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THE TROUBLE WITH TIMELINES

Everyone loves timelines. They really are an excellent way of communicating a huge amount of chronological data in a neat, comprehensible package. Timelines can tell all sorts of stories, from a history of Roman expansion and decline to the life achievements of George Clooney. But now, thanks to a new feature the Facebook has been rolling out over the last month, a timeline is now able to tell the story of you.

On first glance, the Facebook timeline seemed to be pretty much the bee's knees. With a few clicks I have access to every post ever written on my wall, every major life milestone I've chosen to make Facebook privy to and every photograph I've ever been tagged in. And it's all packaged in a neat, attractive, chronological stream of information. Then I realized something: I'm not the only one who can go back and laugh at those awkward photos from the state high school jazz festival from Freshman year, and I'm not really sure that's a good thing.

Besides shining a light on what I have to admit was a horrendously uncool period of time that my first few years of high school, Facebook's timeline is actually a little bit creepy. It would be a lie to say the I don't see the appeal to the sort of chrono-voyeurism that the systems flaunts, but as always, the thought of someone using this feature to spy on my past is a little unsettling. Do I really need to advertise exactly when I started working at the local supermarket, or on exactly what date I became "friends" with my aunt? I suppose that all of this information was already available to anyone who wanted to bother looking for it (though honestly, who would?) but have it all seemingly paraded around for the amusement of anyone with a passing whimsy just feels a little weird.

Beyond the social implications, there are the inevitable professional ones. Last year Microsoft released a study that shows that roughly 70 percent of potential employers check applicants' Facebook profiles during the job application process. Depending on how thorough a search you were expecting, it was generally pretty simple to clean up your most recent photos and hide any incriminating personal issues from prying eyes. But now, with the entirety of your Facebook history on one incredibly long, incredibly detailed column, digging up some e-dirt on you just got a whole lot easier.

Who knows where the timeline will go from here. It seems pretty complete now, but what other secret data about me does Facebook have hidden in the woodwork, waiting to reveal with the next UI update? Does it matter? We've long known that on the internet, privacy is dead, and all of these changes really just serve to reiterate the same simple rule that's been used by security experts for years: Don't be stupid.

James A. Arn **EDITOR IN CHIEF**

Comes alarm

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TABLE OF CONTENTS 01.13.12 | VOLUME 61 | ISSUE 15



Instructor (right center) and two students begin a long series of intensive calisthenic exercises during the new HvZ class held in the Gordon Field House. photograph by Neal Danis

NEWS

4. News Desk

A rash of tree theft strikes campus.

7. Women's Hockey Coach Suspended After Off-Duty Incident Scott McDonald detained after on-ice brawl.

LEISURE

8. Reviews

Two tight new albums.

9. At Your Leisure Have we killed this joke yet?

11. Puzzles Get your fix. 13. Love at First Brew

Alums' brewing obsession becomes a career.

FEATURES

16. *Information Overload* How much is too much?

20. The Internet and Us: The Jury's Still Out The plusses and minuses of our internet addiction.

SPORTS

22. Curling

RIT's curling teams take to the ice.

VIEWS

26. *Word on the Street*

What is your biggest distraction?

28. *The Tip of the Iceberg* Why an integrated internet is the answer.

29. Too Much of a Good Thing Why an integrated internet is the wrong move.

Getting friendly at the liquor store.

cover illustration by Justyn Iannucci

SUSPECTED ARSONIST CAPTURED

Harry Buckhart, a 24-year-old German national, has been apprehended in connection to a string of vehicle fires in Los Angeles, California. Reports CNN: "Arson investigators counted 52 fires, most starting in parked cars, since Friday morning, but none since the man was detained at 3 a.m. Monday, according to officials."

Law enforcement officials believe Buckhart acted alone in setting the fires — which have caused about \$3 million in damages — but as the investigation is still ongoing, they "will behave as though he did not, until [the LAPD] know for sure," according to Los Angeles Police Department Chief Charlie Beck, reports CNN. No one was injured in the fires.

ISRAELI CREDIT CARD INFORMATION HACKED

Some 15,000 Israelis had their credit card information hacked and posted online by a Saudi hacker group known as Group-XP, according to the Associated Press. The AP reports that the information was "posted on an Israeli sports website and removed shortly after it appeared," and that, "credit card companies said they blocked Internet purchases on the compromised cards and would issue replacement cards soon."

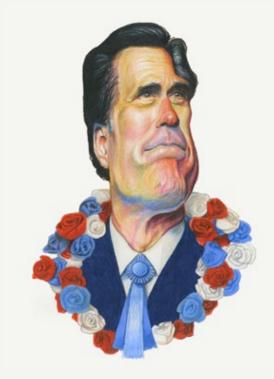
Gadi Aviran, from Israeli cyber intelligence firm Terrogence, Ltd., commented on the rogue hacker group, stating, "The fact that the hackers offered the credit card details for free, and admitted to using the cards in order to expand their activity and cause more damage to Israelis in the future, shows that they were not motivated by criminal intent or greed. This event is less cyber warfare than cyber terrorism."

However, another cyber security expert, Gadi Evron — former head of security for an Israeli government Internet provider — sought to quell Aviran's claim: "Evron said the attack was 'nothing special' technically ... given the millions of credit card numbers stolen online daily," reports the AP.

YOUNGER AMERICANS MAKE NEW YEAR'S RESOLUTIONS

CNN reports that a new Marist poll finds that, "even though 62 [percent] of the overall American population will not make resolutions for 2012, 59 [percent] of Americans younger than 45 planned to do so." According to Lynn Bufka, a psychologist and assistant executive director of the American Psychological Association, "Younger people may be less satisfied with their lives, [and] may have more dreams or goals to accomplish," reports CNN.

Over 1,000 Americans were polled, and about 38 percent reported their intent to make resolutions for 2012. Among the leading resolutions were: losing weight (18 percent), exercising (11 percent) and quitting smoking and saving more money (tied at 9 percent). About 33 percent of Americans "didn't keep their word this past year," but for those looking to follow through this year, "the American Psychological Association breaks down how to stay on the resolution bandwagon in five steps: start small, change behaviors one at a time, talk about it, don't beat yourself up and ask for support," writes CNN's Sarah LeTrent.



MITT ROMNEY WINS IOWA CAUCUS

In a dramatic and protracted finish, former Massachusetts governor Mitt Romney edged out former Pennsylvania senator Rick Santorum by a mere eight votes to win Iowa's "first in the nation" caucus. Santorum and Romney, vying for the Republican party presidential nomination, were locked in a dead heat virtually all night on Tuesday, January 3 — even being separated by one voted toward the end of the night with 99 percent of Iowa's precincts reporting.

Owing to his poor, fifth-place faring in Iowa, Texas governor Rick Perry announced his intent to suspend his campaign, return to Texas and "assess the results of [the] caucus, [and] determine whether there is a path forward for myself in this race." Michele Bachmann has also suspended her campaign in the wake of the caucus results. Meanwhile, candidates Romney, Santorum, Ron Paul, Newt Gingrich, and John Huntsman will move on to the upcoming January caucuses in New Hampshire, South Carolina and Florida.

SEMESTER CALENDAR PROPOSAL UPDATE

At Student Government's last senate meeting of 2011, the recently approved calendar proposal and edit were clarified. According to the modification of the original approved proposal, the 2013 fall semester will consist of 84 total days: 73 class days, five exam days and one reading day. The semester will also have five break days: one day (October 2) to adhere to Labor Day, one day on October 14, and three days (November 27 - 29) for fall break. The original proposal consisted of two break days (October 14 - October 15) and none for Labor Day.

NEW FRESHMAN SENATOR

Following the resignation of former Freshman Senator Shantavia Edwards, SG finalized its search for new candidates. At the meeting, three potential candidates spoke before the senate. Following their presentations, Paul Darragh, a Software Engineering major, was selected for the position.

CRIME WATCH: DEC. 2011 Compiled by Vasia Ivanov

Saturday 3 | Global Village Plaza (GVP, 400). 11:40 p.m.

Unknown person(s) stole a leaf blower, which was left unattended. The case is closed, pending new information or leads.

Tuesday 6 | Carlton Gibson Hall (CGH, 49). 4:45 p.m.

A student reported that his mountain bike was stolen from the Gibson Hall bike rack. At 8:10 p.m., an officer located the bike at the Engineering Hall bike rack. The case is closed.

Wednesday 7 | Frances Baker Hall (BHA, 27). 12:30 a.m.

An intoxicated student possessed a forged driver's license. The case was referred to the Office of Student Conduct.

Saturday 10 | Royal Farnum Lane. 3:47 a.m.

Unknown person(s) stole a pine tree from campus. This happened again at 7:30 a.m. on Reynolds Drive, and yet again four days later. The case is closed, pending new information or leads.

Monday 12 | RIT Boathouse. 1:00 p.m.

Unknown person(s) removed a 12-foot aluminum boat from the boathouse. The case is closed, pending new information or leads.

Tuesday 13 | Wallace Library (WAL, 05). 12:55 p.m.

A non-member pushed a person while standing in line at Java Wallys. The non-member was banned from campus.

Tuesday 13 | Wallace Library (WAL, 05). 1:35 p.m.

An unknown male touched a student innapropriatey. The investigation continues.

No crimes were reported between 12/17 and 12/31.

FRIDAY : ASL Performers: Peter Cook & Keith Wann Panara Theatre Lyndon Raines Johnson Hall (1)

Panara Theatre, Lyndon Baines Johnson Hall (LBJ, 60). 7:30 – 9:15 p.m.

Are you up for a slightly different flavor of stand-up comedy and storytelling than your standard SNL fare? Come see Peter Cook and Keith Wann, two of the most famous ASL entertainers, perform for NTID. Cost: Students: \$5, Public: \$7.

CAB Presents: Last Comic Standing Ingle Auditorium. 10:00 – 11:30 p.m.

RIT is full of amazing comedians, and if you're one of them, then you should come here to prove you're the funniest! Otherwise, come to spectate and have a good laugh or two. Cost: Free.

SUNDAY :

15 Extreme Materials 2
Memorial Art Gallery. 500 University Ave. 11 a.m. - 5 p.m.

What is art made of? Just paint and ink, or something more? This exhibit explores art made from mundane and exotic things, from breakfast cereal to blood. Cost: Students w/ ID: \$5. Adults: \$12.

MONDAY :

Extreme Mammals Exhibition

Come get an exciting look at some of the most odd and fantastic mammals of all time. Cost: Students w/ ID: \$11. Adults: \$12.

Pot Luck Swap Meet

Center for Student Innovation (CSI, 87). 12:00 - 2:00 p.m.

To promote campus-wide sustainability awareness, bring any item of your choice to CSI, then swap it with someone and share as you please! It could be food of some sort, or something as mundane as a hair dryer or your favorite book! Cost: Free.

18 "Perfect Wedding" Geva Theatre Center, 75 Woodbury Blvd. 7:30 p.m.

Come see a hilarious, farcical play about a wedding gone awry! Cost: Varies by seat.

THURSDAY : CAB Thursday Night Cinema and RIT Club Hockey Presents: Slap Shot Ingle Auditorium. 10:30 p.m. - 1:00 a.m.

Presented by the Hockey Club and CAB, this film is a classic and a must-see for anyone interested in the sport! Cost: Free. R

4 News | 01.13.12

EventsAtRIT





Don't let the weather keep you in.

WOMEN'S HOCKEY COACH SUSPENDED AFTER OFF-DUTY INCIDENT

by Chris Zubak-Skees

RIT Women's Hockey Coach Scott McDonald served a one-game suspension before winter break after sheriff's deputies briefly took him into custody for hitting a player in a recreational hockey game, according to a Monroe County Sheriff report.

The incident and related scrutiny represent a hiccup in what has been a soaring career for McDonald, who has coached the women's team to a division-leading record of 13 wins to zero losses so far this season.

At around 11:30 p.m. on December 1, deputies were called to the Thomas Creek Ice Arena in Perinton, NY after a fight started in the closing minutes of a men's recreational C/D League game. Referee Jeffrey Fitzsimmons told deputies that McDonald had been skating closely behind Taylor Scott, a member of the opposing team, who is only four years out of high school hockey. Fitzsimmons said that the two exchanged words, then McDonald grabbed Scott by the back of his jersey, spun him around and punched him in the face.

Scott was injured, but refused medical treatment at the scene.

An examination conducted later found that Scott's jawbone had been fractured and three of his

McDonald reported the incident to RIT, which suspended him from the December 3 women's hockey game against Chatham University, according to a story in the "Democrat and Chronicle" (D&C). He has since returned to coaching.

Athletic Director Lou Spiotti declined to speak to **REPORTER** about the decision the school made, saying in part, "Because it's a personal matter and a personnel matter, I'm not at liberty to comment."

However, he did reference an earlier comment he made to the D&C: "We speak to our athletes about conduct in the community, so if we hold our athletes to a standard, we have to hold our coaches to it, too."

"Anything that is not positive in the community or on the field of competition is concerning," Spiotti continued. "You might use the term 'troubling."

THE ATTACK WAS AN UNPROVOKED "SUCKER PUNCH," SCOTT TOLD DEPUTIES.

teeth had been knocked out.

Fights are rare in the C/D League, where checking isn't permitted and players return to their day jobs the next morning.

"I've been playing for 10 plus years, and I've never seen anything like that in men's league," said Rod Kucera in a brief phone interview last week. Kucera is a player on Scott's team, and witnessed the incident. "I've never seen an assault like that."

After talking to witnesses, deputies approached McDonald in his team's locker room. One of McDonald's knuckles was bleeding, deputies said. The report says he admitted to punching Scott in the face because, McDonald was quoted as saying, Scott was "running around sticking people the whole game and hanging in a five-goal game." That is, hitting people with his stick and skating near the opposing team's side in an attempt to score a breakaway goal.

Deputies took McDonald into custody and led him out of the arena, according to the report. Scott initially declined to press criminal charges, and the sheriff released McDonald. There remains a possibility that Scott could reverse that decision and press charges.

In a brief phone call, McDonald declined to comment. Scott didn't return phone messages seeking comment.

REVIEWS JANUARY 13, 2012



Mystery Skulls - EP EP | Electronic | 16 min.

by Nick Bovee

RATING: DIG IT!

Luis Dubuc is a singer/songwriter whose primary claim to fame is the electronic band, The Secret Handshake. He released four albums under that name, and achieved some well-deserved praise. Unfortunately, his last album strayed too far from his expected genre, and into Motown. While not a failure, the album "Night and Day" did not get the reception he anticipated, and he announced in late 2011 that he had moved on from The Secret Handshake. His next project was named Mystery Skulls, and in December, they released a five song EP online.

Like The Secret Handshake, Mystery Skulls is cross between EDM and pop, and when it's good, it's good. It's bass heavy at points, but can still be intriguing and although the lyrics are nothing special, the high tone they're sung in is a good compliment to the static-laced beats. The backing can be repetitious, but it's changed up often enough that the early songs are still very enjoyable. One song may have snare kicks, another focusing on pulsating music, but they're so different that it's not an issue.

The only problem with the music is that after the opening songs, and especially after repeated listens, it comes across as very uninspired. There's never huge variation in vocals, and more often the vocals blend and are reduced to overused filler lines, like you'd expect out of Michael Jackson. In "Beautiful" and "Brainsick", there's no interesting musical component to balance out the mindless lyrics, and it hurts the composition badly. Beyond the predictable drops, there's nothing more to these two songs than their whiny chorus.

Were this a full album with only 3 notable songs, it could easily be skipped, but for a five song EP, that's much more acceptable. For anyone who enjoys this style of music, it shouldn't be passed up.

For fans of: Daft Punk, Analog Rebellion and Le Knight Club



The Roots - Undun

by Vasia Ivanov

RATING: DIG IT!

Since shocking the world in 2009 by getting a secure job as the house band for "Late Night with Jimmy Fallon," legendary hip-hop band The Roots have released two albums. In 2010, "How I Got Over" surprised their fans with an indie music sound and deep, introspective lyrics. And now, only one year later, The Roots have quietly rolled out "undun," their eleventh, and possibly best, album.

"undun" tells the story of the fictional Redford Stevens, a young African American man who is thrust into the world of drug dealing. The album begins with his death and continues in reverse chronological order, tracing his contemplations and existential crises to its sad, inevitable source. His many memories and metaphors are expressed through the words of a variety of The Roots' affiliated rappers, though all of them pale in comparison to frontman Black Thought. Throughout the album, Black Thought plays masterfully with his flow, delivery and lyrics, proving himself one of hip-hop's greatest MCs.

Indie musician Sufjan Stevens appears at the end of the album to play a rendition of his song "Redford," the character's namesake. The Roots then take over, turning the song into an incredible four movement, instrumental suite, seemingly exploring all of the emotions Redford has experienced in his short life. Instead of condemning the reckless abandon of a "gangsta" lifestyle, The Roots explore the perception of this subculture as hollow, dangerous and destructive, and how it affects a normal man's life. Just like Redford, the album ends tragically short, yet manages to explode with confidence, humility and thoughtfulness – it came out of nowhere, and it shouldn't be forgotten.

For fans of: Talib Kweli, A Tribe Called Quest and Common.

AT YOUR LEISURE BY EVAN WILLIAMS

REPORTER RECOMMENDS

REAL TIME WORLD WAR TWO

"Red Army stopping bloody frontal assaults for now. Building defenses in front of Finnish lines. Ground frozen, trenches dug with dynamite." This message isn't coming from an Allied telegraph in 1940. It's coming from the Twitter page of "WW2 Tweets from 1940," a dual social media concept split between Twitter and Facebook that logs historical events from the second World War, down to the hour.

It takes the current time and date, and finds what kind of major events were taking place 76 years ago. This will then continue for the next 5 years, through the war's end. The updates come from both sides of the war, and from all across the world. It's an interesting connection between two very different generations, one known for their courage and sacrifice, the other known for... well, you know.

Anyway, fight the good fight at http://twitter. com/realtimewwii and http://facebook.com/ pages/Real-Time-World-War-II

QUOTE

"Between two evils, I always pick the one I never tried before."

- Mae West

WORD OF THE WEEK

Obambulate v.

To wander aimlessly.

With the thirty minutes between classes, Jeremiah could think of nothing better to do than obambulate around campus listening to his new walkman.

STREAM OF FACTS

Looking for a sexy, educational and slightly inebriated good time? Head to Portland, Oregon. They've got more strip clubs than any other city in the COUNTRY, the country's largest bookstore, the smallest city park in world and more microbreweries within their city limits than any city in the world.

The **COUNTRY** of Sweden recently recognized the church of Kopimism as a formal religion. The church's principal tenet is based on the undeniable right to internet file-sharing. The church holds CTRL+C and CRTL+V as sacred symbols and they **VIEW** file-sharing as a religious ceremony.

Director Richard Donner had a hard time trying to **VIEW** actor Jet Li while filming "Lethal Weapon 4". The speedy actor was moving so fast during the action scenes that his motion was too quick for the cameras to capture. The **FAMOUS** fighter was asked to slow down.

The FAMOUS Muppet song "The Rainbow Connection" was apparently so beloved by a man in New Zealand that he took a manager of a local radio station hostage in 1996 and demanded to hear the catchy tune; else threatening to detonate a bomb. He was quickly APPREHENDED by police, and his bomb was found to be a fake.

Dr. Horace Wells, the man who pioneered laughing gas, was APPREHENDED in 1848 after throwing sulfuric acid on two prostitutes. He had become addicted to sniffing chloroform, and in a fit of delirium attacked the women. As his mind cleared, he committed suicide in New York's famous Tombs Prison out of guilt for what he had done.

OVERSEEN & OVERHEARD



"I used to like nerdy internet memes, but then I took an arrow to the knee."

- Fed-up former adventurer

"Sobering up is like having a child snatched from the warm embrace of his mother and thrust into the cold, cruel world with no help or shelter. Let us do everything we can to keep that tragedy from transpiring."

- Pontificating partygoer

FIRST WORLD PROBLEMS

I didn't get Madden '12 for Christmas, now I have to use the money I got from Uncle Bucky to go buy it. Man, I hate the redistribution of wealth.

HAIKU

I tend to adjust
My New Year's Resolutions
Based on success rate B

8 Leisure L013172

february 3rd-5th

SAVE THE DATE



freezefest

rochester institute of technology

RAIL JAM • S'MORES LOUNGE • ICE DISCO 3 ON 3 HOCKEY • UNIFICATION CHILI COOK-OFF & DESSERT BAKE-OFF SNOWZILLA TUBING SLIDE • CARRIAGE RIDES GOSPEL FEST • FREEZEFEST 5K & WALK GREEK BONFIRE • SG SUPER BOWL PARTY

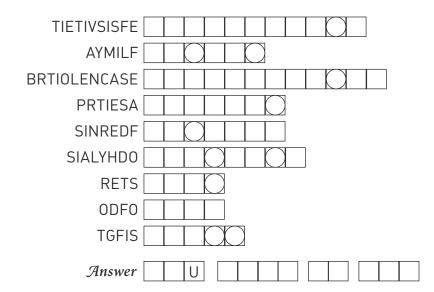
campuslife.rit.edu/freezefest



PUZZLE PAGE

SEARCH

SCRAMBLE





BREWING
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INFORMATION
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LEISURE MEDIA ROOTS SKULLS STUDENT





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LOVE



by Alex Rogala | photographs by Harry Yatkowitz

The taproom is small, but it's cozy. With the exception of a tall metal door, the room's front wall is a large window looking out on South Union Street. Today it's raining, and the tiny droplets run down the storefront. The powder blue wall is lined with artwork. A growler — a 64 oz glass jug of beer — sits on the bar's textured wooden counter. Its label bears the taproom's name: Roc Brewing Co.

The brainchild of RIT alumni Chris Spinelli and Jon Mervine, Roc Brewing Co. opened its doors July 9, 2011. Six months in, the brewery's beers are on tap at 15 local establishments, including Park Point's lovin'cup, and they have gained citywide attention.

THE FIRST BATCH ~

Spinelli, who obtained his Business Administration graduate degree in 2009, and Mervine, a 2007 Economics graduate, met during an undergraduate economics class at RIT. "Eight a.m., [Dr. Michael] Vernarelli's class," Mervine recalls. After spending time in a study group together, the two became friends.

There is a visible rapport between Spinelli and Mervine, and the two seem to play off of each other's personalities. Sporting a handlebar mustache and pair of overalls, Mervine appears more lively and hands-on while Spinelli, who leans against the edge of the bar, seems slightly calmer and more reserved.

In May 2009, the two began hanging out in Spinelli's parents' house while in between jobs. "My mom got tired of looking at us and said 'I'll drive you to Homebrew and Hydroponics, I'll buy you a homebrew kit, and that's what you should do for the weekend," says Spinelli.

At first, brewing was a social affair, something to do with friends. However, a month later, Spinelli and Mervine were brewing multiple times a weekend, producing more beer than they and their friends

could drink. "It became an obsession very quickly," recalls Spinelli. They began researching whether they could turn their passion into a

When discussing names, someone suggested Roc Brewing. "It sounded generic when I said it, but it was one of the first [names] that kept coming back to me," says Mervine. They felt the name evoked feelings of city pride and memories of the long-defunct Rochester Brewery, which closed in 1956. "We're down in the heart of Rochester for a reason," says Spinelli. "We wanted to be part of the city."

During fall 2010, Mervine and Spinelli and began investigating a commercial building at 56 South Union St. as a potential office. In January 2011, they purchased the space and began construction. On July 9 — two years and several delays after their obsession began — Roc Brewing officially opened its doors. Starting with the Gate House, a downtown café, they negotiated permanent places on tap at 10 local restaurants and bars. Currently, 12 other establishments feature their brews on a rotating basis.

"The best part about it is that each and every beer is a personal experience for the person as much as it is for me."



"We go from janitor to selling to cleaning. The coat rack's got - and I've stopped counting - at least three dozen hats."

TAPPING ZEITGEIST

Roc Brewing Co. has a two-person staff: Spinelli and Mervine are it. Occasionally one friend helps out, but she's got a job of her own.

skills, Mervine has built everything from tap handles to the bar itself. "We go from janitor to selling to cleaning," says Mervine. "The coat rack's got — and I've stopped counting — at least three dozen hats."

As brewers, they focus on what Mervine calls "home brewer's zeitgeist," looking to bring the spirit of home brewing to a larger audience. However, they're not playing with kits anymore. The home brewing kits they used had only eight steps, a process that initially led them to believe that brewing was easy. "A year and a half later, [we've] got a lot more at stake and there's no instructions," says Mervine.

Often, Spinelli and Mervine say, it's much different running a brewery than hobbyists would expect. "It's something you need to be calculated and precise about," says Mervine. "It's not like I'm sitting here drinking beers all the time."

Even when they go out socially, the dynamic has changed. "Every time you're at a bar, you're not just sitting at the bar, you're talking to the bar manager, you're wearing your shirt, For the duo, it's a labor of love. Using his woodworking you're trying to get them to buy your beer," says Spinelli.

> For the Spinelli and Mervine, experimentation makes the work interesting. They're interested in diversifying their brews. Just the other week, they tried brewing an oatmeal stout; a roaring success, the batch lasted just a week and a half on tap. "Each step you take, ... you've got to be calculated ... it's like a 'Choose Your Own Adventure' book," states Mervine. "I'm going to turn to page 72 and I'm going to brew this beer."

> For Roc Brewing, the payoff comes as the finished product. Says Mervine, "Every time you go out to a bar or restaurant and they pour you a golden or a red, you're getting something that was made by us in the literal sense and from the existential."

A COMMUNITY AFFAIR

At approximately 4 o'clock on a Monday afternoon, the shop is absolutely empty. Mervine stands behind the counter, sipping a glass of water, while Spinelli casually leans against the other side.

The two consider the shop intimate, not empty. Occasionally, they'll hold events, such as a "No Shave November" mustache unveiling November 31 or an art show featuring local tattoo artist Adam Francey. The rest of the time, the shop may have only several patrons visiting.

gotten to know most of their customers on a more personal level. "We've already established ourselves in the neighborhood," says Mervine, "A lot of the neighbors will pop in maybe once a weekend, once a month." Other customers come in for just happy hours; many bring friends with them the next time. "To have beers that you make and to be talking about them, people love that," says Mervine. "It's not some buxom babe that's got her chest flowing out at the bar."

The connections Spinelli and Mervine have made extend beyond patrons. They're part of an enthusiastic crew of local brewers. They often meet up at bars or breweries sometimes each other's — to collaborate and work out ways to promote local brewing and diversity. "Why should you have ten West Coast IPAs [India Pale Ales] when you've got seven local breweries that can all make an IPA?" Spinelli asks.

While Roc Brewing has firmly established itself in the community, Spinelli and Mervine are still looking forward. Through this atmosphere, Mervine and Spinelli have
In the next year, they hope to begin canning and further expand their distribution. Someday, they hope their brews will be available around New York and other neighboring states. They've got a lot of work, but it's not just a craft, it's a lifestyle. "You have to live it," says Spinelli. "It's the first thing on your mind when you wake up, the last thing when you go to bed, and all in between."

INFORMATION INFORMATION

OVERLOAD



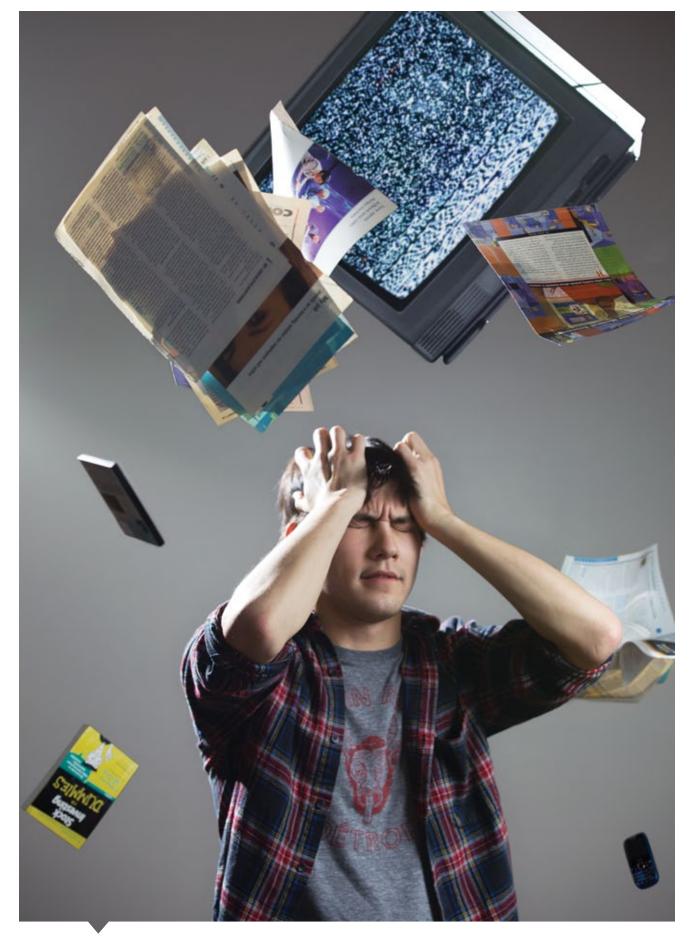
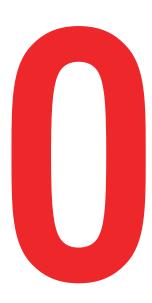


photo illustration by B rett C arlsen



n Friday, May 21, 2010, millions visited the Google home page to discover that it had been infiltrated by white dots and ghosts. Curious, many clicked a button labeled "Insert Coin." The logo went black. The word "ready" appeared in the center of the screen. The classic eight-bit start up music played. Within seconds Pac-Man was eating his way around the Google logo as nostalgia flooded players.

Getting bored or returning to work, players moved on with their day. No harm done — or so they thought. Data collected by employee monitoring and statistic-tracking service RescueTime shows a different story. Typically, Google users a day usually spend 11 seconds on the site's homepage. That Friday, 504.7 million Google users spent approximately 36 seconds more on the page. On an individual scale, the increased time on Google is negligible, but on a worldwide scale RescueTime calculated that Google Pac-Man contributed 4.8 million hours to the average 33.6 million hours of time spent on the page. In the working world, that number translates to \$120 million lost to the distracted mind. It seems Pac-Man was eating more than

just colorful fruit in Google's tribute to the game's 30th anniversary.

Lost productivity is just one symptom of *information overload*, a term first coined in Alvin Toffler's 1970 novel "Future Shock." The term refers to the difficulties of filtering and focusing on the huge volumes of information available at one's fingertips. Ultimately, more information which one must filter through, combined with a growing amount of less reliable user-generated content, leads to less effective processing of information, causing shortened attention spans and altering the way one thinks.

"Our technological powers increase, but the side effects and potential hazards also escalate," – Alvin Toffler.

The concept of information overload has existed for centuries. When the printing press was first invented, people had easier access to books and newspapers, presenting more information than could be communicated in the days of oral learning or hand-copied books. Toffler described information overload as the information age's version of sensory overload, a psychological condition in which one's senses, such as sight or smell, are bombarded and as a result one cannot function or make decisions properly. He hypothesized that information overload had many of the same effects as sensory overload, yet on higher cognitive functions.

Today, information overload continues to worsen due to the constantly increasing amount of user-generated material. More information is not necessarily a negative. Yet, with no certainty that information on the internet is truthful and reliable, people must process more of it, leading them to decrease the amount of attention they give to each source. Shorter attention spans and an addiction to information are some of the most common symptoms of information overload.

According to Dr. Susan Barnes, associate director of RIT's Lab for Social Computing, the internet contributed to information overload in unexpected ways. "What the internet was supposed to do was help information overload by organizing the information so people could find easily what they wanted to read," says Barnes. "But with user generated content ... it's increasing the overload."

"More data [will be] generated in the next four years than in the history of the world." – Adian C. Ott, "The 24-Hour Consumer"

This statistic predicts the increasing amount of information using the sheer amount of data held on the internet. In 2010, there were about 1.2 zettabytes of information available on the internet.

One zettabyte is equal to one billion terabytes. A single terabyte is a common commercially available unit of storage for a computer hard drive, priced at about \$100. In "the 24-Hour Costumer," Ott estimates that in 2020 the entire internet will contain 35 zettabytes of information. While machines can transfer all this data at two million bits per second, a human can only absorb 126 bits per second.

With the sheer volumes of information available at the click of a mouse, filtering and processing information becomes critical to success. Based on raw numbers alone, filtering is no easy task. As of 2010, there were 255 million websites on the internet, 21.4 million of those added that year alone. According to web measuring company Pingdom, 107 trillion emails were sent in 2010. Three billion photos are uploaded to Facebook a month, 35 hours of videos are uploaded to YouTube every minute and 25 billion tweets were sent in 2010.

With these numbers, filtering becomes more a test of endurance than skill. In an ideal world, a person would read through all the sources and compile the necessary data or research. In the days of print media, deep, analytical reading produced the most thorough research. In the information age, skimming has become a crucial skill. While skimming can capture the essence of a source and is in fact necessary when navigating the internet, readers may make mistakes since thoroughness will be compromised for speed when skimming. More mistakes leads to less effective processing of information and ultimately impacts productivity in schools and in the workplace.

The physical symptoms of information overload, the inability to cope brought on by the stress of too much information, have also been shown to directly decrease productivity. According to a survey in the book "Overload!" by Jonathan C. Spira, 94 percent of respondents at some point felt overwhelmed by information to the point of incapacitation. In this state of incapacitation, mistakes are made and productivity lost as employees attempt to deal with the flood of information bursting though the computer. According to Spira, reading and organizing 100 emails can occupy over half a work day. Just as the extra 30 seconds on Google hurt profits, an information meltdown or, more commonly, the extra time it takes to sort information costs the United States 28 billion hours a year, or \$1 trillion in 2010. Hurting more than just productivity, the need to process more in less time is shorting the average attention span across the country.

"The addictive nature of the web can leave you with an attention span of nine seconds, the same as a goldfish." - BBC article

With the amount of unhelpful web sites and emails one has to trudge through to find the material he wants increasing day by day and the amount of minutes in a day staying the same, one must pay less attention to each source to get through all the information. Instead of spending 10 minutes reading a single email, one has to spend one minute on each of 10 emails to get through all the data, shorting one's attention span when surfing the entire internet.

In "Overload!" Spira states that it takes five minutes to recover from a 30 second distraction. The average length of an online video is 2.7 minutes. The average view of a web site is 10 seconds or less, with only 10 percent of views extending beyond two minutes. These statistics, combined with the shortening attention spans nationally are lowering efficiency and forcing people to either multitask or comprise quality.

Children are often taught the advantages of multitasking with regards to time management. However, recent research has proven that multitasking is more detrimental in terms of information processing and quality. When attempting to complete two tasks at the same time, one usually pays less attention to both tasks. Therefore, according to a New York Times article, multitaskers wind up doing mediocre work and confusing information sources. The issues of information overload, attention span and multi-tasking are all interrelated: The increased amount of data causes a shorter attention span which leads people to believe they must multitask to complete work in time.

Perhaps the most prominent Now, wherever one is in the

problem with information overload is that it affects how data is processed and the information people choose to process. A shining example of this is that due to shorter attention spans, people desire the most information they can get to judge another person in as short a period of time as possible. As Barnes explains, in a democratic America, people need to read and write in order to make decisions. In the nineteenth century, politicians would debate for whole days, and people would listen and judge based on personal and political standpoints. Today, people still desire to know enough about a politician to judge him or her, but due to shorter attention spans they desire this information as quickly as possible. The quickest way: a candidate's social and personal life. By filtering all the information on the politician to find only the details on their juicy personal life, Barnes theorizes that information overload and its symptoms change what information people seek.

"Information overload has caused people to lose their ability to manage thoughts and ideas, contemplate, and even reason and think." – Jonathan B. Spira, "Overload! How Too Much Information is Hazardous to Your Organization"

Over the past few decades, technology has soared to new heights as devices continue to get smaller and more powerful. Now, wherever one is in the

world, internet access is as easy as taking out a phone and opening the browser. In an instant one's handset transforms from a communications device to a portal to hundreds of millions of websites, all available with a touch of the finger. Connectivity is no longer a barrier, and now internet speeds on-the-go are approaching what wired access can deliver, and people have noticed. Ott approximates that there are five billion mobile connections and predicts that, at this rate, there would be 50 billion in 2020. He also estimates that people can be connected to the internet up to 12 hours a day, seeing about 34

billion bits of information daily. Instant gratification and, by extension, short attention spans feed the desire to be constantly connected. Just as the need for quick food spurred giant growth in the fast food industry, the need for easy and quick access to information about friends, family, or even any random fact one could want to know has lead companies to expand into information on the go. Similarly to how people become addicted to fast food, people are addicted to the flow of information. According to web analyst Ken Burbary, people on average spend 15 hours and 33 minutes on Facebook a month, 23 minutes per visit. Each day, 200 million people access the site via a mobile device.

Not only does this addiction lower productivity, it forces people to be constantly connected to their job and does not allow them to take any time off for relaxing. The separation of the home and office allows humans to cope, yet business journal McKinsey Quarterly states the merging of the two through the always connected mentality of offices today can lead to depression caused by the limited time removed from the stresses of work and responsibility. It also hurts creativity, which comes from the ability to think freely and not

limited by conditions.

The inevitable increase in information each day does not mean information overload is unavoidable. There are steps you can take to avoid the overload and increase productivity in your life. The simplest advice, offered by Barnes and other experts, is to spend some time away from technology, or at the minimum monitor one's internet usage. Set a time limit when going on the internet, single-task, and focus on quality, not quantity when researching. When dealing with email, check it only twice a day maximum, throw away garbage emails immediately, and set folders for automatic sorting. Lastly, take regular breaks and walk away from machines to give your brain some downtime.

Avoiding information is impossible in the growing digital age. "The information age is marked by a shift from people producing products to working with information," says Barnes. Information has become the number one product in the world, and there is no shortage of it. Yet as statistics climb into the trillions and connectivity becomes an issue of the past, coping with information is becoming a skill necessary for success in the world. In this case the simplest solution is the best solution: Turn off Google Pac-Man and go off the grid: The technology is not going anywhere.

18 Features | 01.13.12





Within ten minutes I can research essentialism on my iPhone, while listening to Kanye West's "Monster," stopping long enough to email a professor about the lecture I missed yesterday - naughty me. With the allpowerful internet, we can be ultra-productive, while enjoying some entertainment to boot and there seems to be no limit to what we can do. But, while we all enjoy these conveniences, what do we do with the downsides? If the net is so empowering, can't it also be a means for personal and collective behavioral decadence? Exploring both the perks and downsides of this amazing resource merits serious attention if we are to better understand our relationship and engagement with the world wide web.

by Nolan Harris Jr | illustration by Zac Retz

The Disadvantages

Anonymity and Disinhibition

Anonymity is the eternal bane

and boon for internet surfers.

Given the internet's impersonal,

computer-mediated nature, there is "a certain amount of [it] built into the system," as Dr. Susan Barnes, associate director of RIT's Lab for Social Computing, points out. The disadvantage of anonymity has come to the fore in recent news stories on online bullying. Although the internet did not produce bullying or harassment, it has afforded the freedom for some to do so online with minor prospects for reproach and little, to no, oversight. It follows that, "[the internet] enables people to behave badly, and to not take responsibility for their actions because they're hidden behind a computer screen," as Barnes reports. The resultant online disinhibition or the vulgar unrestraint people display in online conduct — feeds the misbehavior of online bullies and "trolls" on online discussion boards. According to RIT Psychology professor Dr. Nicholas DiFonzo, this lack of inhibition "makes people more likely to hurt others, but also makes them more likely to be honest if they're trying to come up with a solution."

Catalyst for Addiction

As with anything we humans touch, the potential for addiction to the internet — be it to online gaming, social media, chat rooms, shopping or pornography — is an ever-present threat. Addictions to the internet can develop over time and can result in devastating consequences. In fact, it's happened at RIT: DiFonzo spoke of two honors students in his class who dropped his course and ultimately left RIT owing to their addiction to the online game

"World of Warcraft."

The allure of the internet's busy,

constantly active nature can also be a haven to some, more "socially reticent" individuals. "You realize there's an audience there 24 hours a day, seven days a week," says Barnes. "So people who don't have a lot of friends in real life can get addicted to the fact that, all of a sudden, they now have all of these friends online." Barnes references a working theory in the field of computer-mediated communication, which suggests that when some people become too accustomed to online socialization, they tend to prefer it to physical, face-to-face relationships.

The Eclipse of Physical Communication

A downside to rise of online communication is the decline of physical, face-to-face communication and the social skills required to engage in that interaction. Today, we can Skype with friends from just about anywhere, or comment and like posts they publish on Facebook and other sites. However, online communication, whether through Facebook or via email, "is a very narrow band of communication, as opposed to the richness of face-to-face, verbal-nonverbal [communication]" according to DiFonzo. Thus, the dynamic, tangible elements of an oldfashioned conversation are lost in our online spaces and pose a threat to our want, need and ability to communicate in our physical spaces effectively.

The Benefits

Democratization: Online Advocacy

With the internet being an "instant medium" with pervasive reach, the potential to galvanize people en masse is astounding. We've witnessed this with the

Occupy Wall Street movement and the antecedent revolutions in the Arab Spring. Social networks like Facebook and Twitter were strategically employed by users as part of these movements to communicate, discuss and plan protests around their common

In fact, in early November, Bank of America retreated from a proposed \$5 monthly debit card fee in part because of an online petition started by a 22-year-old student, Molly Katchpole, on the petition site Change.org. More than 306,000 people who opposed the planned surcharge signed her petition — and it is unlikely that her initiative would have been as successful without the mass, almost instant distribution of her appeal via the web. The web definitely helps level an ostensibly uneven playing field.

Social Networking and Online Communities

Of course, the internet's ability to bring us together is without match, and is probably its greatest strength. Just take a look at social media: Today, Facebook alone enjoys about 800 million users — and Twitter has about 200 million. On these sites people connect and share tons of information — Twitter records about 1.6 billion search queries a day.

The web also allows almost anyone to dive in and create sites and communities around their interests with little need for strong financial backing. Third year Information Technology major Samuel Sandoval, founder of DeafTechNews, seized this very opportunity. Inspired by popular tech news site CNET, Sandoval, a deaf student, moved to create a similar site geared toward the Deaf and Hard-of-Hearing community: "I didn't see a lot of deaf people taking up the responsibility of making a website, so I thought that was a good inspiration for me,"

he says.

While his site doesn't hold a large audience yet, Sandoval has been sought out for tech advice and tips: "A lot of people have heard of my site ... they heard about the new iPhone [and] they've approached me to explain to them how to use it." Projects like Sandoval's signify what makes the net so powerful, and he is quick to note it: "I'm able to have a broader audience through the internet, [and] really without [it], I wouldn't have anything."

Personal Relationships

Our personal relationships have benefitted from our engagement online as well — especially with those with who live further away. "The research shows that the internet allows people to maintain their already existing relationships," says DiFonzo. Even for those who have not experienced this personally, the potential for reunions online is also greatly increased when more and more people join social networking sites like Facebook. In this sense, our personal relationships stand a better chance of lasting in spite of different life events and this benefit cannot be glossed over.

Ultimately, the internet ought not to strike us as intrinsically bad or innately good — it's much more than that. It's a medium with seemingly boundless possibilities and some serious drawbacks as well. However, it's only as empowering or debilitating as we users make it. "It's not that the medium is good or bad, it's what people do with it," says Barnes, "It's really the intent — what is [your] intent for going on the internet?" Trying to pigeonhole the web, then, becomes an exercise in futility, because the jury is still out, and whatever the net is to eventually mean and become, is really left to us. R

CURLING

by William Ingals



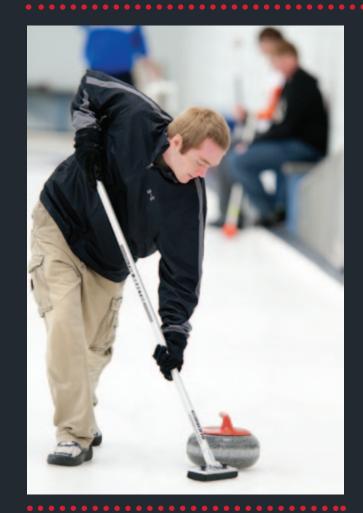
Randy Pikuet, from Rochester, is an alumnus of RIT. Now Pikuet helps run the Rochester Curling Club founded in 1961 when it was at RIT's downtown ice rink. The club moved to its current location in 1965.



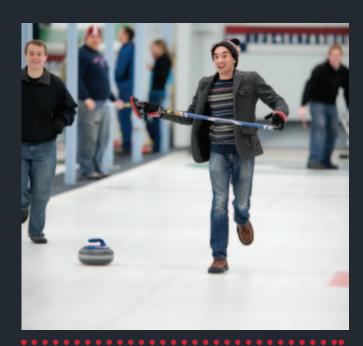
RIT Curling students bring all the stones back to the starting end of the curling lane after their two hour block of curling. Doug Brugler (far right) who took up curling 17 years ago, is the Facility Manager of the Rochester Curling Club.



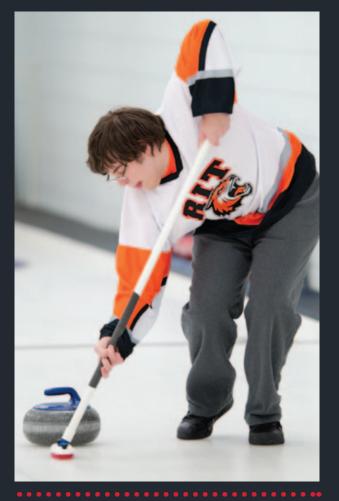
Ross Lancaster, a third year Computer Science student, slides on the ice as he releases the curling stone. Lancaster is enrolled in the Curling Wellness Class held at the Rochester Curling Club.



Sam Milton, a Computer Science graduate student, sweeps in front of the curling stone at the Rochester Curling Club.



Nick Borden, a second year Computer Science student, runs after the curling rock.



Calvin Reedy, a fourth year Information and Security and Forensics student, sweeps in front of the stone. Reedy does this to help the stone reach its target.



Aaron Delahanty, a fifth year Mechanical Engineering student, talks to Randy Pikuet about curling. f R

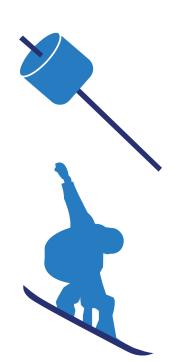
22 Sports | 01.13.12

freeze your face off!



FreezeFest: |frēz|\fest\

noun: RIT's campus-wide, annual winter festival adj: exciting, fire-filled, snowy, frozen, wonderland *see also: the most fun you'll ever have in winter



S'mores Lounge: \'s'mors\ \'laŭnj\

noun: an al fresco retreat where marshmallows are melted between chocolate and graham crackers adj: yummy, gooey, delicious, delectable *see also: sugar high

Rail Jam: |rāl|\'jam\

noun: extreme competition in which humans attempt absurd trickery on skis and snowboards

adj: action-packed, funky pants, jaw-dropping *see also: sign this waiver and no flips please



Unification: | yoōnəfi'kā sh ən |

noun: a talent show-down between RIT's finest cultural organizations adj: patriotic, high-spirited, energetic, celebratory *see also: the best costumes and dance moves of the year







WORD ON THE STREET

by Neal Danis

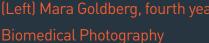


"Cooking while listening to jazz."





"Bothering Dan Jones"



"Tumblr."

WHAT IS YOUR BIGGEST DISTRACTION?



"Taking a long walk in the tunnels with friends and acting crazy."

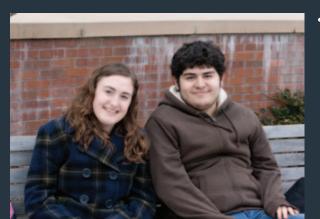
Robert Filipowski, first year Electrical Engineering Technology



"Someone making faces at you while you're presenting.'



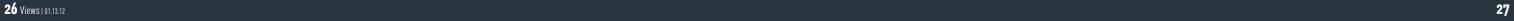
Design



"Watching English Premier League 🗀 Soccer."

"Watching Dr. Who or Dexter."

Information Security R



[O]

Tip of the Iceberg

by Nick Bovee | illustrations by Justyn Iannucci

hese days, the internet is a constant companion to us. Barely a day goes by when we are not in contact with some facet of the internet, be it directly or through some part of internet culture. Many people have internet-enabled phones or tablets that they carry around for the sole purpose of staying in touch with Facebook, Twitter, or other social networking sites. While these social applications and entertainment are all fine enough, it's the farther-reaching political effects that should interect us

Many of these online networks have been absolutely vital to several movements in recent years, notably the revolutions in Iran, Tunisia, and Egypt. Some may argue that the revolutions would have happened regardless of these networks, but it's undeniable that the fast spread of information that these sites allowed was a deciding factor in the organization of protesters. Governments also have a particularly hard time controlling information when anyone in the country can post important details at any time. In the case of the Egypt protests, the government tried to take control of the situation by temporarily shutting down the internet service providers, halting access to Twitter and the like. While that partially worked, much of the international community had already heard of the situation, and the Egyptian government merely brought more scorn upon their heads.

It's in response to situations like these that the UN ruled in mid-2011 that access to the internet is a human right, and for good reason. It's nigh impossible to control and, as proven, is an amazing method of organizing against those in power, like corrupt governments. Now, this doesn't mean that everyone should get internet for free, since it's likely some would choose to interpret it that way. All services cost the provider money, and unless it were to become government-run (which we do not want) the company needs

many
of these
online
networks have been
absolutely
vital to several
movements in
the past years



to make a profit. What it does mean is that everyone gets the opportunity to have internet access at reasonable prices.

This happens to be one of the failings of America's integration of the internet: its accessibility. Without pricey data plans, wireless just isn't as widespread as it should be. While not noticeable here are RIT, America certainly lacks pervasive wireless. Major cities may sometimes have accidental blanket coverage, but it's by no means intentional, and is usually a mess of password protected networks to avoid bandwidth theft.

What needs to be done is the creation of several Metropolitan Area Networks, starting with the major US cities.

This is the same kind of network RIT uses, and could be easily implemented by any of the service providers in any American city; the motivation just isn't there for internet service providers. They earn a fair amount of money on the current network, and don't have to worry about an overhaul to their system. Although some cost may be associated with the installation of these meganetworks, the ISP that does so will easily see massive increases in their customers through the sheer convenience.

Regardless of the issues this system may create, the connectivity that the internet creates has shown itself to be instrumental to the protection of citizens' rights. The spread of information has always been the bane of oppressive governments, and as events in the last few years show, we must protect our interests as free thinking citizens.

The opinions expressed are solely those of the author and do not reflect the views of **REPORTER**.

Too Much of a Good Thing

by Amber Wilson-Daeschleit



"WorldWideWeb" project, beginning in 1960, was the birth of a completely new era. Gone are the days of dictionaries, CDs and letters. Instead, a vast increase in information availability ushered in e-mail, Netflix and search engines. As estimated by Google, the internet is said to contain roughly five million terabytes of data. This is enough to fill more than one billion DVDs. With such a large amount of information transmitted daily, we must consider the consequences: namely, is further integration of the internet into today's society leading to a hindrance in the productivity, learning, and development of the world's youth?

On average, teenagers spend about four hours per week doing homework. Comparatively, they spend thirty one hours online. Youtube, StumbleUpon, AddictingGames, and other such websites are tempting distractions for students and young adults. Between Facebook, Twitter, Google+ and many others, social networking sites have dominated teen internet activity. Seventy three percent of teens and young adults are members of at least one of these websites, with Facebook alone claiming over four hundred million people and ninety

three percent of all college students as active users. While multitasking by doing both homework and surfing the web is extremely common, it is neither productive nor helpful. Studies have shown that the average human attention span has decreased from a range of ten to twenty minutes to a range of five to ten minutes in the last thirty years. The close correlation between the increase in internet usage and availability, and the decrease in the average human attention span is unfortunate, yet predictable.

The Washington Post recently published a survey about internet addictions and the affect that they have on people. It showed that fourteen percent of people found it "hard to stay away from the internet for several days at a time" and eight percent said that they "often relied on the Internet as a way to escape their problems." While true internet addictions are infrequent, they have very serious consequences. Six percent of people

surveyed said that their relationships had suffered because of "excessive internet use." Besides problems in one's personal life, internet and online gaming addictions can affect one's job and well being."[The games] completely engross the player," says Nottingham Trent University psychologist Mark Griffiths. "They are not games that you can play for 20 minutes and stop." In this particular instance he was referring to a young man who suffered heart failure after playing games for fifty hours straight with only short restroom breaks. Before his death, the man had been fired from his job because of the addiction. While the internet as a whole is invaluable, further integration of the internet into today's society can lead to an increase in internet addictions. Dr. Kimberly Young, Director of the Center for Internet Addiction Recovery, says "It's like an eating disorder. You can't eliminate food. You just have to make better choices about what you eat... and what you do online."

The importance and usefulness of the internet is often debated in regards to learning, society, and its impact on the world as a whole. According to my grandfather, a mouse is to be "found in the attic and killed," not used to move a cursor around on a monitor. Many will argue that the internet can lead to laziness, piracy, and conspiracies; however, the free flow of information is not the problem. The world wide web has already been proven as a development that is essential to society. The problem is that the integration of the internet into everyday life may be too much of a good thing.



28 Views | 0.1.3.12

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RINGS

585.672.4840

compiled by Victor Group

Sunday 1:48 p.m. (from text)

Rings, I wish you a happy holiday of your choosing which just so happens to fall within a two week uncertainty period surrounding Christmas. Monday 8:11 p.m. (from text)

What do you call an accessory for sex?

An aSEXory!

Friday 8:38 p.m. (from text)

When the liquor store lady knows you well enough to say "Have a good break, I'll miss you.", is that a bad sign?

Wednesday 7:01 p.m. (from text)

Rings! Someone in New Jersey saw my RIT hoodie and told me they graduated with a **liberal arts**degree in '08! I told them I'd like to chat but I didn't want to hold up their line at the gas station.

Friday 8:48 a.m. (from text)

I woke up at 8 freaking AM for Gracie's tater-tots. **GUESS WHAT THEY DON'T HAVE TODAY?**

Thursday 1:24 p.m. (from text)

To the FMS guy that took my sex doll out of the lounge last night...

GAME ON!

Hey Rings, if Congress
can make pizza into a
vegetable, how about
making bacon into a fruit?
I'd get all my servings then.

Tuesday 10:00 p.m. (from voicemail)

Tuesday 10:55 a.m. (from text)

Do people on the bus

think that because they

have headphones in no

one can see them picking

their nose?

ll calls subject to editing and truncation. Not all calls will be run. **REPORTER** reserves the right to publish all calls in any formai

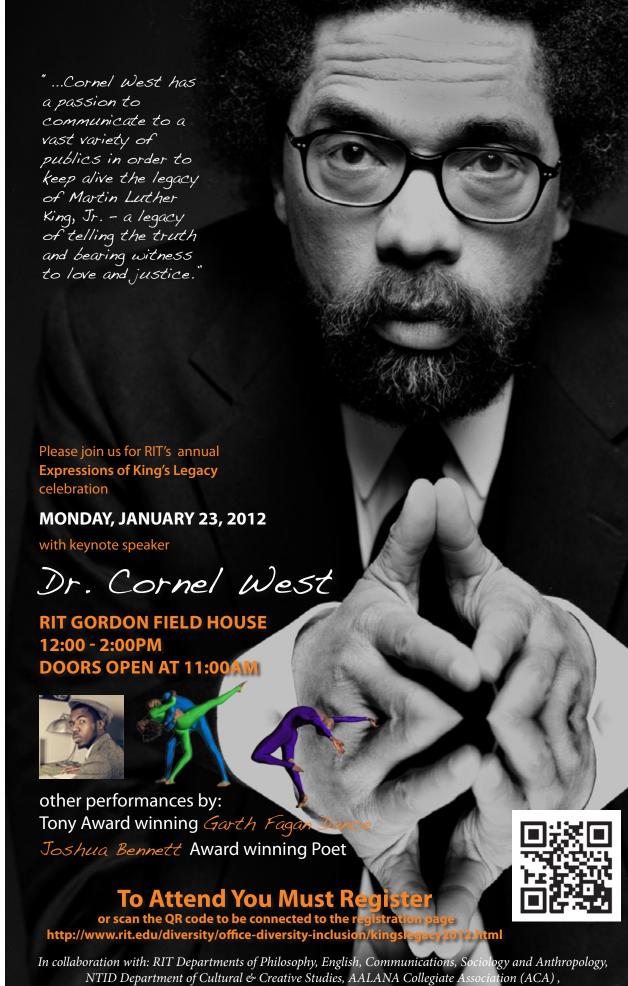
WEEK > S**A**EC z U 5 ОЩ SON STER STER **Z** =



 $R \cdot I \cdot T$

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and the National Technical Institute for the Deaf