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
(Syracuse University)

The Seamless Interface
by Sandy Beehler
(Cornell University)

Edward Tufte, the “reigning
guru of information design,” talks
about the inefficiency of the way
most computer screen designs
display information. Display
screens currently work at data
densities about 1/10th those of a
page of text. Tufte (whose name
is represented in the article by an
icon of his face) doesn’t think
much of icons but conceded that
the Mac is “most of the way
there” when it comes to interface.
The challenge is to present
the computer’s capabilities in an
efficient way so that users don’t
have to dig too deeply to get to
where they want to be. He would
junk the paradigm of operation
systems and applications and
would end the segregation of text
and graphics. He also claims most
users don’t have the time to learn
all the features of their computer
— what they need is easier ac-
tess to those features. Tufte
describes great design as having the
quality of revelation. Pointing to
one of Galileo’s original works
which employs a drawing of Sat-
nurn where the world would nor-
mally appear in its text, Tufte
predicts that “real soon now” in-
terfaces will be as seamless as
they used to be 400 years ago.

See — “Envisioning Interfaces” in Wired, August, 1994, p. 60.

Economics of Information
by Sarah Tusa
(Lamar University)

According to a recent Business Week article, the U.S. has
shifted from the service economy of the 1980’s to an informa-
tion economy, and most of the news is good. For example,
whereas service goods were not as exportable as manufactured
goods, overseas sales of information technology equipment has
surpassed that of aircraft—traditionally our top export industry
— by $29 billion. Furthermore, information technology is boosting
productivity and providing pay gains of 12% to 21% for male
and female computer programmers, respectively. The declin-
ing costs of information technology equipment also has the
potential to keep overall interest
rates lower in the future, as in-
dustries are able to borrow less
money to finance the purchase of
this kind of equipment. The ar-
ticle points out several reasons
why government statistics under-
report the output and benefits of
this economic force. Essentially,
many elements of growth in in-
formation technology are over-
looked by traditional economic
indicators. Finally, one pitfall in
the shift from a service economy
to the information economy is the
loss of jobs for unskilled
workers. However, information
retrieval industries are growing
and creating new jobs and mak-
ing it easier to find employment.
In conclusion, the article com-
pares the future impact of the
information technology on the
nation’s economy with that of the
arrival of electricity.

See — Business Week, no. 3372 (May 18, 1994).

Story of the Gate(s)keeper
by Rosann Bazirjian
(Syracuse University)

This is a fascinating profile
of Bill Gates, the man and his
 corporation. The author tells us
that Bill Gates, a man whose net
worth is about 9 million dollars,
would like to transform
Microsoft from a maker of
“packaged goods” to something
more like a “utility company.”
Microsoft software must go be-
ond our desktops and into “the
guts of the information economy”
with a focus not only on enter-
tainment packages, but where it
really counts, in business. Gates
proposes that Windows will be
at the center of the information
highway, and since Windows was
introduced in 1990, annual prof-
its have quadrupled. The article
continues to discuss Bill Gates
from the beginning — as a stu-
dent in high school to his days at
Harvard. We are given portraits
of his “team” and the basic phi-
losophy behind his business. All
in all, a very, very interesting
article.

See — “What Bill Gates Really Wants” by Brent Schlender

“Hyper-Libraries” for Britain?
by Sandy Beehler
(Cornell University)

Public libraries in Britain,
where circulation has dropped by
14% in the last ten years, are
facing a crisis. The Depart-
ment of National heritage is con-
sidering two reports on what to do
about it. The first, by KPMG Peer
Marwick and Capital Planning
Information, recommends contrac-
ting out of library services
The second, by ASLIB, an inde-
pendent consulting firm, suggests
several solutions, including
longer hours, access to electronic
sources of information, more in-
volvelement in adult literacy and
the opening of mini-libraries in
railway stations and airports as
well as regional “hyper-libraries.”
Unfortunately, funding for these
ideas is not a high priority with
government. The author con-
cludes that libraries “will have to
become entrepreneurial or die.”

See — “Borrowed Time,” in
The Economist, December 10,
1994.
The Advisory Committee on Human Radiation Experiments (ACHRE), created by Department of Energy Secretary Hazel O'Leary, has compiled documents relating to more than 1000 secret government radiation experiments on human subjects. ACHRE staffers are creating a user-friendly database to provide researchers access to the records, and Senator John Glenn (D-OH), outgoing chair of the Senate Committee on Governmental Affairs, will suggest that the Administration create a records review board similar to the one that oversees files relating to the assassination of John F. Kennedy.


How Well Am I Doing?
by Marie Swearingen
(Syracuse University)

For many organizations, the beginning of the calendar year is the time of year for the dreaded PERFORMANCE APPRAISALS! It doesn't necessarily need to be a nail-biting/hair-raising experience or one full of surprises. How can you as a supervisor/manager make the annual event a productive one? Joseph D. O'Brian provides many clues for making the performance appraisal a very effective opportunity. First of all, he suggests when performance evaluation time rolls around, it should be seen as the opportunity time to sell yourself to the boss. Characteristics of a well-managed appraisal include solicited evaluation of your performance from both your peers and subordinates. Feedback from these two groups can be valuable, although different techniques for getting useful information should be followed. O'Brian lists many helpful hints for getting the information you desire from both employees and colleagues. Guidelines suggested include questions to be included on a written appraisal questionnaire distributed to appropriate personnel as well as informal verbal communication. Also provided are good ideas on dealing with your supervisor to ensure you are on track between the appraisal periods.


The Visible Man
by Pamela Rose
(SUNY at Buffalo)

Male cadavers are online! The Visible Man, a set of thousands of digitized images made by scanning, slicing and photographing every inch of a frozen human male cadaver is online, sent into cyberspace by the National Library of Medicine (NLM). Access information can be obtained from NLM's project director Michael Ackerman at ackerman@hpcc.gov. The Visible Woman will be available in late 1995.


For much organizations, the beginning of the calendar year is the time of year for the dreaded PERFORMANCE APPRAISALS! It doesn't necessarily need to be a nail-biting/hair-raising experience or one full of surprises. How can you as a supervisor/manager make the annual event a productive one? Joseph D. O'Brian provides many clues for making the performance appraisal a very effective opportunity. First of all, he suggests when performance evaluation time rolls around, it should be seen as the opportunity time to sell yourself to the boss. Characteristics of a well-managed appraisal include solicited evaluation of your performance from both your peers and subordinates. Feedback from these two groups can be valuable, although different techniques for getting useful information should be followed. O'Brian lists many helpful hints for getting the information you desire from both employees and colleagues. Guidelines suggested include questions to be included on a written appraisal questionnaire distributed to appropriate personnel as well as informal verbal communication. Also provided are good ideas on dealing with your supervisor to ensure you are on track between the appraisal periods.


The Internet Top Ten
by Sandy Beehler
(Cornell University)

This article presents a selection of "the best stuff for beginners on the Internet." The choices are divided into six categories: Email; USENET; Gopher; World-Wide Web; Books; and The Rest. With 5 or 6 entries in each category, it's enough to get you started without overwhelming you. Highlights: a definitive list of Internet mailing lists: Stephanie DaSilva's Lists of Lists (FTP from rtfm.mit.edu in the pub/usenet/news.answers/mail-listing-lists directory. WARNING: this is a big file): the best place to ask dumb questions: news.newusers.questions: a tool to search the Web: WebCrawler http://www.bio-tech.washington.edu/Web-Crawler/Web-Query.html. And the author's pick for most valuable site on the Internet: MIT's archive of FAQ files, etc. (FTP to rtfm.mit.edu in pub/usenet/news.answers directory.) Unfortunately, I couldn't figure out how to get to a couple of these with the information given in the article, so others may also have to have expert help to find these sources.


Surfing Techniques
by Sandy Beehler
(Cornell University)

This article contains tips from some of the "Grand Masters" in searching the Internet. To keep track of what's going on in the net, one searcher recommends the net-happenings mailing list: (subscribe by sending 'subscribe net-happenings' message to majordomo@is.internic.net). Gopher Jewels (gopher to cwis.usc.edu) is another favorite spot. To find locations of information on a specific topic, Veronica and its younger relative Jughead employ Boolean searching techniques to generate a list of gopher sites related to the topic desired. Because of traffic problems, one master-searcher suggests accessing European Veronica and gophers to get a quicker response. Maelintosh's TurboGopher is also very useful. Keeping track of the treasures once you locate them is another problem which can be effectively solved by creating and storing Gopher bookmarks. The bookmarks provide a shortcut back to your favorite sources. When it comes to getting human help, the Internet helps you locate experts in several ways: faculty directories on university Gophers, an MIT mail server that records electronic mail addresses from messages posted to newsgroups, or listservs to which a direct inquiry for help can be sent. FAQ files could give you a fast answer to questions. FAQ files for most Internet groups are available by anonymous FTP from rtfm.mit.edu. Listservs and newsgroups (and their archives) are a valuable source of information on many topics. Several lists of useful Internet sites are suggested, including Scott Yanoff's list (gopher to gopher.wwu.edu and select remote information servers/Special Internet connections) and another called the Awesome List (http://www.clark.net/pub/journalism/awesome.html) that allows searchers to jump to any other listed resource. A final suggestion: if you can't find it on the net, create it and put it in yourself.

The War Wages On by Rosann Bazirjian (Syracuse University)

This is an interesting article focusing on the software Lotus Notes and its lock on corporate America. Microsoft, a $4-billion-a-year software business is unable to compete, although they plan to launch a "Notes-buster" called Microsoft Exchange. Yet, the author claims that for all the ferocity with which Microsoft is approaching this, it "can't stop customers from loving Notes." The article continues with a description of the Lotus Notes software and how it operates. Individuals from International Data Corp., Price Waterhouse and Compaq discuss how they are utilizing the software in their firms. The article continues with a long history of the development of Lotus Notes and the battle Microsoft is waging.


Researching the Reader by Twyla Racz (Eastern Michigan University)

Dessauer, a noted authority on books and publishing, urges publishers to undertake reader research. Too little is still known, especially by the large firms, of what their readers want which leads to many book failures and profit loss. The smaller houses do publish for specialized markets. Reader research, however, is not market research which the author states views readers only as profit sources in addition to being manipulative. Reader research would consist of two elements: basic research and title research. Undertaking these would cost the publishers money and require reorganization, but the reduction in book failures and the consequent economic rewards would be substantial.


Internet Links with China by Pamela Rose (SUNY at Buffalo)

Two new gateways will provide Chinese researchers with a growing presence on the Internet, at a price. The Chinese government's Ministry of Post and Telecommunications (MPT) wants to manage the new hookups as a moneymaking enterprise, unlike the single connection available since last Spring through the Chinese Academy of Sciences (CAS). Researchers are worried that the cost will put its use out of their reach. In addition, there is a flap over the country-level domain name assigned by the Internet. Despite these and other problems with congestion due to increasing demand, researchers are being introduced to resources through the Internet.


Importance of Research by Twyla Racz (Eastern Michigan University)

Noble presents a strong argument that there is a need for research on many aspects of publishing, especially the book publishing industry. The first priority, however, is to determine who will undertake the research. He offers no solutions but discusses the key issues in copyright, literacy, writing, the book publishing industry, suppliers, and distribution, bringing out the role technology currently has and can have. Some very interesting research topics are suggested: feasibility of an author database; research on the linkage between literacy and productivity. The author is on the editorial board of Publishing Research Quarterly and is president of Noble Consultants, Inc.


Business School Thrillers by Sandy Beehler (Cornell University)

Management theorists are using fiction to illustrate the latest management principles. Books like The Goof, a management text cast as fast-paced thriller, have sold 1.5 million copies since 1984, and have been translated into 18 languages. Other authors are quickly imitating its success. The world's first management trilogy has already hit the presses. Existing literary texts are also gaining popularity as management tools. Theorist Peter Drucker relates business alliances to dynamic marriages in Jane Austen novels. Sophocles' Antigone has also been used in a management course. The author suggests some other likely choices: i.e. Macbeth to illustrate the dangers of overzealous downsizing.


The Education Top Ten by Sandy Beehler (Cornell University)

The author surveyed educators on two mailing lists (LM-NET and ED-TECH) to compile a list of top education-related sources. The winners: AskERIC; Cable News Network classroom edition online; IECC International E-mail Classroom Connections; IECC-PROJECTS and IECC-DISCUSSION; Internet-on-a-disk; Kevin's Prairie Dog Town (Gopher to skyenet.us-ask.ca); KIDSCHER; NATO; PENPALS; The Smithsonian; Stanford University (lots of shareware programs); U.S. Dept. of Education; and The White House. The article also lists two education-related guides available by FTP from nic.unmass.edu (/pub/ednet/educatr.lst and /pub/ednet/edusenet.gde).