



U.S. CONSULATE GENERAL

PUBLIC AFFAIRS SECTION

8th Floor, Diamond Plaza, 34 Le Duan Blvd., District 1, Ho Chi Minh
City <http://hochiminh.usconsulate.gov/irc.html>

ARTICLE ROUND UP

MARCH 2011

EDUCATION

1. **"As the Web Goes Mobile, Colleges Fail to Keep Up"**

Josh Keller. **The Chronicle of Higher Education**, January 28, 2011, 6 pages

The author, an editorial staff of *The Chronicle of Higher Education*, discusses the use of mobile communication systems by college students in the United States and its impact on higher education.

2. **"The Right to be a fan"**

Peter Gutierrez, **Language Arts**, January 2011

Becoming ardent followers of specific pop culture texts can't be a good thing for young readers – or can it?

3. **"Promoting Literacy Development"**

Rhoda Coleman and Claude Goldenberg. **Education Digest**, February 2011, 5 pages.

The authors examine appropriate teaching methods for teachers to use in literacy development programs de "Technologies for Teaching: Strategies and Pitfalls".

4. **"Technologies for Teaching: Strategies and Pitfalls"**

Julie Meloni. **The Chronicle of Higher Education**, November 5, 2010, 6 pages.

The author, a researcher at INKE Research Group of University of Victoria, British Columbia, discusses problems that exist in web-based instruction and offers technological sources that could provide solutions.

5. **"What's the Problem With Quiet Students?"**

Mary M. Reda. **The Chronicle of Higher Education**, September 10, 2010, 5 pages.

The author, an associate professor of English at the City University of New York's College of Staten Island, explores factors that could lead students to sit quietly in classrooms and how to create more-effective learning conditions for all students.

6. **"Want to Improve Children's Writing?"**

Steve Graham. **The Education Digest**, September 2010, 7 pages.

The author, a Currey Ingram Professor of Special Education and Literacy at Vanderbilt University, discusses the important consequences of handwriting to students' writing, focusing on effective handwriting instruction.

7. **“Teaching and Assessing Critical Thinking Skills for Argument Analysis in Psychology”**

Bensley, D. Alan ; Crowe, Deborah S. ; Bernhardt, Paul ; Buckner, Camille ; Allman, Amanda L., **Teaching of Psychology**, 2010, Vol.37(2), p.91-96

Critical thinking is a valued educational outcome; however, little is known about whether psychology courses, especially ones such as research methods courses that might be expected to promote critical thinking skills, actually improve them. We compared the acquisition of critical thinking skills for analyzing psychological arguments in 3 groups of research methods students, 1 getting critical thinking skills infused directly into their course and 2 other groups getting no explicit critical thinking skills instruction. We found that the group receiving explicit critical thinking skills instruction showed significantly greater gains in their argument analysis skills than the groups receiving no explicit critical thinking instruction. These results support the effectiveness of explicitly teaching critical thinking skills infused directly into regular course instruction.

8. **“The Impact of Research Universities on Regional Economies: The Concept of University Products”**

Iryna Lendel, **Economic Development Quarterly**, Aug. 2010. Vol. 24, Issue 3, Page 210.

In what ways do research universities interact with regional economies? The answer to this central question can be found in a framework of the interaction of university products and necessary factors for technology-based economic development.

GLOBAL ISSUES AND ENVIRONMENT

9. **“Production Networks and Trade Patterns in East Asia: Regionalization or Globalization?”**

Prema-chandra Athukorala. **Asian Economic Papers**, Winter/Spring 2011, 34 pages

The author, a professor of economics at Crawford School of Economics and Government, examines the implications of global production sharing for economic integration in East Asia with emphasis on the behavior of trade.

10. **“Adapting to Climate Change: Facing the Consequences”**

Economist, vol. 397, no. 8710, November 27 December 12, 2010, pp. 85 – 88

Even with global successes in limiting carbon emissions, the world will still be a significantly warmer place at the end of this century than it was at the start of the industrial revolution.

SOCIAL MEDIA, COMMUNICATION AND TECHNOLOGY

11. **“Weaving a New Web”**

William Lehr, et al. **Discover**, March 2011, 6 pages

How big can the information superhighway get before it starts to buckle while more and more people jump online every day? Four network experts discuss the future of life online and Internet engineering as the system expands at a challenging pace.

12. **"Attention, and Other 21st-Century Social Media Literacies"**

Howard Rheingold. **Educause Review**, September/October 2010, 6 pages

The author, a lecturer at the University of California, Berkeley, discusses social media literacy wherein users of social networking sites combine their technical skills with such factors as encoding, decoding, and community.

13. **"Gone Mobile?"**

Lisa Carlucci Thomas. **Library Journal**, October 15, 2010, 5 pages

The author, a digital services librarian of Southern Connecticut State University, discusses the involvement that libraries have with digital technologies, including the way in which libraries use mobile technologies to expand their reach to additional clients. She also examines the difficulties that libraries face in offering digital technology services to their clients.

14. **"Trends to Watch in 2011"**

Finnie, Scott. **Computerworld**, 10/11/2010, Vol. 44 Issue 19, p36-36, 1p

In this article the author offers his perspective regarding the five information technology (IT) business trends for 2011

15. **"Taking the Social Web to the Next Level"**

Marshall Breeding. **Computers in Libraries**, September 2010, 3 pages

The author, a director for Innovative Technologies and Research for the Vanderbilt University Libraries, discusses ways by which libraries can increase the use of their services and resources using online social networks.

LIBRARY TRENDS

16. **"What to Watch for in 2011"**

Daniel Chudnov. **Computers in Libraries**, January/February 2011, 3 pages

The author, an information technology specialist at the Library of Congress' Office of Strategic Initiatives, discusses the popularity of electronic book readers (e-readers) and examines how libraries could offer new technologies and reliable resources in a time of much tighter budgets.

17. **"Ebook Update and Outlook: Considering Your Digital Collection Strategies"**

Dick Kaser, **Computers in Libraries**, December 2010, 5 pages

The author, Vice President of Content at Information Today, Inc., acknowledges that ebooks have become an increasingly important element in a library. He discusses libraries' digital collection strategies and challenges of ebooks and mobile reading devices adoption on library workflows.

18. **"The Twittering of the Search World"**

David Mattison. **Searcher**, September 2010, 12 pages.

Looking for ways to extract useful info from your Twitter queries? The author, a freelance researcher, examines how the big search engines and third-party vendors are attempting to fine-tune tweets and throws in some Twitter-based search widgets, apps, and tools for good measure.

BUSINESS & GLOBAL ECONOMIC CRISIS

19. **"The Short Life of Online Sales Leads"**

James Oldroyd, Kristina McElheran, David Elkington, **Harvard Business Review**, Mar 2011, Vol. 89, Issue 3, 3 pages.

The article discusses research on U.S. companies and how they manage online sales leads. The study found that many companies are slow to follow up on sales leads and are not effectively managing their potential customers' online queries. Data indicates that 24 percent did not respond to queries within 24 hours and the average response time was 42 hours. Brief information is given about the reasons why companies are not responding more quickly to online sales leads.

20. **"The Case for Business in Developing Economies"**

Ann Bernstein, **CIPE Economic Reform Feature Service**, January 2011 – 12 pages

Companies operating in more competitive markets are now responsible for most of what can be described as world prosperity. This is especially true in the wealthiest countries, but is also increasingly the case in those parts of the world where wealth remains rare and recent. The business contribution to economic progress arises from the 'combination of opportunities and pressures' that a competitive market economy generates. Ensuring that markets are really competitive and that new and small companies can enter them easily are key components of maximizing the benefits of market economies.

21. **"Til Debt Do Us Part"**

Jens Bastian and Vanessa Rossi. **World Today**, January 2011, 3 pages

According to the authors, the current global economic crisis is being fostered due to inflating food prices and concern about the stability of the U.S. economy. They examine the potential for major economic concerns during the year 2011 and for global economic growth.

22. **"Reinventing Your Personal Brand"**

Dorie Clark, **Harvard Business Review**, Mar. 2011, Vol. 89, Issue 3, 4 pages.

People reinvent themselves all the time--they may want a new challenge, a new line of work, or a new image among their colleagues. Taking control of your brand can mean the difference between an unfulfilling job and a rewarding career. But how can you persuade others to take the reinvented you seriously? The author presents a five-step approach. Define your destination. Check out industry trade journals, do informational interviews, even try an internship. See if your company offers shadow programs or sabbaticals. Then build the skills necessary for your new path. Leverage your points of difference. Use your past experiences and any distinguishing

characteristics to your advantage, even if they're not strictly relevant to your work. Develop a narrative. Learn to communicate exactly how your past fits into the present, and focus on the value your experience brings (rather than on your own interests) when explaining your transition. Reintroduce yourself. Strategically reeducate your friends and acquaintances, addressing negative perceptions if necessary. Get involved with projects that will showcase your new interests and abilities. Prove your worth. Use the internet to create and share your content. Associate with the leading organizations in your field. Be consistent and committed as you move forward. INSET: Idea in Brief. [ABSTRACT FROM AUTHOR]

23. **"The Globe: Let Emerging Market Customers Be Your Teachers"**

Guillermo D'Andrea et al., **Harvard Business Review**, December 2010, 4 pages

Sure, you've crafted detailed marketing plans for your products in those fast-growing emerging economies, but do you know how consumers will respond in the store aisles? If you don't, you're vulnerable to competitors, particularly local ones, who know how emerging market shoppers think, what they need, what they crave, and how they buy.

24. **"Experts Are More Persuasive When They're Less Certain"**

Zakary Tormala, **Harvard Business Review**, March 2011, Vol. 89, Issue 3, 2 pages.

The article provides business school professor Zakary Tormala with an opportunity to discuss the idea that people find expert opinions more persuasive when they are presented with some expression of uncertainty. His research focused on restaurant reviews written by professional and amateur food critics with different levels of uncertainty in the rhetoric. The idea that people do not trust confidence in experts is discussed. Topics include the differentiation of confident and tentative restaurant ratings, a concept of expectancy violations, and openness to other people's ideas. Uncertainty in the context of premium pay for a rookie athlete is discussed.

25. **"The fill-in the blank economy"**

Cosper, Amy C. **Entrepreneur**, Dec. 2010, Vol. 38, Issue 12, P16

An introduction to the journal is presented in which the editor discusses the effect economic conditions in 2010 will have on business, economic forecasting, and what trends will shape 2011.