

## KMDiary Volume 12: Issue #9-September 2011

The KMDiary is an electronic newsletter for sharing ideas and information of interest to the community of the Knowledge Media Design Institute (KMDI), a multidisciplinary unit of the Faculty of Information at the University of Toronto. Feel free to post widely, and please leave the KMDI signature for our recognition. Subscribe to the monthly KMDiary [here](#) and unsubscribe with the link at the end of this document. The current issue is available online as a [PDF file](#).

We rely on contributions from our members; please forward relevant activities and articles to the Editor, Aadila Dosani, at [adosani@kmdi.utoronto.ca](mailto:adosani@kmdi.utoronto.ca). The deadline for submissions for the next issue is Tuesday November 1, 2011. Thank you.

<b>FROM THE EDITOR'S DESK.....</b>	<b>1</b>
<b>ANNOUNCEMENTS .....</b>	<b>3</b>
<b>THE VIRTUAL WATER COOLER: AROUND THE COMMUNITY</b>	<b>8</b>
<b>OTHER NEWS .....</b>	<b>14</b>
<b>COOL TOOLS .....</b>	<b>16</b>
<b>PUBLICATIONS .....</b>	<b>17</b>
<b>WORKSHOPS/SYMPOSIA/SEMINARS.....</b>	<b>18</b>
<b>CONFERENCES .....</b>	<b>20</b>
<b>PREVIOUSLY ANNOUNCED CONFERENCES .....</b>	<b>22</b>

### FROM THE EDITOR'S DESK

#### UPDATES FROM KMDI



#### SAVE THE DATE!

KMDI is happy to announce an Annual General Meeting on December 9<sup>th</sup> 2011 from 4:00pm – 6:00pm. The AGM will be followed by our annual Holiday party at Hart House. More information to follow in November!

#### DESIGN JAM (KMDI, ThingTank, Samsung)

On 9 September 2011, KMDI in collaboration with ThingTank (formerly DDiMIT) held a Design Jam sponsored by Samsung. KMD CP students and members of the KMD and ThingTank community formed teams and tackled a User Experience (UX) design challenge. The challenge, “*What does a family games night in a networked environment look like?*” focused on how groups of people, who have been traditionally co-located, like families, collaborative teams, etc., can interact mediated by increasing present and networked information communication technologies. Assisted by two mentors, the four teams brainstormed, created prototypes and presented their ideas at the end

of the day. Samsung provided equipment (a flat screen television, tablets and smartphones) for the teams to document and present their ideas. Each team created a blog to document their process. The blog content included photos taken with the Samsung devices.

## SUMMARY OF SUMMER ROUND TABLE



This summer KMDI hosted a research round table to allow members the chance to sit and chat about future research directions. To encourage interaction and research collaborations KMDI held a round table to discuss research collaborations. The participants discussed how to get

“productive collisions” between people of different disciplines, and identified one potential thread of collaborative research is translating knowledge across domains, across, over and between disciplines.

## WHAT KMDI IS UP TO!

### New Exciting Design Challenge: No.9 Art Train Project

This year the KMDI 1001 students have been challenged to work to not only think about media and design, but also the environment. No.9 is an art organization that provides artists who address positive social and environmental change with the opportunity to make ambitious work in the public realm using urban public spaces as a forum for creativity and discussion. In partnership with GO Transit, No. 9 intends to transform a GO Train into a moving piece of urban art. This year's class is centred around a design challenge: "**How can art and media be used on the No.9 Art Train to promote an improved (interactive) user experience that encourages positive environmental change?**" The KMD1001 class will present their conceptual designs during an open class demo on December 8<sup>th</sup>.

### New Cohort and New Students

The Knowledge Media Design Institute would like to welcome the new cohort of KMD Collaborative Program students and a new year of students taking KMD CP courses. This year will have many exciting events and design challenges and we hope you take full advantage of these opportunities for hands-on design experience, attending public lectures and seminars, and socializing with the KMD community.

We are in the process of planning a **RADICAL Design Series** and a **Design Challenge** to be announced at the end of October. Keep your eyes open for updates!

## ANNOUNCEMENTS

### [THINGTANK LAB LAUNCHES PROFESSIONAL LEARNING CERTIFICATE](#)

## THINGTANK LAB

The ThingTank Lab is teaming up with the iSchool Institute at the University of Toronto to launch a new professional learning certificate in Designing for the Internet of Things. The Certificate kicks off in the Lab on November 4, 2011 with a free introductory seminar and will continue throughout the month of November with four day-long sessions focused on the hands-on skills needed to build a digitally enabled device.

### [REGISTER TODAY!](#)



Increasingly, Digital Media is being experienced through objects and interfaces that are not necessarily bound by the screen. The next generation of content products and services will have distributed and diverse modes of interaction where websites and mobile content will be only one aspect of the user's experience: smart meters or wearable electronics, for example, connect the real world of objects to online digital

networks of data.

These digitally enabled networked objects are the Internet of Things. In order to take advantage of this shift, Ontario digital media and content companies need to leverage the wealth of technology, manufacturing, research, and design expertise available in this area and build capacity in designing digital media for the Internet of Things.

The Certificate starts from the idea that understanding and innovating in the Internet of Things requires both ideational and technical skills. Therefore the curriculum includes both conceptual and hands-on coursework, and explores the various skills necessary to innovate within the Internet of Things: electronics, rapid prototyping, communication protocols and the design process. Courses will be taught by experienced instructors who are active in the Toronto tech and hacker community through organizations like HackLab.to, InterAccess, and Site3.

Click [HERE](#) for more information about ThingTank Lab (formerly DDiMIT), ThingTank Lab Workshops and roundtable events!

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## **THE HUMANITIES AND TECHNOLOGY CAMP (THATCamp) GTA**

**(Saturday October 22, 2011, Ryerson University, Toronto, Ontario)**

**Date: Saturday October 22, 2011**



The Humanities and Technology Camp (THATCamp) GTA (Greater Toronto Area), a one-day 'unconference', is co-sponsored by the Ontario College of Art and

Design University, Ryerson University, University of Ontario Institute of Technology, and University of Toronto.

THATCamp is an open gathering where students, scholars, librarians, archivists, museum professionals, developers and programmers and others of all skill levels learn and build together in sessions proposed on the spot.

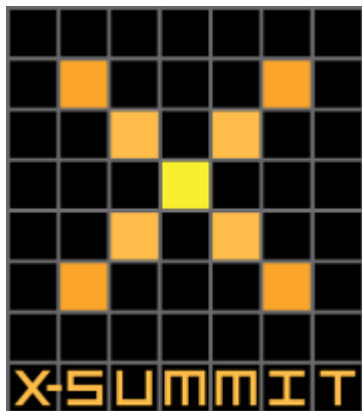
Originated in 2008 by the Center for History and New Media at George Mason University in the US, 34 THATCamps have taken place around the world from Paris to Cologne to Florence to Melbourne.

Registration is FREE! **[REGISTER TODAY!](#)**

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## **X SUMMIT**

**(October 24 – 26, 2011, The Carlu, Toronto Ontario)**



X-Summit is the evolution of IN: The Interactive Exchange, Interactive Ontario's highly successful, multiplatform conference that celebrated its fifth anniversary last fall. X-Summit is co-produced by the Computer Animation Studios of Ontario (CASO) with the Canadian Media Production Association (CMPA) as Lead Industry Partner.

This conference explores the future of cross-media content through active learning, hands-on workshops, round-table discussions, one-on-one meetings, dynamic panel discussions, cutting-edge demonstrations and networking opportunities.

KMDI Members receive a 20% discount! **[REGISTER NOW](#)** and don't forget to use the KMDI promo code, **XS20KMDI**, to receive a 20% discount!

## [DANIELS 2011-2012 PUBLIC LECTURE SERIES](#)

# Daniels



UNIVERSITY OF TORONTO  
JOHN H. DANIELS FACULTY OF ARCHITECTURE, LANDSCAPE, AND DESIGN

The John H. Daniels Faculty of Architecture, Landscape, and Design is excited to announce its 2011-2012 Public Lecture Series. Starting this fall, Daniels will host a stellar collection of international experts and visionaries – all of whom are leaders in the fields of architecture, design, and sustainable urbanization. Representing the most forward-thinking design firms and research institutions from around the world, each speaker in this year's series is redefining practice surrounding construction, technology, culture, and the city.

Public interest in architecture and the urbanizing landscape continues to grow both locally and abroad. These lectures are part of a broader stream of talks, exhibitions, and symposia that Daniels has planned for the academic year, and are part of a program being advanced by Dean and Professor of Architecture & Urbanism Richard Sommer to further discourse on how to better design and inhabit the built environment.

Click [HERE](#) for more information on the upcoming lecture hosted by Catherine Mosbach, Landscape Architect from Paris with assistance from the Embassy of France in Ottawa and the Institut Français.

Please note that all lectures begin at 6:30pm.

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## [IPSI PUBLIC LECTURE SERIES: 'DNS SECURITY'](#)

(October 24, 2011, 4:00pm – 5:45pm, University of Toronto St. George Campus, Bahen Centre for IT, 40 St. George Street, Room 1130)



**'DNS SECURITY' featuring Dr. Anestis Karasaridis,  
AT&T Labs**

The Domain Name System (DNS) is one of the most important network infrastructure services. Since security was not a primary concern in the design of the protocol, it is amenable to wide scale attacks that can lead to either denial of service or serious security violations (e.g., client redirection to illegitimate sites). Given that availability and reliability in many of the applications that depend on DNS are critical, DNS security is of outmost importance to any organization that provides network-based services.

In this talk, Dr. Karasaridis will provide an overview of protocol overview and typical service architectures, main protocol and implementation vulnerabilities, monitoring and detection of various attacks, prevention, protection and mitigation of attacks, DNSSEC and DNSCurve and DNS in next generation Mobile Services.

**Dr. Anestis Karasaridis** holds a Ph.D. from the University of Toronto in Electrical and Computer

Engineering from which he received several awards for his innovative work in network traffic modeling. He is currently a Principal Member of Technical Staff at AT&T Labs in New Jersey where he is conducting applied research and in 2011 he received the AT&T Labs President's Excellence Award.

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### **OPEN ACCESS WEEK**

**(October 24 – 28, 2011, University of Toronto Scarborough/Mississauga/St. George)**



Open Access Week is a global event now entering its fourth year. It is an opportunity for the academic and research community to continue to learn about the potential benefits of Open Access, to share what they've learned with colleagues, and to help inspire wider participation in helping to make Open Access a new norm in scholarship and research.

Open Access (OA) has the potential to maximize research investments, increase the exposure and use of published research, facilitate the ability to conduct research across available literature, and enhance the overall advancement of scholarship. Research funding agencies, academic institutions, researchers and scientists, teachers, students, and members of the general public are supporting a move towards Open Access in increasing numbers every year.

Open Access Week is a key opportunity for all members of the community to take action to keep this momentum moving forward.

Please visit the [Open U of T website](#) to see all of the week's activities!

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### **THINGTANK LAB: IDEA JAM # 9**

**(October 19, 2011, 5:00pm – 7:00pm, ThingTank Lab, 376 Bathurst, Toronto ON)**

Fall is upon us! Come keep warm & have fun at our upcoming Idea Jam! We have 2 new ideas looking for some extra love at the next Idea Jam:



5:00PM - 5:50PM: Peter Pennefather/West Suhanic on "Commercializing the Intercase"  
6:00PM - 6:50PM: Saleem Khan on "Digital, physical or hybrid news experiences"

For presentation abstracts click [HERE!](#)

## WHAT ARE IDEA JAMS?

If you have an idea that you need help with, come pitch it at our bi-monthly events. This is no Dragon's Den or Shark Tank! Idea Jams are informal get-togethers with just enough structure to make sure that you get something of value out of coming.

Need some help with an idea? Together we'll figure out how to make your ideas concrete and possibly help you find the labor and resources you need. Each individual segments of the idea jam is about 50 minutes. You have 10-15 minutes to present your idea to all jammers and explain current challenges/problems. Jammers then break down into small groups and brainstorm solutions for 20 minutes, using our handy "writables" (writeable tables). Jammers then report back to the group in the last 15 minutes.

We hope to have 2 presenters at each Idea Jam event.

Sign up to present at our next event! See our [handy web form here!](#)

RSVP for the upcoming Idea Jam **TODAY!**

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## **FUNDING THE INTERNET OF THINGS – SESSION # 3: ONTARIO CENTRES OF EXCELLENCE (OCE) PROGRAMS**

**(October 20, 2011, 5:00pm – 7:00pm, ThingTank Lab, 376 Bathurst, Toronto, Ontario)**



“There are No Grants” presented by **John MacRitchie**, Regional Director, Ontario Centres of Excellence.

John will present an interactive overview of public programs supporting technology development and commercialization in Ontario. The session will focus on programs related to industry - academic collaboration and the spin-out of technology from academic institutions to start-ups. The presentation will include examples of successful projects as well as answer the following questions:

- Overview of key programs?
- Where to learn about programs?
- How to apply successfully?
- Is applying worth your time?

**John MacRitchie** leads the business development team developing and managing roughly 200 active projects between companies and academic institutions in the Greater Toronto Area. He previously held the position of Director Business Development with the OCE Centre for Communications and Information Technologies. Prior to joining OCE, John spent over 15 years in international management and consulting on business development for large industrial process control systems technologies securing major projects in China, United States, Brazil, Taiwan and Canada.

## [REGISTER TODAY!](#)

### THE VIRTUAL WATER COOLER: AROUND THE COMMUNITY

#### [KMDI MEMBER FRANCES GARRETT CHATS ABOUT DISC](#)



**Digital Scholarship** is a grassroots, faculty and student-run online forum for the sharing of news, ideas, and expertise related to all aspects of digital scholarship in the Greater Toronto Area (GTA) and beyond.

The Digital Scholarship site is a product of the [DISC Lab](#), a faculty-run community that gathers for regular discussions about the practices of digital scholarship. The DISC Lab will co-sponsor a THATCamp in the GTA in October 2011, and it will host two kinds of events.

**Hack Lab** sessions feature faculty or students leading tutorials or workshops on technologies useful for a range of digital scholarship purposes.

In **Yak Lab** sessions, a member brings to the group a particular problem, relating to digital scholarship, that she or he is trying to solve, and we work together to develop ideas or approaches to the problem.

The group meets Fridays during the academic year, and irregularly during the summer. All are welcome!

This community has been generously supported by Open Scholarship, an off-shoot of the **Knowledge Media Design Institute's** Project Open Source | Open Access, and the University of Toronto's Digital Collaboratory.

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#### UPDATES FROM INTENTIONALLY BOUND [NINA CZEGLEDY!](#)



On September 14, **Nina Czegledy** and **Marcus Neustetter** presented '[Imaginary Futures](#)' at a special event they hosted at the Karakoy Center, Sabanci University in Istanbul, Turkey.

Nina Czegledy and Marcus Neustetter exhibited their [Visual Collider](#) project with multiple openings:

September 1, 2B Gallery, Budapest, Hungary  
September 6, Enter Gallery, Bratislava, Slovakia

September 9, Machfield Gallery, Vienna, Austria  
September 14, Karakoy Center, Istanbul, Turkey

On September 16 at the 17th [International Symposium on Electronic Art](#) (ISEA2011) in Istanbul, Turkey, Nina Czegledy, International Curator and Vice-Chair, convened the ISEA2011 Education Workshop.

On September 17, Nina coordinated the [LEAF Transdisciplinary Visual Arts, Science & Technology Workshop](#) as part of ISEA2011. Nina also presented at [the Second Nature New Zealand Round Table](#), also a part of ISEA2011.

On September 18, Nina presented at the [ISEA Future Forum](#) (ISEA2011).

On September 23, Nina Czegledy presented at the [To Have/To Own Conference](#) Platform in Vaasa, Finland.

**Congratulations on your success this month! We don't know how you do it!**

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### **KMDI MEMBER KELLY JUHASZ PRESENTS NEW PROJECT – VIRTUAL LEARNING COMMONS**



**Kelly Juhasz**, KMDI & FIS Alumna and President of [The Knowledge Transfer Company](#), is pleased to announce a new project with York University to design and develop their Virtual Learning Commons.

The role of the Virtual Learning Commons is to support students in developing the academic literacies they need to achieve their educational goals. This project will create a website containing a series of eLearning modules based on a complex mix of competencies that include research, writing and organizational skills. The project will begin with a needs assessment that will focus on understanding the user groups and their needs, and will make use of the principles of user-centered design. The VLC will also house a module designed exclusively for faculty on how to integrate academic literacies into curriculum.

York's project leads, **Mark Robertson**, Associate University Librarian, and **Sarah Coysh**, eLearning Librarian, are both fellow FIS grads from the University of Toronto.

**Congratulations on this amazing accomplishment!**

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### **PRINCETON GOES OPEN ACCESS**



Prestigious US academic institution Princeton University will prevent researchers from giving the copyright of scholarly articles to journal publishers, except in certain cases where a waiver may be granted.

The new rule is part of an [Open Access](#) policy aimed at broadening the reach of their scholarly work and encouraging publishers to adjust standard contracts that commonly require exclusive copyright as a condition of

publication.

“The University authorizes professors to post copies of their articles on their own web sites or on University web sites, or in other not-for-a-fee venues,” the policy said. “The main effect of this new policy is to prevent them from giving away *all* their rights when they publish in a journal.”

Under the policy, academic staff will grant to The Trustees of Princeton University “a nonexclusive, irrevocable, worldwide license to exercise any and all copyrights in his or her scholarly articles published in any medium, whether now known or later invented, provided the articles are not sold by the University for a profit, and to authorize others to do the same.” In cases where the journal refuses to publish their article without the academic handing all copyright to the publisher, the academic can seek a waiver from the open access policy from the University.

Source: The Conversation Beta, 28 September 2011

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## [OCUFA ANNOUNCES WINNERS OF 2011 TEACHING AWARDS](#)



Since 1973, the Ontario Confederation of University Faculty Associations has recognized exceptional contributions to the quality of higher education in Ontario. This year's winners are no exception. Each exemplifies

the dedication and spirit of innovation that defines Ontario's professors and academic librarians.

Congratulations to the University of Toronto winners:

- **Paul Gries**, Senior Lecturer in the Department of Computer Science, University of Toronto
- **Carol Percy**, Associate Professor in the Department of English, Faculty of Arts and Science, University of Toronto
- **Martin Schreiber**, Professor in the Division of Nephrology, Department of Medicine, Faculty of Medicine, University of Toronto

**We are all very proud to have such dedicated faculty at the University of Toronto!**

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## U OF T ENGINEERING RANKS NUMBER ONE IN CANADA



The Faculty of Applied Science & Engineering was once again recognized as the top engineering Faculty in Canada by two well-respected international rankings.

For the fifth consecutive year, U of T Engineering was identified as the premier institution in Canada for engineering/technology and computer sciences by the 2011 Academic Ranking of World Universities (ARWU).

The QS World University Ranking of Engineering & Technology programs also named U of T Engineering as number one in Canada, a spot held since the Faculty ranking began in 2007. The Faculty ranked was also ranked 21st in the world.

“We are pleased to be recognized once again as one of the world’s top engineering Faculties,” states Professor **Cristina Amon**, Dean of the Faculty of Applied Science & Engineering. “Our recognized leadership in Canada is a source of pride for all members of the U of T Engineering community.”

### **Congratulations!**

Source: University of Toronto Bulletin, 8 September 2011

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## KMDI MEMBER MEGAN BOLER DISCUSSES SMART PHONES & SOCIAL MEDIA



Professor **Megan Boler**, a professor of theory and policy studies at OISE whose research looks at the way different kinds of media were used to express dissent and question mainstream news propaganda after 9/11, says the way we remember 9/11 would have been somewhat different especially for victims’ families, had social media been around.

“We would have perhaps had additional images; the speed and the glut of information that would have passed through social media would have been enormous,” she said. “At the time there was a crisis of people trying to get information; it was a horrible process of trying to figure out who was in that building,” said Boler. “One thing that we would have had is a lot more instant communications of those images and information.

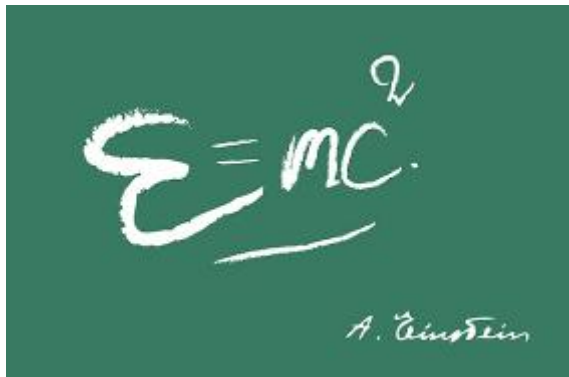
**Tom Vassos**, an instructor at Woodsworth College who has looked at the role of social media in election coverage, agrees that social media would have allowed for more immediate dissemination of information. “The immediacy and depth and quickness of the information becoming public would have been different. When I saw the coverage, to me it was very sanitized because it was coverage from a distance, but if we had had social media we would have gotten more video and images up close from different angles. Even more of the horror would have been remembered.” He

adds that smartphones, which have a permanent record online, have added a new dimension to communications.

Source: University of Toronto Bulletin, 9 September 2011

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### [PROFESSOR GEOFFREY OZIN WINS ALBERT EINSTEIN AWARD](#)



Given by the World Cultural Council, the Albert Einstein Award of Science recognizes scientific and technological research that has brought benefit to humanity. **Professor Geoffrey Ozin** is recognized as one of the architects of the rapidly-emerging field of nanochemistry, the driver of today's nanotechnologies. He has pioneered studies of new classes of nanomaterials, mesoporous materials, photonic crystals and nanomachines.

“Nanotech initiatives around the world both in terms of research and in terms of industrial applications have been inspired and enabled by Professor Ozin's contributions to chemistry,” said Professor **Paul Young**, U of T's vice-president (research), who nominated Professor Ozin for the award. “This award is a wonderful recognition of his work. We are proud and fortunate to have him at U of T.”

Professor Ozin was selected for the Albert Einstein Award by an interdisciplinary committee of world-renowned scientists, among them, 25 Nobel Laureates.

Congratulations Professor Ozin!

Source: University of Toronto Bulletin, 14 September 2011

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### [SCIENCE FINDING IS MUSIC TO THE EARS](#)



“What we found was that being a musician may contribute to better hearing in old age by delaying some of the age-related changes in central auditory processing. This advantage widened considerably for musicians as they got older when compared to similar-aged non-musicians,” said lead investigator **Benjamin Rich Zendel** a PhD candidate at U of T who conducted the study with **Dr. Claude Alain**, senior cognitive scientist and assistant director of the Rotman Research Institute.

Scientists found that in the three auditory tasks – mistuned harmonic detection, gap detection and speech-in-noise – musicians showed a clear advantage over non-musicians. By age 70, the average

musician was able to understand speech in a noisy environment as well as would an average 50 year old non-musician, suggesting that lifelong musicianship can delay this age-related decline by 20 years.

Most importantly, the three assessments where musicians demonstrated an advantage all rely on auditory processing in the brain, while pure-tone thresholds do not. This suggests that lifelong musicianship mitigates age-related changes in the brains of musicians, which is probably due to musicians using their auditory systems at a high level on a regular basis.

**In other words, “use it or lose it”!**

Source: University of Toronto Bulletin, 14 September 2011

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### **A FEW REASONS FACULTY AND STAFF LOVE WORKING AT UOFT!**

**These are some of my (Aadila Dosani, KMDI Editor) favorites:**



“Working in an environment where there is cutting edge research being done and knowing that this will have a global impact.”

“Getting paid for doing something I love.”

“Having the opportunity to mentor a student whom you've seen go from a shy, unsure teenager to a self-assured, goal driven adult.”

“Because my coworkers are the best bunch on campus and make coming to work feel like home. “

“Vacation - almost 5 weeks within the first year... (3 weeks + Christmas time) You won't get that anywhere.”



“At U of T we enjoy a direct pipeline to a wealth of ingenuity, hope, energy, willingness, and much more. I value this positive influence, overwhelming as it can also be. I feel fortunate to work with good people. The campus is beautiful, an oasis in the downtown core, and I enjoy the architecture and the grounds every day.”

Source: University of Toronto Bulletin

## OTHER NEWS

### [A SIMPLER APPROACH TO ONLINE IDENTITY](#)



[Account Chooser](#), a new service launched by the [OpenID Foundation](#), an organization that includes the major websites Google, Facebook, Microsoft, and Yahoo, is the latest effort to solve this problem. Instead of having to create yet another account, Account Chooser lets users choose one account—their Gmail or Facebook log-in, for example—and then use it to log in to many other sites. The technology was developed by Eric Sachs, a Google project manager and OpenID Foundation board member. Google is backing the project by hosting the code.

Account Chooser lets users select any account managed by a company that has chosen to support Account Chooser, and then link that account to whichever websites they choose. It has already been implemented as the log-in page at Flickr, which now lets users access the site using not only a Yahoo account (Yahoo is Flickr's parent company), but also a Facebook or Gmail account.

Don Thibeau, executive director of the OpenID Foundation, says the code behind Account Chooser was released under an open source license (meaning it can be reused and modified without charge) so that Web developers can implement it more easily, and can offer users a free choice of identity provider to use with the system. Account Chooser will also support a variety of standards used for identity verification, such as OAuth, SAML, and OpenIDConnect.

Source: MIT Technology Review, 6 September 2011

### [FAKE CERTIFICATES REVEAL FLAWS IN THE INTERNET'S SECURITY](#)



A major breach at a Dutch purveyor of digital certificates has allowed unknown attackers to issue at least 531 fraudulent certificates for major domains, including Google.com, Microsoft.com, and Yahoo.com. Certificates are supposed to verify a website as genuine to a visitor's Web browser; that verification prevents an attacker from using a forged domain address to steal data. The certificates contain encrypted data that lets browsers and other software confirm that a website is legitimate. So by compromising the digital certificate, an attacker can pose as a secure website, such as Google's Gmail, and intercept

communications, or bypass security mechanisms and install malicious software.

The compromised certificate company, DigiNotar, is one of about 650 companies, known as certificate authorities, or CAs, that are trusted to issue the certificates.

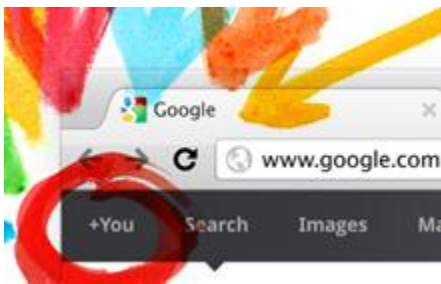
The latest attack demonstrates that a single breach can have far-reaching effects. A preliminary

report issued by Dutch security firm Fox-IT in early September found that the intruders exploited significant weaknesses in DigiNotar's network security, including a single account capable of controlling all its certificate servers and using a weak password for account access. The firm found that more than 300,000 unique IP addresses – almost entirely from Iran – encountered one fraudulent certificate issued for Google's domain. Already, Apple, Google, Microsoft, and Mozilla have updated their browsers to distrust any certificate signed by DigiNotar.

Source: MIT Technology Review, 16 September 2011

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## **GOOGLE INVITES EVERYONE TO BE FRIENDS – ON ITS SOCIAL NETWORK**



After 12 weeks of socializing in select circles, Google has announced that anyone can sign up for its fledgling social network, Google Plus.

The wider adoption of the service now that it's widely available will be crucial to the success of Google Plus, and to Google's ability to compete with Facebook as a force in social networking and in selling more targeted ads. Google's social

network was launched in June to positive reviews and considerable interest, but activity has slowed in recent weeks.

Several new features were added to Google Plus today. One expands the "hangouts" group-video feature to smart phones and also allows users to make their hangout chats public – something expected to be popular with celebrities or businesses using Google Plus.

Google has also added a version of its search engine to its social network. The classic search box now appears at the top of every Google Plus page, giving users a way to search through updates and links that users share within their own network, as well as everything shared publicly by all users.

Source: MIT Technology Review, 20 September 2011

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## **YOU LOVE YOUR iPhone. LITERALLY.**



With Apple widely expected to release its iPhone 5, Apple addicts across the world are getting ready for their latest fix. But should we really characterize the intense consumer devotion to the iPhone as an addiction?

Earlier this year, I carried out an fMRI experiment to find out whether iPhones were really, truly addictive, no less so than alcohol, cocaine, shopping or video games. In each instance, the results showed activation in both the audio and visual cortices of the subjects' brains. In other words, when they were exposed to the video, our subjects' brains didn't just see the vibrating iPhone, they

“heard” it, too; and when they were exposed to the audio, they also “saw” it. This powerful cross-sensory phenomenon is known as synesthesia.

But most striking of all was the flurry of activation in the insular cortex of the brain, which is associated with feelings of love and compassion. The subjects’ brains responded to the sound of their phones as they would respond to the presence or proximity of a girlfriend, boyfriend or family member. In short, the subjects didn’t demonstrate the classic brain-based signs of addiction. Instead, they *loved* their iPhones

Source: The New York Times, 30 September 2011

## COOL TOOLS

### [CAR-TO-CAR COMMUNICATION SYSTEM TO GET MASSIVE ROAD TEST](#)



Technology that would allow cars to talk to each other – to help prevent accidents and improve traffic flow – is about to get a real-world road test following new funding from the U.S. Department of Transportation.

The technology will be tested in a variety of situations; it will alert the driver when it is unsafe to pass, and when someone is approaching an intersection at a speed that could cause a

collision. Each car will be equipped with a radio that signals its speed and direction of travel, as determined by GPS, to other cars. It will also send this information to suitably equipped traffic equipment. The University of Michigan is partnering with eight automakers, a number of which began working collaboratively to develop a uniform platform for implementing the technology in 1995.

The DOT's Research and Innovative Technology Administration, which is overseeing the program, released the following statement on the project: "This technology has the potential to be a game changer for safety. Research from NHTSA found that combined, vehicle-to-vehicle and vehicle-to-infrastructure technologies have the potential to address about 80 percent of all unimpaired car crash scenarios."

Source: MIT Technology Review, 7 September 2011

## [AUGMENTED REALITY MEETS GESTURE RECOGNITION](#)



Augmented reality involves layering computer-generated imagery on top of a view of the real world as seen through the camera of a smart phone or tablet computer. So someone looking at a city scene through a device could see tourist information on top of the view.

Autonomy's new augmented reality technology, called [Aurasma](#), goes a step further: it recognizes a user's hand gestures. This means a person using the app can reach out in front of the device to interact with the virtual content.

The Aurasma app, available for iPhone, iPad, and Android smart phones, constantly creates a visual "fingerprint" of what's in front of it, and compares it to a set of fingerprints for the area where the app is being used. When it identifies a scene, perhaps a photo on a billboard, the Statue of Liberty, or a house on your street, interactive video or imagery is overlaid on top of the view. Users can also create their own content by assigning a photo or video to a particular real-world scene. The virtual content is carefully lined up with the visual features it was programmed for. For example, this means a massive dinosaur can rear its head behind the Golden Gate Bridge. Click [HERE](#) for a video preview!

Source: MIT Technology Review, 15 September 2011

## PUBLICATIONS

### NETLAB PUBLISHED IN ENCYCLOPEDIA OF CYBER BEHAVIOR



KMDI member **Barry Wellman** and [NetLab](#) Faculty Collaborator **Dimitrina Dimitrova's** (Department of Sociology, University of Toronto) paper about NetLab has been published as a chapter for the Encyclopedia of Cyber Behavior.

Click [HERE](#) to view the chapter!

Department of Sociology and NetLab PhD student Guang Ying Mo and Barry Wellman's paper about Sequencing has also been accepted for the [Bulletin de Methode Sociologique](#) (a bilingual journal).

**Congratulations Barry, Dimitrina and Guang Ying!**

## WORKSHOPS/SYMPOSIA/SEMINARS

### NFB'S MEET THE PRODUCERS

(October 18, 2011, 3:30pm, 150 John Street, Toronto ON, 2<sup>nd</sup> Floor)



The [NFB](#)'s MEET THE PRODUCERS events are general information sessions geared towards filmmakers and other industry professionals who may not be familiar with the NFB and its processes, or for those who are looking for more information on a specific program.

It's a great forum for not only meeting producers and other NFB staff face-to-face but also for getting a first-hand idea of what kinds of projects the NFB is actually looking to produce.

This informal session is not a forum for formal pitches, but rather a place to ask questions, get a better feel for the NFB and ultimately determine whether submitting your project to the NFB is the right decision. There is always time to speak one-on-one with the NFB producers immediately following the session.

RSVP by emailing [Heather Roberts](#) or by calling 416-973-6856.

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### [MMA CANADA ROAD SHOW](#)



**October 24, 2011 – Vancouver**

**October 25, 2011 – Calgary**

**October 26, 2011 – Montreal**

**October 27, 2011 – Toronto**

Mobile is a big deal, a really big deal. Today, Canada supports over 25.3 million mobile connections a number that is expected to reach 28 million by 2012 (IEMR 2011). In other words, 76~84% Canadians are or will be carrying with them a mobile device. In fact, in Canada like the rest of the world, consumers are integrating mobility into nearly every aspect of their lives, including personal communications, entertainment, media consumption, product and services search and commerce. Driving these trends includes advances and adoption of smartphones and tablets, broadband data services and the nearly infinite series of innovative, and not so innovative consumer experiences delivered through and with mobile messaging, voice, mobile internet and application channels.

The Mobile Marketing Association will be hosting a series of workshops for the public aimed at:

- Creating an understanding of mobile consumers and their universal behaviors and attitudes
- Creating a familiarity of the latest mobile capabilities, technologies, standards and guidelines and their potential for marketers

- Going through actionable information on how to develop and execute a successful mobile marketing strategy
- Presenting a clear roadmap for navigating the mobile marketing ecosystem, and a clear understanding of how to engage the players in the industry

## **REGISTER TODAY!**

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### **ONTARIO AUGMENTED REALITY NETWORK FALL WORKSHOP**

**(November 1, 2011, Ryerson University, The George Vari Engineering and Computing Centre, Room ENG105, Toronto, Ontario)**



Augmented Reality is an amazing new technology with many exciting applications; developers are overcoming its limitations and breaking new ground every day.

Lake Watkins, Mobile Game Developer at XMG Studio, a developer of 2009 Best Augmented Reality App Winner "Pandemica", will lead the workshop and share his experiences working with Augmented Reality.

This workshop will take the form of a quest. Participants will work in groups to identify and

overcome some of the challenges of working with Augmented Reality. Potential challenges will include:

- How can you design a location-based AR Game or App that works given the limitations of location detection?
- The best mobile games hook players within 2 minutes. How do you design a game that achieves this with AR?
- How do you build a cross-platform mobile AR game and what are the most important skills for AR game design?
- What's the difference between sensor-based, location-based, and recognition-based AR? And why does it matter?

## **RSVP TODAY!**

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## CONFERENCES

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### [8<sup>TH</sup> ANNUAL CONNECTED HEALTH SYMPOSIUM](#) (October 19 – 21, 2011, Park Plaza Hotel, Boston, MA)



Working with industry visionaries and like-minded allies around the world, Partners' Center for Connected Health is moving healthcare beyond the hospital and clinic and into the day-to-day lives of patients. From mobile devices and social media to sensors and home

robots, the Center puts technology to the test, seeking new ways to help people take care of themselves and their loved ones.

Where health and technology intersect, the Connected Health Symposium is a global destination event, a high-profile gathering of the most interesting thinkers on the planet.

Symposium 2011 features an expanded line-up of keynotes, debates, interviews, expert panels and technology demos. Meet 1,200 health technology leaders worldwide – including: hospital leaders, community-based practitioners, health plan leaders, large employers, government policymakers and leading investors.

[REGISTER TODAY!](#)

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### [HACKER HALTED 2011](#) (October 21 – 27, 2011, Intercontinental Hotel, Miami, Florida)



Hacker Halted USA is the EC-Council's flagship IT security event for both technical experts and C-Level executives. It hosts lots of technical training

courses and a two-day conference with exhibits. The conference track themes include cloud security, SCADA, and timely topics chosen by peer review and input from 450 training companies worldwide.

[REGISTER TODAY!](#)

## **MERGING MEDIA CONFERENCE**

**(October 27 – 28, 2011, Vancouver, British Columbia)**



The Merging Media Conference is a unique opportunity to engage with the top innovators of conventional and interactive media awaits you at Merging Media's second annual cross-media conference!

Experience jam-packed days of engaging panels, industry leading presentations, award winning strategies, trends and predictions. Connect with world-class media trendsetters

and thought leaders from conventional and interactive media. Engage in the latest discussion on transmedia, financing, gamification, social media and convergent technologies. Interact with forward-thinking media professionals at the International B2B Matchmaking sessions and showcase your latest "tools of engagement" at the VEDC Innovation Gallery.

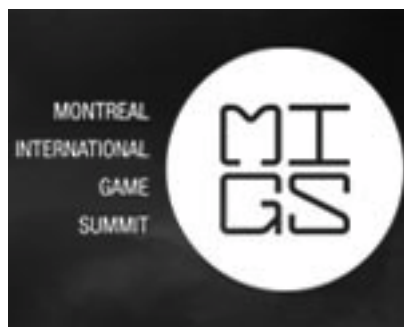
You could also win the \$10,000 Development Award for Best Pitch at the Masterclass and Pitch 360 Sessions!

**REGISTER TODAY!**

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## **MIGS 2011**

**(November 1 – 2, 2011, Hilton Montreal Bonaventure, Montreal, Quebec)**



The Montreal International Game Summit was created in 2004 to serve the video game industry, currently represented by more than 7,000 professionals in Quebec. It is aimed at developing and promoting skills and knowledge and encouraging communication between all actors of the industry.

For eight years now, world-class professionals have been involved with MIGS and lectures regarding the main five fields of video game development: Business, Arts and VFX, Design, Production and Technology.

A Business Lounge, an Exhibition Zone, a Career Fair, an Art Gallery and several other social activities complete the programming and make it the biggest event dedicated to professionals in Canada and on the East Coast.

**REGISTER TODAY!**

**PREVIOUSLY ANNOUNCED CONFERENCES**

**[DIGIFEST2011](#)**

**October 26 – 30, 2011, Toronto ON.**

**[UNIVERSITY OF TORONTO TEACHING AND LEARNING SYMPOSIUM 2011](#)**

**(November 28 2011, University of Toronto)**

**[11<sup>TH</sup> INTERNATIONAL CONFERENCE ON HYBRID INTELLIGENT SYSTEMS \(HIS'11\)](#)**

**(December 5 – 8, 2011, Melaka, Malaysia)**

**[CHUSER 2011](#)**

**(December 5 – 6, 2011; Penang, Malaysia)**