Roundup of SxSWSA posts from the weekend

By Ivo Vegter: @sxswsa

14 Mar 2011

Here is a roundup of the posts published on sxswsa.co.za this weekend. We're over halfway through SxSW Interactive in Austin, Texas, but there's still plenty material in the works, so keep an eye on the blog for another few days. Also, follow @sxswsa, or the entire the #sxswsa Twitter list. [view twitterfall]

Marketing and media



Ivo Vegter

- A brave new world - discussing the new-media role of brands as content publishers. By Catherine Lückhoff.
- Fan to fanatic: True Blood's marketing hook - which dissects a spectacular success in cross-media marketing. By Catherine Lückhoff

Social media

- Foursquare 3.0 - a look at the latest, greatest version of the location-based service that became the talk of SxSW in 2010, by Toby Shapshak.
- Friending the constitution - should there be a bill of rights for social network users, and if so, what should it say? By Alistair Fairweather.
- Priebatsch keynote: the game layer - Last decade, it was all about the social layer. The next decade will layer game mechanics on top of the real world. By Toby Shapshak.

Tech/digital

- The US Military's Mad Science - the Defence Advanced Research Projects Agency always has many pots on the boil. From biomimetic battle droids to mind-reading machines, SxSW gets a look at some of the scarier and fascinating research. By Ivo Vegter.
- A bootstrapped geek's lessons - Geeks are usually not very good at dull or crude corporate disciplines like sales, human resources and finance. Instead of avoiding them, it often helps to do them in typically geek fashion. Which rules to follow, which rules to break, and how to tell the difference. By Ivo Vegter.

Medical

- Lessons learned from mobile health in Africa - in an unusual reversal, this panel discussed what the first world could learn from the technology solutions in the developing world. By Ivo Vegter.
- Virtual surgery - how doctors use gaming technology to practice surgery in the virtual world, before pointing their lethal scalpels at real human flesh. By Alistair Fairweather.

General

- Hunting genius and finding idiots - a somewhat cynical first impression of SxSW by Nic Haralambous.
- Ogilvy Notes in action - An unusual way to follow SxSW, in the form of whiteboard sketches. By Ivo Vegter.
- People of #SxSW - Interviews with assorted interesting SxSW attendees, by Gaby Rosario.
- People on planes - Interviews with assorted interesting SxSW attendees, by Gaby Rosario.

For more:

- Bizcommunity Search: SxSW
- Bizcommunity: #sxswsa twitterfall
- Bizcommunity Twitter list: @Bizcommunity/sxswsa2011
- Official blog: http://sxswsa.co.za
- Twitter: @sxswsa
- Twitter search: #sxswsa
- Twitter list: @sxswsa/sxswsa
- Flickr: SxSWSA

- *Adapted from original blog post Weekend roundup post published on Monday, 14 March 2011*

ABOUT THE AUTHOR

[[http://sxsw.com/ South by South West]] is one of the largest music, film and interactive technology festivals in the US. It takes place annually in Austin, Texas. Ivo Vegter, a South African columnist for The Daily Maverick and ITWeb, is reporting from there, along with several other South Africans, thanks to the support of Old Mutual. Follow him on Twitter at [[@IvoVegter]] and, wearing his SxSWSA hat, at [[@sxswsa]]. Read the SxSWSA blog at [[http://sxswsa.co.za]].

For more, visit: https://www.bizcommunity.com