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Mousetrap

The online edition of the Times of India column by Peter Griffin

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Communications consultant,
creative director, columnist,
travel writer, blogger.

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19th March, 2006

The traditional model of information dissemination is top down – experts, professionals, editors, call them what you will, find and select content and then present it to their readers. This newspaper you're holding is an example. The restrictions of space (or time, in the case of broadcast media) make that a viable model. On the web, those restrictions don't hold. Or, at least, they're not that strong. Each of these sites represents a challenge to the established way of doing things.

Radio YOU

The Kamla Bhatt Show

Kamla was India's first podcaster ('podcast' is a neologism, from the popular iPod music player + broadcast; it basically means a sound file you can download and play on your digital music player or computer), with talknewsindia.libsyn.com and newsaboutindia.blogspot.com. Podcast shows like hers require little investment: a computer and a recorder, a sound editing app (many free options available) and a net connection. Of course, to gain an audience, you need good content, something she has been working hard on, and has continued to do after a move to the USA. She has just launched her own "show" and has already scored her first coup, an interview with Azim Premji. Not many conventional radio shows can claim that!

Reader suggestions welcome, and will be acknowledged. Go to <http://o3.indiatimes.com/mousetrap> for past columns, and to comment, or mail inthemousetrap@indiatimes.com. The writer blogs at <http://zigzackly.blogspot.com/>.

Published in the Times of India, Mumbai edition, 19th March, 2006.

posted on Saturday, March 18, 2006 2:48 PM

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Dear Aunt Netty

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Comment

 Remember Me?

Death Clock, The
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futureme.org
Gateway to Astronaut
Photography of Earth, The
Gizmodo
Glossarist.com
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Gnod - The global network of
dreams
Gnoosic
Gnovies
Good News India
Google Earth
Google Moon
Google Reader
Googlism
GReat Images in Nasa
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h2g2
Haiku Generator
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Happenings of the Heart
Hitchhiker's Guide to the
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Galaxy (Text - Java based)
Hoaxbusters

Hot Spot Online, The
How the Other Half Lives
How to draw Manga
How to Tie a Tie
HowSTAT!
HowStuffWorks
HuhCorp
i used to believe
idea a day
idlewords
Improbable research
In Case of Emergency (ICE)
India Meteorological
Department (Mumbai)
Indian Blood Donors
Indian Sports minus Men's
Cricket Sania and Narain
Indibloggies
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Music Map
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Manuscripts
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Naughty Curry
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<http://www.zootle.net/afda/mfaq.shtml>
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Nikhil Parekh
Norad tracks Santa
Obiwan's UFO-Free
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Fiction, Michael Swanwick's
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Postmodernism Generator
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Demented Mind
Rejection Collection
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Samuel Pepys, The Diary of
Santa Claus and Christmas at
the North Pole
SantaClaus.com
Santa's Christmas Blog 2005
Science and Rationalists'
Association of India
Secret Fun Spot
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Shannonizer, The
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Skeptiseum
Snobsite.com
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Spam Poetry
spiderblog
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Microbe
Straight Dope, The

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at large
StumbleUpon
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of Toilets
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TechWeb
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Tricks of the Trade
Tulleeho
Twenty Questions
Uncle Phaedrus, Finder of
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Universal Currency
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Valentines.com
Waiter Rant
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Whatis?com
Wikipedia, The
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Wildlywise.com
Wooster Collective
Wordplay Website, The (rss)
Wordspy
World Beard and Moustache
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