

## TechNews

STUDENT NEWSPAPER OF ILLINOIS INSTITUTE OF TECHNOLOGY SINCE 1928

McCormick Tribune Campus Center  
Room 221  
3201 South State Street  
Chicago, Illinois 60616E-mail: editor@technewsiit.com  
Website: http://www.technewsiit.com

## TechNews STAFF

**Editor-in-Chief** Ryan Kamphuis  
**Assistant Editor** Hannah Larson**Opinion Editor** Shreeyeh Rajan  
**Campus Editor** Utsav Gandhi  
**A&E Editor** Matti Scannell  
**Art Editor** Adin Goings  
**Sports Editor** Ciaran Kohli-Lynch**Copy Editors** Kori Bowns  
Kristal Copeland  
Amber Kiefer  
Katie Peters  
Shreeyeh Rajan**Layout Editors** Kori Bowns  
Karthik Kumar  
Katie Peters  
Sowjanya Potha  
Pranava Teja Surukuchi  
Rohit Vandanapu**Business Manager** Kori Bowns  
**IT Manager** Pranava Teja Surukuchi  
**Distribution Manager** Emilie Woog**Financial Advisor** Vickie Tolbert  
**Faculty Advisor** Gregory Pulliam

## MISSION STATEMENT

Our mission is to promote student discussion and bolster the IIT community by providing a newspaper that is highly accessible, a stalwart of journalistic integrity, and a student forum. TechNews is a dedicated to the belief that a strong campus newspaper is essential to a strong campus community.

## GENERAL INFORMATION

TechNews is written, managed, and edited by the students of, and funded in part by, Illinois Institute of Technology. The material herein does not necessarily reflect the opinions of Illinois Institute of Technology or the editors, staff, and advisor of TechNews. There will be no censorship of TechNews publication by the faculty or staff of IIT. Sole authority and responsibility for publication and adherence to the values set forth in this policy rests with the TechNews staff. This paper seeks to bring together the various segments of the Illinois Tech community and strives through balance and content to achieve a position of respect and excellence. TechNews strives for professionalism with due respect to the intellectual values of the university and its community. All material submitted becomes the property of TechNews, and is subject to any editorial decisions deemed necessary.

## SUBMISSIONS

TechNews is published on the Tuesday of each week of the academic year. Deadline for all submissions and announcements is 11:59 p.m. on the Friday prior to publication. Articles, photos, and illustrations must be submitted electronically to the TechNews website at technewsiit.com.

## EDITORIAL POLICY

The editors reserve the right to determine if submitted material meets TechNews' policy and standards.

## LETTERS TO THE EDITOR

Letters to the editor may be submitted by anyone, but are subject to review by the editor-in-chief. All letters-to-the-editor become the property of TechNews upon submission. TechNews does not accept or publish anonymous letters.

## ADVERTISING

Legitimate paid advertisements, from within or outside the IIT community, which serve to produce income for the paper, are accommodated. TechNews holds the right to deny any advertisement unsuitable for publication. Media Kits are available upon request. Ad space is limited and is taken on a first-come, first-serve basis. Contact the Business Manager at business@technewsiit.com for more information.

## LOCAL &amp; NATIONAL ADVERTISERS

To place an ad, contact us via email at business@technewsiit.com.

ILLINOIS INSTITUTE  
OF TECHNOLOGY

## Black Friday

## Violence, negativity plague shopping holiday

By Shreeyeh Rajan  
OPINION EDITOR

Most of us only refer to "Black Friday" - the day following Thanksgiving Day - as one of the biggest shopping days of the year. We picture the endless line of families covered with blankets and sitting on portable chairs waiting for Wal-Mart to open at 10 p.m., or the crowd of 20-year-old girls wearing four-inch boots waiting for Macy's to open at 3 a.m., or even the 12-year-olds running through the aisles of Target snatching anything with a discount tag at midnight. But there's more to this popular occasion, it's not just called Black Friday for nothing.

The reason it's called Black Friday is because of the numerous traffic accidents, violence, injuries and even death that happen due to stampedes in the stores. When surveyed, the most dangerous places seem to be the Wal-Mart's consumer electronic departments.

In 2011, in an attempt to get a Wii for a 60% discount, a woman pepper-sprayed an entire crowd in a Los Angeles Wal-Mart store. The worst Black Friday incident happened in 2008, when a man was trampled to death. According to an online source, "in 2008, Jdimytai Damour, a Long Island Wal-Mart temporary employee was trampled to death on Black Friday when shoppers at Green Acres Shopping Center pushed against the doors

to try to get them to open. Workers pushed back to try to keep the doors from breaking, but ultimately the masses won out and over 2000 people streamed in, trampling Damour. The paramedics who arrived and tried to save Damour were also trampled and seriously injured by shoppers who apparently didn't care that there was a dying man lying at the entrance of the store with paramedics trying to resuscitate him. All total, five shoppers had to be hospitalized at that one location." With nearly 135 million people shopping, as well as limited security and police officers, incidents like these are increasing.

When a survey was held to ask people whether they had a positive or negative feeling about the day, 71% rated it as negative. Why is that? I wouldn't question the gut feeling of the survey takers at all.

All of the "black" days we've had in history have all referred to bad incidents: the scandals on September 24 1869, the Haymarket affairs on November 11 1887, the panic of foreign exchange dealers worldwide in September 1984, etc. Coincidentally, they all fall on a Friday.

With 212 million shoppers spending about \$39 billion on this Friday, retailers see it quite differently. Initially, retailers hated the term "Black Friday" because in spite of their profit, the term always reflected negativity. So to change that, many retailers reversed

the whole meaning by promoting the day with advertisements, commercials and coupons. Comparing how accountants use black ink to signify profit and red ink to signify loss, retailers started reversing the negativity. They began advertising 'Black Friday' as the day to get the biggest and best deals of the year.

You may think that there's only competition among the millions of shoppers shopping to get the best discounts, but there is also a lot of competition in the retail business.

When Target opens at midnight, a 3 a.m. Macy's shopper is bound to choose Target over Macy's. Is this a good idea? Of course of it's a good idea as none of the other clothing stores open at that time.

So basically, stores are stealing customers who regularly shop in other stores. But how long will these clever ideas last? It's not going to last very long. Customers and other retailers will eventually figure it out.

So, Black Fridays can be pretty dangerous, but it doesn't always have to be that way. Before the day, narrowing down the best deals and the best sales can save you time and effort. Circling all the ads that interest you and paying attention to the deals' deadlines are also important. Prioritizing what is necessary for you right now and what can be bought later can speed up your shopping. Black Fridays can be intense, but if you shop smartly, you won't have to risk most of the craziness!



Photos courtesy of csmonitor.com &amp; blackfriday.bradsdeals.com