Waterloo Region’s first community fridge. P7.

COURTESY CFKW
Face masks can increase distress experienced by people with social anxiety, research suggests

Suji Udayakumar
Assistant News Editor

Findings from University of Waterloo researchers suggest that mask-wearing, a protective measure against disease transmission, can increase distress experienced by individuals with social anxiety.

“I think this was a topic on everybody’s mind,” said Sidney Saint, an undergraduate psychology student and author of the paper: “Effects of mask-wearing on social anxiety: an exploratory review.”

According to Saint, clinical psychology professor David Moscovitch came up with the idea for this study.

“I think he predicted that mask-wearing would influence social anxiety well before many people noticed the effect of masks on their own comfort level,” Saint said.

“Little is known about effects of increased mask-wearing on social interactions, social anxiety or overall mental health,” Moscovitch said in a June 21 Waterloo News article.

Researchers conducted a literature review on factors that might contribute to the relationship between mask-wearing and social anxiety. The factors explored were higher sensitivity to social norms, bias when detecting social and emotional facial cues, and tendency for self-concealment as a form of safety.

Social anxiety is characterized by negative self-perception and a consistent fear of failing at conforming to societal expectations and norms through appearance and behaviour.

“We found that mask-wearing by people with social anxiety is likely to be influenced by their perception of social norms and expectations which may or may not be consistent with public-health guidelines and can vary widely by region and context,” Saint said in the Waterloo News article.

The paper also highlights how individuals with social anxiety have difficulty detecting ambiguous social cues, and as a result tend to interpret the cues negatively, worrying about sounding incomprehensible or awkward.

“We believe that...issues are likely to be magnified during interactions with masks,” Saint said in the article.

The research also suggests that mask-wearing can also be used as a self-concealment strategy, allowing individuals to hide their self-perceived flaws. This motivation may overcome their use of masks as protection against contagion.

“Due to their self-concealing function, masks may be difficult for some people to discard even when mask-wearing is no longer required by public health mandates,” Saint said in the article.

The research also suggests that individuals with social anxiety, in particular, may be vulnerable to periods of norm transitions. These transitions are times where expectations for mask-wearing are in flux or are a matter of personal choice.

Moscovitch also spoke about the research implications regarding those who have not experienced social anxiety previously.

“It is also possible that many people who didn’t struggle with social anxiety before the pandemic may find themselves feeling more anxious than usual as we emerge out of the pandemic and into a more uncertain future,” Moscovitch said in the Waterloo News article.

As a student, Saint said she thinks that to effectively assess and treat individuals with social anxiety experiencing distress because of mask-wearing, clinicians should be diligent in their assessments of why their clients are wearing masks.

“This should allow clinicians to gauge to what degree their clients are wearing masks in order to prevent viral transmission, and to what degree (if any) their clients are wearing masks for other reasons related to social anxiety,” Saint said.

“In the case that a client is wearing a mask for the purpose of facial concealment when masks are no longer necessary, clinicians should encourage their clients to be social without their mask despite the initial distress/discomfort they might experience,” Saint said.

Saint also said she believes this will likely decrease their anxiety in the long run.

The paper is available online on Open Science Framework and will be published in the journal Anxiety, Stress, & Coping.
Expert Q&A: Vaccine hesitancy and the Black community

Suji Udayakumar
Assistant News Editor

In a Q&A conducted by the University of Waterloo, researchers said there is no evidence that side-effects from COVID-19 vaccines are different for the Black community as compared to other populations.

The COVID-19 pandemic has affected minorities such as Black and Indigenous individuals at an increased rate. Reasons attributing to this disparity include racism and historical segregation, such as exploitative medical research, according to an article from Nature.

As discussed in the Q&A, Black and Indigenous communities have been used to test vaccines unethically in the past. One example among many is the experimentation that occurred without informed consent in the Tuskegee syphilis studies, where doctors withheld treatment from hundreds of Black men to “observe the natural history of untreated syphilis.”

Partly because of this, the Black community also experiences higher vaccine hesitancy. They also have a lack of confidence in the vaccines’ safety and have concerns regarding its risks and side effects.

Microbiology professor Trevor Charles, pharmacy professor Kelly Grindrod and health systems researcher Moses Tetui answered questions regarding vaccine-related fears.

One of the questions they were asked was if COVID-19 vaccine side effects are the same for Black individuals as compared to non-Black individuals.

“There is no evidence that the side-effects from COVID-19 vaccines are different for any ethnic or racialized group,” the experts said during the Q&A. They outlined common side effects such as “a sore arm, tiredness and headaches” which are signs that the immune system is learning how to recognize the SARS-CoV-2 virus — the one that causes COVID-19.

The experts were also asked if the vaccines are developed with considerations given to their effects on Black individuals, as compared to individuals from other races.

“Around 10 per cent of the Pfizer and Moderna trial populations identified as Black. The studies demonstrated that there were no differences in efficacy or safety in any racialized or ethnic group,” the experts said during the Q&A.

“They added that there is no known evidence that suggests effects of the vaccines differ based on racial differences.

They were asked if the wait-and-see approach which is adopted by Black individuals before receiving their first dose puts them at a greater risk.

“When some members of the Black community decide to ‘wait and see’, it can further increase the risk of COVID-19 within the community,” said the experts. This is connected to the issue of systemic racism, where Black communities are more likely to experience crowded housing conditions or work in higher-risk environments.

They also noted that the wait-and-see approach could have a similar risk for any racial or ethnic group depending on their risk of exposure.

“A better approach would be to discuss those concerns with a trusted health care provider or community leader,” the experts said, as individuals often use the wait-and-see approach because they have questions or concerns about the vaccines.

Emelia Assigbey, an undergraduate student in the Faculty of Health, spoke about how the inclusion of Black participants in the trials shows an effort to make sure that there is some assurance amongst the community that the vaccines are safe.

“I also think that because a Black immunologist was involved in the development of the Moderna vaccine, it helps to add a perspective that already has insight into the Black community and our experience with vaccines,” Assigbey said.

The Moderna vaccine was co-developed by Dr. Kizzmekia Corbett, a Black immunologist at the U.S. National Institutes of Health and one of many Black scientists involved in vaccine research.

“I could never sleep at night if I developed anything, if any product of my science came out, and it did not equally benefit the people that look like me. Period,” said Corbett in the Nature article.

In the article, Corbett stated her agreement on how informing people from minority groups plays a large role in building trust and confidence towards our healthcare sector.

“It is also important to address the disparities present in the healthcare system that Black people face,” Assigbey said, highlighting the need to create and implement solutions accordingly.
From streets to screens: COVID-19 and the rise of Slacktivism

Karen Chen
News Editor

With the onset of increased remote learning and working from home, the notion of protests and rallies has shifted from the streets to the screens.

With students at home bingeing their favourite TV shows and spending most of their time online for school, work, and entertainment, they are a key demographic with a newfound ability to dial in and pay attention to important issues like never before.

However, whether students are truly engaged in social movements remains to be seen.

The United Nations has defined slacktivism as when people “support a cause by performing simple measures” but “are not truly engaged or devoted to making a change”. This type of activism is on the rise.

In light of the year that was 2020, people have been bombarded with social movements and political disputes on top of the COVID-19 pandemic.

With more people staying at home, it was simply easier, safer, and more convenient to participate in civic life via screens.

Social media is often thought of as the new ground for political and social activism. However, creating real lasting change is not as easy as a simple share or a casual retweet.

Today, 72 per cent of young adults, surveyed in a United States database, use some type of social media. Being aware that 45 per cent of people aged 18 - 24 use their smartphones as their main news source, one study found, the way we engage with politics and social activism has progressively changed.

It takes two seconds to read a news headline but weeks to plan a strong protest and months or years to create new policy.

We’ve seen posts of black squares during #BlackoutTuesday in response to the killings of George Floyd, Ahmaud Arbery, and Breonna Taylor as well as in support of the Black Lives Matter social movement, yet police brutality and racial discrimination remain strong issues even now, more than entire year later.

We’ve found hundreds of children’s bodies buried at several different residential schools across Canada, from Marieval Indian school in Saskatchewan to Kamloops Indian Residential School in British Columbia as cold reminders of the atrocities committed by Canadians in the past.

And yet, little has been done in service of the first nations families that continue to suffer from the intergenerational trauma of cultural homicide in residential schools and racial discrimination in the creation of laws and policies.

Despite being only five per cent of the total population, indigenous peoples represent over 30 per cent of incarcerated individuals in Canada.

Moreover, more than 50 indigenous reserves are still under a boil water advisory where strategies for reform and new funding have not been updated in 30 years.

Whether you add it to your story, like a post, or share a colourful image or statistic — adding to your social media is enough for you to tell yourself that you’re raising awareness and that you’re making a difference in people’s lives even when you’re really not.

Which brings to question how many students are actually doing their homework on issues they outwardly support.

Readers who get their news from social media are less knowledgeable on the subject than their traditional news counterparts, one study finds.

Slacktivism’s shared posts on social media are superficial and don’t tell the whole story. It’s all too easy to simply share a post and care about something for one day, one week, or even for a special month. Which makes it all the more obvious that the changes made are only superficial. Meaningful work cannot happen without effort, and those who believe otherwise are disillusioned by slacktivism’s easy appearance.

Raising awareness on social media is the first step in creating meaningful social change but unless those trendy sentiments can translate into long lasting political will, they won’t mean anything at all.
Hailing from rural Lindsay, Ont., Alex Garbutt joined the University of Waterloo’s varsity women’s rugby team in her first year of university and is now one of the team’s co-captains.

Garbutt, a kinesiology co-op student, decided to stay at UW for an additional year to continue playing on the women’s rugby team after it was cancelled due to the pandemic. She will be entering her 5A term this fall.

“My whole life revolved around sports,” Garbutt said. Both of Garbutt’s parents were involved in sports, which influenced her enrollment in athletics at an early age.

Growing up, Garbutt did figure skating, dance and gymnastics until age five before switching to competitive softball and competitive hockey. She played competitive hockey for the Lindsay Lynx for 11 years and competitive hockey out of Port Perry, Ont. from Grade 8 to Grade 12.

She was also a part of her high school’s track team and advanced to the Ontario Federation of School Athletic Association (OFSAA) championships for three out of four of her high school years for javelin.

Garbutt’s journey in rugby began in Grade 11.

“Coming to UW and choosing rugby was a big choice for me,” Garbutt explained. She nearly decided to pursue varsity hockey instead, but ended up continuing with rugby. “I don’t regret it. I personally have grown as a rugby player, as a leader and as a person,” she said.

Over the course of the pandemic, Garbutt spent time training on her own. “I’ve gotten in the best shape of my life over the pandemic. I kind of took it as, ‘I’ve got to do this for myself,’ and ‘I’ve got to stay in shape so that when I can play rugby, I’m in the top shape that I can be in,’” she said. During the pandemic but before the lockdown, Garbutt was able to train with the team at an outdoor location.

Before the pandemic, a typical day for Garbutt would entail a gym session in the morning, attending her classes on campus until around 3:30 p.m., going to rugby practices for approximately two hours and then heading home to study. “On the weekends, the rugby team likes to have socials. We always hang out after games,” she said.

Being a student athlete led Garbutt to utilize routine. “When it was a normal season, and I was waking up and working out, and I was doing well in school, it just really shaped me and made me a much more organized person. I think it gives me a lot of discipline, which is really nice to have,” Garbutt explained.

In addition to her leadership on the rugby team, Garbutt founded an outdoor fitness class business called Endgame Performance. The program is running this summer and currently has around 30 participants, which she hopes will grow to 50 by the end of the summer.

Garbutt took part in training four youth sports teams that are a part of her local soccer association in Lindsay. She said she hopes to help increase the number and variety of sports teams in her community.

“I didn’t see a lot of other girls my age in the gym and I really want to bring it home and one day, have my own gym here and train all these athletes,” Garbutt said. She noted that many young athletes may not continue on to varsity level sports in university, but can still use fitness as an outlet and continue exercising to stay healthy.
A
fter years of relentless hard work, sleepless nights, and running away from geese, convocation is a significant milestone for most University of Waterloo graduates. Such an event couldn’t possibly be more auspicious, unless you have been chosen by peers in your faculty’s graduating class to represent them as valedictorian.

That was the case for Kyle Rowe, who graduated with an honours bachelor of global business and digital arts (GBDA), with a global experience certificate (GEC), and represented the Faculty of Arts class of 2021 at spring convocation.

We got to sit down, virtually, with the Vancouver native himself to talk about his amazing achievement, his time at UW and what the future holds.

Imprint: How was virtual graduation?
Kyle: It was actually pretty good. The convocation team did a good job doing what they could. The silver lining of a virtual convocation was that you don’t have to be there for five hours; you heard a few speeches, they listed everyone’s names and that was it. So, it got people on about their day a little earlier. But of course, it’s too bad everyone couldn’t see each other one last time for the hugs and photos and everything that we’re all used to.

I: Were you wearing pants?
Kyle: I was indeed wearing pants, believe it or not. I was thinking maybe I don’t even need to dress up, I could just wear sweats. But I watched it with my family, so I decided I should dress up and probably put on some pants.

I: Was Valedictorian on your list of things you wanted to accomplish, or was it something that just happened?
Kyle: It really wasn’t on my radar at all. In first year, I was just kind of getting used to the school, and changing my study habits. Second year is when I started getting involved in volunteering, hack-a-thons, and stuff like that. It wasn’t until one of my friend’s suggested it to me. He said, “Hey, you should apply for this,” and I did. I sent in my list of accomplishments and an example speech. I guess they liked it, so they chose me. But it was never on my radar at all. I was just volunteering and doing my thing and it just kind of worked out that way, which was nice.

I: What was the valedictorian selection process like?
Kyle: You have to get nominated by five people in your faculty, as a prerequisite. Once you have the nomination form, you submit a list of your accomplishments; things you’ve done academically, professionally, for the school, for the community — that sort of thing. Then you submit a two-minute example speech, as if you were Valedictorian. And from those three things, the Valedictorian committee whoever fits best.

I: Unlike high school, university doesn’t have a yearbook. If we did, what would be your yearbook quote?
Kyle: I would go with the end of my Valedictorian speech. Arts students — we’re all creative, that’s what binds us. “Wherever you go in the next stage of your academic or professional journey, use your creativity and go make the world a more diverse and accepting place.” It’s more important than ever right now — diversity, acceptance, and just being kind to people.

I: What advice would you give to your first-year self?
Kyle: First of all, don’t stress about marks too much. I know UW has a reputation of being a pretty high-achieving academic school. Coming from high school, a lot of people are used to getting really good marks. UW kind of hits you like a truck sometimes, especially in first year; I felt that. In the end, marks (for me) really didn’t impact my placement or anything too bad. Your grades don’t define you.

I: What’s next?
Kyle: Right now I have a full time job as a digital marketing specialist for a tech company in Vancouver. I’m doing some web development stuff, which is pretty cool. In the future, I would like to do my Masters someplace in Europe — maybe Germany or Italy. And then one day I would like to start my own marketing agency.

I: What is the Kyle Rowe, 2021 Faculty of Arts valedictorian, famous Tim Hortons order?
Kyle: Oh my gosh! The Tim Hortons at the Student Life Centre, I can’t count how many times I’ve been there — in between classes, before midterms and finals. I would go with a bacon grilled cheese with a hash brown, and either a hot chocolate if it’s cold outside, or frozen lemonade if it’s warm. I am not a coffee guy. I somehow went through my entire undergraduate career without having a cup of coffee.
Imprint Reviews & Recommendations:
Introducing TWICE

Ashley Tang
Reporter

In 2015, JYP Entertainment — a South Korean record label — created a girl group survival show called “SIXTEEN.” Every week, 16 JYP trainees competed against each other for a chance to debut in what would eventually become one of South Korea’s top K-pop powerhouse. In the end, nine members were chosen: Nayeon, Jeongyeon, Jihyo, Momo, Sana, Mina, Dahyun, Chaeyoung and Tzuyu. They would become TWICE, a band name chosen because the group wants to make an impact “once through the ears and once through the eyes.”

Last year, TWICE signed to Republic Records, an American record label that has dominated the music industry by representing major artists who have found worldwide success such as Ariana Grande, Nicki Minaj and The Weeknd. Since then, they have released several English versions of some of their popular singles such as “MORE & MORE,” “I CAN’T STOP ME” and “CRY FOR ME.” This upcoming September, TWICE is geared to release their first full English digital single. Until then, here are the top five TWICE songs you should listen to.

1. “CRY FOR ME” has a haunting and sinister undertone. The dark lyrics beg for someone you love to cry for you so you can forgive them for all their wrongdoings. The song starts off with slow, drawn out string instrumentals before the tempo starts to incrementally speed up in the pre-chorus until it builds up to a musical peak that is followed by a dramatic drop.

2. “Be As One” is a special Japanese ballad gifted from TWICE to their fans. In the song, the girls express their love and thanks to fans who have continued to stay by them through all the anxiousness and uncertainties that they’ve faced together on their journey as a group. Simple and elegant piano notes open the song and brass instrumentals join later on to create a fuller sound that supports each of the girls’ vocals.

3. “What Is Love?” was a cultural reset. The song itself has a fast-paced, upbeat and bright melody with a higher pitched chiming pattern layered on top to reflect the lyrics which represent a naïve and innocent look on love. The girls question what that feeling of love we often hear about actually is — is it really “as sweet as candy” or “like flying in the sky”? The music video pairs the girls up as each other’s love interests as they act out scenes from various popular movies such as Romeo and Juliet, Pulp Fiction and The Princess Diaries.

4. “STRAWBERRY MOON” starts off with a mysterious flute which becomes the key element in the enchanting melody that hypnotizes listeners throughout the song. The relay between each member’s vocals bouncing off of each other’s lines paired up with the light notes of bass subtly beating in a successive pattern to add a more in-depth sound, work together harmoniously to create a beautiful illuminating multidimensional experience.

5. “LOVE FOOLISH” is arguably one of TWICE’s best songs of all time. The song talks about the confusion that comes with wanting and yearning for the person you resent. The fervent beat pulses around the group’s sultry vocals which dwindle down to a deep, alluring whisper in the song’s detached and smoky chorus. And the electrifying instrumental that zig zags in the background perfectly captures the push and pull of loving and hating someone simultaneously.

KW’s first community fridge

Yelda Safi
Reporter

When the pandemic hit in March 2020, KW experienced an increase in food insecurity according to the Food Bank of Waterloo Region. In their 2019-20 annual report, the food bank documented a 40 per cent growth in food distribution compared to 2019.

Many cities across the country are implementing community fridges, a project that aims to provide more food accessibility options and decrease food waste.

A team of volunteers brought the very first community fridge to KW last December, opening the fridge a few days before Christmas.

“IT was a really great time to be able to service to those in need,” said Edna Bozhori, a core team member of Community Fridge KW (CFKW) and a fourth-year health studies student at the University of Waterloo.

Community fridges are public, typically outdoor refrigerators full of fresh produce provided by the community for members within that community.

“We always try to put out the message, and you’ll see it on our fridges, ‘take what you need, leave what you can,'” described Bozhori.

Bozhori also mentioned that another goal of community fridges is to remove stigma regarding food aid and other barriers for individuals who are experiencing food insecurity.

“ONE of the big benefits of community fridges is that they are stigma-free. You don’t have to put your name down and what you’re taking, or have an inventory of what you took,” Bozhori said. “If someone is not comfortable sharing their financial state, then they don’t need to.”

“We are here to provide to the community, no questions asked, no judgement.”

Community fridges are non-profit, grassroots projects operated and maintained entirely by volunteers.

The fridge, donated by one of the volunteers, is encased in a handmade wooden box constructed by volunteers to protect it from the weather, and store extra non-perishable foods on the shelves inside. CFWK’s host, Full Circle Foods, provides the power needed to keep the fridge running.

“The last time I checked, our volunteer Facebook group was over 200, maybe 250 [members]. That’s how many volunteers we have to call upon when we need support or to facilitate fridge check-ins,” Bozhori said.

The fridge’s Instagram page, which also provides updates and lists ways for people to get involved, has thousands of followers. At CFWK, the fridge is routinely checked and maintained daily by the volunteers for health and safety purposes.

“We have our volunteers go in three times a day to check the state of the fridge. So making sure that things are cleanly wiped down, making sure that any food that can’t be accepted is removed,” explained Bozhori. Certain foods like dairy products cannot be accepted at CFWK, due to public health reasons.

Food can be accessed or donations can be made at any time of the day as the fridge is open 24 hours, seven days a week. CFWK is located at 3 Charles St. West beside Full Circle Foods in downtown Kitchener.

“The beautiful thing is not only can people take from the fridge, but people can donate,” Bozhori said. “You don’t have to be a business or a restaurant to give food, if you’re a local citizen, a local neighbour and you decide to pick up some extra cans of soup, you can donate them to the shelves of the fridge, being mindful of our donations guidelines.”

The donation rules and guidelines are posted on the fridge and can also be found on CFWK’s social media pages.

“When people donate we ask that they fill out logs that are posted inside the fridge. So if you are a business or just a regular citizen donating, we like to have people write down what they donated and the state [of the product] so we can also keep track of that for health and safety guidelines,” Bozhori said.

CFWK has had a great start and impact on the community in the first six months since they opened last winter. The project has received a lot of positive feedback from community members who use its services.

“We get those messages and hear those stories, it warms our heart and affirms that we are making a difference.”
The University of Waterloo is home to many thriving student design teams, and the UWAT robotics team is no exception. The student-led group competed in the VEX U Remote Skills Championship in June, where they claimed victory over 77 other teams.

“The competition challenges teams to develop highly efficient robots and software to complete a known challenge. We know the field setup beforehand and plan optimized routes accordingly,” said Terrance Bariciak, the software lead and robot driver for UWAT.

Due to the pandemic and travel restrictions, the team was unable to compete in the usual in-person challenges this season. Instead, they took on the “Remote Skills Challenges” that use video conferencing to inspect the robot, observe the run and post a score to the global rankings.

The team constructed a 15-inch by 15-inch by 15-inch robot to complete the skills objective — moving red balls into the goals while removing the existing blue balls. To do this, the robot had to navigate around a square enclosure and pick up the balls with very precise movements.

The skills competition consisted of two types of matches, each lasting one minute. The driving skills matches were driver-controlled with Bariciak operating the robot, while the programming matches required a completely autonomous run. Teams were ranked based on their combined score in each type of match.

“At the level that we were competing, there was a lot of pressure and very little room for error to achieve the perfect run we were seeking, so I practiced the routine often. I benefited from prior experience competing as the robot driver in high school and extensive experience flying high-performance model aircraft,” Bariciak said.

The Waterloo team performed very well this season, both in the Remote Skills Championship and in earlier regional events.

“Although we were very pleased with our success this season, competing during a pandemic brought on many challenges,” Bariciak said. “Notably, with our team members scattered across Ontario and Canada, we weren’t able to collaborate in-person this year.”

Bariciak and his sister, Tia, performed all the onsite building for the robot. Other team members helped with designing parts, testing algorithms and planning routes.

Bariciak credited the team leads, Suchir Navalyal and Alex Su, for handling administrative and financial duties as well as helping the team run smoothly.

“Developing a remote workflow for engineering and administrative tasks was challenging at first, but we adapted quickly and found great success despite this limitation.”
A new touchless technology, developed by engineering researchers at the University of Waterloo, has the potential to detect signs of major blinding diseases in retinal blood and tissue earlier than ever before.

According to an article from Waterloo News, numerous eye diseases such as diabetic retinopathy, glaucoma and age-related macular degeneration have undetectable symptoms in their early stages, and are only detectable by doctors once irreversible damage to blood vessels in the retina has been done.

However, through this groundbreaking new laser-imaging technology, researchers believe that early detection is possible, preventing vision loss and permanent damage.

“We’re optimistic that our technology, by providing functional details of the eye such as oxygen saturation and oxygen metabolism, may be able to play a critical role in early diagnosis and management of these blinding diseases,” said Parsin Haji Reza, director of the PhotoMedicine Labs at Waterloo and co-founder of the startup illumiSonics.

The article also mentioned that the foundation of the new laser-imaging technology is known as photoacoustic remote sensing (PARS), which enables contactless imaging of human tissue through the use of multicoloured lenses, permitting both patient comfort and accurate results.

In the past, PARS technology has been used by researchers to microscopically analyse breast, gastroenterological and skin tissues, as well as provide surgeons with real-time imaging to remove brain tumours.

“PARS may move us beyond the current gold standard in ophthalmological imaging,” said Dr. Richard Weinstein, an ophthalmologist and co-founder of the Ocular Health Centre. “For the first time, not just in ophthalmology but in the entire medical field, diagnosis and treatment of disease could be made prior to structural change and functional loss.”

Swept source optical coherence tomography (SS-OCT) was also used alongside PARS in imaging the eye and providing high quality 3D images.

Reza also mentioned that researchers and ophthalmologists are working together to begin clinical trials within two years. The corresponding paper written on this new technology can be found in the journal Scientific Reports.
Marketing ourselves: Its need vs. its demand

The primary question anxious first-year students often ask is, “What can we do to better market ourselves for jobs?” “Marketing ourselves” introduces students as products to employers and creates a negative relationship with job searching. This terminology is disingenuous and invites the freshmen into an anxiety-induced process. Choreographed work experience only goes so far until it becomes incredibly disconcerting to the student.

Our anxieties behave as kaleidoscopes and give company to our thoughts — no wonder the library air is so tense.

In other words, this inaccurately creates the mindset of “marketing ourselves” and inherently constructs students as products. This mindset leads to a worrisome perception of the future.

Not to confuse this mindset with pursuing steps in the desired field. It only makes sense for a person in the medical field to try and attain a job at a clinic or hospital, or instances where the only motivation behind a job is to earn money.

Students often use the term “marketing us” when referring to their job search, believing that they, along with their skills, are a commodity. This insinuates that students are a result of the job market, collecting the acquired skills and experience that will only be useful to an employer. The consequence of this mindset is frustrating as it removes all genuineness from meaningful experiences.

It’s true that the job markets are becoming more and more competitive for graduates each year, one that co-op students feel its effects every other semester. Students might feel the need to settle for jobs as if that’s all that they deserve. Resumes have become like love poems and LinkedIn, our crushes’ profile pages.

Resume formats, SEO keywords, interests and skills are all designed to capture the hearts of our future employers. Networking is half the struggle.

Applicants are dropping breadcrumbs to reel employers in, even if they are not hungry.

But in our case, the reverse is happening. Networking affects by-product of capitalism in every effect of the term has brought environmental degradation, fast fashion, declining mental health, mass surveillance, global inequalities and much more.

Social media breaks, shopping at thrift stores or small businesses, disinterest in the classic 9-to-5 workday, and investing from an early age are a common occurrence among Gen Z’s. This breakage from the hardwired structure of capitalism is a response to our current environment.

The term late capitalism is not new. According to an article from The Atlantic, the concept was introduced by German economist, Werner Sombart, using Marxist theory to describe what was happening in the 20th century with the rise of multinational corporations and international finance. It was the peak of capitalism, to say the least. But in our case, the reverse is happening.

Late capitalism breaks away from the capitalist system that was built around. It no longer invites the workaholic driven society as the 20th century did. The changes of the 20th century have caused all aspects of the world to change because of it. Environmental, societal, political, etc., have all been affected by capitalism.

What I mean is that the world is changing. “Selling your soul” is an expression used for the peak of capitalism, which cannot be used anymore by university students and graduates as it no longer applies to our current society.

All in all, as we go onwards, the job search experience should be more self-assertive. Just as they are interviewing us, we are interviewing them.

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Volunteer at IMPRINT

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**Imprint crosswords**

**Yummy brands**

**Across**
1. Confined, with “up”
2. Inbox annoyance
3. Frog sound
4. Food made from the pressed curds of milk
5. Seuss critter in socks
6. Not like at all
7. Meter maid in a Beatles’ song
8. Frothy whipped dairy drink
9. Cost of living?
10. Meter maid in a Beatles’ song
11. Frothy whipped dairy drink
12. ‘cleans and protects teeth’ chewing gum
13. Cost of living?
14. Aussie runner
15. They’re beaten in kitchens
16. Dog breed whose name derives from a Chinese word for “lion”
17. Drink invented by Atlanta pharmacist John S. Pemberton in 1886 (4,4)
18. Smirnoff competitor
19. Magnificent Matcha Green Tea maker
20. Podded veggies
21. Camel feature
22. Holmesth smoked them
23. Kendall Jenner’s favourite soda brand
24. Focus of discussion
25. Send back green water from French spa town
26. Dorm, briefly
27. Send back green water from French spa town
28. Send back green water from French spa town
29. Send back green water from French spa town
30. Send back green water from French spa town
31. Send back green water from French spa town
32. Send back green water from French spa town
33. Send back green water from French spa town

**Down**
1. Confined, with “up”
2. Inbox annoyance
3. Frog sound
4. Food made from the pressed curds of milk
5. Seuss critter in socks
6. Not like at all
7. Meter maid in a Beatles’ song
8. Frothy whipped dairy drink
9. Cost of living?
10. Meter maid in a Beatles’ song
11. Frothy whipped dairy drink
12. ‘cleans and protects teeth’ chewing gum
13. Cost of living?
14. Aussie runner
15. They’re beaten in kitchens
16. Dog breed whose name derives from a Chinese word for “lion”
17. Drink invented by Atlanta pharmacist John S. Pemberton in 1886 (4,4)
18. Smirnoff competitor
19. Magnificent Matcha Green Tea maker
20. Podded veggies
21. Camel feature
22. Holmesth smoked them
23. Kendall Jenner’s favourite soda brand
24. Focus of discussion
25. Send back green water from French spa town
26. Dorm, briefly
27. Send back green water from French spa town
28. Send back green water from French spa town
29. Send back green water from French spa town
30. Send back green water from French spa town
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