

THE 2010s: *ten ways the decade changed the world*

by Grace Halupnik

As the 2010s decade comes to a close, its mark has been made on the timeline of history.

For the current students of PV, this decade defined each individual's childhood. It was a time that shaped each person's upbringing and perception of the world. For those older, the decade still made a tremendous impact, leaving society in a completely different place compared to just ten years ago.

As a tribute to the end of the 2010 era, we have compiled a list of concepts from 2010 that have shaped both the world and ourselves as a community. We then ordered

them based on the impact we felt they had on society.

Keeping things local, we first chose to focus on the major growth our district and community have felt over the past decade.

The 2010s ushered in a great deal of increased representation from a variety of groups. We thought the increase of minority representation in the film industry was worth noting as well as the momentum feminism gained and the influence sports figures had as they began using their platforms to voice their opinions.

A variety of inventions and novel ideas were

also discovered over the span of ten years. We felt the most influential were the rise of Apple products, social media and streaming services.

Lastly, many world events have changed our nation's focus over the last decade. We decided that three key events were the increase in school shootings, natural disasters coupled with climate change and the political polarization witnessed in our country.

As you read each, reflect on how these ideas have dramatically changed the past ten years and affected the decade as well as our futures.



PV GROWTH *through the decade*

By Sam Rothbardt

new Forest Grove Elementary School.

The PV school board made decisions based on the growing community in Bettendorf. Jean Dickson is a member of the school board and is helping to plan the future of the PV district. "Our plan looks not only at new building projects such as Forest Grove, but also assesses the needs to Cody and Bridgeview elementary in future years." PV plans on upgrading the current schools as well as expanding into new buildings.

The new elementary schools were added to the PV district because of the increased number of families moving to Bettendorf and LeClaire. As class sizes increase, so does the need for more space. This has also led to a 20 million dollar expansion of PV high school.

The new additions to PV high school include a gym, an addition to the weight room, and 10 classrooms were added to

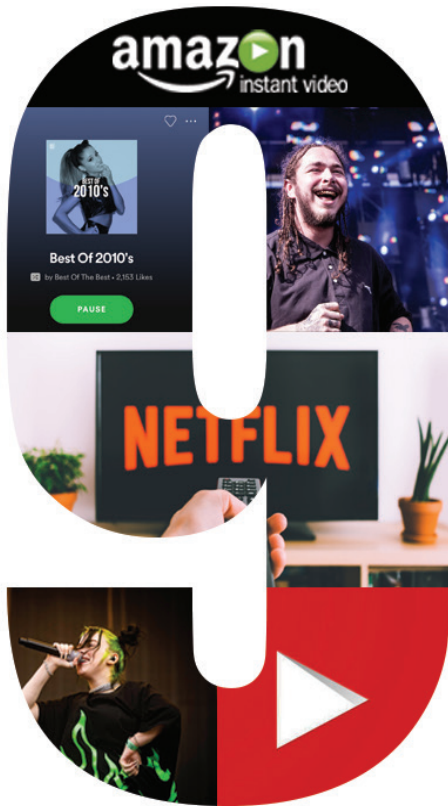
help with the growing class sizes. Jacob Parker is a senior at PV and believes the new facilities have helped immensely. "The weight room gives us more space to do our workouts and the new gym is nice also," he said. Over 100 lockers were added as well to accommodate for future classes that are much larger than the current class sizes.

Aside from structural changes, there have been a fair number of changes in staff positions as well. The most significant change is Brian Strusz who has taken over as the new superintendent. Dr. Jim Spelhaug retired at the end of the 2019 school year, which lead Strusz to fill the vacancy. Another important change was the principle of PV high school. Darren Erickson was appointed the job after Mike Zimmer was promoted to Director of Secondary Education.

More exponential growth is expected to come in the future decades, meaning more updates and expansions to the facilities will be necessary.

Throughout the past decade, PV school district has gone through its share of expansion and improvement. The changes made a significant impact on the district and all of its students.

The most significant expansion over the past decade was the addition of Hopewell Elementary School which was opened for the 2011-12 school year. This expansion was necessary for the growing population of families within the district. Building a new elementary school also meant redrawing the lines for elementary school attendance. These lines will soon have to be drawn again due to the construction of the



STREAMING: *The new era for entertainment*

by Grace Halupnik

The decade of 2010 ushered in a new mode for accessing entertainment from music to movies: streaming.

As technology progresses, more information is available at the tips of consumers' fingertips. In keeping with this trend, streaming has allowed virtually the entire film and music industry to be accessed with the press of a button.

The pioneer of movie streaming, Netflix, launched in 1998 as an online rental DVD platform. They introduced streaming services in 2007, ushering in a new age of movie streaming as companies like Hulu, Amazon Prime Video, and HBO Now followed.

Similarly, apps like SoundCloud and Spotify began popping up in the late 2000s, gaining intense popularity throughout the 2010 decade. Now, instead of purchasing or downloading individual songs, listeners can simply buy a subscription from the company and unlock endless songs for one price.

The concept of streaming has brought many changes to the entertainment industry. Primarily is the shift in consumer mentality. As Digital Brew stated, "No longer are consumers concerned with ownership, they're concerned with access." This unprecedented access has led to new phenomena like "binge watching" and fewer collections of movies and songs actually owned by viewers.

Senior Ellie Scranton enjoys binge watching Netflix like many teenagers her age growing up in the age of streaming. "It's hard not to binge watch on Netflix because once you finish one episode of a show, the next turns on automatically which makes it hard for me to stop watching the show," said Scranton.

Streaming has further shaped the movie and TV show industry by becoming an alternative option to cable and a major revenue generator for the industry. In fact, according to many sources including The Hollywood Reporter, global streaming revenue is set to outpace box office sales revenue this year.

The changing times are also having an impact on music creators—and not always in a positive way. The Rolling Stone reported that a decrease of at least \$108 million of music retail revenues paid out to labels and artists has resulted in the rise of music streaming. This means artists may have to rely more on touring to make up for the lost money if this trend increases.

The 2010s brought with them a new era for the entertainment industry. Just as the phonograph, the LP record and the DVD dramatically shaped movies—and music, streaming has become the next change in line to alter the way media is experienced.



As the decade draws to a close, sports can be remembered for creating memories and playing a vital role in many lives. But, during this decade, many athletes began to do more than just pass, dribble, and kick a ball. They spoke up.

Prominent athletic figures began to vocalize on issues larger than the sport they played. Throughout the 2010s, athletes took their platform earned with their athletic prowess and used them to speak up on what they cared about.

One of the most notable examples of this was Colin Kaepernick. Kaepernick, during in the 2016 NFL season, knelt during the National Anthem when it was played prior to the start of games. He said he did this because he “wasn’t going to show pride in a flag for a country that oppresses black people and people of color.”

Kaepernick never played another snap in the NFL after that season. Many believed

ATHLETES DO *more than* JUST DRIBBLE

by Jimmy Feeney

that he never got a job because of his protest and not due to his lack of playing ability. Kaepernick’s stance exemplified the platform athletes held and what great influence they had. Now, Kaepernick is attempting to get back into the league, but he has been unable to find work with any NFL teams.

Along with Kaepernick, other athletes used their platform to make statements. LeBron James made statements about how he felt about President Trump and that Trump “didn’t understand the people.”

But not all agreed that players should use their fame to promote their personal opinions. After his comments, a Fox News commentator said that James should “shut up and dribble.”

Those comments did not sit well with James, and it inspired him to make a campaign called “More Than an Athlete” to showcase how athletes can use their platform for what they believe in. It also inspired a show as well, ironically named “Shut up and Dribble.”

Senior Nate Martell felt athletes should utilize their broad impact to create change. “Making a stance on social media can be a great thing for athletes to take advantage of,” said Martell. He also felt that what athletes do is able to “bring others together for

the common good.”

Female athletes as well used their platform to get across a message. Megan Rapinoe is a soccer player for Reign FC and, more famously, for the United States Women’s National Team (USWNT). Along with taking a knee to promote the stance taken by Kaepernick, Rapinoe also made many statements on women receiving equal pay.

Rapinoe led a fight for the USWNT to receive equal pay to the men’s national team by taking legal action against the US Soccer Federation in 2016. She also made statements towards FIFA members at a FIFA awards show in order to encourage them in joining her in her fight.

A sports fan himself, Martell has seen how athletes hold great power with their platforms and the responsibility that comes with that. “Being a well-known athlete comes with big responsibilities,” said Martell. “They must be intelligent with what they say, however, because many people look up to them for inspiration and motivation.”

Athletes have always had influence, and have had the opportunity to use it for a long time. This last decade felt different, however, because far more athletes actually used their platform and were proud to do so.

COVER STORY

Apple released a product in 2007 that started the era of Apple: the iPhone. Since then, 18 more Apple iPhones have been developed and sold worldwide. In addition to iPhones, Apple has a large array of technology, including iPads, Apple watches and MacBooks. These items have made Apple an empire in the last decade—and the company is still growing.

The first product that Apple ever released was the Apple I in 1976, a computer that is worth over \$2,000 today. However, the company did not take off until the end of the 2000s and the beginning of the 2010s. In the last decade, a large number of new products have been created by Apple.

The first iPad came out in 2010, the first Apple Watch was released in 2015 and many versions of these products continued to emerge throughout the decade. In fact,

there are 21 iPad models and five different Apple watches around the world. Apple is constantly improving its products and even attempts to release a new iPhone every year.

PV teacher Craig Parker is also an avid supporter of Apple products and appreciates the details of every new product that is released. “I appreciate the attention to detail and the fact that the products are very reliable. I also appreciate the security and privacy that Apple emphasizes with each of their products,” said Parker. “They have acquired a reputation for quality with each product they release.”

Apple’s development of new products has kept the public interested in sticking with the company. In fact, in the United States, 41.9 percent of phone users have an Apple phone. Around the world, there are 588 million Apple users whether it be with phones, computers, or other devices. Not only are there this many users, but Apple has said that around 1.4 billion Apple products are active worldwide. This large majority of users and active products have allowed Apple to hold a steady reputation and continue to build on their thriving empire.

PV students have also been influenced by the era of Apple. Many students

own at least one Apple product and get the updated versions as well. Senior Nate Martell said that the features Apple products provide have influenced his life. “Apple products have made my life easier and better in many ways, not only because of their simplicity, but also due to their many available features,” said Martell. “They allow me to track my workouts and keep me connected with friends, the latest trends, news, and more.”

The rise in the popularity of Apple products also resulted in a ground-breaking financial takeover. In 2018, Apple became the first US company to reach a one trillion dollar market view. Many other countries such as China have achieved this milestone, but Apple’s accomplishment pushed the financial possibilities of the United States up a level. This event proved to investors that companies can create value if given the time and proper funds.

Over the last decade, Apple products have become a staple of their customers’ lives. The breadth of these products’ impact have made this decade much different and more technologically advanced than the last.



The RISE & REIGN of APPLE

by Aabha Joshi



MORE FOR MINORITIES:

increased representation in pop culture

by Preksha Kedilaya

In the last decade, representation of minorities has significantly increased in pop culture as awareness of their presence grew through American media.

The entertainment industry is noticing tremendous success, particularly in movies with more diversity. Movies like *Aladdin*, *Black Panther* and *Hidden Figures* have focused on the stereotypes and diversity within their plots and have been some of the highest grossing movies in the last decade.

Movies like *Aladdin* and *Hidden Figures* have focused on the controversial topic of women of color making a name for themselves. The increase of television featuring strong minorities as leads has greatly impacted teens of the last decade.

Sophomore Raksha Kumar explained how minorities have had a larger impact on pop culture in America. “*Aladdin* is a great example because it shows a female minority fighting for the right to do what she wants,” said Kumar. “The change in the use of minorities in television has impacted me be-

cause it makes me feel like I can make a difference and it gives me motivation to fight for what I believe in.”

Especially in the age of social media, most role models for students are ones that are seen through pop culture. Whether it includes females, plus-sized models, the LGBTQ+ community, or more diversity in general, representation from minorities has led to greater impact on students who relate to being in the same position.

Many students have had personal experiences with representation in entertainment that has brought a newfound confidence in themselves. Senior Ciyanna Wilson remembered watching the movie “*Everything, Everything*” when it first came out and being happy because the main character looked just like her.

“She was my inspiration for making me feel comfortable wearing my hair natural. There was always this pressure to conform to what everyone else looked like. The positive representation of black women in the media has made me proud of being biracial,” said Wilson.

Unsurprisingly, the percentage of minority representation does not coincide with the percentage of minorities in America, “Eth-

nic and racial minorities make up nearly 40 percent of the US population, but 18 percent of directors, 12 percent of film writers, 6 percent of studio CEOs and chairmen,” said a study by the Ralph J. Bunche Center for African American Studies at UCLA.

The increase of LGBTQ+ representation has impacted PV students too. “Seeing more and more famous people coming out recently has impacted me a lot, especially with musicians that I like: Kehlani, Tyler the Creator, etc,” described senior Theo Dassie. “Hearing music about the kind of love that I experience has helped me with coming out and accepting myself as I am.”

The 2010s marked the beginning of the movement sparking the success and praise of minorities in pop culture, reflecting an era which embraces those who are different.

As the current decade approaches an end, people across the nation eye the steadily rising political turmoil and recoil.

Data stated by the Pew Research Center shows that a nonpartisan group of experts that provides research on political issues, has shown that the number of people with right or left skewed leanings has doubled since the 1990s. The people possessing opposing viewpoints have not only increased dramatically in number, but they have also separated themselves in a number of ways.

Studies have found that liberals and conservatives tend to gravitate toward different geographical areas of the country as well as news sources with drastically contrasting perspectives, consequently surrounding themselves with like-minded people.

Hit by waves of great change—such as the technological revolution, the brink of a climate crisis, or increased diversity—people in the midst of the 21 century often find themselves scrambling to find an ideology to stand by. Starkly contrasting viewpoints

on essential issues have often caused both sides of the political spectrum to perceive the other as potentially compromising the well-being of the nation as a whole.

In addition to the divisive era of new ideas, the 2010s welcomed an evolution of the media and the launch of social media, which have contributed to the heightened political polarization. Senior Rece Vining has noticed this trend over the last decade. “Hyper-partisanship seems to be a growing trend in American politics, but polarization has been intense even during the administration of President Trump’s much less divisive predecessor,” explained Vining. “To me, this is a direct result of the 24 hour media cycle and the partisan views of news owners who have been increasingly successful at centralizing control of their outlets.”

As liberals and conservatives turn to different sources, they can subsequently bury themselves deeper into their respective ideologies. The evolution of the news media over the past few decades has taken an interesting turn: the less pernicious rise of BuzzFeed journalism and the more pronounced intersection between social media and news is accompanied by a news media that emphasizes volume and values entertainment over information and quality, often toeing the line between fact versus opinion.

As a platform for online discourse and convenient activism, social media has fueled political polarization over the last decade in its launch and rising popularity. Senior Prakruti Pancholi has witnessed the effects of politics used in social media. “Social media is a means by which people can pressure their elected

representatives, whose strong stances result from the fear of getting voted out by constituents with greater demands,” said Pancholi. She believes combining social media and politics has contributed to the polarization of opposing views seen online.

Although the Pew Research Center found that the majority of the country is not actually as divisive as the state of the nation, it found that the majority who lie somewhere in the middle of the spectrum have less influence over politics. Those that are either consistently liberal or conservative have been proven to be more politically engaged; they are more likely to vote, participate in grassroots organizations, and lobby for issues. The disproportionate volume of extreme views is apparent on social media, as those with something to say often say it and inundate social media with strong views instead of representing moderate perspectives.

The rising voices of the new generation accompanied by new methods of discussing politics have led to an increase in political polarization throughout the past decade.

However, this trend may not be a positive one to have risen from the 2010 decade. Senior Sanjiv Iyer has viewed the effects of polarization during the past decade and its potential downsides. “Political polarization is counterproductive when it gets to its extremes. It results in people refusing to hear out the other side,” said Iyer.

The 2010s brought many changes to the dynamics of politics. While political polarization was a shift heightened throughout the last ten years, it may be a trend best left in the past.



POLITICAL *polarization*

by Margaret Huang



Reflecting on the most significant events of the past decade, the 2010s have been characterized by rampant increases in the number of historic climate phenomena occurring across the globe.

A common misconception about climate change is that it inherently implies an increase in temperature. The reality is that the earth is reaching extreme peaks on both ends of the spectrum.

The 2019 winter months will be remembered for the intense Polar Vortex which caused businesses and schools across the Midwest to shut down for days. Paired with record high temperatures in early October, 2019 is indicative of this shift towards the extremes.

ACTIVISM for Climate Change

by John Mendelin

Spring 2019 in the Quad Cities also saw the Mississippi reach record flood levels, forcing residents into a difficult way of life. QC Times reported levels reaching heights over 22 feet.

Outside of the Midwest, the number of severe tropical storms that ravaged coastlines across the world soared. According to climate scientists, this is due to warmer water temperatures affecting surrounding storm patterns. Among the most destructive from the Atlantic alone were Hurricane Irene, Sandy, Harvey, Irma, Maria, and Michael, which all left a path of destruction through some of the eastern seaboard's most populated areas.

The 2010s in the US were also characterized by an increase in the number of destructive wildfires in California. Coverage from the New York Times showed that the dry climate and vegetation acted as catalysts for wildfires, and the intense droughts which plagued the region have once again forced some of America's most populous cities on the West Coast to change their way of existence.

These climate extremities do not go unnoticed by students, and activism in the face of potential disaster is what many have turned

to. In the early fall 2019, Junior Quique Ri-ojas-Berzaluze organized a movement within a large community of PV students who care deeply about climate change.

"So far we've organized one major event which was a climate strike on Oct. 4 in response to the United Nations having an emergency meeting about the state of climate change," said Berzaluze. "These strikes happened worldwide to show support, especially from the youth."

Major events of the 2010s have shown that the earth is shifting to a climate of violent extremes, and it has the potential to dramatically change the way people live their lives coming into the next decade.

In a world where the "five-hundred year" time frame for the most extreme weather is getting increasingly shorter with each major weather phenomenon, its citizens may be forced to respond in the future.

FOUR

Throughout the last decade, the fourth wave of feminism has struck the world—giving Saudi Arabian women the ability to drive, the US their first female presidential candidate and holding the elite accountable for their treatment of women.

The fourth wave was another step forward for feminism. According to Britannica, the movement started in 2012 when feminists sought to challenge rape culture, sexual harassment, and body shaming. Shortly after the start of the fourth wave, the United States had a milestone in 2013 through legalizing women's ability to serve in combat positions in the military.

Senior Maria Vaaler believes women have always met the standards, even if society

didn't recognize them. "I think there was finally a realization that if women can meet the physical and mental standards to serve in combat positions, then they should be able to," she said.

While women continue to fight for their equal part in government positions, a significant step was taken in 2016 when Hillary Clinton became the first woman to receive a nomination for president. Although Clinton's campaign did not win the election, she provided an inspiring message to young women. "To all the little girls watching...never doubt that you are valuable and powerful and deserving of every chance and opportunity in the world," she tweeted.

After the election of President Donald Trump, there was a bipartisan effort to empower women. Trump's female support declined after the NY Times released a video of him saying "just grab em' by the pussy, you can do anything." While Trump was not alone in objectifying women, his words inspired women to take a stand against such behavior.

His election spurred events; women banded together to take the streets and march to make human rights intersectional. In response to Trump's actions, women united and brought at least 470,000 people to the Women's March in 2016, according to the NY Times. The Women's march continues to work

towards achieving goals for an intersectional platform, with the ultimate goal of equal treatment regardless of race, sex or sexual orientation.

The "Me Too" movement originally began in 2006, made to challenge rape culture; its mission was to empower survivors of rape. The movement works to give women and men the courage to report and rebuild after being a victim of rape. The NY Times reported that since the "Me Too" movement, rape reports have increased by nearly 2,000 reports. While the number of rapes is alarming, survivors now have more resources than ever before to look for help.

Another significant part of the fourth wave of feminism was the "Time's Up" movement which challenged sexual harassment in the workplace. The movement gained momentum after the NY Times released a report of Actress Rose McGowan's experience in the film industry after being sexually harassed by Harvey Weinstein.

Workplace harassment, however, was prevalent far beyond the film industry with thousands of women coming forward with their stories. The "Time's Up" movement then organized to raise \$22 million to go towards legal defense of victims of workplace harassment, men or women.

Women have taken charge throughout the 2010s, and they are ready to bring their movements into the new decade.



her TURN

by Maddy Licea



SAFETY IN SCHOOLS:

an increase in school shootings

by Ingrid Hofmann

Since the shooting at Sandy Hook, over 400 people have been shot in over 200 school shootings, with 138 of those 400 killed.

I felt was necessary in society, especially as the increasing number of school shootings fosters an uncomfortable learning environment for many students.”

Prior to the Columbine shooting, mass shootings in America--especially within schools--were virtually unheard of. However, within the past decade, the frequency of school shootings has increased exponentially.

According to The Washington Post, since June 15, 2017, approximately four or more people have died due to mass shootings roughly every 47 days. This epidemic has led to 11 school shootings in 2019 and many more potential threats—including threats that have surfaced at PV.

The shooting at Sandy Hook Elementary school, which took place on Dec. 14, 2012, was not only one of the most deadly school shootings to take place, but also one of the first school shootings that occurred for many members of Generation Z.

More than 300 school shootings had already taken place when the next most deadly school shooting took place at Marjory Stoneman Douglas High School in Parkland, Florida on Feb. 14, 2018. Almost immediately following the shooting, students from Marjory Stoneman Douglas High School united to form March for Our Lives, an organization that advocates for legislation regarding gun violence.

Following the creation of March for Our Lives, PV developed its own chapter, with students organizing a walk-out on April 20, 2018, as well as participating in a march at VanderVeer Park.

Junior Muskan Basnet, who was an active participant in PV’s chapter of March for Our Lives, said, “I joined March for Our Lives in order to be apart of the change that

Some students, such as junior Akash Pradeep, have noticed other areas of change within both the school and society. “I feel that as a school we have progressed towards making a safer environment for students. There are stricter rules when students can enter and leave the building, and students are more aware of potential threats in the school and can easily report them,” said Pradeep.

Students have grown up in an education system where school shootings often occur and have in turn fought for change to improve gun legislation and aim to minimize gun violence. Despite the end of this decade approaching, students can still advocate for safer schools as the next decade rings in.

Growing up in the generation of social media, it is difficult to remember a time when people did not have phones in their hands, constantly scrolling or posting daily in hopes of likes and comments.

Social media has grown to be one of the greatest achievements and biggest headaches of the decade.

The widespread use of social media has skyrocketed throughout the past decade. When Pew Research Center began tracking social media adoption in 2005, just five percent of American adults used at least one of these platforms. By 2011, that share had risen to half of all Americans, and today 72 percent of the public uses some type of social media.

The ability to communicate with anyone at any time through SMS text messaging has increased while face-to-face communication has continued to fall short. Many feel this has created a generation of people who have yet to learn the real definition of communication.

Other negative impacts of social media include increased problems with self-image, especially among teenage girls. Senior Clare Basala is someone who has felt these impacts all throughout high school. “Social media has impacted me since I started going on it,” said Basala. “It has made me ungrateful sometimes of what I have in my life and how I look physically.”

Basala commented that social media can often lead to insecurities, shaping the way she and her peers view themselves. “I have been manipulated by social media in thinking that I have to look a certain way to be socially acceptable and beautiful,” said Basala. “I have definitely had confidence issues that worsen as I use more of social media.”

These insecurities can stem from feeling inferior compared to peers on social media or to popular social media influencers. A social media influencer is a person that has a large social media following on many platforms and who promotes ideas or products to their followers.

The increase in social media use has led to large platforms for this new type of celebrity. Once social media users gain enough popularity in society, they can use their platform to do things like promote businesses or their own beliefs.

Social media influencers can amass a large amount of fame and money. British Youtuber Dan Middleton is one of the highest paid social media influencers, making around \$16.5 million per year. He has over 14 billion views and 21 million subscribers on Youtube.

As seen previously, social media can

have very negative impacts. But social media influencers can choose whether they want to use their impact to help or hinder others. Senior Evin Ersan considers himself a local social media influencer with over 5,000 followers on Instagram and a sponsorship from Plato’s Closet in Davenport, Iowa.

Ersan acknowledges that social media has the potential to help or hurt society. “Social media often gets a bad reputation because of the controversy that occurs within it as well as the fact that a lot of people use social media to procrastinate,” said Ersan. “However, I believe that social media, if used correctly and responsibly, is a wonderful tool that can give an individual a powerful voice in society which grants them an opportunity to make a big, positive impact on the world.”

With over 125,000 followers, junior Paris Fietsam has also recently found success on the popular social media platform TikTok and noticed similar positive impacts. “It allows me to stay connected because almost everyone I know uses social media so we can all talk on here,” said Fietsam. “It also gets my name out there to a huge variety of people, allowing others to reach out to me for work-related opportunities.”

Despite the potential downsides, social media use throughout the last decade has allowed users to be more involved, to spread awareness, and to stand up for beliefs.

If anything is for sure, the introduction of social media and its rise in popularity throughout the past decade has changed many aspects of life from communication to job positions. Social media’s influence is still growing strong as the new decade rings in.



The rise of SOCIAL MEDIA

by Caitlin Crome