



# I/O VIVAT

VOLUME 34  
NO 1

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Inter-Actief

Cartoon  
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#### // Chief editors

Emma Sloot  
Harindu Perera

#### // Editors

Sven Mol, Emma Sloot,  
Harindu Pereira, Adeline Stiny,,  
Niels de Groot, Laurentiu Birton,  
Mihnea-Adrian Udrea, Florian  
Mansvelder

#### // Lay-out

Niels de Groot, Emma Sloot,  
Adeline Stiny, Jasper Kolnaar

#### // Guest writers

Lisa de Wilde, Jelle van den  
Wijngaard, Kevin Witlox,  
Arend Rensink, Maria Jacob,  
Maaïke de Boer, Frank Bloo

For questions, comments or suggestions I/O Vivat can be reached via e-mail at [iovivat@inter-actief.net](mailto:iovivat@inter-actief.net), by phone at 053-489 3756 or by post: Study association Inter-Actief, PO Box 217, 7500AE Enschede

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I/O VIVAT

## //Editorial

Dear reader,

With this edition of the Vivat, we strayed from usual tradition of having a single strong theme, and decided to give a bit more editorial freedom to our enthusiastic editors.

We start off with an insightful article about universal basic income, a controversial yet promising solution to a socio-economic problem. We have seen that income inequality has been rising in the modern world, and it is in this context that Sven brings you his well-researched article. On the same theme, but from a different angle, the next article about slum/poverty tourism raises awareness about an increasingly popular phenomenon linked to inequality, where one man's tragedy becomes another's entertainment.

After some of the possibly dark content, we have a new feature we hope you find to be as funny as we did (given that you get the joke): a cartoon courtesy of Florian, which we hope is an enjoyable addition to our magazine.

For many of us, our first foray into the land of Linux was via the Ubuntu distribution. Being backed by a millionaire, Ubuntu started off with the ambitious goal of becoming the Linux based desktop operating system of choice. Ubuntu rose to popularity in the last decade, but after undergoing many (sometimes controversial) changes, it seems to be on the decline lately. Our new editor Laurentiu is eager to tell you all about it.

In addition to these, this edition of the Vivat has quite some interesting content and also embody a few of our new ideas for the Vivat. We hope you enjoy reading the them as much as we enjoyed writing them!

Emma Sloot & Harindu Perera  
*Editors-in-Chief I/O Vivat*

### Answer puzzle 33.2

For years, Meike Nauta, former chief editor, made puzzles for our magazine. Since the last issue of the I/O Vivat she has graduated and left the editorial committee of the Vivat, which means the puzzle in 33.2 was her last puzzle. We thank Meike for her work and all of the effort she put into this and hope you enjoyed the Nausea puzzle a lot. The solution to the puzzle from issue 33.2 was: "localhost".

### Winner puzzle 33.2

The winner of the previous puzzle is Rob van Schooten. Congratulations! You will receive your Inter-Actief cinema voucher as soon as possible!

# //Content 34.1



Poverty Tourism



Witteveen+Bos



Universal Basic Income



From the ENIAC board



From the Chairman



From the Candidate Chairman



Sleep deprivation & student life





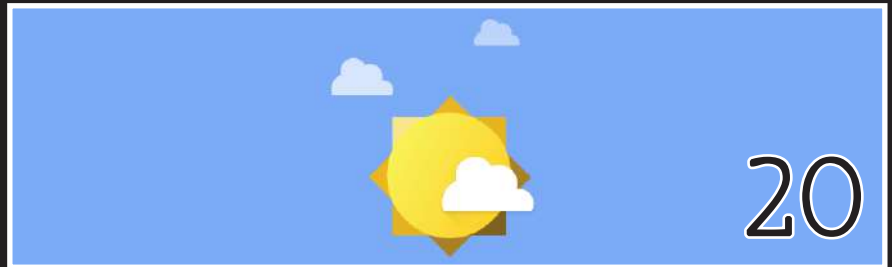
Programme Director BIT



Programme Director TCS



TNO



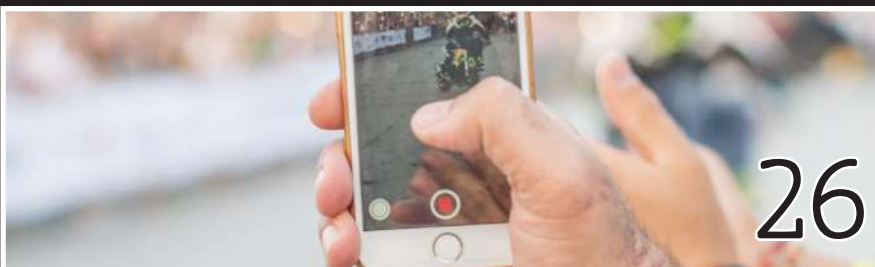
Google Inbox: A Eulogy



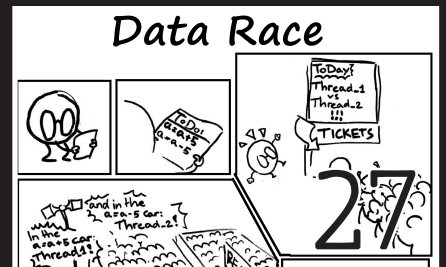
Ubuntu: Rise and Steady Fall



Districon: Case Heinken Croatia



Vertical videos: A New Hope



Cartoon by Florian Mansvelder

# TNO

# DISTRICON

# Poverty Tourism

One man's trash is another man's leisure



By: Harindu Perera  
Editor I/O Vivat

**T**here are very many things we take for granted or obvious on a daily basis. Water coming out of our taps, our homes having an address, having a toilet close by, having a personal bank account, and a power socket being within reach are among them. Now imagine a life without some of them, and I mean really; not as a “weird foreign place in Africa” kind of way, but just your life without them. Most of us, of course, do know that such places exist. However, they are always some far away place in our heads at a safe distance from our usual gentrified bubble. Just like we know bombs exist and they do explode in parts of the world, but the reality of it doesn't really “hit us” until we hear of a terrorist attack somewhere “close by”, relatively speaking of course.

If you set the grimness of all of it for a moment, there are also a few genuinely interesting things to question. How do people get about their lives without having access to what we think of as the most “basic” things? How do they work and get paid? Do they and if so, where do they get medication. Basically, how does humanity function without what we take for granted on a daily basis. This is where the controversial topic of poverty tourism comes in. Poverty tourism or slum tourism, is a form of tourism that constitutes visits to areas where people live in poverty bad living conditions.

## Slumming Through the Years

This form of tourism reportedly began in the 1840s, when relatively well to do Londoners began risking the city's notorious East End. Usually under the pretense of charity and under po-

travel brochures including guided tours of brothels, opium dens, and saloons. Soon, outsiders started cashing in on the opportunity, hiring actors to play the part of being drug addicts, or gang members performing staged shootings. The city of San Francisco banned this

“...a form of tourism that constitutes visits to areas where people live in poverty bad living conditions.”

lice protection. This seemingly strange amusement arrived in America when affluent British tourists arrived in New York, eager to compare the local life in poverty to that at home. This soon spread across the United States, with

“mockery of the poor” at the beginning of the 20th century. Popularity of this activity in the US and most western countries diminished after World War II, with the general improvement of living conditions in most countries



Example of a typical block of houses in a slum

due to creation of welfare and social housing. The modern era of mass tourism ushered in by online services has of course caused a resurgence in the popularity of poverty tourism. While pockets of less-than-stellar living do exist in most parts of the world, famous “slums” in Mumbai, Rio de Janeiro, and Manila attract many a tourist. Elsewhere, visits to ghettos and pockets of poverty are often part of “experiences” often marketed as “authentic”.

### Clouds of Controversy

Albeit the popularity of the activity, it does remain fairly controversial. Many find the activity to be exploitative and voyeuristic; making a novelty out of the destitution of a part of humanity. Research shows that most participate out of curiosity rather than a genuine interest in giving back. Locals may feel shame, having their poverty on display. For the local community, the conditions are genuinely horrendous and a very real experience, while they are being idealized for an ephemeral amusement experience for tourists. The experience can be jarring for the participants themselves. As the most popular review of a “slum tour” in Mumbai put it: “there’s no question all eyes are on you and your silly (mostly white) tour group as you walk through someone else’s life”.

### Intentions Mean Everything

That said, this form of tourism is not without its merits. Proponents claim that it is ‘eye-opening’, ‘inspiring’, and ‘enriching’, raising awareness about the

very real consequences of poverty, for those otherwise living in a bubble of gentrification. Local communities benefit monetarily due to increased spending by tourists. Dr. Fabian Frenzel,

“There’s no question all eyes are on you and your silly (mostly white) tour group as you walk through someone else’s life.”

who studies tourism of urban poverty at the University of Leicester, points out that one of the key disadvantages of poverty is a lack of recognition and voice. “If you want to tell a story, you need an audience, and tourism provides that audience.” Frenzel argues that commodification and thereby raising awareness is preferable to outright ignorance. Many organized programs disallow photography to imbibe sensitivity, but the enforceability of such rules remain questionable.

### Benefits Limited

Despite the touted benefits, research has shown that the overall benefits are underwhelming. Dr. Melissa Nesbitt in a study of a specific tour of the Dharavi slums of Mumbai, the second largest in Asia, discovered that many participants failed to grasp the negativity of the situation. The slum was described as ‘resilient’, ‘efficient’, and ‘hard-working’.

Albeit increasing awareness such tourism seems to fail at incentivizing action against poverty or finding a solution to the problem. In the same study it was found that every participant explained

or even mentioned how this might encourage them to take action.

All in all, this phenomenon that is seeing a resurgence in the modern world as a consequence of globalization and mass tourism, requires careful thought. Despite having limited benefits in its current form, the idea might still be beneficial if done with good intentions. However, as the old adage goes, the road to hell is paved with good intentions. Thus it is of paramount importance that not only the intentions, but also the consequences are given careful consideration.



A thriving market in the midst of poverty

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By: Emma Sloom  
Editor I/O Vivat

**N**ot too long ago, Witteveen+Bos was a relatively unknown company for me. Their logo was displayed on multiple places, but what they were doing, I wouldn't have known. Suddenly, someone I know says that they're going to work there, but their job would be related to water, the "waterschap". That was when I started to wonder what Witteveen+Bos actually was. I've known them as an IT company, but when looking it up, I saw so many different disciplines. When going to Witteveen+Bos, I also had no clear indication of what I could expect.

After having a short and lighthearted introduction, there was a small tour around the company. When walking away from the lobby I noticed something. The rest of Witteveen+Bos seemed to look like our very own university. Individual working spaces/calling spots, and rooms for different groups, all separated by glass, but quite soundproof, not unlike the library Vrijhof. People hang out in the cubicles of other departments, computer screens filled with complex looking graphs and calculations are visible in several of the compartments. Their own projects are all around, from the 3D printed tables and benches outside, to an explanation of the origin of Witteveen+Bos on the wall at the entrance. All these things seem to be a part of their identity.

The interview below took place in their canteen, with two of the employees working on the IT department.

### What is Witteveen+Bos exactly? Why is it different?

Witteveen+Bos works with the proof of concept. You get a lot of space to work and develop. Compared to IT companies, where the resulting product is well, software, at Witteveen+Bos software is usually only a part of the result. There is a lot more focus on working together with different divisions to put something together. The requests are also a lot less concrete. When someone has dirty water, they will ask us to fix it, and

the thinking of a solution, measuring, etc. is all done by us. The IT part is not the leading department, but neither are the others. You usually work together with five different departments. It's not just software.

### Do you see the result of your job back in society?

Yes, an example from another division is when I was in the car with someone from Mechanical Engineering and we drove over a bridge. He told me that he helped developing the bridge. At our department we developed a site to give people a platform to participate in discussions about what is happening around them. This still happened with



The offices of Witteveen+Bos in Deventer



the means of a regular evening, but those evenings had the disadvantage that the loudest people are mostly heard, instead of everyone who has an opinion. The website is making it way easier for everyone to give their feedback.

Does Witteveen+Bos do a lot for students or do they mostly wait until people are graduated?

Every group here has at least a few students. Currently there are seven graduation projects running here. I myself also graduated at Witteveen+Bos. It's a great help, since usually we have a lot of projects, a lot of fresh and new ideas, but not necessarily the times or means to work on it. Students can learn a lot from working on these projects, and thus they usually help out with the time constraints that Witteveen+Bos has. Students also have a lot of new and fresh ideas, they have just graduated and especially in the departments that are developing rapidly, the new knowledge that they bring with them works really well.

We also have multiple fun activities to get to know each other that are aimed

It does really differ per department, and it depends on who your customers are. A good example is the water management. They are rather conservative. They are the oldest governing body that we as the Netherlands currently have, and it does show. They usually have the mindset that it works, so it should not be changed too much, whereas other departments have a mindset that is closer to the fact that just because it works, it doesn't have to be improved. Looking at what can be improved is a big part of the job in our department.

You are working a lot on automatization, aren't you automatizing Witteveen+Bos?

It's not necessarily automatization as much as it is making everyone's job more fun and easier. The goal for me at IT is to become unnecessary. As long as that has not happened yet, there is still a long way to go in the process of automatization. There is also a nice program, the +innovation program. You work on a business model for a product. You go to a hip start-up location in Amsterdam and work on it. A lot of people get confused because their product is not working yet, but they do have to think about

should be able to communicate with other divisions. Since we are an engineering company, you learn a lot from different departments. You really have to understand the problems of other departments, otherwise you cannot really solve them. When having to make a dashboard of water availability and listening to the meetings about the subject, the first few meetings are mostly trying to understand what they mean. It's part of what makes working at an engineering company so fun. You learn so much.

Do you ever get questions where you think: this is impossible?

Not really. Usually the other departments are quite well aware of what is manageable. The biggest issue is people that "want a website". They do not specify what kind of website, and then we have to keep asking to figure that out.

Lastly, which three words would you use to describe Witteveen+Bos?

Well, I would like to go with the standard three words, but I can already see my colleague disapproving. Our standard slogan is "Deskundig, integer, betrouwbaar", or in English: "knowledgeable, honest, trustworthy". Even when not going with the standard slogan, I would say that knowledgeable is definitely supposed to be in there. If you are good at selling air, Witteveen+Bos is not your company. "Open" is also a good word. Even though we have separate rooms for departments, they are not meant to be apart. They are only meant as a means to find one another. The third word would be "concrete" we think. It is mostly because we are very much in the middle of society, and our work is very tangible.

"If you are good at selling air, Witteveen+Bos is not your company"

towards the new employees that have been working here for less than 5 years. For example, we have the international experience where the new employees get the opportunity to join a trip to an unknown location. It is quite fun since you have a big group joining them. It's a good mix between fun and serious. One day you're working on the case, but the other day you may be going paintballing. The cases are also quite interesting here, an example of such a "newbie" case is the extension of Madurodam based on data of waiting rows etc.

I get the idea, from your stance on previously mentioned items, and the looks of your company, that you are a relatively modern company, is that correct?

the business model. Multiple successful products have actually come from this project. There is a lot of space for entrepreneurship. Especially at our department, where we are not the main part of the project, but mostly working on the sidelines. If there is something that we think can be improved, then we should mention this ourselves and work on it.

After hearing this, speaking in terms of studies at the UT, it seems that you are more leaning towards the BIT side, is that right?

Well, I did finish the bachelor, which is 80% similar to the current Computer Science bachelor, but I do notice that when working here, a lot is related to BIT. Even when it is an IT job, you

## About Witteveen+Bos

Witteveen + Bos is an engineering company located throughout the Netherlands. Their main office is located in Deventer, quite close to the homebase of our university. Witteveen + Bos works on more than 3.000 projects per year. These projects are not just for computer scientists. Some examples are the Remediation of evaporation ponds at Tengiz, the reconstruction of a movable bridge over the Venta river, and the first 3D printed concrete houses, which are located in Eindhoven.

# Universal Basic Income

## Controversial, yet promising?



by *Sven Mol*  
Editor I/O Vivat

**What would happen if you didn't need to work anymore? What would happen if no-one needed to work anymore? What if the state covered your expenses? This idea is called a Universal Basic Income, or UBI for short. Some see this as the most ambitious social policy of our time, while others consider it a quixotic financial plan.**

But we already have an extensive welfare system, so why do we need to expand it? And why hasn't it eliminated poverty by now? While a basic income can be likened to a floor, current welfare programmes are more like a ceiling. If you earn some money to try improve your situation, you can end up losing your stipend. Even if you would earn the same amount as the stipend, you'd still be worse off, as you might have to pay taxes or other bills.

Another factor are the many requirements some schemes impose on their recipients. Asking you to take part in courses or to apply to a certain number of jobs each month. Some even require you to accept any offer you might get, regardless of what it pays or how it suits you. These conditions are added to lower the unemployment statistics, but it result in lots of effort being wasted. People have to write their job applications, which then have to be reviewed by companies, and a government agency has to keep track of all this to enforce these futile rules.

Some people expect recipients of a Universal Basic Income to get complacent or lazy. As one would get a fixed amount of money, they argue this would de-in-

centivise work as people could just stay at home and watch Netflix all day. While it is a valid concern, trials have shown that this is not the case. In a 1970's run in Canada, participants were asked in what ways their lives had changed. Only one percent of participants indicated they had stopped working, often to care for their children or re-enroll in education. On average, people reduced their working hours by less than 10%.

Another age-old fear: people would spend such a stipend on alcohol and drugs. In 2016, the Overseas Development Institute in the UK did a meta-study on this, examining whether people spend their handouts on alcohol and tobacco if they receive it in cash. In fact, it turns out that the richer you are, the more you spend on alcohol. The drunk poor person turns out to be a stereotype and not something based in reality. The ODI also found that, while the effect is always positive, the design heavily influences how much impact the UBI scheme has.

A UBI scheme is of course not a one size fits all solution. If and how it is introduced depends on a lot of factors, not least of which is the political climate. Naturally, it will be easier to introduce this in a socialist society as opposed to a libertarian one. Nevertheless, the presence of existing welfare programmes can be another complicating factor. Politically, it can be very challenging to phase out just one of those programmes, but it will be nearly impossible to end them all. No one wants to be remembered as the person who killed the workers pension.

Even if you managed to get public opinion on your side, there is still a need for some specialized programmes. While

a programme aimed at chronically ill might not be beneficial to the vast majority of people, it is really helpful for its recipients. Certain specialized medicines and cures can cost a small fortune, something which most people simply cannot afford. A single programme, on the other hand, gives the government a lot of leverage. It is after all simpler to attack an individual programme than having to cut a dozen or more programmes.

There are a lot of different types of universal basic income, varying in size from just enough to survive to being able to afford a middle class life. One of the earliest concepts for a basic income was proposed by Thomas More in his *Utopia*, arguing that every person should receive a guaranteed income. This is similar to how our welfare state functions, we supplement the incomes of the poor, the ill, parents, the elderly and a lot of others. These schemes can, however, not be called universal, as there are certain preconditions to receiving the money.

While the difficulties of implementing a UBI scheme are often cited, there are also a few successful trials around the world. A scheme in Ontario (Canada) was cancelled in the summer of 2018, as it was feared to be unsustainable after a successful run of over a year. Across the ocean, GiveDirectly, a non-profit operating in East Africa, provides people living in extreme poverty a weekly stipend. While its participants are selected, there are no additional requirements for them to keep receiving the money, roughly 20 euros a week.

# From the ENIAC board

## Summer (holidays)



By: *Lisa de Wilde*  
Chairman ENIAC

As a working alumni, looking at students now, all I can think about is how great it must be to have summer holidays right now. Life before the holidays is intense, with exams, obtaining credits, and often working at odd hours. Those two months of relaxation are quite welcome after that! From our perspective, working 40 hours a week, that idea is total bliss. The national average number of days off is 25,6 per year (20 days per year is the legal minimum). Unless you consciously choose to take unpaid leave or plan a long holiday in between jobs, you will not be able to take two months off.

This is a simple way of looking at it, and if you think that you will never have free time again, think twice! There's a big difference between student life and working life. Personally, I definitely feel like I have had more spare time in my life since I have started working. This is mainly because there is a much better work/life balance throughout the year.

As a student there are intense weeks, juggling several subjects and exams, which can wear you down. Every quarter or semester, subjects change and the intensity starts again. In your working life, there are 40 hours of work in your week, and that's it. Your evenings, weekends and your holidays are really free. No more catching up on your studies during christmas at the parents!

Enjoy the longer time off you will have during this summer, but look forward to working and the balance it can give you!



# ENIAC

Enschedese Informatica Alumni Club

### Activities in 2019

#### Local drinks

- 6th of September in Deventer
- 1st of November in Leiden

#### Activity for the whole family

We are very happy to announce that we are going to organise a family activity this year! On the 8th of september we are going to Walibi. All members of ENIAC and Inter-Actief are welcome to join, including parents and children. Do you want to join us? Please enroll by sending an email to [bestuur@eniac.utwente.nl](mailto:bestuur@eniac.utwente.nl).

#### Activity for master students

On the 2nd of October the graduation speeddate will take place again. The last edition was a huge success, so we decided to organise this activity twice a year from now on. Are you looking for a master thesis project at an organisation? Please email us ([speeddate@eniac.utwente.nl](mailto:speeddate@eniac.utwente.nl)) and we will provide you information about the event.

#### Other

After the success of the ENIAC lustrum symposium in 2017, we would like to start with the organisation of another symposium by, and for, alumni. Several alumni who work at different awesome companies will be gathered to share their story with you. To do so, we are looking for people who would like to

help us with this. If you are interested, please let us know via [bestuur@eniac.utwente.nl](mailto:bestuur@eniac.utwente.nl).

### *Enjoy the summer!*

*Note: as a member of Inter-Actief you are welcome at ENIAC activities as well.*

## About ENIAC

ENIAC is the alumni association for the bachelor programmes Technical Computer Science and Business & IT and the related master programs at the University of Twente. The association has the mission to stimulate the contacts between alumni and with the faculty of EEMCS. Therefore, ENIAC regularly organises meet-ups and events, which is a great way to keep in touch with your former study mates!

## From the chairman

## Understanding starts with listening



By: *Jelle van den Wijngaard*  
Chairman I.C.T.S.V. Inter-Actief

**L**ike most (former) board members, I decided to do a board year for two main reasons: to improve Inter-Actief and to grow as a person. I'll use this opportunity to reflect on one of the most important skills I've acquired so far. Moreover, I will propose a way to apply this concept to Inter-Actief.

The skill that I want to discuss is the skill of listening to understand, rather than listening to respond. Listening to understand may sound simple and in and of itself is not that hard indeed, yet in my experience many people struggle with this concept, though it is a very valuable skill to have. For example, when several parties know where the others are coming from in a discussion, this leads to far less annoyance and to a mutual desire to seek for the optimal compromise to possible issues. In fact, people will sometimes raise an issue and be very defensive of their stance on a topic for the mere reason of not understanding the alternative. Actually listening to why they disagree with you and letting them know you understand their points is a very valid first move in trying to convince them of your perspective, and should at least help you make clear why you believe that a certain point of view is up for consideration. In some cases, this may eliminate the need for a discussion altogether.

Besides being able to truly convince your conversation partner of your opi-

nion by actually changing their mind on the underlying issues they have with your possible solution, the opposite might happen just as well. After carefully listening to the other person, they may in fact have convinced you of their point of view. I firmly believe that there is nothing to lose but everything to gain in admitting when someone else makes a convincing argument. In doing so, you have learned something and possibly found a better solution to an issue.

Many of us have the tendency to want to 'win' an argument, which can often lead to us merely waiting for the other person to stop talking or even interrupting them, listening only to be able to attack small parts of what they have said. This accomplishes one of two things. In the best scenario, you may indeed 'win'

the argument and convince the other person. That can only happen when the other person was in fact properly listening to you. In the other case, neither of you listens and you both get annoyed. You don't change your views and you don't understand why the other person would not simply get why your point of view is better than theirs.

When you actually listen to the other person, there are two different scenarios that may unfold. In the first and optimal scenario, you both listen to each other. That way, either one of you changes their opinion based on the good reasoning of the other person or you both stick with your own opinions but at least you can now (hopefully) understand the other person's perspective. With both of these possible outcomes, at least one of you



Active Members Appreciation Dinner, 2 May 2019

will have learned something or developed a better understanding of the other. In the second scenario, the other person is not listening to you but you hear them out regardless. That way, the other person possibly changes your mind and you may learn something from them. If not, then you will at least understand why they believe in their point of view. To conclude, when we define 'winning an argument' as gaining something from the argument, most arguments can at least be partially won simply by listening to the other person.

Earlier in this article, I promised to propose a way to apply this concept to *Inter-Actief*. Specifically, I will discuss applying the concept of listening well to our GMMs. Our GMMs are, if more than that, mostly a place for all members to deliver feedback to the board. This understandably leads to discussions. In these discussions, there are multiple reasons why I believe a substitute GMM chairman would benefit a constructive conversation.

To begin with, the chairman of the GMM may want to interrupt people at certain points in a discussion, for example when people keep repeating themselves or when a topic would be more relevant at a later point of the GMM. If the association chairman is also the GMM chairman and makes such an interruption, it may appear as though he is trying to avoid certain matters, giving others the idea that he is not

listening to them. If, on the other hand, a GMM chairman would interrupt, this would undoubtedly be to improve the quality of the discussion.

**"I believe a substitute GMM chairman would benefit a constructive conversation."**

Secondly, and perhaps more relevant to this column, the GMM chairman would be the one to divide the time over all participants. This effectively forces participants, including the association chairman, to wait for their turns, aiding them in listening to each other. When it then appears that people are not effectively listening or when people simply don't understand each other, the GMM chairman could summarize each point to clarify the situation. The current situation where people often seem to misunderstand each other would probably occur a lot less, resulting in GMMs that would both be shorter and more constructive.

Besides GMMs probably becoming shorter and more constructive, there would be the additional benefit of making the discussions less heated than they often are at GMMs nowadays. This will hopefully result in more people coming forward to have their say in a discussion. People who would stay seated out of fear for being misunderstood or even ridiculed might be more inclined to deliver their point of view or to ask questions.

A counterargument to having a substitute chairman for GMMs could be that it will be difficult to find someone who is neutral. However, since most discussions that occur on GMMs are discussions with the board, the association chairman will also be biased. In fact, the appointed GMM chairman is likely to be less biased than the association chairman.

All in all, I hope that this column has made you think about the importance of listening well for reaching a mutual understanding and a positive outcome in many situations, as well as the specific example of the substitute GMM chairman. Listening is a skill that has helped me out in a lot of situations, both as a board member and personally. If this article has made you think and consequently you have any comments, input or questions, please feel free to reach out to me at [jelle.vandenwijngaard@inter-actief.net](mailto:jelle.vandenwijngaard@inter-actief.net).

I hope to see you at the GMM on September 3rd, 2019!



Board Change General Members Meeting, 4 September 2018

## About Jelle

Jelle was born in Breukelen in 1996 but spent most of his childhood in the small town of Maarssen, neighbouring Utrecht. After spending his time in high school at the RSG Brokdele he started at the University of Twente in 2015.

After becoming actively involved within *Inter-Actief*, Jelle spent his time on the Theme Drink Committee, CoLeX and several other committees before fulfilling a key task within the Symposium Committee 2018 as Functionary Speakers. This opened the door to new chances and after applying for the candidate 40th board he is now chairman of I.C.T.S.V. *Inter-Actief*.

Though a board year is busy enough when filled with all the usual tasks, Jelle also likes to think ahead and consider how our study association would be in five or maybe even ten years. It's exactly this vision that he would like to share with you, our reader, in these I/O Vivat columns.

# From the candidate chairman

## Looking back to look forward



By: Kevin Witlox  
Candidate chairman I.C.T.S.V. Inter-Actief

**I** will say, the editorial does not wait around. It had only been a little over three weeks since we were appointed as the candidate board of I.C.T.S.V. Inter-Actief, and there I was, writing a column to introduce myself and the candidate board to the association. As of writing, the deadline is not for another week. But with an agenda filled to the brim, I can only conclude that time moves too fast. Even more reason to believe that every now and then, we should take the time to reminisce the past.

I still fondly remember the day that the current chairman of Inter-Actief, Jelle van der Wijngaard, was introduced to my parents. On the parents' day in my freshman year, Jelle got light of the fact that I was already interested in becoming a board member. Although my parents were slightly skeptical, and with good reason, Jelle - my do-group father - was proud and amused to hear such

words coming from a first year student. But it was true. Ever since I joined the freshmen committee and became an active member, I have felt at home at the association. Gaining experience in various soft skills whilst contributing to the association, seemed like a perfect way to avoid studying for an entire year.

When our candidate board gets a turn at the wheel, we should also remember to look back every once in a while. Not only to evaluate the work of the previous boards, but also to evaluate ourselves. What did work, and what did not. Over the past months, the candidate board and I have drafted our policy plan. We have tried to improve on the good bits, fix the bad bits, and innovate with new ideas. My team members and I are packed with ideas, and the next step is to tell you all about them at the annual GMM, taking place on September 3rd.

As important as letting you hear our plans is us listening to your feedback.

That is why, earlier this year, on the 7th of May, we have organized the Think Drink. However, if, at any time, you have any feedback, please tell us. Let us know at [cb1920@inter-actief.net](mailto:cb1920@inter-actief.net) (or stop by the GMM to let your voice be heard, of course).

As our board year is yet to begin, everything is still quite new. Slowly but surely, we are getting more familiar with our daily tasks and responsibilities. Unfortunately for some of us, there were also still ECs to be gathered during the fourth quartile. Being a candidate board member already is a task not to be taken lightly, but combining the candidacy with a study has historically proven to be a challenge in its own right. As for me, I am planning on finishing up my bachelor this year. It surely won't be easy, but I am confident I will pass nonetheless.

Right now, there are still some weeks left till the GMM. After that, we will hopefully succeed the current board as the 41st board of I.C.T.S.V. Inter-Actief. Another year full of activities is awaiting us and we are very much looking forward to it. Hopefully, so do you!

See you soon at Inter-Actief!



### About Kevin

Kevin was born in the small town of Velp near Arnhem in 1998. After finishing his high school career at the Stedelijk Gymnasium Arnhem he continued his education at the University of Twente, starting his study in Technical Computer Science in 2016. Besides his studies, Kevin's activism consisted of many committees at Inter-Actief with the organization of Symposium Vigilance in 2018 as his main highlight.

# Just one more episode...

## How sleep deprivation affects student life



By: *Adeline Stiny*  
Editor I/O Vivat

**Everybody gets sick every once in a while. Having a cold or feeling ill because of the flu has probably happened to everyone. There are millions of different diseases and illnesses. There has been a lot of research about healthy lifestyles and nutrition to avoid getting sick. However, everybody knows the basics, there are still a lot of people that don't live in the healthiest way possible. Students are known for having a rather suboptimal lifestyle. One of the most common diseases amongst students is having a lack of sleep. This sickness spreads easily within groups that are infected by the so called 'procrastination bacteria'. Not sleeping enough can have a lot of different consequences, however not everybody is aware of them.**

### Causes

The term 'sleep deprivation' comes in two different shapes. The most obvious form is not sleeping long enough. We normally need 7 to 9 hours of sleep per day (Henning Tiemeier, 2017). The guideline to follow is whether you feel fit while waking up in the morning. If you don't feel fit, you probably didn't sleep long enough. Students often stay up until late to finish work that would've been done way earlier if only they hadn't procrastinated. Partying until late in the night or binge-watching series are also common reasons in the student culture.

Students however can also have a lack of sleep while sleeping a steady 8 hours every night. An important factor for resting enough is the quality of the night rest. Waking up often while sleeping, having troubles to fall asleep, and waking up too early, are all possible causes for having sleep deprivation. This

usually has a deeper underlying reason than simply not sleeping long enough.

Stress is often the culprit in this case. Imagine a student having a very important test the next day and studying for this test all day long. This consciously and unconsciously gives you a lot of mental stress.

Another reason for being sleep deprived is having a certain bad eating habit. Going to sleep after just having eaten a heavy meal or going to bed hungry for example.

Alongside eating, there are of course a lot of other obvious causes, such as : alcohol, bad sleeping rhythms, temperature and noise.

### Effects on study

Not sleeping well can have many different results. When not sleeping enough, the connections between brain cells in the hippocampus are heavily disturbed by specific proteins (Havekes, 2018). This region of the brain is very important for memory formation and studying. This means that not sleeping well can directly affect your ability to study. A student wouldn't gain much from studying while being sleep deprived even if it would be possible to stay awake during the lectures and working hours. This of course doesn't mean that it is impossible to study after having had a rough night but it certainly doesn't make it easier.

### Prevention?

The easiest way to prevent getting a lack of sleep is going to bed early, and paying attention to things such as nourishment, sleeping rhythms, temperature,

etcetera. Most students know exactly what to do to get a good night of sleep but don't put much effort into it when it actually comes to it.

A bit of encouragement or perseverance would often be enough.

On a brighter note: It might soon be possible to have as much sleep as a student would want! Neuroscientists are working on medicine that could block the proteins that would interfere with learning processes. Recent tests on experimental animals have shown that their ability to learn didn't weaken when having had no to almost no sleep (Havekes, 2018).

Who knows, we might be buying these medicines in the supermarket in the near future!



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by Willem Siers  
Editor I/O Vivat



Prof. dr. Maria Jacob  
Programme director Business & IT

**R**ecently, Prof. dr. M.E. (Maria) Jacob of research group IEBIS at BMS, became director of the BIT programme. Our editor, Willem Siers interviewed the newly appointed director on her ambitions for the programme of Business & IT at the University of Twente.

#### The job of a programme director

The first word that comes up is “busy”. The job consists of meeting many people. Since BIT is an inter-faculty programme, of both EWI and BMS, Maria has to deal with both faculties.

A difference in culture between the two faculties is that EWI is more technical, whereas BMS is more about creative problem solving. Where one deals with programming and mathematics, the other deals with finding solutions to problems at a company. At BMS, one does not care so much how an algorithm is written, but rather on how to use it and what it can solve.

#### About the BIT programme

BIT was created with a 50-50 balance of both TCS and IEM in mind. Not as a 50-50 separation, but rather an integration of both. This is apparent in the bachelor programme: while some modules focus on specifically either IEM or TCS, there are also modules that integrate both.

#### Vision on BIT

“What do you want to do with this programme?”, people have asked her nearly every day since she became programme director. Initially, she thought her job would mostly concern the preservation of the current quality. Recently, the BIT bachelor programme was rated by a national organisation. It turns out that in BIT students are happy and things are going well. “So let’s keep it going.”

However, after looking more closely at the programme, she noticed a few things she would like to improve. The bachelor programme is in a great state. But for the Master programme, there is more going on. The Nationale Studenten Enquête (National Student Survey) shows a gap between the satisfaction for the bachelors and the masters programme. One thing that will change is that there will be a new evaluation system in which every single course is evaluated. Maria will go through all courses of the core subjects of the master and the specialisations and eliminate overlap between courses. Also, she wants to make sure all courses are modern. Because it is a research master, she thinks every course needs to have a research component that deals with state-of-the-art research. Furthermore, she wants to add missing, essential, courses. She names enterprise/business security as a course that must be added to the master. Another one is a course in the theme of smart industry (think smart grids and IOT). These topics evolve the industry, and are important to stay up-to-date with. These topics are typical examples of a BIT course: there is a technical aspect, but there is also a business problem to be solved. Redesign of the curriculum will involve the programme director, as well as all teachers, and some students.

#### Strengths and challenges in the programme

There is a large influx of new students. The bachelor is growing like crazy. This also forms a challenge. There is a limit to the availability of teachers and locations. There are already talks going on about numerus-fixus. Maria’s view is that currently a numerus-fixus is not desired. It restricts the growth of a programme, and BIT could use more growth before introducing this measure.

#### Internationalisation

The ratio of domestic to international students is increasing. The BIT programme is actively looking into collaboration with foreign universities. This offers the possibility for students from Twente to follow courses at a different university. Currently, they are also looking into a university in Brazil, and a university in Germany.

#### About the students

According to Maria, the current BIT students are brilliant. In particular she points out their strength in problem solving, which companies appreciate. They are especially good at understanding what the business wants. It is also remarkable that many students enrolled in the BIT programme already have a side-job during their studies. BIT students are very entrepreneurial. Among the students, interest in these entrepreneurial activities mostly starts around the second year of their studies. It is also not uncommon for a BIT student to appear in a suit and tie, instead of a hoodie and sneakers.

#### About Maria

Maria Jacob studied Computer Science at the Babes-Bolyai University in Romania where she promoted on the optimisation on graphs and network. She worked as assistant professor and scientific researcher at her alma mater before commencing her work at the University of Twente in 2006 where she became a full professor. Since September 2018 Maria Jacob is the programme director of the Business & IT Bachelor and Masters programme.



## Programme director Computer Science



By: *Arend Rensink*  
Programme director TCS

**I**n the Bachelor programme of TCS, the number of students that enrolled for the current academic year was close to 200; in the Master, it is approaching 100. For the coming years, those numbers are likely to grow further: the pre-enrolments for the Bachelor point to an increase by another 100, and for the Master, a further increase will be the automatic consequence of the fact that a growing number of students will complete their Bachelor degree, out of which a given percentage (the so-called conversion factor) will continue with a Master programme, most likely Computer Science, at the UT.

These are numbers, but of course you as one of those student are a person. The fact that you are one person in a large group has positive aspects - it gives you exposure to many others with the same interests but different backgrounds and capabilities, and so provides you with potential scope for learning and discovery that you would not have had otherwise - but also negative ones. High on the list of drawbacks is that it is easy to get lost in such a large crowd. As humans, as social beings, we find it natural to associate with smaller groups; somewhere there is a line beyond which faces start to be anonymous and you yourself may start feeling like a number.

To prevent this from happening, we need to a sense of community, in the meaning of "a feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals".<sup>[1]</sup> This feeling of fellowship is exactly what keeps most of us on our feet, enjoying life even if not everything is always easy, continuing to show up at lectures and tutorials even at moments where it's hard going.

Everyone is a member of more than one community. Your family is first and foremost among those, and there are many more. However, it should be the case that you share that feeling of community also with fellow students of your

own programme - if only because you spend a large fraction of your time with them for quite a number of years. Moreover, for those of you who came from abroad, since you probably left many of the communities of your earlier life back home, it is even more urgent to form new ones, and again the study programme is a natural candidate. The do-groups formed during the kick-in are, of course, small communities (and can be quite effective in playing the role of "your family away from your family"); but then, not all freshmen arrive in time to take part in the kick-in, especially (again) among international students, who are the ones that might benefit the most from them.

Forming a community with fellow students of your programme will not happen all by itself, precisely because the total number of students has now grown too large. Not more than five years ago, the number of freshmen was around 60, so that everyone could still know everyone else: then yes, that group naturally cohered - just ask any of the students of those years. These days, with 200 going on 300: no chance.

Here's a plan: starting from the next academic year, all freshmen will be distributed over houses. This is not to be understood in the literal, physical sense of the word house, but in a virtual sense: you<sup>[2]</sup> will not live in such a house, but rather be a member. We've chosen the word house to suggest the wizarding world and school in the Harry Potter books.

We envisage houses to be rather large: somewhere between 75 and 100 members. This means that with 300 students, for instance, there will be 4 houses. We believe that 75-100 is a number small enough to eventually know all your housemates, yet large enough not to limit them to just a few with whom you might not get along.

The meaning of a house is that, apart from plenary lectures, all teaching ac-

tivities will be organised within the boundary of your house. You will be scheduled to work in the same tutorial and lab rooms, your project groups will be composed out of housemates. A house will be assigned dedicated contact persons, probably both a staff member and a teaching assistant. You will see the same faces much more often, allowing you to more easily get to know fellow students and get that desired sense of community.

We, as programme management, will undertake the task of "sorting" students into houses. One of the things we want to ensure while doing this is to get an even distribution of international students. At the same time, we'll want to respect the communities already established by the do-groups. And no doubt there will be other constraints we'll have to satisfy; that is something to be worked out further in the upcoming months.

More can be thought of: maybe student houses can adopt their own emblems, colours, names? Any of the well-known means to strengthen communal feeling is on the table. Who knows, maybe houses can compete in a real Quidditch tournament?

We have the firm intention to put the concept of houses into action, but the plans haven't yet been fully formed. In fact, we're hoping for early feedback and suggestions from all sides, especially also from you (the personal you!). Rom Langerak has agreed to be quartermaster, in a nicely literal sense of the word. If you send him your thoughts, we will take them into account as best we can. Who knows, you may even become a member of the Student Houses Taskforce and be forever remembered as one of the founding fathers of the Twente Student House Model, TSHM!

[1] Definition taken from Google

[2] You is used as an impersonal pronoun here

## Top of my list of employers since my Bachelor's



By: Maaïke de Boer  
Employee TNO

**A**t Data Science we focus on sharing and analysing structured and unstructured data. We do this in three ways, thereby dividing up our fields of work. Explainable Data Science looks at how you can make data analysis explainable: how can you break open a black-box algorithm, for example? Responsible Data Science is about the privacy-friendly side of data sharing and analysis. An example of this is encryption. And Interoperable Data Science investigates how to share data in a structured and meaningful way, for example through blockchain technology and ontologies.

We actually work continuously with all units, for solutions for the medical world, defence, logistics and the agricultural sector, among others. In this context 'hybrid AI', a combination of knowledge-driven and data-driven artificial intelligence, is emerging strongly. At the moment I'm working on the question of how you can build a structured knowledge model from unstructured text. In other words: which text leads to which information?

### Cognitive artificial intelligence

I studied cognitive artificial intelligence at Utrecht University. After that I was able to do a PhD via TNO and Radboud University. My dissertation was about semantic mapping in retrieving video images based on a search question. I was able to apply a combination of machine learning and text mining. A difficult task, because there were no examples of how we could train the system. I used the birthday party as an example: which words are related to the query – for example decorations or a

party hat – that you can use to let the system find images that look like a birthday party? After my PhD I immediately started working at TNO. For me it was logical, because I had already done an internship here during my Bachelor studies. From that moment on TNO was already at the top of my list: since then I tried my best to get to TNO!

### Cool research

TNO does very cool research that you wouldn't easily be able to do at university or in business. At university you are constantly hunting for research funding, in a very competitive environment. In the business world, research can be stopped just like that or be directed in a different direction because it generates more money. As an independent institute, TNO can really focus on the medium to long term. Serious research, and yet you are closer to the customer than you are at the university. Moreover, TNO has so many experts in virtually every field of expertise. Let them get together in a multidisciplinary team and you get results that nobody expects. Moreover, you learn a lot from each other. In fact, you keep learning here instead of just repeating the same trick you once learned.

### AI in Full Development

TNO gives me the freedom to choose my own projects. I get the most energy from being able to solve a problem for a customer. By programming. Or by brainstorming together with the customer or in a multidisciplinary team. My day is also satisfying when I learn something new, for example about the world of the customer or about an unexpected application of a technique. I am now a junior and I would like to continue on the scientist side: continue to do a lot

of research! Now and then I do some project management and I would like to continue doing that for the variation it brings. But the terrain of AI is just developing so much. You have to stay fully focused on this, otherwise you just won't be able to keep up with this challenging field...

### About Maaïke

Maaïke de Boer is a Junior Scientist Innovator at Data Science. She sees TNO as the golden middle ground between university and business, focused on independent research in the long term, yet close to the customer.

### About TNO

"TNO connects people and knowledge to create innovations that boost the competitive strength of industry and the well-being of society in a sustainable way. This is our mission and it is what drives us, the over 3,200 professionals at TNO, in our work every day. We work in collaboration with partners and focus on nine domains.

*TNO is an independent research organisation. We believe in the joint creation of economic and social value. We focus on transitions or changes in nine social themes: Buildings, Infrastructure & Maritime, The Circular Economy and the Environment, Defence, Safety and Security, Energy, Healthy Living, Industry, Information & Communication Technology, Strategic Analysis & Policy, Traffic and Transport.*

*Innovation with purpose is what TNO stands for. We develop knowledge not for its own sake, but for practical application."*



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# Google Inbox: A Eulogy

## In Memoriam 2014-2019



By: *Niels de Groot*  
Editor I/O Vivat

**Y**ears have passed since people were actively sending physical mail to correspond with each other. With the upcoming internet in the late nineties the arrival of e-mail was a fact and people could not imagine that they had once gone through the hassle of writing and sending faxes or even physical mails. Years later, email is still one of the main digital communication forms and many online companies have adopted their own online mail client, with good old Gmail being the most used client for years in a row. After the success of Gmail, Google tried something new: Inbox. Unfortunately, Inbox's aspirations were relatively short lived. In the beginning of April 2019 the product was discontinued. Was it better than Gmail, or was Inbox just the beginning of a new way of working? This is a eulogy for Inbox.

When Gmail was launched in 2009 it was one of the first mail clients to use conversation threading, meaning that the programme would display mails and their corresponding replies in an easy to view manner. This approach started the act of seeing mails as real conversations instead of just chains of mails. Competitors later copied the approach due to its success. Over the next few years, the creators of Gmail worked on a new project which would later become Gmail's younger brother Inbox.

Inbox brought the clear conversation-based ideology of Gmail to a whole new level by implementing the ability to pin or snooze an email or mark it as 'done' to remove it from your inbox without actually deleting the email, allowing you to keep an overview of your ongoing mails while also easily archiving other mails for future reference. This way of working caught on, and until recently, many enjoyed the benefits Inbox.

However, after a few years, Google decided it was time to take everything they learned while working on Inbox and put it into a revamped version of Gmail. The question for many Inbox enthusiasts, myself included, was whether the new Gmail would be able to meet the expectations Inbox has set. To see if this is the case, let's look at some character-

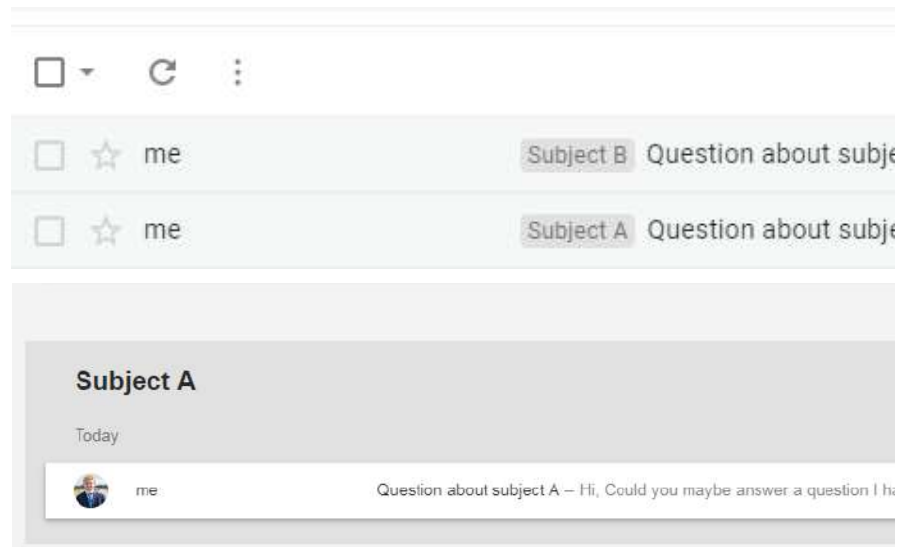
izing features of Inbox, and whether they made their way to their older sibling Gmail:

### Snoozing

The feeling of staying in bed a little longer in the morning, postponing your responsibilities for a while, but then in your inbox. The snooze feature is ideal for snoozing mail that is irrelevant now but may have higher priority in the future. Luckily this feature was almost literally copied to the new Gmail, so far, so good.

### Marking as done & labels

Even though marking things as done (after which they would be removed from your inbox and would only be shown when going to the specific cate-



Labels (Gmail, top) vs Bundles (Inbox, bottom)

gory the mail was labeled in) was one of the main features of Inbox when it was introduced as Gmail its successor, Google has not copied it back over to Gmail in the way you have gotten used to it over the past years.

Whereas Inbox managed to show all categories in one inbox in a way that made it easy to have a quick overview of all your mail, its older brother separates these mails into different tabs linked to labels. By clicking on the label in the sidebar, you will be shown all mail with that label; unread, read, important or archived. However, when going through your main inbox you will quickly notice that – even though each mail's labels are shown very clearly – all mails are stacked onto one pile.

Thus, the feature is still present in Gmail, though it is now renamed to 'archiving'. A personal annoyance I had when I had to switch to Gmail was that there was no easy way to see only unarchived mail from a certain label. You can still find an overview like that in Gmail, but it requires using some queries in the search bar such as, for example, 'in:Inbox label:Board IA'.

### Templates / signatures

As a board member of *Inter-Actief*, I sign my mail with a pre-written signature. In my case, it states my function within the board, my contact details and some information about our association. In Inbox, you could easily save a template mail which could then be inserted into your mail at any point. Very useful, especially if you have se-

veral accounts linked and all of them are receiving and sending mail. Gmail, unfortunately, does not have an option

## "Gmail has potential to grow, using the experiences of its younger brother."

for templates. You can set a designated signature for each account, but especially when receiving mails on one address and replying with another adding the signature is particularly buggy. To those who use signatures in multiple languages - like me - the functionality of having multiple signatures per address is very convenient. Within Gmail, I have not found such an option until now.

### Reminders

"Hey Google, remind me to buy pizza tonight!" I could tell my phone this sentence and it would create a reminder for me that was then universally stored in Inbox. However, Gmail does not integrate Google's universal reminder system. Instead, it uses Google Tasks. The new Tasks app can be downloaded on mobile devices, but is not integrated in your mobile mail client anymore. On desktop, you can actually access your tasks in a sidebar, though it is still a little bit buggy nowadays and I wouldn't necessarily call it well-integrated at this point.

### Pinning

In Inbox, pinning an item to your inbox made it show this email outside of the predefined clusters. Furthermore, you can easily swipe away all other irrele-

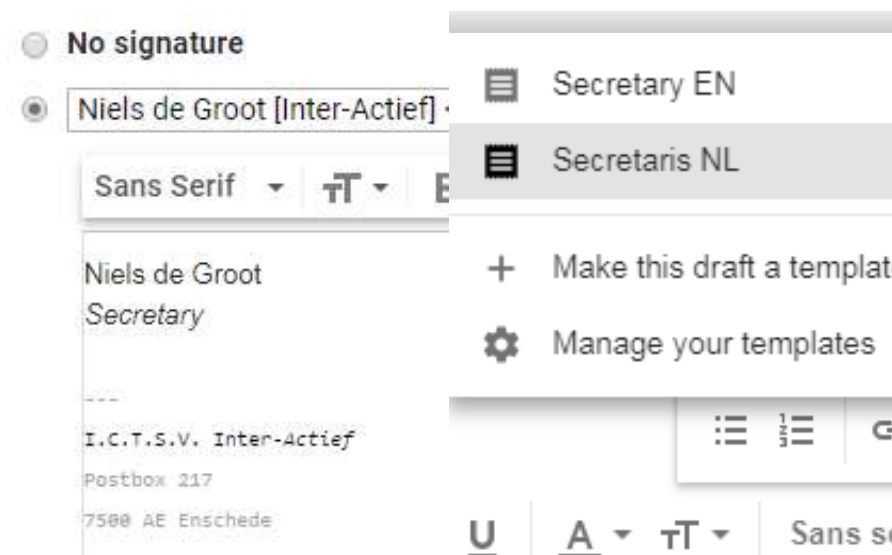
vant items in your mailbox. Additionally, you can enter reminders next to your emails which can say something about

what exactly you still have to do with an email. The latter seems to have completely disappeared in the new Gmail.

Over the past months I have used both Inbox and Gmail regularly in my daily adventures through my mailbox. At first, I was skeptical, I did not think Gmail could ever live up to the standards of Inbox again. Over time, as I started to use Gmail more and more, I started appreciating some of its creative reinterpretations of Inbox's features.

Starting April, I have switched over to Gmail completely. Unfortunately, the choice was not mine to make, as one morning thousands of users around the world got the message 'You can find your favorite features in Gmail. Your messages are already waiting for you.'

Over the past few years I have grown particularly fond of Inbox. It is for that reason that I never thought I'd say this, but Gmail has potential to grow, using the experiences of its younger brother. I hope that, over the coming months, some more widely appreciated features will make their way to Gmail, so I can grow fond of Gmail the same way I did with Inbox. Until then: Inbox, we'll never forget you. Rest in piece.



One signature (Gmail, left) vs Multiple templates (Inbox, right)

### Background

"Four years after launching Inbox in 2014, we've learned a lot about how to make email better—and we've taken popular Inbox experiences and added them into Gmail to help more than a billion people get more done with their emails everyday. As we look to the future, we want to take a more focused approach that will help us bring the best email experience to everyone. As a result, we're planning to focus solely on Gmail and say goodbye to Inbox by Gmail at the end of March 2019."

- Press Statement by Google, September 12th 2018

# Ubuntu: rise and a steady fall?



By: Laurentiu Birton  
Editor I/O Vivat

**Ubuntu used to be, and in many ways still is, the public face of Linux. Many users have considered Linux and Ubuntu one and the same. But things have changed.**

Other Linux distributions have been released to great popularity, while more and more are trying to cater to Ubuntu's target audience, the novice-to-medium computer user. While in the past, if someone were to ask you which beginner friendly distribution you would recommend to them, in most cases you'd say Ubuntu. And it really used to be a great distro for new users. Low resource consumption, smooth performance, stability and ease of use all contributed to Ubuntu's reputation and made it the poster child of the Linux world. But not anymore.

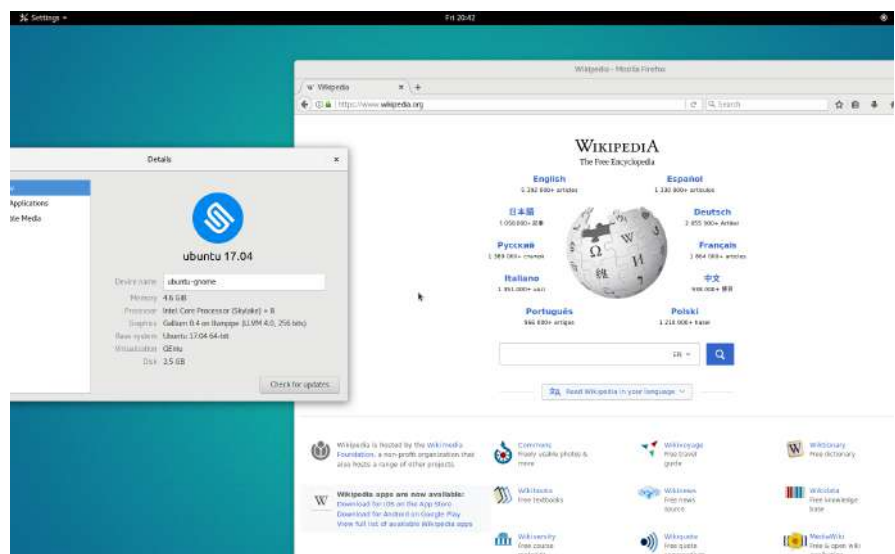
If someone were to ask the same question now, Ubuntu might not even be part of the answer. So many distros have caught up and have even overtaken it in some places, that it just doesn't shine anymore. Ease of use? Sure, just as easy to use as any other distro with GNOME3. The sidebar helps new users, but besides that, it might still seem limited, even to the average user. Performance? Good luck using the app launcher without dropping any frames. Sure, this might be GNOME's fault, but I'll leave the GNOME3 hate article for a later issue. Stability? It fluctuates from release to release and they never seem to find the sweet spot.

All of this while Ubuntu MATE introduces a state-of-the-art software store (the Software Boutique), Linux Mint is ready and willing to greet Windows refugees and KDE, with its Neon release, is becoming the flagship of desktop interfaces. And we didn't even talk about non-Debian-based distributions, or even non-Ubuntu-based ones. How did it come to this? Especially was at its peak during the worst received release of Windows since Windows Vista? All the signs were pointing to success.

In April 2011, a year after one of its most successful releases, Canonical launched Ubuntu 11.04, to great anticipation and controversy. It was the introduction of the Unity desktop and Canonical's dive into the mobile/desktop convergence

craze of the 2010s. Unity was a far cry from GNOME2's traditional design. Made with both desktop and mobile in mind, many of Ubuntu's die-hard fans were enraged about it. After all, they wanted a desktop OS, not a mobile hybrid. Add that to the initial launch issues and criticism from many sides, Ubuntu didn't have a great time in that period. And this couldn't have come at a worse time, since just a year later Microsoft released what was seen as the Messiah of the Linux desktop, Windows 8.

Users weren't particularly happy with this release of Windows. Many thought about leaving Windows altogether and switching platforms, but not that many were willing to get into Apple's expensive ecosystem. It should've been



A typical Ubuntu interface

Canonical's time to show that they were better. The traditional desktop users could've come to them and they would be welcomed in a stable, desktop-focused, easy to use experience. But Ubuntu wasn't ready for that. The new touchscreen/desktop Frankenstein made it seem that Canonical is thinking about the same markets as Microsoft, the issues that came along with it were still not dealt with and the software, Linux's eternal problem, still isn't up to the level of Windows to make up for the problems.

Canonical couldn't go out boasting about them being the superior alternative and the place for computer users to be. They weren't ready, and probably not even capable. And as time passed, people started looking for alternatives. The forks of Ubuntu started looking better and better, Fedora kept on giving its much-applauded stability and Arch Linux was on the rise. So many alternatives became viable, that Ubuntu just got lost in the shuffle, even in the Linux world. The saddest part is that they used to be a trend setter, but now they're just playing catch-up.

Besides Snaps, nothing note-worthy came out of Canonical for years. So where does all this leave Ubuntu now? It isn't a Windows killer, it isn't a gaming platform, it isn't a productivity powerhouse, it isn't a very stable, reliable System, it is just... average. And in my opinion, nothing can describe the Ubuntu of Today better than "Average". There is not a single feature or set of features that makes it stand out from other distros.

# "The year of the Linux desktop can still come, but at this rate it won't be Ubuntu leading the front."

After some of the 18.04 LTS based derivatives released, it seemed ironic that Ubuntu is one of the blandest, most uninspiring distributions. When I tried it, I couldn't even use it properly on my laptop, as its high-resolution scaling is way too shallow. Clicking the application dashboard button and not having the system lag felt like winning the lottery. The so called "user friendly" and intentional lack of basic features made it even more infuriating to use, especially after coming from the versatility of KDE or MATE. The settings menu also feels very barebones.

Who's this even catering to? Power users don't want a dumbed down system in the name of a failed dream of touch convergence. Newbies don't want a system that has a modestly curated software centre that works only 50% of the times and which has no good way to introduce them to the new OS. Sure, many of these things can be blamed on GNOME and its minimalistic philosophies, but Canonical strictly chose to adhere to those instead of building upon the desktop foundation, which, in a way, shows that they have no commitment to their loyal users and that they try to go

after a crowd that they have lost long ago, through means which never even started to be relevant.

Despite its deserved criticism and controversial "dumb downs" of conventional software through UWP (Universal Windows Platform) apps, Microsoft's Windows 10 feels like a much more polished and power user friendly OS than if you're someone that never uses the terminal or doesn't want to. And frankly, that's where most people who use a desktop day to day are. They're people who are knowledgeable enough to know how to set up their PC and troubleshoot some basic problems but aren't willing to dedicate much time into learning how to use the command line or other titbits of the OS.

Security is also a place where Ubuntu lost its Edge, Windows 10 having caught up with Linux in many aspects, a conscious user being able to use it without ever needing to install additional anti-viruses or firewalls.

As for the future, Microsoft probably won't make the same mistake they did with Windows 8 again. 10 is supposedly the last version of Windows, so no major backlash or reason for mass user migration will come like in 2007(Vista) or 2012(Windows 8). And no major game changing features are appearing on the horizon from Canonical. The year of the Linux desktop can still come, but at this rate it won't be Ubuntu leading the front. Elementary, Kali, Arch, Fedora, Neon, MX and so on, all of these distros offer something that makes them stand out from the rest, while Ubuntu has reached a point where it is just "that distro that some of the cooler distros are based on".

# ubuntu

Logo of Ubuntu

# Case Heineken Croatia

Advisory process logistic excellence



By: Frank Bloo  
Employee Districon

**// Within two weeks of starting at Districon, I started on a full-time project for Heineken, Cost to Serve. I travelled to Croatia to support the local employees with the Cost to Serve process. We use data to show where significant savings can be made in the various logistics processes. My senior colleague Robert de Zwart and I implemented this for Heineken Croatia."**

These are the words of Frank Bloo, a former student at the University Twente. In October 2018 he obtained his Masters in Business Information Technology (track Data Science & Business) and started as a consultant for Districon early 2019. During his studies he learned how to use IT effectively within a company and working together to ensure that processes run smoothly. "I quickly realised that I could put my studies into practise. My study topics were directly recognizable in my new job, partly due to the fact I was directly involved in a project at Districon."

## Case Heineken Croatia

"For the Cost to Serve process, Districon supports Heineken locations all around the world. This process is implemented per country (70 countries). Local employees learn how to use the system and interpret results. As Districon consultants, we guide this process, with Heineken Global as a point of contact. Next to the implementation of the tool in Croatia, I developed an e-learning tool for the project. In the meantime, I

was still learning how the system worked myself. While learning this, I involved the customer closely in my project. That immediately gave us insight in the user friendliness of the system. I am, together with senior consultant Robert, responsible for the e-learning.

### Cost to Serve

With the help of Cost to Serve data, we show the actual costs associated to customer deliveries. Eventually this provides new insights that ultimately result in the desired savings. To analyse the data, it must be extracted from multiple systems first. We support the local Heineken employees and help them define all components.

We explain them what to enter into the system and check weekly whether this has been done correctly. What data is relevant and can be used in the tool? We mainly check the efficiency of transportation, frequency of deliveries, fill rate of trucks per trip, etc. We define how to deal with export/import, what is in/out of scope? Can this faster or more efficient? Other examples are:

- ✓ Amount of products (in sellable units)
- ✓ Information about the product itself; pallet with several six-packs or the number of hectolitres in the product
- ✓ Inventory in warehouse(s)





✓ Cost-information; Costs of transport from brewery to customer

✓ Handling fees; Costs to move a pallet in a warehouse

In the end, we're speaking about 300 different data fields. All this information of Heineken Croatia is modeled in such way that the transport costs and warehouse costs per customer can be seen. Basically, the costs to serve every specific customer.

### Finding opportunities

The step from collecting data and converting it into information is a difficult task. Now, two months later, all data is delivered. Robert and I will next week go to Croatia again to teach the local

presented to the Heineken Croatia management team.

### Steep learning curve

It's a great feeling to be involved from start to finish in an entire project. First, you're analysing systems and supporting in the datacollection; next you've got the information to make improvement decisions and present these findings to the customer. The first period was challenging but received a lot of support from my colleagues. In the end, it's still up to yourself. And looking at the latter, that's key to it all. Actively participating and taking initiative yourself. You will make mistakes but learn from them. During the whole process for Heineken Croatia I've been guided by Robert, an experienced colleague. He's been working

"Amazing to be part of a project from start to finish."

users how to work with this tool; how to use it and what they can learn from the analysis the tool makes? After the training we will investigate, together with the users, the first opportunities. To cash these opportunities, quite some actions are often needed. These consist often of making new agreements with customers. All these results will be

in the logistics sector for more than 15 years and knows the ins and outs. In this short period, I've already learned a lot from him.

### Right choice

With a Master in Business Information Technology, you're in high demand in this labour market. Why I chose Dis-

tricon? Because of their great client portfolio, the opportunities of working abroad and work on project basis. I could have started at a large corporate organisation, but I find that the small scale of Districon suits me better. An informal, open atmosphere and being able to learn a lot by actively participating. I joined the Business Intelligence team, but there are multiple opportunities to work with and within other teams. Like now, I'm developing a cloud platform to offer our apps to customers. A much more technical project. To me it's obvious: my choice for Districon was the right choice!"

### Lots of opportunities at Districon

Districon is growing! And that offers perspectives for graduate Business Information Technology students. Join Frank in a logistics IT adventure and discover where your talents are by working along various projects. And who knows, you're next to come along on winter sports or a city trip with your colleagues. Also, we run a project called: "Predicting logistics with Artificial Intelligence". Graduating students interested in participating and writing a thesis are encouraged to contact us.

**Join in! Check out our job offers on [www.districticon.nl/nl/werken-bij-districticon](http://www.districticon.nl/nl/werken-bij-districticon).**

## About Districon

What characterizes Districon? Worldwide we advise medium-sized and large organizations on the development of their logistics strategy and solve logistics issues. In the Netherlands we are the largest provider of consultancy, IT solutions, (interim) managers, project managers and specialists within the supply chain. Our strength? Optimizing the flow of goods from producer to consumer, or vice versa, from consumer to sales organization or manufacturer.

In every project we strive for logistic excellence, one of the key factors for a good competitive position of companies. We work at distribution centers, warehouses, distribution networks and cargo hubs at airports and seaports. Our customers? Among many others - Heineken, Ahold, Schiphol, Bloomon, Evides, GVB and ASML.



# Vertical videos: a new hope



By: *Mihnea-Adrian Udrea*  
Editor I/O Vivat

**R**emember vertical videos? They are taking over and we aren't even realizing it. A vertical video is a video intended for viewing in portrait mode. It is characterized by an image that is taller than it is wide, in comparison to motion pictures or televisions that match the plane of eyesight.

Historically speaking, vertical videos have been around since the beginning of filmmaking (19th century), but avoided because of the non-traditional format. Experimental artists tried to redefine the standard. For example, in 1930, Sergei Eisenstein (Soviet film director) by asking the Academy to remain flexible to a variety of geometries and adopt a cinema screen of variable aspect ratio. Unfortunately, the idea was rejected, because of the studios' commercial imperatives, and the movement flourished in the late 60s.

Interest in vertical videos resparked in

2007, during an Apple keynote, when Steve Jobs presented consumers a smartphone with a two megapixel camera (iPhone 3G) and the revolutionary App Store. Not only did people start taking photos and shooting videos in portrait mode more frequently, but they also shared them online using the apps on their new devices.

In the last year alone, over 1.5 billion smartphones were sold to end users worldwide. The tremendous growth in the mobile industry has led to the birth of social media platforms like Instagram, Snapchat and Tik Tok. These tech companies were smart enough to choose mobile over desktop and re-educate people by making them adapt to a whole new environment.

The transition between desktop and mobile was not a smooth at all. Different environments meant different functionalities and a majority of viewers were not happy about that. Web-based video players such as Youtube used to

add black spaces on either side of the image, which, in my opinion, was mildly infuriating.

Fortunately, those days are over, since vertical videos are now embraced by most tech companies, including Facebook and Twitter. They have realized that holding the phone vertically feels more natural, and listened to studies which show, according to wired.com, that 94% of the people film vertically even if the videos were intended to be watched horizontally.

Snaps, stories, ads, and the new addition, shows in vertical, are produced and consumed on a daily basis. That might be just a result of us becoming extremely lazy. With so many hours of internet content, it seems like there is no time for anything anymore. And, in fact, there is not.

IGTV, Instagram's response to the vertical trend, is an entire new platform where users can upload videos of a maximum of 60 minutes, if verified or popular. YouTube decided to create a new vertical video ad format, saying that more than 70% of watch time is spent on mobile devices. Netflix announced the introduction of vertically-oriented 30-second previews of shows and movies to its platform.

Music artists had something to say as well and released platform-exclusive vertical music videos for Spotify playlists.

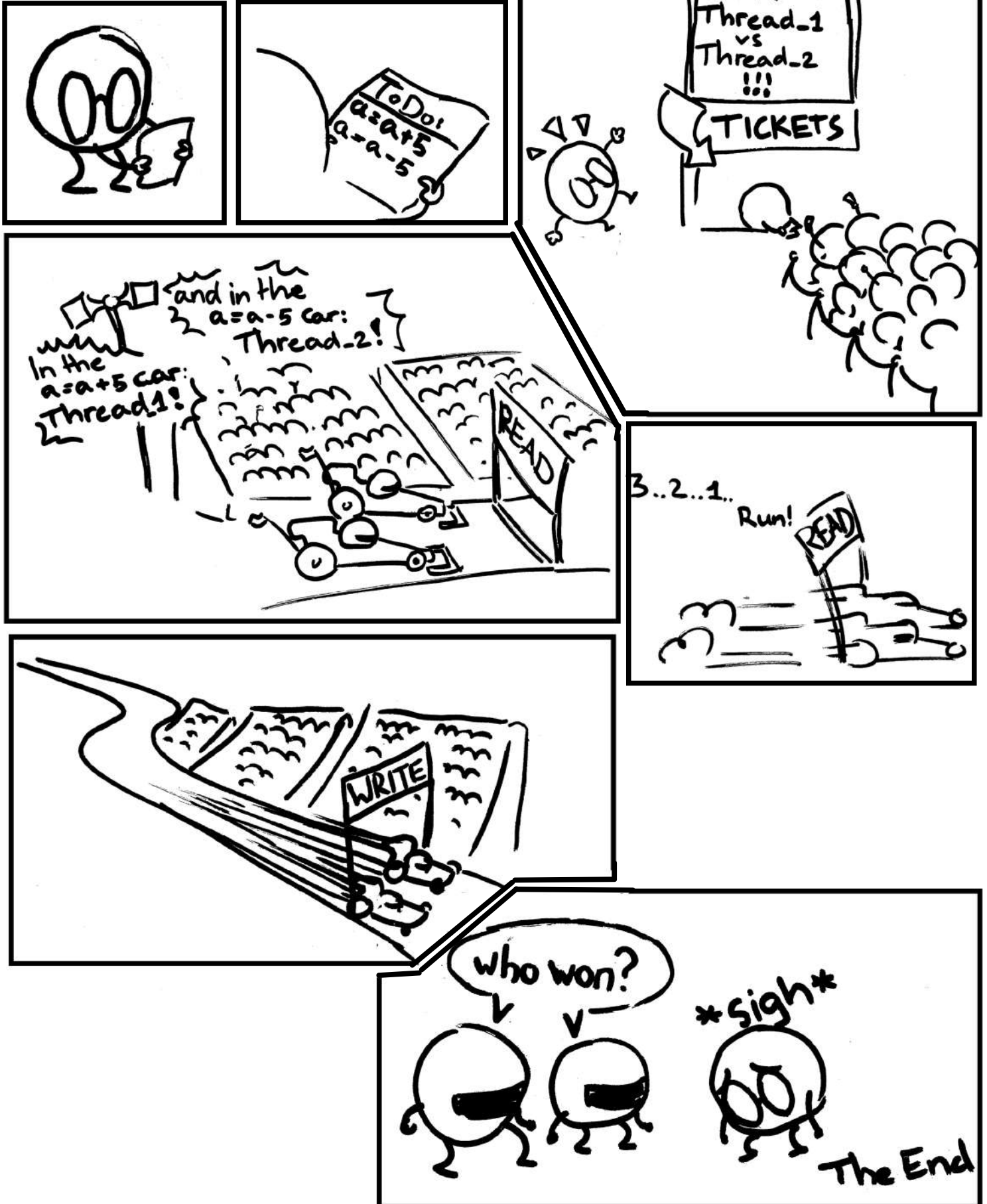
Is it a bit too much? Maybe. The right question would be is it worth caring about? Not at all. In the end, we are only talking about a more convenient way of escaping reality or getting distracted.



# Data Race

//Cartoon

by Florian Mansvelder





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