Justin.tv, the place for live video.

Table of Contents

I. History
   I.1 Development
   I.2 How Justin.tv works?
   I.3 How to Create an Account

II. How Plurk relates to other applications?
   II.1 Unique Uses
   II.2 Comparison to Competitors

III. Real World Application
   III.1 Educational Lesson Plans
      i. Elementary
      ii. Secondary
      iii. Post Secondary
   III.2 Business/Industry

#business

IV. Demonstration of Educational Value

V. Tragedy on Justin.tv
   V.1

VI. How Plurk is used Internationally

VII. References
Purpose of Justin.tv

The purpose of Justin.tv is to allow users to view and share media online while, at the same time, connecting people to each other via chat and live video. Justin.tv also allows viewers to explore the site while watching live channels. Account members have the ability to like the application through Facebook to connect with friends they might know that use Justin.tv as well. Justin.tv has a wide assortment of live channels ranging from social, sports, to entertainment. By creating an account, one can create their own live channel and have an audience as well.

I.1 History and Development of Justin.tv

Founders of Justin.tv

Justin Kan was the creator and first broadcaster on Justin.tv. He now is in charge of product ideas, technical hiring, and writes user features.

Michale is the CEO of Justin.tv and helped Justin Kan create Justin.tv.

Early Days of Justin.tv

According to mahalo.com, "Justin TV first began as an extremely small network with just one person broadcasting, which was Justin Kan. Kan wore a web cam 24/7 and streamed all of his content starting March 19, 2007. His website quickly grew media attention, which lead to the expansion of his website and also led to the addition of other people doing this same activity" (mahalo, 2007).
If your video is not loading, please go to this website to view it. We apologize for the inconvenience.

http://www.youtube.com/watch?v=0jq8ehWYqCY

1.2 How does Justin.tv work?

Justin.tv states, "Justin.tv is an online interactive website constructed by Yale and M.I.T. grads in October of 2006. The website is very similar to youtube and has 41 million unique visitors per month and 428,000 channels. The Justin.tv platform pushes more than 177 Gbps of video at peak usage - the equivalent of 16,946 standard DVDs per hour" (justin.tv, 2007).

People all over the world use Justin TV. Live video has endless applications, and we see new uses for Justin.tv every day. People use Justin.tv to chat with friends and share their life. Musicians and DJs use Justin.tv to broadcast music and chat with their fans. Artists use Justin.tv to promote their work. Comedians and entertainers use Justin.tv to host interactive talk shows. Some even use Justin.tv to broadcast their pets.

In order to see other people's broadcasts and broadcast your own life on Justin.tv, all you need to do is to go on http://www.justin.tv/ and create a new account. After logging in successfully, you can start watching other people's videos right away. All you need on your computer is a PC or a MAC an up-to-date browser like Internet Explorer, Firefox, or Safari with the latest version of Adobe Flash Player installed. If you want to broadcast your life, you can simply click the red "Broadcast" button and go through the Broadcaster sign up wizard. Fill out your description and profile, do some channel design, then begin broadcasting! All you need to broadcast on Justin.tv is a camcorder or webcam hooked up to an internet-connected PC or MAC computer with an up-to-date browser like Internet Explorer, Firefox, or Safari with the latest version of Adobe Flash Player installed.

If you have more questions, you could go to http://www.justin.tv/p/faq or you could even watch video guides on http://www.justin.tv/p/video_guides.

Hope you enjoy using Justin TV!

I.3 How to Create a Justin.tv Account

First, type in www.justin.tv to reach the home page of the site. Next, scroll to the bottom of the page and follow the three easy steps. Start by entering a username, password, birthday, and email.

Broadcast what you're doing
Go live now, meet new friends and have fun.

1. Create an account
2. Click "Allow"
3. Click "Start"

Next, before creating an account, a small-automated sign up graphic will appear to help fight spam. Once filling in your answer, you will be able to create your own account.
Whenever you would like to login at any time, simply type in www.justin.tv to reach the home page of the site and at the top of the site, just click the button log in. It’s that simple!

II.1 Unique Applications of Justin.tv

There are several applications for Justin.tv. In many ways Justin.tv is similar to youtube.com, but unique when it comes to education. Justin.tv can be very helpful in the classroom and insightful for students. For example, a teacher can access another teacher and classroom from anywhere else in the world, if the time was set up previously. This gives students an opportunity to interact with each other and ask questions, because Justin.tv is based on live broadcasting. Live broadcasting is the primary characteristic that makes it stand out compared to youtube.com.

Another unique application that separates Justin.tv from any other web 2.0 application like it, is that anyone that has created a profile on Justin.tv can broadcast themselves live, via web cam, 24/7. This can be done on a PC, laptop, or a mobile device like what Justin Kan used to start this whole concept of life casting on Justin.tv. Being able to broadcast anything live and from a mobile site anywhere you want to go, is what separates Justin.tv from any other website like it.

II.2 Comparison of Justin.tv with other similar Web 2.0 Applications
To the right is a picture of attributes found in different Web 2.0 technologies. Justin.tv has many of the included descriptions of a Web 2.0 technology. There are also other Web 2.0 sites that contain some of the main components of Justin.tv, below there has been a table created to help in comparing between these different type of live streaming Web 2.0 technologies.

<table>
<thead>
<tr>
<th>Application</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Justin.tv</td>
<td>has live videos that can be watched. Also, there is a chat room that people can discuss what they think about Justin.tv. This Web 2.0 application has fifteen different channels that can be used. Along with everything else, Justin.tv comes in various different languages.</td>
</tr>
<tr>
<td>Stickam.com</td>
<td>is only available in English, and offers nine different channels. Stickam.com has live video and chat rooms available for anytime use.</td>
</tr>
<tr>
<td>Blog.tv</td>
<td>has nine channels available for users to work on, and is only offered in English. Blog.tv also has a chat room and live videos that can be used.</td>
</tr>
<tr>
<td>Ustream.tv</td>
<td>offers live video and chat rooms that can be used for anyone on the application. There are only six different channels that available. Ustream.tv is only available in English, as well.</td>
</tr>
</tbody>
</table>

These four applications are similar and function the same way. Justin.tv offers the most options and is appealing to many different individuals. Also, Justin.tv, Stickam.com, and Blog.tv offer a profile page where Ustream.tv does not. If you do not like one application you can use one of these similar applications.

### IV. Educational Applications of Justin.tv

There are many different educational applications that involve Justin.tv, and provided below, there are quite a few lesson plan examples that can be used for all ages.

A useful educational application for Justin.tv is if a teacher would like to introduce their students to other students from a different country, the teacher can observe the foreign classroom through live broadcasting provided by Justin.tv. Through this, the students will see what a classroom setting looks like in another country/culture. The same thing can be applied if a teacher wishes to have their students learn a lesson from a teacher that lives in a different country, this can also be done through Justin.tv.

The live streaming video on Justin.tv gives many different options and opportunities to use this technology in creating lesson plans and activities with students across the world without leaving your classroom. By doing this, schools could take a field-trip without spending the money, saving time, and still keeping up with the curriculum.
The options and opportunities are endless when it comes to integrating Justin.tv with a classroom curriculum. The only thing to be concerned about is that Justin.tv does not screen what is being shown on all the different channels. Because it is live streaming video the people running Justin.tv cannot watch every single channel broadcasting so there are many channels that may not be appropriate for children of a younger age. So as adults be cautionary of which channel your students or children may be watching.

### III. Educational Lesson Plans That Use Justin.tv

Below there are many different types of lesson plans that include Justin.tv in them. There is everything from elementary geography, middle school math, high school physical education, and even post secondary science. Above each lesson plan there is a link to download the detailed lesson plan in either a 2003 Word document, or Pdf file. Some lesson plans even have a Powerpoint that accompanies the lesson plan that can also be downloaded. Many of the lesson plans include uses that are not yet available on Justin.tv, but can become future uses of Justin.tv if a teacher would like to use the website.

#back to top

### i. Elementary Lesson Plans

**Grade 2-3 Money Lesson Plan.doc**

**Grade 2 Money Lesson Plan.pdf**

**Topic:** Math: Money and Making Change

<table>
<thead>
<tr>
<th>Objectives:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Students will be able to recognize the relative monetary value of each piece of money 2 out of 3 times.</td>
</tr>
<tr>
<td>• Given coins and dollar bills, students will be able to make them add up to an announced amount of money.</td>
</tr>
<tr>
<td>• Students will also be able to make change with their money properly using the money given to them 2 out of 3 times.</td>
</tr>
<tr>
<td>• Students will be able to apply the purpose of understanding money in the real world.</td>
</tr>
</tbody>
</table>

**Grade 3 English Stories Lesson Plan.doc**

**Grade 3 English Stories Lesson Plan.pdf**
<table>
<thead>
<tr>
<th>Topic: Literature: Cinderella Stories</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Objective:</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Students are to have a clear understanding of the writing process as well as being familiar with e-mailing their graduate peers online.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lauren Lillback Lesson Plan Grade 1 pdf</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lauren Lillback Lesson Plan Grade 1.doc</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Topic: Lauren Lillback The Writing Process: Peer Review</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Objective:</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Students will be able to participate in peer review with a partner</td>
</tr>
<tr>
<td>- Students will be able to identify quality changes to make to a draft to create a stronger final copy</td>
</tr>
<tr>
<td>- Students will be able to write a final draft based off of the proper revisions to use</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lauren Lillback The Writing Process: Peer Review</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Grade 5 Geography Russia Lesson Plan.doc</th>
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</thead>
<tbody>
<tr>
<td>Grade 5 Geography Russia Lesson Plan.pdf</td>
</tr>
</tbody>
</table>
### Geography: Russia

#### Objectives:
- Introduce students to Russian Culture
- Allow students to learn about Russian names
- Create an appreciation for Russian Culture
- Open a window for Students to see what the Russian culture is actually like
- Develop student appreciation toward diversity

### Math: Add and Subtract, Positive and Negative Integers

#### Objectives:
- Students will learn the simple steps in adding and subtracting positive and negative integers.
- An evaluation of the students work will be as I am presenting this information; I will be making sure to be streaming the lesson plan over Justin.tv and going through each step at every angle possible.
- I will then give the students a list of problems to do on their own. They will send their answers to me, the ones that they have missed we will go over and over again until I know for sure the students have grasped the concept.
Grade 6 Science Snowflake Lesson Plan.pdf

**Topic:** Science: Snowflake Creation

**Objectives:**
- Students will create a snowflake with real crystals on it to hang as a Christmas decoration.

Grade 6 Geography Tracking Tornadoes Lesson Plan.doc

**Topic:** Geography: Tracking Tornadoes

**Objective:**
- Learn how tornadoes are ranked by Fujita scale
- Learn in where the majority of tornadoes occur and why
- Learn about the ten worst tornadoes in U.S. History
- Color outline maps of the United States pinpointing the ten worst tornadoes
- Look at photographs and/or video clips of real tornadoes
- Write a few paragraphs about where tornadoes form and how they are ranked.
**Topic:** Jessica Matus Fashion for Different Ages

**Objective:** Students will:

- Learn what influences different decades fashions
- How psychology plays a role in why people do not change the way they dress
- Use Justin.tv to learn about different age groups clothing and use the chatroom

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**Grade 7 Social Studies National Parks Lesson Plan.doc**

**Grade 7 Social Studies National Parks Lesson Plan.pdf**

**Topic:** History: National Parks

**Objective:** Students will:

- Be introduced to the reality of the National Parks.
- Discuss the history and roots of the National Park system.
- Discuss various individual National Parks and their characteristics.
- Learn the importance of National Parks.

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**Grade 7 Geography Volcanoes Lesson Plan.doc**

**Grade 7 Geography Volcanoes Lesson Plan.pdf**
<table>
<thead>
<tr>
<th>Topic: Geography: Volcanoes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Objectives:</strong> Students will:</td>
</tr>
<tr>
<td>- Label each country on the Ring of Fire</td>
</tr>
<tr>
<td>- Write the number of volcanoes that are located in each area</td>
</tr>
<tr>
<td>- Discuss the theory of tectonic plates</td>
</tr>
<tr>
<td>- Natural phenomena that occur around the Ring of Fire</td>
</tr>
</tbody>
</table>

| Grade 8 Math and Cultural Lesson Plan.doc |
| Grade 8 Math and Cultural Lesson Plan.pdf |
| **Topic:** Math: Math and Cultural Lesson |
| **Objectives:** |
| - Students will learn a math lesson while expanding their cultural awareness at the same time. |
| - Allow students to interact with a different country's math class, by observing a math lesson given in a different country such as China. |
| - Students will observe the other country's classroom through live stream video broadcasting by Justin.tv |

| Grade 8 Science Atoms Lesson Plan.doc |
| Grade 8 Science Atoms Lesson Plan.pdf |
**Topic:** Science: Atoms

**Objectives:**
- Identify the different parts of an atom.
- Define different parts of an atom.
- Identify the charges of a neutron, electron, and proton.

**ii. High School Lesson Plans**

**Grade 9-12 Math Absent Teacher Lesson Plan.doc**

**Grade 9-12 Math Absent Teacher Lesson Plan.pdf**

**Topic:** Math: Math Lesson

**Objective:**
- Students will learn a math lesson from a teacher that isn't able to make it to school
- Students will learn how to use technology to learn and communicate over long distances
### Grade 9 Culture International Discussion Lesson Plan

**Topic:** International Classroom Discussion

**Objective:** Students will:
- Be able to talk to students in a classroom from a different country
- Students will be able to learn about the culture and ways of life in the other country

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### Grade 9 Physical Education Basketball Zone Defense Lesson Plan

**Topic:** Physical Education: Basketball Zone Defense

**Objective:** Students will:
- Learn the fundamental concepts of zone defense in basketball.
- Break the habit of everyone gravitating to whoever has the ball.
- Offensive players will utilize non-bounce passing skills.
- Learn how to move without having the ball in their hands.
**English: Techniques of giving a successful speech**

**Objective:**
- Understand the aspects of a successful speech.
- Know how to give a successful speech in front of a group of people.
- Know the shortcomings of themselves and improve themselves.

**Math: Solving Equations for X to find Simple Formulas**

\[
\begin{align*}
b^2 - 4ac & > 0 \\
b^2 - 4ac & = 0 \\
b^2 - 4ac & < 0
\end{align*}
\]

**Objective:**
- Students:
  - Will understand how a number can be subbed into a formula
  - Will understand and know why the values work the way they do

**Communications: Advertisements**

**Objectives:**
- Students will:
  - Show their understanding of discourse
  - Show their knowledge of advertisements
  - Demonstrate their ability to work in a group

**Chemistry: Periodic Table**
**Grade 10 Chemistry Periodic Table Lesson Plan.pdf**

**Topic:** Chemistry: Periodic Table

**Objectives:**
- Students will:
  - Organize the first 18 elements of the periodic table according to the atomic mass, number of electron shells, and valence electrons found in the element.
  - Compare their order with the real periodic table to see if they are right, and also compare again the other groups of students in the classroom.

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**Grade 10 English Short Stories Lesson Plan.doc**

**Topic:** English: Short Stories

**Objectives:**
- Students will:
  - Identify the difference between fairytales and Short stories
  - Identify new Vocabulary Communications.

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**Grade 11 Engineering Aerodynamics Lesson Plan.doc**

**Topic:** Engineering: Aerodynamics

**Objective:** Students will:
- Use the internet to aid in research and design
- Identify and understand lift, weight, thrust, and drag as forces that impact an aircraft's flight
- Define Bernoulli's principles as it pertains to flight principles.
- Explain how lift force is produced using an airfoil shape.
### English: Producer Biography

<table>
<thead>
<tr>
<th><strong>Topic:</strong></th>
<th>English: Producer Biography</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Objectives:</strong></td>
<td>Students will:</td>
</tr>
<tr>
<td></td>
<td>• Conduct extensive research on their favorite producer</td>
</tr>
<tr>
<td></td>
<td>• The students may be required to talk to the producer directly to ask questions about his/her life</td>
</tr>
<tr>
<td></td>
<td>• They must then create an essay on this producer</td>
</tr>
</tbody>
</table>

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### Physical Education: Tennis Technique

<table>
<thead>
<tr>
<th><strong>Topic:</strong></th>
<th>Physical Education: Tennis Technique</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Objective:</strong></td>
<td>Students will:</td>
</tr>
<tr>
<td></td>
<td>• Understand the correct technique of a tennis serve.</td>
</tr>
<tr>
<td></td>
<td>• Observe a tennis professional or coach demonstrate tennis techniques through Justin.tv.</td>
</tr>
<tr>
<td></td>
<td>• Be able to apply learned techniques in a game situation.</td>
</tr>
</tbody>
</table>

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### Grade 11 Physical Education Tennis Lesson Plan.doc

### Grade 11 Physical Education Tennis Lesson Plan.pdf

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### Grade 12 Social Studies American Civil War Lesson Plan.doc

### Grade 12 Social Studies American Civil War Lesson Plan.pdf
### History: American Civil War 1861-1865

**Objective:** Students will:
- Learn an overview of the various factors which contributed to the war.
- Be able to name the major generals of the north and south.
- Be able to identify the particular states and its allegiance during the Civil War.

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### Science: Experiments

**Objective:** Students will:
- Research a science project that can be demonstrated in front of a camera.
- Create and demonstrate the experiment through Justin.tv.
- Watch and review the experiment after it has been completed.

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#back to top

iii. Post Secondary Lesson Plans
### Creating a Resume

**Objective:**
Students:
- Will learn how to create a strong resume for interviews.

### Post Secondary Guest Speaker Lesson Plan.doc

**Topic:** Guest Speaker

**Objective:**
Students:
- Will listen to a speech given by the guest speaker
- The students will be able to respond to questions given by the speaker
- The students will be able to ask any questions that they have for the speaker

### Post Secondary History 1960's Lesson Plan.doc

**Topic:** History: 1960's

**Objective:**
Students will:
- Be introduced to some of the upheaval and events that took place during the 1960's.
- Be able to recall important events of 1960's.
- Be able to identify some of the important people of the 1960's with regards to activism, music, and art.
- Be able to identify some key events in the Vietnam War.

### Math: Math Help Channel

**Objective:**
Students will:
- Be able to find help on any math problem that they are having difficulties with.
- Be able to contact a math tutor through the Justin.tv math help channel, and ask the math tutor for help on any problem.

### II.2 Business and Industry Applications of Justin.tv
V. Tragedy on Justin.tv

In November 2007, tragedy brought Justin.tv into the spotlight when a 19 year old community college student named Abraham Briggs recorded his suicide live on Justin.tv. Briggs, whom operated under the tag CandyJunkie, had a long history of mental illness and ended his own life by swallowing a large dose of anti-depressants. What is especially disturbing about his death is the fact that the 185 member live audience watching his suicide persistently egged him on in his suicide endeavor. Not only this, not a single person whom witnessed Briggs’s demise reported his death to the police, even after literally watching him kill himself in real time. Perhaps, this is alternate example of the character of the internet. While much has been elaborated on of the “conversation,” “community,” and “interconnectedness” of the web, this case illustrates the web as it can really be, a soulless, empty, and often heartless reality.
No matter where your location is, the applications of justin.tv are all the same. Justin.tv can be used internationally through live feed from isolated locations such as schools trying to study a specific rural area; justin.tv can benefit learning by bringing the subject closer to the classroom and students. Or it could be used between different countries where the content being studied may be more relevant, such as an Australian class may be studying a subject about earthquakes in California where an American class would be able to recite the procedures undergone when earthquakes strike and also some devastating effects from earthquakes of the past. No matter where you live, justin.tv is a highly useful web 2.0 Application tool in the classroom and can benefit learning results. However, in Australian government schools the use of justin.tv is very limited due to such web devices being blocked.

The Dream Team of This Wiki

Front Left to Right: Amanda Holt, Chelsea Watt
Back Left to Right: Tracy Smith, Ryan Jones, Jon Keisling, Cathy Cohoat, Ashleigh Tippmann
Not pictured: Riley Beach, Caiti Munro, Lauren McShane

Introductions To The Dream Team

Amanda Holt: Amanda is currently a Junior in the College of Science at Purdue University, pursuing a Chemistry degree and secondary education certification. She was the Project Manager for this project. Her hobbies include going camping, watching movies, and she is also a the biggest Foo Fighters Fan, do not get her started on that subject.

Ashleigh Tippmann: Ashleigh is a Sophomore at Purdue University in the College of Education, pursuing a degree in Elementary Education. She was the person who created this groups very own Justin.tv account, helped evaluate our website so there were no grammar mistakes, and created lesson plans that used Justin.tv. Her hobbies are learning new things, and she loves being around children.

Caiti Munro: Caiti is a second year education student at USQ in Australia. She is studying english, law, and has an interest in special education. Caiti was the go to person when in need of more lesson plans, and she also helped by creating her own Justin.tv account. Her hobbies include music, spending time with her friends, and going to the beach.

Cathy Cohoat: Cathy is currently a freshman at Purdue University in the College of Education, and is switching her major to Elementary Education. She helped create the brochure that summarized Justin.tv and was handed out at the TLT conference held at Purdue University. She also helped create lesson plans that used Justin.tv. Her hobbies include being around kids, because when she is around them, she is happy.

Chelsea Watt: Chelsea is a freshman majoring in Elementary Education at Purdue University. She created lesson plans that used Justin.tv, and helped make the Justin.tv brochure. Her hobbies include helping others, being outside in the sun, and being around children.

Jon Keisling: Jon is a Math Education major at Purdue University, who would like to coach basketball at the high school level once he starts teaching. Jon was the ultimate designer when it came to designing this wiki. He formatted, and designed most of the website. His hobbies include sports, and he particularly loves basketball.

Lauren McShane: Lauren is another student from Australia majoring in HPE, and has been a great contributor to this wiki. She helped create lesson plans that used Justin.tv, and also provided the International aspect involving Justin.tv. She loves playing sports, and having fun with her friends.

Riley Beach: Riley is a Social Studies Education major at Purdue University. He was the main researcher for this Justin.tv dedicated wiki. He also created lesson plans that used Justin.tv. A few of his hobbies include reading, listening to music, and hanging out with his friends.
Ryan Jones: Ryan is a Technology Education major at Purdue University. He helped prepare the presentation materials for the TLT Conference showcase, and created lesson plans that used Justin.tv. He enjoys working and helping others learn how to do things.

Tracy Smith: Tracy is studying Elementary Education at Purdue University, and has an Associates Degree in Design Technology. She contributed quite a bit to the presentation displays for the TLT Conference, and created a lesson plan template that was used by everyone for their lesson plans on this wiki. Since she is the mother of two boys her life is very hectic, and when she is not being a full time student she is spending time with her sons.

Related Sources and Attachements

ISTE/NETS Standards that was used for lesson plans: ISTE/NETS Standards.pdf
Justin.tv Brochure handed out during the TLT Conference: Justin.tv Brochure.pub
Justin.tv Poster Board Display:
Justin.tv Purdue Group Channel Link: http://www.justin.tv/purduelive
Justin.tv Australian Caiti Channel Link: http://www.justin.tv/caitijane

VII. References

1 http://www.mahalo.com/Justin_TV
2 http://www.independent.co.uk/news/media/online/andrew-keen-justin-tv--is-this-a-game-of-life-and-death-1042365.html
3 http://www.justin.tv
4 http://www.wikipedia.org

#back to top