

# **The “Publicness” of Knowledge: Realistic Management of Idealistic Concepts**

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# Challenge of world-wide crisis

- The method for overcoming the crisis must be, at the same time, the method for the creation of a new era.
- Academia is expected to sketch the outline of the future society and lead the way to reach that goal.

# Knowledge

## Universities can provide

- Green-technologies
- Sustainability science
- Bio-technology
- Gerontology

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# Soul

## Universities must prepare

- Publicness
- Pride

“ Economics is the method. The object is to change the soul.”  
(Margaret Thatcher)

From: Gideon Rachman, “The Closing of the Thatcher Era”, (Financial Times April 28, 2009)

# Derek Bok “Universities in the Marketplace - The Commercialization of Higher Education”

- “Faustian bargain”
- “Seizing the moment”

# Public

Public

**X**

Diversity

Disparity

Internationalization

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Public as substantial

Public as procedural

# Universities as an incubator of “publicness” of knowledge

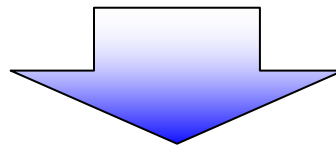
What are the engines of production ?  
Money? Staff? Facility?

Pride

# Pride

The least expensive investment for  
nurturing the social trust in  
universities

also vulnerable



“pride management”

# Time requirements

Realistic management of idealistic concepts