

The Swiss Center for Conflict Research,  
Management and Resolution  
In the name of Sigi and Lisa Daniel

## Annual Report 2012-2013



The Hebrew University of Jerusalem  
The Social Sciences Faculty

©

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**We sadly part from Professor Yaacov Bar-Siman-Tov (1946- 2013) who was the founder of the Swiss Center and his Director for its first ten years (1999-2009). His leadership as well as his great intellectual and spiritual contribution to the Center and its success cannot be overestimated. Professor Bar-Siman-Tov was a great man, a prominent intellectual in the field of conflict management and resolution and a source of inspiration for all of us. His spirit shall remain with us.**

Prof. Ifat Maoz, Director of the Swiss Center, Prof. Ilana Ritov (Swiss Center Director, 1999-2012), Swiss Center Coordinators, Faculty and Students.





# About the Center



The Center for Conflict Research is an interdisciplinary research center established in 1999 at the initiative of the Swiss Friends of the Hebrew University and the European Executive Council of the university. Former Swiss President Ruth Dreifuss dedicated the center in May 2000.

The center operates within the Faculty of Social Sciences at the Hebrew University and incorporates students and researchers from various disciplines who have displayed interest in the areas covered by the center. The center is devoted to studying the sources and causes of domestic and external conflicts in general and in Israel in particular. It explores the methods, techniques and strategies that can help manage and resolve these conflicts from different disciplinary points of view, including social psychology, international relations and political science, communication and media studies, sociology, education and law.

The activities of the Swiss Center fall into four main categories:

1. Multidisciplinary Masters and Doctoral Study Program: This program is intended for advanced students in the social sciences who want to study and acquire skills in conflict management and resolution in different areas. Students learn about the theories, methodologies, strategies and techniques for managing and resolving conflicts, and for solving problems between social, economic, ethnic and political groups, as well as states.
2. Mediation and Negotiation Training Program: This program trains mediators for work in the Israeli mediation system. Such mediators, in tandem with the relevant authorities, can help relieve the burden of an overloaded court system. Students who have backgrounds in psychology, sociology, social work, international relations, education, law, and communication concentrate on gaining skills within the program, supplemented by an internship in community, municipal, and government offices. The Center also encourages the development of special programs for intervention in the education system, especially high schools.
3. Research: students and faculty at the Center research the local, regional, and international dimensions of conflict management and resolution in theory and practice. Papers produced by the Center are printed and disseminated to various journals and publications.
4. International Exchange: The Center aims at a cross-fertilization of ideas between scholars and practitioners analyzing, managing, and resolving conflict. Seminars, workshops, and conferences bring colleagues together for productive exchanges.

## **The Students**

Only eighteen of the many applicants for the Swiss Center Masters program in Conflict Research, Management and Resolution are accepted, based on their grade average and field of study. Most of the Center's students come from the Hebrew University with others from Tel Aviv University, Haifa University, Ben-Gurion University, Bar Ilan University, and the Interdisciplinary Center Herzliya. However, some of our students are also from universities abroad including: Brandeis, George Washington University and McGill. The Swiss Center students also come from a wide variety of disciplines, including International Relations, Political Science, English Literature, Psychology, Communication and Journalism, Law, General Studies, Middle Eastern Studies, Islamic Studies, History and Linguistics.

## **Alumni**

Program graduates hold positions, in part senior and very senior ones, in the following sectors: Universities and Colleges; The Ministry for Foreign Affairs; Prime Minister's Office; Non-governmental organizations; Professional mediators; Peace education and peace making; Conflict transformation; Media (Journalists).



## From the Director



This was a very successful year for the Swiss Center that was dedicated to solidifying and further developing our Masters study program in conflict research, management and resolution, to widening and intensifying our scope of activity, and to strengthening the ties with the friends and supporters of the Swiss Center.

Our focal activity this year was establishing and strengthening the relationship with our Swiss friends, supporters and source of inspiration, which led to the visit of the Swiss Minister of Foreign Affairs, Didier Burkhalter on May 2, 2013, who was accompanied on his visit by Swiss Ambassador to Israel Andreas Baum, by the Head of the Middle East Department in the Swiss Ministry of Foreign Affairs, Ambassador Wolfgang Amadeus Bruehlhart, and a delegation of Swiss diplomats. Also the Israeli Ambassador in Switzerland, Yigal Caspi, took part in this visit. The visit served as an occasion for paying tribute to the achievements of the Swiss center in research and teaching conflict management and resolution and to the important Swiss contribution to this center.



Prof. Ifat Maoz

I would like to take this opportunity to thank those generous donors who contributed to the center as well as to thank the members of the Swiss Association of the Friends of the Hebrew University for their help and support and especially Mr. David Wollach, Mrs. Nathalie Berrebi, Mrs. Nadia Guth-Biasini, Dr. Eric Hauf, and Mrs. Nilly Sikorsky.

The report will focus on: (1) the study program, (2) The Swiss Foreign Minister delegation visit to the center. (3) Swiss Center seminars and lectures (4) Interdisciplinary conference (5) research, (6) plans for the next academic year.

Last but not least, I would like to welcome and to wish success to the incoming Director of the Swiss Center (from September 2013) who agreed to lead the center for one year – Dr. Zohar Kampf, while I am on a sabbatical stay in Stanford University. Dr. Kampf is a leading expert in the role of media, discourse and rhetoric in conflict, conflict resolution and reconciliation. I am confident that he will lead the center and the program to continued prominence and success.





# (1) THE SWISS CENTER STUDY PROGRAM

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## Academic Committee

**Prof. Ilana Ritov**, Chair of Academic Committee, School of Education

**Prof. Ifat Maoz**, Head of the Swiss Center

**Prof. Tamir Sheaffer**, Department of Political Science and Department of Communication

**Prof. Michael Karayanni**, Faculty of Law

**Prof. Paul Frosh**, Department of Communication

**Prof. Ilan Yaniv**, Department of Psychology

**Dr. Zohar Kampf**, Department of Communication

## Faculty and Adjunct Faculty

Prof. Ilana Ritov (Center Director 2009-2012)

Prof. Gabriel Horenczyk

Prof. Ifat Maoz

Prof. Ilan Yaniv

Prof. Elie Podeh

Prof. Paul Frosh

Prof. Michael Karayanni

Prof. Oren Barak

Dr. Eitan Alimi

Dr. Danny Miodownik

Dr. Zohar Kampf

Dr. Keren Tenenboim-Weinblatt

Dr. Itay Fischhendler

Dr. Maya Kahanoff

Adv. Yael Ilany

Adv. Carmit Fenton

Mr. Moshe Negbi

Mr. Yiftach Ron

### **Emeritus**

Prof. Yaacov Bar-Siman-Tov (1946-2013)

Center Founder and Director 1999-2009

Prof. David Bargal (Founding member)

### **Swiss Center Coordinator and Advisor**

Limor Levy

Social Sciences, room 3206

### **Practicum Program Supervisor**

Dr. Maya Kahanoff

### **Academic Projects Coordinator and Methodological Advisor**

Yiftach Ron

### **Website Project Coordinator**

Shai Horev

Website: <http://crmr.huji.ac.il>, Email: [crmr@savion.huji.ac.il](mailto:crmr@savion.huji.ac.il)

# Masters Program Courses

## **Theoretical Core Courses**

Theories and Approaches in Studying Social Conflicts  
Media and Psychology in Conflict  
Interdisciplinary Departmental Seminar

## **Training Courses: Tools and Techniques**

Simulation Games and Negotiation Process  
Interpersonal Mediation  
Encounter and Coping with Inter-Communal Conflicts  
Negotiation: Behavioral Perspective

## **Research and Methodological Courses**

Advanced quantitative Research Methods

## **Elective Courses**

### ***Political-International Cluste***

Transboundary Natural Resources management  
Missed Opportunities: Israel and Peace Plans  
Political Satire in the Digital Age  
The Media and National Security  
The Media in War and Peace  
Political Discourse in the Public Sphere  
Political Rhetoric in Israel  
Security & Politics in Israel and in Other Democ  
War, Rape & Trauma in the 20th Century  
International Security Regimes  
International Institutions in World Politics  
Gender, War, and Peace  
The Pol. Of the International Economic System  
The IR Political Economy of the Arab Awakening

Decision – Making and Strategy  
Inter. Negotiation: The American Experience  
International Political Thought  
The Role of International Law in Resolving the Middle East Conflict  
International Humanitarian Law: Contemporary Conflict  
Terror, Counter-Terror and Human Rights

***Social-Psychological Cluster***

Perception and Processing of Social Information in Conflict  
Internship: Communal Mediation  
Management and Resolution of Labor Conflicts  
The Legal System as a Conflict Resolution System  
The Encounter of Identities in the Israeli Society  
Selected Topics in Decision Making  
Crises Between Jews & Muslims, History & Memory  
Population, Society and Identity in Israel  
Multi-Disciplinary Workshop on Environmental  
Intergroup Dialogue and Narratives in Conflict  
Witnessing, memory and Media  
Issues in Social Psychology: Pro-Seminar  
Organizations: Between Theory and Practice  
Democracy, Security & Human Liberties  
Political Rhetoric in Israel  
Nationalism & Ethnic Conflict in Comp. Perspective  
Israel As a Jewish and Democratic State  
Religion, State and Multiculturalism  
Terror, Counter-Terror and Human Rights

# Swiss Center Students 2012-2013

## Masters Students

Out of the many applicants only 18 students were accepted for the 2012-13 academic year, based on grade average and field of study. Although a grade average of at least 85 was required, the average of those accepted was higher. Most of the accepted students came from the Hebrew University with others from Ben-Gurion University, Bar Ilan University, Haifa University, Tel Aviv University, and Universities abroad. The students also came from a wide variety of disciplines, including International Relations, Political Science, Psychology, , Law, General Studies, and Middle Eastern Studies.

## Research Track Masters Students:

Name	Supervisor
Chen Mor	Prof. Ifat Maoz
Noam Greenberg	Prof. Ilana Ritov
Einat Levy	Prof. Elie Podeh Dr.Maya Kahanoff
Karen Luling	Prof. Ifat Maoz
Miriam Tenbus	Prof. Moshe Zimmerman
Neta Hazan	Dr. Hilel Cohen
Aya Ben Amos	Prof. Orit Kedar
Erica Raskovsky	Prof. Gabriel Horenczyk

## Doctoral Students

Name	Topic	Supervisors
Chen Mor	Sexual Assault Victims and the Criminal Justice System	Prof. Lesslie Saba
Yael Teff	Representation of the Arab-Israeli Conflict in Israeli Children's Literature, 1967-1987	Prof. Shimcha Landau Dr. Aminadav Dickman Prof. Gabriel Horenczyk
Daniel Sovelman	Israel-Hizbullah-Rules of the Game	Prof. Yaacov Bar-Siman-Tov until January 2013) –Another supervisor is appointed
Saar Raveh	IDF Learning in the Israeli-Palestinian Conflict	Prof. Yaacov Bar-Siman-Tov until January 2013) –Another supervisor is appointed
Yael Lahav	International Legitimacy to Foreign Policy – The Israeli Case	Prof. Yaacov Bar-Siman-Tov (until January 2013) –Another supervisor is appointed
Ofir Lang	The Role of Hope in Making Decisions in Situations of Crisis and War	Prof. Yaacov Bar-Siman-Tov (until January 2013)- Another supervisor is appointed



*We Congratulate Dr. Yael Teff for completing her dissertation on Representation of the Arab-Israeli Conflict in Israeli Children's Literature, 1967-1987, Supervised by Dr. Aminadav Dickman and Prof. Gabriel Horenczyk and receiving her Doctor Degree (May, 2013).*

*We also congratulate Nechumi Yafe and Tal Shahaf for being accepted to the direct doctoral rout.*



## Scholarships for Students

The following Research Track students received scholarships based on their grades: Tal Shahaf (Micheline Rodach Annual Award), Karen Luling, Noam Grinberg, Asmaa Maraee and Mirjam Tenbuss.

**Graduation Ceremony** On May 23 2013, the twelfth graduation ceremony was held for the following students who completed their M.A studies in the program:

Adams Tracy (Magna cum Laude, research track), Ben-Jamin Malka (Magna cum Laude, research track), Kamigrov Emanuel (Magna cum Laude), Adir Einat, Epand Batsheva, Zawawi Niveen, Heskelovich Michal, Tafrova Olga, Cohen Eran, Kerem Yael (research track), Maman Chen, Merlin Ilay, Feldman Daniel, Koren Adi, Shwarz Kobi (research track) and Sharqawi Fayrooz.



## **(2) VISIT OF SWISS FOREIGN MINISTER AT THE SWISS CENTER OF CONFLICT RESEARCH, HEBREW UNIVERSITY OF JERUSALEM**



Swiss Foreign Minister, Didier Burkhalter, was the guest of the Hebrew University of Jerusalem on Thursday, May 2, 2013, when he visited the university's Sigi and Lisa Daniel Swiss Center for Conflict Research, Management and Resolution at the Faculty of Social Science, on the university's Mount Scopus campus. He was accompanied on his visit by Swiss Ambassador to Israel Andreas Baum, by the Head of the Middle East Department in the Swiss Ministry of Foreign Affairs, Ambassador Wolfgang Amadeus Bruehlhart, and a delegation of Swiss diplomats. Also the Israeli Ambassador in Switzerland, Yigal Caspi, took part in this visit. The visit served as an occasion for paying tribute to the achievements of the Swiss center in research and teaching conflict management and resolution and to the important Swiss contribution to this center.

The program was opened by greetings from The Hebrew University President Prof. Menahem Ben-Sasson. Prof. Ben-Sasson warmly welcomed the Swiss Delegation and spoke about the importance and uniqueness of the Swiss Center's work, and of the outstanding achievements of the Hebrew University and its unique standing in the international arena. In his speech, following that, Swiss Foreign Minister Didier Burkhalter, remarked that "We see the work of the Swiss Center at the Hebrew University as very important and are very glad to be here". When referring to the major goals of his visit The Swiss Minister said "We want to open a new chapter: a chapter of friendship, in Swiss-Israeli relations. We also want to contribute to the Israeli-Palestinian peace process and we want to play this role with modesty".

The Dean of the Faculty of Social Sciences Prof. Vered Vinitzky-Seroussi, greeted the Swiss Delegation, spoke about the significance of their visit to Jerusalem. The Head of the Swiss Center, Prof. Ifat Maoz presented the projects and achievements of the Swiss Center and suggested that Swiss-Israeli collaboration in the domain of conflict management: in theory and practice, should be further strengthened through the Swiss Center as a follow-up of the visit. A central part of the visit was an animated discussion between Minister Burkhalter with the students at the center on the challenges and prospects of the Israeli-Palestinian peace process. The event was moderated by Prof. Gabriel Horenczyk, of the Swiss Center. In this discussion, Swiss Foreign Minister Didier Burkhalter addressed the students and spoke of his optimism regarding the Israeli-Palestinian peace process. The Minister said "In this case I am optimistic as there is now

a window of opportunity, there is a momentum. But you should be more confident of yourselves and of your ability to bring peace”.

Following this Visit, Head of the Swiss Center, Prof. Ifat Maoz Said “The Center for Conflict Research welcomed this visit and hopes that it will further strengthen our ties and research cooperation with Switzerland in the domain of Conflict Research, Management and Resolution that are the primary agenda and commitment of the Swiss Center’s work”.



Didier Burkhalter, Swiss Foreign Minister, Prof. Menahem Ben-Sasson, President, Hebrew University of Jerusalem.



Didier Burkhalter, Swiss Foreign Minister, Prof. Vered Vinitzky-Seroussi, Dean, Social Science Faculty.



Didier Burkhalter, Swiss Foreign Minister, Prof. Ifat Maoz, Head, Swiss Center,  
Prof. Gabriel Horenczyk, Founding member, Swiss Center.



Didier Burkhalter, Swiss Foreign Minister, Yigal Caspi, Israeli Ambassador in Switzerland, Prof. Vered Vinitzky-Seroussi, Dean, Social Science Faculty.



Didier Burkhalter, Swiss Foreign Minister, Asmaa Maraee-Zoabi, Masters Student, Nechumi Yafe, Doctoral Student.



Didier Burkhalter, Swiss Foreign Minister, Noam Greenberg, Research Student, Tal Shahaf, Ibrahim Hazboun, Doctoral Students.



Asmaa Maraee-Zoabi, Masters Student, Nechumi Yafe, Doctoral Student.





Didier Burkhalter, Swiss Foreign Minister, Mr. Yiftach Ron, Academic Projects Coordinator and Methodological Advisor, Swiss Center, Asmaa Maraee-Zoabi, Masters Student, Nechumi Yafe, Ibrahim Hazboun, Tal Shahaf, Doctoral Students, Noam Greenberg, Einat Levi, Mirjam Tenbuss, Research Students.



Didier Burkhalter, Swiss Foreign Minister, Vered Vinitzky-Seroussi, Dean, Social Science Faculty, Prof. Ifat Maoz, Head, Swiss Center, Prof. Gabriel Horenczyk, Founding member, Swiss Center, Mr. Yiftach Ron, Academic Projects Coordinator and Methodological Advisor, Swiss Center, Asmaa Maraee-Zoabi, Masters Student, Nechumi Yafe, Ibrahim Hazboun, Tal Shahaf, Doctoral Students, Noam Greenberg, Einat Levi, Mirjam Tenbuss, Research Students.

### (3) COLLOQUIUM SEMINARS AND LECTURES



During the academic year 2012-13 the following lectures and seminars were and are held in the framework of the Swiss Center colloquium. These lectures cover a variety of topics, relevant to conflict, peace, and inter-group relations from psychological, political, media related and sociological perspectives:

#### **Lecture title: “Public hazard, feminine fear and personal price”**

**Lecturer:** Dr. Yifat Bitton

The College of Management Academic studies, Co-founder and chair of “Tmura Antidiscrimination Legal Center”.

**Chair:** Prof. Esther Schely-Newman – Chair of the Department of Communication.

**Opening Comments:** Prof. Ifat Maoz – Head of the Swiss Center for Conflict Research, Management and Resolution and Director of the Smart Communication Institute.

**Respondent:** Mr. Yossi David – Department of Communication.

**Date:** Wednesday, January 16 2013, 12:30-14:00

This lecture was held jointly with the Smart Communication Institute and the Gender Forum of the Department of Communication and the Conflict Research Program.

#### **Lecture title: “Emotion, emotion regulation and conflict resolution: Psycho-political perspective”**

**Lecturer:** Dr. Eran Halperin

School of Psychology, Interdisciplinary Center (IDC), Herzliya.

**Abstract:** The central role played by emotions in conflict has long been recognized by many of the scholars who study ethnic conflicts and conflict resolution. Yet recent developments in the psychological study of discrete emotions and of emotion regulation have yet to receive adequate attention by those who study and seek to promote conflict resolution. At the same time, scholars of emotion and emotion regulation have only rarely tested their core theories in the context of long term conflicts, which constitute a unique and highly emotional environment. I argue that building bridges between these two communities would help us to form a better understanding of core processes in emotion and emotion regulation as well as greatly advance theory and practice in conflict resolution. To address that goal, a theoretical, appraisal based, model elucidating the way emotions operate in the context of conflict resolution processes

is presented, followed by a review of recent empirical developments in the study of discrete emotions in conflict resolution processes. Next, I discuss various avenues of influence and provide preliminary data regarding the potential role of two types of emotion regulation processes (i.e., direct and indirect) in conflict resolution efforts. Finally, I describe the future challenges in integrating these two bodies of knowledge, at both the theoretical and the applied levels.

**Chair:** Prof. Tamir Sheafer – Director of the Program of Political Communication in the Department of Communication and the Department of Political Science, Vice Dean for Academic Matters in the Faculty of Social Science.

**Date:** Wednesday, March 6 2013, 12:30-14:00

This lecture was held jointly with the Program of Political Communication  
in the Department of Communication and the Department of Political Science

The event was opened by short speeches in the memory of Prof. Yaacov Bar-Siman-Tov (1946-2013), the founder of the Swiss Center for Conflict Research, Management and Resolution, and its director in 1999-2009.

Lecture title: “Perceptions of public opinion in the Israeli-Palestinian conflict, 2001-2012: On projections, biases and in between”

Lecturer: Dr. Shira Dvir Gvirsman

School of Communication, Netanya Academic College.

Chair: Prof. Ifat Maoz – Head of the Swiss Center for Conflict Research, Management and Resolution and Director of the Smart Communication Institute.

Date: Wednesday, April 24 2013, 12:30-14:00

Held jointly with the Program of Political Communication in the Department of Communication and the Department of Political Science

The Smart Communication Institute

**Lecture title: “Perceptions of public opinion in the Israeli-Palestinian conflict, 2001-2012: On projections, biases and in between”**

**Lecturer:** Dr. Shira Dvir Gvirsman

School of Communication, Netanya Academic College.

**Chair:** Prof. Ifat Maoz – Head of the Swiss Center for Conflict Research, Management and Resolution and Director of the Smart Communication Institute.



**Date:** Wednesday, April 24 2013, 12:30-14:00

Held jointly with the Program of Political Communication in the Department of Communication and the Department of Political Science

The Smart Communication Institute

**Lecture title: “The role of media in coverage of conflicts: between the nation and the profession”**

**Lecturer:** Dr. Motti Neiger

School of Communication, Netanya Academic College.

**Chair:** Prof. Esther Schely-Newman – Chair of the Department of Communication.

Respondents: Prof. Esther Schely-Newman – Chair of the Department of Communication, and Dr. Keren Tenenboim-Weinblatt – Department of Communication.

**Date:** Monday, May 6 2013, 16:30-18:00

Jointly held with the Department of Communication and the Smart Communication Institute

Lecture title: “From repression to activism: The Palestinian image in the epic and documentary Israeli cinematography”

**Lecturer:** Mrs. Maya De Vries

Graduate, Swiss Center Masters Program, Doctoral student, Department of Communication and Swiss Center for Conflict Research, Management and Resolution.

**Date:** Wednesday, May 22 2013, 12:30-14:00

This Seminar is a farewell event from Irina Peleg – Coordinator and advisor of the Swiss Center between 1999-2012, and will open by short speeches of students and faculty members from the center. .

**Speakers:**

- Prof. Ilana Ritov - Director of the Swiss Center for Conflict Research, Management and Resolution in 2009-2012.
- Prof. Gabriel Horenczyk – School of Education and the Swiss Center for Conflict Research, Management and Resolution.
- Prof. Ilan Yaniv - Department of Psychology and the Swiss Center for Conflict Research, Management and Resolution.

- Dr. Eitan Alimi – Department of Political Science and the Swiss Center for Conflict Research, Management and Resolution.
- Mr. Dani Fridberg – Graduate, Swiss Center for Conflict Research, Management and Resolution Masters Program.
- Mr. Tal Shahaf – Doctoral student in the Swiss Center for Conflict Research, Management and Resolution.
- Mrs. Yael Lahav - Doctoral student in the Swiss Center for Conflict Research, Management and Resolution.
- Mrs. Einat Levi – Masters research student in the Swiss Center for Conflict Research, Management and Resolution.

## The Marguerite Wolff Annual Seminar

### Between Compassion and Conflict

#### Key Note Lectur: *"Cheating for our loved ones"*

Dr. Shaul Shalvi, Department of Psychology, Ben-Gurion University of the Negev.

**Abstract:** How far will people go for their loved ones? Are people willing to lie for the benefit of those they care about? What are the biological foundations for such dishonesty? And what are the underlying psychological processes driving it? I will present experimental evidence suggesting that oxytocin, a hormone released during bonding behaviors such as hugging or breastfeeding and associated with trust and cooperation, plays a role in modulating group supporting dishonesty. The findings evoke the question - is lying always immoral?

**Opening Comments:** Prof. Ilana Ritov – Director of the Swiss Center for Conflict Research, Management and Resolution in 2009-2012.

**Respondent:** Prof. Ilan Yaniv – Department of Psychology and the Swiss Center for Conflict Research, Management and Resolution.

**Date:** Wednesday, December 19 2012, Hebrew University, Mount Scopus Campus

## (4) INTERDISCIPLINARY CONFERENCE

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### **The Many Faces of Public Opinion**

International Conference in honor of Prof. Yaacov Shamir, upon his retirement from the Hebrew University of Jerusalem. The conference was held on the 2nd of January 2013 at the Hebrew University, Jerusalem, Israel (at the Beit Meirsdorf Faculty Club). Prof. Shamir, An Associate Professor in the Department of Communication and Journalism is a leading scholar in the Political Communication and Public Opinion domain and an expert on the role of public opinion in the Israeli-Palestinian conflict. The goal of this conference was to present cutting edge research that deals with the Many Faces of Public Opinion in Israel, the Middle East and the international arena and with public opinion regarding conflict and conflict resolution in protracted conflicts such as the Israeli-Palestinian one. The Key Note speaker in this conference was Prof. Mark Tessler, from Michigan University, that presented his seminal work on Public Opinion in the Arab World. This conference was a collaborative project in which the Swiss Center joined the Department of Communication, the Smart Communication Institute, in order to hold this important academic event with the support of the Eshkol Institute at the Faculty of Social Science



The Harry S. Truman Research Institute  
for the Advancement of Peace



The Swiss Center for  
Conflict Research



The Hebrew University of Jerusalem

The Levi Eshkol Institute for Social,  
Economic and Political Research in Israel

The Smart Family Institute  
of Communication

Department of Communication  
and Journalism

# The Many Faces of Public Opinion

## Conference in honor of Prof. Yaacov Shamir, upon his retirement

### Conference Chairs

**Prof. Tamir Sheafer**

**Prof. Ifat Maoz**

**Wednesday, January 2<sup>nd</sup> 2013, Beit Maersdorf, The Hebrew University of Jerusalem**  
All proceedings will be in English

#### 14:00- 14:30 **Gathering**

#### 14:30-14:45 **Greetings:**

Prof. Vered Vinitzky-Seroussi, Dean, Faculty of Social Science  
Prof. Esther Schely Newman, Chair, Department of Communication  
Prof. Tamir Sheafer, Vice Dean, Faculty of Social Science, Head, Political Communication MA Program and Conference Chair  
Prof. Ifat Maoz, Director, Smart Institute, Swiss Center for Conflict Studies, and Conference Chair

#### 14:45-16:00 **Keynote Panel**

**Chair:** Prof. Paul Frosh, Hebrew University  
**Speaker:** Prof. Mark Tessler, Samuel J. Eldersveld Collegiate Professor, Vice-Provost for International Affairs, University of Michigan - *Attitudes toward Islam's Place in Political Life Before and After the Arab Spring: Findings from the Arab Barometer Surveys*  
**Respondent:** Prof. Gadi Wolfsfeld, Hebrew University (Emeritus) and the IDC; Prof. Moshe Maoz, Hebrew University

#### 16:00-16:15 **Coffee Break**

#### 16:15-17:45 **Public Opinion in the Israeli-Palestinian Conflict**

**Chair:** Professor Menahem Blondheim, Hebrew University  
**Speakers:** Prof. Khalil Shikaki, Palestinian Center for Policy and Survey Research - *Is Public Opinion an Impediment to Peace?*  
Prof. Ifat Maoz, Hebrew University - *Threat, Dehumanization and Jewish-Israeli Support for Retaliatory Aggressive State Policies against Palestinians*  
Prof. Galia Golan, Hebrew University (Emerita) and the IDC - *Public Opinion, Conflict Resolution and Israeli-Arab Peace-making.*  
**Respondent:** Prof. Mark Tessler, University of Michigan

#### 17:45 -18:15 **Coffee Break**

#### 18:15-19:30 **Public Opinion, Media, Politics and Elections**

**Chair:** Prof. Esther Schely-Newman, Hebrew University  
**Speakers:** Prof. Yariv Tsfati, Haifa University - *Media Framing as a Potential Mediator between Partisan Selective Exposure and Political Polarization*  
Dr. Shira Dvir, Netanya Academic College and Prof. Yaacov Shamir, Hebrew University - *Testing our Quasi-Statistical Sense in Public Opinion Perception*  
Dr. Mina Zemach, Dahaf Institute - *Things You Wanted to Know About the 2013 Election Polls* (in Hebrew)  
Prof. Elihu Katz, University of Pennsylvania and Hebrew University - *Some Problems with the Presidential Debates 2012*

#### 19:30 **Evening Reception and Greetings**

**Chair:** Prof. Tamir Sheafer  
**Speakers:** Prof. Menahem Blondheim, Head, The Truman Institute  
Prof. Khalil Shikaki, Director, Palestinian Center for Policy and Survey Research  
Dr. Tsfrira Grebelsky, Ono Academic College  
Prof. Mark Tessler, Samuel J. Eldersveld Collegiate Professor, Vice-Provost for International Affairs, University of Michigan

**Closing Words:** Professor Yaacov Shamir, Hebrew University

### The Public is invited

For further details: [gili.korenberg@mail.huji.ac.il](mailto:gili.korenberg@mail.huji.ac.il) or go to: <http://sites.google.com/site/smarthuji/>

הזמנה זו מהווה אישור כניסה למסלול הרצאות ותצפית בחורון מדעי הרחב ל-2 בינואר 2013

נא לציג עם תעודת זהות, הכניסה עם נשק אסורה

This invitation is an entry permit to Mt. Scopus Campus, and parking pass (Humanities Lot), January 2<sup>nd</sup>, 2013

Please bring valid I.D.



Speaking: Prof. Tamir Sheafer,  
Vice Dean, Faculty of Social  
Science, Head, Political

Communication Program.  
Sitting: Prof. Ifat Maoz, Head,  
Swiss Center, Prof. Vered  
Vinitzk-Seroussi, Dean, Social  
Science Faculty.



Prof. Mark Tessler, University of  
Michigan, Key Note Speaker.



Speaking: Prof. Vered  
Vinitzky-Seroussi, Dean,  
Social Science Faculty.

Sitting: Prof. Mark Tessler,  
University of Michigan, Key  
Note Speaker, Prof. Ifat Maoz,  
Head,

Swiss Center.



## (5) RESEARCH



### Selected recent publications by Swiss Center faculty members:



**Ilana Ritov**

Kogut, T., and Ritov, I. (2011). The identifiable victim effect, Causes and boundary conditions. In D. M. Oppenheimer & C. Y. Olivola (Eds). *The science of giving: Experimental approaches to the study of charity*, Society for Judgment and Decision Making Series (pp. 133-145). New York, NY, US: Psychology Press, xviii, 256 pp.

Zamir, E., and Ritov, I. (2011). Notions of fairness and contingent fees. ***Law and Contemporary Problems***, 74, 1-32.

Kogut, T., and Ritov, I. (2011). "Protective donation": When refusing a request for a donation increases the sense of vulnerability, ***Journal of Experimental Social Psychology***, 47(6), 1059-1069.

Ritov, I., and Kogut, T. (2011). Ally or adversary: the effect of identifiability in inter-group conflict situations, ***Organizational Behavior and Human Decision Processes***, 116(1), 96-103.

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## (6) PLANS FOR THE 2013-14 ACADEMIC YEAR



**After more than a decade of activity, the Swiss Center has established itself as the main center in its field in Israel. To date 140 students have completed their studies at the center, 48 of them with distinction. Six Doctoral students are presently working on their dissertations and research at the center.**

We plan to continue developing both the study program and the Center, which, we believe, can contribute not only to the academic research and teaching regarding conflict and conflict resolution but also to public discourse in Israel regarding the important topics of conflict management, peace and reconciliation. We will continue and expand our collaboration with other universities, research institutions and organizations that promote dialogue and enrich the civil society. As the only Swiss Center in Israel dealing with conflict resolution and peace we will especially continue our focus on establishing a solid and fruitful connection with our major source of support and inspiration - Switzerland and our Swiss friends. Following the successful visit of the Swiss Minister of Foreign Affairs to our Center this year, we will work on further establishing and maintaining contact and cooperation with the Swiss Embassy in Israel as well as with other Swiss constituencies.

We will closely link the research to the teaching in the program and encourage our students to choose a research track. A special effort will be made to attract students from a wider range of backgrounds. In particular, we will promote a joint program with the department of psychology and the department of communication, and possibly other departments as well.

As to our alumni, we are very encouraged by the fact that some of them have already achieved senior positions in the field, including the Foreign Ministry, the Prime Minister Office, research institutes, other universities and NGOs. There is already a great demand from students who want to study in the program next year and we plan to accept about 20 new students, according to the criteria we established by the Center of outstanding excellence.

