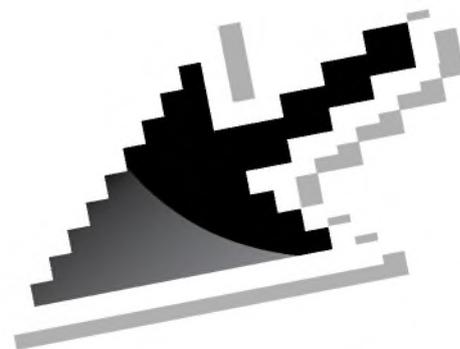


# Webb's Web



More on my blog [www.afia.org.au/webbsblog](http://www.afia.org.au/webbsblog)

WEBB'S WEB

## Changing media – but the message must still go out

Some weeks ago I went to hear Roxanne Missingham speak at her new stamping ground in the ANU. Her topic was *Is The iPad Killing Academic Publishing?* Not killing books, you understand, but academic publishing. It's fair to say that she doesn't think so, but that the World of the Tablet is going to be quite different from what we have been used to – and that new generations of students will bring a very critical eye to our efforts to meet their needs. The slides from her talk (and some very useful references) are at [www.slideshare.net/roxannemissingham/ipad-12286087](http://www.slideshare.net/roxannemissingham/ipad-12286087).

## Advice from the big end of town

An article from *McKinsey Quarterly* called *Demystifying Social Media* ([tinyurl.com/bngdlcq](http://tinyurl.com/bngdlcq)) is worth reading and showing to your senior managers. It offers sound advice and describes a number of case studies, including measurable results from effective use of social media. The key message? "In short, today's chief executive can no longer treat social media as a side activity run solely by managers in marketing or public relations." And of course it comes from a source that managers will probably hold in some respect.

## Think before you type

There was a right old kerfuffle a few weeks ago about the recent big win by CSIRO in the US courts. They were awarded a \$229 million settlement against a group of companies that used their patented technology in a lot of WiFi equipment. The

main contributor to this heated discussion was an article in *Ars Technica* at [tinyurl.com/8ycbgac](http://tinyurl.com/8ycbgac) that took a stridently jingoistic line accusing our CSIRO of being a patent troll (an unpleasant sort of company that buys up others for their intellectual property and proceeds to sue whoever they can for patent infringement). That is a particularly inappropriate description of CSIRO's activities in my opinion.

## What's it there for?

They say that competition is a wonderful thing and we should let a thousand flowers bloom, but I confess to becoming a little confused about what to use the various social media services for. Facebook is simple: it's where I let my hair down, interact with friends and family, support my favourite football teams and "like" political comments that have very little to do with my future. Twitter is a little different, in that it's more oriented towards my work and professional interests – and, I must admit, gripes about the pronunciation practices of ABC newsreaders. To a large extent, this usage reflects my friends or followers. Google+ is something that I (with a lot of others) am still trying to work out.

The one I'm most perplexed about though is LinkedIn. My connections there are almost exclusively professional contacts (despite the efforts of the system to dredge through my address book to suggest new people). And it seems that nearly all of them are likewise confused about what to do with it. Only a very few of them post any thoughts or useful links, but everyone is busy, busy, busy building up their network by making new

connections. There can of course be some benefit in this, but it does seem there's no end in view.

## Little by little, the 'Wild Wild Internet' gets tamed

It's been an interesting time for users and providers of content over the internet, with the High Court's decision in the middle of April that Australian ISP iiNet was not liable to do the work of the copyright holders in bringing to justice those who had infringed by downloading protected content. Of course that was not the end of the game in this country, but most people were surprised by a decision of the UK High Court ([tinyurl.com/8ab923r](http://tinyurl.com/8ab923r)) a couple of weeks later that required ISPs in that country to block access to The Pirate Bay, the best known of the sites that facilitate P2P file sharing. I'd expect that a similar case will be launched through our legal system to achieve the same result, and then the people who know about such things will work out how to circumvent this, and then ... I really think that much of this effort could be directed at more worthy causes.

## Not much has changed in the last decade

In chasing up some information about the preservation of digital information, I came across a very good paper from Jeff Rothenberg, *Ensuring the Longevity of Digital Information* ([www.clir.org/pubs/archives/ensuring.pdf](http://www.clir.org/pubs/archives/ensuring.pdf)). I particularly liked his observation that "digital information lasts forever—or five years, whichever comes first."

 Posted by Kerry Webb