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PCWorld Hong Kong Online 2000

The Electric Meme Robert Aunger 2013-07-30 From biology to culture to the new new economy, the buzzword on everyone's lips is "meme." How do animals learn things? How does human culture evolve? How does viral marketing work? The answer to these disparate questions and even to what is the nature of thought itself is, simply, the meme. For decades researchers have been convinced that memes were The Next Big Thing for the understanding of society and ourselves. But no one has so far been able to define what they are. Until now. Here, for the first time, Robert Aunger outlines what a meme physically is, how memes originated, how they developed, and how they have made our brains into their survival systems. They are thoughts. They are parasites. They are in control. A meme is a distinct pattern of electrical charges in a node in our brains that reproduces a thousand times faster than a bacterium. Memes have found ways to leap from one brain to another. A number of them are being replicated in your brain as you read this paragraph. In 1976 the biologist Richard Dawkins suggested that all animals -- including humans -- are puppets and that genes hold the strings. That is, we are robots serving as life support for the genes that control us. And all they want to do is replicate themselves. But then, we do lots of things that don't seem to help genes replicate. We decide not to have children, we waste our time doing dangerous things like mountain climbing, or boring things like reading, or stupid things like smoking that don't seem to help genes get copied into the next generation. We do all sorts of cultural things for reasons that don't seem to have anything to do with genes. Fashions in sports, books, clothes, ideas, politics, lifestyles come and go and give our lives meaning, so how can we be gene robots? Dawkins recognized that something else was going on. We communicate with one another and we get ideas, and these ideas seem to have a life of their own. Maybe there was something called memes that were like thought genes. Maybe our bodies were gene robots and our minds were meme robots. That would mean that what we think is not the result of our own creativity, but rather the result of the evolutionary flow of memes as they wash through us. What is the biological reality of an idea with a life of its own? What is a thought gene? It's a meme. And no one before Robert Aunger has established what it physically must be. This elegant, paradigm-shifting analysis identifies how memes replicate in our brains, how they evolved, and how they use artifacts like books and photographs and advertisements to get from one brain to another. Destined to inflame arguments about free will, open doors to new ways of sharing our thoughts, and provide a revolutionary explanation of consciousness, *The Electric Meme* will change the way each of us thinks about our minds, our cultures, and our daily choices.

CIO 1998-08-01

Android Unplugged PCWorld Editors 2013-07-19 Are you a little at sea on how to use your new Android device? Don't feel bad. While Google's phone and tablet operating system is powerful and flexible, it's easy to flounder in its ocean of options and features. Here are some tips for Android that will help you get the most out of your device without having to take a course at your local Learning Annex.

Playstation 3

Communication Technology Update and Fundamentals August E. Grant 2012-11-12 Communication technologies surround us in every part of our lives: via television, web, blogging, mass media, and much more. How do people in business keep up with the latest and greatest trends, and how do they differentiate good information from bad information? How do they get help

analyzing information and coming to conclusions about trends that will impact their businesses and business decisions? How do they consider the environmental and sustainability issues surrounding communication technology? This book answers these essential questions. It's for professionals and students working in telecommunications, including electronic mass media, digital signage, computers, consumer electronics, games, satellites, and telepresence. The best of the best minds on these topics all come forward here, each in their own chapter, to report on, analyze, and make recommendations, for the new edition of this definitive guide to new technologies. New to this edition: . New coverage of historical perspectives on communication technology bring the ideas and concepts to the forefront, providing a thoroughly grounded approach designed to appeal to professors looking for more the why's than the how's of comm. tech . New chapters on digital cinema, mobile commerce, digital television, cinema technologies, e-books, home video, digital audio, and telepresence. . As always, every chapter is updated to reflect the latest trends on the topic . Brand new! Instructor's manual with testbank and sample syllabus . Website - brand new for this edition. Chapter-by-chapter additional coverage of technologies and further resources. Continually updated.

Windows 7 Superguide (PCWorld Superguide)

CIO 1998-04-15

CIO 1998-07-15

PCWorld Speed Up Everything PCWorld Editors 2011-09-06 Is your PC dragging? Does your broadband network creep along at dial-up speeds? Do Web pages take forever to load on your smartphone? Don't wait! If your gear has lost its pep, these fixes will get you back into the fast lane.-Supercharge your PC's hardware-Learn how to replace your graphics card-Upgrade your RAM-Adjust network card settings-Give your printer a speed boost

It's a PC World Edward Stourton 2009-05-28 Almost all of us have a hobby horse we like to ride into battle against Political Correctness, and yet the PC phenomenon just seems to keep on growing, touching every facet of our lives from our pleasures to our politics. Why? Could it be that this much derided scourge of the modern world contains a germ of goodness? Edward Stourton finds examples in all walks of life - and explodes a few myths along the way. His witty and thought-provoking manoeuvres through the pros and cons of PC are both entertaining and at times unexpectedly disturbing.

Android Ice Cream Sandwich Superguide (PCWorld Superguides) From the Editors of PCWorld, discover everything there is to know about the latest Android platform. Ice Cream Sandwich is the most delicious Android yet. Get the scoop on Google's latest mobile OS in PCWorld's newest Superguide, *Android Ice Cream Sandwich*. *Android Ice Cream Sandwich* is a marvel of advanced engineering: a powerful, handsome, and versatile operating system that presents a universe of opportunities--if you know how to use it. But most of us could use some help on that score. Fortunately, assistance is now available in the form of PCWorld's just-published Superguide, an in-depth look at *Android Ice Cream Sandwich* for smartphone and tablet owners. The all-new guide, written by PCWorld's mobile experts, can get you started on *Ice Cream Sandwich* in a hurry, with a walk-through of new features, a generous collection of tips and tricks, and a guide to essential apps for both phones and tablets. Want to defend your phone against obnoxious ads? Or back up your phone? Or upload 20,000 of your own songs to the cloud and then stream them back to your *Ice Cream Sandwich* device for free? This authoritative volume offers step-by-step instructions for everything you need to know to accomplish these tasks and

many more. Other sections evaluate the best browsers, security apps, and utilities for your phone, and even show you how to transform your smartphone into a high-end camera. For Ice Cream Sandwich tablet users, we explain how to use Android Widgets, and we rate the best news, weather, reference, and communication apps.

CIO 1996-04-15 CIO magazine, launched in 1987, provides business technology leaders with award-winning analysis and insight on information technology trends and a keen understanding of IT's role in achieving business goals.

Extend Your Battery Life (PCWorld Superguides) From the Editors of PCWorld, discover how to Extend Your Battery Life. Few things in life are as frustrating as running out of juice at the most inopportune times. You need to make an important call just as your phone's screen goes dark. You have to finish an important document just as your laptop's battery runs out. You have your camera poised to snap the perfect shot but when you press the shutter, nothing happens. The tips range from the obvious (dim your phone and laptop screens, turn off Wi-Fi when you don't need it) to the unexpected (choose a dark-colored wallpaper for your phone, tweak the screen timeout). Other sections recommend handy apps and accessories for your smartphone and laptop.

CIO 1998-04-01 CIO magazine, launched in 1987, provides business technology leaders with award-winning analysis and insight on information technology trends and a keen understanding of IT's role in achieving business goals.

Essential PC Security Starter Guide PCWorld Editors 2013-07-18 Mobile malware is getting lots of attention these days, but you can't forget about your PC's security—after all, you probably still use it to pay bills, shop online, and store sensitive documents. You should fully protect yourself to lessen the chance of cybercriminals infiltrating your computer and your online accounts, capturing your personal information, invading your privacy, and stealing your money and identity. You need to guard against viruses, of course, but not all antivirus programs catch all threats, and some do better than others. You have to watch out for many other types of threats, too: Malware invasions, hacking attacks, and cases of identify theft can originate from email, search engine results, websites, and social networks such as Facebook. They can also come in the form of links or advertisements for phishing and scam sites. But with some education on the topic, and the right tools, you can identify such scams and avoid falling victim to them. Protecting your data from computer thieves and from people who tap in to your Wi-Fi signal is also important. Encrypting your computer is the only way to ensure that a thief cannot recover your files, passwords, and other data. And unless you password-protect and encrypt your wireless network, anyone nearby can connect to it, monitor your Internet usage, and possibly access your computers and files. In this book, we cover the security threats you should watch for, and the tools you can use to protect against them.

CIO 1997-04-01

Chinese Cyberspaces Jens Damm 2006-02-08 The internet is developing more extensively in China than any other country in the world. Chinese Cyberspaces provides multidisciplinary perspectives on recent developments and the consequences of internet expansion in China. Including first-hand research and case studies, the contributors examine the social, political, cultural and economic impact of the internet in China. The book investigates the political implications of China's internet development as well as the effect on China's information policy and overall political stability. The contributors show how although the digital divide has developed along typical lines of gender, urban versus rural, and income, it has also been greatly influenced by the Communist Party's attempts to exert efficient control. This topical and interesting text gives a compelling overview of the current situation regarding the Chinese internet development in China, while clearly signalling potential future trends.

CIO 1998-07-01 CIO magazine, launched in 1987, provides business technology leaders with award-winning analysis and insight on information technology trends and a keen understanding of IT's role in achieving business goals.

CIO 1997-07

CIO 1998-03-15 CIO magazine, launched in 1987, provides business technology leaders with award-winning analysis and insight on information technology trends and a keen understanding of IT's role in achieving business goals.

20 Best Airports for Tech Travelers (PCWorld Superguides)

PCWorld sent researchers to the 40 busiest airports in the U.S. to determine the ones that are the best for tech-toting travelers. Walking past laptop-toting digital nomads who huddle around the outlets lining the concourse, you arrive at your gate with 30 minutes to spare. You have a 6-hour flight in front of you, and a laptop and a smartphone that need a full charge to keep you working and listening to music throughout the flight. You stalk the gate area. The two available outlets on the payphone are taken. No outlets on the walls. The remaining minutes before departure tick down. A baby is crying. (Please, please, please, you think, don't seat me next to the baby ...). "Final call for boarding." Your laptop has an hour of life left, and so does your phone. When both are dead, your noise-canceling headphones will be useless. You board and approach your seat. You're in 16B. The baby, in 16C, is already crying... Another day in the friendly skies. It's happened before, and it will happen again. But it doesn't have to be that way. Airports across the country are installing more outlets and improving their Wi-Fi signals—but some are moving much faster than others. And fortunately, these days you have some measure of control: On many trips you have a choice of airports, terminals, and airlines. If you only knew what tech amenities were waiting for you at the airport, you might think twice before choosing an airline that flies out of gates like the one described above. PCWorld sent researchers all over the country to canvass the gates of the 40 busiest airports in the United States and to identify the tech winners and losers. In all our airport auditors visited 3300 gates from coast to coast; they counted more than 17,000 electrical outlets, 5000 USB ports, and 1350 charging stations; and they performed hundreds of tests of airport Wi-Fi and cellular broadband service. The charts on the following pages illustrate how each airport performed in these areas, with rankings of the top airports for overall tech amenities, the best terminals, and the best airports for Wi-Fi and cellular service. We also rated the major domestic airlines on their efforts to accommodate mobile, connected travelers — at the gates, in the planes, and online.

Computerworld 1983-12-05 For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network.

Windows 8 Starter Guide (PCWorld Superguides) From the Editors of PCWorld, this Starter Guide will explain how Windows 8 works and show you the new features you can look forward to in Microsoft's latest operating system. Let us guide you through the installation or upgrade process and show you the navigation tools you'll need to familiarize yourself with. Learn about the Modern UI, tiles, and accessing the traditional desktop, as well as keyboard shortcuts. This Starter Guide will explain how Windows 8 works and show you the new features you can look forward to in Microsoft's latest operating system. Let us guide you through the installation or upgrade process and show you the navigation tools you'll need to familiarize yourself with. Learn about the Modern UI, tiles, and accessing the traditional desktop, as well as keyboard shortcuts.

CIO 1997-08

CIO 1998-02-01

PC World 2009-07

CIO 1997-03-01

CIO 1997-01-15 CIO magazine, launched in 1987, provides business technology leaders with award-winning analysis and insight on information technology trends and a keen understanding of IT's role in achieving business goals.

PC World 1998

Object-oriented Programming with ActionScript 2.0 Jeff Tapper 2004 Updated to cover the functionality and ActionScripting changes that have come with the release of Flash MX Professional 2004, this edition brings more clarity to the use of object-oriented programming for developing Flash applications. Topics include

object design, basic patterns, using components, and debugging applications, all covered with a backdrop of a sample application. [50 Essential Windows 7 Tips \(PCWorld Superguides\)](#) From the Editors of PCWorld, learn to Master Windows 7 with our curated list of tips, tricks, and secret utilities. Learn how to save time closing your apps, stream media to other PCs, download more themes, take control of Windows Update, and many more useful tasks. The 50 essential tips you'll find in this Superguide will help you work faster and eliminate little daily annoyances. Frustrated by Windows tendency to resize Windows without asking? The guide tells you how to disable that arrangement. Having trouble with your Internet connection? Find out about little-known utilities that keep tabs on your connection. PCWorlds Superguide will also tell you how to add fly-out menus to the Start Menu, remove shovelware, stream media to other PCs, or whip up a system repair disc.

PC Annoyances Steve Bass 2004 Describes how to fix glitches found on a PC, covering such topics as email, Microsoft Windows, the Internet, Microsoft Office, hardware, and music and video.

It's a PC World Edward Stourton 2009 Social behaviour.

[InfoWorld](#) 1983-11-07 InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and

projects.

[CIO](#) 1995-09-15

News Media Yellow Book 2007

Non PC World Ben Fry 2010-08 The internet is a rich and huge source of humour - home to some of the most hilarious jokes, photos and stories from around the world. But the fact that anyone and everyone can contribute means it's also full of a lot of dross Luckily, this book has done all the work finding the gems and collects the very best of internet funnies together in one place. Always funny, often shocking, Non PC World is the perfect gift for anyone who enjoys forwarding silly pics (the beach wedding spoilt somewhat by the fat naked bloke in the background, the brilliantly named mobile kebab shop Jason Donervan) and daft stories (the greatest ever break-up letter, the ad placed in the classifieds looking for an assistant time traveller). And of course, no collection of internet humour would be complete without classic 'Chinglish' public notices and wrong answers from game shows (Q: 'what was Ghandi's first name?' A: 'Goosey?').

Careers in Communications and Entertainment Leonard Mogel 2000-01-02

History Computer Review 1997