



Facebook in classroom, bad idea?

By John Bowman - www.cbc.ca

Social networking sites are extremely popular among students, but there appear to be two competing trends for social media in school classrooms and on university campuses.

Some teachers and lecturers are embracing Facebook and Twitter as new ways of communicating with students, and some universities and school boards are banning access to social networking tools entirely, citing security concerns.

[Full Article.](#)



Six sins of online dating

By Dakshana Bascaramurty - www.globeandmail.com

It may be easier to approach that cute single from behind the safety of your computer screen than in a crowded bar, but the worlds of online and offline dating aren't so different. The rate of rejection is still high: Only one in three of the first messages sent by members of dating site OKCupid.com ever get a response (sorry guys, the rate is only 27 per cent for you).

According to dating experts, this is because people don't realize that the same rules of engagement apply on the Internet. The team at OKCupid recently pored over 500,000 first messages sent by the site's members and tracked response rates. If you're striking out, it may be because you're committing one of these sins.

[Read more.](#)

Marketing par contenu

Par Gérard Blanc - www.directioninformatique.com

Les réseaux IP, l'Internet et le Web sont devenus des outils incontournables pour le plus friand des communicateurs de l'organisation, le service du marketing. Les approches marketing sur le Web sont légion. Actuellement, le « marketing par contenu » est en train de se positionner. Quand est-il pour les organisations?

La problématique:

Pour les organisations, faire un choix entre toutes les approches marketing nouvelles est difficile et souvent risqué. Le danger réside dans le fait que c'est à la fin de la campagne et des dépenses que l'organisation saura si elle a fait le bon choix. Il y a encore très peu d'expériences concluantes qui soient documentées. Cela ne veut pas dire qu'elles n'existent pas.

[Découvrez plus.](#)

Skype CEO says focus on mobile, corporate push

By Tarmo Virk - www.reuters.com

TALLINN, Oct 13 (Reuters) - Internet telephony firm Skype, a unit of eBay (EBAY.O), will focus on growing its mobile and corporate business next year while further developing its key offerings to consumers, its chief executive said on Tuesday.

An upcoming change in ownership will boost the focus on growth, CEO Josh Silverman said in an interview with Reuters.

Last month a group led by top Internet financiers in Silicon Valley and Europe agreed to pay eBay \$1.9 billion in cash for a 65 percent stake in Skype. Closure of the deal is pending.

"I'm very excited about the new ownership. They are very focused on growth," Silverman said at the company's core R&D centre in Estonia.

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Ont. sets date for ban on driving with phones

The Canadian Press - www.cbc.ca

Ontario drivers will be banned from using cellphones, BlackBerrys and other hand-held electronic devices starting Oct. 26. Motorists can expect a three-month education period after the ban takes effect, which means police will show some leniency. But police will begin issuing tickets next Feb. 1.





Wired News

Drivers could be fined up to \$500 if caught using their hand-held cellphones or BlackBerrys to talk, email or send text messages while behind the wheel.

[Additional Information.](#)

Digital signage fuels Vancouver SkyTrain's voyage to success

By: Andrew Brooks -
www.itbusiness.ca



Digital signage has been around for decades, as anyone who has ever had to commute

knows. The technology is about as old as computing itself, and has evolved just as dramatically.

But if you think it's hard to make a splash in this market these days, Omnivex is hoping to prove you wrong. The company, based in Concord Ontario, has recently seen its software implemented to support a digital signage network on the Translink SkyTrain automated driverless rapid transit system in Vancouver.

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DRIVEN TO DISTRACTION

Utah Gets Tough With Texting Drivers

By Matt Richtel - www.nytimes.com

LOGAN, Utah — In most states, if somebody is texting behind the wheel and causes a crash that injures or kills someone, the penalty can be as light as a fine. Utah is much tougher.

After a crash here that killed two scientists — and prompted a dogged investigation by a police officer and local victim's advocate — Utah passed the nation's toughest law to crack down on texting behind the wheel. Offenders now face up to 15 years in prison.

The new law, which took effect in May, penalizes a texting driver who causes a fatality as harshly as a drunken driver who kills someone. In effect, a crash caused by such a multitasking motorist is no longer considered an "accident" like one caused by a driver who, say, runs into another car because he nodded off at the wheel. Instead, such a crash would now be considered inherently reckless.

[More Details.](#)

The next best thing to being there

By Joanna Pachner - www.globeandmail.com

For years, David Suzuki made annual trips to Australia, one of his favourite places, where the Canadian environmentalist also happens to have a large following. As well, he frequently lectured overseas and flew at least monthly to Toronto.



Three years ago, he realized just how much pollution he was causing when he read that a round trip from Toronto to London spews a tonne of carbon into the atmosphere. Since then, the 73-year-old founder of the Vancouver-based David Suzuki Foundation has been trying to replace airplanes with a cleaner technology: video-conferencing.

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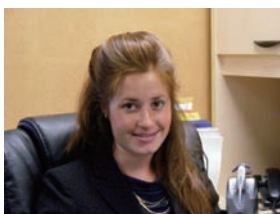
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