



U.S. CONSULATE GENERAL

PUBLIC AFFAIRS SECTION

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ARTICLE ROUND UP

AUGUST 2011

EDUCATION

1. **"Terrific Teaching Tips"**

Laurel Borgia, Carol Owles, **Illinois Reading Council Journal**, Summer 2011, Vol. 39, Issue 3, 5 pages.

The article offers tips on how to reinforce phonics instruction through individualized reading and responses. Teachers are suggested to let their students begin learning consonant sounds cooperatively. They are advised to check and consider spelling patterns intended for vowel sounds. They are also recommended to give students a worksheet divided in half to make a model for the class record.

2. **"Education and the Social Media Revolution"**

Marvin LeNoue, Tom Hall, Myron Eighmy, **Adult Learning**, Spring 2011, Vol. 22, Issue 2, 9 pages.

The article focuses on adult education and social media revolution in the U.S. It notes the emergence of digitally-mediated learning (DML) which offers accessibility and convenience to adults who prefer to enroll on online courses. It mentions the changes in the design of online education, with the application of wide arrays of technological media. It also outlines the compatibility between the principles of adult education and the capabilities of social software.

3. **"Tactics for Teaching (Almost) Paperless Writing"**

A. J. Ferguson. **The Chronicle of Higher Education**, May 13, 2011, 4 pages.

The author, an instructor of English at Florida Atlantic University, offers suggestions to college teachers regarding ways in which they can reduce, and even eliminate, paper as a medium of communication within their classes. The reasons why paper copies of writing assignments are necessary for peer-review writing workshops are also discussed.

4. **"Word-Learning Study Finds Sudden Insights Trump Flash Cards"**

Sarah D. Sparks. **Education Week**, June 8, 2011, 2 pages.

The author, a regular contributor to Education Week, discusses a study showing that the learning of unfamiliar words comes from insights rather than repetition such as flash cards, and analyzes a University of Iowa study about fast-mapping, a model based on creating a first and best guess.

5. **“New Teacher as Literacy Leaders”**

Jennifer Turner, Anthony Applegate, Mary Applegate, *Reading Teacher*, Apr. 2011, Vol. 64, Issue 7, 3 pages.

The article discusses new teachers and literacy education. It is suggested that teachers should reflect on what they perceive good literacy teaching to be and presents suggestions for how reading teachers can improve their practices. The benefits of using creativity when planning effective teaching methods that meet educational mandates are explored. Consideration is given to the possibility that teachers could work with parents to find ways to improve children's literacy skills. The benefits of using assessment data to inform educational planning are also explored.

6. **“What At-Risk Readers Need”**

Richard Allington, *Educational Leadership*, Mar. 2011, Vol. 68, Issue 6, 6 pages.

The article discusses the education of at-risk students in the U.S. in the area of reading. The author presents statistics on the amount of U.S. children who have reading proficiencies that are below grade-level. The role of the Response to Intervention (RTI) educational initiative in responding to the needs to at-risk students and those in danger of the reading achievement gap is explored. The RTI initiative commonly focuses on tiered reading instruction that involves classroom reading, small group reading, and reading tutorials. Educational laws regarding the study and teaching of reading in elementary education and the use of various programs to help struggling readers are addressed. The author suggests that teachers use paraprofessionals, core reading programs, and continued support.

TECHNOLOGY AND SOCIAL MEDIA

7. **“A Smarter Way to Network”**

Rob Cross, Robert Thomas, *Harvard Business Review*, Jul/Aug 2011, Vo. 89, Issue 7/8, 5 pages.

The adage "It's not what you know, it's who you know" is true. The right social network can have a huge impact on your success. But many people have misguided ideas about what makes a network strong: They believe the key is having a large circle filled with high-powered contacts. That's not the right approach, say Cross, of UVA's McIntire School of Commerce, and Thomas, of the Accenture Institute for High Performance. The authors, who have spent years researching how organizations can capitalize on employees' social networks, have seen that the happiest, highest-performing executives have a different kind of network: select but diverse, made up of high-quality relationships with people who come from varying spheres and from up and down the corporate ladder. Effective networks typically range in size from 12 to 18 people. They help managers learn, make decisions with less bias, and grow personally. Cross and Thomas have found that they include six critical kinds of connections: people who provide information, ideas, or expertise; formally and informally powerful people, who offer mentoring and political support; people who give developmental feedback; people who lend personal support; people who increase your sense of purpose or worth; and people who promote work/life balance. Moreover, the best kinds of connections are "energizers"-positive, trustworthy individuals who enjoy other people and always see opportunities, even in challenging situations. If your network doesn't look like this, you can follow a four-step process to improve it. You'll need to identify who your connections are and what they offer

you, back away from redundant and energy draining connections, fill holes in your network with the right kind of people, and work to make the most of your contacts. Do this, and in due course, you'll have a network that steers the best opportunities, ideas, and talent your way. INSET: Are You Networking Impaired?
[ABSTRACT FROM AUTHOR]

8. **"Improve How You Improve"**

Terence Burton, **Industrial Engineer**, August 2011, Vol. 43, 6 pages.

The article offers information regarding strategic improvement related to industrial engineering. It discusses several factors affecting the improvement initiatives in the industry such as the lean Six Sigma including the application of obsolete improvement models, the implication of short-term financial measurements, and the non-value added improvement initiatives. It explores several frameworks of Improvement Excellence model such as one on the significance of permanent and sustainable infrastructure. It states that information technology (IT) is one of the drivers for the success of lean Six Sigma and strategic improvement initiative.

9. **"Creating a Public Square in a Challenging Media Age"**

Norman J. Ornstein, et al. **American Enterprise Institute**, June 2011, 27 pages.

The authors examine the challenges the digital age presents for traditional media and an increasing gap in access to these media and communications technologies. They lay out four major challenges posed by the current era and propose ways to meet these challenges and boost civic participation.

10. **"Defying the Default Culture and Creating a Culture of Possibility"**

Sam Roberson, **Education**, Summer 2011, Vol. 131, Issue 4, 20 pages.

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11. **"Media, Cultural Diversity and Globalization: Challenges and Opportunities"**

Mohamed Zayani, **Journal of Cultural Diversity**, Summer 2011, Vol. 18, Issue 2, 7 pages.

This paper explores the role media play in safeguarding cultural diversity, promoting cultural dialogue, facilitating the exercise of cultural rights, fostering cultural understanding and cultivating intercultural citizenship in the age of globalization. The paper highlights several interconnected leverage points: media content, practices, processes, ownership, education, structures, and policies. It argues that fostering cultural diversity in and through the media can go a long way toward bringing a civic discourse which favors tolerance and facilitates co-existence. It can contribute to the breaking down of cultural barriers, the initiation of cultural dialogues, the

empowerment of marginalized groups, and the practice of good governance. At the same time, tills paper argues, the celebration of difference does not preclude the valuation of a common cultural core or a common humanity which brings people together in spite of their differences. [ABSTRACT FROM AUTHOR]

12. **"How Web 2.0 pays off: The growth dividend enjoyed by networked enterprises"**

Jacques Bughin, Michael Chui, McKinsey Quarterly, 2011, Issue 2, 4 pages.

The article discusses the corporate use of Web 2.0 technologies. Research indicates networked companies fall into one of three categories including those that are networked internally, those that use Web 2.0 technology to communicate externally with customers and suppliers, and those exploiting Web 2.0 both internally and externally. Information flows faster to employees of Internally-networked firms, while higher customer satisfaction and greater marketing efficacy are hallmarks of externally-networked companies.

13. **"Empowering Learners With Digital and Media Literacy"**

Renee Hobbs, **Knowledge Quest**, May/Jun2011, Vol. 39, Issue 5, 6 pages.

The article looks at the factors to consider for the acquisition of digital and media literacy competencies in the U.S. The author believes that media literacy is necessary for people to acquire knowledge and make responsible decisions in the digital age. It also notes that to promote the advancement of media literacy, people need to build a community education movement, create community level initiatives, and increase visibility for digital and media literacy education.

14. **"Relationships, Community, and Identity in the New Virtual Society"**

Arnold Brown, **Futurist**, Mar/Apr. 2011, Vol. 45, Issues 2, 4 pages.

The article focuses on the impact of online social media on relationships, community, and identity in the future. It offers an overview of the trends in relationships and families as more people spend more of their social lives online and what they imply for organizations in the coming years. It discusses how the Internet has reshaped social lives, enticing people into a virtual world where traditional interactions require new protocols. It cites some of the disadvantages and advantages of online social media and notes its influences to relationships, social ties, and family. INSET: THE

LIBRARY TRENDS

15. **"The Importance of Play"**

Liz Danforth, **Library Journal**, June 2011, Vol. 136, Issue 11, 9 pages.

The article focuses on the importance of play and how it can be integrated into a library setting for patrons and librarians. The author notes that due to its experimental and creative nature, play is central to learning and discovery. The author suggests mixing video games with related material on subjects featured in the games and having occasional silly activities in libraries, like International Talk Like a Pirate Day.

16. **"A Thousand Chances to Change a Life"**

Maggie Stiefvater, **Knowledge Quest**, May/Jun 2011, Vol. 39, Issue 5, 3 pages.

The article presents the author's views on the author's responsibility to influence the lives of their readers. She believes that authors have the opportunity to change their readers' lives not just through novels but also by answering reader electronic mails and blog comments. She also comments that author's carry the responsibility of becoming truthful in their writings to be able to change readers' lives and affect people through their stories.

17. **"Higher Education and Emerging Technologies: Student Usage, Preferences, and Lessons for Library Services"**

Erin Cassidy, James Britsch, Glenda Griffin, Tyler Manolovitz, Lisa Shen, Linda Turney, **Reference & User Services Quarterly**, Summer 2011, Vol. 50, Issue 4, 12 pages.

This article examines technology trends in higher education and how they impact student habits and preferences in college libraries. A study was conducted among students at the Sam Houston State University in East Texas to investigate their usage of electronic devices and technologies such as text messaging, Twitter, podcasts, Really Simple Syndication (RSS) feeds, and social networks. Results indicate that students do wish that basic library services were available through the most popular social networking sites and Internet technologies. Topics include a review of literature consulted, methods used, and the demographics of the student body researched.

18. **"Identifying Reusable Resources in Digital Reference Responses"**

Jeffrey Pomerantz, **Reference & User Services Quarterly**, Summer 2011, Vol. 50, Issue 4, 13 pages.

The article looks at a study that attempts to identify what resources might be reusable in digital reference responses by looking at the Internet Public Library archive of answered reference questions. Data related to the issue is discussed including what resources were used in response to digital reference questions, whether or not these resources were valid for use in future responses, and what the predicted lifespan of the resources provided might be. Particular focus is given to the impact this change could have on library professionals, efficiency and cost.

COPYRIGHT

19. **"The Perils of Copy Protection"**

David Poque, *Scientific American*, Aug. 2011, Vol. 305, Issue 2, 2 pages.

The article discusses how copyright protection used by some technical companies can have a negative impact on the sales of their products. The author argues that copyright does not promote product sales or stop online pirating, but instead creates inconvenience for honest users. An example is provided of a test he conducted that examined sales after one year of making paper and free electronic copies of his computer book available. Also discussed are actions taken by the music industry to end copyright protection.

20. **"Legal Issues – The Risks of Indirect Infringement"**

George Pike, *Information Today*, June 2011, Vol. 28, Issue 6, 1 page.

The article explains the risks of indirect infringement in the information industry. Such violation is committed when a person or organization induced another to infringe or have knowingly benefited from the infringing actions of another. The two

types of indirect infringement are vicarious liability and contributory liability. The challenges associated with indirect infringement are said to be demonstrated in the ongoing copyright infringement lawsuit involving Georgia State University (GSU).

21. **"What You Don't Know About Copyright, but Should"**

Jennifer Howard, **Chronicle of Higher Education**, June 2011, Vol. 57, Issue 38, 3 pages.

The article presents information from University of Minnesota Libraries copyright-program librarian Nancy Sims on several concepts related to copyright laws in the U.S. of which students, librarians, and researchers need to be aware. She comments on misconceptions regarding copyright ownership, highlights the common practice of signing over rights to research when agreeing to contracts with publishers, and describes issues associated with fair use and copyrighted material in classrooms.

BUSINESS, MARKETING AND LEADERSHIP

22. **"Adaptability: The New Competitive Advantage"**

Martin Reeves, Mike Deimler; **Harvard Business Review**, Jul/Aug 2011, Vol. 89, Issue 7/8, 8 pages.

Traditional approaches to strategy assume that the world is relatively stable and predictable. But globalization, new technologies, and greater transparency have combined to upend the business environment. In this period of risk and uncertainty, more and more managers are finding competitive advantage in organizational capabilities that foster rapid adaptation. Instead of being really good at doing some particular thing, companies must be really good at learning how to do new things. Those that thrive are quick to read and act on weak signals of change. They have worked out how to experiment rapidly and frequently not only with products and services but also with business models, processes, and strategies. They have acquired the skills to manage complex multistakeholdersystems in an increasingly interconnected world. And, perhaps most important, they have learned to unlock their greatest resource: the people who work for them. The authors, senior partners at the Boston Consulting Group, review these four types of organizational capabilities, showing what companies at the leading edge are doing to create them. They also discuss the particular implications of this fundamental strategic shift for large corporations, many of which have built their operations around scale and efficiency-sources of advantage predicated on an essentially stable environment. INSET: Idea in Brief. [ABSTRACT FROM AUTHOR]

23. **"An Emerging Global Market"**

Saskia Sassen, **Harvard International Review**, Summer 2011, Vol. 33, Issue 2, 6 pages.

The author discusses structural trends, consequences and the challenges facing the global labor market. She examines the changing patterns of outsourcing foreign skilled workers and professionals in relation to its effectiveness in improving market economies. The author also draws conclusions from the growing segmentation in the labor market in terms of competition for foreign talent. A table which shows the major industrial sectors that hire foreign workers in leading developed countries is presented.

24. **"Online Social Interactions: A Natural Experiment on Word of Mouth Versus Observational Learning"**

Yubo Chen, Qi Wang, Jinhong Xie, *Journal of Marketing Research*, Apr. 2011, Vol. 48, Issue 2, 17 pages.

Consumers' purchase decisions can be influenced by others' opinions, or word of mouth (WOM), and/or others' actions, or observational learning (OL). Although information technologies are creating increasing opportunities for firms to facilitate and manage these two types of social interaction, to date, researchers have encountered difficulty in disentangling their competing effects and have provided limited insights into how these two social influences might differ from and interact with each other. Using a unique natural experimental setting resulting from information policy shifts at the online seller Amazon.com, the authors design three longitudinal, quasi-experimental field studies to examine three issues regarding the two types of social interaction: (1) their differential impact on product sales, (2) their lifetime effects, and (3) their interaction effects. An intriguing finding is that while negative WOM is more influential than positive WOM, positive OL information significantly increases sales, but negative OL information has no effect. This suggests that reporting consumer purchase statistics can help mass-market products without hurting niche products. The results also reveal that the sales impact of OL increases with WOM volume. [ABSTRACT FROM AUTHOR]

25. **"Customer Insights that Matter"**

Journal of Advertising Research; Jun2011, Vol. 51 Issue 2, 3 pages.

The authors offer opinions on marketing management. Research is said to indicate that consumers desire products and services that serve their needs, not products and services that are marketed as unique to achieve brand differentiation. It is argued that companies can best achieve consistent growth in profits by creating brands which are based on information from customers generated through the entire business process and not merely from marketing research, Customer trust is said to be the most important element of building brand equity.