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'Double dip' takes on a whole new cultural context

By **Bruce Horowitz**, USA TODAY

Updated 19h 25m ago

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Folks used to think that a double dip was something you did with a potato chip or an ice cream cone.



AP

MTV's "Jersey Shore" is getting more social media buzz than the possibility of a double-dip recession.

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This summer, [Wall Street](#) has hijacked the term. Suddenly, "double dip" is all over the front pages and — with its spooky links to the second coming of the recession — scaring the bejeebers out of people.

That alone is giving the term "double dip" brand new cultural context. And legs. Some entrepreneurs are profiting off of it. Some college economics profs are tweaking lesson plans because of it. But in the world of social media, where it might seem that topics of great global importance would rise to the top, the potential double-dip recession is mostly a double dud.

Over the past 30 days, the term "double-dip recession" has been mentioned only a scant 6,220 times in social chatter, says Mike Gelfond, partner at Mastermind Agency, which tracks social-media buzz.

Heck, in that same period, [Kim Kardashian](#) has been mentioned 52,200 times. And the reality TV hit [Jersey Shore](#) has been mentioned 173,000 times, he says.

Leaving all in the dust: the [National Football League](#). With the season's first kickoff just weeks away, says Gelfond, the [NFL](#) has been mentioned more than 639,000 times.

"Who needs to worry about the next recession," asks Gelfond, "when the NFL season is right around the

corner?"

Double-dip rub-off also is being felt by:

- Entrepreneurs.** Some savvy online retailers already are cashing in. On the site CafePress.com, where people can upload self-designed products that are printed by CafePress and sold to other consumers, folks are snapping-up T-shirts (\$19.99), mouse pads (\$13.99), beer steins (\$16.99) and even doggie T-shirts (\$19.99) emblazoned with rather pathetic images of [President Obama](#) and [Vice President Biden](#) looking like upside-down ice cream cones decked in dunce caps above the words "Double Dip Recession."

- YouTube users.** While there are roughly 7,000 double-dip posts on YouTube, not all of

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them are about a double-dip recession. One is sexy, hip-hop song *Double Dip* by Problem. Another features a scene from an old *Seinfeld* episode when the neurotic [George Costanza](#) character played by [Jason Alexander](#) gets caught at a party when he double dips a chip.

•**Marketers.** In just two years, Wholly Double Dip has become the No. 2-selling guacamole dip made by Wholly Guacamole. So Tracey Altman, the company's marketing vice president, isn't concerned one iota about any negative name rub-off due to the recession link.

"When you're shopping in the produce section, I don't know if the double-dip recession even dawns on you," she says. And no, she vows, the product made with salsa and guacamole isn't about to change its name.

•**College profs.** Some 24 economics students turned in their final exam essays last Friday in the principles of macroeconomics class taught by Nancy Jianakoplos at Colorado State University in Fort Collins.

Never mind that the essay test was on the current state of the economy. Not one student mentioned the term double-dip recession.

"One week ago, people were still quite optimistic, relatively speaking," says Jianakoplos. "Besides, discussing double dips in terms of ice cream is a lot more interesting."

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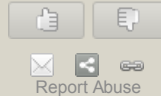
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This dip is part of the original. It's all one recession- in spite of the BS that the government and cooperating media have served.

Just ask all those who have no jobs, are under-employed, or have given up on finding a job. In my town about a third of retail and office spaces are vacant. rents have been negotiated downward for most of the ones which still have tenants.

The recession has been going on since 2007- and it isn't over yet.

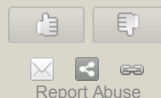


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Gee willikers, that's dope.



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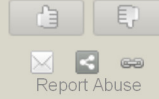


dave55

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The reason nobody's mentioning double dip recession is because it already dipped.



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