December 2018 Media Report

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December 2018 Media Report: A monthly look at what media is writing about MSU Engineering

*The Road to Lightweighting* features Ray Boeman, professor of **composite materials and manufacturing** and associate director for IACMI, and University Distinguished Professor of Chemical Engineering and Materials Science Lawrence Drzal, talking about carbon fibers.

![Image of cars and materials]

*Industry Week*

*Smart keys are so 2018* -- Fingerprint authentication systems are widely trusted and deployed on billions of smartphones and other devices worldwide. Yet a new study from Arun Ross, professor of **computer science and engineering**, and NYU colleagues reveal a surprising level of vulnerability.

*Fortune*

*MSUToday*

Ford Motor Company and MSU have renewed and expanded their collaborative research alliance to further cooperation – allowing the university to showcase its expertise and create new features for Ford customers. Ford chose to grow its partnership with Michigan State based on collaborations in advanced engines, composite materials and information technology.

*Autocar Professional*

*Automotive World*

*Ford Authority*

*Future Car*

*The Drive*

*Tires & Parts News (Middle East)*

*Damming trend* -- Yadu Pokhrel, assistant professor of **civil and environmental engineering**, is attracting international media attention as the author of an MSU study on the damming of the Mekong River Basin in Southeast Asia – the world’s largest freshwater fishery and home to 60 million people. Hundreds of dams are being proposed.

*BBC World Service Radio News*

*EurekAlert*

*Futurity*

*MSUToday*

*Nature*
Michigan weighs conflicting messages on PFAS policy. Michigan officials rolled out their months-long research effort on PFAS on Dec. 18. The chemicals have been found in the drinking water of at least two million people in the state. Scientific panel members include MSU water quality treatment engineer Susan Masten, professor of civil and environmental engineering.

University Distinguished Professor of Chemical Engineering and Materials Science Ramani Narayan said there is a potential solution to the grim forecast for the U.S. and global fisheries industry – encourage bio-based and biodegradable plastics.

Be careful of the tech grinch this holiday season: remember that making calls via Wi-Fi – regardless of the carrier – your phone can be hacked and your privacy leaked. Arun Ross and Guan-Hua Tu of computer science and engineering offer a holiday warning for consumers.

Design Day -- The college celebrated a quarter-century of student creativity and innovation on Dec. 7 during “25 Years of Design Day” – the showcase of technical skill, experiential learning, and collaboration each semester. It provided good social media exposure. Photos on the college’s Facebook and Twitter accounts reached more than 26,000 people, with almost 6,000 engagements. Then, MSUToday’s weekly e-newsletter promoted our “25 Years of Design Day” story to its 400,000 readers. Other media included:

The Institute of Electrical and Electronics Engineers (IEEE) recently announced its 2019 IEEE Fellows: Joydeep Mitra, associate professor of electrical and computer engineering, was elected for contributions to the development of power system reliability methods.

Remember to smile the next time you rent a car at Hertz – which has started using facial recognition to rent you a car. Should you be concerned? University Distinguished Professor of Computer Science and Engineering Anil Jain
tells the Chicago Sun Times probably not.

Chicago Sun Times

Our future is self-driving cars -- Spartan News Room video features Xiaoming Liu, assistant professor of computer science and engineering, and ECE graduate students Daniel Kent and Jason Merlo are helping to drive MSU's expertise into the future. Spartan News Room

Perry Middle School teacher Lisa VanOrder spent part of the summer doing engineering research at MSU through the NSF Research Experiences for Teachers program, which is coordinated by the college's Recruitment and K-12 Outreach office.

Argus Press

Students and visiting students

Spartans All-Access media channel features Cameron Caffey, a computer engineering sophomore and Honor College member, from Carbondale, Illinois. Cameron is interested in cybersecurity. He is a member of the Spartan wrestling team. Check out Cameron's story at 3:40 and 9:40 in Episode 18.

Spartans All-Access

MSU Pride Points

• Dec. 18: On Dec. 7, the College of Engineering celebrated student creativity and innovation during 25 Years of Design Day, an event that showcases technical skill, experiential learning, and collaboration each semester.

Related Website: Communications contact: Patricia Mroczek