

# A short talk about even shorter urls

*The story of edu.nl*

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# URL shorteners considered useful

- bit.ly, goog.le & co: bad reputation  
Spam. Phishing. Tracking. Product = you.
- 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:

Search by...

Filter

Reset

Actions	Clicks	Shortened	Date	Original link
   	42	<a href="https://edu.nl/tep8w">edu.nl/tep8w</a>	2022-04-12	 <a href="https://wiki.surfnet.nl/display/SsID/SURFsecureID+voor+toegang+to...">https://wiki.surfnet.nl/display/SsID/SURFsecureID+voor+toegang+to...</a>
   	116	<a href="https://edu.nl/ocmeet">edu.nl/ocmeet</a>	2022-04-11	 <a href="https://wiki.surfnet.nl/displav/services/OnenConext-meetun">https://wiki.surfnet.nl/displav/services/OnenConext-meetun</a>

# 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



**@University of Twente - Digital Competence Ce...** @utwente

Are you planning to publish an article? Follow the steps in the f you will easily see all your options. Moreover, you will no longer opportunities to publish OA at a 100% discount.

Use the UT Journal Browser & flowchart [edu.nl/uqujc](http://edu.nl/uqujc)



**Kristina Hettne** @KristinaHettne · May 31

We have a new senior position on #FAIRdata [edu.nl/hk3na](http://edu.nl/hk3na)



**Centre for Digital Scholarship** @CDSL



**VU Research Data Support** @VU\_RDM\_Support · 4h

Gain a better understanding about doing open science in our next



**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. [edu.nl/jh4ab](http://edu.nl/jh4ab) @IBED\_UvA @BaranesJudy

share  
acts 🏆

@SURF\_onder

aan van AI in het onderwi  
chrijf je in [edu.nl/k74hr](http://edu.nl/k74hr)  
wijs #machinelearning



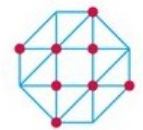
🕒 13:00 - 14:00

[edu.nl/nv6yg](http://edu.nl/nv6yg)



**Cancer Research UMC Utrecht** @Cancer\_UMCU · 22

Dr. Jeanine Prompers of @UMCUtrecht and colleagues 3.6M grant from @NWO Nieuws for the Perspective pro early detect effectiveness of treatments for #cancer a the news item: [edu.nl/v6e3m](http://edu.nl/v6e3m)



**Versnellingsplan Onderwijsinnovatie met ICT**

EPIC is nog steeds in volle gang, maar wist je dat we morgen met @SURF\_onderwijs, @kennisnet @NLAICoalitie en de SIG AIED de Maand van AI in het onderwijs openen? Aanmelden kan nog [edu.nl/jwdju](http://edu.nl/jwdju)



# 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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