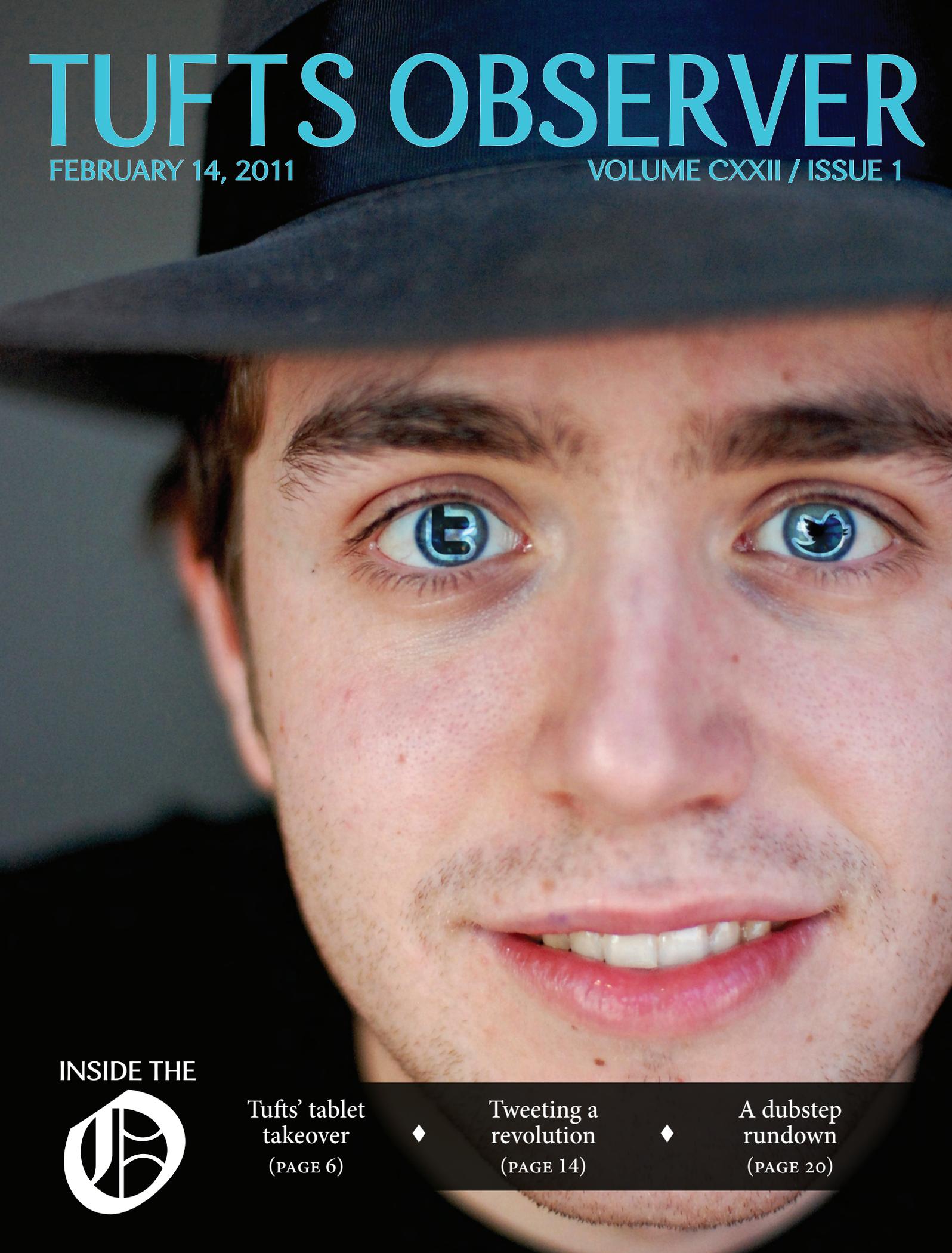


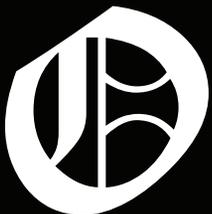
TUFTS OBSERVER

FEBRUARY 14, 2011

VOLUME CXXII / ISSUE 1



INSIDE THE



Tufts' tablet
takeover
(PAGE 6)



Tweeting a
revolution
(PAGE 14)



A dubstep
rundown
(PAGE 20)

FEATURED ARTICLES



2

FEATURE

Tufts University's Social Media Campaign



5

NEWS

Students explore alternative study abroad options



16

OPINIONS

The Internet has revolutionized the modern revolution



19

OPINIONS

Little predictions for the big night



20

OFF CAMPUS

An interview with Nero

The Observer has been Tufts' publication of record since 1895. Our dedication to in-depth reporting, journalistic innovation and honest dialogue has remained intact for over a century. Today, we offer insightful news analysis, cogent and diverse opinion pieces, creative writing and lively reviews of current arts, entertainment, and culture. Through poignant writing and artistic elegance, we aim to entertain, inform, and above all challenge the Tufts community to effect positive change.



EDITORS

EDITOR-IN-CHIEF

Joshua Aschheim

MANAGING EDITOR

Katie Boland

PRODUCTION DIRECTOR

Avery Matera

PRODUCTION DESIGNER

David Schwartz

ART DIRECTOR

Alyce Currier

PHOTOGRAPHY DIRECTOR

Louise Blavet

SECTION EDITORS

Eric Archibald

Micah Hauser

Eliza Mills

Cara Paley

Caitlin Schwartz

Ariana Siegel

Ryan Stolp

Megan Wasson

ASSOCIATE SECTION EDITORS

Anna Burgess

Kyle Carnes

LEAD COPY EDITOR

Isobel Redelmeier

LEAD ARTIST

Ruth Tam

ASSISTANT PRODUCTION DESIGNER

Daniel Weinstein

WEB EDITOR

Charlotte Burger

NEW MEDIA EDITOR

Samantha Carle

BUSINESS MANAGER

Jason Clain

EDITOR EMERITUS

Kathryn Christiansen

CONTENTS

February 14, 2011

Tufts Observer, Since 1895

Volume CXXII, Issue 1

Tufts' Student Magazine

www.TuftsObserver.org

- 2** FEATURE
Building a Brand: What Tufts is Doing Online, *by Molly Mirhashem*
- 5** NEWS
Out of the [Abroad] Box, *by Shayna Schor*
- 6** NEWS
Hooked on Nook: Rekindling Reading, *by Julia Slocum*
- 8** NEWS
Wireless Not-Spot: Why Tufts Campus Can't Connect, *by Anna Burgess*
- 9** OPINIONS
The Weakest Link, *by Kyle Carnes*
- 10** POETRY & PROSE
Black, *by Alexa Sasanow*
- 11** PHOTO INSET OPINIONS
[Exposure] Workshops Summer 2010
- 15** POETRY & PROSE
Full Circle, *by Michael Restiano*
- 16** OPINIONS
Tweet like an #Egyptian, *by Eliza Mills and Ariana Siegel*
- 18** OPINIONS
A Formula for Failure, *by Michael Bendetson*
- 19** OPINIONS
And the Oscar Goes to...Little Predictions for the Big Night, *by Katie Welch*
- 20** ARTS & CULTURE
Album Review: James Blake, *by Micah Hauser*
- 21** SPILT BEANS
The Bathroom Reviewer, *by Alison Lisnow & Daniel Heller*
- 22** OFF CAMPUS
An interview with Nero
- 24** PETEY & CHUCK
Dirtbags, *by Ryan Stolp*
- 24** CAMPUS
Police Blotter, *by Ryan Stolp*

CONTRIBUTORS

Michael Bendetson

Sarah Carpenter

Amy Connors

Senait Debusu

Nicholas Dynan

Chelsea Grayson

Daniel Heller

Elizabeth Herman

Sam James

Natash Jessen-Peterson

Linda Khalil

Elaine Kim

Alison Lisnow

Molly Mirhashem

Erica O'Connors

Michael Restiano

Alexa Sasanow

Shayna Schor

Kahran Singh

Juliana Slocum

Katie Welch

Cover Photo by Elizabeth Herman

Since
1895



@BuildingABrand: What Tufts is Doing Online with Social Media and Why You Care

By Molly Mirhashem |

MacBook



Tufts promotes a brand that directly affects how the general public perceives each and every student of the University. Tufts' reputation will control how we will be perceived by our employers and our coworkers when we graduate. It will determine the type of students who apply to be, and potentially become, our peers. The people who manipulate Tufts' brand have the responsibility to keep that image true to the actual Tufts experience.

Every person, club, company, and school has its own "brand" that it strives to promote. Everything and everyone is perceived a certain way, and the more people latch onto that perception, the harder it can be to shake. Just like that of an individual, the reputation of an organization can determine everything about its success. As an institution where reputation determines everything from funding to potential students, it's essential that Tufts work hard to promote and maintain its brand.

What does someone think when you say you go to Tufts University? Every impression, statistic, memory, or gossip people may know about Tufts defines just how they will view you as a Tufts student. It's the definition that people conjure at the mention of Jumbo - our reputation - that multiple teams of Tufts employees are building on a daily basis.

The Tufts publications website reads, "Over time, strong, consistent graphic components become invested with meaning through association with images and ideas. By following this system, we all contribute to the university's reputation." When a student tells someone they go to Tufts, the University wants to make sure people have a positive reaction. They want to ensure that individuals are intrigued and impressed by Tufts' name.

By far the best way to seamlessly integrate Tufts' image into people's everyday lives is through the internet. "Internet branding" is the newest and greatest way for Tufts to help manipulate

its own representation. Thus, Tufts turn to social media channels.

A group of individuals known as Tufts' Web Communications does just this, running the online social media in the name

of the University, acting as the masterminds behind the Tufts University Facebook page and Twitter account. The photos and videos that decorate Tufts' Facebook page aren't just ornamentation, they're also the results of detailed planning and strategy. Same goes for any of Tufts' tweets, from those about Zombie Apocalypse Weekend to trending topic "snow playlist."

Georgiana Cohen, the manager of Web Content and Strategy for Web Communications, spends a lot of time planning the posts for the Twitter and Facebook accounts in Tufts' name. In addition to her strategizing, Cohen believes strongly in the power of being genuine. "The more honest and engaging you are as an organization or a brand," she said, "The easier it is to have an evolving and open dialogue as needs or priorities change." Tufts isn't in the business of looking like

anything other than what the campus actually is.

Cohen believes social media outlets hold great significance for Tufts. "Twitter and Facebook are dynamic channels and help to extend the reach of the Tufts brand," Cohen said. "Both of these channels allow more people to learn about what's happening at Tufts and engage based on their interests." Cohen said she is always happy to see different student organizations at Tufts creating online groups for their clubs and activities, and getting involved in the online representation of the school.



Tufts has **6 Twitter accounts:**
 @TuftsUniversity, @TuftsAdmissions,
 @TuftsDining, @TuftsPR,
 @TuftsLive, and @TuftsAlumni.

Tufts has **6610 followers** and
 has **2591 tweets.**

Tufts actively uses **flickr, Youtube, LinkedIn,** and various **blogs** to disseminate information.

Get updates via SMS by texting **follow TuftsUniversity** to 40404 in the USA.

You can visit
<http://socialmedia.tufts.edu/>
 to see all of Tufts' social media activity on one site!





To Cohen and the rest of her team, they are simply an extension of what the rest of the University is working towards, not an entirely separate endeavor. “What Tufts wants to share with the online community is fundamentally no different from what we want to share through other channels—we want to engage audiences in the Tufts story,” She stated. “We aim to create successful online communities via social media through effective content and showcase what is interesting and distinctive about Tufts.”

Lisa Gregory, the Associate Director of Marketing and Communications collaborates with Web Communications and Public Relations to find effective ways to reach out to the Tufts community. “Our goal is to generate a brand impression through all Tufts communications so that we can foster relationships and build community,” Gregory said.

“Through a mix of new media and traditional print channels, we tell stories which highlight the unique Tufts experience. We feature cutting-edge research, student life and events which help to create our public image.” Gregory’s department is responsible for marketing strategy as well as print materials, such as viewbooks and brochures, that help enforce the branding of the University.

Gregory emphasized that while there are other, non-internet channels for telegraphing their message, often the internet mediums are the most accessible. “Many have their first Tufts experience through our web and social media channels, so they have to be effective,” she explained.

The most important community that Tufts is concerned with, is the audience of prospective students. As a result of this, Tufts has links to the Facebook and Twitter accounts prominently displayed on the Undergraduate Admissions webpage. One prospective student for the class of 2015, Saira Weinzimmer, said that when she thinks of Tufts, the words “creative,” and “unique,” come to mind, in addition to “competitive” and “fast-paced.” Any Tufts admissions officer would be pleased to hear that, as would the staff of Tufts’ Web Communications and Marketing departments. The more students perceive Tufts in this way, the more applicants the University will receive, giving the admissions officers a more varied selection of students to choose from. This effect could explain the fact that the applicant pool for the class of 2015 has been the largest yet.

Weinzimmer went on to say that she thinks of Tufts as “a great school full of quirky individuals.” Though she doesn’t gather much information from the Twitter and Facebook accounts, she said she spends a lot of time on the Tufts website, “to look at recent research projects Tufts has been doing, as well as to get more of a glimpse of the spirit of the school.”

It wasn’t just the social media that gave her the impression of Tufts she possesses; she also cited the format of the Tufts’ application essays as a giveaway to the uniqueness of the University. “The prompts are designed to allow for creativity and free expression,” she explained. “I think this shows that Tufts strives to recruit and produce students who aren’t just stellar academically, but are also original, innovative thinkers.” Weinzimmer continued, “I believe Tufts recognizes [the] type of person who will make a difference in the world.”

Tufts Marketing professor and CEO of Kaon Interactive, Gavin Finn, had a lot to say about online branding and its benefits for Tufts. “People think [branding] is what someone creates as their own image,” Finn said, “but really it’s how other people think of you. For Tufts, it’s all about what position [the school] wants to occupy in the higher education market, and the experience that creates that image.”

Over the past few years he’s worked at the University, Finn believes Tufts’ image hasn’t changed much, but rather that “access to the image has become more prevalent.” Facebook and Twitter make information about Tufts readily available to anyone online. On top of that, social networks are designed for feedback and interaction, so there’s no mystery about how the internet is responding to Tufts’ brand. When a student “likes,” re-tweets, or comments on one of the University’s posts, that reaction acts as a measure of the media’s success. Finn explained, “You can quantitatively monitor how well it’s working; that’s the good thing

8113 and counting people “like” Tufts on Facebook

Tufts has **6 Facebook accounts** for the alumni office and various graduate schools

Tufts has **other Tufts-related Facebook pages** including, but not limited to, Tufts Admissions, Tufts University LGBT Center, and Tufts Bikes!

about these channels.”

But it’s important to keep in mind that word travels fast—even offline. “Consumers talk to each other outside of the media outlet itself,” Finn pointed out, “It isn’t controlled by Tufts or other audience members, it’s them talking to each other, outside of the control of your message.” Finn believes that this can be a positive force. “If you embrace the openness,” he said, “The audience might recognize that you aren’t trying to monitor what they know.” Ultimately, only so much is under the control of the Tufts staff behind the media channels and how they portray the Tufts brand.

Though he supports Tufts’ use of social media in building its brand, Finn offered a simple piece of advice. “Use methods that are appropriate to your audience, rather than trying to change minds,” he said, “Let them come to their own conclusions. You have to establish the reality first; build the substantive achievement and then use the marketing to show that.”

Molly Mirhashem is a freshman who has not yet declared a major.



BY SHAYNA SCHOR

The journey begins in Dowling Hall. The prospects are endless: A European metropolis? An African village? Language intensive? English speaking? You have 91 days and only one choice... Go.

It is no secret that cultivating a commitment to the global community is among the many hallmarks of a Tufts education. Here in Medford and Somerville, students take full advantage of the resources that allow them international engagement on campus. But the general consensus among upperclassmen is that being abroad is what solidifies that sense of globalism.

While many of Tufts' peer institutions such as Cornell, UPenn and Brown send less than 10% of their student body abroad, Tufts boasts an overwhelming 45-50% of students who have spent at least one semester in another country by the time commencement rolls around, according to Tufts' Study Abroad Office. Altogether, nearly 265,000 American students study abroad annually.

The broad array of cultural and linguistic outlets on campus might make it difficult for students to choose where to spend these few, transformational months. So what is it that draws students to particular destinations? Recent trends suggest that more and more students are straying from the classical route, opting for a less conventional

program during their semester abroad. While Western Europe has served for decades as the most popular host site for US students, cities like Zhejiang, Amman and Legon are starting to challenge their French and British counterparts.

According to a 2010 study conducted by the Institute of International Education (IIE) and the Forum on Education Abroad, the percentage of American college students studying abroad in Asia, the Middle East and Africa is on the rise. Of the 238 campuses surveyed nationwide, 54% cited an increase in travel to China, 49% to other locations in Asia and 41% to the Middle East and North Africa.

International Relations major Hilary Ross, also a junior, is preparing to spend her spring semester in Vietnam. Ross will be based in Ho Chi Minh City with eight other students on an SIT Program for development and social change. She contemplated spending the time in

penner said. The program synced well with Carpenter's Tufts major, a self-designed combination of Global Health and Human Rights.

Aside from the extensive opportunities for fieldwork research, Carpenter spent time educating locals about how to prevent the spread of tropical diseases and helped them take measures to ensure healthier lifestyles.

What is contributing to this development? The sophistication associated with traveling in Europe does not seem to have faded in the past twenty years. What has changed is the importance of globalization in the workforce. More and more students in the US are scouting out more remote and exotic destinations to keep with the pace of today's increasingly global society.

"International experience provides key skills needed by American graduates to succeed in the global workforce," said IIE President and CEO Allan E. Goodman in a statement.

While this offers one explanation for the growing trend, it seems that Tufts students also have another goal in mind: active citizenship. Rather than stepping into the shoes of a tourist, they prefer to don the hat of a native and get their hands dirty.

For many, the Tower Café and library roof are sufficient landmarks. But nearly half of the students at Tufts grow restless in their third year; they hear the sirens of communities around the

world and are itching to respond. Eager to embark on a semester of insight, culture and service, they arm themselves with their Tufts' acquired knowledge and fly, far away from Medford/Somerville. ☺

Out of the [Abroad] Box

France, but decided the European route was not for her.

"[It sounds] cliché, but I think it's important to make an effort to really understand other cultures. Experiential learning is more powerful for me," Ross said.

Tufts junior Sarah Carpenter recently returned from an unconventional semester in Central America where she participated in the OTS/Duke University Global Health program in Costa Rica.

"I got to live in field stations in the middle of the rainforest, spend a week living with indigenous communities, and travel all around Costa Rica and Nicaragua," Car-



PHOTOS COURTESY OF SARAH CARPENTER



hooked on nook: REKINDLING READING

BY JULIANA SLOCUM

As the new semester begins, students purchasing piles of heavy books may have noticed a new option: digital textbooks. Carolyn LaQuaglia, store manager of the Tufts University Bookstore, says that the bookstore has actually offered these high-tech digital versions for the past three years. But as students start to trade their back-breaking backpacks for today's lightweight technological substitutes, Tufts Bookstore's digital books have become more noticeable—and in demand.

Ashley Wood Suarez, a Tufts junior, is one of Tufts' techy undergrads that opted for the e-book option this semester.

"They're cheaper, they're environmentally friendly, and you can carry multiple texts around with you at one time without it weighing down your book bag," said Suarez. "I enjoy being able to hold and highlight a book, but if it cuts down the ridiculous costs of textbooks, especially ones that I know I will never use again, then I'm willing to compromise."

This prominence of digital options coincides with the recent launch of Barnes and Noble's new digital study tool, NOOKstudy, a digital textbook application that computer users download and install in their Macs or PCs. Once downloaded, NOOKstudy lets readers purchase the (often cheaper) digital versions of particular texts.

Unlike other forms of hand-held e-books such as Kindles, NOOKstudy allows readers to read books on the large screens of their very own computers. LaQuaglia explains that Barnes and Noble designed NOOKstudy with input from college students and professors, with the goal of creating a study tool that is both applicable and user-friendly. Rather than straining to

read the small type of PDFs on Blackboard, NOOKstudy users can really interact with their texts and absorb the material at hand. Students have the options to highlight text, take notes, link parts of the text to

in just a single year, and are expected to rise to \$3 billion in 2015. Amazon expects to sell more e-books than paperbacks by the end of 2011, and sales of e-books already exceed those of hardbacks. Amazon

recently launched a new version of its best-selling Kindle e-book, and the new iPad includes many applications for reading books on the phone. Some even speculate that the idea of a tangible book in itself may one day become obsolete.

Teenaged and college-aged readers, generally more accustomed to digital media and the latest technology, are particularly receptive to digital books. Julie Dobrow, Director of the Media and Communications Studies program at Tufts is not surprised by the recent trend toward e-books among today's tech-savvy crowd.

"Historically, your age demographic tends to be among the 'early adopters' of any new technology," she said. "So much of twenty-somethings' time is spent reading from a screen of one sort or another, and this, combined with the possible economy of reading textbooks on Kindles or other e-readers, would certainly make [digital

texts] a viable option."

Suarez also commented on this speculated gravitation toward digital texts, accessible and cheap alternatives to their old-age counterparts.

"The overall trend toward digital books does give users instant access to a variety of works. Eventually, I'm sure it'll surpass physical stores and provide much more material to the consumer like Amazon.com."

177% e-book sale growth in 2010

53% of those who buy e-books say they now read more books than they did before

2.6 average number of books read by e-reader owners in one month

1.9 average number of books read by print-book readers in a month

1.8% decrease in U.S. book sales in 2009

51% of e-book owners read on their device daily

1/10 Americans now own E-books

12% of Americans plan to buy an e-book within 6 months

ELAINE KIM

other Web content, and finally organize all their course notes and materials into a consolidated "library" on their computer.

Barnes and Noble isn't the only organization creating digital book versions and brainstorming innovative ways for buyers to access text. In the past few years sales of digital books have exploded nationwide. Analyst firm Forrester reports that total e-book sales topped \$1 billion in the United States in 2010, an increase of almost 200%



In spite of these speculations and burgeoning trends, sales of e-books at the Tufts bookstore remain small. LaQuaglia says that, while sales of e-books have increased this semester, they haven't seemed to fully take hold among Tufts students yet.

"[While] we may have sold five [digital books] last semester, we are now selling twenty, so it is still a very small portion of our total sales," LaQuaglia said.

Sowhyaren'tmoreTuftsstudentstaking advantage of NOOKstudy and purchasing the less expensive, digital versions of their class textbooks? LaQuaglia believes that part of the reason is that students simply are not aware of all that this new study tool offers. Students less well-versed in digital devices might have the misconception that a digital book makes it much harder for them to take notes and highlight, or they may assume that they'll have to squint to read small online type. But LaQuaglia notes that once students become more aware of NOOKstudy's extensive potential, they might pick up on the trend and gradually convert to digital books. Indeed Forrester statistics report that while only 7% of online consumers read digital books in 2010, these readers now access nearly two-thirds of their books digitally. This

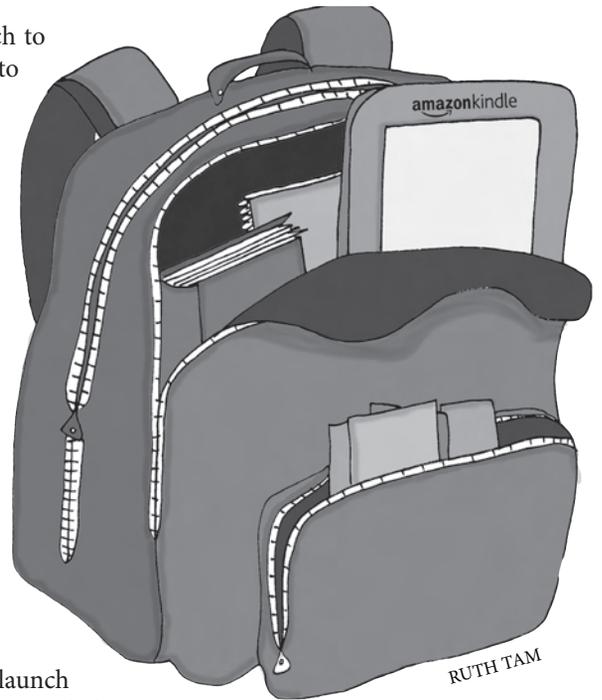
suggests that once readers switch to digital, they won't be returning to good ol' print too fast.

LaQuaglia acknowledges that there are still many adults and students who, unprepared to give up the coziness of curling up with a physical book, simply prefer books in hard copy. Katherine Schimmer, a fifth year Senior at Tufts, agrees.

"The act of actually holding the book and reading the text is more fulfilling and satisfying, and helps me to retain the information better," Schimmer said. "Also, too much time in front of the computer makes me have a headache."

While not quite ready to launch into the trend herself, senior Swati Shah supports Tufts' embrace of today's up-and-coming digital technology.

"I don't like digital books, but I think it's good that the bookstore is offering e-books now because the younger generation will want that," Shah said. "It already seems like the underclassmen use their computers more, so it's only natural that they will use more e-books in the future."



Only time will tell how Tufts students will respond to this new wave of digital technology, infusing bookstores nationwide. E-books certainly have the potential to revolutionize the way that students study and learn. But the question remains: will Tufts students ever truly be ready to give up the physical and go digital? ☺

“ The snow is terrible. I cry myself to sleep every night. I'm from Florida and this is not what I signed up for. It feels like it should be a snow day every day.

— REED SHIMBERG, JUNIOR

Well, I don't really like to shovel. But I live close so I didn't have too much of a problem... On the snow day I stayed home and made soup for my grandchildren, and checked on my neighbors. Students are nice [on a snow day], they have free time and they come by and smile and say hello.

— CONNIE GRASSINI, HOTUNG EMPLOYEE

Tufts Talks:

So, what's with all this snow?

“ The question with calling a snow day is, who is it convenient for? The focus is on people who are already here on campus, but there are other people who have to get here--secretaries, dining hall staff, who live far away and may have to drive. It would be wonderful if there was a policy to allow for people who can't get here to be covered. There's also the question of what gets made safe. Ballou hall was immaculate, cleared completely. But if I'm in a wheelchair or on crutches I can't get around; snow gets cleared onto handicapped ramps. It's a question of priority.

— JEAN WU, AMERICAN STUDIES PROFESSOR



WIRELESS NOT-SPOT

Why Tufts Can't Connect

BY ANNA BURGESS

As high school students pursue their college searches these days, they often turn to online message boards, where current university students can provide valuable insider answers to their questions. So what is one of the most pressing insider issues that these prospective students ask about on websites like "College Confidential"? None other than the intense and ongoing debate about wireless Internet access—or lack thereof.

Until recently, a lack of Wi-Fi would not be a problem at all for either current or prospective students. But then again, only recently have classrooms filled with the sound of clicking laptop keys, and only recently have students begun to rely on the Internet for assignments and information from professors. Times have changed. For the past 10 years, Tufts has kept up with this change and had a wireless network. The only problem is, the network is not campus-wide. Currently, some larger residence halls with no or only partial wireless include Miller, Hodgdon, Lewis, Richardson, South, and Tilton Halls. While almost all of the academic buildings on campus have wireless Internet access, getting a dorm with Wi-Fi is really luck of the draw. According to the plans of Tufts University Information Technology (UIT), more and more buildings are gradually getting wireless Internet. UIT representative Dawn Irish explained the process.

"Over time, wireless coverage will be extended to additional areas, in conjunction with our overall network planning efforts and in coordination with each of the School's academic plans," Irish said.

According to Irish, Tufts got official funding for network maintenance that includes wireless installation two years ago, after submitting a three-year plan. By the end of fiscal year 2013, Tufts is expected to

have campus-wide wireless Internet access on all three of its campuses.

Before 2009, the University was gradually bringing Wi-Fi to its campuses, but there was no official service, Irish said. It has taken some time to get this official wireless service introduced to campus service for a couple of reasons. First of all, Tufts is an older university and thus many of the buildings are also old and sturdy. Tufts bricks are built to withstand the weathering of hundreds of years, so when it comes to creating wireless access points, our buildings are not exactly ideal. Whereas a newer building or maybe a family residence might need only one wireless access point, Tufts buildings need more access points due to the thickness of their walls. Therefore it has taken substantial amounts of time and money to install the wireless system that exists at Tufts today.

Another reason for the slow spread of wireless across Tufts campuses seems to be behind everything these days: the economic recession. When the recession hit, Tufts President Larry Bacow took it upon himself to explain that the university's priority was not getting campus-wide Wi-Fi. Funding for other areas was more important during a time of economic strain for the whole nation, he told Tufts audiences.

Soon after, however, the formal network maintenance plan was proposed.

Since then Tufts has been working hard to become completely wireless. Students have been pushing for Wi-Fi in all buildings on campus, especially dorms. Tufts Community Union (TCU) President Sam Wallis has been determined in his campaign to get wireless Internet access for all Tufts students, and according to Irish, TCU has been integral in advocating for Wi-Fi over the past few years.

In addition to TCU, some faculty members have also been extremely supportive of wireless Internet. While some see wireless Internet in the classroom as a potential distraction for students, many faculty members at Tufts have enthusiastically incorporated wireless Internet techniques into their teachings.

Overall, the university is determined to follow through on their three-year plan, convinced that making Tufts an all-wireless campus will be a positive development.

"We felt," Irish explains, "as [Tufts is] a research university, wireless was something to invest in," said Irish. "It's great for students working together on projects, researchers... staff are thrilled because it gives them more mobility."

At the very least, once Tufts is wireless, message boards will be able to discuss something other than Internet at Tufts. This alone seems like a goal worth working towards. ☺



RYAN SHOLT



The Weakest Link

BY KYLE CARNES

After two years of the big bad “Great Recession,” jobs may finally be resurfacing. Still, highly rewarding and well paying employment remains a specter of a better time. As such, it has become increasingly important to strengthen resués and to create and foster connections that will allow for a smooth transition from Tufts University

to one of those limited job opportunities.

As many recent graduates and soon-to-graduate seniors have been discovering, however, good opportunities do not seem to appear right away. Were we wrong to expect that graduating from an esteemed institution would help us land worthwhile jobs after graduation?

After some investigation into our Career Services website, it appears there are plenty of ways for a persistent student to connect with alumni, find internships, and discover job options. At first glance, these resources seem adequate, but a closer look reveals that the success and quality of this service is questionable. To be clear, this is not intended to be an attack on Career Services or its well-meaning and compassionate staff. I only hope to point out that the networking and connecting that is integral in pursuing a post-graduate employment may not originate at Career Services.

To provide an example of the networking that should be going on in Tufts’ Career Services offices, we can look at our own Greek system. Regardless of personal biases or preferences in terms of the Greek

scene, a fraternity or sorority is a perfect place to make contacts, generate interest in personal success, and secure references, interviews, and internships: all treasured advantages in a job hunt. What Tufts Career Services is lacking are relationships between two mutually interested parties—an alumnus wanting to see a fellow Jumbo reap success similar to their own.

What has happened at Tufts over the years to cause such difficulty in reaching out to alumni? Look at a school spirit powerhouse like Texas A&M, where an alumni ring signifies automatic kinship, and many times results in an incredibly beneficial bond, be it a job opportunity or the chance to network with important contacts. It should be the right of every smart, ambitious, and determined Tufts student to receive these advantageous alumni relations. Greek life participants should not be the only ones with a helping hand or a leg up.

So what is Career Services doing to alienate alumni? The problem is more inherently institutional, with Tufts itself misdirecting its efforts by focusing largely on international and philanthropic marketing. While this is, admittedly a noble undertaking, by doing so Tufts undermines its ability to create a strong association amongst its students. If every student is focusing efforts elsewhere, off campus, how can they create lasting connections among themselves here on the hill? These concepts should not be mutually exclusive; Tufts can simultaneously encourage its students to be “global citizens” and foster a close-knit Jumbo family. If we build upon the positive shared experiences that characterize our time at Tufts and inspire students to care about their fellow Jumbos, a family will be born. Career Services has the unfortunate job of trying to draw in alumni who, compared to recent graduates at more campus-focused

institutions, are less interested in their fellow Jumbos.

Career Services cannot operate as successfully in their mission at Tufts as it does at schools with better alumni relations, no matter how well meaning the staff is. There is truth behind the saying, “It’s not what you know, it’s who you know.” This is especially applicable for those seeking employment right out of college. Career Services and Tufts University as a whole should take a lesson from the Greek playbook on this one and move to aggressively redefine post-graduate interactions by fostering a closer bond between all Tufts students. Furthermore, Career Services should be engaging graduating seniors and encouraging them to stay connected to the university. One way to increase involvement post-graduation could be an intra-university networking campaign that matches upperclassmen with underclassmen that have similar professional interests. If students can cultivate these relationships while they’re here at Tufts, they’ll be more likely to lend a helping hand when they’ve settled into their career. Career Services should be the precursor to the Alumni Relations Office by engaging students before they ever leave campus.

It is time for current students to realize that at the moment, it may not be possible to rely on, either Career Services or Tufts alumni for jobs and internships. We have a unique opportunity to be among the first to both forge our own path, and to turn back and extend a hand to those Jumbos who are looking for real guidance, beyond an online database. ☺

RUTH TAM



BLACK

By Alexa Sasanow

She isn't there when he wakes up. Damon growls, moans, yawns loudly, king of the pride. Damon listens, waiting for her to tell him to shut up, or for her giggle. There is no sound in the loft.

Damon reaches blindly on the floor, finds a pack of matches from the diner around the corner and a cigarette that's falling apart. He uses the end of a match to pack the tobacco back in, strikes, lights, inhales, extinguishes and breathes out. He puts a hand under his mane, streaked black and white and grey.

This is not the life he imagined for himself, mostly because he never stopped moving long enough to imagine a life. He was more interested in the way words looked on a page, the taste of them as he hurled them from behind his teeth into a crowd. Everything else had happened because of the words. Some schmuck had heard him reading at a bar and had given him a deal. He wrote a book. People liked it. Then came the transcontinental flights and commitments, the transcontinental flights and the hangovers. There had been words in between.

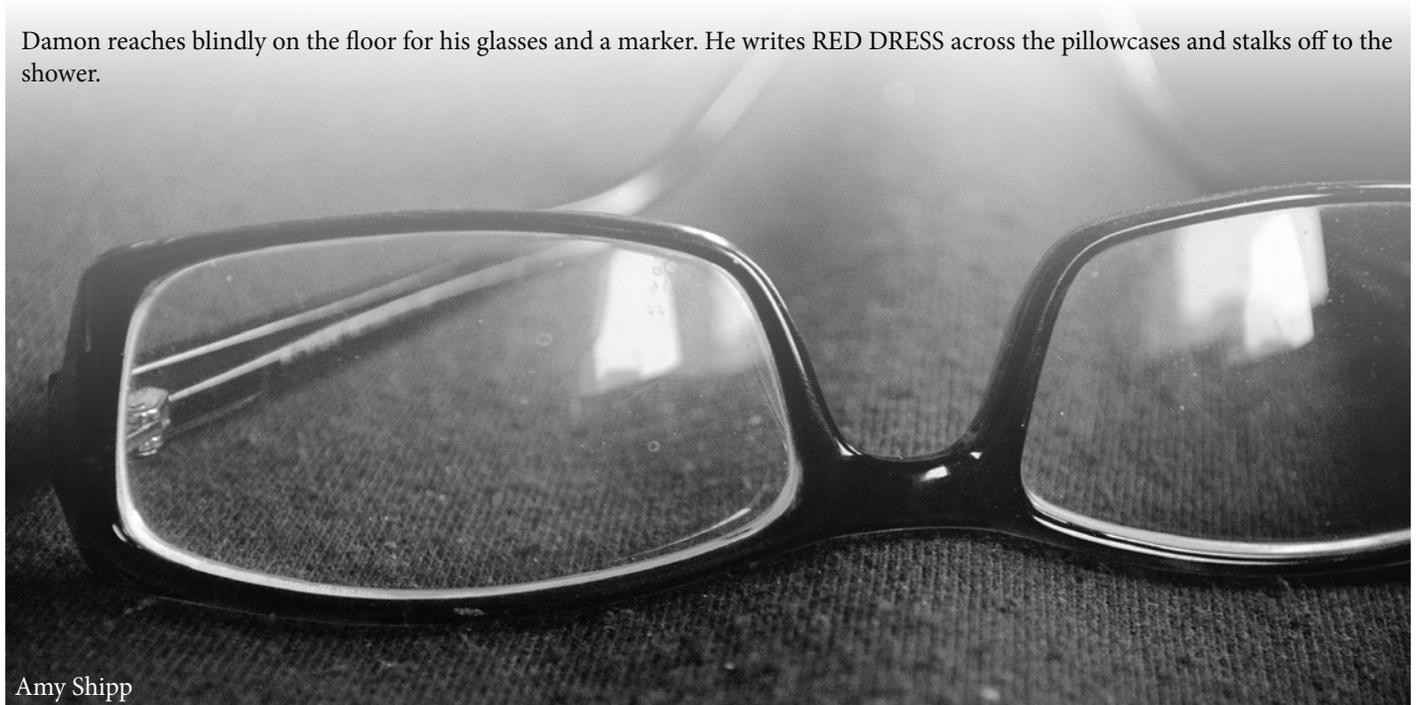
They made a movie of his third novel, starring his fourth wife. Oprah thought he was a trip. The girls were plentiful. They never aged.

The newest one had started out well enough. She'd seen Damon across a crowded gallery, she'd sauntered over, she'd quoted his first novel, told him she'd loved him since high school. With her eyes slit and her lacquered index finger in her cleavage, she'd told him she, too, wanted to be a writer, and would he think about reading her manuscript some time?

Lying in bed, he traces her outline on his own chest, patches of him that she warmed with her smoothness, her firmness, her unfinishedness. He closes his eyes, thinks about what she'll wear tonight on his arm. She looks good in red, almost too good, but never wears it. She wears a lot of black. Words on a page are black. All these girls, they always wear black, because they think it'll make them profound. She was wearing black when they met in the gallery. She wore black last night, satin and lace as she writhed in his arms. She'll wear black when she moves in. She'll be wearing black when she leaves, but that won't be for another few months, he supposes.

Gazelles are beautiful, but too easy to catch. He sighs.

Damon reaches blindly on the floor for his glasses and a marker. He writes RED DRESS across the pillowcases and stalks off to the shower.



Amy Shipp

Summer 2010

Mentors: Gary Knight & Mort Rosenblum

Participants: Louise Blavet, Amy Conners, Senait Debesu, Chelsea Grayson, Elizabeth Herman, Sam James & Kahran Singh

in HUE, Vietnam

Our goal was to capture a glimpse of contemporary life in this country halfway around the world. What we found is that Vietnam is complex in a very interesting way. Lives intersect with religion, politics, environment and tradition to create stories just waiting to be told. We took the time to listen. After that, it was just a matter of capturing those narratives with our cameras.

AMY CONNERS



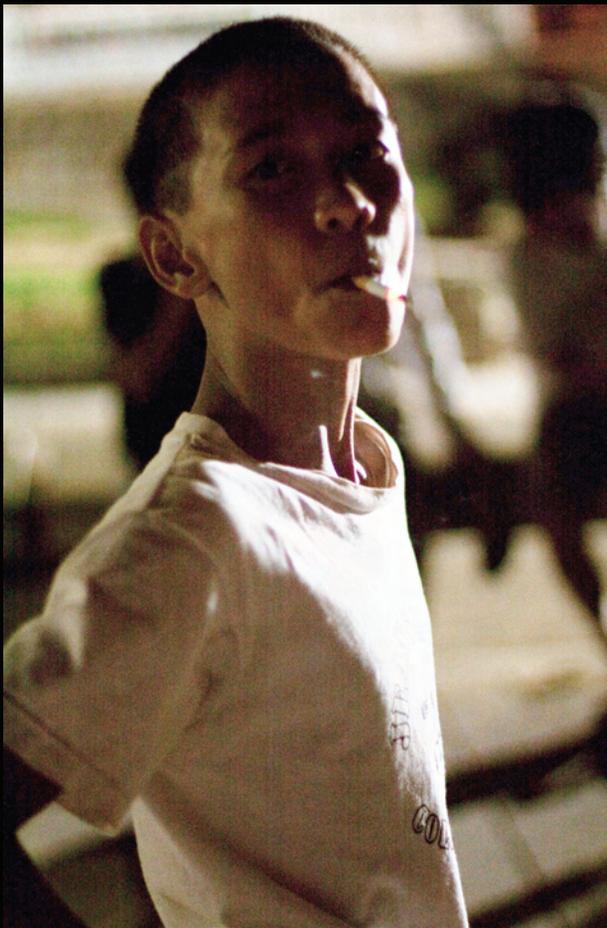
Sam James On the outskirts of Hue, Vietnam, spectators of different generations watch a customary boat race.



Chelsea Grayson Market in the Japanese Village



(top) Kabran Singh These three cousins are two days away from completing this fishing boat. Due to the collapse of traditional industries in An Bang, it is the only boat under construction in the village.



(left) Amy Connors A boy smokes a cigarette in a park alongside the Perfume River in Hue, July 2010.



Senait Debesu A man in the town of Bao Vinh makes his way to a cafe one morning.

in HOUSTON,
Texas

Mentors: Sara Terry & Jeff Jacobson

Participants: Erin Baldassari,
Senait Debesu, Nick Dynan,
Hillary Fens, Chelsea Grayson,
Elizabeth Herman, Linda Khalil
& Eirika O'Conor



Erika O'Coner - Renowned Professor of Forensics Dr. Thomas F. Freeman reflects on his sixty years as debate coach at Texas Southern University, founded as a "separate but equal" school for blacks who were not allowed to attend the University of Texas until desegregation in the 1960's.



Nick Dynan Ellie, Olivia, and Anne Barnes pray before heading to bed.



Chelsea Grayson Housing Projects in the Third Ward of Houston.



Elizabeth Herman An influx of new, affluent residents following the shiny, freshly developed plots has turned the Third Ward into a patchwork, with spotless properties bookended by well-lived and well-lived-in family homes.

In this workshop we were dealing specifically with the aftermath of slavery, the civil war, and the civil rights movement in the Third Ward of Houston, a historically black community. The biggest challenge was pursuing stories that had clear overtones of racial tension and conflict. Fortunately, by the end of our two weeks in Houston we were able to capture stories that showed all aspects of the culture and experience of this community, and bridge the gap that often exists between the social issue and the narration of it, especially when dealing with race in America.

[CHELSEA GRAYSON]



Amy Connors

[EXPOSURE] photojournalism, documentary studies and human rights program meets every Wednesday at 10 p.m. in Eaton 206



FULL CIRCLE

By Michael Restiano

You told me that what goes around,
Always comes around
Always.
No matter what.
And when I told you that you were wrong,
You laughed and
Told me I'd understand someday.
Eighteen years later here we are,
Both a little older,
And both a little wiser.
Like two kites we drifted:
We let the wind take us
Wherever it liked.
And I figured I'd never get
Tangled up in you ever again.
But I was wrong and you were right.
I came back to you in the end,
Just like some piece of bad karma,
I came around full circle.
You have a gravity I can't seem to break,
Just another moon stuck in your orbit.

Amy Connors



Tweet Like An #Egyptian

BY ELIZA MILLS & ARIANA SIEGEL

In recent weeks, people all over the world have had their eyes on Egypt, watching as protesters demonstrate relentlessly, fighting for a democratic voice. Egypt is not the first country in its region to experience a modern revolution: In June 2009, the Iranian people raised their internet voices in a cry for revolution. Despite government attempts to suppress internet usage, tech-savvy protesters found ways to overcome government blocks and called for reform in 140 characters or less. Social media sites were deemed so crucial in its organization that analysts have dubbed it “The Twitter Revolution.”

A year and a half later, Tunisia took to the Twitter feeds and started a revolution of its own. After 23 years of corrupt rule, President Ben Ali’s Achilles’ Heel proved to be his underestimation of social networking. Five years ago, before the appearance of Twitter, many people may not have known where to gather in protest. Seven years ago, before the invention of Facebook, many people may not have known that there was a gathering.

As we bear witness to the speed with which revolutions are sweeping across the Middle East, it has become clear that the internet has the ability to spread revolutionary sentiment from one country to another. Not only did social networking sites help to rally Tunisia’s citizens to the cause; pride in the first populist uprising to overthrow an Arab leader quickly spread throughout the region. Tunisian flags began popping up in the profile pictures of Egyptian Facebook users; status updates came to reflect the revolutionary spirit. One status read, “The Tunisian

people wanted life and destiny responded-- Egyptian people want life...” As momentum for rebellion grew, so did the traffic on Facebook and Twitter feeds calling for action. Osama Scholes, a twenty-year-old student at the University of Alexandria, said that Facebook groups brought people to the streets.

“We knew to protest because of Facebook,” Scholes said. “The Facebook groups said Friday is the ‘Day of Anger,’ and everyone must come out.

Recent political revolutions have demonstrated how multifaceted and important technology is in implementing change in modern society. Our world is constantly transforming, and technology is keeping an even pace. Technology proved to be crucial in Haiti last year; Twitter worked with people on the ground to optimize the use of GPS and help people locate their friends and family. Today’s media and networking resources facilitate change with unprecedented speed and agility. Now, as revolution sweeps the Middle East, the world has an up close look at the reality of modern revolt—it’s on our computer screens, smart phones and Twitter feeds, updating at warp speed. Protests and rallies of our parents’ generation incorporated none of these tools. We may still have nightly broadcasts and iconic photos in the newspaper, but today’s media is a completely different animal.

Through online news aggregators and social networking platforms like Twitter, tumblr, and Facebook, anyone can stream news, all day, everyday. New photos come in continuously; videos crop up all over the web, and tweets and status updates spread like wildfire. Not only can we access infor-

mation instantly and constantly, we can sort it, categorize it, prioritize it, and pass it on, all with the click of a mouse. Vital information can be made available in the moment and on multiple different platforms. Thus, the new media revolution has had an incredible impact on *actual* social revolution. It seems natural that each would transform the other.

One key aspect in this change is the ease and speed with which the Internet draws international attention to an issue. Within hours of initiation of Iranian, Tunisian and Egyptian protests, people all over the world were plugged into events. International support and aid can be solicited at a moment’s notice, giving international relations an even larger role in domestic crises. Here at Tufts, half a world away, many students have kept a close eye on the events as they unfold. The New Initiative of Middle East Peace and the Tufts Collaborative on Africa co-hosted a dialogue about the protests during which students offered opinions and predictions informed by the most detailed reports directly from the source. Before the popularization of the internet and social networking, we could never have known so much so quickly. Ironically, those who follow the news closely from afar may know even more than those physically in the midst of the mayhem.

So, what happens when a revolution (one heightened and aided by social media) has its wires cut? In Tunisia and Egypt, critical information was spread via social networking sites. Despite the fact that Twitter is banned in Egypt, the site managed to collect and distribute information quickly and effectively. Facebook and other online resources became tools for revolutionaries; finding safe

JANUARY 25



Egyptians take to the streets in large numbers on the “Day of Rage”. Protest organizers utilize social media outlets like Facebook and Twitter.

JANUARY 26



Demonstrations turn violent; a protester and a police officer are killed in central Cairo, protesters are arrested en masse, teargas is fired into the crowds.

JANUARY 27



Facebook, Twitter and Blackberry Messenger services are disrupted. Three out of Egypt’s four internet providers disconnect service.



and fast methods to inform people of intended courses of action was a job made easier by the Internet.

The undisputed importance of these sites has become clear to all—even the oppressors. The Mubarak administration's immediate decision to shut down the Internet betrays its fear of the web's influence. Cut off the networking and you cut off the breath of the movement, they assumed. First, three of the country's four Internet providers were shut off, affecting 93% of the population. Noor, coincidentally the provider responsible for keeping Egypt's stock market online, was viable for just a little while longer than the rest before the entire nation's online access came to a halt.

Could a modern revolution survive without modern amenities? People all over the world held their breath and hit refresh while they waited and speculated about what would happen next. Meanwhile, Google and Twitter frantically collaborated to create Speak2Tweet, a service which allows people to call an international phone number and verbalize their tweet instead of using a computer—whatever they say is published to @Speak2Tweet and hash tagged #egypt. Yet with the loss of landline phone usage, even this arrangement was difficult to manage.

But the protestors hardly seemed to notice. People continued to flood Cairo's Tahrir square in droves; it seems that word has a way of spreading, even when you can't retweet it.

Scholes noted that in Alexandria, once the internet was shut down people began texting and calling one another. When cell phone service ended, they simply went out on the streets to see for themselves what was happening. Egyptians without Internet access or even the ability to make phone calls still managed to stage a "Million-Man March" that brought, according to Reuters, "more than a million" to the streets of



Cairo, and thousands more in cities all over Egypt.

From January 28 to February 2, internet and phone service in Egypt was either limited or nonexistent, but these five crucial days proved that even without instant access and modern communication technology, revolutionary spirit can survive. At their core, recent revolutions bear many similarities to those of the past. People who wish to instigate change will do so by any means necessary, and when the word is important enough, word travels fast. In a February 1st interview for the documentary *Zero Silence*, a young protester calling for reform and legitimate democracy says, "This is not a just a Facebook revolution." Indeed, powerful revolutions are not merely spontaneous expressions of dissent collectivized through Facebook. True revolutions are motivated by extended periods of widespread discontent, an organized and well-informed party of revolutionary leaders with access to a mass, grassroots base, and an intense, focused force of willpower.

According to the Atlantic, "Successful revolutions are tipping points, which mark

the point when the power of capable citizens frustrated with their governments exceeds the will and physical might of a government intent on power... Technology can accelerate a revolution once it begins, but it can't feed or educate an enfeebled population to the point of rebellion."

The Internet may feed the flames of revolution, but it does not cause the spark. That's why the absence of Internet can't put out the fire. The driving force behind revolution is manpower, which is easy to forget when we're looking at the world on the screens of our laptops. Tunisia and Egypt are taking steps toward reform, and the energy of revolution is spreading, both organically and virtually. Keep your eyes on that screen, because global transformation has found its place in the media (and vice versa). Americans and Europeans aren't the only ones watching events unfold on their computers; revolution has been inspiring, and already, Syria and Jordan have begun to network for change. It's true that the Internet cannot ignite revolution, but it has certainly changed the nature of the flame. ☺

JANUARY 28



93% of Egyptians have no internet access. The Noor Group, the internet provider responsible for keeping the Egyptian Stock Exchange online, is unaffected.

FEBRUARY 1



Hosni Mubarak announces that he will not run for re-election, but refuses to step down from office. The last of Egypt's main Internet service providers, the Noor Group, has gone dark.

FEBRUARY 2

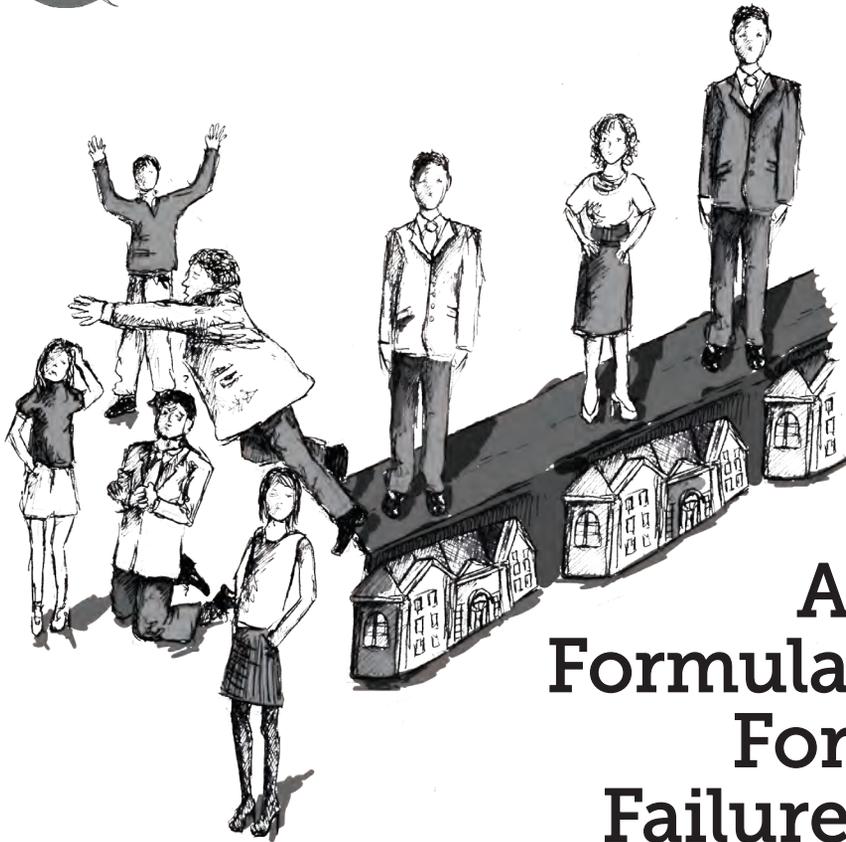


"Million Man March" in Tahrir Square draws hundreds of thousands of protesters despite lack of internet.

RUTH TAM



NATASHA JESSEN-PETERSEN



A Formula For Failure

BY MICHAEL BENDETSON

While there has been much debate over proposed stimulus plans for our lethargic economy, little attention has been given to determining what exactly we are trying to stimulate. The Great Recession has exposed a major flaw in the American economy beyond risky derivatives and Hoover-esque regulations. This crisis has exposed an incentive structure for our intellectual elite, encouraging many of them to seek success at the expense of our society instead of through benefiting it. As China and India continue to funnel their college graduates into science, engineering, and other fields that set the pace for 21st century economic growth, America has opted for a formula based on investment bankers and lawyers that has already proven flawed.

Although the legal profession is often the butt of endless jokes, underlying this sentiment is a general, albeit reluctant, feeling that lawyers are necessary for society to function. This belief is even more pertinent today, as we fight to protect precious civil liberties during wartime and to guard our privacy from technological advancements. Investment banking is also a valuable asset to any free market economy, providing necessary capital for business growth. Yet as Mark Twain so eloquently observed, with the exception of good whiskey, too much of anything is bad.

Law certainly does not need a bailout. The American Bar Association notes that at the end of last year there were around 1.14 million active attorneys in the United States, doubling the 1980 figure of 542,000. While the American population has grown sizably in the last 30 years, the increase in the number of lawyers has far outpaced society's growth. This trend can be expected to continue well into the next

decade. Dreams of working at firms such as Davis Polk & Wardwell in New York or Jenner & Block in Chicago have pushed both the quality and quantity of law school applicants to heights comparable to the firm's skyscrapers. Last year, total law school enrollment was well over 152,000 students, a 21% increase from just three decades ago.

While the extent and impact of these trends has proven to be contentious issue, there is little doubt that the continuing influx of attorneys has altered American behavior. Increase in the number of law firms and the size of the firms themselves has unsurprisingly led to a massive increase in litigation. In 1980, the number of civil cases filed in U.S. District Courts was approximately 150,000; in recent years filings have totaled around 270,000. Although this disproportionate growth in lawsuits has produced some animosity, it is important to acknowledge certain benefits from this activity. With new federal legislation on civil rights, occupational safety, and consumer protection, a portion of this influx does contribute to new social welfare awareness.

However, a large percentage of these civil cases also fall into the "frivolous" category, often at the expense of society itself. The quintessential example can be found in doctors' offices all across the country: the issue of medical malpractice. With 10% of all

healthcare costs spent on either on malpractice insurance or defensive medicine, the American patient and consumer is forced to pay an ever increasing annual premium. Beyond the financial impact, the surplus of malpractice litigation is creating a national dearth in medical care. In New Jersey, where malpractice rates are some of the highest in the nation, this "hostile environment" towards doctors is leading to a projected shortage of 2,800 physicians over the course of the next decade.

Although not as startling in terms of size as the growth of the legal industry, the growing desire of our nations brightest to work in finance, investment banking, and Wall Street is equally as concerning. According to the Bureau of Labor Statistics, the number of Americans employed in finance has risen from approximately 5 million in 1980 to over 7.5 million today. The lure of working for McKinsey or Goldman Sachs has created an "Ivy-to-Wall Street pipeline." A recent study conducted by Payscale Inc. concluded that a significantly higher proportion of Ivy League graduates enter finance than their peers at other institutions. Throughout most of this past decade, the percentage of Harvard graduates seeking employment in finance has hovered at around 1/3 of the class. Wall Street's recent revival has sparked a return to near pre-recession numbers as our nation's best seek more to imitate Gordon Gekko than John Harvard.

Rehashing the dangers that excessive and uncontrolled investment banking poses to our economy is superfluous; the American people are living with the repercussions. We are all familiar with the narrative of greedy "investors" using sub-prime loans and predatory lending in ongoing effort to outdo their competition for better bottom line profits. However, the larger danger to the economy is the fundamental restructuring of both our concept of supply and demand



and the role of production in goods and services. There has been no industry in the last several decades that has experienced greater profitability than investment banking and Wall Street. In 1980, financial firms represented a seventh of all American business profit. By 2006, these same firms came to incorporate as high as a third of all U.S. profit. As the New Yorker's John Cassidy notes, "During a period in which American companies have created iPhones, Home Depot, and Lipitor, the best place to work has been in an industry that doesn't design, build, or sell a single tangible thing."

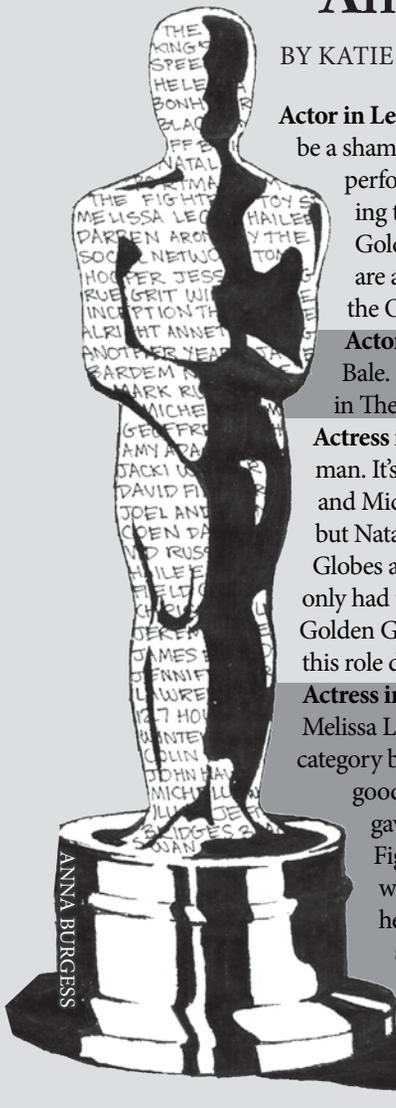
While much of the focus on the recent influx of lawyers and investors centers around the negative implications of this growing trend, America suffers more from the important fields our elites have ignored than from the lucrative ones they pursue. In response to the rapid rise of active attorneys in the United States, Supreme Court Justice Antonin Scalia notes, "maybe we're wasting some of our best minds." Scalia adds that after reading impressive work by proceeding counsel, he often ponders, "Why isn't he/she out inventing the automobile or, you know, doing something productive for this society?" In relation to his field, Harvard Economics Professor Benjamin Fried-

man notes a similar danger in the steep rise of our elite graduates in financial firms. Friedman contends, "At the individual level, no one can blame these graduates. But at the level of the aggregate economy, we are wasting one of our most precious resources. While some part of what they do helps to allocate our investment capital more effectively, much of their activity adds no economic value."

Although other industrial powers have adapted to the 21st century economy of science and engineering, the United States continues to embrace its flawed formula of excess in lawyers and investors. This past year American undergraduate institutions awarded just 16% of their degrees in the natural sciences or engineering, in comparison to China's 47% and South Korea's 38%. The future Thomas Edisons or Henry Fords are unlikely to be found in a nation that ranks 27th in graduating engineers. Although we are supposed to celebrate President Obama's recent tax deal as good policy and a strong economic stimulus, the underlying problem remains wholly unaddressed. America suffers not from a lack of jobs, but from a lack of job makers. Until the latter replaces the former in U.S. policy, the country will continue in its Carter-esque and soon to be Obama-esque 'malaise.' ©

And The Oscar Goes To... little predictions for the big night

BY KATIE WELCH



Actor in Leading Role: Colin Firth. It would be a shame if he didn't get this award for his performance as King George VI working to overcome a stammer. If the Golden Globes and the SAG Awards are any indication, he should win at the Oscars as well.

Actor in Supporting Role: Christian Bale. He deserves it—his performance in *The Fighter* is amazing.

Actress in Leading Role: Natalie Portman. It's a tough choice between Natalie and Michelle Williams in *Blue Valentine*, but Natalie has cleaned up at the Golden Globes and the SAG Awards (though she only had to face Michelle Williams at the Golden Globes) and her 10-year effort in this role deserves commendation.

Actress in Supporting Role: Amy Adams. Melissa Leo has been dominating this category but I think Amy Adams has a good shot at the Oscar. Both actresses gave amazing performances in *The Fighter*, but Adams played this role, which was such a departure from her norm, with such conviction and believability that I believe she deserves it.

Animated Feature: *Toy Story 3*. You can't fight an animated movie that made the whole world cry.

Art Direction: *Harry Potter and the Deathly Hallows Pt. 1*. This may be a vote from the heart, but honestly the sets for *Harry Potter* are always incredible—the movies bring the world of the book to life flawlessly, and it would be a shame if they weren't recognized before the series is over. However, it's very possible *Inception* may take this one home.

Costume Design: *Alice in Wonderland*. The costumes are brilliant; it wouldn't be a great film version of the book without incredible costume designs.

Directing: *The Social Network*. The way the movie plays out and the performances achieved by the lead and supporting actors show directional superiority.

Documentary Feature: *Exit Through the Gift Shop*

Film Editing: Because *Inception* was snubbed in this category, I have to go with the *Social Network*. Editing a movie about computers and websites to look like an exciting action movie is no easy task.

Foreign Film: *In a Better World*.

Original Score: *The Social Network*. This movie's score is great; it fits perfectly with the action of the film.

Sound Editing & Mixing, Visual Effects: *Inception*. The sound in this movie is phenomenal, and, folding buildings? Come on.

Adapted Screenplay: *The Social Network*. The script made this movie the phenomenon it is.

Original Screenplay: This is a hard one but I'm going to say *Inception*. The incredible original script made it one of the most intriguing movies of the year.

Best Picture: So many good movies this year but I'm going to go with my heart and not my brain and predict *The Fighter*. It's a long shot but I can't help myself. As a whole, that movie was uplifting, true to the story, brilliantly cast, and well put together. ©



LONDON MUSICIAN JAMES BLAKE RELEASED AN ALBUM LAST WEEK.

this is good news for
anyone with a soul.

A RECORD REVIEW BY MICAH HAUSER

RENE PASSET

Music is about formula. In almost every pop song, and even in most independent stuff, the payoff comes from having your expectations fulfilled. We have certain culturally ingrained ideas about what constitutes melody and beat, and music succeeds by tickling the receptors primed for that enjoyment. Good music will play with your expectations slightly, delaying a tonal resolution or switching up a drum cadence to postpone the gratification, which makes it all the more worthwhile when you finally get there. And, rarely, really great music throws those expectations out the window, completely garbling the equation in ways that make you go, “Whoa, how did s/he even think of that?”

James Blake, a 22-year-old contemporary music student at London’s Goldsmiths University, is a great musician. And I mean *really* great. Over the past year, he has released three EPs that have made many critics’ “Best of 2010” lists. Heavily influenced by the thriving London dubstep scene, for which he has become the whiz-kid post-

er boy, Blake creates gorgeous collages of scuzzed-out electronic blips, cutup vocal croons, and driving, glitchy beats. His songs are so expansively layered it often takes upwards of 10 listens to even get a sense of all the crazy shit that’s going on beneath the surface. In a musical climate defined by immediate gratification, Blake offers up some delicately wrapped gems that reveal themselves slowly and beautifully.

Last Tuesday, his eponymous debut LP dropped digitally on iTunes. You need to purchase this album. In most cases, to call something “genre-defying” in a review is a copout. It’s like describing a movie, or a book, or whatever, as a “*tour de force*,” which basically stands for, “there are some emotional things going on in this piece of art, but I don’t really know how to talk about them, which is technically my job, but hey, this phrase feels French and it’s in italics so let’s just move on.” That said, this album is genre-defying. It is a *tour de force*. It is, simply put, the best thing I have heard in a long time. Given his stature in the

dubstep world, Blake could have just made a really good dubstep album and called it a day. Instead, he’s produced something that sounds like a collaboration between mid-20th century soul piano ballads, Bon Iver, and a self-conscious computer high on acid.

“Unluck,” the album’s opener, starts with a slow, muffled synth progression, interspersed with static hiccups and high hat clicks. After about 30 seconds, you can still imagine a normal dubstep jam emerging from this quiet opening. Then, Blake’s vocals drop in, so sweetly powerful they might as well be dripping. Last April, in an interview with Pitchfork, Blake described playing piano and singing as his “ultimate calling.” Clearly that desire is at work on this album, which comes as close to uniting pop vocal melodies with dubstep beats as this reviewer imagines possible. These are complicated, deeply organized songs, so lush and vibrant that they almost feel like living organisms.

On “I Never Learnt to Share,” Blake repeats the same line over and over: “My



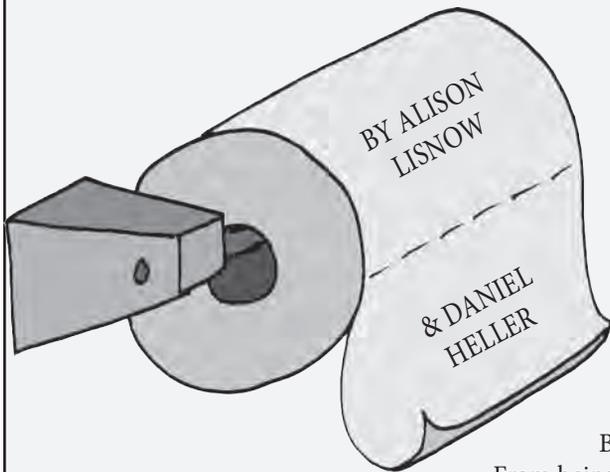
brother and my sister don't speak to me, but I don't blame them." Each repetition adds another vocal layer, eventually culminating in a synth-organ resolution that can only be described as fucking *triumphant*. Repetition is big here, and many of these songs are like character sketches that toy and fiddle with the same small melodic idea, expanding and contracting its potential expressions. On the soon-to-be single

"Limit to Your Love," a Feist cover that improves so vastly on the original it's not even fair, Blake's vocals and piano are showcased in their purest form. Just as you're getting comfortable with the idea of a normal pop song, the music goes silent for a full four seconds, and reenters with a bass so wobbly and sparse it could have been sampled from a hearing examination. The vocals now sound like they're coming from inside

your own head—"There's a limit to your care, so carelessly there"—and it's clear that Blake is doing something special. Generally speaking, songs that communicate such real, tangible emotional states look you straight in the eye; they hit you over the head. Blake's songs come at you sideways, out of the periphery of your gaze, until all of a sudden you're surrounded and you don't know how it happened. ☺

THE BATHROOM

REVIEWER



Forget the stupid cliché about nothing being certain except for "death and taxes." I could list about a million things that are certain. For example, if I watch a Sofia Copella movie, I will fall asleep. If I eat a bag of Starbursts, my stomach will hurt. Every day I will go to the bathroom multiple times. It is this last certainty that is of greatest importance. For all the time we spend in bathrooms, not enough time is spent thinking about the bathroom *experience*.

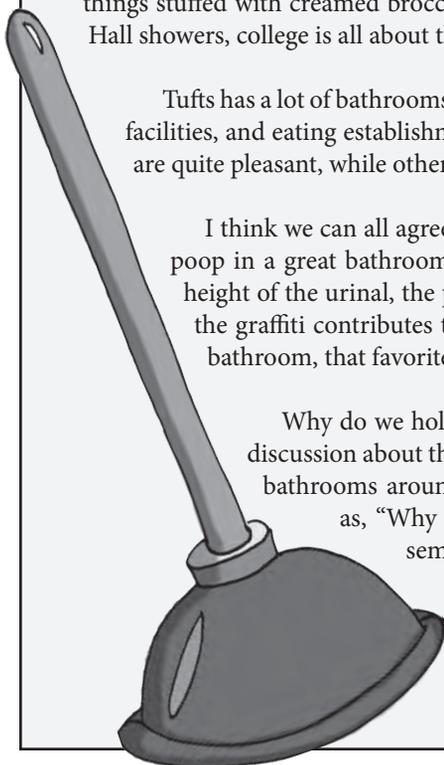
Bathrooms are fundamental to so many memorable collegiate moments. From being sprawled out on the tile floor clutching the toilet after a night of overimbibing, to fighting a nasty bout of diarrhea after eating one of those weird fried chicken things stuffed with creamed broccoli from Dewick, to wearing sandals to avoid foot fungus while having sex in the South Hall showers, college is all about the bathrooms.

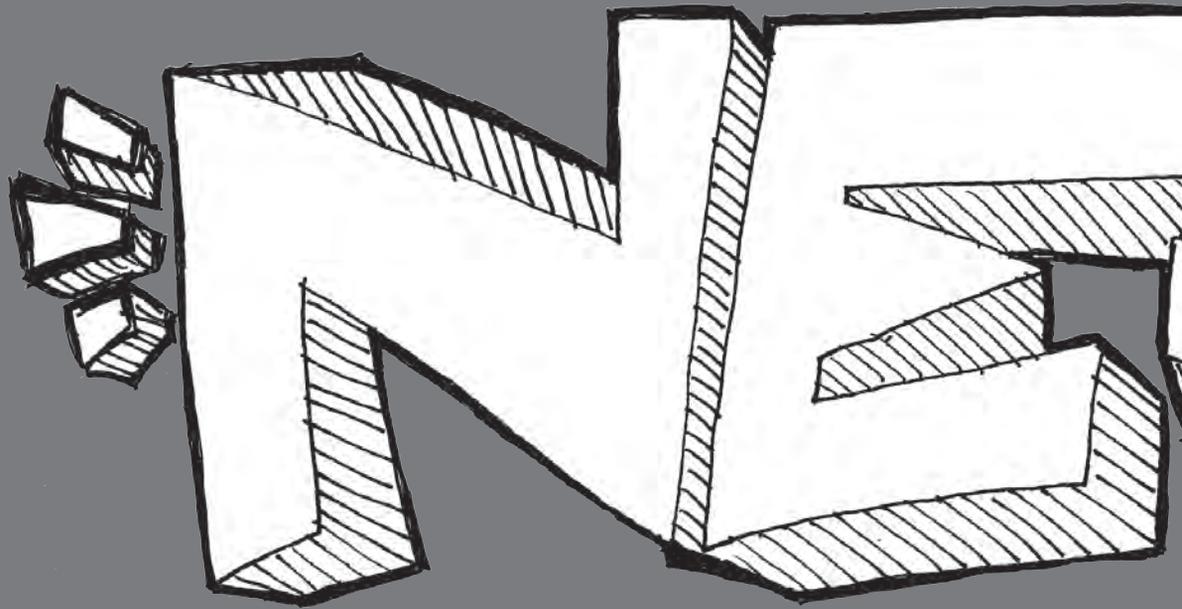
Tufts has a lot of bathrooms (437 by my estimation), spread across the campuses dorms, academic buildings, sporting facilities, and eating establishments. Despite their abundance, not all Tufts bathrooms are created equal. Some of them are quite pleasant, while others do very little to conceal the fact that they are literally shit holes.

I think we can all agree that there are few things better than taking a good poop. But really? How about a good poop in a great bathroom? Now that sounds awesome. Everything from the size of the stalls, the height of the urinal, the presence of a hand dryer or paper towels, to the entertainment factor of the graffiti contributes to making a "good" or "bad" bathroom. Everyone has a preferred bathroom, that favorite place to drop trou.

Why do we hold these opinions? This column seeks to educate and stimulate the discussion about the bathroom experience at Tufts. It will highlight the best and worst bathrooms around campus, all while asking such hard hitting journalistic questions as, "Why are the Tisch bathrooms so terrible?" Keep reading throughout the semester to have all your wildest bathroom related questions answered.

Got a favorite spot to poop on campus? Know of any hidden bathrooms? Found any bidets in Bendetson? Lets us know! Send your hot steaming tips to TuftsBathrooms@gmail.com. ☺





INTERVIEWERS: MARSHALL MOUTENOT & JOJO RAHAMIM

UK-based dubstep duo Nero is taking the dance floor by storm. Recently nominated for BBC Sound of 2011, Dan Stephens and Joe Ray have crafted one of the most recognizable sounds in the genre. Their recent Radio 1 Essential Mix was voted one of the best of the year—a testament to their live performances. They have a new EP out and a full-length album on the way. We recently had the privilege to speak with Joe about why this is the year of Nero.

Observer: What was it like being asked to do an essential mix and joining the ranks of some of the world's best DJs?

Joe: We have been listening to the essential mixes for ages, and we all have our personal favorites. I used to love all of the old ones, Trentmoller, Scratch Perverts and stuff, so being asked to do it was kind of something we have been wanting to do for ages. We put a lot of time into doing an interesting two-hour mix. We had already had some ideas for it, and we wanted to do something people could listen to again and again, and not just throw in all the stuff we play out when we are DJing, you know, put some interesting stuff in there. Hopefully, it came together okay.

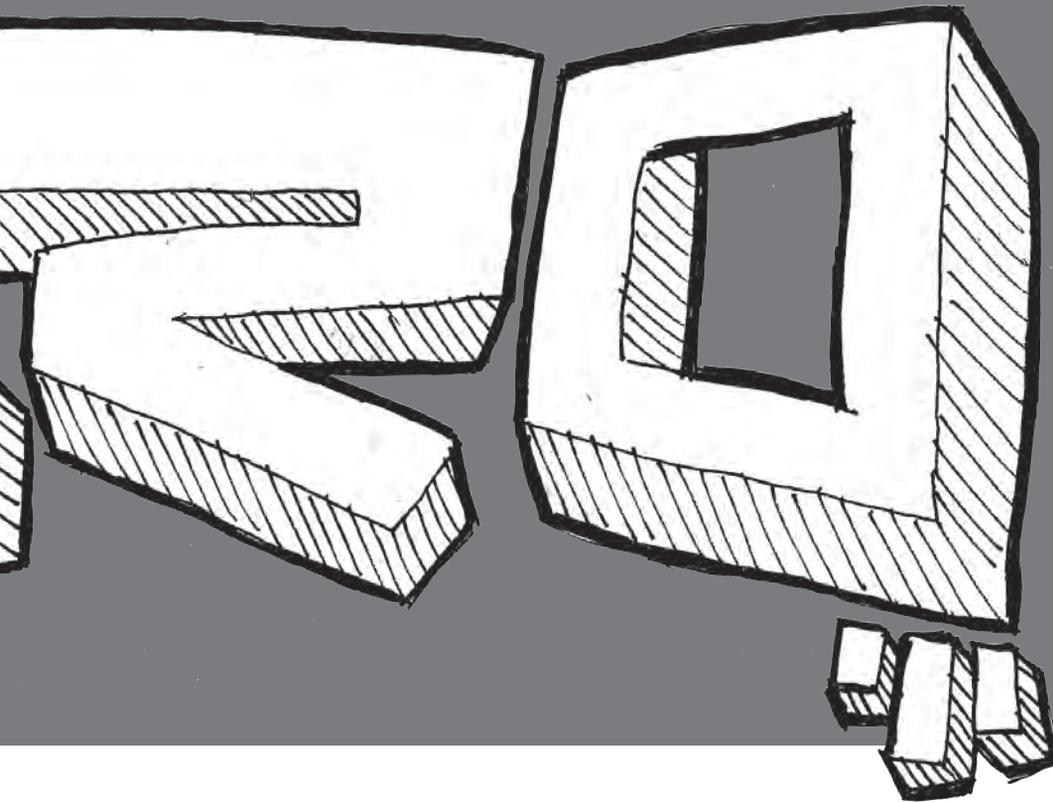
O: You started out producing some great drum and bass tracks, and you have

slowly been transitioning into dubstep. What inspired this change?

J: I guess we have been doing drum and bass for a while and when we heard dubstep and the sound that it had—it's exciting, it's new. It's obviously a lot slower; there is more space to kind of be creative in there, more chance to be original. We still love drum and bass, but we came to a point where we were quite fond to try something new out. We did our first release called "This Way," and that went down really well. Sold as much as our drum and bass songs ever sold. And we thought...if people are on it, why not try some more? Then we started writing a few more remixes and bootlegs and then a couple more original things, and I guess we have gradually become known more as dubstep artists than drum and bass.

O: When put into perspective, dubstep is a very young genre. How does it feel to be pioneering a genre growing so quickly in popularity? Where do you draw your influences from?

J: Yeah, it's great to be doing something that is reasonably new and exciting. It has spread from London across the world really quickly. I guess in terms of influences, anywhere from any other kind of music. All sorts, techno, all over, any kind of dance music—any kind of music—kind of rubs off on you, and the stuff you love will come out in the music you write, so a lot of our tunes are inspired by other bits of music here and there, and we sample every so often. It's just other kinds of music that we like from any genre.



O: Do you think of yourselves as pioneers of dubstep?

Joe: Not really. It was around four or five years before we even started dabbling in it. I guess we, along with a few other people, kind of brought the drum and bass sound to it, a lot of melodic stuff, female vocals, generally a more song-based feel. It was around a long already time before we really started playing around with it.

O: New album slated for release on a relatively new label you just signed. What do you have in store for us?

J: The album is going to be a mix of different genres and stuff—mainly dubstep—but we want to write an interesting musical dance album and not just your standard stuff. We want to do something more like the essential mix. Something people listen to over and over that stands outside the genres in a way. So yes, it's the culmination of about four years of writing things out, and it will be 13 or 14 tracks—kind of a journey, won't be too song after song after song. It will be interesting. We are trying to get it finished up right now.

O: What would you say is the oddest thing that's happened to you during a set?

J: Someone threw a Boston Red Sox cap at me the other night. It was quite fun. I didn't know if he wanted me to put it on or not. I obviously didn't put it on. I figured it was a free present. I don't know—things falling off. I remember a disco ball fell off the ceiling and landed on the decks. Clubs breaking can be quite funny.

O: What are you listening to right now? I noticed a lot of electro on the essential mix—are you into that scene?

J: We like Danger who has done a remix of one of our new tunes. He is doing some interesting things. You know, all of the Ed Banger stuff and all the film score stuff they have done. Nothing in particular, just some interesting musical stuff, really. Kevin Danger did a remix for us, and it was great. I'm sure he will have a good future. He's just at that point, I reckon, of blowing up.

O: Is there anything special you do to prepare for a set?

J: Not at all. I just play off CDs and yeah. Pretty basic performance.

O: How did you meet Dan?

J: We grew up in the same kind of town in North West London, and we were going out listening to drum and bass mu-

sic, and I guess we just wanted to get on the other side of the decks and start making people dance. And so we then put our heads together and starting writing drum and bass stuff, and that was around...seven to eight years ago. Growing up in the same place made it really easy to write music together.

O: How did you like the Boston scene?

J: Boston. Yeah, that was great. It was hot. It was grand. Boiling in there—I couldn't take it. Yeah, great gig.

O: Thanks! Hope you kill your show tonight.

J: No problem. Cheers! ☺





POLICE BLOTTER



SO FRESH AND SO CLEAN, CLEAN

Sometime between 8 p.m. Friday, Feb. 4 and 8:37 a.m. Saturday, Feb. 5

An unknown individual decided perhaps that their dorm room showers didn't give them the extra edge they needed for to impress a weekend date. Needing something more industrial to remove the grime of the week, the individual turned to Barnum Hall's powerful chemical wash showers. **Just like the roommate who doesn't clean the hair from the drain,** this individual fled the scene, leaving behind a wake of soggy ceiling tiles, soaked computers and sopping boxes. Police are considering anyone with extremely clean eyes as a suspect.



Vodka. Definitely more vodka.

Sunday, Jan. 23 at 2:30 p.m.

Picture this: He busted in like a whirlwind, yelling obscenities, and leaving a trail of hurt in his wake. When the officers arrived, he clenched hateful fists, not willing to go down without a fight. A colorful struggle ensued. In your version, was the protagonist a 64-year old, anti-Semitic male in the Hillel Center? In our version it was.

Your drunken peers have been busy: (1/29) at 1:34 a.m. a student was brought from Carmichael Hall to Lawrence Memorial Hospital (LMH), 1:48 a.m. Miller to LMH; (1/30) student to Somerville Hospital (SH); (1/6) South Hall female to SH; 1:08 a.m. Hillside Apt. to LMH



—illustrated and compiled by Ryan Stolp



Cozy up @the RezQuad!

Eat.

Granola, apples
soup, chips, muffins
bagels, candy...

Drink.

The Nutty Professor
The Larry Bacow
The Snickerdoodle
Lucy in the Chai
Winnie the Pooh

Hours.

Monday - Wednesday

8am - 1am

Thursday, Friday

8am - 6pm

Sunday

3pm - 1am

