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- Neighbors Online: Report
- Microsoft Word Web App vs. Google Docs
- Paperback Kindle
- The Ten Myths of Creating Web Content
- Magna: Online Advertising to Reach \$100B in 2015
- Rumors Suggest Microsoft To Buy AOL
- An Ugly Toll of Technology: Impatience and Forgetfulness
- The State of Mobile Apps
- If the iPad's the answer, what's the question again?
- Step aside, brand loyalty; we're loyal to information now
- Airline plans to rent Apple iPads on flights
- Asus, MSI Showcase Apple iPad rivals
- Most Widely-Used World University Ranking now on iPhone
- AACA National Campus Band Competition / National Campus Film Festival / National Campus Art Prize / National Campus DJ Competition launched

### Is Google gunning for Facebook with 'Google Me'?

TechWorld.com.au  
June 29 2010

Tech personality Kevin Rose tweets about upcoming alleged Google service called 'Google Me' that will compete with Facebook

Full article:

[http://www.techworld.com.au/article/351420/google\\_gunning\\_facebook\\_google\\_me?eid=411](http://www.techworld.com.au/article/351420/google_gunning_facebook_google_me?eid=411)  
<http://bit.ly/aOo8IV>

## **Web abuzz on talk of Google Facebook killer**

TechWorld.com.au  
June 29 2010

Internet whirling with talk of 'Google Me' a service that would rival Facebook

Speculation is spreading around the Web that Google is building a site that could be a Facebook - killer.

Full article:

[http://www.techworld.com.au/article/351435/web\\_abuzz\\_talk\\_google\\_facebook\\_killer?eid=411](http://www.techworld.com.au/article/351435/web_abuzz_talk_google_facebook_killer?eid=411)  
<http://bit.ly/aK04ED>

## **Chinese language top-level domains win ICANN approval**

TechWorld.com.au  
June 26 2010

First Chinese internationalized domains will appear in two to three months, says ICANN CEO

Web site operators will be able to register domain names written entirely in Chinese characters, including the final characters to the right of the last dot, in a matter of months.

Full article:

[http://www.techworld.com.au/article/351240/chinese\\_language\\_top-level\\_domains\\_win\\_icann\\_approval?eid=411](http://www.techworld.com.au/article/351240/chinese_language_top-level_domains_win_icann_approval?eid=411)  
<http://bit.ly/al77zG>

## **Press Release: TechnologyOne Marks 100th New Zealand Customer**

Scoop.co.nz  
June 28 2010

TechnologyOne, a leading provider of enterprise software solutions, today announced it has signed MainPower New Zealand Limited as its 100th customer in New Zealand.

Full article:

<http://www.scoop.co.nz/stories/BU1006/S00774.htm>  
<http://bit.ly/9rXwet>

## **Report: Email Click-Through Rates Increase 55 Percent With Multiple Social Sharing Links**

SocialTimes.com  
June 24 2010

A study conducted by e-mail marketing provider GetResponse indicates that e-mail messages that include a social sharing option generated 30% higher click-through-rates (CTR) than e-mails without a social sharing option. Additionally, messages with three or more sharing options generated a 55% higher CTR. The study analyzed social media integration and sharing using Twitter, Facebook, MySpace, LinkedIn and Digg in almost 500 million e-mails sent by over 19,000 GetResponse customers.

Full article:

<http://www.socialtimes.com/2010/06/email-click-through-with-social-sharing-links/>  
<http://bit.ly/9OeDAI>

## **Retail 2015: Smartphones Get Personal as Supercenters, E-Commerce Win Big**

The Nielsen Company  
June 24 2010

With all eyes on the economic recession in the U.S., it's easy to underestimate the major trends currently reshaping the consumer packaged goods (CPG) industry. According to The Nielsen Company's Retail 2015 Forecast, the pace of change is only accelerating as technology, marketing trends and retail formats converge to redefine how CPG retailers and manufacturers interact with consumers.

Full article:

<http://blog.nielsen.com/nielsenwire/consumer/retail-2015-smartphones-get-personal-as-supercenters-e-commerce-win-big/>  
<http://bit.ly/bHu6wX>

## **Facebook And Skype Become More Integrated**

AllFacebook.com  
June 23 2010

Last week reports began surfacing that Facebook was now prompting users to invite their Skype friends to Facebook. Now, Facebook is testing deeper integration which enables Skype users to start calls, chat, and send files if their friends on the service. While we've received at least one report, we aren't quite sure if this is a feature being tested by Facebook or if this something that is part of an upgraded Skype application.

Full article:

<http://www.allfacebook.com/2010/06/facebook-skype-integration/>  
<http://bit.ly/bY69ND>

## **Google Voice: 10 Reasons to Check It Out**

TechWorld.com.au  
June 24 2010

Google's phone management service is free and has a lot to offer small businesses.

Now that Google Voice is open to everybody in the U.S., small business owners, particularly those with less than 25 employees, should take a close look at Google's free phone management service. Here are ten good reasons why:

Full article:

[http://www.techworld.com.au/article/350943/google\\_voice\\_10\\_reasons\\_check\\_it?eid=411](http://www.techworld.com.au/article/350943/google_voice_10_reasons_check_it?eid=411)  
<http://bit.ly/dx3oCR>

## **What to Include in Your Social Media Marketing Strategy**

SiteProNews  
June 07 2010

by Laura Wimble

Creating a "buzz" around products, services, businesses or an event is a requirement from all clients. There is no social media marketing wand that someone will wave and a target audience will automatically start coming to your site. And what works for one brand may not work for another.

Full article:

<http://www.sitepronews.com/archives/2010/jun/7.html>  
<http://bit.ly/9fr0fw>

## **Newspapers Are Still Dying, But the News Is Not Going Anywhere**

Mashable.com  
June 23 2010

Despite newspaper share prices seeing a 380% increase in the last year, don't be swayed by the perceived recovery. The only way for newspapers to survive is by investing resources into innovation online.

Full article:  
<http://mashable.com/2010/06/22/newspapers-future/>  
<http://bit.ly/cS2P7q>

## **US judge tosses out Viacom copyright suit against YouTube**

AFP  
June 23 2010

WASHINGTON — A US judge Wednesday threw out a copyright lawsuit filed against YouTube by US entertainment giant Viacom, handing the Google-owned video site a major legal victory in a closely watched case.

Full article:  
[http://www.google.com/hostednews/afp/article/ALeqM5h\\_AfErLSMMGD41718aR0CYib0aNQ](http://www.google.com/hostednews/afp/article/ALeqM5h_AfErLSMMGD41718aR0CYib0aNQ)  
<http://bit.ly/a6VkmH>

## **Reports: Google working on news, music services**

TechWorld.com.au  
June 23 2010

Google is developing services to let consumers pay for access to news articles and songs through individual purchases and subscriptions, according to various news reports.

Full article:  
[http://www.techworld.com.au/article/350861/reports\\_google\\_working\\_news\\_music\\_services?eid=411](http://www.techworld.com.au/article/350861/reports_google_working_news_music_services?eid=411)  
<http://bit.ly/cktEj4>

## **Is email really going away?**

MediaBistro.com  
June 18 2010

Email is going the way of the dodo, according to Facebook COO Sheryl Sandberg.

Only 11% of teens use email daily, preferring instead to use SMS messaging and social networking, Sandberg proclaimed at the Nielsen Consumer 360 conference in Las Vegas.

Full article:  
[http://www.mediabistro.com/webnewser/startup/is\\_email\\_really\\_going\\_away\\_165136.asp](http://www.mediabistro.com/webnewser/startup/is_email_really_going_away_165136.asp)  
<http://bit.ly/a0nCWg>

## **A Google Paid Content System For Publishers May Be Coming By Year-End**

PaidContent.org  
June 17 2010

Google (NSDQ: GOOG), which had hinted for nearly a year now that it was working on building some sort of paid content system for publishers, is reportedly set to launch such a system by year-end.

According to a report in the Italian newspaper La Repubblica, Google is now reaching out to publishers to get them to sign up for the system, which it is calling Newspass.

Full article:

<http://paidcontent.org/article/419-google-reportedly-launching-a-paid-content-system-for-italian-publisher/>  
<http://bit.ly/9K7ZQR>

## **How Teens Watch: The Future (of Media) is in Their Hands**

The Nielsen Company  
June 16 2010

In the U.S., young people's media usage is markedly different from that of older generations but is likely to converge with their elders as they themselves grow older, according to Nielsen SVP of Consumer Insights Dounia Turrill at today's Consumer 360 conference in Las Vegas.

Full article:

[http://blog.nielsen.com/nielsenwire/online\\_mobile/how-teens-watch-the-future-of-media-is-in-their-hands/](http://blog.nielsen.com/nielsenwire/online_mobile/how-teens-watch-the-future-of-media-is-in-their-hands/)  
<http://bit.ly/atsjgZ>

## **PayPal: Singapore gov't can 'make' mobile e-commerce market**

TechWorld.com.au  
June 17 2010

Mobile e-commerce slow to take off in Singapore but government-led project aims to change that

Unsure that market forces alone can do the job, PayPal is betting Singapore's government can spur the development and adoption of mobile e-commerce applications in the Southeast Asian city-state.

Full article:

[http://www.techworld.com.au/article/350187/paypal\\_singapore\\_gov\\_t\\_can\\_make\\_mobile\\_e-commerce\\_market?eid=411](http://www.techworld.com.au/article/350187/paypal_singapore_gov_t_can_make_mobile_e-commerce_market?eid=411)  
<http://bit.ly/9FbcuY>

## **First, China. Next: the Great Firewall of... Australia?**

Time Magazine  
June 16 2010

The concept of government-backed web censorship is usually associated with nations where human rights and freedom of speech are routinely curtailed. But if Canberra's plans for a mandatory Internet filter go ahead, Australia may soon become the first Western democracy to join the ranks of Iran, China and a handful of other nations where access to the Internet is restricted by the state.

Full article:

<http://www.time.com/time/world/article/0,8599,1995615,00.html>  
<http://bit.ly/9GiIP6>

## **Starbucks CIO Brewing Up Much More than Free Wi-Fi**

TechWorld.com.au  
June 16 2010

CIO Stephen Gillett stands at the center of Starbucks' new and expanded Wi-Fi strategy

Yesterday, coffee-purveyor Starbucks reversed course on its long-standing in-store Wi-Fi policy by announcing that starting July 1, Wi-Fi would be free in all its U.S. establishments.

Full article:

[http://www.techworld.com.au/article/350092/starbucks\\_cio\\_brewing\\_up\\_much\\_more\\_than\\_free\\_wi-fi?eid=411](http://www.techworld.com.au/article/350092/starbucks_cio_brewing_up_much_more_than_free_wi-fi?eid=411)

<http://bit.ly/9qoWth>

## How Will Facebook Make Money?

TechWorld.com.au

June 16 2010

The company's future depends on finding a balance between the privacy and the quality of the social marketing data

For many of people, Facebook is the first stop in any Web surfing session. It has developed into a highly engaging combination of online bulletin board, personal scrapbook, and group communication network. But did you ever wonder why, being all those things, Facebook is free?

Full article:

[http://www.techworld.com.au/article/350046/how\\_will\\_facebook\\_make\\_money?eid=411](http://www.techworld.com.au/article/350046/how_will_facebook_make_money?eid=411)

<http://bit.ly/a73tbZ>

## Social Networks/Blogs Now Account for One in Every Four and a Half Minutes Online

The Nielsen Company

June 15 2010

The popularity of social media is undeniable – three of the world's most popular brands online are social-media related (Facebook, YouTube and Wikipedia) and the world now spends over 110 billion minutes on social networks and blog sites. This equates to 22 percent of all time online or one in every four and half minutes. For the first time ever, social network or blog sites are visited by....

Full article:

[http://blog.nielsen.com/nielsenwire/online\\_mobile/social-media-accounts-for-22-percent-of-time-online/](http://blog.nielsen.com/nielsenwire/online_mobile/social-media-accounts-for-22-percent-of-time-online/)

<http://bit.ly/cDN1PW>

## Free Wi-Fi is Just a Small Part of Starbucks' Plan

ReadWriteWeb.com

June 14 2010

Free Access to Paid Content Coming Fall 2010

Starting July 1st, Starbucks will finally begin to offer free and unrestricted Internet access over Wi-Fi in its stores. Starbucks CEO Howard Schultz made this announced at Wired's Disruptive by Design conference today. With this, Starbucks finally joins the ranks of neighborhood coffee stores all over the world that have long offered free and easy access to Wi-Fi. By Fall 2010, Starbucks also plans....

Full article:

[http://www.readwriteweb.com/archives/starbucks\\_wifi\\_free\\_access\\_to\\_paid\\_content\\_wsj.php](http://www.readwriteweb.com/archives/starbucks_wifi_free_access_to_paid_content_wsj.php)

<http://bit.ly/d6LBRq>

## **Shift to charging for online news inevitable, Dow Jones chief says**

The Japan Times  
June 14 2010

Newspapers around the world will soon have no choice but to start charging for Web content, according to Dow Jones CEO Les Hinton, who called it "madness" to give away "expensive and valuable journalism for nothing."

Full article:  
<http://search.japantimes.co.jp/cgi-bin/nb20100614d1.html>  
<http://bit.ly/8ZdLYD>

## **Google News experiments with human control, promotes a new serendipity with Editors' Picks**

Nieman Journalism Lab  
June 10 2010

Late this afternoon, Google News rolled out a new experiment: Editors' Picks. Starting today, a small percentage of Google News users will find a new box of content with that label, curated not by Google's news algorithm, but by real live human news editors at partner news organizations. Here's an example, curated by the editors of Slate:

Full article:  
<http://www.niemanlab.org/2010/06/google-news-experiments-with-human-control-promotes-a-new-serendipity-with-editors-pick/>  
<http://bit.ly/cHoc95>

## **Can Google Become the Next Facebook?**

SitePro News - Titus Hoskins  
June 11 2010

Is it just me but didn't Google recently put everything on its main homepage except for Google Buzz? What's up with that? For heaven's sake, they even put the PacMan game in their logo for two days running... you would think some of the brightest minds on the planet would have figured out by now if Google truly wants to try to win on the new memeyouyou web, they simply have to....

Full article:  
<http://www.sitepronews.com/archives/2010/jun/11.html>  
<http://bit.ly/9iHgGq>

## **Pingar launches 'Impressions' search engine**

TechDay.co nz  
June 11 2010

The Tauranga-based technology firm has launched its next-generation 'intelligent' search engine at the Microsoft SharePoint Conference in Wellington.

Full article:  
<http://www.techday.co.nz/itbrief/news/pingar-launches-impressions-search-engine/16748/5/>  
<http://bit.ly/cnm3ct>

## Neighbors Online: Report

Pew Internet Research Center  
June 09 2010

Americans use a range of approaches to keep informed about what is happening in their communities and online activities have been added to the mix. Face-to-face encounters and phone calls remain the most frequent methods of interaction with neighbors. At the same time, internet tools are gaining ground in community-oriented communications.

Full article:

<http://pewinternet.org/Reports/2010/Neighbors-Online.aspx>

<http://bit.ly/cZzAKL>

## Microsoft Word Web App vs. Google Docs

TechWorld.com.au  
June 09 2010

Microsoft's Office Web Apps is open to the public. Here is a look at how it competes against Google's Docs

Microsoft put the last piece of its online office suite puzzle in place Monday, officially launching its Web-based suite of Microsoft Office applications called Office Web Apps. However....

Full article:

[http://www.techworld.com.au/article/349377/microsoft\\_word\\_web\\_app\\_vs\\_google\\_docs?eid=411](http://www.techworld.com.au/article/349377/microsoft_word_web_app_vs_google_docs?eid=411)

## Paperback Kindle

Seth Godin blog  
June 07 2010

Steve Jobs reports today that Apple is selling an iPad every three seconds.

This is a pretty urgent moment for my friends on the Kindle team, so here are some bonus thoughts on pricing, business models and competition:

Full article:

[http://sethgodin.typepad.com/seths\\_blog/2010/06/paperback-kindle.html](http://sethgodin.typepad.com/seths_blog/2010/06/paperback-kindle.html)

## The Ten Myths of Creating Web Content

MediaBistro.com  
June 08 2010

The PR industry has been in the business of "content creation" for quite some time, and the demands for content creation will likely continue unabated. Brands want custom, compelling content, and they want it to spread to their targeted audience. Can you deliver?

Full article:

[http://www.mediabistro.com/prnewser/education/the\\_ten\\_myths\\_of\\_creating\\_web\\_content\\_163962.asp](http://www.mediabistro.com/prnewser/education/the_ten_myths_of_creating_web_content_163962.asp)

## **Magna: Online Advertising to Reach \$100B in 2015**

MinOnline.com  
June 08 2010

An unusually optimistic forecast for digital advertising growth comes from Magna Global this week. The research division of IPG's Mediabrands says that on a global basis online advertising will grow 12.4% this year to \$61 billion. Search continues to be the leading format attracting marketers to the digital platform, and this performance-based media will enjoy 16.5% growth in 2009. According to head analyst Brian Wieser, non-search advertising will grow more slowly at 8.7% to....

Full article:

[http://www.minonline.com/news/Magna-Online-Advertising-to-Reach-\\$100B-in-2015\\_14479.html](http://www.minonline.com/news/Magna-Online-Advertising-to-Reach-$100B-in-2015_14479.html)

## **Rumors Suggest Microsoft To Buy AOL**

ShutterVoice.com  
June 06 2010

Microsoft is set to buy AOL. This is the rumor spreading around after Business Insider Writer Nicholas Carlson hinted this. He reported that sources says that AOL is negotiating Microsoft to strike a deal.

Full article:

<http://www.shuttervoice.com/4243/rumors-suggest-microsoft-to-buy-aol.html>

## **An Ugly Toll of Technology: Impatience and Forgetfulness**

The New York Times  
June 06 2010

Are your Facebook friends more interesting than those you have in real life?

Has high-speed Internet made you impatient with slow-speed children?

Do you sometimes think about reaching for the fast-forward button, only to realize that life does not come with a remote control?

Full article:

<http://www.nytimes.com/2010/06/07/technology/07brainside.html?src=busln>

## **The State of Mobile Apps**

The Nielsen Company  
June 01 2010

"There's an app for that" is Apple's catch phrase to promote the literally thousands of applications that can be downloaded to an iPhone. Whether you want to check the weather or traffic, bide time playing a game, or study a new language, there is likely a free or paid application that you can access. While Apple may be best known for mobile apps, BlackBerry, Android and other devices also have a huge range of....

Full article:

[http://blog.nielsen.com/nielsenwire/online\\_mobile/the-state-of-mobile-apps/](http://blog.nielsen.com/nielsenwire/online_mobile/the-state-of-mobile-apps/)

## **If the iPad's the answer, what's the question again?**

InPublishing.co.uk  
May/June issue

In our headlong rush to embrace eReaders in general, and the iPad in particular, are we in danger of getting ahead of ourselves? Are we ramping up our expectations too high and have we actually thought through the publishing strategy? In this period of iPad mania, David Hepworth sounds a note of caution.

Full article:

[http://www.inpublishing.co.uk/kb/articles/if\\_the\\_ipads\\_the\\_answer\\_whats\\_the\\_question\\_again.aspx](http://www.inpublishing.co.uk/kb/articles/if_the_ipads_the_answer_whats_the_question_again.aspx)

## **Step aside, brand loyalty; we're loyal to information now**

Nieman Journalism Lab  
June 02 2010

The Pew Research Center released an interesting study last week that offers some sobering — if unsurprising — insights for the news business.

Full article:

<http://www.niemanlab.org/2010/06/step-aside-brand-loyalty-were-loyal-to-information-now/>

## **Airline plans to rent Apple iPads on flights**

ZDNet.com  
June 01 2010

Would you rent an Apple iPad on a flight? An Australian airline thinks so. JetStar, a low-cost airline, will launch a trial to rent an iPad on flights for \$10 a pop.

Full article:

<http://www.zdnet.com/blog/btl/airline-plans-to-rent-apple-ipads-on-flights/35255>

## **Asus, MSI Showcase Apple iPad rivals**

TechWorld.com.au  
June 01 2010

Asus and MSI hope to give Apple's iPad a run for the money with new tablet computers announced Monday.

Asus and MSI introduced on Monday at the Computex show in Taipei new tablet computers, designed to compete with Apple's iPad. The new tablets will run on various versions of Microsoft's Windows 7 OS, with customized user interfaces, and feature a variety of ports, like USB, HDMI and card readers.

Full article:

[http://www.techworld.com.au/article/348405/asus\\_msi\\_showcase\\_apple\\_ipad\\_rivals?eid=411](http://www.techworld.com.au/article/348405/asus_msi_showcase_apple_ipad_rivals?eid=411)

## **Most Widely-Used World University Ranking now on iPhone**

PRNewsWire.com  
May 31 2010

QS World University Rankings now an iPhone App.  
Top 500 Universities in the World Contactable at the Touch of a Button

Full article:

<http://www.prnewswire.com/news-releases/most-widely-used-world-university-ranking-now-on-iphone-95244679.html>

# ACUMA INCORPORATED

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

## **Australasian Association of Campus Activities (AACA): 2010 national student competitions**

National Campus Band Competition launched: <http://www.aaca.net.au/nbc>  
National Campus Film Festival launched : <http://www.aaca.net.au/ncff>  
National Campus Art Prize launched : <http://www.aaca.net.au/ncap>  
National Campus DJ Competition launched : <http://www.aaca.net.au/ncdj>

## **ACUMA Incorporated: Items in the press - monthly round-ups**

- Higher education news
- International issues in education, and items affecting international students
- Technology developments of relevance to campus services

[http://www.acuma.org.au/resource\\_library/in\\_the\\_press/](http://www.acuma.org.au/resource_library/in_the_press/)