

# Opinion

## Apple misses with simplicity

By JENNA DENOYELLES  
EDITOR-IN-CHIEF  
JHD5035@PSU.EDU

Bigger is not better. Not in the eyes of Apple Inc. anyways. It seems the company's trend is to refine its product design to increasingly smaller proportions creating new and improved "generations" of Apple products. As in, tiny, itty-bitty baby sized products, where basically the only good thing about it is that it looks "cool."

Recently I purchased one of the new generations of iPod shuffles because my old one was missing in action. Since I'm a runner, a shuffle works well because I can just clip it to my clothing and forget about it. If I need to change a song, I just reach down where I clipped it and push the button to change the song. It was simple back then - not with the new iPod.

With the new edition of the iPod shuffle, it's practically impossible to change songs while I'm standing, let alone running. One of the product feature descriptions of the new shuffle is that it's "The world's smallest music player," measuring no longer or wider than a key. It's extremely thin as well.

My first thought when I opened the iPod box was, oh god, where do I change the songs... on the ear cord? Really, is that so? Because when I'm running the first thing I want to do is follow a cord up to my ear. That's the last thing I want to do.

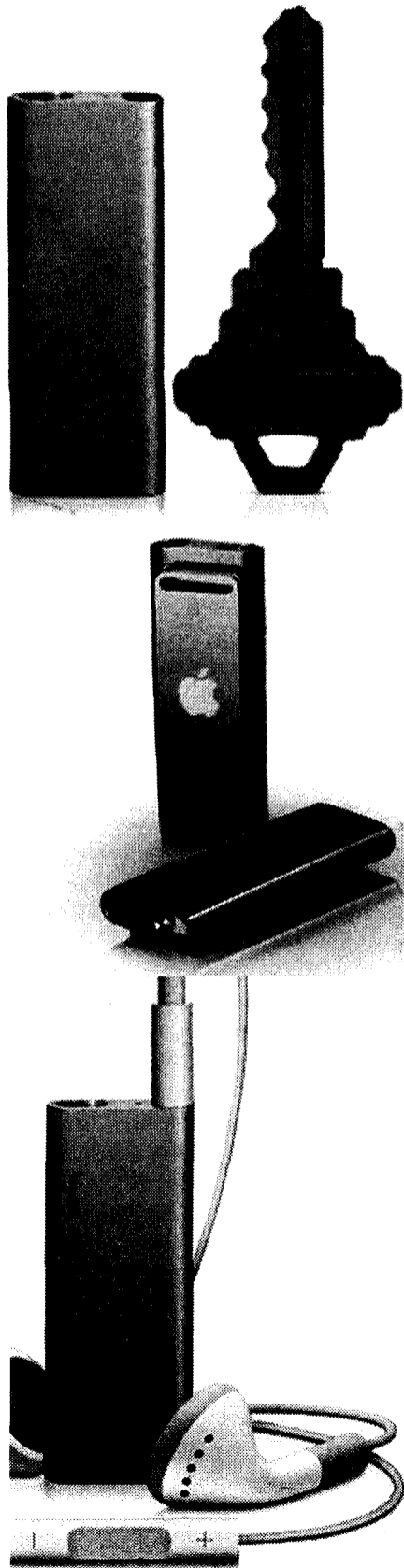
Failure is the size of the remote on the ear cord of the headphones. This is where Apple just decided that looking good was more important than practicality. The remote is so unbelievably small and difficult to operate.

Apple offers engraving on most of the products purchased on the Web site store. As a demonstration engraving the phrase, "Small is the new big," is engraved on the back of a silver iPod shuffle.

If small was the new big, then I'd be able to change through the songs without turning up the music or pausing the song. If small was the new big, then the remote to change the volume and songs would be longer than an inch and wider than three centimeters. Think of something that looks really impressive, but is virtually impossible to use.

Apple continues this idea of smaller is better now with the iPad. What a terrible name for a product! It sounds like someone with a Boston accent saying "iPod." Or the other obvious thought is that it sounds like a form of feminine care products, and we can thank the media for blowing that one out of proportion.

With the design of the iPad it's obvious that smaller is the better to Apple. Now there's an unsaid implication that our laptops are too big and heavy. Why else would Apple push



Photos courtesy of Apple Store

an awkward but light weight 9.7 inch touch screen with apps? It really just looks like the Screen/ Housing part of the Macbook Pro and at least with a laptop, it closes. I think what Apple needs to take into consideration, while it's great to take risks; if it's not broke... don't fix it.

## 'Jersey Shore': the driftwood of society

By DYLAN JOHNSON  
STAFF WRITER  
DJJ5034@PSU.EDU

Reality TV's newest train-wreck is one that people cannot stop talking about. Although there is no catch or objective to this "Real World" comparable show, "Jersey Shore" is making a splash in the MTV

waters.

"Jersey Shore" follows a cast of eight Italian American 20-somethings and their summer vacation in Seaside Heights. Amongst working, tanning, and hitting the gym, these "guidos and guidettes" destroy their liver with alcohol and fist pump in the club until dawn. Of course they get into some hairy situations such as fights and hook-ups but it makes for some unbearable yet pleasurable viewing.

The show debuted on MTV on December 3rd, 2009 with a special back-to-back viewing of the first and second episode. According to TV.com these episodes had 1.375 million viewers. This new series was not looking promising for MTV. However, with unforgettable characters like "The Situation", "Snooki", and "JWoww", the season soon became a hit with teens across the continent. TV.com reported that by the second week the ratings had doubled to 2.1 million viewers.

Possibly one of the most anticipated events of this season was to see Snooki get punched in the face at full force by a man at a bar. As I watched the tension grow on screen between Snooki and this man, I grew quite excited to see this troll of a woman get decked in the head for complaining about a guy stealing her drink. As it was about to happen, the screen cut to credits leaving only the audio of the aftermath and leaving my friends and I disappointed.

Apparently before the episode aired, MTV executives pulled the footage and stated that the incident was "extremely disturbing." Thankfully the clip went viral and everybody got to see what really happened.

The show continued from week to week with the same things going on- partying, tanning, and drama. Ratings did keep increasing each week despite the lack of intelligence the show portrayed.

I feel that this is what MTV has become today- low intelligence TV that can hold your attention with the outlandish actions of the cast members. For example, the only thing on Mike "The Situation" and wing man Pauly D's mind is hooking up with a different woman every night. It is comical how desperate these two men get.

All in all, "Jersey Shore" was a very entertaining reality show that is creating a buzz around campus. I have heard countless conversations regarding the latest Jersey Shore news while walking through the halls of Olmsted. Even in my pop culture class students share the latest stories from the show.

There have even been parties with a Jersey Shore theme. The guys blow their hair out and throw on their favorite muscle shirt while the girls wear next to nothing with the poof on their head.

By the season finale "Jersey Shore" had accumulated 4.8 million viewers nationwide. It was also confirmed by MTV on January 29, 2010 that there would be a second season in the works. It will be filmed so the cast can "escape the cold northeast and find themselves in a new destination." Although the destination has yet to be revealed, it was stated that the new season will air in the summer of 2010.

