

SGA survey hopes to measure impact of campus media

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As part of the 2015 Students Speak Survey, Illinois Tech's Student Government Association (SGA) commissioned a question regarding readership of TechNews. After 51 percent of respondents indicated that they read the campus newspaper, SGA's Communications Committee decided that it would be valuable to be able to take that insight further and expand the student body's collective understanding of its media landscape through more thorough metrics. As a result, SGA has created an independent "Media Outreach Survey" meant specifically to address questions about how effectively different campus media outlets reach students, and the methods by which they do so.

Principally covering TechNews and WIIT, with some mention of IIT Today and HawkLink as well, the Media Outreach Survey (available to fill out at goo.gl/forms/urDYHYZiN) begins by asking the reader the most basic question about each outlet: do they consume it? After that, the next question is one of frequency, tailored to each particular outlet. WIIT and IIT Today both have a maximum frequency of daily consumption, whereas TechNews has a weekly minimum due to its publication schedule. Beyond that, the queries diverge more significantly. WIIT listeners, for example, can provide a list of their favorite shows on the station, and TechNews readers can indicate a preference for the physical or digital versions of the paper. An early version of the survey was circulated among all the member

organizations of SGA's Media Advisory Board (which includes representatives of TechNews and WIIT), and those members were offered an opportunity for input so that the survey's questions would reflect what each media organization would like to know about its own audience, in addition to what SGA itself hopes to find out.

One of the more interesting aspects of the Media Outreach Survey is not in its content, but in its marketing strategy. As part of an attempt to understand how effective each campus media outlet is when it comes to distributing information, SGA is working with TechNews, WIIT, and IIT Today to include the survey in their regular publication processes, including the social media facets of some of those outlets. In order

to collect plenty of responses from those who don't regularly interact with either WIIT or TechNews, the survey's marketing strategy also includes physical posters and publicity efforts on ITSC and other online student groups, with the purpose of gaining an accurate picture of student media engagement. One survey question asks where students found information about the survey itself, and the response breakdown for that question alone holds promise for measuring the relative impact of various information sources at Illinois Tech. It remains to be seen how successful the project will be, but if executed well, it could lead to a fuller understanding of this university's student and professional media.

Herzog lecture discusses simplicity, clarity in architecture

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As an introduction, Jacques Herzog, a Swiss born Architect who was trained at the Swiss Federal Institute of Technology in Zurich, currently heads the firm Herzog & de Meuron (HdM) in Basel, founded in 1978.

The Mies Society lecture's goal was the overall preservation of Mies's influence on the profession here at IIT and around the world. Herzog begins his lecture on a formal analysis of the Farnsworth House, located in Peoria, IL. Stating his overall low level of satisfaction upon digestion, the house is—in its most basic essence—a lifted floor plane completely surrounded with a glass plane, allowing for the occupant to have 360 degree views of the wooded environment or vice versa depending on perspective. The building acts as a vase to nature and becomes a frame in which people live. That was Herzog's main critique, the overall de-valuing of the resident,

who at the time was a single women. This was a commentary on Mies's tendency to view architecture from the outside rather than the interior. He ended this moment by discussing how the grasses found at the site have a profound resemblance of pubic hair and how sleeping under the house would seem more adequate for creating a sense of privacy.

He then leads the discussion to the reflective nature of glass and how—at its best—it can be used to facilitate curiosity. Questioning our utter fascination and dependency on the material as a vehicle for illusions to defy gravity. Maybe we have this because of the underlying narcissism that creates the façade of self-review, realization through the private experience of viewership. In this vein, he states that the sensual nature of building design is the real justification for architecture. He feels value in the profession's ability to deal with creating a feeling of power through the perverse exposure to the established surrounding elements.

In dialogue of his past work, he reveals his opinion against decoration, backing this up with an argument that ornament is in its most basic deception a nuisance to the eye only bent on stimulating confusion. He ties this conversation into his beginning remarks on the use of transparency. One project, (Ebersualde Library,) creates an interplay involving the typical use of the envelope's ability to create hidden moments. The building allows connection through internal light for transparency at night. During the day, a certain monolithic persona is taken on, shielding the internal systems. He is trying to constantly strive for unexpected situations though his mastery in understanding of various materials, with goals to use the medium of transparency to germinate space as an open mouth to landscape in conjunction with the structured environment.

During the Q&A session at the close, he dives into the considerations that create

quality architecture. Stating the fulfillment he receives from creating rather ordinary in appearance forms that augment typical definition. Reminding us to aim for simplicity when tackling problems, avoid fanatical forms, noting that the uncanny only realizes itself and therefore can never be properly described. Acknowledging the American architectural school systems obsession with theory, which is always attempting to create order and how that degrades the formal experience down to a graspable system, maybe architecture shouldn't be mastered. He encourages a straightforward client relationship, noting the drive to hide ideas in reluctance of being misunderstood, great design should promote a journey. Finishing with his belief that architecture should be true and clear. Remember to never try to hospitalize a building; the idea of a house as a museum is something we should rebel against.

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