A short talk about even shorter urls

The story of edu.nl

Thijs Kinkhorst (SURF)
URL shorteners considered useful

- bit.ly, goog.le & co: bad reputation

- Security people to users:
  “do not use URL shorteners”

- Users:
  “we do use URL shorteners”
edu.nl

The URL shortener with respect for privacy

Shorten a link:

Enter the original link (URL) here

Shorten it!

Previously created links:

<table>
<thead>
<tr>
<th>Actions</th>
<th>Clicks</th>
<th>Shortened</th>
<th>Date</th>
<th>Original link</th>
</tr>
</thead>
<tbody>
<tr>
<td>🔍🔗✍️</td>
<td>42</td>
<td>edu.nl/tep8w</td>
<td>2022-04-12</td>
<td>📰 <a href="https://wiki.surfnet.nl/display/SsID/SURFsecureID+voor+toegang+to">https://wiki.surfnet.nl/display/SsID/SURFsecureID+voor+toegang+to</a>...</td>
</tr>
</tbody>
</table>
Make it easy to do it right

- A dead simple tool do to a simple thing
- No tracking, just a single counter
- Leverage the power of identity federation:
  - Single Sign On: ease of use
  - Pseunonymous NameID: privacy
  - But ultimately traceable users: security

- edu.nl link = created by a member of our community
Are you planning to publish an article? Follow the steps in the flowchart, you will easily see all your options. Moreover, you will no longer miss opportunities to publish OA at a 100% discount.

Use the UT Journal Browser & flowchart https://edu.nl/uqjuc

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**VU Research Data Support** @VU_RDM_Support • 4h

Gain a better understanding about doing open science in our next... [Truncated]

Eldar Rakhimberdiev @eldarrak • 6h

We are hiring a machine learning engineer for ecological and environmental research. This is unique opportunity to combine your ML expertise and interest in ecology and nature. https://edu.nl/jh4ab @IBED_UvA @BaranesJudy [Truncated]

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**Cancer Research UMC Utrecht** @Cancer_UMCU • 22h

Dr. Jeanine Prompers of UMCUtrecht and colleagues have received a 3.6M grant from NWONieuws for the Perspective project PACE - Predisopen Cure and Anticancer Efficacy. Researchers aim to early detect effectiveness of treatments for cancer as a result of the news item: https://edu.nl/v6e3m [Truncated]
It’s up to us

• Stop saying “users should not do that”
  Start making it easy for users to do ‘that’ right

• Dare to create simple tools that provide real value

• Leverage and showcase the power of our building blocks
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