

N° 1
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INSTITUTE for
ADVANCED
STUDY in
TOULOUSE

IAST connect

FEATURES

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visual sociology on
the urban fringes

Mohamed Saleh
making economics
& history work

FACTFILE

IAST, Laboratory of
Excellence

EVENTS

When environmental
economists met
psychologists...

NEWS

Recruitments, recruitments,
recruitments



Director's message



Dear readers,

I was lucky enough to take on the role of IAST Director in September 2012, after a foundation year expertly piloted by Patrick Bolton following the creation of our Institute in 2011. Patrick and the whole IAST team paved the way for the intensive scientific activities that are now fully operational: a series of interdisciplinary conferences, seminars and research programs bringing together researchers from all over the world trained in the different social sciences in order to facilitate cross fertilization, unlock new ideas and explore questions of central importance to human society in the 21st century.

Interdisciplinarity is the key to understanding our mission at the IAST: in a world of crisis where classic models alone fail to explain social phenomena, we aim to break down artificial disciplinary boundaries, creating synergies between social scientists in order to further understanding and provide new tools for modern decision-making.

Through this magazine we hope to give you a clear picture of how we are translating these goals into reality. In this first issue, Jordanna Matlon takes us on a whistlestop tour of the urban peripheries in post-colonial Africa and then back to France for her current project, combining visual sociology and economics to study questions of exclusion and identity in the new global economy. Mohamed Saleh takes us back to the times of greek mythology and Adam Smith to explain how history and economics really do have a common agenda. We then give you an overview of our recent and upcoming events, highlights of our 2012-13 visiting fellowships, and finally details of our current open positions, all of which we hope will inspire you to get involved and join us!

PAUL SEABRIGHT - IAST DIRECTOR

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THE IAST...

- › was selected in 2011 as a "Laboratory of Excellence" in a French nationwide competition
- › is hosted by the Université Toulouse 1 Capitole, a university for social sciences in the south of France
- › is housed in the building occupied by Toulouse School of Economics (TSE)
- › hosted **55 visitors** and ran **4 conferences** and **31 seminars** in 2012
- › currently has open positions (deadline November 23rd, see page 11)



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THEMES

- The IAST's research program is currently organized around **5 broad themes:**
- › Governance and Markets
 - › Individual Motives, Actions, Innovation, and Well Being
 - › Individuals and Social Networks
 - › Society, Globalization, and Public Policy
 - › The Nation State and Global Public Goods

CURRENT DISCIPLINES

- › **Anthropology**
- › **Biology**
- › **History**
- › **Law**
- › **Philosophy**
- › **Political Science**
- › **Psychology**
- › **Sociology**

THESE THEMES AND DISCIPLINES PROVIDE AN INDICATION OF THE KINDS OF QUESTION WE BELIEVE REPRESENT SOME OF THE MOST FRUITFUL AREAS OF INTERDISCIPLINARY COLLABORATION. THE LISTS ARE NOT EXHAUSTIVE AND WILL EVOLVE AS WE DEVELOP OUR OWN RESEARCH, BOTH INDIVIDUALLY AND COLLECTIVELY. WE WELCOME CONTRIBUTIONS TO THIS EVOLVING PROCESS FROM BOTH OUR CURRENT COMMUNITY OF RESEARCHERS AND THOSE WHO WOULD LIKE TO JOIN US IN THE FUTURE.



Jordanna Matlon

VISUAL SOCIOLOGY ON THE URBAN FRINGES

Jordanna joined the IAST in September 2012 as a postdoctoral research fellow after receiving her PhD in Sociology from UC Berkeley in May 2012. Jordanna's fascination with the science of society stems for her own personal voyage across continents and cultures, beginning in early childhood when her family moved from the USA to West Africa, witnessing first-hand the coup d'état that transformed Upper Volta into Burkina Faso in 1984. As an African-American having grown up in various countries, questions of race, identity and exclusion, particularly for members of the African diaspora, are of personal interest to Jordanna and form an underlying current to her work.

What was the context of your PhD work in Africa?

Jordanna Matlon: I studied the relationship between men and work in the new global economy. Whilst in pre-colonial times African women were the most active workers, colonial rule imposed a Western ideal of a masculine labor force, and women were encouraged to remain in the home. This created an ideal of a working masculine identity that was never fully realizable in Africa and remains a troubling issue today in the context of prolonged economic crisis.

My fieldwork was carried out in Abidjan, Côte d'Ivoire's economic and cultural center. Men there are largely underemployed and subsequently unable to be "real men" in their society; they are considered social juniors in that men without a steady, well-paid job cannot marry, and hence cannot obtain the status of "adult" in Ivorian/African society.

In this context, what was the main question you addressed?

J. M.: How do these male "social juniors" identify as men? What strategies do they employ for self-affirmation? In response, I found that many embraced cultural strategies, bypassing the state to identify with consumerist media images of black masculinity from the African diaspora, particularly American hip hop personalities and international football icons. My findings form a bridge to the research I will do here.



IT APPEARS THAT EXCLUSION IS AN ON-GOING PROBLEM FOR MANY "ESCAPEES"; IN BOTH AFRICA AND THE AFRICAN DIASPORA MEN ARE DISPROPORTIONATELY EXCLUDED FROM THE GLOBAL ECONOMY.

How is your post-doctoral project at the IAST linked to your Abidjan work?

J. M.: I was keen to do fieldwork in France in order to understand the post-colonial experience in Francophone Africa and the experiences of the African diaspora outside of the United States. In West Africa everyone talks about wanting to "get away" to escape exclusion. However it appears that exclusion is an on-going problem for many "escapees"; in both Africa and the African diaspora men are disproportionately excluded from the global economy. I want to ask how economic exclusion here relates to cultural strategies of self-affirmation like in Abidjan. To what extent are Franco-African men excluded from French society, and how might the media contribute to or contest narratives of exclusion? Coming to the IAST I wanted to look at the visual representation in the media of black masculinity and how men respond with their own self-representations.



MANY EMBRACED CULTURAL STRATEGIES, BYPASSING THE STATE TO IDENTIFY WITH CONSUMERIST MEDIA IMAGES OF BLACK MASCULINITY FROM THE AFRICAN DIASPORA



How and where will you carry out your fieldwork?

J. M.: I will focus on Marseille, a city which seems highly relevant for studying identity and exclusion, as it is widely considered as a kind of "other" city, somehow a stepping-stone into Africa just as Abidjan has been called a stepping-stone into the West.

I will analyze and compare how Franco-African men are represented in mainstream French and local Marseille media channels (news, music videos, advertisements etc.), cataloguing and classifying the images along a metric of positive/negative representation, as well as through the dominant style projected. Later I will do fieldwork with men in Marseille to see how they respond to these representations via the identities they project of themselves.

How does the proximity to economics via the IAST benefit your project?

J. M.: The IAST environment holds rich promise for collaborative work. As an ethnographer my methods are more 'touchy-feely' than the quantitative methods of an economist; for example, my findings on exclusion are based on detailed discussions with my subjects, whereas an economist would typically use numerical measures such as labor market statistics in order to research exclusion. I hope to take advantage of these complementary methods of analysis in my current project, drawing on the strengths of economists to approach my work with systematic rigor.



FIND OUT MORE

JORDANNA MATLON:
<https://sites.google.com/site/jordannamatlon/home>



Mohamed Saleh

MAKING ECONOMICS & HISTORY WORK

Mohamed joined us this year as a joint TSE – IAST junior chair. Mohamed loves history. And economics. And economic history. This may have something to do with his own origins; being Egyptian, he grew up in the Middle East – the cradle of civilization and a potent economic force during many centuries. Mohamed was born in Alexandria and after completing a BSc in economics at Cairo University he traveled to the USA to undertake his postgrad studies in economics at the University of Southern California. Staying close to his origins, Mohamed's PhD studied the "New Economic History of the Middle East".

Mohamed talks to us about his role as director of the history program at the IAST



So why did you choose the IAST & TSE ?

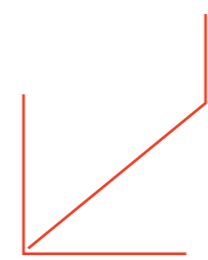
Mohamed Saleh: TSE is a renowned research institution, among the best economics departments worldwide. There was previously no economic history group at TSE, but with the creation of the IAST an exciting opportunity opened up for me to work with the TSE development economics group (ARQADE), and also to promote economic history via the IAST, bringing together economists, historians and researchers from other disciplines to develop interdisciplinary collaborations.

What exactly is economic history?

M.S: Economics and history may seem to have little in common. However, in the past many renowned economists used history in varying degrees in order to develop their theories about economic development: Adam Smith, Alexander Gerschenkron, Karl Marx, and more recently Douglass North and Robert Fogel, to name but a few.

Modern economic theory is essentially based on what is happening today. But if we look into history and consider the long-term evolution of certain phenomena, we may get a totally different answer leading us to revise/adjust our theories. This is the major role of economic history; providing a larger "laboratory" of natural experiments that help economists test various aspects of economic theory.

Nowadays one talks of "new" or "quantitative" economic history, or "**cliometrics**" (see box); essentially the application of economic theory and quantitative methods to the study of history. Until recently, the field was mostly confined to the economic history of the USA and Western Europe. Through my PhD I extended the study to the economic history of the Middle East.



Cliometrics

The term *cliometrics* combines "Clio", the muse of history in Greek mythology, and "metrics", meaning measurement. The term was originally coined by the mathematical economist Stanley Reiter in 1960.



ECONOMICS AND HISTORY MAY SEEM TO HAVE LITTLE IN COMMON...

...I BELIEVE THAT COOPERATION IS POSSIBLE, AND THERE ARE MANY LESSONS HISTORIANS CAN LEARN FROM ECONOMIC THEORY, AND VICE-VERSA!



What challenges do you face as the IAST history program director?

M.S: Must begin by defining economic history as an accepted and established field within the sphere of economics before I can benefit from interactions with other disciplines. I must then break down methodological barriers; economists believe economic theory is valid regardless of time and space whereas historians believe everything is linked to the context. This huge conceptual difference is heightened by the methodological tension between the quantitative analysis preferred by economists and the qualitative approaches used in history. Yet despite the differences, **I believe that cooperation is possible, and there are many lessons historians can learn from economic theory, and vice-versa!**

Can you give us an example?

M.S: Take the relationship between health and income. Economists today find a positive correlation between income and health, and development economists also find a causal effect of income (for example cash transfers) on health outcomes. However, history shows that the major health improvements of recent centuries were not driven by income, but rather by advances in health sciences and public policies preventing the spread of diseases, such as the purification of drinking water or the provision of sewages. So, our conclusions may be altered depending on the historical context, and this is illuminating for economists: income matters for health but not as much as economists today might tend to believe!

FIND OUT MORE

MOHAMED SALEH: <http://www.iast.fr/program/his/contact>
IAST HISTORY PROGRAM: <http://www.iast.fr/program/his>



IN ADDITION TO OUR PROGRAM OF SEMINARS, THE IAST ORGANIZES SEVERAL TIMES PER YEAR CONFERENCES LASTING ONE OR MORE DAYS, INTENDED TO CREATE A MORE EXTENDED OPPORTUNITY FOR MULTI-DISCIPLINARY INTERACTIONS.

PAST CONFERENCES

Behavioral Environmental Economics

› Oct 11 2012 – Oct 12 2012

Social Interactions, Identity and Wellbeing

› Jun 14 2012 – Jun 16 2012

Symposium on Identity and Incentives Organizations

› Jun 12 2012 – Jun 13 2012

IAST Workshop on Economic and Financial History

› Apr 05 2012 – Apr 06 2012

The Psychology and Economics of Scarce Attention

› Sep 22 2011 – Sep 23 2011

FORTHCOMING CONFERENCES

The Toulouse Economics and Biology Workshop

› May 23 2013 – May 24 2013

Conference NGO

› Jun 11 2013 – Jun 12 2013

CIFAR – IAST Conference

› Jun 13 2013 – Jun 15 2013

FOCUS ON...

Conference

WHEN BEHAVIORAL ENVIRONMENTAL ECONOMISTS MET PSYCHOLOGISTS...

› October 11-12 2012

An interdisciplinary international conference sponsored by the IAST in collaboration with the ANR, the IDEI and the INRA. The conference brought together 100 participants from all over the world; researchers and decision makers working in the fields of environmental and behavioral economics and psychology.

Can we rely on the goodwill of individuals and businesses to protect the environment?

Our societies today struggle to manage environmental problems, perhaps most notoriously climate change. Economists traditionally consider environmental management as top-down: companies and individuals pollute, and the state regulates the situation via taxes, standards, permits etc. However, evidence is starting to indicate that governments are inefficient, due notably to supranational problems, lack of information, scarce resources, and corruption. In the light of this assessment, the main objective of the conference was to discuss an alternative bottom-up approach to environmental management, coming straight from the “polluting” citizens and businesses who seem willing to make spontaneous efforts to mitigate the effects of their polluting actions.



According to Nicolas Treich, the conference organizer <the road is long and hazardous, but it is interesting that psychologists are working on these issues with economists and policy makers, exploring new ways to regulate environmental protection>. In times of financial crisis and dwindling public funds, it is particularly interesting to consider inexpensive psychological alternatives to state regulation.

QUESTIONS ADDRESSED BY THE CONFERENCE:

- › How do people feel about environmental threats?
- › To what extent are they willing to make efforts for the planet?
- › Do they seek to punish polluting companies?
- › How can NGOs and governments support this movement?
- › Is this movement simply a trend with unrealistic aims in times of crisis?

RECRUITMENTS + CURRENT VISITORS

WE ARE DELIGHTED TO ANNOUNCE THE APPOINTMENT IN SEPTEMBER 2012 OF IAST'S FIRST RESIDENT FELLOWS. THEIR INNOVATIVE AND VARIED WORK REPRESENTS AN EXCELLENT START TO THE IAST'S PROGRAM OF INTERDISCIPLINARY RESEARCH.

JUNIOR CHAIR



› MOHAMED SALEH

PhD in economics from the University of Southern California, Mohamed Saleh focuses on economic history, development economics and political economics. At the IAST, he directs the "History" program.

POST-DOCS



› ALISSA MACMILLAN

Alissa Macmillan recently finished her PhD in religious studies at Brown University. Her research focuses on Thomas Hobbes and religion, philosophy and religion in the modern era, pragmatism, naturalism, and religious theory.



› JORDANNA MATLON

Jordanna Matlon obtained her PhD in sociology from the University of California, Berkeley. Based on visual sociology, she studies people's livelihoods and ways of life in the urban outskirts

VISITING PROFESSORS



› SIMONE SEPE

Professor of Law at the University of Arizona, Simone Sepe's areas of expertise include: business organization, corporate finance, contract theory and law and economics. At the IAST, he directs the "Law and Economics" program.



› JÖRGEN WEIBULL

Professor at the Stockholm School of Economics. Mathematician and economist, he has worked on kinship and evolution. In collaboration with Ingela Alger, he organizes the "Economics and Biology" seminar series at the IAST.



› ROBERT BARSKY

Professor at Vanderbilt University, within the French, Italian and English departments. He is an expert in the field of literary theory, refugees, immigration, refugee law, and also Noam Chomsky.

APPLICATIONS

APPLICATIONS ARE NOW INVITED FOR SHORT- AND LONG-TERM RESEARCH POSITIONS AT VARIOUS LEVELS IN A WIDE RANGE OF DISCIPLINES FOR THE ACADEMIC YEAR 2013-14.

› JUNIOR CHAIRS

The IAST is offering Junior Chairs (equivalent to Assistant Professorships) in various disciplines, starting Sept 1, 2013 for a period of six years corresponding to a three year contract renewable once after a "mid-term" review. The holder of the chair will then be offered a permanent position in the French academic system following a successful tenure evaluation.

The closing date for applications for the 2013-14 academic year is 23rd November 2012.



FULL INFORMATION ON JUNIOR CHAIR APPLICATIONS:

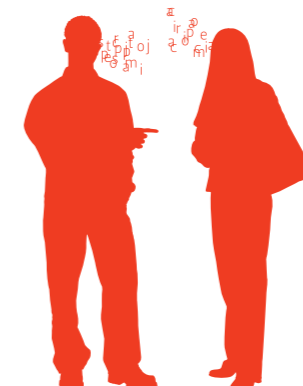
<http://www.iast.fr/juniorchair>

FOR MORE OPEN POSITIONS, SEE THE IAST WEBSITE:

<http://www.iast.fr/content/applications>

PLEASE EMAIL:

contact@iast.fr with any questions



FIND OUT MORE

For this project, Professor Barsky is keen to meet with anyone who may have an experience to share from the UEJF during WWII. Interviews would take place between 8-18 December 2012. If you'd like to take part, please email:

contact@iast.fr

PROJECT

Professor Robert Barsky, IAST visiting professor in 2012-13, is carrying out a study on individuals and social networks, focusing on the experience of Jewish students in France and the USA during WWII.

The hypothesis of his project is that college experiences shape the values, aspirations and convictions that guide individuals in the transition from late adolescence into mature adulthood. Given the importance of this particular period in students' lives, it is especially important to understand how they network, and what effect the specific network they develop has upon the social action in which they engage.

This is a comparative project that focuses upon France and the United States, and it will be centered on a comparison between the experiences of students in two Jewish organizations, l'Union des Etudiants Juifs de France (UEJF, created in 1944) and the American Jewish Zionist organization Avukah (created in 1925 and folded in 1943-4).



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