

## Retire in Costa Rica

Free Guide for people considering Retirement or Living in Costa Rica.  
Go to [internationalliving.com](http://internationalliving.com)



# 'Frontier Justice:' Jake Croman Uber Rant Backlash Intrigues Blogger Mark Maynard

March 29th, 2016, 4:22 PM

Like 0 Share Tweet Share 9

More than a young hothead is on view in the case of Jake Croman's videotaped diatribe against an Uber driver in Ann Arbor last week, blogger Mark Maynard of Ypsilanti senses.

He sees a disturbing example of "the power of the Internet to destroy people's lives."

Maynard, who doesn't defend the University of Michigan fraternity member's "condescension and slurs" aimed at Artur Zawada for declining to serve him March 20 because of past unpleasantness, approaches the episode and broad backlash as a sort of sociology lesson — a mini-study of online shaming, 2016-style. Zawada shot and posted the 33-second video, watched more than 700,000 times in six days.



Mark Maynard: "It's a story . . . that plays well in a nation where the middle class is disappearing and a species of arrogant, entitled super-rich are emerging." (Facebook photo)

I'm just fascinated by how quickly the story took off, and how little time it took from the point when the video first showed up on Reddit and when someone launched the site [JakeCroman.com](http://jakecroman.com/) (<http://jakecroman.com/>), promising Mr. Croman, "Within hours or days, this website will be the #1 listing on every search engine for your name. Anyone who searches for you anywhere will come here first. You're fucked." . . .

I'm fascinated by the evolution of frontier justice in the digital age. Whenever there's a story of someone being turned on by the internet, I'm completely captivated.

Regardless of whether or not it's deserved, I just can't turn away. . . . It's something . . . to see individual people so caught up in a story that they decide to invest themselves on a personal level, joining in an anonymous movement to bring a specific person down for his or her perceived crimes.

And we're seeing an incredible example of this play out today, where the internet, based on a 33-second video clip, has collectively decided to ruin the life of a University of Michigan student from New York.

Maynard, a community figure who hosts "The Saturday Six Pack (<http://www.am1700radio.com/podcasts/the-saturday-six-pack-with-mark-maynard/>)" weekly podcast at AM1700 in Ypsilanti, acknowledges "I have no idea what's really going on here" in the brief video and adds: "I'll try to keep an open mind, and consider the possibility that Zawada wasn't completely without blame."

Setting aside the backstory and Croman's claim of anti-Semitism, the blogger muses about coast-to-coast interest in a streetside argument.

I can understand why this video went viral in Ann Arbor, where, for a long time now there's been concern about the growing influx of wealthy New York students, and how their presence might be changing our beloved little Midwestern college town, but I'm not quite so certain as to why this story has taken off nationally when there are so many videos posted each day of people berating one another.

My guess, and I'd be curious to know what others think, is that the weight of the internet is coming down on Croman, who happens to be the son of Steven Croman, one of New York City's most reviled landlords (<http://www.villagevoice.com/news/landlord-steve-croman-targeted-by-his-own-tenants-with-these-flyers-7219367>), because of the class dynamic at the center of the conflict. . . . It's a story, I think, that plays well in a nation where the middle class is disappearing and a species of arrogant, entitled super-rich are emerging.

When Croman sticks his face in Zawada's car window and says, "You're an Uber driver, go fucking drive, you little fuck. . . . There are fifty of you and there is one of me. Who spends the most money, you little fuck?" it understandably pushes people's buttons.

And it doesn't help when, at the end of their confrontation, Croman yells at Zawada. . . . that he's just going to go back to his apartment and watch television, implying that he's of a class that doesn't have to struggle, like the man he's yelling at, in a service industry job that's beneath him. . . .



Croman is at right in this scene from the Uber driver's video, played over 700,000 times on YouTube.

Some things just speak so perfectly to the time in which they happen that there's really no way you can ignore them.

Related coverage:

Video: U-M Frat Bro's 'Reprehensible' Rant Against Uber Driver Passes 600,000 Views  
([http://deadlinedetroit.com/articles/14619/video\\_u-m\\_frat\\_bro\\_s\\_reprehensible\\_rant\\_against\\_uber\\_driver\\_passes\\_600\\_000\\_views#.VvrKc-IrLq4](http://deadlinedetroit.com/articles/14619/video_u-m_frat_bro_s_reprehensible_rant_against_uber_driver_passes_600_000_views#.VvrKc-IrLq4)), March 28

Read more: MarkMaynard.com (<http://markmaynard.com/2016/03/whys-the-internet-turning-on-jake-croman/>)

Sponsored Links

**This game kills boredom once and for all!**

Vikings: Free Online Game

**This Man Is A Genius How He Made A Beat Up Old Camper Become Amazing**

WonderBuzz

**How To Fix Your Fatigue (Do This Every Day)**

Vital Reds Supplement

**New Executive Order: Big Changes for Retirees**

Money Morning

**These New Hearing Aid Technologies Will Amaze You.**

Hearing Aid Offers

**2 Billion Of These Will Be In Every Home By 2020 [Watch Video]**

BIOX 4 Supplement

Comments for this thread are now closed.

19 Comments

Deadline Detroit

1 Login

Recommend 1

Share

Sort by Best

- GP For Life** • a year ago

This guy is such an inexcusable douchebag that I am loving the backlash. That said, I could do without Mr. Maynard's populist spin on the issue.  
<http://jakecroman.com/> = Top KeK <http://i.imgur.com/JBDPSO6.jpg>  
5 ^ | v • Share ›
- SirCoffeaLot** • a year ago

It's not "internet shaming" is the subject voluntarily acts like a complete ass in front of someone videoing them.  
2 ^ | v • Share ›
- A.L. Cadillac** • a year ago

Quote: "Minimum wage f\*\*\*ot. Go f\*\*k yourself".  
  
This will merely be a bump in the road for this wealthy, entitled, obnoxious douche. Unless somebody gives him the beating he so richly deserves, that is.  
2 ^ | v • Share ›
- javierjuanmanuel** ➔ A.L. Cadillac • a year ago

they are of different races, and religion apparently, so would you want the uber driver charged with a hate crime ?  
^ | v • Share ›
- javierjuanmanuel** ➔ A.L. Cadillac • a year ago

Is this the only sort of thing that merits a beating ?  
  
If this was a straight upper middle class white male professional, and a person of color said anything offensive, you would suggest they person of color be beaten ?  
  
I do not believe it. You would not.  
^ | v • Share ›

**scotty501** → javierjuanmanuel • a year ago

Wrong..Anyone demeaning people to that level should be called out. If i understand correctly the kid has done this before?

1 ^ | v • Share ›

**A.L. Cadillac** → javierjuanmanuel • a year ago

You're absolutely right that I wouldn't. People of color have little power in this society. That obnoxious entitled punk does, however, courtesy of his rich father who throws people out of their homes so he can make a few more bucks. The kid operates under the delusion that working class people are mere peasants whose only purpose on the planet is to serve him. He should go back to Trumpville where he so clearly belongs.

1 ^ | v • Share ›

Comments continue after advertisement

Sponsored

**William Bayer** • a year ago

The ranting abuser is a "University of Michigan student"? While watching the video, all I could think of is the President's idea that every person should have a chance to go to college. Maybe he should amend that idea --- that every person MINUS ONE should have a chance to go to college.

1 ^ | v • Share ›

**scotty501** • a year ago

Maynard, Easy solution: Don't treat others like dirt. Didn't the kid have a history of this behavior?

1 ^ | v • Share ›

**javierjuanmanuel** • a year ago

This is terrible, but I have to admit, I think the only reason you care is because the kids dad is rich or well off. I worked retail from about 15-22 in high school and college, its not every day people treat you like crap, but if you work 3-4 years delivering pizza, working at a dry cleaners, car wash etc, you will have a number of incidents where people threaten you, threaten your job, imply you are stupid, etc.

Lots of people, even poor people with vouchers for free stuff from charities, treat captive audience retail workers like crap.

I just do not think you would show a black woman at one of the big box home center stores treating a white 16 year old working for 8 bucks an hour like crap. Maybe call him a racist, throw stuff, lie on camera, switch tags, call the entire store racist, threaten people etc. That does not fit your agenda

I hate that this has to have a narrative, and its rich vs poor, not just rude jerks getting blasted on social media.

There is zero chance you would blast a black single mother on welfare for treating a store employee, or even the over worked owner like crap.

I can already see all the hateful apologists calling store video an invasion of her privacy, people suggest she sue, calling anyone who hates on her a racist, suggest people do not know what she has been through .... so no judging etc.

1 ^ | v • Share ›

**scotty501** → javierjuanmanuel • a year ago

yeah the media doesnt cover crimes by blacks??? lol

^ | v • Share ›

**Jack Roberts** • a year ago

Thank you Mr. Maynard. You are the one person in this seemingly cruel incident that is offering logic and reason. The video is without a doubt harsh, crude, and terrible. But the reactions online are even worse. The uber driver, Arthur, keeps commenting with smiley faces and offering ridiculous suggestions such as, "Should I send this video to the white house?" He is getting joy out of this matter and igniting comments of angry middle-aged macbook men offering that Mr. Croman should kill himself if he knows whats good for him. That is the real crime in all of this quite frankly. Mr. Croman is 18 or 19. All of us, rich and poor, jewish or muslim, said ridiculous comments when we were young. The lack of sympathy Croman is receiving is astonishing. This is a bigger issue that has nothing to do with Croman. This is an issue of a combination between Jewish and Islamic relations, and the gap between the rich and the poor. I have been keeping up with this case and all of the people first revealing Croman's identity were of muslim descent. I searched one of their names who claimed to have issues with Croman in the past, and he is the head of the pro-palestine club at U-M. This is a bigger issue than just Jake Croman, and quite frankly what the internet is doing to this young man is more despicable than anything he said to Arthur. Real journalists need to dig into this story and find the truth if that is what the public wants—not middle-aged internet trolls who are angry with their current government and economic situation and taking it out on a young kid who made a mistake.

^ | v • Share ›

**Dongald Trumpenis** → Jack Roberts • a year ago

How much does a job as devil's advocate pay, exactly?

^ | v • Share ›

3 ^ | v • Share ›

**Dustin Johnson** → Dongald Trumpenis • a year ago**@Dongald Trumpenis** Probably more than you're making

1 ^ | v • Share ›

**scotty501** → Dongald Trumpenis • a year ago

exactly what i thought, could be part of some PR thing

^ | v • Share ›

**GP For Life** → Jack Roberts • a year ago

This guy is a douchebag. Then, when he's called out on it, he hides behind his religion. He says he was being oppressed. If I was this Uber driver, I would be enjoying the hell out of this too. It's not everyday that karma take outs its giant trouser snake of justice and slaps it across the face of someone who richly deserves it.

The world would be a better place with one less Jake Croman.

1 ^ | v • Share ›

**scotty501** → Jack Roberts • a year ago

Nice try JACK!

^ | v • Share ›

**javierjuanmanuel** → Jack Roberts • a year ago

pro palestinian club at school. LOL thats all you need to know. I did not think you were right until I saw that.

I do not think he deserves sympathy, nothing he did was on accident, or even carelessness etc. He went on and on.

He either acted like that to impress his friends, he really does think he is better, or if he does not REALLY think that, he does get off on hurting other people.

I think its weird it got any traction, this sort of stuff happens all the time, at high schools, work places, etc. You think detroit city bus drivers that are black do not hear shit from black passengers that they are crap people, with a crap job, and they pity them, they should have went to school etc.

You do not think white kids at 95 % white private schools do not talk shit, if the kid losing the argument ..... his father is an executive, and the other kid is from a single parent house hold and his mom is a waitress, you can bet if both parties are white straight males, you can call a kid a bastard, call his mom a bar slave, and brag on your dad making 400k per year and you have a car worth more than the other kids mom makes in two years. You know what happens? Nothing. No one cares. The teachers and principal at that school do not care, no one cares.

Both the above are true, I have witnessed black bus drivers being harassed by black bus passengers who were merely asked to sit down, not play music etc.

The second story I know from a teacher at a private school, and in public schools in a upscale community, I have witnessed the same myself with kids with dual income doctors kids talking smack to kids whose mom lived in cheap apartments.

^ | v • Share ›

**Paul E. Emery** • a year ago

Here is a book (fiction) that elaborates on this privacy issue and other social phenoms of the internet/facebook/utube/google age. Well worth reading.  
<http://www.amazon.com/The-Circ...>

^ | v • Share ›

[✉ Subscribe](#)
[➦ Add Disqus to your site](#)
[Add Disqus](#)
[Add](#)
[🔒 Privacy](#)