

Defining the Future of the  
Public Research University

**UC San Diego**

Richard C. Atkinson Hall is the site of collaborative research in sensors, devices, communications, information technologies and digital arts. It is the headquarters for the Qualcomm Institute at UC San Diego.



Rae Armantrout, M.A.



Gerald Mackie, Ph.D.



James Fowler, Ph.D.



Carol Padden, Ph.D.



## Community Through Communication

Communication is integral to understanding society and connecting citizens of the world. At UC San Diego, our stellar faculty—including Pulitzer Prize and MacArthur “genius grant” winners—conduct significant research on how and why we communicate. The university fosters studies that cut across boundaries to question culture, change behavior and discover language that can impact and influence society.

### Confronting Crises Through Verse

Pulitzer Prize winner **Rae Armantrout, M.A.**, pushes the English language in new directions and asks tough questions of our culture through her poetry. The poems in her book *Money Shot*, a response to the global financial crisis, were praised by *Publishers Weekly* as “among the most relevant poems now being written.”

### Challenging Norms to Change Behavior

Can people change their ways? Yes. But don't bother preaching or outlawing. Neither will work for long. **Gerald Mackie, Ph.D.**, says that when it comes to harmful social practices, you must empower a community to change its norms by integrating new policies into existing culture.

### Tracking People and Behavior

**James Fowler, Ph.D.**, is a professor of medical genetics and political science. National media have featured Fowler's studies regarding social networks, real-world connections and behavior, placing him in the pop culture limelight.

### Discovering Language Formation

Dean of Social Sciences and communication department professor **Carol Padden, Ph.D.**, a MacArthur Foundation “genius grant” recipient, is studying a village in southern Israel to shed light on the forces that drive the formation of language.

**#1** for positive impact on the  
nation, five years in a row  
*Washington Monthly*

**UC San Diego**  
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