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... nationwide survey
... by Wasson and Genevieve Lynn, USA TODAY

Crossword 6D
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State-by-state 10A
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By Jeff Haynes, AFP

Golf's passion: Tiger Woods pumps his fist after making final putt on the 18th hole, forcing the playoff.

Tiger Woods would seem unbeatable at a course called Valhalla, but he had to earn his place in history Sunday by surviving a playoff to win the PGA Championship in Louisville by a single stroke.

Even non-golf fans watched transfixed as challenger Bob May, and then Woods, matched shot for miracle shot over the back nine and a thrilling, and sometimes inventive, three-hole finale. Woods finished one shot better than May after 75 holes — enough to bring him his third major in a single year. He's the first to do that since Ben Hogan in 1953. ■ Four pages in SPORTS

Gore rebounds, inches ahead of Bush

By Richard Benedetto
USA TODAY

WASHINGTON — Vice President Gore got a strong bounce from last week's Democratic convention, returning the presidential race to a neck-and-neck contest with Republican George W. Bush, a USA TODAY/CNN/Gallup Poll found.

The poll of likely voters, taken Friday and Saturday after the Democratic National Convention, showed Gore pulling 1 percentage point ahead of Bush, 47%-46%. He went into his convention down 16

percentage points.

Reform Party candidate Pat Buchanan had 2%, and Green Party hopeful Ralph Nader had 3%.

Gore's 1-point lead among the poll's 697 likely voters is within the +/- 5-point error margin, suggesting a hard-fought race to come.

"Historically, convention bounces don't last. I start paying attention to the polls after Labor Day," says Harry O'Neill of Roper Starch Worldwide, who was a pollster for GOP candidates Barry Goldwater and Richard Nixon.

Bush held a slight edge over

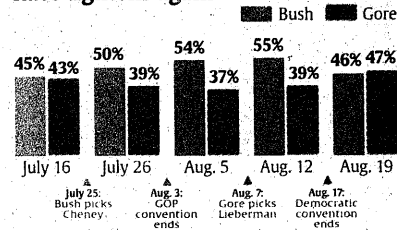
Gore, 45%-43%, before the GOP and Democratic conventions.

Gore went into his speech needing to make voters feel more comfortable with him as a person and a leader. He appeared to succeed.

The poll showed big gains by Gore in groups critical to a Democratic victory. Among independents, he went from a 52%-33% deficit to an even 43%-43%. Among women, he went from 9 points down to a 22-point lead over Bush, 58%-36%.

► Gore achieves goals, 15A

Race tightens again



Sources: USA TODAY/CNN/Gallup polls of likely voters. Margins of error ±5 percentage points.

By Frank Pompa, USA TODAY

Tech's tyranny provokes revolt

The assault of technology, from e-mail to cellphones, is causing a backlash against electronic overkill, the Internet and the barrage of the digital lifestyle

By Edward Iwata
USA TODAY

SANTA CLARA, Calif. — Technology is a godsend and a curse to Alay Desai, a young executive in Silicon Valley. By day,

Cover story

he's chief technology officer at Stario.com, an electronic-commerce firm. By night, he leads a monastic life far from the digital crowd and its chirping, blinking gadgets.

Despite his big salary and a



By Randi Beach for USA TODAY

Simple life: Alay Desai, right, and his wife, Nilima, eat dinner at their spartan apartment in Sunnyvale, Calif. Chief technology officer at Stario.com, he refuses to let high-tech gadgets control his life.

Wharton MBA, Desai goes home to a one-bedroom apartment furnished only with history books and a used TV. He and his wife, Nilima, sleep on the floor on a comforter and two pillows. They drive a cheap, 10-year-old Chevy Nova.

"I don't need all those laptops and cellphones and Palm Pilots. I

don't need a BMW or a dream home full of tech toys," says Desai, who co-founded Stario.com last year with Wharton classmates. "Technology is a tool to make things, to create something of lasting value. It's not meant to control my life. I won't let it enslave me."

Desai and a growing cadre of

consumers and business people are modern-day Luddites. As the new economy roars into the 21st century, they're part of a rising, populist backlash against technology overkill, the omnipresence of the Internet and the teeth-grashing demands of the digital lifestyle at work and home.

Luckily for high-tech firms and retailers, 77 million U.S. adult consumers still are active online users who enjoy the Net, and their numbers are growing at a 10% clip each year, reports Cyber Dialogue, an Internet consulting firm in New York City.

But in a scary finding for e-commerce boosters, a fast-growing number of occasional online users are "rejecters," abandoning the Internet in droves. Earlier this year, 29 million U.S. adults stopped using the Net. That's nearly double the number of those who had dropped out by 1998.

Likewise, more than one-third

See COVER STORY next page ►

108

million Americans have no desire to get onto the Internet.

60%

of consumers have stopped buying the latest high-tech gadgets and devices.

43%

of PC owners believe technology is advancing too quickly.

40%

of PC owners believe technology is too complicated.

Source: Harris Online, Alliance Research/Gateway Computer

MMY REWRITES HISTORY

TONIGHT ON DISCOVERY 9 ET/PT

