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Facebook Daily News – Monday Afternoon

October 1, 2012

Full Text Articles

Must Read

Facebook Lays Out All Of Its New Targeting Techniques In One Easy-To-Read Blog Post

Forbes

Kashmir Hill

October 1, 2012

<http://www.forbes.com/sites/kashmirhill/2012/10/01/facebook-lays-out-all-of-its-new-targeting-techniques-in-one-easy-to-read-blog-post/>

In the last few months, Facebook has made significant changes to the way advertising works on its site. As some predicted, Facebook's going public and needing to drum up more revenue has resulted in the company dipping its hands deeper into users' data to monetize it. More than that, those hands are starting to pull in data from outside of the Facebook kingdom. Privacy engineer Joey Tyson lays out the three big "innovations" in Facebook advertising from the last few months in a Facebook blog post, and argues that the company "carefully designed our versions of the features with your privacy in mind."

Here's what's changed:

1. Advertisers aren't just targeting 'your type anymore.' They're actually targeting you.

It used to be that advertisers tried to reach a particular audience, i.e., "25-year-old men that like sports cars and Little Ponies." But now advertisers are finding ways to target specific people, i.e. the guy they know has the email address "lamaBrony@gmail.com." Thanks to "Custom Audiences," if a marketer knows your email address or phone number, they can tell Facebook to specifically target you with an ad. Tyson writes:

"For example, a shoe store might want to show a special offer to people who have already bought shoes from them. The store can provide us with "hashes" of their customers' email addresses so that we can show those same people the ad without the store having to send us the actual email addresses. These hashes are bits of text that uniquely identify a piece of data (such as an email address) but are designed to protect against reverse engineering which would reveal that data. Since Facebook and the store use the same method to create each hash, we can compare the store's hashes to hashes of addresses in our records and show the ad to any group of users that match. If a hash from the store does not match any of ours, we discard it without ever discovering the corresponding email address and without storing any information that we did not have before. And once we no longer need the hashes that do match, we delete them too."

Facebook is not the only tech company making it easier to target specific people with ads. This summer, ProPublica detailed how Microsoft and Yahoo are now allowing advertisers to target specific people with ads if they know their email addresses. That means ads are starting to become like direct mail, except those who see the ads don't realize it, because their address isn't on the front of the digital envelope.

2. Advertisers can now target people with Facebook ads based on their Web browsing and searching outside of Facebook.

“Facebook Exchange” lets advertisers target ads at customers who have visited their site. So if you looked at some scandalous lingerie on Sears.com, for example, you might start seeing ads for that lingerie the next time you’re on Facebook, should Sears wish. Writes Tyson:

“Facebook Exchange (FBX) gives marketers an opportunity to bid on showing ads in real time. Approved third-party service providers work with Facebook and marketers to enable this process. We agree with a provider on an ID number (separate from your Facebook ID) for each visitor’s browser. If someone then visits Facebook and his or her browser has that ID, we notify the service provider, who tells us when a marketer wants to show a particular ad. This allows marketers to show you ads relevant to your existing relationship with them – and without them needing to send us any personal information about you.” Via [Relevant Ads That Protect Your Privacy](#).

By now, most of us are used to products that seem to follow us around the Web after we look at them once. Now the ads can trail us off-road into the Facebook forest. Users can opt out of this, but not through Facebook. They have to visit the opt-outs of the third party platforms (that they’ve never heard of before) that are doing the ad matching (TellApart, TriggIt, Turn, DataXu, MediaMath, AppNexus, TheTradeDesk, and AdRoll).

3. Facebook is tracking what users buy in stores so it can tell advertisers that their ads work.

Facebook has partnered with a Colorado-based company named Datalogix which has a vast database of what we buy thanks to its access to information from stores’ loyalty card programs. Facebook can now tell advertisers that after seeing a specific ad, x% of users bought the product. Writes Tyson:

“Because of our commitment to privacy, we had an industry-leading auditing firm evaluate the privacy implications of this process. The auditor confirmed that, throughout this process, Datalogix is not allowed to learn more about you from Facebook profile information. Similarly, Datalogix does not send us any of their purchase data, meaning we cannot specifically tell whether or not you purchased a marketer’s product. Finally, with this partnership, Datalogix only sends the marketer aggregate information about large groups of people. None of this data is attributable to an individual Facebook user.”

Tyson ends the post by reminding users that “advertising helps keep Facebook free.” Tyson, known on Twitter as TheHarmonyGuy, appears to be taking questions there about the post if you’re interested.

If nothing else, I’m impressed that “privacy engineer” is a job title that exists now.

Facebook Related

CNBC EXCLUSIVE: CNBC Exclusive: CNBC Excerpts: Facebook Chief Operating Officer Sheryl Sandberg Speaks with Julia Boorstin Today on CNBC

CNBC.com

Jennifer Dauble

October 1, 2012

<http://www.cnbc.com/id/49167392>

When: Today, Monday, Oct. 1, 2012

Where: CNBC's Business Day Programming

Following are excerpts from the unofficial transcript of a CNBC EXCLUSIVE interview with Facebook Chief Operating Officer Sheryl Sandberg. Sandberg sits down one-on-one with CNBC's Julia Boorstin for the first time since the Facebook IPO. Excerpts of the interview will run throughout CNBC's Business Day programming today beginning on "Squawk Box" (M-F, 6-9AM ET).

Following are links to videos of the interview:

<http://video.cnbc.com/gallery/?video=3000119190&play=1> and

[http://video.cnbc.com/gallery/?video=3000119449&play=.](http://video.cnbc.com/gallery/?video=3000119449&play=)

All references must be sourced to CNBC.

SANDBERG ON THE IPO

SHERYL SANDBERG: As Mark said, we're obviously disappointed and really surprised by what happened in the IPO. This was certainly not how we planned it. The good news for us is that we're a really focused, product driven company. And so we're taking that energy and really focusing on proving to the world that we can continue to grow our business, continue to grow our users and their engagement, and build a great company, not just for a quarter, but hopefully for decades and decades.

JULIA BOORSTIN: But your IPO has been described as an utter debacle. Whose fault was it?

SHERYL SANDBERG: I'm gonna let others-- go ahead and answer those questions. And I know you have many people who are willing to come on and-- and talk about that. The focus for us is really on the things we can control and the future. We're looking forward to the business we're building, to providing great experiences for users, to the mobile transition and continuing to lead-- for mobile users. And importantly, to really increasing our focus on monetization.

JULIA BOORSTIN: What's happened since the IPO cannot be good for employee morale. What do you tell employees? What do you tell new recruits?

SHERYL SANDBERG: Obviously, employees are disappointed that the stock price has gone down. The good news for employees is that they get to come to Facebook every day and build great products for users. And most of our employees tend to be very mission focused. That doesn't mean the stock price doesn't matter. Because, of course, it does. But they're mission focused. They want to come and build products. If you want to build social products, there's nowhere that's better to work than Facebook and no bigger opportunity out there.

JULIA BOORSTIN: But you must be disappointed in the stock price.

SHERYL SANDBERG: We've said it a bunch of times. You know, as Mark said, we're both disappointed and surprised in the stock price. But we really have to focus moving forward on how we build a business.

JULIA BOORSTIN: A lot of people have come on CNBC's air saying that \$15 is a fair-- or somewhere in that ballpark is a fair price for Facebook stock. How do you respond to that?

SHERYL SANDBERG: Not gonna predict stock price movements. But what I do-- do believe is that we are more valuable company than we were four months ago the day we went public. If you look at

what we've done since we went public, we've invested more in monetization. And we're showing great products with great returns for advertisers.

SANDBERG ON IPO's IMPACT ON BUSINESS

SHERYL SANDBERG: Already in the last couple months, you've seen us roll out products pretty aggressively. We've rolled out Facebook Exchange, custom audiences, new mobile ad formats, revamped our offers. And all of these do one thing, which is they help make ads more targeted, more useful, and more effective for marketers on Facebook.

JULIA BOORSTIN: And do you have any new ad products that you haven't announced yet?

SHERYL SANDBERG: Many. One of the things I think you can always expect from Facebook is continual iteration. We roll out products very quickly. We change our products very quickly. But we think that's really important to-- to continue to develop the products we need in the market.

JULIA BOORSTIN: Now Facebook's ad growth has been decelerating. What are you telling Wall Street?

SHERYL SANDBERG: Our growth is something we care a lot about. We believe we have the biggest opportunity-- to grow revenue ahead of us. We are the largest-- we are the largest community of engaged users anywhere on the-- anywhere in the world. Every day on Facebook, we have five Super Bowls, which means you can reach that many people. Increasingly, as advertisers are learning to work with the platform, they're learning and we're helping them learn what works and how they can use this to generate sales. But we think our results are very strong and that we believe we can prove to advertisers that not only do they get a good return on Facebook ads, but they get a better return on Facebook ads compared to most things they do.

JULIA BOORSTIN: So you think Facebook's business model has changed dramatically since the IPO?

SHERYL SANDBERG: The business model hasn't changed, we're increasing our focus on monetization. The cornerstone of our business is advertising. And in that advertising opportunity, you know, it's a \$600 billion business, where our results with our clients show that we return results, which are in many cases much better than the return they get anywhere else. That's a really unique opportunity. If you want to-- if you're a business and you want to connect with people, but you also want word of mouth to spread against your business, there's no better opportunity out there. And I think what we've done since the IPO is continue to really focus on building that business. And I think we're executing better and better.

SANDBERG ON FACEBOOK'S MOBILE PROBLEM

SHERYL SANDBERG: Mobile is obviously a huge strength for the company and a huge opportunity. We have a big mobile network, both in terms of our users, over 500 million. But also in terms of the other apps and sites that are enabled with Facebook. We have over 9 million across mobile and desktop in the world.

JULIA BOORSTIN: How can you compete with Google when it comes to an ad network?

SHERYL SANDBERG: Our results are very strong. People who are using Facebook to reach-- to reach customers are finding that because we have real people and real engagement, the results compare favorably with basically anything else they do. Even our targeting. So if you take a narrow targeting

for advertising, you know, women 18 to 28, the average online actual getting that right is about 35%. Our accuracy is 90%. So just there, that difference alone, is, you know, tremendously valuable in terms of making marketers get the bang for their buck that they need.

JULIA BOORSTIN: Has the new mobile app you launched in August boosted revenue?

SHERYL SANDBERG: The new mobile app is boosting engagement. And engagement always leads to revenue. We have the most engaged audience of mobile users anywhere. Importantly, our mobile users are more engaged than even our desktop users who are already the most engaged users anywhere in technology. If you're a mobile user, you're 20% more likely to come back to Facebook on a given day.

JULIA BOORSTIN: How do you balance the risk of overwhelming mobile users with ads and the-- the absolute need to start rolling out more mobile ads?

SHERYL SANDBERG: If ads are good and users like them, you really mitigate that risk. What we're doing is as we're rolling out ads into mobile, which we just rolled out this year, we're testing very carefully engagement on those ads, vis-à-vis engagement on other-- on other parts of the experience. And those tests are going very well. Importantly, we also see that our mobile ads are more engaging compared to the other ads we've had on the right-hand side. On average, a promoted pays post, if it goes through newsfeed, whether on desktop or mobile, is eight times more engaging than that exact same post on the right hand side. That's a big opportunity for us.

JULIA BOORSTIN: Wall Street also talks about Facebook as having a mobile problem. How else are you trying to make money from mobile?

SHERYL SANDBERG: Mobile's a huge opportunity for our company. It's also a platform shift and one we take very seriously. We are the number one-- mobile use-- usage in most every market on most every platform in the world. We're the number one free downloaded app on iOS and Android. A lot of companies have the problem that, you know, they don't know what to do with their ads in mobile. Because their ads are on the right-hand side on the desktop. And when you go to a mobile device and you cut off that right-hand side, you know, where does the ad go? Our most effective ads are now running through newsfeed. And that creates a very natural opportunity to have a native advertising experience on mobile. And it's something we've rolled out just this year, but is going really well.

SANDBERG ON NEW BUSINESS PLANS

SHERYL SANDBERG: As we increase our investment in monetization, we're thinking about premium services for businesses. We've heard from businesses, you know, all over the world that they want more from us. There are things they'd pay for they really want us to provide. So it's an area that we're currently starting to explore. We don't have a product announcement for you today, but it is something we're working on.

JULIA BOORSTIN: How big is the potential?

SHERYL SANDBERG: We think the potential on Facebook, you know, for almost anything is really big, because of our sheer size and scale and most importantly because of what users are doing and how engaged they are on the site.

JULIA BOORSTIN: So you have a lot of people's credit card numbers. Will we see a want button? Will we see more retail, more ecommerce?

SHERYL SANDBERG: We are working on lots of things. And I think you've saw last week-- the beginnings of-- of commerce on Facebook with our gift launch.

JULIA BOORSTIN: There's been a lot of talk about that want-- want button. Will we see one?

SHERYL SANDBERG: Well, right now, there is the ability to build all kinds of different open graph implementations. And there are people that are working on that.

JULIA BOORSTIN: Beyond advertising, Mark Zuckerberg has talked a lot about the potential in search. What's your plan for search?

SHERYL SANDBERG: So as Mark said, I think people are surprised by how much search is done on Facebook. You know, every day there's an enormous percentage of search. There's also been a promise in the market that search could become more social that we don't think has been met. You know, when you're looking for information, the question is who do you want it from? Do you want it from the wisdom of crowds or do you want it from the wisdom of friends? Our answer to the information that's most relevant for users is really about-- about friends. That if I'm looking for, you know, a restaurant to go to-- in New York this week, I'd rather get a recommendation from a friend. That's really what we're working on.

JULIA BOORSTIN: So could a Facebook social search compete with Google?

SHERYL SANDBERG: Not gonna comment on future product launches. We are working at making our products as usable and as accessible for everyone in the world.

SANDBERG ON SOCIAL AD SKEPTICISM

SHERYL SANDBERG: Facebook ads are incredibly effective. Not just at helping people remember ads and have brand affinity, which is really important on our platform, but more importantly at ringing the cash register. New platforms take a while to develop and they take a while to understand. So ours is a new platform. And I do think there's still skepticism out there. The good news is that with our clients and the people we're working with directly, they're increasingly convinced of the return we provide. In the last year, we've done over 60 studies looking at the impact Facebook ads have on ringing the cash register, either in online purchases or offline. And of those 60 studies, 70% showed a return on ad spend of three times or better and 49% showed a return on ad spends of five times or better.

JULIA BOORSTIN: Now I know it wasn't a financial hit, but General Motors deciding to pull its money out of Facebook ads dealt a big blow to your image. Are you still struggling with that image issue with Madison Avenue?

SHERYL SANDBERG: We're a new platform. And new platforms take time. They take time for people to adopt. And they take time for people to understand. The first thing people have to understand is that we're a different type of advertising-- of advertising opportunity. You know, the right ad on TV is not necessarily the right ad on Facebook. The right ad on Facebook invites people to really engage.

So a recent example, Gerber ran a promotion with us where they invited parents to take a picture of their own children and submit it for possible inclusion, you know, of one of the Gerber babies. And

it's a great ad campaign. 'Cause, you know, I'm a mom. Everyone thinks their kid's cute enough to be on-- on-- be a Gerber baby. And what they saw was an ad-- return on ad spend of almost \$4. Increasingly, as we're working with clients, we're able to show that return. And really this measurement, the measuring of offline sales is only something we've been doing this year. So it's very recent for us in the market.

JULIA BOORSTIN: And do you have any new ad products that you haven't announced yet?

SHERYL SANDBERG: So one of our new products, custom audiences, Fab.com has been using it, and enables them to target repeat customers rather than just the general public. Their conversion rates are up ten times using that product. That's just one of the many things we've rolled out in the last four months. So we feel very strongly that not only do we have a great opportunity ahead, but that we're already executing even more favorably against that opportunity.

SANDBERG ON PRIVACY

I think people do believe that we have an incentive to violate users trust to build our ad business. That's exactly wrong. We have every incentive to protect our users trust, so that we can build an advertising business that's very protective of the information they share. That's the whole business.

SANDBERG ON THE ECONOMY

You know, we focus on what we can control. And we can't control the state of the U.S. economy. And I do think-- you know, it's possible that the economy could go either way. I think we're in a tremendous period of uncertainty. Our job is to build a great business, whether that works in either direction. If the economy takes a downturn, which is obviously what most businesses worry about, we think that creates for marketers a flight to quality. When you have fewer dollars, you have to spend every one as effective-- as effectively as you can. And we think that creates a big opportunity for us. Because we believe we're one of the most effective place you can spend every dollar.

SANDBERG ON AD ENGAGEMENT

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SANDBERG ON AD RETURN

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SANDBERG ON WASHINGTON DC

JULIA BOORSTIN: There's been a lot of speculation that you're gonna return to Washington, D.C. Are you interested?

SHERYL SANDBERG: I really love my job at Facebook. I mean, I really think we do something that's super important, right? 950 million people, largest community anywhere on the world. I love what I'm doing and I plan to keep doing it.

SANDBERG ON FACEBOOK ATMOSPHERE

I think there is a lot of interest and speculation out there, "Oh my God, has everything blown up?" And the answer is really no. If you come to Facebook and you come to Facebook today for work, just as you did four months ago, I think we're a stronger company today than we were then.

SANDBERG ON CLOSE TO A BILLION USERS

JULIA BOORSTIN: You're close-- to one billion users. You're fast on the road to one billion users. What does that milestone mean for Facebook?

SHERYL SANDBERG: I think the one billion milestone-- when we hit it is a big deal. You know, we're the largest and most-engaged community of real people anywhere online. I think back to when Facebook started. And people thought it was literally absurd or-- unbelievable that they would ever put their real identity online. We have, you know, over 950 million real people, connected to real friends, sharing real things in their lives. And the fact that we could get to this scale and continue to grow is a really exciting milestone for the company.

SANDBERG ON FACEBOOK

JULIA BOORSTIN: How much time do you spend on Facebook every day?

SHERYL SANDBERG: A lot. Facebook's used a lot internally. We use our own product. Every product team has a Facebook group. We have lots of Facebook activity. It's part of how we run our company.

SANDBERG ON OVERSHARING

JULIA BOORSTIN: Does it scare you that you've helped create a generation of oversharing?

SHERYL SANDBERG: I think what we give is people the ability to share what they want. You know, what-- what is one person's, you know, ridiculous oversharing is another person's regular day. And we build technology that lets users share what they want to share. And that's tremendously, tremendously exciting. I don't pretend to judge what any individual does.

Facebook to FTC: Let Us Advertise to Children

Mashable

Alex Fitzpatrick

October 1, 2012

<http://mashable.com/2012/09/30/facebook-children-advertising/>

The Federal Trade Commission is considering an update to the Children's Online Privacy Protection Act (COPPA), a 1998 bill designed to protect children's online privacy. Most of COPPA's regulations are geared toward websites specifically designed for children under 13, such as Club Penguin.

COPPA's also the reason that children under 13 can't sign up for services such as Facebook — it's easier for a website to ban children under 13 than deal with COPPA's requirement on getting parental consent before collecting personal information from a child.

The FTC's proposal to change COPPA, announced last month, would add apps, games and online ad networks to the list of restricted platforms. If passed, the new rule changes could have a profound impact on sites used by both children and adults — including Facebook.

Websites used by people of all ages could ask users if they were 13 or younger, and if so, those users would be free to register. However, the new COPPA rules would prevent websites from tracking children's Internet behavior and displaying ads relevant to their perceived interests. The changes would also put new regulations on third-party providers, given they "know or have reason to know" their plug-ins are being used on a children's site.

The new rules, however, are less than clear on whether first-party advertising to children will be allowed. That's got some technology companies — a list that now includes Facebook — worried about what the new rules could mean for business.

Facebook, which has a business model heavily dependent on advertising, asked the FTC in a filing to clarify that websites will still be permitted to show first-party advertisements to children. It stressed that the FTC has previously treated first-party advertisements differently from third-party ads, and urged the FTC to do likewise in any new COPPA language on the basis that first-party ad content is more easily controlled by Facebook.

"The Commission emphasized in its report that it is generally consistent with the context of an interaction for a company to use data collected during first-party interactions for marketing purposes," reads Facebook's filing.

"It then distinguished marketing based on data collected as a third party, which the Commission argued was outside of the generally understood context of a consumer's interaction. The Commission should make that understanding explicit in the COPPA Rule by expressly including first-party advertising under the "internal operations" rubric. This clarification further supports the balance created between the Significant demand for free, advertising-supported services, and the expected tailoring of those services."

Facebook, which stressed that it supports COPPA's overall intent of processing children, also wants the FTC to ensure that it would still use tracking-based advertisements on adult users if children and adults were both using the site in the future.

Facebook has been looking for ways to allow children under 13 to use the site without violating COPPA since early June.

Facebook's full filing with the FTC is embedded [below](#).

Facebook gets support for major UK mobile operators' billing service, Payforit

The Next Web

Matt Brian

October 1, 2012

<http://thenextweb.com/facebook/2012/10/01/facebook-gets-support-major-uk-mobile-operators-billing-service-payforit/>

Just a week after it revealed that it had switched live its mobile payments platform for Facebook users in the US, UK and Germany, the carrier billing specialist today announced that it has integrated Payforit's single-click operator billing service for users in the UK.

Payforit is a mobile payments scheme that was created by the UK's five biggest operators: Vodafone, 3, O2, T-Mobile and Orange. With the service going live today, developers are able to offer in-app payments in their apps, games and Facebook services, drawing funds directly from the user's mobile tariff, lowering the barrier to entry and streamlining the payment process.

The carrier billing service was one of the first services to enable payments from mobile sites to be charged direct to the phone bill, regardless of the operator. The newest version of the platform is designed to improve the number of "payment drop-offs" by users, integrating directly with Facebook's HTML5 mobile site.

It's a popular platform, and is already being used by ImpulsePay, Gameloft, Electronic Arts and Samsung.

Ray Anderson, Bango CEO believes it's a "feather in the cap for UK networks", noting: "As we continue to build connections between Facebook and mobile operators across the world we're particularly glad to support cross platform approaches like this."

Last week, Bango said that it had rolled out its technologies within Facebook's mobile platforms to pave the way for digital content purchases without the need to enter payment details or sending premium rate SMS messages.

Bango's technology, which is already powering solutions offered by Amazon, RIM (via its BlackBerry App World) and Google Play, deducts funds from a user's existing mobile plan, keeping transactions secure while making them seamless in their operation.

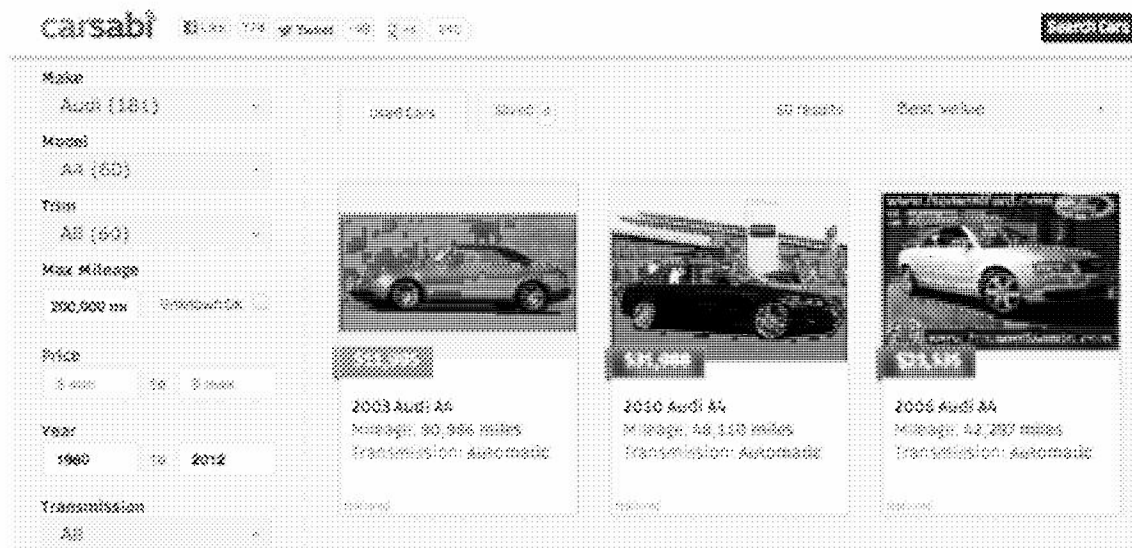
Facebook Acquires Founders Of Carsabi Who Will Sell Off Their Car Price Comparison Site
TechCrunch
Josh Constine
October 1, 2012

<http://techcrunch.com/2012/10/01/facebook-acquires-founders-of-carsabi-who-will-sell-off-their-car-price-comparison-site/>

Facebook's has just closed a deal to hire Dwight Crow and Christopher Berner, the two founders and only teammates of Y Combinator used car price comparison site Carsabi. The founders are now looking to sell the site, as Facebook won't be needing it.

Facebook tells me there wasn't something specific that attracted it to the co-founders other than that "they're awesome entrepreneurs". It won't say what team the founders will be joining. However, we see fitting in behind the wheel of Facebook Gifts or Events. Here's why.

TechCrunch named Carsabi one of YC Demo Day Winter 2012 's 10 Best Companies after seeing Crow (left above) and Berner (right above). The startup crawls all available online car sale listings including dealers and classifieds to find you awesome deals. It challenges AutoTrade with its unique features like sorting by biggest savings opposed to just the lowest price. Carsabi also integrates social so you can ask friends for purchase advice, oh, and spread the service virally.



That experience might make them a good fit to help the new Facebook Gifts team find people the perfect present at the perfect price. Perhaps, a “sort by price” option, a way to ask mutual friends what to buy someone, or option to throw down together on a bigger gift could come off a Carsabi-influenced Facebook assembly line.

Otherwise, the Events team might work, considering Dwight’s been throwing a few of them as a cast member on the soon-to-air Bravo reality show Silicon Valley. He’s known as quite jolly fellow, and could help Facebook Events evolve from a functional but somewhat cold calendar tool into something more fun and social.

Events got a smart, long-awaited redesign in July, and its Recommended Events sections are a huge help when you’re looking for something to do. However, it still lags behind Google+ Events, which can collect and share any photos your friends take at an event, and offers fancy Evite-style invitations. The Carsabi founders could use their place in the San Francisco social scene and the YC alumni network to test and promote a revamped Facebook Events product.

In any case, it’s nice to see that Carsabi respects its users enough not to just shut down their car search hub. That way rather than stifling innovation, this acquire might see a cool startup in the hands of new leaders passionate about disrupting the car buying experience.

Here’s the full text of the “We’re Joining Facebook!” blog post Carsabi just published:

“We created Carsabi back in Oct 2011 with the goal of easing the process of purchasing a used car, and providing a service that aims to index every automotive vehicle and connect more users to their car of choice each day.

But now it’s time for us to take a different turn. We want to take this impact to the next level – and help Facebook users connect and share. Because Facebook is not acquiring Carsabi.com, we’re looking for someone to buy the Carsabi service, so the two of us can focus on our new jobs. We can’t thank all of you that have used Carsabi enough – developing Carsabi has been an incredibly rewarding experience, and we hope we helped you think differently about how to find the perfect used car!

We want to give special thanks to our partners, customers and investors for helping us fulfill our dream.

Christopher & Dwight”

Facebook’s Brad Smallwood Offers More Data On Ad Effectiveness, Says Datalogix Partnership Isn’t A Privacy Risk

TechCrunch

Anthony Ha

October 1, 2012

<http://techcrunch.com/2012/10/01/facebook-brad-smallwood-datalogix/>

Facebook has been doing a lot of talking in the last day or so about its recently announced partnership with Datalogix — the company published blog posts explaining both the privacy implications and summarizing the results that advertisers have already seen. And Facebook’s head of measurement and insights Brad Smallwood is at the IAB MIXX conference today, where he gave a talk about the partnership.

The goal of the partnership is to track whether Facebook ad campaigns are driving in-store sales and to find the common themes among the campaigns that work. Facebook and Datalogix have tracked about 50 ad campaigns from which they have already drawn three general lessons.

First, Smallwood said that ad impressions, rather than clicks, drive sales. In fact, in the DataLogix campaigns, 99 percent of sales were from people who saw ads but didn’t interact with them. To back that up, he also pointed to a Nielsen study showing that there’s virtually no correlation between clicks on ads and either brand metrics or offline sales. Smallwood added that focusing on clicks makes sense in some cases, such as direct-response campaigns, but those clicks don’t tell you anything about “the outcomes that happen in the grocery store, in the car dealership, or in the local coffee shop.”

Second, he said that reach (rather than just targeting a narrow audience) is an important part of these campaigns, just as it is in television. Brands that maximized the reach of their campaigns saw a 70 percent improvement in the return on investment.

Finally, he said brands need to optimize the frequency of their ad campaigns, specifically by reallocating impressions from people who see an ad frequently to those who don’t. Seems like an obvious point, but Smallwood said brands who made that kind of shift saw a 40 percent increase in ROI. He also said the “frequency sweet spot” will differ from brand to brand, and from campaign to campaign — if you’re an established consumer packaged goods (CPG) company, people probably don’t need to see your ad as often as they would if you were launching a brand-new tech device and needed to get consumers familiar with the details.

Now, 50 campaigns may seem like a pretty small sample size, particularly since they weren’t randomly chosen. But after his talk, Smallwood pointed out that the companies were selected by Facebook’s “client council,” so the social network couldn’t just choose the advertisers that would see the most impressive results. Even though the initial campaigns came from CPG brands, Smallwood said there’s no reason you couldn’t expand the studies to include other types of advertisers.

So far, the partnership seems to have attracted attention (at least from the press) primarily for its privacy implications. When I brought up the privacy concerns with Smallwood, he said that neither

Facebook nor Datalogix should gain any additional information about individual users — instead, both companies use hashed data to create an aggregate picture of how many people who saw a given ad campaign actually bought related products.

By the way, if you want a more impartial analysis, here's how the Electronic Frontier Foundation laid out the process:

"This will provide Facebook with data about how well an ad is performing, but because the results are aggregated by groups, Facebook shouldn't have details on whether a specific user bought a specific product. And Datalogix won't know anything new about the users other than the fact that Facebook was interested in knowing whether they bought cranberry juice."

I asked if Facebook is feeling more pressure to monetize its user data now that it's a publicly traded company, and Smallwood responded that Facebook has been "building these systems right from the start" (presumably, he wasn't referring to the Datalogix partnership, but the general suite of ads and analytics products).

It's also worth noting that Datalogix is already tracking this kind of purchase behavior for non-Facebook ad campaigns, so it may seem a little unfair (though unsurprising) that the Facebook partnership is drawing so much scrutiny. Is Facebook being forced to clear a higher bar on privacy than other companies?

"I certainly feel like there's a lot of scrutiny on privacy," Smallwood said. "And there is a higher bar, but it's an internal bar that we hold ourselves to."

The Facebook game platform: Anyone can rise to the top of the charts (interview part two)
VentureBeat
Dean Takahashi
September 29, 2012

<http://venturebeat.com/2012/09/29/facebook-game-platform-anyone-can-rise-to-the-top-of-the-charts-interview-part-two/>

Need some advice about what kind of game to design next? Ask Sean Ryan.

He joined Facebook in January, 2011, in order to make sure that the social network understood the games and game publishers that were making Facebook into one of the world's largest gaming platforms. He is the director of game partnerships at Facebook and has to communicate Facebook's platform strategy for game companies and tell the broader story about one of Facebook's most successful application categories. About 235 million of Facebook's members have played a game in the past month, about 30 million more than a year ago. Mobile gaming has become one of the fastest-growing sectors of the business and Facebook is making it easier for mobile games to get discovered within its mobile app and on Facebook itself.

Here's part two of our edited interview with Ryan. [Check here for part one.](#)

GamesBeat: I think there are more than 100 casino games on Facebook. Does the number of games ever concern you? Do you think maybe there are too many concentrating in one genre? Too much copycatting or me-too stuff? Do you think users might get tired of it?

Ryan: We refer to that as the “Atari 2600 problem.” We’re old enough to get the reference. But we run an open platform. We encourage anybody with any type of game to launch on it. That’s different from a console experience where every game has to be approved.

We do see, in certain areas, where saturation can take place. But casino’s a great example. It looks to me like there’s a lot of games in casino right now. And then Jackpot Party comes in from Williams Interactive. It came out of nowhere in the last two months. It’s just a great example of how, even in a relatively crowded category, you can bring out a high-quality game with great intellectual property from Williams — which is a very well-known slot machine maker — and the game takes off.

What we do see in the more crowded markets is that you can’t get away with a me-too or a cloned app. You need to be different in some way, and that’s risky sometimes. Song Pop was risky. The issue comes down to discovery. That’s where I think we thrive and continue to invest. How do we help users discover games, both on mobile and on desktop? Hopefully it’s not just about the top 10 list, although that’s a great way to do it. It’s really about what your friends are playing and what you see in your feed. That’s where we focus, because we think that’s where we add value into the ecosystem.

GamesBeat: Zynga had given Wall Street cause to worry about the virality of their games on Facebook. They made a comment about that in their earnings. It looks like they may have some pretty successful games this quarter as well. ChefVille looks like it’s doing great. Is there something, from your perspective, that affects any changes that you guys have made? Something that affects how well some games do?

Ryan: We always make changes. The key thing about our business and our overall channels is that we’re continuing to evolve them. We’re trying to make sure that the right types of games are being shown to people most likely to install and play them. We test all sorts of things. We want you to be able to find the game you’re most likely to play, whether it’s returning to a game you already have or installing a new game. I wouldn’t say there’s any significant shift we’ve made at all in the last six months.

If anything, we’ve brought out App Center, which has turned out to be quite a boon for the less viral games. So, for example, if you were a strategy game player, which is a type of game that often doesn’t use our channels as much as a game like Song Pop, then it was harder to find those before. App Center enables that type of audience, the people who just want to go into that category to look for great games that they might like.

If anything, we’ve grown the monthly users of games quite significantly in the last six months. But these things also change month-to-month and quarter-to-quarter. If you look at the rise of King.com, for example, which didn’t really exist on the platform 18 months ago. Now it’s one of our top developers by daily active users (DAU). We see developers come and go depending on games. I agree that ChefVille and certainly FarmVille 2 are quite evolved, quite well-done games. I expect to see not just the Zynga-developed games, but also the games Zynga is publishing [from third-party developers], to do quite well on the platform. Take a look at the Rubber Tacos game that Zynga published. It’s a physics-based platformer. It’s a lot of fun.

GamesBeat: So the fluid nature of the rankings should give developers a lot of confidence? They do a good game, they can rise to the top?

Ryan: Yes. We try to make sure we're surfacing games that aren't just popular with everybody, but are popular with people like that type of game. We spend a lot of time on that. We continue to invest in becoming a better discovery forum.

GamesBeat: How do you become the best way to get games discovered on mobile? In this case, you guys don't own the platform. You're coexisting with things like Apple's Game Center or Gree or DeNA's Mobage and so on. You want to be more than just one more social platform, right?

Ryan: Absolutely. When we introduced our mobile platform around the beginning of the year, that was our first move to where you could integrate our full set of channels — our requests, our notifications, those types of things — into a mobile game. We always had Facebook Connect, but now we have the full platform. What that meant is, in the last six months the majority of the games in the top 10 of the Apple and Google stores use us.

The way we deploy it is, a lot of our users are on local already. These messages now take place so that you are notified on your iOS or Android device that a message has arrived, or a friend notification has arrived. You can launch and click and play that game, if there is a mobile version of the game, right now. We're increasingly seen by the developers as one of the largest sources of installs for the app stores. As we announced a couple of weeks ago, we have our paid app product that will coming out, helping our developers market and acquire a new set of users beyond our organic traffic.

It's still similar to desktop for us. We just see that many of our users use both desktop and mobile. So the way it works now is pretty cool. If you make a mobile game, you check those boxes in the developer tool that say, "Here's my Google ID number. Here's my iOS number." We know, therefore, when you send a friend notification or a friend sends it to you, that it will know to activate the game that you already have installed, or we'll send you to the store to download the game. That's how we do discovery right now. It regards the mobile phone as an extension of our desktop platform. We should be allowing you to discover games in the same way that you discover them on desktop. It's search, App Center, notifications, friend requests.

GamesBeat: Speaking of those underrepresented areas in Facebook games again.... I notice there's a few sports betting games that have come out. I wonder if that's another emerging area. How does a developer actually spot a trend like that? Is there something that they can digest that will tell them what the next hot area for a genre is going to be?

Ryan: By the time you see it, the games are already deployed. I would agree that the sports fantasy apps are certainly an area that was underrepresented. Sports games in general were underrepresented until recently, where we're starting to see a supply of them come out. Sports Casino is a good one. What we find is, developers know, in their heart, the type of game they want to build. Often it's what they see in other platforms, and they bring it to our platform or to a mobile platform. So it's less about them having to see what's emerging. As we see success stories around casual and arcade, we see a whole bunch of casual and arcade games come out. We try to signal, where we can, when we see openings, like in core and mid-core. I certainly agree with you on sports and sports fantasy. But it's hard for me to predict exactly what will be successful, because so many creative developers come up with concepts that are different enough and powerful enough that they break through the set of games that are there and become big hits.

GamesBeat: Is there anything else that's an interesting surprise for you, when you look at any of your gaming data?

Ryan: The rise of the casual and the arcade games was a surprise to me, as I talked about earlier. Song Pop was a surprise to me. I've known those guys for years, but I didn't see that coming, or how unbelievably fun it is. Everybody in the company was buying it, and when you have 18 million monthly users, a lot of them are playing it, too.

What continues to astonish me is how creative developers are, and especially as you see developers going back to look at, historically, what was popular. Bubble shooters are a genre that's been around in every type of category for probably 15 years. And yet developers figured out how to make a social version of it and fit virtual goods into it in a way that seems really fresh, in a way that I never would have anticipated.

And then the emergence of the core game as a big category for us, led by Kixeye of course. Because I'm actually a core gaming guy. I grew up playing Command & Conquer, DOOM, Quake, Total Annihilation, and Diablo. I think that'll be the next wave of games we'll see. They'll have a social layer on top of them, absolutely, but they'll be aimed at a much more core, classically male demographic.

GamesBeat: Do you have any trash talk for Google Plus?

Ryan: You know, I'm just gonna pass on that one. [laughs] We see a lot of players out in the marketplace. We just need to keep being a better platform.

Facebook Helps High School Soccer Player Turn His Season Around
WebProNews
Josh Wolford
October 1, 2012

<http://www.webpronews.com/facebook-helps-high-school-soccer-player-turn-his-season-around-2012-10>

Another month, another installment of Facebook Stories, Facebook's recently-launched initiative to highlight the ways in which their platform helps normal people in extraordinary ways. This month, the theme is "Virality."

And the story involves Daniel Cui, a high school soccer player who had a rough start to the season with a series of blown saves. The goalkeeper became the butt of jokes on the network, but eventually was propelled to victory by a coordinated effort on Facebook by his teammates and others at his school.

Every month, Facebook Stories has a new theme. In August, the theme was "Remembering" and the main story tracked a man who pieced his life back together after an brain illness made him forget everything in his life. Last month, we saw the story of an ichthyologist who used Facebook to crowdsource the identification of thousands of different species of fish.

As part of Facebook's "virality" theme this month, they are hosting a Facebook Live session with Carly Rae Jespen to discuss how things go viral. That will take place on October 6th at 1 pm ET.

General Tech

Why Google Doesn't Own the Next Chapter in Web Ads

All Things Digital

Peter Kafka

October 1, 2012

<http://allthingsd.com/20121001/why-google-doesnt-own-the-next-chapter-in-web-ads/>

Heads up: It's "Advertising Week" in New York, which means that lots of ad-related companies are going to put out press releases with even less substance than usual.

That said, we can at least do some scene-setting for you courtesy of new forecasts from ZenithOptimedia, the media buying/research group. The official headline today is that Zenith has cut its global ad spend forecast for the year from 4.3 percent to 3.8 percent, because a big chunk of Europe is melting down.

But the news would be if a forecaster didn't acknowledge the fact that people are eating out of trash cans in Spain. And in any case, Zenith expects Europe to start improving as early as next year.

So let's focus instead on the different places advertisers can put their dollars. Here's Zenith's breakdown for the U.S. market:

Share of total adspend by medium (%)

	2010	2011	2012	2013	2014
Newspapers	21.4	20.2	18.9	17.9	16.8
Magazines	9.8	9.4	8.8	8.3	7.9
Television	39.7	40.2	40.4	40.4	40.3
Radio	7.1	7.1	7.0	6.9	6.7
Cinema	0.5	0.5	0.5	0.5	0.5
Outdoor	6.7	6.6	6.5	6.4	6.3
Internet	14.7	16.0	17.8	19.6	21.4

Since you're reading this site you know the broad strokes: New media growing, old media slowing. But do take another look at those TV dollars, which remain dominant and unmoved. Digital's growth, to date, remains fueled in large part by the decline of print.

Things get most interesting when you dive deeper into digital, and look at how that money is being split up. For a very long time, "Internet advertising" has essentially meant "paid search advertising," which means Google.

Not anymore. Display ads are finally gaining speed.

Internet advertising by type

US\$ million, current prices Currency conversion at 2012 average rates

	2010	2011	2012	2013	2014
Display	22,543	27,444	32,757	39,173	46,892
Classified	11,443	11,063	11,830	12,571	13,296
Paid search	33,851	38,111	43,826	50,016	56,649
Total	67,837	76,618	88,413	101,761	116,837

Source: ZenithOptimedia

Globally, display ads will be growing at a 20 percent clip the next couple years, Zenith says, while paid search will move at 14 percent. Google is a big player in display advertising, too — it has been spending heavily on acquisitions there for years — but it doesn't have anything like the lead it does in search.

That's a big growth story for Facebook and a potential lifeline for Yahoo and AOL. And if somebody else wants to build a business based on selling ads — not just eyeball acquisition, but the actual work of turning those eyeballs into marketing opportunities — that's a real opportunity for them, too.

Square Acquires a New York Design Firm

The New York Times

Claire Cain Miller

October 1, 2012

<http://bits.blogs.nytimes.com/2012/10/01/square-acquires-a-new-york-design-firm/>

Tech companies, in a high-stakes competition for engineers, are also chasing another highly prized kind of employee: designers.

Square, the popular mobile payments company, has proved just how important designers are by making a surprising acquisition. It announced Monday that it has bought a New York design firm, 80/20, which specializes in user interface design, or designing the parts of apps, Web sites and devices that people touch and maneuver.

Designers have become a hot commodity in Silicon Valley as tech companies realize that the way their products look and the way that people interact with them is just as important as the underlying software — a lesson learned in part from Apple.

Lately, pitches from new start-ups are likely to include words like elegant, beautiful and intuitive. These are also common words in the vocabulary of Square's co-founder and chief executive, Jack Dorsey.

Many of the most creative design minds are not in Silicon Valley but in New York, including those at 80/20. Its designers will stay in their SoHo office, which will become the New York headquarters for Square, which is based in San Francisco. About 50,000 of Square's customers — mostly small businesses like coffee shops and boutiques — are in New York.

The founders of 80/20 previously worked at Apple and Adobe. Its dozen designers will do design work only for Square from now on. Its past clients include Warner Brothers, Comcast and Fidelity. It designed, for instance, a dashboard for the electric vehicle company Better Place and a fitness-tracking watch for Motorola.

In a statement on Monday, 80/20 described its design philosophy as “the belief that the best design gets out of the user’s way and that you can craft unforgettable user experiences by keeping things simple and obsessing over the details.” The design firm’s natural next step, the statement said, was to focus on a single company, Square.

Google Catalogs Comes To The Web, Now Integrated With Google Shopping
TechCrunch
Frederic Lardinois
October 1, 2012

<http://techcrunch.com/2012/10/01/google-catalogs-comes-to-the-web-now-integrated-with-google-shopping/>

Google Catalogs launched as an iPad and Android app in August 2011. Just ahead of the holiday shopping season, Google is now also making this service available on the web. Google Catalogs on the web will feature brochures from about 300 brands, including the likes of Williams-Sonoma, J.Crew, Eddie Bauer, and Bose. From within the catalogs, shoppers can click on featured items to get more information and, of course, buy them from the retailers’ own sites.

If you’re hoping to browse the latest electronics catalogs, though, you will likely be disappointed by Google Catalog’s selection. The focus here is clearly on mainstream consumers. The featured catalogs currently include Fossil, Crate & Barrel, HarthSong and The Wisconsin Cheeseman (which apparently also lets you buy your cheese on a monthly installment plan).

Google says it plans to “incorporate catalogs more deeply throughout the Google Shopping experience, giving you more ways to find ideas and inspiration as you shop and engage with your favorite brands.”

This, of course, isn’t Google’s first foray into digitizing catalogs. All the way back in 2001, the company launched a beta version of Google Catalogs that allowed users to browse their PC Connection catalogs online. That service, however, was retired in 2009 (and had already been rather neglected before this). Google then resurrected the concept as a mobile app before last year’s holiday season.

It’s worth noting that Microsoft recently unveiled a similar project in cooperation with Glimpse Catalogs.

Zynga turns on the viral charm with FarmVille 2
VentureBeat
Dean Takahashi
October 1, 2012

<http://venturebeat.com/2012/10/01/zynga-turns-on-the-viral-charm-with-farmville-2/>

FarmVille 2 is kicking into high gear as Zynga has begun to open up its viral channels to help the game spread.

Zynga quietly launched FarmVille 2 on Sept. 5. As we noted on that day, FarmVille 2 carries immense importance for San Francisco-based social gaming giant. As Zynga’s earnings took a dip in the second quarter, and its industry-changing “Ville” series of social games began to lose their novelty, the company has a lot at stake with FarmVille 2. At first, the game had a relatively small audience as

Zynga's engineers tuned the game based on feedback from players. Zynga has evidently moved past that stage into turning on its full viral marketing channels, where it cross promotes the game to its existing users.

Now Zynga has 15.2 million monthly active users for FarmVille 2, up 13.5 million from just a week ago, according to market researcher AppData. Just eight days ago, FarmVille 2 had only 1.7 million monthly active users. On a daily active user basis, FarmVille 2 has 6.9 million users. FarmVille 2 is now the fastest-growing game on Facebook.

The original FarmVille grew its audience to as 83 million monthly active players. It introduced social games to the mainstream and became one of the most broad-reaching titles in history, even as critics said it wasn't really a real game. So the remake is akin to Zynga's best shot at launching social gaming 2.0, and game designers like Zynga's Tim LeTourneau said that created FarmVille 2 to become a lot more addictive and game-like.

Zynga now has more than 344 million monthly active users on both Facebook and mobile platforms. FarmVille 2 is Zynga's ninth-largest game at the moment. The top of the heap is Zynga Slingo, with 53 million users. ChefVille has 50.2 million users, and Texas HoldEm Poker has 39.3 million users. I've been playing the game and have gradually climbed to level eight, and I have a real farm ecosystem going where I can generate a lot of income by growing my ingredients and the using them to create high-value foods for the village market.

The new FarmVille 2 has better graphics based on the Flash 11 format (and Stage 3D) that Adobe has created to improve animations in web-based games. The characters and animals are created using 3D graphics though they are displayed in the familiar isometric, two-dimensional perspective. The animations look more fluid, and the landscape is more interactive as you move your mouse cursor over the screen. FarmVille 2 is an attempt to capitalize on how web-gaming technology has moved forward in just three years.

The Perils of Texting While Parenting
The Wall Street Journal
Ben Worthen
October 1, 2012

<http://professional.wsj.com/article/SB10000872396390444772404577589683644202996.html>

One sunny July afternoon in a San Francisco park, tech recruiter Phil Tirapelle was tapping away on his cellphone while walking with his 18-month-old son. As he was texting his wife, his son wandered off in front of a policeman who was breaking up a domestic dispute.

"I was looking down at my mobile, and the police officer was looking forward," and his son "almost got trampled over," he says. "One thing I learned is that multitasking makes you dumber."

Yet a few minutes after the incident, he still had his phone out. "I'm a hypocrite. I admit it," he says. "We all are."

Is high-tech gadgetry diminishing the ability of adults to give proper supervision to very young children? Faced with an unending litany of newly proclaimed threats to their kids, harried parents might well roll their eyes at this suggestion. But many emergency-room doctors are worried: They see the growing use of hand-held electronic devices as a plausible explanation for the surprising

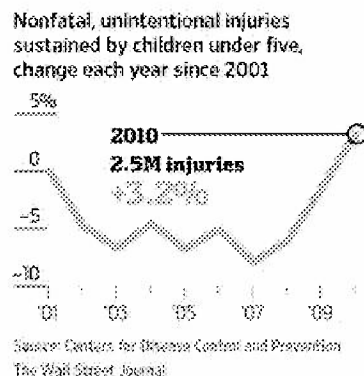
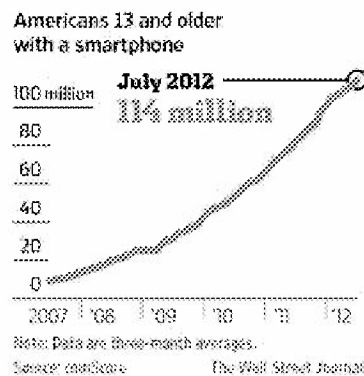
reversal of a long slide in injury rates for young children. There have even been a few extreme cases of death and near drowning.

Nonfatal injuries to children under age five rose 12% between 2007 and 2010, after falling for much of the prior decade, according to the most recent data from the Centers for Disease Control and Prevention, based on emergency-room records. The number of Americans 13 and older who own a smartphone such as an iPhone or BlackBerry has grown from almost 9 million in mid-2007, when Apple introduced its device, to 63 million at the end of 2010 and 114 million in July 2012, according to research firm comScore.

Child-safety experts say injury rates had been declining since at least the 1970s, thanks to everything from safer playgrounds to baby gates on staircases to fences around backyard swimming pools. "It was something we were always fairly proud of," says Dr. Jeffrey Weiss, a pediatrician at Phoenix Children's Hospital who serves on an American Academy of Pediatrics working group for injury, violence and poison prevention. "The injuries were going down and down and down." The recent uptick, he says, is "pretty striking."

Childhood-injury specialists say there appear to be no formal studies or statistics to establish a connection between so-called device distraction and childhood injury. "What you have is an association," says Dr. Gary Smith, founder and director of the Center for Injury Research and Policy of the Research Institute at Nationwide Children's Hospital. "Being able to prove causality is the issue.... It certainly is a question that begs to be asked."

It is well established that using a smartphone while driving or even crossing a street increases the risk of accident. More than a dozen pediatricians, emergency-room physicians, academic researchers and police interviewed by The Wall Street Journal say that a similar factor could be at play in injuries to young children.



"It's very well understood within the emergency-medicine community that utilizing devices—hand-held devices—while you are assigned to watch your kids—that resulting injuries could very well be because you are utilizing those tools," says Dr. Wally Ghurabi, medical director of the emergency center at the Santa Monica-UCLA Medical Center and Orthopedic Hospital.

Adds Dr. Rahul Rastogi, an emergency-room physician at Kaiser Permanente in Oregon: "We think we're multitasking and not really feeling like we are truly distracted. But in reality we are."

Representatives for Apple and Research In Motion declined to comment.

The three-year increase in CDC child-injury numbers could be a statistical anomaly. Child-injury experts say there could be other factors contributing to the increase, including riskier behavior among children or an increasing tendency for parents to drag children to emergency rooms.

Susan Hudson, a professor at Northern Iowa University and education director of the National Program for Playground Safety, says budget cuts by schools and local governments could be a factor. "You're hitting into an economic downturn," she says. "One thing that happens is that you have maintenance going out the window."

But those explanations, some experts say, don't square with the injury numbers for older children during that period. The rates of increase were smaller for older age brackets, when adult supervision typically tails off. Unintentional injuries among kids ages five to nine increased 5% between 2007 and 2010, and 3% for kids ages 10 to 14, according to the CDC. For 15- to 19-year-olds, injuries decreased 3%.

Young children "have a natural risk to hurt themselves if they are not properly watched by an adult," says David Schwebel, a professor of psychology at the University of Alabama at Birmingham who specializes in injury prevention. "If the adult is distracted, clearly the risk is increased. We know that drivers and pedestrians are distracted and more at risk when they use devices. It's a fairly small leap to suggest that supervisors are distracted."

Statistics from the government's Consumer Product Safety Commission, which tracks injuries by product type, show children are getting hurt more during activities and at ages that would seem to warrant close supervision. Injuries involving playground equipment among children under five jumped 17% between 2007 and 2010, after trending down the previous five years, the commission said. Injuries involving nursery equipment such as changing tables were up 31% among children under five over that period, after declining over five years. Injuries involving swimming pools climbed 36% in that age group after a slight increase over the prior five years.

The kind of data that might be useful for establishing whether there is a direct link between child injury and device use by supervising adults aren't often collected. Doctors say that when they see a child who appears to have a broken arm, for example, they order X-rays and don't ask parents what they were doing at the time of the injury. In the case of serious injuries that involve a police response, subsequent reports usually don't note what a parent was doing during an accident, except in cases of suspected neglect.

Overall, parents typically don't self-report distraction as a cause for accidents. "Folks are not going to admit to the fact that—look I was doing this, and that's why my kid fell off and broke his arm," says Dr. Ghurabi.

Further complicating the picture, researchers say, is that people tend to underreport the amount of time they spend on their mobile devices. Device users don't consider themselves distracted when checking email, for example, something they put into a different category than watching television or reading newspapers.

Barbara Morrongiello, a psychology professor at the University of Guelph in Canada who has studied the relationship between child-supervision and injury, says that most people don't realize how much they are distracted by devices. If you ask a parent or caregiver who is sending a text message "if they are paying attention, they would say, 'of course,'" she says. People "often underestimate how much time they're taking to do something."

One afternoon at a swimming pool at a Foxwood Resort Casino hotel in Connecticut, Habibah Abdul-Hakeem was watching a friend's 2-year-old son when another friend texted, asking how her day was going. She texted back that she would send him a photo of herself.

The child sat down on a step in the pool, slipped and began sinking, according to an April 2011 sworn statement by the responding police officer, who said he reconstructed the episode based on security-camera footage and Ms. Abdul-Hakeem's account to police. There was no lifeguard. The boy flailed for about a minute, drifting toward the deep end, then sank. Ms. Abdul-Hakeem, standing beside the pool, was looking at a photo on her smartphone, the police officer said.

About three minutes after she began fiddling with the phone, she dropped it. Only then did she notice the young boy underwater, the officer said. She plunged in and pulled him out. Her calls for help brought a pool attendant who resuscitated the child, who recovered fully.

Ms. Abdul-Hakeem told an emergency technician that she had taken her eyes off the boy for about 20 seconds, according to the police statement. The security-camera footage suggested she didn't look at him for more than three minutes, according to the officer.

The Connecticut state police charged Ms. Abdul-Hakeem, then 35, with reckless endangerment in the second degree and risk of injury to a minor. A clerk in Connecticut state court said that the case is pending and the records are sealed. Ms Abdul-Hakeem didn't respond to requests for comment. Parents have been collecting their own stories about device distraction. In February, Hope Hughes, a stay-at-home mom, was at a playground near her Chicago home with her daughter, then four, when she heard a thunk—the sound, she says, of a young boy hitting his head on equipment. She says she comforted the boy as his head swelled and he bent over, throwing up.

She says about eight minutes passed before a woman she had seen using a mobile device nearby noticed what was happening and came over. It was the boy's nanny. "She was texting or surfing or something and wasn't paying any attention," Ms. Hughes says.

Ms. Morrongiello, the Canadian psychology professor, says that information she collected from 62 families with two-year-old children revealed that 67% of injuries occurred when a parent wasn't supervising or was only listening intermittently, and only about 10% occurred when a parent was watching. In another study, she found that 7- to 10-year-old children who either were left unsupervised or were supervised indirectly tended to get hurt more.

Cellphone distraction may have played a role in a tragedy that befell one Florida family. On Dec. 14, 2009, Shellie Ross called to her two sons, age 2 and 11, to come see a tortoise in the family's backyard in Merritt Island. At 5:17 p.m., she posted a cellphone photo of the tortoise on Twitter. Records of her tweets show she tweeted four more times over five minutes.

At 5:23, operators took a 911 call from the 11-year-old, police records show: His little brother was at the bottom of the swimming pool, unresponsive. The police report says that Ms. Ross pulled the boy out and performed CPR. Rescue workers rushed him to the hospital, but it was too late.

Ms. Ross told police at the time that she thought the boy was with his older brother. Police ruled the death an accident. Seven months later, the Florida Department of Children and Families concluded that "the death was a direct result" of inadequate supervision. The report noted: "mother twittering at the time the child passed."

Ms. Ross didn't return calls seeking comment.

Ira Hyman, a professor at Western Washington University who specializes in human memory and cognition, contends that mobile devices are more distracting for parents than radio, conversation and other outside-the-home diversions of yesteryear. Scientists aren't exactly sure why, he says, but when a person is using a device, "you can have something pass directly in front of you and your eyes may see it but it doesn't really enter your awareness."

Sociologist Clifford Nass of Stanford University has found that people who stare at a device take a while to refocus. He says that doing so while supervising a child, even if a parent regularly looks up, would make the parent more likely to miss the kind of warning signs that frequently precede a mishap. Playground accidents, for example, often are the result of a sequence of events, such as climbing too high on a jungle gym. "What mobile technologies do is essentially remove you from the situation," he says. "The ability to anticipate problems is much more reduced."

In a 2010 survey by the Pew Research Center, 14% of adults and 22% of adults who send text messages reported being so distracted by their devices that they have physically bumped into an object or person.

Nevertheless, researchers have found, people who complete a task on a device don't report feeling impaired. That may explain why many adults continue to use devices when supervising children.

Psychologist Kathy Hirsh-Pasek of Temple University recently had students observe 30 parents and their children in public places. In almost every case, she says, the parent interrupted an activity with the child to use a device. "In one case a parent let go of her kid's hand in the middle of a big street in Philadelphia in order to check a text message," she says.

Studies have found that children are more likely to take risks when they aren't watched carefully. "It may be that children can perceive the inattention and take more risk," says Dr. Schwebel, the psychologist at the University of Alabama. When a parent is on a device, "your kid may know that you are there but not paying much attention."

Kayla Cory, co-owner of Wonderwild, an indoor play area in Houston, says that she sees it regularly. "People bring their kids in, turn their backs and turn on their phones," she says.

"I go up and ask parents to pay attention to their kids," she says. "We just assume that as long as we're in the same room with them that they're safe. But kids will find a way to hurt themselves."

Google expands analytics toolset with Tag Manager
ZDNet
Rachel King
October 1, 2012

<http://www.zdnet.com/google-expands-analytics-toolset-with-tag-manager-7000005047/>

Google is expanding its digital marketing capabilities with the introduction of the Google Tag Manager.

Supporting both Google and non-Google website tags, the Tag Manager consolidates tags through a snippet of code. This can be managed through web interface where users can add and manage tags without having to rewrite the site code or involve IT.

Some of the features range from simple tasks to preview mode and tag templates to more in-depth functions such as debugging console and asynchronous tag loading designed to prevent any slow down on the user-visible part of the site.

Laura Holmes, a product manager on the Google Tag Manager team, explained on the Google Analytics blog on Monday that the goals of the Tag Manager is to fine-tune the tagging process altogether:

“Tags are tiny bits of website code can help provide useful insights, but they can also cause challenges. Too many tags can make sites slow and clunky; incorrectly applied tags can distort your measurement; and it can be time-consuming for the IT department or webmaster team to add new tags—leading to lost time, lost data, and lost conversions.”

Additionally, Holmes asserted that this will also give marketing departments more flexibility for developing better informed campaigns to reach their customers in new ways.

Another feature designed specifically for marketers include multiple account functionality and user permissions so that large marketing teams can work together but at varying levels of access to the Tag Manager as well as the company/campaign website.

The Google Tag Manager is a free tool and will be launching in English first with support in additional languages promised soon.

Miscellaneous

I Got Fired From Facebook And Cost Myself \$100 Million
Business Insider
Henry Blodget
October 1, 2012

<http://www.businessinsider.com/i-got-fired-from-facebook-2012-9>

A former Facebook product manager named Noah Kagan has written a brutally honest article about how and why he got fired from Facebook in 2006 and what he learned from it.

The experience must be particularly painful, given that it eventually cost Kagan a \$100 million fortune.

So the fact that Kagan has not only learned from it and is now willing to share these lessons with others is a major tribute to him.

Kagan joined Facebook in 2005, about a year after Mark Zuckerberg started the company in his Harvard dorm room. Eight months later, when Facebook had grown from a tiny startup with ~30 people to a global phenomenon with more than 150 employees, Kagan got canned.

With the benefit of hindsight, he now understands why.

In short, as Facebook grew, it needed people with different skills, and Kagan's skills and attitude didn't grow with the company.

This is something that anyone who has worked at a rapidly growing startup can relate to. And Kagan's experience is one that has been shared by thousands of executives over the years, including many at Facebook.

The biggest lessons Kagan learned, he said, were these:

- During his time at Facebook, he was selfish--it was all about him: "I wanted attention, I put myself before Facebook. I hosted events at the office, published things on this blog to get attention and used the brand more than I added to it. Lesson learned: The BEST way to get famous is make amazing stuff. That's it. Not blogging, networking, etc."
- The best way to ensure that you'll never get canned is to keep finding ways to make your company more valuable. "Go see if your weaknesses are hindering you at your job. Ie. I wasn't great at planning or product management at this time. Fix them or move to other position. Also, constantly ask yourself how can I make the company more valuable. You do that and you will never get fired*. *unless you do something really stupid or the company goes out of business."

Kagan is now the Chief Sumo at AppSumo. The intro to his post is below. You can read the rest on his blog, OkDork:

Can I be real with you? Real real?

I'm TIRED of answering this question so I'd rather write it out and just point people to this post.

Let me start in reverse.

I can tell you every detail of the day I got fired aka "let go" aka "down-sized" aka "[]-canned."

I thought I was going to a routine coffee with my boss and randomly saw Matt Cohler sitting at the table inside (surprising)!

I knew something was amiss. Matt broke the news quickly and I was in dead-shock as the words came out of his mouth. They walked me back to the office and removed my laptop and my cell phone.

Then I proceeded to the Verizon store to use their phone, called my gf (at the time) and drove to the house I shared with 6 other FB guys.

Packed up all my stuff in my CRX, smoked a 1/2 pack of cigarettes on the balcony and drove to my friend Johnny's place. It took me a bit to let my mom know and I slept on Johnny's couch for a few days, thanks J!

Later that night we had a bbq at this place and everyone was asking me how the job was going....#awkward

I kept drinking that night to pass out and pray this was all a bad dream.
At that time, here's the order of what was important in my life:

- 1- Facebook
- 2- Myself
- 3- Food / Shelter
- 4- My gf
- 5- Family
- 6- Friends

To spell it out. Facebook was my entire life.

My social circle, my validation, my identity and everything was tied to this company.

How could have ended up like this?

WTF! I just got a promotion and a raise 2 months before!

This was my first time being fired and it took me 1 year to get over the depression...