



M. Sullivan Web Newsletter

Newsletter 7
August 2011

Dear Mary,

It's been a busy summer, so I took a break from July's newsletter (actually July just broke away from me!).

Here are some interesting IT related items that have been in the news lately or may be helpful for your business.

Mary

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Website of the Month



Further in my learning curve with CMS programs, I recently completed development and training for the website [St Paul's Anglican Church](#). This local church has a very active membership with socials, outreach groups, a library and a kitchen for functions!

It was important to this group to have a site that various group leaders could update themselves, and after a training session with six laptops

Interesting Sites & News

Ontario Heath Study

Ontario Health is doing a study and wants people to complete a survey about their health. It doesn't take long and it will be on going, but the information that we provide will help researchers here and around the world develop strategies for the prevention and treatment of diseases like cancer, diabetes, heart disease, asthma, alzheimer's and depression. It takes about 20 minutes (for very slow people) to complete and there is optional follow up questions that you can participate in.

To find out more and do the survey, go to <https://ontariohealthstudy.ca/en/node/30>

Facebook on the sly

Here is a site that you can go to if you want to sign into Facebook at work while making it look like you are working on a spreadsheet.

You log in to Facebook via the appropriately named [HardlyWork.in](#) and when your boss walks by you can press the space bar to show a spreadsheet.

Of course, this will only work if you actually use spreadsheets in the course of your job!

Hacker's call sends SWAT team to homes in Canada

A problem that has been seen in the U.S. has now

around a dining room table with Patti Craig (their IT leader, and former website designer) leading the session, they are now on their way to a functional, active website that the whole congregation and potential members can view.

The wonderful thing that I've been learning about WordPress is that many of the functions that people ask for in HTML & CSS sites are easily implemented here. Often, requests like calendars often mean using Google calendar or expensive added-on programs. But with WordPress there are things called Plugins that developers create and offer free (but donations are welcome if you really like it).

This has been very exciting, and next month I'll showcase a site that you will only be able to see the first page of, as the client wanted it all "members only".

What is Chrome and why is it on my Desktop?

I am asked from time to time to look at a client or friend's computer and "clean it up" as it has slowed down and they don't understand what all those icons on their desktop are. Often, they will have numerous different browsers such as Chrome and they have no idea how they got there, or what they do.

How they got there.

Whenever you install a program from the internet or update a program, it is important to read all the windows that come up during the process. It is often here that you get these programs installed onto your computer. They aren't viruses and aren't harmful, but if you didn't ask for them, it is alarming sometimes to figure out how this strange stuff ended up on your computer. Imagine if "stuff" just started appearing in your home when you went to the grocery store, without you actually asking for it!

[read more >>](#)

How to Keep Teens Safe Online



These are tips for keeping people's children safe while using the internet, but really, they are **good tips** for all

travelled north to Canada.

Known as "swatting" this is a phenomenon where a SWAT team gets a fake 911 call and turns up on the doorstep of an unsuspecting homeowner. A family in B.C. that had been harassed by a hacker for more than a year were shocked when a SWAT team surrounded their home and took them all to a police station after getting a 911 call saying that there was a hostage situation going on. This call had made the call from thousands of kilometres away.

It is becoming more problematic with VoIP (Voice over Internet Protocol) phones that rely on addresses given by customers rather than reliable data.

Sources:

[Hacker sends SWAT team to B.C. family's home](#)
Toronto Star July 28, 2011

[Toronto man SWATTED by Police](#) - Toronto Star Aug 2, 2011

[Swatting causing Police a lot of trouble](#) - YouTube

[Guy gets SWATTED by not securing his wifi connection](#) - theagitator.com

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Happy Birthday MS DOS

On July 27 1981, Microsoft bought the rights for QDOS (Quick and Dirty Operating System) from Seattle Computer Products (SCP) and renamed the product MS-DOS.

Starting MS-DOS...

C:\>_

You may remember what a struggle it was to use computers when all programs started with this black (or blue) screen. Computers have come a long way....

Things to Keep the Kids Busy

I know it's a bit late, as people's children will be headed back to school in a

of us.

1. **Don't email when angry.** You can't take back what is said in print. Save it and wait until the next day.
2. Put photos to the "**Grandma test**". Don't upload any photos you wouldn't want your grandmother, a college admissions officer or a future employer to see. Because if it's there, they can see it!
3. Keep **personal info private**. Don't reveal your school, where you live or any detail making it easy for strangers to find you. That goes double for photos of your private parts. (some politicians could learn from this one) Don't send them to anyone, even your best friends.
4. **Don't "friend"** someone you don't know.
5. Feeling **cyber-bullied**? Tell someone.

Source: Dr. Oz and Dr Roizen from [The Province](#)

How Little Do Users Read?

"On the average Web page, users have time to read at most 28% of the words during an average visit; 20% is more likely."

Apparently people very seldom read your web page word by word, instead they **scan the page** picking out the information from words and sentences. And a newer study found that users read email newsletters even more abruptly than they read websites. (But some of you won't see this statistic at all!)

Websites should employ scannable text using the following:

- highlighted text or **keywords**, so they stand out.
- meaningful **sub-headings**.
- **bulleted** lists (this is very important)
- **One idea** per paragraph.
- **half the word count** of traditional writing.
- **conclusion** of your page at the beginning, forming an inverted paragraph.

The bottom line is that in your websites, blogs and newsletters, you should say what you want quickly, use bullets, highlights and images to make it more interesting.

You also want to have outbound links to other sites, as it shows you have done your homework and aren't afraid to let readers visit other sites.

Source: www.useit.com

That's it for another month. If you would like your website featured, or have anything you'd like me to introduce, please feel free to [email](#) me.
Take care,

Mary Sullivan
[Germars Web Design](#)

few weeks, but I was looking at animation software recently after I had my niece and nephew staying with me. There is some fun free software available that they can use that may get their creativity active.

[Read more here >>](#)

Balloon Mapping

A project in New Orleans is working to create an aerial view of the earth that is entirely constructed by the public.

The [Public Laboratory for Open Technology and Science \(Plots\)](#) was set up in the wake of the BP oil spill in 2010.

It began with a seven-strong community of scientists, designers and urban planners who got together to find a way to map the extent of the oil spill on the Gulf of Mexico coast.

Plots developed affordable tools that could be used by anyone to take aerial pictures of their environment and community.

Using cheap digital cameras, plastic bottles and bits of string the aerial cameras can be created for less than \$200.

Check out the link above to find out how you can map your own area.

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