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Bet You Missed It

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Bet You Missed It

Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths

Column Editor: **Rosann Bazirjian** (Florida State University) <rbazirji@mailers.fsu.edu>; FAX 904-644-5170.

Web Changes

by **Sandy Beehler** (Cornell University)

This article contains a fascinating tale of how the infrastructure of the Internet is changing to meet growing demands. Learn about "modem malaise," "backbone bottleneck," "route flapping,"

& "MAEs" as the author reassures us that the current speed and accuracy problems facing the Internet are being and will be solved. See — "Web Brownout," *Wired*, September 1996, p. 94.

The Internet Defined

by **Sandy Beehler** (Cornell University)

A nuts-and-bolt account of the Internet's workings, this article breaks it down into pieces and explains how each piece works and how it fits into the whole. See —

"How the Internet Works," *Internet World*, October 1996, p. 54.

(* NOTE: This whole issue is the most useful I've ever seen — Sandy Beehler)

Bandwidth and Speed

by **Sandy Beehler** (Cornell University)

The Bandwidth Conservation Society preaches the benefits of saving bandwidth and speeding up access by squeezing unnecessary bytes from Web pages. The B.C.S. site (<http://www.infohiway.com/>)

faster/) features software and how-tos for speeding up the Web, with emphasis on reducing image files. See — "Internet for a Small Planet," *Internet World*, October 1996, p. 76.

Once Public, Now Private

by **Sandy Beehler** (Cornell University)

A campaign promise by Hawaii's new governor in 1994 resulted in the privatization of the state's public libraries. This article describes the partnership between B&T and a local whole-

saler that selects and delivers shelf-ready books to Hawaii's 49 public libraries. See — "B & T, Local Wholesaler Choose Books for Hawaii Libraries," *Publishers Weekly*, October 14, 1996, p. 15.

Proper Way to Speak

by **Twyla Racz** (Eastern Michigan University)

According to the author, a debt of gratitude is owed to **Ring Lardner** who not only changed the writing of American speech, but also influenced many other writers — **James Thurber**, **Eudora Welty**, **Will Rogers**, **Ernest Hemingway**. Until Lardner, journalist and sport writer, began writing American speech as actually spoken, speech

as written in fiction was stilted and proper. Even **Mark Twain** failed at capturing American speech on paper. Thus, Lardner should be recognized as "the man who taught us how we talk." See — **Jonathan Yardley**, "The Man Who Taught Us How We Talk," *Civilization*, vol. 3(5) (October/November 1996), p. 92-94.

Time to Chat

by **Rosann Bazirjian** (Florida State University)

The author of this article likens Internet chat shops to old-time saloons (i.e., *Cheers*) and corner barbershops. The camaraderie Internet users feel when accessing "e-zines" such as *Parent Soup* cannot be found by reading a traditional paper magazine. They are interactive and participatory, not passive like radio and TV. For that reason, chat e-zines are rising in

popularity and traditional magazines on the Net are not being utilized as much. "Too much like just reading a magazine" one user claimed. The article also focuses on "Village," a new company which aims to launch other community chat sites on the Web. See — "A Place to Chat," *Forbes*, vol. 158 (6) (September 9, 1996)

A Case for Standardization

by **Rosann Bazirjian** (Florida State University)

This is an interesting article written by someone fed up with trying to gain control of technology changes and the relentless need for PC upgrades. Businesses have not centralized and monitored the buying of PC's and software

the way they did staplers and post-it notes, and they are now paying the price. The author says that businesses are fed up, and rather than spend their money on upgrades, they are focusing on building intranets and improving training. GM has made some changes to their technology policy. In 1993, they had 27 E-mail systems, 10 word processing programs, 5 spreadsheet applications and 7 business graphics packages. Now, all employees work on a standard configuration: Microsoft Windows 3.1, Microsoft Office and LOTUS Notes. The article continues to discuss the less than favorable movement toward Windows 95 and the move toward mainframes and away from client-server technology. See — **Stephanie Losee**, "Burned by Technology," *Fortune*, vol. 134 (5) (September 9, 1996), p. 105-112.

Beyond the Semiconductor by Rosann Bazirjian (Florida State University)

This article focuses on Intel's ventures outside of the semiconductor area. Some of these new ventures are CyberCash (online payment system), Citrix Systems (software manufacturer), Cnet (develops shows for the Internet) and OnLive! (An Internet chat room). Intel hopes that backing these businesses will encourage people to use more Intel products. New

MMX chips and DVD (Digital Videodisk) players are in the future for Intel. Intel hopes these will encourage people to trade up their computers and also lure in new customers by offering irresistible products and gadgets. See — Damon Darlin, "Intel's Palace," *Forbes*, vol. 158 (6) (September 9, 1996), p. 42-43.

Jamming by Rosann Bazirjian (Florida State University)

"The theories of John Kao in his book *Jamming* are examined in this article. Kao feels that companies need a culture "that emulates the controlled anarchy of a late-night jam." A business which seeks out individuals with creative ideas will succeed. In a jamming environment, managers give their employees a free-flowing, inspiration-inducing environment. Kao feels that individuals count, and his book serves as a primer on the proper nurturing of employees. He suggests that businesses conduct an audit on innovation. The fol-

lowing questions should be asked: "How many new ideas do your employees generate?"; "How well does your firm execute them?"; "Which of your rules and traditions are getting in the way?"; "Who are your most creative people, and how do you reward them?"; and "Who are the best in the business and how do you get them to work for you?" See — Ronald Henkoff, "Jamming: The Road to Creativity," *Fortune*, vol. 134 (5) (September 9, 1996), p. 183.

Traveler's Paradise by Rosann Bazirjian (Florida State University)

If you're looking for travel sites on the Web, then this is the article to consult. The author emphasizes how popular online shopping for airline tickets, hotels, car rentals and vacation packages are becoming. Airlines like the Web because they save a lot of the money they would normally be spending on travel agent commissions. Consumers like this online

shopping because they can spend hours finding just the right hotel (and view it as well) and airfare. There are also weekly bulletins alerting customers of last-minute bargains. The article gives the Web addresses of ten travel sites. See — Marc Gunther, "Travel Planning in Cyberspace," *Fortune*, vol. 134 (5) (September 9, 1996), p. 187-188.

Talking Heads by Sandy Beehler (Cornell University)

This article details the struggle between proponents of ATM and IP protocols for Internet use, characterized as a battle between old generation and new generation engineering styles. Bellheads (telecom engineers) back the ATM protocol, which emphasizes quality of service (QoS), represented by rigidly structured management of a predictable traffic flow. IP protocol is defended by Netheads, aiming for fluid, spontaneous man-

agement of an unpredictable traffic flow. Though evidence is mounting to support the Netheads' approach with regard to Internet traffic, the author concludes that, as in other cases, a hybrid technology will probably surface, using the best of both protocols to provide faster, higher quality connections. See — "Netheads vs. Bellheads," *Wired*, October 1996, p. 144.

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Pirated Software

by Rosann Bazirjian (Florida State University)

This article discusses the illegal copying of software saying that illegal copying causes a \$15 billion loss to the software industry. The emergence of DVD (Digital Videodisk) players this Fall will lure even more consumers into digital piracy, as they will easily be able to hook a DVD player into a VCR and have a "fabulous movie mastering system." It will also be

impossible to tell the pirated copy from the original copy. The article then continues to explore, in detail, different protection systems which have been devised, such as Intellectual Protocols and Maximized Software. See - Philip E. Ross, "Cops Versus Robbers in Cyberspace," *Forbes*, vol. 158 (6) (September 9, 1996), p. 134-139.

Tribute to Regnery

by Twyla Racz (Eastern Michigan University)

The author, president of the Intercollegiate Studies Institute, has written a tribute to Henry Regnery, founder of the conservative press, who recently died. Regnery, determined to become a quality "dissent publisher" to com-

bat liberalism established Regnery Publishing in 1953. See — T. Kenneth Cribb, Jr., "An American Dissident," *The American Spectator*, vol. 1. 29 (10) (October 1996), p. 63.

Peer Review Question by Pamela Rose (SUNY Buffalo)

At stake in a Seattle courtroom is an ominous question: Does the academic notion of confidential peer review have any legal validity? Biotech companies Cistrion Biotechnology and the Immunex Corporation and their respective expert armies will focus on the right of academic scientists to keep

commercial secrets. Witnesses in the case concede that there are no uniform standards governing peer review conduct, but that the standards are genuine and well-known by all scientists. See — Eliot Marshall, "Trial Set to Focus on Peer Review," *Science*, vol. 273, August 30, 1996, p. 1162-1164.

Great Library! Where Are the Books? by Joan Loslo (U. of Northern Iowa)

"Great library! Where are the books?" was one patron's response to the resplendent new San Francisco Public Library. Critics fear that the library is a showplace for information technology at the ex-

pense of the library's book collection -- perhaps as many as 200,000 volumes. See — Laura Shapiro, "A Mall for the Mind," *Newsweek*, vol. 128 (17) (October 21, 1996), p. 84-86.

Effects of Advertising on the Internet by Rosann Bazirjian (Florida State University)

This article is about what the Internet may do to the personal computer, media and advertising industries. The author speculates that the advertising industry will grow as the World Wide Web attracts such businesses as Nike, Coca-Cola and GM. However, the media industry should watch out as information on the Internet is made as appealing as programming on traditional media, namely

television. The author is very suspicious of "Internet appliances," simplified computers which rely on other larger centralized computers on the Internet to store their data. These Internet appliances would just transmit whatever software and data are needed. See — Andrew S. Grove, "Is the Internet Over hyped?" *Forbes* vol. 158 (7) (September 23, 1996), p. 108-117.

The Petaflops Supercomputer by Pamela Rose (SUNY Buffalo)

Teraflops weren't fast enough... After only 2 years Dan Goldin, head of NASA, suggested a federal effort toward "very high-performance computing" meaning petaflops, 1000 trillion computations per second. The Interagency Petaflops Initiative Computing Group has held four workshops to begin laying the groundwork for a petaflops supercomputer that could be built

within the next 10 years. NSF has funded eight small research projects as a beginning. Success will require developing more exotic hardware technology. Applications will include time-critical problems and three-dimensional simulation space modeling. See — "Redefining the Supercomputer," *Science*, vol. 273, September 20, 1996, p.1655-1657.

Tenure Threatened by Pamela Rose (SUNY Buffalo)

The University of Minnesota Board of Regents has proposed revision of the university's tenure code. An outraged faculty, arguing that this will effectively destroy the tenure system, began a letter-writing campaign and have

threatened to unionize, a rare state for faculty in the United States. See — Constance Holden, "Furor Over Minnesota Tenure Proposals," *Science*, vol. 273, September 20, 1996, p. 1653.

Natural History Collections by Pamela Rose (SUNY Buffalo)

Natural history museums, which house vast repositories of increasingly important specimens of past biodiversity, are themselves threatened with extinction. Despite two World Congresses on the Preservation and Conservation of Natural History Collections, no

effective organization has been established. Museum officials see some hope in Web accessibility and collaborations. See - Nigel Williams, "A Plea to Protect Threatened Collections," *Science*, vol. 273, September 27, 1996, p. 1792.

The Sunny Side of the Street by Rosann Bazirjian (Florida State University)

This author of this article focuses on Sun Microsystems and on the Chairman of Sun, Scott McNealy. Sun refuses to sell Microsoft technology and Mr. McNealy insists that his computers will never be configured to run Microsoft's Windows NT operating system. Although Sun's business is good, shipments of Unix servers increased only 4.5% whereas NT-equipped server sales

tripled the previous year's sale. Sun seems to have limited itself, due to its "anti-Microsoft stance," to the slower-growing part of the server market. One reason is cost. An entry-level Sun server costs \$7,500.00; whereas an NT server using Intel chips sells for \$4,260.00. See — Zina Moukheiber, "Windows NT - Never!" *Forbes* vol. 158 (7) (September 23, 1996).

CDA Attacked by Sandy Beehler (Cornell University)

The author was one of the first to receive the news of a Philadelphia appellate court ruling on the constitutionality of the Communications Decency Act (CDA), granting an injunction against enforcement of the Act. Analyzing

the judges' written opinions, he concludes that the sheer scope and force of the decision virtually guarantee that it will stand up against a Supreme Court review. See — "Sinking the CDA," *Internet World*, October 1996, p. 108.

Shared Research by Pamela Rose (SUNY Buffalo)

The new Association of East Asian Research Universities is a first step to joint research activities, faculty exchanges, and a shared pool of students and postdocs. Schools in China, Hong Kong, Japan, Korea and Taiwan

hope to overcome centuries of national enmity by focusing on a common desire to improve scientific capabilities. See — **Dennis Normile**, "13 Universities Seek Common Ground," *Science*, vol. 273, September 20, 1996, p. 1651.

New NAP/Xerox Initiative by Sandy Beehler (Cornell University)

The National Academy Press has launched a Web site offering free, fulltext browsing of 1000 of its science, technology and health titles, with more to come. The site also features secure online ordering and customized printing using Xerox's Documents on Demand

technology that can deliver entire books or excerpts chosen by the customer. NAP's URL is <http://www.nap.edu> See — "NAP, Xerox Offer Online Titles, On-Demand Printing," *Publishers Weekly*, October 14, 1996, p. 15.

New Technology by Sandy Beehler (Cornell University)

Strides are being made in the development of the digital versatile disc (DVD) with its potential for delivering high quality multimedia programs. Some major electronics manufacturers are investing in the new technology, which they expect to replace CD-ROM

drives currently in use with computers. The DVD carries many more bytes of information than today's CD-ROM and can be used to record digital data. See — "DVD: The Big Technology That Might," *Publishers Weekly*, October 7, 1996, p. 36.

What Happened to the Books? by Joan Loslo (U. of Northern Iowa)

Nicholson Baker, who lamented the loss of card catalogs in a noted 1994 *New Yorker* article, now asks whether information technology is actually replacing books -- in some cases valuable or hard-to-replace titles -- in public libraries. His case in point involves

alleged extensive weeding prior to the move to a new building by the **San Francisco Public Library**. See -- **Nicholson Baker**, "The Author vs. the Library," *New Yorker*, vol. 72 (31): (October 14, 1996), p. 50-62.

2000 Costs \$600 Billion by Pamela Rose (SUNY Buffalo)

It will take \$600 billion to fix the world's "2000 problem." Computer programs which use date fields only 2 digits long (e.g., 1996 is represented as 96) will produce erroneous results as the century turns and their digits pop up as

"00" unless they are reprogrammed. See — **Constance Holden**, ed., "Keeping Up With 2000", in the Random Samples Section of *Science*, vol. 273, September 6, 1996, p. 1341.

Archiving the Internet by Sandy Beehler (Cornell University)

Brewster Kahle, founder of Thinking Machines (Cambridge, MA), has begun archiving the Internet. The archive's first project is a partnership with the Smithsonian to archive WWW materials on the 1996 presidential race.

Though copyright and privacy law issues must be resolved, Kahle sees his effort as vital to preserving a turning point in human history. See — "Internet in a Box," *Wired*, October 1996, p. 72.

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