

nådigalundtan

APRIL, 2017

Lundaekonomerna #133

**“I THINK WE
OUGHT TO CELE-
BRATE THE LITTLE
IMPROVEMENTS
THAT WE DO SEE
AND KEEP UP
OUR SPIRITS TO
KEEP THEM
COMING”**

Jasmine Rafferty
page 22

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CORRECTION!

In the article "Studentafton with Anders Kompass" in the last issue of Nådiga Lundtan, nr 132, the photographer was wrongly referred to. The photo was taken by Lundagård photographer Ulrike Donnerhack.

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EDITORIAL

As I'm writing this, there was just recently a terror attack in London. Awful of course, but I feel a bit extra since I just three weeks ago stood there by the bridge taking the classic tourist photos of Big Ben. It made me realize just what kind of bubble we live in here in Lund. As I look in my very full calendar I note that all activities and meetings I have planned are related to school or the union. There are group assignments, meetings with the committee, a kick-off with the collegium, the tandem race queue, honours track seminars, Malmö Nation's Värbal and so on. I have, for example, not met my family in weeks and I have not met my "old" friends in months (even though many of them live in Lund or Malmö).

You walk around worrying about if your appeal on that exam will pass so you get a better grade, if you can wear that leather jacket yet, or who you can ask to buy you a ticket to Valborg celebration at Malmö's so you don't have to stand in the queue. You don't even think about whether we're having a terror attack coming upfront or not, how the Brexit is playing out, or how the extremist parties are getting more and more votes in various elections around Europe. We're studying at university to learn about how things are working and to be prepared to come out in the "real world". But I feel as if all you learn is theories, often without realism.

Even though our little bubble is wonderful and comfortable, I encourage you all to make some time for the "real world". Go visit your parents and old friends. Take a minute and appreciate that we don't live under terror threat, that we're not in a starvation crisis or that we don't have a president building walls. Have your eyes wide open and most importantly: take this issue of Lundtan and go out and enjoy it in the sun. Caution: it's probably not warm enough to wear that leather jacket.

I wish you a lovely spring with lots of sun and tasty drinks (see my tip in the monthly mash-up)!

Sincerely,



Hanna Rasmusson, Editor-in-Chief



THE WORLD'S FIRST CITY-E- COMMERCE

The world of commerce is an ever-changing story. The UK was once referred to by Napoleon as “a nation of shopkeepers”, but today UK and many other countries are moving from

solid stores to cyberspace. In addition to that, we see more vast shopping areas with mainly big brands being built outside of the cities. This transition has and is still shaking up the retail market. Not only is it easier to pur-

chase things today, but we can also choose from a wider spectrum of goods than ever before. Even though e-commerce has existed a relatively long time, we haven't fully adjusted to the shift. Who would believe that a small

town in southern Sweden, Lund, would be one of the first to solve a part of this shift-dilemma?

Lund is prepared to join the competitive e-business by creating the world's first city e-commerce. By jointly creating a platform of the city's stores, Lund strives to attract both old and new customers. Being a smaller city can make it harder to keep up with the changes and risen demands for diverseness and efficiency. People are willing to travel to the adjoining bigger cities or order from dominant internet based companies, which causes a decrease in smaller inner-city markets. Shopkeepers in Lund therefore work together with their competitors in the expectation that this cooperation will

increase the total market of Lund.

The platform that has been used is called "Locals" and was generated by a local company in Lund. The idea behind it is to enable customers to order from different stores at any given open hour and receive the delivery the same day. The order might come from a large number of stores, but it will nevertheless be delivered in the same collective parcel. The goal with the platform is not only to increase the turnover of Lund's market, but also to enable a consumer experience more similar to an everyday shopping experience. After all, the base of e-commerce is trust and efficiency. This also relies on skilled parcel management, something that so far has not been a problem. The founders

of Locals have been positively noticed. Locals received the price as the best Scanian startup and later won the regional final at Venture Cup, a big entrepreneurship competition.

Lund is putting her best foot forward and making a favorable impression. Will we see more city-e-commerce following Lund's creative leap forward? Perhaps! The idea has not only spread through Sweden, but also abroad. Napoleon would have been impressed.

Text: Elvira Eugenea Eriksson

Photo: Pexels & Wikipedia

Stortorget, Lund



THE HORSE FESTIVAL IN GOTHENBURG

The European championship in equestrian is held every two years and is constantly a highlight moment of that year for both the competitors and the audience. This time, the competitions are being held in Sweden, in Gothenburg city between the 21-27 of August. With four different parts of the equestrian sports, jumping, dressage, driving and para-equestrian dressage,

and almost 600 horses, there is a lot of work and a big organization behind it in order to pull it through.

The whole city of Gothenburg will be involved during the week of equestrian sports. The jumping and dressage will be held in Ullevi which is the biggest outdoor arena in Sweden. The driving and para-equestrian dressage is held in Heden, and the driving marathon will be held in Slottsskogen city park and throughout the

central streets of the city. These areas connects all of the central parts of Gothenburg and helps to incorporate the buzzing city life into the championship. By keeping it as central as possible, more people can get a chance to see the competitions and take part in the events around it. To make it as smooth as possible, a great deal of knowledge and a strong organization is needed considering the amount of people and horses that will arrive. Gothenburg is not completely new on hosting big





equestrian-events. Gothenburg horse show has been held annually since 1977 in Scandinavium and is one of the worlds biggest indoors competitions in equestrian sports. The amount of volunteers and knowledge is therefore close, but the scale this time is much larger. Considering some of the logistic challenges such as the traffic in the central parts of Gothenburg and some of the distances between the different areas, there will need to be quite a few changes during the week in the public transportations. Gothenburg is well known for hosting different kinds of events and are used to adjust the regular life in the city for events and ar-

rangements. The basic knowledge from these previous arrangement helps to handle and solve many problems that could arrive for someone who would do it for their first time.

Due to the size of the championship, the work and arrangements behind it have been split between different organizations. The championship is arranged by the Swedish Equestrian Federation together with Göteborg & Co and Gotevent - two organizations owned by the city. The initial budget for the event - which was set on going even - has since been exceeded and might end in losses

for Gothenburg city. It might be seen as something bad for Gothenburg and the event, but looking at some of the reasons behind it can give another picture. The extra costs comes amongst other from the current situation in the world which demands more security around the event. With a lot of visitors and competitors with their horses arriving over the week, it is important to make sure that nothing happens during the event. Another big part of the budget is the amount of riders which have grown with both more countries participating and that each rider can bring two, instead of one horse as before. It is great



for the sport to develop into new countries and increasing the amount of people getting evolved in it. More competitors also increase the quantity of participants for the audience to watch. Ultimately, of course, this leads to some higher costs for the event that some few extra visitors does not weigh up for. The costs of the tv-production is also a costly part that will help to increase the possibilities for viewers and interested people to follow the events. It is great for the sport, but also lead to a higher cost because of both the size and that it is outdoors and must be working even in bad weather. These different parts

can be hard to budget correctly in hindsight but considering the different pros and cons, they can be changed into something positive for both the event and the city. For the sport it is great, and depending on how Gothenburg incorporate the event into the city, they can also gain from it from positive experiences and people coming back to the city.

The event is being marketed both national and international and is reaching both inside and outside the equestrian world, which is essential in order to get more people to visit the event. The most important thing that decides if the championship will be successful economically is the amount of people that will come to watch the competitions and interact in the different eventing areas. The event can be quite risky since it will be held outdoors and is therefore very dependent on the weather. Since the competitions will continue through a week, there is a big chance that some of the days might have bad weather and scare away some audience. Luckily, since it takes place in the central parts of Gothenburg, audience and visitors can do other things in the city that are safe from the weather. With shoppingcenters like NK and Nordstan, theaters, museums, restaurants and the amusement-park Liseberg, there are countless of opportunities for visitors to amuse themselves even after and in between the competitions.

Considering that equestrian sports are some of the largest sports in the world, the knowledge and media coverage of them are

quite low. By involving a large part of Gothenburg city in the championship, the hope is to change this. It is often a problem in equestrian competition to find a new audience and get people to come and watch due to how few other things there are to do around the competitions for the audience. This will not be a problem for the championship in Gothenburg. Even people who does not follow the sports can easily be reached by the closeness to other attractions. The whole city can gain from the visitors of the event, as well as that the event can gain from the people around the city and other closely connected towns.

Only looking at how much the championship on its own will cost and generate in money does not give a right picture of its success, since a lot of the visitors will generate money to the city outside of the event. A lot of the visitors will use the hotels. The amusement park Liseberg is always a must for visitors often no matter ages. Restaurants will be used and the shopping areas can interest most visitors. By having the championships so central helps to attract people rather than keeping it in a more remote place, like equestrian competitions often are. So if you happen to be visiting

Gothenburg during the 21-27 of August, it might be worth to take a look at the competitions and the events around it.

Text: Karl-Jacob Ingvarsson
Photo: Gordon Dionne

OUT AND ABOUT

MY EXCHANGE SEMESTER

Students enrolled at Lund University are given the opportunity to go on an exchange semester abroad. This is

an unforgettable experience which among others will allow you to meet a diverse range of people and make many new friends. It is doubtless one of the best things you will be able to do at university.

This semester I am studying at the University of Sydney in Australia. Prior to my studies in Lund I lived in this wonderful city for almost a year. Sydney is a vibrant city with a great atmosphere and the friendliest people, which is why it was an easy choice for me to come back here. In the remainder of this text you will get to know how it is to be a student

in Sydney and what it is like to live here.

Living in another country is completely different from a holiday. Meanwhile on exchange you will be able to do a lot of travelling, but there are also responsibilities. Australian universities, as opposed to Swedish universities, have overall more requirements in terms of attendance and participation. Rather than a final exam at the end of the course, there are several smaller stages throughout the

Campus





Opera House, Sydney

course where the students' knowledge is tested. The standard setup for each course is one lecture and one tutorial every week. The tutorials correspond to the seminars that we have in Lund. This learning approach requires you to be active from the course start.

The University of Sydney offer their students exceptional assistance. I have had great support from my assigned adviser and my teachers. What have surprised me the most is how concerned the

teachers are about their students' progress. In comparison to Lund, teachers at the University of Sydney are better to aid their students on an individual level.

Going on exchange is much more than just studies. There are so many different activities and events going on all the time, so there is always something to do in Sydney. In the school's welcome speech all exchange students were encouraged to always say yes to anything. I strongly recommend

this as a rule of thumb. Allow yourself to be spontaneous and adventurous. Open your mind up to new experiences and the fun will come your way.

The Sydney nightlife offers a diverse selection of clubs and bars and is frequently visited by famous artists, with both Adele and Martin Garrix performing last week (I managed to miss both of their performances). There is certainly something for everyone, every day of the week. It is expensive to go

out in Sydney so this is probably what much of your student loans will be financing. A great advice to save some money is to drink goon. This is the cheapest box wine available and happily consumed by most people on a budget. Although be aware, it is known to deliver massive hangovers.

As for daytime activities, you should visit the beaches surrounding Sydney, among these the famous Bondi beach, where you can take a great Instagram picture and make your friends back home jealous. The Blue Mountains is another popular destination to escape the city life where you can experience stunning, scenic nature.

Here is a list with some of my favourite things to do in Sydney:

1 Visit the Sydney Opera House and explore the Royal Botanic Garden:

The Opera House is beautiful at night with its contrast to the darkness. The neighbouring Royal Botanic garden is also a great place where you can take a walk, go for a run or have some wine with friends.

2 Walk through Hyde Park:

Take a stroll through Hyde Park located in the city central, come here to relax with friends or to do some outdoor exercise. The park is a great place to relax and get some fresh air.

3 Go surfing at one of the eastern beaches: Surfing is always fun and what better place to do it than in Australia. Even if you are a great swimmer be sure to follow the lifeguards' instructions, there are a lot of strong currents.

4 Spend a sunny day at Manly beach: Manly beach is easily accessible via the public ferries from Circular Quay. The ride back offers great views of the Opera house.

5 Walk (or run) the Bondi-Coogee Coastal Walk: This stunning walk features incredible sceneries of the ocean, cliffs, bays and passes several beautiful beaches where you can



stop along the way for a swim, or for a drink and bite to eat. I recommend you go here in the early morning to see the sunrise.

6 **Sydney hosts a variety of free festivals, among these Vivid:** This event transforms Sydney into a wonderland of light, music and ideas. The festival is known as the world's largest outdoor gallery and everyone can enjoy it for free.

While on exchange, you will confront new challenges every day. Everything is new and you will be adjusting to a new culture as well as speak a new language. For some it might be challenging

to be far away from their families. But I promise that all the fun and memorable experiences you will have from your exchange semester makes it all worthwhile.

Text: Daniel Thornér

Photo: Daniel Thornér

Bondi beach - Coastal Walk, Sydney



MONTHLY

HAPPENING IN APRIL

7th-8th Malmö Nation's Vårbal. The nation is celebrating the 30th edition of their annual spring ball.

13th-18th Easter! Time to celebrate the happiest of holidays!

27th Active Member's Day. The Vieri Project is arranging a fun day to thank all active members of LundaEkonomerna.

28th Premier for Lundaspexarnas latest spex.

30th Valborgsmässafton. One of the biggest celebrations of the year in Lund!

A couple of weeks ago, LundaEkonomerna got a diploma from the IQ-project for the Novice week. The IQ-project is organizations and events who work against a positive alcohol culture. Joel Järlesäter, project leader of the Novice Committee comments with "that we now are an IQ-project, can be seen as a confirmation that our work is something to be proud of."

326 kr. That's how much the average student goes back every month according to Sveriges förenade studentkårer.

MASHUP

DRINK OF THE MONTH!

As the spring is approaching, so is the urge of having a nice drink in the sun! Here is one of my favorites (not only tasty but also very easy): **Ruby Gimlet**

Ingredients:

4 cl gin
2 cl Rose's Lime Cordinal (can be found by the soda in the super-market)
1 wedge of lime
1 wedge of grapefruit
lots of ice



How to do:

Fill a glass with ice. Pour down the gin and the lime cordinal. Squeeze down juice from the lime and grapefruit and then drop the wedges in the glass. Put a straw in it and ENJOY!

How to make it non-alcoholic:

Fill a glass with ice. Pour down the lime cordinal and some soda water. Squeeze down juice from the lime and grapefruit and then drop the wedges in the glass. Put a straw in it and ENJOY!

TUVA PALM

NÅDIGA LUNDTAN SITS DOWN WITH THE
CPO AND CTO OF NORDNET

American inventor and businessman Thomas Edison once said: *“There is no substitute for hard work.”*

As CPO and CTO at Nordnet, the host of STHLM TECH and a Board Member of Lunar Way, Tuva Palm certainly knows the value of

working hard to achieve your goals. Being one of the speakers at the eee-days of LundaEkonomerna, she arrives eager to share some of the



lessons learned throughout her career. Nådiga Lundtan got a chance to talk to her in connection to her lecture at Ekonomisentrum in Lund.

Tuva, very welcome to Lund! To start off, could you tell us a bit about your career path? Did your family and friends have an impact or have you always gone your own way?

(Tuva laughs). My parents were wonderful when I grew up, but they had nothing to do with my choice of profession. My mother was an artist, and my father was a rockstar, which might make

MORE ABOUT TUVA

Age: 42

Position: CPO and CTO at Nordnet

Education: Graduated with a degree in Computer Science from Kungliga Tekniska Högskolan in 2003. Studies in Economics at Stockholm University.

Fun fact: Chosen as the most powerful business and IT woman in Sweden.

you understand how I have always gone my own way. Naturally, your environment can have an impact on your decisions in life, but essentially, it is up to you as an individual to do what it is that you want.

Today, you are the CPO and CTO at Nordnet, and you have previously worked as the Director of Product at the department of Consumer & Issuing at Klarna. What is the best thing about your job?

Hands down, the opportunity to make a change. Not to mention the digital shift that is ahead of us, which makes it extra stimulating

What are some of the qualities you search for in a future employee?

I have always affirmed the principle of giving young people a chance in terms of preserving the corporate culture, and I think more companies should. I would rank skills such as being social, up for new challenges, and perhaps the most important, having fun at work, as important as well.

What would you say is the best way to deal with negative feedback?

What one needs to understand is that, as a beginner, you are not going to be good at everything. The quicker you realize that, the better. It is about staying humble, and seeing every new day as





an opportunity to do better than you did yesterday.

Corporate culture is a well-used term these days. What aspects do you see as important when creating an optimal corporate culture?

What I have realized more and more over time, is that it is the small things that makes the difference. Letting my team go out on an after work once in a while, and letting them bond outside of work will also create a good atmosphere at work. Moreover, hearing everyone out, and not drawing the conclusion that the younger ones are those with the least ideas.

Your field of work is sometimes described as rather male-dominated. Is that something you see as a problem?

Sure, people have had preconceptions of me because I was female. However, instead of letting that get to me, I have always strived towards turning it around to something positive. Think of it like this: If you are a woman in a male-dominated industry, people will remember you. When I was to walk into a room with 10 men and myself, I never saw it as me being the only woman, I saw it as a chance to prove myself. Just changing your attitude will get you a long way.

Finally, if you were to give the students at Lund University some words of advice for the future, what would those be?

Accept and embrace your mistakes. And work hard, because if you do, you can be your own boss in the future.

Text: Demet Olgac
Photo: Denise Nyberg







IMPROVING ECONOMIES TO BE CELEBRATED

In the current economic climate there seems to be little to celebrate as Brexit continues to slowly unfold, Trump's administration avoids serious questions, Greece is on the verge of another crisis and constant terrorist attacks. It's a lot to take in and difficult to be positive in such a climate.

Do not despair though: there is positive news for some of the world's economies.

Recently it has been apparent that many countries have had economic growth, this has been due to many countries' economic recoveries around the world. According to Bloomberg's recent analysis there will be an improvement in

the economy of 62 countries and the deterioration of 33 from 2016 to 2017. Those countries with the most significant and largest growth rate change are Argentina, Brazil, Russia and South Africa. Now you might realise that some of these countries current GDP growth rate are currently negative which is forecasted to grow by the

end of the year to more desirable figures.

Why are these countries forecasted to grow? Brazil for example has started to recover from their worst recession for a century and an impeached president. Brazil recently experienced a commodity recovery in the private sector to boost the country's economy. Argentina has also implemented similar reforms in order to boost their economy. Other countries such as Nigeria's and Russia's economies will grow due to the increase in oil prices which have remained at an all-time low but are now picking up due to OPEC's cuts on production costs, although this might be short lived due to the U.S increasing their drilling for oil which means the price of oil will go back down to a low level due to the increase in supply of U.S oil.

Just as there is positive growth there is also negative growth in countries such as Iceland and Romania due to the unstable government policies and discontent of the people and in Spain



Due to the increase in oil prices, Nigeria is one of the countries with the highest expected growth rate

due to high unemployment. It is of course due to a lot of other factors as well that these countries will not experience economic growth along the year, but it must be added that it also is a forecast and even more countries can still recover and boost their economies by moving contractionary to expansionary policies.

As we face these unsettling times it is key to keep track of the latest news, the GDP and politics of the

world as anything can happen in the financial markets. But this is very good news as countries such as Brazil are finally forecasted to an economic growth rather than depression. I think we ought to celebrate the little improvements that we do see and keep up our spirits to keep them coming!

Text: Jasmin Rafferty

Photo: Pexels & Mark Fischer

Brazil is one of the 62 countries that is expected to have the most significant and largest economic growth rate





CONGRATULA-
TIONS TO
EVERY MAN ON
THE PLANET



I have been following an Instagram account called **@assholesonline** for quite some time. The owner of the account Linnea Claesson, a Swedish handball player, frequently uploads screenshots of the various online harassments she has had to endure from men since the age of ten. She also includes her own responses to the harassers – most often full of wit and humor. For example, one person found it smart to repeatedly threaten with rape, murder and an unend-

ing flood with pictures of his penis. Linnea responded with sending it all to the person's mother – something he really did not enjoy.

It is funny while I'm scrolling through the different pictures, but most of all it is frightening. It's an everlasting number of men, who somehow have the notion that they have the right to harass women online. What perplexes me is where do you find these people? Who raised them? Why do they think they have the right to act as they do? Most of them

are Swedish – ranging from boys to old men. How is it that when you live in one of the most equal countries in the world you act this way? I wish I could ask one of them, but I strongly doubt they would volunteer for an interview.

All my female friends have expressed that they sometime during their life experienced harassment from men, be it online or in real life. An acquaintance of mine recently shared her story about being raped twice, once in Sweden while drugged and once abroad at knifepoint. My younger sister told

me that some boys had driven past her on mopeds while shouting “whore”. She is twelve years old.

A Polish politician recently claimed that *“Women must earn less than men, because they are weaker, they are smaller, they are less intelligent”*. Russia’s parliament voted 380 in favor and 3 against to decriminalize domestic violence. The President of the United States have bragged about sexual assault. Boko Haram is teaching their child soldiers to rape women under gunpoint. Marital rape is not illegal in China. Western men travel to poor countries to buy sex from young girls (and boys). A 13-year old girl commits suicide because a 45-year old man (who at the time was trainer for a girl’s soccer team) extorted her to take off her clothes online. He was sentenced to 3.5 years in prison. Three men participated in raping a woman in Uppsala while livestreaming it on Facebook.

I know most of the above are old news and that the list could be

made a lightyear longer. But with the International Women’s day in hindsight it is very important to highlight and to never forget.

A recurring trend I’ve seen during this special day is the sentence: “Congratulations to all women”. How naive must someone be even to think that? Congratulations to what? Lower wages? Rape statistics? Sexual harassment? Discrimination? Religious oppression? Catcalls? It would be more suitable to say: “Congratulations to all men”, since we are the only reason we even need the day in the first place. Unfortunately, the debate is quickly forgotten after the 8th of March. Hence why it is important to keep it alive – one day out of 365 is not enough.

Looking back at the *@assholesonline* account it clearly does not matter that we live in one of the most equal countries in the world. We still have a whole bunch of rotten eggs in our basket, a gender wage gap that isn’t closing fast enough and unequal opportunities

between men and women. Being number one does not mean you should slow down – you should fasten your pace so the ones behind do the same.

Instead of shouting: “Not all men” (it’s not like you’re going to eat candy out of a bag where half of the candies are poisoned) we must show, without doubt, where we stand in this matter. Stop stigmatizing the victim and start stigmatizing the perpetrator: whether it is rape, online harassment, wage discrimination or any other unacceptable behavior. As easy as it may sound – don’t be an idiot.

To all the women who are standing up for themselves – keep doing your thing.

Confucius once said: *“To see the right and not to do it is cowardice”*.

Eternal feminist

Text: Fritjof Bengtsson
Photo: Pixabey



ORGANIZATIONAL CULTURE AND RITUALS



Toward the end of the spring semester we might receive more and more invitations to participate in different kinds of social events: a sitting, a graduation ceremony or a just regular get-together with corridor mates.

Why do we feel the urge to create such social happenings and why does it feel natural or in some cases unnatural to participate in them?

For some, social rituals are a “pure activity, without meaning or goal” (Staal) or “like a favoured instance

of a game” (Levi-Strauss) or tools to establish a collective identity (Durkheim). For Catherine Bell - the American religious studies scholar who revolutionized how we think about rituals - it is a “form of social activity” and “a culturally strategic way of acting in the world”. Rituals provide



schemes that enable participants to reinterpret reality while suggesting an “ultimate coherence of a cosmos in which one takes a particular place”.

But how do organizations utilize the influence of rituals among employees? Let’s look at some examples from well-known companies:

1 When making an offer to a new employee “the employee receives a special delivery at home: a cupcake kit in a beautifully designed box“ (Dropbox)

2 “When something goes wrong, managers are trained to ask ‘why?’ five times in order to unearth the root cause” (Toyota)

3 “Every new hire completes an inaugural ‘running of the stairs’ in a nearby stadium as colleagues cheer them on” (Gentle Giant Moving Company).

4 New employees “wear bean-
ie hats in the Google logo
colors with propellers on top
that say Noogler.” (Google)

Although some rituals might look like a set of irrational gestures, it has been argued that they can serve a variety of functions; providing coherence to social events, reinforcing social order, resolving conflicts, transmitting values, beliefs and knowledge, creating a shared identity, attracting members’ external networks, signalling commitment, reducing anxiety, reinforcing specific behaviours, and potentially increasing performance in the workplace.

Text: Benjamin Kallái
Photo: Pixabey & Rawpixel

THE TRUTH: A PARADOX?



Inspector's page Thomas Kalling Inspector

Alternative facts, alternative truths, post-truth, fake news; never before has it been so difficult to be certain about the truth. And never before, many of us argue, has it been so easy to obtain, analyse and interpret data. A paradox! Either way, the enlightened establishment, more than ever, feel an obligation to be careful and rigorous about the truth. Rigor, the idea that statements and accounts are true according to scientific criteria, is probably at a popularity peak in society in general, as there is such an abundance of falsehoods and tales and fables out there. And politicians do not necessarily care either. Nowadays we can talk about “postmodern leaders”, i.e. politicians and others who makes reference to lies to make whatever point they want. And it is not even postmodern in the good old

sense, where the underprivileged and subordinate were supposed to be dealing with the truth presented by upper echelons. This is lying and lunacy, top-down style.

But. Given that we're crystal clear on true/false, and accept that it is infinitely dichotomous, no grey area, we must of course maintain the need to contextualise that truth – by understanding differences in preference and likings and so on. We prefer different and certain things, that's part of the human. So perhaps it does make sense to talk about alternative impressions of the truth.

Jimmy Breslin recently passed away. He was an old-school journalist based in New York City. He is famous for having invented “gravedigger journalism”. As a young reporter he was sent to cover John F. Kennedy's funeral in DC, but realised all media from all over the world were focusing on the obvious: the procession, the participants, the things you could see on telly anyway. Instead he went and got hold of the guy who had actually dug the grave JFK was to be buried in. He wrote a lovely little piece on the context in which the gravedigger had done his job. Clifton Pollard was proud and honoured to get this

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assignment. The column partly shifted focus away from tragedy and helped generate a sense of optimism – and was swiftly mimicked. A new form of journalism was born. Breslin himself wasn't too impressed and claimed he had only added a bit of Dickensian storytelling to the reporting. Later on in the 1980s, Breslin wrote about, among other things, patients with AIDS and managed, by the same methods, to help humanise that disease at a time when it

was highly stigmatised. So Breslin clearly had found a way to tell the truth but from such angles that readers

could develop a new understanding and, even more importantly perhaps, develop sympathy for others.

So, if we pursue THE TRUTH in such a way that we only focus on data, then we've won the battle but lost the war. We should be able to identify the truth AND accept different narratives on the meanings of that truth. To balance dataism with meaning. The obvious backlash to our pursuit is relevance lost and the demise of intellectual public debate – the antidote to idiot governance and stupidity. The task of the reporter has never been more complicated.

Text: Thomas Kalling

Photo: Jennier Annvik



LundaEkonomerna
LUSEM Student Union

DO YOU WANT TO BE SEEN IN LUNDTAN?

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COMMUNICATIONS MANAGER

Måns Claeson

For most of us, our decision to move to Lund has begun as an uncertain relationship with a total stranger. For a lot of people it is the first large step into the grown up world and the fact that you'll have to experience the uncertainty of only having yourself to answer to can be scary.

It is indeed a life changing decision to move to Lund and particularly to be a student at Lund University.

An interesting question however is why such an impressive amount of people chose to begin a relationship with Lund, as their stranger.

Last spring, I made the best decision of life as I sent in my application for the position as Vice President of LundaEkonomerna. I had thought about it for a while, and changed my mind several times but I am so glad that I finally decided to do it.

It has now been a year since I sent in my application, got a nomination from the Nominations Committee and was selected by the General Council. I cannot describe how fast this year has passed by and how much I have learned on so many different levels. I have met amazing people, and eight of them are my best friends today. I have also grown and learned so much about myself as a person. Sometimes I have felt like I just want to lay down on the floor and scream, but most of the time I have felt genuinely happy and satisfied.

So, I want to encourage each and every one of you out

I don't have the exact answer but I believe I know one of the reasons for it, and it is spelled Studentlund.

Lund is truly characterized by its vibrant student life and we know as a fact that this is one of the most important reasons why so many students choose Lund University. It is what distinguishes us from the rest of Sweden.

The indescribable sense of inclusiveness, engagement, room for personal development and the range of various activities is something very unique and precious.

The student life encourages us to be ourselves, that it is okay to be different and that there is a place for everyone. It mitigates the uncertainty and the scariness of for the first time being "on our own". Studentlund is a collaboration and a membership that gives the students access to a social community with endless opportunities, that allows you to both give and take.

I would like to compare the student life to the magical world that opens behind the wardrobe in Narnia. Once you've entered, the first steps are often a bit scary and characterized by uncertainty and curiosity. But once you've acclimatized and formed an understanding, you would do anything in your power to contribute, improve and take part of the precious and unique relationship with the best student city in the world, Lund. We've all fell in love with the stranger Lund, and we've all entered what will be one of the best relationships we've ever had.



VICE PRESIDENT

Louise Söderqvist

there who are considering to apply for a position in board to take this chance and DO IT! It does not matter how much experience you have, or how many committees and projects within LundaEkonomerna that you have been involved in. It is about your personal engagement and how dedicated you are to take on this challenge. So, if you believe you have that you are half way there. And the rest is just up to you.

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