LEARNING OUTCOMES ASSESSMENT IN THE URBAN STUDIES MAJOR

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ABSTRACT

Our assessment process assumes a bottom-up approach toward two objectives: (1) revising the major’s course syllabi to make them more “student-centered,” and (2) designing an on-line survey instrument that measures student ability to contextualize mass media reports of urban events. Solid progress towards both objectives has been achieved. The on-line instrument, in particular, shows promise. But securing agreement on how to analyze responses will be at least as challenging as collecting them in the first place.

I. The challenge of Urban Studies as multidisciplinary field.

The field of urban studies comprises the investigation of cities and city life in their physical, environmental, social, economic, and political manifestations. In UCI’s Department of Planning, Policy, and Design (PPD), the multidisciplinary character of the field is typified by the four topical clusters used to organize the courses in our major:

- Community development
- Governance
- Urban and environmental sustainability
- Urban and environmental design

The variety of intellectual perspectives embraced by the field poses a challenge for generating faculty-wide support for any particular set of learning outcomes.

Learning outcomes will also be shaped by the organizational setting in which the teaching unit is embedded, generally either a professional school or a school of liberal arts. At UC Berkeley, the major is embedded in the professional College of Environmental Design, and its learning outcomes are correspondingly job skills-oriented. At UCI, PPD is embedded in the School of Social Ecology, whose faculty members predominantly are social scientists. Our learning outcomes, consequently, more closely resemble the values and general intellectual skills shared with other liberal arts majors.
II. Literature review’s conclusion: work from the bottom up.

Because we could locate no published research on learning outcomes in “urban studies,” instead we reviewed the literature in two allied fields: sociology, and urban planning (a professional field that is taught at the graduate, and to a lesser extent, the undergraduate level). We searched the publications lists for three scholarly associations: the Urban Affairs Association; the American Sociological Association, and the Association of Collegiate Schools of Planning. Particulars on the sources reviewed are set forth in Appendix I.

As we see it, the bottom line is this: the crucial precondition for valid assessment in multidisciplinary fields, which are especially prone to local variation, is to design one’s instruments from bottom-up. A bottom-up approach promotes consensus on the content of learning outcomes and builds the long-term support needed to sustain the process. Thus PPD has embarked on the Urban Studies Learning Assessment Project (U-SLAP) as an iterative process, with existing course syllabi, and an open-ended survey instrument as its initial tools.

III. Our two-pronged strategy: involve faculty around syllabi, involve students with an on line survey.

Our two-pronged strategy attempts to simultaneously engage both faculty and students in complementary, but distinctive activities.

**Translating syllabi to engage faculty.** To get the ball rolling with faculty, the project director and research assistant collected all PPD undergraduate syllabi and began the process of translating their language from instructor-, to student-centered. The purpose was to demonstrate, tangibly and for every course, the relative ease in taking this important initial step.

The translations provide talking points to invite faculty dialog. We originally proposed to dedicate part of the department’s annual retreat to this activity; instead, sequential conversations will be initiated with individual members of the department throughout the coming year.

A translation example using the course “Poverty in Developing Countries” is presented below.
SYLLABUS TRANSLATION EXAMPLE
(Course: PPD113, Poverty in Developing Countries)

<table>
<thead>
<tr>
<th>CONCEPTS that the PPD113 SYLLABUS PROMISES to COVER</th>
<th>TRANSLATED into LEARNING OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paradigm: poverty = economic deprivation</td>
<td>Students will be able to articulate three dominant paradigms of poverty: poverty as economic deprivation, as low well being, and as vulnerability and social exclusion.</td>
</tr>
<tr>
<td>Paradigm: poverty = low well-being</td>
<td></td>
</tr>
<tr>
<td>Paradigm: poverty = vulnerability, social exclusion</td>
<td></td>
</tr>
<tr>
<td>Measures of economic deprivation (household consumption, poverty thresholds)</td>
<td>Students will be able to select and interpret economic, social and political measures corresponding to the dominant paradigms of poverty.</td>
</tr>
<tr>
<td>Measures of well being (health status, access to shelter, services)</td>
<td></td>
</tr>
<tr>
<td>Measures of vulnerability &amp; exclusion (qualitative and participatory)</td>
<td></td>
</tr>
<tr>
<td>Alleviating economic deprivation (jobs and economic growth)</td>
<td>Students will be able to recognize and formulate recommendations concerning the alleviation strategies corresponding to the dominant paradigms of poverty.</td>
</tr>
<tr>
<td>Alleviating low well being (aid for meeting basic needs)</td>
<td></td>
</tr>
<tr>
<td>Alleviating vulnerability &amp; exclusion (individual &amp; community empowerment)</td>
<td></td>
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</tbody>
</table>

Students view and frame news reports. The student prong of our strategy involves an online survey that focuses on a learning outcome articulated in our department assessment plan—the ability of graduates to frame urban phenomena, as reported in the mass media, in their general context.

- How is the reported event part of a larger urban process, trend, or controversy?
- Who are the affected parties (named and unnamed) and what are their positions or interests?
- If the report concerns an urban problem, what are possible approaches to solving the problem?

Thus, we have devised a survey that presents news clips about urban events, which respondents must “caption” with information that (presumably) they have learnt in the major. An example is shown below (Figure 1).
Our objective during the grant period was limited to creating and field testing a prototype. Other aspects of study design (e.g., sampling, before-and-after measurement) will be addressed in continuing work.

Survey design and field test. We chose an online instrument for ease of logistics and students’ high comfort level in using electronic communication. Implementation was accomplished using EEE’s Survey tool. A beta survey was completed by 22 student volunteers in two waves. Participants included majors and non-majors who responded to a recruitment message conveyed by instructors of large-enrollment Urban Studies courses taught during winter quarter 2010. Participation was incentivized both by drawings for UCI Bookstore gift cards and course extra credit.¹

Student wanted to write more, not less. The beta surveys were completed in a closed computing lab session of just under an hour. Each survey session was immediately followed by a 30 minute collective oral de-briefing. The students told us that (1) they found the material engaging, but (2) preferred longer rather than shorter answer fields, and (3) they recommended that future instruments prompt explicitly for responses incorporating course-related content. A replica of the survey instrument is appended.

Creating rubrics for coding the results. A group comprised of instructors and TAs for PPD4 (Introduction to Urban Studies) convened to create a rubric for coding the survey results². Although independently produced first drafts converged with collective deliberations, we ran out of time with a unified rubric somewhat beyond our reach. Still, all agreed that irrespective of the final product (a variety of possibilities might prove workable) consistency in coder training will be paramount. Student survey responses and a selection of coding rubrics are appended.

End Sections and Appendices

- Figure 1--Captions Survey Illustration
- Select Bibliography
- Online Survey Example (Beta 3.0)
- Student Responses to Beta 3.0
- Draft Coding Rubrics

¹ Although students liked the prize drawing, our experience suggests that extra credit by itself was sufficient motivation for a majority.

² The group exchanged drafts by e-mail and held two face-to-face sessions. Our members comprised Professors Ken Chew and Rudy Torres, lecturers Drs. Bill Hoffman and Mike Powe, and doctoral students Sang-Tae Kim and Gavin Ferguson.
The prompt above the visual (one of 10 in the survey) reads: *In larger perspective*. Please read the following news clip. What does the reported event bring to mind more generally about urban issues or about city life?

*The stimulus caption* reads: "Carlos Olvera, the Mambo King, dances to live music Sunday at the 21st annual Fiesta Broadway in downtown Los Angeles. The event, which celebrates music and culture, is billed as the largest Latino event in the nation's largest Latino market" (*Los Angeles Times*, April 26, 2010).
SELECT BIBLIOGRAPHY


Questions (18 questions)

1. **First, please CONSENT to take the survey.**

   The information gathered through this survey is for internal use by the Department of Planning, Policy and Design. *Individual identities will be kept anonymous in any presentation of results.* At the discretion of individual instructors, course extra credit may be assigned for general participation, but specific responses will not affect your grades. *If you understand the foregoing conditions and consent to take the survey, please type "I consent" in the box below.*

   - I consent
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2. **In larger perspective.** Please read the following news clip. What does the reported event bring to mind more generally about urban issues or about city life?

- This is about city life and societal interactivity, which this example is a peculiar but good example of bringing together different people for a common theme.
- This is a good example of critical mass, where there are enough people for something (like a pillow fight) to occur. It also illustrates the increased opportunities and vibrancy of city life/urbanization.
- When the entire city comes together to pillow fight, the word chaos comes to mind. However, because this event invites everyone in the city to join, it makes it very culturally involved.
- It sounds as if social media is the future for gathering in a public place rather than the traditional word of mouth or posting a sign on the street. Especially like a city like LA where there is a lack of a unifying public place, maybe social media and networks are the way to unite an otherwise largely suburban city.
- One of the things that caught my attention was the allusion to children in this article. The pillow-fighters cited appear to be grown, and more of adults, rather than children. Yet on International Pillow Fight Day, they are allowed to act like “a kid,” and wear goofy things like pajamas, surgical masks, bunny costumes. It is also significant that this article was based on LA, a city where the populations are stressed with work and financial issues.
- It reminds me of how the cities social life are being more dispersed and segregated. It takes some type of international event just to bring the people together. The pillow fight also shows how willing people are to hit each other since they don't know each other.
- To me, this event brings to mind just one of the ways in which communities find a way to come together and actually BE a community by interacting with one another. Instead of it being a day-to-day basis event, this is something that people organized, publicized, and others responded to. I think that events like these are important because they bring communities together to just have fun.
- This relates to the urban issues in real life because as it is mentioned, if you want to hit a lot of people, you must stay out in the rim. This in a way relates to urbanization where according to studies it can be harder to keep track of “crime” when you are out in the edges and rims of the city. The closer to the center or middle of the city the safer because there is more people and more eyes on the look out.
- This newspaper clipping shows how communities can come together. The picture in the newspaper clipping illustrates a girl, Tamarah Sherie Avila who just seems so happy to be in Panorama City. This type of activity is one of the many things city planners can do in order to try to bring the community connected to one another.
- This article brings to mind the lack of social community life within LA. The fact that one of the only reasons that an event like this could take place is with the help of the social media, says that the people of LA relatively keep to themselves, and don’t participate unless a massive event like this is taking place.
- The following clip reminded me of my younger years when it was much easier to befriend a classmate you didn’t know. This article shows that although city life can offer one anonymity and social isolation, there are still means of public gatherings (in this case, social media).
This article brings to mind the importance of community participation and involvement in making a city more efficient and in touch with its residents.

The article to me addresses the need for recreation in urban areas. Though people are able to access things like parks and other entertainment facilities, sometimes citizens feel the need to have some free fun that will encompass the different people that live in the city and bring them together for something that will be purely for entertainment purposes.

**In larger perspective.** Please read the following news clip. What does the reported event bring to mind more generally about urban issues or about city life?

- City life- again, a specific event brought together random people in a city that was enabled by the closeness of the location to people.
- This article brings to mind the fact that urbanization leads to innovation and more collective action. Also, it suggests crowded streets, busy people, and congestion- some of the negative aspect of densely populated areas.
- The invention of the iPad is a tremendous technological advance in society. The huge lines formed to get an iPad tells me that the society has become technologically driven, and people in the city live technologically nowadays, with cellphones, pda's, and etc. People are too consumed with technology, that they are willing to wait in line and pay for an iPad, which is basically just a handheld computer.
- A branded image or product will bring people with the cash even if there is a long line around the block. However, as the article said, how will we know if this is the future of laptops if people that are crazy about a brand are willing to shell out the cash for it upfront? I think branding is great, but not worthy to be expanded to a citywide event because it can exclude many who cannot afford the said product.
- This article is very interesting in that it discusses the public reception of a new invention/innovation. In class I learned about the general pathway of a new invention, in terms of number of adopters. This article discusses that the target number of adopters will be 7 million at the end of this first year (and therefore are early adopters), and 21 million by 2012 (and are referred to as late adopters). I can imagine this article being cited many many years from now, in textbooks, when discussing the advancement of technology.
- This article brings to mind how technology affects city life. As times progress, technologies become more high tech thus affecting how people live. In this case, people flocked to buy the iPad because they believed that it was something that they wanted or needed in their lives. When it mentions the part about online buying, it shows how people go out less and depend on the internet.
- To me, this event brings to mind just one of the ways that nationwide events can bring people together in not just one particular city, but cities across the U.S. It also shows how much the internet plays a part in connected people who aren't outside in the city experiencing these events to still be a part of it by knowing what's going on through people that ARE part of the event.
- This article brings to mind all the citizens coming together to buy one specific model of technology that is driving everyone crazy. It is things like this in which we see the civil engagement out in the cities.
- This shows people living in a time where technology is a big part of individuals lives.
People are not interacting with the city, but instead buying "necessities" that they will spend all their leisure time on. Since the technology market is growing more and more, it may be difficult to prompt social interactions because people do not interact in ways they used to. Instead of having social meetings, people communicate through things like Twitter and Facebook.

- New technology affecting consumer demands
- The picture of a crowd waiting in line to purchase an iPad shows that retailers are easily accessible to consumers. Though congestion might be an issue in places, such as the Grove in Los Angeles, the following article is an example of economic prosperity due to strategic placement of retail stores.
- The issue at hand in my opinion is gauging what is important to people. There are a lot of events pertaining to problems that affect a person's health, finances, living conditions, etc. that hardly any of these participants would wait in line to attend, but waiting in line for 18 hours and paying 600+ dollars for recreational technology is a better use of time and money.
- This article shows how people that live in urban areas prefer to be up to date with technology and all the latest trends, whereas people from areas that are less urban will prefer to get necessities as opposed to wants.

4. **In larger perspective.** Please read the following news clip. What does the reported event bring to mind more generally about urban issues or about city life?

- Urban issues - anything with blighted neighborhoods or municipal level governance directly touches upon urban issues.
- This article involves community involvement and civic engagement in planning projects and development. Also, it suggests that wealthy landowners are more likely to protect their neighborhoods and prevent newcomers (mainly because they have the time, economic capital, and education to oppose the project at planning commission meetings).
- The article addresses the problem of noise, traffic, construction, and reduced property values, and that comes up as an urban city life issue. People wouldn't exactly enjoy noise and traffic, or reduced property values, and so it causes problems between the relationship of capitalism and the people.
- This seems like an example of NIMBYism where people do not want to attract more crowds to an already crowded cul-de-sac. However, I find that it would be inappropriate to build one there even if it is going to bring in revenue because without community input, how will developers understand the climate of the area? I think some of these developers are too trigger happy on building large complexes without realizing that they can be detrimental to the neighborhood.
- The problem with being a planner/developer is that no matter what plans you generate, there will always be a minority opposing the development. In this case, Munger wants to build a village-like plaza on top of a quiet residential street. Of course, the plan will definitely bring money into the area, but will disrupt the atmosphere and only introduce "noise, traffic, and years of construction".
- This one brings to mind the issue of how rebuilding a community could have negative consequences or opposition. The billionaire who wants to take down the structure for a
retail complex shows how philanthropy could not be the best for a city. It also shows how the look of places affect how cities are built. This article also reminds me of how you have to work with a community in order to help it.

- This highlights the voices of the community, and how people DO speak out (usually) when they feel that a new development project is disrupting their community lifestyle. I also see the problem with developers who are consumed by what they feel is a need to constantly develop and have projects going on to create more profit, all the while the real needs of the community are being ignored or pushed aside.

- This reminds me of the town country magnets in a way that Brentwood is a town with stores and groceries with in the block and they'd like a town center with boutiques and outdoor sitting. They are concern that if the takes place then it will diminish the price values of their homes, and that the traffic and construction will disturb them. To me it brings a place better for the people to engage in civil engagement while introducing parks and nature.

- This clipping show people getting involved into their city by trying to address particular flaws within the city. The image stated by Munger shows an area that probably would be beneficiary for the individuals living in that particular city. By doing something like this many of the problems within the city can by possibly solved.

- Brings up the issue of traffic/congestion within cities. The people of Brentwood want to alleviate this problem, not make it worse by adding a new development encouraging more visitors.

- The following article demonstrates public power in the planning process. Residents of Saltair Terrace are against the new development, and plan to voice their grievances at the Los Angeles Planning Department. Public opposition can be a heavy tool in eliminating development projects.

- This event brings to mind the NIMBY idea, and the never ending struggle between the community and developers. People want economic progress, and all of the benefits of expansion but do not want to take the hit that comes with it either. Some may have to just deal with the fact that new development to sustain our growing population is necessary.

- People that live in urban areas generally have the 'if it ain't broke why fix it' attitude. I feel like these citizens are opposed to the new development because they have grown accustomed to what they currently have and to change that would be to destroy the cities identity.

5. **In larger perspective.** Please read the following news clip. What does the reported event bring to mind more generally about urban issues or about city life?

- Urban issues- huge masses of people gathered on public property constitutes urban issues

- This reflects the inherent conflict between public land use control. Also, the residents have a general distrust for government and the processes that are in place to protect the land, environment, and citizens.

- Because this party doesn't offer restroom facilities, people will use the ocean as a last resort. This pollutes the ocean, which in turn pollutes the air. This isn't good for city congestion.
• Both parties are wrong. However, there needs to be cooperation in order to make everyone happy. Not regulating events on the beach can lead to detrimental (permanent?) damage to the shore that could possibly end up leading to a beach wasteland. Or if the sheriff does plan to cancel the entire event all together, many residents will be overwhelmed with the sheer insincerity for public place and events. I think that both parties need to be realistic in their goals.

• In my opinion, it was right for the county officials to "barricade" the event. Yes, it is true that the move might appear "undemocratic," but the fact is that the event is largely unsanitary and dangerous, and poses a threat to public health and sanitation. The beach is a public place, yes, but it requires tremendous cleaning efforts to "clean up" the mess made by the participants, and is thus unfair to the environment and its standers.

• It reminds me of how city life has changed over the years. When the cities spread more out, they became closer to the beaches, like Santa Barbara, so there is more access to do more stuff. In this case, the residents choose to party on the beach, but it brings up the issue of the community working as one. People don't pick up after themselves and so the community has to do it for them.

• This event brings to mind the city's concern with community gatherings. I think it's a legitimate concern that the city had for the environment and the people in the community and surrounding neighborhoods. However, it does show that events like these DO bring large groups of people together. The city is right, though, in their concern for the safety of the people.

• This relates to something I read from Jane Jacobs about the safety of the streets. Of course, the beach is not a street, but there was a high rate of crime due to the overpopulation of people. This proves that eyes on the streets are not always as functional especially when there is a lot of crazy college students who do not take care of their environment.

• Enforcing these banning on the community can cause many great problems within the area. It is understandable why this is being banned, but there should be a different approach to the situation. If the community wishes to have a beach party maybe there can be some sort of agreement so that the whole conflicting views can come to an end.

• Issues: that massive amounts of people flocking to one place, create pollution, disturb/affect wildlife, traffic, health/security risks, ect. The battle for an event/party like this is controversial between what it is a known as a college and party-like town, and the residents who live there.

• It's funny to me that issue of environmental damage was expressed through the police department, rather than an environmental organization. Though human waste does pose a threat to aquatic life, research of Floatopia's effect on ocean life should be gathered before discontinuing the event. Santa Barbara is an example of a city that yields too much power over its citizens.

• The lack of platform for residents to speak and collaborate with the city to find a solution.

• This brings to mind the issues of basic rights, where as the party go-ers feel like it is their right to be able to have some fun and entertainment in the city they live in and love authorities feel that they need to protect their right to safety, peace and a harmonious environment. It brings about the issues of public policy and control over city activities.

6. **In larger perspective.** Please read the following news clip. What does the reported event bring to mind more generally about urban issues or about
city life?

- urban issues- weather and other uncontrollable factors have to be considered by the city and local governments to protect the citizens who chose to live there.
- This article brings to mind a lot of issues: economic/neighborhood blight, eminent domain, sustainable building, and possibly global climate change. It also necessitates the need for good planning and design of the built environment (and the need to take in to account physical land features).
- This reminds me of the crime rates that are arising in city life.
- The lack of government involvement in public housing for low-income housing leads to such events with many lives lost due to excessive weather conditions.
- Souza is right in that there's nothing you can do about high rates of rainfall, but I think that there are reasons why the situation became so dangerous in the first place. The fact that this occurred in the slums is significant. Perhaps this is a housing issue - shoving high-density but low-income housing in a poor environmental area that is prone to such natural damages.
- It brings to mind how the conditions of the slums are not improving. The slums are placed in an unsafe area where natural disasters or any other disasters could happen, and once something does happen, the residents are unable to fix the problem. They live in the area for so long that the conditions are kept the same from when they first lived there, and so they have to worry if an event happens.
- This event brings to mind the natural disasters and catastrophes that different cities in different locations must be concerned about. For this city, it was a tragedy losing 138 citizens, and it's something that brings communities closer together in mourning and in hopes for revitalization. It also brings attention to the cries for help during these times of need.
- This reminds me of planet of the Slums in the way that sooner rather than later the urban cities will become slums. The slums have to do with the urban planning too because they are in places in which there is no solid earth or any sort of edge or wall that can sustain the houses to prevent natural disasters.
- This is a very tragic event that has occurred do to poor living environments. It is wrong that people have to live like this. One way that I feel that can help people from living in slums is something that Orfield stated in "Fiscal Zoning". Local governments should help each other out with money to help people the communities that lack the money to create a more fulfilling area. Many of this is do to completions between communities and the only way to make this stop is for cities to stop competing and to help each other.
- That housing, like slums, are not always built in the safest places. Proper zoning is obviously a problem, and there is a clear separation between where the rich and poor live.
- This article is an example of how urban planning differs between rich and poor communities. Though some areas are planned strategically, other areas, often poor, face harm when urban planning isn't regulated or up to par. The poor face harsh environmental conditions for many reasons. One is that they are placed in areas that pose as health risks. Also, they are unaware of the power they yield in changing their own communities. Last, they lack the funds to gain the attention of private developers and others with deep pockets.
- This article brings to mind the uneven distribution of wealth and irresponsible spending of many governments, that we sometimes dont realize as we only typically pay attention to ours. I also thought was interesting was the "looking ahead", which is what will catch most eyes first, talks about the world cup and not about the devastating losses.
This discusses the issue of government control and the role it plays in public housing and tourism. Where as the government is trying to move these people forcibly in order to keep them safe it is natural to wonder whether they may be trying to protect the image of their city as well. However at the same time it addresses issues with equality in housing and living conditions.

7. In larger perspective. Please read the following news clip. What does the reported event bring to mind more generally about urban issues or about city life?

- city life- individuals trying to protect their interests become an issue of city life
- Jane Adam's "eyes on the street" are the first thing that came to mind. A neighborhood should have defensible space and people walking around/able to see the neighborhood to bring a sense of community and safety. Also, Jackson seems to subscribe to a version of the Broken Windows Theory where he fixes and looks out for things, sending a message to criminals that he does not stand for it.
- This brings the concept of neighborhood watch to mind. People need to be aware of the happenings around the neighborhood, and watch out for one another.
- This is what happens when blighted neighborhoods are not protected by law enforcement and the residents feel a need to bring it upon themselves to protect their families and neighbors.
- This reminds me of how the institution of police began - by voluntary efforts to keep their neighborhoods safe. In my opinion, residents shouldn't "grumble" about the retired policeman's efforts to keep his neighborhood safe. This is an example, in my opinion, of "eyes on the street," and is good for the neighborhood that is so infested with crime. Perhaps if there were more "volunteers" (or more policemen present, even), there wouldn't be as many criminals lingering around the area, and therefore crime rates would go down.
- It brings up the issue of safety in cities. Cities like Detroit are unsafe, and these cities are unable to fix their current living situations. The crimes that happen in the neighborhoods and because no one takes the initiative to stop them, they keep happening. Also, once someone does try to help, the neighborhood does not say anything because they are scared.
- I think this article tells a lot about the concern that citizens have for their own community. It brings to mind the solidarity and help that citizens are willing to give for a community that they're a part of and genuinely care about.
- This reminds me of the places no one wants to live in: a distopia in which there is a lot of crime and there is a felling that you might end up hurt. Security and surveillance camaras are at the disposal of people to feel safer., but if t he crime is bound to happen it will.
- This show the people looking out for there community. Just as Jane Jacobs has stated something that is essential in cities are eyes on the streets. If people begin to look out for their cities more less crime would result.
- The issue of ineffective/lack of patrol and use/operation of merit goods like policemen. Citizens having to try and take the law into their own hand as a result.
- This article represents the unequal distribution of safety measures taken against communities. The police department abandoned the aforementioned community, resulting
8. In larger perspective. Please read the following news clip. What does the reported event bring to mind more generally about urban issues or about city life?

- City life- personalized stories even about stolen shoes makes for city life. The local government can't do much about stealing shoes except to enforce no stealing laws.
- This article talks about "Mr. Park," a very generic last name which would not give any seriously incriminating information in a city as large as Seoul. The city gives a backdrop of anonymity.
- This article brings up the idea that people nowadays are consuming way too much. They buy more than they need, which wastes resources and space.
- Leaving shoes at the door signals respect and tradition. I think that this represents a lot of questions about trust within a community and whom to trust.
- My question is, if Park was convicted TWICE already of property theft, why was he released so easily into the public? It's incredible that he was able to get away with stealing 1,700 shoes over 5 years, and no one was able to "catch" him, since he is an ex-con. Perhaps this deals with the issue of punitive systems in South Korea.
- This reminds me of the problem of mass production in urban issues. Everything gets massed produced, like the shoes in this article, and the mass production leads to so many items being created that anyone can claim that it is theirs. It also brings up the issue of how in city life, it is not as safe as it used to be when leaving personal belongings out.
- This event shows how certain small happenings in a city or community affect the larger community. I think that because this particular event is so bizarre, yet real, it resonates with many citizens.
- This relates a lot to something I was researching on in regards to crime in streets. According to Jane Jacobs streets and public places should be the safest places, but not exactly. It is where most crimes are bound to happen and they might go unnoticed. For example in Spain, people might run into you, step over you and as they are trying to suit you off they steal your wallet. This relates to the "confusion" people might encounter when taking home other people's shoes.
- This shoe situation is something quite odd for someone to do within their communities. Theft is a major issue in areas like these. Way that this can be resolved is having people keep watch of these neighborhoods so that things like this won't occur.
- Issue of crime within a city. People's property is not safe when left alone.
- The theft that occurred in Seoul is an example of why people would rather live in suburban communities, where families pay for isolation. In Korea, it is customary for people to take off their shoes. At least in the suburbs in America, that's something you don't have to worry about in your own home. Some people think that crime occurs too greatly in cities, and prefer to live in the suburbs.
• Crimes come in all shapes and sizes and are largely influenced by culture and tradition. In this case shoes are a very valuable thing that can be resold at a high price. However if such a thing were to happen in the United States there are very few places one can sell used shoes at a desirable profit.

<12 responses | 1/13 non-responses>

9. **In larger perspective.** Please read the following news clip. What does the reported event bring to mind more generally about urban issues or about city life?

• urban issues-municipal wide real estate booms that involved new neighborhoods and higher level reach for ordinary people are about urban issues

• Urban Sprawl and growth are the first things that come to mind.

• People in the city turn to investments when it comes to money. According to this article, people from china turn to investing in multiple properties. however, because the city keeps building, it starts to build in more rural areas, urbanizing it.

• Land is important to people and represents economic growth. Looking at the California housing market crash, China seems to be heading in the same direction with bloated prices on priceless land.

• This reminds me of the housing issue in our own country, and I think that the investors in China should tread carefully. I understand that it is simply another source of good income, yet if it is such a popular trend, it may cause problems for the potential renters in the area. Perhaps this implies soaring rent fees, which may strain the majority of the population's income.

• This brings up the issue of creating too many buildings. It seems that China is just building buildings for the real estate market and not because they need it to satiate the population growth. This would lead to a raise in house prices, therefore the houses could not be afforded by people who need the housing but can't afford it. It also brings up the issue about how green land is being taken away from the cities. They are building apartments over a former farmland.

• This brings to mind the issue of development and the hype that comes with new development. With people being quick to buy units of housing that are not even built yet says a lot about how valuable people feel these units are as investments.

• This reminds me of urban issues such as the buildings and skyscrapers, and the idea of land use. It can be related to the idea that the cities are disproportianate even thought the picture shows that there are plenty of trees surrounding the city.

• The cities try to get more revenue from people for economic growth. Raising prices can cause many conflicts within the communities. People would not have the capacities to live where they once did because of high demands of money.

• Issue: population, country's gdp, and personal gross income rise within the city is affecting markets like real estate. Problem for residents who don't have enough money, no rent control, will probably be pushed out to outskirts of the city.

• This article reminds me of the housing boom that led to America's recent collapse. The rapid development of homes reminds me of buying items I don't need, but really want. The article brings up the issue of over-consumption and over-development to gain a profit.

• This article brings to mind again the mass expansion and sprawl of our population. What is
important to notice is that the new developments are in a trend of building Out only slightly, but using high rise housing to build up, which will be the future trend in sustainable building practices.

- These people are noticing the growing popularity and importance of China in the world economy and realize that large profits can be made when investing in these properties that are surely to go up in price later on.

10. **In larger perspective.** Please read the following news clip. What does the reported event bring to mind more generally about urban issues or about city life?

- city life- groups and persons gathered together to celebrate national heritage days or ethnicities that mainly talk about people at the personal level are city life
- Critical Mass exists because there are enough Latinos in the area to provide a market for this event. Also, this could hint on the diversity of cities and immigration for jobs/other opportunities.
- When city life brings alot of cultures, in this case, latino music and dance, it brings life back to the city. this event brings most people together, making that city culturally active, which is a positive aspect for a city.
- Embracing cultural events can bring many residents together in a public place and share their history and experiences. I think that celebrating multiculturalism is a great way to express support for other ethnicities, especially a festival in downtown LA.
- Urban enclaves, whether ethnic, racial, or religious, are what classifies many of California's populations. When a critical mass of people gather for the same purpose, it allows the people's identities, in terms of ethnicity, race, religion, sexuality, etc to grow stronger and stronger.
- This brings up the issue of different races in cities. For this article, it shows the largest Latino event in LA, which shows how there is a lot of one race in one area. The mixing of different cultures is not prominent in cities now because immigrants and people just moving from place to place all settle in a certain area.
- I think this brings to mind the ethnic flavor that ethnic urban enclaves, such as this one in downtown Los Angeles, bring to the city and community--it binds the Latino community together with celebration, and it also gives non-Latinos a chance to see, taste, and experience different cultural traditions. I think events like these are important to achieve true diversity in a large city such as L.A.
- This relates to the cultural urbanization that occurs with in cities and towns. There is a lot of seclusion and separation amongst social classes religion, race, and economic status
- This shows people coming together as a community. By promoting culture in cities, people begin to come together and socialize. Living in a society where talking is done through the computer or cellular phone, I feel events like these can be good for the cities to allow interactions.
- High cultural diversity within Los Angeles. Many immigrants, many concentrated within the center of the city. Culture still trying to stay alive even in another country.
- This article makes me laugh, and confirms that the United States does have culture; a culture comprised of many cultures. The fact that strangers can gather in downtown Los Angeles to experience another culture is amazing.
This article brings to mind the importance and interesting fact that Latinos have still kept their heritage and traditions through the generations. In many neighborhoods where life is a struggle, cultural traditions and events like this make their world a better place to live.

This is just another reminder of the vitality of people that live in cities. People that live in cities enjoy other peoples company and enjoy being able to let loose every once in a while.

11. **Your Sources.** What sources of knowledge did you tap (courses, activities, or experiences, for example) in formulating captions for this survey? Be specific if you can.

- I tapped into past experiences that were drawn from familiar examples that I've personally attended. For instance, I've been to national heritage days (Asian, Mexican) and acknowledged that the event was about community life, where a group of people who were from the community that the event pertained for, came together and simply interacted warmly in the spirit of common humanity.
- I relied heavily on PPD course materials I have learned during the past 2.5 quarters. Also, a general knowledge and experience of cities has helped also.
- The knowledge I've tapped into is from what ideas and concepts I have acquired through learning from issues in the current news, and some culture ideas from my intro to urban planning and design class.
- PPD classes I've taken at UCI so far, News articles I've read on Google, BBC, CNN, NYTimes.
- Most of these articles reminded me of many things I've learned so far in my major - for instance, Jane Jacobs' "eyes on the street" (from PPD4, PPD107), the institution of "urban enclaves" (from Soc43), critical mass (from PPD4 and PPD105), sustainable and efficient planning (from PPD107), racial discrimination in housing (from E8).
- I used my knowledge from my urban studies class, Introduction to Urban Studies, here at UCI. I also used my knowledge from what my parents talk about sometimes and from past news articles I've read.
- I used knowledge from a lot, if not all, of the previous PP&D and sociology classes that I took or am currently taking. I think much of my knowledge about cities and city life relating to people within comes from PPD4 (Intro to Urban Studies), Soc 43 (Urban Sociology), and PPD 151 (Environmental Psychology). Other activities that have helped me formulate these captions has been very similar to this--taking real-world events and learning to apply the knowledge learned in class (about people and how they interact in their environment) to these.
- I was able to tap the sources i have been reading this quarter in Public Planning and Design $. For example most of the links i have relate to the City reader, and the ideas of the writers such as Howard, and Kitto. Also i have been tying the articles to Jane Jacob's framework of street safety. The experiences i have included are from whati was told when i went to visit spain about being careful with pocket pickers.
- While looking at these things that came to mind where things that I learned in my urban studies class and also things that I have experienced in my own community.
- Readings done within my class -discussion of current events -general knowledge -knowledge from the news, small talk, internet, social interaction, observation and other
12. **You're over two-thirds done with the survey!**
Anything else you'd like to add about the clips you've just read?

- These clips were interesting to read and even more interesting to be able to put a personal spin on them with my captions!
- nope
- n/a
- Very interesting. I haven't had time to keep up with news, and it's amazing that what I'm learning in my classes and on campus can be witnessed everywhere and is cited everywhere.
- They were interesting, and since I just started learning about urban studies, I learned even more about what urban studies touches upon. I never would have thought to consider these as a part of urban studies.
- I think that they were all very interesting and relevant in some way to stuff that I've learned in my PPD classes, and possibly other classes that I've taken.
- It is interesting to know that these problems one sees or reads in the newspapers where never so clearly evident and coherent to me until I learned about public policies that relate to them.
- I feel that these clipping where very informative in seeing what happens in cities around the world.
- Surprisingly interesting to read about
- N/A
- I was very confused with what I was supposed to write for the captions. Maybe a more thorough explanation of kind of what we were supposed to do, maybe an example?, I think might provide better results in the next survey you might have. :)
- N/A

<12 responses | 1/13 non-responses>

13. **Courses enrolled.** Please list any PPD/Urban Studies course(s)(including E8) in which you are presently enrolled.

- PPD 105 (California Populations) PPD 107 (Urban & Regional Planning) PPD 139 (Water Resources)
14. **Completed courses.** Please list any PPD/Urban Studies courses (including E8) that you have completed.

- PPD 4 (Intro to PPD, Runnerstrom W09) PPD 100 (Environmental Technology Tomlinson, S09) PPD 109 (Housing Policy, Tiwari F08) PPD 151 (Environmental Psychology, Stokols W10) PPD 166 (Urban Public Policy, Clitheroe W09) PPD 170 (Health Policy, Mukamel W09)
- PPD 4, E8, PPD 131, PPD 134
- n/a
- E8, PPD 4, PPD 131, PPD 134, PPD 151, PPD 170, PPD 166
- E8 PPD 131 PPD 4 Crim 7 Psych 9
- n/a
- PPD 4 Intro to Urban Studies PPD 151 Environmental Psychology PPD 153 Elements of Environmental Design PPD 166 Urban Public Policy
- Environmental Analysis and Design.
- PPD4
- E8
- E8/107/141 with Dallaire, 153 with Mazumdar, 108 with Boarnet, GIS with Tito
- ppd 166 ppd 4 E 8

<12 responses | 1/13 non-responses>

15. **GPA.** Estimate your GPA for the past two quarters.

- 3.6
- 3.9
- 3.0
- 3.0
16. **Your major?**

- Political Science
- Urban Studies (PPD)
- undecided
- Urban Studies
- Urban Studies
- Undecided
- Urban Studies
- Unaffiliates School Of Engineering
- Biological Science
- biology
- Civil Engineering
- Business Economics/URP Minor
- Civil Engineering

17. **Class standing.**

<table>
<thead>
<tr>
<th>#</th>
<th>%</th>
<th>Answer Option</th>
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<tbody>
<tr>
<td>4/13</td>
<td>31%</td>
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<tr>
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<td>15%</td>
<td>Sophomore</td>
</tr>
<tr>
<td>2/13</td>
<td>15%</td>
<td>Junior</td>
</tr>
<tr>
<td>5/13</td>
<td>38%</td>
<td>Senior</td>
</tr>
<tr>
<td>13/13</td>
<td>100%</td>
<td># of responses to this question</td>
</tr>
</tbody>
</table>

18. **If you might be interested in any follow up survey, please enter your e-mail address. Or you can type**
Ken,

I think we are on to something. To make this evaluative tool useful, I think the instruction rubric should fit on one page and have examples. By taking the clearest explanations from the collected rubrics, I think we will have a useful tool. I suggest placing the sample prompt (perhaps a picture and brief article) on the back of the rubric sheet so that evaluators can refer to it as needed.

Looking at the submitted rubrics, I like a combination of the ideas. After struggling with it a bit, I’ve decided that a 1 - 4 rubric works better. I think it’s too hard to distinguish between a 2 and a 1. You can use whatever numbers you want. Here’s how I would distinguish the different scores:

“4” – outstanding response: student identifies one or more core concepts and applies them thoughtfully or accurately to the prompt. To get a five, the application must be made clearly (LET’S REWARD GOOD, DESCRIPTIVE WRITING).

“3” – good to very good response: student identifies and describes one or more core concepts but the application to the prompt, although discussed, is not well developed or clear.

“2” – average response: student makes a logical argument related to the prompt but does not provide a clear definition or identification of a core concept.

“1” – below average response: the student neither makes a logical argument about the prompt nor identifies a core, urban studies concept.

Another way to score them is to assign 2 points for the concept identified; 2 points for the application to the prompt; and 2 points for clarity of writing. Therefore, the rubric would go from 6 possible points to 0.

Hope these ideas are helpful. Thanks for involving me – it was good to see you again.

Bill
----- Original Message ----- 

Sent: Thursday, July 15, 2010 9:00 AM 

Subject: Your U-SLAP wrap and bookstore certificate 

MEETING FOLLOW UP and REMINDER 

Dear Rudy, Bill, Sang-Tae, Gavin, and Mike: 

As the final piece (for this phase of U-SLAP), please provide (up to a half page or so) of your thoughts concerning: 

(1) The best elements of the proposed coding rubrics and how they might be synthesized for the next generation. 

(2) Any other possible next steps for the U-SLAP on line survey instrument. 

When you return this document (copied to all), please also let Sang-Tae know how you prefer your bookstore certificate to be conveyed. ***NOTE: this document is needed to justify the payment.***

I have already received summaries from Gavin and Mike; thanks. Please contact Sang-Tae directly about your certificates. Bill, although you weren’t able to attend our last meeting, you should be able to work from the collected rubrics (attached again) plus copied comments. We value your thoughts. 

Thanks for your useful participation in this ongoing process! 

Best, 

-Ken
GAVIN FERGUSON (Rubric 1 of 4)

5—The student correctly identifies and describes an urban studies core concept related to the prompt. The response accurately conveys the meaning of the concept and how it applies to the prompt.

Ex. “Critical Mass exists because there are enough Latinos in the area to provide a market for this event. Also, this could hint on the diversity of cities and immigration for jobs/other opportunities.”

4—The student correctly identifies and describes an urban studies core concept related to the prompt. The response accurately conveys the meaning of the concept BUT not how it applies to the prompt.

Ex. "Urban enclaves, whether ethnic, racial, or religious, are what classifies many of California's populations. When a critical mass of people gather for the same purpose, it allows the people's identities, in terms of ethnicity, race, religion, sexuality, etc to grow stronger and stronger."

3—The student correctly identifies an urban studies core concept related to the prompt BUT does not provide an accurate description of the concept.

Ex. “I think this brings to mind the ethnic flavor that ethnic urban enclaves, such as this one in downtown Los Angeles, bring to the city and community--it binds the Latino community together with celebration, and it also gives non-Latinos a chance to see, taste, and experience different cultural traditions. I think events like these are important to achieve true diversity in a large city such as L.A.”

2—The student does not correctly identify an urban studies core concept related to the prompt but provides a consistent, coherent response related to urban studies.

Ex. “Embracing cultural events can bring many residents together in a public place and share their history and experiences. I think that celebrating multiculturalism is a great way to express support for other ethnicities, especially a festival in downtown LA.”

1—The student provides no consistent, coherent response related to urban studies.

Ex. “city life- groups and persons gathered together to celebrate national heritage days or ethnicities that mainly talk about people at the personal level are city life”

Ex. “This is just another reminder of the vitality of people that live in cities. People that live in cities enjoy other peoples company and enjoy being able to let loose every once in a while.”
BILL HOFFMAN (Rubric 2 of 4)

(1) This evaluative tool should have an ordinal scale 1-5 as we discussed. "5" being excellent, 4 - good, 3 - average, 2 - below average, 1 - not proficient.

(2) RUBRIC -

"5" - The response applies important urban studies concepts related to the article. It does so in the context of a coherent, insightful argument.

Brief example from Mambo King photo -
"This photo demonstrates the vibrancy of ethnic enclaves within metropolitan areas as well as the spontaneous use of public space. The performance by the Mambo King represents the type of street theatre, drama and spontaneity described by important urbanists including Mumford, Jacobs and Whyte. The Fiesta Broadway also demonstrates the growing economic importance of ethnic enclaves and immigrant groups into the larger metropolitan economy.

"4" - The response applies one or two relevant terms or concepts but does not make a particularly creative or insightful argument.

Example - The photo of the Mambo King shows the importance of the street and sidewalk to the social life and entertainment of city residents. This is an example of "triangulation" - where a performer, urban feature or design motivates strangers to begin talking to each other, establishing spontaneous connections that were not there initially.

"3" - The response offers one term or concept but does not relate it clearly to the photo.

Example - This photo of the Mambo King shows the importance of street performers to the social life of the city. Clearly, the performer and the audience are having a great time (Response failed to use specific urban studies terms or concepts.

"2" - The response describes the photo but shows little or no specific urban studies vocabulary or concepts.

"1" - The response is vague and does not show any specialized urban studies vocabulary.

MIKE POWE (Rubric 3 of 4)

GRADING INSTRUCTIONS:

1. Read and familiarize yourself with the news article that students are writing about ("the stimulus").

2. Read through each response to the question. Pay particular attention to the following:
   a. Did the student include any response to the question?
   b. Does the student attempt to apply one or more concepts taught in an Urban Studies course?
c. Does the student’s application of the concept make sense?
d. Is the concept used by the student in a way that demonstrates the analytical utility of the concept in relation to the stimulus?
e. Does the student’s response demonstrate creative and/or critical thinking?

3. For each of the five questions listed above that you answered “yes,” add one point.
NOTE: If you read down the list of evaluative questions for each response, you can stop once you answer “no” and add up your “yes” responses.

EXAMPLES:
(Using Question 10’s “In the spirit of the day [Mambo King]” stimulus)

I scored the following a 1. Student attempted to answer the question, but no concepts are used and no real understanding is demonstrated.

Response #1. city life- groups and persons gathered together to celebrate national heritage days or ethnicities that mainly talk about people at the personal level are city life

I scored the following a 3, but I was almost inclined to make it a 2. I’m willing to grant the student a point for talking about “community” and cities’ attempts to promote cultural events, but the answer doesn’t quite cohere. The student does not demonstrate the analytical utility of any of these concepts.

Response #9. This shows people coming together as a community. By promoting culture in cities, people begin to come together and socialize. Living in a society where talking is done through the computer or cellular phone, I feel events like these can be good for the cities to allow interactions.

I gave the following an unequivocal 5. In my opinion, this is a terrific answer. The student discusses multiple course concepts correctly and usefully. I like that the student distinguishes city and community as different things. I’m curious about this idea of “true diversity,” but you can’t knock the student for this highly creative, critical answer.

Response #7. I think this brings to mind the ethnic flavor that ethnic urban enclaves, such as this one in downtown Los Angeles, bring to the city and community--it binds the Latino community together with celebration, and it also gives non-Latinos a chance to see, taste, and experience different cultural traditions. I think events like these are important to achieve true diversity in a large city such as L.A.
SANG-TAE KIM (Rubric 4 of 4)

1. **Understanding and application of concepts**:
   
   a. **(Excellent)** The student reads the urban issue based on a concept or theory which is relevant. Also, the employed concept or theory is utilized correctly.
   
   b. **(Poor)** The student tries to explain the issue based on personal impression or emotion without any significant concept. It is just an emotional note.

2. **Consistency**
   
   a. **(Excellent)** The student interprets (or seeks to interpret) the meaning or pattern of urban phenomenon based on a single (group of) concept(s). The answer as a whole is consistent conceptually.
   
   b. **(Poor)** The ideas are not related to each other.

3. **Logic/ Accuracy**
   
   a. **(Excellent)** The answer shows a clear reasoning or context for her conclusion.
   
   b. **(Poor)** The answer does show any effort of reasoning or understanding.

4. ** Appropriateness**
   
   a. **(Excellent)** The concept or theory in the answer is appropriate to the context.
   
   b. **(Poor)**
<table>
<thead>
<tr>
<th>Response</th>
<th>Criteria</th>
<th>Evaluation</th>
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<tr>
<td><strong>(Excellent)</strong>&lt;br&gt;Urban enclaves, whether ethnic, racial, or religious, are what classifies many of California's populations. When a critical mass of people gather for the same purpose, it allows the people's identities, in terms of ethnicity, race, religion, sexuality, etc to grow stronger and stronger.</td>
<td>Understanding and application of concepts&lt;br&gt;Employed two concepts, urban enclaves and a critical mass, which seem to be highly relevant</td>
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<tr>
<td></td>
<td>Consistency&lt;br&gt;The interpretation is consistent based on two concepts</td>
<td></td>
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<tr>
<td></td>
<td>Logic/ Accuracy&lt;br&gt;The reason is logical</td>
<td></td>
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<tr>
<td></td>
<td>Appropriateness&lt;br&gt;The two concepts appropriately explain aspects of the urban phenomenon</td>
<td></td>
</tr>
<tr>
<td><strong>(Poor)</strong>&lt;br&gt;High cultural diversity within Los Angeles. Many immigrants, many concentrated within the center of the city. Culture still trying to stay alive even in another country.</td>
<td>Understanding and application of concepts&lt;br&gt;No concept from urban studies was employed</td>
<td></td>
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<td></td>
<td>Consistency&lt;br&gt;The first part does not have much to do with the last part</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Logic/ Accuracy&lt;br&gt;No context or concept</td>
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<tr>
<td></td>
<td>Appropriateness</td>
<td></td>
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