

## CAMPAIGN CHRONICLES

### Occupy the elections, occupy the future

Tent cities. Altercations with the fuzz. And that one guy on the soapbox. The Occupy Wall Street movement has momentum that could rival the Tea Party, if only they could get their best soapboxers to run for office.

The Tea Party movement made its presence known and rapidly became the face of conservative American politics. Their interests now dominate the presidential race.

The Occupy movement is a more recent development, and while it has dominated the media in recent weeks, it may not have the same influence the Tea Party has had.

Occupy Wall Street could act as a balancing force against the Tea Party, but first they would have to demonstrate the same lasting political clout.

While the Occupy protesters are clearly devoted to their cause, spending weeks demonstrating across the nation, their long-term potential is less clear. Popular hashtags come and go every day on Twitter. A new meme dominates the Internet every week. What makes OccupyWallStreet more than a flash in the pan?

That the Occupy movement has spread across the world is impressive, but perhaps it is a sign that the movement is short-lived. The energy the Occupy movement has expended by going global may mean it lacks the energy to sustain itself — the bigger the blaze, the faster it burns.

This raises a question: What does the Occupy movement need to do to sustain itself and carry its message through to actual political action?

The answer is simple: They need to run for office.

"I don't think Occupy Wall Street will have the influence they want unless they do what the Tea Party did and take over the nominating process," said PBS host Bill Moyers in an interview with the Houston Chronicle. "Unless they do, they will never have the satisfaction that they want and that the civil rights movement, say, had back in the 1950s and '60s.

"These people are not going to have long-ranging effect unless they have a party to act on their interests," said Moyers. "They need to become a political movement instead of a grievance committee."

While creating a political party may be a radical move, it is still possible for the Occupy movement to influence the elections. If they were to identify a candidate to put their energy into supporting, the Occupy protesters could secure a position of lasting political influence.

An Occupy Party could occupy Congress if the many individual movements around the country began supporting candidates for the upcoming Senate and House races.

Somewhere at every Occupy protest, there must be a person with a megaphone making the most noise, sharing the most opinions, handing out the most flyers and getting the most attention. If each smaller movement could identify who that person is, they would have their candidates.

If each Occupy movement produced a congressperson, the power of the Tea Party would be rivaled, and — more importantly — the Occupy protesters would be able to find the lasting solution they are looking for.

So here is hoping that in the next few weeks Occupy Wall Street disappears from Twitter, and that Occupy Congress and Occupy Oval Office start to trend. Perhaps we could finally find the change we were looking for.



By Adrienne Mattson-Perdue  
STAFF WRITER

## Get interested in The Guilford Buzz



By Victor Lopez  
STAFF WRITER

Guilford is a college of students and professors who value transparency and open communication, and the college delivers this in part through the Buzz.

But as it stands right now it seems that the Buzz is ineffective because of our lack of concern for the information within.

Essentially the Buzz replaced rampant mass emails and mass voicemails and has served the purpose of eliminating the clutter of those processes.

In 2003, President and Professor of Political Science Kent Chabotar brought the idea of Guilford's Buzz with him when he became president, according to Vice President of Marketing Ty Buckner. This is a measure that would be more effective if more students actually read the Buzz.

"It has also drawn attention to

the emergency nature of a mass email or voicemail message from the College," said Buckner. "All in all, a success in my opinion."

Recently in a private conversation, a CCE SGA board member stated that CCE students were hard to reach because they simply did not read their email, the Buzz, or even The Guilfordian. It was as if some simply did not care, were uninterested, or were too busy.

User Services Manager Teresa Sanford told The Guilfordian that some people scoff at the idea of having to read the Buzz.

"It's sad actually to hear someone be so proud of the fact that they don't read the only sanctioned form of mass communication on campus, but also hear them be the first to complain when they don't know something," said Sanford.

As a college student, I want to be in tune with what is going on at my college — even if I am not planning on taking part in the events. We are being taught to be critical thinkers and how to be aware of the local, national and world events taking place around us, so it would stand to reason that we would want to know what is happening in our back yard.

In a Guilfordian survey of 52 students, both traditional and CCE, placed on Facebook and the Buzz,

41.7 percent of the students polled said they felt their peers used the Buzz, 38.9 percent said their peers did not and 19.4 percent said they didn't know. 84.6 percent of those surveyed said they read the Buzz daily while 13.5 percent said they only did once in a while.

On the other end of the spectrum, traditional students at times have to deal with a deluge of homework and reading and do not have time to read the Buzz.

One of my professors said, "You know college isn't just about papers. Get out and be involved."

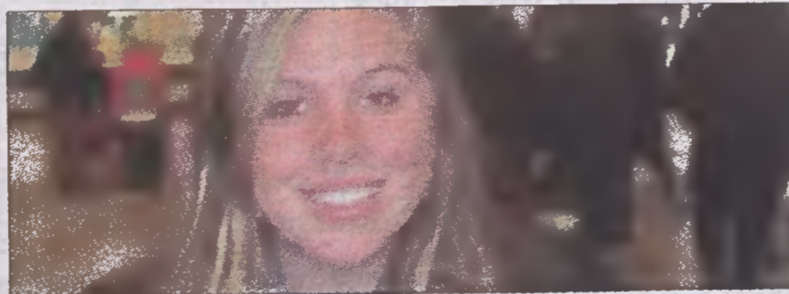
I wondered if he had forgotten the homework he had recently assigned and how impossible, at times, it makes students' lives.

Still, there is no reason that, as students, we cannot take the time to read the Buzz and make ourselves aware of what is going on around campus.

"It only takes five minutes to browse the Buzz and it can be uploaded to most mobile devices," said Sanford.

For better or worse, the centralized platform we have for campus wide communication is the Buzz. Short of blaring public service announcements at the start of every class, it is what we have to work with. Why not give it a shot?

## Google Plus isn't really a rival



By Natalie Sutton  
STAFF WRITER

Remember when MySpace was cool? How about AIM? How long will Facebook be the king of online social networking before it one day fizzles out just like MySpace and AIM?

Could Google Plus be the next big thing, taking Facebook's spot on the cyber throne?

My guess is no.

Google Plus, which launched in June 2011, was Google's biggest attempt to rival Facebook, according to The New York Times.

The site mimicked many of Facebook's features, such as picture and video uploads and status updates, but also added new components that Facebook lacked, such as friend circles and group video chats.

While in theory Google Plus seems like a great idea, it has not picked up enough momentum to truly compete with Facebook yet.

Although Google co-founder Larry Page says that Google Plus reached 40 million users in October this year, I still only know a small handful of people who actually use Google Plus, while I know only a handful of people who do not use Facebook.

Sophomore Kelsey Worthy got a Google Plus account in June but only posted one status and deactivated it shortly after.

"The whole fun of Facebook is that everyone is already on it," said Worthy. "Nobody was on Google Plus. I never did anything on it and I never saw anything on it. It's that simple."

With how popular Facebook already is, it is easy to be apathetic about starting over on a different social networking site. There is a general question of: why bother starting from scratch while Facebook still exists and continues to thrive?

Sophomore Stephanie Seligman, who has a Google Plus account, has not used the service in over a month and does not think that it will replace Facebook.

"I got one because I thought that everyone would get one, and it would be the new Facebook," Seligman said. "I doubt it will (replace Facebook). No one cares anymore. It was cool for a few weeks and then fizzled out because it's hard to use."

Facebook has become so embedded in our culture today that it seems almost impossible that something could replace it, especially since Facebook is constantly changing its layout and adding new components to continually improve the site and keep users from getting bored.

Unfortunately for Google Plus, it seems that the most it has accomplished has been pressuring Facebook creators to expand on certain layouts and features that Google Plus possessed.

While Google Plus offers a competitive motivation for Facebook to step up its game, it has only made transferring over to Google Plus less appealing for Facebook users.

Cory Kirkland, a sophomore at North Carolina State University, enjoys using Google Plus but thinks that Facebook is still superior.

"Google Plus can't really take over Facebook, since Facebook already has such a strong hold on the social networking game," said Kirkland. "It was a good try on something that has already been perfected. It could take over if Facebook were to have a falling out due to privacy issues or if Google came out with something crazy and innovative in social networking."

Perhaps in the cyber world's future there will be something even bigger and better than Facebook. Maybe it will even be some improved version of Google Plus. Our culture thrives on coming up with the "next big thing," but I think, for now at least, Facebook is here to stay.