

FOCUS

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A LICENSE TO...USE BUZZ

Georgia Tech garbage bags? Get a look behind the scenes of Tech's licensing office and see what makes the cut and what doesn't. **Page 14**

TAKE A WALK(-ON)

Think you're good enough to play on the basketball team? Read about what it takes to walk on to the hoops squad. **Page 28**



Pondering the pros and cons of PRS use

Personal Response Systems, devices that allow students to key in answers during lecture, are becoming a popular tool in many classes and majors. But just how beneficial are they?

By Usha Kantheti
Contributing Writer

In large lecture classes, it is just as challenging for students to actively participate as it is for instructors to track their understanding of the material. With increasing class sizes, more and more professors are employing Personal Response Systems (PRS) during lectures in an attempt to engage students' attention as well as monitor their understanding.

PRS units are small wireless devices that resemble a television remote. When students submit a response, sensors installed across the classroom pick up signals transmitted from these devices, and the distribution of results is immediately displayed.

The Schools of Physics and Chemistry were among the first to use PRS in introductory classes two years ago with the aim of

creating a more interactive classroom.

"Passive learning is a waste of time," said Martin Jarrio, an academic professional who teaches the introductory physics classes.

"For the students to really learn, they need to be actively engaged in doing something," Jarrio said. "The PRS is the only practical way that we can find to get that sort of engagement to occur."

Instructors who use the Personal Response System require students to purchase individual PRS units.

"It's really hard sometimes to get a feel for whether or not what you're covering in

class is getting across," said George McKelvy, who taught a general chemistry class last semester that had over 220 students.

"Especially for the very large classes, it gives students the opportunity to interact with the class when otherwise they wouldn't have that opportunity," he said.

Elizabeth Cadogan, a

first-year Mechanical Engineering major, said that PRS is a useful tool in her physics class because it helps her professor "gauge how well people understand the material as we go through the lecture, so that he doesn't have to waste time on stuff if he doesn't need to."

According to Melissa Bachman of the Center for the Enhancement of Teaching and Learning (CETL), the basis for PRS has been "peer instruction," a method developed by professors at Harvard University as a way for students to become active learners by engaging in discussion with their peers.

Bachman said that with peer in-

struction, students are encouraged to discuss the concepts behind a PRS quiz by defending an answer or questioning a neighbor's misconception. "It is through social negotiation that you have to clarify your understanding of a concept," Bachman said.

The use of PRS has also spread to other departments.

"It is by no means a replacement for instructors, but it helps the professor understand what we understood," said Will

"[The PRS] didn't help at all, because the questions were not geared to making you understand."

Joseph Caubo
Second-year BME major

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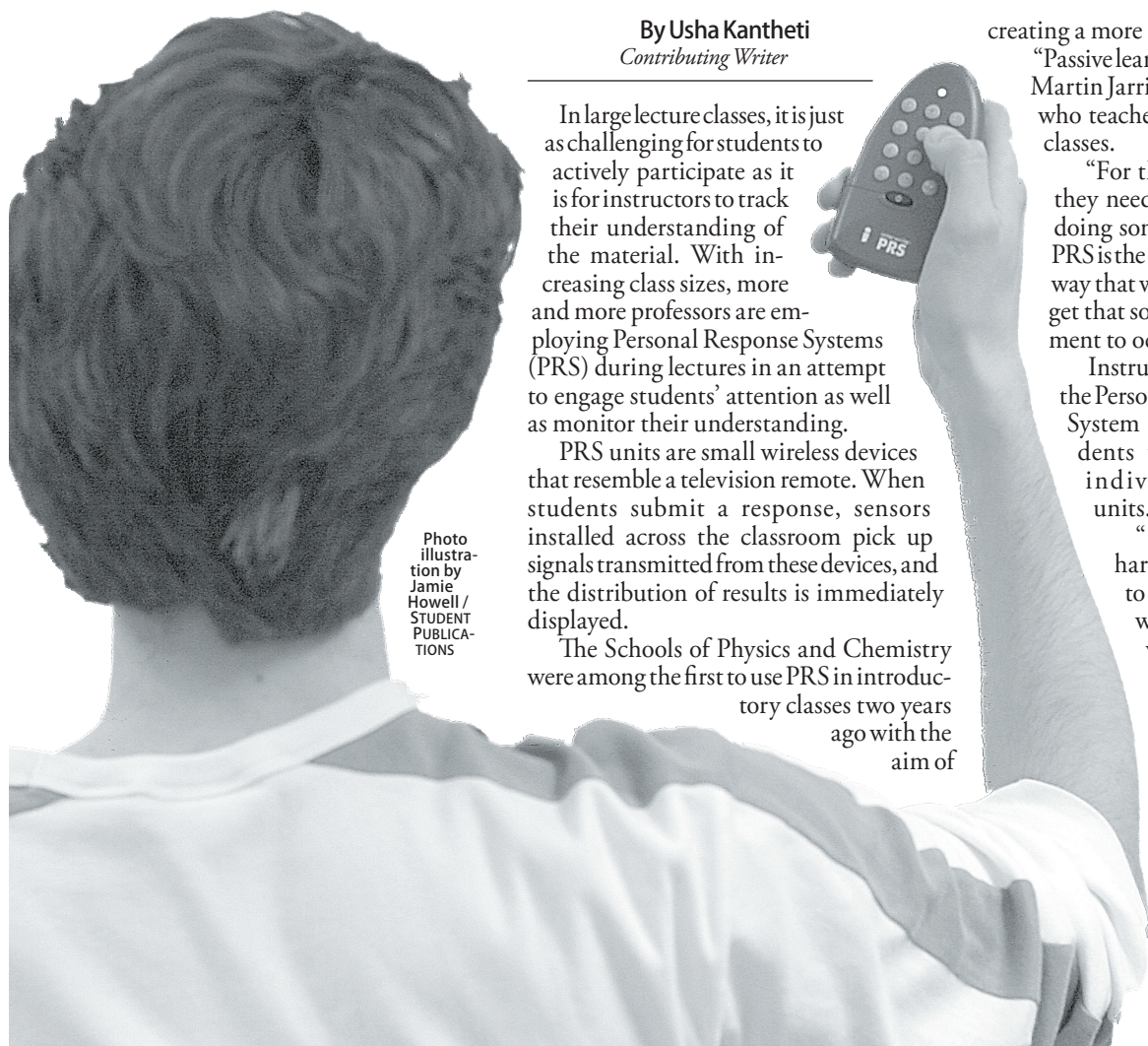


Photo illustration by Jamie Howell / STUDENT PUBLICATIONS

CELEBRATING BLACK HISTORY MONTH

Whatley shares perspectives on role as first African-American female graduate

By Joshua Cuneo
Senior Staff Writer

When Clemmie Whatley walked into Tech in the fall of 1971, the Institute had been integrated for 10 years.

Despite this fact, Whatley—who graduated two years later with a Master's degree in Applied Mathematics—said she was still surprised by the lack of diversity in the student body.

As a graduate student, Whatley said that in many of the classes she taught, she would have no black students.

"I never forget some of the classes when the students would come in, [and] they would say, 'Are you the teacher?'" she said. "It could have been a couple of things. First, I was a female. Second, I was African-American. And, of course, third, I wasn't much older than they were."

"It wasn't a very welcoming atmosphere...[but] I think that's part of the Tech way."

Clemmie Whatley
First black woman to graduate from Tech

In fact, Whatley made history by becoming the first African-American woman to graduate from Tech, along with her close friend, Grace Hammond.

In an interesting twist, Whatley said she was unaware of her pivotal role in Tech history until she was informed of it in an interview a few years ago.

"I knew... that we would be the only [African-American women] we would see sometimes, but it never

crossed my mind, because I think I was so narrowly focused on trying to finish and everything," she said. "I just came through that era where there was a transition related to the whole civil rights movement."

Whatley grew up in the Atlanta area in an era when public schools were still segregated. She

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Poker games attract full house

By Xing Guan
Contributing Writer

Poker great Doyle Brunson once referred to Texas Hold 'Em as the Cadillac of all poker games. It's been said to be a game that takes a minute to learn and a lifetime to master.

The rules are simple enough: Everyone is dealt two cards face down. There's a round of betting. Next, the dealer flips over three face-up community cards. Another round of betting occurs. The dealer then flips over a "Turn" community card. The players bet again.

Finally the dealer flips over the final "River" community card followed by a final round of betting. The player with the best five-card poker hand made from their two face-down cards and the five community cards takes the winnings, or the "pot."

The simple learning curve of the game, combined with the intrigue of winning big money, has pushed Hold 'Em poker into the category of a culture phenomenon.

There are poker tournaments shown daily on television. *Tilt*, ESPN's new hit show, is based around the life of three Texas Hold 'Em players. The movie *Rounders* was a hit based on the world of underground poker.

Restaurants across the nation offer "poker nights" as an attraction. There are over two dozen poker

"rooms" online, where you can compete for real or play money against anyone in the world. There's even a commission running to make poker an official Olympic sport.

Interest in Hold 'Em poker soared around college campuses largely

thanks to the popular ESPN TV series, the *World Series of Poker*. On the show, viewers get a hidden peek at the professional players' two face-down cards and see how the

See Poker, page 15



By Michael Skinner / STUDENT PUBLICATIONS

Freshman James Lancaster scoops up his chips after winning a hand of poker. Popularized on TV, many students now play Texas hold 'em with friends, at local venues and at campus-sponsored activities.

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graduated first in her high school class and went on to pursue her bachelor's in mathematics at Clarke Atlanta University, then called Clarke College.

In 1971, she applied to the graduate programs at both Tech and Emory and, upon receiving her acceptance to Tech with the offer of a teaching assistantship, decided to enroll at the recommendation of the head of the mathematics department at Clarke.

Aside from integration issues, Whatley remembers a number of transition pains in moving from the small close-knit community of Clarke College to a larger research university.

"It wasn't a very welcoming atmosphere...[but] I think that's part of the Tech way," Whatley said. "The relationships that you would have in a small environment are not there in a large environment."

For instance, she did not hear about the death of the professor who oversaw the teaching assistants until the day of his funeral.

"I was in class, and the other female teaching assistant...leaned over to me...and she said, 'Are you going to the funeral?'" Whatley recalled. "And she told me that [the professor] had passed. And that was my first knowing...but everybody else knew about it."

Whatley said she did form a close-knit relationship with two other women aside from Hammond, although her involvement with campus life was mainly limited to academics.

Whatley was also already married at the time and was in the process of starting her own family.

"As far as extracurricular activities and that type of thing, I really didn't participate in any of those," she said. "Our main focus was to finish the Master's program and then to move on."



"I thought [campus] was huge when I was there...I think the school has really expanded in a lot of excellent ways."

Clemmie Whatley
First black woman to graduate from Tech

After graduation, Whatley moved on to work for BellSouth (then called Southern Bell) in various capacities for 22 years before getting her certification to teach high school mathematics.

Four years later, she took a leave of absence to pursue her Ph.D. in education studies and then started her own consulting business in education, which she operates to this day.

Whatley has revisited the campus on numerous occasions over the years, and she has nothing but praise for an increase in ethnic diversity that

the Institute has witnessed over the last 30 years.

"There's everybody," she said. "People from all different ethnic background that can add to the culture of the university, so I think that's good," she said.

Whatley is pleased with most of the changes that Tech has undergone since she graduated—not just diversity-related ones.

Both of her children are Tech alumni, so she has been present to observe many of the improvements to campus life.

"I thought [campus] was huge

when I was there," she laughed. "I think the school has really expanded in a lot of excellent ways."

She also commended the Institute for continuing to pursue excellence. Already well-known when she attended, "[Tech] kept that status and continually pushed forth improvements."

Overall, Whatley remembers her experience at Tech with a certain fondness.

"All of the experiences...from Clarke, from Tech to BellSouth, all of them build up to help in the business environment I have," she said.

Looking back, Whatley is thrilled that her career at Tech paved the way for all the African-American women who came after her, and she wishes them well their future endeavors.

"Make sure you have that spiritual connection that's always going to be there to help you," Whatley said. "Keep on the right path...and if that one doesn't work, you have the confidence to know you can move to something else."

sliver

www.nique.net/sliver

lol, i finally decided to write a sliver, but i have nothing to write about
Whoever substituted for Sud-duth on Tuesday was a total doucheface ,him and his German accent can go back to the fatherland.
marta reeks of isajeep
its valentine's Day weekend..
do you know where your gurl is?.....
I thot not!!!
the the theuh the uh uhh ummm
Krista thinks my milk and cookies are cute...
Whatever happened to Two Dudes and an Alpaca?
corn dog feathers is about as coy as it gets
i love you, b^3
to the guy from physics 2, you've made for hours of great stalking... hot hot hot!
GT Men's Lacrosse wins in triple OT over Tennessee 8-7!!
OMG What a game!
Why does everything within walking distance of tech close before 10 pm on friday nights?
I've played dingle and yeah he does suck
My physics rant: the online homework program sucks (btw the guessing factor is only a factor of time between answers <- dumb)
Is it bad that I can't remember psycho bitch roommate's last name? Oh wait, it's just come to me. Wonder how she's doing?
Is she still without a car? Working on her ump-teenth degree?
Still doing 16 loads of laundry a day?
Define "in good taste". 'Cause "Sliver me timbers!" Could be taken the wrong way.
Ladies and gentlemen, the word of the week is "Idaho." As in, "I've got too many men-types, but that's 'cause I-da-ho!"
Does the Slivah not like Firefox? Because IE is very much not cool.
Jigga-huh?
hey Christina, your in the technique!!

PRS

from page 11

Welch, a third-year International Affairs major who used PRS to answer concept-based quizzes in his International Political Economy class last spring.

Shaun David, a second-year Biomedical Engineering major, acknowledged that PRS has helped him “stay focused in class and absorb what the professor is saying.”

However, he does not like the attendance policies that often come with the use of PRS.

For example, some classes such as physics and chemistry count daily PRS quizzes as part or all of an attendance grade.

“We found a direct correlation between student failure in classes and student lack of attendance in physics classes,” said Turgay Uzer, a professor in the School of Physics. He said this correlation was a large factor in instituting attendance policies in introductory physics classes

this semester.

Still, many students do not like the idea of being “forced” to attend class. In addition, some add that the original intent of using PRS is not

“Next fall, we can implement it in a manner that is a little bit more reliable and a little bit more useful to students.”

Martin Jarrio
Physics instructor

reflected now that it has evolved into more of an attendance-taking device rather than something to increase understanding.

“[The PRS] didn’t help at all, be-

cause the questions were not geared to making you understand,” said second-year Biomedical Engineering major Joseph Caubo, who has used a PRS in both his physics and chemistry classes.

“It just felt like the professor asked you questions to make sure you were there, instead of making you understand the material,” Caubo said.

The cost of a PRS unit, which retails for about \$30 at the bookstore, is another downside for some students.

Mario Flores, a Materials Science and Engineering major who only had to use a PRS for one class, said he does not believe it was a worthwhile investment.

“I don’t like it because I had to pay \$30 for it,” he said, and added that paying for something that forced him to go to class made the purchase even less worthwhile.

Still other limitations to the PRS include the time-consuming nature of preparing PRS questions on the

part of the professors, which takes time away from the main lecture.

However, Jarrio pointed out that this system has been a new experience for everyone.

“It’s a stumbling process—both

“We haven’t used it that long...so initially [professors]...may not use it very well, but...you have to start somewhere.”

Melissa Bachman
CETL staff

from our perspective as instructors and the students,” he said. “By the end of this semester, we would have enough of a feel for what’s going on that by next fall, we can implement it in a manner that is a little bit more

reliable and a little bit more useful to students.”

Bachman agreed that any drawbacks of the PRS would be compensated by its long-term usefulness. “We haven’t used it that long...so initially when [professors] use it, they may not use it very often and they may not use it very well, but it takes getting used to,” she said. “You have to start somewhere.”

Instructors like Uzer believe that the potential success of the Personal Response System as a student-learning tool lies in the students themselves.

“When someone gives you an answer on their PRS, you don’t know how they arrived at that answer. So it does really require participation on the part of the students to put some honest effort into it,” Uzer said. “But if they just use it as a remote control... it is not going to help anybody.”

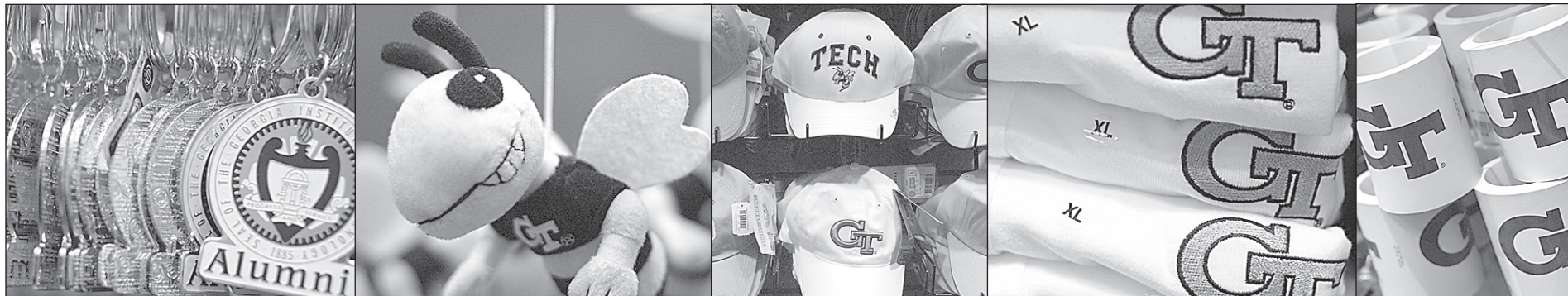
PRS receivers are currently installed in 14 classrooms and plans are underway to install them in several more.

sliver

www.nique.net/sliver

Mario West, the human bullet
full of energy
Nobody forks with Glacier.
I shurped and it was huge!!
Please piss on me.
Please.
“This is your life. Are you who
you want to be?”
Can we get a tally of just how
many people are stalking
Kris?
Whoever designed the steps for
the CRC Parking Deck needs
to be punched in the face.
I know more than my MGT
stat prof. Sad...
Woah, how the hell did that
happen?
Tricia is just plain f-i-n-e
I gave up homework for Lent.
V-day at this school can be
kind of cruel But alas, not all
hope is gone
For three days a week, I get a
peek At the most beautiful girl
on campus
You don’t know my name,
but it’s all the same Happy
Valentine’s Day blonde MGT
2250 girl
At least we’ll have some home
games for the NIT tourna-
ment.
Steve hooked up with Terri...
kaw kaw kaw.
Tom likes the wig.
Carlos has a small Asian
wanker.
Directly ahead of you, there is
dense fog. Visibility ahead is
low.. Oh wait I’m in the Physics
Department!
Panda the panda bear.
Anybody who drove in the
fog without their headlights
should be pulled over and shot.
IDIOTS.
Monkey sex is good for a bad
back.
Looks like it is going to be a
wine and CSI kind of night!!
After taking classes at both GSU
and GT, I realize that while the
GSU students maybe wierder,
definitely more ghetto,
and a little crazy... they are
so much NICER than Tech
students. Tech folks: pick

**See page 23 for more
slivers**



Photos by Scott Medway/STUDENT PUBLICATIONS

When it comes to Buzz, licensing office balances rules, creativity

By Jennifer Lee
Focus Editor

Recently, wine bottle labels bearing the University of Georgia's arch quickly became a collector's item—especially after the Board of Regents ordered the distributors to pull the bottles from the shelves.

To the folks who work at Tech's licensing office, however, this is an old story. Aimee Anderson, Director of Licensing, immediately pointed out that their website makes it very clear that Regents' policy does not allow tobacco, alcohol or firearms to be associated with University System logos.

"I say that just because that's one they always try to squeeze in," she laughed. "And that's not going to be approved."

Buying Buzz

The Board of Regents owns all of Tech's trademarks, including Buzz, the Ramblin' Wreck, and the interlocking GT, to name a few. They in turn have granted permission to

the Georgia Tech Foundation to use the trademarks, and the Foundation has given Institute Communications and Public Affairs (ICPA) the responsibility of managing day-to-day affairs.

"Day-to-day affairs" include the hundreds of licensing requests that constantly stream through Anderson's office. Her job deals with various aspects of licensing: "There's the protection side, there's the promotion side, and there's the legal side, also," Anderson said.

With over 450 official licensees, the majority of licensing requests come from them. Others come from corporations and the community; one of the most popular requests, according to Anderson, are groom's cakes for weddings.

"[It's] probably the most popular; I get one a week," she said. "We have a local bakery that—word of mouth, he's the guy to go to if you're an alum and you need a [GT] groom's cake."

Lastly, there are requests from Tech's own organizations and

departments, which make up the second largest amount of requests after official licensees.

Seeking approval

Anderson personally reviews all requests for licensing that come

"We have a local baker—word of mouth, he's the guy to go to if you're an alum and you need a [GT] groom's cake."

Aimee Anderson
Director of Licensing

through Tech. One of the most misused logos, according to Anderson, is Buzz. "Things I can tell you would not be approved are easier than what would be approved," Anderson said.

For example, the Georgia Tech Police Department recently asked to modify Buzz to carry a gun, which didn't fly. "We'll put a badge on him, and that still gets their idea across," Anderson said.

The paintball club had a similar dilemma when they submitted Buzz holding a paintball gun—Anderson thought it looked a little too much like a real gun.

Another group wanted to make Buzz look like Shrek, which presented multiple problems. "Shrek is a registered trademark; Buzz is a registered trademark," Anderson said. Also, the execution left something to be desired as well: "He looked like a very green Shrek...or a very ill Buzz," she said.

On the other hand, Anderson approved this year's homecoming theme, a superhero Buzz, because the actual Superman logo was not used.

"You can take a little bit of liberty when you're doing something like that," she said. "I'm open and I like to see Buzz used in creative ways that

don't go against policy."

Other ideas, though not illegal or problematic, just don't mesh with the licensing office's vision. For example, Anderson did not license a Georgia Tech garbage bag. "We just looked at the idea and said, we don't see the point of having our marks on a garbage bag," she said.

Anderson must also approve artwork from licensees that may never actually make it to a retailer.

On the other hand, in some cases, the licensing office also has to approve art that they may not like, such as in so-called "game day designs" that show UGA's Harry Dawg stepping on Buzz.

"That's when we'll allow them to call us...a bee, gnat, or other funny names...because we might call them a poodle or a puppy," Anderson said.

The approval is mutual; when products are made that show Buzz stinging Harry, Anderson has to send it to UGA licensing for ap-

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Poker from page 11

real card sharks play the game in real tournaments.

"It's because of the *World Series of Poker* that I'm addicted to the game," said Tyler Davis, a first-year Management major. "I just thought if those ugly men on TV could win, why couldn't I?"

Not everyone has been jumping on the poker bandwagon, however. Some students have been poker fans from early on—though now they may have more outlets to play the game.

"[I] started playing with my dad at one of his poker games when I was about 10," said Daniel Myhrberg, a fourth-year Computer Science major.

Luckily, Davis and Myhrberg are not alone in their poker addiction.

"I play poker online almost every day," said first-year undecided engineer major Alexander Clark. "It's a lot of fun—especially when you're winning."

In some cases, poker can even be a source of income.

"Let me put it this way: playing poker without money is like bowling without keeping score," Clark said. "Not only is it pointless, but you also lose the ability to bluff and semi-bluff at the pot. Thus it really negates the thrill of playing the game in the first place."

State law prohibits gambling for

money, but students can gamble online legally. In addition, some students question the ability to enforce gambling in the dorms.

"I just don't see how they would enforce the law," said first-year undecided engineering major Matthew Fallacara, who plays poker regularly. "People I know bet on sports all the time; it isn't really anything different to bet on cards. I mean, after all, it's your money."

So where can a student get some poker action? "You can pretty much find a game anywhere," said Fallacara. "If you can't get together a bunch of friends, you can usually find a game at a fraternity party. Rocky Mountain Pizza offers poker nights. I mean, even the school offers poker events, you just have to look."

So what is it about a game of cards that makes its appeal time after time?

"It's the thrill of the game," Clark said. "I bet you won't find another game where a person's heartbeat can go over 120 bpm by sitting around a table."

Myhrberg said, "I guess it is just fun to gamble—kind of puts all that time you spend learning odds in school to some use."

And if nothing else, Clark says poker offers something specific to male students of Tech that is simply invaluable.

"When I'm playing poker, I hardly ever think about girls," he said.

Logo from page 14

proval as well.

Legal logos?

Student organizations often unwittingly misuse Institute logos as well. Anderson recommended organizations read over the policies on the website, submit a sketch of their idea with an art approval form, and, if a quick turn-around is needed, give her a deadline. Students making T-shirts are recommended to use one of Tech's licensed vendors, and that way any licensing fees are bundled with the T-shirt production.

Danielle McDonald, Assistant Dean and Director of Student Involvement, agreed that student organizations don't always go through ICPA. "Most organizations are just not aware that that's what they're supposed to do," McDonald.

Fortunately, ICPA has not yet had to enforce misuse by organizations; it's more about education. "Usually what I'll do is go back to them and say hey, next time you do this, here's the proper procedure," McDonald said.

For non-Tech organizations, however, enforcement is much stricter. The licensing office pays Collegiate Licensing Corporation, a company that does trademark enforcement, to identify inappropriate use of the Tech trademarks during sporting events. Company representatives are generally accompanied by a police officer, and unlicensed merchandise is confiscated on the spot.

In addition, alumni from all over often send in samples of inappropriate use of institute logos.

"The alums are very passionate about Buzz," Anderson said. "[He's]

Trademark Trivia

- Even though Buzz the mascot wears gloves, Buzz the logo does not—only the wristband is white. His hands are yellow. He also has exactly four teeth, white wings and a white dot in his eye. "Believe it or not, that always gets confused," Anderson said.

- Tech's official colors are gold and white. There are two golds: the metallic gold that is the color of the Ramblin Wreck and football helmets, and bright gold, which is the color of Buzz. The secondary color is navy.

- Buzz is recommended for more lighthearted uses, while the campanile logo is generally associated with academics. The interlocking GT is very much an athletic mark.

- Corporations are allowed to use Tech logos, but no corporate logo can appear next to an Institute logo lest it be construed as an endorsement. On a T-shirt, for example, the Tech logo could be on one sleeve and the corporate logo on the other. "There just has to be a separation," Anderson said.



The video game company EA Sports will be on campus for the Duke game on Feb. 23. Earlier in the day, the licensing office is sponsoring a videogame basketball tournament, with the winner receiving an EA library. During the game, a video crew from EA Sports will be shooting footage of the student section and fans to incorporate into a future video game. Tech is one of only six schools to be chosen for this, so Anderson encourages students to come out in school colors, "have fun and get excited."

not like a bulldog...take the bulldog and compare him to Fresno State, Georgia and Yale, and all these dogs look alike. But Buzz is original art we had created."

As a result, Anderson said, "I have, as I call it, little deputies all over the world that let me know when people are infringing on [Tech's trademarks], because I can't be everywhere."

Dan Arnold, director of Client Communications, said that students have a vested interest in protecting Institute trademarks as well.

Money earned from licensing goes into Buzzfunds, which go toward scholarships and Sting Break. "We pay legal fees to defend our mark... so that diminishes the amount of money we have to return to the students," Arnold said.

The amount of money earned from licensing is not trivial, either. "Just think about how many EA Sports basketball games are purchased with [Tech] as a part of that," Arnold said. "We get a few cents from every one of those games that's sold... those pennies add up."