

BuzzFeed

5 quick facts

Info from: BuzzFeed



BuzzFeed was co-founded during 2006 by Jonah Peretti, who also is co-founder of the Huffington post.



BuzzFeed tracks, and sometimes generates, viral web content.



Many BuzzFeed lists are compiled from content posted on other popular websites like Reddit or IMGur.

Info from: Slate



“Meme-saturated” entertainment lists generate the bulk of BuzzFeed’s site traffic.



Many BuzzFeed posts can be reverse-engineered by searching popular meme phrases.

Rise early to know life’s full beauty



Conor Gearin

I assumed the college experience would be a lot of late-night cramming, midnight fast food trips and other such moonlit hijinks. And while it has been like that at times, most days I get up before 7 a.m. Perhaps that’s not so early in the eyes of the working world, but compared to most of my Truman friends — at least one of whom is functionally nocturnal — I get up darn early. I have come to like it, and perhaps if they tried it, other students would, too.

When complaining, I make it sound as if waking up early was a burden thrust upon me, but the reality is I have chosen morning classes consistently because I want to be awake at that time. This semester, my schedule has reached a new extreme. My 7:30 a.m. ornithology class eventually will feature near-dawn bird watching trips during the spring. If we waited until later in the morning, we would miss the birds worth seeing.

There are many benefits to rising early, some of which you might not expect. First and foremost, you have extra time to drink coffee, the most glorious of all beverages. You have time to make breakfast, the meal with the most delicious food. At about 8 a.m., the steam-clouds spouting from the Physical Plant catch the soft yellow of the rising sun. If one of your good friends is studying abroad in France, as mine is, it already is the middle of the day there. The early-morning emptiness of the library makes reading easier and therefore richer.

And then, full of the words of other authors, writing begins to feel like a natural activity, instead of the way it feels to me at midnight — like breaking rocks in a chain gang in a bad 1940s cartoon. During the early morning, there absolutely is no reason to check Facebook, except perhaps to communicate with the aforementioned friend in western Europe. In short, there is more space, more silence and I feel better prepared for weekday madness.

I always feel I could do more, though. John Muir, founder of modern environmentalism, woke at 1 a.m. as a young man so he could have five extra hours to tinker with his inventions before the working day began. He constructed a bed with a built-in alarm clock that triggered the frame to tilt and set him on his feet, as well as a desk that replaced the book in front of him at set intervals. But considering how his strict Calvinist father made him and his siblings go straight to bed shortly after dinner and how he did not have text messages keeping him awake, it is more probable for Muir to have managed that routine than for me. Still, I always have him in the back of my mind as the patron saint of morning people.

Now, make no mistake — I am not putting myself forward as some kind of god of perfect routine, a plaid-shirted Apollo rising with the sun each day of the week. Some days I sleep in and feel icky, and other days, sleep deprivation gives me headaches, just like everyone else. I drink too much coffee and then crash, feel dehydrated and take disastrous naps. Nonetheless, the morning often is my favorite part of any given day.

Early rising is not for everyone. I had indications before college I could be a morning person if I chose to be, and college has given me the chance to choose it for myself. But you might try it sometime — get up at 7:30 a.m. for your 10:30 a.m. class and see what you can accomplish. Even if you just find yourself falling back asleep in a library armchair and being late for class, at least you will have learned something about yourself.

Conor Gearin is a senior biology and English major from St. Louis, Mo.

Don’t fall for BuzzFeed’s bait



John Riti

Brace yourselves, dear readers. This might be the most controversial piece I ever write, so I’ll just get to it.

BuzzFeed is the absolute worst. There, I said it.

The reason I predict this statement will be controversial is because I believe my generation is obsessed with this website, though I’m not sure why. Every time I login to Facebook, it seems there are endless BuzzFeed links to the “14 Reasons Why Jennifer Lawrence Is Actually Your Best Friend” or “29 Struggles That Only People With Big Butts Will Understand.” You can’t escape them.

BuzzFeed’s tagline is “We feature breaking buzz and the kinds of things you’d want to pass along to your friends.”

However, our obsession with BuzzFeed and willingness to share it with our friends so much is a problem for multiple reasons.

First, BuzzFeed makes their money off their assumption that we’re all idiots and will click on literally anything. They want the money from ad revenue they get when you click on their page, and titling an article “24 Reasons A Panda Should Never Be Your BFF” is their cheap ploy to get you to click on something idiotic. Lots of websites employ such strategies, but none so desperately as BuzzFeed — I feel dumb when I read BuzzFeed because I know they’re deliberately trying to waste my time.

To me, this is something that should offend us, not something we should buy into.

In addition, the majority of BuzzFeed “articles” hardly can be qualified as an article at all. There’s a big

difference between writing an informative article and simply posting 20 images or memes in list format and writing a little line about each. I think writing skills are one of the most important assets a person can possess, and BuzzFeed’s principles directly oppose public exposure to good writing.

BuzzFeed also has a huge plagiarism problem. BuzzFeed unethically uses countless images, photos, gifs and memes without permission. Since anyone can produce a BuzzFeed article, it’s doubtful an amateur will pay attention to copyright laws while they’re trying to get their page to go viral.

For example, according to a June 2013 Guardian article, BuzzFeed was sued during June 2013 for more than \$3 million for a copyright breach when professional photographer Kai Eiselein’s photo of a soccer player headbutting a ball was used in an article titled “29 Funniest Header Faces.” The page was spread widely on the Internet with no credit given to Eiselein, according to the Guardian article.

“It is time for creatives to stand up and say ‘This is enough,’” Eiselein said in the article. “We work hard at our crafts and others should not be able to profit from our talents without compensating us.”

Finally, I worry about people who actually get their news from BuzzFeed. I don’t mean to generalize too much, but a website so heavily devoted to pop culture and memes of cute animals doesn’t seem like a place to get accurate information about what’s happening in Syria. I worry BuzzFeed is decreasing the rate that my generation turns to trusted media outlets for accurate news.

BuzzFeed seems to be here to stay and I doubt this column will result in a decrease in traffic of BuzzFeed links I see. Regardless, why not venture out and discover something else that might actually be useful? When you find your cursor hovering over “24 Cats Who Are Celebrating Shark Week,” give it some careful thought before you click.

John Riti is a senior English major from St. Louis, Mo.

What are your plans for Super Bowl Sunday?

“I live in BNB, and [an SA] is hosting a Super Bowl party, so I might go [get] some food ... I don’t know how much watching I’ll do.”

Rachel White
Junior



“Definitely gonna watch. I live in West Campus. I think I’ll get friends and watch in my room, maybe order pizza and wings.”

Trent Hoover
Freshman



“I might get peer pressured into watching it. I’m on the fifth floor of [Missouri] Hall, everyone will be watching.”

Jimmy Sorsen
Sophomore



“I’m driving home from Columbia and going to a friend’s house for the end of the game ... It’s sad because I love the commercials.”

Molly Kinder
Junior



AROUND THE QUAD

Keeping New Year’s resolutions a month later



Andrea Trierweiler

The night of New Year’s Eve, I wrote a list of resolutions for the upcoming semester. I was going to break the bad habits I had developed throughout the fall semester — staying up too late, procrastinating homework and eating out too much, to name a few. I promised I would change the very first second after crossing that arbitrary line into 2014.

But upon returning to Kirksville, the determined “new me” faded back into the old one. After less than a week into the new

semester, I had reverted back to my old habits and was frustrated because I couldn’t seem to hold onto any of my resolutions.

As the first month of 2014 winds down, many people have abandoned or even forgotten their New Year’s resolutions. In fact, only 8 percent of people who make resolutions successfully achieve their goals, according to a January 2014 study by the University of Scranton. Perhaps people aren’t meeting their goals because those goals are not designed well. But there are many strategies that help with creating and maintaining resolutions.

In a Jan. 1 interview with USA Today, John Norcross, a psychology professor at Scranton University, explained how good goals follow the “SMART” model. “SMART” is an acronym for specific, measureable, attainable, relevant and time-specific. As a goal, “I want to exercise more” is too vague — it’s not a

specific plan of action that you can follow to achieve success. A better goal would be, “I will exercise three times a week for 30 minute periods.”

Another key to meeting goals is to reward yourself for meeting even portions of them. As I reflected about my first week, I realized despite not meeting the goals, I had made some progress. Yes, I’d finished much of my homework at the last minute, but I at least had started some of the assignments sooner than I normally did. Achieving goals is an ongoing process, not an instant change, so recognizing your achievements along the way is important.

Norcross said to reward yourself for small achievements — for instance, if your goal is to lose 25 pounds, be proud of yourself for reaching the 10-pound mark. Don’t look at it as a failure — as only having lost 10 pounds — but as

being almost halfway to your goal. Viewing these accomplishments as a success will keep you focused on meeting the ultimate goal, according to the USA Today article.

A few other strategies Norcross gives for meeting goals are tracking progress with a calendar, making goals public and accepting that you will make some mistakes. But another important strategy is mastering impulse control.

During 1970, psychologist Walter Mischel conducted a study about impulse control, also known as delayed gratification, in which a group of children had a choice — they could eat one cookie immediately, or wait to eat it until Mischel returned from running an errand. If the children waited to eat theirs, they were rewarded with a second cookie. The children who earned the second cookie distracted themselves with other activities to avoid temptation, and I recommend others do the same.

Delayed gratification essentially is knowing that goals pay off throughout the long run, not immediately. At the time it might seem more fun to watch another episode of your favorite show on Netflix than study, but how fun will it be when it’s 2 a.m. and you’re still awake, finishing an assignment that will be due the next morning?

If you’ve abandoned your goals since the start of the New Year, it’s not too late to pick them up again. My goals never left my mind, so I decided they weren’t worth abandoning altogether. But to succeed at them, I needed to create a more rigorous, specific plan. By fighting impulse control and making goals specific, your New Year’s resolutions will become achievable. Don’t throw them out just yet.

Andrea Trierweiler is a senior Romance language major from Columbia, Mo.