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Rhet 105
Artifact Analysis

Gamer's Paradise: Gumby's

As I enter the gamers', Subject Two and Subject Three, room the first detail I notice isn't a poster, picture, or even anything I see, but in fact it is the awkward smell. To describe the smell is a tough task. My instincts tell me that the smell is probably a result of the dirty clothes that should have been washed weeks ago found not only lying on the floor, but draped over the bed and the chairs. I also come to find that once I have been in the room for about five to ten minutes I have grown accustomed to the smell and it is no longer bad, just normal. Still every time I enter the room for the first time the aroma hits me like a ton of bricks. I can mostly likely find the guys sitting in their chairs at the computer desk, or playing videos, or lying in bed talking about how tired they are. The main light is rarely found on, whether it is the middle of the day or midnight, desk lamps are usually the only thing illuminating the room.

After I work my way past the smell I find a room adorned with posters of half naked women and the typical college jokes, food flyers, and a few random notes hanging on the bulletin boards, but other than those sites the walls are stark white. Many different thoughts arise for which item to choose to focus on. The absence of pictures, which are almost always found in rooms, is immediately noticeable. Pictures of friends and family occupy immense amounts of space in a female's room and there is usually a few in all rooms, but in this room pictures are nonexistent. What else is there in this room that is making it the pig sty that it is? I'm curious to find out just Subject Three sleeps in his bed because it is drowning in piles of clothes and books and any other random objects of the day. Despite all of the items that inhabit this room I have chose to focus on a flyer from Gumby's pizza that is posted up on a bulletin

board along with three others from the same restaurant, accompanied by a few more pizza and fast food flyers.

Along the same wall that I found my chosen artifact, were three other flyers that were similar, but different that helped me decide to center my study on this flyer because it was in abundance. I figured because of the numerous advertisements they had this place must be important to them. Also, when I asked to take the flyer for a few days it was only okay because they had more of them, and they made sure that I took the smallest one, that way they knew it was the least important and if for some reason they didn't get it back they have more with all the information they need. The small flyer is much like a coupon book, but just in small poster form. All the different deals are listed, with dotted edging so they can be easily torn away for use, although none of these have been used. I believe this is because coupons aren't necessary for the deals. It always has the daily specials listed; the most popular with students being the "Two for Tuesday" where a second order of pokey stix is only a dollar. The telephone number is probably the most apparent listing on the entire ad. The credit cards accepted are listed along with a heading that says "OPEN LATE". The telephone number is probably the most important heading because most college students utilize the ability to have everything delivered. Finally, it cleverly has a magnet attached to the back so it can easily hang on a refrigerator which is found in every single college apartment and dorm room.

This artifact is the epitome of what belongs in these gamers room. After spending hours gaming, watching movies, and finally deciding to work on their homework they call on the delivery guy at Gumby's to bring pokies, which every University of Illinois student comes to love. This fits perfectly to the lazy and procrastinating lifestyle these guys have come to know. A great snack, or dinner, delivered right to them at their convenience. These guys still have the

metabolism I had when I was twelve so the greasy midnight eating is not something that concerns them; they are simply worried about satisfying their hunger. This flyer fits perfectly into a stereotypical gamer's room. When I asked the guys how often they order from Gumby's they answered about once a week on average. They said sometimes they will not at all, but others two or three times. They also informed me they are huge fans of the Two for Tuesdays. To me this flyer fits perfectly into this culture. It tells me the gamers are typical male, college students who love pizza and pokies. They appreciate the convenience of the delivery and the ability to eat in their room while maintaining the ability to play their video games. They also might be watching sports, or on rare occasion working on their homework. I find this same flyer, or a similar Gumby's flyer in many rooms in my dorm, but because everything else found in a typical room was so scarce in this room, and the Gumby's flyers were in an apparent place in abundance I concluded that this must be an item of significance, and after talking with the Subject Three and Subject Two I determined my assumption was right.