**The Human Use of Human Beings**

**By Mike Bentley**

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**Tiebreakers**

**1. This author imagined a virus set to take down the world’s computers in his 1995 novel *Hard Drive*. With Scott Speck, this man co-authored the 1997 edition of *Classical Music for Dummies*. He railed against pointless “how to use voicemail” instructions in a campaign called “Take Back the Beep.” He gave a controversial talk sponsored by Ragan Communications on how brands should best hawk products to him, prompting questions from his paper’s ethics department. He parlayed his *For Dummies* experience into the (\*)** *Missing Manual* series. Since 2012 he's been the host of *Nova ScienceNow*. To celebrate a new role, he appeared onstage at CES in 2014 with Marissa Mayer to inaugurate the website *Yahoo Tech*. For 10 points, name this former tech columnist for the *New York Times* whose first name is David.

ANSWER: David **Pogue**

**2. The original name of this site derives from founder Scott Kurnit's reading of the decentralized working practices of 17th century English metalworkers. This one-time rival of LookSmart traces its origin to former Prodigy employees who made the people-powered search engine miningco.com ("Mining-Co-dot-com"). This website's namesake group used to own CalorieCount.com and ConsumerSearch.com. At one point, this site provided about 5% of the overall revenue for the New York Times Company. It was sold to IAC and after a $195 million write down when Google changed its search algorithm to penalize this site. This company's business model involved having (\*)** "guides" churn out a lot of low quality content. For 10 points, name this WikiPedia-copying website whose former name indicated it would provide you info on a topic.

ANSWER: **Dotdash**.com [or **About**.com; or **About**, Inc.; accept **MiningCo**.com before mentioned; accept The **Mining** Company before mentioned]