

TECHTALK President 2.0 How Tech-Savvy is our New President?

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Rose from Digg.com and became the most popular person on Twitter. According to Twitterholic (twitterholic.com), a website that measures the “followers” of Twitter accounts, *Barack Obama* has nearly 150,000 followers as of writing this article. *Obama's* closest Twitter competitor is *Kevin Rose* with 78,000 followers.

Obama even purchased advertisements in online video games, including Madden NFL 09 and Burnout Paradise.

The *Obama* campaign also created a bespoke iPhone application and distributed it through the iTunes App Store. The application enabled *Obama* supporters to call friends, see nationwide statistics and receive updates and facts from the Obama team.

President-elect *Barack Obama* wasted little time in launching the *Change.gov* website after winning the presidential election. The site was created by the “Obama-Biden Transition Project”, aimed to educating those interested in the happenings during the critical days; between now and the inauguration. Visitors to the site are able to learn about Obama’s policy, read the blog, and submit their own content about the campaign and Election Day.

Recently, *Barack Obama* launched his first regular weekly update to the American voters by YouTube. It was an ultra-modern echo of *Franklin D. Roosevelt's* regular folksy radio broadcasts, complete with the sound of a fire crackling in the background, which helped guide America through the Great Depression.

Now *Obama* is also facing a massive economic crisis and he is reaching out to the American public with a YouTube video. The move is part of a hi-tech revolution in politics that *Obama* has promised to bring to Washington when he takes office. Technology and the internet are set to be a core part of the new administration, bolstered by *Obama's* massive online army of supporters.

However, once he takes over the Oval Office, he has vowed to appear each week on YouTube, speaking to the concerns of a nation and outlining his plans. It will be a marked contrast to *Bush*, who is not known for his mastery in technological skills and whose Oval Office desk appears to lack a computer.

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This month a new US President will be sworn into office. President-elect *Barack Obama* will not only become the first African American to ascend to the White House, but *he'll also be the most tech-savvy President ever to step into the White House*. So, let's see how “gizmoed” & techie he is.

Barack Obama is the first major politician who really “gets” the Internet. Sure, *Howard Dean* used the Web to raise money, but *Obama* used it to build an army. Now, that army of digital kids expects to stick around and help him govern.

Obama is a big fan of technology. He's been

photographed sending messages on his BlackBerry PDA, and his campaign used text messaging to announce his choice of a vice presidential running mate. His campaign solicited for donations through e-mail, and it set fund-raising records for a US presidential campaign, raising more than \$800 million. A large percentage of donations came over the Internet.

The campaign set up *Obama* pages at Facebook (www.facebook.com/barackobama) and MySpace (www.myspace.com/barackobama) and set up a Twitter feed (twitter.com/BarackObama). In fact, President-elect *Barack Obama* dethroned *Kevin*

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Our New President's Preferred Gizmos



Obama didn't talk a lot about technological issues during the 2008 presidential campaign, but he did put out a lengthy tech policy paper a year ago. During a debate with rival candidate *John McCain* in September, *Obama* called for the US government to focus on rolling out broadband to the parts of the country that don't yet have it.

Just a few weeks ago, *US President-elect Barack Obama* outlined an ambitious plan to give every child in the US access to the Internet and to connect the nation's hospitals with "cutting edge technology."

The items are part of his plan to generate or save 2.5 million jobs over the next two years and boost the flagging economy. They were outlined in his weekly video address posted on the Change.gov website.

"It is unacceptable that the United States ranks 15th in the world in broadband adoption," *Obama* said. "Here, in the country that invented the Internet, every child should have the chance to get online, and they'll get that chance when I'm President - because that's how we'll strengthen America's competitiveness in the world."

He also pledged to modernize the nation's schools, make them energy efficient with new heating and lighting systems and put new computers in classrooms. He also plans to put Internet connection in schools, libraries and hospitals. The latter is part of a plan to connect the healthcare industry.

President-elect *Barack Obama's* plan is to build a Google-enabled government, which began modestly with its Change.gov website, which includes the means to apply for a job in the new administration. One of the people this administration plans to hire: a CTO to manage Federal IT. The person selected will be the nation's first chief technology officer.

So, which gizmos does Obama fancy?

Here is an interesting factoid you probably didn't know about our tech-savvy president-elect: **He is a Mac user**, according to *Telegraph*.

Knowing that *Obama* is a Mac user, it is highly likely that his chat client of choice is iChat. *Michelle Obama* told *People* magazine that the one gadget her husband would never leave at home is a **webcam**, which he uses to stay in touch with her and the kids whenever he's traveling. iChat is the best Mac app for video chatting, and it is the easiest to use, too.

He is not an iPhone user, though. He's said many times "My worst habit is constantly checking my **BlackBerry**," *Telegraph* writes.

He's an **iPod man**. President-elect *Obama* once told "Rolling Stone" magazine that his iPod also contained tracks from singers and groups he grew up listening to in the 1970s, including *The Rolling Stones*, *Elton John* and *Earth, Wind & Fire*.

He named *Stevie Wonder* as his biggest musical influence from the era while his favorite "Rolling Stones" track was "Gimme Shelter". "If I had one musical hero, it would have to be *Stevie Wonder*," Mr. *Obama* said.