

DRAWING COFFEE

## Urbana campus the first among equals?

As of May 13, 2008, the new e-mail addresses reflecting the campus domain change are functional. Though the full switch will take some time, this is a big stride in the university system's, or rather, the campus's new marketing plan.

I say campus because this move to the illinois.edu domain (from uiuc.edu) only affects the Urbana-Champaign location. The Chicago and Springfield campuses will remain unaffected by this change. According to the Illinois Domain Project Web site, this is because UIC and UIS are already "well-branded" institutions, while "research shows that the Urbana campus is not well-known as UIUC" (<http://webtools.uiuc.edu/blog/view?blogId=278>). Maybe not, but the Urbana campus is easily known as the University of Illinois, and anyone interested in attending the University will have no trouble Googling it that way.

As for being "well-branded," UIC does indeed boast the status of being a recognizable part of the University of Illinois network. On the other hand, a frightening amount of Urbana students do not even know UIS exists, let alone that it has been a part of the University of Illinois system for more than a decade.

In any case, I don't doubt that this is a solid marketing ploy for the university system's main campus. However, it also seems arrogant and disruptive to the potential unity of the three locations as a university system. While it would also require an even greater amount of work to completely shift all of the previous domains to a new central domain, it would also better advertise UIC and UIS as institutions with a caliber of education equal to that of the central campus.

And doesn't the university system constantly boast that students at both sister campuses receive a "University of Illinois education"? By changing uiuc.edu to illinois.edu, university administrators essentially say the exact opposite — that UIUC is the only "Illinois", and that its own



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affiliated locations are nothing but cheap knock-offs.

To give one campus the illinois.edu address is to grant it permission to surpass the importance of the entire system. It also further deters potential Global Campus students after the university has tried to bring so much attention to its pet initiative. UIUC is a large, traditional university which caters most specifically to students within the Champaign-Urbana area who can attend classes on campus.

Prospective Global Campus students will be hard-pressed to enjoy the one-and-only "Illinois" experience — that is, the education it offers — from a distance, as the central campus offers few online classes in a tiny number of degree fields. So by changing uiuc.edu to illinois.edu, insisting we're the only Illinois there is, we're saying that only traditional students can be a part of that Illinois. We're also broadcasting the message that to enroll in other online degree programs offered through UIC and UIS (outside of the Global Campus program) are standard imitations of UIUC — excuse me — "Illinois" degree programs.

While the campus will continue to avidly pursue this particular brand idea, it is important that students here recognize that there is an "Illinois" outside of UIUC, and that the people who attend other branches of the University of Illinois system are equally important members of that system seeking a high-quality U of I education and paying U of I tuition. Let's keep this "illinois.edu" business from going to our heads.

EDITORIAL CARTOON MIKE LANE, CAGLE CARTOONS



OTHER CAMPUSES CELESTE BROTT, THE NEWS RECORD (UNIVERSITY OF CINCINNATI)

## Video games often replace sex

As a member of the female sex, I have long been perplexed by the enthusiasm with which guys play video games.

I have also been perplexed by the amount of time some guys are able to spend playing. Then recently, it hit me: video games are a substitute for sex.

Guys think about sex constantly, but no guy can actually engage in sex as often as he thinks about it.

So when he isn't getting laid, the average guy needs an activity to distract him from this fact.

The activity must engage his mind and his body. It can't be passive, like watching television.

Sometimes sports fit this bill, but more often than not, the perfect substitute for sexual activity is found in the playing of video games. Therefore, the amount of time any given guy spends playing video games is inversely proportionate to how often he is getting laid.

When I first came up with this theory, I was really excited. I have solved the mystery of the male psyche, I thought, I finally understand guys! Hallelujah!

However, I have come up with crackpot theories before, many of which make sense in my mind but fail to hold up when field research is conducted. In the interest of validating my theory, I decided to do some research and consult the experts: guys.

First, I shared my theory with my guy friends from work, who I spend most free periods sitting with in Tangeman University Center, chatting about whatever. My theory was met with slight skepticism at first, but after a moment of contemplation, it was dubbed "mostly right."

I then shared my theory with A.J. Grubbs, a first-year engineering physics student

at Case Western University. I hoped that Grubbs would be able to give me the "gay guy's perspective" on the issue, but instead of considering how my theory related to his own life, he immediately praised my theory as brilliant and gave an example using a guy in his dorm.

"This kid used to play video games all day long," Grubbs said. "Then he came back after Christmas break and announced that he had a girlfriend. And since he has been back he has hardly played at all."

Grubbs and I were sitting on a couch in a secluded corner of Highland Café when he told me this, and I got so excited by his example that I spilled my hot cranberry juice and lime down the front of my new dress.

Hardly noticing the red stain soaking into my bosom, I excitedly squeaked back, "Oh my God, that's just like my brother!" When my brother was around 16, he used to play video games all the time. Then he grew up, started getting laid, and now he hasn't touched a game-controller in months.

My confidence in my theory is growing after my chat with Grubbs, so I decided to consult Matt Valvano, a graduate of the Art Academy of Cincinnati.

Valvano plays video games often, but he is also more of a lady's man than anyone else I know. He's the kind of guy who can flirt with every girl he sees and not be thought of as a jerk because he is sweet and charming enough to get away with it.

"Oh my God, it's so true," Valvano said when I shared the theory with him over coffee at The Anchor Grill, a 24-hour diner in Newport, Ky.

"I play video games all the time during the week, but I never play on the weekends," Valvano said. "That theory is brilliant. You should write a book."

### Readers' opinions

The Daily Illini reserves the right to edit or reject any contributions. Summer letters must be limited to 200 words. Contributions must be typed and include the author's name, address and phone number.

University students must include their year in school and college.

Inquiries about possible guest columns should be submitted to opinions editor Andrew Mason via e-mail or by calling 217.337.8366.

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