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Let internet replace journals

The Australian
November 25 2009

HE who pays the piper usually also gets to hear the tune. Not so when it comes to academic publishing. Those who pay for scientific research have to pay again to read the results. This practice is ripping off taxpayers at the expense of a few international publishers. But for how much longer?

Full article:

<http://www.theaustralian.com.au/higher-education/opinion-analysis/let-internet-replace-journals/story-e6frgcko-1225803425489>

Microsoft wins another 96,000 student email accounts

IT News Australia
November 17 2009

Two more educational institutions swap over to Live@edu.

Flinders University and TAFE South Australia have inked separate deals with Microsoft to replace their current student email systems with the Redmond giant's Live@edu product.

Full article:

<http://www.itnews.com.au/News/160727,microsoft-wins-another-96000-student-email-accounts.aspx>

Microsoft - News Corp. deal could face legal challenges

DailyFinance.com
November 24 2009

Cutting a deal with Microsoft (MSFT) to block Google (GOOG) in exchange for cash may or may not be a viable way for Rupert Murdoch to improve the economics of his media outlets. But before he can find out, Murdoch will have to answer a different question: Is it even legal?

Full article:

<http://www.dailyfinance.com/2009/11/24/microsoft-news-corp-deal-could-face-legal-challenges/>

PayPal at Bond University

The Australian
November 25 2009

EDUCATION has joined the eBay age as Bond University becomes the first Australian university to allow students to use the online payment system PayPal to cough up their fees.

Full article:

<http://www.theaustralian.com.au/higher-education/paypal-at-bond-university/story-e6frgcjx-1225803438492>

Displaying the best display ad with Teracent

Official Google Blog
November 23 2009

Can you spot the difference between these two sample display ads? Of course you can. However, the most important difference is not discernible to the naked eye.

Full article:

http://googleblog.blogspot.com/2009/11/displaying-best-display-ad-with.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+blogspot%2FMKuf+%28Official+Google+Blog%29

How Google Wave is Changing the News

Mashable.com - Social Media News
November 22 2009

It's not too often that legacy media learns a new mass communication tool along with its audience. But that's exactly what's going on now because of Google Wave. Although it's still invitation only and in preview, the real-time wiki collaboration platform is being used by some media companies for community building, real-time discussion, crowdsourcing, collaboration both inside and outside the newsroom, and for cross publishing content.

Full article:

http://mashable.com/2009/11/22/news-media-google-wave/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+Mashable+%28Mashable%29

Google adds automatic captions to YouTube

Yahoo Technology News
November 19 2009

Google, in a significant development for deaf Internet users, announced it was adding automatic caption capability to videos on YouTube.

Full article:

http://tech.yahoo.com/news/afp/20091120/tc_afp/usitcompanysocietydisabledyoutubegoogole

YouTube Still Dominates Internet Video, but Facebook Climbing

MediaBistro.com - SF Bay Area News
November 20 2009

Turns out the Bay Area is the place to be for online video for reasons beyond San Bruno-based YouTube.

Full article:

http://www.mediabistro.com/baynewser/facebook/youtube_still_dominates_internet_video_but_facebook_climbing_143853.asp

Twitter Asks, 'What's Happening?'

MediaBistro.com - SF Bay Area News
November 20 2009

Functionally, it doesn't change anything. Graphically, it's a change of only four words.

Emotionally, people's worlds are rocking.

Today, Twitter replaced it's ubiquitous question, "What are you doing?" located above the text box used to post messages, with the question, "What's Happening?"

Full article:

http://www.mediabistro.com/baynewser/twitter/twitter_asks_whats_happening_143835.asp

Can the law keep up with technology?

CNN
November 17 2009

In a case that would have been impossible even five years ago, bad-girl rocker Courtney Love is being sued for libel by a fashion designer for allegedly slamming the woman on Twitter.

Full article:

<http://www.cnn.com/2009/TECH/11/12/law.technology/>

Flinders University moves 16,000 students to the cloud

PRWire.com.au
November 17 2009

Flinders University adopts Microsoft's Live@edu platform to provide internet accessible e-mail and collaborations tools to students

Full article:

<http://www.prwire.com.au/pr/15457/flinders-university-moves-16-000-students-to-the-cloud>

Flinders University gives open source the boot

Computer World Australia
November 17 2009

Microsoft's Live@edu will be available to Flinders University's 16,000 students from mid-2010.

Flinders University will migrate its 16,000 students over to Microsoft's Live@edu email platform from mid-2010 after dropping an in-house open source solution.

Full article:

http://www.computerworld.com.au/article/326516/flinders_university_gives_open_source_boot

Connecting citizens and journalists with YouTube Direct

Official Google Blog
November 17 2009

Every day, people with video cameras are changing the ways we get our news. We see it during elections. We see it during earthquakes, fires and other natural disasters. We see it on our freeways, in our schools and in our public spaces. Almost any event that takes place today has a chance of being captured on camera. As YouTube has become a global platform for sharing the news, media organizations have been looking for a good way to connect directly with citizen reporters on our site so they can broadcast this footage and bring it to a larger audience.

Full article:

http://googleblog.blogspot.com/2009/11/connecting-citizens-and-journalists.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+blogspot%2F MKuf+%28Official+Google+Blog%29&utm_content=Google+Reader

YouTube's Push to Legitimize Citizen journalism

MediaBistro.com - SF Bay Area News
November 17 2009

YouTube is making the logical push into mainstream citizen journalism with YouTube Direct, a tool that enables media organizations to request, review and rebroadcast YouTube clips directly from users.

Full article:

http://www.mediabistro.com/baynewser/youtube/youtubes_push_to_legitimize_citizen_journalism_143417.asp

Real-Time Search - 5 Reasons Why

SiteProNews.com
By Ben Behrouzi (c)2009

If you don't understand why the Real Time Web is huge, you will soon.

Thanks to micro-blogging sites like Twitter, a constant stream of human-posted content has infiltrated the Web. This growing infiltration has created a bottoms up approach to content creation that via the progressive support of rapidly developing applications has and will continue to empower every individual to co-create what is deemed as "important" on the Web. The Real Time Web serves as both the database that informs us of what is happening right "Now" and the human touch to the content that will compete with the traditional algorithms for what is deemed as "valuable" content to us all.

Full article:

<http://www.sitepronews.com/archives/2009/nov/6.html>

Will He or Won't He?: Opinions Differ on Murdoch's Plan to Yank Content from Google Listings

MediaBistro.com - SF Bay Area News
November 16 2009

Last week we suggested that it could be a bad idea for Rupert Murdoch if he followed through on his threat to yank his holdings -- including the Wall Street Journal -- out of Google's listings. His issue: Google (and other content aggregators) were cribbing content for their own benefit, never mind that they inevitably drive a significant amount of traffic to the original site.

Full article:

http://www.mediabistro.com/baynewser/google_stuff/will_he_or_wont_he_opinions_differ_on_murdochs_plan_to_yank_content_from_google_listings_143295.asp

Google Submits Second Proposal for Library of the Future

Wired.com
November 16 2009

Google and a coalition of authors and publishers are hoping a second draft of a legal settlement will clear the way through a thicket of copyright laws to let Google to build the library of the future. The second version, filed close to midnight Friday night in federal court, needs to placate the Justice Department and a federal judge, who nixed the first draft over copyright and monopoly concerns.

Full article:

<http://www.wired.com/epicenter/2009/11/google-books-settlement/>

Facebook's Vision of the Future: A World Where Everyone Shares Everything, Everywhere, Enabled by Facebook

MediaBistro.com
November 11 2009

Facebook's Western Region Vice President of Sales Paul Ollinger spoke at the Social Media World Forum in Santa Clara yesterday. In response to a question about what Facebook will look like three to five years from now, he painted a picture of a world where people are connected to each other, on all devices, by Facebook and the data it collects about people and their relationships.

Full article:

http://www.mediabistro.com/baynewser/facebook/facebook_vision_of_the_future_a_world_where_everyone_shares_everything_everywhere_enabled_by_facebook_142815.asp

Google's Free Wi-Fi Offer Hits Airports Nationwide

MediaBistro.com
November 11 2009

Talk about holiday goodwill.

Yesterday, Google took last month's offer of free wi-fi on all Virgin American flights through Jan. 15, and extended it throughout 47 airports across the United States. (Oddly, though Buffalo, Des Moines and Oklahoma City are on the list, San Francisco is not.)

Full article:

http://www.mediabistro.com/baynewser/google_stuff/googles_free_wifi_offer_hits_airports_nationwide_142823.asp

Twitter Title Worthy of Network TV Deal

MediaBistro.com
November 11 2009

It's certainly a sign of a new media landscape when a successful Twitter account can land one a network TV deal.

Full article:
http://www.mediabistro.com/baynewser/twitter/twitter_title_worthy_of_network_tv_deal_142826.asp

7 Social Media Tactics for Explosive Results in Your Business

Site Pro News - By Tinu AbayomiPaul (c) 2009
November 11 2009

First, let's define the term Explosive Results for our usage.

A standard social media campaign helps spread the word about you and encourages other people to as well.

Full article:
<http://www.sitepronews.com/2009/11/10/7-social-media-tactics-for-explosive-results-in-your-business/>

Murdoch Threatens Google Blockade

E-Commerce Times
November 09 2009

News aggregators like Google News can send an incredible amount of Web traffic to online news sites. However, some publishers think such aggregators do more harm than good by republishing bits of their content. In fact, News Corp. Chairman Rupert Murdoch says he may pull his corporation's publications off of Google's radar entirely.

Full article:
<http://www.ecommercetimes.com/story/Murdoch-Threatens-Google-Blockade-68597.html?wlc=1257813793>

The Boom of Social Sites

Focus.com
November 04 2009

The explosion of social networking sites over the past decade has facilitated a transformation in the way we communicate with each other. Here we look at some of these communities with over 1 million users, both active and defunct.

Full article:
<http://www.focus.com/fyi/other/boom-social-sites/>

How Social Media (and Revision3) Helped Catapult 'Paranormal Activity' to the Top of the Box Office

Media Bistro - SF Bay Area News
November 03 2009

Paranormal Activity is a Blair Witch Project-style horror movie made for \$15,000.* When Steven Spielberg discovered it, he liked it so much, he considered remaking it. But then, according to Jim Louderback, Spielberg and Paramount Pictures asked themselves: If we launched this using a non-traditional marketing campaign, how far could it go?

Full article:

http://www.mediabistro.com/baynewser/marketing/how_social_media_and_revision3_helped_catapult_paranormal_activity_to_the_top_of_the_box_office_142114.asp

Waikato University joins iTunes U

PC World - New Zealand
November 03 2009

Waikato University today uploaded more than 750 publically available podcasts to the iTunes U educational area of the iTunes store.

Full article:

<http://pcworld.co.nz/pcworld/pcw.nsf/feature/5A0B005551DC618DCC25766200792DB9>

New Marketing Study on Gen Y Women's Influence

Media Release & White Paper: PopSugar Media
October 29 2009

"Why Y Women" Report Also Examines Generational Differences Between Gen X and Y Women

San Francisco, CA (October 29, 2009) -- A new research report released today by PopSugar Media (www.popsugar.com) revealed that two-thirds of Generation X women chose Generation Y women as the most influential age group when it comes to defining trends in popular culture. Gen Y women, in turn, are discovering new brands and getting most of their style inspiration and product recommendations from blogs and social media.

Full article:

<http://www.sugarinc.com/5877055>

Top Ten Ways to Use Twitter for Marketing

Site Pro News - By Jason OConnor (c) 2009
October 30 2009

Twitter is a micro-blogging site that asks you a basic question, "What are you doing?" It allows anyone with an account to write up to 140 characters in a text field as a means to update, comment, promote or communicate to others who are "following" you. When people follow you, they see what you've recently contributed when they login. They see your "tweets", which are the messages you leave.

Full article:

<http://www.sitepronews.com/archives/2009/oct/30.html>

Making search more musical

Official Google Blog
October 28 2009

Every day we get millions of search queries about music. You want to know more about your favorite artists, find that new album or iconic song or figure out the name of that tune stuck in your head. In fact, according to Insights for Search, two of the top 10 queries in the U.S. are music-related. But often, if your answer is in a song, it can take a while to get there. We call this "time to result" — and we're always looking for ways to reduce it.

ACUMA INCORPORATED

ACUMA Inc.: the Association representing campus service organisations in Australia & New Zealand
Technology news with an impact on higher education • November 2009

Full article:

<http://googleblog.blogspot.com/2009/10/making-search-more-musical.html>