TED University @ TED2012
February 28 and March 1, 2012
Program Guide

FULL
SPEC
TRUM

TED University Session 1

February 28, 2012 | 8:30-10:00 am

"The 100,000-Student Classroom"
Peter Norvig
Professor, Stanford University
Last fall, with Sebastian Thrun, Peter Norvig taught a class on artificial intelligence at Stanford attended by 175 students in-situ — and over 100,000 via an interactive webcast. He shares what he learned about teaching to a global classroom.

"Measuring the Web's Worldwide Impact"
Steve Bratt
CEO, Web Foundation
The profound impact of the Web on humanity is evident, yet its nature and extent are poorly understood. At TED U, Steve Bratt unveils the initial results of a new multi-dimensional measure that his team is preparing: the Web Index.

PROGRAM CURATOR & HOST:
Bruno Giussani
TED European Director

PRODUCER:
Janet McCartney
TED Events Director

TED University takes place in Center Theatre.

NOTES

"How the Web Is Tracking You"
Gary Kovacs
CEO, Mozilla
Few people realize the extent to which the tracking of our online activities is occurring, and who is doing it. Do you know where your profile is? Gary Kovacs will demo a tool that visualizes the entities that track our behaviour on the Web.

"The True Power of Texting"
Nancy Lublin
CEO, DoSomething.org
Teenagers know something adults don't: Texting is a powerful medium. Nancy Lublin has a plan to use the humble technology to create a helpline for kids and teens — and, in the process, gather essential data for allocating resources and confronting problems.

"The Tech and Soul of Losing One's Virginity"
Tor Myhren
President/Chief Creative, Grey Advertising
How does the experience of a teenage boy losing his virginity in 2012 compare to the experience of a boy 25 years earlier? Hint: It's much more complicated, even if the human motivation is the same.

"A Cinematic Journey Through Visual Effects"
Don Levy
Senior VP, Sony Pictures Imageworks
Working with the Academy of Motion Picture Arts and Sciences, Don Levy has created — exclusively for TED — a visual journey through special effects, from the crude and obvious fakery of early technology to the seamless marvels of modern filmmaking.

NOTES

"Emotions and Conference Calls"
Gervais Tompkin
Principal and Architect, Gensler
Gervais Tompkin took a closer look and discovered that in large companies the majority of verbal interactions an employee has in a day are on conference calls. He invites us to infuse these virtual interactions with a higher dose of emotion.

"New Insights Into Old Career Paths"
Rick Smith
Author, The Leap
How do our jobs align with our strengths and passions? With new data, Rick Smith discusses how the most satisfying careers may involve a good deal of change, and why we have more control over the direction of our professional path than we think.

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"New Visions of the Middle East"
Esra'a Al Shafei
**Founder, Mideast Youth /
TED Senior Fellow**
Drawing on a series of examples, Esra'a Al Shafei discusses how some of the untold stories of change in the Middle East are stories of smart use of technology — and of activists thinking like entertainers.

"Re-Learning India"
Vani Kola
Managing director, IUVP
Vani Kola grew up in India, then spent her adult life in the US as a student and tech entrepreneur. Returning to India as a venture capitalist in 2006, she experienced her own version of a culture clash — rich in learnings.

"The Unseen Future of Exploration"
Nathan Wolfe
**Biologist, Founder & CEO,
Global Viral Forecasting**
Is there anything left to explore on Earth? Well, yes, argues Stanford biologist and National Geographic emerging explorer Nathan Wolfe: Everything remains to be discovered in the unseen microbial world.

"The Real Father of Yosemite"
Jim Scheinman
**Founder and CEO, Maven
Ventures**
Everyone knows the magnificent beauty of Yosemite, but almost no one knows the name of the park's founder: Galen Clark. Jim Scheinman discusses how Clark epitomized, in his own pioneering way, the Silicon Valley spirit.

TED University Session 2

March 1, 2012 | 8:30-10:00 am

NOTES

"What Are They Building Under Ground Zero?"
Steven Rosenbaum
**CEO, Magnify; Author,
Curation Nation**
In the fall of 2012, the 9/11 Memorial Museum will open in New York. Steven Rosenbaum shares never-seen-before photographs and videos of the design, construction and artifacts now being prepared for the public.
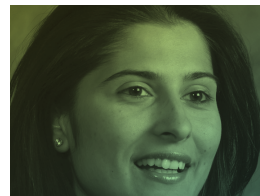
"The New War and Peace"
Jim Hake
**Founder and CEO, Spirit
of America**
Learn more about the US' new "soft power" approach to preventing conflicts and helping at-risk countries achieve stability. Involving military-civilian and public-private collaboration, soft power is based on decentralization, networks and open systems.

"Saving Faces"
**Sharmeen Obaid
Chinoy**
**Filmmaker / TED Senior
Fellow**
Hundreds of women in Pakistan are victims of acid violence every year. Sharmeen Obaid Chinoy has been documenting the case of two women and their fight to, literally, save their faces (and their lives), a story of contractions and empowerment.

"Living Sea Sculpture"
Colleen Flanigan
Artist / TED Senior Fellow
Can art play a role in solving our ecological problems? Colleen Flanigan has embraced "art as ecology," using biorock mineral accretion (a technology for coral reef restoration) in her sculptures. A creative shift with marine life impact.

TED University *Session 2*

March 1, 2012 | 8:30-10:00 am

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"Imaging and Imagining Metamorphosis"
Manu Prakash
Asst. professor, Stanford / TED Senior Fellow
By developing new in-vivo imaging techniques, Manu Prakash and his colleagues are teasing out the mechanics of animal metamorphosis. At TED U, he shows the first X-ray microscopy video of an insect transforming from a larva into an adult fly.

"Music of Multiplicity" / Performance
Meklit Hadero
Singer and cultural activist / TED Senior Fellow
Meklit Hadero's music is imbued with poetry and multiplicity, drawing from her Ethiopian heritage, from folk, jazz and rock and roll. She will perform with trumpeter Darren Johnston.

"Tax the Rich to Support the Job Creators"
Nick Hanauer
Entrepreneur, venture capitalist
The super-rich are not "job creators," argues Nick Hanauer — who's one of them. Only consumers can set in motion the ecosystemic feedback loop that creates jobs. That's why tax cuts for the rich don't stimulate the economy.

"The New Cryptomoney: A Bitcoin Primer"
Bill Barhydt
Founder and CEO, m-Via
Three years ago, an anonymous hacker released the first anonymous, peer-to-peer, cryptographically elegant, unstoppable digital currency: Bitcoin. What is it? How does it work? Will it become mainstream? And: Who is its creator?

"How I Beat a Patent Troll"
Drew Curtis
Founder and CEO, Fark. com
In January 2011, Fark.com was sued by a patent troll along with eight other tech companies. Fark managed to settle for $0 and avoid signing an NDA — which will allow Drew Curtis to decrypt the absurdities of patent lawsuit mechanisms.

"Learning from Sci-Fi Interfaces"
Nathan Shedroff
Program Chair, MBA in Design Strategy, CCA
Together with a colleague, professor Nathan Shedroff has just finished a multi-year project discovering interface lessons from science-fiction films and TV.

"404: The Story of a Page Not Found"
Renny Gleeson
Director Interactive Strategy, Wieden + Kennedy
It is probably the only page that every Web user has seen: the "Page not found" error, known as "404". It's a neglected piece of the user experience. A bunch of tech startups wrestled with their "404," and learned a few unexpected things.

"Transformative Connections"
Jeffrey Walker
Lecturer, social entrepreneur
In recent years, the Jeffersonian Dinner — modeled on those hosted by Thomas Jefferson 200 years ago — has spread as a format for engaged, connective discussion. Jeffrey Walker has moderated many, and will share his insights.