How to Keep Up

After completing this chapter, you will be able to:

■ **Keep up with the changes that are occurring in multimedia, Internet, and educational technology**

■ **Join listservs that will e-mail you periodic summaries of the latest multimedia news**

■ **Bookmark Web sites that will help you can stay current with new technology**

■ **Subscribe to printed magazines that will help you keep up with the fast-paced field of multimedia**

■ **Peruse catalogs for new products that may interest you**

■ **Find out about conferences and exhibits where you can see the latest multimedia hardware and software products**

● There are many reasons why you need to keep up with what is happening in multimedia. Since the ability to use it is emerging as a life skill, you will continually need to develop your multimedia techniques to stay competitive in your profession and live life fully in the information society. As the technology changes and you upgrade your computer, you will need the latest information and advice on what to buy. By periodically checking the Web sites, joining the listservs, and subscribing to the periodicals listed in this chapter, you will be able to remain current and even contribute your own opinions and ideas about multimedia access to the Information Superhighway. Almost all of these resources are free; the only cost of reading the free ones is your time, which will be well spent.

Listservs

A listserv is an Internet resource consisting of an electronic mailing list that distributes e-mail to subscribers. When you subscribe to a listserv, your e-mail address gets added to the list. When someone sends a message to the list, everyone on the list gets served a copy. Hence the name listserv.

In Table 17-1, you will find the listservs that can help you keep up with what is happening in multimedia, Internet, and educational technology. Column 1 gives the name of the listserv, column 2 says what it does, and column 3 tells how to subscribe. The listservs listed here are moderated, meaning that the listserv administrator screens incoming messages before they get distributed to the list. You will not receive irrelevant or unwanted messages by joining these lists. At any time, however, you can unsubscribe, if you decide you do not want to receive the messages being sent to the list. All of the listservs in Table 17-1 are free; there is no cost to join.

Table 17-1   Recommended Listservs

Name of Listserv	What the Listserv Does	How to Subscribe
NewsScan	Summarizes news in multimedia and educational technology	Send e-mail to **NewsScan@NewsScan.com** with **subscribe** in the subject line
Seidman's Online Insider	Puts you on the inside track of what's happening on the Internet	To subscribe to the plain text version, send e-mail to **insider-text-on@seidman.infobeat.com**
		To get the HTML version, send e-mail to **insider-html-on@seidman.infobeat.com**
TOURBUS	Provides a virtual tour of the best Internet sites and tools	Send e-mail to **listserv@listserv.aol.com**; leave the subject line blank, and as your message, write **SUBSCRIBE TOURBUS firstname lastname**
Netsurfer Digest	Reviews the latest hot spots on the Internet	Send e-mail to **nsdigest-request@netsurf.com**. Leave the subject line blank, and as your message, write **Subscribe nsdigest-text**
AAHE	Lively discussion of current topics in educational technology	Send e-mail to **listproc@list.cren.net**. Leave the subject line blank and, as your message, write **SUBSCRIBE AAHESGIT firstname lastname**
DEOSNEWS	Distance education online symposium	Send e-mail to **listserv@lists.psu.edu**. Leave the subject line blank, and as your message, write **SUBSCRIBE DEOS-L firstname lastname**

Web Sites

Listed here are Web sites you can visit periodically to stay current with new technology. You will want to bookmark all of the Web sites listed here, because they are excellent places to keep up with what is happening in multimedia and the Internet.

NewMedia.com

THE MAGAZINE FOR CREATORS OF THE DIGITAL FUTURE

NewMedia.com is possibly the best single source for keeping up with what is new in multimedia. It is an enhanced, Web-based daily information service for professionals working on the cutting edge of Internet business, design, and technology. NewMedia.com has been designed to help the Internet architect develop the strategies, exploit the technologies, and build the business models that are leading the Internet revolution today. Be sure to visit www.newmedia.com and bookmark it in your Web browser.

CNET (www.CNET.com)

CNET is an online resource for the latest technology news and trend analysis, special reports, hardware and software reviews, and numerous download indexes that provide you with access to the Web's freeware and shareware programs. You will value the time you spend at www.cnet.com; be sure to bookmark it.

TERC (www.terc.edu)

TERC, a nonprofit organization founded in 1965, researches, develops, and disseminates innovative programs in science, mathematics, and technology for educators, schools, and other learning environments. TERC is organized into four project-based centers: Mathematics, Research, Science, and Tools for Learning. Some of the recent TERC projects include:

- **NGS Kids Network**. Developed by TERC and the National Geographic Society (NGS), this telecommunications-based science curriculum for elementary and middle-school students won the 1999 Golden Lamp award.

- **Science by Design**. A high school curriculum for successfully formulating and carrying out product design. Students apply concepts in science and technology to design and build a pair of insulated gloves, a model boat, a greenhouse, and a catapult.

- **The Global Laboratory Project**. A worldwide network of student scientists from more than 20 countries involved in collaborative environmental investigations.

- **New Directions in Science Playgrounds**. Creating a new type of playground equipment that facilitates the kinesthetic learning of elementary notions of physics in playground activities.

- **LabNet**. A telecomputing network of the science teaching community.

- **The Hub**. A World Wide Web link to a growing collection of educational resources and services for mathematics, science, and technology educators.

Printed Journals and Magazines

Listed here are printed journals and magazines that you can read to keep up with what is happening in multimedia and educational technology. All of these periodicals have Web sites where you can fill out a form to subscribe. Best of all, most of these magazines are free.

Internet World

A good source for the latest news about the Information Superhighway, *Internet World* features articles about new trends on the network, advertises Internet addresses of new online resources, reviews books about the Internet, and presents profiles of the key companies, people, and products that impact the Internet's growth and development. Penetrating analyses probe legal, social, and ethical issues. Labs educate users and buyers about important new Internet products and technologies for home and business. Job announcements list employment opportunities across a broad range of technologies. Subscriptions are free in the United States only for qualified individuals employed in the field of information technology. To apply for a subscription, follow the *Multilit* Web site link to *Internet World* and click Subscribe.

T.H.E. Journal

T.H.E. stands for Technological Horizons in Education. *T.H.E. Journal* appears monthly; each issue contains application highlights and dozens of new product announcements. Each year, *T.H.E. Journal* publishes the *Multimedia Source Guide,* which lists hundreds of multimedia products and tells how to order them. Subscribers also receive special multimedia supplements from vendors such as IBM, Apple, and Zenith.

T.H.E. Journal is free to qualified individuals in educational institutions and training departments in the United States and Canada. To subscribe, follow the *Multilit* Web site link to *T.H.E. Journal,* where you will also find an online version that lets you download product demos, search back issues, and read articles that did not appear in the printed journal. Online features include the Infrastructure Supplement, a Road Map to the Web for Educators, and a review of presentation products and a database of their manufactures.

Technology & Learning

Technology & Learning is published monthly, except in December and the summer months. Targeted primarily at precollege educators, it reviews software, advertises grants and contests, contains vendor supplements, articulates classroom needs, reviews authoring tools, and has a Q&A section to answer questions about technology and learning. Plus it has great cartoons.

To subscribe, follow the *Multilit* Web site link to *Technology & Learning,* where you will also find an online version that lets you search software reviews.

Wired

Wired is an award-winning monthly magazine that captures the excitement and the substance of the digital revolution. The best writers and designers in the world help you identify the people, companies, and ideas shaping our future. To subscribe, follow the *Multilit* Web site link to *Wired.*

Syllabus

Syllabus magazine informs educators on how technology can be used to support teaching, learning, and administrative activities. Each issue includes feature articles, case studies, product reviews, and profiles of technology use at the individual, departmental, and institutional level. Regular features cover multimedia, distance learning, the Internet, quantitative tools, publishing, and administrative technology. A variety of multi-platform technologies are covered, including computers, video, multimedia, and telecommunications. Special supplements to *Syllabus* are published on a regular basis, including Windows on Campus, Computer Science Edition, Engineering Edition, and Science and Medicine Edition. *Syllabus* is published nine times per year, following the academic calendar. In the United States, subscriptions are free to individuals who work in colleges, universities, and high schools. To subscribe, follow the *Multilit* Web site link to the SyllabusWeb.

Presenting Communications

Presenting Communications is the monthly magazine of presentation technology for the audio/video industry. It covers new developments, emerging standards, and analytical reports on video, multimedia, computers, audiovisuals, teleconferencing, industry trends, and government regulations and initiatives. Subcriptions are free to North American addresses. To subscribe, follow the *Multilit* Web site link to *Presenting Communications.*

Cinefex

If you are interested in cinematic special effects, *Cinefex* is the magazine for you. Since 1980, *Cinefex* has been the bible for special-effects enthusiasts. A profusely illustrated quarterly publication, *Cinefex* covers its subject comprehensively, from miniatures and matte paintings, to exotic makeup and animatronics, to computer-generated imagery and beyond. With each issue, the illusions in two or three major films are examined in detail via interviews with key effects artists. Shorter articles unveil technological advances in commercials, music videos, and theme park attractions. The articles identify the multimedia software packages used to create the special effects.

Cinefex Online lets you browse the current issue, preview the next issue, and explore back issues using a cross-referenced listing of all articles published in *Cinefex.* You can

find out if a film or other effects-related project has been covered in the magazine, for example, and you can identify articles in which specific artists or multimedia production companies and products have appeared. To enjoy these capabilities, follow the *Multilit* Web site link to *Cinefex Online.*

Catalogs

Sometimes the broad array of different multimedia products on the market can be both dazzling and confusing. Catalogs allay the confusion by organizing the products into categories. Listed here are some of the catalogs the author has found useful.

Computer Shopper

One of the best catalogs for people considering computer purchases is *Computer Shopper.* It is filled with new product announcements, evaluations, advertisements, technology reviews, and shopper guides to multimedia peripherals, input/output devices, and modems. You can find *Computer Shopper* on the magazine rack of most newsstands. It is very popular, and new editions come out monthly. Although *Computer Shopper* is called a magazine, it looks and feels more like a catalog, which is why it is listed here as a catalog. To subscribe or to search the catalog online, follow the *Multilit* Web site link to *Computer Shopper.*

Multimedia Compendium

The *Multimedia Compendium* is a great way to find out about current CD, DVD, and multimedia-related software titles for use in education and training. The bound edition appears annually in September, and updates are published each January and July. A QuickSearch Index provides easy access to products by subject, title, company, and other topics in the listing. The *Compendium* provides detailed information on more than 5,000 products. To peruse the table of contents from the current edition, follow the *Multilit* Web site link to the *Multimedia Compendium* from Emerging Technology Consultants, where you will find ordering information.

Professional Associations

While most of the resources recommended in this chapter are free, you will have to pay to join the professional associations listed here. It is money well spent, however. Besides reaping the benefits afforded to the members, you will be supporting the organizations that are working to improve multimedia and the Internet.

AECT

AECT stands for Association for Educational Communications and Technology; it is the leading international organization representing instructional technology professionals working in schools, colleges, and universities, and the corporate, government, and military sectors. The mission of the AECT is to provide leadership in educational communications and technology by linking professionals holding a common interest in the use of educational technology and its application to the learning process. The association maintains an active publications program that includes *Tech Trends,* a magazine published six times during the academic year; *Educational Technology Research*

and Development, a research journal published four times a year; and a large number of books and videotapes. To join, follow the *Multilit* Web site link to AECT.

SALT

SALT stands for the Society for Applied Learning Technology. It sponsors educational conferences and exhibits as well as the publication of research journals. SALT covers a broad range of applications, with a special focus on education, training, and job performance improvement applications. SALT maintains a Web site at www.salt.org which contains information on conferences, newsworthy happenings, and links to other areas of interest. The Society-sponsored meetings are excellent for those who deal with media, regardless of industry or subject area.

Conferences and Exhibits

No matter how much reading you do, inevitably you will want to get hands-on experience with new multimedia hardware and software. Conferences and exhibits are the best place to do that. You can not only see the new products, but you will get to talk face-to-face with developers and users who are also attending the conference.

INFOCOMM

INFOCOMM is an annual exhibit of audiovisual and new media equipment sponsored by the International Communications Industries Association (ICIA). The exhibit occurs annually in the United States, Asia, Europe, and Japan. Cruising the aisles of the INFOCOMM exhibit is an excellent way to see the latest in audiovisual and multimedia presentation technology. For information on upcoming INFOCOMM exhibits, follow the *Multilit* Web site link to INFOCOMM.

COMDEX

COMDEX is the world's leading producer of expositions and conferences for the information technology industry. COMDEX conferences are held all over the world. In the United States, COMDEX is held twice a year, once in the fall and again in the spring. The exhibit is so large that few cities have enough exhibition space to host it. COMDEX/Fall is held in Las Vegas, and COMDEX/Spring is held in Atlanta or Chicago.

COMDEX used to be attended almost exclusively by remarketers looking for products to sell, but now the majority of those attending are end users in search of computing solutions. Vendors invest a small fortune on their COMDEX booths, giveaways, and promotions, and attending COMDEX at least once is an experience anyone working with multimedia will enjoy. For information about upcoming events, follow the *Multilit* Web site link to COMDEX.

CeBIT

CeBIT is the world's largest computer and communications show, with 600,000 attendees and more than 6,000 company exhibits from 56 countries. It is held annually each March in Hannover, Germany. Regarded as the most important show for introducing products in the German and European markets, the seven-day event features a USA Multimedia Pavilion in one of the show's busiest exhibit halls. For more information, follow the *Multilit* Web site link to CeBIT.

ED-MEDIA

ED-MEDIA is an international conference on educational multimedia and hypermedia. It includes papers, panels, tutorials, workshops, demonstrations, poster sessions, and tours. ED-MEDIA is sponsored by the Association for the Advancement of Computing in Education (AACE). For details about coming events, including the latest call for participation, follow the *Multilit* Web site link to ED-MEDIA.

NAB

The National Association of Broadcasters (NAB) holds an annual conference featuring multimedia presentations and exhibitions, computers, consumer electronics, telecommunications, publishing, and entertainment. NAB advertises the conference as the world's largest trade show focusing on all aspects of television, radio, video, film, entertainment, interactive media, satellite/telecommunications, and the Internet. For the latest news and information, follow the *Multilit* Web site link to the National Association of Broadcasters Web site.

NECC

If you're an educator, definitely try to attend the National Educational Computing Conference (NECC). Sponsored each year by the National Educational Computing Association (NECA), NECC is an annual meeting place to learn, exchange, and survey the latest advances in educational technology. Through hands-on workshops, discussions with key industry speakers, and the largest vendor exhibition of its kind, participants discover, share, and develop ideas about the appropriate use of technology in their classrooms, school districts, and universities. For more information about the National Educational Computing Conference, follow the *Multilit* Web site link to NECA's NECC Conference.

e x e r c i s e s

1. Following the instructions provided in the Listserv section of this chapter, join the *NewsScan* listserv. When the next issue of NewsScan arrives in your e-mail, read the news. In your opinion, what is the most significant news item in the current issue of *NewsScan?*

2. Following the instructions provided in the *Printed Journals and Magazines* section of this chapter, qualified individuals can apply for a free subscription to *Internet World, T.H.E. Journal, Syllabus,* and *Presenting Communications.* If you do not already subscribe, apply for your free subscription if you qualify. To find out if you are eligible for a free subscription, follow the *Multilit* Web site links to each magazine's Web site.

3. Are you aware of good sources for keeping up with multimedia that were not mentioned in this chapter? If so, what are they?

4. Of the many conferences and exhibits listed in this chapter, find out which one will occur nearest you during the coming year, and make plans to attend it. Do you know of other multimedia conferences or exhibits not listed in this chapter?