings of enthusiasm and pride.

“The positive feelings people get from positive news articles do not translate into positive effects on political opinions, but it could affect decision-making later on”

“These results can be explained by how newspapers function in the UK and many other countries: journalists most often use negative emotions in their writing because they know that negative news should be more interesting to their audience, for example anything negative about the EU. This means that people are used to these kinds of emotional cues, and that these kinds of news articles may simply not cause much emotional response any more. On the contrary, articles that have positive emotional language have the ability to decrease negative feelings, and make people feel happier at the same time.

“There is a catch: our study also shows that the positive feelings people get from positive news articles do not translate into positive effects on political opinions, in this case support for spending more money on elderly care. But we think that it could affect decision-making later on.

“In short: our results suggest that sometimes, we just cannot feel more negatively about politics than we already do, even if the media try to make us feel worse. However, we can feel much happier after reading a positive news article.”

Dr Lecheler adds: “The research is of direct use to journalists, policymakers and politicians. It is important for young journalists to know that the way they write or produce a story could impact audiences in a certain way. The findings are also relevant to policymakers, politicians and other observers of political life because they give insights into what role the media and news messages play in shaping people’s political attitudes. This is important for designing effective public information campaigns and for political election campaigns.

“Emotions in political communication and news reporting are vital and influence decision-making, so policymakers need to be more aware of this. The commercial advertising industry have known how important emotions are for a long time.”

A second study will focus on how negative emotions in an EU context change how people think about the EU. The findings will test how emotions in the media can be used to mobilise people to learn more about the EU, and to go and vote in EU elections.

Dr Lecheler concludes: “Political communication researchers have sometimes ignored emotions and

there has been more focus on studying the effects of different types of information and facts. In terms of the EU, policymakers also seem to have thought for a long time that if you give people enough balanced facts about the EU, they then will become active EU citizens – but this just is not the case. People need to know more about the EU, but they also need to be emotionally connected to it and they need to care.

“Negativity can change people’s opinions – but that we know already – but positivity also plays an important role in politics through positive emotional responses. And these responses could be influential for all kinds of things, including voting. It’s clear that providing information and facts is a key role of political journalism, but so are emotions.” ■

Sophie Lecheler was talking to Jo Bale, senior press officer at LSE.

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LSE in time

THE SOCIETY OF AUTHORS, ON BEHALF OF THE ESTATE OF BERNARD SHAW

◀ In December, LSE posted an interactive Timeline on its website and asked for posts on characters, events or even an “impact” that should be recorded and honoured. **Maddy Wall** offers a selection of these varied posts.



1890

1900

1910

1920

1930

1940

1950

➤ An unsung heroine of LSE – Charlotte Payne Townshend

Accounts of LSE's early years are dominated by the four people staying at Borough Farm in August 1894 when Sidney Webb first outlined a “London school of economics and political science”. Charlotte Payne Townshend is often overlooked, but she had a vital role during LSE's early years.

Townshend was an Irish heiress who joined the Fabian Society after meeting Beatrice and Sidney Webb in 1895. That year, she was invited to holiday with the Webbs, Graham Wallas and George Bernard Shaw in Suffolk, becoming particularly close to Shaw. After the trip, Beatrice wrote of Charlotte:

“By temperament she is an anarchist – feeling any regulation or rule is intolerable – a tendency which has been exaggerated by her intolerable wealth. Sweet tempered, sympathetic and genuinely anxious to increase the world's enjoyment and diminish the world's pain.”

A generous donor of her time and money, Charlotte secured LSE's first home at 10 Adelphi Terrace in 1896, making it affordable by sub-letting the top two floors and leaving the rest of the building for the School. A member of the School's Advisory Board, which in 1901 applied to the Board of Trade to become a company, she also served as a governor and was a regular source of funding. She donated £1,000 towards the Library's establishment and was one of its first trustees alongside R B Haldane.

Following the Suffolk holiday, Shaw and Charlotte grew ever closer and in 1898 they married at the Covent Garden Registry Office, spending their

honeymoon in Hindhead, where Charlotte supported Shaw as he recovered from necrosis of the bone.

Charlotte continued to serve as a governor after LSE's final move to Houghton Street and established a trust for a research studentship. Her last major donation was £1,000 for general literature, which was the seed of the Shaw Library, now in the Old Building. So the next time you have a quiet sit in a Shaw Library armchair or enjoy a concert in the Founders Room, remember Charlotte Shaw and her steady, self-effacing support for LSE.

➤ Poetry for a nation – Minnie Louise Haskins

In his 1939 Christmas broadcast to the Empire, George VI quoted the preamble to an obscure poem which included the lines: “Go out into the darkness and put your hand into the Hand of God. That shall be to you better than light and safer than a known way.” It struck a chord with a nation facing the uncertainty of war, and the author of the 1908 poem, *God Knows*, was soon revealed as Minnie Haskins, a retired LSE academic.

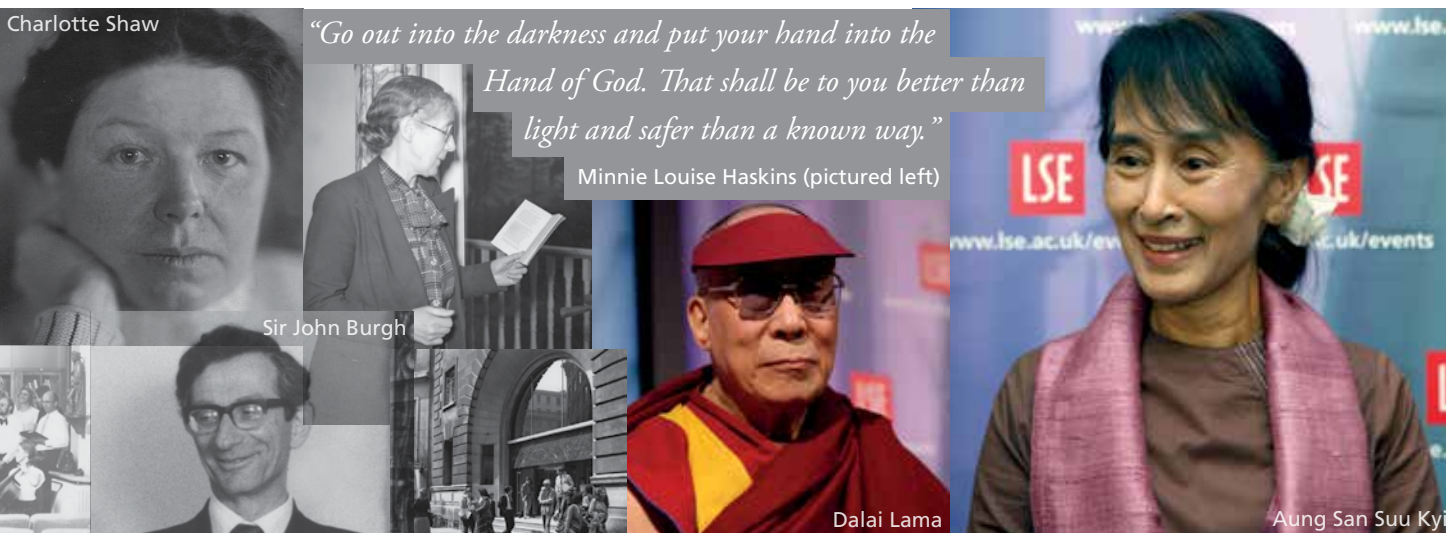
Born near Bristol in 1875, Haskins studied informally at the city's University College while volunteering for the local Congregational Church. By 1903, she was working in Lambeth for the Springfield Hall Wesleyan Methodist mission and four years later travelled to the Zenana mission to women in Madras. In 1912, she published a volume of poetry to raise funds, including *God Knows* with the preamble which would be broadcast to the nation decades later.

Returning to England in 1915, Haskins ran a munitions workers' hostel in Woolwich before supervising labour management in an east London factory. She also found time to publish a second volume of poetry, *The Potter*, in 1918. That year, Haskins came to LSE to study for the Social Science Certificate under Agatha Harrison, the first British academic devoted to industrial welfare. From 1919 to 1939 she was a tutor in the Social Science Department, where the senior tutor described her as “a woman of unusual capacity and character”. Closely involved with the establishment of the Institute of Industrial Welfare Workers, now the Chartered Institute of Personnel and Development, in 1921 Haskins published *Foundations of Industrial Welfare*, while still writing novels and poetry.

After retiring once in 1939, Haskins returned to LSE during the second world war, leaving for a final time in 1944. She died in Tunbridge Wells in 1957, but her words live on inscribed on the George VI memorial chapel in Windsor and in a window at the Queen's Chapel of the Savoy. Her poem was also read at the funeral of the Queen Mother in 2002.

➤ A life of service – Sir John Burgh

The young Karl Hans Schweinburg arrived in Britain from Vienna just months before the outbreak of the second world war, separated from his family and unable to speak the language. Over the next 50 years he became a highly respected figure in British politics, being appointed Director-General of the British Council in 1980, then knighted two years later. And



1960

1970

1980

1990

2000

2010

2020

the remarkable journey of Sir John Burgh, as he was then known, took its first turn into public life at LSE.

After working in air munitions during the war's final years, Burgh came to study economics at LSE in 1946, following the School's return to London from its wartime base in Cambridge. Under the influence of Professor Harold Laski, he soon changed courses to study government and won a scholarship to become a full-time student.

The post-war campus was a tad dingy, but the company at LSE was lively. With his friend Bernard Levin, Burgh became part of The Seminar, a group which met each week to discuss politics. He was also elected Student Union president in 1949. Burgh enjoyed university life, and remained involved with the School after graduating, as chair of the Library Panel and as a governor from 1980 to 2004, serving as Chairman of Governors in 1985 during a testing time for universities with questions over budgets and academic tenure.

After graduating in 1950, Burgh worked for Barbara Castle at the Board of Trade on controversial proposals addressing industrial relations which often faced strong opposition from trade unions. Other public roles followed, and in 1980 he was appointed Director-General of the British Council, which he led through a difficult period of budget cuts while retaining the support of his staff. His expert knowledge of government was of great help to LSE during his long service as a governor; other roles, such as lead judge of the Bernard Levin award for aspiring journalists, meant that Burgh's powerful intellect continued to contribute to the School long after his studies ended.

He died of pneumonia in 2013.

Two Nobel Peace Prize winners in two days

On consecutive days in June 2012, LSE hosted two high-profile statespeople: Aung San Suu Kyi and the Dalai Lama.

Aung San Suu Kyi, the Burmese democracy campaigner, who had spent much of her life under house arrest, was visiting the UK for the first time in 24 years and made her trip's first public speech at LSE. There was a standing ovation from the Peacock Theatre audience, with live coverage across many news channels. LSE Director Judith Rees reminded everyone that it was Aung San Suu Kyi's 67th birthday, a double celebration as it was a birthday in freedom. The crowd sang "Happy Birthday" and Professor Rees noted: "It's a tribute not just to you but to all those who have campaigned for freedom in Burma." There was also a surprise present – a photograph of her late father taken in London in 1947 – and an LSE baseball cap, a traditional gift for visiting leaders, which she put on immediately. The event ended with a student asking Aung San Suu Kyi how she had continued campaigning. She answered: "It's all of you, and people like you, who give me the strength to continue. And I suppose I have a stubborn streak in me."

The following day, His Holiness the Dalai Lama visited LSE to open a conference exploring tolerance. Spiritual leader of the Tibetan people, in 2011 Tenzin Gyatso completed the democratisation of the Central Tibetan Administration by devolving all his political authorities to the elected leadership. He was awarded

the Nobel Peace Prize in 1989 in recognition of his opposition to violence in the Tibetan struggle and his work internationally for peace and human rights. He spoke to another packed audience about overcoming intolerance, saying: "Everyone has every right to happiness", before also receiving the customary LSE baseball cap.

Two days, two towering figures of the modern era, and thousands of people who will remember what was said for the rest of their lives: days like those remind us that LSE is quite unlike anywhere else. ■



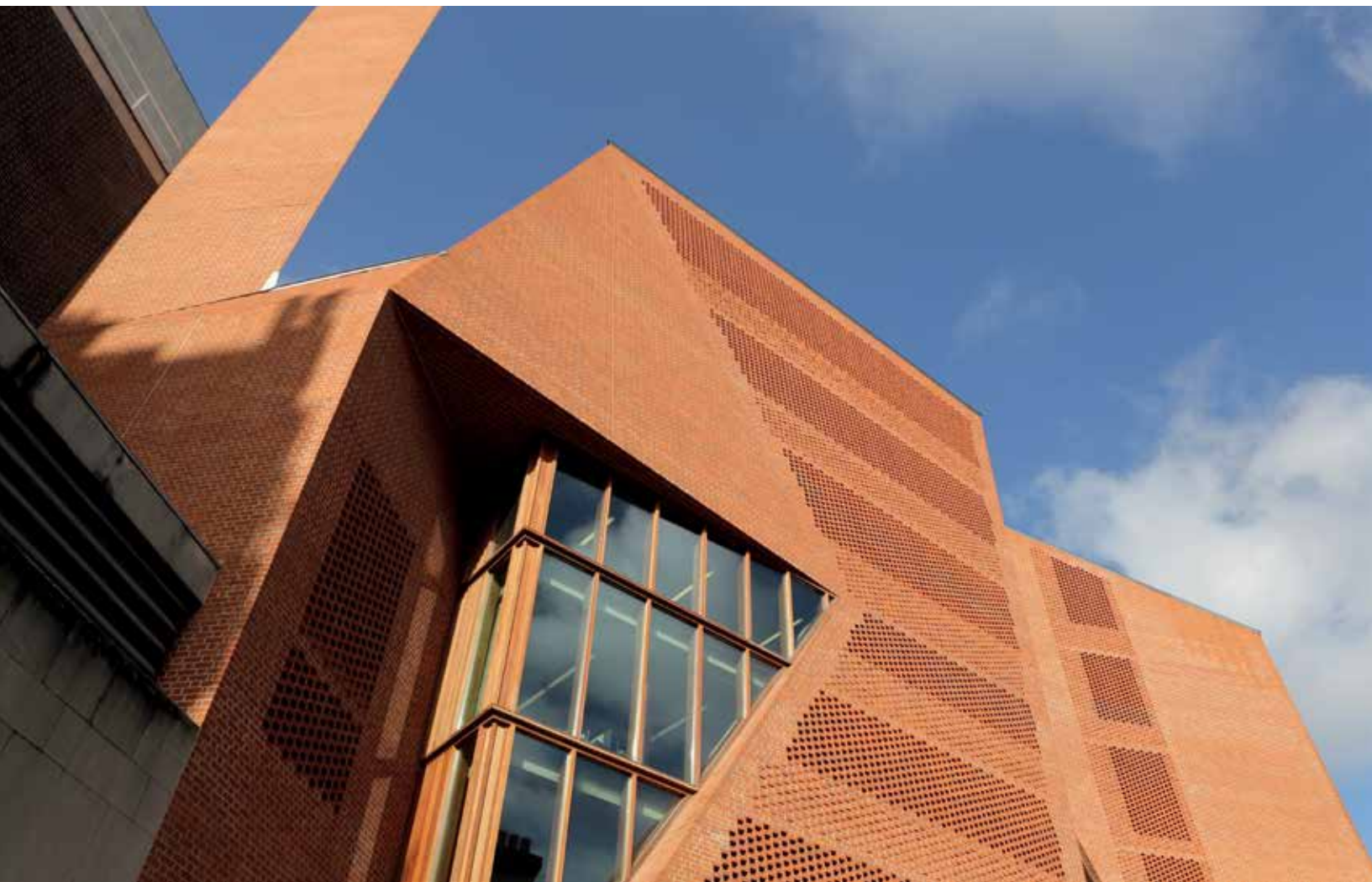
Maddy Wall is an assistant press officer at LSE.

To see the other posts which have made it onto the Timeline, and to add your own account of a character, event or "impact" which you think should be recorded for posterity, visit the website at: <http://blogs.lse.ac.uk/lsehistory>. If you would like support in writing a post, the LSE Archivist, Sue Donnelly, will be on hand at this year's LSE Alumni Reunion Weekend from 11 to 12 July.

LSE CAMPUS

Saw Swee Hock Student Centre wows students and critics

The Saw Swee Hock Student Centre (SAW), LSE's latest landmark building, opened its doors this January to great acclaim from both the LSE and architecture communities.



The first new building LSE has commissioned in over 40 years, SAW is now home to the Students' Union, LSE Careers, Residential Services and the Accommodation Office. Housing a gym, night club, media centre, faith centre, bar and cafés, SAW has already become a focal point for students looking to study, socialise, work out or simply enjoy some down time.

Designed by Irish architects O'Donnell + Tuomey, the building's dramatic sculptural form and unusual perforated brick façade has been steadily garnering praise since opening, with architecture critics citing it "richly considered and finished" (Hugh Pearman, *RIBA Journal*), a "fantastically individual" building (Ellis Woodman, *Building Design*) and a "mountainous fun palace" (Oliver Wainwright, *The Guardian*).

Kester Rattenbury of *The Architectural Review*, who visited SAW earlier this year, has called the building "the most astonishingly well and truly occupied new building I've ever seen... Old, easy to walk past, weird, beautifully made, unusual, intriguing, comfortably human, tangibly loved [and] pleurably used."

Students agree, with second year Law student Izzy Janssen saying: "it's a place where people can



meet up in a relaxed environment between classes, something I feel was lacking before", and third-year Octavia Gale stating that SAW feels "like a university and very much a student centre... there is a different atmosphere from the rest of the School."

Julian Robinson, Director of Estates at LSE, said: "Our aim, from the start of this project, has been to create the best students' building in the UK, and

I believe we have achieved this. The building looks fantastic both inside and out and will transform the student experience at LSE."

Full media coverage on the Saw Swee Hock Student Centre can be found here: lse.ac.uk/SAWnews

An imagination CAPTURED

Jane Howard explains how the concepts she learnt at LSE have helped her communicate the vision of Fair Trials International, a charity that seeks to create a world where every person's right to a fair trial is respected.

I've never forgotten the sense of immediacy and excitement that I felt during my LSE years. It seemed to me that the LSE community was at the centre of the capital's being, that it had its intellectual finger on the country's pulse. Of course, I was impressionable, as is every school-leaver, but LSE's world captured my imagination right from the start.

I was hooked by the broad and deep understanding that the lecturers had of their subjects and relished the opportunity to get to grips with my BSc Economics (Politics and History), which brought lots of big themes my way. We learnt how philosophers had worried and reasoned their way to a (usually) better understanding of the world around them. Courses on communism and socialism made sense of the modern world, with Professor Kedourie's views on nationalism being just as relevant today. There was the crystal clarity of Karl Popper's reason: how can you tell whether an argument is sound? Topical visiting lecturers, like Robert McKenzie the first pop-pollster, gave us the

inside track on his "Swingometer" and reinforced my belief that LSE was the very best place to be.

Inspiring as this time was, it didn't help to focus me in any particular direction and so I roamed professionally for several years, finally becoming the management trainee for NE London Regional Health Authority, where I worked with many terrific colleagues throughout the "Winter of Discontent". Eventually, however, I found the politics of health care frustrating and, with a neat sidestep, took up a post in one of the early communication consultancies.

Initially a small sector, public relations grew rapidly and my blue-stocking agency was soon purchased by leading international advertisers Saatchi & Saatchi. Now I look back on 25 years of creating and managing communications campaigns for all types of organisations from governments to NGOs and FTSE blue-chips. LSE had awakened my interest in ideas, how concepts inspire, and we harnessed this to methodology and measurement, breathing life into stakeholder messaging.

Eventually, I moved to run a UK network and joined its PLC board, and then set up my own consultancy, which I sold in 2009. I often reflected on how the media sector is a great place to be an entrepreneur, a near-perfect example of Hegelian "creative destruction". I now hold several professional roles and have become an active trustee of the legal charity Fair Trials International (FTI).

Like most great ideas, the core principle of FTI is very simple. It is to create a world where every person's right to a fair trial is respected, whatever their nationality, wherever they are accused. When you're involved in cases and campaigns in countries across the world, however, it can be tricky keeping track of what this straightforward concept means in practice – particularly given that most

of FTI's staff members are busy lawyers, not used to thinking in terms of branding or key messages.

Over the past five years, I've worked alongside the charity's chief executive and senior staff members to help FTI develop its core messaging and make sure that the charity is able to demonstrate its impact. This has included helping the charity to develop coherent and compelling messages for all of its campaigns. Here in London, for example, FTI has been instrumental in delivering vital changes to the UK's extradition arrangements, using the human stories from its casework to persuade Theresa May to give UK courts stronger powers to refuse unjust extradition.

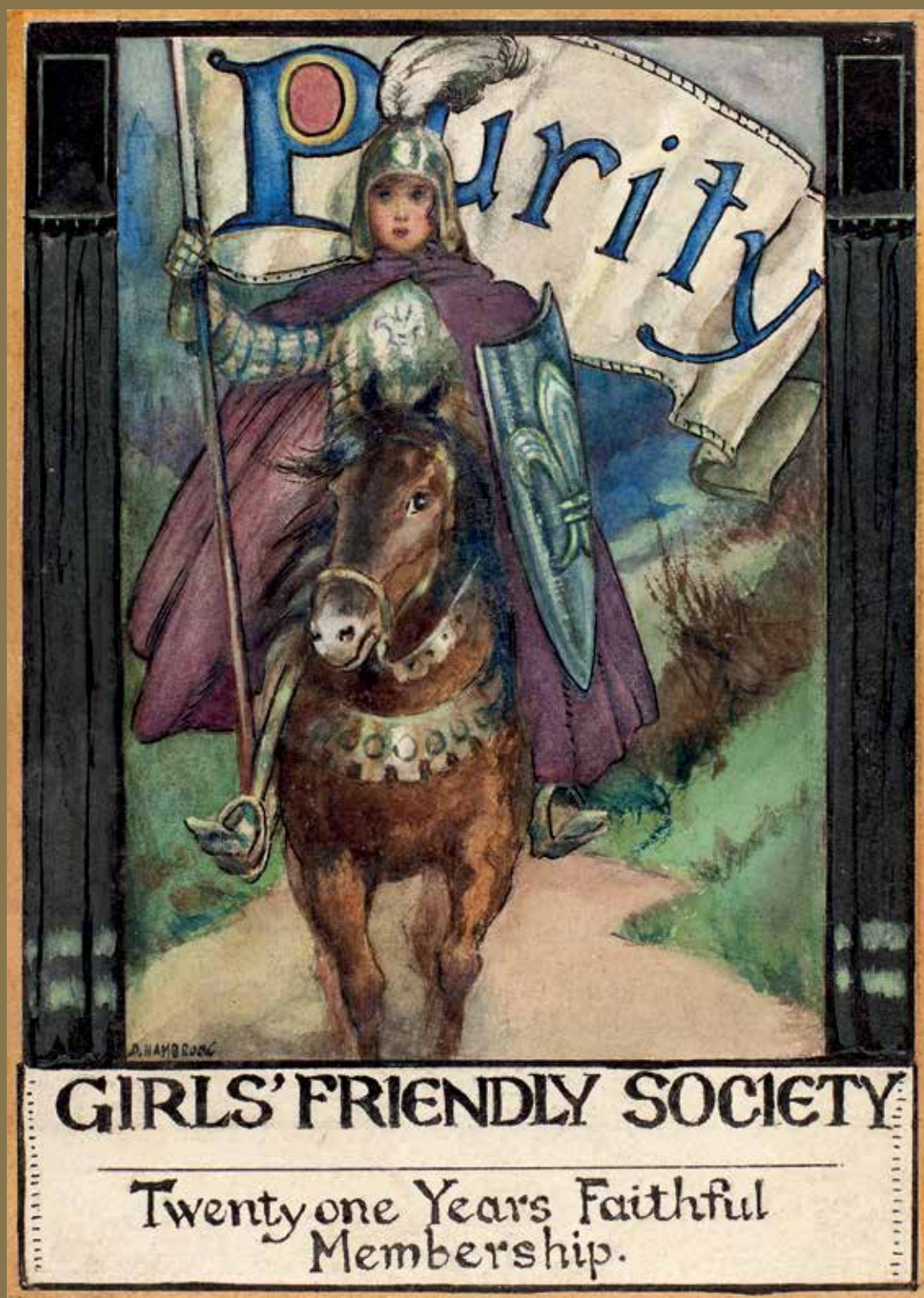
But FTI is also having an impact across Europe and further afield. Since 2009, the charity has commanded a network of experienced defence lawyers across Europe – the Legal Experts Advisory Panel – to gather first-hand information on injustices occurring in all 28 EU countries. Together, we've developed a stronger "European" brand for FTI, ensuring that its work resonates with academics and lawyers across the EU, without diluting its key messages or alienating its non-expert audiences.

Last year, FTI finalised its new three-year communications strategy. The charity now has a much stronger understanding of how it needs to be seen – and, crucially, by whom. It has better mechanisms to monitor its communications and a greater appreciation of the risks it faces. This has helped a relatively small charity to punch above its weight and position itself for future growth. FTI has ambitious plans and bold campaigns, and with careful management of its development and positioning will continue to make a strong impact in the human rights sector for many years to come. ■



Jane Howard, née Bullough (BSc Economics 1974), MCIPR, MPRCA is a Trustee of Fair Trials International (www.fairtrials.org), a partner in Reputability (www.reputability.co.uk) and a special adviser to Quantum (www.quantumpr.co.uk).

Girls' Friendly Society membership card, c1930, from the Women's Library @ LSE, the oldest and most extensive collection of women's history in Europe.



ALUMNI AT LARGE



Political economics: *it's all in the narrative*

In the aftermath of 9/11, everything **Dr Pippa Malmgren** (MSc International Relations 1986, PhD 1991) had worked towards would be defined by what she did in seven minutes.

Pippa had seven minutes in which to advise President George W Bush when, in the wake of the terror attacks, 75 per cent of the global trading capability in US government bonds was wiped out and the US stock market was down for the foreseeable future. Numerous heads of state have

since sought Pippa's counsel, her reputation confirmed as one of the world's leading political economists and commentators who can provide salient insight in clear terms. "You do only get about seven minutes and half a written page to present your recommendations and solutions. That's the deal," she says.

Concisely explaining complex economic models to world leaders demands a gift for communication, and Pippa passionately advocates the use of plain English. "My mother read English at Oxford and my father studied under the Nobel Laureate Sir John Hicks, one of the great 20th century economists," she says. "So from a

young age, I was aware of the relationship between economics and language. People often assume my life is all about the numbers and the maths, but while I was studying Keynes and learning what a basis point was, I was also soaking up Tolkien, Auden and Carroll."

"It is important that we study economics in great detail and understand its complexities," she continues. "But it always needs a compelling narrative: no textbook on The Great Depression encapsulates the impact of economics on society quite like Martha Gellhorn did in *The Trouble I've Seen*."

Pippa realised she could bridge the language gap between economists and policymakers while working in the financial markets in the 1990s. Witnessing both sides of a distant relationship – traders' knee-jerk reactions to politicians and, in turn, policymakers demonstrating at times an irrational approach to economics – she found herself perfectly placed to mediate and translate.

"I discovered that I knew both the language of the trading floor and that of the politician (it was akin to speaking Klingon and Federation in *Star Trek*), and I established myself as someone understood and trusted by both audiences. I reasoned that to influence global policy, you must communicate simply and clearly when it matters. It got me noticed."

While a life in political economics was always a distinct possible trajectory – her father, Harald, was an economic adviser to four US presidents and she grew up with regular access to world leading economists – it soon became a defined ambition.

Instead of staying in Washington to work her way up to the Oval Office from within, Pippa listened to her parents and their peers, brilliant academic minds such as Raymond Vernon and Thomas Schelling. Their message was unanimous: to serve her country, she must first experience life and culture outside it. Where best might she simultaneously pursue her master's? "At LSE. Without hesitation. Raymond and Tom both said that I should study at a place which offered the best education and provided that rich cultural perspective. It had to be LSE."

The School in the late 1980s was, she says, both a heady academic environment – "It was like skiing with ideas, we slalomed through multiple, fascinating

concepts" – and the eye-opening experience she had been promised. She discussed politics with people who had grown up under communism, rather than fellow Westerners who had studied it in a textbook; she learned alongside the future head of an African tribe whose LSE education was not just an achievement but a duty, and she whiled away hours in Wright's Bar dissecting course notes with her classmates: "It was like an Alice in Wonderland rabbit hole," says Pippa. "Everyone was seemingly always in there, which is mathematically impossible. And it was so cheap."

Pippa returned to LSE for her PhD, earning her doctorate in International Relations in 1991, before the career in financial markets that would ultimately lead her to the White House, first as Special Assistant to the President for Economic Policy on the National Economic Council, and latterly as a member of the President's Working Groups on Financial Markets and Corporate Governance.

Over the past decade, Pippa has continued to advise policymakers, and currently guides investors on the impact of politics, policy and "geographics". She is also finalising *Signals*, a book ensuring that the plain everyday messages the world economy sends such as "shrinkflation" are noticed so society can be better prepared.

Last summer Pippa was invited back to LSE to speak at graduation. "It was an honour and I hope what I said will resonate with graduates – if not immediately, then in time," says Pippa. "I spent months pounding the streets with my résumé, actually wearing a hole in the sole of my shoe in my search for work. One day, I found myself in The Recession Café on Wall Street. The penny dropped: *this* is what they mean by 'recession'. Our LSE degrees will open doors but we have to know how to use the knowledge we have acquired."

If she had seven minutes in which to advise recent graduates seeking to get noticed in today's economic environment, what would she say? "Invoke the spirit of entrepreneurialism: in whatever walk of life or professional field you pursue, be innovative. Even in a large multinational, you have no choice but to be an entrepreneur. If you only do what the job demands, you will be replaceable; you must go beyond the parameters of your role to become irreplaceable.

Also, do not be afraid of calculated risk taking: it is entrepreneurs and intrapreneurs who drive the global economy." ■

Pippa Malmgren was talking to Chris Kendrick, development communications officer at LSE.

"When history touches you on the shoulder, be sure you have an informed view"

An excerpt from Pippa Malmgren's graduation ceremonies speech at LSE in July 2013

"The moment that a president or prime minister asks you for your opinion is both the moment you've trained for and one of the most dangerous moments in your life. One of the greatest character tests you will ever face is holding power in your grasp: whether you have the ear of a leader or the public, or your hand on a ballot box.

When I crossed the transom of the Oval Office I realised that JR Tolkien came more to my aid than JM Keynes. For Tolkien wrote about a hobbit who could hold power in his hands and deliver it to its rightful destination without becoming seduced and changed by its trappings. Don't let the spirit of Gollum hold your tongue, or make you say things you think others want to hear, just so you can remain in proximity of power. The world's leaders and the public alike need your honest opinion, especially when you stand alone in your view.

So, push back your textbooks now and make room on your bookshelves for poetry and fiction because, as JFK said: 'When power leads man toward arrogance, poetry reminds him of his limitations.' Remember the admonishment of Peter Drucker who reminds us to 'discover where your intellectual arrogance is causing disabling ignorance and overcome it'. Do not be contemptuous of knowledge in other areas, or believe that being bright is a substitute for knowledge."

LSE Connect ONLINE

Your alumni magazine is now available at lse.ac.uk/alumni/LSEConnect



Award-winning architect chosen for new Global Centre for Social Sciences

The Saw Swee Hock Student Centre may have opened to acclaim but LSE is not resting on its laurels, with plans in motion to create a new Global Centre for the Social Sciences (GCSS) at the centre of campus.

International award-winning architect Rogers Stirk Harbour + Partners has been selected as the winner of the School's design competition for a new Global Centre for the Social Sciences.

The GCSS will require the demolition and redevelopment of the East Building, Clare Market, Anchorage and St Clement's East buildings on Houghton Street. The striking design

by Rogers Stirk Harbour + Partners also proposes adding a new public square in the heart of the campus.

Professor Craig Calhoun, Director of LSE, chaired the jury panel which made the final decision. He commented that the architects "have designed beautiful, dynamic buildings around the world and offered an elegant, thoughtful submission to this competition".

Architect's design competition drawing



Acclaim for LSE

LSE has risen to 24th in the fourth annual *Times Higher Education* World Reputation Rankings, representing a year-on-year rise for the School since the rankings were first established. LSE was previously ranked 37th in 2011, 29th in 2012 and 25th in 2013.

LSE is the fourth highest ranking UK university in this year's table and one of only five UK institutions in the Top 30.

Commenting on the rankings the Director of LSE, Professor Craig Calhoun, said: "That LSE continues to maintain a strong reputation worldwide is, in part, testament to the work our staff, students and alumni do to engage with wider audiences, such as government, business, the media, charities, as well as other higher education institutions. Regardless of league tables, our priority will always be for LSE to continue to produce world class research and teaching that engages with real-world problems."

timeshighereducation.co.uk/world-university-rankings

The School has also been rated as the best place in the UK to study Economics, Sociology and Media and Communications in the latest QS World University Rankings by Subject, a guide to the world's top universities in a range of popular subject areas. Overall, eight LSE subjects were ranked in the top ten in the world. The biggest rise was for LSE's Media and Communications department, which climbed 22 places from its position in 2013. See topuniversities.com/subject-rankings

LSE to be part of £4m research project about improving life with dementia

How can people with dementia be supported to live well? What affects their ability to do this and when should support be offered to help people live well with this challenging disease?

These are the issues researchers from LSE's Personal Social Services Research Unit (PSSRU) will be examining as part of the "Improving the experience of Dementia and Enhancing Active life: Living well with dementia" (IDEAL) project. The team, led by Bangor University, has been awarded £4m by the Economic and Social Research Council and National Institute for Health Research. The PSSRU team will be involved in the health economics aspects of the study.

Professor Martin Knapp, director of PSSRU, said: "This exciting project will complement a large programme of dementia-related research now underway in PSSRU at LSE, and provide important additions to the evidence base and the lives of the c800,000 people with dementia in the UK and their carers."

For more on the School's work in the field of mental health, see Professor Knapp's article on page 7.

LSE IDEAS and Public Policy Group ranked second best university think tank in the world

Two of LSE's research groups, the foreign affairs centre LSE IDEAS and political analysts/consultants the Public Policy Group, have jointly been named the second best university think tank in the world in a global survey.

They are ranked second only to Harvard University's Belfer Center for Science and International Affairs in the 2013 Think Tank and Civil Societies Program league table. The league table compared more than 6,800 think tanks around the world from 120 countries in a variety of categories, all peer reviewed by 1,900 individuals and institutions.

LSE IDEAS was also ranked sixth in the world for its report on Governing the Global Drug Wars in the Best Policy Study/Report produced by a think tank in 2012-13 and ranked eighth among global Think Tanks to Watch.

The report's publishers said the world's best think tanks had developed and led a series of global initiatives that helped bridge the gap between knowledge and policy in critical areas such as international peace and security, globalisation and governance, economics, the environment, poverty and global health.

LSE awards honorary degree to former head of the Crown Prosecution Service

Keir Starmer QC has been awarded an honorary degree by LSE. The former Director of Public Prosecutions and head of the Crown Prosecution Service accepted the honour at the School's graduation ceremony in December.

Professor Conor Gearty, director of the Institute of Public Affairs at LSE, read the oration, saying: "Throughout his career, Keir Starmer has been a leader among academics and practitioners in human rights law. He has transformed the office of the Director of Public Prosecutions and made an outstanding contribution to criminal justice policy in the UK, bringing a new culture of openness and public accountability to prosecutorial discretion."

An honorary doctorate is the highest award an individual can receive from LSE and is conferred on individuals who have made "an outstanding contribution to the increased understanding, or appreciation of 'the causes of things' and their practical application in the social sciences or related fields".

Keir Starmer served as Britain's top prosecutor from 2008 to 2013. In 2005, he won the Bar Council's Sydney Elland Goldsmith Award for his outstanding contribution to pro bono work in challenging the death penalty throughout the Caribbean and also in Uganda, Kenya and Malawi. He was also named as QC of the Year in the field of human rights and public law in 2007 by the Chambers & Partners directory.



Eminent historian to be 2014-15 Philippe Roman Chair



Pandemics, nuclear war and the global history of population control are among the issues explored by the latest academic to take up the Philippe Roman Chair based in LSE IDEAS.

Professor Matthew Connelly, a renowned historian and award-winning author, will succeed Professor Timothy Snyder as the holder of the chair in history and international affairs for 2014-15.

Currently a professor in the Department of History at Columbia University, Matthew Connelly is also founder and director of the LSE-Columbia University Double Degree in International and World History.

Professor Connelly said: "I am delighted to be taking up this post, which will enable me to strengthen the links I have gained through the LSE-Columbia Double Degree as well as establish new ones. My work aims to offer new and more productive ways of thinking about the history, and future, of world politics, and I look forward to exploring these issues with academics and students during my year at LSE."

The chair is generously funded by School governor Emmanuel Roman.



Mary Robinson, President of the Mary Robinson Foundation (pictured) and the first woman President of Ireland, officially opened LSE's new Reading Room for The Women's Library @ LSE in March.

Fair Trade Hoodies and Organic T-shirts

now available from our new look online
shop www.lseshop.com



OFFICIAL LSE MERCHANDISE

LSE PEOPLE

Dr Michael Bruter and **Dr Sarah Harrison**, Government, were jointly awarded the Market Research Society's award for Best International Research, for Dr Bruter's project "Inside the Mind of a Voter".



Nick Byrne, Language Centre, was appointed to the Advisory Board of the British Academy project Born Global: Rethinking Language Policy for 21st Century Britain.



Professor Craig Calhoun, LSE Director, was awarded an honorary doctorate from the Erasmus University Rotterdam for being "one of today's foremost social scientists".



Professor Michael Cox, International Relations, was appointed to the Foreign and Commonwealth Office (FCO) Diplomatic Excellence External Panel.

Professor Bleddyn Davies, Emeritus Professor of Social Policy, was awarded the Outstanding Achievement Award of the British Society of Gerontology.

Patrick Dunleavy, Public Policy Group, was awarded a Political Studies Association Special Recognition Award for his unrelenting commitment to stressing the relevance of political science to real world politics.

Dr Juanita Gonzalez-Urbe, Finance, won the 2013 Collier PhD Prize for her paper 'Venture capital and the diffusion of knowledge'.

Dr Ethan Ilzetzi, Economics, won the Economic Research Council Clash of the Titans forecasting competition.

Hazel Johnstone, Gender Institute, was awarded an MBE for services to higher education.



Professor Mary Kaldor, Civil Society and Human Security Research Unit, has been awarded the Ludwig Quidde Award by the German Foundation for Peace Research.

Dr Ruth Kattumuri, India Observatory and Asia Research Centre, has received the Indira Gandhi Priyadarshini Award 2014 for outstanding service, contribution and achievements in the field of education.

Professor John Kay, Economics, was awarded a CBE for services to economics.

Professor Sonia Livingstone, Media and Communications, was awarded an OBE for services to children and child internet safety.

Professor Irini Moustaki, Statistics, has received an honorary

doctorate from the Faculty of Social Sciences at Uppsala University.

Professor Patrick O'Brien, Economic History, won the American Historical Association's 2013 Honorary Foreign Member Award.



Susan Scholefield, School Secretary, was appointed by the Department of Business, Innovation and Skills as non-executive member to the Competition Service.



Professor Lord Nicholas Stern, Grantham Research Institute on Climate Change and the Environment, won the 2013 Stephen H Schneider Award for Outstanding Climate Science Communication.

First world war at LSE

When the opening salvos of the first world war were fired, LSE had been established as a metropolitan centre for research and teaching in the social sciences with a tradition of public engagement for nearly two decades.

The School was characteristically divided over the rights and wrongs of the conflict, but hundreds of alumni joined the Forces, alongside academics such as Clement Attlee, Hugh Dalton and R H Tawney – 46 students and members of staff were killed. Many more helped the war effort both from behind the lines and back on the home front.

To commemorate the centenary of the first world war over the next four years, LSE has compiled a web page which draws together the work taking place at the School. The page includes links to an online exhibition, WW1 @ LSE: a common cause, which features a selection of digital images related to the first world war compiled by the LSE Library; details of academics who specialise in the first world war; and forthcoming events that touch on the conflict which was referred to with hope as the "war to end all wars".

lse.ac.uk/newsAndMedia/FWWLSE.aspx

LSE wins Green University award

LSE has been recognised as the top university for promoting sustainability among its staff and students.

People & Planet, the student-led body which campaigns for more environmentally friendly policies in universities, gave LSE the Student and Staff Engagement Award for its "excellent and innovative" work in a number of areas, including hosting high-profile public lectures with numerous world-renowned speakers on sustainability, including James Hansen, Kumi Naidoo, and LSE's own Nicholas Stern.

Julian Robinson, Director of Estates at LSE, said: "We are delighted that LSE's work on sustainability engagement has been recognised. This award highlights not only the School's achievements but the commitment and enthusiasm of students and staff from across LSE. The continued involvement of the whole LSE community is essential to the School's ongoing mission to become a more environmentally sustainable institution."

The School's Sustainable Projects Fund was also a runner up for the Best Sustainability Project in the prestigious *Guardian* University Awards, announced at a ceremony in London.

Research update Join the global debate at LSE

For more research highlights see lse.ac.uk/researchAndExpertise/researchHome.aspx. You can also browse a collection of videos of current research projects at lse.ac.uk/videoandAudio on the research channel.



International aid used to influence elections

Governments of democratic developing countries are using international aid to support their election drives, new research from Dr Ryan Jablonski, an assistant professor in LSE's Department of Government, has found.

Dr Jablonski tracked the spending of aid across Kenya from 1992, when multiparty elections began, to 2010. His research, published in *World Politics*, reveals that electorally strategic voters receive higher levels of foreign aid over those who may be more in need but support the opposition.

Individuals in constituencies that most strongly support the incumbent party benefit from more than three times the amount of aid as those in constituencies supporting opposition parties, or about US\$1.50 more in World Bank and African Development Bank aid each year on average.

He also found a clear ethnicity bias in aid allocation, with individuals in constituencies that share the ethnicity with the country's leaders receiving about twice the aid, or about US\$0.80 more per year than those who do not. In total this means that these constituencies receive over US\$4,000,000 more in aid each year on average.

lse.ac.uk/newsAndMedia/news/archives/2014/04/InternationalAidPaper.aspx

"One size fits all" approach to global marketing a recipe for failure

Major global brands are at risk of failing to win new customers from Eastern countries because they don't take into account key cultural differences when marketing their products, research from LSE and ESCP Europe Business School has found.

The report argues that some of the world's most recognised brands fall into the trap of marketing their products in a global way, while ignoring cross-cultural differences in consumer psychology.

Dr Ben Voyer, a visiting fellow in Psychology@LSE, says the psychology of consumers in the East is often vastly different to the West, leading to recurring market failures when new products are launched. "Simple things such as how people perceive the colour white can make a huge difference. For example, people in Western cultures associate a white dress with purity, whereas in Eastern cultures white signifies death, so using the colour in advertising requires some sensitivity."

lse.ac.uk/newsAndMedia/news/archives/2014/02/GlobalMarketing.aspx

League table throws new light on cost of banking misconduct

Ten of the world's leading banks have racked up fines and similar "conduct costs" of nearly £150 billion over a period of just five years, the LSE Conduct Cost Project has revealed.

The analysis gives, for the first time, a picture of how the banks compare with each other over the period 2008-12. The researchers, led by LSE Professor Roger McCormick, assessed the costs accrued by ten of the world's leading banks across the UK, Europe and America as a result of misconduct. When put together, these ten banks alone incurred nearly £150 billion for misconduct of various kinds, including mis-selling PPI and other products, manipulating LIBOR and failing to observe money-laundering rules.

Professor Roger McCormick said: "This league table allows the public for the first time to view an independent, objective set of figures which relate in one way or another to bank behaviour over the five years ending December 2012. The banks ranked are all household names. The fundamental question is: can we expect these costs to start going down soon if these banks now have sound ethical cultures? If not, why not?"

lse.ac.uk/newsAndMedia/news/archives/2013/11/ConductCostsProject.aspx



Banding and ballots on the rise as schools seek fairer intakes

A small but growing number of schools, mainly sponsored academies, are using ability banding or random allocation (ballots) as part of their admissions criteria, according to new research by LSE's Professor Anne West, Dr Philip Noden and Audrey Hind.

The researchers examined the admissions policies of England's 3,000 state secondary schools and academies in the 2012-13 school year. They found that the main admissions criteria continue to reflect how near pupils live to the school (distance) or whether they already have brothers and sisters attending (sibling). However, the number of schools using banding – where pupils are tested and placed in different ability bands intended to provide a comprehensive intake – increased from 95 in 2008 to 121 in 2012-13. A further 42 schools were using random allocation in 2012-13.

lse.ac.uk/newsAndMedia/news/archives/2014/02/SuttonTrust.aspx

LSE LETTERS

WE WELCOME LETTERS
BY POST OR EMAIL



Please send correspondence to: Editor, *LSE Connect*, Communications, LSE, Houghton Street, London WC2A 2AE. Email: lsemagazine@lse.ac.uk. The editor reserves the right to cut and edit letters.

Memories of a mature student



I can relate to Ashley Mitchell ('LSE and Me', winter 2013) who told of his experience returning to LSE as a "senior citizen" student. In 1984, at the age of 50, I left the US Navy and chose London as my retirement home. My wife was British and we met while I was stationed at Grosvenor Square. She encouraged me to apply for the PhD programme at LSE.

Tom Nossiter (pictured), dean of the Government Department at the time, agreed to sponsor me. He had an incisive intellect and a superb vocabulary.

His thoughts came in staccato bursts that left me

amazed at the speed with which his mind and mouth worked. He also left me bewildered – his brainpower was about three levels higher than mine, and I needed full concentration to grasp just the thread of his thoughts. I began tape recording our meetings so I could play them back at home. The influence of Tom Nossiter and his faculty colleagues resulted in my intellectual curiosity being raised by several levels.

My dissertation compared media relations practices at the Ministry of Defence at Whitehall with those of the Pentagon in Washington. I have sometimes visited the LSE Library and asked to see the file copy of my dissertation, just to examine the check-out slip. It has been regularly consulted over the years by enterprising students.

James E Wentz (PhD Government 1988), Virginia, USA

Freedom to focus

I was very pleased to read recently that many more students will now have the opportunity to be awarded a PhD Scholarship. This expansion in funding and the provision of scholarship support for four years provides graduate students with essential resources and freedom to focus on research and writing without financial stress and facilitates the growth of a dynamic graduate research community at LSE.

The PhD Scholarship was at the heart of what enabled me to study at LSE and I am immensely grateful. I would also like to mention the School's postgraduate travel fund, which enables students to present conference papers abroad, and my department's support of my studies and facilitation of sharing my research beyond LSE. The LSE Annual Fund also contributed vitally to my LSE experience, enabling me to organise exhibits and seminars on human rights and restorative justice.

After many years in London and at LSE it's a bittersweet feeling to finish my degree and, alongside a sense of achievement and relief, I already feel longing for London and LSE. Now it is my turn to do my best to share and apply what I have learned, continue to explore the causes of things and put knowledge and understanding in the service of the public good.

Noam Schimmel (MSc Philosophy, Policy and Social Value 2004, PhD Media and Communication 2014), Massachusetts, USA

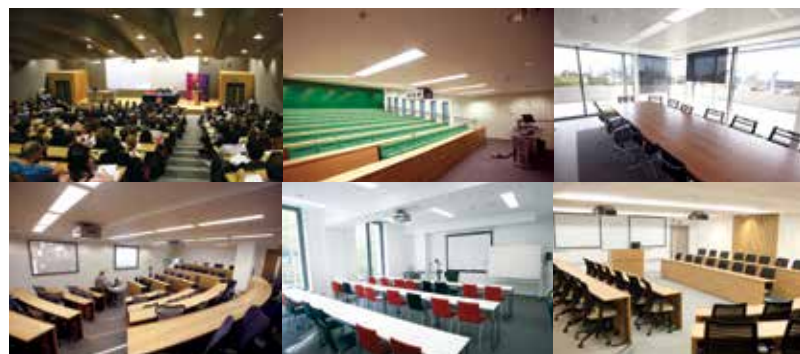


No place for religion?

I was shocked when I read about the new Saw Swee Hock Student Centre in the magazine, featuring the state of the art faith centre.

Is LSE not an academic institution dedicated to rational thought and discourse? What are we doing encouraging this sort of medieval religious hokum? Religion has no place in a setting promoting intellectual rigour and I am very disturbed to see society slipping back into an acceptance of mindlessness and unquestioning superstition as a valid part of public life.

Joanna Forrest (BSc Social Psychology 1972), Devon, UK.



LSE

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Moving forward » « looking back

Patrick Mears (LLB 1979), chair of the LSE Alumni Association, discusses with the Director of LSE the partnership the School has with its 120,000-strong international alumni community, and the future of the relationship.

PATRICK MEARS: During your first two years as LSE Director, what have you learned about the School's alumni?

CRAIG CALHOUN: As soon as I arrived in London, I saw immediately how proud alumni are of the School and of the education they enjoyed here.

Over the past couple of years, I have also learned that this pride is accompanied by an expectation that this great institution will continue to lead the world in social sciences and public policy teaching and research.

We have a great responsibility to meet these expectations – a duty to you and future generations of alumni to ensure LSE remains excellent.

PM: You called on alumni to participate in the Strategic Review. What did their contributions tell you about their perceptions of the School?

CC: The replies I received – both to my office and via the Alumni Relations team – demonstrated that alumni from every generation continue to think deeply about the School and its role in answering the big political and economic questions confronting society.

The range and breadth of responses revealed that it is impossible to generalise what LSE means to people, and perceptions are not necessarily defined by era.

We heard from graduates from the 1960s advocating something akin to the “flipped classroom model” of smaller group tutorials discussing online seminars, while more recent graduates recalled packed lectures they wouldn’t dream of watching online as they want to be there to experience the occasion – to share the LSE experience treasured by alumni learning from academic heavyweights such as Laski, Higgins and Morishima in the past.

PM: LSE alumni are drawn from more than 190 countries. How can we collectively have an impact on the future of the School?

CC: One of LSE’s great strengths is the composition of its student body – 69 per cent of the School’s students are not from the UK – and the vibrant campus life this diversity makes possible.

It follows that the alumni community is similarly diverse, and LSE already benefits from your global reach. You are among LSE’s best ambassadors. As alumni you collectively represent the School in your lives and careers; you become role models for prospective students who see your achievements and want to come to LSE to emulate them. More formally, alumni can have a positive impact by getting involved directly with the School. Volunteers such as yourself and members of the Alumni Association support LSE by maintaining the link between alumni and campus.

Others serve young alumni by participating in the mentoring programme, which offers recent graduates access to your expertise and guidance. Many more co-ordinate public lectures in their region or organise pre-departure events for offer holders to help prepare them for

London and life at LSE. Just last term, I was welcomed at wonderful alumni receptions in Colombia and Mexico.

All of this activity directly helps LSE in fulfilling one of our primary functions: to attract the best students to London to continue to push against intellectual boundaries.

PM: You have spoken about taking LSE forward by “looking back to its founding principles”. What do you mean by that?

CC: Since 1895 the School has sought to ensure the brightest minds come together to analyse and propose solutions to the questions faced by society, and to push against those boundaries I’ve just mentioned.

My comment about “founding principles” was based upon ensuring this vision remains as we negotiate our path through the changing higher education landscape. The introduction of tuition fees means higher education has become a competitive marketplace. While LSE should never be defined by university ranking systems which measure us in more general terms against other excellent but less specialist universities, we are competing for the best minds.

We are benchmarked against Oxford, Cambridge and Harvard. To maintain that standard and keep that company requires world-class faculty leading teaching and research in excellent campus facilities. That costs money.

Against all this, we must adhere to the School’s founders’ aims for LSE to be a centre for the betterment of society through the study of issues including inequality and poverty. As such, LSE must never be a university only for the elite classes who can afford to study here: through philanthropy and enterprise we must endeavour to offer more scholarships to support people who have the intellectual capacity and curiosity to become an LSE student. I am hopeful the alumni community will help us to achieve this. ■



REUNION 2014 11-12 July

Reunions always evoke the spirit of earlier years at LSE – here, alumni from the classes celebrating their reunion in 2014 share some of their memorable moments from around campus.

CAROL WAIN

(BA Sociology 1964)

"In my undergraduate years writing regular features on culture, student activism and fashion for *The Beaver*, especially our coverage of the year that LSE students 'occupied' and hung out a big LSE banner at the Tower of London in Rag Week!"

DANIEL SCHEINMANN

(LLB Law 1989)

"Acting in an Old Theatre production of *Alice in Wonderland* directed by Tom Bulman in which David Starkey and Kenneth Minogue featured at the Mad Hatter's Tea Party."

WILBERT VAN HÖVELL

(General Course 1974)

"Cedric Thornberry (human rights law): his classes were an eye-opener for me and important for my professional interest."

STUART FIELDING

(BSc Economics and International History 1984)

"Thursday afternoon Students' Union meetings were always lively and entertaining."

STEPHEN BRAIDWOOD

(Social Anthropology 1974)

"Shaking hands with Muhammad Ali when he came to speak one lunchtime."

JOHN SALKELD

(BA International History 1964)

"Cricket and rugby played at the LSE sports ground."

JEREMY ASHER

(BSc Economics 1979)

"Most memorable academic: Philip Windsor – I attended his lectures even though I wasn't on the course."

CAROLINE LACEY

(BA History 1984)

"The Old Building, Monday nights in the Beaver's Retreat and Michael Heseltine quietening the Old Theatre with great retorts."

IRENE PHILLIPS

(BSc Social Psychology 1979)

"Walking through the doors the first time and feeling honoured to be there."

CHARLOTTE KROHER QUACK

(General Course 1989)

"Playing music in the Shaw Library."

THE 2014 REUNION WEEKEND will be held 11-12 July. It is a chance to catch up with old friends and to make new ones, and to celebrate your time and experiences at LSE. This year's event is for the classes of nines and fours, that is: 1954, 1964, 1974, 1984, 1994 and 2004, and 1959, 1969, 1979, 1989, 1999 and 2009. For more details, contact reunions@lse.ac.uk or call +44 (0)20 7955 7050.

SPOTLIGHT ON THE FRIENDS OF LSE IN... **BRAZIL**

This summer the world focuses its attention on Brazil for the month-long festival of the FIFA World Cup. It is the culmination of almost seven years of preparation that has impacted on every level of Brazilian life.

Much of the conversation surrounding this World Cup has centered on the socio-economic impact the tournament will have on Brazil and its infrastructure, and – as has become the norm for all international sporting events – its potential legacy for the country and its people. Indeed, LSE alumnus Dr Luis Fernandes was acting minister for sport and played a prominent (and at times testing) role in ensuring the venues are ready on schedule. Dr Fernandes was featured in *LSE Connect*, winter 2012, discussing the challenges he faced.

In 2006, just a year prior to Brazil winning the bid to host the tournament, the **LSE Alumni Association of Brazil** was founded by a small group of alumni including Dr Aristides Inacio Ferreira Marques (PhD Regional Planning 1986) and current president, Rafael Alves de Almeida (LLM International Business Law 2004).

The country group set out to enrich the personal and professional lives of its members through a range of intellectually stimulating events and networking activities, and to act as a formal link with the School for alumni from and living in Brazil. Given

their social sciences background at LSE, many members have also joined the global debate about how Brazil can ensure that the World Cup and the Olympic Games, which follow in 2016, will provide a sustainable platform for the country's economic health.

Almost 750 LSE alumni currently reside in Brazil, and Rafael is encouraged by the role its members play in helping to establish a strong link between LSE, its alumni and potential applicants.

"We are proud of the way our membership has grown – we comprise alumni from different generations hailing from different parts of Brazil who all want to stay connected with LSE and

London," says Rafael. "Our events range from dinners welcoming leading political and economic guests as speakers, to speaking engagements by non-academic distinguished alumni, and informal get-togethers in restaurants and pubs throughout the year."

The group has also demonstrated a commitment to networking, and has actively participated with the British Alumni Association in Brazil, which comprises alumni from British universities. This in turn has led to strong connections with the British Council, the British Chambers of Commerce, as well as other alumni associations including the Columbia University Alumni of Brazil and Sciences Po Alumni Association. ■



ALUMNI ASSOCIATION GROUPS ROUND-UP

Alumni around the world maintain their connection with LSE through a series of formal and informal group events made possible by the dedication of alumni volunteers. Among the highlights during Lent term, the Colombia and Mexico country groups hosted Professor Craig Calhoun, and in India, marketing expert Nirmalya Kumar spoke to alumni in Mumbai.



ALUMNI LEADERSHIP

Our deepest gratitude to the outgoing alumni group leaders for their willing commitment, time and passion as ambassadors for the School, ensuring that LSE maintains a world class international reputation:

Beth Halpern (MScEC Government 1998), LSE Alumni and Friends USA

Outi Kauppinen (MSc Government 2003), LSE Alumni Association Finland

Roberto Moris (MSc Sociology 2004), Chilean Friends of the LSE

Greg Sullivan (LLM Law 2004), Canadian Friends of LSE

Dardan Velija (MSc Government 2006), Kosovo Friends of LSE

James Walton (MSc Geography 1999), LSE Global Real Estate Alumni Group

We would also like to welcome all incoming alumni group leaders, who will generously

play a key role in supporting the vibrant and active global network of LSE alumni:

Yahya Abdulla (BSc Economics 2004), LSE Global Real Estate Alumni Group

Sheree Dodd (BSc Government 1977), LSE Media Alumni Group

Usman Sheikh (MSc Intl Relations 2002), Canadian Friends of LSE

D K Singh (LLM Law 1993), UAE Friends of LSE

Tom Kern (MScEC Government 1979), Alumni and Friends of LSE (USA)

Angelica Figueroa (MSc Sociology 2011), Chilean Friends of the LSE

Lura Pollozhani (MSc European Studies 2012), Kosovo Friends of LSE

Antti Leino (MSc Department of Management 2011), LSE Alumni Association Finland

LSE THANKYOU

PROFESSOR SAW SWEE HOCK

– profile of a champion of education and philanthropy

Professor Saw Swee Hock (PhD Statistics 1963) has further cemented his philanthropic relationship with the School with a significant gift for the establishment of a Southeast Asia Centre, to be named in his honour.



This is the second landmark gift Professor Saw has made to the School – the Saw Swee Hock Student Centre was named after a generous donation of £2.5m towards this spectacular and much welcomed building. In addition, Professor Saw has previously given towards the Library, the New Academic Building, scholarships for LSE Singaporean students and the LSE Asia Forums in Singapore and Beijing.

Currently a Professorial Fellow at the Institute of Southeast Asian Studies in Singapore, Professor Saw has had a distinguished academic and professional career. He has served as a consultant and adviser to governments, private corporations and international organisations, and has been a member of more than 39 advisory panels and committees including the United Nations Committee on Salary

Adjustments. He has held visiting positions in, among others, Princeton, Stanford, Cambridge, the London School of Hygiene & Tropical Medicine and LSE. His publications include 47 books, 31 book chapters and over 110 articles on statistics, demography and economics, and he is one of the world's foremost experts on population.

Professor Saw is a well-known philanthropist, particularly in the area of tertiary education. He has donated regularly to universities to establish gold medal bursaries, scholarships, professorships, research programmes, centres and schools. He has provided three landmark gifts to assist the establishment of the Saw Swee Hock School of Public Health at the National University of Singapore (NUS). These generous endeavours were recently recognised in Singapore by the President's Volunteerism and Philanthropy Awards, in which he won the President's Award

for Philanthropy (Individual). In addition Professor Saw received an honorary university fellowship from the University of Hong Kong (HKU).

This follows previous recognition for outstanding philanthropic and academic achievements, as he has been named Honorary Professor of Statistics at the HKU, Honorary Professor at Xiamen University and President's Honorary Professor of Statistics at NUS. In addition Professor Saw is an Honorary Fellow of LSE.

His most recent gift to LSE is towards the establishment of the Saw Swee Hock Southeast Asia Centre. Announced at the Asia Forum 2014 in Kuala Lumpur, the centre will aim to place on a broader global agenda, policy and research questions specific to Southeast Asia and of enduring interest to the social sciences. It will bring together researchers in interdisciplinary analysis of the region, and affiliation with the Saw Swee Hock Southeast Asia Centre will provide academics with specialist resources, networks, and funding opportunities. Professor Danny Quah is the Centre Director Designate.

We are grateful to Professor Saw for his long-standing championing of education around the world, and his special contributions to the intellectual life and student experience at LSE. ■

LSE Annual Fund

Thanks to donations from alumni, staff and friends of the School, 77 exciting initiatives have been awarded Annual Fund support in 2013/14.



The Institute of Public Affairs is one of a number of academic initiatives funded in 2013/14. The grant is being used by the IPA to support research into the gendered nature of public life. Purna Sen, deputy director of the IPA (pictured), said: "With just 1.4 per cent of the 1,941 national leaders

during the 20th century being women, questions will be asked such as 'how did women make it?', 'what impacts have they had?' and 'what lessons can we learn?'"

Elsewhere, six student-led projects that promote social enterprise and entrepreneurship are being supported. These include the London 2030 Summit organised by students that provided a

forum for current business and world leaders to meet and share their vision with the leaders of tomorrow.

Initiatives that help to prepare students for their future careers have also enjoyed significant funding, including the LSESU Training Opportunities Programme, which sees the Students' Union working closely with LSE Careers and external organisations in order to provide undergraduates with mentoring and professional guidance.

Since 2002, 176 students have benefited from Annual Fund commitment to student support through the New Futures Fund, and a new £150,000 grant is helping over 40 students enjoy an LSE

education this academic year. In addition, the Annual Fund LSE PhD Studentship was founded in 2013, supporting one PhD candidate for £85,000 over the period of the doctorate.

The Annual Fund can only continue to support projects around the School with donations from alumni and friends. For more information on the Annual Fund and how you can get involved, visit lse.ac.uk/annualfund



Annual
Fund



Top: Programme for African Leadership scholars. Above: Santander scholars

Focus on LEGACY GIVING

A legacy from Henry Hunt Hutchinson provided the funds to establish the School in 1895, and this form of giving continues to make a significant difference to this day.

For many supporters, enabling a student to enjoy the same opportunities as they had is a motivating factor. In the last academic year, 13 students were given financial help through legacies. "It has relieved a hugely worrisome burden off my shoulders. There is no doubt my academic performance at LSE would have been significantly impacted by the necessity to work," said Sharief Abdel-Hadi, Claudio Ciborra Scholar.

Legacies are also important in helping to support campus developments such as the renovation of the Library, the refurbishment of the New Academic Building and the construction of the Saw Swee Hock Student Centre. "We are competing against the big guns and need every advantage we can muster. Legacy gifts are one thing we have over our competitors – they allow us to bid that little bit extra for buildings or land, or raise the bar on design and construction quality," said Julian Robinson, director of Estates.

Elsewhere legacy gifts support academics and research providing the means to recruit and retain the best faculty, and giving them the facilities and resources needed to address the evolving challenges of society. The legacy of the late Professor Brian Abel-Smith enabled the Department of Social Policy and LSE Health to establish the Brian Abel-Smith Chair, visiting research fellowships and MSc prizes for students.

Unrestricted legacy gifts provide flexible funding which allows LSE to seize unexpected opportunities and respond to evolving needs and challenges.

If you are interested in learning more about the Legacy Programme, please contact Viet-Anh Hua on v.a.hua@lse.ac.uk or on 020 7852 3654, or visit lse.ac.uk/legacygiving

Donors and scholars connected

During the 2013/14 academic year, 237 students are being supported by philanthropically funded scholarships, and many of these were given the chance to meet their benefactors at the annual Donors and Scholars reception.

Guests enjoyed drinks and canapés in the Senior Dining Room, and heard speeches by three scholarship recipients and scholarship donor George Swirski, as well as LSE Director Professor Craig Calhoun.

FM Underhill scholar and LLB student Eve Wright, said: "The knowledge that somebody has considered me worthy of a scholarship has strengthened my belief in my own ability and potential. This confidence has proved helpful during overwhelming periods and ultimately, my donor's faith in me has given me faith in myself. Additionally,

knowing that someone has invested in me has reinforced my work-ethic and encouraged me to push myself out of my comfort zone."

"This money did not just improve my career prospects or boost my learning experience – it almost literally pulled me out of one reality and tossed me into another one," said Michal Leszczynski, a BSc Economics student from Poland and a recipient of the Kadas Scholarship.

Kenyan national Jesca Kiplagat, recipient of the Programme for African Leadership (PfAL) Scholarship and

an MSc Development Management student, said: "I feel I am empowered and I am confident that all the PfAL scholars are empowered too, all of us set for the task ahead – to transform Africa into a better place to live."

Philanthropic scholarships of over £2.7m were awarded in 2013/14. To watch the speeches and to find out how you can help transform lives through scholarships, visit lse.ac.uk/supportingLSE/whereYouCanHelp/Scholarships

Class notes

This section allows alumni to share their latest news and achievements. If you would like to be included in a future issue, email alumni@lse.ac.uk

Entries are listed by year of first LSE degree received, with any additional degrees included in the entry. House style is to list simply BSc/MSc without the additional Econ.

1963



Professor Saw Swee Hock (PhD Statistics) has been awarded the prestigious Singapore Public Service Medal for his public services and achievements, especially in the field of higher education. He has also received the President's Award for Philanthropy (Individual category) for setting excellence benchmarks in encouraging the spirit of giving in Singapore, and an Honorary Fellowship from Hong Kong University in recognition of his contributions to the university and to the community.

1971

Dato' Dr Munir Majid (BSc Economics, PhD 1978 International Relations) has been appointed chairman of CIMB Asean Research Institute (CARI). CARI was established in 2011 by CIMB Group as a not-for-profit research unit in support of Asean economic integration, and the Asean Economic Community in particular. CARI conducts practical-oriented research and helps focus the private sector's interest into meaningful progress towards an integrated and competitive Asean economy.

1972



Jeffrey Simpson (MSc) has been awarded the Agnes Benidickson Award 2014, given by the Ottawa Branch of the Queen's University Alumni Association in Canada. It is the highest honour bestowed by the Ottawa Branch and presented to an individual for distinguished service to the University and Canada.

1975

Liam Hughes (Diploma in Social Policy and Administration, MSCEC Social Policy and Administration 1977) has retired from the post of national adviser for healthy communities at the English Local Government Association, where he led the programme to prepare local councils for their new role in health and wellbeing. Previously, he was the chief executive of East Leeds PCT, strategic director for communities with Bradford District Council and chief social services officer in Kirklees.

1979

Jeremy Moore (MSc Government) has been appointed director general, strategy, policy and analysis at the Department of

Work and Pensions. He has held a number of senior roles at the Department and has previously worked at the Economic and Social Research Council, the Department for Education and HM Treasury.

1985

Professor Rudolf Hirschheim (PhD Statistics and Mathematics) received the 2013 LEO Award at the International Conference on Information. The LEO Award recognises outstanding academics and practitioners in the Information Systems community, who have made exceptional global contributions in the field throughout their careers.

1986

Philip Barton (MSCEC Economics) has been appointed the new British High Commissioner to Pakistan. He has a wealth of experience working in Pakistan, having served as the FCO's additional director for South Asia from 2008-09, and then the cabinet office co-ordinator for Afghanistan and Pakistan from 2009-11.

1987

Anne Applebaum (MSc International Relations) has won the 2013 Cundill Prize in Historical Literature at McGill University for her book *Iron Curtain: the crushing of Eastern Europe 1944-56*. She was the holder of the Philippe Roman Chair in History and International Affairs in LSE IDEAS in the 2012/13 academic year. The annual position gives LSE the opportunity to bring renowned academics from around the world to the School for a year of

research, teaching and discussion. The chair is made possible through the generosity of LSE governor Emmanuel Roman, who established the visiting professorship in 2007.

1990

Max Bankole Jarrett (BSc Economics) has joined the Africa Progress Panel as its deputy executive director. On a two-year loan from the UN Economic Commission for Africa, Mr Jarrett has over 23 years of professional experience, including with the United Nations, policy-oriented think tanks, and 11 years with the BBC.

1991

Marco Musetti (MSCEC Accounting and Finance) has been appointed to the board of directors of CIBC Asset Management. Mr Musetti has been a senior officer at Renova Management AG since 2007. Currently he serves as a member of the supervisory board of Renova US Holdings Ltd; a member of the board of directors of Sulzer AG; the chairman of the board of Energetic Source Spa and a member of the board of Schmolz & Bickembach AG.

1994

Abir Mukherjee (BSc Accounting and Finance) has won the Telegraph Harvill Secker crime writing prize 2014. The competition offered the prize of a £5,000 book deal with Harvill Secker. His book *A Rising Man* deals with the aftermath of a brutal murder of a British burra sahib in the backstreets of Calcutta in 1919.

1996

Carmen Heredia-Lopez (Institute of Management) has been appointed as chief investment officer for the Chicago Teachers' Pension Fund (CTPF). She will oversee and manage the plan's \$10 billion investment portfolio.

1997



Rishi Khosla (MSc Accounting and Finance) is CEO and co-founder of Copal Partners; a company owned by Moody's that is the largest provider of outsourced research and analytics to investment banks, hedge funds, private equity firms and many Fortune 500 corporations. Copal Partners recently acquired its largest competitor Amba Investment Services, focused on delivering research to asset

management firms. Rishi also continues to advise Lakshmi Mittal, the billionaire businessman, on investments.

1999

Dana Denis-Smith (BSc International History, MSc European Political Economy 2000) founded Obelisk in 2010 after working as a solicitor at Linklaters. Obelisk is built around lawyers who wish to work around family commitments, and offers legal support to FTSE companies and global law firms. The company has won numerous awards, including a "stand out" ranking in the FT Innovative Lawyers Awards 2013 as a Legal Pioneer for the second year running.

2004

Rainer Hable (MSc Public Financial Policy) has been elected to the Parliament of Austria. He is representing his home town of Linz

and sits on the budget and finance committee. Mr Hable is also head of the newly formed centrist party NEOS.

2008



John Petrie (MSc Finance) has been appointed by HM The Queen to the office of Rouge Croix Pursuivant of Arms by Letters Patent under the Great Seal of the Realm. He is based at the College of Arms in London, the official genealogical and heraldic authority

within the Royal Household for the UK and Commonwealth Realms. He is also involved in ceremonies such as the state opening of parliament and the annual service of the Order of the Garter.

2009

Sheika Amna Al-Thani (MSc Sociology) has been appointed director of the under-construction National Museum of Qatar. She will oversee the project, provide curatorial and managerial leadership, and supervise museum initiatives, including education, public programmes, and special exhibitions and conferences.

Herman Johre (BSc Government and Economics) recently co-founded Boligmani.no, Norway's largest residential real estate web portal. Mr Johre previously worked as an investment banker and private equity professional.

2013



Tim Brown (MSc International Management 2013), an ex-professional footballer from New Zealand, is one of the founders of ToBe, an innovative footwear brand based on the natural, renewable and biodegradable benefits offered by wool. ToBe has recently been selected to take part in UK Trade and Investment's Sirius Programme, which brings talented graduates with innovative start-up ideas to the UK and supports them to grow their business.



Would you remember LSE?

"LSE established my core values in life"

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"The professors who delivered effortless systematic presentations with clarity"

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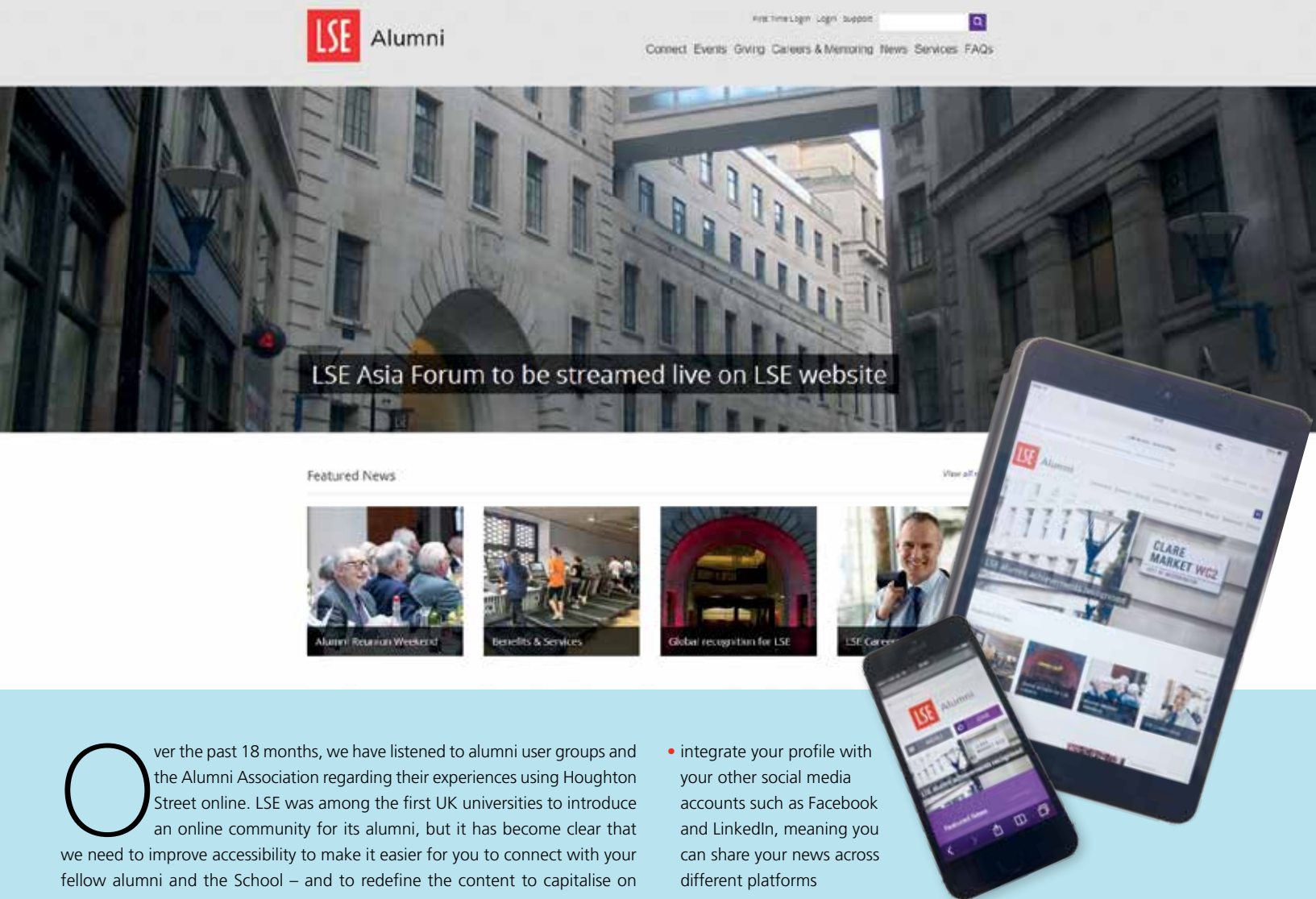
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Visit www.lse.ac.uk/legacygiving to find out how gifts in wills have made a difference at LSE.

To request an information pack please contact Viet-Anh Hua at legacy@lse.ac.uk or on +44 (0)20 7852 3654.

LSE ALUMNI ONLINE

Launching this summer, the new LSE Alumni community (www.alumni.lse.ac.uk) will be your direct online link to the international network of over 120,000 LSE alumni.



Over the past 18 months, we have listened to alumni user groups and the Alumni Association regarding their experiences using Houghton Street online. LSE was among the first UK universities to introduce an online community for its alumni, but it has become clear that we need to improve accessibility to make it easier for you to connect with your fellow alumni and the School – and to redefine the content to capitalise on technological advances in a mobile world.

LSE Alumni will be available when and where convenient to you: on your desktop, tablet or smartphone. The main website provides the latest thought leadership from the School's academics and up to date news from campus, as well as calendars for events in the year ahead – both at the School and local to you. Podcasts and video content from the most recent public lectures at LSE bring the academic debate to you wherever you are in the world.

Registered users will also enjoy many added benefits. Once you have completed the simple first-time login process, you will be able to:

- participate in the online alumni community by contributing your own content – such as photo albums and friend lists
- help to shape how we communicate with you by defining the content you want to see

- integrate your profile with your other social media accounts such as Facebook and LinkedIn, meaning you can share your news across different platforms
- quickly and easily register to attend alumni events and other LSE programmes
- join the alumni mentoring programme – whether to share your expertise with recent alumni or to request professional mentoring for yourself
- access a range of exclusive services for LSE alumni
- search for and contact former classmates in our online directory
- set up your LSE alumni email forwarding address

LSE OBITUARIES

The School is sad to report the deaths of the following alumni and staff. There is a more comprehensive list of obituaries available on the alumni website www.alumni.lse.ac.uk complete with links to published obituaries where available. The online list will also include those whose deaths have been reported since *LSE Connect* went to print.

Bailey, Richard BSc Economics 1964

Baptiste -McKnight, Corrine 1964

Beales, David LLB 1970, LLM 1973

Bennett, Harold

Occasional Student 1926

Billings, Jeanne MPhil/PhD

Economic History 1953

Bourn, Colin BSc Econ 1959

Brackenbury, Joseph Diploma

Accounting and Finance 1954

Burgh, Sir John KCMG CB (BSc Government 1950), former chair of the governors (see article page 22)

Caldерwood, James Certificate in Social Science and Administration 1939

Chapman, Raymond Emeritus Professor of English and Literature at LSE

Clemens, John BSc Econ 1958

Cornell, Fiona MSc Housing Professional Qualification 1993

Cripps, Paul Alfred

BSc Economics 1972

Dearnley, Barbara Certificate in Social Science and Administration 1951, Certificate in Mental Health 1955

Donelan, Michael Senior Lecturer in International Relations

Drewitt, Lionel BSc Economics and International History 1956

Eadie, Helen Certificate in Trade Union Studies 1970

Fisher, Philip MSc International History 1964

Freyhan, Kathleen Diploma 1968, Diploma in Social Work Studies 1972

Greenland, Cyril Certificate in Social Science and Administration 1946, Certificate in Mental Health 1948

Haider, Tabinda Diploma World Politics 1993, MSc Development Studies 1994

Hayden, John Occasional Student 1978

Hiraga, Takashi Banking and Finance 1954

Hollis, Margaret Certificate in Social Science 1947

Holtom, Christopher Certificate in Social Science 1954, Certificate in Applied Social Studies 1955

Hughes, Joanna BSc Econ 1948

Hughes, Kathleen

BA Sociology 1956, Certificate in Applied Social Policy 1957

Iro, Madugba MSc Econ 1963

Kersell, John Edgar

MPhil/PhD Government 1958

Koponen, Niilo 1958

Ledgerwood, Joseph

MPhil/PhD Regional Planning 1982

Letwin, William MSc Philosophy 1950, Professor, Department of Government

Love, Robert BSc Econ 1959

Lumpkin, Pickett

MSc International Relations 1978

Manoukian, Madeline

Certificate in Mental Health 1955

McClennen, Edward LSE

Centennial Professor of Philosophy

McGregor, Peter BSc Economics 1962

McKeever, Joan Certificate in Social Science and Administration 1955

Murray, Richard

MSc Economics 1986

Must, Martyn BSc Economics 1965, MPhil/PhD Operational Research 1969

Nesbit, Roy BSc 1950 Geography

Nieves-Falcon, Luis PhD 1963

Nurse, Peter

MSc Planning Studies 1969

O'Connor, Bernard MSc Housing Professional Qualification 1996

O'Grady, James

Diploma Sociology 1970

Orloff, Mark

MSc International Relations 1980

Packer, John Diploma Social Administration 1966

Pal, Izzud-Din MSc Econ 1952

Panter-Brick, Keith Professor, Department of Government

Pilcher, David BSc Econ 1960

Petersen, Alexandros (PhD

International Relations 2012) was killed in a bomb blast in Kabul on 17 January

Powrie, Barbara BSc Sociology 1953

Rabel, Danielle MSc Sociology 1996

Rasky, Susan

MSc Economic History 1976

Raspin, Georgina MPhil/PhD

International History 1980

Rees, Kathleen

Diploma Industrial Relations 1985

Rickes, Louise

Occasional Student 1963

Rosenbluth, Gideon BSc Econ 1940

Rothstein, Morton 1957

Rothwell, Susan BSc Econ 1971

Roy, Shyama BSc Computing 1981

Saddler, Norman BSc Econ 1948

Schindhelm, Hans LLM 1972

Schmeidel, John

MSc Accounting and Finance 1987

Sellers, John LLB 1954

Simpson, Renate BSc Econ 1943

Singh, Dharmender (MSc European Studies 2000) was killed in a bomb blast in Kabul on 17 January

Smirl, Lisa Marie MSc Politics of the World Economy 1999

Smith, Colonel N L 1956

Sogg, Wilton Law 1960

Stevenson, Richard BSc Econ 1962

Taylor, Rayner

Bachelor of Commerce 1946

Trimmer, John BSc Econ 1947

Twimasi, Paul Certificate in Personnel Administration 1961

Wormald, Harry BSc Statistics 1949

Young, William BSc 1965, MSc 1966, PhD 1972

Zawadzka, Maria BSc Sociology 1950

Zsuppan, Ferenc MSc Econ 1964



David Kingsley 1929-2014

David Kingsley OBE (BSc Econ 1953) died in April. He was a former LSE student, founder of LSE's Alumni Association and an emeritus governor of the School.

David began his LSE career in 1949 as a student and later as president of the Students' Union. He became the School's youngest ever governor in

1965 and, after an unprecedented 40 years in post, emeritus governor in 2005.

He will be remembered as the founder of the LSE Alumni Association in 2004. Bill Abraham, director of development and alumni relations, recalls "being cornered by this friendly yet persuasive man who was absolutely insistent that we should have a formal Alumni Association to allow LSE alumni around the world a chance to be involved with the School. David worked tirelessly to get the Alumni Association off the ground."

David lived in Hackney and received his OBE for charitable work with children and young people in East London.



A selection of recent books by LSE academics and alumni. For more information on books by LSE authors see lse.ac.uk. For books by alumni, and to let us know about books you have coming out, visit www.alumni.lse.ac.uk

FEATURED BOOK

Shaping Higher Education: 50 years after Robbins

Ed: Nicholas Barr
LSE, 88pp, free ebook

Nicholas Barr writes: The 1963 Robbins Report on higher education was a landmark. It established what became known as the Robbins Principle – that nobody with the aptitude and desire should be denied a place at university. Less well-known but equally fundamental was its use – at the time almost unique – of social statistics, to produce evidence-based policy.

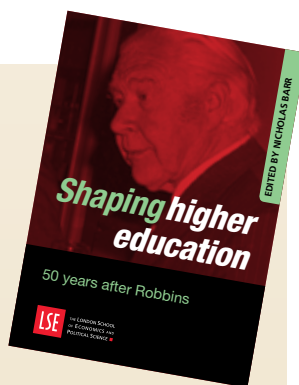
On 22 October 2013, the School held a conference to celebrate the 50th anniversary of the Report and, more broadly to commemorate Lionel Robbins and his long association with the School and his active participation in public life.

The aim of the conference was to think about the future by drawing on UK and international experience from Robbins onwards. The opening session included two of the Report's authors,

Lord Richard Layard, who set the scene, and Lord Claus Moser who talked about the Report, and in particular about the way it was written.

The opening session was magical, and created a momentum – contrary to prior intention – to preserve that part of the proceedings in writing. *Shaping Higher Education: 50 years after Robbins* is the result. The talks by Richard Layard and Claus Moser are framed by an introduction by David Willetts, Minister for Universities and Science (who first suggested that LSE should host such a conference), by three chapters on the theme of “then and now”, and by a conclusion by Craig Calhoun, who took an active interest in the conference from the start.

The book is available to download free of charge at lse.ac.uk/50YearsAfterRobbins



Exchange Rates and Global Financial Policies

Paul De Grauwe
World Scientific, 584pp £98 h/b

Bringing together two decades of his work and drawing inspiration from behavioural finance literature, the author covers topics such as exchange rate economics, monetary integration (with particular attention to the Eurozone) and international macroeconomics.

The New Middle East: protest and revolution in the Arab world

Ed: Fawaz Gerges
Cambridge University Press, 518pp £19.99 p/b

This edited volume of specially commissioned essays is the first comprehensive and interdisciplinary study to examine the causes, drivers, and effects of the events of the Arab Spring on the internal, regional, and international politics of the Middle East and North Africa.

On South Bank: the production of public space

Alasdair Jones
Ashgate, 300pp £65 h/b

Through an in-depth ethnographic examination of London's South Bank, this book explores multiple dimensions of the production of urban public space. It questions the utility of the public/private binary for our understanding both of common urban space and of different sets of social practices, and points towards the need to be attentive to productive processes.

LSE AUTHORS



Balancing Constitutional Rights: the origins and meanings of postwar legal discourse

Jacco Bomhoff
Cambridge University Press, 250pp £60 h/b

The language of balancing is pervasive in constitutional rights jurisprudence around the world. In this book, the author offers a comparative and historical account of the origins and meanings of this talismanic form of language and of the legal discourse to which it is central. The author argues that “balancing” has always meant radically different things in different settings.



When Soldiers Fall: how Americans have confronted combat losses from World War One to Afghanistan

Steven Casey
Oxford University Press, 336pp £19.99 h/b

It is commonly assumed that as combat losses increase, public support for a war will inexorably decline. But how have the public become aware of the casualties sustained? To what extent has the government tried to manipulate the figures and when and why have these figures been challenged?



The Rise of Legal Services Outsourcing: risk and opportunity

Mary Lacity and Leslie Willcocks with Andrew Burgess
Bloomsbury, 224pp £25 h/b

The authors present practices used by clients, providers and advisers to realise value from Legal Services Outsourcing (LSO). They address the transformation of legal work, LSO strategy, provider selection and contractual governance, as well as predicting trends, that will shape the LSO market.

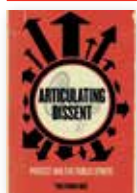


Non-Governmental Organizations, Management and Development

David Lewis

Routledge, 316pp £34.99 p/b
£90 h/b

This third edition is fully updated and thoroughly reorganised, covering key issues including, but not limited to, debates on the changing global context of international development and the changing concepts and practices used by NGOs.



Articulating Dissent: protest and the public sphere

Pollyanna Ruiz

Pluto Press, 216pp £18.99 p/b
£65 h/b

This book analyses the new communicative strategies of coalition protest movements and how these impact on a mainstream media unaccustomed to fractured articulations of dissent. The author shows how coalition protest movements against austerity, war and globalisation build upon the communicative strategies of older single issue campaigns such as the anti-criminal justice bill protests and the women's peace movement.

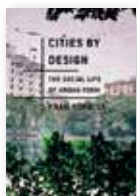


Field Experiments and Their Critics: essays on the uses and abuses of experimentation in the social sciences

Ed: Dawn Teale

Yale University Press, 280pp
£14.99 p/b

A growing group of experimentalists insist that the best way to identify relationships of cause and effect in the social world is through randomised interventions, taking experiments out into the field. But not everyone is convinced. This edited volume presents the contrasting views of influential researchers in politics, economics, and statistics.



Cities by Design: the social life of urban form

Fran Tonkiss

Polity, 224pp £16.99 p/b
£55 h/b

Who makes our cities, and what part do everyday users have in the design of cities? This book shows that city making is a social process and examines the close relationship between the social and physical shaping of urban environments.

ALUMNI BOOKS



What Jefferson Read, Ike Watched and Obama Tweeted: 200 years of popular culture in the White House

Tevi Troy (General Course 1988)

Regnery History, 416pp £12.99 p/b

From Cicero to Snooki, the cultural influences on American presidents are powerful and plentiful. Thomas Jefferson famously said: "I cannot live without books" and his library backed up the claim, later becoming the backbone of the new Library of Congress. Jimmy Carter watched hundreds of movies in the White House, while Ronald Reagan starred in a few. Lincoln was a theatregoer, while Obama kicked back at home to a few episodes of HBO's *The Wire*. Alongside classic works of philosophy and ethics, presidents have been influenced by the books, movies, TV shows, viral videos, and social media sensations of their day. In this book, the author combines research with witty observation to tell the story of how American presidents have been shaped by popular culture.



Dancing with Madmen: the Wall Street novel

Susan Traill (BSc Economics

1972) with Lawrence Malkin,
Cowrie Shell Press, 446pp
£9.29 p/b

How much does the deal of a lifetime really cost? Your life or someone else's? And is it only about money? Rivals Pat Lockett and Chesney Braun don't really want to know until it is too late because they have the chance to beat the Wall Street taboos of age and sex by making millions out of anonymous tips from cyberspace just after the 9/11 attack on the Twin Towers.

Ethical Leadership: creating and sustaining an ethical business culture

Andrew Leigh (BSc Economics 1964) Kogan Page, 232pp £29.99 p/b

Ethical Leadership suggests ways in which leaders and managers can improve and manage the ethical culture in their organisations. It shines a light on the role of both culture and ethics in organisations by making the issues more transparent, accessible and above all, connected. The book contains practical strategies, case studies and action points to help leaders improve and manage ethical culture and climate in their organisations.

The Pursuit of Happiness and the Traditions of Wisdom

Vincenzo Giorgino (MPhil 1990 Social Policy and Administration) Springer, 74pp £44.99 p/b

The book presents a discussion of happiness that takes the shape of a dialogue between contemplative knowledge and the social sciences. It examines the different definitions of happiness in relation to wisdom traditions, and the impact of these traditions on current research.



The Sunflowers are Mine: the story of Van Gogh's masterpiece

Martin Bailey (PhD International Relations 1974) Frances Lincoln Ltd, 240pp h/b

This is the story of one of the world's most iconic images. Martin Bailey explains why Van Gogh painted a series of sunflower still lifes in Provence, exploring the subsequent adventures of the seven pictures, and their influence on modern art. Based on original research, the book is packed with discoveries, throwing new light on the legendary artist.



The Prisoner

Omar S Hamid (MSc Social Policy and Administration 2007) Pan MacMillan, 352pp £3.19 ebook

The story careens through the streets of Karachi for a ground level tour of the War on Terror, taking the reader into a world of corrupt police officers, duplicitous members of the Intelligence Agencies and bloodthirsty political henchmen all placed together in a city where no-one is quite what they seem.



The New Brand Spirit

Marjorie Ellis Thompson (MSc Government 1979) with Christian Conrad, Gower Publishing, 350pp £55 h/b

Based on close to 100 in-depth interviews with leading experts, Christian Conrad and Marjorie Thompson's *The New Brand Spirit* helps corporate communications and marketing professionals to decide when, to whom and how to deliver effective sustainability communication by providing a first-hand view of eight distinct and relevant stakeholder perspectives.

THEY HAVE MORE IN COMMON THAN YOU THINK.



Yes, it's complicated...the relationship between biodiesel and soybeans. Increasing energy demands and rising food staple prices present complex economic, political and social challenges. **TRIUM Global Executive MBA**, a world-class alliance among **NYU Stern School of Business**, the **London School of Economics** and **HEC Paris**, prepares senior-level executives to transform complex business challenges into global business opportunities. **Learn more at TRIUMEMBA.ORG/LSE**



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