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Swansea
Business
School

MBA Management Ethics: Bits and pieces on the Internet

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The Guardian 19-02-11

Master of the know-alls



Possible reading
exercise. Using digital
sources

We all use it, but don't
admit it's for academic discussions
Should we be more trusting of Wikipedia
as a RELIABLE, VALID & trusted
source?

Viewed by 400m people a month all over the world, Wikipedia has become the go-to website for anybody wanting to find out anything, while founder Jimmy Wales has gone from 'super-geek' to internet guru – and evangelist for the power of information



The Saturday Interview By Aida Edemariam

Jimmy Wales seems distracted. He checks his phone, stares at the ceiling, at the table, and checks his phone again. I assume, initially, that this is how he generally conducts meetings, but it turns out there's a reason: his second

child is late arriving, and "we're pacing the floors." "We" is he and Kate Garvey, late of Number 10, where she was Tony Blair's diary secretary (as he reminds me, proudly) and now a director at Freud communications; they met at Davos a couple of years ago, and now he's moving to Britain to be with her. He will still commute to Florida, where his first daughter lives with her mother, every second week, as well as taking frequent trips all over the world, especially to India, where he is setting up Wikipedia's first office outside the US.

It's a surprise, in a way, that this is the company's first outpost. Wikipedia, which turned 10 last month, often seems completely ubiquitous. Plug any word into the internet - pylon, griffin, moonwalk - and there Wikipedia is, eagerly offering its services. And not just in English: the encyclopedia currently exists in 278 languages, from Kalmayk to Crimean Tatar, Sanskrit to

Inuktitut. It is viewed by more than 400 million people a month, and 11.6m edits are made on its articles every month (it is, after all, "the free encyclopedia that anyone can edit"). And all of them will now know exactly what the co-founder (or founder - it's disputed territory) of Wikipedia looks like: the not-for-profit concern has just come to the end of its annual fundraising drive. Tests had shown that if they put Wales's face on the appeals, as opposed to anyone else, or nothing at all, they got twice the response. So there he was, any time you looked anything up - pensive, smiling, matey, gazing into the distance, or some combination of the above - and asking for money.

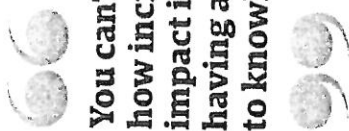
"We raised \$16m (£10m) in 59 days, the fastest ever." Wales is bright and thoughtful, "smart" in the American sense of the word, like "a young Billy Crystal," as the writer Stacy Schiff once put it, "with the neuroses neatly tucked in". Certainly, he claims not to be neurotic - "I don't worry. It's just not in my nature, really" - and has a good line in the deliberately bland: to hear him describe the internet, and Wikipedia, is to hear a tale of public spiritedness, of millions of people working towards a common good, even though he must know that the thing he heads is far stranger and less dependable than that.

True, it must instil some faith in humanity to know that \$16m arrived in donations averaging about £20. And then there's the way Wikipedia works day to day, with millions of unpaid contributors adding their tuppence-worth of knowledge to the site, or improving or disproving or contradicting or expanding someone else's tuppence-worth, mostly in the belief that it is worth doing so for itself alone. But not all people behave like that, and they have to be policed. Wales may spend his days evangelising (his word, despite his

discomfort with its religious overtones) in Armenia or Azerbaijan, hobnobbing in Davos and generally being the suave public face of his company, but he still does some of the nitty-gritty, of keeping an eye on new entries, vetting the quality of their sources, flagging up inappropriate bias (an avowed Objectivist, he aims to excise all possible prejudice - and if that's not viable, to be as openly even-handed as possible), and reverting anything dubious. So the day before we met, Wales, who has along the way taken up the House of Lords as his expert subject, mediated in a discussion about what exactly to call Patience Wheatcroft, editor of the Wall Street Journal Europe, who has just been made a baroness. "And I reverted some vandalism." Some wag had decided to point out that Mervyn Davies, Baron Davies of Abersoch, "is some joke mannnnn," with about 5 ns - it stayed in for a few minutes and I took it out."

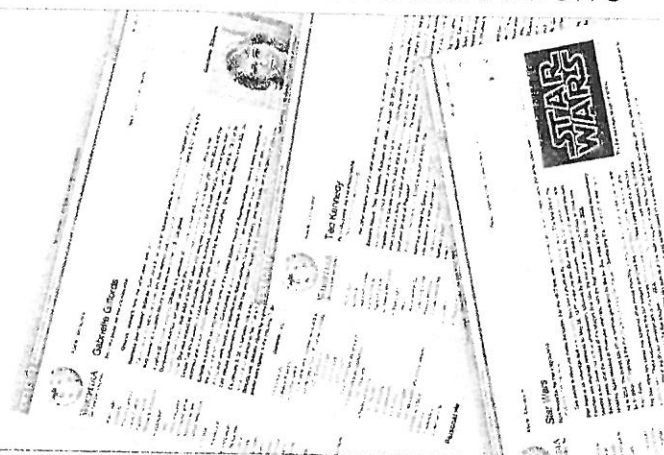
A lot of vandalism is of this sort. "We call it sandboxing - people are treating it like a sandbox - they know they can't really hurt anything." But some is far more serious - libellous, or (something of a favourite) premature expiry:

Senator Edward Kennedy, in a famous example, was bumped off months before he actually died. When anything big bursts into the news - the recent shooting of congresswoman Gabrielle Giffords, for instance - regular contributors and "admins" rally instantly around the page, to protect it "and make sure nobody does anything stupid". Sometimes it has to be temporarily locked down. And it isn't always tugs. For a while, the whole house of representatives was regularly banned, because staffers were being deployed to message voting records and biographical details, and present their bosses in the best possible light. Paul Dacre of the Daily Mail has reportedly done the same



You can't discount how incredible the impact is of people having access to knowledge

Jimmy Wales, main picture, founder of Wikipedia, which turned 10 years old in January



thing. Wales himself was accused of intervening in his own biography 18 times in one year, though he eventually repented, to the extent that, for a long time, it gave him the wrong birthday. "They got it from Britannica," he once said, "and Britannica got it wrong."

For Wales, this only reinforces a point of principle. "You shouldn't really use Wikipedia as the sole source for anything, ever. You shouldn't use anything as the sole source for anything, in my view." He is, in fact, generally dismissive of traditional modes of authority - peer-reviewed journals, the requirement for strings of letters after names. "I think people have to recognise that the traditional modes of authority weren't that great." It's fighting talk, particularly when you know that lurking in the background is a dispute with the man who helped him set up Wikipedia, Larry Sanger, who eventually couldn't bear the fact that the entries had no final, expert arbiter. Wales would rather unsurprisingly, move things on. "To me this question of 'is Wikipedia reliable or not?' is sort of the five-year-old version of the question. The contemporary version of the question is, 'Gee, this is actually fairly amazing, it's pretty good, how can we improve it? Where does it break down?'"

Authority, in his upbeat formulation, comes from something else entirely - from the sheer number of voices, the sheer variety of viewpoints, all hopelessly deploying reasoned, well-battered argument (he is, above all, a believer in reason). At its most high-minded and impressive, this can take the form of a kind of hammering out, word by word, if necessary - even comma by comma, in cases such as Israel-Palestine or global warming - of a document that could be arrived at in no

Master of the know-alls

« Continued from page 27

other way, apart, perhaps, from at the UN. And every single change is tracked in the edit pages that accompany each entry - what the change was, who made it, and at exactly what time.

At its least impressive, though, it simply results in "edit wars", in which people increasingly ill-temperedly revert, rerevert, and rerevert facts they disagree with. A page called "Lamest edit wars" chronicles some of

the silliest. Wales's profile echoes, in many ways, that of a typical contributor: 85% are male, generally well-educated, and often computer programmers, a scenario which he admits skews the way topics are chosen and treated on the site; the next three years, he says, will be dedicated to working out how to persuade other constituencies to join in too. He grew up in Huntsville, Alabama, where his father managed a grocery and his mother and grandmother ran a small private school that he attended. He describes himself as a "super-geek" with thick glasses and a very early interest in computers (it helped that his uncle ran a computer store), who read the encyclopedia for fun. "I spent hours going through it, following from one entry to

internet with Wikipedia - he insists that although he could make something in the region of \$5 billion from it, he has never ever been tempted - Wikia in effect piggybacks on the reputation built up by the legions of unpaid contributors to the encyclopedia, and thus ruthlessly exploits them. He dismisses this with the same, not quite convincing, argument that Arianna Huffington uses about the Huffington Post: "you're providing a platform and people can come and participate or not. If you enjoy it, you should do it. If you don't enjoy it, go do something else. It's completely fine. So that idea of exploitation doesn't make any sense to me at all."

He would rather tell a story of anti-exploitation, of freedom of expression -

the next. 'See also' - and you'd read that. 'See also' - you could get lost in there." His mother had bought it from a traveling salesman when her eldest son was about three, and each year an envelope arrived, containing stickers on which were written that year's advances in knowledge; together they pasted them onto the appropriate pages, unknowingly foreshadowing the unimaginably speeded-up way in which Wikipedia now works. When he was older, he also entertained himself by writing code.

Married at 20, he studied finance to PhD level, then dropped out before writing his doctoral dissertation. A job speculating on interest-rate and foreign-currency fluctuations made him wealthy enough not to need to earn anything for

as in China, for example, which blocked Wikipedia altogether for three years (they still filter certain pages). People found their way around the firewall regardless, which is not in itself illegal, and proceeded to write entries in Chinese languages. Once they'd gone to all that bother, were the entries quite political? "No, no. They're mostly computer geeks - so they would write about computers: Star Trek and Star Wars. We do find we have a certain geek culture that transcends national culture."

It's the dawn of the Twitter revolution, according to some - "I think that's often overblown." Overblown, too, he thinks, are arguments by people such as Malcolm Gladwell, who recently wrote a New Yorker essay decrying what some

the rest of his life, but an internet startup called Bomis was what actually provided the money to start Nupedia, an internet encyclopedia with exhaustively peer-reviewed entries, and then Wikipedia. He has not lost the knack of making money: he is also chairman of Wikia, a "wiki farm" ("wiki" means "fast", in Hawaiian, and technically refers to a website that can be edited by anybody) that hosts ad-supported wikis about any subject - the latest of which is going to be an Olympics wiki. (Garvey, who may by then be his third wife - they are engaged - is handling the Olympics account for Freud; between them they will do quite well out of the games.)

Some protest that while he gets to be a high-minded flagbearer for the free

people now call "clicktivism", where a click on a Facebook page or Twitter account replaces real activism. "Valid point, but I think it misses what's going on. I think you can't discount how incredible the impact is of people having access to knowledge, so they are aware of different ways of living, and they are aware of different possibilities for the future, and they begin to have a belief that 'Gee, actually, this country is allegedly a democracy, and we all know it isn't - it's time to demand change.' And that's no simple thing - it's about Wikipedia, it's about blogs, it's about news headlines from overseas - that flow of information, and people having more of a consciousness about what's possible in the world."

Why not thank of Wikipedia as your case study? Look out for academic articles on it, as well as Wales' own account on the site & the comments of rival research tools.

US presidents have always come to us for
an overview of world affairs.

Bill Ch.
1993-2

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GuardianUnlimited: Print version

Ann Summers looks for web inspiration

More on...

Media

Digital media
Advertising



Mark Sweney

Guardian Unlimited, Friday November 30 2007

Two web ventures - from Ann Summers and start-up BootB - are aiming to use the internet to tap into global talent to get the best ideas for ad campaigns.

Ann Summers, which uses risque viral ads such as "Flick your bean better" rather than traditional TV ads, is launching a Viral Academy to mine creative ideas.

The lingerie retailer is launching the online academy to give budding creatives the opportunity to develop a campaign - the company produces four per year - with a budget of up to £25,000. Successful applicants also win a new Ann Summers "Rabbit" award.

This award is not, however, a replica of Ann Summers' famous sex toy of the same name.

It will come in yellow and black, a tongue-in-cheek take-off of the industry's top creative prizes handed out at the D&AD awards.

The academy, set up by Ann Summers' communications agency, Goodstuff, has pledged that winners will have their winning idea run on Handbag.com and seeded on the internet.

"We hope to encourage inspiring and creative work from British design agencies and individuals and look forward to receiving submissions," said Julian Baker, the marketing and business development director at Ann Summers.

A slightly different approach is being taken by BootB.com, which stands for brands outside of the box.

BootB aims to be an online creative services marketplace that will give ad agencies and members of the public alike the chance to "solve" - and be paid for - for advertising briefs.

"For years in the advertising industry I was frustrated with the lack of creativity which the typical agencies show," said Pier Ludovico Bancale, the chief executive of BootB. "It's an idea whose time has come."

4

Lego and Peugeot are two companies that have signed up to BootB.com. Lego is seeking input on a viral campaign, while Peugeot is looking for a solution to a Russia-wide PR campaign.

According to BootB Disney, Unicef and European supermarket chain Auchan have also been lined up to put briefs on Bootb.com.

Mr Bancale, a former ad man who has worked for Johnson & Johnson, Colgate-Palmolive and L'Oreal, has brought on board branding expert Martin Lindstrom as an adviser to the fledgling company.

Lindstrom, author of books on marketing including Brand Sense and Brandchild, as well as a former senior executive of agency Digitas, described BootB as giving "new talent an audible voice".

"It's the beginning of the end of established advertising agency models and introduces brands to powerful new dimensions," he said.

Briefs on the BootB.com website will be published in 12 languages.

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5

Welcome to Ann Summers

FREE POP email update with 10% NEW! Giveaway code: new10000

Type in search Go

- sex toys
- lingerie
- dressing up
- fun stuff
- oils & lotions
- hen night
- books & DVDs
- bondage
- AS uncut
- christmas gifts for him
- knickerbox
- bingo
- SALE

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Mrs Santa outfit only £32 [Click here](#)

Rampant Rabbit World...

New! Dressing Up!
Are these the hottest costumes you've ever seen? Eight new internet-exclusive costumes... [Click here.](#)

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Stimulates both clit and G-spot with unbelievable precision. Orgasms so intense they really will Rock Your World. [Click here.](#)

Lady V
The woman who wears this doesn't compromise. She demands the best, she gets the best. [Click here.](#)

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Jilly Rabbit Ball
Heart-stoppingly beautiful babydoll with underwired padded bra. [Click here.](#)

Clone a Willy
This genius kit contains everything you need to make an exact vibrating rubber copy of his penis. [Click here.](#)

Erica Bachelorette
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Top Sex Toys

- Rampant Rabbit Wave
- Rampant Rabbit Thruster
- NEW! Rock Chick
- Ultra 'quiet' 7
- Promises
- NEW! Rude Boy
- Silver Bullet

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Snowman Pouch

Monogram

Best Seller!

20 FREE GAMES!
Just enter the code: SEXY
Terms & Conditions apply.

New! Ann Summers Poll
What stocking filler would you like this Christmas?

- ☒ Sexy Lingerie
- ☐ Rampant Rabbit
- ☐ Spice Girls Tickets
- ☐ Richard Hammond

[Vote Now](#)

Home of the Rampant Rabbit vibrator, sex toys and more

Want O-Orasm? Our sex toys will take you there. Ann Summers is the mecca of pleasure: from vibrators to dildos, cock rings to clitoral stimulators, G-spot massagers to strap-ons.

The legendary Rampant Rabbit defines sex toy fabulousness. There's now six vibrators in the family - the latest and most gasp-inducing is the Rampant Rabbit Wave: the all new rippling shaft has to be experienced to be believed. Customers are loving the award-winning Rock Chick (a vibrator so hot it'll scorch the sheets) and the whisper quiet Ultra Seven. And couples can't get enough of those vibeehanced sensations from the Vibro-Ring cock ring and or the powerful Bullet vibrator.

And there's sex toys for the boys too. Rude Boy stimulates the male G-spot exquisitely, and the Travel Honey-pot masturbator feels unbelievably close to the real deal.

Our beautiful lingerie is designed for pure indulgence from the seductive silk Valentina to the dramatic Moulin Noir to our cheeky peephole collections.

For sex toys, for lust-over lingerie, for all things pleasure - think Ann Summers.

Sign up & win £200!

Sign up for our emails and you could win £200 of Ann Summers goodies every 2 months. No spam guaranteed.

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10/12/2007

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10/12/2007

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07/12/2007

Staff work hard on office romance

07/12/2007

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6.

Ann Summers

From Wikipedia, the free encyclopedia

Ann Summers is the most successful British chain of High street sex shops.

As an unlicensed sex shop under British law, it means only a small proportion of the available product lines can be sex toys and the range of pornography sold is strictly limited in both volume and content.

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- 1 History
 - 1.1 Controversy
- 2 Trivia
- 3 Notes
- 4 References
- 5 External links

History

Previous strong growth has been replaced by falling sales and profits have halved from £2.8m in 2005/6 to £1.53m pretax for the period 2006/7^{[1][2]}. Previously profits had doubled to £9.5m in 2001/2^[3], £8.9m in 2002/3^{[4][5]}, falling to £3.2m in 2003/4^[6] - following investment in a new building and technology, dropping further to £2.2M in 2004/5^[7].

Ann Summers lingerie factory in Portsmouth closed in 2005, with over 50 redundancies^[8]. Other parts of Gold Group International (GGI), the parent company have been sold, such as Gold Air, which is now owned by Air Partner^[9], along with a large number of Birmingham City F.C. shares^[10] and a management buyout of a leading publishing business^{[11][12]}. GGI is part owner of the Sunday Sport^[13].

The company was named after the female secretary (Annice Summers) of the male founder (Caborn Waterfield)^[14] and has always targeted female consumers. Passion8, Stringfellows, Playboy, Beate Uhse AG and more traditional retailers (Superdrug, Boots^[15]) / internet sellers (Amazon.com^[16]) are some of **Ann Summers** competitors.

Having worked at Royal Doulton, Jacqueline Gold decided she did not want to go into management, and asked her father David Gold to gain extra work experience. After acquiring the four stores of the "*Ann Summers*" chain in 1972 with his brother Ralph Gold, they gave Jacqueline at the age of 19 summer work experience in May 1979 - Jacqueline was paid £45 a week, less than the tea lady^[17].

As her parents had separated when she was 12, Jacqueline was not close to her father. Gold also didn't like the atmosphere at "*Ann Summers*", which was Gold Group's "up market" clean sex shop. Jacqueline says of her introduction: "*It wasn't a very nice atmosphere to work in. It was all men, it was the sex industry as we all perceive it to be.*"

But a chance visit to a Tupperware-style fashion party in an east London flat in 1981 changed everything - Jacqueline saw the potential of selling sexy lingerie and sex toys to women in the privacy of their own homes. Jacqueline launched the Ann Summers Party Plan - a home marketing plan for sex toys, with a strict "no men allowed" policy. These parties were and remain immensely popular, providing women with an excuse to meet for a party and talk about sex, and have entered British popular culture. They also provided the company with a way of circumventing the law which limited their presentation space for sex toys^[5].

Jacqueline was made a director of the company in 1987, Managing Director in 1993 and later Chief Executive. Jacqueline transformed the chain into a multi-million pound business, with a sales force today of over 7,500 women as party organisers; 139^[18] high street stores in the UK, Ireland, Channel Islands and Valencia, Spain; with an annual turnover of £110 million in 2006/7^[11]. In 1999 the chain opened its website, and in 2000 it acquired the five stores of the *Knickerbox* brand^[19] and its range of premium site lingerie kiosks - "*Knickerbox*" concessions are now in every **Ann Summers** store.

Although the chain still has a number of licenced sex shops in Bristol and London selling a wide range of adult DVDs, Jacqueline has described the latest award-winning new store concept as: "*Wonderful! Every time I walk in, it feels as if I'm entering an intimate, sexy and very girly boudoir. I just love it.*"^[20]

The company's headoffice was raided as part of an immigration check in 2004, consequently 15 staff were arrested and 10 were subsequently deported^[21]. The company employs a series of celebrity models to show off its lingerie, who presently include Kate Lawler, Nancy Sorrell and Emma B.

Controversy

Due to the adult nature of the stores, Ann Summers has faced a lot of opposition, both legal and social. For example, when attempting to open a new store in Tunbridge Wells^[22], they were accused of "degrading marriage"^[23]. In 2003, they won a legal battle to advertise for employees in job centres^[24] and an ASA complaint was rejected^[25].

Ann Summers in Perth was forced to close after the local people complained about the store (mostly from parents embarrassed by questions raised by their children) which also led to other problems with the store.^[26] Perth was originally the only UK city where an Ann Summers store failed to take off^[27]. However, in May 2007 the Middleton Grange, Teesside store which opened in November 2005 was closed after less than two years of trading due to poor sales^[28].

In 2002, the company was hit with a number of problems including the theft of some of its internal IT systems^[29] and a recall of its best selling vibrator^[30]. The company received a letter of complaint from Buckingham Palace, due to a non endorsed advert featuring the queen^[31].

In 2003, the company's payments to party organisers were investigated and discussed by a number of media sources^[32].

In 2004, two complaints were upheld by the ASA^[33]. The ASA decided that the first ad was degrading to women, offensive and unsuitable for use as a poster. In the second case the ASA ruled that the use of a nursery rhyme was likely to attract the attention of children and that the advertisement was unsuitable for the medium in which it appeared.

In 2006 Muslim groups were offended with the release of a blow up doll^[34]

In 2007, the company faced legal issues with Apple Inc due to its release of an electronic add-on to music players called the iGasm. The company has not backed down despite cease and desist orders by Apple. [1] Also, a former director, who is now a Beate Uhse AG employee^[35] is pursuing a libel claim against Jacqueline Gold^[36]. A recent advert was banned from the tube^[37]

Trivia

Ann Summers Ltd	
	
 Ann Summers	
Type	Private (Ltd)
Founded	London
Headquarters	Whyteleafe, Surrey, CR3 0BZ
Key people	David Gold Ralph Gold Jacqueline Gold(CEO)
Industry	Retail
Products	Clothing Adult toys
Revenue	£110.9 million (06-07) £117.4 million (05-06) £143.3 million (04-05) £129.9 million (03-04) £110 million (02-03) £85 million (01-02)
Website	http://www.annsummers.com

7.

Ann Summers sex shop boss joins the elite

By David Litterick

Last Updated: 1:54am GMT 05/12/2007

 Have your say  Read comments

It's unlikely that when Ann Summers boss Jacqueline Gold was 19 and earning less than the tea lady that she ever gave much thought to joining the Establishment.

But the woman who helped to make sex respectable again joins a host of other new business names that will be shortly be included in the latest edition of Who's Who.

But if Gold's inclusion in Who's Who might have been considered an unlikely surprise a few years ago, there are others for whom it's hard to believe they have not been there all along.

Peter Hambro, for instance, is a new entrant, a mere 18 years after he set up the mining company that bears his name. Bob Wigley, chairman of Merrill Lynch in Europe and an occasional adviser to the Chancellor, joins him, along with Andy Crosby, of HBOS, Vivienne Cox, of BP and David Kershaw, chief executive of M&C Saatchi.



Jacqueline Gold: new name for 2008

ROGER TAYLOR

Others to have been elevated include Tom Albanese, the new chief executive of Rio Tinto, who is probably much too busy fending off the unwanted advances of rival BHP Billiton to enjoy canal boats, listed among his recreations.

Nicholas Ferguson, chairman of private equity group SVG Capital, has opened up to the hallowed pages in the spirit of the new era of industry disclosure. The man who famously admitted to paying a lower rate of tax than his cleaner has showed that it probably helps him to afford his hobby - collecting medieval art.

Donald Trump does not mention any recreations, but, fittingly for a self-publicist as talented as The Donald, does manage to mention his name 28 times in one paragraph by mentioning seemingly every one of his self-titled companies and books. Another overseas entrant is Carlos Ghosn, the Brazilian-Lebanese boss of car giants Renault and Nissan.

As for football teams, the new business leaders do reflect the Premiership to a degree - there are two Arsenal supporters and two Chelsea fans. Both Tottenham Hotspur and Reading get a look in. Only David Postings, the chief executive of Cattles, admits to a love of Wolves.

advertisement But then the latest crop of business leaders display a deeply varied use of their leisure hours, according to the latest edition of the book. Nicholas Thomlinson, chairman of Knight Frank, has a passion for making marmalade and chutney as well as beekeeping.

That presumably gives him more house guests than Mark Lever, director of Sackville Consulting, who lists "negotiating peace settlements and behaviour-related pay with my four sons". That said, it's a wonder that David Williams ever gets any time to do his day job as chief executive of SIG.

Who's new

Business organisations

HINGLEY, Robert Charles Anthony
IZZA, Michael Donald McCartney
MILEHAM, Peter

Retail

BAKER, Richard Andrew
GOLD, Jacqueline
PRICE, Mark Ian

Media

KERSHAW, David Andrew
GILBERTSON, David Stuart
CONNOCK, Alexander

Engineering

ALBANESE, Thomas
BRIKHO, Samir Yacoub
GHOSN, Carlos
HAMBRO, Peter Charles

Finance and property

ALTMAN, Ros
HORNBY, Andrew Hedley
WIGLEY, Robert Charles Michael
DASGUPTA, Partha
FERGUSON, Nicolas Eustace
Haddon
TRUMP, Donald John

Technology

LOVE, Graham Carvell
HRST, Larry

Industrials

COX, Vivienne

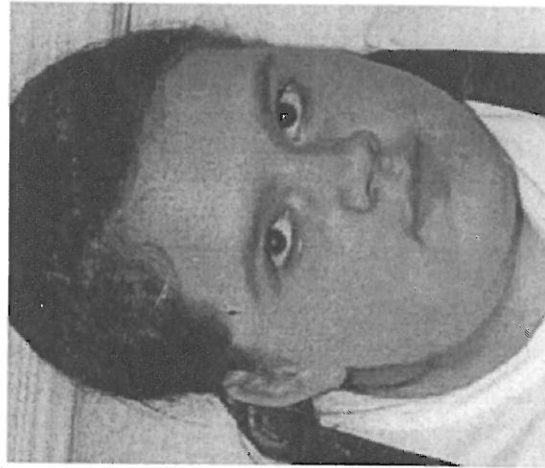
Facebook killer sentenced to life for teenager's murder

Peter Chapman, who used fake Facebook profile to lure student Ashleigh Hall, told he must serve a minimum of 35 years

Helen Carter

guardian.co.uk, Monday 8 March 2010 15:27 GMT

A larger | smaller



Peter Chapman admitted murdering Ashleigh Hall. Photograph: Durham police/PA

Sex offender Peter Chapman was today sentenced to life imprisonment after he admitted kidnapping, raping and

murdering a teenage student he had ensnared using a fake Facebook profile. Chapman, 33, of no fixed address, changed his plea as he was due to face trial at Teesside crown court for the killing of Ashleigh Hall, a 17-year-old student.

He was told by Judge Peter Fox QC that he must serve a minimum of 35 years before he could be considered for release.

Ashleigh's body was found dumped in a field near Sedgefield, County Durham, in October. The teenager, from Darlington, had been strangled.

Chapman also pleaded guilty to failing to notify police of a change of address, as required by the sex offenders register.

Graham Reeds QC, prosecuting, said Chapman had used the fake identity of a teenage boy to entice Ashleigh into meeting him.

He created the fake profile on Facebook and used pictures of a boy in his late teens, the court heard.

"The photograph is not of him. It is of a bare-chested and good-looking boy who is apparently in his late teens," Reeds said. "The defendant is a somewhat plainer looking man who could pass for being rather older than his 33 years.

"The prosecution case is that the defendant used this handsome alter ego to entice 17-year-old Ashleigh Hall into meeting him. When she met him, on 25 October last year, he kidnapped, raped and murdered her."

The prosecutor said the teenager suffered from low-esteem and boys were uninterested in her.

"According to her friends, Ashleigh was interested in boys but they, generally, were not interested in her," he said, adding that her friends thought that, if a male did show her attention, "she would likely be flattered by it".

The night before her body was found, she told her mother she was going to stay with a friend but had instead made the decision to meet Chapman.

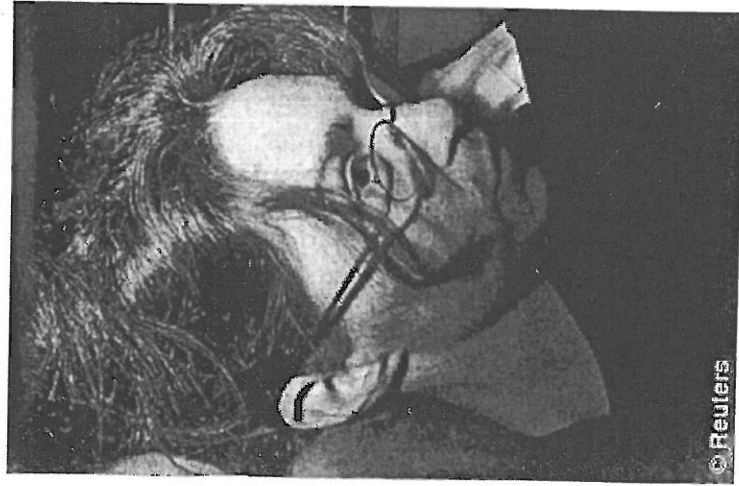
Chapman, who was brought up by his grandparents in Stockton-on-Tees, has a history of sexual offending, it has since emerged. He was the subject of several sexual assault investigations, beginning when he was 15. In 1996, then 19, he was sentenced to seven years imprisonment for raping two prostitutes at knife-point. He was released in 2001.

10

MailOnline

Court overturns murder conviction of Hong Kong's infamous 'milkshake killer'

By Mail Foreign Service
Last updated at 6:51 PM on 11th February 2010



Retrial: Nancy Kissel was convicted of murdering her husband more than six years ago. The mother-of-three was pictured arriving at the Court of Final Appeal in Hong Kong today

Hong Kong's highest court has overturned the murder conviction of a wealthy American accused of drugging her husband with a laced milkshake and bludgeoning him to death more than six years ago.

The unemployed defendant, who used to live in Kirkby, Liverpool, and has links to Teesside, was arrested by traffic police on suspicion of minor motoring offences soon after he had dumped Ashleigh's fully-clothed body.

He was held for questioning in Middlesbrough, where he asked to speak to detectives and what had been a routine inquiry took a more sinister turn. He led police to the spot, near a lovers' lane, where Ashleigh's body was found almost 24 hours after she had left the family home.

In the days after the killing, Ashleigh's 39-year-old mother, Andrea, called for the return of the death penalty for killers. Before Chapman's conviction, she said: "Whoever did this is going to go prison and sleep in a comfortable bed, but one day they will be out. They will be living and breathing as normal. But my daughter's life had been ended at 17 – and my life has ended because she is not here."

Ashleigh studied childcare at college in Darlington and helped her mother bring up the family's other children.

"I could understand it if Ashleigh had died because of illness," the victim's mother said. "But to actually have someone take someone's life is just unbearable. Ashleigh was my rock."

Her daughter loved chatting to friends online and spent much of her spare cash on her mobile phone so she could also text them. Her mother said: "Ashleigh wasn't a bad kid. She wasn't naughty. She made one mistake and has paid for it with her life."

Durham police led the inquiry, which involved contacting 2,500 people who knew Chapman through internet sites.

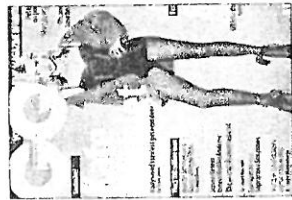
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12

The Observer 13-02-11

Supermodel demands new code to end airbrushing

Erin O'Connor and other industry figures unite to help stamp out fashion's obsession with perfection on eve of London Fashion Week



Erin O'Connor, left, has criticised the airbrushing of images such as those of Keira Knightley, Kate Winslet and Andy Roddick and above. Main photograph by Richard Saker for the Observer

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5. Vote Yes on 3rd March!



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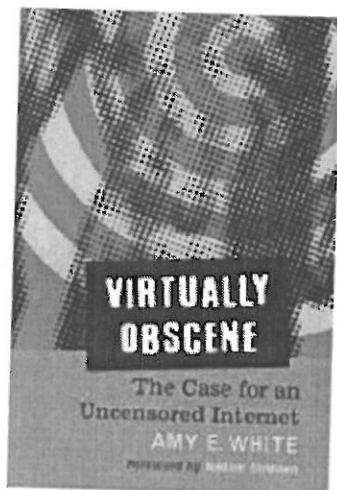


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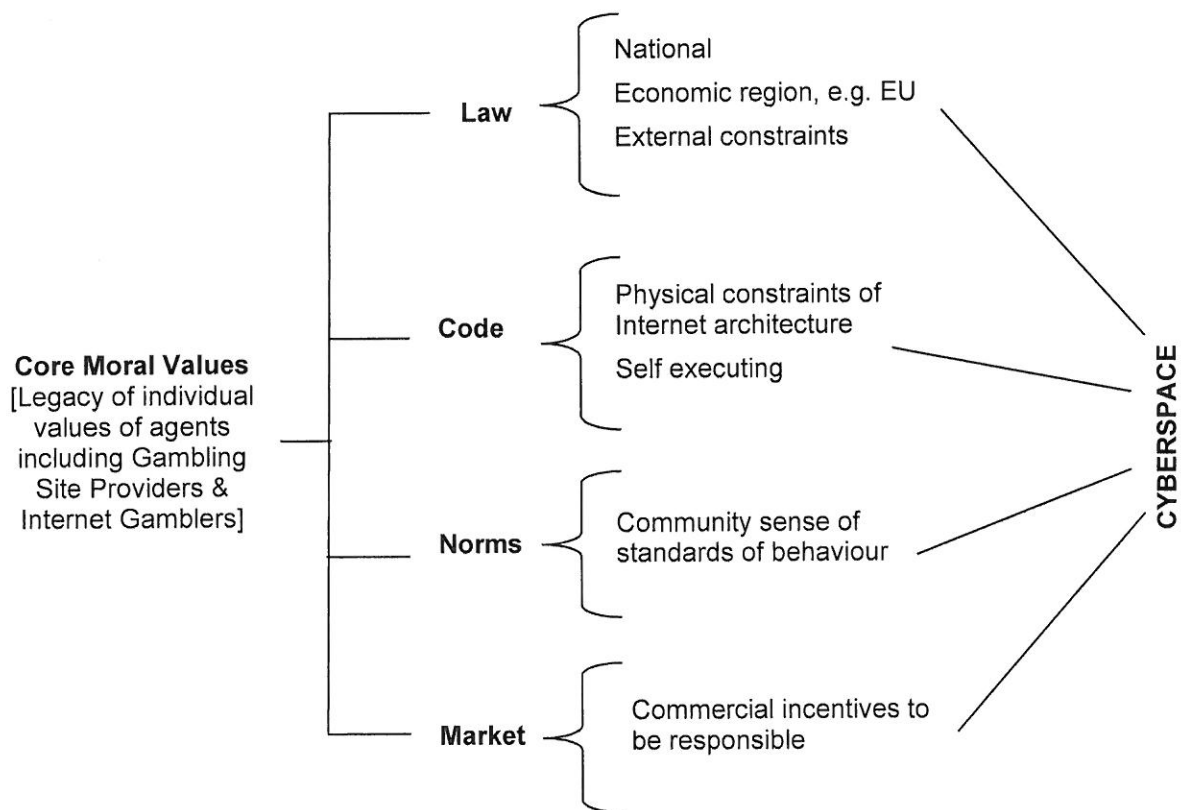


Figure 1 Constraints of Cyberspace activities. Griffiths, S. & Jawad, C. (2008) 'Internet Gambling Ethics Regulation: The UK Perspective' in Toine Spapens, T., Fijnaut, C. and Littler, A. (eds), *The Regulation of Gambling and the Role of Crime and Addiction*, University of Tilberg Press: Tilberg, Holland