

# Example of case study on comments

[Business](#), [Company](#)



1. Apple and Security. In the interest of the hundreds of iTunes users who have been scammed in the past few months as well as the company's integrity, Apple must immediately answer the questions posed by the Attorney General Coakley's office, pertaining to its iTunes transactions. While secrecy had always been one of the company's strengths and it had always been able to cater its customers flawlessly until now, large scale phishing is quite another matter and a certain degree of transparency needs to be adapted even if the data is "passed through" for transactions. Within the iTunes store, there is merely a page of security information available for customers, that does not give specific directives for rampant cases like the Towson hack. This needs to be rectified. Massachusetts law is quite adept for current security issues people are facing over the internet and there is every need for the same law to be implemented in other states. However, AG Coakley's investigation seems to give the wrong message to public due to her own claim of identity theft which is a direct conflict of interest on Apple's behalf.

2. Job Candidate Social Background Check. The future of background checks is still unclear what with the number of security options evolving on social networks like Facebook and LinkedIn. It is not necessary for hirers to limit themselves to professional networks like LinkedIn as long as they conduct their social network checks with ethical guidelines. After all, the right candidates for a job are not easy to come by and hirers must make use of any information they can get their hands on. Although, such thorough privacy impugning checks should better be limited to high level positions like CEO, CIO, etc. where it is quite expected.

3. All Meshed Up (aka Live is DOA). Cloud services are still highly experimental at this stage as anybody who sampled Google's latest Chromebook would readily testify. MS is no exception to the unreliability of cloud services and hence, users must exercise thorough caution while trying these new services. Rest assured, the future of cloud computing still looks bright.

4. Better collaborative communication in a virtual environment. Use an "Idea Room" to post randomly post ideas for the future. These ideas can be used as objects and be connected to in live brainstorming sessions (virtual conference room) and the virtual cooler sooner or later, gradually shaping the vague ideas and dreams into reality.

5. Microsoft is seeking to make Outlook an interface for interacting with social networks. This could be an incredible solution for all the scattered attention over the internet, as we see in kids today. On one hand, they are working on their email correspondence with the professors, while on the other, they are checking their Facebook notifications neurotically. An integrated solution will be useful for everyone to make the best use of internet.

6. How to choose a web hosting provider. Personally, I suggest that instead of choosing a web hosting provider that offers n number of features, someone starting out on their web space must choose a provider who offers few of those features (like cPanel, two to three CMSs, Fantastico and/or Softaculous and rigid security) for a decent price, while also promising feature expansion step by step as and when needed.

7. Is this the future of corporate blogging. Corporate blogs, while interesting

at the outset, often turn to be tedious affirmations of their policies and at some point turn into sour PR campaigns even. Uncensored corporate blogs will give the employees the freedom of expression and any employee worth his salt will not present a case without presenting both sides of the argument. Corporates, almost forcefully, try to present themselves as a single body of like-minded people, while in fact, it is quite natural that they are not.

8. The Rise of Collaboration. I have spotted an interesting comment by a user Delany Dean, that seems to fit nicely into the idea sharing concept of this channel, “ If you are smarter than me, or if I am smarter than you it doesn’t matter, it's archaic! What matters is what WE can accomplish together in spite of the differences and in a way that satisfies both of our needs at no expense to others best interest.” People with world-changing ideas often become egotistic and cynical of others, believing they are not smart enough, but only the right collaboration with the right people can lead to real success, as any self-made man or woman would testify.

9. Microsoft sues the bot. The problem with spammers is they have nothing to contribute to the internet community while unabashedly stealing its resources with the use of malicious softwares, botnets and the like. But this phenomenon also provides the opportunities for all the countries in the world to unite in a simple, universal jurisdiction pertaining to the internet alone. A collaboration must be initiated, either by ISP or an independent body and it must happen before spammers become uncontrollable.

10. Outsourcing, offshoring and the demand for Information Technology. Information technology needs millions of skilled employees, no doubt, and as

it evolves, so do these job descriptions. Rigidity in principle had never worked for Information Technology, which is why outsourcing should be allowed to take its natural course, improving economies world over, instead of fighting for lost opportunities in the United States. Change can be good only when there is no prejudice.

11. Silver side of the Cloud. The most critical skill any IT employee must possess is a sharp learning curve. Even if one is knowledgeable in Cloud, network design, security, etc. the platforms are ever-changing (especially Cloud technologies) and an employee should always be able to rise up to a challenge to see real growth.

12. E-bill of rights. Privacy laws for the twenty-first century. When e-mail and internet browsing first came into picture, there was one simple solution for privacy protection: the proxy. Now, even the most naïve internet user doesn't take a proxy seriously. As far as internet is concerned, privacy is a mere gamble. It helps that many courts dismiss internet evidence as readily as they accept it. It all depends on whether the judge is hooked on to a smartphone or not. Quite a gamble for the ordinary citizen, in fact. If an E-bill of Rights ever passes, first of all, I would like to see a transparent R&D department that constantly evolves its definition of “ threat to national security”, because we know too well that all the rights in the bill would, of course, be attached to this one giant loophole called national security.

13. Building Trust in Iran by running email through the government. I'd say, let them do it. Let every country have its own e-mail system and let the sleuths watch over it like pit-bulls over a hunk of meat. Yes, I say, ' watch over' because the pit-bulls will soon realize they are in fact chained to their

hopeless regimes as the flow of communication has already broken the dam.

14. U. S Army can't even get it security right and our government wants to move on cloud computing. While the need for cloud computing remains great, network security has simply not evolved to the stage where the technology could be applied on a national scale. It seems like the world has opened more to evolving sharable technology and less to self-protection. But the 'white hat' hacker who exposed this particular loophole in US Army database certainly makes one hope that maybe a fine balance can be achieved between sharing resources and network security very soon.