

Dan Gillmor—CV

Phone: +1.602.496.7293 (O)

Email: dan.gillmor@asu.edu

Employment

- January 2008 - Present: Professor of Practice, Walter Cronkite School of Journalism and Mass Communication, Arizona State University; I commute to Phoenix one week per month, and teach online classes in digital media literacy
- January 2006 - August 2009: Fellow, Berkman Center for Internet & Society, Harvard University; worked on media-related projects, with a focus on the developing phenomenon of citizen journalism
- January 2006 - December 2007: Lecturer and I.F. Stone Teaching Fellow, University of California, Berkeley, Graduate School of Journalism; co-taught courses in digital media and worked on expanding citizen journalism's reach and value
- January 2005 - December 2005: Founder, Grassroots Media Inc.; created (unsuccessful) Bay Area online journalism project, Bayosphere, which was later sold to Backfence Inc.
- September 1994 - January 2005: *San Jose Mercury News*, columnist, editor; as a columnist I wrote about business and technology including tech policy
- October 1999 - October 2004: Visiting lecturer, University of Hong Kong's Journalism and Media Studies Centre; for 5 weeks each fall, taught new-media class
- September 1988 - September 1994: *Detroit Free Press*, reporter; covered regional issues, including race relations, and technology
- January 1984 - September 1988: *Kansas City Times*, reporter; roaming correspondent covering social, political and economic trends, with a focus on rural America
- 1980 - 1983: *Valley Voice* and *Times-Argus* (Vermont), reporter
- 1971 - 1978: Musician, producer; self-employed; my band recorded two albums and toured widely, mostly around New England

Other Professional Activities (current/recent)

- Regular column in *Slate* magazine's "" site; also contributor to *Backchannel*, a technology site created by Medium
- Frequent speaker and guest lecturer at universities; in past few years this has included visits to (among others) Harvard University, the University of Hong Kong, Nanyang Technological University (Singapore), Tecnológico de Monterrey (Mexico), Nanjing University, Cairo University; Keio University (Tokyo), Yerevan (Armenia) State University, Washington and Lee University, University of Missouri, Louisiana State University, Lehigh University, University of Vermont, University of Zagreb and Champlain College

- Future Tense Fellow, New America (think tank)
- Board of Directors: First Amendment Coalition, a California-based nonprofit that advocates and litigates, focusing on open government and free speech issues; Ghana-based nonprofit PenPlusBytes, the International Institute for Information and Communication Technologies Journalism; and Paris-based Global Editors Network, which is helping journalism organizations move into a digital future
- Advisor to media-related companies and nonprofits including News Deeply, a collection of journalism ventures; FON, a collaborative Wi-Fi company based in Madrid; Global Voices Online, a nonprofit blogging network; and the Digital Media Law Project, a Berkman Center-based project (also a co-founder)
- Investor in several media companies including Wikia, a privately held consumer wiki service
- Co-founder, Dopplr.com, an online travel service and “social atlas” (purchased by Nokia in October 2009)

Education

University of Vermont

- B.A. 1981 Political Science; Cum Laude, Phi Beta Kappa

Journalism Fellowships

- Knight-Wallace Fellowship, University of Michigan (1986-87)
- Herbert Davenport Fellowship in Business and Economic Reporting, University of Missouri School of Journalism (1982)

Memberships (Current and selected former)

- Investigative Reporters and Editors
- Society of American Business Editors and Writers
- Association for Education in Journalism and Mass Communication

Books

- *We the Media* (2004), the first book to explain the reach and significance of what was becoming known at the time as citizen media; has been translated into a number of languages, most recently Arabic
- *Mediactive* (2010), a rethinking of media literacy for the Digital Age; translated into Japanese, Chinese, and Armenian
- *Permission Taken* (in progress), looking at how governments and corporations are taking control of technology and communications away from users, and how we can take it back

Journal Publications

- “Towards a New Model for Journalism Education,” *Journalism Practice*, Volume 10, 2016, Issue 7

- “The Promise of Digital,” *The Cairo Review of Global Affairs*, Winter 2015

Other Online

- Led a MOOC (massive open online course) in digital media literacy in 2015, a joint project by ASU and edX; this was ASU’s first MOOC
- Current (though infrequent) blogging at dangillmor.com and Mediactive.com
- Twitter (@dangillmor) and Google+ postings on many topics including media criticism and journalism’s future; approximately 38,000 followers on Twitter and 650,000 on Google+ (the latter is primarily a result of having been a featured user in the early days of the service)

Speaking

Keynotes, panels, workshops and other appearances at conferences around the world. In the past several years these have included (among many others):

- Association for Education in Journalism and Mass Communication (several cities)
- World Journalism Education Congress (several cities)
- International Journalism Festival (Perugia, Italy)
- Highway Africa (Grahamstown, South Africa)
- Freedom to Connect conference (Washington)
- National Conference on Media Reform (Denver)
- “Can We Trust Our News” symposium, Dublin
- Personal Democracy Forum, New York
- Global Editors Network News Summit, Paris and Barcelona
- Open Source Conference, Portland, Oregon
- Knight Foundation Media Learning Seminar, Miami
- East-West Center International Media Conference, Seoul
- Online News Association, San Francisco
- Poynter Institute Journalism Ethics Forum, New York

Recent articles in traditional and online press

In the past few years I’ve written regularly for the *Guardian*, *Slate*, *Backchannel* and other publications, including the following pieces:

In *Slate*

- “Hillary Clinton’s Technology Policy Is Surprisingly Solid,” June 29 2016
- “Mobile Carriers Shouldn’t Get Into the Ad-Blocking Business,” June 9 2016
- “Mark Zuckerberg Needs to Dump Peter Thiel From the Facebook Board of Directors. He Won’t.” May 26 2016
- “Encryption Technology Could Help Corporate Fraudsters. We Still Need to Fight for It.” April 27 2016
- “Why It’s So Funny That Republicans Are Upset With Facebook for ‘Censoring’ News,” May 11, 2016

- “Intel’s Andy Grove Was Brilliant, Paranoid, and Prophetic. No Wonder Silicon Valley Reverses Him,” March 22 2016
- “Why Don’t Tech Reviews Discuss Gadget Security and Privacy?” Feb. 17, 2016
- “Finally, There Are Decent Mobile Options for International Travelers” Jan. 21 2016
- “Parents: This Holiday Season, Do Not Buy Internet-Connected Toys for Your Kids” Dec. 3 2015
- “The Justice Department’s Newest, Strangest Attempt to Gain Access to Suspects’ Smartphones,” Oct. 29 2015
- “Will Apple’s Control-Freakery Turn Personal Computers Into Big iPhones?” Sept. 23 2015
- “This Might Be the Best Internet Service Provider in the U.S.,” Aug. 26 2015
- “Tech Companies and Carriers Should Be Legally Required to Issue Updates That Fix Security Flaws,” July 30 2015
- “We Cheer for Robots Because We Admire Their Creators” June 9 2015
- “Finally, a Victory in the the War Over Who Will Control the Devices We Use” May 12 2015
- “The Public Deserves to Know Exactly What’s in the Trans-Pacific Partnership” April 13 2015
- “So Sayeth GoogleThe search engine should not be the arbiter of truth.” March 13 2015 (With David Weinberger)
- “Tech Whiplash: Obama Endorses, Then Undermines, Encryption” Feb. 18 2015
- “By Blocking Virtual Private Networks, Netflix Is Undermining User Security” March 9 2016
- “The Problem at the Heart of Twitter’s Like vs. Favorite Debacle” Nov. 5 2015
- “Controversial Trade Deal Could Thwart Computer Security Research and Tinkering” Oct. 15 2015
- “The Creator of the Internet Archive Should Be the Next Librarian of Congress” Sept. 10 2015
- “I Use an Ad Blocker to Stop Third Parties From Tracking My Web Browsing. I’m Not Sorry.” Aug. 13 2015
- “We’re Going to See a Lot More Hoaxes Like the Bogus “Twitter Sale” Story. Prepare Yourself.” July 15 2015
- “Google’s New, Killer Offerings Come With Some New, Killer Privacy Concerns” May 29 2015
- “United Should Thank, Not Ban, Researcher Who Pointed Out a Major Security Flaw Technology” April 22 2015
- “The Cult of SteveWhy Apple insiders are so worked up over two admiring Steve Jobs biographies.” March 25 2015
- “When Tech Companies Betray Consumers, Why Don’t They Own Up to It?” Feb. 27 2015
- “I Thought the FCC Chairman Would Kill Net Neutrality Forever. I Was Wrong.” Feb. 4 2015

- “Google Can’t Tell You When the Government Wants Your Data. Here’s a Sneaky Solution.” Jan. 29 2015
- “Plugging Up the Holes Should software-makers be held liable for the Sony hack?” Dec. 18 2014
- “Every Airline Should Use This Genius Armrest Design” Nov. 13 2014
- “Whose Device Is It Anyway? Samsung and Sprint won’t let me install a privacy-enhancing operating system on my smartphone.” Oct. 16 2014
- “Bono, Apple Creating “Irresistible” Music Format. Prepare to Buy the White Album Again.” Sept. 18 2014
- “Welcome to the Indie Web Movement” April 25 2014
- “Tech Companies Help Make NSA Surveillance Possible—and They Can Help Stop It, Too” Nov. 22 2013
- “What’s the Best Way to Tell Your Mother and Your Bosses Why They Should Protest Surveillance?” Sept. 20 2013
- “How Journalists Can Protect Themselves From the U.S. Government” May 15 2013
- “For Political Leaders, More Surveillance Is Always the Answer” Jan. 13 2015
- “How Yahoo Could Make Up for Its Controversial Decision to Sell Flickr Users’ Photos” Dec. 4 2014
- “Mobile Carriers Are Officially Out of Control, but Congress Won’t Rein Them In” Oct. 29 2014
- “Law Enforcement Has Declared War on Encryption It Can’t Break” Oct. 1 2014
- “A Groundbreaking New Resource to Protect Journalists From DDoS Attacks” June 12 2014
- “In Praise of the Almost-Journalists: The overlooked advocate writers who are making a difference in online media.” March 28 2014
- “A Book Is Never Really Done: We need better tools to let us keep updating e-books after their publication.” Oct. 15 2013
- “A Microsoft Breakup in 2000 Could Have Spawned Amazing Innovations” Aug. 23 2013
- “Prepare for the New Cameras-Everywhere World; New technology means we’ll only see more images like the New York Post subway-death photo.” Dec. 12 2012
- In the *Guardian*:
- “The ‘Internet Slowdown’ protest for net neutrality needs to target regulators” Sept. 10, 2014
- “Ferguson’s citizen journalists revealed the value of an undeniable video” 16 Aug 2014
- “OnePlus One phone review – hitting the sweet spot” 11 Aug 2014
- “Is the internet now just one big human experiment?” 29 Jul 2014
- “Google doesn’t want you to limit its ability to follow you around the internet” 26 Jul 2014”
- “If the FCC is going to kill net neutrality, it’ll have to get through you and me first” 16 Jul 2014

- “No Facebook, no iPhone, no problem: how I declared my digital independence” 4 Jul 2014
- “The 'right to be forgotten' doesn't mean we should be censoring Google results” 24 Jun 2014
- “The Uber revolution is just beginning, and no cabbie protest can stop it” 13 Jun 2014
- “A government ruled for net neutrality. Too bad it wasn't your government” 6 Jun 2014”
- “Google's driverless cars are a boon for safety and climate, but not for privacy” 2 Jun 2014
- “In the future, the robots may control you, and Silicon Valley will control them” 13 May 2014
- “The best way to protest net neutrality's end is with an Internet-wide slowdown” 8 May 2014
- “The FCC is about to axe-murder net neutrality. Don't get mad – get even” 24 Apr 2014
- “If Aereo wins at the supreme court and broadcasters pull TV off the air, so be it” 22 Apr 2014
- “As we sweat government surveillance, companies like Google collect our data” 18 Apr 2014
- “How to stop the next Heartbleed bug: pay open-source coders to protect us” 10 Apr 2014
- “Amazon Fire TV isn't the living room of the future you're looking for. This is” 2 Apr 2014
- “Obama's NSA phone-record law ignores the other (big) data we're giving away” 26 Mar 2014
- “March Madness: streaming video is a future money-mad telecoms don't get” 21 Mar 2014
- “Mark Zuckerberg called Obama about the NSA. Let's not hang up the phone” 13 Mar 2014
- “Rage against the monopolized machine: you should use products how you want” 6 Mar 2014
- “Snowden made cyber-geek nightmares true. Can 'private' be normal again?” 28 Feb 2014
- “Beware the WhatsApp hype: Mark Zuckerberg is no benevolent overlord” 20 Feb 2014
- “Comcast's takeover of Time Warner is a horrible deal for consumers” 13 Feb 2014
- “Get ready: the day we fight back against mass surveillance is coming” 6 Feb 2014
- “Why all the angst? Blogging is far from dead” 31 Jan 2014
- “Will non-profit foundations step up to save the internet?” 24 Jan 2014
- “Today's ruling against net neutrality: victory for telecoms, blow for rest of us” 14 Jan 2014
- “The real CES takeaway: soon we'll be even more connected and have even less privacy” 10 Jan 2014

- “My 2014 resolution: stop my country from becoming a surveillance state” 5 Jan 2014
- “Call me an optimist, but the future of journalism isn't bleak” 27 Dec 2013
- “With robots and data, can Google keep to its promise not to be evil?” 19 Dec 2013
- “AT&T wants to know: how much would you pay for a little online privacy?” 13 Dec 2013
- “Six months after NSA story broke, Snowden looks even more patriotic” 6 Dec 2013
- “Buying technology gadgets on Black Friday usually isn't a great deal” 28 Nov 2013
- “Apple won the latest legal battle, but Samsung wins the size war with phablet” 23 Nov 2013
- “Thanks to WikiLeaks, we see just how bad TPP trade deal is for regular people” 13 Nov 2013
- “A simple question for new FCC chair Tom Wheeler: which side are you on?” 7 Nov 2013
- “Google, Yahoo et al have the power (and money) to fight back against the NSA” 1 Nov 2013
- “Has Big Tech got too big for its boots?” 19 Oct 2013
- “Protecting yourself online isn't as easy as it used to be, but it can be done” 12 Oct 2013
- “In praise of Richard Stallman, GNU's open sourcerer” 2 Oct 2013
- “The copyright cartel's plot to indoctrinate California kindergartens” 29 Sep 2013
- “Facebook 'likes' are protected free speech. I'll give a thumbs up to that” 20 Sep 2013
- “Hey Apple, give your users more control and we'll all win” 10 Sep 2013
- “The Washington Post embarks on Amazon adventure with Jeff Bezos” 4 Sep 2013
- “America's next president had better believe in restoring liberty” 29 Aug 2013
- “Thank you, Facebook Inc, but what developing nations need is net freedom” 21 Aug 2013
- “What we can all learn from the New York Times website outage” 14 Aug 2013
- “How should you protect yourself from cyber surveillance?” 10 Aug 2013
- “The Bradley Manning verdict is still bad news for the press” 30 Jul 2013
- “Point-scoring our web freedom” 27 Jul 2013
- “The internet advocates crusading for our privacy and security” 16 Jul 2013
- “Antitrust Apple: the plot with publishers to hike ebook prices” 10 Jul 2013
- “America's founders would be horrified at this United States of Surveillance” 2 Jul 2013
- “Microsoft Windows 8.1: is the company finally waking up to the competition?” 28 Jun 2013
- “I'd pay more for tech products with greater privacy from surveillance” 21 Jun 2013
- “The NSA surveillance fallout should be a turning point for the tech industry” 14 Jun 2013
- “Patent trolls are a serious threat to US innovation” 5 Jun 2013
- “Could WordPress be the next Tumblr?” 20 May 2013
- “Google, please be a benevolent internet overlord” 16 May 2013

- “Who will pay to watch YouTube?” 10 May 2013
- “Berkshire Hathaway and Warren Buffett: capitalism at its best and worst” 3 May 2013
- “The AP Twitter hack hoax exposes the need for 'slow news'” 23 Apr 2013
- “Oppose Cisca if you value any privacy in our digital world” 18 Apr 2013
- “Once again, TV executives are eager to stifle tech innovations like Aereo” 12 Apr 2013
- “In our digital world you don't own stuff, you just license it” 5 Apr 2013
- “Why everyone should register a domain name” 28 Mar 2013
- “Is the Computer Fraud and Abuse Act the 'worst law in technology'?” 20 Mar 2013
- “Lessons of Harvard's secret email search” 11 Mar 2013
- “Embrace the cloud computing revolution – with caution” 5 Mar 2013
- “'Factivism' for every field: why Bono is right to want more data and evidence” 28 Feb 2013
- “What's next for books in the digital age? Outlook unclear” 22 Feb 2013
- “Ways of watching: how technology is changing our TV habits and content” 15 Feb 2013
- “Microsoft's new Surface Pro: Windows on a new world” 5 Feb 2013
- “Who should be the next head of the Federal Communications Commission?” 2 Feb 2013
- “TechCrunch's teachable moment: media sites must own the conversation” 25 Jan 2013
- “The lessons of the Atlantic's Scientology 'sponsor content' blunder” 16 Jan 2013
- “Remember Aaron Swartz by working against government abuses” 13 Jan 2013
- “Amazon's AutoRip: a great service – with strings attached” 11 Jan 2013
- “Andrew Sullivan plans to serve Daily Dish by subscription” 3 Jan 2013
- “My bid for tech liberty: how have I done so far?” 29 Dec 2012
- “Why we all have a stake in the Freedom of the Press Foundation” 17 Dec 2012
- “Users will always pay dearly when Facebook votes with its wallet” 11 Dec 2012
- “UN internet regulation talks in Dubai threaten web freedom” 4 Dec 2012
- “America's dysfunctional patent system is stifling innovation” 30 Nov 2012
- “Republicans' brief flash of intellectual property insight” 23 Nov 2012
- “Big Media's failure to fulfil fourth estate function in 2012 election” 7 Nov 2012
- “The 2012 election and web freedom: who to vote for?” 4 Nov 2012
- “Android's smartphone OS upgrade issues need more than a quick fix” 28 Oct 2012
- “Margaret Sullivan: making waves as New York Times public editor” 26 Oct 2012
- “Pafone's take of combining phone and tablet soon will be thing of the past” 19 Oct 2012
- “Facebook's new business plan: from utility to monopoly” 8 Oct 2012
- “Maps: site of an epic territorial struggle between Apple and Google” 25 Sep 2012
- “Apple's iPhone 5 is brilliant – but not best in class” 13 Sep 2012
- “Lenovo X1 Carbon's sleek design and power make it the ultrabook to beat” 9 Sep 2012

- “The Bruce Willis dilemma? In the digital era, we own nothing” 3 Sep 2012
- “What Mark Mazzetti's Maureen Dowd CIA tipoff means for the New York Times” 29 Aug 2012
- “Apple crushes Samsung in quest for global tech domination” 24 Aug 2012
- “A strategy for filtering America's toxic sludge of political advertising” 18 Aug 2012
- “Curiosity rover: why the best digital media coverage came from Nasa” 9 Aug 2012
- “Twitter's Guy Adams ban: is it time for users to find a new platform?” 1 Aug 2012
- “If Twitter doesn't reinstate Guy Adams, it's a defining moment” 30 Jul 2012
- “Don't believe the Skype: it may not be as private as you might think” 27 Jul 2012
- “What Marissa Mayer has to work with at Yahoo” 18 Jul 2012
- “Microsoft needs to get back to the future of innovation” 12 Jul 2012
- “A manifesto for the newspaper's public editor in the social media era” 2 Jul 2012
- “Google's Nexus 7: the Lexus of seven-inch tablets” 28 Jun 2012
- “Beneath the Surface lies impressive Microsoft engineering” 19 Jun 2012
- “Apple takes on Google in struggle for world domination” 12 Jun 2012
- “Ray Bradbury and the fever of inspiration” 6 Jun 2012
- “Tim Cook: Apple's CEO is no new Jobs” 1 Jun 2012
- “SpaceX via Twitter: the everyday miracle of modern technologies” 25 May 2012
- “Eduardo Saverin's tax-free global citizenship” 17 May 2012
- “If Facebook's IPO kicks off a new tech bubble, where will you put your money?” 7 May 2012
- “The investment we all have in asteroid mining” 24 Apr 2012
- “Don't take me to your leader: the Pulitzer and the lost art of editorials” 17 Apr 2012
- “Does Facebook's buyout of Instagram signal the end of the tech bubble?” 9 Apr 2012
- “What's wrong with parents helping their children to self-publish books?” 6 Apr 2012
- “This business startups act is a hucksters' charter” 25 Mar 2012
- “Encyclopedia Britannica in the age of Wikipedia” 14 Mar 2012
- “Getting round the great mobile phone carrier ripoff” 9 Mar 2012
- “Apple's over-compliant media” 2 Mar 2012
- “Ubuntu crests new wave of mobile computing solutions” 23 Feb 2012
- “Keeping these data-hungry technology companies at bay” 17 Feb 2012
- “Can Roseanne Barr help the Green party break out?” 9 Feb 2012
- “Silicon Valley's spotty ethical record” 2 Feb 2012
- “Can Apple become the world's first trillion-dollar company?” 27 Jan 2012
- “Liberty central: The struggle against Sopa and Pipa is not over” 20 Jan 2012
- “Stop Sopa or the web really will go dark” 17 Jan 2012
- “The 'Boycott Sopa' app and the informed consumer-citizen” 12 Jan 2012
- “The high price of hidden charges” 5 Jan 2012
- “How will technology influence the news in 2012?” 29 Dec 2011
- “The great ebook price swindle” 23 Dec 2011
- “Time magazine's Protester cover reminds us of the value of Big Media” 14 Dec 2011
- “Kindle Fire: a Toyota Corolla to the iPad's Lexus” 14 Dec 2011
- “What the Crystal Cox case means for digital media” 8 Dec 2011

- “Emma Sullivan's first amendment tweeting” 1 Dec 2011
- “Occupy language: the struggle over meaning” 22 Nov 2011
- “Stop Sopa now” 16 Nov 2011
- “America's self-defeating 'war on drugs'” 8 Nov 2011
- “Lisa Simeone and NPR's executive cowardice” 31 Oct 2011
- “WikiLeaks payments blockade sets dangerous precedent” 27 Oct 2011
- “Why Rupert Murdoch should announce a new direction for News Corp” 19 Oct 2011
- “BlackBerry and Apple's rotten week” 14 Oct 2011
- “Steve Jobs: a man of contradiction and genius” 6 Oct 2011
- “The iPhone 4S: Apple grows its walled garden” 4 Oct 2011
- “Kindle Fire's challenge to Apple and Google” 28 Sep 2011
- “The Facebook template: when net freedom meets market forces” 23 Sep 2011
- “TechCrunch, trust and conflicts of interest” 15 Sep 2011
- “The presidential primary debate 2.0” 7 Sep 2011
- “AT&T's T-Mobile merger: antitrust action, at last” 31 Aug 2011
- “The ghostwritten op-ed: an unacceptable deception” 24 Aug 2011
- “Why Google had to have Motorola Mobility” 16 Aug 2011
- “Social networking surveillance: trust no one” 12 Aug 2011
- “The New York Times paywall: the faint scent of success” 3 Aug 2011
- “Google+: the tweet smell of success” 28 Jul 2011
- “If News Corp was a liberal outfit, it would have been shredded by now” 20 Jul 2011
- “Google+ forces us to question who owns our digital identity” 13 Jul 2011
- “A B+ for the beta Google+” 29 Jun 2011
- “Can Icann really be necessary?” 23 Jun 2011
- “In defence of anonymity, despite 'Gay girl in Damascus'” 15 Jun 2011
- “Andrew Breitbart and the unwilling suspension of disbelief” 8 Jun 2011
- “A lesson of PBS's Tupac Shakur 'story'” 31 May 2011
- “Ryan Giggs and the enemies of web freedom” 24 May 2011
- “The web's weakest links” 18 May 2011
- “Google suffers curse of diversity with Android” 11 May 2011

In the *Atlantic*

- “The New Editors of the Internet” Aug 22, 2014
- “Is Silicon Valley the New Wall Street?” Jul 30, 2014

In *Backchannel* (Conde Nast)

- “Google Is Going to Speed Up the Web. Is This Good?” Feb. 24, 2016
- “I Moved to Linux and It’s Even Better Than I Expected” Jan. 4, 2016
- “Even If Terrorists Do Use Strong Encryption, We Still Need It” Nov. 25, 2015
- “Nexus Flexes” Oct. 19, 2015
- “The Right Time for Tidal”? April 2, 2015
- “Why I’m Saying Goodbye to Apple, Google and Microsoft” Feb. 25, 2015

In *Columbia Journalism Review*

- “Beyond encryption” May 7, 2012
- “Meanwhile, in the land of the free...” May 7, 2012

In *Nieman Reports*

- “Figuring Out What a 21st Century Book Can Be.” Dec. 15, 2010