

3 July 2011

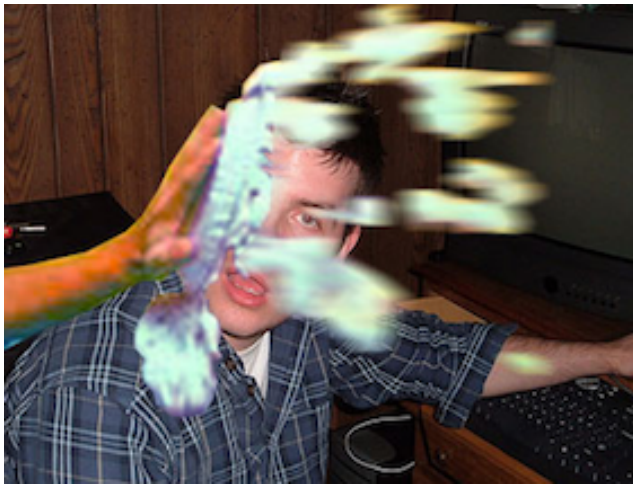
# Today's Tabloid

PERSONAL NEWS FOR *craig.kirchoff@gmail.com*

WEB NEWS

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JUL 03, 2011 12:36A.M.



As we're all well aware by now, Google did not win the rights to the 6,000+ Nortel wireless and mobile patents. Instead, a consortium featuring many of their main rivals did. That has to sting. But as more details emerge about the auction itself, it sure looks as if Google wasn't taking the entire thing too seriously. And that's too bad. Because Android may be royally screwed without those patents.

Specifically, Nadia Damouni of Reuters reports today that following their initial "stalking horse" bid to get the ball rolling, Google put forth bids of \$1,902,160,540, \$2,614,972,128 — and \$3.14159 billion. If those numbers look familiar, it's because you're a nerd. Brun's constant, Meissel-Mertens constant, and yes, Pi. That's how Google was bidding on perhaps the most important auction they've ever been involved in.

Not surprisingly, those on the other end of the auction had no clue what Google was doing. And found their behavior erratic and odd.

"Google was bidding with numbers that were not even numbers," sources told Reuters. "Either they were supremely confident or they were bored," the same source said. This led Reuters to report:

It was not clear what strategy Google was employing, whether it wanted to confuse rival bidders, intimidate them, or simply express the irreverence that is part and parcel of its corporate persona. Whatever its reasons, Google's shenanigans did not work.

No, they did not. And now the company looks like huge asses in retrospect.

It would have been one thing if Google had done this during the Spectrum auction in 2008 — which they never intended to win. They simply wanted to push the bidding high enough to ensure that the government would enforce the open rules on the sold spectrum (which Verizon ended up winning the biggest chunk of). But with the Nortel patents, Google absolutely did want to win. And many within the company expected to. Perhaps that led to this over-confidence and jackassery.

Sure, in hindsight you could say that Google wasn't going to win anyway — Reuters also reports that Google was only willing to go as high as \$4 billion and the winning bid ended up being \$4.5 billion. But again, they did not know that at the time. They thought they were going to win and apparently thought they could have some fun in the process. Meanwhile, according to Reuters' sources, they found this behavior aloof and off-putting. It certainly did not help Google's case.

Nortel was undoubtedly happy to declare the consortium featuring Apple, Microsoft, RIM, and others as the winner — even though they had to know this result will come under much more scrutiny (and as such, take much more time to close) than if Google had won.

Sadly, this behavior seems to follow the recent M.O. of Google. They walk into situations with extreme confidence when they shouldn't, then they seem surprised when things unravel. Where are those music deals promised over a year ago? How about the television content deals for Google TV? The list goes on. As I wrote over six months ago, Google appears to be living in a dream world — and they're edging dangerously close to limbo.

You can't overstate how important these patents would have been to Google. In the patent space, Google is a very weak player. This has allowed others like Microsoft and Oracle to go after them and/or their partners (for Android). While no one expected Google to go after other companies with these patents, they would have served as a huge deterrent. As in, don't sue me for this, because I can sue you for that. Instead, their enemies have more nuclear weapons pointed at them now.

Well, presumably. Google's next course of action is undoubtedly going to be to lobby the governments in both the U.S. and Canada to reject this deal. Or at the very least, they'll want a lot of restrictions in place. In other words, Google is going to have to get serious. You know, like how they should have been acting during the auction itself.

[image: flickr/gregococonnell]

CrunchBase Information

Google

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WEB NEWS

Screen shot 2011-06-29 at  
7.45.12 PM

JUL 02, 2011 11:22P.M.



**Editor's note:** Guest writer Rocky Agrawal blogs at [reDesign](#) and [Tweets @rakeshlobster](#).

I like to create. You can find content I've created on my own blogs, TechCrunch, Facebook, Twitter, flickr, Quora, EveryTrail, Namesake, Yelp, foursquare, YouTube, Disqus, Kindle, FlyerTalk, and now Google+. I create more content than the vast majority of Internet users.

I actively think about how to create content and the right audiences for it. When I'm hiking, I take pictures of trailheads, forks and other things that are visually uninteresting. I also carry a GPS with me so I can precisely geotag each picture. I do it because it's valuable to an EveryTrail user in determining how to hike the trail. When I upload the pictures from the hike to Facebook, those waypoint pictures aren't included. Yes, I'm a dork.

Given the level of control that Google+ is offering, I should be thrilled with this great new tool. But I'm not.

It solves the wrong problem, particularly with Google Circles, the Google+ feature that lets you share different things with different groups of people. And it doesn't do anything to solve the biggest problem with social networks today: increasing the signal to noise ratio.

### Reaching the right audience

Google is absolutely right when it says that there are multiple circles in people's lives. There are certainly many in mine. The way I've solved it to date is to just use different social networks for different social circles. I'm careful about who I accept into different groups. For example:

- **Facebook.** Generally I have to have met you in person and would consider a friend in a broad definition of the word. This includes random friends, co-workers past and present, classmates, friends-of-friends. I don't accept friend requests from strangers or people I have only met once at a conference.
- **Twitter.** Obviously anyone is welcome to follow me. I will follow people who engage in topics I care about.
- **foursquare.** I limit foursquare friends to people who I have met and I'm likely to spend time with. Of my friends on Facebook who are also on foursquare, I'm only foursquare friends with half of them.
- **LinkedIn.** All about search for a job, business development and recruiting people. I accept LinkedIn requests from people I've worked with, partner companies, people I meet at conferences, etc.

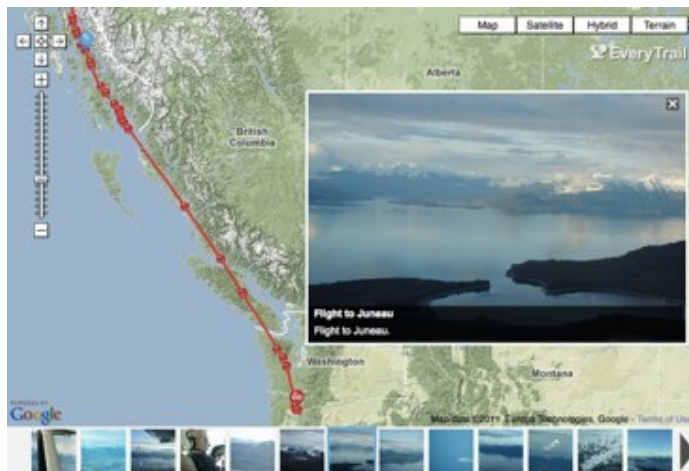
This separation also makes it much easier for me to ensure that content doesn't get shared to inappropriate audiences. I don't have to worry about flubbing a privacy setting. I also don't have to worry about flooding my friends with irrelevant content. Most of the content from the Groupon series, for example, hasn't been posted to my Facebook because my non-Internet friends couldn't care less about it. I know if I post on

Twitter, it is going to be shared with the world.

I could segment the content within Google+. For each post, I could say include circles “Business”, “Internet famous” and exclude “Personal friends”. But that requires a lot more thinking than just going to Twitter for business stuff or Facebook for personal stuff.

When people compare Circles with Facebook, they often think of lists. (Which almost no one uses.) But they forget about networks, which cover the most important use cases for segmenting people. School and work are two of the biggest buckets. If I want to share things with just the Northwestern network on Facebook, that’s a piece of cake. As a bonus, I didn’t have to put those people into buckets.

For people who care about the segmentation that Google+ offers, they are already doing it using different networks.

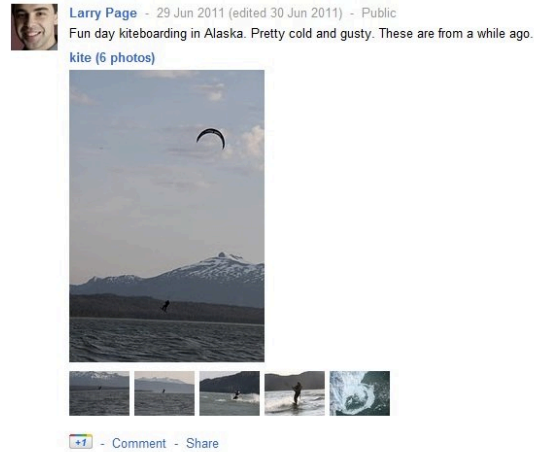


Specialized networks like EveryTrail provide interesting tools for visualizing data. I love this visualization of a trip I took from Portland to Juneau. Google+ doesn’t eliminate the need for vertical tools like this.

Platforms like Quora, Namesake and the Disqus blog network enable me to reach wider audiences. Google+ doesn’t aggregate audiences for me around topics.

As a content creator, my reward is the interactions I have with people who consume my content. I’ve written more about Google+ on Twitter and in this post than on Google+ because people are reading it on these platforms. Until I have an audience on Google+, there’s no reason for me to post there. (Especially because people who are there already follow me on other channels and would then see duplicate content.) But if I don’t post there, I probably won’t build an audience.

**Worlds collide**



The physical world has different environments. We hang out with our friends at bars and restaurants. We hear Important People speak in lecture halls and auditoriums. To a large extent, these kinds of distinctions remain in the online world. Facebook is the neighborhood bar and restaurant. It’s built on reciprocal relationships. Twitter is the lecture hall. It’s primarily focused on asymmetric relationships. Twitter has even acknowledged that it’s OK to view it as a publication medium instead of a communication medium.

That’s why it’s discombobulating to see these come together in Google+. I’ll see a message about my friend Wanita’s travel plans next to pictures from Larry Page’s Alaskan kiteboarding adventure. If I comment on Nita’s travel plans, I’m confident I’ll get a response. That’s not nearly as likely if I comment on Larry’s trip. (For those that don’t know, Larry and I were in the same high school class — we used to debate Amiga vs. Mac and talk about googol.) I can’t think of many real world equivalents where you have such disparities in relationships next to each other. It’s jarring going back and forth between these worlds.

Anybody knows, you gotta keep your worlds apart. — George Costanza

**Search, not sort**

Google has taught us to be lazy.

Before search became prevalent, I manually maintained a list of bookmarks. These were categorized and I spent a lot of time on it. With the rise of Google, I hardly use bookmarks. The top query terms on any search engine are inevitably terms like “ebay,” “amazon,” and “facebook” as people have relied on search to do all the work. You don’t even have to know how to spell. I blame Google for my inability to spell Albuquerque, despite several recent trips there.

Before Gmail, I would diligently categorize my email. It was the only way I had any shot at finding something when I needed it. Now if I’m looking for the receipt for my camera, I just type “Amazon Nikon” into Gmail search. The same applies for contacts. My phone number and other contact information is on the bottom of most emails I send. If someone

wants to reach out, all they have to do is search for a recent message.

Gmail's slogan was "search, not sort."

Now Google is telling us that in order to make the most of its new product, we have to manually sort our friends into buckets from the beginning. The algorithmic magic that Google is known for doesn't apply here. (I'm sure this is in part the result of Google's Buzz and StreetView privacy fiascos.)

There are ways to automatically bucket people without the privacy concerns. If someone has already gone through the trouble of categorizing contacts in Gmail (as this dork has), those should be applied as circles when a contact is added to Google+. If Google is making suggestions based on connected profiles (such as Twitter or Quora), those source names should also be applied as circles.

### The unsolved social network problem

The biggest unsolved problem in social networking remains unsolved with Google+: separating signal from noise. Twitter, it seems, doesn't even want to try. The timeline is as dumb as it has been since the beginning, a reverse chron firehose of information. Facebook's feed has improved over the years, but a friend in New Jersey trying to get rid of a bookshelf is just not relevant.

The lack of quality tools for generating signal out of these feeds is inhibiting the creation of content. People are multidimensional and manual segmentation at the person level isn't enough. I create content about a lot of things, including social networking, mobile, daily deals, my travel, my reading and more. But as I was reading Onward, I shared less than I would have because I didn't want to flood people's streams. If I annoy people, they have a blunt tool to fix it: unsubscribe entirely. So I mitigate my posting.

One person I follow on Twitter actually tags most of his posts. I'm interested in his content on tech, business and aviation. But I couldn't care less about his Chicago tweets. So far, I haven't seen a tool that would learn that and automatically skip them.

Separating signal from noise and ranking disparate pieces of content is a problem that is squarely in Google's wheelhouse. The only company I've seen that has done a good job at amplifying signal is Quora.

### What Problem Does Google+ Solve?

My first rule of product design is that people are lazy, vain and selfish. Google+ clearly fails the first test.

Google+ is an ambitious, competent product. If it had launched 3 or 4 years ago, I would have been a big fan. There are aspects that I really like, such as the photo viewer and hangouts.

But those aren't enough. Google is in the same position in the social networking game as others are in the search space. There are brand and

network effects at play. In order to gain traction, it can't be marginally better. It has to be massively better.

A friend asked me what problem Google+ solved. The only answer I could come up with was the problem that Google didn't buy Twitter 3 years ago.

CrunchBase Information

Google+

Rocky Agrawal

Information provided by CrunchBase

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WEB NEWS

# This Week's Top Downloads [Download Roundup] [Lifehacker[Download Roundup]]

JUL 02, 2011 08:00P.M.

- Zetro Brings Windows 8's Metro-Style Interface to Windows 7 (Windows)
- Microsoft's Metro UI, which graces both Windows 8 and Windows Phone, is pretty snazzy, and if you're sick of the Aero look, you can bring the Metro UI to Windows 7 with the Zetro theme.

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WEB NEWS

# Use Glycerin to Prevent Windows and Mirrors from Fogging Up [Clever Uses] [Lifehacker[Clever Uses]]

JUL 02, 2011 07:00P.M.



A little glycerin added to the water for cleaning windows or mirrors will prevent them from fogging or steaming up. Winter and bad ventilation are often the main culprits in rendering reflective surfaces opaque.

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WEB NEWS

# 42 New Digital Media Resources You May Have Missed [Mashable]

JUL 02, 2011 06:02P.M.



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No doubt your summer celebrations this weekend will leave you little time to catch up on reading. To help you out, we've compiled a handy roundup of this week's most helpful, informative and inspiring stories.

We've celebrated iPhone's birthday, we've pondered celebrity impact on social good, and we've laughed over geeky gadgets. This week Mashable

overflowed with engaging content. Find out what you missed!

### Editors' Picks

- **HOW TO: Manage Your Online Reputation Using SEO**
- While you might not be able to remove damaging content from the Internet, there's a good chance you can minimize its impact using simple SEO techniques.
- **Meet the People Who Scored Twitter's Shortest Usernames**
- Here's a look at the users who snagged premium social real estate with the shortest Twitter usernames on Earth. We've got you covered from @A to @Z.
- **The History of Advertising on Facebook [INFOGRAPHIC]**
- Advertisers will spend upwards of \$4 billion on Facebook advertising this year. When did the social network become such an ad juggernaut? We chronicle its evolution.
- **Meet the Top 15 Photographers on Instagram [PICS]**
- Instagram has exclusively shared its most-followed users list with *Mashable*. Our gallery includes their favorite shots and photographic philosophies.
- **15 Fun Products to Geek Up Your 4th of July BBQ [PICS]**
- If you enjoy witty product design that doesn't take itself too seriously, then take a look through our photo gallery of geeky barbeque gadgets.
- **25 Most-Shared Mashable Stories in June**
- Find out which Mashable news posts, feature stories, infographics or opinion pieces garnered the most shares across social platforms in June.

### Social Media

- **HOW TO: Use Turntable.fm To Promote Your Music Venue**
- Here's an interesting Turntable.fm use case for all you venue owners: Promoting your upcoming shows.
- **Read & Write Album Reviews on "Yelp for Music" Site**
- Rate and review albums and get recommendations from friends for new music.
- **If You Do Anything, You Can Probably Dedicate it to Charity**
- Causes.com is letting users donate any personal moment — from weddings to holidays to marathons — to charity.
- **Remembering Michael Jackson: 10 Terrific Tributes [VIDEOS]**
- Rather than dwell on his tabloid-saturated death, we prefer to remember Michael Jackson as the talented artist he was, through

the voices and dance moves of his fans.

- **Our Favorite YouTube Videos This Week: The Summer Edition**
- We're kicking off those lazy, hazy days with a collection of jams that should get you all pumped up to slack off.
- **13 of the Most Viral Award Show Moments [VIDEOS]**
- From Kanye to Britney to Gary Busey, these award show antics made us laugh and cringe.
- **Top 10 Twitter Trends This Month [CHART]**
- We've gathered a month's worth of trends to find out what was most relevant to tweets in the month of June.
- **8 Ways Social Media Has Changed Our Lives**
- As we head into our Mashable Social Media Day festivities, we'd like to take a look at the effect social media has had on our daily lives.
- **Users for Sale: Has Digital Illiteracy Turned Us Into Social Commodities?**
- Many of us experience the web through discrete corporate channels such as Google and Facebook that probably don't have our best interests at heart. Are we ceding our last hope of free information to marketers and corporations?

*For more social media news and resources, you can follow Mashable's social media channel on Twitter and become a fan on Facebook.*

### Tech & Mobile

- **3 Fresh Apps for Finders, Keepers & Seekers**
- Our selections this weekend include one for wannabe freelance tour guides, another for the digital organizer and a third one for pure entertainment seekers.
- **Clock-Watching: 12 Terrific Timepieces For Your Office [PICS]**
- We've found a dozen wall clock designs that range from retro classics to future collectibles.
- **Fun With Fauxlaroids: Top 10 ShakeItPhoto iPhone Snaps**
- The team behind the ShakeItPhoto iPhone app curates a collection of their favorite snaps.
- **Happy 4th Anniversary, iPhone [INFOGRAPHIC]**
- Four years later, how has the iPhone changed the mobile industry? How has it changed Apple?
- **3 Simple Ways Tech Can Grow Greener Cities**
- We don't need to go that far to make our cities more energy-efficient. Urban planner Peter Calthorpe discusses the ways tech can improve the quality of life in your city.

- **5 Things You Need to Know About the Security of Google Apps**
- Information is heading into the cloud, but what do you need to know to keep your data safe?
- **Q&A App Formspring Hits 25 Million Users [INFOGRAPHIC]**
- How did a Q&A service become such a social media powerhouse, and what's in its roadmap for the future?
- **How Phones Get Phished [INFOGRAPHIC]**
- Ever wonder how mobile devices get hacked or phished? This infographic breaks it down.
- **Happy Birthday Sony Walkman: 10 Retro Accessories for Cassette Connoisseurs [PICS]**
- Celebrate the Walkman's anniversary with our gallery of great accessories that celebrate the iconic '80s gadget.

*For more tech news and resources, follow Mashable's tech channel on Twitter and become a fan on Facebook.*

## Business & Marketing

- **Top 10 Most Memorable GoDaddy Ads [VIDEOS]**
- In honor of GoDaddy's \$2.5 billion sale, we're humoring your curiosity by featuring its most controversial and memorable ads.
- **HOW TO: Land a Job at LinkedIn**
- Brendan Browne, LinkedIn's director of global talent acquisition, discusses how LinkedIn job applicants can stand out from the crowd.
- **10 Creative Bar Code Designs [PICS]**
- To mark the UPC bar code's birthday, we've got a great gallery of cool and creative designs.
- **9 Steps to Consider When Valuing Your Startup**
- Determining your startup's worth is one of the hardest parts of the fundraising process. We've devised a few considerations to help value your company.
- **HOW TO: Claim Your Business On Facebook Places**
- Here's a quick step-by-step guide to help you claim your small business on Facebook Places — once you claim it, you can start advertising.
- **HOW TO: Unify Your SEO & SEM Strategies**
- Search engine marketing and search engine optimization are no longer two separate disciplines. Here are 3 tips for getting them to work in sync.
- **How Starbucks Is Paving the Way for Mainstream Mobile Payments**
- While QR codes and near-field devices are getting lots of buzz, Starbucks' implementation of a simple 2D code system is pushing the boundaries of mobile payments.
- **4 Simple Ways To Get Customer Feedback Online**
- Do you know what your customers think about your products and services? Here are four easy ways to find out.
- **5 Ways the Advertising Industry Is Preparing for a Digital Future**
- As the web increasingly empowers us to choose the media we care about, brands commit to creating content and experiences that thrive in our on-demand culture.
- **7 Innovative Ways the iPad Is Used in Retail**
- Here are seven businesses at the forefront of the iPad retail wave that are leveraging the device in unique and innovative ways.
- **Do Celebrities Really Help Online Causes?**
- Celebrities have established a ubiquitous presence in social good campaigns, but are your idols helping or hurting online philanthropy?
- **5 Innovative Facebook Campaigns to Learn From**
- Five recent Facebook campaigns use the social networking platform in innovative ways to promote products and engage consumers.
- **HOW TO: Turn Your Resume Into a Gorgeous, Web-Based Infographic**
- Want an eye-catching, scannable resume — no code/design required? Vizualize.me makes it a snap. Sign up now for early access.
- **Find a Job in Social Media, Communications or Design**
- If you're seeking a job in social media, we'd like to help.
- **Why Do People Follow Brands? [INFOGRAPHIC]**
- What makes people want to follow their favorite brands on friend-focused networks such as Facebook? Get Satisfaction has the answers.
- **The End of Demographics: How Marketers Are Going Deeper With Personal Data**
- Demographics have defined the target consumer for more than half a century — poorly. Today's psychographics build a deeper understanding of the customer.
- **HOW TO: Protect Your Company's Passwords**
- Here are tips to help you keep your passwords safe and organized — because no one wants to be hacked.
- **6 Tips for Providing Better Online Customer Support**
- Here are easy ways an online store can increase satisfaction levels through customer support.

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Find lists and more resources on the **Mashable Explore Channel** →  
 Presented by The All-New 2011 Ford Explorer  Drive one.

Image courtesy of Webtreats

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WEB NEWS

# A Strip of Bacon Saves Food from Sticking to the Pan [Food Hacks] [Lifehacker[Food Hacks]]

JUL 02, 2011 06:00P.M.



One bacon strip is all you need to keep your meatloaf from sticking to the pan while it cooks. The fat from one slice of bacon, placed in the bottom

of the cooking pan, creates enough lubricant to prevent a sticky, burned meatloaf mess. More »



WEB NEWS

# Use Vanilla to Eradicate Fridge Odors [Clever Uses] [Lifehacker[Clever Uses]]

JUL 02, 2011 05:00P.M.



A dab of vanilla on a cotton ball will not only help get rid of odors, it will also create a subtle but pleasant fridge smell. More »



WEB NEWS

# What MySpace's Tom Anderson Thinks of Google+ [Mashable]

JUL 02, 2011 04:54P.M.



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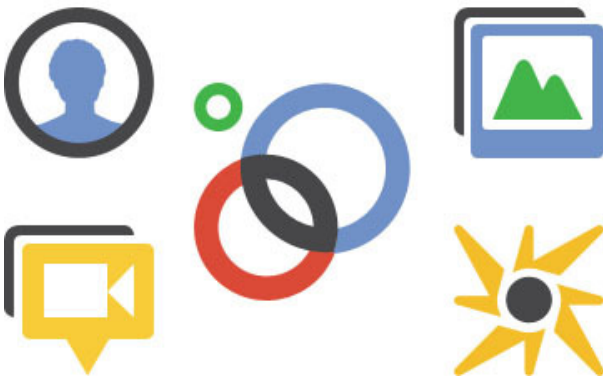




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Google+, the search giant's social network, has just received a strong endorsement from one of the pioneers of social networking: MySpace co-founder Tom Anderson.

Tom Anderson, best known as the default friend on MySpace during its early years, co-founded MySpace with Chris DeWolfe in 2003. For years, it was the world's most-visited social network. In 2005, News Corp. acquired the hot Internet property for \$580 million.

MySpace would thrive for another year or two, but it wasn't long until trouble hit the social network. Facebook beat MySpace as the #1 social network in early 2009 (just two-and-half years ago) and soon the site's traffic fell off a cliff. After several layoffs and failed attempts to save MySpace, it was eventually sold for just \$35 million to Specific Media and Justin Timberlake.

Tom Anderson, who never has to work again, rarely speaks out about the decline of the company he founded, but earlier today he broke his silence on a Google+ thread, explaining not only his thoughts on Google+, but on the failed vision of MySpace.

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"My original vision for [MySpace] was that everything got better when it was social — so I tried to build all the super popular things used on the web (blogs, music, classifieds, events, photos) on top of MySpace's social layer," Anderson explained in his post. He then reveals that, after years of success, he "choked" and Facebook seized on his vision.

But Anderson thinks Google has the opportunity to truly realize his original vision. "Google+ really seems to be primed to make good on that original premise — that everything gets better when it's social. And unlike [Facebook], Twitter, or anyone else, Google already has the most advanced set of products. And if I can clearly see where this is headed, then I think what we are getting is a much better Google."

We've included Anderson's Google+ message in its entirety. Let us know if you agree with him in the comments.

"Google+ seems like a "reaction" to Twitter/Facebook. But are you starting to see the ways that Google+ just makes Google a better, more integrated set of services? Google already has top-notch products in key categories—photos, videos, office productivity, blogs, Chrome, Android, maps and (duh) search. Can you start to see/imagine what Google+ does for Gmail? Picassa? Youtube? Not to mention search? The +1 system that Google now has control of (unlike Facebook Likes) can really influence and change the nature of their search.

My original vision for MS was that everything got better when it was social—so I tried to build all the super popular things used on the web (blogs, music, classifieds, events, photos) on top of MySpace's social layer. When Yahoo launched 360, MSN launched Spaces, and Google launched Okrut, I was shakin in my boots. But quickly I saw that it's really hard to layer in social to features after the fact. At MySpace we had the luxury of having social first, and building the products on top of that layer. Then I choked and Facebook realized that vision. ;-)

But Google+ really seems to be primed to make good on that original premise—that everything gets better when its social. And unlike FB, Twitter, or anyone else, Google already has the most advanced set of products. And if I can clearly see where this is headed, then I think what we are getting is a much better Google. Does that kill FB/Twitter? Who cares? I'd use all 3, but more importantly, I'll be using Google products I never used, or use them in new, better ways I never used them before.

Oh yah and I love my Google TV :)"

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teacher professional development alike.

I spent this past week with many of those teachers at the International Society for Technology in Education conference in Philadelphia, and when Google unveiled Google+ on Tuesday, most of us were otherwise preoccupied. But now that many of the early tech adopter teachers are getting their Google+ invites, the question on their minds is **“How will this work for education?”**

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WEB NEWS

# Google Plus: Is This the Social Tool Schools Have Been Waiting For? [Read Write Web]

JUL 02, 2011 04:30P.M.



There seem to be three forces at play when it comes to education and social media. The first is a lack of force, quite frankly - the inertia that makes many educators unwilling and uninterested in integrating the technology into their classrooms. The second is the force of fear - the pressures on the part of administrators, district officials, and politicians to curtail and ban teacher and students' interactions online. (See Rhode Island's recently passed legislation that outlaws all social media on school grounds as a case in point.) And finally, the third force is that of more and more educators who are embracing social media and advocating its use on- and off-campus - for student learning and for

### Plus Potentials for Schools



The first reaction among many educators is that Google+ could work well. As a post on the Apps User Group points out, there is a lot of potential with Google+: better student collaboration through Circles, opportunities for blended learning (a combination of offline and online instruction) with Hangouts, project research with Sparks, and easier school public relations with targeted photo-sharing, updates, and messaging.

**Privacy:** As Google's own description of the new social feature highlights, it may well be the granular level of privacy afforded by Google+ that is the key to making this a successful tool for schools. Although some educators do use Facebook or Twitter in the classroom, neither of these are ideal in a school setting. Privacy concerns continue to plague Facebook and Facebook users, and although the addition of Facebook Groups late last year did make it easier for educators to have "private" conversations with smaller groups, many schools and teachers have still been reluctant to "friend" students or use the social networking site for educational purposes. And while Twitter has been embraced by

many educators - for both professional development and for back-channeling in the classroom - there's still that "always public" element of Twitter that makes many nervous.



True, Circles gives teachers and students better control over sharing and by extension could be the key to making many more comfortable with social networking. But sharing online isn't simply about weighing privacy concerns; it's also about sharing with the right people. Circles will allow what educational consultant Tom Barnett calls "targeted sharing," something that will be great for specific classes and topics.

**Educational Hangouts:** Sharing isn't just about pushing information out, of course. It's also about finding and hearing the right information and right people. And like most of the new users to Google+, it may be Hangouts that have educators most intrigued. Skype has become an incredibly popular tool to bring in guests to a classroom via video chat - so much so that Skype has launched a service to help match interested teachers and classrooms. But as those weighing a move to a Google Chromebook are quick to discover: Skype isn't a Web app. Hangouts, on the other hand, is, and many teachers are already talking about the possibility of not just face-to-face video conversation but the potential for integration of whiteboards, screen-sharing, Google Docs, and other collaborative tools.

#### Plus Minuses for Schools

These early reactions from educators echo what seems to be the general consensus about Google+: it's very cool. But there's a big gap between this initial excitement and more widespread adoption - particularly when it comes to schools.

**Limited Field Trial:** The most obvious obstacle right now to that adoption of Google+ for education is the limited nature of the field trial. The number of people using the service remains small, and as many of the educators there are early adopters - already active on Twitter, for example, already challenging their schools to be more proactive with technology integration - it's hard to gauge whether or not Google+ really will see wider usage.



**Dave Girouard** - Jun 29, 2011 (edited Jun 29, 2011) - Public  
Can't wait to get Google+ out to some of our Apps for EDU schools!  
+1 - Comment - Share

**Google Apps Integration:** The second problem, of course, is that Google+ is not yet integrated with Google Apps accounts. To use Google+, you need a Google Profile, a feature not yet available with Google Apps for Education. However, a Google spokesperson assures me that that's coming soon and that "we're working to bring features in the Google+ project to Google Apps users in the future." Indeed, Google Enterprise's Dave Girouard posted enthusiastically on Google+ that "Can't wait to get Google+ out to some of our Apps for EDU schools!"

For its part, Google says that it wants to make sure to "get it right" in terms of the technology and in terms of the privacy controls before bringing Google+ to its Apps for Edu customers. Google could offer no timeline for that roll-out.

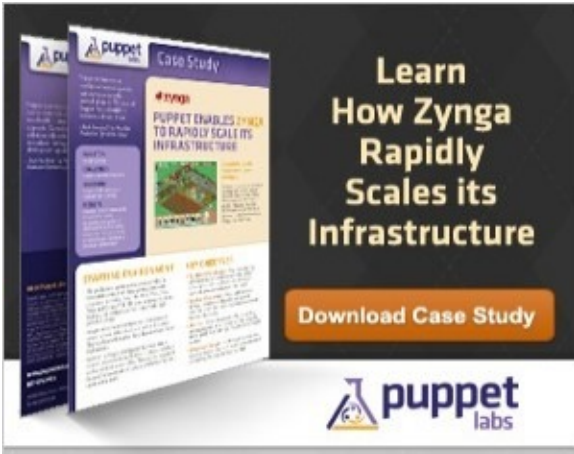


**Web Filtering:** Of course, Google's efforts are just part of the puzzle, and while Google+ may be a no-brainer for its Apps for Edu customers, there are still many schools which have been slow to adopt technology and have been quick to block all social networking sites on campus. Even Google's own YouTube is blocked at a lot of schools. While students name this one of the biggest obstacles in their use of technology at school, the schools claim they must do so to "protect the children."

Will schools block Google+? Or will the finely-tuned privacy controls it offers trump schools', parents', and politicians' concerns?

The early ed-tech adopters I've talked to seem excited about the possibilities for having a place where students and teachers alike can embrace "the social" and collaborate in the classroom, at home, across the school, and with others around the world. As it stands, those activities are now scattered across Twitter, Nings, and wikis. To have them under one Google roof is a big educational play. Will it be the one to help more schools realize the potential for social media and collaboration tools?

#### Discuss



[PuppetLabs.com](http://PuppetLabs.com)

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After a close encounter with a texting teen at a busy intersection recently, we wondered: Has texting taken over as the primary form of communication for today's teens?

We found our answer with this Infographic from Lab 42, which polled 500 social-networking Americans aged 13 to 21.

The headline stat: 71% of the respondents preferred texting to phone calling. But we have our doubts about that self-reported 2% who admit texting while driving, a suspiciously low number.

An additional statistic not included here: An infographic we created last year showed that adults 18 and older text an average of 10 texts per day, and guys 14 to 17 text 30 times per day — but girls 14 to 17 are the biggest texters of all, sending an average of 100 per day.

In some surveys, the overall number is even higher. For instance, according to *MSN Money*, each American teen sends an average of 3,339 texts per month.

Given the tremendous volume of texting going on, we're hoping the parents paying for all this ponied up for an unlimited plan. Beyond teen texting, we're certain we text a lot more than phone calling these days, too. How about you?



WEB NEWS

# Texting Teens: Typing Replaces Talking [INFOGRAPHIC] [Mashable[INFOGRAPHIC]]

JUL 02, 2011 04:04P.M.



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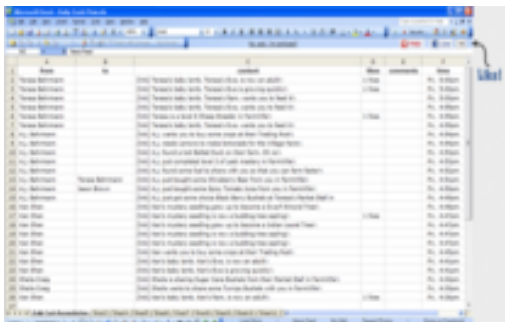
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WEB NEWS

## HardlyWork.in Lets You Goof Off on Facebook with Maximum Stealth [Webapps] [Lifehacker[Webapps]]

JUL 02, 2011 04:00P.M.



Web site HardlyWork.in lets you check your Facebook Newsfeed at work without the worry of prying eyes with a clever interface that poses as an Excel spreadsheet. [More »](#)



WEB NEWS

## jantar-mantar

JUL 02, 2011 03:30P.M.



I'm in India. It's a glorious mess. The streets of Delhi remain a seething, endless vortex of chaos, as they were when I last visited eleven years ago, but nowadays, gleaming new highways, shopping malls, and five-star hotels rise above them. The sleek and efficient new metro system carries millions of people a day, but leaks in the monsoon rains. The suburb of Gurgaon looks completely First World, equal parts office towers, shopping centres, luxury gated residential enclaves, and golf courses, but as the New York Times recently reported, it does not have "a functioning citywide sewer or drainage system; reliable electricity or water; and public sidewalks, adequate parking, decent roads or any citywide system of public transportation." Meanwhile, the government is reeling with corruption scandals, including last year's Commonwealth Games debacle and a whopping \$40 billion worth of mis-auctioned 2G spectrum.

The central question of our time is whether this will be China's century or India's. (Assuming that the notion of nation-states survives, which seems likely, there aren't really any other contenders; China and India contain nearly half of humanity, and both are well on their way to economic superpower.) I admit that right now it might not seem much of a contest. China is more populous, already a decade ahead of India in terms of economic development, growing faster, and—measured by patents—far more innovative. In China, achievements are accomplished at the behest of the government; in India, things somehow manage to get done *despite* the government.

But I think that's an advantage. I don't believe patent applications

measure real innovation. I think India is more innovative, and that it will ultimately win the economic race, not just *despite* the Indian authorities' habit of incompetent self-destruction, but *because* of it. There's an essay by Eric Raymond, called The Cathedral and the Bazaar, which is famous in the software world. It compares and contrasts two models of software development; the top-down "cathedral" model of eg GCC, and the chaotic—sometimes verging on anarchic—bottom-down "bazaar" model of eg Linux. I think there are parallels between software development and economic development, and that China is a cathedral (or maybe even a closed-source Microsoft) whereas India is a bazaar. And in the software world, eventually, the bazaar won.

Consider corruption. It's the scourge of both nations. I've already cited a few of India's greatest hits. China too is plagued by almost weekly corruption scandals; recently, after it emerged that its railway minister was on the take, it slowed its brand-new high-speed train network in the name of safety; and the accounting of internationally listed Chinese firms has recently been seriously questioned. The response in both nations has been a variation of "yes, government corruption is a real problem, but don't worry, we in the government are going to root it out!" Unsurprisingly many are less than convinced.

But India has an anti-corruption weapon that China doesn't—indeed, one that would probably be banned if it were to gain traction in China. I give you [ipaidabribe.com](http://ipaidabribe.com), an open, crowdsourced corruption-reporting service. I've been calling for just such a thing for some years now. Corruption is the enemy of development; transparency is the enemy of corruption; and China isn't just opaque, it's opaque by design. Advantage India; and it's only one such of many. The Chinese dragon has a huge head start over the Indian phoenix, but it says here that in the end the latter will win, because as the software world already knows, the cathedral is inherently inferior to the bazaar.

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WEB NEWS

## Pit Cherries in a Pinch with Chopsticks [Food Hacks] [Lifehacker[Food Hacks]]

JUL 02, 2011 03:00P.M.



Emily Ho from food blog The Kitchn notes that if you lack the necessary kitchen tools, a chopstick makes a useful stand-in cherry-pitting tool in a pinch. [More »](#)



WEB NEWS

## 3 New Apps For Self Improvement [Mashable]

JUL 02, 2011 02:41P.M.



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The Spark of Genius Series highlights a unique feature of startups and is made possible by Microsoft BizSpark. If you would like to have your startup considered for inclusion, please see the details here.



Each weekend, *Mashable* handpicks startups we think are building interesting, unique or niche products.

Since Americans have some extra time this weekend for the Fourth of July, we've highlighted three startups with products that could help you improve your finances, dating conundrums or skills.

If you can make time between barbecue, beer and fireworks this weekend, that is.

**Meet Your Financial Goals: Payoff.com**

Payoff.com is something like a goal-oriented Mint.com, with the addition of social features and badges that are geared toward helping you save money.

At signup, you declare your primary and future goals, such as "pay off all credit cards." Then you hook up your accounts (Payoff insists the process is secure) so that you can track your spending and Payoff can reward you for progress with badges and cash prizes.

Unlike most financial sites, Payoff thinks users can benefit from a little publicity. Users can share their goals and the badges they win with their friends using social media. It makes money by suggesting "tools" from

financial institutions such as checking accounts and prepaid checking accounts for helping you save.

The goal is to make financial health more like a game. Whether or not this will be as effective as creating a budget (a feature Payoff skips) remains to be seen from the six-months-old site. But Payoff has earned \$3.5 million in capital investment led by FirstMark Capita to put the hypothesis to the test.

**Go On More Interesting Dates: Datevitation**



\*Note: The default text above can be customized to your liking during the book-building process.

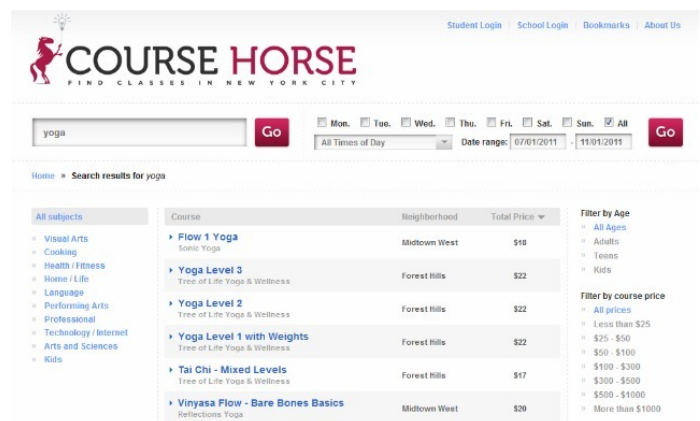
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In my personal experience, it's easy to come up with about five good, creative date ideas. Should a budding romance make it past the fifth date, the rate of movie rentals and Chinese takeout significantly increases.

Datevitation allows you to solve this problem and knock out a low-cost birthday or anniversary present at the same time. Customers search through the site's library of more than 200 illustrated date selections and put together a customizable coupon booklet of dates.

Prices for start at \$5 for a printed book of five date coupons. More coupons can be added for \$1 each.

**Get Skills: Coursehorse**



Whether you want to improve your cooking or your stunt trampoline skills, CourseHorse will help you track down a class that works for you (as long as you're located in New York City). The search engine lets you search by subject, date and time, price, age or neighborhood.

When you find one you like, you can enroll directly on the site.

More About: bizspark, CourseHorse, datevitation, payoff.com, Startup Weekend Roundup

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WEB NEWS

# ReadWriteWeb Events Guide, July 2, 2011 [Read Write Web]

JUL 02, 2011 02:00P.M.



We're always on the lookout for upcoming Web tech events from around world. Know of something taking place that should appear here? Want to get your event included in the calendar? Let us know in the comments below or email us.

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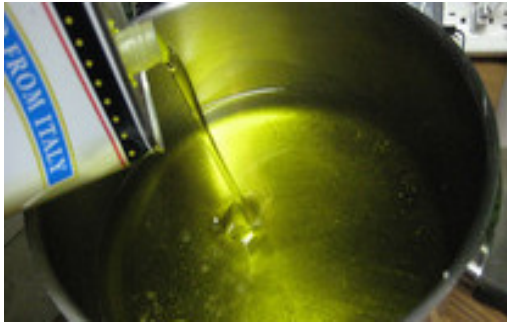
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WEB NEWS

# Un-Stiffen Dried, Hard Chamois with Olive Oil [Clever Uses] [Lifehacker[Clever Uses]]

JUL 02, 2011 02:00P.M.



If you hate the way that your chamois get stiff as a board after drying, there is a way to fix that. Rags, gloves, or anything made from chamois—you can get them soft again using this trick from web site Tipking: [More »](#)



WEB NEWS

# GoDaddy Sold for \$2.25 Billion [Mashable]

JUL 02, 2011 01:48P.M.



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GoDaddy, the world's largest domain registrar, has been sold to three private equity firms in a deal valued at \$2.25 billion, the company announced late Friday.

As a report predicted a week ago, private equity firms KKR & Co., Silver Lake Partners and Technology Crossover Ventures sealed the deal, in which they agreed to take on GoDaddy's debt. That report indicated the company would be sold for between \$2 billion and \$2.5 billion.

Company founder and CEO Bob Parsons predicted further growth of GoDaddy under its new ownership. He said to the *Los Angeles Times*, "What these guys see is a company with a lot more potential internationally and more potential to make partnerships and acquisitions. They'll help us finance and they'll help us recruit talent."

GoDaddy, known for its sexy Super Bowl ads and controversial CEO with a penchant for elephant killing, has seen significant growth over the past three years, with sales rising by 25% to \$947 million from 2009 to 2010. The company projected growth for 2011 to continue that trend, quoting a figure of \$1.1 billion for the year.

### SEE ALSO: [Top 10 Most Memorable GoDaddy Ads \[VIDEOS\]](#)

More About: [deals](#), [godaddy](#), [KKR](#), [Silver Lake Partners](#), [sold](#), [Technology Crossover Ventures](#)

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WEB NEWS

## gillmor

JUL 02, 2011 01:00P.M.

The Gillmor Gang — Robert Scoble, John Borthwick, Kevin Marks, and Steve Gillmor — joined the Circle Game as channelled by Joni Mitchell and Tom Rush. Google + seems to be a hit, which means it is soon to reach the critical mass where all social software must graduate from high school to beyond. For now, the service appears like a broader reimplementation of Friendfeed, which some of us felt was truncated not by the users but by the Facebook acquisition. In other words, for some that reinvention is a good thing.

For @borthwick, the project is a substantial undertaking for a company we've been trivializing in recent months along with its stock price. For @scobleizer, it means the battle between reach and rich, this time in social circles as Google defines graphs. For @kevinmarks, plenty of work ahead but a strong effort. For @stevegillmor, well, you'll have to watch the show. But a hint: +1s to Twitter, FaceTime, and whoever makes new mistakes fast.

CrunchBase Information

John Borthwick

Robert Scoble

Kevin Marks

Steve Gillmor

Information provided by CrunchBase

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