

I'KLE3KTIK

The official student magazine of Lambeth Academy

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The **I'KLEKTIK** wants to give Lambeth Academy students a platform to get their voices heard in a creative and thought provoking way. Whatever your interest: literature, science, maths, business, photography, art, sports, film, gaming, food, or,

if you just have something to say,

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- Krystelle Edwards-Stedford
- Diogo Costa
- Milo Gildea
- Jessie Chu
- Tamara De Paula
- Kitty Gan
- Mabel Chu
- Callum Duberry

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Out of a crisis popped K-Pop.

By Krystelle Edwards-Stedford



K-Pop (케이팝), an abbreviation of Korean Pop, is a growing music genre and music industry originating in South Korea. It captures an increasing range of music styles: dance-pop, pop ballad, electronic, rock, metal, hip-hop music and R&B as one genre. Jung-sun Park, Professor of Asian Pacific Studies at California State University says, "it's important not to generalize on the trend, because it's such a remarkably diverse and complex topic."

Compared to other music genres, K-pop is a relatively new genre of music originating in the 1990's with roots tracing back to the 1960's. The K-Pop which is listened to today was first introduced in 1992 by a three member boy group named 'Seo Taiji and Boys'. Indeed, it is their successful experimentation with a variety of music styles from western culture which shaped the future trend emerging from S.Korea. The catchy rap and memorable lyrics exploited the formula which makes so many songs popular 'earworms', whilst inspiring a long chain of artists to follow. Big business, as always, has a major role to play in the meteoric rise of K-Pop and music labels and talent agencies such as 'CJ E&M' are worth over \$3bn.



The Rise of Hallyu (Korea Wave/ "flow of Korea")

The Rise of Hallyu refers to the cultural phenomenon which led to the huge popularity of South Korean culture. Surprisingly, or perhaps less so if you understand government intervention and macro economics, the birth of K-Pop can be directly attributed to the 1997 Asian Financial crisis. South Korea had been left severely exposed by a major financial collapse in the region and the government sought ways to stimulate the economy and reverse the downward trend. With little natural resources and arable land, the government looked to its people and culture by investing in its music industry, food and dramas. For example, K-Pop music videos cost two or three times the average of a western equivalent, indicating how much the government subsidises this industrious culture enterprise. Alongside this is the huge investment in developing young talent. It is almost impossible to find a K-Pop artist that is not as good an actor as they are singer/rapper or dancer or vice versa. This means that it is not out of the ordinary for a singer in a popular K-Pop group to be a main star in a hit K-drama. This makes them industrially flexible which in turn works in favour for the company as both products receive exposure. Such intense training from a young age often comes under much criticism for its factory



model. However, much more is at stake here than South Korea's economy. Jung-Bong Choi, Assistant Professor of Cinema Studies at NYU's Tisch School of the Arts, believed that it wasn't just financial gain which made South Korea want to join the globalising world, but more their deep seated need to open up to "a new age of liberal expression and deregulation and people buying things—and creativity." - Following a period of military dictatorship and the 'humiliation' of needing to borrow from the IMF after the 1997 crisis.



It would thereby be an understatement to simply say K-Pop is Korean music; it is now a fusion brand and lifestyle appealing to a youth generation with its synthesized music, sharp in synced dance routines and HI fashion colourful outfits. K-Pop has also fuelled a foreign policy shift from isolationism to pro-globalisation, thus opening the doors of South Korea to the world. This expansion of Korean popular culture has resulted in a surge in foreign demand of all things Korean. By 2012, Korea's ministry of culture, sport and tourism estimated Hallyu's economic asset value at \$83.2-billion, of which \$5.26-billion was thought to be attributable to its music industry. This proves that the initial government subsidies for K-Pop have been immensely successful in helping their economy out of crisis.

A primer on Gentrification.

By Diogo Costa

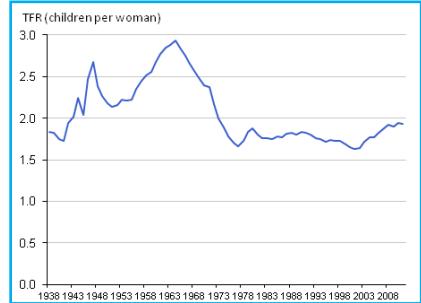


The term "gentrification" was coined by British sociologist Ruth Glass in 1964 to describe the influx of the middle class displacing lower class worker residents in urban neighbourhoods. The term was published in Ruth Glass' book 'London: aspects of change', where she stated that "One by one, many of the working class neighbourhoods of London have been invaded by the middle-classes—upper and lower", further adding, "Once this process of "gentrification" starts in a district it goes on rapidly, until all or most of the original working-class occupiers are displaced and the whole social character of the district is changed." Sociologists Bruce London and J. John Palen continued the research in the field and developed five causes of gentrification, these are: 1) demographic-ecological; 2) socio-cultural; 3) political-economical; 4) community networks and 5) social movements.

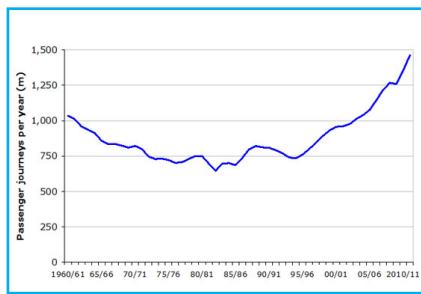
The first cause of gentrification, demographic-ecological, endeavours to illustrate gentrification by analysing demographics such as: population, social organisation, environment, and technology. During the "baby boom



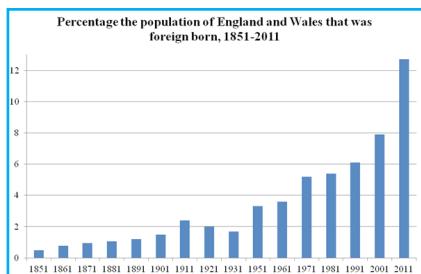
generation", the demand for housing increased substantially. Supply couldn't keep up with demand and therefore the only option was to "recycle" cities to meet soaring demands. The "baby boomers" in the hunt for housing were demographically completely different to their predecessors. They married at an older age and had fewer offspring and at a later age. Households were commonly composed of young aspirational couples electing to reside in the inner city within close proximity to their workplace. These couples usually had white-collar jobs and, as a consequence, a "ghetto" formed separating the white and blue collar workers. It can be argued that this "invasion" of the white-collar workers was somewhat self-segregating.



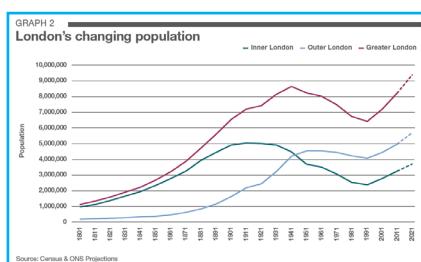
The second cause of gentrification, socio-cultural, argues that value, sentiments, attitudes, ideas, beliefs and choices expound and anticipate human conduct more so than demographics. The focus here is on the changing attitudes, lifestyles, and values of the middle and upper middle-class of the 1970s. Middle and upper classes were becoming more pro-urban than ever before, opting not to live in rural or even suburban surroundings anymore. London and Palen refer to the first people to "invade" the cities as "urban pioneers." These urban pioneers demonstrated that the inner-city was an "appropriate" and "viable" area to live, resulting in what is London and Palen referred to as "inner city chic."



Political-economic divides into two approaches: traditional and Marxist. The "traditional approach" disputes that economic and political circumstances are responsible for the "invasion" of the inner-city, thus the name political-economic. The changing political and judicial climate of the 1950s and 60s had an "unanticipated" act in the gentrification of districts. A decrease in prejudice, discrimination, animosity, chauvinism, enmity, preconception, xenophobia and racism (due to new human rights legislation) led to more ethnic minorities and immigrants moving to the suburbs and the white British no longer jilted the concept of moving to the city. The decline in supply of suburban land and inflation in suburban housing prices also energised the "invasion" of the cities. The Marxist approach abjures the assumption that the political and economic influences on gentrification are imperceptible, but are in fact deliberate. This theory claims that "powerful interest groups follow a policy of neglect of the inner city until such time as they become aware that policy changes could yield tremendous profits." Once the inner city results in an antecedent of revenue, the defenceless, disenfranchised and helpless dwellers are luxated with little or no regard from the all-powerful.



The fourth cause, community-network approach, outlines the views of the community as an "interactive social group". Two perspectives or aspects are noticed and noted, these are: "community lost and community saved." People in the community are perspective absent, in addition it also disputes that the portrayal of the neighbourhood as becoming innumerable finite due to industrial, mechanical and scientific advances in transportation and communication. This suggests that the small-scale, local community is being replaced with more large-scale, political and social organisations (Greer, 1962). The antagonistic side, or the community save side, argues that community activity increases when neighbourhoods are gentrified because these neighbourhoods are being enlivened.

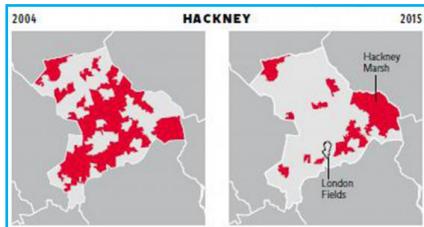


The final cause is social movements. Social movements refer to ideologically based movements, commonly, in terms of leader/follower relationships. Supporters of gentrification are persuaded by leaders to renovate the inner-city.

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Opposers are the people who currently live in the deteriorated surroundings and establish countermovements in order to gain the necessary power to defend themselves against the actions of the upper class or the elite. One social movement is at odds with the other.

One common effect of gentrification is displacement. Right you can see an image of the borough of Hackney which demonstrates an important and damaging effect of gentrification: displacement, specifically the displacement of the lower class. Note the significant decline in lower class families residing in the area. Hackney is now one of the least deprived areas of England because of gentrification. Displacement as an effect of gentrification has been described in 'The Gentrification Reader' as "forced disenfranchisement of poor and working class people from the spaces and places in which they have legitimate social and historical claims." In the initial stage of gentrification, a renter is predominantly forced out due to the changing incentives of the proprietor. With the growth of enthusiasm in particular area, they have no motivation to cling to their current dwellers over the new, more affluent lease seekers. In addition, those who are "gentrified" lack the economic resources to fight these changes, and are commonly stereotyped with having a lack of political power, being simply exploited, abused and oppressed by property owners and by real estate developers, and sooner or later are forced into eviction.



In response to displacement, extensive theories based on neighbourhood socioeconomic status and the impact on one's behaviour and future, have prompted "social mix policies". These are widely adopted by government to encourage the process and corresponding 'positive' effects, such as lessening the strain on public resources gained by de-concentrating poverty. However, more targeted research has shown that gentrification does not necessarily correlate with "social mixing" and the effects of the new composition of a gentrified neighbourhood can both weaken as well as strengthen community cohesion. The process of gentrification mixes people of different socioeconomic strata, thereby mixing a variety of expectations and social norms. Gentrification brings in class distinction which has been illustrated to create segregation by income, education, household composition, and race in communities. It also conveys a social rise that puts forward new standards in consumption, particularly in the form of excess and superfluity, to the area that were not held by the pre-existing residents. These differing norms can lead to conflict, which potentially serves to divide changing communities.



Nonetheless, the economic changes that occur as a community goes through the process of gentrification are often favourable for local governments. Affluent gentrifiers increase the local tax base as well as support local businesses, this is why a large part of why the process is frequently alluded to in urban policies. The decrease in vacancy rates and increase in property value that escort the process can work to stabilise a previously economically struggling neighbourhood, restoring interest in inner-city life as a residential option alongside the suburbs. These adjustments can create positive feedback as well, encouraging other forms of economic development in the area that promote general economic growth. The trade off to this however is inequality. Ownership of property is a significant variable when it comes to harsh economic impacts of gentrification. People owning property achieve the financial benefits of gentrification than those who rent their houses and can be displaced without much compensation. In this sense, Gentrification is both the cause and consequence of inequality.



The drugs (policies) don't work, they just make it worse.

By Milo Gildea

LEGAL MARIJUANA REGULATION IN WASHINGTON

Arrests of adults 21 and over for simple possession of marijuana are down:

2012: 5,531 arrests

2013: 120 arrests (the year marijuana regulation took effect)

Traffic Fatalities and DUI Arrests are down: Traffic fatality rates are at the lowest in history. Fatalities dropped 6% from 2012 to 2013. Arrests for impaired driving, or DUI, in Washington decreased 12% from 2012 to 2013.

Revenue is Up: Since stores first opened July of 2014, customers have made purchases totaling over \$19,200,000. Sales have already generated \$4.7 million in new marijuana excise tax revenue for the state.

Learn more at <http://voteyeson91.com/wa-co-results/>

What if I told you that it is easier for someone aged 7 to get class A drugs than it is to get a pair of scissors , you would think that I were lying or that it was a poor joke, either way you'd hope that it wasn't true.

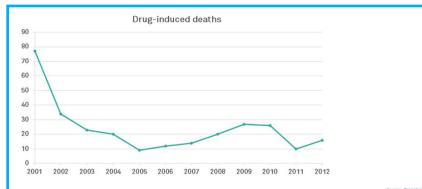
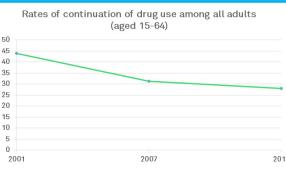
But it is true.

Nowadays drugs are widely available to everyone as long as they have the money . And who do we have to thank for this wonderfully wide access? The gangs, no that would be looking on too small a scale; how about our government?

Because that is the sad truth, it is our government's actions that have paved the way for a terrifying spike in the quantity of drugs, the accessibility, the strength and the amount of people damaged by them. Basically everything that you thought they were against. The policy at the moment of high criminalisation is too crude for a complex issue.

Our aim should always be to minimise the possible damage done to society and to the user, and this is where our current policy fails. In recent years a new "super" strain of cannabis has become more available than normal cannabis, Skunk. It contains 10- 14% THC (the active ingredient in cannabis), compared to the normal 2-4% that many people were used to in their early days of smoking marijuana. Regular consumption in levels this high can lead to a reduction in white matter between the left and right sides of the brain. What this mean is it makes it much harder for your brain to transfer information between the two sides; which can lead to a series of problems, namely psychosis, which in anyone would be devastating but specifically in a young person could be extremely damaging since it would prevent them becoming a healthy citizen.

How do we fix this? We do the one thing our government has refused to even consider, we decriminalise all of it, why? In 2001, Portugal decriminalised all drugs and witnessed a decline in the proportion of its population reporting that they have used drugs. Furthermore, there has been a decline in the percentage of the population who continually use drugs, as well as sharp decline in drug induced deaths.



What about if went one step further? What if we legalize some drugs? Just like Colorado and Washington in the US, we would collect millions in revenue whilst saving on law enforcement. Washington alone is expected to earn \$636m from sales of marijuana by 2019, yet the number of arrests for weed offences fell from 5,531 to 120 after legalisation. This is a huge cost saving for the tax payer and allows the police to focus on real issues.

In conclusion nearly everything we've done for the past fifty years has been a step in the wrong direction, are we too far gone to try another way, or are we just not willing to consider the mounting evidence? Maybe we should learn from other countries and give our policy a complete overhaul. It would certainly be interesting to ask why we in the UK would not consider these alternative policies in light of the evidence that what we are currently doing just doesn't work.

Cosplay: Connection Between Two Worlds

By Kitty Gan



KCosplay,[コスプレ kosupure], a term which originated in Japan and is now widely used around the world by all cosplay lovers. Cosplay can be literally said to be costume-play. It's simply just costumed role-playing in venues apart from the stage, and all cosplayers do is to bring a character who they love to life from the two dimensional world. And it's not unusual to see genders switched.

KCosplay began to show signs of popularity in the late 1980s. The term was coined by Nobuyuki Takahashi of Studio Hard while attending the 1984 World Science Fiction Convention (Worldcon) in Los Angeles. He was impressed by the hall and the costumed fans and reported on both in Japanese magazine My Anime. The coinage reflects a common Japanese method of abbreviation in which the first two moras of a pair of words are used to form an independent compound: 'costume' becomes kosu (コス) and 'play' becomes pure (プレ).

KYou can cosplay anything you want: characters from anime series or manga stories, characters from TV series and movies to characters from books, your own characters and even personate characters which are not in human form! There are no limitations on who you want to cosplay. Some cosplayers tend to make their own costumes, from the clothes they wear to the props used by the characters, so they provide a market for individual elements accessories and raw elements such as unstyled wigs or extensions, hair dye, cloth and

sewing notions, liquid latex, body paint, costume jewellery, and prop weapons. Japanese manufacturers of cosplay costumes reported a profit of £500m in 2008! Its popularity is going global. Over 110,000 people attended the MCM Comic Con in London last October, in comparison to only 88,000 in October 2013.

Undoubtedly, costume and wigs are most important when bringing a character to life; however, re-creating the actions and the personality of characters are also important, as well advanced makeup skills in becoming a character. These skills take quite long time to perfect and require great determination.



To look more like the characters they are portraying, cosplayers might also engage in various forms of body modification. Contact lenses that match the colour of their characters' eyes are a common form of this, especially in the case of characters with particularly unique eyes as part of their trademark look. Contact lenses that make the pupil look enlarged to visually echo the large eyes of anime and manga characters are also used. Another form of body modification in which cosplayers engage is to copy tattoos or special markings their character might have. Temporary tattoos, permanent marker, body paint, and in rare cases, permanent tattoos, are all methods used by cosplayers to achieve the desired look. Permanent and temporary hair dye, spray-in hair colouring, and specialized extreme styling products are all used by some cosplayers whose natural hair can achieve the desired hairstyle. It is also commonplace for cosplayers to shave their eyebrows to gain a more accurate look.

Some anime and video game characters have weapons or other accessories that are hard to replicate, and conventions have strict rules regarding those weapons, but most cosplayers engage in some combination of methods to obtain all the items necessary for their costumes; for example, they may commission a prop weapon, sew their own clothing, buy character jewellery from a cosplay accessory manufacturer, or buy a pair of off-the-rack shoes, and modify them to match the desired look.



Most cosplayers choose to have a photo shoot to show other people who share the same love with this character that this character has come alive and stepped into the real world through cosplay. In most cases, these photos are photoshopped to define the finer details of the character, or sometimes to add on special effects when recreating a scene.

A subset of cosplay culture is centered on sex appeal, with cosplayers specifically choosing characters known for their attractiveness or revealing costumes. Some conventions throughout the United States, such as Phoenix Comicon and Penny Arcade Expo, issue rules upon which they reserve the right to ask attendees to leave or change their costumes if deemed to be inappropriate to a family-friendly environment. Those who seek to sexualise cosplay are maybe missing the point.

Cosplay helps people to develop some skills which they wouldn't normally come across, such as prop building, costume making and photography skills. It helps people to develop an outgoing personality, as you can come across a lot of people with different occupations and personality; people of different generations get to mix, because you all share the same interest. Over time, people who used to be shy and timid can become more confident within themselves. They also help to develop team working and leadership skills when planning and participating in cosplay events.

Good cosplayers are more likely to adopt cosplay as an occupation. They are seen as living fictional characters and celebrities, recognised in public and cheered as guests during conventions. They often profit from selling posters and their photo albums, as well as attending conventions for events and hosting competitions.

Cosplay is just another way of being expressive, it allows people to be a character which they are not on daily basis, and it also enables people to develop new skills which are interesting and are enjoyable to them, allowing them to escape from their busy day life.

Protectionism. When should a country's stabilisers come off?

By Mabel Chu

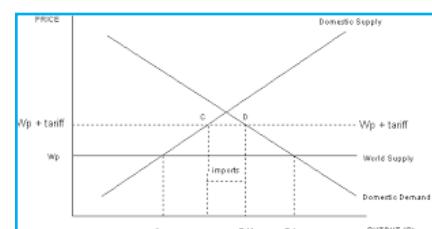


In an increasingly globalised world, Protectionism can seem like a dirty word. Against the orthodoxy of international trade as the main driver of economic growth, I will discuss why and when we should use Protectionism. Protectionism is the economic policy of restraining trade between countries. Such restrictions are becoming more uncommon against the process of globalisation - where countries are more interconnected with each other because of trade and cultural exchange. Yet Protectionism is used to protect the domestic economy when the consequences of globalisation are harmful, for example, governments may intervene and use Protectionism to protect their smaller domestic businesses from larger foreign competitors. Two well-known examples in Economics are illustrated below:

Tariffs:

Effects:

- People have fewer choices and lower quality of goods to buy
- Higher prices are paid
- Domestic firms face less competition from others abroad
- Government should secure more employment and growth of GDP

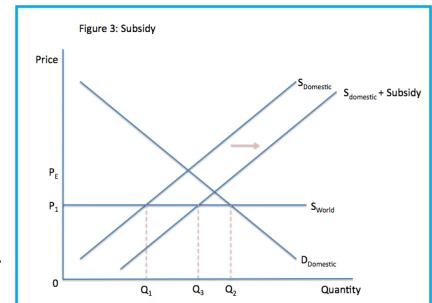


Export Subsidy:

Effects:

- Makes domestic products much more price competitive
- Domestic firms get money to produce more
- Governments benefit from lower inflation and avoid job losses

Without Protectionism, there could be jobs losses in their economies. Other causes or reasons for protectionism include: response to Dumping (which is when a firm sells a product in another country at a price less than the cost of producing it.) Most recently as of this year, the EU has accused China of dumping its Steel across European economies. This is considered unfair competition if China has indeed deliberately lowered the price of their Steel to drive out European firms, or less so if they are able to produce much more efficiently than their European competitors. Either way, 20% of European Steelworkers lost their jobs due to China's steel exports. Various other reasons exist for Protectionism: plugging a large trade gaps or deficits, protecting infant industries, protecting key/strategic industries like defence, and raising tax revenues. Nonetheless, most capitalists would argue for free trade across international boundaries. A favourite economist of mine, Ha-Joon Chang presents Protectionism in a more realistic and honest light win his discussions on development economics. The current professor of economics at the University of Cambridge describes Protectionism as a good tool for the economy and developing economies in particular must be 'protected like a child'. For example, the US started using Protectionism after the Anglo-American War in 1812 and by the 1930s, their industrial tariff rate (import tax) was 40-50 percent! This was the highest in the world and remained so until the Second World War. In terms of Britain, Robert Walpole's 1721 industrial development programme was heavily dependent on subsidies and tariffs. So, we can liken a growing economy to a small child. How much should we expose a child to fierce competition in order to 'toughen it up' compared to protecting their development before facing its 'opponents'?



Girls and Computing

By Tamara De Paula



From an early age girls are often pushed towards 'girly' things, aspiring to be more like a Barbie Doll than someone such as Ada Lovelace, who was regarded as the first computer programmer but went unrecognised. Lovelace was a British mathematician and writer, chiefly known for her work on Charles

Babbage's early mechanical general-purpose computer, the Analytical Engine. Her notes on the engine include what is recognised as the first algorithm intended to be carried out by a machine in 1840. Yet, women only make up 17% of the UK's tech workforce and according to 'e-skills UK' this is falling by 0.5% each year. There is also only 1 girl for every 11 boys recorded in the average UK A-Level computing class in 2011. This statistic rings alarmingly true. Did you know that I am the only girl in my computing class? My computing teacher also tells me that she was one of the 3 women out of 250 students in her university computing class? A recent guest speaker to our school, Sandy Rattray, sadly informed us that only 8% of his employees in his computer programming business are women.



From an early age I was always told "that's for boys only" when showing an interest in computers and games. I could never be as free as our male counterparts and had to act a certain way. This was a significant reason why I continued to play games, always trying to prove my mum wrong that male-dominated activities were not only for them. By not encouraging girls to get involved and interested in computing, we limit their possibilities and freedom to choose an intellectually rewarding career path for themselves.

So why is Computer Science so heavily male dominated? Is it a macho endeavour? Is it anathema to being 'sexy'? Do men have more logical brains?

One controversial argument for the lack of women in computer science is due to genetics. Simon Baron-Cohen developed a theory called 'Empathizing - Systemizing' which hypothesises that males are, on average, better at systemizing than females. The theory suggests that people may be classified on the basis of their scores along two dimensions: empathizing (E) and systemizing (S). Women are apparently better at empathising - identifying and understanding the thoughts and feelings of others, whilst men have greater strength in systemising - analysing, organising and constructing. The latter are the skills needed for computing. Girls are taught to be caring and motherly, and perhaps it's little wonder that empathy is a more common trait in girls than boys - it has been nurtured in them. Nonetheless, if women are better empathisers then they will be in much greater demand by computer science industries if machines are to become truly intelligent. Paradoxically, women as 'empathisers' are best placed to help code emotions and responses that are humanlike for AI.



This 'brain type' argument is easily flawed of course. Perhaps media representation and stereotyping has a bigger role to play in the gender inequality within computing. It is highly common in movies, such as '21 Jump Street', to find less attractive men excelling in abstract challenges but failing miserably to attract the opposite sex. This geek image can have negative consequences such that it prevents women from developing an interest in these technical fields - especially when women are made to feel more dependent on their sexiness and ability to attract the opposite sex to get by.

Encouragement:

Things are changing for the better but there are lots to do.

For us here at Lambeth Academy I'd begin by tackling the issue of gender stereotyping and choice of hobbies in year 7. Young girls need to be challenged about their likes and dislikes as early on as possible to counter external pressures.



The Computer Girls

BY LOIS MARSH

A trainee gets \$8,000 a year

as a computer systems analyst

gets \$20,000—and up!

Twenty years ago, a girl could be a secretary or a nurse, a teacher or a librarian, a social worker or a nurse. If she wanted to, she could go into the profession and compete with men . . . usually working harder and longer than the men did, too.

Now have come the big, dazzling computers, and they have opened doors for women: programming. Telling the miracle machines what to do and how to do it. Anything from predicting the

computer can solve a problem, and then

"It's just like planning a dinner," ex-

cited Grace Hopper, now staff

scientist in the programming at

Univac. (She helped develop the first

computer language, COBOL, in

1960.) "You have to plan ahead and

think out every step, just as you

need it. Programming requires patience

and the ability to handle detail. Women

are natural at computer programming."

I'd also like to see more teaching towards computational thinking, using the principles of systematizing more frequently in lessons- this will allow greater confidence when using hardware.

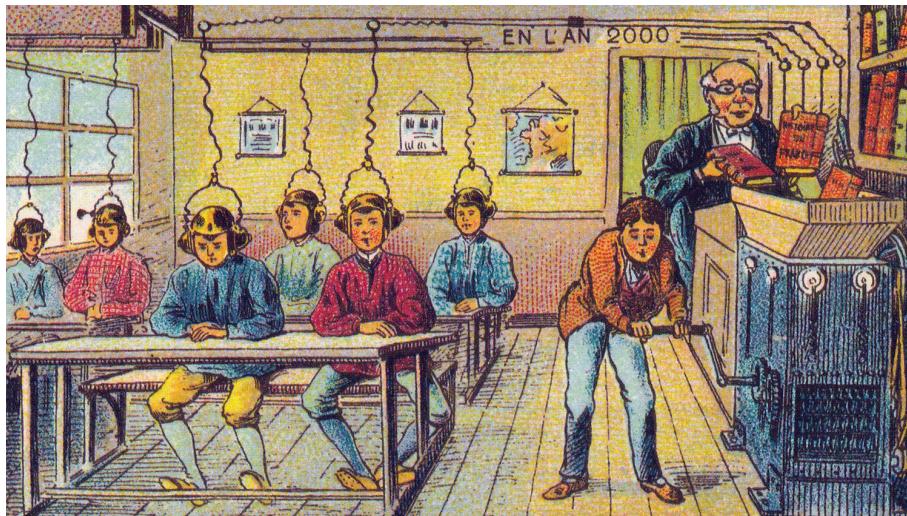
Furthermore, if teachers received some training to better understand the problem then they may be able to find ways to promote a better blend of thinking skills in children.

Lastly we could be more adventurous with the use of technology in classrooms and have school wide app design competitions.

On the whole, we need to pursue a social-cultural shift if we are to tackle the need for more women to partake in how we shape the information age.

'Western vs. Chinese Education'? Another false dichotomy.

By Jessie Chu



'Education in China' is a state-run system of public education run by the Ministry of Education. The average school day in China starts at 7 am and ends 12 hours later, with a two-hour lunch break. Since 1985, it is compulsory for everyone to attend school for at least 9 years as China seeks economic modernization. Not too long before in 1979, the One-Child Policy, a part of the family planning policy was introduced as a form of population control. This limited people from having more than one child. If they disobeyed, they would have benefits such as free housing, education and healthcare removed from them and they would be forced to have an abortion as well as being heavily fined. Because of this, Chinese students feel a lot of pressure and weight of responsibility on their shoulders. Good exam results from the students are associated with their social status and success and families can pin all their hopes on their students. This context makes exam results and educational achievements far more important for families. The urge from Chinese families for tangible academic success and the government's desire to establish uniformity and conformity in a country with over 1.3bn people, and a land mass 44 times bigger than the UK, was a perfect match. Apart from daily constitutional, such as Tai Chi, students are encouraged to massage their eyes to keep them healthy and ready for the day. The children have two meal breaks in the 12-hour school day and exercise together. China's teaching style is focused on note-taking and repetition, also known as rote learning,

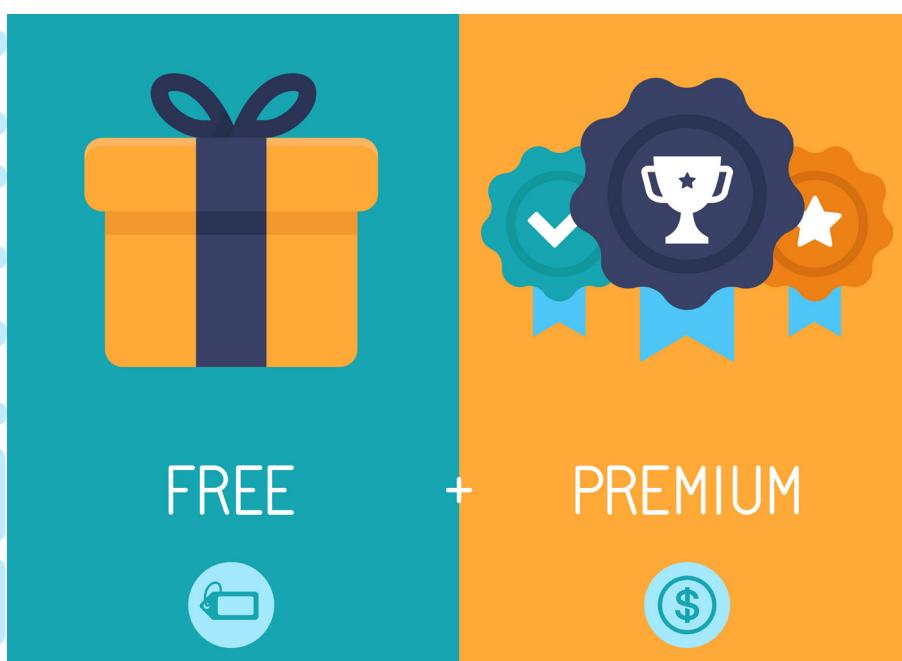


as opposed to England's more interactive and fluid teaching style, where pupils are encouraged to participate in class and express their own views and opinions. The Chinese believe children learn faster and more securely through rote learning. This method has its critics. Author and academic Sir Anthony Seldon says: "China's education system is robbing its young people of the chance to become unique individuals" and "China's strict schooling style needs to change or its youngsters will suffer, along with the economy". I believe that placing each teaching style on a dichotomy is false. Recent media attention, such as the BBC's 'Are Our Kids Tough Enough?: Chinese School' suggests that these are opposite approaches to pedagogy. Is it possible that both rely on each other's success? It is fair enough to state that the UK economy depends on the creativity and enterprise of its workers because of our small population, in contrast to China's need for compliant workers willing to work in manufacturing. The long term effect of this is a concern for China as it moves to a more innovative-based economy dependent on creativity and diverse talents.

We at Lambeth Academy could benefit from adopting some aspects of the Chinese education system. For example, the discrete tasks given to students in China provides a direct and assured sense of guidance towards understanding what it is they need to know and be able to do. A greater emphasis on this throughout the school could support students struggling with disorganised home lives. Another more ambitious yet surprisingly easy idea to introduce is Tai Chi. There is a growing number of studies in the US and the UK demonstrating the impact of Tai Chi in inner city schools. Kids that were failing academically showed remarkable improvements in attention, focus, reasoning and behaviour. Time to put our Muga pitches to good use!

Why I hate Freemium games

By Callum Duberry



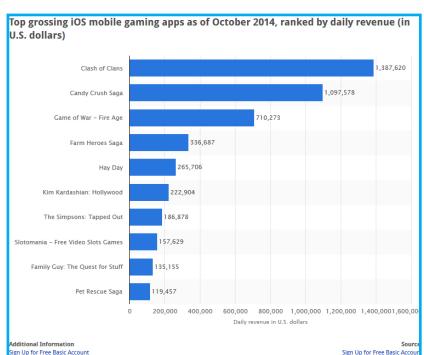
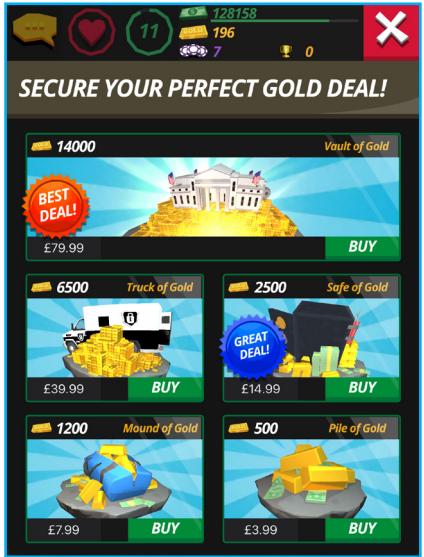
Technology means that we can have anything we desire at a moment's notice. Amazon Prime promises goods on the same day and are working to deliver within half an hour using drones! However, I am more interested in how Freemium games are exacerbating our instant gratification culture. This pricing strategy, more accurately described as Pay2Win can have serious psychological

impacts on its users. But more specifically, I wonder if this style of gameplay affects the resilience of children and their ability delay gratification. This is particularly concerning when more and more studies tell us that the best predictor of young people's success in life are indicators such as resilience, willpower and delaying gratification - resisting immediate rewards in order to receive a larger or more enduring reward later.

'Freemium' games are free to download and play but they feature the opportunity for you to use real life money in exchange for fake in game currency known as 'Premium' currency. This generally occurs in mobile games but some games like Assassin's Creed and GTA online give you the chance to have a fake currency exchange also. Whatever the case, in app purchasing gives the consumer the advantage over the non-purchaser. Immersed in psychology, 'Freemium' games start off easy using bright and bold screens to entice the user to play on some more. The game gradually gets harder whilst giving the user a bit of premium currency to show the advantages you can have or a limited time to use a certain item that can only be bought with real money. It is also worth mentioning here that starting harder tasks first seems to be a stronger way to learn and develop. The user will eventually be prompted to buy some premium currency as when on a special promotion - or you get a limited time bundle that expires 'soon'. Some games don't give the user the opportunity to unlock certain items as the greedy companies rather have you reach into your pockets as the item you may want is exclusive to money purchases, and are usually ridiculously overpriced. A great example is Temple Run, as Usain Bolt is the fastest you can have for £1.99.

The use of premium currency can be viewed as cheating by most people as they haven't worked for what they've received. By having more expendable funds they have the advantage rather than the skill. This is a great example for YouTubers who play 'Clash of Clans', 'MYSTLC7', 'Chief Pat' & 'Clash with Cam' when they spend a ton of money in game and go crazy with spending the Gems they've obtained. These YouTubers have 2.75 Million subscribers between them and inspire others to start buying premium currency. This additional media frenzy fuels the addictive nature of Freemium games and plays on the next fix like a gambling slot machine. There are many news stories of children spending thousands of pounds Freemium games. Apple has changed the "FREE" Download button to "GET" if the app contains in app purchases. Developers who use the Freemium game model realise the potential in revenue that can be made, When Clash of Clans was at its peak last year, its developer Supercell made an average of \$1,400,000 every day. In 2015 they made \$5 million per day. Game play addiction is a serious concern for many but at least dedication to serious gaming is based on developing acute skills. Freemium games can be both addictive and offer nothing but delusory gratification.

This is why I hate them.





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