

In Touch

Vol. 14 No. 1

Fall 2007

ISSN 1198-8673

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Western Search Engine Usage Statistics

Kim Hoffman <khoffman@uwo.ca>

People browsing the Western web site at <http://www.uwo.ca> frequently use the **Search** tool of the **Western Web Servers** on the home page to locate the information they are looking for. The Autonomy Ultraseek program that is used provides usage statistics.

By using the information from these statistics, we are able to help you to make information on your sites more easily accessed.

And the beginning of a new school year is a good time to make sure your site is getting the best exposure possible.

The type of statistics provided by Autonomy Ultraseek include reports on trends, top query terms, top queries with no results, top queries with no clickthroughs, top requested documents, and usage summaries. ITS has monitored these statistics to add **Quick Links** to the search engine. For example, at the beginning of September, “o week” and “o-week” are popular search terms so we have created a **Quick Link** to link these terms to the page <http://www.usc.uwo.ca/programming/oweeek.htm>

Trends: The report on “Trends” compares the top query terms of one

month with the following month. As the academic year cycles through, students search for different information. For example, in December and April students are searching for “exam schedule”.

Top Query Terms: The report on “Top Query Terms” is a report listing the top one hundred terms that were queried.

The three most popular terms throughout the year are **email**, **webct** and **registrar**. Looking at this list also gives you an idea of the words that people use; for example, the words **email** and **mail** tend to be used rather than **e-mail**.

Top Query Terms with No Results: The report on “Top Query Terms with No Results” lists all queries that return no search results. If you find that a search of your site returns no search results, you can address this problem using one of the following:

- try adding new content to your site
- use the more “popular” words on your web pages



... continued on page 6

Scheduled System Maintenance

Sundays
6:00am - 12:00 noon

Need help, have a question?

- Call the ITS Customer Support Centre
519 661-3800 ext.83800
- ASK ITS at <http://askits.uwo.ca/>
- Email using the Web Form at
<http://www.uwo.ca/its/helpdesk/question.html>

About *In Touch*:

Published quarterly by
Information Technology Services,
The University of Western Ontario.

Editor: Merran Neville

Printed by Graphic Services,
The University of Western Ontario.

The purpose of *In Touch* is to inform
our users about activities and events
of Information Technology Services.

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suggestions, and articles.

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ITS Mission

We are committed to
delivering the best information
technology services and solutions
in support of the teaching and
research missions of the
University.

ITS Vision

To be recognized as the
preferred source of information
technology services and solutions
within the campus community
and recognized as one of the
leaders in the North American
university community.

Network Backup Service

For network backup and
recovery service please contact
the ITS Legato Group, e-mail:
legato@uwo.ca For details see:
[http://www.uwo.ca/its/network/
backup.html](http://www.uwo.ca/its/network/backup.html)

ITS OPEN HOURS

Building hours and hours of
opening for the various areas of
ITS are listed on the web at
[http://www.uwo.ca/its/reach/
contactus.html#hours](http://www.uwo.ca/its/reach/contactus.html#hours)

In Touch Mailing List

Additions, deletions, and
changes to the mailing list can be
made using the form on the web
at [http://www.uwo.ca/its/doc/
newsletters/InTouch/
subscription.html](http://www.uwo.ca/its/doc/newsletters/InTouch/subscription.html)

ITS Services 2006-2007

<http://www.uwo.ca/its/services.pdf>

ITS Welcomes New Associate Director

Debbie Jones <debbie@uwo.ca>

In June of this year, ITS welcomed Jeffrey (Jeff) Grieve as the new Associate Director of Technical Support. Jeff is a Western alumnus, having received his BSc. in Computer Science and Mathematics here at Western. After graduating, he was hired by Canada Trust and has spent the last 21 years in the support of Information Technology.

Throughout his career Jeff has lead both small and large teams and worked on a wide variety of technical projects. Through the years his experience and drive lead him into more senior leaderships roles. Before joining ITS, Jeff was a Senior IT Manager, managing a multi-year project with over fifty staff. He brings a wealth of

experience and a sense of enthusiasm with him that make him an exceptional addition to ITS and to Western.

As one of two Associate Directors in ITS, Jeff's portfolio includes the teams of Strategic Applications, Network and Computing Infrastructure, Operations and Server Support, and Cabling Infrastructure.

Among his team's many responsibilities is the management of two machine rooms on campus with nearly 400 servers. Most of these servers and their applications are the responsibility of Jeff's team, providing many essential services that the campus relies on, such as Networking, Authentication, Security, Email, Web, Managed disk space and print. His

team also provides the system administration for the servers that support Administrative and Instructional applications.

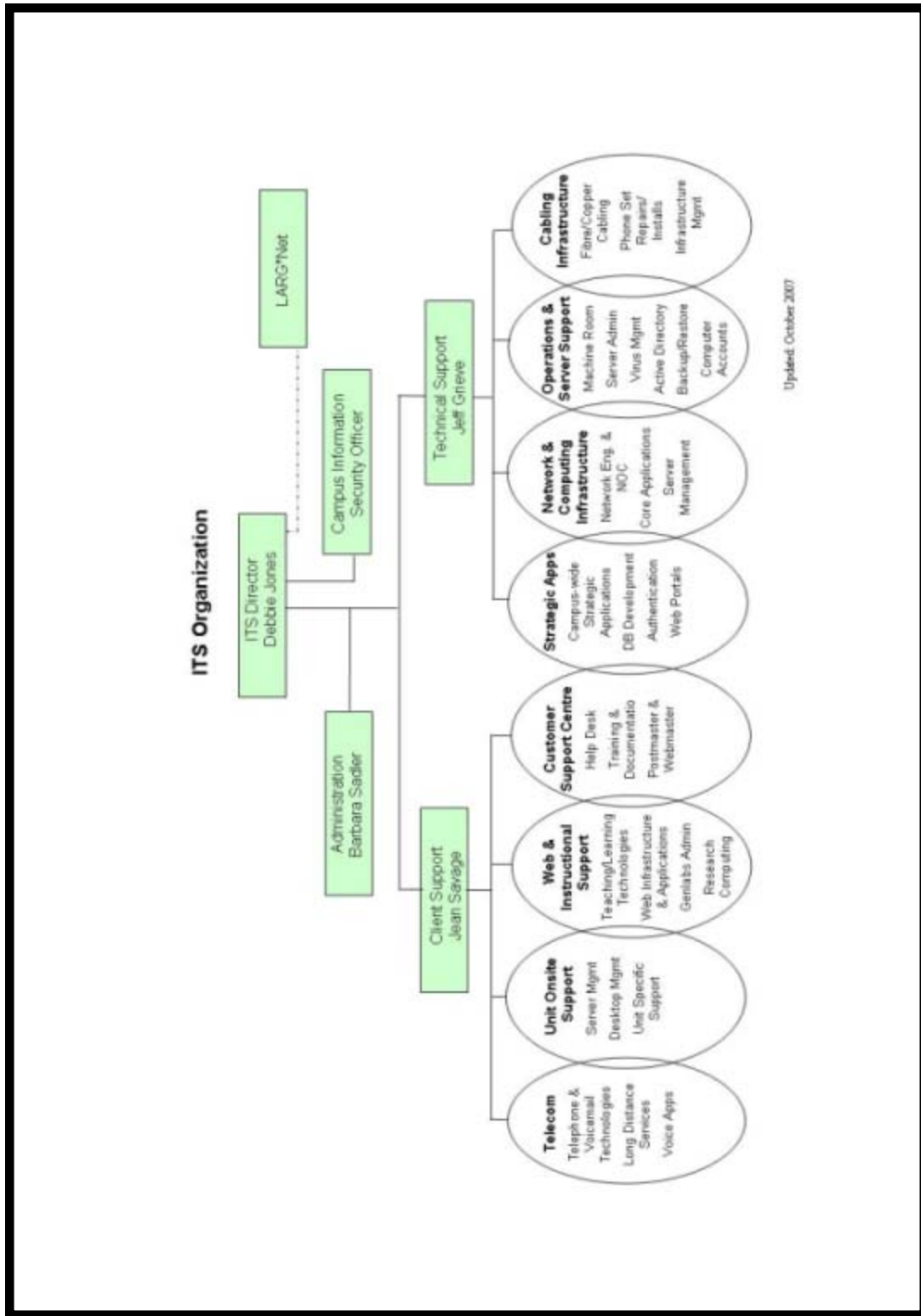
One of the major projects for Jeff's team this year will be the planning and preparation for shutting down the primary machine room in the Natural Sciences Centre and moving it to the new Support Services Building, while minimizing service disruptions and the impact they could have for members of Western.

I am delighted to have Jeff as part of the ITS Leadership team and hope that you will join me in welcoming Jeff to Western.

See Organizational Chart on page 4



ITS Management Team: Jean Savage, Debbie Jones, Barb Sadler, Jeff Grieve



Updated: October 2007

e-Me, e-You, and e-We: Who are we digitally, and why is it important?

James McCloskey <jamesm@uwo.ca>

In this article, I want to introduce and discuss the concept of the **electronic self**, a collection of the entire set of electronic information about who I am. While some refer to a **digital identity**, in my opinion that concept has some shortcomings; most notably, most of us have at least two (and often more) such distinct digital identities, and in reality these are each extensions of our real-world selves.

For example, in my own case, I can distinguish at least four digital identities:

- my professional identity, used for work-related purposes both within Western systems as well as in external work-related activities and communications;
- my personal private identity, used for banking, access to government services, and other sensitive purposes;
- my personal public identity, used for social networking and personal communications;
- my throwaway or anonymous identity, used for reduction of email spam stemming from access to “one-time” services such as registration-based downloads.

Each of these digital identities is, of course, simply one aspect of the “real” or “flesh-and-bones” me, and as such, I think it’s useful to think of them as a complementary aggregate: namely, the e-Me. And since I have an e-Me, there’s also the e-You to consider - and together, we make up the e-We, especially important in light of the ever-growing use of and reliance upon computers.

Each of us may have other digital identities, and each of those I noted above may be further divided depending on the individual. For example, my professional identity

could well be considered as two separate identities: one with “regular” system privileges (for day-to-day work), and one with “elevated” privileges (for system administration work).

Similarly, some people may split their personal public digital identities: perhaps the “real” you is represented on **FaceBook** or **MySpace**, and a “pseudonymous you” is lived out in **Second Life**. As far as you are concerned, it’s all still you (e-You, that is!), but the two identities may not be directly linked - and one is clearly more easily associated with the “real” you.

Hopefully that clarifies the intent of the first question posed in this article’s title: who are we digitally? With that out of the way, let’s start looking at the second question: why is it important?

Let me start by breaking this question of importance into two:

- In light of the diverse aspects of e-You, just what information about e-You is available electronically? (Perhaps more than you might realize!)
- In light of all that information, what are the potential implications for the real you as well as for those that depend on you? (Perhaps riskier than you might first think!)

While each of these questions has a tremendously complicated answer that may vary between individuals, there are some general implications to consider:

- What information or privileges can you access with each of your digital identities, and what consequences could ensue if that information were compromised or if those privileges were abused by someone else?

- Does information associated with any single digital identity create an unacceptably high risk of real-world identity theft? What about risk to another of your digital identities?
- Are your digital identities adequately separated to avoid aggregation of information that could then result in identity theft or compromise of another of your digital identities?

In summary, once each of us understands the extensive nature of our individual digital identities, and as we each take precautions to reduce unintentional and avoidable risks associated with those identities and the activities we perform using them, the overall risk to each of us in the “real” world can be managed - and the uniquely transformational power of the e-We can be unleashed.

I intend to expand on these themes in future issues of *InTouch*, through links off the Western ITS Security website (<http://security.uwo.ca>), and within upcoming Computer Wellness campaign materials. In the meantime, I hope that this article has given you a base from which to consider how the e-You and the “real” you are linked in complicated - and potentially risky - ways, and how those risks can be managed.

As always, if you have an Information Security issue, concern, question, or comment, or if you want more information on the topics discussed in this article, please do not hesitate to contact me. And keep computing safely!

...continued from page 1 - Western Search Engine

- check your script (refer to <http://www.uwo.ca/its/doc/hdi/web/search.html#restrict>)
- create a **Quick Link**. For example, users have been querying the term 'bresca', 'brecia' and 'bruscia'. A **Quick Link** has been created for these misspellings.

If you want to have **Quick Links** added, please contact webadm@uwo.ca.

Top Query with No Click-throughs: The report on "Top Query with No Clickthroughs" indicates the query terms used when the user did not click on any of the links in the search result page. This could be due to the fact that the user found the information they wanted in the summary or the query did not return relevant results. If the results are irrelevant, then one of the methods prescribed above to address the problem of no results will address this as well. For example, one of the terms found in the report for July 2007 is **registar**. Unfortunately there is no "Spelling suggestion" given for this search term as compared to the term **kalendar** where the "Spelling suggestion" is **calendar**. To overcome this, we have created a **Quick Link**.

Top Requested Documents: The report on "Top Requested Documents" shows the sites that are popular and what the users are interested in. This seems to correlate to the "Top Query Terms" as the three most popular sites are <http://mail.uwo.ca> or <https://ce.uwo.ca>, <http://www.registrar.uwo.ca> and <http://webct.uwo.ca>

Usage Summary: The report on "Usage Summary" shows when users are active on the Net. Users tend to be less active on Friday, Saturday and Sunday and tend to be more active between 10:00am and 3:00pm on the other days of the week.

Audrey Gauthier Retires

Donna Sasges <dsasges@uwo.ca>

Audrey Gauthier retired from ITS at the end of August after 20 years working at Western.

Audrey joined the Academic Computing Centre (as it was known then) in February 1985 as a secretary in the Main Office; this office is now the Information Technology Services Administration Office.

Audrey was well known to the many faculty for whom she prepared Scan Exam/Markex data. She was always helpful and made any visitor to the ITS Main Office feel welcome. We send her many good wishes for all her future endeavours.

Happy Retirement Audrey!



Audrey shown at her desk with her daughters Angela and Christine looking on.

Email Service Update

Judy Steward <judy@uwo.ca>

List Guardian

At the end of August, ITS completed the migration of Western's public mailing lists to the new mailing list interface called **List Guardian**. Throughout the summer, training and documentation was made available to all list owners. **List Guardian** provides Western with improved list management tools, including the ability to have multiple list owners. For more information about **List Guardian**, please go to <http://www.uwo.ca/its/guardian/> or contact the ITS Customer Support Centre.

SpamTrap

If you are wondering how to control the amount of Spam that is delivered to your Western Email Account, you should activate your **SpamTrap**. **SpamTrap** provides extensive end-user controls to manage your email and any spam that may be sent to it. Messages identified as possible spam are held in a spam trap for your review. An email notification is sent to your account, summarizing the messages caught in your trap. By default, this message is sent once daily, after midnight. You can modify the **Notification** setting, found under **Preferences**, by specifying the time and frequency (up to one notification per hour). The majority of the messages held in your trap will probably not require any action and they will eventually be aged out and removed over a 30 day time period.

To activate your SpamTrap, go to <http://www.uwo.ca/its/email/spam/uwostream.html> and enter your user name and password as directed. To learn more about using **SpamTrap**, please consult our *How do I...* documentation available at <http://www.uwo.ca/its/doc/hdi/email/>.

Increased Email Quota

ITS is preparing to implement larger email quotas for Faculty, Staff and all students. The following increases will take place later this year:

Faculty **250mb (up from 55mb)**

Staff **250mb (up from 55mb)**

Graduate Students **250mb (up from 55mb)**

Undergraduate Students **50mb (up from 25mb)**

In addition to these free increases, everyone will have the ability to increase their email quota for a fee. Information on additional disk increments and pricing will be available on the ITS web site when these changes go into effect.

ITS Customer Support Centre Hours of Operation

Phone Hours:

- Monday - Friday from 8:30am to 10:00pm
- Saturday from 2:30pm to 10:00pm
- Sunday from 2:30pm to 10:00pm

Counter Hours:

- Monday - Friday from 8:30am to 6pm

Wireless Troubleshooting Tip

Wireless Working Group <wireless-wg@uwo.ca>

Make sure that your laptop is set for Infrastructure Only mode NOT ad-hoc mode.

What is Ad-Hoc Mode in Wireless Networking?

Ad-hoc mode is a method for wireless devices to directly communicate with each other. Operating in ad-hoc mode allows all wireless devices within range of each other to discover and communicate in peer-to-peer fashion without involving central access points.

An **Infrastructure** wireless network provides a more reliable network connection for your wireless devices, since you are using a stationary base that is strategically placed for maximum reception.

When your laptop is set to use ad-hoc mode on campus, it advertises Western's SSID, effectively offering itself up as a Western wireless resource (uwo and uwosecure) but denying service to computers around you. In this situation, it is simply a 'strongest signal wins' scenario. Even if your wireless device is set to use both infrastructure and ad-hoc modes, you will lock onto that signal which appears to be our wireless network but is, in reality, simply a neighbouring computer on campus.

ITS strongly recommends that you set your laptop to use **Infrastructure Only** mode. This will provide everyone with the best possible wireless experience on campus. For information on how to set your laptop to **Infrastructure Only** mode, please see our list of Wireless *How do I...s* at <http://www.uwo.ca/its/doc/hdi/wireless/>.

Telecommunications Project Update

Mona Brennan-Coles <mona@uwo.ca>

ITS has selected Cisco technology to provide voice (VoIP), voicemail, unified messaging and enhanced communications to the University community. The initial focus of the implementation is to provide voice services to the Support Services Building when it opens next summer.

The first step is to convert all staff and faculty to the new voicemail system in preparation for unified messaging. The pilot group, ITS staff, will be moved to the new voicemail system before Christmas. The rest of the staff and faculty will be converted later in January 2008.

The next step is to deploy VoIP in March/April 2008 with ITS staff as the pilot group. People moving into the new Support Services Building will be moved to VoIP in conjunction with their physical move.

All staff and faculty will be converted to VoIP by the end of 2011. Timing of individual moves to VoIP will depend on Emergency Response planning as well as renovations and new buildings.

We are planning to offer unified messaging next summer, so that you can access your voicemail and email from your email client.

Please contact Mona Brennan-Coles at ext.82510 or mona@uwo.ca if you have any questions.

Instructional Support Team News

Merran Neville <mneville@uwo.ca>

WebCT OWL Update

As most instructors are aware, WebCT Vista was upgraded to WebCT OWL over the summer. Fall-Winter 2007-2008 courses are now available on WebCT OWL and many instructors and students are currently using the system.

The recent maintenance release has resolved application bugs and problems affecting a variety of WebCT tools such as the assignment dropbox, grade book, learning modules, and more. The updates also included the following feature enhancements:

- support for Java 1.6 and improved browser support
- ability to link directly to a section, allowing you to provide students with a direct link to your course
- new feature to import/export objects from the media library
- enhancements to assessment reporting
- introduction of a timezone feature whereby users can specify their timezone so that times are displayed relevant to their location

Your feedback is always welcome and encouraged. Please feel free to contact the ITS Instructional Support team at webct-admin@uwo.ca If you

would like to know the Instructional team support person for your faculty, please go to the form at <http://www.uwo.ca/its/itrc/webct-itrc-contacts.pdf>

ITRC News

The start of term has meant a very busy time for everyone working in the ITRC. The number of faculty and staff either dropping in or phoning in for help has increased greatly over previous years. Over 400 faculty and staff attended the WebCT OWL training offered by the ITRC staff over the summer which means that many more people are aware they can come to the ITRC in NSC 118 or the Teaching Support Centre (TSC) in Weldon Library for assistance from the ITRC student consultants.

The present ITRC student consultants are Emily Du, Aaron Van Domelen, Aiden Amri, Angela Vandenberggaard, Calantha Elsby, Dan Nanasi, David Malcolm, Shannon Everett, Shawn Foster, and Yang Ding. Information about the different programs these students come from is given at http://www.uwo.ca/its/itrc/students_current.html.

Training in WebCT OWL will be offered during this term. However, if

you are looking for information about the system there are training resources available. These include a training video found on the home page at <http://owl.uwo.ca> under **Instructor Resources** and a collection of manualettes at <http://www.uwo.ca/its/itrc/resources/manualettes/> Some of these short documents are also available as videos. The text version is in pdf format and if a video is available it is indicated beside the title of the manualette.

Teaching With Technology Workshops

The “Teaching With Technology” workshops offered by the Teaching Support Centre (TSC) begin in October. Presentations will be given by Instructional team members Jeff Longland and Jane Winkler.

- October 26 - **Simple Steps Toward Quality WebCT OWL Course Design** (Jeff Longland)
- November 9 - **Wimba Collaboration Tools That Bring the Traditional Classroom to Online Instruction** (Jane Winkler)

More information about the series is given at http://www.lib.uwo.ca/tsc/calendar/view_program.php?id=84



ITS *In Touch* Index to Volume 13 (2006-2007)

The titles of all articles appearing in Volume 13 of *In Touch* (2006-2007) are listed in six categories: Instructional Technology, Network News & Networking, PC/MAC-related News, Systems News, Telecommunications, and General.

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Commonly Used Numbers

ITS Support Centre	NSC237	519 661-3800 ext.83800	<i>helpdesk@uwo.ca</i>
Voice & Data	NSC237	519 661-3800 ext.83800	<i>helpdesk@uwo.ca</i>
General Office	NSC108	519 661-2151 ext.82151	FAX No.519 661-3486 ext.83486
Computer Accounts Office	NSC229	519 661-3800 ext.83800	<i>accting@uwo.ca</i>
Computer & Network Operators		519 661-3525 ext.83525	<i>operator@uwo.ca</i>
ITRC	NSC118	519 661-2111 ext.85513	<i>itrc-admin@uwo.ca</i>
ITS Non-Credit Courses		519 661-2151 ext.82151	<i>its-courses@uwo.ca</i>
Dial-in Line (all modem speeds)		519 640-5305	
E-mail Postmaster		519 661-3800 ext.83800	<i>postmaster@uwo.ca</i>

Facilities

ITS Support Centre	NSC237	General Purpose Labs	UC2, NSC110, SH1310
PC Lab	NSC101		NCB105, SVB13, SVB14,
ITRC	NSC118		SVB16



Mailing List

If you wish to have your name and/or address added, changed, or deleted from the *In Touch* mailing list, please provide the following information.

Category:

UWO ___ faculty, ___ staff, or ___ graduate student (Please give campus address below.)

Request following action:

___ ADD ___ CHANGE ___ DELETE

Last Name _____ First Name and Initials _____

Department _____

Address of department (Building on campus or affiliate) _____

Previous label information (if varies from above, or include previous label)

Return to: *In Touch* Mailing List, Information Technology Services, Natural Sciences Centre, The University of Western Ontario, London, Ontario, Canada, N6A 5B7