

Liar, liar, pants on fire

by Lydia Wuorinen

NBC Nightly News anchor, Brian Williams, has decided to take himself off the air. His removal will perhaps be indefinite as he has been caught spreading, yet another falsehood. Previously, Williams made the claim that the helicopter he was riding while on assignment in Iraq was gunned down. When crew members of a separate helicopter which flew with William’s, pubically voiced their doubts, Williams apologized for his “fog of memory”.

This is a pretty gutsy lie to share, especially considering William’s global reach; however, lies—big and small—are a common occurrence.

According to Pamela Meyer, author of “Liespotting: Proven Techniques to Detect Deception,” humans are lied to up to 200 times per day.

I see white lies being overtly stated all the time at New Trier. Some are as basic as eagerly saying yes to the question, “Did you complete the textbook reading assigned last night?”

Then there’s the more grievous promise of, “Of course I wrote this essay!” Many teachers consider themselves capable of seeing through the falsities, but in reality, humans are able of detecting lies with only

54% accuracy. The overwhelming majority, 75-82% of lies, go undetected as suggested by Meyer’s research. Clearly, we have an issue with lying.

I can’t recall subtly mentioning to a teacher that any of my peers were lying, except in elementary school when I sided with the opposing team in gym and told them that they had indeed scored a winning point on my team’s goal. Is it so rare that I needed to be given a ribbon for telling the truth?

Perhaps the ribbon was meant to act as positive reinforcement, but the idea is still there.

So why do we lie, and even more curiously why do we allow others to lie when we know they’re doing so? Why will we go as far to put ourselves at risk to help others lie?

Even as I write this piece, a student walks by, and irritably explains to his friend that he had just been sent to the advisor chair for using someone else’s student i.d. to purchase food in the small cafeteria.

Considering that his friend loaned him his card to purchase a snack, this young man doesn’t think that he has done anything wrong. “Jacob” is simply upset that he is getting in trouble.

It seems he’s annoyed he got

caught, and he doesn’t believe he’s done anything wrong.

I’m not saying that all students should be sent to the advisor chair for borrowing a friend’s i.d., but I do believe that it would do us well to understand where the cafeteria staff and administration are coming from.

For all they know, the student might have stolen the i.d, and is stealing money. Unfortunately, few students would vocalize this perspective, which I’m sure they’re able to acknowledge.

Perhaps it’s in little white lies, or in those lies of omission where the ever-expanding balloon of dishonesty begins.

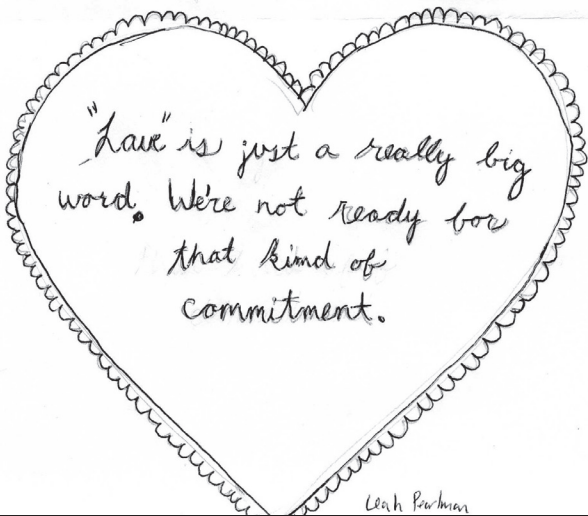
Once we’ve started giving in to those convenient lies, like the ones that temporarily stave off a parent’s wrath, we feel more comfortable formulating larger falsities. For those familiar with the foot-in-the-door phenomenon, this is along those lines.

Although lying is a common phenomenon—even subconscious—we must all try to think about the consequences these lies have on our lives. Maybe if we conciously think before we speak, our smaller instinctual lies will slowly dissappear.

Unlike Brian Williams, the lies my peers are telling are miniscule, but they still make a difference.

Don’t have a date for Valentines Day?

Dont worry, New Trier News has a card for you!



The real pain of watching the Super Bowl

by Abby Burton

After watching the Super Bowl, I began to ponder the effectiveness of the commercials. Companies spent millions of dollars for a single advertisement that only lasted around thirty seconds.

Although they were entertaining, were they actually worth the expense?

As a senior in high school, most of the advertisements were hard to relate to. The majority of commercials tried to market a specific car or beer brand. Although I can drive, I am nowhere near economically stable enough to afford a new BMW, and as entertaining as the beer commercials were, I am still three years under the legal drinking age.

I know the commercials were aimed towards middle aged, male sports fans, but I felt there was a broader audience this year. From young, elementary school boys to even elderly women, everyone was watching. Hey, even my three year old cousin was cheering for the Seahawks and Patriots.

There lies the big question, are the fans actually paying attention to the product being marketed or are they solely critiquing the humor of the commercials? I know that for me, I was rating the commercial on how entertaining it was rather than its persuasiveness.

I have to say I was a bit confused

by some of the tactics companies used this year. Some commercials went the sappy route and tried to trigger emotions of sadness. Companies used sick puppies, the elderly, and even the disabled to try and connect with a larger range of people, but I think this caught many off guard.

I still have specific commercials engraved in my brain from last year’s Super Bowl, but I am confident that I will not have long term memories of any from this year.

One of the best from 2014 was the Volkswagen commercial that altered the classic line from It’s a Wonderful Life, “every tiime a bell rings, an angel gets his wings to “every time a Volkswagem hits 100,00 miles, a German engineer gets his wings.” It was clever and also lured people in by using a well known movie.

This yeat though, I am stuck remembering the cute, yet emotional Dove Men + Care commercial that showed clips of children and their fathers. It said that the only thing that could make a man stronger is showing that he cares. Although it was adorable, I really wasn’t expecting my eyes to be watering during a football game.

The Super Bowl is supposed to be a time when fans gather together to cheer on their favorite teams, not the time for an emotional sob fest. I guess it’s a propaganda tactic, but was

the Super Bowl really the appropriate time to use it?

I believe that the Super Bowl is one of the only times people enjoy watching commercials. For me, they are my favorite part, but that’s only because I don’t really understand football to begin with. Even my science teacher said that his wife solely watches for the commercials and the halftime show.

From what I’ve heard around school though, no one was blown away by the commercials this year. I don’t think I heard a specific one that absolutely everyone was talking about because of how funny or interesting it was.

Although they are generally entertaining, that doesn’t necessarily mean I’m jumping out of my seat to go buy the product after watching the commercial.

This year, my favorite was the commercial of Kim Kardashian sarcastically trying to make it appear that if one did not have AT&T’s new data plan, it was a tragedy. I laughed because of how ridiculous she sounded, but, again, it didn’t make me want to run to the store to buy a new data plan.

To me, the commercials didn’t really seem to accomplish the goal of persuading one to buy the product and only a few were entertaining. At least Katy Perry and the left shark rocked the halftime show, right?

Staff editorial:

Is senioritis an empty threat?

It’s that time of year again. That time when snow covers the ground, frigid cold tickles the noses of students as they sprint into school, trying to escape the brutal Chicago winter, and of course, it’s that time when Senior’s begin to slack off.

Of course, I’m talking about second semester.

Throughout high school, students always dream about being second semester seniors. No more college applications, no more ACTs, and -- the best part -- no need to do homework.

However, the last part tends to fluctuate. Many students, whether they are into college or not, explain how they’ll no longer have to do homework, or study, or "try" in school, but this is not the case.

“Not working in the second semester is like a marathon runner stopping to take a break when the finish line is 100 feet in front of them.”

Over the course of four years, students work hard to get themselves into a good position not only for high school success, but college success as well.

By not trying in their last semester of high school, students are sending a poor message, not only to their teachers, but to themselves.

To not work as hard as one has for the first three and a half years in high school compromises what you have worked towards.

Not working in the second

semester is like a marathon runner stopping to take a break when the finish line is 100 feet in front of them.

While the determination and grit may not be at the same level, students owe it to themselves to finish strong.

In addition to losing the work ethic many students have developed over their high school careers, colleges are well aware of students' second semester grades.

Seniors always hear the horror stories about that student who lost their admissions offer at XYZ University; and while this tale does not occur that often, it is a possibility; so why compromise not only your high school career, but your future by tanking second semester.

Now this is not to say seniors should not enjoy themselves during the second semester. After graduation, many of us will never see each other again; and while that is a scary thought, it is not something to dwell upon.

This is a time for seniors to enjoy each other's company, and maybe get to know people they haven't been as close with over the past few years.

While social hierarchies and friend groups tend to create a divisive and cutthroat atmosphere amongst students, now is the perfect opportunity to move beyond those boundaries and cherish the the time students have left together.

While second semester seems like the perfect time to "forget" to do homework, or not work as hard in school, students should recognize they owe it to themselves to continue to push, as they have from day one of Freshman year.

In addition, Seniors, take this time to recognize and appreciate your fellow Trevians.

Your days at New Trier are numbered, now go take advantage of every moment you have left.

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