

“Don’t say anything online that you wouldn’t want plastered on a billboard with your face on it.”

—Erin Bury
Sprouter community manager

There’s an App for That



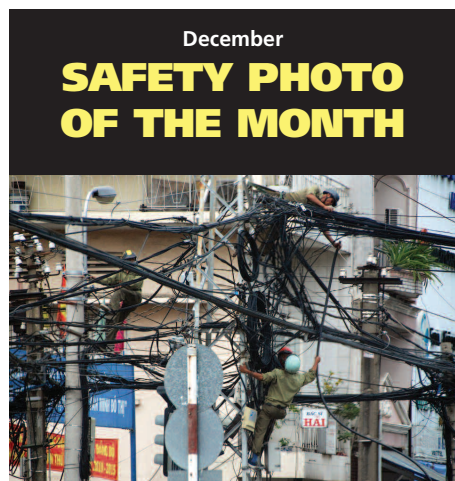
Ever wonder what all those people are doing on their smart phones? Maybe it’s one of these, reported by Apple as the most popular web applications for its iPhone.

- #1 Closest House for Sale** Finds houses for sale based on your current location.
- #3 Sudoku** The classic puzzles.
- #4 Date Ideas** Dating tips and creative date ideas.
- #8 A Brief History of Genetics** A timeline that lets you review the development of modern genetics.
- #10 MMA Videos** Video and news articles about mixed martial arts.
- #12 Ocean Weather WebApp** Shows current ocean temperatures and wave direction.
- #18 Rapid Locator** Shares your realtime geolocation with friends.
- #20 FindMyPizza** Finds the nearest pizza with geolocation.

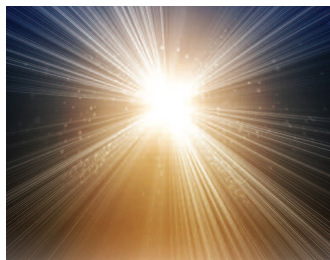
“I hear YouTube, Twitter and Facebook are merging to form a super-social media site—YouTwitFace.” —Conan O’Brien



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December
SAFETY PHOTO OF THE MONTH
Wired.
Phillip Andrews
Taken in southeast Asia



Captivated

The rescue of 33 Chilean miners held the world’s attention on Oct. 13, 2010. According to Mashable, online news traffic reached a 2-year high at more than 4 million page viewers per minute, and Twitter activity reached a peak of 104,000 messages per hour containing related keywords.

One Man’s Trash . . .

Be careful what you toss out of your pocket or car window (you shouldn’t litter anyway). It may end up on someone’s blog—or in a book.

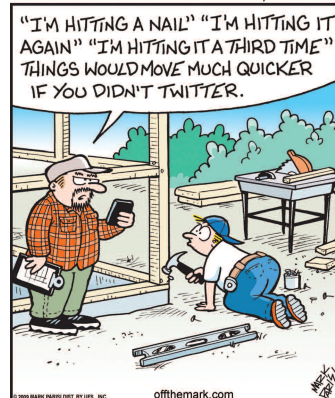
•**grocerylists.org** In 1997, Bill Keaggy picked up a discarded grocery list in a supermarket parking lot. Fascinated by this glimpse into a stranger’s life, he started collecting them. Three years later he started a blog featuring his collection of grocery lists. In 2007, he published *Milk Eggs Vodka: Grocery Lists Lost and Found* (which went out of print earlier this year after a TV appearance sparked a flurry of purchases). His blog now features more than 2,000 discarded grocery lists. **Example:** On a list with eggs, soy milk and spinach, this shopper includes cat treats (check marked) and dog treats (crossed out, followed by “No—bad dog!”).

•**passiveaggressivenotes.com** Kerry Miller’s blog started with an idea sparked by a first date, during which her date told her of the deteriorating situation with a roommate. It seems the two communicated almost exclusively via Post-it note. Having had her share of roommates, Miller was quite familiar with these notes. The blog met with enthusiasm and thousands of submissions from visitors. “What they all share [is] a common sense of frustration that’s been channeled into written form rather than a direct confrontation,” Miller says of her book, *Passive Aggressive Notes: Painfully Polite and Hilariously Hostile Writings*. **Example:** “Please clear any unused time off the microwave when you are finished. Some of us have O.C.D. and leftover time drives us crazy. Thanks!”



•**foundmagazine.com** Cocreated by Davy Rothbart and Jason Bitner, *FOUND Magazine* has been around for several years. “We collect found stuff,” the site says, “love letters, birthday cards, kids’ homework, to-do lists . . . anything that gives a glimpse into someone else’s life.” Rothbart has published a number of books, including *FOUND: The Best Lost, Tossed and Forgotten Items*. **Example:** Marina in Madison, WI, found this note in the doorway of a government building on Nov. 6, 2002: “Vote & Beer.”

off the mark.com by Mark Parisi



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