

BUSINESS ANALYTICS CLUB

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WhatsApp Encrypted Cloud Backups Being Tested for Android

WhatsApp has enabled the system in its most recent Android beta update.

Popular instant messaging platform WhatsApp is testing the technology to independently encrypt chat backups in the cloud. The Facebook-owned service revealed that the system has been enabled in its most recent Android beta update.

According to WABetaInfo, opting in for the beta build should keep chat history and media securely backed up, with the significant caveat that if a user forgets their passcode or loses the 64-digit recovery key, then they'll be locked away permanently because even WhatsApp can't get in then.

Those who are ok with being on their own in that aspect, can get in the beta test group or wait for this to be available to everyone. WhatsApp messages are encrypted end-to-end, which means prying eyes can't easily see what's there. However, on the current version, if a user keeps a backup stored in the cloud, authorities can use a search warrant to have Google Drive or iCloud hand over access to that data.

WhatsApp is also reportedly testing a version that works across multiple devices, maintaining end-to-end encryption whether or not you have a phone involved.



Dogecoin Creator Says He Need to Write Cryptic Tweets Like Elon Musk; His Response Was Epic

Musk simply responded with some numbers and the Twitter world went into the guessing game.

Elon Musk tweets almost daily about an array of things. From space and electric vehicles to cryptocurrency and stocks, there's nothing that escapes Musk's eyes. Earlier this week, Michi Lumin, the creator of Dogecoin – the meme-based cryptocurrency – tweeted that he, too, needed to start tweeting obtuse and vague things and then hope that people will be able to interpret them as coded, meaningful, and mysterious. "This is already happening with @BillyM2k [Shibetoshi Nakamoto] and of course @elonmusk [Elon Musk]," the Dogecoin creator said. In the next tweet, Lumin said he meant that his tweets will be coded and mysterious but when decoded will read as, "I aspire to curate the world's largest gravy collection" or "how many horsepower has a cow?"

That was perhaps enough for Musk to respond in exactly the same manner that Lumin mentioned in his tweet. The SpaceX and Tesla CEO simply responded with some numbers: "48 61 68 61 20 74 72 75 65."



And then users on the micro-blogging site attempted to decode Musk's tweet. The first response came from the official handle of Baby Dogecoin, a token created by Dogecoin fans with a mission to help save dogs. Sharing a screenshot of "Hex to Ascii converter," Baby DogeCoin wrote, "Haha True," reflected by the converter after the digits Musk wrote in his tweet were entered.



Musk is himself a cryptocurrency enthusiast and in recent time has been seen promoting Dogecoin in his trademark style involving meme, calling himself "The Dogefather", and even declaring himself the CEO of Dogecoin once. Last week, the 'Dogefather' tweeted about the Shiba Inu-face themed currency and it gained about 8 percent. Following a tweet by Dogecoin investor and YouTuber Matt Wallace, Musk wrote, "BTC [Bitcoin] and ETH [Ethereum] are pursuing a multilayer transaction system, but base layer transaction rate is slow and transaction cost is high."

"There is merit IMO to Doge maximizing base layer transaction rate and minimizing transaction cost with exchanges acting as the de facto secondary layer," he added.

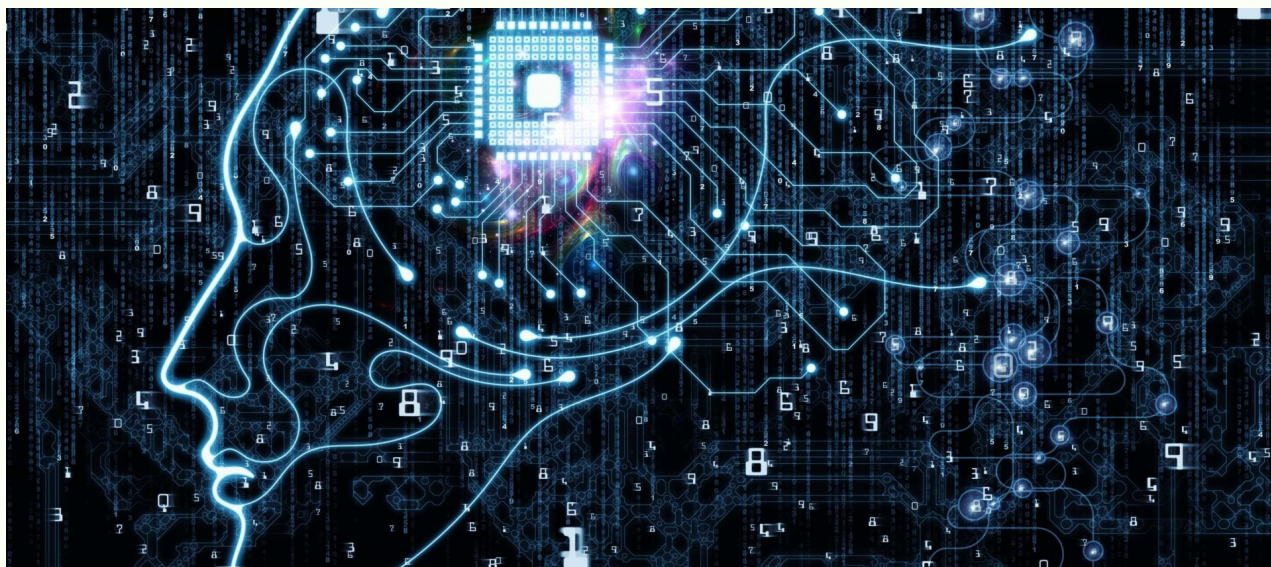
Rakuten India Announces RAAI 2021: A Virtual Applied AI Conference

Rakuten India Enterprise — a Bangalore-based Technology Hub for Rakuten Group, Inc — in association with Analytics India Magazine, announces RAAI 2021, a virtual applied AI conference for data scientists and AI leaders across the globe. The conference will highlight the role of applied artificial intelligence in solving business problems & real-world challenges.

Modern, innovative and forward-thinking companies have started leveraging artificial intelligence to drive growth. Rakuten's Applied AI Conference or RAAI 2021 aims to bring together such innovators, AI evangelists, thought leaders and leading data scientists across domains such as customer & product sciences, advanced AI research, data science platforms, and business analytics on a single platform to share and discuss recent developments in the field.

Talking about RAAI 2021, Sunil Gopinath, CEO, Rakuten India Enterprise Pvt. Ltd., said, "Applied AI has gained massive traction in the current era, transforming every possible industry. Therefore, the need to have an in-depth understanding is critical. Rakuten's Applied AI conference has been designed to help the global data community build a solid foundation on ways artificial intelligence can help in solving some critical business problems and how an organisation can build or evaluate AI models, enhance its operations and expand capabilities."

RAAI 2021 is expected to line up several extraordinary speakers from the industry. The Rakuten Applied AI conference anticipates the participation of 2500+ attendees from around the world. The event will provide the attendees with the know-how of tackling day-to-day AI challenges and ways to foster innovation.



Social Media Platforms Are 'Killing People' With COVID-19 Vaccine Misinformation: US President Joe Biden



US President Joe Biden on Friday criticised social media platforms like Facebook for spreading misinformation about the coronavirus and vaccines, as his administration has blamed them for stalling US vaccine rates.

Biden was asked by reporters at the White House on Friday afternoon what his message is to social media platforms on coronavirus misinformation.

"They're killing people," Biden said when asked by reporters what his message was to social media platforms like Facebook on the spread of false and misleading claims about the virus and the safety of vaccines that prevent it.

"I mean they really, look, the only pandemic we have is among the unvaccinated, and that's -they're killing people," Biden said on the south lawn of the White House.

Biden's comments on Friday afternoon echoed those of Centers for Disease Control and Prevention Director Rochelle Walensky, who warned earlier in the day that COVID-19 is "becoming a pandemic of the unvaccinated."

"We are seeing outbreaks of cases in parts of the country that have a low vaccination coverage, because unvaccinated people are at risk," Walensky told reporters during a public health briefing

White House press secretary Jen Psaki during her daily press briefing said that Facebook was not doing enough to stop the spread of false information on the coronavirus.

Psaki added that the White House made a number of recommendations to Facebook and other platforms to address the spread of misinformation, including removing 12 people who she said were responsible for almost 65 percent of anti-vaccine misinformation on social media platforms. This comes a day after US Surgeon General Vivek Murthy issued an advisory Thursday labelling health misinformation an "urgent threat" amid the Biden administration's push to get more people vaccinated.



Murthy said that misinformation is among a range of reasons why some Americans are not getting vaccinated against COVID-19 despite vaccinations being widely available.

"Modern technology companies have enabled misinformation to poison our information environment with little accountability to their users," Murthy said during an appearance in the White House briefing room on Thursday. "They've allowed people who intentionally spread misinformation -- what we call "disinformation" -- to have extraordinary reach."

The White House is asking Facebook and other social media companies to be more aggressive in removing "harmful" posts that spread disinformation and flagging posts that spread information, according to White House press secretary Jen Psaki.

"We are regularly making sure social media platforms are aware of the latest narratives dangerous to public health that we and many other Americans are seeing across all of the social and traditional media and we work to engage with them to better understand the enforcement of social media platform policies," Psaki told reporters Friday.

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