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The Digital

Viking



Twin Cities

PC USER GROUP

NEWSLETTER

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TC/PC Exists to Facilitate and Encourage the Cooperative Exchange of PC Knowledge and Information Across All Levels of Experience

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General Meeting

Tuesday, November 10, 2015

7:00 PM

From Fraudster 101 to Master Levels:

Learn the Bad Guys' Playbook of Attacks

Summit Place

8505 Flying Cloud Drive

Eden Prairie, MN 55344

The November presentation webinar will let us in on the ways in which those hackers get into our computers and wreck havoc and, maybe understanding their tricks, will help us to find better ways to fight them before they do damage and clean up and they do. Thanks to Curt Trout for suggesting this topic. Come and prepare to be better informed, as always. ☞

November Tech Topics SIG 6:00PM with Jack Ungerleider ☞

TC/PC is a Member of



24-Hour Information • www.tcpc.com

Application form inside back cover

TC/PC Business Members

Friendship Village

Thank You!

The Digital Viking

The Digital Viking is the official monthly publication of the Twin Cities PC User Group, an all-volunteer organization dedicated to users of IBM-compatible computers. Subscriptions are included in membership. We welcome articles and reviews from members. The Digital Viking is a copyrighted publication and reproduction of any material is expressly prohibited without permission. Exception: other User Groups may use material if unaltered and credited.

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Advertising

Full page (7½ x 9½)	\$100.00
Two-thirds page (7½ x 6)	80.00
Half page (7½ x 4¾)	65.00
One-third page (7½ x 3)	50.00
Quarter page (3½ x 4¾)	40.00
Member Bus. Card (2 x 3½)	10.00

Multiple insertion discounts available.

Contact Sharon Walbran at: SQWalbran@yahoo.com

Deadline for ad placement is the 1st of the month prior to publication. All rates are per issue and for digital or camera-ready ads. Typesetting and other services are extra and must be requested in advance of submission deadlines.

Payment must accompany order unless other arrangements are made in advance. Place make checks payable to: **Twin Cities PC User Group**

TC/PC Member Benefits

Product previews
and demonstrations

Special Interest Groups
Monthly Newsletter

Discounts on products
and services

Contests and prizes

Business Member Benefits

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payment of each renewal

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Viking* Newsletter

Up to 5 newsletters mailed to
your site
(only a nominal cost for each
additional 5 mailed)

TC/PC 2013-2014 Board of Directors

Meets once or twice per year. All members welcome to attend.

Visit www.tnpc.com for meeting details.

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Upcoming Meetings:

Tuesday, December 8th—Introduction to Windows 10 at the Microsoft Store at the Mall of America..

Tuesday, January 12th —Everything You've Wanted to Know and What You Should be Doing about Backing Up Your Computer. Presenter: Jack Ungerleider.



I Have a Website—Now What?

Review of the April Monterey Bay UG –PC Meeting

By Joe Asling, President, MBUG-PC, May 2015 issue, mbug-pc newsletter

www.mbug.org, mbug-pc (at) mbug.org

On April 8, Emmanuel Rico Horca, adjunct professor at CSUMB School of Business and Small Business Development Center consultant, came to MBUG to discuss improving your business's visibility online. Rico had five tips to tune up and improve your website's effectiveness.

1. Get Visible

Website optimization is the process of designing your website to show up high in search engines; if possible, you want to be on the first page of search results. Be specific rather than using generalities. Instead of "Betty's Yummy Bakery" use "Vegan Cupcake Company." Search engine bots look for keywords, so be on target with your keywords and include as many as you can, particularly on your website's first page.

2. Get Your Website Listed

You can submit your website on **DMOZ** to have it listed on **Google**. **DMOZ.org** is a free open directory of website listings. You get listed according to the keywords on your website. "Have your copy say the keywords for you."

3. Get Found

If you have a location-based service, make sure it shows up in local searches and **Google Maps**. You can claim an address in Google Maps (just Google how to do it). Post multiple images of your business, both exterior and interior, so people driving by will recognize your location, and make sure that your phone number and hours of business and a link to your web address are visible. These should also be on the front page of your website so people will see them. Your website needs to be intuitive, and your primary tabs need to match your business (e.g., menus for a restaurant). You need "about us" and "feedback" icons where they are easily seen. Consider carefully what your defined service area is; for example, "Greater Monterey Bay Area" will get you more hits than "Del Rey Canyon."

4. Get Reviewed

Ask your satisfied customers to review your business online. **Yelp** and **Angie's List** are websites devoted to evaluating businesses. There are websites dedicated to reviewing everything from beer

to mountain bikes. Check **ConsumerReview.com** and **ePinions.com**. You can include a link to a review website on your webpage to make it easy for readers to find your evaluations or compose their evaluations of your product.

5. Get Seen

It's easy to create and upload **YouTube** videos. There's a YouTube video demonstrating how to do just about anything! Your YouTube video can be used to inform, instruct, and influence and to help people make a decision about a purchase. The more people who watch your YouTube videos, the higher your visibility is. **Bacon Bytes** is a game-oriented blog; kids do YouTube walkthroughs of video games for us old folks to follow.

Advanced Topics

Another thing your website needs is analytics. "In the business world, if it's not being measured, it doesn't exist." **SEO** (www.analyticsseo.com) and **Web Analytics** (www.openwebanalytics.com) will help you record number of hits and how visitors explore your webpage.

YP.com (Internet Yellow Pages) has business listing and review services. Small Business Development Centers, run by **SBA** (www.SBA.gov), provide a variety of free consulting and training services.

Websites are accessed by devices ranging from desktop computers to portables to tablets to mobile cellphones. Your pages need multiple formats to make them look right on a variety of devices. **Mobify** (www.Mobify.com) can help you format your website for several types of mobile devices (iPhone, Android, Blackberry, etc.). Your website detects the accessing device and feeds it a correctly formatted webpage.

Hosting

Free vs. paid: "You get what you pay for." You want a Content Management System—this allows the webmaster to design and manage a site. Your host should also provide templates, design help, service, security, and analytics. **WordPress** (MBUG's host) is a good, reliable system. **Intuit** has inexpensive quality hosting also.

Membership Websites

Invite the membership to participate and notify them of updates to the website. To find out who is visiting your website, you can give visitors free content, which you make contingent on their signing in.

Think of it as "Push and Pull"; push content to users and/or pull users in.

Send invitations with the Friend Finder tool.

Add a Members App for those with smartphones.

Blogs and forums invite visitors to share their experiences.

Go viral with social networking. Your organization can have a **Facebook** page and a **Twitter** account.  [+Go to Page 1](#)

Creating Your Own Template in Word 2013

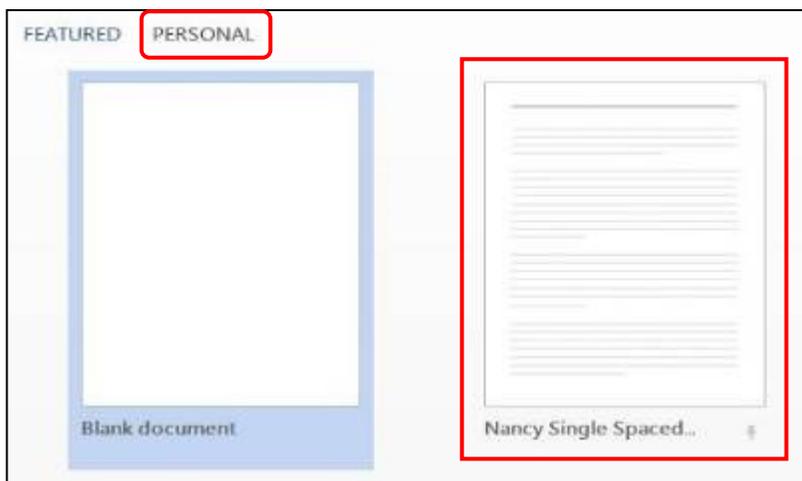
By Nancy DeMarte, 1st Vice President, Sarasota Technology User Group, FL
June 2015 issue, Sarasota Technology Monitor, www.thestug.org,
ndemarte (at) Verizon.net

For many years, Microsoft Office has included templates. These are preformatted Word documents, PowerPoint presentations, or Excel spreadsheets, all ready for you to fill in the content. Using templates saves time and adds a professional look to a project. Office 2013 has changed a few things that make it easier for you to create your own templates.

Since installing Office 2013, I had used the Blank document template, which is the first one displayed in the gallery. Soon I had realized that I was not satisfied with some of the features of this template. I had wasted time by manually changing the line spacing and font too often. So I decided to create my own basic Word template. It was a lot simpler than I expected.

I didn't begin with Blank document template because it contains the Normal style. I knew that some of my previously saved documents might be adversely affected if I did. Instead, I started by choosing the "Single spaced (blank)" template located near the Blank one in the gallery. It opened a box that showed its properties: Font: Calibri 11 point; Paragraph spacing: Single Space; Margins: 1" (on all sides). I clicked Create, and the template opened as a Document. Now I could make my changes. I kept Single Spacing, but chose the font, Calibri Light, in 14 point. To get slightly smaller margins, I clicked Page Layout – Margins, then Custom Margins. I adjusted the 1" margins to .8" on all sides and clicked "Set as Default" to save the margins setting.

Then it was time to save this modified blank document as a template. I clicked File – Save As, opened the Documents folder, named the template "Nancy Single spaced Template," changed the file type to "Word Template," and clicked Save. When I opened the Documents folder, surprise! A "Custom Office Templates" folder had been created for me, and it held my new template. I later learned that this folder is created the first time

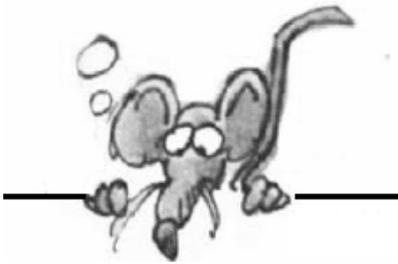


you save any template in Word, Excel, or PowerPoint 2013 applications.

Even though I knew that this new template was stored in the Custom Office Templates folder, I was happy to see that it was also automatically listed in my PERSONAL templates area above Blank Document. And, when I restarted Word, it was also sitting next to the Blank document template, where I could easily choose it any time I opened Word.

You can create a template by modifying an existing one as I did. If you have a document that you use regularly, another

option is to start with one of these documents and save it as a Word Template (.dotx). I currently have saved two customized Word templates and a custom PowerPoint template. I always name my personal templates to include the word "Template" so I can easily distinguish them from documents or presentations.  [Go to Page 1](#)



NIBBLERS

By Jeannine Sloan

TIPS FOR USING WINDOWS 10 WITHOUT A TOUCH SCREEN

Cannot Find Something in Window 10

If your version of Windows 10 has been installed and now you cannot find something you depend on, i.e. the recycle bin, simply search for it. There are several methods available to search, of course, but I like the one where you simply tap the Logo key and start typing, even though there may or may not be a search field visible. When I searched for “Recycle Bin” on my version one of the results is “show or hide common icons on the desktop. Clicking on it takes me immediately to the settings I need.

Alternatively you can use the keyboard shortcut **Alt + f** = Find.

Other Keyboard Shortcuts

These are some keyboard shortcuts I find indispensable:

Logo + d = display desktop

Alt + F4 = close active window. Continue using it till all active windows are closed, then it will shut down the system.

Ctrl + x = Cut selected, **Ctrl + c** = copy selected; **Ctrl + v** = paste contents of the clipboard here. These work between and within documents as well as apps. I’ll bet you knew these two, right?

Logo + e = open File Explorer.

Right Click on Everything

The results may surprise you. Clicking the RIGHT mouse button on a Task Bar Icon may bring up what is called a “Jump List” which is a quick way to access an often-used action. Right-click on Start Menu tiles will provide options to resize, remove, or deactivate live tiles; among other things.

Default Apps

Default apps are the ones that open when you double click on a document or picture file. Windows 10 has set their default apps for pictures to be the new one called “Photos”. If you want to use another one then Right click on the picture and then left click on “Open with” in the context menu. The app that Windows 8 used by default is still there. It is called “Windows Photo Viewer”. Click that if it’s what you are used to.

A Link to More Information

There is a great article for further reading here:

<http://www.theguardian.com/technology/2015/sep/11/windows-10-tips-tricks>

Broadband Opportunity Council (BOC)

A new report from the White House and the Broadband Opportunity Council (BOC) states that broadband internet in the US is no longer an “optional amenity” but a core utility that is now “taking its place alongside water, sewer, and electricity as essential infrastructure for communities.”

What is High-Speed Internet?

high-speed internet — now defined as 25Mbps — as of 2012.

Alternative Browser

Maxthon boasts powerful security features that allow you to surf the web securely and, if you choose, privately. You can delete all traces of your browsing manually, or set it up to delete them automatically when you close the browser. The browser also blocks pop-ups, spyware and viruses.

<http://internet-browser-review.toptenreviews.com/maxthon-review.html>

Center for Strategic and International Studies (CSIS)

A group of UN member states are actively pursuing the “**Creation of a global culture of cybersecurity and the protection of critical information infrastructure**”. Read their report published by the UN:

<http://www.csistech.org/blog/2015/8/27/un-publishes-latest-report-of-the-group-of-government-experts>

Saving Web Pages on Windows

Just open up your browser, navigate to the page, and go to File > Save Page As. Save it with file type “Web Page, Complete” in your documents. You’ll get an HTML file and a folder full of images and other data contained within—don’t delete this. When you want to see the web page, just double-click on the HTML file and you should be able to see it just as it was when you saved it, whether you have a connection or not

Copy Text From Web Pages

Some web pages don’t allow you to copy text from them. If you want to save a quote or recipe a workaround is to use the Snipping Tool in Windows or another screen print method.

Welcome to the Drone Age

Miniature, pilotless aircraft are on the verge of becoming commonplace. The FAA had, by August, approved more than 1,000 commercial drone operations. These involved areas as diverse as agriculture (farmers use drones to monitor crop growth, insect infestations and areas in need of watering at a fraction of the cost of manned aerial surveys); etc. Like a drone in a gust of wind, the future of the this market will have many twists and turns—but all the signs suggest that the air will soon be abuzz with machines. Interesting article: <http://www.economist.com/news/science-and-technology/21666118>

Let's Face It - Windows 10 May Not Be For Everyone

It might be incompatible software, hardware or any other number of things that is not liked but bottom line is they want to go back to the operating system they upgraded from. Well that is easy enough to

do in Windows 10 and you have up to 30 days to make the decision to revert back to your former OS. Once those 30 days are up then you will be forced to reinstall your old OS from scratch. Here is how you revert to the previously installed OS.

1. Go to *Settings>Update & security>Recovery*.
 2. Look for the *Go back to Windows XX* entry which will say either 7 or 8.1 depending on your former OS.
 3. Click on *Get started* and follow the prompts to go through the restoral process. Once it is complete you will find yourself in the familiar confines of your past operating system.
- <http://winsupersite.com/windows-10/how-revert-back-your-previous-os-after-windows-10-upgradeb>

CSAM - Cyber Security Awareness Month

October is CSAM. Rejoice, progress has been made in the 5 years CSAM has existed:

1. Fans of Macs and Linux are learning about security problems.
2. Two-factor authentication (2FA) is gaining acceptance.
3. Social networks have an increasingly visible concern for privacy.
4. Encryption is turning up where it didn't used to be.
5. We're doing a much better job with our passwords (questionable).

Read the article from Naked Security: <http://tinyurl.com/odeb4ta> and then watch Naked Security's video *How to Pick a Proper Password?*"

Advanced Tips For Searching In Windows

Searching in Windows can be as simple as typing a few letters in the search box, but there are also advanced searching techniques that you can use. You don't have to know these techniques to search for your files, but they can be helpful depending on where you're searching and what you're searching for.

- One way to refine a search is to use the operators AND, OR, and NOT. When you use these operators, you need to type them in all capital letters.
- Search filters are a feature introduced in Windows 7 that make searching for files by their properties (such as by author or by file size) much easier. Other example search terms include: `System.FileName:~<"notes"` , `System.FileName:="quarterly report"` , `System.FileName:~="pro"` , `System.Kind:<>picture` , `System.DateModified:05/25/2010` , `System.Author:~!"herb"` , `System.Keywords:"sunset"` , `System.Size:<1mb` , `System.Size:>1mb`

Read this article: <http://windows.microsoft.com/en-gb/windows7/advanced-tips-for-searching-in-windows>

Microsoft Surface Book

This one tempts me!!!

<http://www.thewindowsclub.com/microsoft-surface-book-features>

Windows 10 Tips & Tricks

Open a File Explorer windows fast
Customize the Quick Access list
Change File Explorer's opening folder
Use the expanded Send To menu
Customize the Send To menu
Customize the Quick Access toolbar
Master advanced search
Pin saved searches to Start
Use filters to find files faster

Group files

<http://www.zdnet.com/article/windows-10-tips-tricks-secrets-and-shortcuts-file-explorer/#ftag=RSSbaffb68>

Totally Disappear online

Step one: Deactivate primary accounts: Facebook, Twitter, Google, LinkedIn, etc.

Step Two: Search for yourself. Delete any old accounts found.

Step Three: Falsify undeletable accounts.

Step Four: Unsubscribe from mailing lists.

Step five: Delete search Engine results.

Step Six: Contact Webmasters.

Step Seven: Consider data clearinghouses.

Step Eight: Check in with your phone company and make sure your are unlisted.

Step Nine: Delete your email.

How to do these steps can be found here:

<http://boygeniusreport.files.wordpress.com/2014/01/how-to-disappear-online.jpg>

Windows 10 File Explorer Search

When you select the Search box in the upper right corner of File Explorer, you'll immediately see the Search Contextual tab appear. The Search tab is populated with a host of filters and additional search features arranged in several categories: Location, Refine, and Options. This was available in prior version if you know how to use operators. This makes it much simpler. Read the article at TechRepublic: <http://tinyurl.com/ns8krt2>

Registry Cleaner Support Not Recommended by Microsoft

While Registry cleaners or compressors may have had some benefit earlier, in the recent versions of Windows its use is not generally recommended by Microsoft.

Microsoft's official position on the use of Registry Cleaners

1. Microsoft does not support the use of registry cleaners
2. Microsoft is not responsible for issues caused by using a registry cleaning utility.
3. Microsoft cannot guarantee that problems resulting from the use of a registry cleaning utility can

be solved. <http://www.thewindowsclub.com/microsoft-support-registry-cleaners-windows>

Send a Sample of Poop to uBiome

Not free but serves a purpose you may or not find commendable. This article gives the pros and cons of using the service. uBiome, a biotech startup, exists to help people explore their microbiomes — the population of tiny organisms that live inside you, outnumbering your own cells 10(ish) to 1(ish). Read the article at the Discover magazine site: <http://tinyurl.com/qdljn3x>

The Care And Feeding Of Solid State Drives

As SSDs drop in price and continue to replace older, mechanical drives, a new type of care and maintenance is needed. An SSD is a very different animal, and requires its own unique forms of upkeep.

<http://www.digitaltrends.com/computing/the-care-and-feeding-of-solid-state-drives/#ixzz3oeX2kJOO>



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Special Interest Groups (SIGs)

w Work phone h Home phone c Cell phone
* Meets at an alternate location

Most SIGs will meet at Edina Executive Plaza, Conference Room #102, 5200 Willson Road, Edina, MN

Confirm with a SIG group if they meet elsewhere.
For more info contact the SIG Leader(s) listed here.

Get SIG announcements!
Link from www.tpc.com

Board of Directors*

All members are welcome! Check www.tpc.com for location.

Selected Saturday mornings

Linux on Saturday

This is for the Linux newbie and those trying to come over from Microsoft to a different operating system.

First Saturday @ 9 AM-Noon

Note: No Meetings June-August

Jack Ungerleider 612/418-3494 c
jack@jacku.com

Tech Topics

Technical presentation/discussion on various technical topics from the following areas:

- Web/Internet
- Mobile Devices and Apps
- Playing with Programming
- DIY (3D Printing, R-Pi, other hobby electronics, etc.)

Second Tuesday @ 6:00-7:00 PM

Every month

Right before the general meeting.

Jack Ungerleider 612/418-3494 c
jack@jacku.com

Microsoft Access

All levels. Presentations by expert developers within the group and by MS reps.

Third Saturday 9:00 AM—Noon

Note: No Meetings June-August

Steve Kuhlmeiy 952/934-8492
steve@kuhlmeysystems.com

Microsoft Office

Addresses the use, integration, and nuances of the Microsoft Office applications.

Combined with Systems on Saturday

Third Saturday of the Month

9:00 AM—Noon

Note: No Meetings June-August

Steve Kuhlmeiy 952/934-8492
steve@kuhlmeysystems.com

Microsoft Word for PC & Mac

Any level user can be proficient and efficient in basics and advanced features of Word..

Combined with Systems on

Third Saturday 9:00 AM—Noon

Note: No Meetings June-August

Tom Ostertag 612/951-5520 w
651/488-9979 h

Curt Trout 651/484-4569 h
ctrout@troutreach.com

Systems on Saturday

For all levels of computer challenges and any type of computer-related question. Incl. Q&A

Meets 3rd Saturdays 9:00 AM-Noon

Note: No Meetings June-August

Curt Trout 651/484-4569 h
ctrout@troutreach.com

Directions to Summit Place for General Meetings:

Proceed to Eden Prairie Center Flying Cloud Drive . [Flying Cloud Drive runs along the West side of the Eden Prairie Center.] Once you have driven past Eden Prairie Center (on the left) along Flying Cloud Drive you will come to a stop light at Prairie Center Drive. The next intersection with a stop light and left turn lane is Fountain Place. Turn left at Fountain Place and go straight into the parking lot. Turn left again to the first covered entry way of Summit Place. There is plenty of parking in the large parking lot in front of the first Summit Place covered entry way. When you enter the door at the first covered entry way, ask to be directed to the Performance Room for the TC/PC meeting. For a map of more detailed directions and *info on Web SIG and Board meeting*, check the TC/PC website.

Directions to Edina Executive Plaza for Systems on Saturday, Access, Word and Picture Perfect SIGs: Take Highway 100 to the 50th Street/Vernon exit. [If you have come from the north, cross back over Highway 100 to the east side.] Take the first right and go past Perkins [The golf course will be on your left.] and continue on the east frontage road (Willson Road) to the next building—5200 . There is ample parking in the building's lot. Conference Room #102 is on 1st floor.

Help yourself by helping others!

Join the team & share your knowledge with others.

Contact TC/PC at www.tpc.com

Meetings start at 7:00 PM (9:00 AM on Saturday) unless otherwise noted. *Meets at Edina Executive Plaza.

November
December

SUN	MON	TUES	WED	THU	FRI	SAT
1	2	3	4	5	6	7 Linux and Open Source on Saturdays 9:00—Noon
8	9	10 Gen Mtg 7:00 PM Learn the Bad Guys Playbook 6PM Tech Topics	11	12	13	14
15	16	17	18	19	20	21 Windows & MS Office (including Access) 9:00-Noon
22	23	24	25	26	27	28
29	30	1	2	3	4	5 Linux and Open Source on Saturdays 9:00—Noon
6	7	8 Gen Mtg 7:00 PM Microsoft Store— Window 10 6PM NO Tech Topics	9	10	11	12
13	14	15	16	17	18	19 Windows & MS Office (including Access) 9:00-Noon
20	21	22	23	24	25	26
27	28	29	30	31		

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Edge – Microsoft’s New Web Browser

By Sandy Berger, COMPU-Kiss, www.compukiss.com, sandy (at) compukiss.com

Yes, Microsoft has finally replaced their old bloated Internet Explorer web browser. The new browser which comes with Windows 10, is called “Edge”. This is aptly named because it is much sharper than Internet Explorer. As a matter of fact, it is better in almost every way.

Edge is more secure, faster, and has new rendering engine. One of the best things about Edge is that it’s newly designed interface is easy-to-use. Similar to the current Chrome browser, Edge has a cleaner look that makes it easier to use. The Edge address bar is front and center under a “Where to Next?” label. Although this is a bit simplistic, it works.

The Edge has a New Tab page that is quite customizable. It also has a well-designed reading mode that strips away all of the extraneous ads and navigation creating an easy-to-read version of an article. You can also easily save an article for reading in the future.

A Hub icon on the upper toolbar gives you easy access to your favorites, a reading list, your browsing history, and your current downloads. This download area is especially useful making it easier for the average user to find them.

And WOW, you can even write on the screen of a web page to add your own comments. Draw or type on any web page using a mouse or drawing with your finger on a touch-screen .You can draw in several different colors with three different sized pens. You can also highlight in several colors and add a text note. You can even draw a square on the screen to highlight and copy part of the web page. Once you have marked up the web page you can save it and/or share it with friends.

When using Edge you can also use Cortana, Microsoft’s voice assistant to issue voice commands. Cortana will answer or will find the correct folder or program for you. It is extremely useful. You can even ask Cortana for more information on any text that you highlight. In the future, Edge will support browser extensions from Chrome and Firefox and it will keep getting better and better. It is available at no additional cost along with Windows 10.  [Go to Page 1](#)

Google’s New Spam-Fighting Tools

By Bob Rankin, Ask Bob Rankin, July 23, 2015 Column ,
http://askbobrankin.com/googles_new_spamfighting_tools.html,
bob (at) rankin.org
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Google estimates that nearly 60 percent of all email it processes is spam. But like most Gmail users, I rarely see any spam in my inbox. Google claims that Gmail now blocks 99.9 percent of all spam. Read on to learn how you can get near-perfect spam filtering, even if you don’t use Gmail...

Machine learning, an application of artificial intelligence, has been part of Gmail’s spam filter program since Gmail’s inception. On July 9, Google announced three new improvements to Gmail’s spam filter.

Every time a user clicks the “Report Spam” or “Not Spam” button on a message, Gmail learns something that helps it filter spam better. But now, Gmail is attempting to learn on its own, without the user’s clicks.

The spam filter now uses the same artificial neural network that Google Now and Google Search use to detect and block the “especially sneaky” spam that sometimes slips past users’ radar.

Gmail Spam Filter

What’s an “artificial neural network,” you ask? The oversimplified answer is, a lot of computers

connected to each other in an attempt to simulate the interconnections of human brain cells. It's expensive to build an artificial neural network; most are tiny, with 1 to 10 million connections.

Google has built an ANN with over one billion connections using the processors in its vast and far-flung empire of data centers. That sounds awesome, until you learn that the human brain contains several trillion connections! None the less, Google's ANN is capable of rudimentary human-like self-learning. That means you don't have to teach it what spam is.

In one experiment, Google's ANN was fed millions of still images of cats culled from YouTube videos. The images were not labeled as "cats" and programmers did not tell the ANN what a "cat" is. The ANN figured it out for itself, learning to recognize cats in virtually any image. If it can do that, it can recognize spam with greater accuracy than most humans can.

You don't have to do anything to use Gmail's spam filtering - it's automatic. But you can add your own filters to funnel messages into folders, forward to another address, and other actions. See my article *Tame Your Email With Filters* for help adding filters to Gmail, Yahoo, Outlook.com, iCloud Mail, or AOL webmail. http://askbobrankin.com/tame_your_email_with_filters.html

But the ANN is still not perfect. Just as humans see UFOs in pictures of streetlights, Google's ANN sometimes sees spam in legitimate messages and mistakenly consigns them to the spam folder. Google claims that only about 0.01 percent (1 in 10,000) of legitimate emails are falsely labeled as spam these days. As the ANN learns more about email, that figure should fall even further.

Take a look in your Gmail spam folder, and see how it's working. If you do find certain messages are being incorrectly flagged as spam, you can create a Gmail filter for them, with a "Never send to Spam" action, so they'll be delivered to your inbox.

How does Gmail's spam filter compare to other free Webmail services, such as Microsoft's Hotmail/Outlook.com and Yahoo? I haven't been able to find any independent, rigorous studies of this question. I'll just note that Microsoft seems to think it's acceptable if less than 3 percent of the messages that reach your inbox are spam.

Another new spam-fighting technique that Gmail is introducing doesn't really tackle spam, in my opinion. Gmail now attempts to learn individual users' reading preferences and filter out even legitimate mail that goes unread. The company gives the example of email newsletters. One user reads them assiduously while another just lets them pile up unread, or deletes them without reading. Why people don't just unsubscribe from newsletters is one of life's mysteries. Hopefully, Gmail can distinguish between legit opt-in email newsletters and the ones that just arrive without your consent.

<https://www.microsoft.com/en-us/outlook-com/compare/>

Finally, Gmail is providing help for legitimate, large-volume email publishers whose communications are sometimes wrongly condemned as spam. The Gmail Postmaster Tools will help airlines, banks, credit card companies, and other well-known firms analyze the fate of their emails and improve their delivery and reading rates. <https://gmail.com/postmaster/>

Even if you don't use or like Gmail, you can still use it to filter spam. Here's one technique that some people use to "pre-filter" their incoming emails. Instead of providing your actual email address when asked, give out a Gmail address that you've created. Configure that Gmail account to simply forward everything to your actual address. Gmail does spam-filtering BEFORE forwarding, so the messages that do get forwarded are virtually spam-free.

Gmail's spam filter is so reliable and accurate that I hardly ever check my spam filter for false positives anymore. I get hundreds of emails daily, and in 2015, I estimate I've clicked on the "Report Spam" or "Not Spam" button less than a dozen times. The spam filter just works.

Do you use Gmail? How is the spam filtering working for you? Your thoughts on this topic are welcome. Post your comment or question below...  [Go to Page 1](#)

Top 10 Reasons to Upgrade to Windows 10

Sandy Berger, COMPUKISS, www.compukiss.com, sandy (at) compukiss.com

If you are still on the fence about upgrading to Windows 10, it is everything that Windows 8 should have been, but wasn't. Here are 10 reasons why you should upgrade.

1. Windows 10 is a free upgrade for anyone using Windows 7 or Windows 8.1. This offer is good until July 28, 2016. After that time it will cost \$119.
2. When Windows 10 starts, you are dropped immediately into the Windows 7- type desktop. Although there will be some new things to learn, end users will find that the transition to Windows 10 will be much smoother than the transition to Windows 8.
3. Windows 10 is faster and more secure than Windows 7 or Windows 8.
4. Windows 10 is easy to use with a keyboard and mouse and just as easy to use with a touchscreen. If your computer has a touchscreen as well as a keyboard and mouse, you get the best of both worlds.
5. As a service, Windows 10 will be constantly updated to keep it more secure and more capable.
6. The new Edge web browser that comes with Windows 10 is faster and more secure than Internet Explorer. It also offers useful new features like the ability to make notes on a web page and send them to a friend and the ability to save a web page to read later.
7. Several apps like Mail and Photos have been dramatically improved.
8. Although the Start Menu is back, it is larger and more distracting than it was in Windows 7. Fortunately, it is customizable so you may want to spend some time getting it to suite your taste.
9. Cortana, a voice assistant like Apple's Siri is built into Windows 10. You can ask her questions and she can even help you find your files.

The new File Explorer is much improved. It now shows a list of useful Quick Access locations and folders you use frequently in addition to Recent Places. 

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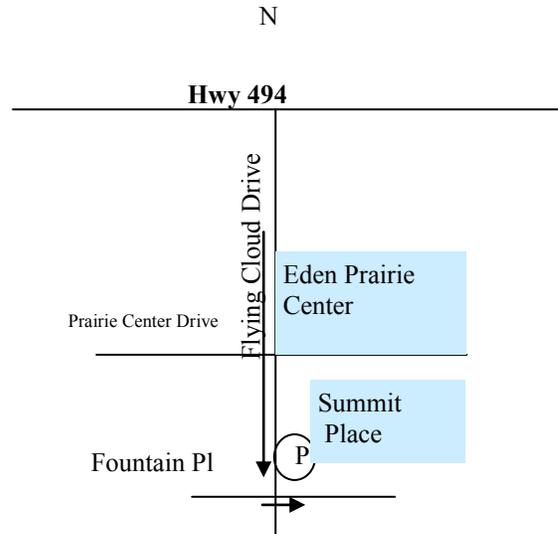
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