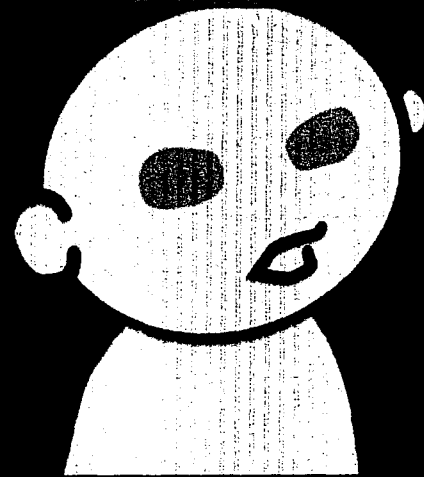


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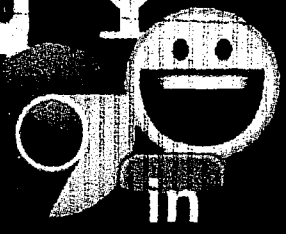


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CONTENT

NEWS

- 3 University drafts first social media policy
By Emily West
- 4 Reddit leads effort to protect internet freedom and privacy
By Quint Qualls
- 5 Hacktivism: A new frontier of political activism
By Sinclair Sparkman

FEATURES

- 6 Social media and the dying art of communication
By Kaela Dalecke

RANTS AND RAVES

- 8 Check out local happenings
By Ashley Clark & Claire Osburn

ARTS AND ENTERTAINMENT

- 10 Top ten social media don'ts
By Meredith Galyon
- 11 Pinterest: The anti-feminist of the Internet
By Jane Horne
- 12 Music and social media: A new brand of relationship
By Claire Osburn
- 13 'House of Cards' draws fans to laptops rather than Tvs
By Claire Osburn

OPINIONS

- 14 The rise of Internet inaccuracy
By Becca Andrews
- 14 Social media benefits societal discussion
By Alex Harris

SPORTS

- 16 Modern-day athletics heavily affected by Twitter
By Mark Mize

Sidelines Lens



Whitney Proper, a junior majoring in studio art, is feeling midsemester stress. Photo by Kati Baird.

Cover by Darcy Payne

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University drafts first social media policy

By Emily West
Managing editor
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Departmental and university pages will find governance in the university's first-ever social media policy.

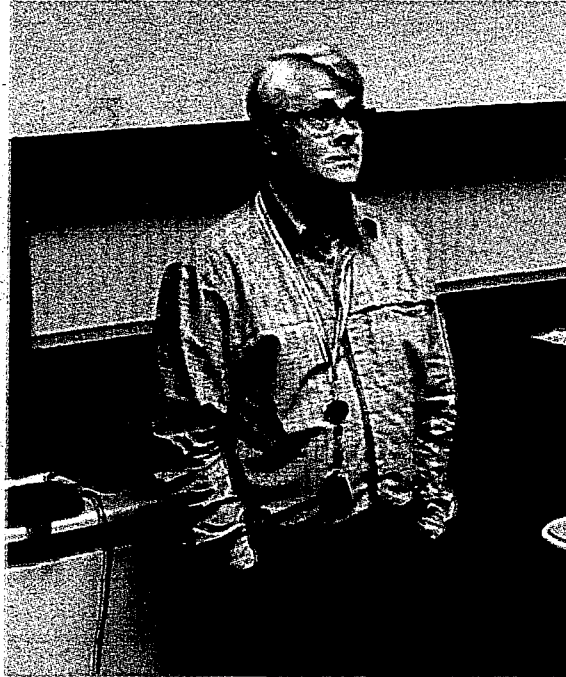
The policy, which is being drafted now, aims to provide guidelines for posting and administrative privileges on official university sites. Student organizations, faculty pages and student pages will not be bound by these rules.

The Marketing and Communications department created the draft and asked university professors, staff and students for input this month.

"The university is trying to provide some clarity in social media use," said Andrew Oppmann, associate vice president of Marketing and Communications. "Fortunately, we haven't had problems and are running things well. This policy comes from a recognition that we know what rules apply, and what we are responsible for doing."

It will follow the university's code of conduct and ethics for face-to-face interaction and will discuss privacy, security, intellectual property and access to education records.

It also mandates that any online property set up by staff or a department will require access credentials for the website, so pages can always be accessed



Todd O'Neill teaches his Survey of New Media Communication class. Photo by Kati Baird.

even if the page administrator leaves the university. This is meant to serve as a solution for previous issues regarding past employees.

Some faculty and staff raised concerns with some of the policy's language. Electronic media professor Todd O'Neill's class is working on the project with Marketing and Communications.

"They still want to have some sort of policy in the books, but they realize that not all of the faculty and administration isn't in tune with new media," O'Neill said. "This type of policy is not so common today as it was five or six years ago because the Internet is changing every day."

The policy does not place restrictions on

how employees use their personal social media accounts, but does state that employees should use caution when interacting with students and not to pass on any sensitive information that might violate Family Educational Rights and Privacy Act laws.

These guidelines do not mention anything about using social media to hire future employees on campus.

"We tell people not to use it," said Kathy Musselman, assistant vice president of Human Resources. "It's not a good thing to do, and I advise folks not to look at it. If you use it as a site to weed out people, you can be discriminatory. As time progresses, it might become a norm, but for now we don't."



taste

Prepare your taste buds! Check out taste, The Daily News Journal's new online guide to local dining out in Rutherford County. Featuring Dining Out columnist Samantha E. Donaldson.

- Search local restaurants
- View photo galleries
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dnj.com/taste



scan to view



The Daily News Journal dnj.com

A GANNETT COMPANY

Reddit leads effort to protect internet freedom and privacy

By Quint Qualls
News editor
@qqq91

Last year, reddit.com spearheaded effort to halt three bills which threatened to end internet freedom and privacy in the United States, but on Feb. 13, the Cyber Intelligence Sharing and Protection Act was reintroduced – this time with the support of President Barack Obama.

According to the Electronic Frontier Foundation, a nonprofit organization which focuses on protecting digital rights in the courts and the legal realm, the bill would create a gaping new exemption to existing privacy law. CISPA would grant companies more power to obtain “threat” information (such as from private communications of users) and to disclose that data to the government without a warrant – including sending data to the National Security Agency.

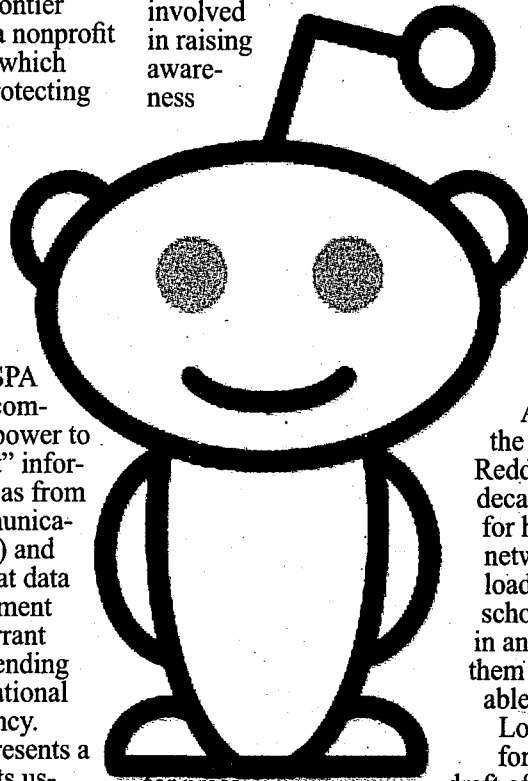
Reddit represents a place where its users – commonly called “Redditors” – can find both the latest pictures of cats doing karate and the most pressing world news on its front page. The site has often found itself at the forefront of digital advocacy and activism, due to its nature as an open-source social media outlet.

Users submit a post

to any subreddit, which encompass virtually every subject one can possibly think of. One subreddit is even dedicated entirely to Bill Murray, who runs a close race with Woody Harrelson for Reddit’s most-posted-about celebrity. Posts are then upvoted or downvoted, and the most highly regarded ones make it to the front page.

Reddit has been highly

involved in raising awareness



for pressing issues at the grassroots level of the digital community because of the open-source method of users generating content.

“Reddit and Redditors did a lot of good work spreading the word about the Stop Online Piracy Act and the Protect Intellectual Property Act and why these bills should be

defeated in Congress,” said Rebecca Jeschke, media relations director and digital rights analyst for the Electronic Frontier Foundation. “The effort was invaluable.”

In January

2012, Reddit joined with a number of other popular websites, such as Wikipedia, in the first-ever Internet “blackout” in protest to SOPA and PIPA.

Following the suicide of Aaron Swartz, the co-founder of Reddit who faced decades in prison for hacking MIT’s network and downloading millions of scholarly articles in an effort to make them freely available to all, Rep. Zoe Lofgren of California posted her draft of “Aaron’s Law” on the AskMeAnything subreddit for feedback and revision from Redditors.

Her proposal sought to end the apparent oversight of the Computer Fraud and Abuse Act and the wire fraud law, which led to Swartz’s allegedly misguided prosecution.

“The chances of

success – whether for “Aaron’s Law” or other proposals – will depend greatly on the degree of positive public en-

government regulation over the Internet continues to progress. Reddit

ering information and holding our legislators and finally us accountable,” Reddit

posted regarding the bill

agement and support to change the law,” Lofgren said in her post. “As SOPA showed, when the Internet speaks, lawmakers listen. I think with enough constructive support we can have an opportunity to pass “Aaron’s Law,” Lofgren said.

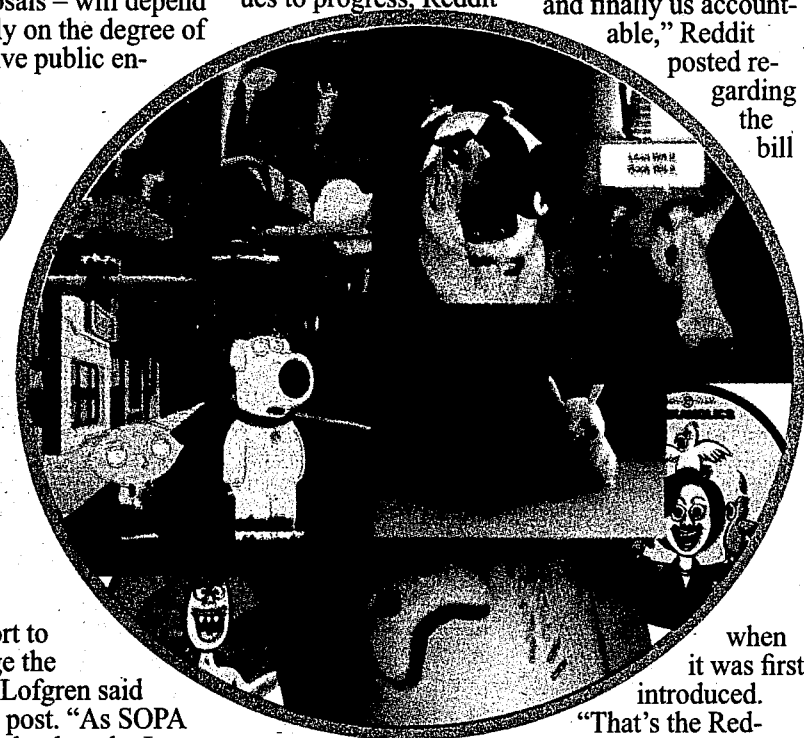
As the fight against

will likely play as key a role in it as it did last year. Redditors began to raise awareness of CISPA.

“Thank you for rising to the front lines, getting the word out, gath-

when it was first introduced.

“That’s the Reddit that we’re proud to be a part of, and it’s our responsibility as citizens and a community to identify, rally against and take action against legislation that impacts our Internet freedoms.”



CRIME BRIEFS

THEFT Lyon Hall

Feb. 21, 8:02 p.m.
A complainant reported her bicycle stolen from Lyon Hall.

DRUGS Nicks Hall

Feb. 21, 4:17 p.m.
A student was referred to Judicial Affairs for possession of drug paraphernalia.

TRAFFIC Recreation Center Parking Lot

Feb. 20, 4:08 p.m.
A complainant reported

a reckless driver in a white Volkswagen on campus near the recreation center. Authorities were unable to locate the driver of the vehicle.

THEFT James E. Walker Library

Feb. 20, 3:14 p.m.
Authorities arrested Danae Colleen Gustafson, 20, for theft and criminal impersonation.

TRESPASSING Judd/Sims Hall Park- ing Lot

Feb. 19, 8:04 p.m.
Smith Hall issued a trespass warning to a student who was allegedly involved in a loud argument with a dormitory resident.

DRUGS
Greenland Drive
Feb. 19, 3:50 p.m.
Authorities arrested Megan Adamson, 19, for driving on a suspended license, simple possession of marijuana and possession of drug paraphernalia.

Hactivism a new frontier of political activism

By **Sinclair Sparkman**
Assistant news editor
@moosedestroy

A complicated series of keystrokes and clicks is all it takes for hackers to bypass firewalls and Internet security to nudge prominent companies like Apple, *The New York Times* and Facebook out of their comfort zones.

Over the last few years, the "hactivism" movement has propelled government legislation and sparked a furious debate on how to fix a problem where users have no boundaries.

President Barack Obama signed an executive order to ramp up cyber security within the

government.

"The cyber threat is one of the most serious economic and national security challenges we face as a nation," Obama said.

The order was signed in early February and aims to develop a "Cybersecurity Framework." The framework is structured to reduce the risk of cyber threats to critical infrastructure by requiring all federal agencies to report threats and to work collaboratively with industry leaders to set up stronger security measures.

In 2011, hactivists thieved 58 percent of the stolen online data, according to a report published by telecom com-

pany Verizon. Although the information stolen was not notably sensitive, such as credit card information, the group made known that they are a force that should not be ignored.

Hactivists use technology to break into secure sites and make a political statement by changing the site, taking it down and acquiring and leaking information. The agenda of a hactivist is different from that of a cyber criminal.

A hactivist acts to make a point, not a profit. Most of the attacks speak out in support of free speech and the

free flow of information on the Internet.

Incidents have included taking over the Wall Street banking website, the Westboro Baptist church website, Sony, cyber security firms, various Twitter accounts and multi-

nerabil-
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ity,"

of the United States Sentencing Commission and changing the homepage to a message that suggested they had sensitive information on the U.S. judges. Defining

Anonymous as an organization is a hard task. They are leaderless, non-centralized, and, as their name suggests, completely anonymous. In fact, the name merely acts as a banner for many participants in the hactivist movement to rally behind.

Anonymous may be the most prominent of hacking groups, but they are not without competition. Last Thursday, their Twitter account was hacked by a rival hacking group known as Rustle League.

The act has the potential to ignite a kind of cyber warfare.

Growing frequency in all hactivist activity poses a threat to all who run a website or post information online. The increasing popularity of this movement has caused minor-scale panic, and as the president's order makes clear, it will see substantial countermeasures in the near future. ■

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Attacks of hactivists have raged since the 90s, but the recent organization of Anonymous brought a recognizable face to the world of hactivism. The group hides behind the mask of Guy Fawkes from the movie "V for Vendetta" and uses the slogan "We are Anonymous. We are Legion. We do not forgive. We do not forget."

The death of Aaron Swartz, co-founder of Reddit, excited a group of hackers to action in January of this year. Aligning themselves with Anonymous, this group claimed that the alleged suicide of Swartz was a fault of the U.S. government.

They responded by hacking into the website

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Graphic by Kelsey Klingemeyer.



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Social media and the dying art of communication

By Kaela Dalecke
Contributing writer
@Kaela_MKenzie

Through cell phones, instant messaging, email and, let's not forget, social media, people look to satisfy the hunger for instant communication.

This hunger is why Facebook reported an approximate one billion users in 2012 – and why Twitter would be the 12th largest country in the world if it were a country.

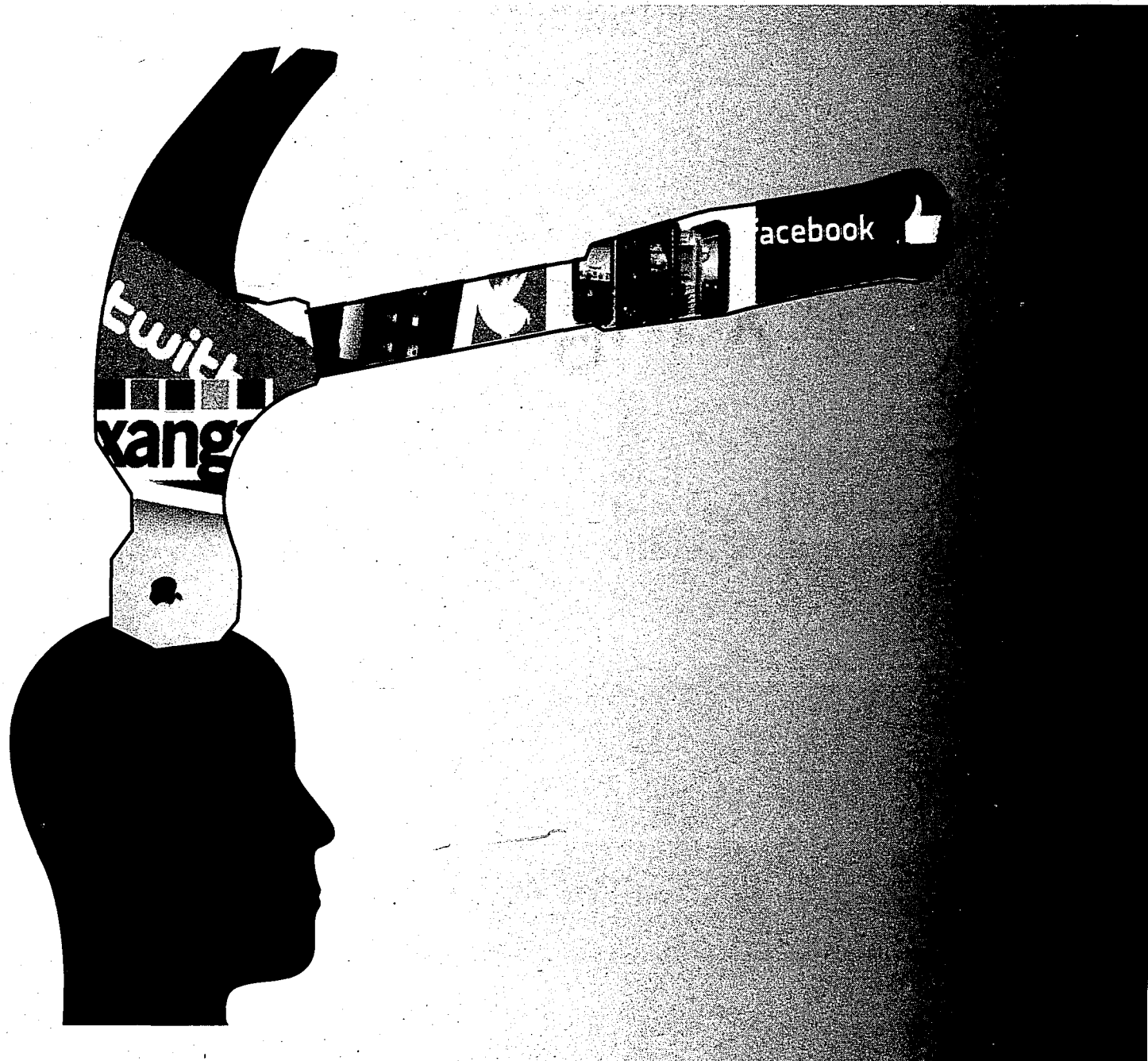
There is no denying that over the past decade, social media has redefined communication.

Social media has certainly come a long way since the days of Xanga and MySpace. Facebook and Twitter are a primary means of communication for most users.

Thanks to Instagram, Pinterest and YouTube, people can visually communicate and document their lives with ease. With a click, users can sync all their social media platforms without even blinking and are provided a way to effortlessly communicate with loved ones and strangers.

For many, social media sites are a necessary aspect of daily life. It is how users communicate with friends and family who live long distances.

Maranda Faris, journalism major and an avid social network user, loves being able to keep in touch with her extended family if something were to happen despite its quirks.



Social media overload is a new buzzphrase used by people who decide to “unplug” to remedy the problem. Graphic by Kelsey Klengenmeyer.

“If it all crashed, I would still be happy,” she says. “It gets irritating when bands shamelessly plug themselves or political views are crammed down your throat.”

It is also how people receive breaking news and celebrity gossip, discover a new band or

artist or learn about a company or organization.

These sites are also a vital networking and marketing tool for individuals and businesses.

The influence of social media has also reached governmental actions. The interpretation of certain laws,

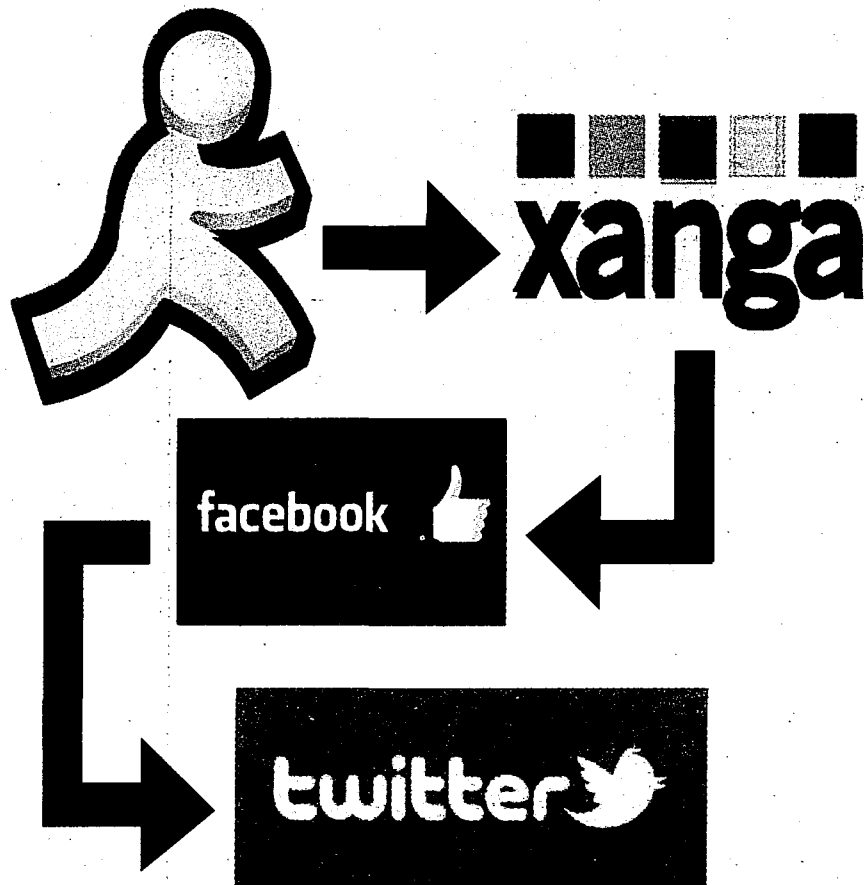
such as invasion of privacy, is under question as a result of social media’s direct affect on the lives of its users.

Two years ago, two Rutgers University students, Dharun Ravi and Molly Wei, were charged with invading the privacy of a fellow student, Tyler

Clementi, after placing a webcam in Clementi’s dorm room and capturing his intimate encounter with another man.

Ravi then tweeted about Clementi’s interactions with another man. On Sept. 22, 2010, three days after the incident, Tyler

Clementi jumped to his death off the George Washington Bridge. As a result of Ravi’s actions, he was convicted of invasion of privacy. This tragic case is just one example of how the use of social media changed how laws are interpreted and enforced.



The evolution of social media.

Business practices are also changing as a result of social media and trolling future employees accounts to determine whether they want them for their next hire.

"After being selected for an internship, I was told they checked out my Facebook and Twitter accounts," said Kelsey Layer, 22. "They went four years

back in their research."

Pre-social media days are difficult to recall, and the ways of communication during those days seem old-fashioned. Does anyone write letters or send a postcard anymore? Are telephone conversations becoming obsolete?

"A dialogue is like a dance," said Krista Duggin, junior English

major. "You're playing off of one another, which is what makes a conversation so beautiful."

As a new generation is exposed to social media, they will continue to redefine communication. A person born at the cusp of or after social media's birth will never know how people communicated before "likes"

and "tweets." Considering there are teens entering their freshman year of high school who are only accustomed to post-social media lifestyle, the changing ways of

communication are not going to slow down. They will continue to be redefined and challenged.

At the same time, people are losing a grip on communication and

the art of "old-fashioned" communication is crumbling.■

Kyle McCarthy, contributing writer, contributed to this story.

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February 27
 "Cloud Atlas"
 Student Union Video
 Theater
 7 p.m.
 \$2

CLOUD ATLAS

If you thought "Inception" made your brain hurt, you haven't seen anything yet. Get ready for a major head spin in the best way. "Cloud Atlas," which redefines the term "smart film" with its elaborate plot and constantly changing setting, is definitely not a movie

to have on as background noise. If you blink, you miss something crucial. Starring Tom Hanks and Halle Berry, the film was adapted from David Mitchell's 2004 novel and is set across six different eras. Each member of the cast portrays a different character in the

eras, and every character is intertwined. Throughout the movie, a recurring theme is created. Our actions as individuals, bad and good, impact the lives of those we encounter in the past, present and future. You're going to want to see this.

February 28
 Fuzz Face and The
 Granny Whites Double
 Record Release Party
 Mercy Lounge
 1 Cannery Row,
 Nashville
 7 p.m.
 \$8

DOUBLE CD RELEASE PARTY



CD releases are not rare in Nashville. However, a double CD release show featuring a self-proclaimed "queer folk-rock" band and a group of young ladies who consider themselves exceptionally grandmotherly is. This all-male, folk-rock band

describes their sound as "fun, twangy and sexy" and is upbeat and fun, not lacking in traditional folk instrumentation. The Granny Whites is an all-girl group who have made a name for themselves playing in Nashville hotspots like 12th and Porter and Mad Don-

nas. The girls say their music doesn't fall under any genre, but their soulful vocals and rhythm say otherwise. The Granny Whites' main gimmick is their ability to add a little "granny" to every song. Curious to know what that means? Check it out.

February 28
 Transcend the Fallen
 Main St. Live
 527 W Main St.,
 Nashville
 7 p.m.
 \$10



The word "transcend" means to pass beyond the limits of, and the band Transcend the Fallen certainly does the word justice. While they're mostly thought of as a metal-rock group, Transcend the Fallen surpasses all stereotypes related to bands of their nature. It

is difficult to find a metal band with a screamer who can actually carry a tune. So if you are skeptical of Transcend the Fallen, worry not. The group's lead vocalist Matthew Bess's abilities reach far beyond yelling words into a microphone. Bess could easily sing

lead vocals for a band of any other genre (well, maybe not country.) Transcend the Fallen has a unique way of blending metal, hard rock, alternative rock, emo, screamo and pop music together to create a sound appropriately labeled "pretty metal."

March 1
 "Pulp Fiction"
 Student Union Video
 Theater
 Midnight
 Free with MTSU ID

A QUENTIN TARANTINO FILM

PULP FICTION



It's fun to watch smart movies. Films that make you think usually turn out to be the best ones. However, there is a definite line between being intrigued by a complicated plot and plain ambiguity exists. The movies that cause the latter reaction are not typically hot

Friday night date films. But if you're feeling really on your A-game, why not? "Pulp Fiction" is directed by Quentin Tarantino, and stars include John Travolta, Uma Thurman and Samuel L. Jackson. The movie tells the story of two hit men, a boxer and a mob boss's

wife, and the mysterious briefcase that connects them. If you're in the mood for a night of hard thinking after a day of classes, this movie is for you. Otherwise, you should probably sit this one out.

March 1
 Wade Bowen
 Exit/In
 2208 Elliston Place,
 Nashville
 8 p.m.
 \$10

WADE BOWEN



A truly gifted artist has the ability to make people feel like they know his voice after hearing it just once. It's not the kind of familiarity that sounds like a cheap imitation of musicians past, but the sort that makes listeners feel at home. Wade Bowen has this ability.

Bowen, born and raised in Waco, Texas, is a fairly unknown name but is quickly on the rise in the world of country music. In 2002, he released his debut record *Try Not To Listen* and set off to live out of a suitcase and play almost 200 concerts over the course of that year.

Bowen released *The Given* with BNA Records May 29. His music is similar to today's major country stars, but that is not to say he doesn't have a sound of his own. You do not want to miss him in concert.

RANTS AND RAVES

March 1

The Secret Commonwealth
3 Brothers Deli and
Brewhouse
223 W. Main St.,
Murfreesboro
1 p.m.
FREE



On Friday afternoon, swing by 3 Brothers for lunch and hear Murfreesboro's own Celtic group, The Secret Commonwealth. The Secret Commonwealth combines traditional Celtic music with European and American Folk. The band first formed with the intention

of performing at a St. Patrick's Day event. After a positive crowd reaction, they decided to become a full-time band. Over the years, The Secret Commonwealth performed at Celtic, international and American music festivals and released two albums. Commonwealth puts on

a special St. Patrick's Day concert in Murfreesboro, and the venues are packed. So if you have time between classes, definitely grab a bite to eat and enjoy the spirited sounds of traditional Celtic music.

March 2

Forget Cassettes
Exit/In
2208 Elliston Place,
Nashville
11:15 p.m.
\$12



It's important for long-running bands to switch things up every once and a while to keep their fans' attention. Forget Cassettes have done exactly that. They began in 2002 as a solo project for front-woman Beth Cameron. She eventually recruited Doni Schroader to play

Rhodes piano with Aaron Ford on drums and Jay Leo Phillips on bass guitar. Their first two albums, *Instruments of Action and Salt*, were considered alternative rock because of the heavy drums and electric guitar-driven songs on both. Cameron's voice

is reminiscent of Yeah Yeah Yeahs' leading lady Karen O. The *O CURSA* album trilogy is full of danceable synthesizer beats and drum tracks. The progression of Forget Cassettes has done great things for the group. Go and listen for yourself.

March 2

"The Big Lebowski"
Belcourt Theatre
2102 Belcourt Ave.,
Nashville
11:59 p.m.
Students: \$7.25;
Adults: \$8.75



"The Big Lebowski," is about money, mistaken identity and bowling. When Jeffrey "The Dude" Lebowski, an L.A. resident, slacker and avid bowler, is mistaken by two thugs for another Jeff Lebowski, chaos ensues. Confused yet? Just wait. Starring Jeff

Bridges, Julianne Moore and David Huddleston, The Dude (Bridges) comes home to find a pair of mobsters waiting in his living room. They proceed to beat Lebowski up and soil his favorite rug, all due to mistaken identity. The next day, The Dude meets Jeff

Lebowski (Huddleston), an infinitely wealthy man more affectionately known as "The Big Lebowski." When Big's wife (Moore) is kidnapped by thugs, he asks The Dude to act as his go-between and body double. "The Big Lebowski" is the perfect midnight movie.

March 3

The Delta Saints
3rd and Lindsley
818 3rd Ave. S,
Nashville
8 p.m.
\$10



If Sunday is your day of rest, can you really justify hitting the town for a concert in Nashville? If the band's name is Saints, you can.

The Delta Saints, who consider their name ironic, are playing at 3rd and Lindsley at 8 p.m. The band consists of Ben

Ringel, Dylan Fitch, David Supica and Ben Azzi, who create what they call "bayou rock music." Their songs about love and morality mixed with lead singer Ringel's raspy blues vocals make The Delta Saints sound a lot like The Black Keys with a splash more of

good ol' boy. The boys previously released two EPs, *Pray On* and *A Bird Called Angola*, and just recently put out their first full-length album *Death Letter Jubilee*. Their live performances have audiences dancing before the end of the first song.

March 3

Your Favorite Hero w/
Uncle Skunkle and
the Scarecrow Family
Band, Warmachine &
Wild Minds
The Boro Bar and Grill
1211 Greenland Dr.,
Murfreesboro
7 p.m.
Free



This Sunday at our very own Boro Bar and Grill, four bands are coming together to play a free show. Free, however, doesn't necessarily justify your attendance. Pop-punk Knoxville natives Your Favorite Hero are headlining. Self-dubbed gypsy punk

Uncle Skunkle and the Scarecrow Family Band, the metal, screaming-rather-than-singing Warmachine and upbeat noise rock Wild Minds are opening. All reminiscent of bands past – and bad ones at that – these been-there-done-that bands aren't worth

your time, even if you are desperate for some Sunday night entertainment. Even those with under-developed music taste could agree. This is one of those times when staying at home catching up on homework

Top 10 social media don'ts

By Meredith Galyon
Staff writer
@_mereelyse

1. Oversharing

Some things your virtual friends just do not need to know about.

If you have relationship problems, it is probably not a great idea to call your boyfriend out for being a cheater via Facebook. If you have money troubles, tweeting about it is probably not going to earn you any extra cash. Your "friends" are most likely going to read this news, feel uncomfortable, comment to say they hope things get better and then forget about it. It's better to keep some things to yourself.

2. Bragging

Not many people like to read posts from someone who doesn't know how to do anything but brag about how much they have accomplished. It's normal to want recognition for hard work, but try to do it in a manner that doesn't scream, "Look at how much better I am than you."

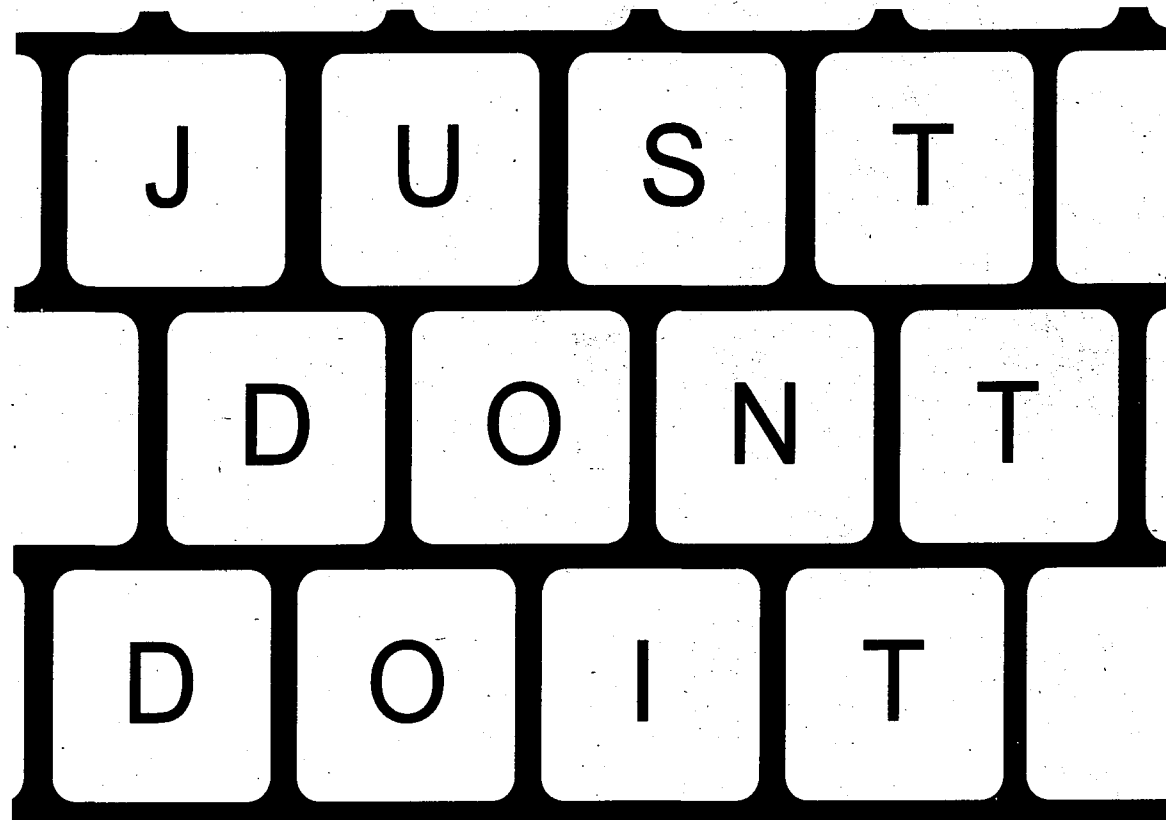
Your online friends will be appreciative, and they'll be more likely to encourage sharing if you act with more humility.

3. Complaining

In contrast, most people don't like reading posts that do nothing but complain, especially about trivial things.

Your life is not "the worst" just because you broke a fingernail.

Everyone is guilty of complaining online — it can mostly be



Sidelines has one piece of advice for you: Just don't do it. Graphic by Kelsey Klingemeyer.

overlooked — but try to make sure it is not taken to an extreme level. You are more likely to annoy people by doing this rather than make them feel sorry for you.

4. Excessive marriage posts

Social media was not created to use as a countdown calendar for weddings. It is perfectly natural to be excited about getting married, and your friends are excited for you, too, but please understand that the majority of them do not care what color napkins you picked out for your reception. Eventually all of this becomes aggravating to readers, so please spare them the boring details. Also, many of them might feel like you are rubbing your new engagement in their

single faces, so try to be somewhat sensitive in what you choose to post about it.

5. Excessive baby posts

Probably only a handful of people on your friends' list care about seeing ultrasound pictures; the rest of them are just creeped out by it. Try to remember that even though you are a parent and are allowed to be excited about that, you are still a normal person who is allowed to like things that do not involve children. Your child is not going to be offended if you have just a picture of yourself as your profile picture and not one of them playing in the bathtub or on a swing-set.

6. "Selfies"

A fine line between

posting endless selfies out of vanity and posting them out of insecurity exists, but either way, this can annoy followers. If you scroll through your Instagram feed and more than half of them are pictures of yourself, it is time to reevaluate your life, and why you choose to do that incessantly.

No one forgot what you looked like between each picture, and they are not likely to forget anytime soon, so it is perfectly acceptable to take a break from them and take pictures of other things.

7. Fitness/Health

Nothing screams insecurity quite like posting pictures of how many miles you ran, what you wore to work out in or what kind of grass and protein

smoothie you had for dinner. The amount of "fitspiration" or "thinspiration" that has taken over Instagram is overwhelming and downright irritating. Starting a healthy lifestyle is certainly something to be commended for, but be mindful that no one really wants to see screenshots of your Nike app telling you how many miles you ran each day.

8. Spamming

Whether you are constantly sharing photos about your political views or posting songs by your band, too much of these things is something that people will start to immediately overlook.

Social media can be a very useful tool for promoting music, but try to target an audience

you can actually reach instead of sending your song to every single friend you have.

If you truly think that you are going to change anyone's political or religious views by sharing poorly designed pictures from a page that was created by someone with little to no credibility, you are sorely mistaken. That is a very good way to get yourself hidden from everyone's newsfeeds.

9. Drama

Starting any kind of conflict over the Internet is incredibly immature and should be avoided as much as possible.

If you want to call your roommate a dirty slob for not doing the dishes by tagging her in your status, that will probably make other people think less of you instead of your roommate. Debating politics or anything news related is acceptable as long as it is done with tact, but try to refrain from starting petty fights that do not offer any intellectual stimulation.

10. Poor grammar and spelling

It should be required for everyone to take an IQ test before being allowed to sign up for Facebook or Twitter.

It is truly appalling to see people on these sites who cannot discern the difference between "your" and "you're."

So if you want any of your posts to be taken seriously, please have a concept of basic grammar and spelling. Your intelligent friends and followers will thank you for it. ■

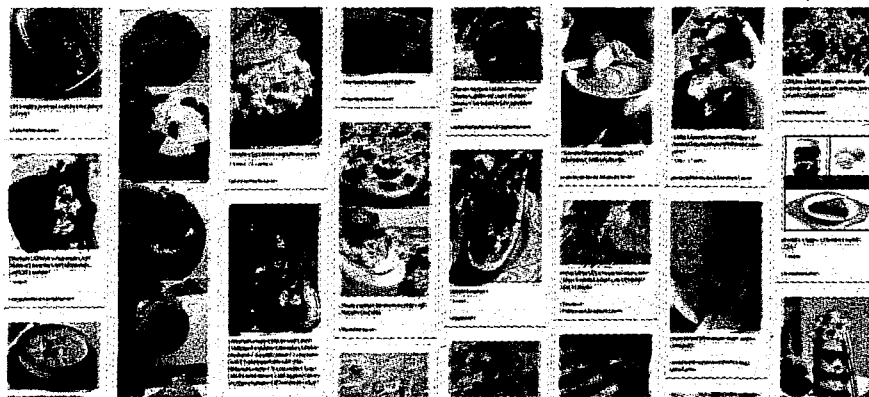
Pinterest – the anti-feminist of the Internet

By Jane Horne
Arts & Entertainment
editor
@lenora_jane

Social media is a filtered version of people's lives. We compare our not-so-exciting weekend to our Facebook friend from high school's weekend who spent their time backpacking in Spain with Ryan Gosling.

Most logical people get the concept that our lives should not be compared to the Instagram-filtered lives of others. But it happens. No other social media does this more than Pinterest.

According to techcrunch.com, Pinterest is made up of 80 percent female users and more than 80 percent of pins



A&E editor Jane Horne fills her pinboards with recipes she will never try and crafts she will never complete, along with the rest of the world's female population. Screen shot by Jane Horne.

are re-pins. So this means that the majority of people on Pinterest are women are re-pinning crafts and inspiration pins that are actually things they will never make and recipes they will never try.

But Pinterest is a great tool to use when dinner needs to be

kicked up a notch. It's astounding, when it comes to the fashion section, the outfits users can find that are made up of pieces they already have in their closets is astounding.

When building a home or planning a wedding, Pinterest is a vast resource of

inspiration and ideas. Not to mention, coming home from a long, stressful day to curl up in bed with your laptop to browse is incredibly relaxing.

But for most users, that's the extent of it. My craft ideas board has 107 pins. I have done three of them.

It would be possible to just chalk it up to how modern-day women are knowledgeable enough to know that they aren't expected to be the perfect trophy wife with the detailed, decorated house and the hand-made children's clothes. But in today's society, women are constantly fighting to have it all. To move up in the business world, women are expected to be mothers as well as CEOs. So why shouldn't our lives be Pinterest-perfect to top it all off?

The real pressure comes from the knowledge that somewhere, out in the world, this woman exists. She really does make smoothies and decorate her child's nursery once a month while also making

gluten-free breakfasts, lunches and dinners, all the while looking like a movie star. But she's not a movie star – she's just a normal person. Except most of the time, they aren't 100 percent normal people. Successful and popular blogs – which most pins originate from – have sponsors that pay bloggers to be fabulous.

What is most often forgotten regarding Pinterest is that it is meant to be a tool – not a lifestyle.

So go ahead and learn how to change a men's shirt into a dress or to make pizza out of cauliflower. Just don't beat yourself up for not being a walking, breathing representation of the high-maintenance social media site. ■

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Music and social media: A new brand of relationship

By Claire Osburn
Assistant Arts &
Entertainment editor
@claireosburn

Although the Internet has presented issues on the economic standing of the music industry, the rippling effect of social media has changed how musicians get their start.

Whether it be to interact with fans, spread the word about upcoming shows or simply to find their name, success is all the more difficult without social media.

The university's recording industry program is one of the most present and competitive majors on campus, and professors have the opportunity to help shape the future of music industry professionals. To help change the industry, new courses, such as cyber PR, are now being taught by professor Charles Dahan.

"I think right now it's incredibly important and any marketing plan or career development plan without a social media strategy, I think, is incredibly risky," Dahan said, regarding the significance of social media in the music industry.

Some bands are paving the way for the future of the music industry, doing everything from self-promoting to self-producing. Alternative rock band Circa Survive is one of these pioneers.

Although Circa Survive has used professional record labels to release albums in the past, they chose to pro-

duce and distribute their latest album *Violent Waves* themselves.

Because they funded the Aug. 28 release out-of-pocket, the band took to their Facebook page to advertise. They directed fans to their website where they sold the CD for \$5. All the profits went directly to the band — their fans financially supported them and their new music. And they aren't the only musicians who have decided to go a step further and use social media for monetary gain.

Amanda Palmer, formerly of The Dresden Dolls, found her solo career to be successful with the help of a little site called Kickstarter. After she split with her record label, Palmer decided to put out her own record. She recruited a backup band she dubbed The Grand

Theft Orchestra and recorded songs for a September 2012 album.

However, she needed money to promote, mix, produce and tour. Because she was notoriously good at using Twitter, and her personal blog, to communicate with her fans, Palmer decided to create a Kickstarter project to raise the money. "Backers" supported her through donations ranging from \$1 to \$10,000, receiving various packages depending on how much they give, which are essentially pre-orders of the album plus extras.

Palmer posted a cute video of herself on the site that explained her situation and asked fans for help. She also posted a personalized letter with photos and information on the site. Her pack-

ages included everything from her new album, to homemade art to a day spent with Palmer and her band. As of May 31, 2012, Palmer was backed by 24,883 people and raised \$1,192,793 in one month, exceeding her initial goal of \$100,000.

Although not every artist who knows how to use social media is hugely successful, people like Palmer prove that talent, hard work and personal relationships with fans goes a long way toward success.

Some musicians choose to take a different route, going straight

to social media to gain recognition and followers.

After she was rejected from American Idol twice, pop artist Colbie Caillat took to MySpace — which, as of 2011, Justin Timberlake became part-owner of — posting a video of herself singing her original song "Bubbly." This video was played 22 million times, resulting in Caillat's record deal.

Likewise, British pop musician Lily Allen posted some of her songs on MySpace that led to play time on BBC Radio One, followed by a record deal. We all remember her catchy single "Smile."

YouTube has also brought forth artists such as Justin Bieber and pop duo Karmin, simply through their various covers posted

online.

Lady Gaga rose to superstardom overnight, but not without putting forth the effort. In addition to hard work and a good voice, Gaga has a huge social media presence, specifically on Twitter. She uses it as an outlet to connect with her

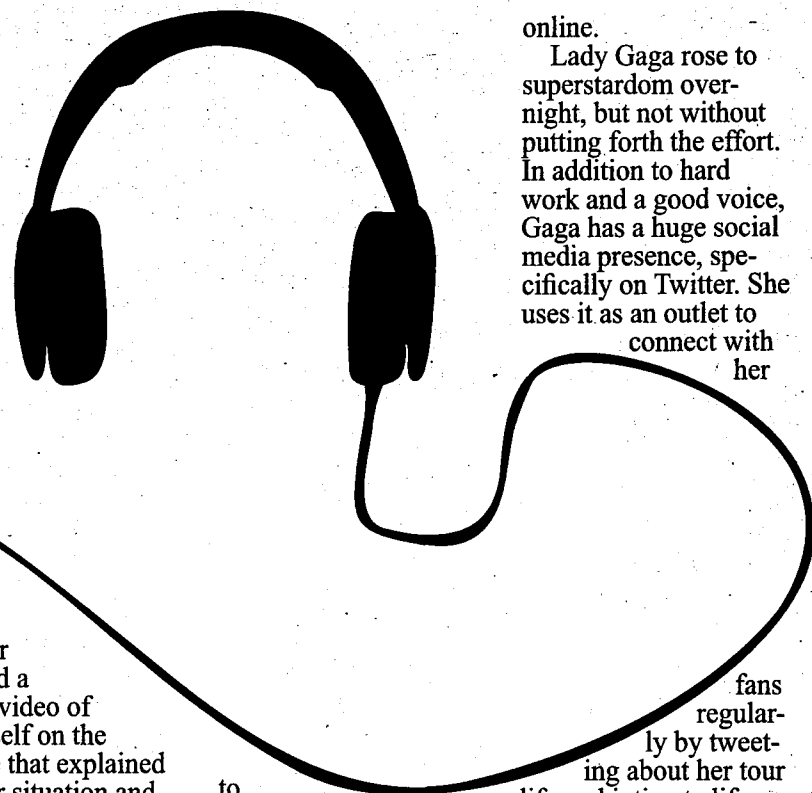
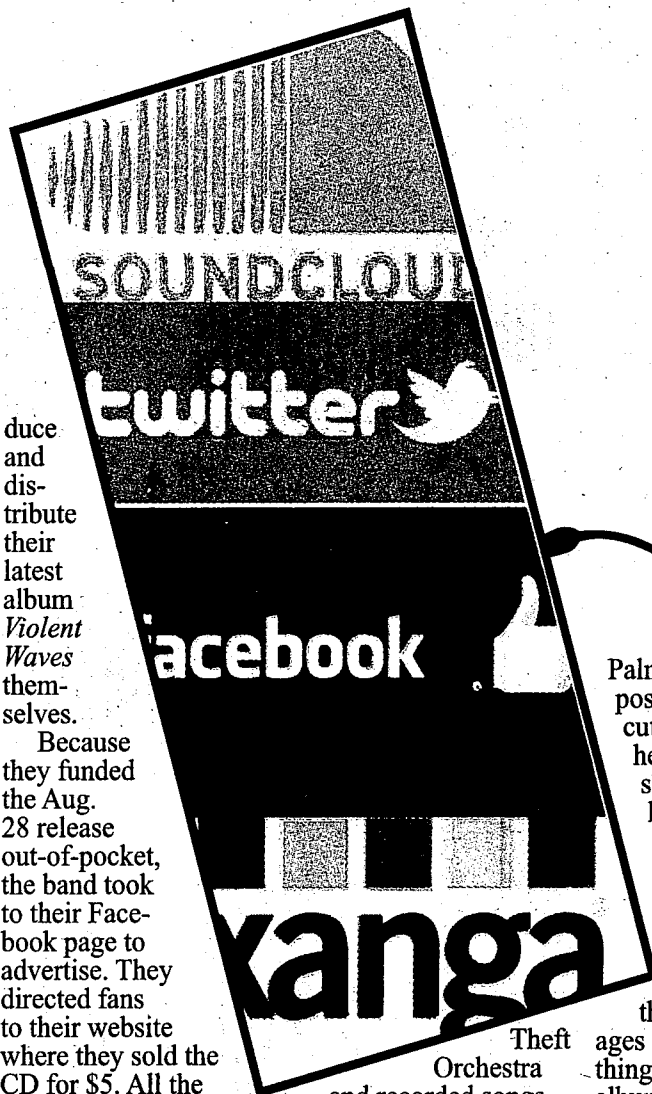
fans regularly by tweeting about her tour life and intimate life. She even dubbed her followers "little monsters."

"I think once someone expresses an interest in you and then you have the ability to communicate with them on more than just a consumer-provider relationship, then you're developing a much longer-term fan," Dahan said.

That's exactly what Gaga and others have done.

The beauty of the future is that it's unpredictable, but the thought can be unnerving for music industry wannabes. One thing is for certain, without some form of social media knowledge and experience, you'll be less of an asset without it.

"All indications are that it'll be here for a while," Dahan said. ■



'House of Cards' draws fans to laptops rather than TVs

By Claire Osburn
Assistant A&E editor
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As if Netflix didn't already keep us glued to our screens with TV and movies, it now fuels our addictions by creating its own shows.

For the first time, the video rental/online-streaming provider released its own original series, transforming overnight and adding TV network to their résumé.

Political drama "House of Cards" premiered on Netflix's Watch Instantly feature Feb. 1. All 13 episodes were released at once, which gave subscribers the option to devour the new series in one sitting. Although initially faced with skepticism, Netflix was clearly successful in its first attempt because "House of Cards" has already been renewed for a second season.

Welcome to Washington, D.C. — Frank Underwood's (a brilliant Kevin Spacey-*"Horrible Bosses,"* *"Casino Jack"*) Washington, D.C. filled with ruthlessness and power. After being snubbed for the Secretary of State position, Underwood, Democratic House Majority Whip, devises a plan to get what he believes is rightfully deserved.

Playing Lady Macbeth to Spacey's Macbeth is Robin Wright (*"The Girl with the Dragon Tattoo,"* *"Forrest Gump"*) as Claire Underwood, the charitable, better-looking half of this power couple.

Between shared cigarettes, they scheme to take over Washington, one pawn at a time.

With the power of persuasion and the right people in his pocket, Frank, with his permanent poker face, meticulously and tirelessly works to carry out his master plan.

Frank recruits intelligent, scoop-hungry reporter for *The Washington Herald*, Zoe Barnes, played by the naturally beautiful Kate Mara, (*"American Horror Story"*). Frank soon becomes her source in more ways than one.

Congressman Peter Russo (Corey Stoll, *"Midnight in Paris"*), who nurses an addiction to alcohol, drugs and prostitutes, becomes a loyal supporter of Frank after being blackmailed by Frank.

The most dedicated of Frank's minions is Chief of Staff Doug Stamper (Michael Kelly, *"The Adjustment Bureau,"* *"Law Abiding Citizen"*), who carries out his more wicked dirty work.

There is no better choice for the role of Frank than Spacey, who plays the part with a Southern drawl and an intense subtlety that radiates power. The seasoned actor gives such a top-notch performance that everyone else is forced to rise to the occasion.

Wright plays a poised, cold and beautiful Mrs. Underwood, who has no problem keeping up with Spacey. Stoll is believable as an addict on a downward spiral, wrestling with himself

as he snorts lines of coke. Barnes exudes the naiveté of a young, inexperienced journalist who blossoms into a strong, savvy, sexy professional before our eyes — portrayed effortlessly by Mara.

Throughout the season, Frank provides commentary by breaking the fourth wall and speaking directly to the camera, unbeknownst to the other characters. These asides are initially bothersome, but they quickly become anticipated and imperative to the story. Viewers can never be quite certain what Frank is thinking without them.

Authenticity is a crucial part of this portrayal. Jay Carson, a former press secretary on "the Hill," acts as a political consultant for the show to ensure its accurate exposure of the seedy political underbelly. The set is nearly an exact replica of Capitol Hill.

The series uses its host by not forcing themselves to provide viewers with a climax at the end of every episode, but rather fluidly telling the story as a whole.

The acting is superb, the storyline delightfully twisted and the scenery perfectly gloomy.

Season two is eagerly awaited, and Netflix members can rejoice at the fact that "House of Cards" is only the first of many series to be released exclusively on the site.

Welcome to the future of television. ■



'House of Cards' represents a new era of television. Photo courtesy of Facebook.

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The rise of Internet inaccuracy

By Becca Andrews
Editor-in-chief
@kbeccaandrews

It's no surprise or secret that this editor loves newspapers. I love the dark smudges on my fingers after I finish reading them, I love the smell of ink and paper, I love reading something that doesn't glow on a screen.

But I'm a traditionalist, and I belong to a quickly dying breed.

I respect a lot of good things about the new pace technology has set for "the media" and its consumers. Breaking news is more adrenaline filled than ever before, and we can help people faster by getting them the information they need almost instantaneously. There are more facets

to our job than traditional written articles — these days, it's more about how many different ways reporters can find to tell their story, which has been a lot of fun for me.

Personally, I'm a cynic, and although I love this business, sometimes the silver lining is hard to see beyond the consequences and complications brought on by the expansion of social media and the Internet.



Becca Andrews

In the mad dash to get news out, even the most reputable networks and papers make grave errors. The most sobering examples came out of the shooting at Newtown, Conn., last December.

Margaret Sullivan, who writes a blog for *The New York Times* called "Public Editor's Journal," posted a breakdown of the Times' early misre-

“All it takes is one false tweet or poorly constructed Facebook post to severely damage a highly regarded news source.”

ports. The errors were attributed to the flood of misinformation that easily overpowered facts via social media and the hysteria of the day. A shocking mistake was the misidentification of Ryan Lanza, the brother of the infamous actual shooter Adam Lanza, as the alleged killer.

It only grew from

there. CBS, CNN, Fox News and The Associated Press all reported that Lanza's mother was a teacher at Sandy Hook Elementary School. The misreport spread quickly, igniting speculations regarding Lanza's motive.

All it takes is one false tweet or poorly constructed Facebook post to severely damage a highly regarded news source.

Consumers are out for blood, screaming the inaccuracies and mistakes of "the media." They don't see the financial pain our companies are in, due to the idea that sprang from the spread of social media that news should be free. They don't see the tight budgets and the deep newsroom cuts that have left veteran journalists unemployed after decades of dedication.

The Internet and social media have done a lot for journalism. In a lot of ways, it has made reporting easier, and it has given us a direct link to our demographic, so we can cover the things that matter to our communities.

But in the interest of complete transparency, sometimes I find the possibilities of the World Wide Web more terrifying than tantalizing. ■

Social media benefits societal discussion

By Alex Harris
Opinions editor
@bastiatlas

The benefits of social media and the Internet are generally agreed upon: an increase in our ability to communicate, gain knowledge and seek information.

However, whether its effect on politics and societal discourse is positive or negative is still a heavily debated topic.

While social media does allow easier communication and instantaneous information sharing, it is also easier to disseminate propaganda and misinformation, and easier for people to reaffirm the beliefs they hold rather than challenging their views — or so the argument against its benefit goes.

While this may be true of some, or even many, is this necessarily the product or fault of social media and the Internet? Would people seek out information from sources other than those that they trust in a world without specialized news feeds or the ability to control the topics they receive information on?

Social media only divides us as much as we choose to be divided. As it is easier for us to follow only sources of information that we agree with, it's



Alex Harris

just as easy to follow sources of information that we disagree with in order to stay informed on what those with opposing viewpoints think about topics important to us.

Social media is guilty of both dividing us and connecting us. It is easier to filter out topics we have no interest in, and, yes, we may lose some ability to connect with some people.

However, we're also more likely to develop more knowledge on those topics that interest us by filtering out topics that don't, and we're likely to be exposed to different viewpoints on the issues involved with our particular interests.

The problems of partisanship and divide precede the advent of social media. Politics itself breeds divide. These are societal problems that have always existed in some form or another, and

likely will continue to exist in other forms in the future.

The issue is whether social media positively or negatively affects our current divides, and I think the potential for a broader and more inclusive societal discussion via the many aspects of social media tends to the positive.

Take, for example, the revolution in Egypt, part of the Arab Spring of 2011. Twitter played a major role in the revolution, allowing for instant mass communication and organization. Yet, even following their revolution, Egypt still faces similar political issues.

But as Egyptians found and harnessed the power to change the circumstances in the Arab Spring, they continue to realize more of their power and demand more human rights and freedoms as a result of their initial revolution, which was enhanced by the use of social media.

Social media is just a platform. The problems are ours. However, if we make the choice to use the platform in a positive manner, it has much to offer us: we can discover solutions and overcome the problems faced by the human race. ■

Modern-day athletics heavily affected by Twitter

By Mark Mize
Sports editor
@markmizewriter

College coaches and athletic departments have always looked to use new technology to boost program success both on and off the field.

In recent years, social networking services such as Twitter, Facebook and Instagram afforded college athletics a new opportunity to evaluate potential recruits, interact with fans and teach student-athletes valuable lessons about self-presentation and the importance of public versus private personas.

Through the last year, the Middle Tennessee athletic department launched a campaign to further promote its brand through social media.

"We had done some stuff in it, previously, but never to the extent we are now," said Mark Owens, MT athletic communications director. "So anything we can do to get out to all our alums and fans and the general public, this is a good avenue to do it."

The athletic communications department hired alumnus Nathan Wallach to help oversee the new push that included the creation of a Twitter page for each sport and help from athletic communications workers and coaches.

Owens noted that the Blue Raider coaches embraced the new branding tools and helped student-athletes learn to use social media responsibly for themselves as well.

"You have to watch what you put on Face-

book, what kind of pictures, all that kind of stuff," said Rick Stockstill, MT football coach. "It helps scouts, and it helps teams. They're all following you and have access to everything that you put out there. You just try to educate them and teach them to use it in a positive way because I think it is if used properly, it can be a positive tool for young people."

However, concern over amateur athletes and their use of social media caused some coaches to limit their players' social media usage during the season.

South Carolina's Steve Spurrier, Washington State's Mike Leach and Boise State's Chris Peterson are just a few of the college coaches who have, at some point, totally banned their players from using Twitter.

"I'm not like that. I think it's a way young people communicate now," Stockstill said.

Former Oregon coach Chip Kelly similarly voiced in an interview last year with *The Oregonian*.

"If they can't be responsible in social media, then we recruited the wrong kids," Kelly said. "... We try to educate our kids like we educate them in everything they do. But if you can't trust a kid on Twitter... Can you trust them on third down?"

The debate over student-athletes' use of social media was fueled even further in 2012 when a pair of players from Ohio State and Florida State clicked send on a pair of tweets

that quickly sparked national attention and left the team's head coaches wishing they had done otherwise.

Just months after a supposed social media ban by Buckeyes' football coach Urban Meyer, freshman quarterback Cardale Jones tweeted, "Why should we have to go to class if we came here to play FOOTBALL, we ain't come here to play SCHOOL, classes are POINTLESS."

Meyer was less than amused by his backup quarterbacks' choice of words and suspended Jones for the Nebraska game. He referred to the player's tweet as "ignorant."

Last summer, Seminoles' defensive back Tyler Hunter helped earn his team a ban from Twitter via Coach Jimbo Fisher and caught the attention of the Florida State police department when he tweeted a series of lyrics from a song by rapper Lil' Boosie.

The song Hunter quoted used the "n-word" gratuitously and included violent rhetoric and lyrics that referred to the killing of law enforcement members. The Florida State police department issued an official statement.

"For a Florida State University Football player to publicly advocate the murder of police officers is outrageous and hateful. His disparaging language was racist, provocative and violent in an attempt to incite others to violence."

Social media accountability has trickled

down to high school athletics because college coaches are now using it to help evaluate what kind of players they are recruiting and how they can better recruit them. Stockstill said he believes this not only

gives coaches an opportunity to learn more about players' personalities, but it also provides valuable feedback to the university on the recruiting experience.

"A lot of times, kids on their official visit,

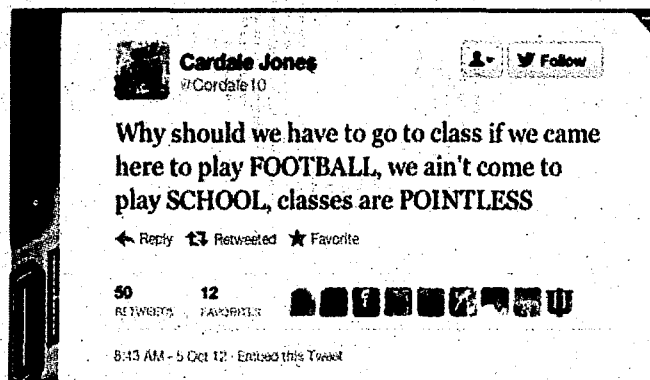
they're constantly putting stuff on Twitter saying whether they're having a good time at Middle Tennessee - 'I love this, or I don't like that.' It gives you a chance to follow them, and see what they're

issues that arise through social media, but he personally believes social media is the future of sports media.

"I think that's the way society has changed," Owens said. "They like to get stuff quickly, and they like small doses because they don't have

a lot of time. The coaches, everyone is always wanting to do something for their program and get that edge, that mar-

keting edge and whatever it may be to get more attention to their program, more people in the stands." ■



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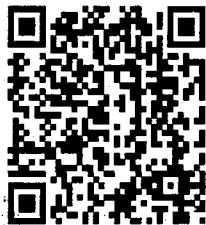


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