



**CourseCast of the Week – September 29, 2008 – Episode 68**

**Key Topics:**

- G1 Cell Phone Unveiled
- Google + Yahoo = Industry Pushback
- Behavioral Marketing and the Battle for Browser Privacy
- News Briefs

**Talk About It:**

1. What is the G1 handset? What are its features? What makes the phone unique? What are the advantages the Android-based phones have over the iPhones? (G1 Cell Phone Unveiled)
2. What is the proposed deal for Google and Yahoo? Why is the plan meeting with resistance? (Google + Yahoo = Industry Pushback)

**Explore Technology:**

1. Research cookies. How do cookies benefit behavioral marketing? What can you do to prevent cookies from being stored on your computer? (Behavioral Marketing and the Battle for Browser Privacy)
2. Nettops—what are they? What is the Atom processor? What benefit does the Nettop have over a regular PC? (News Briefs)

**Think Critically:**

1. Did you know that your ISP might use deep-packet inspection to learn what users are up to, and have been known to sell that information to marketing companies? How do you feel about being spied on? (Behavioral Marketing and the Battle for Browser Privacy)
2. How do you feel about Comcast shutting down access to Usenet for all of its subscribers, denying access to thousands of online discussions because some groups are believed to be involved in the distribution of child pornography? What should Comcast have done? (News Briefs)