

# Video fever infects Happy Valley

By KEVIN MCCULLOUGH  
Daily Collegian Staff Writer

Jim has just finished eating dinner in his area dining hall. He walks down the steps past the recreation room and feels an irresistible urge to deposit 25 cents into a machine and defend his video space in an unknown galaxy.

Jim is typical of hundreds of students. He has the fever — video game fever, an ailment that can strike people from all walks of life — but which is particularly infectious among college students.

"I know it is a waste of time, but it's challenging and gives me something to do between classes," Both McLean (5th division of undergraduate studies) said. She said she spends about \$5 a week in the arcade.

Another student, Kevin Kriess (2nd-mechanical engineering), said, "Playing the games is a new challenge, one that hasn't been encountered in the past."

The popularity of pinball and video games has reached an all-time high, Gene Steele, manager of Playland, 332 E. College Ave., said.

College students are especially talented at video games, he said, because when they were younger they learned to play on home TV video games.

The average person can play video games, Steele said, because there are no physical limitations as may be encountered in more conventional entertainments like sports.

Video games aren't new. Pong, the first video game, came on the market about 1971, he said.

At first, video games were not very popular because of specific time limits, he said, but with the addition of a replay for a high score, as in pinball, their popularity soared.

Playland, the oldest and largest arcade in Pin-

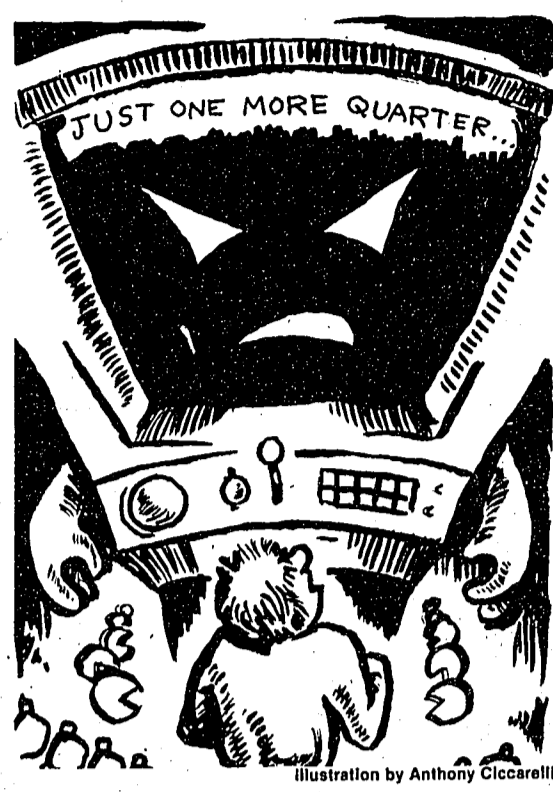


Illustration by Anthony Cocca

ball that gobbles up lines of dots.

On campus, pinball and video games can be found in every dormitory area and are the main source of funds for the Association of Residence Hall Students and dormitory area governments, said ARHS President Chris Calkins.

State Amusement Co. provides the 24 machines on campus and receives 50 percent of the revenues. The other half of the income is divided between ARHS, which receives 40 percent, and dormitory area governments, which receive 60 percent, he said.

"The funds are used for Spring Weeks, coffee houses, social events and various other student activities in each area," Calkins said.

Besides just playing pinball or video games for fun or something to do, many people may play for other, hidden reasons, a University sociologist said.

"One of the clear reasons for the popularity of these games is people's desire to take control or manipulate an environment, even if it's just for a moment," Richard Bord, associate professor of sociology, said.

"The average student role is one in which you don't have a lot of control over your environment, but by playing these games it provides you with the chance to be in complete control over something for a little while," Bord said.

In addition to competing with a machine, players can compete with each other and playing pinball and video games takes on a cultural aspect, Bord said.

A player's skill or ability to impress friends with high scores in a difficult game represents a formal test of ability, Bord said.

"It's really an exercise in masochism," said Bill Eichenberger, (6th-English), "because there is no winning, unless you consider beating your last score or high game winning."

College has 145 pinball and video games.

The supergames — Asteroids, Pac Man, Space Invaders and Galaxian — are the most popular games, Steele said.

These games employ the latest in miniaturization and computer techniques to simulate anything from an invasion by creatures from outer space, to a round

## collegian notes

• Colloquy will sponsor a speech by Allen Sack on "Professionalism in College Sports" at 7:30 tonight in the HUB main lounge.

• The College of Science Student Council will meet at 7:30 tonight in 221 Boucke. The group will discuss Winter Term activities.

• Student Counselors are available from the Student Assistance Center from 4 p.m. to midnight tonight in 135 Boucke.

• Homophiles of Penn State will sponsor a "Get Acquainted Coffeehouse" from 9 p.m. to midnight tonight at 415 E. Foster Ave.

• Alpha Lambda Delta freshman honor society will hold an officers meeting at 8:30 this morning in 135 Boucke.

## police log

• Gail L. Wasson, Rebersburg, was driving her car north on University Drive on Tuesday when the car slid around a bend and hit a car driven by Rodney J. Confer, Bellefonte, the State College Police Department said.

Confer's car spun around and traveled over the right-hand curb, knocking over a tree, police said.

Damage to Wasson's car is estimated at \$700 and Confer's 1973 Subaru is destroyed, police said.

• Carl Suffredini, 403 Locust Lane, told State College police Tuesday that his car cover was missing from a car parked in front of his home.

—by Francine Kaufman

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**ARENA I Starts Friday 7:45-9:45**  
**David Bowie is... Just a Gigolo**  
**ARENA 5 PLEX THEATRES & CASINO**  
1600 N. Atherton St. 237-2444  
**ARENA II Now playing 7:30-9:15**  
**"THE NIBBLER"**

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20th CENTURY-FOX FILMS

**The Nightmare Isn't Over!**  
More Of The Night He Came Home  
**HALLOWEEN II**  
A UNIVERSAL RELEASE  
Nighly 7:00 & 9:30  
Wed. 7:00, 9:30, 11:30  
Sat. 11:00, 1:30, 3:30  
Sun. 11:00, 1:30 & 3:30

**RAIDS OF THE LOST ARK**  
KAREN ALLEN  
Nighly 7:00 & 9:30  
Wed. 7:00, 9:30, 11:30  
Sat. 11:00, 1:30, 3:30  
Sun. 11:00, 1:30 & 3:30

Tonight at the Brewery  
**Red Rose Cotillion**  
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**THE SHINING**  
TONIGHT!  
A STANLEY KUBRICK FILM  
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"THE SHINING" STEPHEN KING  
STANLEY KUBRICK & DIANE JOHNSON  
THURS. FRI. & SUN. DEC 3, 4, 6, 6  
7 & 9:30 p.m. KERN \$1.50

Starring  
**PETER SELLERS**  
**Dr. Strangelove**  
THURS in 112 CHAMBERS 7, 8:45, 10:30 p.m.  
SAT & SUN in 101 CHAMBERS \$1.50

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Candis Camera producer Allen Funt carries the concept of his long-running TV series to the silver screen, where he can go somewhat further in exploring the sexual side of human behavior. Funt sets up various situations and records ordinary people's reactions with a hidden camera. The film is as hilarious as the TV series.

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102 FORUM  
TONIGHT (THURS), FRI, SAT at 7, 8:45, 10:30 \$1.50

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The snobs against the slobs.  
FRI-SAT 7, 9:15, 11:30  
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10 Sparks \$1.50

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10 SECONDS The Pain Begins  
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111 Forum \$1.50

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STUDENT FILM ORGANIZATION  
**EASY RIDER**  
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Third Annual Turkish Folk Dance and Movie Presentation  
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**30% off** Save on impressive 30% on all our glittering diamond...  
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**50% off** A large group of estate jewelry...  
Our 70th Anniversary Sale Ends December 24  
Take a full year to pay or use your Visa or MasterCard.

**THE TUBS**

**Thursday Evening**  
6:00 WEATHER-WORLD Programming may be delayed or interrupted due to paging.  
6:30 NEWS  
6:58 DAILY NEWS  
7:00 DAILY COTTER NUMBER  
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