It’s actually a myth that baby boomers aren’t into technology. They represent 25% of the population, but they consume 40% [in total dollars spent] of it.

Patricia McDonough
Senior VP-analysis
Nielsen Co.
October, 2010

Firefox is no longer the most popular browser for tech savvy people, according to data from Gabe Rivera, founder of Techmeme.

As you can see, Google's Chrome is now the most popular. Rivera says Chrome became the top browser in September.

If Techmeme's readership proves to be a leading indicator for broader browsing tendencies, this could be the first sign that Firefox's run is over.

http://www.businessinsider.com/alleyinsider

Oct, 2010
Got a friend who needs cheering up? Or maybe you just want to tell them that you love them/miss them/really like their new haircut...

Well, why not say it with a singing tweetagram! Here's how it works:

1. You tweet your messages adding #singingtweetagrams from now until Thursday 7 October.
2. We pick the best ones as they come in, and send them straight to the studio.
3. The Rockabellas turn them into lovely little songs within a few hours.
4. We'll let you know when your tweet is ready so you can come here and send it!

So, what will you say in your singing tweetagram?

http://www.youtube.com/watch?v=zjiT3z_qLq7g
On an absolute basis, Twitter gets more visitors in the United States than anywhere else in the world.

But if you handicap it by the amount of people on the web in each country, the United States isn't the biggest, says comScore.

Below is Twitter's reach by country. This represents the amount of unique visitors to Twitter.com as a percentage of the countries overall users.
Where Good Ideas Come From

Chance favors the connected mind

By the end, it kinda puts a whole new spin on "The Internet Generation." Bravo!

Critical thinking should be one of the highest priorities in education.

I use the internet as my coffeehouse

Intellectual property is the anti-thought

I think the biggest change I'd make is teaching critical thinking earlier (in fact, continuing to teach it) and enforce the importance of it. I think critical thinking is perhaps the greatest educational tool a person can have.
Average American teen sends and receives 3,339 texts a month

The average 13- to 17-year-old sends and receives a whopping 3,339 text messages a month, and adults' use of text messaging is starting to climb -- although to nowhere near the levels of American teens.

The Nielsen Co. analyzed cell phone bills of 60,000 subscribers at the request of The Wall Street Journal.

Nielsen, in its survey says that adults ages 45 to 54 sent and received 323 text messages a month in the second quarter of this year, up 75 percent from a year ago.

CTIA, the wireless industry trade association, recently noted the dramatic increase in text messaging, saying it increased by 33 percent in the last year, with Americans sending 1.8 trillion SMS messages.

MMS messages -- text messages with photos or videos -- were up 187 percent, to 56.3 billion messages in the past year.
Top 10 Most Popular Topics on the Web

1. Health - 14%
2. Games - 13%
3. Auto & Moto - 10%
4. IT & Tech - 9%
5. Sports - 8%
6. Home & Recreation - 8%
7. Music - 4%
8. Cinema - 3%
9. Love & Family - 3%
10. Women - 3%

Date: October 2010
Methodology: based on the analysis of 3 months of data (208,530,588 conversations) in 17 countries
Sharp's Upcoming E-Reader Set to 'Rival the iPad'

Out later this year, the device will employ a colour display and utilize the new XMDF file format for e-books, which allows video and music alongside the text.

The biggest rumour going around, however (and most head-scratching for an e-reader) is that this thing might support the same glasses-free 3D tech Sharp is also providing Nintendo with for its 3DS.

So we've got: a colour LCD screen, video, music, and 3D. On a device aimed at people who want to read a book.

Relevant Social Media

http://www.youtube.com/watch?v=qBgERUS8HiY
Top 10 Video/Multimedia Websites
by US Market Share of Visits (%)

September 2010

<table>
<thead>
<tr>
<th>Website</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>74.68</td>
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<tr>
<td>Hulu</td>
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<tr>
<td>bing Videos</td>
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<td>Yahoo! Video</td>
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<td>Apple iPod &amp; iTunes</td>
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<td>Daily Motion</td>
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<tr>
<td>Fancast</td>
<td>0.54</td>
</tr>
<tr>
<td>Apple - QuickTime</td>
<td>0.51</td>
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</tbody>
</table>

Top 10 Games Websites
by US Market Share of Visits (%)

September 2010

<table>
<thead>
<tr>
<th>Website</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pogo</td>
<td>10.73</td>
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<tr>
<td>Yahoo! Sports - Fantasy Football</td>
<td>3.23</td>
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<tr>
<td>Yahoo! Games</td>
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<tr>
<td>ESPN Fantasy Football</td>
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<tr>
<td>MSN Games</td>
<td>2.17</td>
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<tr>
<td>ESPN Fantasy Games</td>
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<tr>
<td>FarmVille</td>
<td>1.65</td>
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<tr>
<td>Big Fish Games</td>
<td>1.41</td>
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<tr>
<td>Wizard101</td>
<td>1.40</td>
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<tr>
<td>Games.com</td>
<td>1.37</td>
</tr>
</tbody>
</table>

Source: Hitwise
Twitter gains 1.8 million new signups per week, equivalent to the entire population of Nebraska.

http://feeds.mashable.com/~r/Mashable/SocialMedia/~3/_Bmm5nfsmY0/