

## On the street

We asked people at Loyalist College the following question:

### What are your Super Bowl traditions?



**Brennan Roy, second-year culinary,** "I paint my body my favourite team's colour."



**Brittany Downie, first-year radio broadcasting,** "I wake up and have my big bowl of Captain Crunch, make a smoothie the same colour as my favourite team."



**Charlsie Morrow, first-year art and design foundation,** "I paint half my face my favourite team's colour and dress up like football players. Eat lots of junk food and drink with all my close friends."



**Brent Cotton, first-year public relations,** "I half pay attention to the game until half time then I change the show and make sure to catch up on the score at the end of the game."



**Kristy Henderson, first-year radio broadcasting,** "I make sure to get it off work and if not I call in sick - shhh. Then I post my excitement on social media, wear my favourite team's colour and enjoy the game!"



**Kenneth McBrien, third-year automotive,** "I wake up and have a big pancake breakfast and then invite friends over to play Madden NFL for the two teams playing then open some drinks to the pre-game show."

## Editorial

# Sexism in sport: learning lessons before Sochi

Last week 19-year-old Eugenie Bouchard became the first Canadian to move on to a Grand Slam semifinal in 30 years.

After defeating Ana Ivanovic in a historic win, TV reporter Samantha Smith, a former British tennis champ, pointed to a cohort of male fans in the crowd, and asked Bouchard:

"They want to know: If you could date anyone in the world of sport, of movies - I'm sorry, they asked me to say this - who would you date?"

Twitter erupted with backlash from both women and men, chastising Smith for the sexist question.

"Really? Do they ask the men tennis players who they want to date when they win? Sheesh!" tweeted @AmandaParriag

@budgie\_girl2 wrote, "Stupid question to ask a tennis athlete. Let's talk about hard work getting to @AustralianOpen #GenieArmy."

Media outlets around the world reported on what was widely seen as a major faux pas and blow to female athletes.

Toronto Star's Rosie DiManno wrote a scathing column about the incident.

"In the annals of stupid questions posed by an interviewer - right up there with Barbara Walters many years ago asking Katherine Hepburn "What kind of a tree are you, if you think you're a tree?" - was the query put to Eugenie Bouchard by a courtside ditz after the Canadian tennis star had just won her quarter-final match at the Australian Open Sunday."

Bouchard appeared more embarrassed than offended, responding playfully that Justin Bieber would be her celebrity of choice.

The public was almost as outraged with Bouchard's answer, as with Smith's question.

Some saw the incident as little more than an unfortunate but singular gaffe on Smith's part. Others pointed out that it was part of a larger, long-standing problem in sport of devaluing female athletes.

People expressed anger and disappointment that in 2014 a female athlete would be asked about her dating life, instead of her momentous victory. Many pointed out that a male player would never have been posed the same question.

Regardless of whether it was one reporter's blunder, or indicative of ongoing and underlying sexism in sport, it has reignited an important conversation around how gender and other aspects of our identity determine how we are treated and valued in the world.

With the 2014 Olympics less than two weeks away, it seems a good time for the media to reflect on their role, in terms of how their reporting impacts public perception.

And just as people spoke out against the inappropriate question posed to Bouchard, hopefully we will see the same kind of critical thinking and dialogue concerning equality and human rights at the upcoming Sochi games.

Natalie McMullen

# Is Facebook on its way out?

Social networks are ubiquitous in modern society these days. Twitter for brief updates and communiqués, Instagram for visual updates, LinkedIn for professionals, Snapchat for friends. So where does that leave the behemoth that is Facebook?

A recent Princeton study compares the recent explosion of the social network to the outbreak of a virus. They also predict that Facebook will eventually destroy itself in the same way a virus does, claiming they will lose 80 per cent of their user base by 2017.

While it is certainly attention grabbing, it may be a bit of a hyperbolic claim.

Facebook isn't a virus, it's a computer program. That's an important distinction because viruses usually wear themselves out by destroying their host. Unless Facebook suddenly starts corrupting its users' computers or somehow manages to kill the Internet, it's simply not a valid comparison.

In the end, Facebook is another communication tool, which serves its own purpose. The problem it actually faces is a crisis of confidence. For a long time, Facebook was "the" social network; now it's just "a" social network.

However, that does not mean that there will be a sudden mass exodus of users over the next three years. It won't happen, because Facebook will still offer a service people want.

Another thing to consider is the role the social network plays in the modern world. Facebook in many ways has become as integrated into daily life. People use it to keep in touch over vast distances, plus with the networks integration into Twitter, Instagram, Skype, Netflix and many other platforms, simply having a Facebook account is a type of online passport.

What may change dramatically is the amount people use the network to post publicly; that has been part of the adjustment to the network. People overused it and abused it. However, after eight years, it has settled into its place in society and it is unlikely that will change.

While it is true that the over-dependence on Facebook is a trend, and trends shift, the projected 80 per cent drop in users at this point simply seems to high, and the virus comparison seems like a stretch.

What seems more likely is a smaller decrease, as users currently on the site who don't need it discover that, and begin to only use social networks that suit their purposes.

However, the type of social networking which Facebook allows for, and because of the universality of the application, it will continue to be a valuable tool for a while yet.

Adam Dietrich



## Opinion

# Bieber becoming role model for trouble

By Taylor Hermiston

At a tender age of 13, his success story had inspired millions around the world, becoming a positive role model for kids to follow their dreams.

Now at the age of 19, dripping in ink and deportation threats, Justin Bieber has unquestionably kept up his role model status.

He now inspires kids to give up hard work and privilege for a chance to learn how to get arrested, smile for a mug shot and construct eggs to be a new exterior design medium on neighbouring houses. Bieber has yet to understand how his actions affect the people around him.

Bieber's recent antics involving the Miami law enforcement last Thursday seem to have been the last straw for citizens of the United States. Thousands have rightfully signed a petition to have Bieber deported from the U.S. and sent back to Canada. Many have expressed that he is wrongfully representing the pop culture scene in the States and they want him gone. The online petition had over 15,000 signatures within 48 hours. It can be found on the White House's 'We The People' page.

The surprise in all this turmoil is pop star Lady Gaga. More than enough people have

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spoken against Bieber and his adventures and it's frustrating for most when they see that she wants to support him through 'this difficult time'. She has also pleaded with her fans to support his fans and not give up on him.

In a message posted on her official website, Littlemonsters.com, Gaga writes, "I know ev-

eryone today is talking about Justin's arrest and all sorts of words and judgments are happening on the Internet. Everyone is entitled to their own opinion, and to stand up for themselves, but I think we should be supportive of Beliebers. They deserve, just like any other fan, to feel strong for each other and Justin so they can continue to share the bond they have through music."

After a message like that, what would it feel like if she received a message from a person who lost a loved one to a driver under the influence, like Justin? A development like that should have a heavy enough impact to realize that Bieber doesn't deserve sympathy.

A case like this just proves that Bieber will never grow up and face real consequences because it's people like Lady Gaga who will cradle him and say that everything is still alright. He will probably only ever learn when he changes someone else's life permanently.

For another teen, this can be considered teenage angst and rebellion, but when is enough, enough?

Bieber needs to grow up and accept his mistakes. If he still wants to be considered professional in this business, then he should consider getting a hobby to relinquish his angst.

# Are garbage tags worth the price we pay?

*Costly price tag a huge expense for those living in poverty*

By Anica James

If you are like me, you have a love-hate relationship with taking out the trash. You love it because it keeps your house clean and the flies at bay, yet you dislike it because it means that you are at least \$2.50 poorer thanks to those fluorescent green tags which we have to affix to the bags to have them removed from our property.

For residents like myself, I think that it is asinine that the citizens of Belleville have to pay as much as they do to remove their trash. \$2.50 per tag is quite a bit, especially when you take

into consideration that you cannot purchase them singly, you have to buy them in sheets of five, giving you the total of \$12.50.

Yes, I know that that does not seem like a lot to some people, but to others that is a lot. According to Statistics Canada, one in three children in Belleville live in poverty.

An estimated 34.1 per cent of children are residing in homes where the income is 50 per cent less than the cities median household income, which is approximately \$68,200. People who live in lower income situations also tend to have more children, which in turn leads to more garbage being produced and tossed to the curbside every week.

I know that a lot of cities throughout the province do require garbage tags, but they are not all as expensive as Belleville.

The city of Orillia, a community two-thirds the size of Belleville, mails 30 garbage tags to each residential and commercial unit at the be-

ginning of every June, free of charge. If citizens need to purchase more garbage tags throughout the year, they are available at city hall for \$8.25 for a set of five.

On the other hand, in nearby Kingston, a city approximately two and a half times the size of Belleville, garbage tags cost \$2 each and residents have the option of being able to purchase them online.

Thanks to recycling and green bins people can cut back on the amount of trash that they throw out, but then again, not everyone does that. Also, there are roughly 30 locations in Belleville that currently sell garbage tags, and not all of them are easily accessible for people with financial or mobility issues.

I think that the city of Belleville should re-evaluate Bylaw No. 98-175, look at current stats, and take into consideration that not everyone can afford to pay every time they need to take out the trash.

# The Pioneer

The Pioneer is currently produced by photojournalism students for Loyalist College and the surrounding area. In the spirit of the pioneers who settled our community and who were rooted in tradition, these pioneers always had an eye on the future. Our students strive to serve the public interest, seek the truth and uphold the highest standards of our profession.

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