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Bet You Missed It -- Press Clippings -- In the News -- Carefully Selected by Your Crack Team of News Sleuths

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

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ENGAGE ME OR ENRAGE ME by Jane H. Tuten (USC Aiken Library)

Written by the author of **Digital Game-Based Learning** and the founder/CEO of **Games2train** the article examines what the new generation of students expects from educators and why the students have those expectations. **Prensky** notes the differences that exist between today's learners and those students he taught in the late 1960s. Students in the 60s "did not expect to be engaged by everything they did." Now, students expect constant engagement which they are not getting in classrooms...and the students are mad. Students are entertained by and make use of a wide variety of technologies in all aspects of their lives except in the classroom. **Prensky** states that educators must employ techniques which enable them to engage students in ways similar to those utilized in a technology based society. New ways to reach and teach students must be discovered. **Prensky** notes that "the BBC was given £350 million by the British government to develop a digital curriculum which they have determined should be game-based." In the article **Prensky** challenges educators to change the educational system and engage a new generation through innovative means.

See — "Engage Me or Enrage Me: What Today's Learners Demand" by **Marc Prensky**, in *Educause Review*, v.40 no.5, September/October 2005, pp. 60-65, retrieved from the Web on 9/26/05 <http://www.educause.edu/apps/er/erm05/erm0553.asp>.

DIGITAL OPIATE by Sandra Beehler (Lewis & Clark College)

Digital art has been exhibited at major art museums, and has made its way into public venues such as **Chicago's Millennium Park**, but has yet to generate many sales among art collectors. A small company, **Bitforms**, with galleries in New York and Seoul, Korea, wants to make it accessible to the masses but has a few obstacles to overcome. The cost of producing large enough screens is one, the problem of maintenance that requires computer expertise is another. And it may be a while before people who already spend a lot of time in front of screens at work and at home feel the need for another one.

See — "The King of Digital Art," by **Tom Vanderbilt**. *Wired* 13.09 (September 2005), p.140-143,148.

ANNE RICE GETS RELIGION by Bruce Strauch (The Citadel)

After a thirty year run of vampires and ghouls, **Anne Rice** has rejoined the Catholic Church and written *Christ the Lord*, a book seen through the eyes of **Jesus** as a 7-year-old. **Alfred A. Knopf**, imprint of **Bertelsmann AG**, is feeling its way in religious publishing, but they are upbeat about her finding a new fan base as massive as the vampire lovers.

See — **Jeffrey Trachtenberg**, "After the Vampire: Knopf Larns to Sell a New Anne Rice," *The Wall Street Journal*, Dec. 22, 2005, p. B1.

FREE FOR THE PHONING by Sandra Beehler (Lewis & Clark College)

Ebay's recent acquisition of voice-over-internet-protocol (VOIP) leader **Skype** signals the entry of a major new technology in the voice telecom industry and a sea-change in revenue streams that will turn that industry upside down. **Skype** has been providing free and low-cost voice communication between subscribers since 2003, with the ultimate goal of being the best platform for all communication from computer and mobile phones. With VOIP, distance between callers and length of calls are irrelevant, and the "location" of a phone number (like an email address) can be transported anywhere. Some telecom companies are jumping on the bandwagon, realizing that even as revenues drop from voice communication, new avenues are opening for generating revenue from providing broadband access and add-on services. For those with broadband access, free voice communication anywhere in the world will be there for the asking.

See — "How the Internet Killed the Phone Business" and "The Meaning of Free Speech," *The Economist*, v.376: no.8444 (Sept. 17, 2005), p. 11 and p.69-71.

P2P ARMS RACE: GUESS WHO'S WINNING? by Bruce Strauch (The Citadel)

In six years, the music industry has sued 15,000 folks but **P2P** activity has increased — 20% in the past year. While the industry is legally in the right, is this the best strategy for dealing with piracy? "How viable is a business model based on suing your customers?"

Intellectual property expert **Tim Lee** says it's a "fool's errand" and an "arms race" with the **P2P** networks getting better and better. In a nation of 290 million people, you can't stop file sharing. When our copyright laws were written, no one envisioned a time when everyone would have computers and could easily make copies. The recording industry needs to embrace **P2P**, not try to sue it out of existence.

See — **Jason Riley**, "Copyfight," *The Wall Street Journal*, Nov. 26, 2005, p.A10.

THEY JUST DON'T GET IT by Bruce Strauch (The Citadel)

Sony BMG admits to shipping five million CDs programmed with a software-code set known as a rootkit that cunningly installs itself onto the consumer's computer hard drive. Yes, it was an anti-piracy software and part of **Sony's** arms race against **P2P** file sharers. But it made the customer's PCs vulnerable to hacker attacks and viruses. And of course a blogger picked up on it and told the world.

And the rootkit violated New York's antispyware laws and unleashed attack dog **AG Elliot Spitzer**. **Sony** frantically began a recall and exchange program, but consumers were in a boycott froth.

In further fall-out, the artists on the CDs have seen their sales plummet during the crucial Christmas retail season because there weren't sufficient back-up CDs available to put on the shelves.

See — **Arik Hesseldahl**, "Spitzer Gets on Sony BMG's Case," *BusinessWeek online*, November 29, 2005.