Psychologist Looks Into ‘Computer Neuroses’

Look around any workplace and you’ll see them – resisters, personalists, dreamers. The dizzying pace of new technology has spawned a whole range of tech-personality styles, says Francine Toder, a psychologist in the CSUS Psychological Counseling Services center.

Toder has identified the “Top Ten Computer Neuroses,” different types of people who will react differently to technology. The personalities are the focus of a book in progress.

Toder’s “Top Ten” technology personalities are:

The Technophobe – Like the name implies, technophobes have a strong fear of technology. They might be otherwise forward-thinking, proactive people, but like a person who is afraid of snakes, they can be paralyzed by technology.

The Resister – This is the most common type. “When you meet someone who fits this profile, you know who they are by the energy it takes to convince them to try something new,” says Toder. “Resisters aren’t afraid of technology, they dislike newness and prefer the simplicity of a technology-free life.”

The Challenger – Challengers are similar to Resisters with added anger, hostility, resentment and/or acting-out behavior. They may be anti-technology or show signs of paranoia. They can actually be destructive, like the Unabomber, or use technology in ways that are hurtful, such as committing cybercrime. Toder says this reaction is not uncommon when people get up to speed technologically and then don’t get support from management with hardware, software or other technology.

The Hermits – These people isolate themselves and avoid face-to-face contact. They may have strong technical skills but weak people skills. They embrace technology but have difficulty communicating with others about it.

The Addict – Addicts can’t stop. They have a myopic approach to life – eating, sleeping and breathing technology while ignoring other aspects of work and non-work life. “They have a whole subculture, living cyberlives, which they find preferable and more satisfying than other ways of being in the world,” Toder says. Addictions take two forms: mind-numbing activities like playing video games and checking stock-quotes, and mind-numbing activities like playing video games and checking stock-quotes, and mind-expanding activities such as web surfing.

The Driver – These “techno-maniacs” are similar to addicts but with manic energy directed toward outpacing competitors and keep their

Lecture to Focus on Sports, Gender

The great American male of the nation’s sports pages is violent, sexist, homophobic and controlling according to Nick Trujillo, communication studies professor at CSUS. Trujillo has been chosen as the recipient of the University’s 1999–2000 Outstanding Scholarly Achievement Award.

In his lecture, “Taking Sports and Sex Seriously,” Trujillo will critically examine images of masculinity in media coverage of American sports, especially aggressive sports like professional wrestling and football. “In their coverage of these sports, sports writers and sportscasters reinforce ‘hegemonic masculinity,’ a stereotypic sense of masculinity that emphasizes violence, control and competitiveness along with the subordination of women and marginalization of gay men,” Trujillo says.

Trujillo will receive the award and deliver his lecture at 4 p.m., Wednesday, April 26, in the University Union Hinde Auditorium. CSUS President Donald R. Gerth will later host a reception in the University Union Lobby Suite.

The professor says he is thankful to have his work taken seriously and is grateful to the University and his colleagues for their recognition. “Sports and its meaning are scholarly endeavors worthy of recognition,” Trujillo says. “Academia is one of the few places where scholars can study areas they feel are significant. I do work that I feel is significant in society, not on behalf of corporate interests.”

Trujillo, who designed a class on media, sports and society, gives students insight on how sports can be a positive or negative influence. “I hope students never look at sports the same way when they complete the course,” he says.

The Outstanding Scholarly Achievement Award is given each year to a CSUS faculty member who has, over many years, made significant contributions to a discipline through scholarly activity, creative or artistic endeavors, research and publication. Trujillo will be the 39th recipient of the award, which is given by the Faculty Senate.

Trujillo has been on the faculty at CSUS since 1990 and has written two books, The Meaning of Nolan Ryan and Organizational Life on Television. He has prepared 10 book chapters and has had 21 articles appear in refereed scholarly journals. He has served as associate editor for the Journal of Applied Communication Research, Communication Monographs, the Journal of Sport and Social Issues and the Western Journal of Communication.

Among others, Trujillo has studied the organizational cultures of a hospital, a police department, a postmodern bar and a ballpark.

— Heather Vandenburg

River City Days

Open House is April 28

The annual festival that showcases CSUS to the community is here. River City Days kicks off Wednesday, April 26 with a “Green and Gold Day” when campus employees and students are encouraged to wear the University’s colors.

The festival wraps up with a fair-like campus open house from 10 a.m. to 2 p.m. on Friday, April 28. At the event, visitors will receive campus information and see department displays, exhibits and demonstrations, student organization-sponsored activities and entertainment.

Highlights this year include biological sciences’ “Bugs!” where kids, and adults too, can learn to make their own insect collections, and the psychology department’s “Brains ‘N Things” exhibit.

Everything from mangos, to popcorn and barbecued hot dogs, hamburgers and veggie burgers will be for sale. Open house events will center in the main quad, but many will take place all over campus near various departments and open areas.

Enrollment information for new and prospective students, information on financial aid and housing, and academic advising will be available at the event. Other highlights include a ski jumping exhibition and local bands and dance groups.
The CSUS Bulletin welcomes submissions to the Professional Activities section from faculty, administration and staff. Items are run on a space available basis. They should be no longer than 75 words and may be submitted to bulletin@csus.edu or faxed to 278-5290.

Recognition
Terry Manns, research and sponsored projects, was elected to a two-year term as a member-at-large of the National Association of State Universities of VI with the National Council of University Research Administrators. He assumes office at the annual spring meeting in Seattle April 18.

Grants
Alan Heililac, Darryl Parker and Roberto Quintana, kinesiology and health science, received a grant in support of their project “Energetics and Perceived Exertion of Low-Speed Running.”

In the News
Tim Hodson, director of the Center for California Studies, had an article on the California initiative process published in the San Jose Mercury News.

Jin Hernandez, criminal justice, was interviewed by the London Independent and served as a consultant to a “60 Minutes II” segment regarding the trial and served as a consultant to a “60 Minutes II” segment regarding the trial.

Sue Cote, criminal justice, was interviewed by the Corrections Professional in October on juvenile sex-offenders and the impact of registration and notification laws, or Megan’s law, on juvenile sex offenders.

For nearly all students the goal of four or more years of college is to be employed in a field of their choice. To help them reach their goals, the director of the University’s Career Center is determined that more CSUS students get career guidance. “I know that there are so many people wishing their lives were better, but they don’t know where to turn or what to do. That’s where we come in,” says Marilyn K. Albert, who took over as director in January. After nearly a dozen years in career development at various universities, including St. Mary’s University in San Antonio, Texas, the University of Missouri, Columbia, and the University of Iowa, she took a brief hiatus into the non-profit sector with the San Antonio Food Bank before coming to CSUS.

Albert is planning to increase outreach work of the Career Center so that its services extend into the campus, and alumni and employer communities. To do this she plans to build a paraprofessional corps with graduate students from the counseling program. She was delighted with the success of a large educator recruitment fair held on campus April 17, and is anticipating the success of the large spring fair April 24 from 10 a.m. to 2 p.m. with more than 100 employers and several thousand students involved.

“The career fair is ranked as the best in the state by the recruiters, from the number of qualified student candidates right down to the employer breakfast,” she said of the session, which includes employers, faculty and university administration.

Albert has been delighted with the enthusiasm of the employers coming to CSUS. “They really want to be here. They love our students. This is not just a stop on their loop, but something they make a point of including,” she says. She explains that the diversity of CSUS, as well as the complex lives led by many students, are attractive to employers.

With more scholarships for future teachers than ever and an impressive array of education supporters to honor, the CSUS Career Center will host its 11th annual awards banquet at 6:30 p.m., Friday, April 28 in the University Union Ballroom.

Scholarship gains in the last year include: the Boeing Foundation gave $100,000 for a new Excellence in Education Scholarship; an endowed scholarship created by Larry Crocker in memory of his wife Barbara Lee Crocker now stands at $50,000; Mel Rapson Honda created a new $1,000 scholarship for each of three to five students annually;

Richard Klippert, Parkway Elementary School Principal James Trimble, and the California Army National Guard. Receiving "shining stars." She advises students to get a job “locked-in” during their senior year instead of waiting until after, when recruiters are less likely to be looking at the next class of graduates.

In the fall, Albert plans to take more services and activities of the Career Center to the Colleges to serve more students early in their college careers. She will provide panels and workshops that include employers, faculty and alumni, as well as receptions for “greeting” opportunities.

Albert would also like to extend services at the Career Center to provide more walk-in service, such as resume reviews. She says, “I want to be more proactive and not wait until a student comes in to us.” Her paraprofessional corps will allow for this more extensive outreach. It is a model she successfully managed while at the University of Missouri, Columbia.

Albert sees a young career center is a good recruiting tool for the University. “If students know that they will get strong help along the way beyond what they want, then this is the place where they will want to be,” she says. “We’re here for people; we’re not here for any other reason.”

Event to Honor Future Teachers, Supporters

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Heritage Community Credit Union created a new $1,000 annual scholarship in memory of HCCU Senior Vice President Susan L. Blakeman; CSUS professor Robert Davis and his wife Jean gave $10,000 to endow a new scholarship; and CSUS professor Jeanne Malvretti and her husband Niel established a new scholarship in memory of Jeanne’s mother.

At the event, the College will also honor outstanding individuals and organizations nominated by educators throughout the Capital Region.

Receiving the Education Partnership Service Awards will be: Lodi Gas Storage, Sacramento County Schools Superintendent David F. Meaney, President of Northern California Construction and Training William Meehan, Grant Joint Union High School District Superintendent Larry M. Buchanan, President of Science Applications International

They like to see that student working balancing, a job and a family. That’s partly how they know they will be able to handle the workplace surroundings. "They really want to be here. They love our students. This is not just a stop on their loop, but something they make a point of including," she says. She explains that the diversity of CSUS, as well as the complex lives led by many students, are attractive to employers.

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Advanced Laser Part of $1 Million Tech Loan

Students at CSUS will soon benefit from the ongoing conversion of McClellan Air Force Base, gaining access to some of the most advanced optical and integrated circuit technology available through a new partnership with the Department of Defense’s Defense Microelectronics Activity (DMEA).

To kick off the new partnership, DMEA officials presented CSUS with a long-term loan of $1 million worth of equipment at a ceremony April 20 at McClellan Air Force Base.

Among those attending were U.S. Congressman Doug Ose, State Assemblyman Dave Cox and Sacramento County Supervisor Roger Dickinson, whose districts include DMEA. Also in attendance were CSUS President Donald R. Gerth and DMEA Director Ted Glum.

DMEA is a federal engineering laboratory that will remain at McClellan after the base closes in July 2001. It was established to help the Department of Defense stay current in microelectronics technology.

“We’re pleased that this equipment can benefit technology education in the region while being accessible to us if needed,” said DMEA Director Ted Glum. “CSUS has been and will continue to be a source of high quality electronic engineering graduates for DMEA and other technology firms in the area.”

The equipment loaned to CSUS includes an ALPS-3000 laser unit, designed to carry out microscopic work on optical fibers. There is also fiber optic systems and clean room equipment that students will be able to use to make and test integrated circuits.

The partnership agreement can also allow CSUS students and faculty to carry out research and use other equipment at the DMEA facilities.

The Federal Technology Center, working as DMEA’s partnership intermediary, helped establish the agreement.

“With this equipment our students will be able to blend their knowledge of theory with ‘hands-on’ experience in the emerging areas of optical and integrated circuit design,” said S.K. Ramesh, chair of the CSUS electrical and electronic engineering department, who worked to establish the new partnership.

— Frank Whitlatch

**New News Digest**

**Meet the Candidates for Education Dean**

The campus community is invited to meet the candidates for dean of the College of Education. Those wishing to submit comments about any of the candidates should send them to Provost and Vice President for Academic Affairs Jolene Koester at campus zip 6016 or jkoester@csusu.edu. Comments are due by noon, Friday, May 5.

The candidate meetings are scheduled as follows:

- Martin M. Ahumada – 9 to 10 a.m., Monday, May 1 in Sacramento Hall 275
- Michael E. Carl – 8 to 9 a.m., Tuesday, May 2 in the University Union Sierra Room
- George Calhoun, Jr. – 9 to 10 a.m., Tuesday, May 2 in the University Union Hall 275
- Julia Yuan-Hoong To Dutka – 9-10 a.m., Wednesday, May 3 in Sacramento Hall 275
- Catherine Eubovich – 9:30 to 10:30 a.m., Thursday, May 4 in Sacramento Hall 275

**Performance Evaluation Training**

Faculty and Staff Affairs will hold a staff performance evaluation workshop from 9:30 - 11 a.m., Thursday, April 27 in the University Union Delta Suite.

It is designed for new supervisors, managers or chairs who supervise staff employees.

To register, call Madelyn Nelson at 278-6301.

**Lecture Looks at Life in Space**

The origins of life beyond our solar system will be the focus of a free talk at CSUS by astronomer Alan Dressler of the Observatories of the Carnegie Institution of Washington. Dressler will speak on “Galaxies, Stars, Planets and Life: The NASA Origins Program” at 4:30 p.m., Thursday, April 27 in the University Union Orchard Suite.

Dressler, who has worked on the Hubble Space Telescope project, is the author of Voyage to the Great Attractor: Exploring Intergalactic Space.

His talk is sponsored by the College of Natural Sciences and Mathematics Scholars Association and the physics and astronomy department. A pre-colloquium reception will be at 4 p.m. in the University Union Forest Suite.

More information is available at 278-6418.

**‘Critic Fair’ Set for April 28**

The biological sciences department will hold its third annual Crit Fair and Animal Care Fundraiser from 9 a.m. - 2 p.m., Friday, April 28 in the lobby of Sequoia Hall. The event, sponsored by the Student Association for Laboratory Sciences, will feature bake sales, games and a chance to meet some of the animals. Proceeds will go toward care of the biological sciences department’s “critters.”

Details: 278-7677.

— Frank Whitlatch

**Bulletin Board**

There will be a farewell reception for Jolene Koester, provost and vice president for academic affairs, from 3 to 5 p.m., Monday, May 8 in the University Union Ballroom. Koester takes over as president of CSU Northridge on July 1.

- Catastrophic leave has been approved for Carol Barton, speech pathology, Ken Drake, facilities management, and Benny Laxton, facilities management.

- CSUS employees can donate up to a maximum of 16 hours of vacation or sick leave per fiscal year to employees who have been approved for the catastrophic leave donation program. CSEA employees may donate up to a maximum of 32 hours of sick or vacation leave credits per fiscal year. Donation forms are available in the benefits office in Sacramento Hall 253 or by calling 278-6213.

- Francene Roby, who retired from admissions and records in April, sends her thanks to co-workers who participated in the catastrophic leave program on her behalf.

- The Political Theory Forum, an informal discussion group at CSUS, will host a discussion on “How to Keep May Day Alive: Idea Carriers and Movements” on Friday, April 28 at 1214 Bucknell Drive in Davis. The discussion will feature CSUS sociology professor Bob Kloss. It will begin with a potluck at 6:30 p.m.

More information is available by contacting Jino Lindburg at 278-7443 or Tawn Marie Gauthy at 486-2998.

**Job News**

The CSUS College of Business Administration is recruiting for the position of associate dean.

Applicants must submit a letter of application indicating qualifications, along with a current vitae including references, by 4 p.m. Wednesday, April 26. Applications should be sent to: CBA Associate Dean Search Committee, CSUS College of Business Administration, Tahoe Hall 1010, Sacramento, CA 95819-6088.

Faculty and Staff Affairs is conducting a search for a compensation professional.

Screening of applicants will begin May 12, and applications will be accepted until a position is filled. More information is available by contacting Faculty and Staff Affairs at 278-6169.

**Evening, Weekend Classes an Option**

Working professionals, busy parents and others now have more opportunities than ever to complete a degree at CSUS.

Through newly expanded programs, students can complete three popular degrees in evenings and on weekends. Degree options include communication studies, liberal studies and psychology.

Classes in all three programs extend throughout the summer, and are much less expensive than at private schools. Undergraduate fees are currently $631.50 for one to six units and $933.50 for seven or more units during the regular school year, and $445 and $745 respectively for state-supported summer classes.

With the growing number of CSUS classes offered via the Internet and cable television, these programs make it possible for students to finish upper division coursework with minimal time on campus during the work week.

And students planning to earn a teaching credential or graduate degree will be able to continue their evening and weekend studies at CSUS. The University offers many of its graduate classes in the evening and new teacher credential programs offer a variety of alternative schedules.

“Even though students of this type of schedule is very helpful, and we’re trying to address their needs,” says Larry Glasure, assistant to the vice president for student affairs. Glasure coordinates the evening and weekend programs as well as year-round operations efforts.

The evening and weekend option was introduced at CSUS in fall 1998. Marketing and initial contact information is provided by Regional and Continuing Education staff. Admission, registration and advising are provided through traditional University services and special campus areas.

Since the introduction of the evening and weekend option, about two dozen students have enrolled, taking advantage of a multi-year guaranteed schedule and priority registration. Students in the program may also register in traditional schedule courses. If there is space, traditional students may enroll in the evening and weekend courses.

A second information session on the evening and weekend option is scheduled on campus for Wednesday, May 10.

Details about the information session, application packets and more information are available at 278-4433 ext. 136.

— Frank Whitlatch
CSUS Events

April 24 - April 30, 2000

STAR DEBUT – The New Millennium Concert Series at CSUS continues with a debut recital by CSUS faculty violinist Robin Sharp at 7:30 p.m., Sunday, April 30 in the Music Recital Hall in Capistrano Hall.

Sharp – who was chosen by Carnegie Hall officials to be featured in its 1997-98 Rising Star Series – was recently a violinist with the San Francisco Symphony. She joined the CSUS School of the Arts faculty last fall.

Sharp’s program will begin with the folksongs “Suite of Spanish Folksongs” by Manuel de Falla and Second Sonata by Bela Bartok. During the second half of her performance, Sharp will play Beethoven’s dark and powerful Sonata in C minor No. 7 and later to the brighter Polonaise Brilliant Opus 4 in D major by Henri Wieniawski.

Tickets are $10 general and $6 for students and seniors and are available at the CSUS Central Ticket office at (916) 278-4323, or at BASS.

In addition to New York’s Carnegie Hall, Sharp has appeared in recitals at the Musikverein in Vienna, the Concertgebouw in Amsterdam, and has performed as a soloist with the Indianapolis Symphony. Currently, Sharp plays with the CSUS Sun Quartet. She is the co-concertmaster for the Berkeley Symphony.

Computer Neuroses

Continued from page one

cutting edge. Drivers are extroverts who love the attention, appreciation, and admiration of others.

The Procrastinator – Hidden fear of failure causes this type to avoid doing what needs to be done. Instead, they use technology for less relevant tasks that are easier and more satisfying. Unlike the technophile, the Procrastinator feels competent using technology and uses it to mask feelings of incompetence in other parts of life.

The Imposter – This type feels like a fake so they make big shows of playing around on the computer hoping to avoid being found out. They spend more time covering deficits than doing their job, which interferes with work relationships and further erodes self-esteem.

The Player – These are grown-up “gamers” who distract themselves by playing when things get heavy, scary or difficult. On the job, web surfing, chat rooms and ongoing e-mail communications may often be the most satisfying parts of their workday. They are only interested in technology as a way to advance their play.

The Dreamer – Dreamers have unrealistic expectations about the role of technology. They feel cheated when their grandiose expectations fall short of reality. Dreamers may have a general pattern of wishful thinking, distorted perceptions of what is possible, or a tendency to exaggerate.

Toder points out that many people will not fit one of these personality types, because they only describe those who have a maladaptive relationship with technology. But recognizing a co-worker in one of the “Top Ten” styles may indicate how that person might best be understood and motivated in our increasingly technological society, she says.

— Laurie Hall

River City Days

Continued from page one

Campus and residence hall tours will also be available throughout the day.

River City Days events earlier in the week include a concert at noon, Wednesday, April 26 in the University Union Ballroom by Alma, the group’s music centers on the Chicano-Latino experience. On Thursday, April 27 UNIQUE Events will sponsor its annual “Stars Under the Stars” comedy show at 7:30 p.m. in the Outdoor Theatre. This year San Francisco Comedy Competition winner Don Friesen and semifinalist John Alston, and Henry Holden of television’s “Becker,” will strike up laughs during the free show.

For more information on River City Days call (916) 278-6595 or visit www.csus.edu/rivcitydays

The NASA Origins Program.

Alan Dressler, Observatories of the Carnegie Institution of Washington, astronomy and physics spring colloquium/distinguished lecture series, 4 p.m., Mendocino Hall 1015.

Staff Performance Evaluation Workshop, Pat Sato, student affairs director, 9:30 a.m. - 11 a.m., University Union Delta Suite.

To register call Madelyn Nelson at 278-6301.


Friday, April 28

College of Education Annual Awards Banquet, 6-9:30 p.m., cocktail hour and silent auction prior to banquet, University Union Ballroom.

“Course Planning: Getting Ready for Fall,” Center for Teaching and Learning teacher workshop series, noon - 2 p.m., Lassen Hall 1102.

River City Days, University community showcase and student outreach event, 10 a.m. - 2 p.m., Main Quad, several campus locations.

Jim Stobbler Field Group, flamenco/jazz, Funkregenov, 1970s music, and other bands, River City Days, 10 a.m. - 2 p.m., Library Quad.

“The Nisenan Maidens Indian Tribe,” First Indian, Native American studies chair, Renaissance Society.