"Nice try, but this is a complete fail."

\- The Use of *Fail* in Internet Slang

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Tiivistelmä – Abstract

Since the invention of the Internet and mobile phones, the English language has welcomed countless new words and expressions. Acronyms, abbreviations and neologisms are commonly used in Internet chatrooms, discussion forums and other social media as well as in text messages. The focus of this study is on one of these expressions – the use of *fail*. The verb form of *fail* is standard English but the use of the noun form has previously been limited to the expression *without fail* and the pass/fail grade. Since the beginning of the 21st century, however, the use of fail as a noun has become a popular Internet slang term due to the popularity of the *fail* meme in which people and animals are depicted in unsuccessful situations with the word *fail* stamped on videos and pictures. In Internet language, the word is used like in the sentence *Is that your new hair cut? FAIL* where it acts as an interjection or as an evaluative noun in the sentence *The political campaign was a fail*.

This study aimed to investigate how widespread this usage is in informal English outside the picture/video meme. Based on previous research, the premise for this thesis was that men and women use *fail* differently since men reportedly favor a more confrontational writing style than women which would suggest that men use it more. Men were also suspected to use it to criticize other people more. Women were suspected to use *fail* more than men to express failure in themselves as a form of self-disclosure. The aspect of genre and age were also included in the analysis of this usage. The theoretical framework included the concept of *schadenfreude* and the definition of interjections as well as research in computer-mediated communication, gender and language, and blogs and genre.

Using Google's search engine, a corpus was compiled from WordPress.com blogs. Instances of *fail* were categorized into four groups based on the entity the word referred to: one's self, someone else, something else, and other. The blog entries were categorized as follows: personal, filter, mixed, other and comments. Personal entries focused on the everyday events of the writer, whereas filter entries focused on events external to the writer such as reviews, opinions, political events and video/image links. The 'comment' category refers to instances of *fail* which were in the comment sections to blog entries. The results were analyzed both quantitatively and qualitatively. The WordSmith text analyzing tool was used to count the frequency of *fail* in the data and to see if patterns emerge from the data.

The results show that the use of *fail* is fairly common in informal written English. Fail was mostly used together with 'be' + 'a', with a descriptive word such as 'epic' or as an interjection outside the sentence. In general, the word was used the most to refer to 'something'. There were significant differences between men and women, however. Women used the word more to express failure in themselves, as hypothesized, whereas men were more likely to direct the *fail* to something else and other people. Still, men used the 'something' and 'self' categories more than 'someone' which was surprising. However, the difference in frequency was not statistically significant between genders. When genre was taken into account, it was clear that genre influenced the use as much as gender did. Both women and men used *fail* directed at 'self' significantly more in personal entries and the 'something' and 'someone' strategies more in filter than in personal entries. Since women wrote more personal blogs and men more filter entries, the differences in the use can be explained by genre. Most users of *fail* were under the age of thirty-five, but there was a systematic difference between genders: there were more women in the younger age-groups and more men in the older age-groups. The fact that the authors of filter blogs were older in general explains this difference.

This study indicates that the relationship between language use and genre should be taken into account in gender and language studies. This study has also showed that the Internet is an invaluable tool for the study of new expressions in the English language. These expressions may not be around for long, but to study them may reveal something about the attitudes of people who use them.

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Tiivistelmä – Abstract

Matkapuhelinten ja internetin käytön yleistyttyä viime vuosikymmeninä englannin kieleen on syntynyt paljon uusia sanoja ja sanontoja. Akronyymit, lyhenteet ja muut uudissanat ovat yleisiä chateissa, keskustelufoorumeilla ja tekstiviesteissä. Internetin vaikutus tiedon ja sitä kautta kielen, varsinkin englannin kielen välitykseen on ilmeinen. Tässä tutkimuksessa keskityttiin yhteen tällaiseen ilmiöön, sanan *fail* substantiivimuotoon ('epäonnistunut', 'huono'). Sanan verbimuoto on yleiskieltä, mutta substantiivina *fail*-sanaa on käytetty aiemmin vain muutamassa yhteydessä kuten sanonnassa *without fail* ('poikkeuksetta') ja opetuksessa suoritusmerkinnän pass/fail-yhteydessä. Epämuodollisen substantiivimuodon käyttö on kuitenkin lähtenyt yleistymään 2000-luvun alkupuolella fail-meemin eli internetissä leviävän ilmiön kautta, jossa kuviin ja videoihin joissa esiintyy ihmisiä, eläimiä tai muita kohteita epäonnisissa tilanteissa, liitetään sana *fail*. Esimerkkinä sanaa voidaan käyttää kuten lauseessa *Is that your new hair cut? FAIL*.

Tässä tutkimuksessa haluttiin nähdä kuinka yleinen sanan substantiivimuoto on vapaamuotoisesti kirjoitetussa englannissa. Tutkimuksessa haluttiin myös selvittää käyttävätkö miehet ja naiset sanaa erilailla, koska aikaisempi tutkimus on viitannut siihen, että miehet kirjoittavat väittelynhaluisemmin tai riitaisammin kuin naiset minkä tyyliseen ilmaisuun *fail* sanana sopii. Tutkimuksessa huomioitiin myös bloggaajien ikä ja blogien genre. Tutkimuksen teoreettisena pohjana käsiteltiin schadenfreuden eli vahingonilon käsitettä, interjektion käsitettä, tietokonevälitteisen viestinnän tutkimusta sekä sukupuolen ja kielen tutkimusta.

Tutkimusta varten koottiin korpus englanninkielisistä blogikirjoituksista Googlen etsintäkoneen avulla. Osumat kategorioitiin neljään ryhmään riippuen siitä keneen tai mihin fail viittaa: itseen (self), toiseen ihmiseen (someone), johonkin asiaan (something) tai tätä ei voitu määrittää (other). Blogien genret kategorioitiin seuraavasti: henkilökohtainen (personal), asia (filter), sekalainen (mixed), muut (other) ja kommentit. Henkilökohtaiset blogit keskittyivät kirjoittajan elämään ja tapahtumiin kun taas asiablogitekstit käsittelivät kirjoittajan elämän ulkopuolisia asioita kuten yhteiskunnallisia tapahtumia, mielipiteitä, arvosteluja sekä video – ja kuvalinkkejä. Sekalaisia blogeja olivat sisällöltään sekä henkilökohtaisia että asialähtöisiä. Muita blogeja olivat esimerkiksi runoblogit. Fail-sanaa käytettiin myös blogien kommenteissa, jotka ovat omassa kategoriassaan.

Tulosten perusteella sanan käyttö on suhteellisen yleistä epämuodollisessa englannin kielessä. Sanaa käytettiin useimmiten muodossa olla-verbi + epämääräinen artikkeli, jonkun määrittävän sanan kanssa ('epic fail') tai lauseen ulkopuolisena interjektiona. Yleisesti sanaa käytettiin eniten viittaamaan johonkin asiaan (something). Naisten ja miesten välillä oli merkittäviä eroja. Naiset käyttivät sanaa selvästi eniten viittaamaan itseensä, toiseksi eniten johonkin asiaan, johonkin muuhun ja vasta neljäntenä toiseen ihmiseen. Miehet viittasivat enemmän johonkin asiaan (esimerkiksi yhtiöihin, tuotteisiin), toisena itseensä ja kolmantena toiseen ihmiseen. Otettaessa huomioon genre, on kuitenkin selvää, että genre vaikuttaa *fail*-sanan käyttöön yhtä paljon kuin sukupuoli. Naiset kirjoittivat suhteessa paljon enemmän henkilökohtaisia blogeja kun taas miehet kirjoittivat eniten asiablogeja. Henkilökohtaisissa blogeissa sekä miehet että naiset käyttivät sanaa eniten viittaamaan omaan epäonnistumiseensa kun taas asiablogeissa vallitsivat "something" ja "someone" kategoriat. Eniten *fail*-sanaa käyttivät alle 35-vuotiaat, mutta miesten ja naisten välillä oli tässä systemaattinen ero: alle 35-vuotiaiden ryhmässä naisia oli suhteessa enemmän miehiä kun taas miehiä oli enemmän tätä vanhempien ryhmässä. Eroa selittää se, että asiablogien kirjoittajat olivat vanhempia kuin henkilökohtaisten blogien kirjoittajat ja heistä useampi oli miehiä.

Tämän tutkimuksen perusteella kielenkäytön ja blogigenrejen välinen suhde on syytä ottaa huomioon tutkittaessa sukupuolten välisiä eroja. Tämä tutkimus on myös osoittanut internetin hyödyllisyyden lingvistisen datan koonnissa. Nettikielen ilmiöt vaihtuvat nopeasti, mutta niiden tutkimus voi valottaa kyseisen aikakauden asenteita.

TABLE OF CONTENTS

1. INTRODUCTION

Over the last two decades, the way we communicate has changed dramatically due to technological achievements such as the Internet. Unlike in the past, when letters took weeks to reach the recipient, an email can travel from across the world in a matter of seconds. Other Internet applications such as chatrooms, instant messengers and more recently social networks such as Facebook – not forgetting the mobile phone of course – have made it possible for people to be available at all times. Not only available, but also to share information, news, links, videos, pictures, ideas and so on with just one click of a button.

David Crystal, a prominent Internet linguist, points out that compared to earlier technological achievements the Internet will be viewed more from a social perspective than from a technological one which places language at the heart of the medium. "If the Internet is a revolution, therefore, it is likely to be a linguistic revolution", Crystal states (Crystal 2001: viii). Since the Internet has certainly become nothing less of a revolution, Crystal's prediction can be verified.

In the first decade of the 21st century, new words and expressions have emerged in the Internet and old ones have been given a new meaning (such as *e-mail*, *mouse* or *OMG*, short for *oh my god*). Due to the ever evolving and changing nature of the Web, some expressions are forgotten quickly and some maintain their vitality. For my thesis, I have chosen one such phenomenon to investigate more closely – the use of *fail*, for instance, in the sentence:

1) Is that your new haircut? FAIL.

Fail is often used as an interjection after a phrase like in the example sentence given above. Originally an Internet meme – popular videos, pictures, words, phrases or ideas spreading over the Internet – *fail* has proven to be one of the more persistent ones. It was made popular by websites such as FAIL blog that inserts the caption *fail* onto pictures or videos depicting people or animals in unsuccessful events, such as this (picture from Failsalon.com):

The reason why this particular word was chosen for closer inspection is that it is not an acronym or an abbreviation like many other expressions in Internet slang such as LOL (short for *laughing out loud*), and as a shorter version of 'failure', the use can also be viewed as practical. Furthermore, because the word has an already existing form as a verb as well as a noun, though less commonly used, it could be more readily accepted as a new expression in informal English. Still, the most interesting aspect of *fail* is not the physical form of the word

but the use of it as an evaluative statement conveying disapproval. No matter how amusing the situation is, the word is used to express one's negative opinion about someone or something else which, especially in the context of the Web where the rules of civil conversation do not often apply, can say a lot about the attitude of the writer.

In this paper, I will discuss the origin of the colloquial use of *fail* in section 2.1 in addition to the German term *schadenfreude*, or joy in other's misfortunes, as an explaining factor for the *fail* phenomenon in section 2.2. The definition of interjections will be explored in section 2.3 and aspects of Internet language research related to *fail* in chapter 2.4. I am interested to see whether there is a gender divide in the use of the word, since, stereotypically, men have been reported to use more aggressive language than women. Aspects of gender and language research will therefore also be discussed.

Drawing from previous research, I hypothesize that gender is indeed a factor in the use of *fail*: men will use it more than women. Conversely, women will use it more to express failure in their own actions, whereas men are more likely to point to other people's failure. I suspect that in the instances that women point-out failure outside of themselves, it will be directed not at other people but more at companies, products or other entities, whereas men will use fail more to criticize other people directly. However, previous studies suggest that genre, not gender, may influence language choices in blog texts more. Therefore, genre will also be included in the analysis of gender and *fail*. Since new expressions are often seen as originating from the language of teenagers, I suspect that *fail* is used more by younger age-groups. As the first study into this usage, I am interested to see how widespread the use of *fail* is in Internet language.

To summarize, my hypotheses for this study are:

1) Men will use *fail* more than women.

2) Men will be more likely to point to other people's failure than   women.

3) Women will use *fail* more to express failure in themselves or their actions than men.

4) Genre will have an effect on the usage.

5) *Fail* will be used more by younger Internet users.

In order to study this kind of informal expression, a corpus will be compiled from the Web, more specifically from blogs which are an appropriate source for unedited informal written language. I will discuss blogs and their genre more closely in section 2.5.1. The results will be analyzed both quantitatively and qualitatively.

2. THEORETICAL FRAMEWORK

In this section, I will present the theoretical background for this study. Firstly, I will discuss the origins of *fail* and its use, followed by the notion of schadenfreude and its connection to *fail*. I will then briefly discuss the definition of interjections. Finally, the study of computer-mediated communication, gender and language as well as blogs and genre will be discussed.

2.1 The origin of *fail*

The word *fail* is most commonly used as a verb depicting that something is unsuccessful or falls short of expectations. The Oxford English Dictionary Online defines it: "to be or become deficient", "to have a deficiency or want; to lack" or "to fall short in performance or attainment." In the past, *fail* has also been a noun but nowadays the use is limited to one phrase, "without fail". The OED online states: "fail, n.² 1. = FAILURE 1. [obsolete except] in phrase *without fail*; now used only to strengthen an injunction or a promise; formerly also with statements of fact, = unquestionably, certainly."

In the education system, *fail* is also used to mark a failure to pass an examination. The *fail* meme has initially been linked with images with a *fail* label on them. It is probable that the original design was inspired by the 'failed', 'rejected' or 'denied' stamps which are used on applications and such, as well as by the red-lettered markings by teachers on exam papers. From these images, the word has crept into online vocabulary with its new form and meaning. *Urbandictionary.com*, which is a popular online dictionary for slang words and phrases, defines the colloquial use of the word as "either an interjection used when one

disapproves of something, or a verb meaning approximately the same thing as the slang form of suck […]" e.g.:

(2) "You actually bought that? FAIL."

(3) "This movie fails."

The use of *fail* as an interjection was introduced to *Urbandictionary.com* for the first time as early as 2003. According to Zimmer (2009), the interjection form originates from a late-'90s Japanese video game, called Blazing Star, where "you fail it" is used as a "game over" message. Partly because the game was full of badly translated English, it was successful in its own subculture of adolescent boys. Later, the phrase was shortened, capitalized and it became a hit on the Web. When mere *fail* is not enough, adjectives such as *major*, *epic* and even *über* have been linked to emphasize the failure. In addition to interjection, *fail* is also being used as a new type of noun and as an adjective as in the clauses "that's such a fail" or "I'm so fail". This study will look at the noun and adjective forms as well as the interjectional usage of the word.

Web sites such as Twitter, the micro-blogging site where characters are limited and hashtags for finding similar posts (e.g. *#fail*) popular, have been an ideal platform for the usage. In addition to Twitter, there are many websites dedicated to *fail*. The website FAIL blog, which shows funny images of people and animals in unsuccessful situations stamped with the *fail* tag, was created in January 2008. According to Ben Huh, the creator of the blog (in Zimmer 2009), the *fail* phenomenon caught fire when the financial industry began to fall apart in the United States in 2008. Zimmer (*ibid*.) writes:

> The fail meme met the financial crisis head on at a Senate hearing in September, when a demonstrator held up a sign reading "FAIL" behind Henry Paulson Jr., the former Treasury secretary, and Ben S. Bernanke, chairman of the Federal Reserve. Online snark had graduated to political protest, though as a rallying slogan, the vagueness of fail leaves much to be desired.

Even outside the FAIL meme, *fail* has become an easy four-letter-word to express amusement in other people's failings but also to express disdain, dissatisfaction, and even anger and other negative feelings. Not everyone approves the use of the word in its new form. *Fail* can thwart conversation because it does not add anything new or intellectual to further a discussion. Furthermore, Baio (2008), a web developer, writes in his blog:

> Part of the problem is that "FAIL" implies objective truth, when it's just your personal opinion…I know many people who make stuff for the web, all of them very passionate about what they do. And every time I see a "FAIL" assigned to their work, it makes me sad. Yes, I know you're trying to be funny. But I'm starting to see a trend away from the funny, and towards the angry, bitchy, or mean.

As a part of this study I will investigate how Internet users employ *fail* in terms of the tone of the phrase, whether it is to express amusement or more negative emotions. I suspect that the latter use will be more prevalent in the data due to the nature of the Internet as an open playground.

2.2. Schadenfreude and *fail*

Why has *fail* become so popular? Of course, it is easier to pronounce and shorter to write than *failure* and it already exists as a word. But as a popular expression, *fail* may be an

indication of the liberation of certain feelings which have previously been suppressed in public. It seems that there has been a need for an expression in the English language for what the Germans call *Schadenfreude*, the pleasure at the misfortunes of others.

Fig. 1 *Source: Google Ngram Viewer*

Figure 1 is a Google Ngram, which depicts the usage of the term in thousands of books written in English from 1800 to 2008. It shows that references to schadenfreude have increased significantly since the mid-1990s. Interestingly, this rise coincides with the onset of the *fail* phenomenon, which suggests that there has been an attitude shift in the beginning of the 21st century.

Smith suggests in his book *The Joy of Pain: Schadenfreude and the Dark Side of Human Nature* (2013: 185) that one of the reasons why there is no word for schadenfreude in English is that we are not supposed to voice our schadenfreude out loud. Emotions such as schadenfreude and envy, which according to Smith (2013: 113-114) is closely related to schadenfreude, make us look mean, petty and immature when voiced. However, Christopher Beam (2008) writes for *Slate* about the popularity of *fail*:

> It may simply be that people are thrilled to finally have a way to express their schadenfreude out loud. *Schadenfreude*, after all, is what you feel when someone else executes a fail. But the fail meme also changes our experience of schadenfreude. What was once a quiet pleasure-taking is now a public—and competitive—sport.

Websites such as FAILBlog have undoubtedly helped to turn schadenfreude into a popular and public sport. The rise of reality television in the past two decades is another example of this type of "public sport". Smith attributes the popularity of reality TV to the humor it elicits through schadenfreude (2013: xv). Take the very popular TV-show American Idol for example. The show is designed so that some contestants are made to look awkward and unfit to become America's next pop sensation before they even open their mouths to sing, often badly. Then when the judges give their verdict (if they can stop laughing), the audience feels that the contestant got what they deserved for thinking they had it in them to audition for the show in the first place.

Studies by Feather and Nairn (2005), Van Dijk, Ouwerkerk, Goslinga & Nieweg (2005) and Feather (2008) have confirmed the link between deservingness and feelings of schadenfreude. A study by Van Dijk *et al.* (2011) showed that people with low self-esteem are also more likely to feel schadenfreude when someone else fails. In addition, Hareli and Weiner (2002) found that feelings of schadenfreude increase when misfortune befalls a disliked person. As mentioned earlier in the previous chapter, the rise of *fail* coincided with the financial turmoil of 2008 when, by holding a *fail* sign behind two bankers in the midst of the crisis, a member of the public expressed their disappointment towards the economic leaders of the US. In addition to the negative emotions expressed in that sign, a hint of schadenfreude may have been there as well. Similarly, Smith (2013: 68) also makes a

reference to another banker, Bernard Madoff who was jailed for a massive investment fraud in 2009. He describes how "when Madoff received his sentence of 150 years, cheers and applause filled the courtroom packed with many of his victims (*ibid*.)." Smith attributes this to the notion that bad actions deserve punishment, just as good actions deserve reward.

Tabloid magazines are another source of schadenfreude by feeding on the tragedies and misfortunes of celebrities. What these stories offer for the common people is *humilitainment* (coined by media researchers Brad Waite and Sarah Booker) aimed to ridicule those who we may envy for their fame and fortunes. A study by Smith and Boucher (as cited in Smith 2013: 116) found that the status of the person in a tabloid article influences the tone of the story:

> As the status of the person in the story increased, so did the likelihood that the story would also focus on misfortune. Although the rich and famous fascinate us, most of us feel infinitely less successful than they and probably a little envious. The chance to read about celebrities' setbacks can be irresistible – which explains much of the success of these tabloid magazines.

The connection of schadenfreude and *fail* can be seen in the headlines of one of these tabloids. Daily Mail's online story in October 2013 captures the pop star Madonna in unflattering clothing: "Isn't she supposed to be a Material Girl? Madonna suffers a fashion *fail* as she steps out in bizarre combination of baggy leather trousers, sporty gilet and gloves." Another *fail* from August 2013 reads:"Detox *fail*! Millie Mackintosh reveals how joint juice cleanse nearly ruined a romantic break with beau Professor Green." Note how in the first headline an iconic international star is the direct target of ridicule, whereas in the

latter, it is the cleansing detox juice that is the failure, although the headline does manage to give a hint of ridicule regarding the troubles of Millie, the British reality TV star.

So why is it acceptable to shout our schadenfreude out loud, especially online? Suler (2004: 321) observes: "Everyday users on the Internet—as well as clinicians and researchers – have noted how people say and do things in cyberspace that they wouldn't ordinarily say and do in the face-to-face world. They loosen up, feel less restrained, and express themselves more openly." This is called the online disinhibition effect and it may explain why schadenfreude and other negative emotions are so readily expressed in online communication.

Despite the joy in the pain of others discussed here, it should be noted that empathy is not lost on this world, either. Schadenfreude is only the other side of the coin. Furthermore, not every usage of *fail* can be labeled as schadenfreude, especially in cases where the word is aimed at the users themselves.

2.3. Defining interjection

Ameka (2006: 743) defines interjections as "words that conventionally constitute utterances by themselves and express a speaker's current mental state or reaction toward an element in the linguistic or extralinguistic context." Words such as *yuk*! and *wow*! fall into this category. Interjections are easily dismissed in English grammar books with only a short mention because they do not have syntactic value in a sentence and because they are mainly seen as a part of spoken language.

Ameka (*ibid*.) divides interjections into two types - primary interjections and secondary interjections. Primary interjections are "nonwords, which in terms of their distribution can constitute an independent nonelliptical utterance by themselves and do not normally enter into construction with other word classes", (*ibid.*) such as *gee*! or *oops*!. Secondary interjections include words like the English alarm call *Fire*! as well as swear and taboo words. These words have "an independent semantic value but…can be used conventionally as nonelliptical utterances by themselves to express a mental attitude or state" (*ibid.*). *Fail* can be included in the secondary form because it has semantic value on its own and is a member of a word class.

Givón (1993: 81), using a functional approach to grammar defines interjections as a "heterogeneous class with a broad range of functions, most commonly involving expressive and social-interactive functions." These functions include epistemic, deontic and evaluative. Epistemic function signals agreement or disagreement with the information and deontic function expresses assent to or dissent from the interlocutor's action. Evaluative function signals "approval, preference or disapproval of either actions or states of affairs (Givón 1993: 82)." Interjections can also signal incomprehension, surprise, question, social insecurity, and so on. By Givón's definition, the use of *fail* as an interjection can be described as an evaluative function since it is used to signal a level of disapproval.

In contrast to Leech's and Svartvik's (1994: 402) notion that interjections are a part of closed-class words that cannot easily be extended by new additions, Givón (1993: 82) argues that since interjections cover so many functional domains and because they join communicative and interpersonal behavior together, "the class of interjections is not rigidly

constrained, neither semantically, nor syntactically, nor morphologically". Therefore, it includes more complex constructions than 'oh' or 'huh', such as (ibid):

(4) wait-a-minute

(5) no way Jose!

(6) beg your Pardon?

Phrases such as *what a fail* or *epic fail* can therefore be placed in the interjection category. In addition, Peters (2004: 286) writes in *The Cambridge Guide to English Usage* that English interjections can consist of utterances of more than one word, like in the examples given above, and that they are now recognized as belonging to the same grammatical class as the traditional 'phews' and 'ouches'. She states (Peters 2004: 286) that "grammarians these days tend to analyze as interjections a variety of other words that function as mini-sentences to communicate an attitude or social orientation." What has changed is that interjections are no longer only perceived in grammatical terms but instead their role in interactive discourse has been recognized. If one were to omit all interjections from a language, communication between people would hardly be very enthusiastic or expressive. Peters concludes: "[…] interjections are an important element of communication." (*ibid*.)

2.4 Computer-Mediated Communication and *fail*

Before the revolution of the World Wide Web during the last two decades, language was only connected to computers in the form of describing programming codes. Since then, language on the Internet has become a widely researched topic as a new medium of

communication. In Herring's broad definition (1996: 1), computer-mediated communication (CMC) refers to the "communication that takes place between human beings via the instrumentality of computers." This type of communication includes formats such as instant messaging, email and chatrooms, as well as World Wide Web homepages, listservs and bulletin boards. Murray (2004, 464) notes that some scholars limit CMC to include only the type of forms "through which people send messages to individuals or groups", excluding hypermedia and the World Wide Web. For the purposes of this study, Herring's definition is used since the use of *fail* is not limited to instant messaging or chats but found in homepages as well. Crystal (2005, 1) mentions that CMC has also been used to describe SMS messaging. Since the arrival of mobile phones it would be more convenient to use the term electronically-mediated communication (EMC) (Baron 2004: 12) but most linguists still refer to CMC.

The type of language used in texting and online in instant messaging, emails, and chats can be referred to as Netspeak, proposed by Crystal (2001). To understand the *fail* phenomenon, we need to look at the linguistic features of Netspeak more closely. Some of these features include compound words (*webcam*, *cyberspace*), blends (*netizen*), emoticons, the e-prefix (*e-book*) and especially abbreviations (*imo* – in my opinion, *LOL* – laughing out loud) (Crystal 2001: 81-93). Crystal (2001: 84) also points out that the common word-class conversion in Netspeak usually happens from noun to verb, for instance in *to mouse* or *to geek out*. *Fail* can be regarded both as a verb to noun conversion or a clipped form of 'failure' which adheres to the brevity rule of Netspeak.

In addition, graphology, punctuation and spelling of Netspeak can differ from standard English. In the case of *fail*, it is often used in the capitalized form *FAIL*. Crystal (2001: 87) notes that Netspeak has a tendency toward lower-case because of the "'save a keystroke'-principle" and therefore, "any use of capitalization is a strongly marked form of communication", like in the sentence "this is VERY important". He continues that to write a message entirely in capitals equals shouting. This may apply to cases where capitalized *fail* is directed to someone or something else as a mocking term in interjectional form (compare the "HA-ha" remark of Nelson, the bully from the TV-show *The Simpson's*) but appearing as a noun or an adjective, *fail* is more likely to signal an evaluation or statement rather than shouting. This will be investigated in the data analysis to see if the capitalized form adds emphasis to the failure.

There is no denying that these features of Netspeak are widespread in online communication as well as in texting. However, according to Bergs (2009: 69), "few, if any, of the features in SMS communication are genuinely new and that most of them can also be found in other, earlier and well-established means of communication." For instance, the common use of x for a kiss in instant messaging was already used in love letters in the nineteenth century. Shortis (2007) has also argued that the vernacular orthographies used in texting are not new; they can be seen in trade names as early as the nineteenth century (<U> for <you> in Uneedabiscuit), popular culture (especially in hip hop and pop music) and Children's Transitional 'creative spelling' (when children learn correct spelling). In this sense, *fail* is only an old word which has been given a new life in a different word class. But although the respellings may not be new in linguistic terms, the form of communication is. A

noun or interjectional *fail* may not be in use for decades to come; nevertheless, it is still interesting and worthwhile to map the ongoing changes in language.

Journalists, educators and scholars alike have expressed concern over the impact of the Internet and SMS texting on language. It appears that this concern is unfounded. According to Baron (2004: 29), "the actual linguistic impact of electronically-mediated communication [is] surprisingly small", based on the studies and views of scholars at a language conference. This seems to be the consensus among experts in this field, including Crystal (2001: 19): "The influence is mainly on vocabulary, with graphology affected in some written varieties." Crystal (2001: 91) goes into more detail stating:

> The most general features of Netspeak distinctiveness are currently found chiefly in graphology and the lexicon – the levels of language where it is relatively easy to introduce innovation and deviation. As with language change in general, grammatical variation is less frequent or widespread. When it does occur it tends to be restricted to a particular situation or group of users.

So, apart from some limited features in vocabulary and graphology, Internet language does not seem to have a significant impact on language. However, Baron has argued that in addition to educational and social changes leading to increasing informality in language use, Internet language is "strengthening the role of writing as a representation of informal spoken language (Baron 2004: 177)." Posteguillo (2002: 29) agrees, in that "there is a tendency towards a reduction of formality when interacting with another person via the net", due to the fact that the spoken mode is seeping into the written form in online communication (2002: 30). Baron (2004: 180) on the other hand, attributes this also partly to "a more global "whatever"" attitude regarding regularity in language. She is concerned

that the volume of writing that we engage in online is also making us sloppy writers. This increase in informality could be one of the reasons why some blog writers who otherwise use more or less standard language still opt for a "fail" instead of *failure*. And, since blog writing is not a synchronous form of communication or limited in space, there is no need for brevity or speed. This means that the use of *fail* as a noun or an interjection indicates language play and that the use has become commonplace in Internet language.

As mentioned earlier, interjections are also a feature of spoken language so their widespread use online can be seen as proof of the tendency towards informality in online writing. Ben Yagoda (2007) writes in his article for *Slate,* called *Pardon the Interjection (How the Internet is Saving the Interjection,)* that "interjections are suitable for online writing…because of the way online writing mimics speech."

CMC research is also interested in the concept of playfulness in computer-mediated language. Although abbreviations and acronyms have been invented with the purpose of saving message space or keystrokes, especially in text messaging, "many of the phenomena that occur in online language are better described as playful than time-saving (Baym 2006)." Dannet *et al.* (1997) say that:

> Millions of people are playing with their computer keyboards in ways they probably never anticipated, even performing feats of virtuosity with such humble materials as commas, colons, and backslashes. Not only hackers, computer "addicts," adolescents and children, but even ostensibly "serious" adults are learning to play in new ways.

Abbreviations, acronyms and emoticons are a good example of this, and why not *fail* as well. Especially synchronized formats like chats facilitate playfulness but the medium of computers is inherently playful. Just think of the mouse as a joystick and the keyboard as a piano. And as for the question of age, it will be interesting to see if "serious adults" use *fail* as much as teenagers do.

Dannet *et al.* (1997) state that "[f]our interrelated features of CMC foster playfulness: ephemerality, speed, interactivity, and freedom from the tyranny of materials." Ephemerality and speed point to the type of communication used in instant messenger services where interaction is rapid. Interactivity here describes a kind of "flow experience" which does not necessarily require human communication but interaction with the computer where we receive instant feedback to our own feedback. This can create a sense of immersion, which adds to the playfulness. Dannet *et al.* continue that "[t]he sense of flow may be even greater when participating in synchronous modes than when interacting only with the computer […] People often lose all sense of time, suddenly discovering that hours have passed." Furthermore, "tyrannical" materials like paper and pen do not hinder the writing process anymore since online writing is digital. Dannet *et al.* also note that few of us make hard-copies of our Internet communication because the fun is in the game, not in the end result.

Baym (2006) mentions that "language play can also be seen in the development of new words in online contexts," such as 'spam' or 'blog'." Although *fail* is not a new word, taking an existing word and giving it a new word class is a form of language play, not to mention capitalizing it and using it as a stamp on funny pictures.

2.5 Gender and *fail*

So we know that *fail* is used as a noun and an adjective in Internet language but do women and men use it differently? To consider this question we need to review previous research on language and gender. Since Robin Lakoff's influential book *Language and Woman's Place* (1975), the study of language and gender has been an important field in sociolinguistics. Earlier work, however, has been criticized for emphasizing the existing stereotypes with limited empirical data and focusing largely on women's language and how it differs from men's, which has been perceived as the norm, instead of taking things like context, age and social status into account (see Eckert and McConnell-Ginet 2003, Coates 2004, Talbot 2010). It should also be kept in mind that generalizations about language use should be made cautiously because language is always influenced by the social context and environment it is used in and without a large data base, it is unwise to draw broad generalizations.

According to Coates (2004: 7), the prevailing paradigm in language and gender studies is social constructionism. As opposed to the conservative view of there being two distinct genders with more differences than similarities, the notion of gender fluctuates between multiple masculinities and femininities. In gender studies, sex refers only to the biologically determined sex of a person "whereas gender is learned behavior" (Talbot 2010: 7), a social construct. Coates (2004: 4) explains: "Gender is no longer seen as given but rather as something that we 'do'; the emphasis is on diversity and on plural masculinities and femininities rather than on simple binary divide between 'men' and 'women'; and language

is examined for ambiguity and multiple meanings." Generally, it is not uncommon to talk about a 'masculine' woman or a 'feminine' man in everyday language.

The field has produced an extensive body of research on the perceived differences in men's and women's language. Gender differences have been explored on the level of narratives (e.g. Tannen, 1990; Herring, 1993), specific phrases (e.g. Holmes, 1995; Thomas & Murachver, 2001) and words (e.g. Biber *et al.*, 1998; Danner, Snowdon & Friesen, 2001; Mehl & Pennebaker, 2003; Mulac *et al.*, 2001) (as cited in Newman *et al.* 2008: 215). For the purposes of this study, the focus will be on conversational styles and topic choices.

Regarding studies on gender and conversational discourse, Cheshire and Trudgill (1998: 3) have summarized:

> It seems clear that, other things being equal, women and men do have a preference for different conversational styles. Women – in most western societies at least – prefer a collaborative speech style, supporting other speakers and using language in a way that emphasizes their solidarity with the other person. Men, on the other hand, use a number of conversational strategies that can be described as a competitive style, stressing their own individuality and emphasizing the hierarchical relationships that they enter with other people.

It is not this clear-cut, however, since studies (e.g. Pilkington, 1998 as cited in Coates 2004: 138) have also shown that men use playful conflict and competition as means for solidarity in all-male talk; neither can it be stated that cooperativeness is solely a female trait. Still, overall, the different tendencies exist. This distinction may not be enough to determine whether women and men employ *fail* differently in texts but if women truly prefer a more collaborative and men a more competitive style, it would be more likely that men use the

noun and interjectional forms of *fail* more, to express their disapproval or disappointment of other people's actions or superiority over them. In comparison, the cooperative style does not fit well with the use of *fail*, at least if the word is used in a judgmental manner. However, preliminary studies on *fail* have suggested that women may be more likely to use *fail* to refer to their own misadventures instead of other people's failures. This may be because women express solidarity by self-disclosure and sharing their emotions with other people more so than men (Coates 2004: 90, 133).

In relation to language and gender studies, gender and CMC research followed in the late 1980s with the emergence of the World Wide Web. In the early stages of the new technology, the majority of users were men but since then, the gap has closed. In the US, "[t]he gender demographics of web users now mirrors that of the broader US population, although as recently as 2009, men still went online more often, spent more time online, and visited more websites than women did (Herring and Stoerger 2013: 3)."

According to Herring and Paolillo (2006: 442), the findings from CMC are similar to previous research on gender differences in spoken discourse. These are the "tendency for women to be more polite, supportive, emotionally expressive, and less verbose than men in online public forums. Conversely, men are more likely to insult, challenge, express sarcasm, use profanity, and send long messages." These findings also suggest that men may use *fail* in a more argumentative manner than women.

2.5.1 Blogs, gender and genre

Weblogs, or blogs, have become a popular means of communication for millions of Internet users. Blogs are a new and valuable research area in CMC studies because they provide a source of unedited form of language use. Herring *et al.* (2005: 142) define blogs as "frequently modified webpages in which dated entries are listed in reverse chronological sequence." Crystal (2006: 245) explains why blogs are of interest to linguists:

> If I send a letter to a newspaper, or write a review for a magazine, my language ceases to be under my control, and is subject to an editorial process which can change its character noticeably. And this is why blogging is so significant. Only here do we have the opportunity to see written discourses of sometimes substantial length which have had no such editorial interference. It is written language in its most naked form.

Bloggers have the freedom to choose what to write about and how they want to express themselves. Although there is usually a comment section at the end of each blog post, blogging is not a form of conversation like online chatting but a platform for self-expression very much like the traditional diary (see McNeill 2009 for discussion on diaries vs. blogs). Furthermore, as discussed earlier, written language online tends to be more informal and closer to the spoken mode than traditional writing, meaning that it is more "natural". In relation to this, Newman *et al.* (2008: 229) also mention that in their research, "the general pattern of variation across contexts suggests that gender differences are larger on tasks that place fewer constraints on language use." Therefore, blogs may be a good source for studies on gender because in blogs, language is not constricted by anything other than the writer's preferences, making gendered features more apparent.

In the early days of weblogs, they were mainly news filters which were interconnected through links to other sites but since then, the personal journal type has become the majority type of blog. Personal type blogs revolve around the daily live, interests and projects of the writer. Herring and Paolillo (2006: 440) state that "women write more personal journals, while filter-type blogs, albeit a minority overall, are written mostly by men." Filter blogs are "annotated lists of links to particular Web content (McNeill 2009: 315)" in which the writer comments on external events. Although men do write personal blogs and some women write filter blogs, this finding echoes the topic choices of women and men in same-sex conversations. Coates (2004: 128) refers to studies about topic development in same-sex talk stating that "women typically choose to talk about people and feelings, rather than about things. Men in all-male groups are more likely to discuss current affairs, travel and sport." Newman *et al.* (2008: 229) have also made similar findings. They conducted an analysis of over 14,000 text files of spoken and written language in order to gather empirical evidence of male and female features in language. The results show that for women

> the English language was more likely to be used for discussing people and what they were doing, as well as communicating internal processes to others, including doubts. Thoughts, emotions, senses, other peoples, negations, and verbs in present and past tense figured high on the list of words that women used more than men. For the men who contributed 5,970 files, language was more likely to serve as a repository of labels for external events, objects, and processes. Along with discussion of occupation, money, and sports were technical linguistic features such as numbers, articles, prepositions, and long words.

This would explain the differences in topic choices in blog writing as well.

Furthermore, an important aspect for the present study, which concerns the stories women tell to their female friends, is detailed in *Women's Talk* by Jennifer Coates. She writes (1996: 99) that

> women's personal narratives differ from men's both in the everyday nature of their settings and subject matter, and in the absence of heroism. Women frequently tell stories which focus on things going wrong, rather than on achievement. But this isn't true of all stories…The sharing of successes and failures, however minor by worldly (or masculine) standards, is of central importance in women's friendships. But triumph or achievement in women's stories tends to be restricted to the domestic environment.

This can be seen in the blogosphere as well, especially in one specific group of bloggers. A growing number of blogs written in the US are written by "mommy bloggers" who share their knowledge and everyday experiences in the domestic setting with the online community. Overall, because women's stories are often about their personal failures and successes, it is probable that female bloggers also use the word *fail* differently to men, whether as a form of solidarity stemming from the way women form friendships through sharing their everyday experiences or just as funny anecdotes of failure or success worthy of a blog post. Whether they have made a *fail cake* or a *gardening fail*, they do not feel inhibited to self-disclose such failures publicly. As mentioned before, men tend to shy away from this type of expression, at least in topic choices in all-men talk. Whether this is the case in blog writing as well, remains to be seen.

This is not to say that men are incapable of self-disclosure. It is likely that a man writing a personal type blog will share similar experiences because of the nature of the blog type. It is

important to distinguish between different types of blogs when discussing language use because different genres may have an effect on the linguistic choices of the writer. For instance, Coates (2004: 133) mentions hedges (*I think*, *you know*, *like*) as an example of a linguistic variable that correlates heavily with personal and sensitive topics. Moreover, a study by Herring and Paolillo (2006) suggests that gender may not be as significant a factor in blog writing as the genre of the blog. They found that when typically female and male stylistic features (such as personal pronouns as female preferential features and *the* and *a/an* demonstratives and numbers for male preferential features) were evaluated based on genre (personal vs. filter blog) instead of gender, the differences between masculine and feminine disappeared. According to Herring and Paolillo (2006: 442), "these studies suggest that both gender and genre influence written language, and that some genres exhibit properties traditionally associated with female or male language use." Just as gender is perceived as a social construct, so are genres, which Herring and Paolillo (2006: 456) suggest is "in part through association with the gender of their producers."

This is an interesting finding, since previous studies on gender and blogs have not taken this into account. In relation to the present study, this adds another dimension to the analysis of female and male use of *fail* in blog texts. In the analysis, this will be taken into account by analyzing different genres of blogs and comparing the masculine and feminine use of *fail* to see whether genre influences the results.

Herring, Scheidt, Wright and Bonus (2005) have studied the blog as a genre. They distinguished five blog types based on 203 randomly selected blogs. In addition to the aforementioned personal journals and filter blogs, there are mixed blogs, k-logs and other

blogs. K-logs are short for knowledge blogs which "are repositories of information and observations with a typically technological focus" (Herring *et al.* 2004). However, the object of inquiry in this study is not the overall use of language and its many structures but the use of one word so it is more purposeful to categorize the genres based on the specific entry where the word is found instead of the whole blog, particularly since blogs may contain entries from more than one genre. The categories proposed by Herring *et al.* will be applied to this study, although, it is expected that there will be few if any instances of k-logs since they usually exist as a closed network or intranet.

3. Methodology

There were no traditional corpora available for this study that would have yielded any results due to the fact that this is a recent phenomenon in informal English. Thus, the only viable option was to explore the Internet. As Kilgarriff (2001: 344) has said: "The World Wide Web, whilst intended as an information source, is an obvious resource for the retrieval of linguistic information, being the largest store of texts in existence, freely available, covering a range of domains, and constantly added to and updated." But, since this study focuses on one single word, this is a case in point of the famous needle in a haystack. There are some Internet corpora available online (e.g. Leeds collection of Internet Corpora, WebCorp Live) but most of them are in their early stages or do not produce enough instances of *fail* for analyzing purposes. Twitter, the online micro blogging service, would have been a valuable source for this study; however, the company banned the use of Twitter data as research material in 2011. Therefore, a new corpus had to be compiled from the Internet.

As Bergh mentions (2005: 26), the Internet "can be used for investigation of various aspects of current language usage, notably in terms of frequency-based patterns: one case in point is the study of rare or neologistic language, i.e. elements and structures which are either very infrequent…or have been very recently coined." This is true for *fail* in both categories. In order to catch the use of *fail* online, blogs were chosen as the source for instances of *fail* because they provide readily available, unedited texts of informal language with personal information of the author for further analysis. Blogs with pictures and videos were included as well, as long as there was an instance of textual *fail* on the page. In addition, Google's

search engine was chosen to perform the search for *fail* because of the popularity and size of the data pool.

Regarding the vastness of the Web and narrowing down the search, Bergh writes that "domain-specific searches are more reliable than overall searches of the Web, and that the more well-defined the domain, the more clear-cut the frequency results (2005: 45)." Although calculating frequency based on Google searches is not the aim of this study, the use of a specific domain did help to narrow down the search results. Still, it was necessary to compile the corpus by "hand" from the search engine results so that no instances of noun or adjective *fail* were lost in the results.

The specific blog domain was chosen based on the demographics of the site. Compared to other blogging sites, *WordPress.com* provides more balanced age demographics compared to the Internet users in the US. According to Royal Pingdom, gender distribution in *WordPress* is 40 percent men, 60 percent women compared to 33 percent men and 70 percent women in *Blogger*. *Livejournal* would have had a more balanced gender distribution (47 percent men, 53 percent women), but the overall age distribution favors younger users so *WordPress* was chosen instead.

3.1 The corpus

A raw text corpus was created using Google's search engine as a source for instances of *fail*. In order to narrow down the search, the form *fail* was entered in the search but the words 'failed', 'failing' and 'failure' were omitted. In addition, after a preliminary search, three

blogs and one title for a video were omitted from the search because, due to their popularity and the fact that Google prioritizes results based on popularity, they produced too many similar links to websites which did not contain the desired instances of *fail*. These were "failblog", "if I wanted America to fail", "chzmemebase" and "roflrazzi". After excluding these, the search produced more accurate hits.

The search was limited to *wordpress.com* blogs on a specific day, e.g. June 1st 2012, for a total of 14 randomly selected days spanning from May 3rd to August 6th 2012. The corpus was then compiled manually from the results Google provided for each day. For example, a search for June 1st came back with a total of 45,600 results of which Google gave access to 543. These were then combed through for instances of noun or adjective forms of *fail*. Google gives a context of about ten words in the search results list for the search item and this was used to determine the part-of-speech for every occurrence. Links to blogs containing the noun or adjective *fail* were accessed and the blog text, as well as the blog address, was copied to the corpus. There were some instances where *fail* occurred in the comment section of the blog. These were included in the corpus as well but for blog genre analysis they will be separated into their own category. In addition, personal information about the blogger, including gender, age, occupation and location was obtained from the blog where possible.

The finished corpus contains 647 blog texts with 316 699 words and 794 *fails*. Gender could be determined in 567 cases of which 366 are women and 201 men. Gender of the blogger was determined either based on pictures or textual clues, e.g. name, writer referring to 'my husband' or themselves as 'mother'. Only a small number of bloggers directly stated their

age so ages had to be estimated based on pictures and personal information available in the blog texts. This resulted in 410 bloggers to be included in the age category (296 women, 109 men, 3 unknown).

3.2 Methods

The results were analyzed both quantitatively and qualitatively. Instances of *fail* were coded and divided into four categories by type of use: *fail* directed at oneself ("I'm so fail"), at someone else ("you're so fail"), something else ("Obama administration is such a fail") and other. However, most of the instances were not this clear-cut, especially in the first category. In many cases, determining the category required interpretation of the topic, surrounding text and the writer's intent. For instance, *fail* appeared sometimes in the title of blog entries, e.g. "Lace fail", and in this case it is not until the last paragraph that the writer explains that it was her *fail* because she had chosen the wrong outfit for an outdoor event without consulting the weather forecast beforehand. The "other" category includes instances which did not fit in any other category such as *fails* used by someone other than the blogger (when the blogger is paraphrasing) or in sentences such as *it was not a fail*.

In addition to *fail* categories, individual blog entries were divided into categories based on their genre in order to determine whether genre influences the use of *fail*. The categories based on the data are: personal, filter, mixed, other and comments. Personal entries consisted of reports or comments on the everyday life of the author including hobbies and travel. In this study, filter refers to all entries concerned with external events to the blogger including review, opinion and discussion entries without links to other sites as well as

video/image blogs. Video/image blogs were mainly random funny Internet finds with a short caption text. The mixed category includes mostly beauty blogs, especially nail polish blogs, as well as food review entries which were both personal and filter in nature. The "other" category includes poems or otherwise texts which did not fit in any other category. Comments are in their own category as well, although it can be argued that the genre of the blog entry influences the tone of the comments. This will be explored more closely in the discussion chapter.

Wordsmith Tools (Scott, 2012) was used to analyze the data by comparing the frequency of *fail* to other words in the corpus and to see if patterns or clusters emerge. Data was also analyzed in Wordsmith in relation to gender.

4. RESULTS AND DISCUSSION

The results show that the use of *fail* is very varied. Men and women use *fail* differently but this is also dependent on the genre of the blog, in agreement with prior research and the premises for this study. In this chapter, I will firstly introduce results regarding the overall use and types of *fail* and then present the results concerning gender, genre and age in detail. I will illustrate these findings with examples from the corpus.

4.1 Observations on *fail*

The overall use of *fail* in the data was 2.51 *fails* per thousand words. On the Wordsmith frequency list, *fail* was at number fifty-one with 818 occurrences (.25 percent of all words), although it should be noted that the data also included twenty-four verb forms of the word so the actual ranking for noun and adjective *fail* is a step or two lower. The corpus has 22,280 distinct words so all in all it can be said that *fail* was used quite often in comparison. One should bear in mind, though, that the data was collected specifically from blog entries containing *fail* so it is not a surprise that the word is high on the frequency list. Nevertheless, based on the data for this study it can be argued that the use of *fail* is quite common at least in informal written English.

The data shows a very creative usage of *fail* by online bloggers, which was to be expected given the nature of the medium. There was not one type of usage that dominated in the data; on the contrary, the use was overall very diverse. Of the 794 *fails* in the corpus, 742 were noun and 52 adjective *fails*. Most bloggers preferred not to capitalize the word (there were 145 *FAILS*) which would suggest that *fail* was used as casually as any other word

without the need for further emphasis other than the word itself. Neither did opting for *FAIL* instead of *fail* have a profound effect on the overall emphasis. The capitalized form is closer to its origins as a fail stamp on exams which does make it seem more like a "fail grade" the user is giving someone or something but as such it does not change the meaning of the phrase. As the two following examples highlight, a stronger emphasis was often achieved with exclamation marks:

(7) Lava fail!! Lava fail!!

(8) I actually tried an herb garden last year and it was an epic FAIL.

The latter example does not scream failure the way the former does even though it is capitalized.

Fail was often a defining word for the whole text; especially since many bloggers placed *fail* in the title of the entry (there were 192 title *fails* in the data). When used in the title or in the beginning, *fail* set the tone for the rest of the text. Below is an example from an entry where the writer begins her story by stating:

(9) Big. Fat. Fail. It was edible, and ok. Eye-catching. Black beans with pasta and vegetables but I mixed in Fajita seasoning and it was far too spicy. I love Fajita seasoning and thought this would be good. It's a no-go. Next time I'm trying Taco seasoning instead.
Ho Hum. You win some, you lose some. But I wish it wasn't food!

The writer sums up her feelings clearly, declaring a "big fat fail" early on in the text making the failure cling to every word from then on. Here are some *fails* used in blog entry titles to let the reader know what is to come:

(10) Parenting Fail Story of The Day: Mother Leaves Child In Busy Street, Attacks Her Boyfriend

(11) How to Work from Home, Part 2: Niche-Finding Fail

(12) Cityrail Thomas Rail Safe book… Fail!

However, this notion is only applicable in blog entries which have been written as a focused narrative detailing a failure in, for instance, a recipe blog, movie review or opinion piece. In the case of longer texts which ramble on without focus, picture captions or otherwise texts which incorporate many different stories, events or point of views, *fail* was simply a quick way to address, for instance, a funny event, a failed photo or the fact that the blogger had failed to update their blog for some time.

Using Wordsmith concord analysis, a number of word clusters (words found repeatedly together in each other's company, in sequence) were found. These are presented in table 1 which shows clusters consisting of three words and their frequency. The table shows that *an epic fail* appeared most often in the data as a word cluster. Altogether, *epic* was included in six clusters out of twenty-five. Table 1 also shows that there were other descriptive words repeatedly used together with *fail* such as *complete* and *total*.

Table 1. *Word clusters related to* fail

an epic fail	29	fail on my	6
was a fail	12	this is a	5
is a fail	10	that was a	5
a complete fail	8	a fail I	5
it s a	8	epic fail and	5
a total fail	8	this was a	5
fail I was	8	it was a	5
of a fail	7	epic fail on	5
big fat fail	7	fail of the	5
s a fail	7	on my part	5
fail on the	6	of the day	5
was an epic	6	epic fail in	5
epic fail I	6		

According to this analysis, an adjective/descriptive word + *fail* and the verb 'be' + 'a fail' were most often seen together in the data. Together with "solitary" *fails*, which are not shown in this table, it can be said that most if not all *fails* in the data were of these three varieties. The following examples illustrate the use of 'be' + 'a fail' set within a sentence:

(13) I made a cute doodle today. I think we all know who that's supposed to be. I tried outlining it and then coloring it, but that was a fail.

(14) Also with Apple's IOS6 update removing Google maps and replacing it with Apple maps has been more than a fail.

(15) I know many people love the Alaffia line, but for me, it was a fail.

As discussed in section 2.3, *fail* has an interjectional form in Ameka's definition as a secondary interjection with an independent semantic value (expressing a mental attitude or an evaluative stance) and in Givon's term, an evaluative function. Consequently, there were

210 interjectional *fails* in the corpus. It can be said that interjectional *fail* highlights the writer's disapproval more than *fails* which are inside a sentence. This may be because there is a sentence break before and after the word which makes the reader pause on the *fail* longer than in other instances as is evident from the following examples:

(16) No Titanic song. Fail. That shit still hits hard.

(17) I asked various strong and competent looking men to help me. Fail. Then I asked frail and confused men to help me, desperation rising. Fail.

(18) We got to our hotel which is across the river from the main city centre and couldn't check in until 3 pm! Aaaaaaargh. FAIL!!!!

These writers focus on the failure more, whereas in examples 13, 14 and 15 the users are stating their opinion and moving on. As an interjection, the evaluation or attitude towards something is placed on the entire previous sentence. Without these interjections, the writer would have to explain in lengthier terms how s/he feels about the situation. If one were to replace *fail* with *failure* in these examples, it would not have the same impact.

What kinds of words were used to describe a *fail*? All adjectives and nouns which were used together with *fail* more than once are listed in table 2.

Table 2. *Words describing* fail *and their occurrence*

_fail	no.	_ fail	no.
epic	102	photo	6
total	16	my	5
major	12	double	4
big	8	fashion	3
complete	8	near-	3
massive	8	blogger	3
huge	8	logic	2
big fat	7	ultimate	2
parenting	6		

Epic fail was by far the most used pairing in the corpus, as can be seen from table 1, most likely due to the popularity of the Internet meme. *Epic fail* also implies a level of fail that is particularly grand:

(19) Awesome epic fail: BBC uses Halo logo instead of UN logo

(20) Shortly after the Interior Ministry's optimistic progress report, the Ministry was embroiled in a rather epic fail.

(21) My most epic fail in recent memory? Trying to jump over my boss's feet, tripping, and falling face-first into a metal bookcase instead. Classic disastrous Lindsay.

In general, *fails* tended to be either overemphasized with words such as *total* or *massive* or paired with another noun to create a unique *fail* such as these:

(22) Automatic timer jump shot fail! (picture caption)

(23) watermellon headsmash fail…(video caption)

(24) I'm approximately 20% through the third book, and I still have absolutely no idea what Ms. Steele (rather, Mrs. Grey) looks like. E.L. James, this is a sensory detail fail.

Some bloggers combined the two:

(25) The whole trip felt like a massive technology fail, from my iPhone camera with the scratched lens to the iPad that didn't want to connect to the hotel wifi.

(26) Major methodology fail, in other words.

(27) After a much needed nap + hot bath + last visit to the Eiffel Tower at night, the Canadians proceeded to engage in the most epic dining fail known to Parisian history.

Though noun *fails* were dominant in the data, there were some interesting adjective *fails*:

(28) In one fail swoop, what could have been an interesting film about the lengths world governments and terrorist organisations would go to in order to have a jumper working for them is shot down and replaced with a bunch of one-dimensional religious zealots.

(29) I reluctantly used my fail-rabbit in this theatrical production because every other sea creature seemed too complicated to knit.

What is interesting in the first example is that the writer has taken an existing phrase, *in one fell swoop*, and changed its meaning from "all at once" or "in one stroke" to a swift failure. It is a good example of creative writing in which older phrases are modernized. Example 29 shows how *fail* can easily be added in front of a noun to create a much more descriptive phrase in fewer words than it would take to explain how the rabbit had become a failure.

4.2 Types of *fail*

Fails were categorized according to who or what the target was. These categories were: self, someone, something and other. Statistical analysis proves that the difference between types of *fail* used is highly significant (x^2=252.45, df=3, p. <.001).[1] The results for overall usage are presented in figure 2. Most of the *fails* were directed at something else (42 %). This makes sense due to the nature of the word as a mostly negative evaluative statement. However, *fail* directed at someone else was used only 11 percent of the time. The second largest category (36 %) was instead the "self" category which is interesting because this would mean that many bloggers want to share their feelings of failure or disappointment in their own actions quite often. Still, the "something" and "someone" categories make up for more than half of the instances combined. Though the online environment may increase direct verbal disparagement, it does not seem to be directed at people on a personal level as much as at other entities such as the government or ideological groups, specific companies or products.

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[1] This statistical analysis refers to Chi2 Analysis, calculated with Yates' Correction for one-way design, where p<0.05 is significant, p<0.01 is very significant, and p<0.001 is very highly significant. All other analyses are in a two-way design.
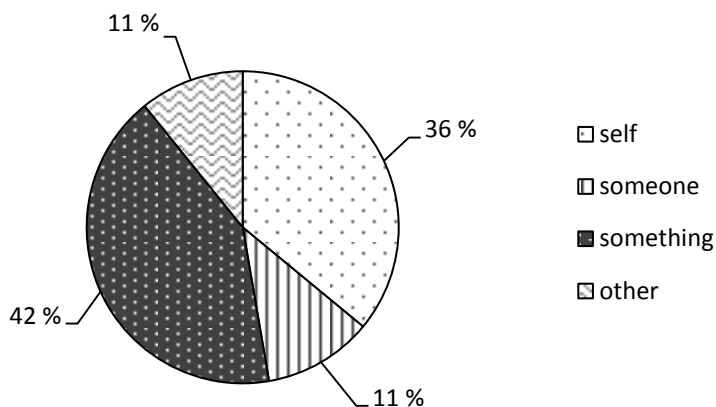
Fig. 2 *Types of* fail

Fails in the "other" category include instances where the word was used by someone other than the writer (when paraphrasing something that someone else had said), when the word was used in a question (e.g. "Fab or fail?") or if it was actually not a *fail*. IT/computer bloggers also used the word in a generalized fashion to describe the command sequences or error messages in installing software. These were also placed in the "other" category because they do not hold any evaluative significance for the use of *fail*.

Here is an example from each category:

> (30)Biggest fail known to my mankind and I am embarrassed to admit this…..I bought decaf espresso beans instead of regular. Major party foul on my part.
>
> (31) Limp? Impotent? This is the most exciting, interesting, diverse time in music I remember. But oh wait, alt-rock has evolved beyond the Pumpkins, hasn't it? No place for you, is there? FAIL, Billy Corgan. Also, have to note that Mellon Collie was a double album of new material, which was ridiculously pretentious for a pop band at the time of $20 CDs.

(32) This Nivea Outdoor Advertising campaign FAIL is a HILARIOUS!!! But effective in that this went viral on the internet. Brand Awareness WIN.

(33) OK, before you run off and start looking for "fail compilation" on YouTube, stick with me for a minute.

The objects of *fail* in these examples is the writer for buying the wrong kind of coffee, Billy Corgan for stating that music today is "limp", an advertisement for Nivea which was glued to the sides of busses and consequently depicts whoever is sitting on the right bench elegantly moisturizing their silky smooth legs (in this case it happened to be a man), and finally in the last example the writer is referring to the popularity of "fail compilation" videos on YouTube as a way to pass the time.

4.2.1 Types of fail and genre

In addition to *fail* types, genres were categorized based on the texts in the corpus to see if they influence the usage. The categories were: personal, filter, mixed, other and comments. Statistical analysis was conducted to see if there is a statistical difference between types of *fails* and personal/filter genres. Below are samples from the two genres taken from the corpus:

(34) Personal entry:
Life Lately
It's Wednesday. But it feels like a Monday because I've got a weird schedule this week. I was off yesterday and I was laaaaazy. I had a whole list of things I needed to get done and I did about 1.5 of them. My boyfriend always comforts me saying I deserve a day to lounge around, and perhaps I do, but not to the extent where I can't even get to the bank!
Ugh. Fail.

BUT… I did make some fabulous recipes and I made a dent in my book and I visited some second hand stores and painted a table. So when I list my day like that then it makes me sound productive. So we'll go with that. Those recipes and DIY are coming soon but here's a quick glimpse at life as of late.

(35) Filter entry:

Wind Power Fail – 2012 – Same As Always

EVERY WIND TOWER IN THE U.S. CAN ONLY GENERATE THE SAME ELECTRICAL POWER AS JUST 9 NUCLEAR POWER PLANTS, WHICH IS ONLY ONE SIXTH OF THE ENTIRE AMERICAN NUCLEAR POWER FLEET.

While this looks to be a questionable and emotive thing to say, it is in fact the truth of the matter. Currently, in the U.S. there more than 40,000 Wind Towers. The total power that they generate for consumption is the same as that being generated by just 9 of those Nuclear Power Plants. Some readers might think this is pretty hard to believe, and it must obviously be untrue, just something to say to make Wind Power look bad, but as you read on, I will show you that this is in fact quite true.

As is evident from these examples, personal and filter genres differ greatly in style, and so does the use of *fail* depending on the genre. From the analysis it can be concluded that the difference between personal and filter entries and types of *fail* is very highly significant (x^2 with Yates' correction in a two-way design = 325.99 , df= 3, p<.001). This means that the type of *fail* used varies by genre. These are presented in table 3 (see Appendix, table 1A for the raw data).

Table 3. *Types of* fail *according to genre (instances per thousand words)*

Genre	Self	Someone	Something	Other	Together
Personal	0.73	0.05	0.19	0.10	1.08
Filter	0.02	0.17	0.69	0.14	1.02
Mixed	0.07	0	0.04	0.02	0.12
Other	0.01	0.01	0.02	0	0.04
Comment	0.07	0.05	0.12	0.01	0.25
Together	0.90	0.28	1.06	0.27	2.51

The overwhelming majority of *fails* directed at the authors themselves were in personal entries. Although a significant result, this is not surprising since the topics in these texts revolve around the writer's everyday life with its failures and successes. It should also be noted that personal entries have some instances of *fails* directed at someone/something. This is probably because the authors of personal blogs are also likely to express dissatisfaction at whatever things they have encountered in their lives that have not been to their liking or has failed them in some way. Nonetheless, the difference between types of *fail* and genres is clear due to the fact that someone/something categories are far more common in filter entries and there are only a few instances of *fail* pointed at "self" compared to personal entries. This proves that genre does greatly influence the way *fail* is used.

Comments were influenced by the original blog entry to which the writer was responding so that when the original post was a personal entry, most comment *fails* were directed at "self". These can be seen in table 4 in which the numbers are *fails* per hundred words. Most comments were made in filter blogs. The findings from table 3 are echoed in table 4 since

there was only one instance of *fail* toward "self" in comments to filter blogs but the comments made in personal blogs include some instances of *fail* directed at "something".

Table 4. *Types of* fails *in comments according to the genre of the original post (instances per hundred words)*

Genre	Self	Someone	Something	Other	Together
Personal	0.36	0.02	0.10	0.04	0.52
Filter	0.01	0.25	0.52	0.01	0.79
Other	0.02	0	0.12	0	0.14
Together	0.39	0.27	0.74	0.05	1.45

4.3 Tones of *fail*

It is important to distinguish between the types of *fails* and the *tone* of the *fails*. I am using tone here to mean different kinds of attitudes displayed in the data. Not all writers who expressed failure in themselves were devastated and not all writers calling someone else a *fail* did so in an aggressive manner. Many texts that included a *fail* were stories about some type of failure. Failure to follow a recipe, failure of a mechanic to fix the blogger's motorcycle or failure by Facebook to adhere to their privacy rules. In others, *fail* was only mentioned in passing, for instance, in a picture caption or within brackets to refer to the previous sentence. But all the same, the texts varied in the way the writers handled those *fails*. Some were amused, some were more neutral and some were disappointed or even angry. Figure 3 is a generalization of these tones based on the data.
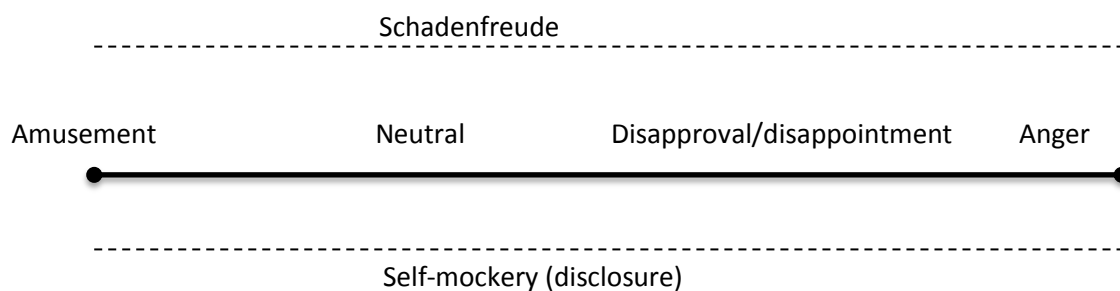
```
                              Schadenfreude
    ------------------------------------------------------------------------

Amusement              Neutral         Disapproval/disappointment      Anger
        ●───────────────────────────────────────────────────────●

    ------------------------------------------------------------------------
                           Self-mockery (disclosure)
```

Fig. 3 *Tones of* fail

The overall attitudes varied from amusement to anger. Schadenfreude, whether expressed in an amused or disappointed manner, was sometimes present when the object of *fail* was someone or something else whereas self-mockery or self-disclosure was present when the writer blamed him/herself for a failure. Expressing amusement in one's own failure may be less common than schadenfreude but it did happen:

> (36) Cant win Mao-chan in the pretty category, and he's a freaking boy! I'm so fail… as a girl. Haha.

The writer may be serious or not but the use of "haha" at least lessens the sense of her being crushed because of this revelation. This is not to say that all approaches were either or – it is possible to feel amused and disappointed by someone's failure at the same time.

There were also some instances of unsure or even "positive" failures:

> (37) This was a first for me editing colours this way so hopefully it isn't a fail :)

> (38) A brighter shade of fail: openness, adaptation and learning

(39) I★my★me★mine is alright, but against other idol songs out there, this
was a bit fomulaic and not surprising in any way, shape, or form but it's still
average so it's not too much of a fail.

Example 38 is the title for an entry about how companies can look for the silver lining and
learn from their mistakes in the corporate world which lessens the negative failure aspect in
this text. The other two examples show that not all *fails* were failures after all.

There were only a few clear cases where *fail* was clearly linked to direct schadenfreude
which was less than expected. Many bloggers used *fail* as a simple statement without the
feeling of them gloating over someone else's failure, at least not in an explicit way. That was
not the case with these bloggers, however:

(40) Oh Duuuude. Fail! (Title to a funny video post about people acting silly)

(41) But the thing that drew me in to post about Madam tonight is his epic fail
of a tattoo. Bhahahahah! Lookit it!

(42) Beyonce in Alexander McQueen {uber FAIL} (picture caption)

In examples 40 and 42, *fail* is used as a declarative term without further explanation. If *fail*
was used in a debate in a similar fashion, there would not be anything to discuss. One can
understand the notion mentioned earlier of *fail* hindering conversation because it is a
subjective term which offers little to argue against. Nonetheless, as an Internet slang term
for a quick evaluative remark it is effective. Examples 41 and 42 are from blogs which focus

on celebrities. Thus, the connection between celebrities and schadenfreude is present in this data as well.

In some cases, schadenfreude was combined with the feeling of discontent:

(43) Lately, Bank of Makati, the bank who finances my account, I think.., calls me every now and then to follow up on payments that I have already settled. In short, they do not remit my payments on time. FAIL!

The writer is not exactly fuming about the problems with his bank especially since he is not even sure if it is his bank. His response leans more towards schadenfreude with a hint of annoyance at the failure of the bank to manage their accounts.

There is evidence in the data to suggest that *fail* has secured its place not only as a funny catch phrase but as an argumentative statement, at least in certain contexts. Especially in the political filter/opinion blogs, *fail* was a common phrase used to criticize, for instance, the president of the United States, Barack Obama, or his administration or vice versa the republican Tea Party organization:

(44) Another Obama transparency fail, the TPP

(45) Mitt Romney proves that this will NOT be a rerun of the John McCain campaign in '08 and Visits the Poster Child for Obama FAIL Solyndra

(46) Vetting Themselves: Breitbart Gang in Yet Another Ridiculously Massive Fail

All of these examples are from the titles of filter blog entries. It is interesting to see here how *fail* has been incorporated into political rhetoric, at least in an informal online environment. Then again, its origins are partly in the financial crisis so in this sense the usage is not new. The word captures the frustration, disappointment and even anger that the author has towards the opposing political party or its members. Still, its use in these examples does strike as a form of an empty argument when everything else has already been said and the author only wants to show that his/her opinion is still valid.

The most aggressive samples where *fail* was used came from comments to filter entries. It does seem that the comment section promotes Internet users to be more straight-spoken than regular bloggers. One could argue that it is due to anonymity, which is very likely in some cases, but, in fact, many of the people leaving comments on these sites used traceable usernames, some with a link to their own site, so it is not the only explanation. It is more likely that filter and opinion blogs invite more aggressive responses purely due to the nature of their topics, ranging from politics to religion and climate change. The following examples are from comments to filter blogs:

> (47) Once again, the uber-anti-science folks have a full-on, absolute, total, and utter case of FAIL!
>
> (48) She's going to turn out as bad as, if not worse than, the older sisters. Willow now looks like her hair exploded (and she's got that "career" going on – where she is learning to "do" hair…EPIC FAIL) and she has that incredibly fat "PregnantPalin" face already. Piper is rude and treated rudely ... even when

she was little, Sarah thought it was cute that she was an uncontrollable little

brat. And Bristol…dear dimwitted ignorant promiscuous Bristol…fat face, dyed

hair…and a split chin implant.

(49) WTF is this shit? You "expose" someone with information he's already

made publicly available? My lord, the FAIL clings to this site like stench does to

a crust punk working as roadie for a touring band.

In these examples, *fail* is capitalized. Since the first *fail* is followed by an exclamation mark, it makes it feel as if the writer is shouting which adds emphasis on the *fail*. The comment is made following a blog entry to refute the claim that Darwin invented eugenics. The writer's view is plain to see and shows his frustration toward a certain group of people. Example 46 is an argumentative comment criticizing Sarah Palin, the former Alaskan governor, and her family with some harsh words. Although the *fail* is capitalized here, it feels more like the writer is rolling her eyes at the career prospects of Palin's daughter instead of shouting. The example also shows how easy it is to criticize people who are in the public eye, especially with comments directed at their appearance. The last example was the first comment someone made to an entry about a hipster musician which then exploded into a confrontational argument with the owner of the blog. The writer uses quite creative language in expressing his views. His attitude is that of disapproving schadenfreude.

On the whole, these types of angrily worded texts were still very much in the minority. Many *fails* in the data were not confrontational but can be placed somewhere in between the neutral-disapproval line. This also applies to the amused tones, both of these extremes were in the minority in the data.

4.4 *Fail* and gender

One of the main hypotheses for this study was that men and women use *fail* differently. The data proves this to be correct. The difference between gender and the type of *fail* used is very highly significant (x^2 with Yates' correction =73.91, df=3, p<.001). The use of *fail* by men and women is detailed in table 5. As hypothesized, women used *fail* to express failure in themselves or their actions a great deal more often than men. More than half of women's *fails* were in this category, whereas men only used it 18 percent of the time (figure 4). Men on the other hand used *fail* directed at "something" a lot more than women. However, it was also previously suggested that because men tend to write more aggressively, they would use *fail* more as a statement directly against someone. This is true, in part, since women used this strategy less than men but men did not use it as often as anticipated. Still, together with the "something" category, men used these strategies 68 percent of the time whereas women used them only 41 percent of the time. Women did use *fail* in relation to "something" much more often than to "someone" which was expected. There is a difference between genders in the "other" category as well, but this can be explained, at least in part, by the fact that *fail* was used more by men in computer/technology language to refer to errors or failures in installations or softwares, such as "maven fail strategies".

Table 5. *Types of* fail *by men and women (instances per thousand words)*

Fail directed at	Men	Women
Self	0.46	1.24
Someone	0.34	0.21
Something	1.38	0.78
Other	0.35	0.21
Together	2.53	2.44

Does the difference in the first category mean that women are more inclined to feel sorry for themselves? The answer is most likely no. What it does suggest, however, is that the kind of story-telling discussed earlier where women share their successes and failures as a way of bonding with friends is present in this data as well. It is interesting how these narratives have been transported to an online environment, too. One has to also remember that not all *fails* expressed disappointment or anger but amusement as well. Likewise, men tended to write more about their ideas, thoughts and opinions as opposed to their personal lives as suggested in previous studies, which has an effect on the results. Still, men did use *fail* directed at "self" more than the "someone" or "other" categories so it cannot be said that men and women are entirely on different sides here.
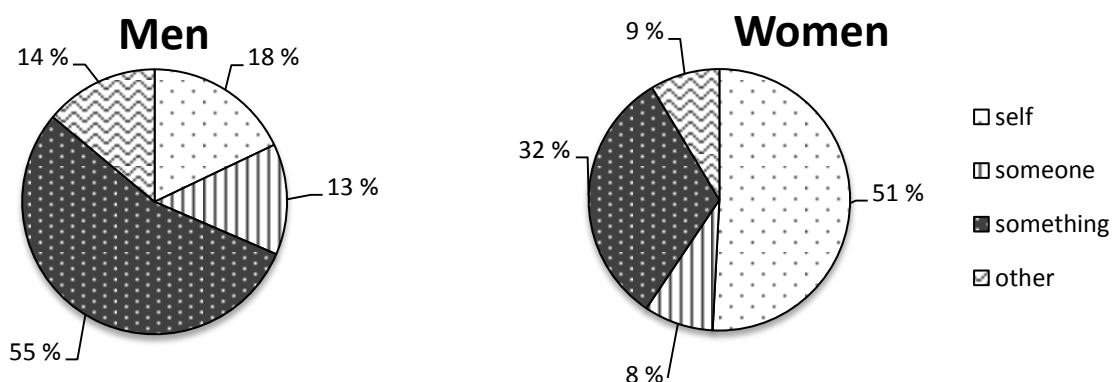
Fig. 4. *Types of* fail *by gender*

Compared to the overall *fail* average (2.51), men were slightly above average with 2.53 *fails* per thousand words whereas women were below with 2.44 which means men seem to use the word slightly more than women in this data despite the fact that there are more female authors in the corpus than men. However, statistically this difference is non-significant ($p > .05$).

Table 6. *Word clusters in women's data*

an epic fail	12
was a fail	11
is a fail	7
a total fail	7
fail I was	6
fail on my	6
that was a	5
on my part	5
was an epic	5
a complete fail	5
it was a	5
epic fail and	5
epic fail I	5
it s a	5
big fat fail	5

Wordsmith concord analysis showed that for women the use of *fail* was far more clustered than it was for men. The word clusters for the women's data can be seen in table 6. There were only two clusters in the men's data, *an epic fail* and *of a fail*, whereas women used the word together with verbs more often, especially in past tense which further suggests that men and women wrote about different topics. Also, frequency analysis showed that women refer to the words 'I', 'my' and 'me' more frequently in the data. This is connected to the aspect of genre which will be covered in the next section.

4.4.1 Fail, gender and genre

One of the aims in this study was to see whether genre influences the way *fail* is used more than gender does. This was already implied in section 4.2.1 where it was established that there is a very highly significant difference between the type of *fail* and genre. This distinction also exists between gender, types of *fail* and genre. These are presented in table 7, where figures are *fails* per thousand words (see raw data in appendix A, table 2A).

Table 7. *Types of* fail *by gender and genre (instances per thousand words)*

Women

	Self	Someone	Something	Other	Together
Personal	1.04	0.08	0.25	0.12	**1.49**
Filter	0.01	0.10	0.41	0.05	**0.57**
Mixed	0.11	0	0.05	0.02	**0.18**
Other	0.01	0	0.01	0.01	**0.03**
Comments	0.07	0.02	0.07	0.01	**0.17**
Together	**1.24**	**0.20**	**0.79**	**0.21**	**2.44**

Men

	Self	Someone	Something	Other	Together
Personal	0.34	0	0.13	0.10	**0.57**
Filter	0.01	0.28	1.06	0.23	**1.58**
Mixed	0.02	0	0.04	0	**0.06**
Other	0.01	0	0.03	0.01	**0.05**
Comments	0.08	0.06	0.12	0.01	**0.27**
Together	**0.46**	**0.34**	**1.38**	**0.35**	**2.53**

On the whole, women wrote more personal blogs, whereas men wrote more filter blogs, which is consistent with Herring's and Paolillo's study (2006), though, it should be noted that

their definition of a filter blog is narrower than in this study. The women's personal entries were often about domestic matters, whereas men wrote more about athletic hobbies and travel. There were also more mixed entries in the women's data than in the men's since, as mentioned earlier, there were a number of beauty blogs where the authors discussed personal interests and their daily lives, as well as sharing opinions and reviews of beauty products in addition to food blogs written in a similar fashion.

Both in the women's and men's data, there is a highly significant distinction between the type of *fail* used and the genre of the blog entry (women = x^2 = 157.08, df = 3, p<.001, men= x^2 = 112.96, df = 3, p<.001). Personal entries had by far the most hits for the "self" category in both women's and men's data compared to filter entries. This confirms the notion that if one were to write a filter blog entry, regardless of gender, it would not be plausible to use *fail* to express failure in oneself in this genre as it clearly is in personal entries. Vice versa, personal entries had less hits for the "someone/something" categories compared to filter entries in both genders. However, for men, this distinction between personal and filter entries and types of *fail* seems clearer than for women. The overall distinction hypothesized between *fail*, gender and genre does exist but it is surprising how many *fails* are in the "someone/something" categories in women's personal entries. Furthermore, there were no instances of men using *fail* to express failure in "someone" in personal entries but there are some instances by women in this category. It seems that female bloggers in this data are more critical of others and other entities in their personal blog writing than men who, on the other hand, can be very critical in filter entries. It may be that women also extend the sharing of their own failures and successes to other people's actions as well when writing

personal blogs, which differs from the men's approach in this data. In the following example, the author warns other mothers from becoming a soccer mom *fail*:

> (50) The smart phone is really a basic necessity and I should have put it on the original list, but I sometimes forget about it because it is something that I take for granted and would be lost without. You can quickly locate the closest laundromat & get step by step directions. The team manager will frequently send text messages and emails about last-minute field changes or information about game times. I was actually inspired to write these posts because there is one mom on our team who is constantly a soccer mom fail, bless her heart. She was late getting her son to a game because the manager sent an email about times instead of a text. She doesn't get email on her phone. Oops.
>
> Even though it is mid-May, I keep a blanket and a sweater in the car through the end of the season and here's why. During this same tournament, it was 90 and sunny during our Saturday games {cue the sunblock, umbrella & visor}. I thought I would die of heat stroke. Our game on Sunday was at 8:00 AM. It was cloudy, windy and 60. And, how was our soccer mom fail? Well, she was freezing in her tank top & running shorts. She had to borrow a sweatshirt and a blanket from another, better prepared mom just to make it through the game {again, bless her heart}. Don't let that be you.

Although the purpose of the blogger is not to ridicule the other soccer mom, which is evident in the way she softens her message with the phrase "bless her heart", this type of "gossip" about other people was not present in men's writing. Men did criticize companies and products that they had come across which explains the instances of *fail* in the "something" category in personal entries.

Concerning the notion that men are more likely to insult, challenge and write aggressively, it can be argued that men were slightly more argumentative in their use of *fail* than women based on the data. Still, women writing filter entries or comments to filter blogs were just as argumentative as men writing filter entries. The only difference in the way *fail* was used to criticize others was that women would comment on other people's appearance more often

than men (for reference, see examples 39 and 46), although this was not altogether a frequently used strategy.

Based on the evidence presented here, it can be argued that both gender and genre influence the use of *fail*. To what extent, is not clear, though. Gender obviously is a factor in the topic choices of the author but since it has been argued that both gender and genres are socially constructed, the differences in the use of *fail* in different genres can be in part due to the association of female and male characteristics to personal and filter blogs, respectively. The fact that the differences between men and women in some cases disappear when taking genre into consideration would suggest that genre matters even more than gender.

4.5 *Fail* and age

The age of the bloggers was also collected for the corpus. Only a few bloggers stated their age directly; it was more common for bloggers to state their age in vague terms such as "in my thirties". Therefore, age was in most cases estimated based on pictures and personal information available in the blog entries relating to family, work and education history which resulted in 408 bloggers for this analysis of which 296 were women, 109 men and three unknown. The number of men compared to women in this data set is small but still, it is enough to provide some information concerning the question of the use of *fail* in different age groups.

The hypothesis that *fail* is used more by younger Internet users is supported in this data. On the whole, most bloggers were in the age group 25 to 34 as can be seen in figure 5. Combined with bloggers aged 10 to 24, 76 percent of bloggers were below the age of 35. There were only two bloggers aged 10 to 14 so the youngest age groups were combined in the chart. Surprisingly, there were also 13 bloggers above the age of 54 in the data (see raw data in appendix B, table 4B). However, compared to figure 6, which demonstrates the overall ages of over a million bloggers provided by an Internet analytics company Sysomos, the findings from the data of this study correspond with the overall age demographics of bloggers. Figure 7 shows that 73.5 percent of bloggers are up to 35 years old which is close to the 76 percent found in the data.
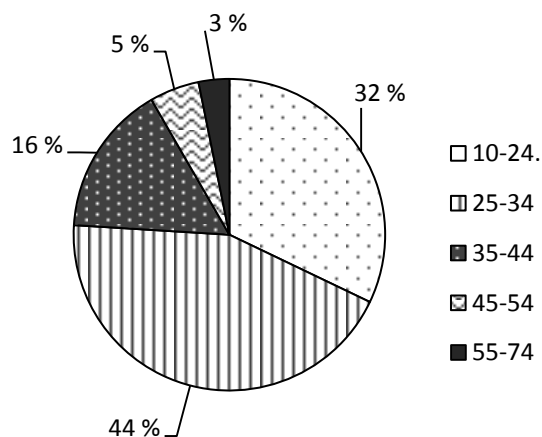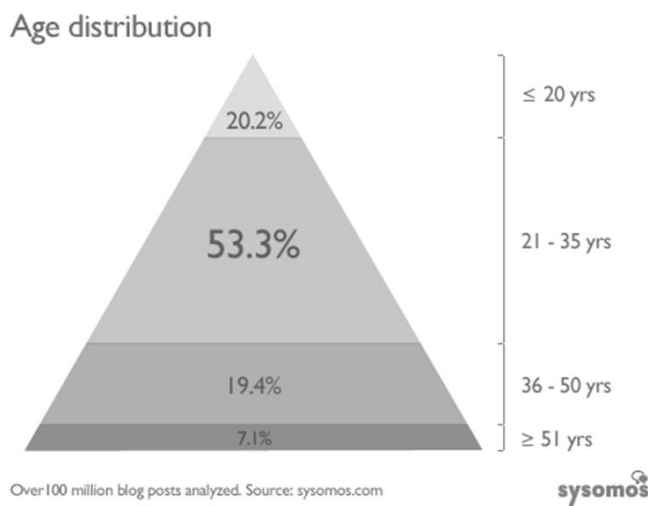

Fig. 5. *Age of bloggers in data*

Fig. 6. *Overall age distribution in blogs*

The most interesting results concerning age came from gender differences. Statistical analysis proves that there is a highly significant difference between gender and age (x^2=33.50, df=4, p<.001) in the data. Figure 7 illustrates the age of bloggers by gender. Furthermore, there is a systematic difference between age groups and gender in the expected values. Statistically, there are more female users of *fail* in the younger age groups (10-34 year-olds) than expected but more men in age groups above 35. Many bloggers who wrote filter entries were older so therefore, the fact that men wrote more filter entries may explain this difference. Though, the sample size was smaller for men so this result only shows a trend towards older users. The majority of bloggers were still women aged 25-34 who wrote about personal matters and projects.
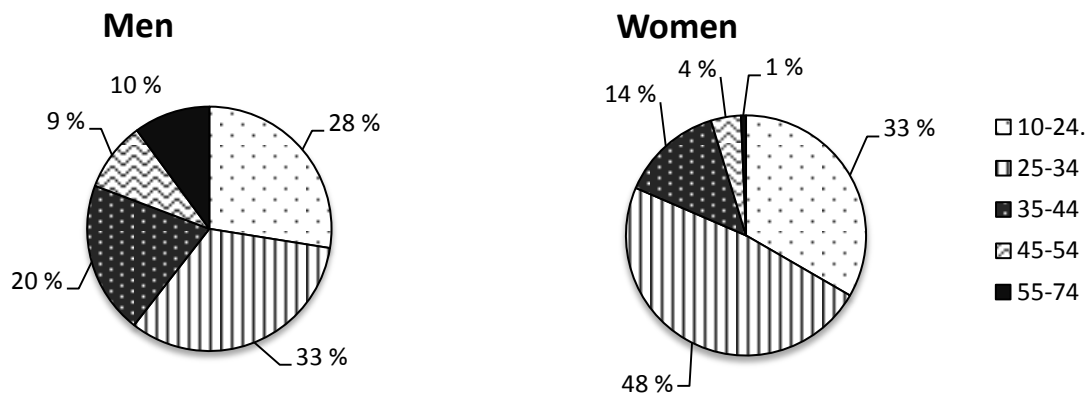
Men   **Women**

Fig. 7. *Age of male and female bloggers*

It was also apparent in the data that some bloggers felt that the use of *fail* is youth language:

> (51) I Love Baking. Only problem is that I simply cannot even cook. Not even the simple instant noodles or boiled eggs, which my neighbor's 14 yr old describe as "Uncle Epic Fail" (current teen speak for the "cannot make it" of our times).

For mere "teen speak", the use of *fail* has proven to be a phenomenon across generations due to the connecting power of the Internet.

5. CONCLUSION

This study has confirmed that the use of *fail* is still widespread after over ten years since it was first introduced into Internet lingo. From a meme it has spread to the vocabulary of many bloggers whose creative writing has been demonstrated in this study. This study also produced significant evidence for the study of gender, genre and language.

My hypotheses for this study were:

> 1) Men will use *fail* more than women.
>
> 2) Men will be more likely to point to other people's failure than   women.
>
> 3) Women will use *fail* more to express failure in themselves or their actions than men.
>
> 4) Genre will have an effect on the usage.
>
> 5) *Fail* will be used more by younger Internet users.

The first hypothesis is not supported by this study since the difference between the frequency of men's and women's use of *fail* was not statistically significant. All the other hypotheses, however, are supported by evidence from the data. Men use *fail* more often to criticize or ridicule other entities and other people, although men do not point directly to other people's failure as often as was expected. In fact, this was overall the least used approach by both genders. Conversely, women in this data are more likely to express failure in themselves, whether it is a failed project, something left undone or done wrong. These differences match previous language and gender research, as it has been reported that

women use the sharing of their failures and successes as a way to strengthen friendships, whereas men are more likely to discuss things, ideas and their opinions.

Yet, this study has also showed that the genre of the blog influences the tone and types of *fail* as much as gender does. The gender differences can be explained by the fact that women wrote more personal entries in which the type of *fail* used is more likely to be directed at one's self. Men wrote more filter entries in which it would not be suitable to use this type of *fail,* instead they criticize or laugh at other entities. Therefore, it can be said that genre should be an important aspect in gender studies as well because it may change the way we interpret gender differences.

As hypothesized, *fail* is used generally by people under the age of thirty-five, but not exclusively, as was proven in the previous section. Older men, in particular, have adopted *fail* for use in political filter blogs.

The study could have benefited from a more balanced gender as well as blog genre ratio since there are almost twice as many female bloggers compared to men and more personal blogs written by women and filter blogs written by men in the corpus. Although the use of Google's search engine was sufficient for this kind of research, a linguistically more sophisticated web crawler could be employed in the future in order to obtain a larger and more randomized data set since Google prioritizes searches by popularity. Earlier research by Herring and Paolillo (2006) did not include video or image blogs in their data meaning that the definition of filter entries is slightly different in this study, but because this study focused on just one word, it was more appropriate to include all instances found.

The purpose of this thesis has been to investigate a new phenomenon in the English language. Further research could include other popular phrases and their use as well as the study of blogs and genre more closely. As this study has demonstrated, the use of the Internet as a large collection of linguistic data is a worthwhile endeavor and this aspect is a growing field in corpus linguistics. The Web is an endless source of intriguing language use at the disposal of linguists. The way the Internet changes the English language, in particular, and how this in turn influences other languages, is another interesting concept. In fact, it is not as uncommon as one might assume to see or hear *fail* used in a Finnish context either as I have witnessed in a Finnish classroom or in blogs written otherwise in Finnish with an interjectional *fail* thrown in between sentences. Just like schadenfreude does not have an English equivalent, neither does *fail* in Finnish, it seems.

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APPENDIX A

Table 1A. *Types of* fail *by genre*

Genre	Self	Someone	Something	Other	Together
Personal	232	16	61	30	**342**
Filter	6	55	217	44	**323**
Mixed	23	0	13	6	**38**
Other	3	3	5	2	**13**
Comment	22	16	37	3	**78**
Together	**286**	**90**	**333**	**86**	**794**

Table 2A. *Types of* fail *by gender and genre*

Genre	Women				
	Self	**Someone**	**Something**	**Other**	**Together**
Personal	196	16	46	20	**281**
Filter	2	19	77	10	**108**
Mixed	21	0	9	6	**33**
Other	1	0	1	1	**3**
Comments	13	4	14	2	**33**
Together	**233**	**39**	**147**	**39**	458

Genre	Men				
	Self	**Someone**	**Something**	**Other**	**Together**
Personal	33	0	13	10	**56**
Filter	1	28	105	23	**158**
Mixed	2	0	4	0	**5**
Other	1	0	3	1	**5**
Comments	8	6	12	1	**27**
Together	**45**	**34**	**137**	**35**	251

Words in women's data: 187 529
Words in men's data: 99 113
Words in comments: 5207

Table 3A. *Comments by type of* fail *and genre of the original blog entry*

Genre	Self	Someone	Something	Other	Together
Personal	19	1	5	2	**27**
Filter	1	13	27	1	**42**
Other	1	0	6	0	**7**
Together	**21**	**14**	**38**	**3**	**76**

Table 4B. *Age groups by blogger*

Age	Men	Women	Unknown	All
10 - 14	0	2	0	**2**
15 - 24	30	97	2	**129**
25 - 34	36	143	0	**179**
35 - 44	22	41	1	**64**
45 - 54	10	11	0	**23**
55 - 64	9	2	0	**11**
65 - 74	2	0	0	**2**

EXAMPLES IN FULL IN THE DATA:

7. {TWD2} Gooey Chocolate, Buttery Lemon, and Ice Cream.
April is going to be a busy month of baking. Since 2008 when The TWD Group started I have missed 9 of the recipes. I will try VERY hard to finish them this month. Keep your fingers crossed for me.
April 1, 2008, the bakers made Dorie's Gooey Chocolate Cake. Basically it is the Molten Chocolate Cake that was so very popular years ago. I made one, once, years ago. This is the first one since then. The recipe is made in muffin cups which means everyone gets there own little chocolate cupcake with a warm liquid chocolate center. Unless they are made in MY kitchen.
I used a cupcake bundt pan and baked them for only 10 minutes. When we cut into them they were warm and wonderful…
….and SOLID!!!
Lava fail!! Lava fail!!
But delicious with a touch of whipped cream on top. I will try those again.
The cake was chosen by Leigh of Lemon Tartlet where you can find the recipe. Or on page 261 of Dorie's book.
From Warm Chocolate Cake we go to Ice Cream.
Coffee PB Cup Ice Cream Tart
Dorie gave us lots of leeway with this Ice Cream Tart. While it was supposed to be made with coffee store bought ice cream I am not a coffee fan so I went with another variation. Using Dorie's Vanilla Ice Cream base I made ice cream and tossed in some chopped PB Cup minis. Dorie made her crust with almonds but says we could use other nuts so I went with Honey Roasted Peanuts. Since the peanuts are salted I left out the salt called for in the recipe. THIS. WAS. GOOD. And so easy. Make a crust, throw in some ice cream and call it delicious.
Thanks to Jessica of Domestic Deep Thought for her cool pick. TWD made this on April 5, 2011. And after looking at Jessica's tart I realized I forgot the layer of chocolate on the bottom of the tart. GOOD reason to make it again!Dorie's tart recipe is on page 358 of BFMHTY on Jessica's blog.
April 8th, 2008, was the day TWD bakers made Mary of Starting From Scratch's pick of this buttery Lemon Tart…
The Most Extraordinary French Lemon Cream Tart
THIS was a very BUTTERY tart. VERY Buttery!! I served it with a little raspberry coulie
Dorie says to chill the custard filling until ready for use. I did that and it turned hard. I had to bring it to room temp plus in order to put it into the crust. Not sure what I did wrong, but…..
The butter flavor overpowered the lemon flavor. Again, I am not sure where I went wrong. Still good tho'! Mary's blog is no longer live but you can find the recipe on several blogs including Ashley's Eat Me Delicious or on page 331 of The Book.
http://teaandscones.wordpress.com/category/peanut-butter/
User: female, 45-54, mixed

8. Whiskey Barrel Herb Garden
I have taken a gazillion pictures lately with the intention of putting lots of things up on my blog, however I never make the time! So here is just one of the many things that have been keeping me busy lately. I decided I was tired of buying those packs of herbs at Wal-Mart to cook with instead of growing my own. It really is ridiculous how much they charge for a clear pack of herbs…which die just a few days later. (I know there are some tricks to freezing herbs, etc…but I want to use FRESH herbs when I cook.) Don't underestimate the flavor of fresh herbs…seriously.
I saw one of these cool whiskey barrels at Home Depot and just knew this was PERFECT for my herb garden. However it was ridiculously heavy. I nearly lost a toe putting it in my car. And this was all before I filled it with dirt and herbs. I knew that once I did plant my herbs, there was no way I could move the herb garden if I needed to…or IS there a way? (Aside from asking my husband to heave this thing from place to place.)
Solution: CASTER WHEELS! :) Just screw them on…and voila! I also drilled several holes in the bottom so that the water could drain out. I actually tried an herb garden last year and it was an epic FAIL. Last year I used very cute decorative owl planters from Hobby Lobby…with no drainage holes, so of course my soil rotted. Ewww.
I have a little helper. :) Next, We added a layer of soil at the bottom of the barrel…while making goofy faces.
(Then I asked her to stop making goofy faces so I could take a picture…and this is what I get. *sigh*)
Then we filled a portion of the barrel with aluminum cans, topped it off with the rest of our soil, and then planted our herbs!
I am very happy with the results! Herbs need about 5 hours of sunlight a day, so I have them in a semi shady spot on my porch. It is perfect. They are thriving and I couldn't be happier with the finished product! :)
http://olivegypsy.wordpress.com/2012/06/01/whiskey-barrel-herb-garden/
User: female, 25-34, USA, personal

9. Just Too Much
Big. Fat. Fail. It was edible, and ok. Eye-catching. Black beans with pasta and vegetables but I mixed in Fajita seasoning and it was far too spicy. I love Fajita seasoning and thought this would be good. It's a no-go. Next time I'm trying Taco seasoning instead.

Ho Hum. You win some, you lose some. But I wish it wasn't food!
http://throughafternoontea.wordpress.com/2012/05/03/just-too-much/
User: female, 45-54, personal

10. Parenting Fail Story of The Day: Mother Leaves Child In Busy Street, Attacks Her Boyfriend
Wisconsin (The Gaslamp Post) – Witnesses say a mouthy woman carrying a small child crossed four lanes of traffic, and set it down in one of the lanes, before attacking and beating her boyfriend. Tawanna Rhynes, 21, was on probation for previous convictions of theft and criminal trespass two days earlier, when she was taken into custody after the incident which occurred on April 18, 2012.
According to witnesses, Rhynes had been fighting with her boyfriend in the parking lot of a Walgreens in Madison. She was barred from entering by employees when she attempted to continue the altercation inside of the store. She is then reported to have followed her boyfriend off of store property, chasing him across four lanes of traffic, without regard for her 2-year-old son, whom she was carrying in her arms.
Traffic was disrupted, as cars had to brake and swerve quickly to avoid Rhynes and her child. Store employees who had witnessed the incident then say that Rhynes had set her child down in the turn lane of the busy street and ran after her boyfriend. She reportedly punched him repeatedly and kicked him once he fell to the ground. The store employees who witnessed the incident ran out into traffic and carried the child to safety. Witnesses say that Rhynes seemed more concerned with attacking her boyfriend than her son. She is reportedly pregnant with the couple's second child.
Rhynes was arrested at the scene and is charged with first-degree reckless endangerment, child neglect, misdemeanor domestic battery and domestic disorderly conduct. Her bail is set at $1,600.00.
http://gaslamppost.wordpress.com/2012/04/25/parenting-fail-story-of-the-day-mother-leaves-child-in-busy-street-attacks-her-boyfriend/
User: male, filter

11. How to Work from Home, Part 2: Niche-Finding Fail
My first of several face pots
I took a pottery class in 2008, right before I was married. It was loads of fun, very messy, and I loved it. I got pretty good. Good enough that I was motivated buy my own second-hand equipment and start making pottery myself. I found a little shop that specialized in local artisans and they loved my stuff. I thought I had this work-at-home thing in the bag.
Um, wrong.
When I say I got pretty good, I mean that after hours of tedious work, I could produce something that looked cool. I had trouble making things in consistent shapes or sizes, much less making them efficiently.
My one redeeming product was face-pots. These ugly/cute creations are a dime a dozen in my home in the foothills of Western North Carolina, but in eastern Virginia, they sold quickly and for a good price. But when I did some figurin', I found the time it took to create my pottery was cutting into my profits: the business was failing. I was just too slow.
The reason my pottery business failed wasn't because the market wasn't any good, or because I didn't know how sell my wares–I just wasn't a professional. I was a beginner. My husband and I calculated that it would take me about a month to make enough inventory to sell at a single weekend crafts festival. I just wasn't experienced enough to produce the amount it would take to cover my expenses and overhead.
Even so, I would have kept plugging along if I hadn't had a baby. Thank goodness I did, because I believe I would have frustrated myself to death, trying to work at a professional level with barely a semester's training and some old equipment. I realized making pottery my way–at a turtle's pace–didn't mix with the short nap times of my child. And you can't just leave pottery and come back later–the stuff dries too quickly.
The time came. I had to sell the pottery equipment.
The silver lining is that I got a really good deal on the equipment and ended up selling it for more than I had in it (Craigslist, of course). I just didn't have the expertise to make a living with pottery. But the experience taught me something–I had some gumption, some creativity, and folks who thought I produced something worth paying for. It was a step up from the misery of Mary Kay, but far from finding my niche.
Even so–that ferocious face pot lives on somewhere, in somebody's home. How cool is that.
'To be continued…
http://eclecticmothering.wordpress.com/2012/09/28/how-to-work-from-home-part-ii-niche-finding-fail/
User: female, 25-34, personal

12. Cityrail Thomas Rail Safe book… Fail!
A thoughtful friend gave our Evie a copy of Railsafe with Thomas &Friends. It's a free activity book sent out by Cityrail and countrylink. Evie was very excited about reading it and completing the puzzles. We got to page 4 and found a very interesting comic. Of course she asks me to read all the words on the page… but wait what are these instructions in the yellow box obscuring James? He he he. Love it, I think the borders are the least of their worries now ;)
http://graciek.wordpress.com/2012/06/15/cityrail-thomas-rail-safe-book-fail/
User: female, 30, personal

13. and the final verdict is…

We are staying in our apartment for another year. We looked at the duplex, which had a massive yard and a tiny inside. Same as the place we viewed before this, far too small and without a dishwasher. We would be so crammed, and the dogs would have a nice yard to run about in but no space inside to live. Plus, with all that being said, the rent was $100 more than we are paying a month in our current apartment. And, the landlord was a little cuckoo for Cocoa Puffs. AND, on top of all of that, she wanted over $3,000 up front for first, last, deposit and pet deposit. That is more than I had to put down for OUR CAR that we will OWN.

So, we decided to throw in the towel and tell our landlord we want another 12-month lease. Technically we could have waited until Friday, but I know nothing new will be listedbefore Friday and then and it's just stress off my shoulders. Like I have said before – our apartment isn't terrible, and once we get rid of some stuff and really clean out a lot of crap I think we'll feel better. Especially if the neighbors move. There is always next year for us to find a new place, and a lot can happen and/or change in a year.

So, tonight Matt's brother came over and they hung out while I went out and caught up with a friend, which was a lot of fun. After that I went and bought Matt and his brother a big pizza and me a sewing box – the one I have needed/wanted for a while. It's no Wilson, but then again those are hard to come by. So now I can finally pick all my sewing notions up off the floor! Progress!

Plus I used a coupon, so it was 40 percent off. I got the biggest one I could find.

(Sorry for the low-quality photos and for the fact I just dumped everything in the box without any rhyme or reason.)

I looove it. Matt almost made me buy it two weekends ago but I insisted on waiting. It was well worth it.

I made a cute doodle today.

I think we all know who that's supposed to be. I tried outlining it and then coloring it, but that was a fail.

Well, I am quite sleepy, so I shall head to bed. Since today was such a good day and everything ended up A-OK I will celebrate with my favorite song in the entire world…

http://meaganmakes.wordpress.com/tag/doodle/

User: female, 25-34, personal

14. As promised

As promised a blog post by the weekend ha-ha. Sorry for not posting much recently it has been beyond hectic over the past few weeks. For those who don't know over the past few months I got enrolled on a apprenticeship course with digital marketing mentor I'm glad to say i have passed the course and achieved a Btec in Social media marketing which is something i am quite proud of as it's a very new course and not many people have them.

Currently I'm looking for a job which is proving pretty difficult i have sent my CV out more times than i can remember. Some companies get back to you while most don't and if you have ever been unemployed or looking for work there's nothing worse than when a company doesn't get back to you insert sad-face haha. Maybe it shouldn't be a big deal and could just be my naive view of the world as this is the first time I've been searching and applying for jobs. Hopefully something will come up soon i have 2 new leads i need to follow up so fingers crossed.

Over the past month plenty of things have happened the iPhone 5 has been released Nokia have stepped up their game and are starting to comeback at the competition Apple vs Samsung has turned in to an interesting monster Apple won but now Samsung are suing Apple plus apparently Samsung sent the 1billon dollars in truck loads of Cents. Also with Apple's IOS6 update removing Google maps and replacing it with Apple maps has been more than a fail.The current big news is Windows 8 and the iPad mini so far i can tell you that the iPad mini is expected to be announced/released on the 23rd of October 2012 which i will blog about in a later post.

http://jamese986.wordpress.com/

User: male, 18, mixed

15. Product Review: Alaffia Hair Care

Whole Foods is the devil. Whenever I walk in there, I get sucked in, immediately ignoring my budget. I sternly remind myself that I will not spend over $20! Welp, last week that all went down the drain when I spent $60 in one visit, le sigh. How quickly I'd forgotten my budget goals as soon as I saw the beauty aisle!

I've been in the market for a new conditioner and moisturizer for the past couple of weeks. As soon as winter hit my hair became dryer than I could ever remember it being. It's rough to the touch, and my curls are awkward. I don't like it. So I figured it was time to change up products. In the beauty aisle of Whole Foods I found a row of Alaffia products. I remember briefly reading about these products via various natural hair blogs on the net, so I decided I would give it a go. I ended up buying the Alaffia Virgin Coconut and Shea Enriching Hair Lotion, and the Alaffia Coconut & Shea Daily Hydrating Conditioner.

When I first opened the bottle of Coconut & Shea Daily Hydrating Conditioner, I found the scent to be pleasant. It's light with a hint of coconut and lemongrass extract. When I poured it into my hands my hopes jumped through the roof! It was thick and creamy, just the way I like my hair products. I massaged it in my hair and waited for it to work it's magic. How sad I was when I rinsed it out and my hair wasn't any softer than it was before I used it. I thought that was a bad sign, yet it was too early to judge.

While my hair was drying I used the Virgin Coconut and Shea Enriching Hair Lotion. This too had a pleasant smell, and great creamy thickness. I soaked my hair with it determined to have soft, hydrated hair again, and then I waited. Le sigh. It was a fail.

While my hair doesn't necessarily feel overly dry like it did before, it still feels as if it is begging for moisture. I had so much hope in these products. The Conditioner is made up of shea butter, virgin coconut oil, lemongrass extract, pro-vitamin B5 and wheat protein. How could that not leave my hair soft and shiny? The hair lotion contains behentrimonium sulfate (a detangling ingredient deriving from rapeseed oil), cetearyl alcohol, shea butter, virgin coconut oil, pathenol, emulsifier, essential oil and preservatives. Those ingredients sound yummy to me! However, when I placed it on my hair it was simply…ok.

I know many people love the Alaffia line, but for me, it was a fail. The smell was right, the ingredients seemed right, but my hair is screaming "WRONG! Try again!".

What's your favorite natural hair care product for the winter to keep your hair moisturized?

Alaffia hair and skin products are available at Whole Foods and via the alaffia website.

~HG

http://acurvygem.wordpress.com/category/product-review/page/2/

User: female, 25-34, mixed

16. No Titanic song. Fail. That shit still hits hard.

http://moonwolves.wordpress.com/2012/05/25/jarvs-entirely-subjective-and-not-at-all-coloured-by-personal-prejudice-list-of-the-greatest-songs-written-for-films/comment-page-1/

User: male, comment (filter)

17. Resolution: Spend time with family/See the good in everything

Monday night… Well, you made it through the first day of the week! Good for you :) And here I am again…looking forward to my week ahead with mixed emotions of excitement and impending doom. But that is the life of a student. Not that I'm complaining…oh no! This is a blog for positivity! So, Yay! Woot! Oh Yeah! And so forth…

Today I want to write about the amazing weekend I had with family! One of my resolutions for 2012 is to spend more time with family, which is no small feat when the schedule and burdens of school are constantly on my shoulders. But this year, I am determined to say "YES" more often and just give in to the wonderful indulgence that is time with family!

On Sunday, we had the pleasure of celebrating Joe's Grandma's birthday over lunch at the Mandarin. It was awesome! It was so inspiring to see so many people there celebrating this amazing lady. Joe's grandparents remind me so much of my own grandparents, who I miss so much, and it means a lot to me that I get to spend time in the company of such wonderful people!!

Then, it was off to my aunt's house for my Nona's birthday dinner. Holy cannoli! What an evening! Again, family and food and festivities, oh my! I loved catching up with people I haven't seen since BEFORE Christmas, and watching the worlds cutest kids running all over the place. I am so grateful that I was there to take part in such a great night with such great people :)

Now listen here, my Nona is 93 years old. She is the picture of good physical and mental health! I wish I was joking when I say that she has a more active social life than I do…but sadly I am not. She is super-woman! She shared her secret for aging so beautifully and, because I love you all so much, I will share it with you! Ready?? Here it is……..

She takes cod liver oil in milk every morning. Not even in a capsule, the actual free-flowing oil! Now, compose yourself, stop gagging and return your face to its natural expression. God bless her. But I don't think that is a health and wellness secret that I will be integrating into my routine anytime soon. If you are up to it, go forth and prosper my friends. There is some merit in it. The proof is in the pudding after all.

So Happy Birthday to two remarkable women!!!! I love you both!

On another note, it is the end of January. Time to reflect and take inventory. I bet most new year's resolutions have bit the bullet by now. Let's be honest, keeping a resolution and changing a part of your daily life is hard work! It is just so much easier to slip into the comfort of our old, predictable ways…How have you been doing?

I have been doing alright. It is definitely difficult to rearrange my way of thinking after a lifetime of, let's say, a less-than-positive thinking strategy. For example, I had a little set-back this week that I will share with you so you can know you are not alone in the world when times get tough.

Thursday marked my first 12 hour shift at the hospital. I left nice and early (6:00am) to avoid rush hour traffic. I didn't have to be at the hospital until 8:00am. Loads of time! It was snowy and messy on the roads. I was low on wiper fluid. I was low on gas. This should surprise no one. I pulled off to top off both tanks when it happened. I couldn't shut the hood of my car properly. Panic. Re-try. Panic escalating. I asked various strong and competent looking men to help me. Fail. Then I asked frail and confused men to help me, desperation rising. Fail. No one could figure it out. Time was passing, and rush hour was getting close. Cry. Cry. Called Joe and cried some more. Joe drove to my rescue, looked at the problem. PRESTO and it was fixed. Ladies and gentlemen, it was ice. Ice was blocking my hood from closing. My seasonal nemesis strikes again! Then I cried some more because I feel like an idiot…and we all know those tears sting the most. Off I go, now in prime traffic time. It's been so long since I left home and I have to pee! One pit stop later and I'm on the road again. It takes me twice as long to get to the hospital, and I arrive at 9:00am! The parking garage is full. I have to use valet. Fail. In my fluster, I pay full price for parking instead of the student price. Fail. I try and take the parking garage elevator to the hospital floor I am supposed to be on. Double FAIL. A strange lady (who was only strange in the sense I didn't know her, not that she was abnormal in any way) helped me get to my destination. Thank goodness. Then, at the end of my shift, I am in a room with a patient and my teacher pokes her head in and says all my classmates left ages ago because they decided to end early…great. I get

changed and go to where the valet said my car would be and it's not there. Panic. Finally, I go to the main level of the garage and sort everything out. Getting out early means I drive home in rush hour. The end.

The old me would have been all rage, all the time. But the new, and may I say improved, me reflected and saw the good parts of the day and the things I should be grateful for. For example, Joe coming to my rescue and being a genius in the car/ice fiasco, the fact that my car was actually fine after all, the fact that my teacher was very understanding to my plight (although I left out the ice part in case she decided to fail me on the spot for being a complete moron), or how I got to spend 12 hours learning new and amazing skills. Because I may not know how to de-ice a hood but I can insert an NG tube, catheter, dress your wound and reconstitute your IV meds like nobody's business. Redemption!

See what a new outlook can do? Amazing! Yay positivity! Yay optimism. Or should I say, opKIMism! Go me!!

So, I am enjoying the fruits of my labour so far! And I have YOU to thank for my success. Being accountable to all of you has made following through with all my crazy resolutions easier. But the work has only just begun! Let's keep each other motivated! You can do it! We can do it!

Bye for now,

Kim

http://kimsnewyear.wordpress.com/

User: female, personal

18. Copenhagen Denmark day 1

We woke up today with a bit of sadness to be leaving Sweden… We really wished we had more time there! =(. However our Random European Adventure is about exploring Northern Europe and we explored Stockholm to the best of our ability in such a short period of time… Seriously people visit this part of the world! Spend time with the people in both Finland and Sweden… We met some fabulous people… Let me just say Aino and Miika in Finland were outstaaaanding! The Swedes that we met were friendly and kind!

However today we were leaving for Denmark… Copenhagen to be exact… Home to Princess Mary and Legoland!! We set out from our hotel around 9 am thinking we had heeeeaps of time to get to our 12:20 flight! Stopped for coffee at my FAVOURITE coffee place with the Viking mugs and ate some chocolate biscuit thingo for breaky.. Yum! Delish! Haha we then headed off to the subway/metro station… bags and all and got to the stairs.. FAIL!!! Stew being the man picks his bag up and marches down the stairs… Me I am dragging my bag down one step at a time when a girl speaks to me in Swedish… And then grabs a handle and helps me down the stairs… I said be careful it's heavy.. To which she replied with a big smile.. I can never pack light either… There you go! What a legend! Random acts of kindness!! Love the Swedes!!! We then get on the metro to Centralum aka Central station!!! Going up the escalators with my bag one step beneath me a guy bumps into my bag and once again says something in Swedish!! I said.. I know it is big!! He then replies with a big smile on his face (this guy was huge like a Viking and could come across as a bit scary wen not smiling) its a good bag! It is a backpack like mine but has wheels… For me maybe it's too girlie!! I like it tho!! Haha. =) I then took the opportunity to ask him where we catch the Arlanda Express to the airport and he says follow my big black boring bag.. I am heading there too! Bless him he kept turning his head to make sure he hadn't lost us! Random act of kindness number 2 for the day! Bless these Swedes!! =). We got the earlier train and chilled for 15 minutes while the train went 200km/hr through the Swedish countryside to the airport! We got put to go to the SAS terminal… Terminal 4 only to find out we should have been international terminal 5 and of course SAS was down the other end… FAIL!!!! So we walked through the terminal and to collect our boarding passes and put our baggage tags on… Random is Mr Organised when traveling… Well in life in general really so I leave that stuff to him! Bless him! We then line up for the bag drop and I may have mentioned that unlike Australia there is no one in the 'normal' check in line and how he huge line wS all bag drop.. Wow these Europeans really have their shit together… FAIL! EVERYBODY and their dogs used the bag drop whether they checked in or not… It took forever!!! We then went through customs and straight through the duty free to our gate… Back at the other end! We only had 30 mins til departure… Lucky we left early!!! Random gets all serious about traveling… He didn't really relax until we were on that plane!

It was some weird plane that I have never heard of… MD something or rather!! =) the flight to Copenhagen was about an hour with a really quick incline and decline may I just add..nothing is gradual here!!!! We landed in Copenhagen and it was grey and it had been raining… Nothing like the sensational weather we had encountered so far in Finland and Sweden!

We got off the plane and into the madness which is Kastrup International airport! There were people everywhere! We walked to the other end of the airport out of the international bit to collect our bags…there were at least 6 plane loads of luggage on one thingo… It took forever but eventually we got our luggage (cheering) and made it through the crowds of people waiting for their loved ones… It was hard to get through them all… INSANE!!! I just wanted out!! We went out to find that we had a choice between Swedish cabs and Danish cabs! We went with the Danes as we are on their country now!! He wS a love can driver too may I just add!

We got to our hotel which is across the river from the main city centre and couldn't check in until 3 pm! Aaaaaaargh. FAIL!!!! We were starving and try said there is a bakery next door or some restaurants or cafes about 10 minutes that way… We looked at the bakery and decided that we didn't want a plain croissant or bread and commenced our wander down ye road in search of food! It was the longest 15 minute walk of my life as we passed grey apartment block after grey apartment block… Closed cafes and I was starting to hurt… Stupid knee!! =(. Then on the horizon (about a 100m away really) there a a little Italian Restaurant! Hallelujah! We sat down an ordered a bottle of wine, bruschetta, tomato and buffalo mozzarella salad and Random ordered the spaghetti carbonara, while I ordered the beef rigatoni with truffles…OMG it was sooooo good and it reminded me of my Italian Mumma back home… She is such a legend! Bless my Italian Mumma! =). The staff were friendly and spoke in Italian and we left there with massive food babies and in need of a food coma! As

we were eating we noticed a horse drawn cart... We really wanted that to come back and drop is back... Alas it did not.. We walked to our hotel and up to our room! Our room is a sixth floor apartment and is very modern and arty and HUGE! We have 2 living areas, a kitchen, laundry, bathroom and a bed! So I showered and layed down and sank into my food coma for about an hour!!! =)

I woke to Random getting organised to go down and get some washing powder... I then made the suggestion that we stay in, drink wine and do our washing or whatever! =) my hunter/gatherer Random went out and got supplies including cherries (which I am eating a I write this), a couple bottles of wine, cereal, milk and icecream!! BLESS HIM!!! =).

The weather has deteriorated and from our balcony you can only just see the city centre through the mist! So far Denmark hasn't done t for me.. For one.. Princess Mary didn't greet us at the airport and today is a dark dismal day here but I have hear good reports about this place and I am looking forward to seeing the brighter aspects of Copenhagen tomorrow! Hooooooray! =)

http://missmanda3.com/category/europe/denmark/copenhagen/

User: female, 35-44, personal

19. Awesome epic fail: BBC uses Halo logo instead of UN logo
My pal Dave just pointed out this hilarious article about a major screw up at the BBC.
Apparently, during a broadcast about the unrest in Syria, they used an image of Halo's UNSC logo instead of the UN's logo.
I guess you can't blame them... a logo's a logo, right? What's the difference?
http://revoemagblog.wordpress.com/tag/halo/
User: male, filter

20. GuateSec: This is what Mano Dura looks like
GuateSec is intended to provide a regular focus on issues relating to security and justice in Guatemala and the surrounding region, offering commentary and synthesis of key news reports and expert analysis.
Guatemala is approaching six months of Otto Pérez Molina's Patriot Party government, and while it is too early–and Guatemalan politics too volatile–to definitively signal the administration's long-term impacts on issues related to security and justice, a review of this eventful week suggests some disturbing trends.
Ambivalent tendencies in citizen security
The Interior Ministry closed last week on a tentatively triumphant note, with Minister Mauricio López Bonilla announcing a reduction of homicides in the first months of 2012, falling from a rate of 16 violent deaths per day to 13. The Ministry highlighted recent cases of the dismantling of criminal groups including car thieves and a ring of police and state attorneys involved in the trafficking of drug lab chemicals. However, news reports revealed an alarming increase in disappearances, with La Hora citing a figure of 811 cases more than last year. "In some occasions people reported as disappeared may have returned, or may have travelled to the U.S. without the security forces having been notified in order for statistics to be updated," explains La Hora. Without access to more detailed data on these cases, it is impossible to speculate whether these disappearances are related to migration, human trafficking, drug violence, "social cleansing" killings, or other causes. In any case, the claim that the disappeared may simply have travelled to the North is a chilling repetition of the government's past justification of forced disappearances. When mothers of the disappeared in México are shouting the slogans that echoed in the streets of Guatemala during the 1980s– "They were taken alive, we want them back alive" –it is hard to argue that the abuses of the past are not being repeated, even if the actors and dynamics have mutated.
The news was also pointedly ambivalent regarding the safety of transportation in Guatemala City, with La Hora releasing a long report documenting the evolution of violent extorsions from targetting bus drivers to taxis, while on the same day also reporting that robberies of buses have increased. The report on bus extorsions illuminates the apparently politically-motivated rise of attacks on buses during the 2007 electoral campaign and the first months of President Álvaro Colom's administration: "[President Colom] assumed office on January 14, 2008, and as if it were war without quarter, an unstoppable wave of violence was unleashed on the public transportation system, reaching record levels." Since 2007, at least 1188 drivers, fare-takers, and commuters have been killed in incidents including grenade attacks and a firebombing in January 2011 which killed 9 people. Rumors of political coordination of the violence abounded, but have never been proven. A jailed former military officer was implicated in the 2011 firebombing. Now the Urban and Suburban Transport Users' Association and the Mutual Support Group (GAM), an influential human rights organization, report that at least 15 taxi drivers have been killed this year in apparent extorsions.
Epic fail: #ElGobiernoRecomienda
Shortly after the Interior Ministry's optimistic progress report, the Ministry was embroiled in a rather epic fail. In response to an apparent pattern of organized carjackings and sexual assaults on one of Guate City's main highways, the Ministry released a patronizing set of "self-protection" guidelines for women, advising that women not drive or leave home alone after 8pm, not use cash machines or gas stations, and not post personal information on social networks. The Twitter-enabled proles lashed back with the sarcastic hashtag #ElGobiernoRecomienda, producing some stinging examples of Chapín black humor, as well as earnest commentary urging anti-sexist approaches to public safety:
Vice--president Roxanna Baldetti herself got into the fray, announcing her disagreement with the Ministry's pronouncement and agreeing to a social network user's proposal that she accompany her, without police escort, on her evening commute. The Interior Ministry quickly rolled back and deleted the "self-protection" guidelines from its webpage. Baldetti likely won some points with the public and maybe even against Maurico López Bonilla as one of Pérez Molina's closest advisors, though the country's largest newspaper, Prensa Libre, pushed back against Baldetti in an editorial,

basically accusing her of being uppity and divisive for her statements. It will be revealing to see if this kind of sexist discourse continues as Baldetti's power increases, since such patriarchal attitudes were seen as playing a large part in the venomous treatment of her spiritual successor, former First Lady Sandra Torres.

Captain Byron Lima: "Model prisoner"?

La Hora also ran a long interview with Prison System director Luis González, which was by turns evasive (González recognizes "a certain degree of corruption" in the prisons) and bizarrely revealing, naming Captain Byron Lima as a example of "positive leadership" and "rehabilitation" within the prisons. Byron Lima, a military intelligence official, was convicted to 20 years in prison in 2001 for his role in the 1998 assassination of Bishop Juan Gerardi, and has since apparently assumed control over day to day activities at the "Pavoncito" prison. González describes a picture of self-policing inmates dedicated to sports and award-winning handicraft production: "You tell me if [the inmates] need to carry out extorsions" under such rosy conditions, he asks. Byron Lima, like other prison capos, has been denounced repeatedly for connections to organized crime; in addition, his network of supporters outside of prison certainly includes military intelligence comrades, who have continuously campaigned for his innocence and freedom. Rumors of his imminent release on good behavior circulate from time to time. One can't help recalling Francisco Goldman's publication, in The Art of Political Murder, of a witness account linking former military intelligence director Pérez Molina to the plot against Gerardi. Pérez Molina was counted among the enemies of Lima's father, the notorious Colonel Byron Disrael Lima Estrada, also convicted for Gerardi's murder, but perhaps these statements indicate an attempt to shore up alliances between the current administration and Lima's supporters.

Institutional assault on historical memory and human rights

The news which caused the greatest concern amongst the national and international human rights community was the announcement of the dismantling of the Peace Archives, an investigative and publishing unit within the Secretariat for Peace (Sepaz), founded during the Colom administration, which analyzed millions of government documents dating to the internal armed conflict and released important reports confirming the authenticity of the "Military Diary" and detailing topics such as child trafficking by the military. Its pending work included the further investigation of the Presidential General Staff (Estado Mayor Presidencial, EMP), the militarized intelligence apparatus which operated death squads and served as a "parallel government" within the Executive branch, and in which Pérez Molina served during 1987 and 1989, and which he directed from 1993 through 1995.

The National Security Archive's Unredacted blog offers a full summary in English of the controversy so far, characterizing it as "a blow against ongoing efforts in the country to recover historical memory and support judicial proceedings against human rights violators." CPR Urbana quotes anonymous Archive employees concerned that the Sepaz under director Antonio Arenales Forno, a former congressman with Efraín Ríos Montt's ultra-rightwing FRG party, is responding to high-level directives from Pérez Molina's government, with the objective of "making Guatemala's recent history invisible, using conceptual euphemisms such as 'armed confrontation' instead of 'internal armed conflict'; 'burial sites' instead of 'clandestine cemeteries'; as well as the negation of the genocide experienced by the Guatemalan people; basing itself on forgetting and impunity, instead of the search for truth and justice, which is the only force which will heal the wounds in Guatemalan society."

In this context, yesterday's election of a new Human Rights Ombudsman, Jorge de León Duque, is more worrying than promising. It is positive that former Ombudsman Sergio Morales, whose 10 year period at the head of the Ombudsman's office was heavily criticised for having converted the insititution into a personal fiefdom that did little to effectively support human rights, was not re-elected. However, the process of the election of Jorge de León Duque was strongly criticized by Guatemalan human rights groups. De León Duque is a congressman with the rightwing CREO party, and son of former Human Rights Ombudsman and ex-President Ramiro de León Carpio, under whom Otto Pérez Molina served as head of the EMP. Pérez Molina openly named de León Duque as his preferred candidate, and the Patriot Party signalled early on its intention to vote unanimously in his favor. These factors mean that de León Duque will begin his five-year term as Ombudsman with little confidence in his role as an independent human rights watchdog.

http://cascadiasolidaria.wordpress.com/2012/06/01/guatesec-this-is-what-mano-dura-looks-like/

User: male, 25-34, filter

21. Shake It Up

Rainy days just scream comfort – comfort food, comfort drinks, and a full Netflix queue. Lucky for me, I had all 3 today. Veggie pizza for dinner (leftovers from the Memorial Day picnic), Netflix, and chocolate milk.

A representative from Crave chocolate milk contacted me awhile back and asked if I'd be interested in reviewing their product in exchange for some free chocolate moo juice. Who can resist chocolate? I certainly can't. A few weeks later, I received a package containing a couple aluminum bottles of milk – regular chocolate milk and strawberry chocolate milk. Yeah – strawberries and chocolate in one milk container. My mind was pretty blown. I was even more impressed (and perplexed!) by the packaging – it's not every day that you see milk in aluminum bottles. Crave does this so that the milk remains shelf-stable longer – the aluminum packaging allows the milk to stay good for an entire year and doesn't require refrigeration. Having spent more than a year of my life living in Europe, I have no issues with shelf-stable milk, but I know the first time I tried non-refrigerated milk in Paris, I was skeptical. The skepticism was luckily short-lived, as I immediately realized the shelf-stable milk tastes the same as regular refrigerated milk. Same thing with these bottles – they're aluminum and don't need to be refrigerated, but it tastes the same as Marburger or Turner's.

My very first Crave experience was with the above-mentioned strawberry chocolate milk, mostly because I was curious. I followed the directions on the aluminum can and shook gently before opening slowly. Unfortunately, in my zeal to

maximize flavor, I shook a bit too hard and strawberry chocolate milk exploded all over me. So while I'd love to say my first taste was a nice cold glass of milk, it was more like stopping a gushing fountain with my mouth. After the initial mayhem, things calmed down and I was able to properly taste the milk.

I liked that the milk had definite strawberry and chocolate flavors – there was no disambiguation about what I was drinking. The milk was yummy, but more of a "dessert" milk for my purposes – there's a lot of sugar in each 12 oz container (44g) and a decent amount of fat and calories (12g, 340 cals). Even in texture, the milk was more like a milkshake than plain ole chocolate milk – it was quite thick. I stopped myself at half a bottle at a time, simply because I can't have that much sugar right before bed. Trust me, it's a bad idea – I'd never get to sleep.

I opened up the original chocolate milk flavor this evening and had a better go of cracking the seal on the bottle without giving myself a chocolate shower. The stats are the same for the chocolate as for the strawberry chocolate, and so is my impression. Delicious, yet more of a dessert or post-workout snack than something that I'd drink with a meal. One really great thing about the product is that it contains no high fructose corn syrup. This obviously doesn't mean the milk is "healthy" or low in sugar (see above), but the past few years I've worked on eliminating most sources of HFCS from my diet and it's nice to see a company committed to not using it.

All in all, I could see myself purchasing this milk if I were to see it in a store, especially if I were coming straight from the gym. I think Crave milk would be a great post-workout snack – there's a nice blend of fat, calories, sugar, and protein (12g) in each bottle. Plus, it's tastier than drinking a protein powder mix. :)

Craving your own case of Crave? Now's your chance! You can win a 12-bottle case of Crave in the flavor of your choice (background basil plant not included) by leaving a comment on this blog post telling me about a time you've had an epic fail opening up a product you were excited to try – or just tell me about an epic fail in general. And don't worry about not being able to finish a case before it goes bad – the case will last for up to a year… and if all else fails, I'll be happy to help you out. ;) While you're reminiscing about funny failures, be sure to check out Crave on Facebook and Twitter.

The contest closes at 11:59 EST on Tuesday, 05 June 2012. I'll be picking one random winner from the comments and announcing the winner on Wednesday evening (6/6/12).

Edited to add: Due to something I needed clarification on, the contest is now extended another week through 11:59 pm on Tuesday, 12 June 2012. A random winner will be announced the following Wednesday evening (6/13).

My most epic fail in recent memory? Trying to jump over my boss's feet, tripping, and falling face-first into a metal bookcase instead. Classic disastrous Lindsay. :)

http://humanvacuum.wordpress.com/2012/05/29/shake-it-up-2/

User: female, USA, mixed

22. A Day in Tuscaloosa

Since I"m about to start the thrilling process of applying to social work programs (I really am thrilled about grad school, I promise–just not applying), I thought it would be helpful to start checking out the campuses of programs I'm interested in. Grad school is different from undergrad in that I'm less worried about how the school makes me feel in the way Agnes does. The programs are all very comparable; this time I'm more concerned about place and how I'll feel living there for two years or more, if I decide to stick around.

While UGA is my top choice for many reasons I'm sure I'll talk about later, the University of Alabama was the first stop on my list. My childhood best friend lives just a few minutes away from the Alabama line, so we made a mini-road trip of it. Neat!

Ugly Chaco shot.

Lots of lovely, classic buildings on campus. Very Southern! We Georgia peaches fit right in.

Roll Tide.

A very pretty, very hot day. Whew!

I'm sort of a Bama fan by proxy, being born into it because of my dad and big brother. While I'm totally apathetic toward sports, seeing how big of a deal the football culture is at UA, like UGA, was pretty fun.

Fan-girling out.

Oh Bear, what you do to us.

Jessi's famous "Manic Fan" face in front of Bryant-Denny Stadium. Classic.

Me caught in an awkward moment.

Automatic timer jump shot fail!

We even had lunch at Rama Jama's, what seems to be the ultimate go-to Bama fan joint.

Bama paraphernalia covered every inch of wall space.

The food was pretty good, as was the chocolate shake I had.

University life is totally different from Agnes, which I know will take a lot of getting used to…not to mention the difference in campus sizes!

We literally had no idea where we were.

While I'm not 100% sold on going there for grad school (Like the campus, didn't like that it's about 4 hours from home and in the middle of nowhere), I'm really glad I got to see it for myself, not to mention spend some quality time with Jess.

Next on the list: Columbia, SC and Chapel Hill, NC.

http://bpsullivan.wordpress.com/tag/bear-bryant/

User: female, 15-24, personal

23. watermellon headsmash fail…
http://deforestj.wordpress.com/2012/05/13/watermellon-headsmash-fail/
User: male, 45-54, filter

24. Fifty Shades of Awful.
I'm a little upset and embarrassed that the first book (or rather, books) that I'll be reviewing on this book blog is about to be the Fifty Shades of Grey, but honestly: I'm an avid book enthusiast, and when a book is causing as much commotion as Fifty Shades has been in the news and media, I couldn't quell my curiosity anymore. I had to read it.
If you haven't read it and plan to, I suggest you turn away. I plan to spoil the shit out of this series.
And I'll be the first to admit, I have absolutely no idea how to approach an appropriate review and manage to include everything I feel needs to be included. Let's begin with character development, shall we?
Anastasia Steele: the worst excuse for a college student ever. Listen, I'm an introverted book worm to the 20th degree, but I had my kicks in college. This isn't a jab whatsoever at her sexual experiences (or lack thereof) prior to BDSM extraordinaire and sex-god CEO Christian Grey, but at the open of book one Anastasia has never had a boyfriend and (though the writer is very unclear about this detail) has never kissed a guy. I don't care who you are. Unless you're abhorrently insecure, socially awkward, or a lesbian (and even then…), you do not make it to age 21 in this country having never kissed a guy. Anastasia's description is vague at best. Long brown hair with too-large blue eyes. I can't picture her. There is consistent narrative about her losing weight – what'd she look like to begin with? I'm approximately 20% through the third book, and I still have absolutely no idea what Ms. Steele (rather, Mrs. Grey) looks like. E.L. James, this is a sensory detail fail.
Let's continue on this tirade about Anastasia, shall we?
She appears to have alter-egos. Her "subconscious" is a prudish type who lounges in wing-backed chairs reading Dickens novels and peering skeptically at her over half-moon spectacles every time she has a remotely unclean thought, and her "inner goddess" is a sprightly and evidently extremely flexible sex freak who salsa dances, does backflips, and dons feather boas every time Christian so much as glances in her direction or sends her a semi-suggestive email.
Anastasia Steele also somehow made it through four years of college as an English literature major without a laptop or computer of her own and insists she doesn't need one. I call absolute bullshit on this one because I experienced four years of college as an English lit major, and doing it without a computer of my own would've been next to impossible. Her confusion about how to use computers and Black Berries is also troublesome. Should I be picturing Ms. Steele as a cavewoman?
And if she bites that lip one more freaking time, I'm going to whip her so hard that even Christian Grey will look gentle. Honestly. She spends the majority of her time paying attention to her inner goddess' gymnastics, biting her lips, and worrying if Christian is angry with her. This is a completely healthy way to live.
Which brings me to my next subject: Christian Grey. Christian is a more complex character than Ana is, thankfully. Sure, he's a controlling stalker with whom any sane woman would be absolutely bonkers to be involved, but at least he owns up to the fact that he's crazy. Anastasia has no redeeming characteristics other than the fact that she loves him because he popped her cherry. Too much?
Apart from the glaringly ineffective character development, there's the writing itself. James jumps points of view at the beginning and ends of the novels which becomes very confusing. Her tenses also often disagree, and I'm fairly sure there were a lot of words used that don't naturally exist in the English language. Furthermore, however, it was the redundancy of a few key words that was my undoing. The most glaringly obvious inconsistency is the fact that the author is not American, she is British, as such she barely makes an attempt to make these characters seem American. It would've been much more realistic to set this novel in the countryside of England.
Yes, Anastasia. For the love of God, we know that Christian is "mercurial" and often grins "salaciously." FIND SOME OTHER ADJECTIVES (and oh no – there I go with the "SHOUTY CAPITALS!").
It seems that many of the details are thrown in, not because they have a point, but to showcase some of Christian's most interesting qualities. The presence of Jose Rodriguez incenses me but I won't even open that can of worms right now. Then there was what's-his-face from the first book, the son of the owner of the hardware store she works in who asks her out repeatedly. Christian gets insanely jealous, and then we never see the character again. This character doesn't function independently in the novel – only to showcase Christian's jealousy. Then all of a sudden we have all these plot points with a helicopter crash and arson and James is trying so hard to introduce some mystery and suspense into the series, but it's just too late. All I've come to expect by this point is an argument over some completely minor offense (like a hickey – oh God why?!) that is solved by some kind of sex – either "vanilla," or "kinky fuckery" (Christian's words, not mine).
I'm not terribly far into the third book by this point, but I've read some spoilers that include pregnancy, which I'm not sure I can deal with. All I know is that Anastasia Steele is a far worse role model than Bella Swan, and that is saying something because I LOATHE (shout capitals!) Bella Swan. At least Swan is just a teenager who is swept off her feet by a guy (er…vampire). I want Anastasia to grow a brain and walk out. Edward Cullen never beat the shit out of Bella with a belt or said – and this is a direct quote from the novel, thanks, "You should see what I can do with a cane or a cat."
I'm sorry, a cat? I won't touch that.
There is a fine line between rough sex and downright disturbing lifestyles, and Christian Grey manages to pole vault across this line, shirtless with bare feet, in his ripped jeans that he only wears in the Red Room of the Pain.
This book makes me laugh constantly and I can't put it down. The absurdities just keep on coming, and I have a feeling I'll be entertained until the very end. Unlike when I read The Hunger Games, however, I'm not beseeching my friends to read these novels. It isn't necessary. It won't change your life. You'll just blush a lot.

I'm sure there will be more to follow by the time I complete the trilogy, but for now James gets about negative two stars out of five.

http://scbookreviews.wordpress.com/2012/05/

User: female, 15-24, filter

25. Remember I went to Boston and my internet didn't work? The whole trip felt like a massive technology fail, from my iPhone camera with the scratched lens to the iPad that didn't want to connect to the hotel wifi. Not to mention that on the way out I missed a plane for the first time in my life and found myself stranded overnight at Logan airport. There was something deeply weird about the whole experience: I used to live in Providence and so I spent quite a lot of time hanging out in Boston. I wouldn't say I knew the city well, but I did know my way around and had some favourite places to eat. So to spend several days there and be repeatedly lost and disconnected was an odd feeling. I should know Boston but I guess I don't any more. So there's something appropriately vague about my eating impressions of the city. I was staying downtown, far from my old haunts in Cambridge or even at the cheaper end of Newbury Street, and so I generally went where people took me. Luckily, I have well-connected friends who hooked me up with some amazing food.

The only meal I had booked in advance proved to be the most memorable experience. Lemur friend GS had a connection to the kitchen at Troquet and snagged us a great table. Troquet is a high-end French oriented place overlooking Boston Common and, even though French food is not my favourite, it has a reputation that made me excited to check it out. I started with the langoustines with papaya and tamarind glaze, because of course I am going to order the dish with a clear Vietnamese influence. It transpired to be two incredibly light and crispy langoustine spring rolls, atop a Viet style mild green papaya salad, surrounded by a sweet-sour tamarind sauce and finished with a mango and baby leaf salad. It was very good; a refined version of a Viet dish that retained the complexity of flavour and the lightness of the original.

We didn't order a pasta course but – surprise – the waiter brought over dishes of ricotta cavatelli, headily scented with black truffle. The dish looks small but it packed a punch – chewy fresh pasta with richly flavoured wild mushrooms, decadent quantities of truffle, all generously finished with butter and parmesan. We had barely recovered from our joy at receiving this gift of umami when the man himself, Chef Scott Hebert arrived at our table to say hello. GS's connections had come through for us in a major way, and we were all a bit tongue-tied and swoonsome. As a self-torturing Marxist foodie, GS decided to see this conversation as a way to de-alienate the food from its labour and, it must be said, as a way to stick it to the much fancier people at the surrounding tables who probably wondered how wretches like us got the VIP treatment.

Next up were the main courses and here I went back to seafood. When I'm in locations famous for seafood, I tend to order it as much as possible and you can't eat in Boston without taking advantage of the sea. So for an entrée I had scallops – giant juicy, perfectly cooked scallops served with Romanesco cauliflour, spinach and a citrusy sauce. I was less invested in the sauce here, and in fact I'm not 100% sure what it was at this remove of time, but what I do remember vividly is those plump scallops. God they were good.

I didn't have time to work out a whole foodie itinerary in Boston – but I did somehow manage to have spectacular Italian food (at Via Matta – seriously, eat the cauliflour contorno, you will not regret it), decent Senegalese food and of course a Chilean chacarero while I was there thanks to Boston experts CC and KH. I don't have especially good photos to prove it but in the midst of technological and aviation SNAFUs it was lovely to be repeatedly rescued and fed by old friends. You kind of need to know where you're going to eat well in the centre of Boston, but once you've got some local intel, the food is really rather good.

http://thelemursarehungry.wordpress.com/category/latin-american-food/

User: personal

26. How Bad Is The Regnerus Study? It Would Count Ted Haggard As A Lesbian Mom.

There have already been several takedowns of the bogus Regnerus study mentioned here, but by far the funniest one is John Corvino's at The New Republic:

Major methodology fail, in other words.

http://phoenixwoman.wordpress.com/2012/06/12/how-bad-is-the-regnerus-study-it-would-count-ted-haggard-as-a-lesbian-mom/

User: female, filter

27. "How about up?" – Part II …. a bit of a metro { _ _ _ _ _ }

I'm not going to lie. Spending a month in Europe turned the Toronto subway virgin into a bit of a metro slut. I'm allowed to call myself that on my own blog, right? Well, it's true. Anytime. Anywhere. With anyone. I was metro-ing it up. Whether it was a quick delight from one station to the next by myself, or a more lavish and extended ride from one end of the city to the other in a group, I was starting to love every amazing experience Euro-Metro had to offer. I found I had a particular fancy for aesthetically appealing metro maps (I think London was my favourite) and melodic station names made my toes curl (Rome definitely takes the cake on those). I was also a big fan of the stops that looked pretty (read: were pink) — thank you, Paris!).

There's just something incredibly freeing about going from being absolutely *terrified* (not even kidding) of Toronto transit to flawlessly navigating the tube in some of Europe's biggest cities. +1 point for the Canadian girl.

Anyways…. I like my tube stops the way I like the people in my life…. remarkable. This one in Paris was pretty awesome – it looked like a giant scrabble board and had random swear words (in English) tiled into it – which made passing time until the next train much more interesting.

Mike and I took the Paris tube all the way up to Sacre-Coeur in search of both Moulin Rouge and the church (an interesting duality… but for what it's worth, we hit up Moulin Rouge first). Located within a part of town comparable to a watered-down Red Light District, the original Moulin Rouge (the inspiration for the movie) was actually pretty unremarkable. But at least I can say I've been there!

Then… the big question.

Mary: "How do we get up to Sacre-Coeur?" — *genuinely confused, completely disoriented, and pointing down some street – completely clueless*.

Mike: "Uhhh… how about up?" — pointing to where the road climbs steeply above us.

Well played, sir. Well played.

I still say his brattiness/wittiness was due in large part to the fact that he'd already visited Sacre-Coeur… but I definitely had to hand over a navigational point.

Anyways… up we went…. through tiny little winding super-steep streets…. in the rain… until we finally made it to the gargantuan Sacre-Coeur cathedral.

Before we walked inside, there was this one sign…….

"No people with children" was our best guess… but maybe something got lost in English/French Roadsign translation.

When first telling me about Paris, both Mike and my dad said that Sacre-Coeur was a must – but both for very different reasons. My dad wanted me to go and feel the connectedness with my faith and the presence of God and all that church-y stuff that matters to him. Mike told me that despite being pretty non-religious, it was an incredibly inspiring place to visit. So since I respected them both, visit I must.

There were about a hundred signs inside the church strictly prohibiting photography of any kind…. but really…. how well do you know me to adhere to rules? Here's what it looked like (don't tell God!)

Thank goodness for peripheral vision. I went to take one last shot of the church in its entirety from the doorway as we were leaving… and just as I sneakily pulled out my iPhone and set it to the camera setting, I could feel church-guard eyes piercing the side of my face. I casually + nonchalently switched from the camera setting to the notepad setting… pretended to jot down some life-altering mantra that had been divinely intervened on me in that very moment, and we innocently strolled outside. I'd definitely say that earns another point.

With our visit to God complete, and my thieved photos safely stored away on my phone, we made our way back down the hill. In the pouring rain. And the freezing cold. And it was a lot of walking…. so what did that leave Mike on his hands? a tired + wet + cold + miserable WeddingGirl. I'd forewarned him that I get moody and irritable when tired or hungry. I had originally forgot to include cold + miserable into the equation, but I think he figured it out pretty quickly. "So I need to get you inside, get you something hot to drink, and feed you." +1 point for the Torontonian.

On our menu that afternoon? Sushi. in Paris. It was AMAZING and very much lifted my spirits. Thanks, Mike! <3

After lunch we opted to skip Notre Dame (a church is a church, right?) and instead, set off on our mad hunt for a second Swarovski location to try and find my damn Eiffel Tower charm. The chick at the original Swarovski boutique didn't speak any English, barely confirmed where on a map another Swarovski location was, and had no idea what I was saying when I tried to ask her to call the store to see if they had the charm I was looking for. Desperate to complete my charm bracelet, I mapped out my assault on the Parisian tube to (yet again) get from one end of the city to another – and my Travel Buddy was surprisingly supportive (most guys would have told me to take my charm and shove it). We passed the entire city one more time, walked about a kilometer in the pouring rain, only to get to a plaza that used to have a Swarovski store in it (still had the signs), but the store was obviously long gone. Swarovski: 1. The Canadians: 0.

Back to being cold + tired + wet + miserable, I deflected any efforts Mike made at finding another store. My destination was the hotel, a hot bath, and a nap.. and there wasn't any charm in the world that could stand in my way. Once again, being a good sport, Mike let me steer our travel ship. Someone taught this boy well! When a girl is on a mission, just let her be. It's easier (read: safer) that way.

After a much needed nap + hot bath + last visit to the Eiffel Tower at night, the Canadians proceeded to engage in the most epic dining fail known to Parisian history. All we wanted were chicken wings. Mike knew of a Canadian pub in Paris… I found it on Google Maps (and confirmed its existence) – we hummed and hawed for too long and it ended up being closed…. we considered going out for dinner (but I didn't want to walk anywhere)… we considered taking a cab (but I hummed and hawed about paying for a cab)…. we went

down to the hotel restaurant (which was closing for the night)…. we considered ordering room service (which… really… who wants foie gras in their hotel room?)….. we visited the hotel convenience store…. and finally, after an appetizer of leftover Pringles, chocolate chip cookies, the rest of the Amsterdam jelly beans, and wine, Mike ended up with some kind of refrigerated sandwich and a Heineken…. I was content with my red wine, and we called it a night. We also both vowed to get chicken wings the moment we landed in Toronto.

The next morning, bright and early – it was time to pack up and trek home. Bags packed, the metro mapped, and with tickets in hand, the Canadians were en route to CDG. After a lovely breakfast of chocolate + banana crepes under a roadsign for the Eiffel Tower (seriously – how often can you say you did that?) – our French adventure was coming to an end.

This was it… my last metro ride in Europe…. well, for now. I went from being the girl who nearly literally had a meltdown at the thought of taking the subway in Toronto to being the girl who successfully navigated the Dublin bus system (albeit, after carrying her bag on her shoulder for three blocks because she forgot it had wheels). I'd become the girl who knew how to take the London tube all the way from southwest Greenwich to Northeast Notting Hill (only getting on the wrong train once, and I blame Jack for that one). I knew how to follow the signs in the train station in Brussels and even weasel my way into the VIP Business Executive Lounge for a few hours. I had learned to read an Amsterdam tram route map like it was

nobody's business. I took the tube with my dad in Warsaw. I had figured out Rome's foreign-language public transportation completely successfully (particularly enjoying when the Californians broke out into an acapella version of the Beach Boys' "Barberini"). With 6 countries already under my belt, plus a seasoned expert to make the metro-ing a bit more comical, this metro virgin really had turned into a bit of a metro whore. And she liked it!

http://myaltardlife.wordpress.com/2012/05/03/how-about-up-part-ii-a-bit-of-a-metro-_-_-_-_-_/

User: female, 25-34, personal

28. Big Woolly JUMPER: Three Screenwriters, One Unholy Mess

Peter Travers summed up my thoughts of Doug Liman's 2008 sci-fi blockbuster with his review in Rolling Stone Magazine by saying this: "It took three screenwriters to turn Steven Gould's novel into an unholy mess." The three in question – David S. Goyer, Jim Uhls and Simon Kinberg – have scripted good and bad in equal measure. Goyer was the creative force behind the mixed Blade trilogy. Uhls previously adapted Chuck Palahniuk's novel Fight Club. Kinberg worked with director Doug Liman before on his enjoyable action rom-com Mr & Mrs Smith, but also wrote the franchise destroying X-Men: The Last Stand. Liman himself was on a roll, following up The Bourne Identity and Mr & Mrs Smith with this, his first foray into the sci-fi genre.

So what went wrong?

The short answer is Paladins. Whoever suggested transforming the antagonists from the book (the NSA, and a separate terrorist front) into a religious order that has existed for centuries should put their hands up and admit it was a bad idea. The ill-conceived and poorly executed antagonists hunt the jumpers because, and I quote, "Only God should have the power to be everywhere at once." In one fail swoop, what could have been an interesting film about the lengths world governments and terrorist organisations would go to in order to have a jumper working for them is shot down and replaced with a bunch of one-dimensional religious zealots.

Another change from the source novel is the fact the lead protagonist's mother is a) alive and b) a Paladin (in a twist that is SO obvious by the film's conclusion). This actually makes no sense, because the mother, Mary Rice (played by the criminally underused Diane Lane) states that she left David and his father William because David first jumped when he was five years old, yet we first see David teleport at his school when he is in his teenage years; this is his first jump according to the character himself. She claims she left him so the Paladins did not find him; but I find it hard to believe she, as a member of this exclusive religious order, would shack up with William, by all accounts a depressed, angry drunk. It also makes no sense that she would risk having another child (a cameo by Kristen Stewart as David's half-sister at the end) in case any further offspring were too also jumpers. Of course this is assuming jumping is a genetic ability; alas it is never explained.

One change which I did quite like was the addition of other jumpers, namely Griffin, although his introduction leaves a lot to be desired. We first see Griffin in a pub in London that David just happens to coincidentally be in as well. Somehow, and it is never explained how, Griffin then tracks David, yet does not make himself known until Rome. This is but one coincidence in a script plagued by holes. For example:

• Why does Young David say "Did I just teleport?" when that is his second time doing it? (or third if you believe his mother)

• Why does it take the Paladins, who seem to have unlimited resources, eight years to track David down from his initial bank robbery?

• Roland Cox, the lead antagonist, asks early on "Who is protecting him?" Yet there is no evidence anyone is.

• When adult David escapes into his old room, why is there still chains on the door after eight years?

• Why does David wait until now, when he is being followed by Paladins, to visit Millie, thus placing her in danger?

• Why does David leave the bully trapped in a vault, someone who can readily identify him?

• Why does David decide to go on a massive romantic getaway to Rome when he is on the run from the Paladins, instead of, for example, worrying about who they are and what they want?

• Why, when he is in police custody, does David not jump?

• How does David's Paladin mother Mary find him before the other Paladins do?

• Why do the two jumpers go to China? There seems to be no logical reason for them to go there, other than to court a Chinese audience.

• How or why does David get the landing time of the plane so wrong?

• Why is Roland not waiting for Millie at her apartment, since he is in the same town (having previously visited David's father)?

And on and on. The character motivations in the script are very weak, bending and breaking to fit the plot rather than the plot working around the character. It really is a shame, because the film has a great concept, and one or two moments of brilliance (such as the two jumpers fighting for remote control, leaping across the globe). The book has three antagonists; David's abusive father William; Rashid Matar, a terrorist who kills David's mother in a bombing; and Brian Cox, an agent of the NSA. In my retrospective rewrite I would try and remain more faithful to the book, giving David a powerful motive (the death of his mother) to push the story forward. In the novel, he is also a hero, using his power to save people, whereas in the film, he is, to be blunt, an arrogant, unlikeable dick.

I would also re-title the film. The title of any film is a selling tool, it is your first impression of a film before a trailer or poster, and frankly Jumper just does not do it for me. It's something woolly that I wear when its colds. However, echo left behind after a jump is referred to as a Jump Scar, which sounds all kinds of cool.

JUMP SCAR – ALTERNATIVE STORYLINE

OPEN ON: David, a young teenager, hiding out at his school's library, not wishing to go home, doing his physics homework. Also there is Millie, a girl in his class. There is a mutual attraction here, but both are young and shy. They leave the library

when it is closed for the evening. They walk home, separately, but smiling at one another across the road, until David arrives at his house. From outside we can hear his mother and father arguing. David pauses, not wishing to enter this parental storm, but then it starts to rain.

David enters the house; he watches the argument escalate until his father William, a drunk, strikes his mother, Mary. David tries to intervene, but his father strikes him as well. Later, Mary takes David and they run away to the airport. Mary has booked them tickets on a plane bound for Europe via New York to see her parents. Further drama ensues when William follows them to the airport, trying to stop them from leaving, but he fails.

The plane is hijacked by terrorists in mid-air, who seize control of the craft, with the intention of causing another 9/11. David is suddenly scared as the passengers revolt, and the plane begins to descend towards the ground. As it nearly crashes, David teleports for the first time, his jump scar breaking the plane apart.

David teleports into his school library, now closed. He is scared and does not know what to do. He can still see the Jump Scar he left, and re-enters it, appearing above a field, falling. He jumps again, landing in the field. In the next field is the flaming wreckage of the plane he was just on. As the police and fire crews begin to arrive, David teleports into his house. He packs some of his things, but pauses when he sees a picture of him and his mother on the Empire States Building. He jumps there, and watches the sun come over New York with tears glazing his face. It is a new beginning, born from grief.

He gets a hotel room, and watches the news about the plane crash. His father is on the news, as he was detained by police at the airport, and questioned, until a terrorist organisation, Al Matari, led by Rashid Matar, claimed responsibility, issuing a video message. David tries to jump to where Rashid Matar is video-taped, but cannot. He realises he has to have been there.

Meanwhile, the bodies of the victims are laid out in a hanger being used by the NSA to gather all evidence pertaining to the crash. Veteran NSA Agent Brain Cox is informed that one of the bodies is missing, a young boy, David Rice, who was sitting where the plane broke apart. Cox tells them to fake David's remains.

David, on the rooftops of New York, jumps from one roof to another, learning to master his ability. He jumps into an alley, his jump scar accidentally destroying a homeless man's cardboard shelter. David apologises, sheepishly jumps away.

At the funeral for Mary and David, David jumps into the graveyard, spying on the proceedings. He sees Millie, sad, but also sees his father, which angers him.

After the funeral for his wife and son, William returns to his house, only to be visited by what he mistakes for the ghost of his son, telling him to turn his life around. William is scared out of his mind. David returns to New York, pleased with his results, seeing the benefits of his power.

David tries to get a job, but he cannot use his real name, and does not have a social security number, cannot open a bank account. It leaves him with no alternative but to steal, to fund his plan. He returns to the alley to befriend the homeless man, Larry, and cleans him up. He uses Larry as a front, purchasing an apartment where Larry will live with him, at least when he is there. He saves Larry from the streets.

Brian Cox visits William Rice to ask him about his son. William tells him about the ghost incident, and Cox also finds out that David liked Millie at school (via a photograph). Brian is now sure David is a jumper, assigns men to find him, tells them to watch the girl.

David goes travelling to all corners of the world, taking pictures of his journeys so he can remember being there, and jump there if need be. David also begins his own investigation into Rashid Matar, setting up safehouses around the world and learning a variety of languages, his goal to avenge his mother.

He becomes a modern day Robin Hood, stealing from the world's rich and greedy, giving to the poor. Every once in a while, he sneaks back to his home town to watch over Millie, a guardian angel of sorts. He finds out that her parents cannot afford to send her to university. David has Larry pose as a benefactor to a New York university, putting money up for a scholarship, for a student. David plays it so Millie gets the scholarship. The NSA find out, and Brian Cox tells his men to narrow their investigation to New York. He realises David wants Millie in New York so he can be closer to her. Tells his team to follow the money; track someone who has been investing money suddenly, buying property, art etc.

David is now in his early twenties. He is rich but not brash, well educated and read, and well trained. His investigation into Rashid is still ongoing; in a locked room we see years of research adorning the walls, people and places and dates, all connected by string. He is getting close.

David jumps to the Middle East to meet a contact. He speaks Arabic well, and learns from his meeting that Rashid Matar will be in Algeria in five days for an arms deal. However, his contact tries to kidnap him, knocking him out with a drug. David comes to, only to be questioned by Rashid's men. David jumps each man to a very remote location (desert, Antarctic, etc) asking them what if they told Rashid about him. They say no, that they were going to offer him to Rashid when he returned from the arms deal. David then deposits them for the U.S. Army to find and lock away.

Brian Cox hears about this incident, watches the interrogation tapes. He realises that David is planning something, and tells his men they have to stop him before he causes an incident. He managed to get a photo from surveillance tapes in the Middle East, and has the NSA computers tasked to facial recognition.

David returns, a little shaken after the incident. Larry is concerned, but David realises Larry is in danger, and tells him he has to leave, thanks him for his friendship.

Before David goes to confront Rashid, he visits Millie, who is now at a New York University. He is caught on a camera which alerts the NSA. David now allows Millie to see him, and she recognises him. He speaks to her, briefly, but then runs away. He tries to jump, but finds he cannot. Brian Cox confronts David, explains they are blocking his ability to jump with a machine that sends out a certain frequency (here we get a brief explanation how he can jump). David tries to run, but without his ability he is swiftly caught. However, Larry turns up and helps David escape. They head for the roof, but Larry

falls. David is still unable to jump, and watches his friend plummet to his death, before the NSA take him prisoner. Millie sees him being arrested. Brian Cox explains someone has stole David's identity, that she should think nothing more of it.

ACT TWO

David is questioned extensively by Cox, but he is un-cooperative. Cox locks him up in a cell. There is another boy, Griffin, in the cell opposite. He too is a jumper, an orphan, who has been held by the NSA for years. David tells Griffin his story, that he has to break out of here and get to Algeria to get Rashid. Griffin agrees to help, revealing they have to get a certain distance from the building, which houses the machine stopping them from jumping, a larger version of the portable device they use, it uses a combination of radio waves and radiation to do so. They two young men manage to break out of the NSA holding facility together and jump away.

David and Griffin find Millie, and jump her away, eluding the NSA tail that was following her. David explains to her what happened to him, and shows them both his plan, in the room with all the pictures and string. Millie does not want him to kill Rashid, he will just be as bad as him, a killer. Meanwhile Brian Cox and his men are raiding the properties owned by Larry, including David's apartment. We will believe Cox is going to break into David's plan room, but it turns out just to be a storage room. The room David's plan is in will be a remote room in a remote location that he built himself, somewhere in accessible. Millie almost dies when she tries to leave, almost falling to her doom. David says he has to have his revenge. Millie asks that he take her home.

Cox and his men board a plane to Algeria, as they know from the captured men when David is going to strike.

Meanwhile, Millie, in shock at David's re-appearance, returns to her home town. She visits David's dad William, who has managed to turn his life around after David's ghostly intervention. Millie tells him what David is planning.

David and Griffin scout out the location of the meet, a heavily fortified mansion. Their plan is simply to jump in, grab Rashid, and jump out. Griffin however convinces David that all the people in the room should die, and that it would be easier to jump in with a bomb, jump out, and detonate it. Neither has any ideas about bombs – there would be a funny scene where they steal some C4 explosives, and then go into the desert to practise using it, reading instructions. They eventually get the C4 to explode.

However, their new plan is complicated when they learn that the NSA has followed them, and has the jamming device with them, situated near the compound. They will have to disable it before they can get Rashid. David wonders why the NSA is protecting Rashid.

Meanwhile, Millie and William arrive in Algeria, determined to stop David from making a mistake that will ruin his life. The NSA follow them, but the two man detail is killed by Rashid's men, who kidnap Millie and William.

The arms deal takes place. David and Griffin take out the NSA machine. David gives Griffin the detonator, tells him if something

goes wrong, or if he is not out in five minuts, to blow it anyway. David jumps inside the arms deal, trapping them all in one room before jumping inside with the bomb, but finds Millie and William hostage to Rashid. Rashid says if he jumps, they die. David cannot save them both. It will be revealed that Rashid is an NSA operative, that he had to blow up the plane to get this far into an underworld organisation, that Cox is his handler. Cox appears, tells David not to blow up the bomb. David says Griffin has the detonator. Cox has a back up jamming machine, smaller, big enough for the room, and says he will turn it on once David jumps.

David jumps back to Griffin, but when Griffin learns Cox is there, he tries to blow the bomb up, after years of being held captive. The two jumpers fight across the globe for the detonator. Eventually David wins control, and jumps back. Griffin does too, trapping them both in the room. Cox takes the detonator, but is shot by Rashid, who reveals himself to be tired of the NSA, has so much power himself. He steals Cox's jammer and takes Millie for safety. He hits the detonator once he is clear. David and Griffin have only just got the ability to jump back. David and William have a brief second to share apologies. Griffin sees the bond between father and son, and as the bomb detonates, Griffin jumps with it. The majority of the bomb blast goes through his jump scar, Griffin's body twisted and distorted between two places, eventually dying, but not before David can thank him for saving his life. Griffin tells him to save the girl.

ACT THREE

David jumps Cox to a hospital at the behest of William, where he is saved by surgeons.

David leaps all over Algeria, but is unable to find Rashid.

David blames Cox for Millie's kidnapping, for Larry's death, for his mother's death, but needs him to find Rashid. Cox says he will try and do everything to help him.

Rashid contacts them, tells David that a man with his unique ability could be very useful. Rashid instructs David to blow up an American building. Cox informs Rashid that all US Government installations have jump jammers inside them.

Rashid wants him to blow up the Statue of Liberty, which will crush the Americans spirit with a crippling message. David refuses. Rashid shows him Millie, a gun at her head, says she will die otherwise.

Cox tells David he cannot do this, but Cox does not have the power to stop him. William agrees with Cox that he should not give in to Rashid, but Millie is his true love, he cannot let her die.

David jumps to Liberty Island, and gazes at the statue.

Cox and his team try and locate Rashid – he is on a private jet. David jumps back, and they get to a vantage point. David can see the jet high in the sky. He jumps into the sky, and then onto the plane, his jump scar causing the interior to crack. Rashid says he is a fool, now he cannot jump out. David says he had to give him a present – he has a small version of the statue of liberty, taken from a gift shop on the island. The fractures in the craft caused by the jump scar widen, and a hole opens up. David fights Rashid as the plane descends, Millie sucked out into the sky. Rashid stops David going after her, fighting as the plane spins. David has the opportunity to shoot Rashid, but cannot kill a man. Rashid realises he is going to

die, and turns the jamming device off, says David will save him, that he is a good man, uncorrupted. David says he cannot kill him, but that does not mean he has to save him either.

David jumps away out of the plane, leaving Rashid to spend his last few seconds in a plane, just like all the people he killed, like David's mother.

David jumps out and saves Millie from splatting on the ground. They jump away and land roughly. They gaze into the distance and see the plane nosedive into the ground.

END – Millie graduates, attended by her parents and William. David appears later to congratulate her in private.

Cox appears to speak to David, knowing he would be at Millie's graduation. Cox offers him a job at the NSA. David refuses.

Cox says if David was working for them, they would not have to deal with men like Rashid, that David could help protect a lot of lives. David says he will think about it, but things would have to change.

David jumps Millie to a holiday destination that he previously visited alone.

THE END (CUE MUSIC BY MOBY).

http://andrewrainnie.wordpress.com/2012/05/16/big-woolly-jumper-three-screenwriters-one-unholy-mess/

User: male, 25-34, filter

29. Now for a little behind the scenes info: Wallace and the fish were primarily made to use up some surplus yarn I had accumulated and still have extra of. All of the patterns are original, but inspired by countless pages of google images results. I reluctantly used my fail-rabbit in this theatrical production because every other sea creature seemed too complicate to knit. My last attempt at a sea creature creation was the clam. I was going to knit a pearl and then stitch the whole thing together, but it was already looking so bad that I just stopped.

Oh yeah. Also, it looks like a seashell bikini top. Similar to what Ariel wears in The Little Mermaid, but in white. I'm pretty sure it would be a bra size of like, 4 or something.

http://masculiknity.wordpress.com/2012/06/12/wallace-the-whale-and-the-faithful-fish/

User: male, 15-24, personal

30. My pillow is one hot piece of foam….

So I have decided being a stay at home mom is no different from working with Alzheimer's patients on the night shift during a full moon. Say what you want…..people go CRAZY during a full moon, ask any healthcare worker and they will agree with me.

So the last couple of nights my little one believes that night-time is for eating and sleeping in 2 hours blocks only. This was the same for my residents at the nursing home when the moon shows its full body. Really? Sleep what is sleep? Hell, who needs a solid 8 hours of sleep anyways right? Well, I do damn it!!! It's a requirement for this girl. I love my sleep and my pillow loves me. We have bonded and I prefer not to break that bond anytime soon. Now my bed could be more comfortable. We will work on that at a later date, until then my pillow is one hot piece of foam.

Biggest fail known to my mankind and I am embarrassed to admit this…..I bought decaf espresso beans instead of regular. Major party foul on my part. Maybe it was due to the fact that my 9-year-old distracts the Hell out of me whenever I take him into a public place. So with that said, I am half focused on my needed purchases in a store and the other half of me is directed towards my 9-year-old son. By the way, my little one is perfect in the store. She just sits there in the cart, no worries. The 9-year-old grabs, dis-obeys and talks. Oh does he ever talk and believes his coat is some sort of super hero devise. So I need a constant eye on him and his coat because it just might hit someone or something. Sad oh so sad. This is why I bought decaf.

So my espresso machine defeats the purpose of the well needed caffeine fix I need due to lack o sleep. Please my cute little girl…..sleep threw the night again. It's not that hard. When you see that it is dark that means close your eyes and start dreaming. Hey at least she is not climbing out of her crib, stripping down naked and wanting to go milk the cows. Yeah I have been there and dealt with that several times working in the nursing home… oh the joys of being a CNA.

http://royalbums.wordpress.com/

User: female, 25-34, personal

31. Limp? Impotent? This is the most exciting, interesting, diverse time in music I remember. But oh wait, alt-rock has evolved beyond the Pumpkins, hasn't it? No place for you, is there?

FAIL, Billy Corgan. Also, have to note that Mellon Collie was a double album of new material, which was ridiculously pretentious for a pop band at the time of $20 CDs.

http://happyvalleynews.wordpress.com/2012/06/13/billy-corgan-is-now-miley-cyrus/

User: female, comment (filter)

32. Budget Beauty

I'm not a fan of buying expensive beauty products. I do have a couple of exceptions, but when it comes to eye creams and moistursiers I now go for supermarket brands.

My skin is combination. I have an oily t-zone and dry cheeks. I will breakout the occasional pimple here and there.

I think however, I am lucky because my skin (aside from pimples) is not terribly sensitive. I have learnt to stay away for very rich moisturisers such as the Clinique "All about eyes" eye cream that left me white dots around my eyes. Also the Loreal range of moisturisers (ages ago) made me break out big pimples because it was also too rich for my skin.

I have gone through the Garnier range of Daily 15+ moisturiser and night creams, which were fine. I am currently IN LOVE with BB Cream. It is the best thing they have have in their skin care range. It evens out skin tone, protects with a 15+ SPF and also gives a natural glow to your skin.

I have just finishing the Nivea product range. I have tried their daily 15+ moisturiser, the Q10 night cream and also the aqua sensation eye cream. All of which I thought were well priced and also decent.

This Nivea Outdoor Advertising campaign FAIL is a HILARIOUS!!! But effective in that this went viral on the internet. Brand Awareness WIN.

I have only just recently started using the Day & Night cream found only at Coles supermarkets. Friends had purchased this product at half price ($2.50) each and recommended it to me! I bought it at full price $5 each and it has been my best cheap beauty buy so far!

The cream comes in glass jars and has a lovely fragrance. It's not too thick, feels refreshing when applied and absorbs quickly. I am a huge fan and recommend it to everyone to give it a go! Definitely value for money! xx
http://loltruestory.wordpress.com/2012/06/24/budget-beauty/
User: female, 15-24, mixed

33. The Five Solas: Sola Scriptura

What are the Five Solas, and why would I spend time reading about them on your blog instead of playing Doodle Jump? Or Words with Friends? Or watching sneezing Pandas on YouTube?

The Five Solas (sola from the latin "alone") are the bedrock of much of what you believe if you are an evangelical christian. (Great, a history lesson.. with latin no less.) OK, before you run off and start looking for "fail compilation" on YouTube, stick with me for a minute. You need to know these things for a few key reasons:

1. Only by knowing what you believe can you identify and defend against what you don't.

2. Really smart people have defined these truths over the centuries. I get it, they dressed funny and they're all dead now, but in spite of the fact that they didn't have iPhones or access to google, they did the heavy biblical, linguistic, and theological lifting that most of us have no ability (or work ethic) to accomplish.

3. It gives us an early warning capability. There is truly nothing new under the sun; every "new wave" that hits the modern evangelical church is a simple twist on a centuries old heresy. If you don't understand them, you're easy prey to them. (Molinism anyone?)

4. We're called to do so in scripture:

With that, the first Sola….. SOLA SCRIPTURA "Scripture Alone"

Sola Scriptura (Scripture Alone) is the belief that the Bible is the only inspired word of God and the sole guide to our faith. This means that everything that God has ordained for us to know is made clear in scripture alone.

Let that scripture sink in. Understand that Sola Scriptura was written in response to the Roman Catholic church which believed that scripture alone was not the sole guide to faith, but also the extra-biblical (outside of the bible) traditions and rulings of the church. The scriptures make it clear that scripture is "God-breathed". The greek here is fantastic… θεόπνευστος (theos/God pneuo/breathe). Literally, the scriptures were God-breathed. (Make you want to read your bible more?)

Not only is scripture God-breathed, but it is sufficient to equip the believer for every good work. It's ALL you need! It's the breath of God!

(This is NOT to mean "solo scriptura". We believe the bible is sufficient in all areas of our faith, but there are other books which are helpful for subjects outside of our faith..like car repair, mathematics, world history, etc.)

Now, this was written to say that we have what we need in the Bible. Most of us agree 100% there. We don't tolerate church leaders giving us "new" stuff outside of scripture. (Joseph Smith/Mormons, Jehova's Witnesses, etc.)… but do we truly believe Sola Scriptura in practice, or do we allow people to take information, which is not θεόπνευστος (theopneustos/God Breathed) and put it on par with scripture?

In practice, we often unwittingly deny the sufficiency of scripture. How are some ways the modern church brings in extra-biblical sources and puts them on the level of scripture?

1. Vision Casting: If you haven't been exposed to the seeker-sensitive movement, this is THE focus. The pastor has a vision for what God wants for the church, puts it into a plan, "casts" the vision before the church and that vision (since it's "directly from God") is now on par with scripture. (If you ever hear "without vision the people perish" and the speaker is talking about church planning.. run.) In fact, this plan often takes the place of the biblical mandate in many churches, and puts them in direct contradiction/competition with God's stated plan for the church. (Preaching the Gospel of repentance and forgiveness of sins, and making disciples is often pushed aside for "Meeting the needs of the community".)

2. Extra-biblical sources/Personal Experiences: Every few years, someone comes out with a "return from hell/heaven" type book and they sell like hotcakes. The problem? It's not biblical. To say you believe that scripture is sufficient, and to then grab another source is absurd. If you won't read your bible, but are willing to devour the testimony of a 4-year-old, you need to reconsider. We've reached such a state of post-modernity in our country that the one thing you cannot question is someone's personal experience. So, we unwittingly take personal experience (feeling, "burdens on the heart", visions, extra-biblical prophesies, "words from the Lord") and make them equal to scripture. This is absolutely not sola scriptura.

3. Pragmatism: Pragmatism is, in a nutshell, a philosophy which assesses the truth of beliefs in terms of the success of their practical application. In other words, if it works, it's true. (The problem here should be glaringly obvious! We base truth upon scripture, not upon what the world views as "success".)

How does this play out?

The Church Growth Movement (aka Seeker-Sensitive)

We're called to preach a crucified savior, and to call sinners to repentance and faith for the forgiveness of sins. The problem? Telling visitors that they stand as objects of wrath before a Holy God will not likely lead to the "success" of your church. So what do we replace the offensive message of the gospel with?

Is growing the church bad? I mean, don't we want more people? Church growth isn't bad, it's just not our mission! We are to focus on and preach the gospel, GOD grows His church! If our focus is growth and not gospel it leads to adoption of what works, not faithfulness to what we're called to.

This is pragmatism. This is pragmatic to the core. It's market driven. Find out what people want to hear and give it to them. Maybe season it with a "verse" here or there, but nothing offensive like sin, wrath, atonement. How about better marriages? Better kids? Happy communities? And to grow you can't ask people to repent of sins against a holy God… that won't do at all. How about "make a decision" to become a "Christ follower"? "Step into the great plan God has for you?" That'll sell.

The problem? In a pragmatic search for "success", we've replaced the god-breathed scriptures with… what?

The Bible speaks very clearly to this in 2 Timothy 4:

[4:1] I charge you in the presence of God and of Christ Jesus, who is to judge the living and the dead, and by his appearing and his kingdom: [2] preach the word; be ready in season and out of season; reprove, rebuke, and exhort, with complete patience and teaching. [3] For the time is coming when people will not endure sound teaching, but having itching ears they will accumulate for themselves teachers to suit their own passions, [4] and will turn away from listening to the truth and wander off into myths.

(2 Timothy 4:1-4 ESV)

Ouch.

Ask yourself the next time you're listening to a sermon; Are you hearing Scripture? Are you hearing the very breath of God, sufficient for every good work? Is the speaker fulfilling his obligation to preach the word of God? Is the focus on reading, understanding, and applying scripture in context, or are you having you ears scratched?

Here are a couple of ways to tell if you're hearing the word:

1. Are you learning sections of scripture, in their original context or are you getting a single sentence, without context, sandwiched between cute stories or jokes?

2. Can you take your notes from the sermon (or series) and find it clearly laid out in the text of scripture, or does the message need single verses, plucked from context, to assemble a thought not found clearly taught in the bible? (Red flag: "This word/verse speaks to….." you're about to hear something from OUTSIDE the text added to it, and I can almost guarantee it will be "do this"/law).

How to test it? Take the verse that is used, take notes on what is said.. now go BACK to the verse, read the chapter in CONTEXT and see if what was preached is found IN THE TEXT. Is it what the author wrote or would the sermon you were given be completely foreign to the author. Would you ever, from an actual reading of the TEXT, get out of it what was just preached to you?

3. Is the focus more on your felt needs (more money, better job, your goals, happiness) or on Christ? Is the problem you face being defined as a "best life now" or as a sinner under judgement and in need of a risen savior?

4. Is the hero in the story Jesus and his victory of sin, death, and the grave or is it you over the "giants" in your life?

5. Is there a presentation of sin, repentance, and forgiveness or is it a checklist for self-improvement?

Jesus said the scriptures were about HIM. We are called to teach about Him for the remission of sins. If you aren't hearing scripture, and you aren't hearing about Christ and his atoning work to call sinners to repentance, what are you trading it for?

http://marc5solas.wordpress.com/page/5/

User: male, filter

34. Life Lately

It's Wednesday. But it feels like a Monday because I've got a weird schedule this week. I was off yesterday and I was laaaaazy. I had a whole list of things I needed to get done and I did about 1.5 of them. My boyfriend always comforts me saying I deserve a day to lounge around, and perhaps I do, but not to the extent where I can't even get to the bank!

Ugh. Fail.

BUT… I did make some fabulous recipes and I made a dent in my book and I visited some second hand stores and painted a table. So when I list my day like that then it makes me sound productive. So we'll go with that. Those recipes and DIY are coming soon but here's a quick glimpse at life as of late.

{Can't stop listening to this song}

{Loving the bright colors, like these bookshelves, in this blog:}

{Playing pool at Barley's with my beau on his way-too-short visit}

{Gorgeous weekend for walking around Downtown Knoxville}

http://eatwriteloveenjoy.wordpress.com/2012/06/06/life-lately-17/

User: female, 25-34, personal

35. Wind Power Fail – 2012 – Same As Always

EVERY WIND TOWER IN THE U.S. CAN ONLY GENERATE THE SAME ELECTRICAL POWER AS JUST 9 NUCLEAR POWER PLANTS, WHICH IS ONLY ONE SIXTH OF THE ENTIRE AMERICAN NUCLEAR POWER FLEET.

While this looks to be a questionable and emotive thing to say, it is in fact the truth of the matter. Currently, in the U.S. there more than 40,000 Wind Towers. The total power that they generate for consumption is the same as that being generated by just 9 of those Nuclear Power Plants. Some readers might think this is pretty hard to believe, and it must obviously be untrue, just something to say to make Wind Power look bad, but as you read on, I will show you that this is in fact quite true.

We are constantly being told that Wind Power Generation is reaching the stage where it is becoming a large scale producer of electrical power, and just looking blandly at some of the data, this may seem to be the case for the U.S. However, as I have always said in all my earlier Posts on the subject of Wind Power, that reference to the up front power that these towers can generate is not whole story. That big picture statistic is not that total up front power figure, but the power that is actually generated for consumption.

This up front overall total is referred to as the Nameplate Capacity, and to explain that, let's then look at just one theoretical Wind Plant in isolation and explain the process. There are the huge towers, and sitting on top of each tower is a nacelle. Inside that nacelle is the generator itself. The huge three bladed 'fan' device attached to the front of the nacelle is driven by the Wind, and as it rotates, it then drives the generator inside the nacelle, through a constant speed drive device, basically a gearbox that drives the generator at a set speed, although some of the most recent advanced generators are in fact directly driven by the blades themselves. It is the generator itself that makes the power. While some of those generators can generate up to 6MW, (MegaWatts) currently, the average sized generator ranges in size from between 2.5 and 3MW, and the larger the generator, the larger the fan blades and because of that, the taller the tower.

So, if this is a large scale Wind Plant, then it could have as many as one hundred and fifty of these huge towers, and while that may seem a lot, on an overall basis, it is cheaper to build a lot of them than just a couple of them on a per tower cost basis. Some plants have more towers and some have less, but that figure is around the average for a large scale wind Plant.

So, using an average of a 2.5MW nacelle on top of each tower, then the total power for all 150 towers comes in at 375MW. This is called the Nameplate Capacity of the Wind Plant. What is not quoted as often as that relatively large number for the overall total power is the fact that these Wind Plants generate not that full amount of power but on average barely 30% of that total. That 30% is referred to as the Capacity Factor, (CF) and while this seems to be a number I have just quoted without much reference, I will get to that point and show you exact statistical data. That variability is due to the fact that, well, the wind is variable and does not blow at the required level to keep the blades turning all the time. In fact below a certain wind speed, the blades stop rotating, and as well as that, above a certain wind speed, the blades also stop rotating as well.

That's the fairly basic explanation as to how one of these wind plants operate, so let's then look at some actual figures, and I'll show you just how little electrical power these wind plants do actually generate in the way of actual power for consumption.

Here, I am using the Wikipedia site as a reference for total Wind Power plants in the U.S. While I am sometimes reticent to use that Wikipedia site as a reference because of the inherent bias against any form of power generation not in current favor, it is regularly updated when data is needed for these types of renewable power that are in favor.

This link quotes the total Installed Nameplate Capacity for all Wind Power in the U.S. as 51,630MW, and just blandly looking at that total gives the impression that this is indeed quite a large total. That can be explained with a reference to a large scale Nuclear Power Plant (or large scale Coal Fired Power Plant) where the average Nameplate Capacity is 2000MW. So, that figure of 51,630MW is, in effect, the equivalent of 26 of those large scale Nuclear Plants, and that indeed is a large power total. This overall Nameplate Capacity can now give us a guide as to how many of those actual towers there are. While some of the most recent generators for wind towers can generate as much as 6MW, and some even more, earlier towers were only capable of generating less than 1MW. An example of this is the huge Wind Plant at Altamont Pass in California where there are 4,930 towers, and each tower has a generator barely able to generate 125KW. In recent years that generator size has increased in size, and a lot of plants have generators capable of generating power between 1.5MW and 2MW, The current average size is towers that are capable of around 2.5MW to 3MW, so while there are many differing sizes of generators on top of each tower, I have used an average generator size of 2MW, and with an overall Nameplate Capacity of that 51,360MW, that gives us a ballpark figure of 26,000 wind towers. Now, here I am using an averaged figure of 26,000 because, as newer Plants are being constructed, the average sized generator inside those nacelles is around that figure of 2MW, giving us a ballpark for future construction of wind towers. I mentioned earlier that some of those older towers had much smaller power generators attached to them, so the actual number for wind towers in the U.S. is in fact more than 40,000 as shown at this link, which also backs up the same total for Nameplate Capacity (54,630MW) for Wind Power in the U.S. that Wikipedia states as the total.

So, because this comparison is with Nuclear Power Plants, let's then look for a total Nameplate Capacity for them, and for this, I will use the Government's own Energy Information Administration (EIA) site, and that is the chart at this link. (This is a pdf chart and will open up at a relatively small size, so along the top of that chart you'll see a document sizing percentage number, so just change that to either 100% or 125% to see the chart in a larger size for easier viewing.)

This shows the Nameplate Capacity for all electrical power generation in the U.S. This shows us that the total Nameplate Capacity for Nuclear Power in the U.S. is 106,731MW.

So, from That, we can now see that Wind Power has almost half the Nameplate Capacity as Nuclear Power. (51,630MW and 106,731MW) When this is viewed in isolation, it may actually seem that Wind is a large contributor, and that is why this Nameplate Capacity total figure is used when hyping up Wind Power.

Now, some of you may be curious as to why I used a Wikipedia reference for Wind Power, while this EIA site is a more accurate reference to use. However, note the date at the top of this chart, that being 2010, so this is two years old and out of date when it comes to the totals for Wind power, as so many new Wind Plants have been constructed in those intervening two years.

Having said that, some of you might wonder why I am using this chart for the Nuclear Power totals. That is because in those intervening two years, no new Nuclear Power Plants have been constructed, and in fact, no new Nuclear Power Plants have been constructed for Decades.

Now, while you are at that same chart, look at the total for Overall Nameplate Capacity. That comes in at 1,138,638MW, and again, that's the closest actual total I can find for the total Installed Capacity for electrical power in the U.S.

From this we can work out the percentages of the total Nameplate Capacity for Wind and Nuclear Power.

Wind Power comes in at 4.53% of the total and Nuclear Power comes in at 9.37% of the Total Nameplate Capacity.

See now how those figures make it look like Wind Power actually is starting to make some major inroads into total U.S. power generation.

In the nearly 5 years I have been writing about this, I have always said that this (up front) Nameplate Capacity data should not be used as an indicator. What is important in all this is not that Nameplate Capacity, but the actual power that is being generated for consumption, the power actually delivered to the grids.

We have accurate data for that, from that huge EIA database, and this information is only two months old.

So then let's compare the actual power delivered for consumption from both Wind and Nuclear Power.

There are two pages for you to look at here, and you can open up both pages in new windows by just clicking on the links and then navigating between the pages for those of you may wish to check my maths to see that I'm not fiddling the figures to make my point.

This is the link for the page that shows the overall data and at that page I will point you to the figures for Nuclear Power, and also the Total overall power figure.

This is the link for the page that shows the data for Renewable Power, and at that page I will point you to the figures for Wind Power.

At that first page look at the figures for the actual total generation (power delivered to the grids) for Nuclear Power. Scroll to the bottom of the chart and it's the figures along the line that is headed Rolling 12 Months Ending in September, and it's the 2012 line, and the figures for Nuclear Power are the sixth from the left, shown there as 783,940. This is expressed in Thousand MWH (MegaWattHours) which is GWH (GigaWattHours)

Look across at the far right and you'll see the Total Power delivered to grids for consumption from every power source in the U.S. That total is 4,051,044GWH.

Now, from those two figures, we can work out the percentage of power delivered from Nuclear Power, and that comes in at 19.35%.

Compare that now with the percentage when it comes to the Nameplate Capacity, and that percentage was only 9.37%.

See now how using that Nameplate Capacity figure is erroneous, and vastly understates the actual level of power generated by Nuclear Power. Use that smaller Nameplate Capacity figure and it gives the impression that Nuclear Power is not much of a contributor, when in fact it is the third largest electrical power delivery source in the U.S. after Coal Fired Power and Gas Fired Power.

Now, do the same exercise for Wind Power. At that second link, you will see the same rolling 12 month figure for Wind is 135,506GWH, and comparing that to the total power delivered the percentage for Wind comes in at only 3.34%, compared to the Nameplate total of 4.53%.

What is interesting here is to compare both overall Nameplate figures to power delivered figures.

See how when you compare Nameplate, you see that Wind is almost half the total of Nuclear Power. Compare the power delivered now. Nuclear power delivers almost six times the power. (5.79) while only being twice the size in Nameplate Capacity.

I mentioned the variability of Wind Power, and this is expressed as the Capacity Factor. (CF) Wind CF going on this data is currently running at almost 30%. (29.9%) While this is the 12 Month CF, that could be averaged out to around seven and a quarter hours a day, and again that figure can be misleading as some days it is considerably less than that. Because of that variability Wind Power is more often than not unavailable for when it is actually required, so other plants, mainly gas fired Peaking Power Plants, are called on to provide power for when Wind Power is low.

At the opposite end of the scale, Nuclear Power Plants have the highest CF of all power sources. While they are currently running at around 84.3% for the last year, that figure has been as high as 87%, and that can be seen at that first link by looking at the power delivery for the last ten years, shown at the top of that page. Virtually, the only time Nuclear Power Plants are not running at their full Capacity is during the scheduled down time for refueling, usually also the time when maintenance is carried out. Carefully scheduled across the whole U.S. Nuclear fleet, this has become an art form now, as that CF for the whole fleet has risen over the years to the high CF it has now. Again, for those periods of time when huge amounts of power are required, those Nuclear Power Plants regularly deliver at a 95% CF for the Summer Months. Huge amounts of power for the times when it is actually required, the exact opposite of Wind Power.

So then, let's go back to the emotive claim right at the top of the page, those more than 40,000 Wind towers deliver the same power as just 9 of those Nuclear Power Plants.

There are currently 104 nuclear reactors in the U.S. for the generation of electrical power. Each one of those reactors provides the driving energy for one turbine/generator complex, and there are (in the main) two reactors to each one Power Plant. So, with 104 generators, that means that this is the equivalent 52 Power Plants.

If the total power generated for distribution to the grids comes in at 783,940GWH then, on average, each of those plants is delivering 15,076GWH each year.

So, if the total power delivered from every Wind Tower in the U.S. comes in at only 135,506GWH, that effectively means that the same power is delivered from just 9 of those Nuclear Power Plants, and in fact those 9 Nukes deliver a little more than that Wind total, which effectively means that just one sixth of the U.S. Nuclear Power fleet delivers more power than every Wind tower in the U.S.

While I contribute to this U.S. based blog site, I live in Australia, and this Wind Power comparison bears heeding for all Australians as well.

Australia is almost the same size in area as the Continental U.S. While the same size in area our population is considerably smaller, at just a tick under 23 Million, while the population of the U.S. is 311 Million. Because of that our electrical power consumption is lower.

Currently, the total Nameplate Capacity for every power plant in Australia is almost the same as for the total Nameplate Capacity for all Wind Power in the U.S. close to that 52,000MW.

However, the total power consumption for Australia comes in at 245TWH, (TeraWattHours) which is 245,000GWH.

If the total power delivery from those 40,000 wind towers is only 135,506GWH, then that equivalent Wind Power would only be supplying 55% of Australia's total power consumption. Currently those almost 1000 wind towers here in Australia are only supplying 2.2% of all Australia's consumed power.

Australia currently has just under 1,000 wind towers, so you can gain an idea of what might need to be done to get that up to the U.S. Nameplate Capacity of nearly 52,000MW, and here, because these would be recent new constructions the average power for each would be 2MW, hence that would mean around 26,000 towers, and even then, they would only supply a little more than just half of Australia's total power consumption.

What is interesting is that U.S. Capacity Factor (CF) for Wind Power is currently running at just a tick under 30%, which is almost the same as the CF for Wind Power in Australia, which is also running at that 30% figure.

Now, while this whole Post might give the impression that I am an advocate for Nuclear Power, that is a long (very long) way off here in Australia, which has no plans even to discuss that option, let alone plan for its introduction.

What I am saying here is that Wind Power fails utterly to deliver the levels of power that are an absolute requirement, and to specifically highlight the difference between using Nameplate Capacity of those Wind Plants when the most important thing is the power that is actually delivered from all those wind towers.

I haven't even bothered to touch on Wind Powers many other failings, their huge construction cost by comparison, the huge cost of the generated power, the large subsidies paid at the construction phase and also at the power delivery phase, the longevity of those Wind Plants, (20 to 25 years at best, while the average longevity for a Nuclear Power Plant is 50 years and that's the base lifespan) the impact upon bird life and other animal life of those wind towers, the loss of the visual environment, and the now apparent serious human health problems associated with proximity to wind towers.

While each of these problems associated with Wind Power is significant in its own right, by far the largest problem that should be concentrated on more than any of these is the fact that they actually fail to deliver electrical power. This is the actual reason these towers are constructed in the first place. To deliver electrical power, something that they fail so utterly to do on the scale required.

Some people may say that I write specifically to make Wind Power look bad. I don't need to do that.

The actual power delivery data does that for me without my saying one single word.

All I have to do is to point that out and explain it.

WIND POWER = FAILURE.

http://papundits.wordpress.com/2012/12/13/wind-power-fail-2012-same-as-always/

User: male, 55-64, filter

36. Twisted Fangirl xD

In case for you people dont know who is this hottie. He is Hamao Kyousuke. My fantasy crush. LOL

Seriously, after all these times, I always putting effort into making myself look pretty and all. But now after I scrolling down and down, picture after picture of Mao-chan…. I officially give up. LOL.

Cant win Mao-chan in the pretty category, and he's a freaking boy! I'm so fail… as a girl. Haha.

I think he is waaaayyy underrated and people need to watch him more. Not as a yaoi actor, if you're not a yaoi fan. But as a talent actor cuz Takumin-kun series are the only yaoi movie he was ever been in. And it's okay if that is the last yaoi movie he will ever been in.Cuz seriously, without Dai-chan as a co-actor, I am absolute disapprove of Mao-chan being paired with others. Yes, I also meant that he cant be paired with other boys… or girls! LOL

It's funny how most of the stage play he did are all MEN CAST. He surrounded himself with pretty boys every single day. I wont be surprise if he says his standard of a partner is super high! Haha xD

I am so fangirling over him as much as making myself watching Power Ranger: Super Sentai (Goseiger) since Mao-chan is the black ranger in there. He doesnt get to say much in that movie. But seeing his face is totally worth it. Haha.

I also remember when I was young, I always go ga-ga over Power Ranger when they transform into their suits. But now as an official fan girl of Mao-chan. I always curse inside my head everytime they transform cuz that means it gonna take awhile for them to transform back into normal form, cuz that's when i can actually get to see Mao-chan's face again.

Oh gosh, please save me away from myself . Lol.

I came to like Mao-chan as first because he looks like Lee Taemin of SHINee, a maknae of a K-pop most famous boy group. However after I found out about Mao-chan more and more, Taemin and Mao-chan is like a double dose of drug for my

everyday life. Haha. Taemin is dorky and naively cute. Mao-chan is humorous and bold at times. These boys has such OP over my heart. xD

Taemin dance very well, sing very well but cant act. LOL. Not that he was in any major movie but as far as I noticed, his charm is being cute. So I always forgive him even if he cant act. xD

Mao-chan act very well, but cant sing. LOL. Despite being in alot of musical stage play, this boy cant sing… at all. xD Which is fine, after all, he is an actor, not a singer. So I also forgive him even if he couldnt sing. Haha.

Enough overdose on handsomeness over these boys. I'm giving up myself today as always do for the last couple weeks. My devotion is still on Mao-chan and Taeminie <3

Ending this with a picture of Lee Taemin <3 Gosh, he's so handsome LOL

http://43v3ryours.wordpress.com/2012/06/18/

User: female, 15-24, personal

37. Another new one, colour experiment

As the title suggests, I thought Id share this one from the same last shoot as well.

I tried to do something colourful with this one, as plain or black and white just didn't suit the mood.

This was a first for me editing colours this way so hopefully it isn't a fail :)

http://rhphotographic.wordpress.com/

User: female, 15-24, personal

38. A brighter shade of fail: openness, adaptation and learning

I was on the phone the other day to an organisation, discussing the challenges of maintaining culture at a time of growth, when I was asked if I could give "a couple of examples where organisations had failed to do so successfully". Having shared a couple of examples where I felt that had been the case, it got me thinking how we continue to only discuss failure in closed conversations, back-channel discussions, confidential peer-to-peer programmes, internally within organisations, or privately over drinks. And yet it is a truth universally acknowledged that the best learning comes from mistakes, missteps and failures; indeed, that was why the question was asked on the call: "can we learn from other organisations, so we can improve and do things more effectively"….

Of course, it's completely understandable why failure stays mostly behind closed doors. When something goes awry (be it big or small), people want to move on from it, not do a speaking tour on the ins and outs of the mistakes they made. There may also be reasons behind something not working that either can't be made public or are simply due to unavoidable external circumstances. And it is also rare that something is simply "a failure"; it's rarely that black and white or binary in nature, and the reality is often messier, greyer and more mixed: an organisation that closes down may have achieved huge impact (and a huge legacy), while an entrepreneur may make both mistakes and inspired judgements in close proximity. How often do you look back and say you would go back and do it differently if you could?

I'm intrigued by this relationship between failure and success: the fact that small 'failures' actually help us learn and achieve more, and achieve it more effectively….and avoid 'big' failures. This is something at the heart of Tim Harford's book Adapt…which is an illuminating read for those interested in business and problem-solving alike. Harford's central thesis is that the way to solve complex problems is to experiment and adapt. Or, more precisely, to try new things in the sure knowledge that some will fail; to make those failures survivable; and to evaluate (aka knowing when you've failed and why). This starts to give us an indication of how we can build failures and learning into our organisational processes, to really get to a position where continuous improvement (and incremental innovation) is a reality not an aspiration. And to a point where this moves beyond piloting and testing the market by individual entrepreneurs who are learning-by-doing; instead, we need to move to a place where this is built into our internal systems and processes.

As for the public side of failure, maybe it just needs reframing, or included in future awards ceremonies: best comeback, most resilient social entrepreneur, most dignified exit, finest legacy….until we get to these levels of acceptance, we'll continue to not only miss out on the richest, most practical learning but also risk giving an overly positive (or narrow) view of a sector that suffers the same range of mishaps, closures, successes and comebacks as the commercial world.

http://nicktemple1.wordpress.com/2012/07/17/a-brighter-shade-of-fail-openness-adaptation-and-learning/

User: male, 25-34, filter

39. 1. I★my★me★mine

Oh darn, I thought Dream5 was covering POLYSICS or 4minute…but it's the only original track on the single. It continues by bringing us Dream5's idol pop to a forefront and once again, it doesn't seem to be really all that interesting to me but I thought the chorus is kind of cute in a way. It just kind of falls flat altogether like how "Kirakira Every day" turned out.

2. EZ DO DANCE

It's not surprising they'd do another cover and this time one most people recognize. EZ DO DANCE is originally a tune from TRF so it fits since they're both avex groups and all that. Of course I'm so used to Saori's version that every other cover is deemed useless right from the start. Dream5's version of the song is a little more faithful to the original since you hear those 90's synths being used. I kind of enjoyed the vocals a lot more than I did in the other song for sure. This isn't that bad but still is a mile away from being as good as Saori@destiny's version.As this is Dream5's third single for the era, I found myself enjoying this single a little bit more than I did with "Kirakira Every day" but being a little under "Like and Peace!". I ★my★me★mine is alright, but against other idol songs out there, this was a bit fomulaic and not surprising in any way,

shape, or form but it's still average so it's not too much of a fail. Their EZ DO DANCE cover isn't bad at all either and surpasses the other A-side quite nicely. For being just a TRF cover, I thought they handled it pretty good actually. I wonder if an album is being planned >.>
http://solarblade.wordpress.com/2012/05/03/dream5-i%E2%98%85my%E2%98%85me%E2%98%85mineez-do-dance-2/
User: male, 15-24, filter

40. Oh Duuuude. Fail!
Sometimes, in the midst of attempting to live a mature, adult life, you just need to break loose and go look at something silly, you know, just to cheer yourself up. Here is a pretty funny FAIL compilation I found on YouTube a while back while I was pissed as a fart at a friend's house. Oh how we LOLed. Click the pic to watch it!
I hope you all enjoyed this as much as I did! Kudos to Farvadude for putting this together to such an awesome soundtrack.
http://asmilecostsnothing.wordpress.com/
User: filter

41. Adam Lambert Misquoting, Dying & Vamping
So the Sparkle Cows have been glamping up a storm, rushing all over the interwebs to beat on anyone not agreeing with the idea that Adam with silver hair isn't the sex-sayesty thing on the planet!! Eleventyy!!!!!!!!!!!!!!!111111!
It's the Billy Idol Grampa Look!!
Don't believe me, just check out the comments on any website containing reference to the bleach do. Either comments have been disabled because of stupidity or all negative ones are buried in an avalanche of cow drool.
Later he added more chemical damage to his hair by dying the bottom black and leaving the tips silver. Here he is vamping/clamping/glamping it up as either an old homage to Adam Ant or some type of gay vampire on a teen show.
Doesn't he just look precious? He's ready for his closeup Mr. DeMille.
But the thing that drew me in to post about Madam tonight is his epic fail of a tattoo. Bhahahahah! Lookit it!
What is so wonderful about this tattoo is two different things…
A) It reads in Latin – "Music Soothes The Savage Beast" which is hysterical when you take into account his freakish beast-like Sparkle Cows. Subtle underhanded fuck you in my eyes.
b) But mostly because the quote is all wrong and I'm betting he doesn't realize it.
   Two of Congreve's turns of phrase from The Mourning Bride (1697) have become famous, albeit frequently in misquotation:
   "Music has charms to soothe a savage breast," which is the first line of the play, spoken by Almeria in Act I, Scene 1. (The word "breast" is often misquoted as "beast", and "has" sometimes appears as "hath".)
Bhahahah! And he has to live with that hideously inked mistake forever now!!
Seriously Adam, bleach will eventually fry your hair and cause it to fall out like autumn leaves hitting the ground and none of this erases the fact that your second CD is a huge enormous flop.
http://freedavidcook.wordpress.com/page/2/
User: female, filter

42. Fashion at the MET Gala… flip OR flop?
Get Ready for the Madness and Mayhem…
the MET honored Alexander McQueen:Savage Beauty…
A-lists and NOBODIES attended all dressed up!
Blake Lively in Chanel Couture with Karl Lagerfield
Jenny in Gucci
Sarah Jessica in Alexander McQueen
Stella McCartney in her own threads…
Zoe Saldana in Calvin Klein
Jessica Alba in Ralph Lauren
Rihanna in Alexander McQueen
{not feeling the dirty Goth/grunge look}
Tory Burch & Kanye West in Tory's threads
{here comes Ye tryna FIT IN again}
Ana Wintour in Chanel
{with an EXTREMELY large black man with a blue garbage bag in the back}
Janelle Monae in Chanel
{I HOPE those rumors of her funky underarms are JUST rumors!}
Ciara in Prabal Gurung
{I like the dress… just dont think Ciara's feminine enough to pull it off}
Beyonce in Alexander McQueen
{uber FAIL!}
Dakota Fanning in Valentino
{love the Girl… hate the Dress}
Sofia Vergara in Carolina Herrera

Iman in Stella McCartney
{Shakin my Head at you Iman… SAT DOWN!!!}
Christina Ricci in Zac Posen
{these mermaid dresses are KILLING me!}
Andre Leon Talley in cerulean blue robe
{I think he's a midget standing on another midgets shoulders… JMO}
Naomi Campbell in Alexander McQueen
{NO WORDS for this monstrosity}
Eva Mendes in Stella McCartney
{Im loving this disco 70's inspired 1-shoulder dress}
Ashley Olsen in Vingate Dior
{lovely}
Hamish Bowles in GOD ONLY KNOWS!
{Beyonce… get ur father!}
http://nudeblackbeach.wordpress.com/tag/gucci/
User: filter

43. Motortrade located @ Shaw Boulevard – FAIL

I have never felt this disgusted within the last few years with something I bought with my own money. Money I worked hard for, and still working for.

Well, technically speaking, it's not what I bought but it's where I bought it. Motortrade located @ Shaw Boulevard and Kalentong, Mandaluyong city, which I heard has the same business owner, SUCKS bigtime!!!, from pre-sales to post-sales service. They do not know how to treat a customer right. I have been mislead and abused by a team who thinks they can get away with anything.

Why I dealt with them in the first place? They were the only branch the time I was buying that had what I was looking for. It was a black Bajah Rouser(Pulsar 135LS). Equipped with a digital technology, DSTI 4-valve engine and a respectable street bike look for it's incredibly low price, I had my eyes on it that time.

So there I was October of 2011, scouting all motorcycle distributors around my area (Mandaluyong City) for this model. As mentioned Motortrade Shaw had a stock on display after a few days of looking, so I applied for an account on an installment payment scheme. It was early in the morning so I had their attention being the only one in the store. I WAS THE ONLY ONE on the store but I had to wait for hours, only to hear that I had to wait 'till later in the afternoon of the same day to be cleared, to be able to take home the one stock in their shop that they reserved for me. So I went home and waited patiently for the promised phone call and had me very excited! Guess what?! I did not receive a call or any word up until I phoned them up @ past 5pm of the same day! I was informed that the same sales person who dealt with me, a gay guy who'll I name 'FALUSH', gave the only stock to someone who bought it cash. I was disappointed and was about to quit dealing with this team of nitwits, but I was convinced by this sales lady who I'll name 'OPRA'(short for oh.. promise me..), to wait till the next day for another stock that was on their Kalentong branch. It was not because she was a girl who had very good convincing prowess, but it was my eagerness to have one of these bikes that time. That was DAY 1.

DAY 2, the day I finally got the bike, but trust me, it was worse than the 1st day. I was asked to come in early before lunch time because I was informed that everything was ready, so I did. I had my riding jacket, helmet, shoes and all other gears ready for the big day. I was even thinking of riding the bike straight from Motortrade Mandaluyong to Paranaque, where my cousin lives. A short but fun ride to enjoy my bike and 'break-in' the engine, and thinking I could be back before supper. IT NEVER HAPPENED!

I came in as requested, before lunch time. I signed all the necessary documents and was asked to wait. I asked, "Wait for what?", and then Falush said, "For the unit". I was in shock! I explained to them that I was asked to come in since it was mentioned that everything was ready. As usual, they gave me their standard rebuttals and apologies for Falush' short comings. It was explained to me that there were no units available and they were still looking for one available from nearby branches. I stood silent and left with all the gears I carried including the heaviest one of all, disappointment!

Without expectations, I continued with half of my day, which was a Sunday, with other stuff to keep my mind off what had happened on day1 and first half of day2. I had given up and thought that I'll just wait for a few more weeks and learn from this experience, when I got a phone call from Opra around 3pm, and told me that they have a unit ready for me and asked me to come in @ 4pm to get the bike they had promised(2x). After all the realization of the bad experience, I was again drowned by the feeling of owning a Bajah Rouser 135LS. I told myself, what else could go wrong, but still kept the awareness that this happens in 3's. And it did!!! Motortrade located @ Shaw Boulevard and Kalentong, Mandaluyong city, which I heard has the same business owner, SUCKS bigtime!!! I went in @ 4pm, was asked to wait again. The good news is I got the bike @ past 7pm, which means I waited for hours. Did I just type-in good news? Haha!

So Day2 was actually a success. I took the bike home. The rain that was pouring that night did not stop me from riding since I had my gear with me. "Congratulations Steven!" I told myself and was happy with what I had wanted to have after I sold my Yamaha Nouvo at a good price.

Weeks passed and since it was a brand new bike, all it had was a Motortrade sign plate saying, "For Registration". So I decided to inquire about the progress of the registration. As expected, I was promised another week. That week passed and was promised another one, and another one, and another one, and another one… In total, I think I was promised 6 times, which is equivalent to 3 months after I got the bike before I finally got the registration with the official LTO plates. By

the way, I had to pay a few hundreds extra since they had the bike registered for 2012 and there was an extra month covered by 2011. I let that pass and just paid, to get that over and done with.

I went home, got my tools ready, since they did not have any mechanics to install the plates for me, simple things that matter to a customer. They cannot manage. Motortrade located @ Shaw Boulevard and Kalentong, Mandaluyong city, which I heard has the same business owner, SUCKS bigtime!!! So I drilled new holes on the plate to fit the provision at the rear end of the bike, then screwed it place. After which, I went over the registration documentation again to make sure everything was correct. I grew a phobia that there may be something wrong and guess what!, something was wrong. They gave me the wrong plate. After informing them of what had gone wrong, they asked me to come back, after being asked to do so a couple of times already. I hang-up and was in rage that time that I took the plate of my bike and folded it in four using my pliers and threw it in the garbage bin. Realizing that I my bike wasn't road legal without a plate number, I called them back after I cooled-off and requested they go deliver the right plate to me instead. It wasn't easy making them understand that the customer at this point of their dealings should be right, but they finally agreed to do it. Falush delivered it personally. I had him wait while I redid the process of alignment, drilling holes and installation of the plate. Once I had it in place, I pulled the wrong plate from the bin and gave it to him, her; whatever. He didn't know how to respond while staring at the crumpled motorcycle plate on his hand. Before he could say I word, I sent him off and thanked him for his effort and closed the garage gates. 'Digital Karma', that's the word I have for it. It was him who messed up in the first place.

End of story? Nope! The plate I got had 2011 registration sticker on it; so I had to come back for the 2012 sticker, which was due last January of 2012. Same old story, I call to follow-up, I drop by the store to follow-up and got no good results. I got the same old promises until April 2012.

April 2012, exactly 3 months after the due date, I dragged myself to Motortrade so I could settle the registration sticker issue once and for all. I convinced Opra to lend me the LTO registration official receipt so I could get the sticker myself from LTO located @ P. Tuazon, Quezon City, which they honored of course. Once I got there, I was informed by the LTO staff that the sticker was ready since 2nd week of January 2012, so I got it. Good thing for initiative! Now I have my bike 'Rousy' street legal with the 2012 plate sticker.

Lately, Bank of Makati, the bank who finances my account, I think.., calls me every now and then to follow up on payments that I have already settled. In short, they do not remit my payments on time. FAIL!

Now, how do I end this rant? I bet it wouldn't. I still have a few more months of dealing with Motortrade -Shaw and I'd like to end it @ this point by saying, "Motortrade located @ Shaw Boulevard and Kalentong, Mandaluyong city, which I heard has the same business owner, SUCKS bigtime!!!"

http://istibidi.wordpress.com/tag/motortrade-philippines/

User: male, personal

44. Another Obama transparency fail, the TPP

That's the Trans Pacific Partnership, the Obama administration's Pacific Rim version of NAFTA,

And the guy who promised us the "most transparent administration in history" is showing us just what that phrase means: 600 corporate lobbyists are busily tweaking the massive trade deal, but not even most senators can see what the corporateers are free to peruse and tweak to their own Advantage.

And for journalists and members of the public? Fuggeaboudit!

From RT. an illuminating and alarming interview with Melinda St. Louis, international campaigns director for Public Citizen:

Our disgust is beyond words.

http://richardbrenneman.wordpress.com/2012/05/29/another-obama-transparency-fail-the-tpp/

User: male, 65-74, filter

45. Mitt Romney proves that this will NOT be a rerun of the John McCain campaign in '08 and Visits the Poster Child for Obama FAIL Solyndra

In a very savvy political move, Mitt Romney made a surprise campaign stop at the bankrupt ($500 million at taxpayer's expense) Solyndra plant today. The stop was kept secret until Romney's arrival.

At a fund-raiser in the San Francisco area Wednesday night, Mr. Romney again talk about the solar panel company, portraying the president as a failed venture capitalist who unsuccessfully tried to have government pick winners and losers.

"Have you seen the Solyndra corporation headquarters? You probably have," Mr. Romney asked the crowd. "That's what happens when government puts in hundreds of millions of dollars into an enterprise. And by the way, the president doesn't understand when you invest like that in one solar energy company; it makes it harder for solar technology generally because the scores of other entrepreneurs in the solar field suddenly lost their opportunity to get capital. Who wants to put money into a solar company when the government puts half a billion into one of its choice? So instead of encouraging solar energy, he discouraged it."

For those worried that Romney's campaign would be similar to McCain's failed campaign in 2008, yet another sign you have no reason to worry. Romney's going to do what's needed to win back the White House and not put up with BS from Obama and the mainstream media.

Solyndra is more than a failed company. It's an icon the represents everything wrong with Obama's policies; from the idea that government can manipulate, to the idea of corrupt and porky payoffs to cronies, to the spendaholic waste of taxpayer money, to the incompetent and ignorance of how markets work.

It is another example proving that Obama and his gang have absolutely no idea what they are doing. While Obama has been bashing Romney's career at Bain Capital as killing jobs and companies, Solyndra is the poster child for job killing. With the

$535 million, 1,100 employees lost their jobs. That means that those 1,100 jobs cost us close to $49,000 each — that does not count the costs of their unemployment and other social programs like food stamps. What happened to the more than half-billion bucks — it went into the pockets of the honchos at the company, who of course contributed to the Obama campaign.

Romney could likely offer them solid advice on how to turn that failure around into a successful company; but since from the

beginning Solyndra was set up as a scam to fleece US taxpayers out of millions of dollars (and sent a good part of it as "campaign contributions" to Obama) they are not going to be interested in sound business advice.

That and all the "green" failures Obama "invested" taxpayer money in cannot be turned around. For the time being they are nothing more than bottomless money pits. That's why Romney would never put a dime into these frauds.

Solyndra shows that apparently the Obama administration likes to lose $535M, this company had NO chance of survival, burned through that money in 18 months despite the warnings from the previous administration who choose NOT to give them any money at all.

Way to go, Team Romney!

Unlike Team Obama, you understand that yes, this is OUR money that Obama is throwing around, and yes, we do have a right to know all the ugly details…

Ignore Obama, Axelrod, and Plouffe. They are irrelevant to this conversation in that they won't be contributing any statements of fact or truth…

Keep bringing it…!

http://ferrellgummit.wordpress.com/2012/05/31/mitt-romney-proves-that-this-will-be-a-rerun-of-the-john-mccain-campaign-in-08-and-visits-the-poster-child-for-obama-fail-solyndra/

User: male, filter

46. Vetting Themselves: Breitbart Gang in Yet Another Ridiculously Massive Fail

Their own founder declared he was "proud to be a teabagger"

OK, I'm now nearly convinced that the Breitbart.com gang are just trolling the Internets with these mind-bogglingly ridiculous VETTING articles. I mean, nobody could possibly take this kind of absurd, over the top propaganda seriously, could they?

Well, it may be damned hard to believe anyone could be this strange, but they really are serious about this stuff.

Breitbart blogger John Sexton's EXCLUSIVE BOMBSHELL: a photo that's been available to the public for 15 years, showing Barack Obama leading a Fourth of July parade in 1997, in a Revolutionary War era costume.

Sexton wants his audience to believe that the costume makes Obama exactly the same as a Tea Party member. Let the sheer stupidity of that one sink in for a minute.

The rest of Sexton's hilarious derp-filled piece is basically an extended whine about those monstrous liberals who mocked the Tea Partiers by calling them "teabaggers."

Monstrous liberals like, oh, for example, their founder Andrew Breitbart, who declared in May 2010 that he was Proud to Be a Tea Bagger.

A screenshot of Andrew Breitbart's brave, forward-thinking declaration of teabaggishness:

Breitbart's post still exists on the new Breitbart.com, but oddly enough, they seem to have removed his byline from it: I'm Proud to Be a Tea Bagger.

http://littlegreenfootballs.com/article/40389_Vetting_Themselves-_Breitbart_Gang_in_Yet_Another_Ridiculously_Massive_Fail

User: male, 35-44, filter

47. I checked. You'll be shocked… SHOCKED, I tell you… to find that it was Chappy's fantasy. According to Conniff's article, the only mention of Galton is that he coined the term "eugenics" in 1883. The only other mention of Galton is in Galton's concept of "regression towards the mean". What that means (if I understand it correctly) is just because I have a masters and my wife has a PhD, if we have a kid, it doesn't automatically mean our child will be intelligent. As for what inspired the Nazis, the article specifically says this:

In other words, no mention of Galton at all. Further, it wouldn't have mattered if the had not found it with Galton. Galton was Darwin's cousin, not Darwin. And that still would have not mattered for the science of the theory of evolution. Once again, the uber-anti-science folks have a full-on, absolute, total, and utter case of FAIL!

http://sensuouscurmudgeon.wordpress.com/2012/05/25/discovery-institute-hitler-hitler-hitler-part-iv/

User: male, comment (filter)

48. Lets be real here – Piper doesn't have a chance of escaping the spider's web. She's going to turn out as bad as, if not worse than, the older sisters. Willow now looks like her hair exploded (and she's got that "career" going on – where she is learning to "do" hair … EPIC FAIL) and she has that incredibly fat "PregnantPalin" face already. Piper is rude and treated rudely .. even when she was little, Sarah thought it was cute that she was an uncontrollable little brat.

And Bristol…dear dimwitted ignorant promiscuous Bristol…fat face, dyed hair…and a split chin implant. Foul mouth – horrible parent. Actually, the arm jerk she did on the show should have had her investigated by Child Services (well it IS Alaska). Who treats a toddler that way? Oh wait, the Palins do.

Good old Chuckie taught Sarah well didn't he? And now she's passing on her child abuse patterns to Bristol.

Maybe someone someone in Alaska will care enough about the children in this family to file a complaint. Tripp is still little enough where some sincere loving might be able to help him. Trig is fine with his "real" parents. Piper is rapidly heading down the road to fat and pregnant at 15.

This family baffles me. Apparently child abuse is practiced widely and it's "ok if you're a Palin". Not even the State of Alaska can save the children.

http://austinisafecker.wordpress.com/2012/07/04/bad-parenting-from-bristol-palin-episode-6/

User: female, USA, comment (filter)

49. WTF is this shit? You "expose" someone with information he's already made publicly available? My lord, the FAIL clings to this site like stench does to a crust punk working as roadie for a touring band.

http://diediehipster.wordpress.com/2012/05/29/identity-of-ripshop-revealed-can-you-believe-it-4/

User: male, comment (filter)

50. Don't Be a Soccer Mom FAIL {Part II}

The smart phone is really a basic necessity and I should have put it on the original list, but I sometimes forget about it because it is something that I take for granted and would be lost without. You can quickly locate the closest laundromat & get step by step directions. The team manager will frequently send text messages and emails about last-minute field changes or information about game times. I was actually inspired to write these posts because there is one mom on our team who is constantly a soccer mom fail, bless her heart. She was late getting her son to a game because the manager sent an email about times instead of a text. She doesn't get email on her phone. Oops.

Even though it is mid-May, I keep a blanket and a sweater in the car through the end of the season and here's why. During this same tournament, it was 90 and sunny during our Saturday games {cue the sunblock, umbrella & visor}. I thought I would die of heat stroke. Our game on Sunday was at 8:00 AM. It was cloudy, windy and 60. And, how was our soccer mom fail? Well, she was freezing in her tank top & running shorts. She had to borrow a sweatshirt and a blanket from another, better prepared mom just to make it through the game {again, bless her heart}. Don't let that be you.

So, just to re-cap, here is a handy-dandy little list to help you on your way to becoming the ultimate Soccer Mom and avoiding the FAIL.

http://soccermominheels.wordpress.com/2012/05/25/dont-be-a-soccer-mom-fail-part-ii/

User: female, 25-34, personal

51. Cookie Monster!

I Love Baking. Only problem is that I simply cannot even cook. Not even the simple instant noodles or boiled eggs, which my neighbour's 14 yr old describe as "Uncle Epic Fail" (current teen speak for the "cannot make it" of our times).

So its with great excitement that me, my S and my crazy gang of M & N descended upon ToTT for a kitchen-ware window shopping (mostly) afternoon cum cookies baking exercise !

For those unaware, ToTT has a little baking studio where one can just buy the cookie mix (pre-mixed available in various flavours), then knead lightly and cut the cookies for baking. Everything else would be prepared – from oven preheating, baking tray lining to the cookie mix PLUS no wash up required after baking – how much nicer can it get

We decided to go for 2 tins of cookies and both groups choose chocolate. Nice.

Superheros S & N did the kneading and use so much power that the dough turned too soft for the cookie cutter to do a nice cut on the sheet. So we turned to rolling individual clumps for cutting. Once done, it was baking time. 20 mins – during which we could walk around and shop more while they watched over our creation. Hahahaha.

Superhero N at the oven

Superhero N doing his magic at the Oven

Choc Chip Cookies !

Our Choc Chip Cookies !

20 minutes later, we returned to our "harvest". Alas it turned out a tad over-baked. But still, it was great fun and the cookies still taste pretty good.

Next round, Vanilla flavour.

http://chubguy.wordpress.com/

User: male, personal

SUOMENKIELINEN TIIVISTELMÄ

Matkapuhelinten ja internetin käytön yleistyttyä viime vuosikymmeninä englannin kieleen on syntynyt paljon uusia sanoja ja sanontoja. Akronyymit, lyhenteet ja muut uudissanat ovat yleisiä chateissa, keskustelufoorumeilla ja tekstiviesteissä. Internetin vaikutus tiedon ja sitä kautta kielen, varsinkin englannin kielen välitykseen on ilmeinen. Tässä tutkimuksessa keskityttiin yhteen tällaiseen internetin luomaan ilmiöön, sanan *fail* substantiivimuotoon ('epäonnistunut', 'huono').

Sanan verbimuoto on yleiskieltä, mutta substantiivina *fail*-sanaa on käytetty aiemmin vain muutamassa yhteydessä kuten sanonnassa *without fail* ('poikkeuksetta') ja opetuksessa suoritusmerkinnän *pass*/*fail*-yhteydessä. Sanalla on myös pitempi yleiskielinen substantiivimuoto *failure*. Epämuodollisen lyhyemmän substantiivimuodon käyttö on kuitenkin lähtenyt yleistymään 2000-luvun alkupuolella *fail*-meemin eli internetissä leviävän ilmiön kautta, jossa kuviin ja videoihin joissa esiintyy ihmisiä, eläimiä tai muita kohteita epäonnisissa tilanteissa, liitetään sana *fail*. Esimerkkinä sanaa voidaan käyttää kuten lauseessa *The new X-men movie is a fail* ('Uusi X-men elokuva on epäonnistunut/huono).

Tässä tutkimuksessa haluttiin nähdä kuinka yleinen sanan substantiivimuoto on vapaamuotoisesti kirjoitetussa englannissa. Aikaisemmat tutkimukset viittaavat siihen, että sukupuolten välillä on eroja sanan käytössä, joten tämä tutkimuksessa selvitettiin tätä eroa tarkemmin. Lisäksi genren vaikutus huomioitiin tulosten tarkastelussa.

Tutkimuksen hypoteesit ovat:

1) Miehet käyttävät sanaa enemmän, koska aikaisempi tutkimus on osoittanut, että miehet kirjoittavat väittelynhaluisemmin tai riitaisammin kuin naiset minkä tyyliseen ilmaisuun *fail* sanana sopii.

2) Miehet käyttävät sanaa enemmän viitatessa muihin ihmisiin.

3) Naiset käyttävät sanaa enemmän viitatessa itseensä.

4) Genre vaikuttaa siihen, miten sanaa käytetään.

5) Sanaa käyttävät enemmän nuoret internetin käyttäjät (alle 35-vuotiaat).

Tutkimusta varten koottiin korpus internetistä englanninkielisistä blogikirjoituksista. Tutkimuksen tuloksia tarkastellaan sekä kvalitatiivisesti että kvantitatiivisesti.

Taustateoria

Tutkimuksen teoreettisena pohjana käsiteltiin *schadenfreude*n eli vahingonilon käsitettä, interjektion käsitettä, tietokonevälitteisen viestinnän tutkimusta sekä sukupuolen ja kielen tutkimusta.

Saksankielinen käsite *schadenfreude* eli vahingonilo voidaan linkittää *fail*-sanan käyttöön. Englannin kielessä sille ei ole suoraa sanakäännöstä, mitä Smith (2013: 185) pitää osoituksena siitä, että sen ilmaiseminen ääneen ei ole sopivaa. Nykyään tositelevision ja julkkiskulttuurin aikakaudella vahingonilosta on kuitenkin tullut näkyvää viihdettä. *Fail*-sanan käyttö onkin lisääntynyt juuri suhteessa vahingonilon näkyvyyteen mediassa. Jopa jotkut

tabloidi-lehdet ovat alkaneet nettiotsikoissaan käyttämään kyseistä ilmaisua esimerkiksi kritisoidakseen julkisuudenhenkilöiden asuvalintoja.

Sanaa käytetään usein interjektiona kuten lauseessa *Is that your new hair cut? FAIL* ('Onko tuo sinun uusi hiustyyli?') Kieliopillisesti interjektiot ovat välihuomautuksia tai huudahduksia. Ne osoittavat puhujan asennetta, mielentilaa tai reaktiota johonkin mitä on sanottu tai tehty. Ameka (2006: 743) jakaa interjektiot kahteen ryhmään: ensisijaisiin ja toissijaisiin interjektioihin. Ensisijaisia interjektioita ovat ei-sanat kuten *yuk* ('yök') kun taas toissijaisia ovat esimerkiksi varoitushuuto Fire! ('tuli on irti') tai kirosanat. Näillä interjektioilla semanttinen arvo ja ne kuuluvat johonkin sanaluokkaan, mutta niitä voidaan myös käyttää erillisenä huudahduksena. *Fail* voidaan sijoittaa jälkimmäiseen ryhmään. Givónin (1993) ja Petersin (2004) mukaan interjektiot voidaan nykyään nähdä myös laajemmasta näkökulmasta kuin vain suljettuna sanaluokkana, jolloin myös useamman sanan ilmaisut tai mini-lauseet voidaan nähdä interjektioina kuten *what a fail!.*

Tietokonevälitteisen viestinnän tutkimus (computer-mediated communication) on vuosikymmeniä ollut kiinnostunut ihmisten välisestä kommunikaatiosta, joka tapahtuu koneiden välityksellä. Crystal on kirjassaan *Language and the Internet* (2001) käsitellyt netspeak-käsitettä eli nettikieltä. Baym (2006) ja Danet, Ruedenberg-Wright, ja Rosenbaum-Tamari (1997) ovat tutkineet leikkisyyden (playfulness) käsitettä chattihuoneissa ja muualla internetissä. Internetin sosiaalisen median sovellukset kuten chatit ja keskustelufoorumit, jossa keskustelu on nopeatempoista ja tiivistä, ovat vaikuttaneet siihen, että näissä yhteyksissä käytetty kieli on täynnä lyhenteitä ja akronyymejä kuten *LOL* (laughing out loud, 'nauraa ääneen') tai *OMG* (oh my god, 'voi luoja') ja vanhat sanat ovat saaneet uusia

merkityksiä kuten *mouse* ('hiiri', osoitinlaite). Fail poikkeaa useista muista nettikielen sanoista siinä, ettei se ole akronyymi vaan se voidaan nähdä joko verbinä, joka on kokenut sanaluokka muutoksen substantiiviksi, tai lyhennettynä muotona sanasta *failure.* Fail-sanan käyttö on hyvä esimerkki nettikielen luovasta leikkisyydestä.

Sukupuolen ja kielen yhteyttä on tutkittu laajasti. Sukupuolen ja kielen tutkimuksen suunta on muuttunut alun naisten ja miesten kielenkäytön eroja korostavasta tutkimuksesta siihen, miten naiset ja miehet rakentavat identiteettiään kielenkäytön kautta. Sukupuoli nähdäänkin nykyään monimutkaisempana ilmentymänä kuin kaksijakoisena, biologiaan pohjautuvana määritteenä. Tätä tutkimusta varten keskityttiin käsittelemään naisten ja miesten keskustelutyylejä sekä aiheen valintaa. Cheshire ja Trudgill (1998: 3) ovat todenneet, että naiset ja miehet suosivat erilaisia keskustelutyylejä: naiset keskustelevat enemmän yhteistyöhengessä osoittaen solidaarisuutta muita kohtaan kun taas miehille on ominaisempaa kilpailevampi ja yksilökeskeisempi tyyli. Herring ja Paolillo (2006: 442) ovat tutkineet sukupuolten välisiä eroja internetissä. Tulokset ovat olleet samansuuntaiset Cheshiren ja Trudgillin kanssa: naiset ovat yleensä kohteliaampia, kannustavampia ja tunteitaan ilmentäviä kun taas miehille on todennäköisempää loukata, haastaa riitaa, käyttää sarkasmia ja kirosanoja. Tästä näkökulmasta fail-sanan käyttö toisten kritisoimiseen on todennäköisempää miehillä kuin naisilla.

Genrellä voi kuitenkin olla enemmän tekemistä sen kanssa, miten miehet ja naiset *failia* käyttävät. Coates (1996) kertoo naisten henkilökohtaisten tarinoiden kerrontatyylistä, jossa korostetaan omia epäonnistumisia ja onnistumisia yhteyttä luovana ja solidaarisena tapana. Tämä saattaa vaikuttaa siihen, miten heidän teksteissään *fail*-sanaa käytetään, varsinkin kun

naiset kirjoittavat enemmän henkilökohtaisia blogeja kuin miehet, jotka taas kirjoittavat enemmän asiablogeja. Lisäksi, Herring ja Paolillo (2006) huomasivat sukupuoli ja genre-tutkimuksessaan, että sukupuolten väliset kielelliset erot hävisit kun tuloksissa huomioitiin blogien genret ('personal'/henkilökohtainen, 'filter'/suodatin – tai asiablogi). Sukupuolen tutkimuksessa on argumentoitu, että sekä sukupuoli että genre ovat sosiaalisia konstruktioita. Tällöin voidaan ajatella, että henkilöä ohjaa kirjoittamisessa enemmän sosiaaliset konventiot kuten se, että tietyt blogityypit nähdään toiseen sukupuoleen kytkettynä (henkilökohtainen aihe = feminiininen/asiapitoinen aihe = maskuliininen), jolloin naiset todennäköisemmin valitsevat henkilökohtaisen ja miehet asiapitoisen aiheen.

Aineistonkeruu ja metodit

Koska *fail* on uudehko ilmaisu, jota käytetään vielä lähinnä epämuodollisessa kielessä, ei tutkimuksessa ollut järkevää käyttää perinteisiä valmiita korpuksia. Tutkimusta varten koottiin internetin englanninkielistä blogikirjoituksista korpus käyttäen Googlea tiedon hakemiseen. Haku rajattiin koskemaan vain muotoa *fail* (pois lukien muut verbimuodot) ja hakualueeksi valittiin wordpress.com-sivuston blogit. Sanaa etsittiin 14 sattumanvaraiselta päiviltä Googlen päivämäärähakua apuna käyttäen. Googlen antaman kontekstin perusteella haettiin ne blogitekstit, joissa käytettiin substantiivimuotoista *fail*-sanaa tekstimuodossa. Tuloksena oli 647 blogitekstiä. Korpuksessa on 316 699 sanaa ja 794 *fail*-esiintymää. Kirjoittajan sukupuoli pystyttiin päättelemään kuvien tai tekstin perusteella 567 tapauksessa, joista 366 oli naisia ja 201 miehiä. Ikä pystyttiin arvioimaan 410 tapauksessa, joista 296 oli naisia, 109 miehiä ja 3 tuntematonta.

Osumat kategorioitiin neljään ryhmään riippuen siitä keneen tai mihin *fail* viittaa: itseen (self), toiseen ihmiseen (someone), johonkin asiaan (something) tai tätä ei voitu määrittää (other). Määrittelyä vaikeutti se, etteivät kaikki tapaukset olleet täysin selkeitä, mutta tulkitsemalla kirjoittajan tarkoitusta ja kontekstia jokaisessa tapauksessa päästiin lopputulokseen. Blogien genret kategorioitiin seuraavasti: henkilökohtainen (personal), asia (filter), sekalainen (mixed), muut (other) ja kommentit. Henkilökohtaiset blogit keskittyivät kirjoittajan elämään ja tapahtumiin kun taas asiablogitekstit käsittelivät kirjoittajan elämän ulkopuolisia asioita kuten yhteiskunnallisia tapahtumia, mielipiteitä, arvosteluja sekä video – ja kuvalinkkejä. Sekalaisia blogeja oli lähinnä naispuolisten kirjoittajien kynsilakka – ja ruokablogit, jotka olivat sisällöltään sekä henkilökohtaisia että asialähtöisiä. Muita blogeja olivat esimerkiksi runoblogit. Fail-sanaa käytettiin myös blogien kommenteissa, joten ne otettiin mukaan ja erotettiin genretutkimuksen osalta muista teksteistä. Kielitieteellisellä tekstinkäsittelijällä (Wordsmith) tutkittiin sanan käytön esiintymistaajuutta sekä mahdollisia sanarykelmiä niin yleisellä tasolla kuin erikseen miesten ja naisten datasta.

Tulokset

Fail-sanaa käytettiin 2,51 kertaa per tuhatta sanaa. Wordsmithin avulla laskettuna esiintyvyys oli 0,25 prosenttia kaikista sanoista (22 280 yksittäistä sanaa) ja se oli toistumistiheyslistalla sijalla 51. Sitä käytettiin siis runsaasti, mutta tätä tulkittaessa täytyy ottaa huomioon, että korpus kerättiin teksteistä, joissa tiedettiin sanaa esiintyvän. Jos blogikirjoitukset olisivat olleet kokonaan satunnaisia, ei sen yleisyys olisi mahdollisesti lähelläkään tätä luokkaa.

Sanan käyttö blogikirjoituksissa oli varsin monipuolista. Datassa on 742 substantiivina ja 52 adjektiivina käytettyä *fail*-sanaa. Näistä 145 oli kirjoitettu isoin kirjaimin, mikä joissain tapauksissa sai toteaman kuulostamaan huudahdukselta, mutta useimmiten se ei vaikuttanut sanan painokkuuteen koska sen kanssa käytettiin usein myös huutomerkkejä. Useissa teksteistä *fail* kiteytti kirjoittajan kertomuksen, varsinkin jos koko teksti käsitteli yhtä aihetta kuten epäonnistunutta reseptin kokeilua. Sanaa käytettiin eniten olla-verbin ja epämääräisen artikkelin kanssa ('be' + a fail), yhdessä *epic*-sanan kanssa tai yksinään interjektiona. Muita sanoja, joita käytettiin määrittämään millainen epäonnistuminen oli kyseessä, olivat esimerkiksi sanat *total*, *major*, *complete*, *big fat* ja *photo*.

Fail-sanaa käytettiin eniten (42 %) viitatessa johonkin asiaan (something) kuten johonkin tiettyyn tuotteeseen, yhtiöön tai elokuvaan. Toiseksi suurin ryhmä ei kuitenkaan ollut viittaaminen toiseen ihmiseen (someone), jota käytettiin vain yhdessätoista prosentissa tapauksia vaan viittaaminen itseen (self) , johon viittasi peräti 36 prosenttia *fail*-sanoista. Tämä oli kuitenkin hyvin genre-riippuvaista. Henkilökohtaisissa blogeissa käytettiin selvästi eniten itseen kohdistuvia *fail*-ilmaisuja kun taas asiablogeissa niitä ei käytetty juuri ollenkaan. Asiablogeissa käytettiin eniten *fail*-sanoja viittaamaan johonkin asiaan ja toiseksi eniten toiseen ihmiseen.

Sanan käyttö ei kuitenkaan tarkoittanut joka yhteydessä kritisointia tai muuten kielteistä asennetta vaan kirjoittajien asenteet vaihtelivat huvittuneisuudesta välinpitämättömän kautta paheksuntaan ja vihamieliseen asenteeseen. Suoraa vahingoniloa oli datassa yllättävän vähän ja sekin oli useimmiten suunnattu suoraan julkisuuden henkilöihin. Suurin osa teksteistä olikin sävyltään neutraaleja eli kumpaakin ääripäätä oli vähemmän. *Fail*-sanaa

käytettiin aggressiivisimmin asiablogien kommenteissa, luultavimmin koska niiden aihealueet, esimerkiksi politiikka, uskonto tai ilmastonmuutos, herättävät suuria tunteita.

Naisten ja miesten *fail*-sanan käytössä oli myös suuria eroja kuten alussa oletettiin. Naisille oli ominaisempaa käyttää sanaa kuvaamaan heidän omaa epäonnistumistaan, mikä luultavasti juontaa juurensa tapaan, jolla naiset jakavat epäonnistumisiaan ja onnistumisiaan ystävyyssuhteita lujittavana tekijänä useimmin kuin miehet. Toiseksi yleisin strategia naisilla oli viittaaminen johonkin asiaan ja kolmantena toiseen henkilöön. Miehillä taas oli enemmän tapana viitata johonkin asiaan, toisena itseen ja kolmantena toiseen ihmiseen. Aikaisemman sukupuolitutkimuksen perusteella olisi ollut odotetumpaa, että miehet olisivat käyttäneet *fail*-sanaa enemmän toisten ihmisten suoraan kritisoimiseen.

Kuten yleisellä tasolla, myös miesten ja naisten *fail*-sanan käytön sekä eri genrejen välillä oli systemaattinen eroavaisuus. Sekä naiset että miehet käyttivät sanaa itseä vastaan huomattavasti useammin henkilökohtaisissa kirjoituksissa kuin asiateksteissä kun taas viittaus johonkin asiaan tai ihmiseen oli paljon yleisempää asiablogeissa. Tässä oli kuitenkin ero miesten ja naisten välillä; miesten kohdalla genre-erot olivat jonkin verran selkeämmät kuin naisilla, jotka käyttivät *fail*-sanaa yllättävän usein viitaten toiseen henkilöön henkilökohtaisissa blogeissa. Naisten teksteissä esiintyi enemmän muita ihmisiä, koska ihmissuhteista puhuminen on yleisempää naisilla, mikä osaltaan selittää myös tämän tuloksen. Kaiken kaikkiaan naiset kirjoittivat enemmän henkilökohtaisia blogeja kun taas miehet kirjoittivat asiablogeja. Miehet olivat ehkä hieman aggressiivisempia kirjoittajia ja *fail*-sanan käyttäjiä kuin naiset, mutta naiset, jotka kirjoittivat asiablogeja tai kommentteja näihin blogeihin olivat kuitenkin yhtä hyökkääviä kuin miehet.

Bloggaajien ikäjakauma todisti sen, että sanaa käyttävät eniten alle 35-vuotiaat internetin käyttäjät. Miesten ja naisten välillä oli kuitenkin tilastollisesti systemaattinen ero, jossa naiset käyttivät sanaa odotettua enemmän nuoremmissa ikäryhmissä (10-34-vuotiaat) kun taas miehet käyttivät sitä odotettua enemmän tätä vanhempina. Tämä johtuu luultavasti siitä, että miehet kirjoittivat yleensä enemmän asiablogeja, joiden kirjoittajat olivat myös vanhempia.

Näiden tulosten perusteella on selvää, että *fail*-sanan käyttö on erilaista miesten ja naisten välillä. Genre kuitenkin vaikuttaa miesten ja naisten kielenkäytön eroavaisuuksiin, mutta ei ole selvää kumpi vaikuttaa enemmän. Koska naiset ja miehet valitsevat eri aihealueita, joista kirjoittaa, voisi olettaa että sukupuoli vaikuttaa enemmän, mutta toisaalta silloin kun naiset kirjoittavat asiakirjoituksia, he käyttävät *fail*-sanaa samalla tavalla kuin miehetkin. Tämä taas tukee ajatusta, että genrellä on enemmän vaikutusta kuin sukupuolella.

Tämän tutkimuksen perusteella kielenkäytön ja blogigenrejen välistä suhdetta on tarpeen tutkia lisää, kuin myös internetin vaikutusta englannin kieleen ja sen asemaan valtakielenä. Esimerkiksi suomalaisten nuorten keskuudessa ei ole yllättävää kuulla tai nähdä englanninkielisiä netti-ilmaisuja, myös *fail*-sanaa, mikä viittaa siihen, että internet on lisännyt englannin kielen valtaa maailmalla huomattavasti. Nettikielen ilmiöt vaihtuvat nopeasti, mutta niiden tutkimus voi valottaa kyseisen aikakauden asenteita.