



**ASST. PROF. CHANINTORN J. NUKOON**  
DEAN  
GRADUATE SCHOOL OF ADVANCED  
TECHNOLOGY & MANAGEMENT (GSATM)

Welcome to the February 2020 edition of ATM@AU. The current semester (2-2019) has already begun. So try to settle down with your studies and take care of all the tasks assigned to you. Contact your instructor and peers to remain engaged and active. I must inform you that GSATM will introduce a new PhD program in Technology, Education and Management (TEM) very soon. As GSATM moves forward with implementing this new research-oriented program, I will keep you update via this newsletter. In the meantime, keep your focus on your studies.

[pct2526@yahoo.com](mailto:pct2526@yahoo.com)  
66-2723-2948

**Graduate School of Advanced  
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**THE SUCCESS OF MACHINE LEARNING  
RESTS ON SCALABILITY**

**Steven Roddy**  
As ML takes hold, engineers will need to design systems that can dynamically adjust the processing resource they deliver.

Change is constant, and artificial intelligence (AI) and machine learning (ML) are changing everything, all over again. For developers trying to bring new products and services to market that leverage AI and ML, the challenges are compounded by the fact that the technology landscape is still developing. Unlike the traditional embedded sector, which exhibits a linear relationship between the need for more processing performance and the way that performance is used, there is a disparity between AI and ML, and the hardware...

[Read more](#)

**WHAT IS PURPOSIVE SAMPLE?  
WHEN AND HOW TO USE IT?**

**Wilkinson Bec**  
A key part of any research project is getting workable data from the general population. Without this, your research is shallow, one-sided and lacking in any real proof. It is for this reason that some form of sampling is generally carried out, and one of the most popular sampling methods is a process known as purposive sampling. Part-1: So, What is purposive Sampling?

So, what is purposive sampling and why would you use it? Simply put, purposive sampling is when a researcher chooses specific people within the population to use for a particular study or research project.

[Read more](#)

**ATM\_News@AU:February, 2020**  
**Graduate School of Advanced Technology Management (GSATM)**

**AN OPEN SOURCE EFFORT  
TO ENCRYPT THE INTERNET  
OF THINGS**

**Lily Hay Newman**  
End-to-end encryption is a staple of secure messaging apps like WhatsApp and Signal. It ensures that no one—even the app developer—can access your data as it traverses the web. But what if you could bring some version of that protection to increasingly ubiquitous—and notoriously insecure—internet-of-things devices?

The Swiss cryptography firm Taserakt is trying just that. Earlier this month, at the Real World Crypto conference in New York, it introduced E4, a sort of cryptographic implant that IoT manufacturers can integrate into their servers.



Today most IoT data is encrypted at some point as it moves across the web, but it's challenging to keep that protection consistent for the whole ride. E4 would do most of that work behind the scenes, so that whether companies make home routers, industrial control sensors, or webcams, all the data transmitted between the devices and their manufacturers can be encrypted.

Tech companies already rely on web encryption to keep IoT data secure, so it's not like your big-name fitness tracker is transmitting your health data with no protection.

[Read more](#)

**WILL THE 2020S SEE  
ASIA PULL AHEAD IN  
HIGHER EDUCATION?**

**Louise Nicol**  
"In the 19th century, the world was Europeanized. In the 20th century, it was Americanized. Now, it is being Asianized – and much faster than you may think." (**Jonathan Woetzel** and **Jeongmin Seong**, McKinsey Global Institute, 2019).

It's a statement that is starkly put, but it provides the jumping off point for five predictions about the direction of travel for higher education as we enter the 2020s.

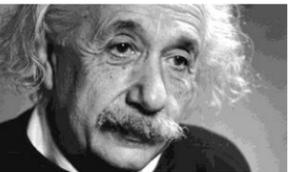


If you haven't caught up with the notion of the way 'the Asian Century' is gathering momentum you need to pay attention right now.

[Read more](#)

**THOUGHT OF THE MONTH**

"We cannot solve our problems with the same level of thinking that created them."

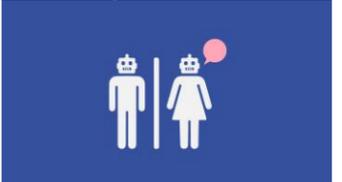


**Albert Einstein**  
American Physicist  
1879-1955

**CONVERSATIONAL AI CAN  
PROPEL SOCIAL  
STEREOTYPES**

**Sharone-Horowitz-Hendler & James Handler**

**As AI gets more talkative, designers need to consider the ethics of gendering not just voices but the finer nuances of speech patterns.**



Alexa, Siri, Watson, and their talking AI siblings serve to make our lives easier, but they also reinforce gender stereotypes. Polite, subservient digital secretaries like Alexa and Siri are presented as female.

Assertive, all-knowing Jeopardy! champion Watson is most often referred to as "he." New generations of AI are coming that will make this problem more significant, and much harder to avoid. As the field expands, designers need to ensure they're creating a more expansive world, and not replicating a close-mindedly gendered one. Linguists can help them get there.

Last summer, **UNESCO** released a report warning against the "troubling repercussions" of gendered AI. The researchers recommended closer scrutiny of why many current speech-based AI systems, which interact with millions of people around the world, often default to speaking with a female voice, even though they may claim to be genderless.

[Read more](#)

**MONTHLY ENEWSLETTER  
VOL.10, ISSUE-2: FEB., 2020  
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**FROM THE EDITOR**

Welcome to the February 2020 edition of our ATM-eNewsletter. In this edition you will find a series of interesting articles about new trends in technologies, teaching and management. In their article, Sharone-Horowitz-Hendler & James Handler sheds light on the ill effects or stereotyping of conversation by AI. Wilkinson Bec, a prolific blogger writes about the meaning of "Purposive Sampling" in a research process. In another piece Steven Roddy explains the merits of using Machine Learning (ML). Louise Nicol examines the prospects of Asia becoming a leader in higher education. GSATM also publishes a biannual journal titled (AU-eJIR). Details of this journal can be accessed from our new link given below. Please send your comments and suggestions to-

[knagi@au.edu](mailto:knagi@au.edu)

**CALL FOR PAPERS  
AU-EJOURNAL OF  
INTERDISCIPLINARY  
RESEARCH**



**VOL.10: ISSUE 2**

**FEBRUARY, 2020**

**GSATM: NEW ACADEMIC CALENDAR FOR 2020-2021**



Second Semester (2/2019): January, 2020 – May, 2020  
First Semester (1/2020): August, 2020 – December, 2020  
Summer Session (3/2019): June, 2020 – July, 2020

**\*This calendar is subject to change without notice. For further details contact you're Program**

**Call for Papers**

**2020**

International Conference on Business, Education, Social Science and Technology 2020 (BEST2020)

Kuala Lumpur, Malaysia  
**8-9 February, 2020**

2020 European Advanced Educational Technology Conference (EAET 2020)

Imperial College London, London, UK  
**March 27-29, 2020**

18th International Conference on Language, Innovation, Culture, & Education -18th ICLICE Osaka)

Osaka, Japan  
**28 -29 March, 2020**

The 7th International Research Conference on Management, Leadership, and Social Sciences - Bangkok (7th IRCMALS Bangkok)

Bangkok, Thailand  
**28 -29 May 2020**

[Click here for more Conferences](#)