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Learn the Language of the Google Generation

Matt Lingard & Kezia Richmond, London School of Economics



















Gtalkr

PubSub

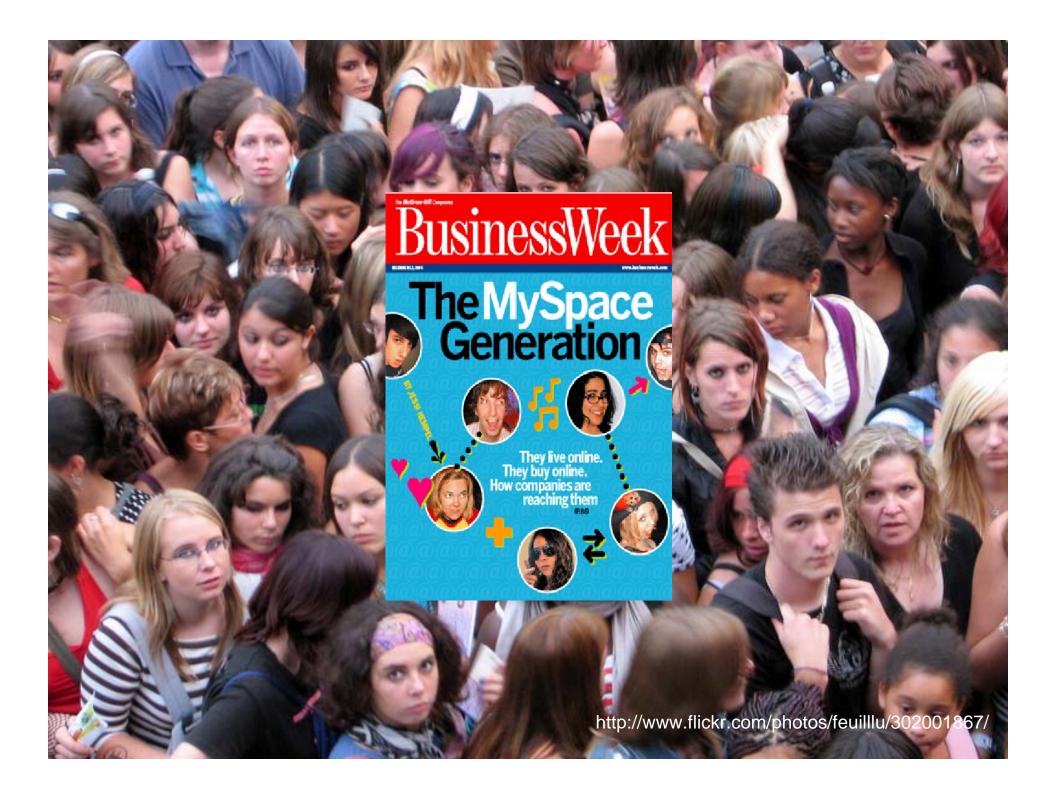






















Creating Podcasts

1. Record

Use a digital recorder or record direct to your computer



2.Edit / Convert

Remove unwanted audio & convert to **mp3** Try Audacity

3. Publish

- on a website (one with RSS capability for a true 'podcast' e.g. a Blog)





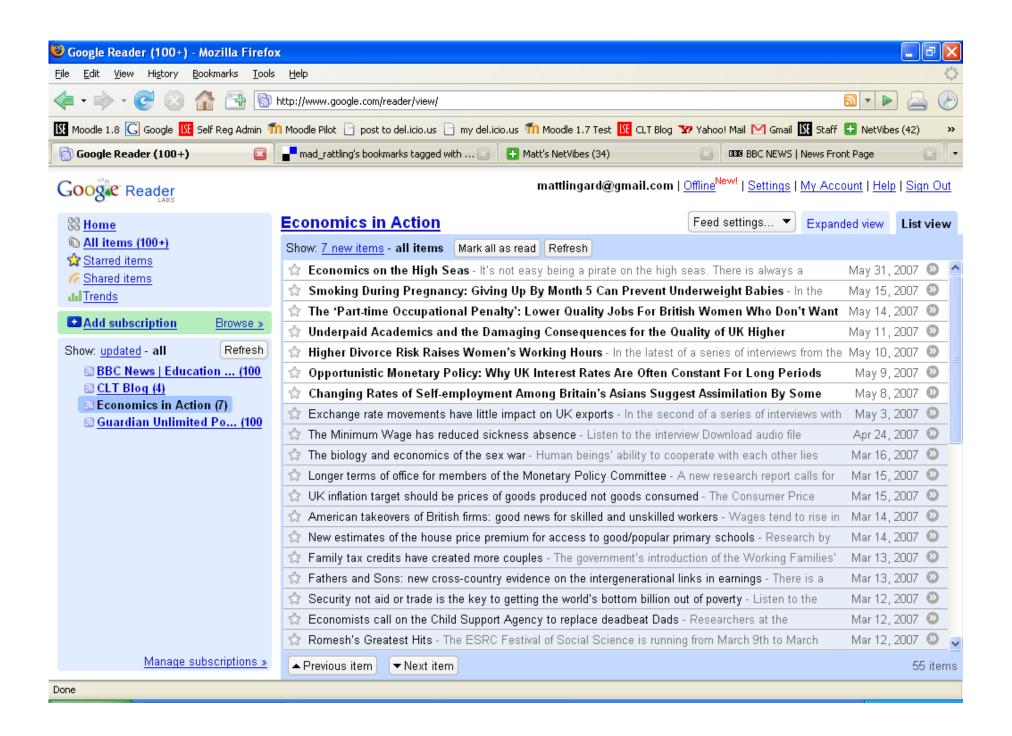
Advertising Architecture Art blog BuiltEnvironment Charities china coverLetters CSR cvs databank Design Economics Education Enterprise Finance HumanRights International International Development Interviews InvestmentBanking IT Japan Law LSE Management ManagementConsulting Marketing Newspapers NGO Policy Politics PR **Psychometrics** Research SocialEnterprise thinktanks U.S UN

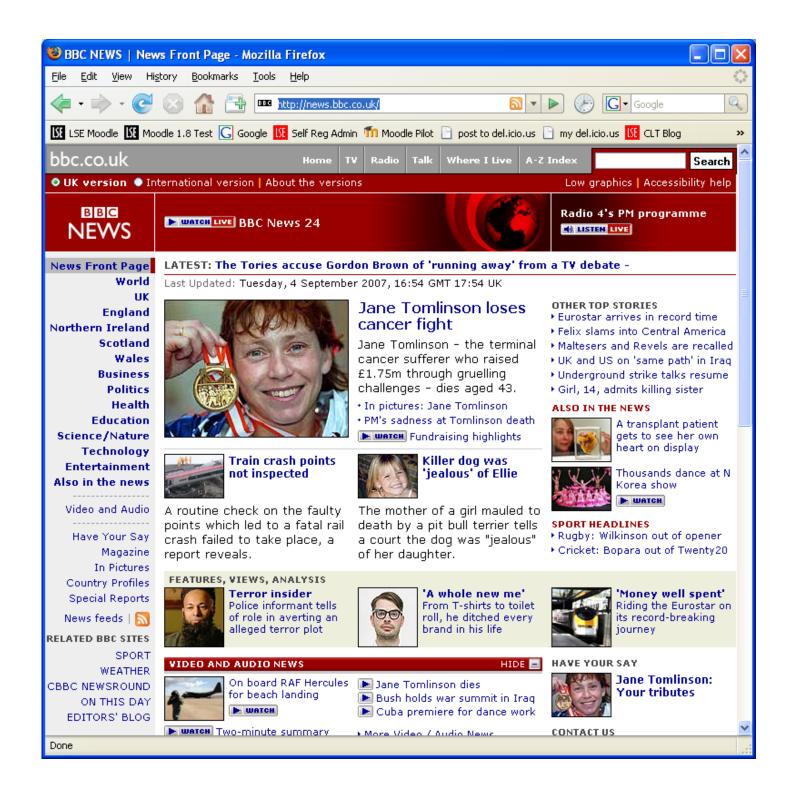
Please let us know how you get on!

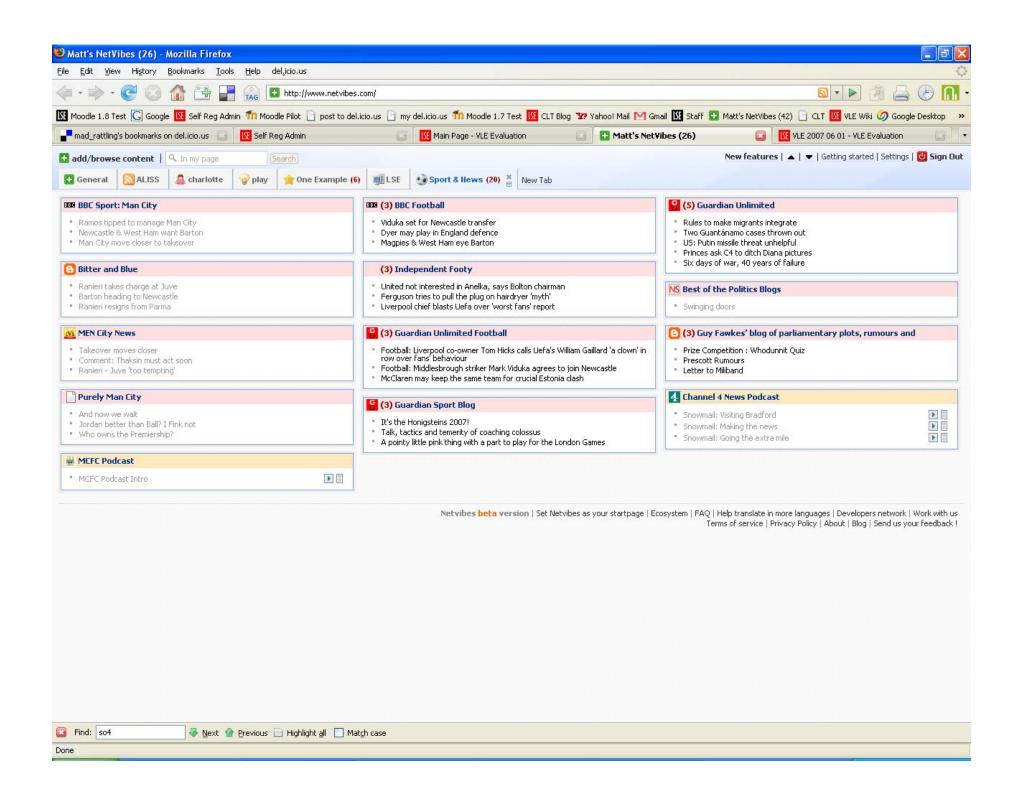
m.j.lingard@lse.ac.uk

k.richmond@lse.ac.uk

Thank You

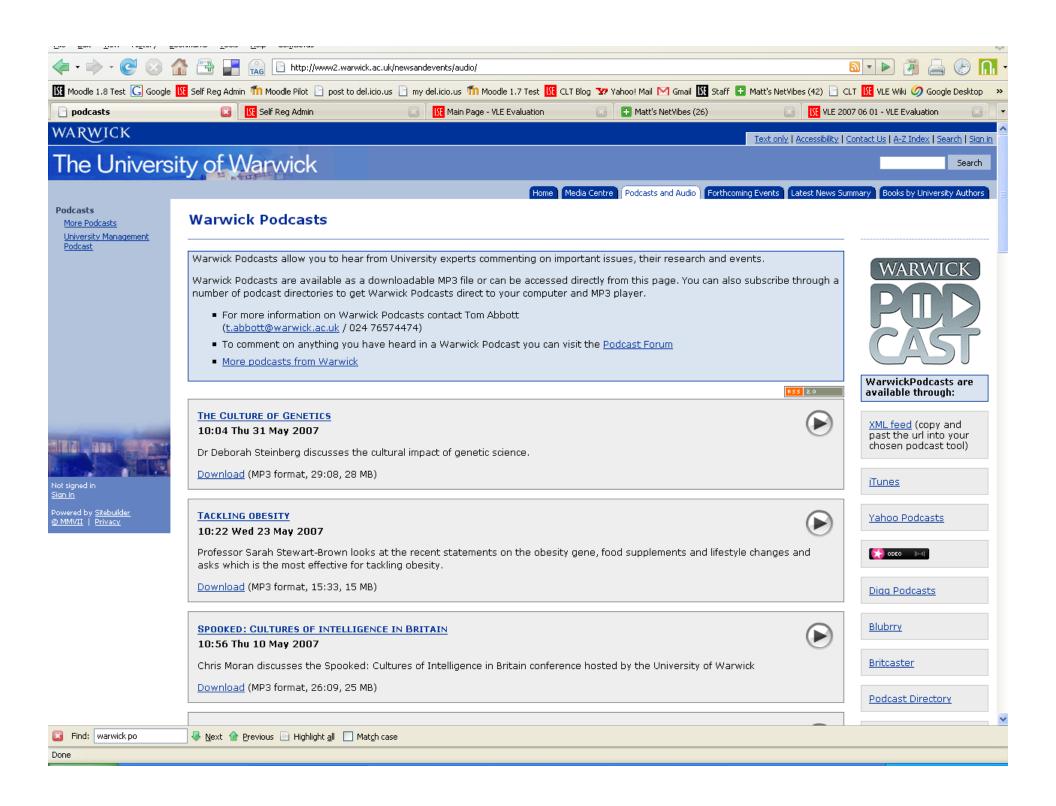


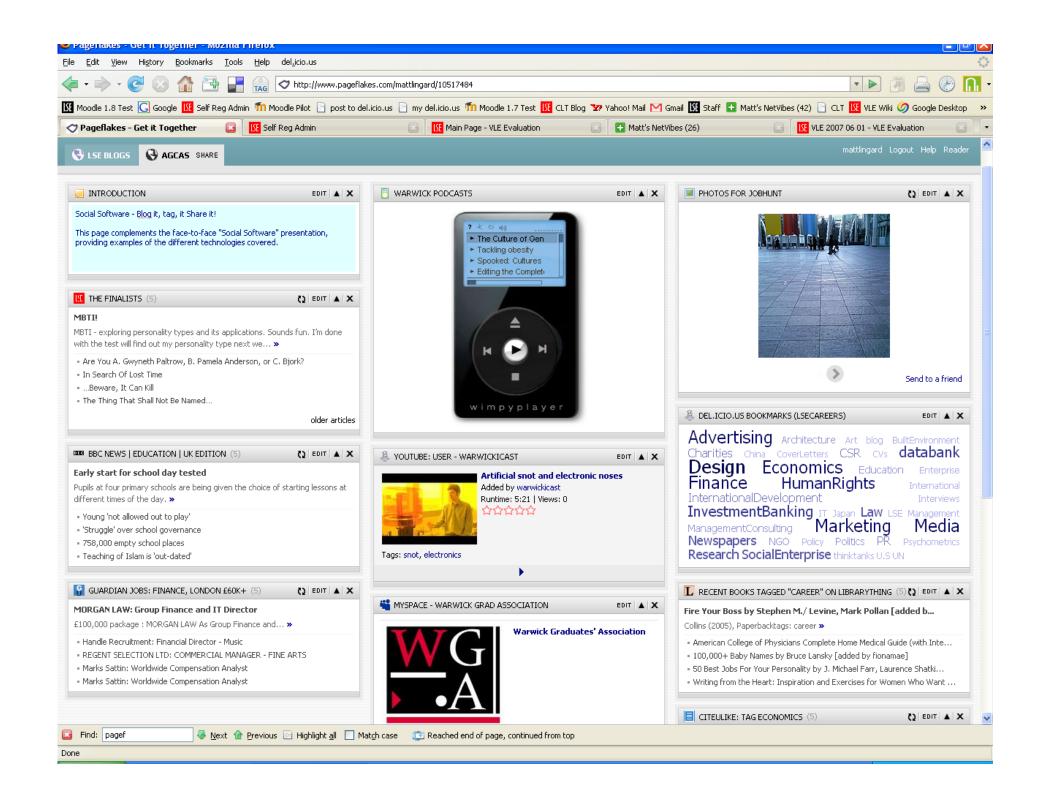


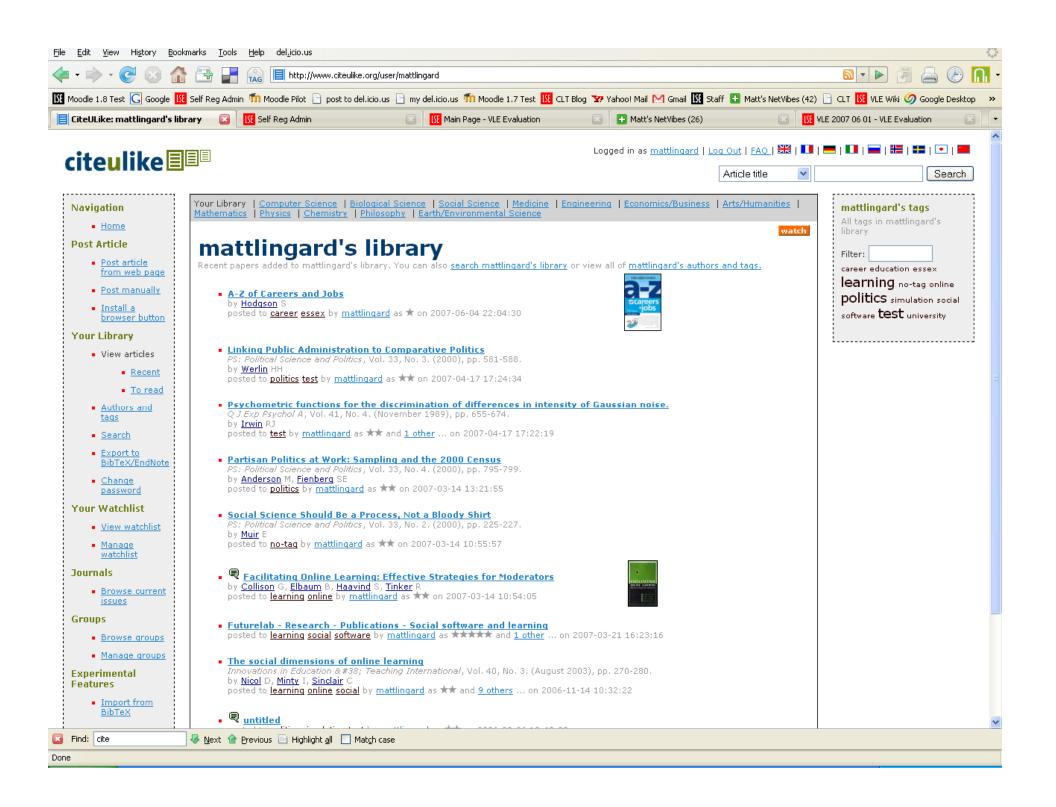


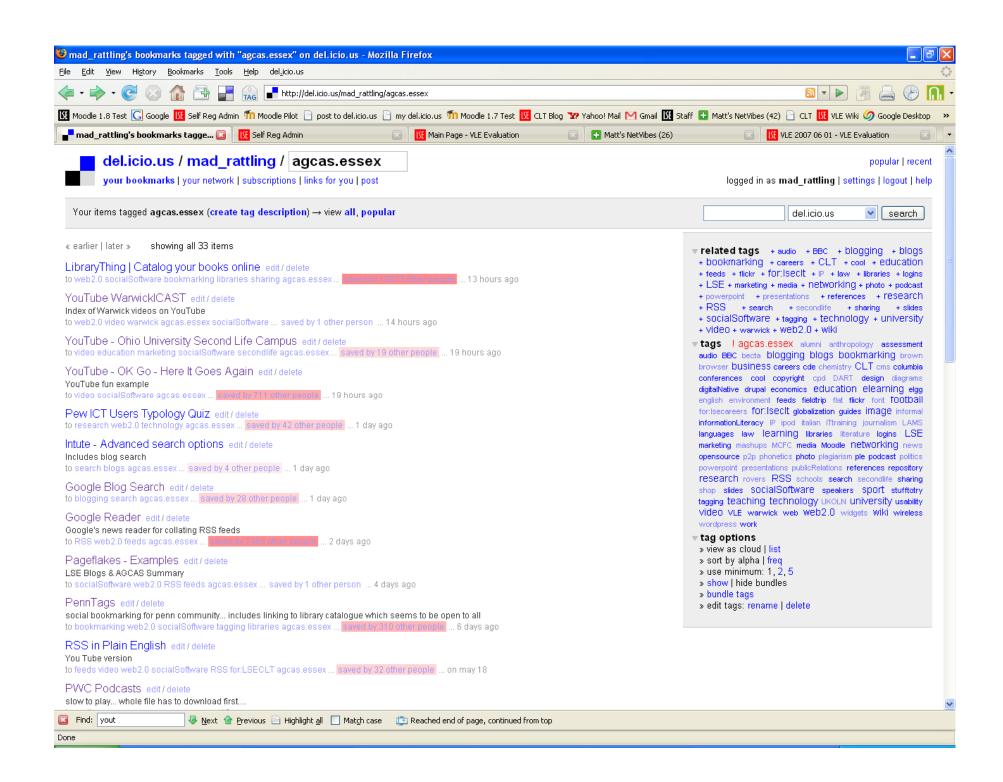




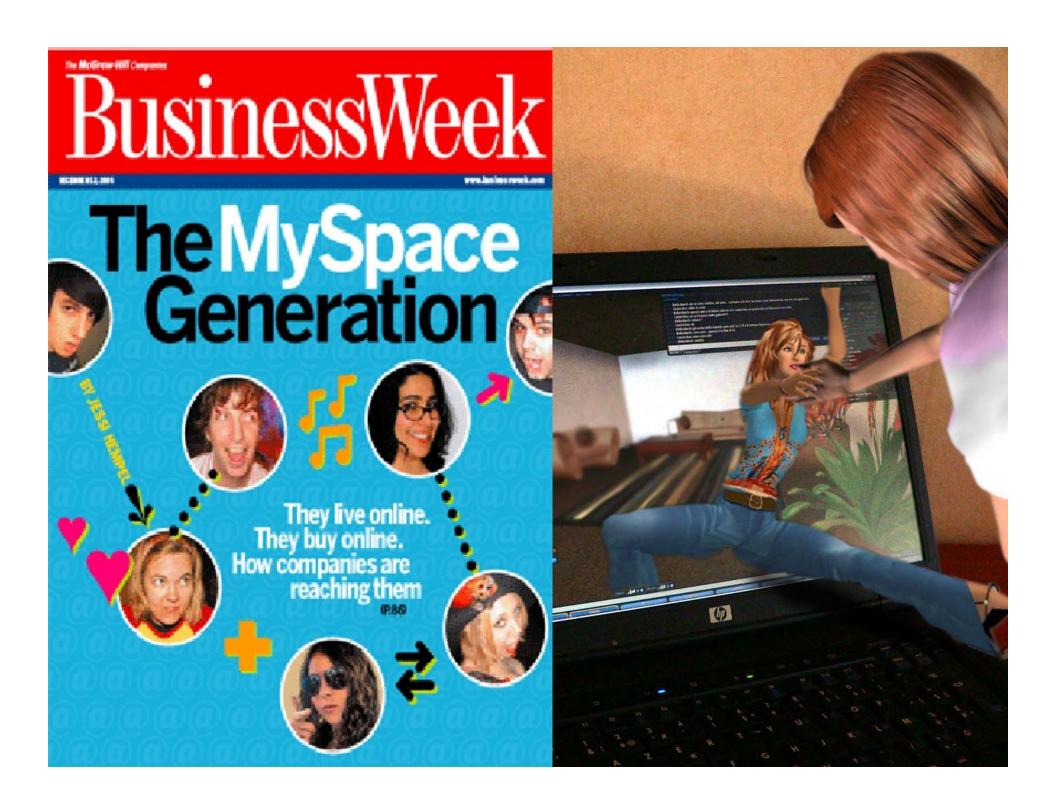












WikipediA

祖

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1 810 000+ articles

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フリー百科事典 373 000+記事

Nederlands

De vrije encyclopedie 300 000+ artikelen

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Wolna encyklopedia 384 000+ haset

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L'enciclopedia libera 304 000+ voci

Português

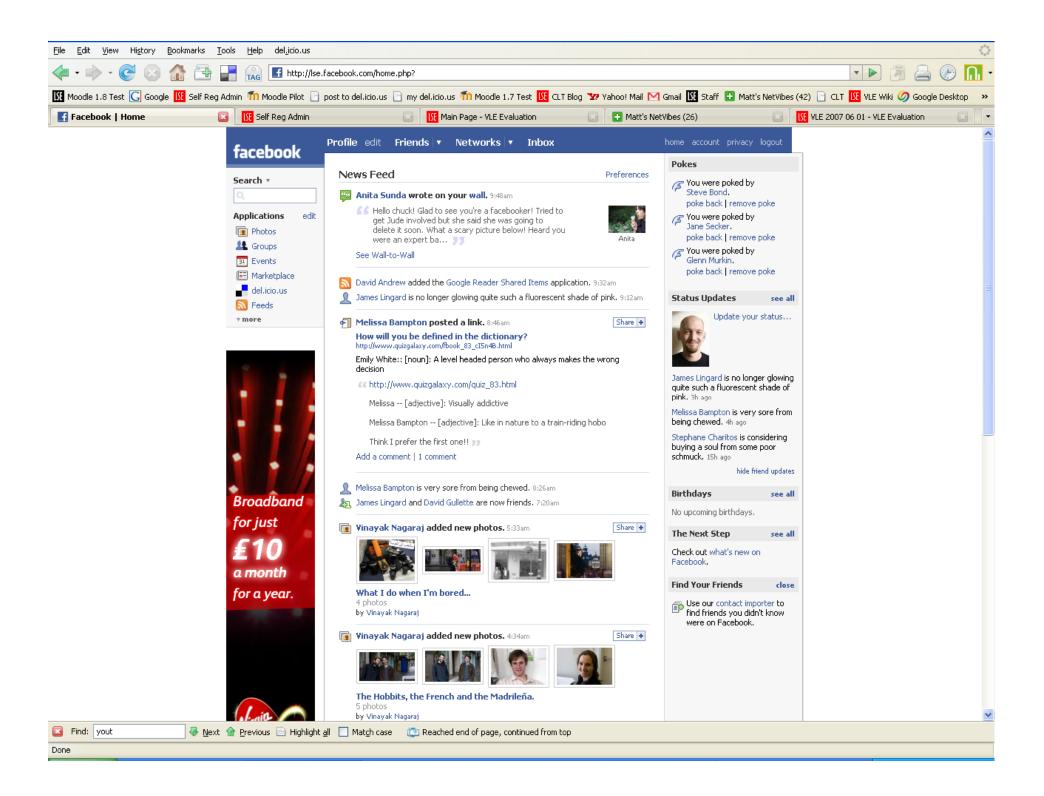
A enciclopédia livre 261 000+ artigos

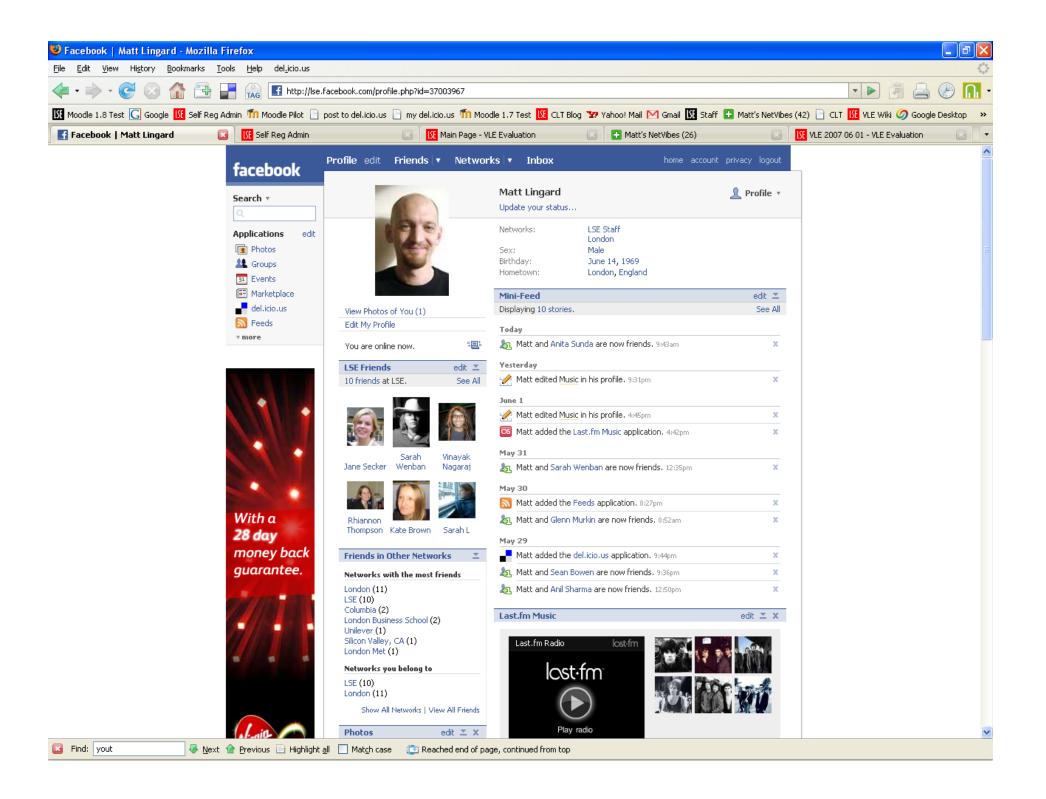
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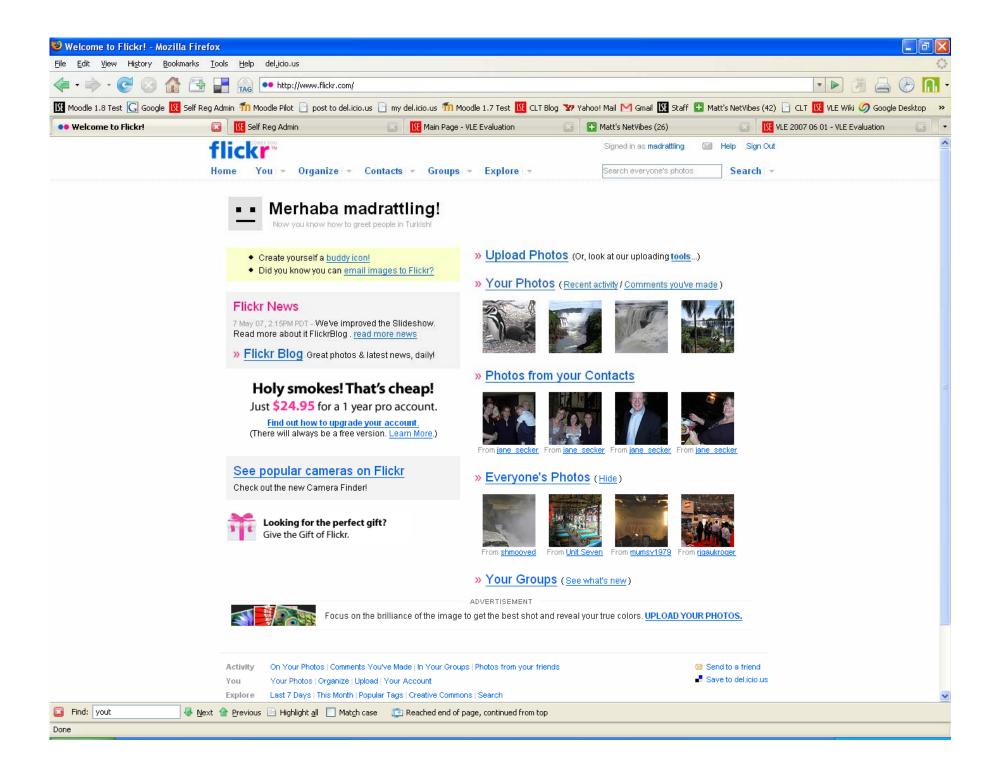
Svenska

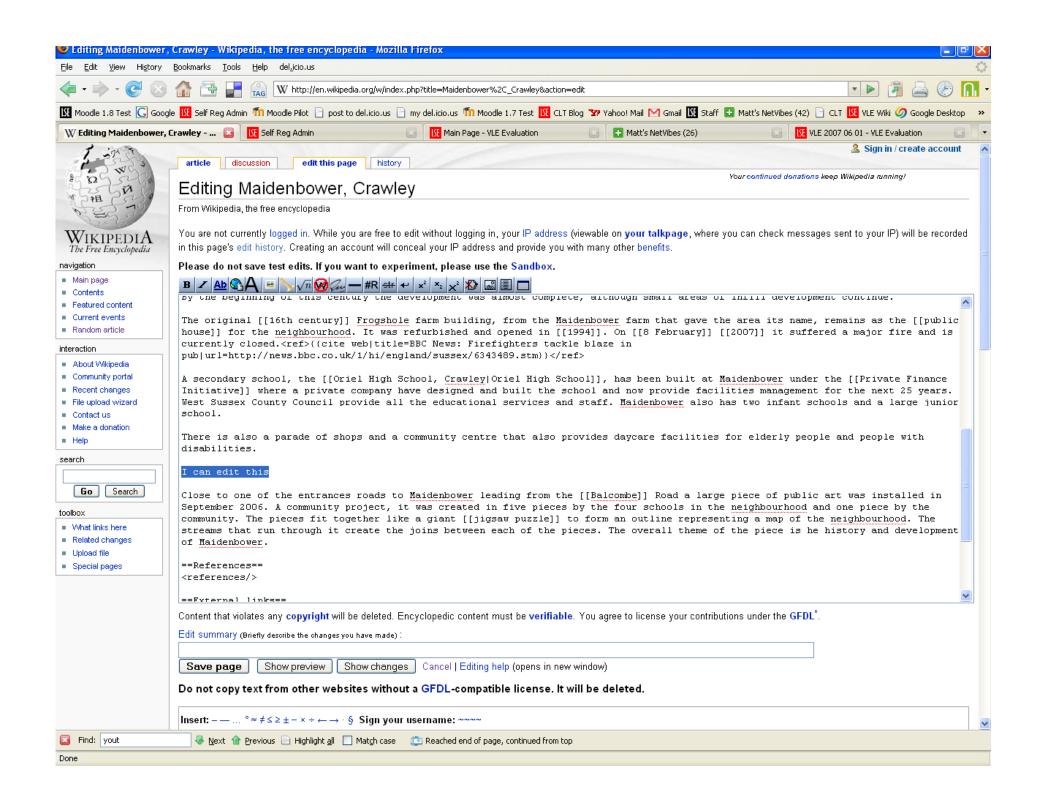
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You & Technology?

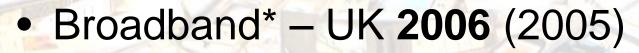
Heavy User:

Featured-packed mobiles, web 2.0 active, constantly online.

Middle-of-the-road User:

Use technology, especially for communication. Can find connectivity intrusive and information a burden.

Limited User: Modern gadgetry is at or near the periphery of your life. Maybe useful but mostly content with telephone and old media.



- Available to 67% (40%) households
- 45% take-up in England

*Ofcom, May 2007

90% children have PC access at home**

**National Literacy Trust (telegraph.co.uk, March 2007)



- 20,000 hours watching TV
- 200,000 e-mails
- 10,000 hours playing video games
- Under 5,000 hours reading

Various sources?

Small Group Discussion

- Quick Review Only. More time later
- How might you use these technologies?
 - Personally
 - For team (working)
 - With your Clients / as part of your services
- Any benefits / drawbacks?