

## MOB Index

After reading the president's blog for the months of its existence, it appears that it is almost an anti-reality blog. The more essence of nothing the posts contain, the more it seems there are specific events concerning Southern Miss that are happening. These events are seldom addressed in her blog – or elsewhere that can be found – and if they are addressed, it is at a superficial level. This being the case, it appears her blog is not just a cover, but more like a disinformation campaign. Less knowledgeable or first-time readers might conclude that there must not be any problems at Southern Miss if this is all the president wants to discuss. Therefore, her blog can be considered a MOB Index: Martha's Obfuscation Blog Index. The higher the obfuscation score, the more that is troubling at Southern Miss; and, the lower the score, the fewer the (known) problems.

The MOB Index is best used as a directional indicator because so many events are "confidential" that an accurate assessment cannot be made. Nonetheless, a directional indicator is useful. For example, the July 8<sup>th</sup> blog post concerning Martha's summer reading fun, that item registers a high level of obfuscation because of the vacuousness of the post; so, there must be serious issues somewhere at Southern Miss. Since she is apparently not a believer in transparent governance, we know not where the problems are. Is it budget shortfalls? Is it litigation issues? Is it enrollment issues? Is it athletic issues? See the problem? We can hope in the future – after the summer vacation is over? – that her posts will have a relevant point to them, and a low MOB Index score.