



CourseCast of the Week – March 16, 2009 – Episode 92

Key Topics:

- Don't Be Evil?
- Google Voice
- News Briefs

Talk About It:

1. What is Google's motto? What is behavioral advertising? What is Google's "Internet-based" advertising? How does Google's "Internet-based" advertising differ from behavioral advertising? (Don't Be Evil?)
2. What new service did Google announce this week? What technologies will it be utilizing? (Google Voice)

Explore Technology:

1. Research Google Voice. What technologies are involved in offering this new service? What types of positions might this new technology create? (Google Voice)
2. Log on to the Internet and determine: 1) What is DRM technology? 2) What does DRM technology have to do with illegal downloading of music or movies? and 3) How do you avoid downloading illegal music or movies? (News Briefs)

Think Critically:

1. Are you aware that Internet sites utilize behavioral advertising? How do you feel about this type of advertising approach? (Don't Be Evil?)
2. Where would you rather store your music: cell phone? Internet? computer? iPod shuffle? Watch? Or some other device? Explain your answer. What future do you see for music storage? (News Briefs)