Disruptions: Where Apple and Dick Tracy May Converge

By NICK BILTON

Dick Tracy had one. As did Inspector Gadget and James Bond. A watch that doubled as a computer, two-way radio, mapping device or television.

Though such a device has been lost to science fiction comics and spy movies of the era before smartphones, the smart watch might soon become a reality, in the form of a curved glass device made by Apple.

In its headquarters in Cupertino, Calif., Apple is experimenting with wristwatch-like devices made of curved glass, according to people familiar with the company's explorations, who spoke on the condition that they not be named because they are not allowed to publicly discuss unreleased products. Such a watch would operate on Apple's iOS platform, two people said, and stand apart from competitors based on the company's understanding of how such glass can curve around the human body.

Read more...
Artists & Designers You Should Know

2/13/2013

IMA, Thanks so much for the invite to contribute content to this blog. I hereby propose this post to be an ongoing work in progress. Your active participation will make this resource a friendly place to check reality while also finding energy and inspiration.

I would like to share the works of 3 individuals who are influencing me big time:


Best, Prof. Ryan Seslow

short-link to this post :: [http://wp.me/p10v0t-g2](http://wp.me/p10v0t-g2)

A Peek at an Interactive Magazine for the Apple iPad

February 6, 2013 by imagcwp

[VIVmag](http://bits.blogs.nytimes.com/2010/03/18/a-peek-at-an-interactive-magazine-for-the-apple-ipad/) an all-digital lifestyle magazine that is available online, plans to introduce an interactive iPad
version of its content when the device, from Apple, is released next month.

The videos above and below offer a preview of the kind of experience that readers, or rather viewers, can expect for some iPad versions of the digital magazines. Similar to the Wired video released last month, Viv and other magazines are getting ready to offer touch, video and a wave of other hands-on experiences.

Read more...

The electromagnetic spectrum

January 30, 2013 by imagcwp

The electromagnetic spectrum is the range of all possible frequencies of electromagnetic radiation.[1] The “electromagnetic spectrum” of an object has a different meaning, and is instead the characteristic distribution of electromagnetic radiation emitted or absorbed by that particular object.

The electromagnetic spectrum extends from below the low frequencies used for modern radio communication to gamma radiation at the short-wavelength (high-frequency) end, thereby covering wavelengths from thousands of kilometers down to a fraction of the size of an atom. The limit for long wavelengths is the size of the universe itself, while it is thought that the short wavelength limit is in the vicinity of the Planck length,[2] although in principle the spectrum is infinite and continuous.

Most parts of the electromagnetic spectrum are used in science for spectroscopic and other probing interactions, as ways to study and characterize matter.[3] In addition, radiation from various parts of the spectrum has found many other uses for communications and manufacturing (see electromagnetic radiation for more applications).
Design Thinking: David Kelley – 60 Minutes

A Day Made of Glass 2

Watch and share "A Day Made of Glass 2," Corning's expanded vision for the future of glass technologies. This video continues the story of how highly engineered glass, with companion technologies, will help shape our world.

Kinnect in NYTimes
WHAT does it mean to play a game...

In video games there has traditionally been a button for everything. Press a button to jump. Press a button to punch. Press a button to shoot. Press a button to throw. Press a button to catch. Press a button to run. Even press a button to throw. Press a button to speak. Along with moving a mouse a few inches or twiddling some thumb sticks, this is what it has meant to play a video game.

Now I have nothing against buttons; they've been good to me. But as an entertainment interface, they can be profoundly abstract. Unlike the act of changing a channel or activating a stove, playing a video game is supposed to be fun. And yet the physical mechanics of play — pressing buttons — have usually had nothing to do with the actions being evoked.

Online Ads Turn in Record Third Quarter – AdAge 11/17/10

Digital Grows 17% as Budgets Move to Web in a Tough Economy – read more

Posted by Michael Learmonth on 11.17.10 @ 11:36 AM

Boom. Digital advertising turned in another record period, hitting $6.4 billion in the U.S. in the third quarter, a 17% increase from the same quarter last year, according to the Interactive Advertising Bureau and PriceWaterhouseCoopers.
For those keeping track at home, this is the biggest quarter for digital advertising — ever — meaning the online ad market is resuming its upward march after last year’s nasty trough. Online ads — including search, display, video and mobile — showed some nice momentum in the second quarter, but these latest numbers bode particularly well for the fourth quarter, when the year’s biggest spending occurs.

As Textbooks Go Digital, Campus Bookstores May Go Bookless

November 16, 2010 by imagcwp

Eli Reichman for The Chronicle

The face of the director of the U. of Kansas bookstore, Estella McCollum, is reflected in the console for a print-on-demand service she helped to set up. Called Jayhawk Ink, it could clear shelf space for other products.

By Jeffrey R. Young

As students cut costs by buying books from cheaper online retailers or by downloading e-textbooks, campus bookstores sell fewer and fewer textbooks. That's triggering an identity crisis for one of the oldest institutions on campus and leading some college officials to ask: If textbooks go digital, does the campus even need a bookstore?

full story...
Cushing Academy’s library…

Digital shift

Going (almost) bookless has made Cushing Academy’s library a popular spot

Comfortable chairs — but very few books — populate the Cushing Academy library these days. James Tracy (standing center), the headmaster who instituted the change, says he has gone “from pariah to prophet.” (Mark Wilson for The Boston Globe)

By Sam Allis Globe Staff / November 6, 2010

ASHBURNHAM — Until 2009, the library at Cushing Academy, a small, co-ed private boarding school, looked like any other school library: a crowded space packed with dark canyons of books. It was, says headmaster James Tracy, the least used building on campus. Then, a little over a year ago, Cushing got rid of almost all of its 20,000 books in a radical shift to create a digital library. The goal was to liberate students from stacks full of outdated reference material and mold them into online artistes adept at pursuing research through mastery of databases — information literacy, in short. To some, the change was a smart step into the digital reality of the 21st century. Others were appalled.

Me thinks they protest too much…. 
A few weeks ago I decided to mosey over to a local Manhattan coffee shop for an afternoon cappuccino.

After placing my order I sat down at a table and pulled out my Amazon Kindle.

I barely made it a sentence into the e-book I was reading before an employee of the coffee shop came by, stood over me and said, “Excuse me sir, but we don't allow computers in the coffee shop.”

I looked up at him with an incredulous look and replied, “This isn't a computer, it's an e-book reader.”

He then told me that the “device” in my hand had a screen and required batteries, so it was obviously “some variation of a computer.” The coffee shop, I was told, did not allow the use of computers.
Apple's claim to have invented the tablet category seems vindicated by news this morning from Strategy Analytics which claims Apple grabbed 95 percent of the global tablet market in Q3 2010 — even as the company plots its path to iPad 2.0.

There have been previous efforts at tablet computing but these have been abject failures in comparison to Apple's achievement with the iPad. And while competition within this segment seems set to ramp-up pretty soon, Apple already has the iPad 2.0 waiting in the wings for introduction in Q1 next year.

Citing global tablet shipments reached over 4 million units in the period, Peter King, Director at Strategy Analytics, said,

"Global tablet shipments grew 26 percent sequentially to reach 4.4 million units in Q3 2010. Apple was the clear market leader during the quarter, capturing an impressive 95 percent share with the iPad and beating Android into second place."

In a press release, Neil Mawston, Director at Strategy Analytics, added,

"The tablet wars are up and running. Apple has quickly leveraged its famous brand, an extensive retail presence and user-friendly design to develop the tablet segment into a multi-billion-dollar global business."

[This story is from Computerworld's Apple Holic blog. Follow on Twitter or subscribe via RSS to make sure you don't miss a beat.]

He adds, "Android, Microsoft, MeeGo, webOS, Blackberry and other platforms are trailing in Apple's wake and they already have much ground to make up."

Catch-up indeed. As component shortages impact the smartphone sector, so too will these impact against the tablet industry, where multiple players will be deploying Android OS and other OS-powered offerings.

2009 O’Reilly Ebook Revenue up 104%

November 3, 2010 by imagcwp

During the past 18 months we've seen a dramatic shift in customer preference from print to digital when looking at sales from oreilly.com, which is a substantial sales channel for us. And looking across all of our sales channels for individual ebooks — including mobile apps — 2009 ebook revenue was up a staggering 104% on 2008 (which was more than 50% above 2007):

Overall, printed books are still the biggest sellers for us (though Safari Books Online is our second-largest individual sales channel), but with the market for printed computer books declining at a double-digit rate, digital sales will overtake print much sooner than most people realize.

Inkling Debuts Interactive iPad Textbook Experience With Photography App

Original story on TechCrunch.com – Nov 1, 2010


We recently wrote about a startup that develops an innovative digital textbook platform, Inkling, which raised funding from Sequoia, Aydin Senkut, and other investors and scored a number of deals with publishers. Inkling's technology delivers interactive textbooks that include the ability to collaborate, add multimedia and communicate within content. The startup adds another layer to online textbooks by adding 3-D objects, video, quizzes, and even social interaction within the content. Today, Inkling's technology is making its debut on the App Store with the iPad app, "Lights, Camera, Capture.".
HUGO, Minn.—In this suburb of St. Paul, the new library branch has no librarians, no card catalog and no comfortable chairs in which to curl up and read.

Instead, the Library Express is a stack of metal lockers outside city hall. When patrons want a book or DVD, they order it online and pick it up from a digitally locked, glove-compartment-sized cubby a few days later. It's a library as conceived by the Amazon.com generation.

Faced with layoffs and budget cuts, or simply looking for ways to expand their reach, libraries around the country are replacing traditional, full-service institutions with devices and approaches that may be redefining what it means to have a library.

Internet TV and The Death of Cable TV, really – TechCrunch

Yes, you heard this before. The Death of Cable TV. Yet, it hasn't happened. But now, so many disruptions are happening in the video space, cable tv is really stepping towards the cliff. Don't expect
the cable industry to just give up.

We’ll get some new insights next week when the largest U.S. cable operator (23 million cable customers), Comcast, reports its Q3 earnings and subscriber count. Comcast cable customers dropped nearly 3% in Q2 compared to last year. In Q2 for the industry overall, a record 711,000 subscribers, abandoned cable tv, and six of eight operators suffered their worst quarterly subscriber losses ever.

For full story click below


They will simply never ever ever give credit to anything digital…

October 24, 2010 by imagcwp

The Home Video Rises to Museum Grade

http://www.nytimes.com/2010/10/22/arts/design/22youtube.html?_r=1&ref=design

Courtesy of the artist
Scenes from “I Met the Walrus,” one of the 25 finalists in this open submission, juried exhibition at the Guggenheim Museum.
This exhibition can only get better, and it probably will. It is an idea whose time has come — or come back, or perhaps simply come to a major New York museum for the first time. In many ways it is simply an old-fashioned open-submission exhibition of the kind that regional museums and art centers around the country have staged for decades — except that it has gone digital. It would not have been possible in the old days: 23,000 videocassettes mailed in or hand-delivered would have brought a museum and its local post office to a standstill.
Thank you so much for sending this link....

Negroponte: Turn tablets into a 'constructionist medium'

Nicholas Negroponte touts the importance of tablets at Mobilize 2010 in San Francisco. The One Laptop Per Child founder says physical books are too expensive, take up too much space, and are hard to update for the developing world. He says the next step is for kids to use tablets to make things instead of just using the devices for consumption.

http://www.zdnet.com/videos/events/negroponte-turn-tablets-into-a-constructionist-medium/470483
FastCompany 2010 Masters of Design

October 18, 2010 by imagcwp

Checkout the link to the site....

The Wall Street Journal 2010 Technology Innovation Awards – WSJ

October 17, 2010 by imagcwp

Among the winners: computer screens that can bend, adjustable eyeglasses, a low-cost genetic test, an online marketplace for receivables and a new way to battle malware.

By JOHN M. LEGER

The world is still dealing with the effects of a severe economic crisis. But judging from the results of this year’s Wall Street Journal Technology Innovation Awards, there’s no crisis in tech innovation.

Using the iPad to Connect – WSJ

October 17, 2010 by imagcwp

iPads help with Speech Therapy
The rise of mainstream tablet computers is proving to have unforeseen benefits for children with speech and communication problems—and such use has the potential to disrupt a business where specialized devices can cost thousands of dollars.

Read more: http://online.wsj.com/article/SB10001424052748703440004575547971877769154.html?mod=wsjdn_portal#ixzz12dwbLZQH

GoogleTV in 2011 – to begin in Q1

Originally sent in by JC Pelliciotta please click on this link and watch the demo tour. This is going to revolutionize the television industry.

http://www.google.com/tv/

NYTimes to “stop printing sometime in the future…”

The publisher of the New York Times acknowledged Wednesday that the newspaper will go out of print — eventually.

“We will stop printing the New York Times sometime in the future, date TBD,” Arthur Sulzberger told an audience at a London media summit Wednesday.

Sulzberger’s statement came in response to a prediction that the newspaper would go out-of-print by 2015.

“This sounds obvious, but it’s a big deal,” Business Insider founder Henry Blodget wrote. “The economics of the online news business will not support the infrastructure or newsroom that the printed paper supports. Unless the New York Times Company can come up with a miracle new digital revenue stream, therefore, it will eventually have to be restructured and downsized (or sold to a deep-pocketed Sydney Harmon-type [sic] who runs it at a loss out of love).”

Early next year, the newspaper will introduce a metered-model paywall to its website, which Sulzberger said “has the benefit of allowing our millions of readers who come to us through search engine to still find our content.”

HMHFuse – Interactive textbooks....

The Pilot program...

Beginning on September 8, 2010, four school districts in California embarked on a partnership with Houghton Mifflin Harcourt designed to revolutionize the way students access their core curriculum. Approximately 400 students in San Francisco, Long Beach, Riverside, and Fresno school districts will access their entire Algebra 1 course on a touchscreen, handheld device. HMH Fuse: Algebra 1 features the award-winning core content of the Holt McDougal Algebra 1 configured for mobile devices.

A control group of students in the districts is using the traditional Holt McDougal Algebra 1 textbook. The pilot will compare the two groups in the areas of student achievement and attitudes about learning.

We’ll keep up with their progress here and use the results in the launch of HMH Fuse: Algebra 1 in January 2011. Check back to see how they are doing!

Checkout the website and be sure to view the video...
The DaTorre Laser Pen….

This came up 8 years ago in class. Jackie DaTorre and Diana LoBosco were duking it out over whether or not this was a good idea... now it is real. Amazing...maybe it is the water in Humanities Hall...

New software turns paper into an inexpensive digital tablet

Livescribe’s digital ‘smart’ pens soon will be able to stream written text to a computer in real time

From staff reports


Livescribe's Echo smart pen aims to help students take complete and accurate notes.

Over the last year, Livescribe has promoted its digital “smart” pen as an educational tool not just for capturing and recording class notes, but also sharing these notes online in a technique known as “pencasting.” Now, the latest version of the company’s smart pen, called the Echo, adds more digital storage capability, and new software coming this fall will enable the pen to stream all notes taken live, in real time, to a computer—turning special dotted paper into an inexpensive digital tablet.

In a recent demonstration for an eSchool News reporter, company founder and CEO Jim Marggraff showed how the technology could be useful for instruction. As a user jots down notes on the special paper, these notes are recorded in the pen's memory and also streamed live to a computer, where they can be displayed for an entire class to see in real time. (For now, the pen must be connected to the computer via a USB cable.)

“Livescribe's mission is to enhance the capture, access, and sharing of written and spoken information to improve communication, collaboration, productivity, and learning,” Marggraff said in a statement.

A number of companies have created digital “smart” pens in recent years: tools that can digitize handwriting and even convert writing into word-processing text. Developers say students who use the pens to capture and upload their notes to computers for review could perform better in school. The pens also are a more convenient option for students who typically carry their laptops to class to take notes.
3D TVs without the glasses – And More…
fromTPiazza

Not to sound like a “know-it-all” but after Philips had that Viral Video of their 3D TV at some obscure tech convention (2+years ago) I was kind of surprised that glasses in the living room was still the plan of companies like Samsung.

However, I'm not surprised after seeing this commercial:

It's obvious from the, omission of glasses, that they just wanted to be the first to offer 3D in the living room...

——ALSO——

Nokia wants to use 3D in their mobile devices (Unclear of whether they meant real 3D or 3D like an iPod/iPad until they mentioned the possibility of Hologramssss?!)  

Mobile Youtube? Finally...

HTML 5 might not disappear, so soon... This iPad version may keep it alive for some time.

Galaxy Tab (Running Android OS) = Competition for iPad = Good IMO

New iPod??? Better not be a let down like the iPad's Anti-Climactic Revealing — (Don't Hate Me, "Uncle Pat") <— Do they really call you that???

Update on inkling – amazing breakthrough in ebooks...

Inkling brings textbooks to Apple’s iPad, wins funding from
San Francisco startup Inkling's app puts biology and other college... (Courtesy of Inkling)

Inkling, a San Francisco startup that provides college textbooks for the iPad, on Friday released its app for Apple's mobile device and said it received funding in a round led by Menlo Park venture capital firm Sequoia Capital.

The amount of the investment wasn't disclosed, but a company statement said Kapor Capital, Sherpalo Ventures and Felicis Ventures also participated.

"Inkling has produced a groundbreaking platform for interactive content publishing in a market that's primed for innovation," Sequoia partner Bryan Schreier said in the news release. Schreier and former Netscape Chief Financial Officer Peter Currie joined Inkling's board of directors.

Inkling, founded in 2009, is putting titles from publishers Cengage Learning, John Wiley & Sons, McGraw-Hill and Wolters Kluwer on the iPad. Unlike printed textbooks, Inkling's app will include features such as multimedia and allow classmates to share notes.
Lawrence Lessig – Keynote at the CC Asia Conference

August 10, 2010 by imagcwp

"June 4, 2010, Seoul, Kora: Keynote at the CC Asia Conference. 95% new material, raising an increasingly nagging question — is open/free necessary for innovation on platforms or with content? Puzzles about innovation in the emerging world of closed or controlled platforms, and questions about strategy for the world of free culture. Particular Apple anxiety." – http://lessig.blip.tv/

Posted by: Hillel Dov

Bill Gates Predicts Technology Will Make ‘Place-Based’ Colleges Less Important in 5 Years

August 9, 2010 by imagcwp

By Jeff Young – Full story – Chronicle of Higher Education 8.9.10

'Place-based colleges' are good for parties, but are becoming less crucial for learning thanks to the Internet, said the Microsoft founder Bill Gates at a conference on Friday.

“Five years from now on the Web for free you'll be able to find the best lectures in the world. It will be better than any single university,” he argued at the Techonomy conference in Lake Tahoe, Calif. “College, except for the parties, needs to be less place-based.”

An attendee captured the remarks with a shaky hand-held camera and posted the clip on YouTube.
“After all, what are we trying to do? We’re trying to take education that today the tuition is, say, $50,000 a year so over four years—a $200,000 education—that is increasingly hard to get because there’s less money for it because it’s not there, and we’re trying to provide it to every kid who wants it,” Mr. Gates said. “And only technology can bring that down, not just to $20,000 but to $2,000. So yes, place-based activity in that college thing will be five times less important than it is today.”

Google, Verizon Release Internet Proposal – WSJ 8.9.10

By SCOTT MORRISON And ROGER CHENG

Google Inc. and Verizon Communications Inc. on Monday called on legislators to enact laws preventing Internet carriers from blocking websites or selectively delaying access to content common on the Internet today, while leaving the door open for private “specialized networks” down the line.

The proposal by the two companies, in the form of a suggested legislative framework, also said regulators should have authority to stop offenders by imposing penalties of up to $2 million on “bad actors.”

Read more:

From Publishers Weekly…. 

Dorchester Drops Mass Market Publishing for E-Book/POD Model
Mass market romance publisher Dorchester Publishing has dropped its traditional print publishing business in favor of an e-book/print-on-demand model effective with its September titles that are "shipping" now. President John Prebich said after retail sales fell by 25% in 2009, the company knew that 2010 "would be a defining year," but rather than show improvement, "sales have been worse." While returns are down, the company has had a difficult time getting its titles into stores as shelf space for mass market has been reduced, Prebich explained. Dorchester recently let its field sales force of seven go, although Tim DeYoung remains with the company as v-p of sales and marketing. The editorial team remains intact, although Prebich said the number of titles released monthly will likely be reduced from over 30 to 25. He said the schedule for 2011 is set and Dorchester has books in the pipeline through June 2012.

Dorchester will continue to do print copies for its book club business and has signed a deal with Ingram Publisher Service for IPS to do print-on-demand copies for selected titles. According to Prebich, some e-books that are doing well in the digital marketplace will be released as trade paperbacks with IPS fulfilling orders; the company, however, will not do any more mass market paperbacks for retail distribution.

Prebich said Dorchester’s e-book business has had "remarkable growth" which he expects to double again in the next year. Still, digital sales accounted for only 12% of total revenue prior to the company making the transition to the e-book/pod model. Prebich conceded that Dorchester will have lower revenues, but he expects margins to improve. He said the company is working out a new royalty rate with authors that he expects to announce next week. Editors are talking to authors now about the changes. "We hope they'll stay," Prebich said. Dorchester’s e-books are available at most major vendors and compatible with most platforms at an average price of $6.99. Trade paperbacks will be priced in the $12 to $15 range. – For full story...

A case of being too successful…

NYTimes article

Flipboard is having trouble keeping up with demand. I guess watershed moments have that effect. iPhone sold out, iPad sold-out, even the Kindle had major delays. Now a virtual product can't keep up with demand. Here is the article from the New York Times. Read between the lines.

Flipboard Stumbles in Its First Days

By CLAIRE CAIN MILLER
Flipboard is a start-up that makes an iPad app that turns social media feeds into an attractive, printlike magazine. It is also an example of the challenges of introducing a new Web product, particularly in the era of Twitter.

After Flipboard was announced in the press (including on this blog) with rave reviews, it was flooded with people signing up. The result: a product that did not work.

The problem has partly been a technical one. Flipboard was not prepared for the interest from users, said Mike McCue, its co-founder and chief executive, in a recent interview. Flipboard, which uses Amazon Web Services, has been doubling its server capacity each day. The company would not reveal how many people have signed up for the service, but said it is a good percentage of iPad owners, of which there are more than 3.3 million.

When Flipboard was introduced, people got error messages when they tried to link their Facebook and Twitter accounts to Flipboard and, the next day, Flipboard started a rolling invitation list to manage the demand.

Then, a week later, some people who had signed up received an e-mail inviting them in, only to be shut down again. Flipboard sent a follow-up e-mail that said, “We just sent you an e-mail telling you that we were ready for you to set up your Facebook and Twitter accounts. We are sorry to say that our e-mail system sent the wrong e-mail.”

One person on the Flipboard waiting list said the experience was as if the much-hyped movie “Inception” had received rave reviews and then opened only in theaters in Florida.

But the bigger lesson learned, Mr. McCue said, was how much Twitter has changed the game of public relations and introducing a new company since 1999, when he co-founded his previous company, Tellme, which was acquired by Microsoft.
As we have written about in The Times, introducing a start-up is no longer just about briefing the right reporters. It is also about ensuring that influential people, not just journalists, spread the message on Twitter and other social networking sites.

In that sense, Flipboard's public relations machine performed well. In the hours leading up to Flipboard's release, Twitter was abuzz with anticipation for the product. Ashton Kutcher, the actor, wrote that “the Flipboard app is a must. I am so addicted to this thing.” John Doerr, the venture capitalist, said that Flipboard “is intimate, alive and gorgeous!” Robert Scoble, the tech guru, called it “revolutionary.”

“I've learned that the world has changed when it comes to launching a product because of Twitter,” Mr. McCue said. “We knew people would like it, but we didn't expect this kind of instantaneous, explosive rush to the door, and that would not have happened had it been a world pre-Twitter.”

Flipboard is also using Twitter for customer support. It has seven employees who monitor Twitter around the clock to respond to customer questions and complaints — of which there have been a lot, given Flipboard's early struggles.

Flipboard has also faced questions about copyright. The service displays photos and the beginning of articles that people link to on Twitter and Facebook.

Mr. McCue said that Flipboard is only showing as much as content providers include on their RSS feeds. If a publication does not include images on its RSS feed, for instance, then Flipboard will not show that publication's photos. If a publication is concerned about how much information Flipboard is showing, the company will adjust it, he said.

Ultimately, he said, Flipboard wants more people to read the articles that friends link to on social networks, and that they are more likely to do that if they see pictures and text instead of an anonymous bit.ly link.

“The main goal of Flipboard is to cause people to visit the content provider's Web site, to basically make these links a lot more appealing,” he said.

Is the eBook DOA?

August 6, 2010 by imagcwp

As I have said numerous times before... archival is gone, long live dynamic. These two articles address that issue directly.

U.S. Department of Education includes OER in notice of proposed priorities for grant programs
Today the U.S. Department of Education took another big step in supporting open educational resources (OER). In the Federal Register, the Department released a notice of proposed priorities (NPP):

The Secretary of Education proposes priorities that the Department of Education (Department) may use for any appropriate discretionary grant program in fiscal year (FY) 2011 and future years ... This action will permit all offices in the Department to use, as appropriate for particular discretionary grant programs, one or more of these priorities in any discretionary grant competition.

The set of proposed priorities specifically mentions OER. Essentially, if the priorities are adopted, it could mean that grant seekers who include open educational resources as a component of an application for funding from the Department of Education could receive priority. OER is included in Proposed Priority 13–Improving Productivity:

Projects that are designed to significantly increase efficiency in the use of time, staff, money, or other resources. Such projects may include innovative and sustainable uses of technology, modification of school schedules, use of open educational resources (as defined in this notice), or other strategies that improve results and increase productivity.

As mentioned, the NPP includes a definition of open educational resources:

Open educational resources (OER) means teaching, learning, and research resources that reside in the public domain or have been released under an intellectual property license that permits their free use or repurposing by others.

Interested parties may submit comments to the notice of proposed priorities until September 7, 2010. Information about how to submit a comment is described in the notice.

Peter DaSilva for The New York Times
Scott G. McNealy, with his 12-year-old son, Dakota. Mr. McNealy is trying to bring open-source textbooks to classrooms, from kindergarten to high school.

By ASHLEE VANCE
Published: July 31, 2010

read more....

iPad to the rescue.....

© August 4, 2010 by imagcwp

The Savior of Condé Nast: Scott Dadich Is The New It Boy of the Mag World

By John Koblin
August 3, 2010 | 8:14 p.m

Someday, when they tell the story of how digital magazines saved Conde Nast, it will begin in San Francisco’s Caffé Centro sometime in May 2009. It was there that Wired creative director Scott Dadich asked Wired editor Chris Anderson to meet him to discuss the creation of a prototype for a new digital tablet. Mr. Dadich knew the iPhone screen was far too small to re-create the magazine experience, but it got him thinking about a Minority Report-like touchscreen that could work. Mr. Dadich took out a cocktail napkin and drew an illustration of what Wired could look like on a 13-inch tablet screen.

The sketch worked. Mr. Dadich got the go-ahead to make a prototype (which they dubbed, cutely, Project 13), and skimmed a few thousand dollars off his own budget to make a five-minute video about the project. The video was a hit with Condé executives, who asked other editors and publishers to watch it. It was used to forge an alliance between Condé Nast and Adobe.
IMA 505 History- Xingyu Long

February 4, 2014 by imagcwp

SUBJECT AREA:

business advertisement

I will choose the business advertisement as the subject area for this class because this area started from ancient times to the present and witness the changes of the media. Advertisement is a good topic to explain the past, present and future because it always be in the business.

link:

http://en.wikipedia.org/wiki/Advertising

http://historymatters.gmu.edu/mse/ads/amadv.html

IMA 504 – Ethical Issues – Eirik Bjorno

December 13, 2013 by imagcwp

Social Media Ethical Paper

Facebook has grown into one of the most powerful media conglomerates in the world. It started out as a social network at Harvard, and now it is worth billions of dollars. When Facebook is based on the users contributions and activities, is it right for Facebook to take advantage of their users by selling their photos and information and keep all their revenues themselves?

The social media market keeps growing every year. In 2012 only eight consumer social networks had publically available revenue run rates for 2013, on average, they're forecasting $3.7 billion. In total, they're estimating revenues of $8.3 billion. Last year, in 2012, ten of the consumer social network sites had publicly available revenues, which amount of $10.7 billion global revenues, averaged across the ten is $1.7 billion. The growth is simply remarkable.
But how can these free social media sites make this amount of money? It all tracks back to Ad
revenues. In late July 2013 data showed that 89% of all online advertisers use free social media
marketing, while 75% use paid social media advertising. The report also looked at how many of the
advertisers were going to raise their budget for social media marketing the next year; and the result
was that 69% (!) of the current advertisers were planning to increase their budgets the upcoming year.
(Clarke)

So from talking in percent, let’s look at the actual numbers. According to Lori Andrews Facebook made
$3.1 billion in advertisement revenue last year. But that is not even considered a noteworthy amount
compared some other Internet Service providers. Google made $36.5 billion in revenue in 2011. With
these numbers in mind, we need to realize that Google, Facebook ad twitter don’t have a storage full
of valuable objects. There are no electronic gadgets; no luxury cars, airplanes or Rolex watches. The
only inventory they have is our personal information. Our photos. Our Emails. Even our relationship
status. That’s what the online service providers are selling. That’s why their advertisement revenues
are so high. They are selling information about us so their advertisers hit their demographic better.
(Andrews)

We have all experienced an ad for new headphones pops up on Facebook five minutes after we
searched for it on amazon. Facebook let’s advertisers access their database, point out exactly who of
the 850 million users they want to hit, and BOOM their sales skyrocket. It is effective. With Google it
is even worse. If you mention the word “soccer-cleats” in an email to your coach, expect
advertisements for the Adidas Predators in your browser. Google access all you personal Email and
sell the information to advertisers who are more than willing to spend some extra dollars to hit the
right target group. (Andrews)

One thing is the advertisement. It can actually be helpful some times, and you might end up doing a
good deal. But the bits and bytes about your personal life can easily be used against you in certain
situations. Software producer Lexis Nexis has a product called Accruint for Law Enforcement; this
simply gives the government information about what people do on social media sites. Immigration
Services has several examples where they scrutinize photos and status updates on Facebook to reveal
sham marriages. The immigration agents simply use an algorithm developed in a study by Lars
Backstrom, a senior engineer at Facebook and Jon Kleinberg, a professor of computer science at
Cornell, to tell who you are really dating; Backstrom and Kleinbergs algorithm only use the to, from,
bcc and timestamp in your emails and Facebook messages to tell if you really are in a relationship.
“The best indicator of who is paired with whom comes from how closely their mutual contacts are
connected, something the researchers call “dispersion”. By measuring dispersion, Backstrom and Kleinberg
were able to predict relationships with more than 50 percent accuracy.” (Dalenberg)

More commonly is it when employers sometimes decide whether to hire people based on their social
media accounts. One study states that 70% of recruiters in the United States have rejected a
candidate based on their profile on social media sites. You can obviously defend this by saying it is
your own responsibility to clean up their social media profiles to avoid this, and it is a valid point.

Harder is it to defend the practice of stereotyping in data aggregation. You might experience your
application for credit being declined not based on your own credits or finances, but on aggregated
data – what other people who fit your “profile” have done. If soccer players or dog owners are more
likely to renege on their credit-card bills, then the fact that you’ve looked at soccer ads or posted a
photo of their three dogs might cause a data aggregator to classify you as less credit-worthy.
Are all these practices ok? Is it ok that Google, Facebook, Twitter and others are taking advantage of us? They take advantage of our personal life. One thing is the cyberbullying, the Internet frauds and the dangerous information accessible to us on the Internet, but when we try to be as careful as we possibly can we still might be in risk of being damaged. The government takes legal action based on what we tell friends and family online. I don't think it is ok, and I think it is ethical wrong by the Internet service providers to share the information they way they are doing.

On the other side, are they legally allowed to do it? Yes indeed. When you sign up to use any Internet service you are required to accept a disclaimer. If you don't accept it, you are simply not granted access to the product. All providers of online services make sure they cover everything in as complicated language as possible, preferably with a size 6 font to make it even harder to understand. Below is a part of Google’s disclaimer:

“When you upload or otherwise submit content to our Services, you give Google (and those we work with) a worldwide license to use, host, store, reproduce, modify, create derivative works (such as those resulting from translations, adaptations or other changes we make so that your content works better with our Services), communicate, publish, publicly perform, publicly display and distribute such content. The rights you grant in this license are for the limited purpose of operating, promoting, and improving our Services, and to develop new ones. This license continues even if you stop using our Services.” (Arora)

We are selling our soul to Google when accepting these terms, but do we have a choice? Google have by far the best service, we wont be able to use Google Docs, Gmail, Google Chat etc. if we don't accept. With these services being the best available on the market, most of us are willing to accept these terms.

Now, after accepting that this is the reality. There is not much we can do to stop this practice from happening. Shouldn't these companies who makes millions of dollars of our personal information at least give something back to us? I'm not talking about dollar bills raining over Manhattan, but what about charity programs. How much are Google, Facebook or Twitter given away to charity a year?

Facebook’s founder Mark Zuckerberg was according to CNN the nations second-biggest charity donor in 2012, with only Warren Buffet over him on the list. Zuckerberg and his wife Priscilla Chan gave $498.8 million to the Silicon Valley Community Foundation; a simply outstanding gesture from Zuckerberg, who apparently is worth 12 billion dollars. The Silicon Valley Community Foundation issues grants for multiple causes in the San Francisco area. In 2012, its charitable causes ranged from funds for victims of the California wildfires to groups providing food and shelter to the needy. What I specially would like to endorse Zuckerberg for though, is the $100 million donation he gave to public schools in Newark New Jersey in 2010. That was his first big splash in the philanthropy space when he announced the donation live on Oprah. (Gross)

Google decides to give back in a different way. In 2011 they gave over $100 million to a whole slew of charitable organizations all over the world. Those organizations included ones that focus on education for girls, ending modern day slavery and human trafficking, as well as bringing more jobs to third world countries. (Olanoff)

Also Google co-founder Sergey Brin and his wife Anne Wojcicki put in $223 million into their own Brin Wojcicki Foundation. The establishment donates to a number of causes that, in 2012, included women’s and environmental issues and a foundation dedicated to curbing poverty. The couple also
donated nearly $33 million last year to the Michael J. Fox Foundation for Parkinson's Research. Microsoft Co-founder Paul Allen added another $309 million to the pool, when he donated mostly to the Allen Institute of Brain Science. (Gross)

As we see it is not small number we are dealing with when it comes to donations from tech executives, and it is clear that they focus on giving back to the community. But it is enough? Looking at the numbers going in and out from these massive web based companies we can see that their activities in the philanthropy area is only a very small part of their total revenues. I understand it is a business, and they don't have to give away any of their money, but isn't that the right thing to do? They take advantage of the people because they can, and because there is no law stopping them. Before I wrote this article I would easily say that it is disgraceful how Facebook, Google and Instagram take our information and photos to gain even more income.

However, looking at the numbers it is hard to say that Facebook and Google are not aware of their social responsibilities. Donations of the amount they have made are truly amazing, and will hopefully make a difference in the areas where they are spent. Still, I would like to see more specific donations, like Zuckerbergs donation to schools in New Jersey. When money is plowed into major general organizations there is a tendency that a lot of the money is spent on administrative expenses. For instance donations to The Silicon Valley Community Foundation is among many looked at as a ticket into the inner circle of the financial elite, rather than money spent to help others.

To conclude I would like to state that if Facebook, Zuckerberg, Bill Gates, and Google keep sharing their wealth with people, organizations and areas in society who needs it, they show their users respect. I would like to see generous donations to the executive's heart matters, rather than donations to their friend's charity funds. It is possible for the general public to change their mind about their information being shared, if they get something in return. It is like taxes; you pay the price for the bigger picture to grow better.

**Bibliography**


As a parent, have you ever wondered if your child is being bullied? Have you ever wondered why he has less friends coming over to play flag-football on your lawn? Have you ever thought about why he spends so much time on the computer? As the new generation spends more and more time online, we know less about each other's social skills, and therefore it's harder to pick up the signals. Since the Internet was created around 40 years ago, the ways we communicate have changed gradually as new technology has developed. What started out as a great asset to the educational system, with information available online at all times, has now grown into a major headache for educational institutions that don't know how to use Internet in an effective way. The new generations social lives, and social interactions are based on online communication. Is the Internet serving its purpose, to connect and inform people, or has it grown out of control?

15-20 years ago professors mostly used Internet to access information and distributing it out to the students. That way Internet had great value for the educational system. They were able to limit and filter out bad information before communicating it to the receivers. Many old scholars claim that this period was the most accurate and effective use of the Internet.

When grew up I used Internet to update my self on news and sports results, and play simple Java games. As I grew up I realized the power of the Internet. In the early 2000's I realized I could access a lot of educational material online, and I started to use it for my homework. Heading into the new millennium the Norwegian educational system realized the opportunities Internet offered and built large computer labs in almost all schools across the country. According to Bargh and McKenna over 600 million people worldwide had access to the Internet in 2002.

The access to the Internet grew fast, and we quickly surpassed our professors in knowledge. We played games. We studied. We could spend hours in front of the computer; and at that time there was no danger signs. You still had the 3-4 guys who got obsessed with computers and online activities, and isolated themselves from social interactions, but mainly the technology served its purpose. It prepared us for the new era, as we picked up basic technological knowledge. We took it home, and many young students had to teach their parents how to use the new computer when it arrived.

When Internet became a normal addition in homes around the world, the major threat was virus attacks, Trojan horses or different cyber crimes. Now we should be more concerned by our own social behavior patterns online as it reduces our social interactions. The growth of social networking sites and blogs had not only changed the methods of communication, it has also presented a lot of opportunities for people to reject their real social life.

All kids now have instant access to the social networking sites. Cellphones, tablets or laptops has made it hard for parents or other adults to control their kid's online activities. When parents or other adults are not in a position to monitor kids activities, it often result in bullying. The word “Bully” can be dated all the way back to 1530s (Donegan), and bullying basically contains two parts: an intimidator
and a victim. We can find evidence of bullying occurring on all levels in society hundreds of years back. Naturally this social problem carried on online, and has been enhanced the last 15 years. The term cyberbullying was introduced with the creation of the Internet, but the first concrete statistics surrounding the issue from Cyberbullying Research Center dates back to 2004. Is it a coincident that scholars showed interest in the topic the same year as Facebook was founded? Maybe, but you can still draw some interesting lines. In 2011 The Consumer Report published an article stating that one million children were harassed, threatened or subjected to other forms of cyberbullying on Facebook during the past year. We cannot blame Facebook for this, but the consequences can be fatal.

Looking at the numbers from Cyber Bullying Research Center we are moving in the wrong direction. In 2004 20.1 percent of high school and middle school students reported that they had been cyber bullied at one point in their life. After 2004 the numbers have gone up. In 2010 Examiner.com published a survey from the National Crime Prevention Center, showing that 40 percent of teens with Internet access had been bullied online. The last statistics is from 2012, where the number had increased to 42 percent. (Murray)

Recently The Guardian wrote about Hannah Smith, a 14-year-old girl from Leicestershire, who killed her self after she had been taunted online for years. She even reached out on a public forum to get tips on how to go through with her suicide, and was told to “Drink bleach” from one the members. It is brutal. But unfortunately it is real. Not all stories of cyber bullying goes this far, but the phenomenon can change someone's life forever. In this case we have two of the major social issues on the Internet. Cyberbullying being one, while you can claim that website should protect children from dangerous information. Filters or restrictions should apply. But as World Academy of Science, Engineering and Technology states in one of their online journals:

“...the blame for teenagers social and ethical misconducts should not be put on the technology alone. He stresses the importance of other contributing factors to the problem, such as the upbringing and the environment. In addition, Moll questions parents’ “very little or no knowledge” about their children online activities. She also criticizes their lack of responsibilities in protecting their children from the Internet’s harmful possibilities...”

This leaves me to a small survey I did among my diverse group of friends; to get a better understanding of what measures parents takes to be involved in what their kids do online. Among my American friends the tone was similar. The family had one computer in one of the common rooms. This way the parents could control their kid's activities. My Scandinavian friends on the other hand say this was far from their reality. The only people trying to set any regulations for our online activities were the IT guy working in our elementary schools. He blocked the most popular gaming sites and other inappropriate material. Because of the school system in Scandinavia, we were home alone from around 1 pm until our parents came from work at 4pm. So there was not much supervising when we played with the computer.

Now times have changed though. It is hard for parents to keep up with all the social media, and pay attention to their kid's activities. For a while parents thought that to be ‘friends’ with your kids on Facebook, Instagram etc. would increase the control, but the new generation knows way more about technology than their parents, so therefor they can easily block them out of parts of their activities via privacy settings.

American Osteopathic Association published in 2011 an article stating that 85 % of parents report that
their child has a social networking account. 54% of these parents are afraid that their kids are being bullied via social networking sites, while 16% know their child has been or are a victim of cyber bullying. This proves how real the problem is in nuclear families around the country. What makes it an even more severe is the anonymity. Internet gives you the opportunity to mask you identity, and therefor impossible to trace the source of the bullying. 81 percent of the youths asked said it is easier to get away with bullying online than in person. (Murray) Neutralmagazine presents a valid point: “Victims are no longer able to pinpoint the source of their pain and as a result, the campaign of abuse becomes all encompassing, taking over the victim's lives through fear of abuse at any time.” This is the fear that changes people lives for good. This is the fear that can break even the strongest guy.

Not only the anonymity differ from what we know as conventional bullying. The power dynamic can also be drastically changed. The bully is typically a stronger person, either physically or mentally. Through bullying online you can experience young unsecure kids attacking others in the same boat, to boost their self-confident. It's ruthless and powerful. Gallagher point out what I consider the worst consequence of this form of online interaction: “Cyber bullies can act from the comforts of their own home, and in reverse, their victims are no longer safe in theirs. Messages and photos are able to be sent from morning to night and as they do so, the ways for the victims to escape are become increasingly limited.”

Despite all this serious issue with the Internet, Internet does not make its users any more depressed or lonely, rather the opposite. It offers a variety in communication that can help the user to develop as its social skills. What is important for us as future educators and parents is to try to educate the new generation in correct and safe use of Internet. We have a responsibility to create good habits among the new users. For parents to be involved in their kid's use of smartphones and laptops is key to limit the problem with cyberbullying. The main problem is that Internet, and technology is developing so fast that the new generations pick up on the changes faster than professors and parents.

Many organizations are working on raising awareness around cyberbullying. This work important, but even it's the people you look up to who has the highest impact on you decisions; your brother, your cousin and you uncle. If we can implement a better attitude towards the issue at all level in our society, we will se the numbers go down.

**Bibliography:**


Online Streaming

The Internet does not only offer us new communication methods, it also has changed the entertainment world. If you miss your favorite TV show it is not a problem anymore, as you can just watch it online when you find the time. Movies, TV-shows and music are all accessible to you on all your portable devices at all times. Spotify, Netflix and YouTube are all companies who deliver entertainment conveniently through the cloud and help you catch up with your favorite shows, but the television is still where it is accessible first, or is it?

The last 5 years we have seen a growth in online video content. Netflix leads the way as they hold 32.3 percent of the market share. YouTube and Hulu follow with 17.1 and 2.4 percent respectively. When Netflix restructured their business and separated their DVD-by-mail service from the online service, they lost about 800,000 subscribers. But only two years later, the number of subscriptions had gone up by over 5 million. It shows that online content is the future. (Kerr)

In addition to these independent companies, most of the major networks have well developed online streaming services. Here you can either by a subscription, or watch their content with ‘limited’ commercials for free. A move the TV-networks was forced to do, to keep up with the online development.

By having content available online there is a great risk of running in to copyright disputes. Who owns the content? For the TV-Networks this is a non-issue as they own their content and can do as they please with it. For the independent services, deals with major networks and proper compensations
are necessary to deliver a solid service. One of the factors in Netflix dominance in this market is their significant deals with Walt Disney and DreamWorks Animation as well as partnerships with smaller networks all across the world. (Tejeda)

Netflix took it to the next level this year, as they launched their first original series: House of Cards. In August, Kevin Spacey, the star of “House of Cards,” gave an enthusiastic speech about the death of the cable television model, the future of content, and the role of Netflix in providing viewers a viewer-centric form of delivery. (Tejeda)

According to Internet research firm Sandvine; The future will see “real-time entertainment applications dominate fixed access networks, accounting for two-thirds of total data usage in 2018, driven largely by ubiquitous integration between devices (e.g. smart TVs, set-tops, game consoles) and streaming services,” (Kerr) These services are on their way into the market will full speed. While Netflix has been able to avoid serious copyright lawsuits, the development of offering real time streams of TV-shows brings in a lot of new and different issues. One of the companies offering these services is Aereo, and they have been under legal scrutiny since 2009.

Aereo is an up and coming broadcasting program that allows subscribers to stream live television on mobile devises or computers. Barry Diller, who founded Fox Broadcasting Company together with Rupert Murdoch, has invested in the company and it charges its users 8 dollars a month to use its services. Aereo is currently available in eight different market areas including New York, Boston, and Miami. Major television networks such as ABC, NBC, and 21st Century Fox feel this new telecommunication option is imposing on their copyrights. Aereo is streaming the video content and gaining revenue from the production of these major media companies without their permission. NBC, ABC and 21st Century Fox decided to take Aereo to court and request that the service was shut down because of copyright infringement.

Copyright can be defined as: “a form of protection provided by the Federal Copyright Act to authors of original works, which includes literary, musical, and dramatic works; pantomimes; choreographic works; pictorial, graphic, and sculptural works; motion picture and other audiovisual works; sound recordings; and architectural works”. The author of the work is always the owner of the copyright.

The definition of an infringement, according to Mann and Roberts, is as follows: “Infringement occurs whenever somebody exercises, without authorization, the rights exclusively reserved for the copyright owner. Infringement needs to be intentional. To prove infringement, the plaintiff must simply establish that he owns the copyright and that the defendant violated one or more of the plaintiff's exclusive rights under the copyright”.

Aereo claims they are not breaking any copyright laws with their methods. Ramachandran explains in her article how Aereo works: “Aereo's technology works by using racks of dime-sized antennas in its facilities to pick up over-the-air signals from TV broadcasters. Subscribers are assigned individual antennas when they choose to stream a channel. Aereo stores the programming on individual digital video recorders, converts the signal to a digital format and sends it over the web with a few seconds of delay”. In other words Aereo offers all their programming as ‘private performances’. The copyright law only covers public performance. It's simply any individual's legal right to receive over-the-air TV and record shows for their personal viewing.

Aereo claims that since each one of their subscribers receives the TV shows on a unique antenna
(which is the subscribers account on Aereo) it is therefore not transmitted to the public. TV Networks, on the other hand, claim that it doesn't matter that each user can only access a unique copy. They say that since the service is available for anyone to use, it transmits copyright material to the public, so-called ‘public performance’. What speaks for Aereo is a legal precedent surrounding a Cablevision case from 2008 involving a cloud-based digital video recorder.

The Cablevision case is probably the reason for why the lower courts have sided with Aereo. In this incident the central question was: does it matter where a hard drive lives? Instead of everyone having a DVR box in their homes, why can't Cablevision Systems Corp. launch a service in which all of the digital video recorder's hardware lived in the cable company's central office? Cablevision Systems claimed that the recording system (or streaming system) only had shifted the location of the hardware into the cloud. The TV shows are not archived but simply picked up live, with a couple of seconds delay, and then transferred to people's iPads, computers, or iPhones. It therefore follows the rules of private performance rights. The Second Circuit's Court of Appeals ruled that the 1.2 seconds of buffer material was in fact an “embodiment” of the copyrighted work but that it was only of "transitory duration" and therefore not copyright infringement. In other words, there is no violation of public performance rights. (Anderson)

While the Cablevision case speaks in favor of Aereo NBC, ABC and 21st century Fox look towards another case to find the legal precedent they need to shut down Aereo's service. FilmOn X is almost identical to Aereo, as their service also offers an array of small antennas that are assigned to a specific, individual user. “These antennas capture local television signals and deliver video and audio to FilmOn X's users”, Eriq Gardner writes. This case was assigned to the U.S. District judge Rosemary Collyer and she eventually took guidance from the Supreme Court in the case. Regarding the public/private performance rights, she concluded that, "The Transmit Clause, which applies whether 'members of the public capable of receiving the performance or display receive it in the same place or in separate places and at the same time or at different times,' also plainly captures FilmOn X's DVR-like capabilities." According to Mann et al public performance includes all types of performable works, such as literary, musical, dramatic, and choreographic works. Sound recordings are not included. The copyright law covers public performance. On the contrary, the copyright law does not cover private performances. It's simply any individual's legal right to receive over-the-air TV and record shows for their personal viewing. As earlier mentioned, FilmOn X argues they don't deliver content to the public because their service facilitates a one-to-one relationship between a single antenna and a viewer. However, the judge in this case finally rules the broadcasters to win the case. She says that even though users have an assigned antenna and hard-drive directory temporarily, all the unique antennas are networked together and provided by one video-streaming company, which allows anyone to become a member. FilmOn X has therefore violated the broadcasters' rights of public performance. (Gardner)

Although Aereo wont the first rounds of their case; it is still alive and moving up the legal system chain and the networks request the case to be reviewed by the Supreme Court. Whether the case is taken in by the Supreme Court or not, it will have a direct effect on how television is broadcasted in the future. Are we moving in a direction where private online companies can use TV Networks work and sell it without consent?

Netflix and YouTube and other major streaming networks have worked out deals with the owner of the material, or they pay the copyright holder a fee every time the copyrighted material is streamed out through their channels. The entertainment industry realize they have to agree to these terms, as their content is available illegally online, and by pairing up with streaming websites like Netflix, they
can benefit from their copyrighted work. This system works. Why, simply because the networks or the production companies still have the edge when they deliver the content first. When ABC airs the new episode of *Scandal* they will have numerous paying customers because consumers want to be the first to watch it. If Aereo and similar businesses are allowed to broadcast television live we will run into problems as the major production companies will not be willing to give away the last edge they have to online broadcasting. That we are moving towards an online world is a given, but as for now we still need television in the way we know it and we need the legal system to realize and deal with the threat we are facing. I am a big fan of cheap convenient online entertainment, and hold subscriptions with Netflix, Spotify and three Norwegian TV channels. Still I’m afraid that if we give third party networks access and legal support to show TV live we are moving in a direction where there is no turning back.

**Bibliography**


IMA 501 – Summary of Course Contents

December 10, 2013 by imagcwp

Below is a list of all the criteria for this course. Please make sure all criteria are met and you have posted – just one continuous post. Do not have multiple posts, please.

Abstract

Mission

Flow Chart

Wireframes

Design Samples

Cost Chart

Revenue Generation

Social Media Marketing

Prototype Working Site

Sheerwood – Social Media

December 5, 2013 by imagcwp

Facebook:

These pages have a well defined audience and diverse content!

https://www.facebook.com/forbes

https://www.facebook.com/VolunteerMatch

https://www.facebook.com/createthegood
Most if not all use twitter as a platform to deliver short messages.

B2B approach. These pages more serve as a resourceful platform between business.

Highly used to encourage participation. “Word of Mouth”

Great platform for documenting.
Sheerwood Pitch Deck

November 9, 2013 by imagcwp
The biggest challenge of iWatch is creating bendable glass. Corning, the iPhone glass maker, had created a new type of glass called "Willow Glass," which can easily bend without breaking (Bilton, Disruptions: Where Apple and Dick Tracy May Converge, 2013).

iWatch will release at the end of 2013. The benefit to business managers: iWatch can bring convenience for managers since iWatch can do some stuffs like an iPhone, and it can connect with iPhone to help finishing work faster. Thus, managers can easily put their busy work under their control with combined technologies.