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GENEROSITY is the KEY to HAPPINESS

Researchers at the University of Zurich wanted to explore the adage that generous behaviour increases happiness, which in turn motivates generosity and begins a beautiful generosity-happiness cycle.

Scientists Discover Neural Link Between Generosity and Happiness The paper, published in *Nature Communications* and led by investigators at the University of Zurich in Switzerland, was co-authored by Thorsten Kahnt, PhD, assistant professor of Neurology in the Division of Comprehensive Neurology.

Researchers have found a connection between happiness and the performance of selfless acts. Giving to others, they say, activates an area of the brain linked with contentment and the reward cycle.

It doesn't take a neuroscientist to know that doing nice things for people feels good. But now, researchers say they've discovered that even thinking about doing something generous has real mood-boosting benefits in the brain.

What some have been aware of for a long time, others find hard to believe: Those who are concerned about the well-being of their fellow human beings are happier than those who focus only on their own advancement. Doing something nice for another person gives many people a pleasant feeling that behavioral economists call a warm glow.

It has long been acknowledged that acts of generosity raise levels of happiness and emotional well-being, giving charitable people a pleasant feeling known, in behavioral economics, as a "warm glow."

Another piece of good news was that it didn't seem to matter how generous people were. Planning to give away just a little bit of money had the same effects on happiness as giving away a lot. "At least in our study, the amount spent did not matter," said lead author Philippe Tobler, associate professor of neuro-economics and social neuroscience, in an email. "It is worth keeping in mind that even little things have a beneficial effect—like bringing coffee to one's office mates in the morning."

Studies have shown that older people who are generous tend to have better health, says Tobler, and other research has indicated that spending money on others can be as effective at lowering blood pressure as medication or exercise. "Moreover, there is a positive association between helping others and life expectancy," he adds, "because helping others reduces stress." Studies have shown that older people who are generous tend to have better health, says Tobler, and other research has indicated that spending money on others can be as effective at lowering blood pressure as medication or exercise. "Moreover, there is a positive association between helping others and life expectancy," he adds, because helping others reduces stress."

Selling in times of data

Technological evolution is changing the landscape of internet marketing

With the power of **progressive technologies** like

- Augmented reality (AR)
- Artificial intelligence (AI)
- Machine learning
- Internet of Things (IoT)
- Insurmountable amouount of data

The result is from immersive targeting to desirable selling.

Making your personal cloud network is easy

The personal storage device gives you access to all your content from anywhere

The Promise Apollo Cloud 2 Duo 8TB aims to provide lots of personal cloud space for those who lack confidence and don't necessarily take for granted that their global cloud services will always be there.

Build digital intelligence to survive at workplace

Learn New Tech, Work Patterns To Tackle Disruptions

The first pattern that has emerged is that 'Every professional is a digital professional'.

Digital intelligence is a basic survival skill that all professionals must build.

The use of emerging new technologies such as robotics, AI devices, machine learning, and wearable technologies will dominate new work ethos.

Secure your phone with sweat

Scientist have developed a biometric system that can use body's sweat as strong password

"We are developing a new form of security that could completely change the authentication process for electronic devices," said Jan Halamek, an assistant professor at the University at Albany.

"Using sweat as an identifier cannot be easily mimicked/hacked by potential intruders. It is close to full- proof," Halamek said. Skin secretions contain many small molecules - or metabolites - that can each be targeted for authentication analysis
.

Data Loss Prevention (DLP) software you can trust

Data loss prevention (DLP) is a crucial area for all businesses. Essentially, it refers to a strategy that organisations use to ensure that sensitive information doesn't end up outside the corporate walls. But the term also extends to software and tools that can be used to control who has access to certain data and how it's managed. Some of the best services are given.

Transforming Information Into Knowledge In The Big Data Era

Contributed Commentary by Peter Derycz

November 13, 2017 | If the data scientists are right, more than 40 Zettabytes (or 40 trillion gigabytes) of digital data will have been generated by 2020. In addition to spurning a new field of study and analysis, this overwhelming amount of information, or the "Data Deluge" as it's called by some experts, is impacting the way life science researchers work.

Despite the overwhelming volume and complexity of scientific literature, and the myriad ways of accessing and managing it, the success of an entire research organization may depend on quick, efficient, cost-effective, and unfettered

access to the information contained in reference publications. Simplifying access to the right information across the organization has become the mantra for the successful, research-driven enterprise — but it is only the first step in an enterprise-wide knowledge management strategy.

So, how do biomedical and drug discovery researchers effectively transform information into useful knowledge in the Big Data era?

The answers lie in how the magnitude of available information is being harnessed and exploited. With at least 50 million scholarly journal articles already filling information pipelines, and more than 2.5 million more added each year, the ways content is discovered and utilized by scientists and technologists working at millions of companies, must evolve.

Peter Derycz founded Reprints Desk and parent company Research Solutions in 2006 and has served as its Chief Executive Officer and President since its inception. He can be reached at pderycz@reprintsdesk.com
Source | http://www.bio-itworld.com/2017/11/13/transforming-information-into-knowledge-in-the-big-data-era.aspx

Co-create content with corporates @ Industry-Academia Collaboration

Source | Financial Express | 13th November 2017

Learning through games @ Edutainment app & SuperSchool

A recently launched edutainment app, has quickly gained one lakh young users, thanks to its canny mix of fun-n-games with some serious learning. SuperSchool, a free download for Android devices is the brainchild of management grads, brothers and cofounders Aditya and Arnav Mukherjee of the Delhi-based Toko Innovation Studios.

Thankfully free of advertisements, SuperSchool offers over 50 games including 'Alphabet Trace' for toddlers; 'Spell It Right', a spelling game for pre-schoolers; 'Wizard Math', a painless introduction to arithmetic; 'Grammar Flight', which uses balloons to help learn about nouns, verbs etc; 'Gigi's Piano' which helps unleash the musical talent of kids and 'Bank It' which inculcates the saving habit.

A number of spoken e-books as well as classic nursery rhymes round off the menu. A version for iOS and iPhone is getting ready. SuperSchool is currently free though some premium paid content may be added in the future.
Source | Asian Age | 13th November 2017

Safe Surfing in Cyberia @ Special Site – Microsoft Family
All parents worry about protecting their children from inappropriate content on the Web. Windows has provided parental controls for many years; but the new 'Creators' update to Windows 10, that Microsoft is offering this month to legal users takes this process a step further. There is a special site called Microsoft Family which allows parents to add family members including children and create a separate profile for each of them. When parents add their child to the Microsoft Family and turn on activity reporting, they get weekly activity report emails that show a summary of their activity, including websites visited, games and apps used, terms searched for on search engines like Bing and how much screen time they had, even if they have logged in from a friend's house or any other screen. You can schedule when your child can have screen time or when they must do their homework. You can set an "Ask parent" control when there is a doubt if a site or game is OK for your child. No one knows what lies out in Cyberia. But parents can at least ensure that their children have a safe surfing experience.

Source | Asian Age | 13th November 32017

Library @ Get the library service evolution right

Get the product evaluation right

A typical new service development goes through the following steps:

Ideas: to identify the problem and suggest solutions.

Research: to choose the best solution based on user requirements.

Development: To design the UVS (User Value Service).

Testing: To check for the viability and bugs.

Analysis: to put costing and marketing strategy in place.

Source | Daily News Analysis | 7th November 2017

NDL - Important steps towards to build a great repository of the Country through collaboration with International Libraries

The national library has become a leading digital repository of country with approximately 1.26 crore content resources - thus bringing a significant change in the domain of online content search for both academics and general readership. The portal (https://ndl.iitkgp.ac.in/) went live about a year back and currently hosts more than 12 million contents in over 100 languages, sourced from about 150 institutes or publishers. —PTI

Source | Daily News Analysis | 7th November 2017

What I love about on offline web-store @ Amazon bookstore

The Amazon bookstore I walked into seemed like a website that allows you to literally walk through. Each book comes with a customer review, with mainly the most popular one making it to the shelf.

Link | https://pralhad-fyilibrarian.blogspot.in/2017/11/what-i-love-about-on-offline-web-store.html

Chatbots @ One of the important technology innovation in Library Domain

The future of conversational commerce and chatbots. Apart from analysing consumer data to rendering personalised services, chatbots are redefining how brands engage with their customers

Application of chatbots and conversational commerce

Gone are the days of IVR and going through an entire maze of options to get a query resolved. A modern-day user finds it easier to pick up her phone and send a chat message instead! In contrast to phone calls, emails or contact forms, chatbots are perhaps the easiest, convenient and the most natural means of connecting with customers.

Benefits of conversational commerce via chatbots can be summarised as:

- Enabler of two-way communication
- Generates content to scale up
- Augments engagement by eliminating additional windows for checkout and payment
- Helps businesses convert awareness into action
- Enhanced methodology to track user behaviour and understand engagement stacks than using cookies, click redirects, image tags and tag containers
- Managing customer support down time by plummeting dependency on human agents

What the future holds

India as the burgeoning market for online users will chiefly benefit from the adoption of AI's chatbots since several AI-powered personal assistants like Apple's Siri, Microsoft's Cortana, Google Now and

Google Allo are already making our lives easier.

Link | https://pralhad-fyilibrarian.blogspot.in/2017/11/chatbots-one-of-important-technology.html

The role of Big Data in transforming education

Big Data @ In education context doesn't deal with information provided to students. It focuses on information about students – their academic strength, weakness, learning speed, assimilation, memory, and retention and recall

Source | Financial Express | 6th November 2017

How fake journals are making pseudo-science legit

Source | Times of India | 1st November 2017

True Scholar | Professor Stephen Hawking's PhD viewed two million times @ on the day of its release it crashed the publications section

Stephen Hawking's PhD thesis was accessed more than two million times within days of it being made available to the public, it has been revealed.

Prof Hawking's 1966 work proved so popular on the day of its release it crashed the publications section of Cambridge University's website.

More than 500,000 people have also tried to download the paper, titled "Properties of expanding universes".

"This is far and away the most accessed item we have in the university's Apollo repository," Dr Smith, deputy head of scholarly communication, said.

"I'd hazard a guess that Prof Hawking's PhD thesis is also the most accessed item from any research repository ever. We've never seen numbers like this before."

Prof Hawking wrote the 134-page document as a 24-year-old postgraduate student while studying at Trinity Hall, Cambridge.

The astrophysicist, who has been at Cambridge University since 1962, would later go on to write A Brief History of Time, one of the most influential scientific works ever.

Cambridge University hopes to encourage its other former academics to make their work available to the public, like Prof Hawking has. Dr Smith added: "Locking knowledge and information behind closed doors benefits no-one."

Source | http://www.bbc.com/news/uk-England-Cambridgeshire-41775910

Smart Access Systems @ Soon you may not need keys for homes

Smart access systems can be used in library domain?

Source | Times of India | 31st October 2017

Authors explain why public libraries are so important (and not just for other writers) From Colson Whitehead to Sarah Jessica Parker, these writers can't imagine a world without libraries.

"Why are libraries important? Why is air important? You need to live." Colson Whitehead, winner of the Pulitzer prize for his novel *The Underground Railroad,* makes a compelling case for the indispensability of libraries.

Link|https://youtu.be/VkgPncFEndk?t=14,https://youtu.be/udESQF1bdxg?t=24

Reading @ Helps rewrite the brain

One of the activities that make us healthier, smarter and more empathic is reading. The benefits are plenty, which is especially important in a distracted, smartphone age in many people don't learn to read. This not only endangers them socially and intellectually, but cognitively handicaps them for life, writes Derek Beres, author of Whole Motion: Training Your Brain and Body For Optimal Health, in "BigThink."

How to steer safe from cellphone radiation

No wonder, smartphones have to adhere to a threshold limit of radiation — called SAR value. All phones must have lower than 1.6Watt/Kg at the head-side. Phone manufacturers usually advise a minimum distance between the phone and the head typically 5mm to 15mm. in order to help you reduce your EMF exposure,

Here's a list of daily phone hacks.

- Text, use earphones, Bluetooth

- Limit calls in low network areas

- Use airplane mode when gaming

- Sleep without your phone

- Not in your trouser pocket

- Carry it on a belt clip or in a purse/bag:

- Avoid while driving:

- Use the landline:

- Maintain distance even while using data

- Not during pregnancy

- Switch off radios when not in use

The Needle's Eye - Need to Focus on Teaching Our Teachers to Revamp Education System

In June, NCTE launched a framework plan, dubbed TeachR, setting out these new norms. It said by April 2018 all TEIs would have to be accredited; it also plans a ranking of the top 100 TEIs. This set off a firestorm of protest: as of last week, a total of 238 cases have been filed by TEIs against the NCTE in 13 high courts and the Supreme Court.

KC College students to help poor kids get education

With a view to work for the education of underprivileged children in and around the city, the Rotaract Club of Kishinchand Chellaram (KC) College, Churchgate, recently kick started its initiative — 'edYOUcation'. Under the initiative, students of the college plan to carry out a number of activities with an aim to provide access of education to underprivileged children.

How to access study material for NIOS D.El.Ed For Untrained Teachers:

The study material for NIOS D El Ed for untrained teachers is available for download.

National Institute of Open Schooling (NIOS) on the initiative of Ministry of Human Resource Development (MHRD), Government of India, has designed and developed D.El.Ed. Programme in ODL mode for un-trained in-service teachers at elementary level. It consists of 10 papers, five papers in two semesters of 9 months.

The Parliament has given one time relaxation to the mandatory condition of two years of teaching experience to pursue D.El.Ed through distance mode (as per the amendment to the Section 23(2) of the RTE Act).

All untrained teachers appointed on or before August 10, 2017 are eligible for the NIOS D.El.Ed programme. About 12

Lakhs untrained in-service teachers have registered with NIOS for D.El.Ed course all over India.

Link| https://www.oneindia.com/india/nios-d-el-ed-for-untrained-teachers access-swayam-study-material-here-2569757.html

The Best Free E-Books To Get Your Hands On Now

We all love a good read or two. And what's better than a good read? Getting it for free! Occasionally you can get a good book as a gift, passed along from a friend, or even at a random book swap – or the library – and not have to pay a cent. But if you have a Kindle or an e-reader (hey, even if you've got a phone or a tablet!) you can download eBooks so you've always got a book in your pocket.

With phones and tablets these days you can simply install the Kindle app (or similar) and have all the world's libraries available at your fingertips. Perfect for the train ride to work. Most of these eBooks, however, cost money to download. Authors don't usually pour their heart, soul, and minds into their work, dedicating a fair amount of their time to a project, just to give it away for free.

Adventure: Lewis Carroll – Alice's Adventures in Wonderland (via Project Gutenberg) – rated 4.06 on Good Reads

Fantasy: Brandon Sanderson – Warbreaker (via BrandonSanderson.com) – rated 4.22 on Good Reads

Philosophy: Fredrich Nietzsche – Beyond Good and Evil (via Project Gutenberg) – rated 4.01 on Good Reads

Biography: Sean Patrick – Nikola Tesla: Imagination and the Man That Invented the 20th Century (via Amazon) – rated 3.8 on Good Reads

Children's – Jacob Grimm & Wilhelm Grimm – Grimms' Fairy Tales (via

Project Gutenberg) – rated 4.14 on Good Reads

Thriller: Stephen King (OpenLibrary) – rated 4.11 on Good Reads

Romance: Cynthia Eden – The Devil in Disguise (via Kobo) – rated 4.04 on Good Reads

Source| https://goodereader.com/blog/e-book-news/the-best-free-ebooks-to-get-your-hands-on-now

College teachers in Kerala to get sabbatical to launch start up

Link| http://indianexpress.com/article/cities/thiruvananthapuram/academics-to-get-sabbatical-leave-to-begin-startups-in-kerala-4900154/

Signs your child is addicted to technology

With technology advancing every day it has enriched many of our lives for the better. But, at the same time, it isn't surprising that many of us are addicted and heavily dependent on our gadgets. And unfortunately, it is children who are most addicted to technology.

☐ Lack of Interest in other Activities

☐ Retreat from Social situations

☐ Social Media Replaces Textbooks

☐ Always Complains of Boredom

☐ Snappy Behaviour

PR Source | Times of India | 24th October 2017

Report @ Media Use by Kids age Zero to Eight

The topics covered in this report include:

☐ How much time children spend engaged in various media *activities*, including watching TV or online videos, playing video games, reading, or listening to music.

☐ How children divide their activities among various media *devices*, from television sets and console video games to computers, tablets, and mobile phones.

☐ How children's use of media varies by age, gender, socioeconomic status, and race/ethnicity.

☐ How children's patterns of media use have changed over the course of the three waves of the study, in 2011, 2013, and 2017.

Report Available @ | https://www.commonsensemedia.org/ sites/default/files/uploads/research/cs m_zerotoeight_fullreport_release_2.pdf From PR | Times of India | 24ᵗʰ October 2017

UNESCO Report @ Global Education Monitoring (GEM) Report - highlighted the major challenges India face in achieving the global education goal - released globally on Tuesday

Right from 1million rural medical practitioners who are not graduates of accredited schools to 41% of the schools in the country not having single sex toilets

Despite significant success India need to take note of the big gaps--how even now 2.8 million children are still out of school, 11 million out of lower secondary and 47 million out of upper secondary schools.

It has also suggested better regulation of private tutoring, on which even the HRD minister Prakash Javadekar is critical about, as the industry is poised to worth over $ 200 billion by 2020 as a global industry, and a practice that is widening the education gap between rich and poor.

Also cited that in India a quarter are not completing lower secondary education

and there are 266 million adults and 33 million young people unable to read as per UNESCO Institute for Statistics data.

Report Link | http://unesdoc.unesco.org/images/002 5/002595/259593e.pdf Press Release | Times of India | 24ᵗʰ October 2017

OCLC and the Internet Archive Enhance Book Discovery: Syncing Catalogs with thousands of Libraries in 120 Countries through OCLC

We are pleased to announce that the Internet Archive and OCLC have agreed to synchronize the metadata describing our digital books with OCLC's WorldCat. WorldCat is a union catalog that itemizes the collections of thousands of libraries in more than 120 countries that participate in the OCLC global cooperative.

What does this mean for readers?

When the synchronization work is complete, library patrons will be able to discover the Internet Archive's collection of 2.5 million digitized monographs through the libraries around the world that use OCLC's bibliographic services. Readers searching for a particular volume will know that a digital version of the book exists in our collection. With just one click, readers will be taken to archive.org to examine and possibly borrow the digital version of that book. In turn, readers who find a digital book at archive.org will be able, with one click, to discover the nearest library where they can borrow the hard copy.

We believe this partnership will be a win-win-win for libraries and for learners around the globe. Better discovery, richer metadata, more books borrowed and read.

OCLC Press Release | https://www.oclc.org/en/news/releases /2017/201727dublin.html

Things can only get better @ Internet of Things (IOT)

As the Internet of Things continues to expand, companies with expertise in this area have become highly sought-after. We explain why and profile four recent transactions in this up-and-coming segment of the Technology sector.

The Internet of Things (IoT) is the umbrella term for the branch of digital technology in which devices are embedded with sensors that can collect and exchange data using internet connectivity. As the technology evolves and more and more new applications are found for it, the IoT is expanding rapidly; industry experts estimate that by 2020 it will encompass 20-30 billion connected objects.

Knowledge empowers

When you keep the channels of communication open, there is less chance for chaos and misinformation

Consider the big picture. Information is all around us. Every second, we receive it from people, media, books —whatever we might see or hear. We need to exercise common sense, glean what is relevant and internalise it. Not being open to these channels of information and therefore not being aware can lead to undesirable situations. Ignorance is not always bliss.

Of course, in addition to seeking information from these formal channels, we may do well to consider informal sources too. Colleagues and internal forums or networks can also become our media.

Knowledge is power. As long as we recognize this basic, we are empowered.

Choose to ignore it, we may end up clueless and chaotic like the people in the airport the other day.

Web storage crunch hits manuscripts mission

Having digitised about 2.20 lakh manuscripts with 2.5 crore pages since its launch in 2003, the National Mission for Manuscripts (NMM) is facing shortage of web space for its portal where it wants to upload these documents for public access.

As against its requirement of 1000 terabytes (TB), the the government-run National Informatic Centre has promised it a minuscule 50TB space.

About 80,000 DVDs on which the NMM has stored the documents remain stashed in corrugated carton boxes.

NMM is India's ambitious initiative that aims at documenting, digitising and preserving about 5 lakh decaying manuscripts.

"We have a huge task of uploading the content of about 80,000 DVDs on our website — www.namami.gov.in — for which we require about 700TB space. In total, we may require 1,000TB for the entire project. But we have been promised only 50TB, which does not solve our purpose," said a senior NMM official.

There are around 5 million manuscripts in India out of which only 1 million have been catalogued so far, according to a report by the Netherlands-based International Federation of Library Associations and Institutions' World Library and Information Congress, 2013.

Information for this issue has been provided by Mr. Pralhad Jadhav, Senior Librarian, Khaitan & Co. Mumbai