



ACUMA Inc.: the Association representing tertiary campus service organisations in Australia & New Zealand
Technology and higher education in the press • January 2010

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Google Books opponents propose public alternative

SFGate.com

January 19 2010

Opponents of the controversial legal settlement that would allow Google Inc. to forge ahead with plans to publish millions of books online stepped forward with a counter proposal on Tuesday: a digital public library operated by a non-profit public guardian.

In a letter to members of Congress, the Open Book Alliance petitioned legislators to set up a neutral system that provides greater access to books, respects the rights of authors and publishers, and doesn't grant undue power to any single company. The coalition, whose members include Google rivals Microsoft Corp., Amazon.com and Yahoo Inc., called on the Mountain View Internet giant to halt its plan.

The proposal comes as the clock is ticking down on the Google Books legal deal, which has drawn objections from library groups, academics, competitors and the Department of Justice over privacy issues, the fate of unclaimed works and the amount of control handed to a for-profit company. The final fairness hearing is on Feb. 18.

Peter Brantley, co-founder of the Open Book Alliance, said the group wanted to stress that the public benefits of digitized books are available in forms other than the one Google is pushing forward.



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It's not "an all or nothing situation," he said. "Let's say no, let's take a step back and let's all work together in the way that copyright law should be amended and addressed, which is through Congress." Google has consistently said that its plan doesn't preclude other digital works libraries, and that authors and publishers who don't want to participate have the right to opt out.

"Our goal remains bringing millions of the world's difficult-to-find, out-of-print books back to life, in addition to giving millions of new books attention through direct relationships with publishers," a Google spokesperson said in a statement recently.

A number of groups representing students, minorities and the disabled have expressed support for the settlement, saying it will bring unparalleled information access to communities often cut off from it.

Brantley's letter to members of Congress argues that only a "neutral, civic, not-for-profit organization," such as the Library of Congress, can deliver the full public benefit of a digital library and ensure maximum participation.

"The OBA calls on Google to halt its current strategy, which focuses on fattening its profits and ensuring its continued domination of the Internet search market at the expense of broader social responsibilities," the letter reads. "Google, and the parties to the proposed settlement, must instead commit to joining this new inclusive process and engage the broad audience of advocates that share a passion for the digitization of books, promoting open competition and access to digital books for the widest number of people."

In a similar approach, France's national library administers a database of French works, called Gallica. Earlier this month, the country's culture minister announced plans to use it as the basis for a new, larger digital library.

Google first reached a proposed settlement with writers, the Authors Guild and members of the Association of American Publishers in October 2008, two years after the parties filed suit against the company claiming copyright infringement for publishing samples of scanned books online.

Under the deal, Google will pay \$125 million and establish a Books Rights Registry to identify and compensate appropriate rights holders. Objections raised in the weeks leading up to the final fairness hearing last fall, however, forced the parties to amend the settlement in November.

Among other changes, it narrowed the class to authors and publishers of works in the U.S., Australia, Canada and the U.K., and set up an independent fiduciary to make decisions regarding unclaimed works.

Brantley declined to say whether any legislators have offered to introduce a bill on this matter. Congress has attempted to tackle some of these issues itself in the past, but unsuccessfully.

Rep. Zoe Lofgren (D-CA), co-authored a bill that would have addressed the thorny topic of unclaimed or so called orphaned works, but it died in committee.

"We are here today because somebody in the private sector decided to seek forgiveness rather than permission," she said in reference to Google Books at a hearing last September. "That, in a way, is what this settlement is. It's a resolution of the rights that Congress could not accomplish."

http://www.sfgate.com/cgi-bin/blogs/techchron/detail?&entry_id=55547

Google beefing up new 'Social Web Team'

CNet News
January 26 2010

Is Google plotting to encroach upon Facebook's comfy territory? Well, it seems it's launched a sort of social-networking task force: Open-standards guru Will Norris announced on his blog Tuesday that he'll



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be starting a new job at Google on February 1, joining a few other prominent social-networking thinkers who have also recently made the jump to Mountain View.

"I'm happy to announce today that I've accepted a job at Google, working on the newly formed Social Web team," Norris wrote on his blog. "I will be joining fellow new hires Joseph Smarr and Chris Messina, as well as a host of other incredibly talented engineers, in contributing to the emerging standards and growing developer community in this space."

Joseph Smarr announced in December that he was leaving his job as chief technology officer at Plaxo to join Google; Messina, a high-profile member of the OpenID Foundation and Open Web Foundation, announced several weeks later that he'd also be joining Google as "Open Web Advocate."

Google's involvement with social-networking and community sites has been spotty at best: its Orkut social network is still big in Brazil, but minute elsewhere; its OpenSocial and Friend Connect projects have been generally well-regarded experiments, but completely smoked by Facebook in terms of prominence. Late last year, rumors began to swirl that Google was close to acquiring Yelp, a business reviews site with a large and active community, but the reported \$750 million deal fell through.

http://news.cnet.com/8301-13577_3-10441307-36.html

Google News Comes Back For More

Google News Blog
January 25 2010

If you read news online, you've probably noticed that articles aren't static. They often change over time, to reflect things like typo fixes, shifts in emphasis, new information or corrections of previous mistakes. Sometimes they even switch URLs, or become unavailable after a certain period of time. As a human being, reading at most a few dozen articles a day, this is no big deal.

But if you happen to be, say, a news search engine that crawls hundreds of articles at thousands of sites every minute, this presents a unique set of challenges. How do you balance looking for new content against the need to update older content? How can you make sure the content is fresh, doesn't link to dead pages or display headlines that have been changed by the publisher?

To deal with these issues, Google News has implemented a recrawl feature that allows us to focus on getting the newest articles around while still ensuring that we're displaying the most up-to-date information. From the moment we discover a new article, we'll keep revisiting it looking for changes. Since we've noticed that most changes to articles occur just after they're published, we revisit articles most frequently in the first day after we've found them. In some cases, we'll even revisit articles we had trouble crawling the first time around. After that, we visit them less often. Either way, we try hard to present users with the freshest news. (We bet whoever wrote "Dewey Defeats Truman" wishes they had recrawl!!)

For readers, this feature is intended to reduce the number of outdated headlines and dead links you might find. And for publishers, rest assured that we'll be back to find your latest stories and updates as soon as we can.

<http://googlenewsblog.blogspot.com/2010/01/google-news-comes-back-for-more.html>

Twitter Launches 'Local Trends'

MediaBistro.com - SF Bay Area News
January 27 2010

Sure Twitter's Trending topics is a great way to find out what the whole world thinks is the most interesting thing going on right now. (And, of course, right now right now it's the "Apple Tablet".) But



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what if you just want to know what the people in your own hometown are yammering about? Or, more urgently perhaps, what's the latest on that little trembler you just felt?

Enter: Twitter's Local Trends. Writes staffer Jenna Dawn on the Twitter blog:

As Twitter evolves, and more people share what's happening in their own world, we want to provide another way for people to discover topics that may be relevant to them. Last week we began to slowly roll out a new feature called Local Trends to expose what people are talking about on the state and city level, and today we've fully launched so everyone can use it.

The big events that come up around the world will always become a global conversation, but what about the big events that only happen in your world that only matter to those around you? Or the slight differences in the way Californians perceive an event, like Obama's election victory, versus those São Paulo, Brazil?

Local Trends will allow you to learn more about the nuances in our world and discover even more relevant topics that might matter to you.

http://www.mediabistro.com/baynewser/twitter/twitter_launches_local_local_trends_150165.asp

YouTube's Sundance Experiment: 'A Box Office Bomb'

MediaBistro.com - SF Bay Area News
January 26 2010

YouTube made a bit of a splash last week when it announced a partnership with the Sundance Film Festival, under which it would stream (for a fee) titles from this year's lineup.

The thinking: Film fans will happily pay \$3.99 for the ability to access standard- or high-definition downloads over the course of a 48-hour window. If successful, the project could put YouTube on footing with sites like Netflix, which already stream movies for a fee.

Turns out Netflix doesn't have much to worry about. At least not yet.

After three full days, five festival titles had drawn a total of 1,422 viewers, with *The Cove* leading the way with 303 views. That's a grand total of \$5,673.78, which, even if filmmakers get two-thirds of the take, leaves them with only hundreds of dollars apiece.

The experiment, according to the Motley Fool's Rick Munarriz: "A box-office bomb."

The reality of YouTube is that, unlike Netflix, users are not used to paying for content (let alone watching feature-length movies instead of short clips). Writes Munarriz: "YouTube users were able to rate the films, even without purchasing them. There are hundreds of more ratings than views, and many of them are skewing toward lower one-star reviews -- likely as a reaction to YouTube charging for content in the first place."

This shouldn't be enough to dissuade YouTube from similar experiments in the future -- but it's certainly not the start for which they had hoped.

http://www.mediabistro.com/baynewser/youtube/youtubes_sundance_experiment_a_box_office_bomb_150036.asp

Facebook urged to switch off hate sites

The Sydney Morning Herald
January 24 2010

Facebook sites inciting anti-Indian sentiment continue to flourish despite protests from Indians in Australia.



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Groups such as I think Indian People Should Wear Deodorant, Stop Whinging Indians, and Australia: Indians, You Have a Right to Leave, have not been removed.

Gautam Gupta, secretary of the Federation of Indian Students, said: "These sites must be shut down but, on the other hand, we must keep track of these hate groups being formed. They can be online or offline. When they're offline we call them gangs. These are essentially online gangs."

More than half a dozen Australian groups that are specifically anti-Indian are still active on Facebook. On top of that, there are many broadly racist groups, including F--- Off – We're Full and Speak English or Piss Off!!!, which has 54,000 members and is growing at a rate of about 2000 people a week.

"I don't think it's just a Facebook problem – it's a social problem, a problem in the society," Mr Gupta said.

Speak English or Piss Off!!! recently posted a note stating: "We are actually winning the battle with Facebook to keep this page up and running."

Darrin Hodges, administrator of the group F--- Off – We're Full, was unapologetic and said Facebook was inconsistent in the way it dealt with groups.

"Our group has been shut down five times and defaced by internet trolls," he said.

Alex Gollan, who set up the Facebook group Australians Against Racism & Discrimination, said it was not in Facebook's interest to close racist pages that hosted advertising.

"Racism on Facebook is an overwhelming problem and it is massively out of control," he said.

Darlene Ford, who teaches Indian students at Adelaide's Cambridge College, said she followed Facebook procedure for reporting a group. She said she was frustrated by Facebook's lack of action.

This month anti-racism groups and school principals condemned students from elite Melbourne private schools who joined the group Mate, Speak English, You're in Australia Now.

Students from Sydney private schools Monte Sant' Angelo, Trinity Grammar and MLC are members of Speak English or Piss Off.

Facebook declined to comment on the sites.

<http://www.smh.com.au/technology/technology-news/facebook-urged-to-switch-off-hate-sites-20100123-mrow.html>

Online education gears up

The Australian
January 27 2010

THE research-intensive University of Western Australia and longstanding distance provider the University of New England have joined Open Universities Australia, the first universities to do so in a decade. The move will mean greater choice for students of the fast-growing, 16-year-old business with the addition of units in rural science, e-learning and human studies.

OUA chief executive Stuart Hamilton said the online education business, which is owned by public universities and has more than 33,000 students, was moving into a new growth phase.

Mr Hamilton said OUA had a formal proposal before government to secure commonwealth, subsidies given federal plans for a big increase in tertiary places by 2025 and the advent of a demand-driven sector in 2012.



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Meanwhile, the quality audit for Charles Sturt University has warned that the country's largest university provider of distance education "needs to give greater attention to the competitive risks it faces in flexible and online delivery".

The use of online material by CSU academics was highly variable, the report said. CSU deputy vice-chancellor Professor Ross Chambers said CSU acknowledged the advice and said "we never felt it appropriate to eliminate paper-based elements".

<http://www.theaustralian.com.au/higher-education/online-education-gears-up/story-e6frgcjx-1225823749210>

YouTube getting into movie rental business

Yahoo! News
January 20 2010

SAN FRANCISCO – Movie rentals are coming to the Internet's most popular video site.

YouTube is making its debut as a rental outlet Friday to help promote some of the movies that will be shown at the upcoming Sundance Film Festival.

It's part of a test that YouTube hopes will encourage more movie studios to rent movies through its site.

The expansion announced Wednesday thrusts Google Inc.-owned YouTube into competition with more established vendors such as Apple Inc.'s iTunes store, Amazon.com Inc., Netflix Inc. and Blockbuster Inc.

The first batch of YouTube's rentals will cost \$3.99 for a 48-hour viewing period. Movie studios will be able to set their own prices, with rental viewing windows ranging from one to 90 days. YouTube will get an unspecified commission from each rental.

http://news.yahoo.com/s/ap/20100120/ap_on_hi_te/us_tec_youtube_movie_rentals

Gates Launches Twitter, Facebook Accounts

MediaBistro.com - SF Bay Area News
January 20 2010

The latest convert to Twitter: Bill Gates. The Microsoft chief will be using a verified account at the handle @billgates.

His first post: "Hello World. Hard at work on my foundation letter--publishing on 1/25."

As of this morning, after all of five tweets, he had accumulated more than 220,000 followers.

The most noteworthy piece of information in all this, according to AllThingsD's Kara Swisher, is that one of the 40 accounts Gates has chosen to follow is that of High School Musical star Ashley Tisdale.

"I attribute (his large number of followers) to his excellent choice of the sassy Disney (DIS) tween—and deliciously mean—idol," she wrote.

It doesn't hurt that Tisdale has worked with Microsoft in the past.

Also, from TechCrunch: Gates launched a new Facebook page, as well. Both his new endeavors appear to deal primarily with his philanthropic concerns.

http://www.mediabistro.com/baynewser/twitter/gates_launches_twitter_facebook_accounts_149478.asp



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Griffith University Australia All You need to know!

YouTube.com

<http://www.youtube.com/watch?v=KPFJEISqAeQ&feature=related>

YouTube to introduce live sports coverage

MarketingMagazine.co.uk

January 19 2010

LONDON - Google is poised to become a powerhouse in live sports broadcasting after securing the rights to stream cricket's most lucrative annual tournament to a global audience online.

YouTube: secured the rights to stream IPL matches

The brand's video-sharing website, YouTube, will show 60 matches from the Indian Premier League (IPL), which starts in March and will feature stars such as England players Graeme Swann and Jonathan Trott.

YouTube wants to sign a global sponsor and multiple local backers as part of its strategy to make money from the coverage.

While BT is set to rival Sky by offering cut-price TV subscriptions to Premier League football and Ashes cricket, Google has, until now, remained dormant in the live-sports arena.

However, YouTube has been buoyed by the interest in a U2 concert it streamed live in October 2009, which attracted 10m viewers. Should the cricket broadcasts succeed, further deals are likely to follow.

YouTube is losing \$470m a year, according to Credit Suisse, but its IPL tie and content deal with Channel 4 are likely to attract advertisers.

Bruce Daisley, Google UK's leader for YouTube and display, said: "We're keen to see how the community will take to live sport. There's a real interest in live events, so we're excited."

<http://www.marketingmagazine.co.uk/News/978162>

State Of The Twittersphere: User Growth Slows Down To 3.5% Per Month

TechCrunch.com

January 19 2010

Marketing software startup HubSpot has put together its third 'State of the Twittersphere' report, which is based on an analysis of more than 5 million Twitter accounts and 6 million tweets, collected by the company's free Twitter Grader tool.

The main take-away from the report (PDF): peaking at around 13% in March 2009, growth in new Twitter users has recently slowed down significantly, dropping to a mere 3.5% in October 2009. That's still growth, but a mind-blowing growth rate it is no longer.

And as we've reported before, visits to Twitter.com have declined in number too, dropping 8% in October 2009. Also, Erick yesterday posted a must-read analysis of how the realtime web (and Twitter specifically) can be measured, if you're interested.

We should also note Twitter CEO Evan Williams recently tweeted that they had their single biggest usage day on Jan 12, and that they were expecting to break that record again the day after. That is well possible, and consistent with HubSpot's findings:



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In the seven months since HubSpot last examined the 'twittersphere', the average Twitter user has become less of a newbie, claims the company in the report. The average user is not only following more people, he or she also gets followed by more people and posts more updates.

To sum up:

- Today the average Twitter account has 300 followers; in July 2009, it had 70
- The average account now follows 173 accounts; in July 2009 it was only following 47
- The average account today has posted 420 updates; in July 2009 that number was 119

Also worth noting: HubSpot says the average Twitter account became better implemented during the period from July 2009 to January 2010, as more users have taken the time to complete their profiles, adding bios, locations and web addresses.

HubSpot's report paints a picture of Twitter slowly but surely increasing its international footprint: locations listed in Twitter profiles (and thus self-reported by users) were much more spread across the globe than before:

- 15% of the top 20 Twitter locations were outside North America in July 2009
- 40% of the top 20 Twitter locations are outside North America in January 2010

Looking at user patterns, HubSpot found that Thursday and Friday are the most active days on Twitter, each accounting for 16% of total tweets in the analysis, while 10-11 pm appears to be the most active hour on Twitter, accounting for 4.8% of the tweets in an average day.

Finally, HubSpot claims the vast majority of Twitter users have networks under 100 people: 82% of users have less than 100 followers while 81% are following less than 100 people.

<http://www.techcrunch.com/2010/01/19/state-twittersphere-hubspot/>

Google Puts Satellite Imagery to Work for Haiti

MediaBistro.com - SF Bay Area News
January 15 2010

Of all the relief efforts for Haiti, very few are strictly technology-related. Leave it to Google to jump at the chance to utilize one of its core strengths to assist the endeavor.

The Mountain View-based search giant has contracted with GeoEye to update its satellite imagery of the country, to assist those seeking to direct personnel and supplies -- especially with transportation to and from the country (including aircraft that would otherwise be used for similar purposes) in short supply.

The KML file can be downloaded into Google Earth applications, or viewed directly through a Web browser at Google's crisis response page for Haiti. Google will be automatically updating the later as more imagery and data become available.

Google has also set up a person finder for those with loved ones in the country. Additionally, the crisis response page offers multiple methods of donation, as well as links to resource updates, local media Web sites and other tools.

(via CrunchGear: <http://www.crunchgear.com/2010/01/14/good-for-google-satellite-pics-of-devastated-haiti-added-to-earthmaps/>)

http://www.mediabistro.com/baynewser/google_stuff/google_puts_satellite_imagery_to_work_for_haiti_149105.asp



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Down to business: new users tap into social media

The Age
January 17 2010

TELSTRA was first to take the plunge, allowing its 40,000-plus workers to tweet (almost) at will. Myer, too, has jumped in online, thanking its 1932 Facebook fans for their patience during recent store renovations in Melbourne. Now Cricket Australia is dipping into online social media, launching a branded Facebook page and Twitter site for national vice-captain Michael Clarke.

From this week, the batsman will post at least one personal entry a day on training and the team. "Coming out from behind the helmet," Cricket Australia calls it. It's apt symbolism, considering the potential hazards.

"We're trying to engage a younger audience ... We do want to see players expressing themselves more and at the end of the day, we're happy for them to make a few mistakes along the way," says Mike McKenna, general manager of marketing.

Thousands of Australian businesses, schools and institutions are signing up to online social networks, but cautiously. Some are excited by the marketing potential of Facebook, Twitter, YouTube and co. Others are nervous about losing control.

The potential for pitfalls is significant. Cricket Australia, for example, was caught out during last year's Ashes series, when newly dropped Australian Test opener Phil Hughes tweeted that he was "disappointed not to be on the field with the lads today" - hours before the official team announcement.

Telstra was left red-faced last year when an employee was "outed" for creating a satirical Twitter account in the name of Federal Communications Minister Stephen Conroy. David Quilty, Telstra's group managing director of public policy and communications, says it's impossible to control the ways people communicate online.

Last April, Telstra became the first Australian company to set down "guard rails" on the use of social media sites by employees and contractors.

Others such as AMP, the University of Melbourne and The Age are developing social media policies.

Under the ABC's "light touch" policy, released last November, employees are encouraged to use social media "to engage existing and new audiences" but without mixing their professional and personal lives "in ways likely to bring the ABC into disrepute".

ABC Online's chief political writer, Annabel Crabb, avoids personal tweets on work sites. "The common mistake people make is using social media as a conversation between them and their friends ... and forgetting another whole group of people out there are listening," she says.

Social media specialist Ross Monaghan, of Deakin University, says many organisations remain nervous. "Some CEOs and senior managers think burying their head in the sand is keeping control of the situation. But you can't control social media by not being part of it."

Cruising company Carnival Australia, which has previously blocked staff from accessing social media channels at work, says it encourages employees to monitor feedback online. But staff are allowed only one hour a day on social media sites, and then not for personal purposes. The Australian Financial Review, meanwhile, has reportedly banned staff from using social networking or blogs for anything other than personal purposes.

Schools are particularly anxious about cyber bullying and the prospect of students and staff wasting time online. But Brighton Secondary School, which now blocks on-site access to social media networks, is among those considering a new approach.

"It's something we're going to be looking at this year, to see if we can't approach it in a more intelligent fashion than a ban - to teach kids the right way to go about things," says principal Julie Podbury.



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(Anti)social media

- Male students, mostly from Sydney University's elite St Paul's College, set up a "pro-rape" Facebook page. NSW Police condemned the page.

- US high school teacher Ashley Payne claims she was forced to resign last November after school officials saw photographs on Facebook of her in beer gardens and pubs. She also used her Facebook page, which was set to a high privacy level, to announce plans to play a game called "Crazy Bitch Bingo".

- Domino's Pizza employees in the US were sacked last year after posting videos on YouTube showing them placing pieces of cheese up their nostrils, then serving the food to customers.

- Telstra employee Leslie Nasser last year created a satirical Twitter account in the name of Federal Communications Minister Stephen Conroy. Tweets included: "Being a minister is so much better than being a fireman or astronaut. Suck it, childhood dreams!"

<http://www.theage.com.au/national/down-to-business-new-users-tap-into-social-media-20100116-mdj8.html>

Haiti and New Media: How NPR is Using Twitter and Facebook To Report on the Earthquake

MediaBistro.com - SF Bay Area News
January 14 2010

NPR has always been ahead of the curve when it comes to using social media to do great reporting. So when we saw that they'd created a Twitter list of people tweeting from Haiti, we wanted to know: How'd you figure out those folks were legit?

In the following interview, NPR's social media strategist Andy Carvin tells us not only how the network is using Twitter—and Facebook—to find compelling angles and new sources for stories (like this one and this one), but also why you have to build up your social media cred over time in order to reap dividends when news breaks.

BayNewser: When did you decide to create this list and how did you figure out who to include on it?

Andy Carvin, Senior Strategist, NPR Social Media Desk: This isn't the first time we've done this in response to a disaster. In the days and hours leading up to Hurricane Ida last fall, people were concerned it was going to be a bit of a mess, so I quickly put together a Twitter list of local bloggers, local news sources, local broadcasters and others, just as a way of monitoring what they were talking about. None of us had a sense of where the storm was going to go and how bad it was going to be, but at least this was a handy list both for NPR staff as well as the public at large.

An hour or two after the earthquake in Haiti was reported, I decided to do exactly the same thing again. It wasn't a big topic of debate. It was just a natural step in helping our reporters and producers do research on Twitter.

So how did you do it?

I sent out tweets through NPR accounts and my personal account, asking: Does anyone know anyone personally who's in Haiti right now? At the same time, I started using the Twitter search tool for very specific searches—for words like "earthquake" and "tremor", in French, and in Spanish in case people felt them in the Dominican Republic. I looked up names of neighborhoods in Port-au-Prince and searched for those. I ended up finding a couple of sources that way. But the majority of people who appeared on the list were people who were recommended to me by other Twitter users.

How did you verify tweeters who weren't recommended by someone you knew?



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You have to start doing some homework about the person's Twitter account. You look at how long has the account been around. What kinds of things have they been writing about? Does it seem consistently about the place? Are they writing in Haitian Creole? For example, several of the accounts I found, their tweets preceding the earthquake were all about Carnival and their preparations for it. I also looked to see who they were following and who's following them back. If I can tell that a person has had a number of conversations with various people and hasn't suddenly just popped out of nowhere, it increases the likelihood that they might be a useful source. Then they reach a threshold where it's worth monitoring them.

We're not vouching for these people, but what we're saying is we think these people are interesting and worth monitoring to see what comes up out of it.

How has NPR used this for its own coverage?

Several of these people we've actually had on air. We were able to get a hold of them through Skype and other mechanisms, and they've been interviewed in lead stories we've run on Morning Edition over the last couple of days.

How about Facebook—how have you used that?

We have 570,000 people following our Facebook page, and we've gotten a number of leads that way, simply by posting a note on the page, saying do you have any direct connections with Haiti? Are you there? Do you have family who's there. We've gotten several dozen interesting leads that way, and a couple have made it to the airwaves that way.

For example, this morning we interviewed a woman who posted her family's story on our Facebook page. She and her family run a private school in Haiti, and her students and other people from the neighborhood were all sleeping on the ground of their outdoor basketball court because either their homes had collapsed or they were too scared to sleep inside the school. That's a story we never would have known if we hadn't just asked the question on our Facebook page. She's just one of several dozen people who gave us very compelling stories, and we're figuring out which ones to use and how to use them.

Any advice for other news organizations on social media best practices?

Cultivate, cultivate, cultivate: That is the key word.

If you're a news organization and suddenly a disaster happens, and you create your first Facebook page or Twitter account in order to gather information from it, you're most likely not going to be very successful because you don't already have a community built around it and you don't necessarily have any credibility either.

We've been actively on Twitter since October 2007, and we've been on Facebook for well over a year. In both cases, we routinely use those networks for queries and feedback. And not just in disaster situations. Last week, we posted a question on Facebook asking: Are any you from families in which the wife is better educated and makes more money than the husband? At first we thought, it's somewhat of an awkward question, we might not get many responses. But we got 800 comments posted. By the time there were 100 posted, we had more than enough good stories to work with.

When you tell people you're working on something and you ask them a specific question, people will come out of the woodwork to help you. Especially if you report back to them to let them know what the outcome was. So this morning, I specifically posted on our Facebook page, saying, remember when we asked all of you for story ideas yesterday, well this one woman you may recall, we did an interview with her and here it is.

By closing the loop that way, it shows we're not simply asking for favors and not showing any results out of it. The public wants to know that our interactions with them actually leads to more and better reporting.



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http://www.mediabistro.com/baynewser/soc_media/haiti_and_new_media_how_npr_is_using_twitter_and_facebook_to_report_on_the_earthquake_148999.asp

Yahoo Study: Younger People Seemingly Unaffected by Online Display Advertising?

MediaBistro.com - SF Bay Area News
January 12 2010

Bad news for AOL by way of competitor Yahoo! Back in July, the New York Times reported that newly hired AOL CEO (and former Googler) Tim Armstrong's strategy for reinvigorating the waning tech company was to beef up its content in order to make the company the largest seller of online display advertising.

Now comes a study from Yahoo! finding that display advertising on the Internet doesn't have much effect on people under 40.

According to the San Francisco Chronicle, the study showed that people exposed to the retailer's ads spent 5 percent more. But, the change among those under 40 was "nearly zero."

This probably doesn't surprise those who track influencing patterns among the born digital set. As we reported last fall, a study by Sugar Media found that members of Gen Y are increasingly skeptical of marketing messages and far more likely to trust—and open their wallets based on—recommendations of friends and perceived peers.

Of course, the news isn't good for Yahoo! either. Like AOL, the Sunnyvale giant is also banking on display advertising to put it back in the front-runner seat.

(Via MediaMemo - <http://mediamemo.allthingsd.com/20100112/are-web-ads-only-for-oldsters-yahoos-disturbing-study/>)

http://www.mediabistro.com/baynewser/our_digital_lives/yahoo_study_younger_people_seemingly_unaffected_by_online_display_advertising_148708.asp

Google to Stop Censoring China Results, May Shut Site

Bloomberg
January 12 2010

Google Inc., owner of the world's most popular Internet search engine, plans to stop censoring results on its Chinese site, Google.cn, a move that may lead to shutting down the service.

The company said it will discuss the plan with Chinese authorities and is willing to close the site, according to a blog post today. Google also said it has evidence that an attack on its China Web site was aimed at accessing Gmail accounts of Chinese human-rights activists.

"Over the next few weeks, we will be discussing with the Chinese government the basis on which we could operate an unfiltered search engine within the law, if at all," the Mountain View, California-based company said. "We recognize that this may well mean having to shut down Google.cn, and potentially our offices in China."

Google has clashed with authorities since it started a censored version of its site four years ago in China, which leads the world in Internet users. The company said today that attacks on its site and surveillance of users prompted it to review its business operations in the country. The move signals that Google is hewing closer to its "Don't be evil" motto, said Heath Terry, an analyst at FBR Capital Markets.

"This is their way of opening up this important conversation," said Terry, who is in New York. "This is their way of starting to move the conversation forward."



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Google is still a “long way away from getting out of China,” Terry said. The company can threaten to leave the country because China accounts for such a small piece of Google’s sales, he said.

Baidu Gains

Google’s president of its Chinese operations, Kai-Fu Lee, stepped down in September. The country’s online search market is dominated by Chinese company Baidu Inc.

Google fell \$10.48, or 1.8 percent, to \$580 in extended trading after closing at \$590.48 on the Nasdaq Stock Market. The shares have dropped 4.8 percent this year. Baidu’s American Depository Receipts added \$13.51, or 3.5 percent, to \$400 in extended trading.

In investigating the attack on its own site, Google said it discovered that at least 20 other large companies in industries such as finance, technology, media and chemicals had been similarly targeted. Google said it is in the process of notifying those companies and working with the “relevant U.S. authorities.”

Gmail Accounts

Dozens of accounts of Gmail users, who are advocates of human rights in the U.S., China and Europe, were accessed, most likely through “phishing scams or malware placed on the users’ computers,” Google said.

Only two of those accounts appear to have been accessed and the information gathered was limited to account information, such as the date created and the subject line, not the content of the e-mails, Google said.

In June, Google suspended its “suggest” search prompt feature on its Chinese site after the local-language service was criticized by the government for providing links to pornographic material. China adopted “punitive measures” against the company’s international site, Foreign Ministry spokesman Qin Gang said on June 25, and the service became inaccessible to Chinese Web users for hours.

China has more Internet users than the total population of the U.S., according to the China Internet Network Information Center, a government-backed agency that licenses online domain names.

<http://www.bloomberg.com/apps/news?pid=newsarchive&sid=aAWT7M2BVSks>

Uni staff migrate to the cloud

The Australian
January 13 2010

MORE universities are set to follow Macquarie and outsource staff email to parties such as Google’s Gmail, with Curtin University close to a deal with Microsoft.

About 14 Australian universities have already outsourced their student email to Gmail or Microsoft’s Live@edu service, but this week Macquarie became the first to migrate staff to the so-called cloud in a deal with Gmail.

The cloud is jargon for the outsourcing of email and data services to external providers that host the data on servers that can be located across the world.

Concerns about the security of intellectual property and academic privacy had made universities cautious about moving staff to the cloud. But Macquarie’s chief information officer Marc Bailey said the likes of Google and Microsoft offered vastly superior security to a university.



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However, the university was concerned that data hosting in the US could have exposed it to the US Patriot Act, which allows security agencies to override privacy restrictions to combat terrorism. As a result, Google has agreed to host the data in the European Union.

After Curtin, the University of Newcastle could be the next to outsource staff email to the cloud.

Mr Bailey said the new deal with Gmail, for four years, would save Macquarie hundreds of thousands of dollars a year.

<http://www.theaustralian.com.au/higher-education/uni-staff-migrate-to-the-cloud/story-e6frgcjx-1225818578173>

Google Docs Becomes Google 'Any File' as Cloud Wars Heat Up

Wired.com

January 12 2010

Google is now offering a small virtual hard drive in the cloud so you can access all sorts of files anywhere — the latest salvo in an arms race to become the dominant player in cloud services.

As with many Google initiatives, this one may be deceptively modest: When it is completely rolled out, Google Docs will accept uploads of any kind of file — not just text and spreadsheets. That move heightens their competition with Microsoft, and takes on Apple and a number of small startups in the business of creating backup and storage space on remote servers.

This business is suddenly becoming viable with the ubiquity of broadband connectivity (which makes things almost as accessible as they'd be on your hard drive) and the popularity of netbooks (which are usually light on internal storage). Cloud computing also makes it possible never to lose data when you drop your beloved laptop, or when you don't have it with you.

It's already a crowded field, with all of the usual suspects: Microsoft's cloud-based platform, Azure, is already available in a fully a la carte pricing scheme geared toward their core enterprise customers, and it offers a 25-GB online Skydrive for home users through its Microsoft Live services. Apple's Mobile Me (once known as iDisk) has a 20-GB floor for \$100 a year and a family plan in keeping with their mainly consumer focus.

For now, Google is portraying the initiative less dramatically, as a USB key rather than as a hard-drive replacement.

Instead of e-mailing files to yourself, which is particularly difficult with large files, you can upload to Google Docs any file up to 250 MB.... This makes it easy to back up more of your key files online, from large graphics and raw photos to unedited home videos taken on your smartphone. You might even be able to replace the USB drive you reserved for those files that are too big to send over e-mail.

While text documents and spreadsheets don't count toward the total, the offering is actually quite underwhelming in terms of capacity: 1 GB, with extra storage available for \$0.25 per GB/year. By contrast, Gmail now offers more than 7 GB of storage for e-mails and attachments, while Google's Picasa lets you store 10 GB of photos.

But perhaps this is just a beginning of the famed Google Drive, a full-on hard drive in the sky. It's one more step to make the free Google Docs into a compelling alternative to Microsoft Word — another attempt to break the hold Microsoft has on the desktop to transition users to using the internet even more (because that's where Google makes its money).

If this is the precursor to something larger — say a giant Google drive that combines Gmail and Picasa, etc., Google ought to get themselves and their checkbook over to Dropbox, the little startup that offers a fabulous service that turns a folder on your PC or Mac into a shared storage drive. And if I were at Yahoo or Microsoft, I'd hope to get to Dropbox ahead of Google.

<http://www.wired.com/epicenter/2010/01/google-docs-storag/>



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Foxy Tactics: Google News Pulls The AP's Content As Contract Comes Up For Renewal

TechCrunch.com
January 11 2010

Through much of last year, the Associated Press threw public barbs and veiled threats at Google, while in private it was renegotiating its licensing agreement with Google News. That agreement is believed to be up for renewal at the end of this month, yet no new AP stories have appeared directly on Google News since December 23, 2009. (AP stories licensed by other news sites such as ABC News or the New York Times do continue to appear, however). So what's going on here? Is that the end of AP stories on Google News?

I've been doing some sniffing around, and it is not the AP that is withholding its content. This conclusion is also supported by the fact that older AP content from before Christmas continues to be available on Google News. If the AP were no longer licensing its articles to Google, those older articles likely would also no longer be available. (The AP has talked about withholding news from certain licensees for a set period of time, but those were measured in minutes and hours, not weeks, and it would operate on a rolling basis. The AP stories on Google News just stop on December 23).

So it appears that Google made a unilateral decision. What's going on here reminds me of what News Corp does to Time Warner Cable every four years or so when the contract for all the Fox television channels comes up. Fox threatens to pull its channels in a very public manner, and then at the eleventh hour a deal is struck, just like what happened on New Year's. Google is trying its own Foxy negotiating tactic here. It is showing the AP in a very visible way what will happen if Google News no longer carries AP stories, and they are doing this before the negotiations are up so that the AP can measure the loss in readership that Google News brings.

In the TV world, it's the content companies such as Fox, which have the negotiating leverage because they bring the audience. It almost seems like Google is trying to prove the opposite is true with online news: that distribution is king, not content. Meanwhile, on Friday, Google News gussied up its home page by adding its Fast Flip project at the bottom (see screenshot below), and is highlighting other newspaper partners with its "Living Stories" project. Whether or not we ever see AP headlines on Google News again depends on which one needs the other one more, and who concedes first in the negotiations.

Which would you rather live without, Google News or the AP?

<http://www.techcrunch.com/2010/01/11/google-news-pulls-ap/>

Google's Near Me Now

MediaBistro.com - SF Bay Area News
January 11 2010

Google wants to be part of your life, no matter where you are and no matter what you need.

Their latest, a service they call "Near Me Now," takes them closer to that point than ever before.

It's an application for the mobile version of Google.com that pinpoints a user's location via GPS, and with the push of a single button lists everything in the immediate vicinity that's list-able, from restaurants to ATMs. From there, users can surf their options to find out more.

It's significantly easier than typing in business names (if you know them), plus the whole GPS integration is, you know, cool and stuff.

"Who should worry about this new product?" asks DailyFinance. "Yelp, UrbanSpoon, CitySearch and many other purveyors of local information that have search interfaces that are sorely lacking compared to the Near Me Now. Team this with Google's super-simple AdWords ad-placement technology, and Google may finally have the makings of a real revenue play for local ads."



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http://www.mediabistro.com/baynewser/google_stuff/googles_near_me_now_148515.asp

Macquarie Uni completes Gmail rollout

Computerworld Australia
January 11 2010

Macquarie University's 6000 staff will soon join the students and begin using Gmail

Google is back in the race to provide email services to educational institutions across the country with NSW-based Macquarie University announcing it will begin rolling out Gmail accounts to its 6000 research, teaching and administrative staff.

As the first university in Australia to move across to Gmail in September 2007, Macquarie's decision to upgrade was influenced by the "high level of satisfaction" amongst its students for the Google Apps for Education suite.

Macquarie Vice-Chancellor Steven Schwartz said in a statement that the money it spent on its internal email system was better spent elsewhere.

Despite the University's move to Gmail, Microsoft's Live@edu is in-front as educational institutions across the country scramble to take advantage of the inexpensive cloud capabilities the two IT behemoths offer.

So far Google has moved five universities across to its Google Apps for Education offering, including Monash University, University of Adelaide, University of Southern Queensland, University of Western Australia and Macquarie. In 2007, it landed a contract with the NSW Department of Education and Training to support 1.3 million school students with Gmail.

In December, Edith Cowan University became the 13th university in Australia to move across to the Live@edu platform.

Last year, the University of Sydney, Queensland University of Technology, Curtin University and Flinders University all adopted Live@edu.

A small scale deployment of Macquarie staff Gmail kicks off this month, followed by three major stages that will finish in September.

http://www.computerworld.com.au/article/332005/macquarie_uni_completes_gmail_rollout/?fp=4194304&fpid=1

Macquarie University to save millions with Gmail deal

The Australian
January 12 2010

GOOGLE has struck a landmark deal with Sydney's Macquarie University to provide staff members with its free, web-based offering, Gmail, a move that reaps millions of dollars in savings.

Macquarie chief information officer Marc Bailey said 6000 research, teaching and administrative staff will each receive a 7.5GB mailbox -- 100 times larger than the current set up on Novell GroupWise.

The university rejected a proposal from Microsoft, as it would have cost 80 per cent more, he said.

Mr Bailey said he wanted an open standard instead of proprietary system for email as it was accessed through many means of communication, from smart phones to laptops.



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He declined to reveal financial details but said the deal, sealed on Christmas Eve, was split into two: Gmail and a compliance component. It will cost Macquarie a mere \$US15 (\$16.12) per user per year to manage the new accounts.

"It's a question of direct cost versus outsourcing email (management). I'd rather our IT team focused on more critical areas than managing email," Mr Bailey said.

"Each mailbox was 100 times less than Gmail or around 75MB in GroupWise. The move will probably save us millions of dollars over a number of years."

GroupWise was not a consideration as Novell does not have a free, web-based email service similar to Gmail.

Macquarie's 31,000 students and 37,000 graduates moved to Gmail in September 2007.

The agreement is significant to Google as it has spent more than two years trying to court the university to adopt Gmail for staff members. But the university was hesitant to move staff members on to Gmail due to regulatory and cost factors.

They were concerned that their email messages would be subject to draconian US law.

In particular, they were worried about protecting their intellectual property under the Patriot Act and Digital Millennium Copyright Act, Mr Bailey said.

"In the end, Google agreed to store that data under EU jurisdiction, which we accepted," he said.

The university had to comply with state laws, which mandated that data had to be stored in NSW.

Google was not going to build a local data centre anytime soon so Macquarie had to maintain an offline archive of data at the university, he said. In the past, Macquarie was concerned about the cost of relaying large files to and from the US, where Google's data centre resides. But this been resolved thanks to the Australia's Academic and Research Network (AARnet), which the university is a member of. "AARNet peered with Google (and Microsoft) which means it won't cost us anything more," Mr Bailey said.

A \$2 million limited liability was increased to \$10m in case Gmail stopped working. "You need proper recourse if your free email service stops working."

GroupWise will be decommissioned at the end of the year after migration is fully completed in September, he said. "It made sense for us to move staff members to Gmail since our students were using it too," he said.

"The biggest challenge will be cultural, not technical."

Macquarie vice-chancellor Steven Schwartz said the savings would be spent on better teaching and research facilities for staff and students, and on scholarships.

<http://www.theaustralian.com.au/australian-it/macquarie-university-to-save-millions-with-gmail-deal/story-e6frgax-1225818206662>

Waikato Uni trials mobi network

TechDay - New Zealand
January 11 2010

Summer school students at Waikato University are the first to trial a new information service designed for smartphones.



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IT Manger in the School of Education Dr Steve Leichtweis (pictured) says the mobile web directory enables smartphone users to view a map of the campus, check the University's news and events calendar, access staff contact details and even track down a vacant computer work station on campus.

"We're anticipating demand for this will grow," he says. "Kids are clamouring for the latest and greatest all the time, so pretty soon it won't just be a minority of students with these smartphones, it will be the majority."

The system is based on an open source mobile framework developed by the Massachusetts Institute of Technology (MIT) in the United States. Waikato University is the first tertiary institution in New Zealand to adopt the system.

"It's a testament to the simplicity and elegance of the MIT framework. The nice thing is that we don't have to build a lot from scratch, and anything we create can be contributed back to the international mobile web development community," says Leichtweis.

He hopes to incorporate the full University lecture timetable, more library information and information about the Tauranga campus in time for the A semester in March. Leichtweis is also talking with Environment Waikato about ways to display the bus timetable for the routes serving the University campus.

<http://www.techday.co.nz/telecommunicationsreview/news/waikato-uni-trials-mobi-network/15110/>

Google Objects To 'Google Tax'

InformationWeek.com
January 07 2010

A French proposal to tax Google and other Internet companies to fund the arts has Google calling for cooperation rather than taxation.

Google fears innovation will be hampered if the French government implements a proposal in a government-commissioned report to tax online advertising revenue to compensate artists. The proposal, referred to in the French press as "the Google tax," is one of several that attempt to address what former French Minister of Culture Jacques Toubon, co-author of the report, has characterized as "enrichment without end and without consideration," the revenue that Internet companies have collected, ostensibly through the unauthorized exploitation of intellectual property. If adopted, the tax would affect not only Google but also AOL, Microsoft, Yahoo, and other large Internet companies and service providers.

French authorities have long voiced concern about Google's power and even went so far as to fund a European search project called Quaero several years ago. The lead author of the report, Patrick Zelnik, is a record producer who runs France's Naive record label.

According to the Associated Press, French President Nicolas Sarkozy has expressed support for some of the ideas in the report but has not specifically commented on the "Google tax."

Singer and former model Carla Bruni-Sarkozy, the French First Lady, is one of Naive's recording artists.

Google, unsurprisingly, is cool to the idea of an online ad tax.

"We don't think introducing an additional tax on Internet advertising is the right way forward as it could slow down innovation," said a Google spokesperson in an e-mail. "The better way to support content creation is to find new business models that help consumers find great content and rewards artists and publishers for their work. Google already supports content creation through partnerships with many French publishers and content creators. In fact, around the world, we distributed more than 4.2 billion euros last year to our partners, helping to fund great content creation."

Google has faced similar compensation claims from book publishers and news publishers, groups that haven't prospered to the extent that Google has over the past few years. As a consequence of being hit



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up for money for its alleged copyright violations and of dealing with competitors' complaints, it has bolstered its lobbying presence in Washington and sought partnerships where once it might have been content to charge ahead alone. In contrast to the introduction of Google Maps Street View, which turned photography in public places into a privacy problem, Google now treads more carefully. For example, it has withheld facial recognition from its Google Goggles experiment out of consideration of privacy expectations.

Its relatively recent conciliatory stance can be seen in the Android platform's Open Handset Alliance, its Chrome OS ecosystem, and in its outreach to news and book publishers.

Nonetheless, the company still has many enemies that would like to derail its book search settlement and to slow its growth by supporting antitrust and privacy scrutiny from federal agencies.

In an e-mailed statement, Olivier Esper, director of public affairs at Google France, said that Google had contributed to Zelnik's report and had pushed for cooperation between Internet companies and content producers. "We hope that, among the recommendations contained in this report, the ones encouraging such cooperation will be retained," he said. "For example, proposals to simplify and adapt licensing mechanisms to the digital environment. There is an opportunity here to pursue innovative solutions, rather than encouraging to the idea of an opposition between the Internet and cultural industries, which is what this tax proposal does."

<http://www.informationweek.com/news/security/government/showArticle.jhtml?articleID=222200739>

Facebook Just Got Its Own VitaminWater Flavor: "Connect". Seriously.

TechCrunch.com
January 07 2010

Here's a first. VitaminWater has just announced that its newest flavor will be called "Connect", complete with a Facebook logo and a full paragraph description loaded with references to untagging, friend requests, and photo stalking. It's black cherry-lime flavored, with caffeine and "eight key nutrients". And it's coming to stores nationwide in March.

The new flavor and label were a result of a contest VitaminWater has been conducting on its Facebook page over the last few months that invited fans to design their own flavors (check out the video below featuring Steve Nash for an intro). Here's the message VitaminWater used to announce the news on its Facebook page. You can blame them for the lack of capitalization:

unlike the never-ending debate over whether it's rock-paper-scissors or paper-rock-scissors, based on your votes and your designs, the latest flavor of vitaminwater has FINALLY been decided... introducing the black cherry-lime flavored vitaminwater named... connect! check out this new package- flavor & ingredients, name & label design- all inspired by you- our fans. it's got 8 key nutrients plus caffeine. thanks for all your help- especially to the grand prize winner Sarah from Illinois and the four other finalist <http://budurl.com/q27w>. vitaminwater connect will be available in stores nationwide in march this year- so until then, stay hydrated- and keep your eyes here for news, updates and special offers for connect, including a possible sneak tasting opportunity. and btw... it's rochambeau!

One amusing thing worth pointing out: the bottle's label prominently features a fingerprint on it, which isn't really something you'd normally associate with sharing or a safe online environment. And it will look especially odd if Facebook's privacy fiasco ever comes to a head.

<http://www.techcrunch.com/2010/01/07/facebook-vitaminwater/>

Twitter for cars: Ford tech reads your incoming tweets aloud

USA Today
January 08 2010



ACUMA Inc.: the Association representing tertiary campus service organisations in Australia & New Zealand
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Now you'll be able hear your "tweets" on the street.

Ford Motor CEO Alan Mulally will announce Thursday at the Consumer Electronics Show in Las Vegas that the automaker is incorporating a Twitter application into its next-generation Sync in-car communication system. It is one of three free apps — the others are online entertainment services Pandora and Stitcher — in the first wave of what Ford hopes will become a portfolio of mobile-phone-like apps available for tech-minded motorists.

BEST OF CES: PHOTOS of new tablet PCs, e-readers, more
INSIDE THE SHOW: MORE PHOTOS from the CES action in Vegas

"It's about bringing the Internet to the car," said Charles Golvin, principal analyst at Forrester Research. "What they're doing is making it really easy."

Sync, co-created with Microsoft, is a system that lets drivers operate their Bluetooth-enabled smartphones and music players with voice commands and have text messages read to them, among other functions. Since Sync was unveiled three years ago, Ford has sold more than 1 million vehicles with it.

Encouraging outside developers to create apps — useful and fun applications sold or offered free — for the system seemed a logical next step. The goal is to get in on the apps revolution that has helped make mobile devices such as Apple's iPhone and iPod Touch so popular.

"It's not a trend. It's a tsunami," says Doug VanDagens, connected services director for Ford. "We have to get into that game."

Ford's first plays:

- OpenBeak. Bringing in Twitter, which lets users send short messages to the masses, seemed a natural. OpenBeak, formerly called TwitterBerry, is an app that makes it easy to use Twitter's most popular functions from mobile devices.
- Pandora. This Internet radio service boasts 40 million users worldwide. It lets users custom-tailor music in song lists that can be paused or skipped through.
- Stitcher. A personalized, on-demand radio system. Users can pick radio programs they want to hear, and listen on their own schedules.

Drivers won't be able to compose tweets (though that may come), but the system reads them as they stream in. Even at that, some tech watchers question its value.

Listening to tweets can be distracting to drivers, says Phil Leigh of Inside Digital Media.

He says the more potent applications are likely to be Pandora and Stitcher. "If you have Pandora, you don't need satellite radio," Leigh says.

Pandora's founder is thrilled. Listeners in cars "is kind of the Holy Grail for us," Tim Westergren says. "Half of all radio listening happens in the car."

Adds Stitcher co-founder Noah Shanok: "This is huge for us."

http://www.usatoday.com/money/autos/2010-01-07-ford-twitter_N.htm

How will ICT change the future of education?

FutureGov.net
January 05 2010



ACUMA Inc.: the Association representing tertiary campus service organisations in Australia & New Zealand
Technology and higher education in the press • January 2010

Educators from Malaysia, Australia and India foresee a future in which digital books, hybrid mobile computers and touch-screen writing tablets will replace the text book, chalk and blackboard, according to a series of FutureGov interviews on how technology will change the future of education.

Emeritus Professor Jonathan Anderson, Flinders University of South Australia, predicts that knowledge in the form of books and printed matter will rapidly become digitised. Today, full text of over seven million books can be accessed through Google Books. This number is growing quickly as Google expands its digitisation effort with international associations, publishers and authors. Companies such as Amazon.com and Sony are also contributing to this development.

Many libraries in Asia Pacific are aggressively digitising content. The National Library in Kolkata – the largest library in India – is going through a massive digitisation effort. “We have digitised 9140 books and converted close to 180,000 records into machine-readable formats last year,” said Aresh Ghatak, Library and Information Officer, National Library, Belvedere, Kolkata in India.

New mobile devices will emerge and take on a great role in the way students learn. “We are likely to see a convergence of mobile and PC technologies as rival chip manufacturers enter each other’s territory,” explained Anderson. He predicted that smart phones will become more like computers and vice versa.

Dr Norrizan Razali, Senior Manager, Smart School Department, Multimedia Development Corporation in Malaysia agreed. “One of the key emerging technologies that will transform schools is mobile devices. Hybrid devices which are a mix of mobile phones and personal notebooks,” she added. Razali believed that such a mobile device will make a great impact to students, especially in rural Malaysia. However, it must first be durable and affordable – below RM 1000 (US\$292) each.

The increasing pervasiveness of cloud computing will support such a device. Cloud enables operating systems to be trimmed down and applications to rely less on end-clients for processing power and memory space. Also, touch-screen technology will become the key method students interact with ICT devices.

“Such a device will be held in the hand like a mobile phone but it will have a larger surface, something like a writing tablet. It will be used for all kinds of communicating – browsing the internet, emailing, reading books and other materials online, phoning and texting, and social networking with friends and colleagues,” Anderson elaborated.

Social networking sites such as Facebook and Twitter will continue to rule students’ time. According to a recent Australian study, Facebook was the fourth most visited site. On average, users spend an average of 26.5 hours each week online, and a quarter of that time – 6.5 hours – is dedicated to Facebook. Visits to Twitter increased 1000 per cent compared to the year before.

While it is not easy to spell out the implications for education, Anderson advised that educators need to keep abreast of the latest ICT developments and echoed the need for teachers to be brought up to speed on new technology.

<http://www.futuregov.net/articles/2010/jan/05/how-will-ict-change-future-education/>

The University of Western Australia - promotional video

YouTube.com

<http://www.youtube.com/watch?v=UGsXlaPqGq8&feature=related>

Waikato University to let fingers do the walking

Scoop.co.nz - New Zealand

January 06 2010

Waikato University first to let your fingers do the walking



ACUMA Inc.: the Association representing tertiary campus service organisations in Australia & New Zealand
Technology and higher education in the press • January 2010

The University of Waikato has become the first New Zealand university to put everything you need to know at your fingertips – thanks to a new web network that can be accessed through a mobile phone.

Launched to coincide with the start of summer school this week [January 5], the mobile web environment will allow mobile phone users to view a map of buildings on campus, check the University's news and events calendar, access staff contact details and even locate a vacant computer work station on campus.

"It just takes a couple of clicks to access information for visitors, students and staff," explains Dr Steve Leichtweis, the driving force behind the project. "Using your phone, you can access the University's online phonebook to find a staff member, click through to phone or email that person, and then view a campus map to see where their office is."

Dr Leichtweis, who is IT Manager in the School of Education, says the system is a great example of how the University is always looking to meet future needs. "What we've done is link in to an open source mobile framework made available by the Massachusetts Institute of Technology (MIT) in the United States. There are a handful of universities currently using the MIT system in the US, UK and Australia, but we're the first in New Zealand to adopt this framework."

The School of Education Computer Support Group started working on developing data modules and functionality for a Waikato version of the system in mid-November. "In less than four weeks, we had approval to go live," says Dr Leichtweis. "It's a testament to the simplicity and elegance of the MIT framework. The nice thing is that we don't have to build a lot from scratch, and anything we create can be contributed back to the international mobile web development community."

The system taps into the University of Waikato's new-look website, and offers instant access to news updates, emergency information and also Google maps. Some phones (eg iPhones and the iPod Touch) will also allow users to access iTunes-U.

Dr Leichtweis says system works on any phone with a simple web browser and internet capability. "It's all about opening up access to information currently available through a computer to your mobile phone," he says. "We're anticipating demand for this will grow. Kids are clamouring for the latest and greatest all the time, so pretty soon it won't just be a minority of students with these smart phones, it will be the majority."

Dr Leichtweis will be tracking usage and identifying any glitches in the initial roll-out. "There's a feedback button to help us make the system work for as many web browser capable phones as possible, and hopefully staff and students will highlight things they'd like to see on it in the future."

The next step is to add in further functionality – Dr Leichtweis hopes to incorporate the full University lecture timetable, more library information and information about the Tauranga campus in time for the start of A Semester in March.

He's also talking with Environment Waikato about ways to display bus timetable information for the routes serving the University campus. "And there's an opportunity here for the Students Union to provide information throughout O Week when the new students arrive."

For a preview of the system, visit <http://m.waikato.ac.nz/>

<http://www.scoop.co.nz/stories/ED1001/S00003.htm>

Who Should Google Buy in 2010?

MediaBistro.com - SF Bay Area News
January 04 2010

By Jason Turbow



ACUMA Inc.: the Association representing tertiary campus service organisations in Australia & New Zealand
Technology and higher education in the press • January 2010

The latest sign that you've made it as a company: people start coming up with lists of other companies you need to acquire.

CNNMoney.com did just that for Google in the coming year, focusing on six -- Twitter, Digg, Jumtapp, Yelp, Cellfire and Yandex -- that it feels would make sense.

Each would cover an area of online communication that Google is currently interested in:

Twitter is among the Web's fastest-growing social networks, and would merge nicely into Google's search interface (which has already happened) and social media ambitions. Twitter, of course, may well want to avoid selling.

Digg, like Google, makes a business out of displaying other people's content. Digg bases its results on user polling. This could work well with Google News.

Jumtapp is a mobile advertising company, and Google is making a huge push into the mobile market. It's has already acquired rival AdMob, and would further corner the market (and hurt Microsoft, says CNN) with this deal.

The user-business-review company is a natural fit with Google maps and other social media ambitions. It brings advertising possibilities directly to businesses' doorsteps. (This deal almost happened last year.)

A mobile-based coupon company, which would fit into Google's existing advertising initiatives. Says CNN: "A deal for Cellfire could help Google's advertising partners bring their marketing tools to the physical world of supermarkets and stores."

The most unlikely acquisition on the list is Yandex, which dominates Web search in Russia, relegating Google's efforts there deep into the second tier. Not only is Russia an emerging market, but Yandex has opened a U.S. office in Mountain View, just down the road from Google's headquarters.

All this is very interesting, but it's hardly gospel. After all, TechCrunch ran its own story about top possible acquisitions in 2010, and Google led that list, as well. The company it's purported to buy, however -- Roku, maker of a set-top box for video streaming -- didn't even make CNN's list.

http://www.mediabistro.com/baynewser/google_stuff/wsgb2k10_who_should_google_buy_in_2010_147764.asp