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And "socially alarming events" are in the news  
(in a useful way)!

## .IT QUARTER

è un supplemento di **focus** .it

### Director in charge

Marco Ferrazzoli

### Editorial committee

Maurizio Martinelli, Rita Rossi,  
Anna Vaccarelli, Daniele Vannozzi

### Graphics and paging

Francesco Gianetti, Chiara Spinelli

### Photo credits

Francesco Gianetti, [www.fotolia.it](http://www.fotolia.it)

### Editorial board

Francesca Nicolini, Stefania Fabbri,  
Gian Mario Scanu, Giorgia Bassi, Chiara Spinelli

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Lorenzo Luconi Trombacchi

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### Editorial Offices

Unità relazioni esterne, media  
e comunicazione del Registro .it  
Via G. Moruzzi, 1  
I-56124 Pisa  
tel. +39 050 313 98 11  
fax +39 050 315 27 13  
e-mail: [info@registro.it](mailto:info@registro.it)  
website: <http://www.registro.it/>

### Head of .it Registry

Domenico Laforenza

### Registration at The Law Courts of Pisa

n° 17/06 del 21 luglio 2006

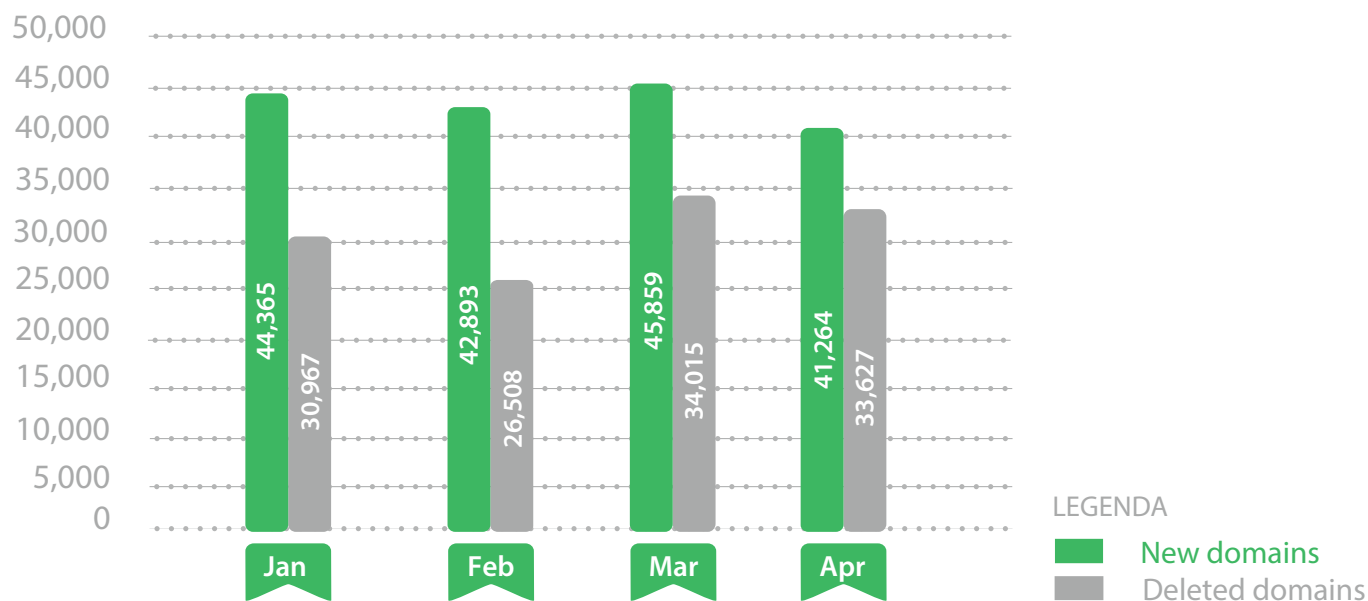
### Closed for printing

3 giugno 2014

## The Ludoteca .it goes to "Go on Italia"



go-on-italia internettiamoci is the Wikitalia project dedicated to disseminating the Internet culture, which started on May 5th from Friuli. The .it Registry is the institutional partner in the project and participated at the opening event with Ludoteca .it. For more information go to [www.go-on-italia.it](http://www.go-on-italia.it)



## GROWTH

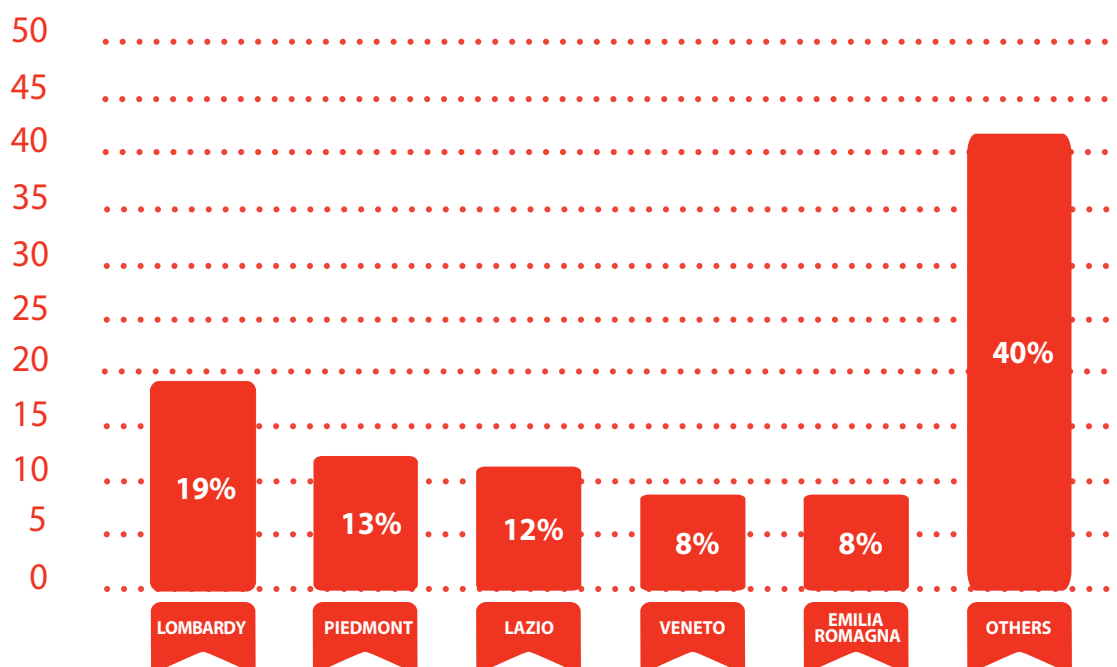
2014 starts off on a positive note as far as new registrations are concerned (174,381), with a balance of around 40 thousand more domains being registered even after deducting those that have been deleted. The result, however, should be considered in a much broader context that concerns many Registrars, particularly ccTLDs, and that witnesses a general decline in the net growth of domains



## YEARLY GROWTH

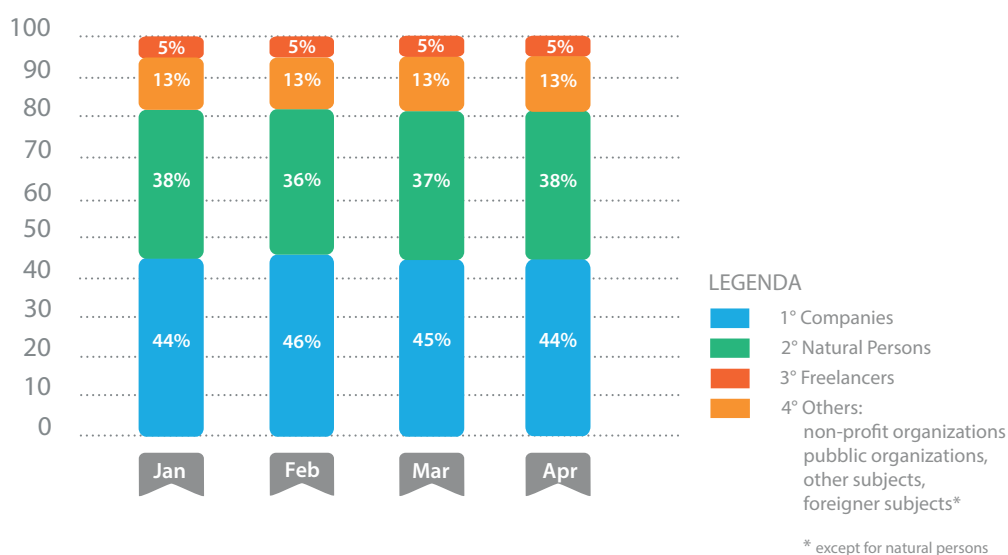
The graph shows a steady growth in the .it domains: in the first 4 months of 2014, a threshold of 2million 700thousand domains was reached





Compared to the last quarter of 2013, the classification of Top Regions, that recorded more .it names, remains unchanged. The top positions are held by North with Lombardy and Piedmont, followed by Central Italy with Lazio. The South is not among the top positions

TOP REGIONS



In the first quarter of 2014, companies continue to register more domains, followed by individuals

ENTITY TYPES

## It's again business competition



HOME CHI SIAMO PARTECIPA IL PERCORSO BLOG CONTATTI



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Cerca...

REGISTRO.IT È UN SERVIZIO  
GESTITO DA



.ITCUP È UN PROGETTO IN  
COLLABORAZIONE CON

FONDAZIONE  
denoth

**StartupItalia!**



Tweet

Segui



**raimondo bruschi**

@raimondobruschi

1 Giu

Classifica a StartUp WeekEnd  
#swbenevento

Primo Classificato  
OloGlam - Vitaliy Chernyshevych

Secondo... fb.me/2DivSrBUI  
Retwittato da ItCupRegistro.it

Espandi



**StartupItalia!**  
@startup\_italia

30 Maggio

Ecco le 5 vincitrici del premio Startup  
dell'anno ow.ly/xr567 @pnicube  
@ISP\_Torino @kiunsys @innosensor  
@egohealth @corehab\_italy  
Retwittato da ItCupRegistro.it

Twitta a @ItCupRegistro



Hai un progetto di startup nel settore Ict da proporre a possibili investitori? ItCup Registro .it nasce per mettere in contatto giovani imprese e investitori alla ricerca di soluzioni innovative. Cerchiamo ottime idee con questi requisiti: originalità, creazione di valore aggiunto e spendibilità sul mercato. Offriamo un percorso qualificato di formazione e di analisi del vostro progetto ma soprattutto la possibilità di presentarlo a una platea di potenziali investitori italiani di alto profilo. ItCup è un progetto promosso da Registro .it, l'anagrafe dei domini italiani.

Partecipa

### NEWS



Spotlight chiude il suo  
primo finanziamento  
21 maggio 2014



#itcup14: si parte!  
30 aprile 2014



San Francisco: see you  
soon!  
24 marzo 2014



MtB: seconda  
settimana  
18 marzo 2014

LISTA COMPLETA

### I PREMI

#### Vincitori #itcup13

Premio Fondazione Denoth: GoOut  
Premio Polo Tec. Navacchio: RankitLive  
Premio idna: #some  
Premio Creaimpresa - CNA Pisa:  
Awby - Blinshop - Cloudesire



MAGGIORI INFO

### 3 BUONI MOTIVI

#### FOCUS ICT

Registro.it è made in Italy in formato digitale, con 25 anni di storia e innovazione e 1.300 Registrar accreditati, fornitori di servizi internet. L'ICT è il nostro mondo, da sempre.

#### FORMAZIONE

ItCup ti dà la possibilità di accedere a un percorso di coaching, per rivedere il business plan, analizzare i punti di forza e imparare a costruire un pitch a prova di investor.

#### NETWORKING

Organizziamo un vero evento di incontro, con una sessione di pitch, approfondimento e incontro tra i promotori delle idee e i potenziali investitori, con concrete possibilità di follow up.

The business plan competition .itCup Registro is back! To apply, go to [www.itcupregistro.it](http://www.itcupregistro.it). The final will be held on October 10th, 2014, in Pisa, during the Internet Festival. Call for start-up projects will end on July 11th, 2014.

## A new look for [www.ludotecaregistro.it](http://www.ludotecaregistro.it)



HOME

OFFERTA DIDATTICA

INSEGNANTI

GENITORI

CONTATTI

Cerca...



### CARTONI



00:00

06:05

TITOLO: Studiare online

PERSONAGGI: Prof. Ittì, Marco, Sofia, Conte Nuti

TRAMA: Marco e Sofia devono fare una ricerca di storia. Il bambino, impaziente di andare a pescare, decide di cercare le informazioni solo su internet. Sarà la scelta giusta? Il conte Nuti, un uomo di profonda cultura, spiegherà perché non tutto quello che si legge online è attendibile...

### CALENDARIO LEZIONI



30 MAGGIO

\*A lezione dal Prof. Ittì\* lezione al Cnr, Scuola Primaria Colle di Compito (Lu)

19,20,21 MAGGIO

Scuola Primaria Giusti, Scuola Primaria Lerca, Scuola Primaria Sciabornasca, Cogoletto (GE)

### TUMBLR



... ancora una foto... scuola primaria Giusti di Cogoletto (GE) ...

05/26/14

### NEWS



Nuovo Focus .it dedicato alla scuola 2.0 (30 maggio 2014)

Ultime lezioni al Cnr (10 maggio 2014)

Go on Italia è anche Ludoteca (24 marzo 2014)

### TWITTER



#### Tweet

Segui

**Riccardo Luna** @RiccardoLuna 27 Maggio  
Cos'è la #flippedclassroom con 9 consigli per capovolgere la scuola (e funziona!) [school.startupitalia.eu/17112/school-...](http://school.startupitalia.eu/17112/school-...) via @startup\_italia #ischool  
↳ Ritwittato da Ludoteca Registro.it  
Espandi

**Ludoteca Registro.it** @Ludotecalt 26 Maggio  
Foto: ... ancora una foto... scuola primaria Giusti di Cogoletto (GE) ... [tumblr.co/ZshC7o1Gwas-k](http://tumblr.co/ZshC7o1Gwas-k)



Twitta a @Ludotecalt

### FACEBOOK



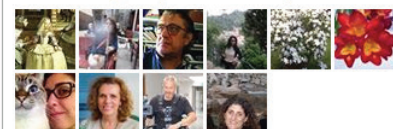
Trovaci su Facebook

Ludoteca del Registro.it



✓ Mi piace Ti piace.

Ludoteca del Registro.it piace a te e altre 171 persone.



Plug-in sociale di Facebook

Since May, the Registry's Ludoteca website has been given a new look; it is now richer in content, more social, with the possibility of booking lessons through online forms and, most of all, it is "responsive", making it easier to navigate from your phone or tablet. To keep updated on school 2.0, follow us on the social networks and subscribe to our newsletter!

**DIDATTICA**  
**informatica**

<a href="#">HOME</a>	<a href="#">CALL FOR PAPER</a>	<a href="#">COMITATI</a>	<a href="#">ISCRIZIONI</a>	<a href="#">PROGRAMMA</a>	<a href="#">PATROCINI E SPONSOR</a>	<a href="#">ISTRUZIONI PER GLI AUTORI</a>	<a href="#">CONTATTI</a>	<a href="#">SALA STAMPA</a>
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## Online with the Wister



[CHI SIAMO](#) ▾ [INTERVISTE](#) [WISTERIA](#) [L'ORIENTANORME](#) [EVENTI](#) ▾ [SITI AMICI](#)

[illegible]

16 maggio 2014 · by Redazione · in Eventi, Winton

Quando: Lunedì 26 maggio ore 9.00/16.00 Dove: INAIL Sede Territoriale di Roma Centro e Viterbo (Piazza delle Cinque giornate 3)  
La Rete WISTER di Stati Generali dell'innovazione con il Patrocinio di Agenzia per l'Italia Digitale, Consiglio Regionale del Lazio e Assessorato alla Cultura Creatività e Promozione artistica

EBOOK SOCIAL MEDIA, RAGAZZI E CYBER BULLISMO. AD2DT001



LE NOSTRE GIORNATE FORMATIVE GRATUITE

8



## At (mini)marketing lessons

Stefania Fabbri

In 2014, the .it Registry will launch a strategic marketing campaign.

On this occasion, the concerned Registrars will play an active role: i.e. for an in-depth study of the themes related to digital marketing, the 2014 training course calendar will include a mini-master course (three weekends of full-immersion) to be held in Bologna, at the CNR (Italian National Research Council) Area with some of the top marketing experts in Italy as teachers.

Again, in this perspective, the technical training courses on web technologies and on CMS will be addressed with particular attention to the new standards and techniques of search engine indexing and ranking. The training courses reserved to Registrars accredited by the .it Registry are free. It is possible to enrol every single weekend, so as to be able to select the topics of interest and actual dates that are compatible with the possibility of attending the course.

### **7 November – Marketing strategy and communication – digital or not (Gianluca Diegoli)**

The aim is “to link all the points” and give an overview of all the possible marketing and communications activities of the Registrar, focusing on those with a higher return and providing useful tips on how to promote oneself operationally.

### **8 November – Writing for the web, contents, SEO (Miriam Bertoli) <http://www.miriambertoli.com/>**

The aim is to create texts that encourage reading and buying; using the contents to attract new customers and keeping in touch with them; being liked by people... and by Google at the same time.

### **21 November - Social media marketing (Gianluca Diegoli)**

Use social media at its best. As a tool for one's business activities, to perform customer care, to stay in touch with customers and find new ones. This is an opportunity to take a look at the technical aspects of the main platforms.

### **22 November - Email marketing (Alessandra Farabegoli) <http://www.alessandrafarabegoli.it/>**

Email is used by 100% of Internet users and the potential of mobile technology as a medium for business is stronger than ever. Learn to use it better, communicating with clients at all stages of the buying cycle and even before.



### **5 December - Analytics (Alessio Semoli) <http://www.alessiosemoli.com/>**

Do we know how much our site yields? Are we able to assess how much our various activities really yield? To invest intelligently we must know what the returns are. This segment helps us to put into practice the basic techniques to start measuring.

### **6 December - Advertising, Adwords, FB adv & C. (Andrea Serravezza) [http://www.bizupmedia.com/chi\\_siamo/team/andrea-serravezza](http://www.bizupmedia.com/chi_siamo/team/andrea-serravezza)**

Being online is no longer enough; participating and investing in visibility are becoming increasingly important. What are the tools and ways of doing so, optimising the budget available? Find out how to spend in Google and Facebook, improving campaign performance.

*For more information and registration forms: <https://rain.nic.it/comunicazioni/corsi/index.html>*

## Social Sensing. And "socially alarming events" are in the news (in a useful way)!

Maurizio Tesconi

*There is no doubt that the potential of the Net is thousand-fold. At the CNR (Italian National Research Council) in Pisa, a group of researchers has detected a socially useful way of employing it: the exploitation of mass "phobia" in providing pieces of news through the various social networks, either during or after natural catastrophes, to assess the damage provoked by an event, for rescue work and humanitarian aid, besides for emergency handling*

Called "Social Sensing", it is one of the latest research projects, funded thanks to .it Registry, of a group of researchers at the Institute for Informatics and Telematics of the CNR in Pisa, coordinated by Maurizio Tesconi. The idea derived from a new sort of discomfort affecting a rather large percentage of social platform users, the so-called "Social Network addiction": a kind of dependency which induces one to be permanently "linked", updating and controlling one's profile day in day out.

"In case of fire, leave the building before tweeting about it" or "In case of an earthquake, run to a shelter before Facebooking about it": these are only two among many examples of danger signs, or placards, invented just to goof on this "performance-driven anxiety", aroused within the social networks.



Such warnings, however, do not appear to be very efficacious, if we consider the writings posted by users in emergency situations. During the 2012 earthquake in Emilia, only seconds after the 5.9 magnitude seismic shock wave, someone had already posted on Twitter a photograph taken in an area near the epicentre.

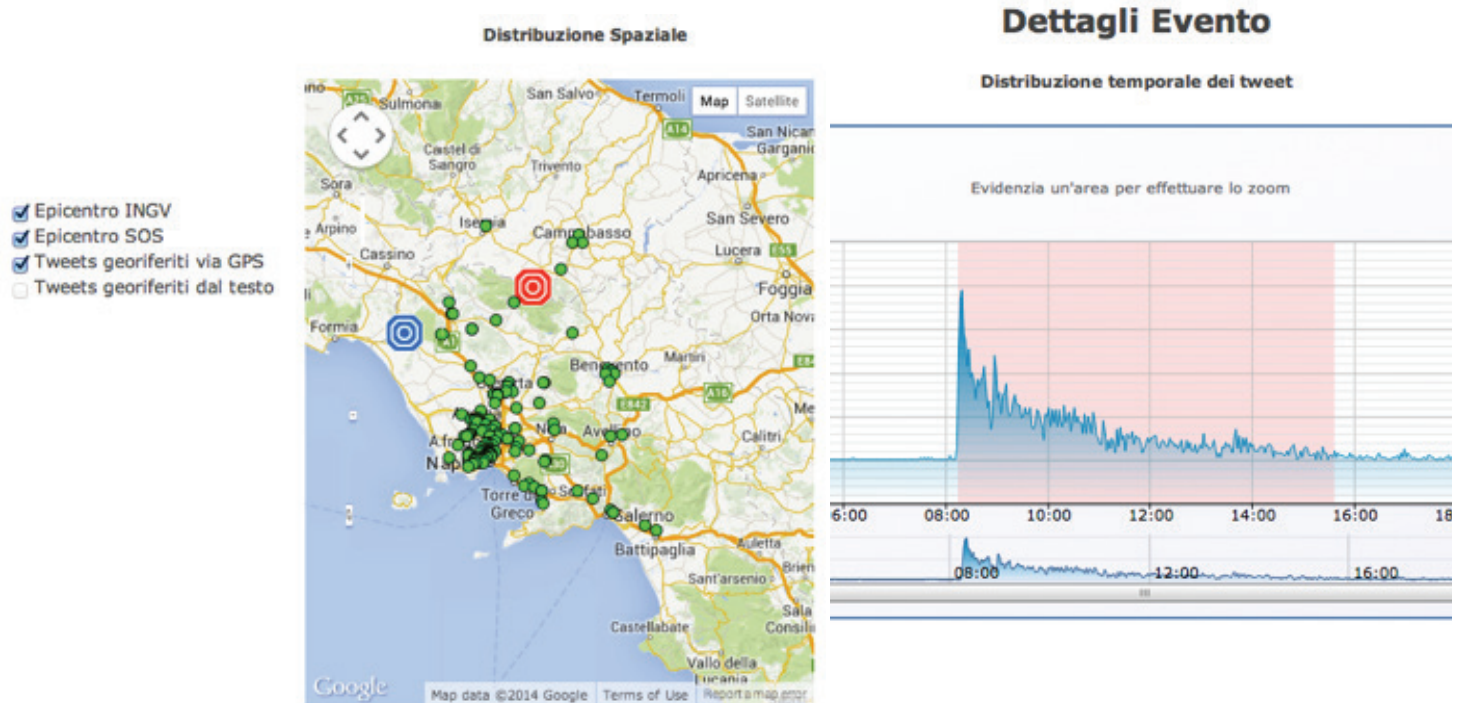
Why, then, shouldn't such a compulsive use of social networks be exploited profitably? Thanks to this phenomenon, which mainly regards Twitter users, it is possible to earmark and analyse events arousing social concern such as, for instance, earthquakes or floods.

In these kinds of situations, users behave just as authentic sensors, or - to say it more correctly - as "social sensors": the information shared on the social networks contains an amazing quantity of data which is useful to assess the

consequences of an event in the area it affects. Such data, made known almost in real time, can turn out to be useful even to rescue teams and help them get promptly to the localities struck by the natural catastrophes.

Researchers at the Institute for Informatics and Telematics are currently working on a “Social Sensing” platform prototype so that it is able to provide decision-making support in dealing with emergencies, while analysing in real time the information shared by Social Media users.

The first version of the prototype is ready by now: EARS (Earthquake Alert and Report System) can detect earthquakes by analysing Twitter data (see the image) by promptly notifying the event to a list of users with a summary report of what has happened:



At the end of the two-year long project, in the specific case of earthquakes, it will be possible for the INGV (National Institute of Geophysics and Volcanology), Civil Defence or the Police to use the platform. Even citizens themselves will be enabled to access a prompt-information tool in case of an emergency. The results of the analyses will be made available at the following website: [www.socialsensing.it](http://www.socialsensing.it)

People currently participating in the project: Stefano Cresci, Mariantonietta La Polla (IIT-CNR), Carlo Meletti (INGV), Felice Dell'Orletta (ILC-CNR), Fabrizio Falchi, Andrea Esuli (ISTI-CNR) and Marco Avvenuti (University of Pisa, Engineering School)





See you in September  
with the next issue...