

VitalSource®

An  **INGRAM** Content Group Company

Who am I?



Rick Johnson

Co-founder
&
Vice President of Product Strategy
VitalSource Technology

Board member of IMS Global
Board member of IMS Global Europe
Board member of IDPF (EPUB)
Co-Chair of W3C Publishing Business Group
Co-Chair of W3C Publishing Steering Committee
3 International Patents on ebook distribution technologies

Not another one of those talks...



The Act of Reading

Webb will be the largest telescope ever placed in orbit. To get this huge telescope into space, it will have to be folded up inside the rocket that carries it from Earth. It will unfurl as it nears its destination, the mirror unfolding and the sunshield spreading like wings.

With its infrared vision, Webb will be able to see light from vast distances that has been stretched as it travels across the expanding fabric of space – a process known as “redshifting.”

This will enable scientists to see the light from the first galaxies to form in the early universe – the first flicker of stars that formed after the Big Bang.

Hubble has seen the adult, teenage and child galaxies of the universe, but Webb will see the cosmos’ toddlers and infants.



Webb’s infrared view will allow us to see through opaque clouds of gas and dust in our own galaxy to objects within, like newborn stars and dusty disks forming new solar systems, expanding and deepening our knowledge about how stars and planets develop.

And Webb’s instruments will be able to analyze the light from planets around other stars, allowing us to search for traces of water vapor that could indicate the presence of life-giving oceans. Webb’s vision will be able to detect features in the atmosphere of a planet that could show biological activity.

Webb’s launch is scheduled for 2018. And despite the high expectations for the telescope, the true excitement will come from the discoveries Webb makes that no one planned. When Webb takes its place among the stars, it will give astronomers an unprecedented tool to explore the cosmos. The greatest science it reveals may – as with Hubble – open avenues to questions astronomers have not yet thought to ask. The true power of Webb may be its potential for unbounded, unexpected discovery.

Gallery 5.7 Webb Science Targets



A simulated image gives a hint of what deep-field images will look like with Webb. Far-distant galaxies reveal new galactic populations.

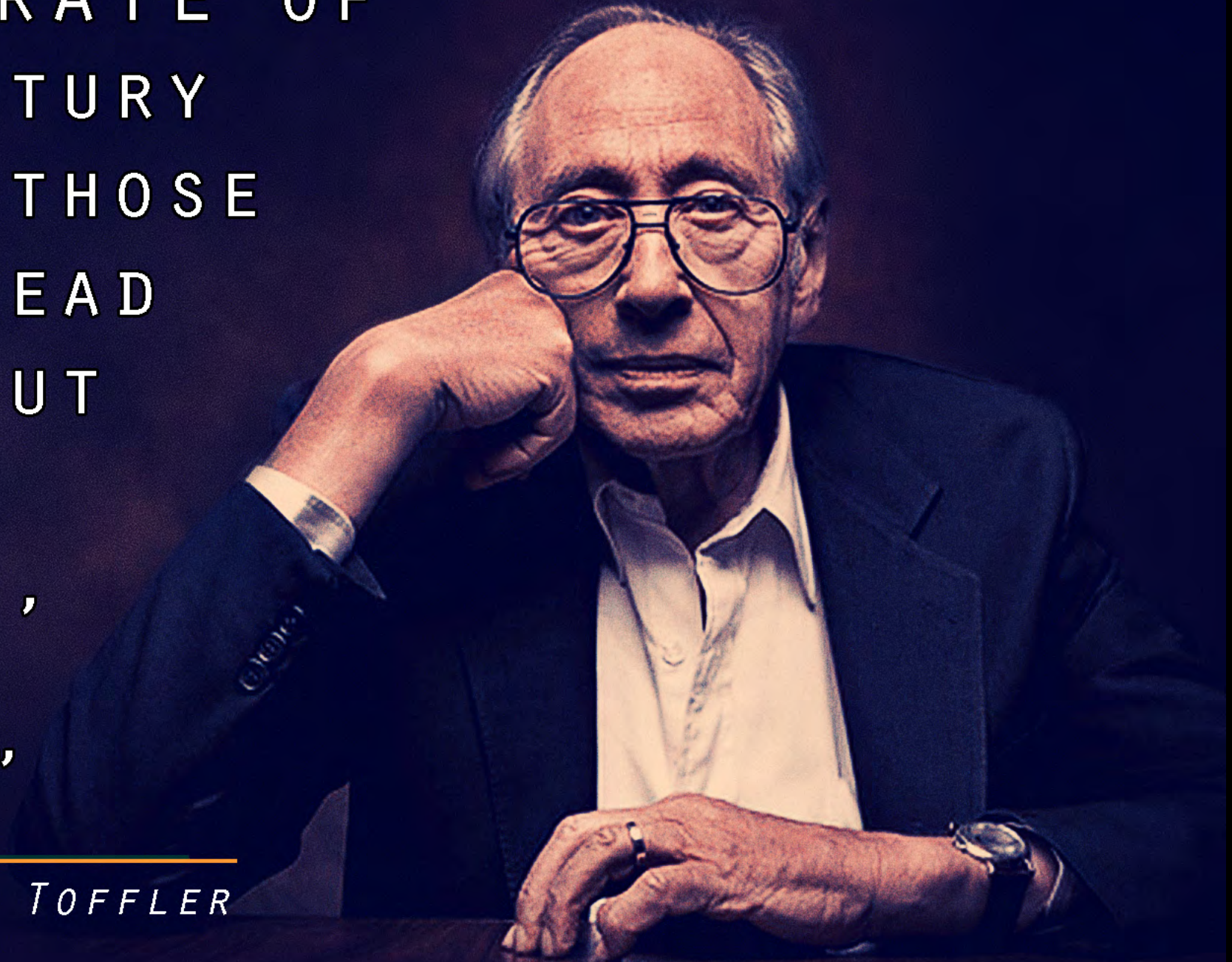




The Act of Learning

“THE ILLITERATE OF
THE 21ST CENTURY
WILL NOT BE THOSE
WHO CANNOT READ
AND WRITE, BUT
THOSE WHO
CANNOT LEARN,
UNLEARN,
AND RELEARN.”

~ALVIN TOFFLER



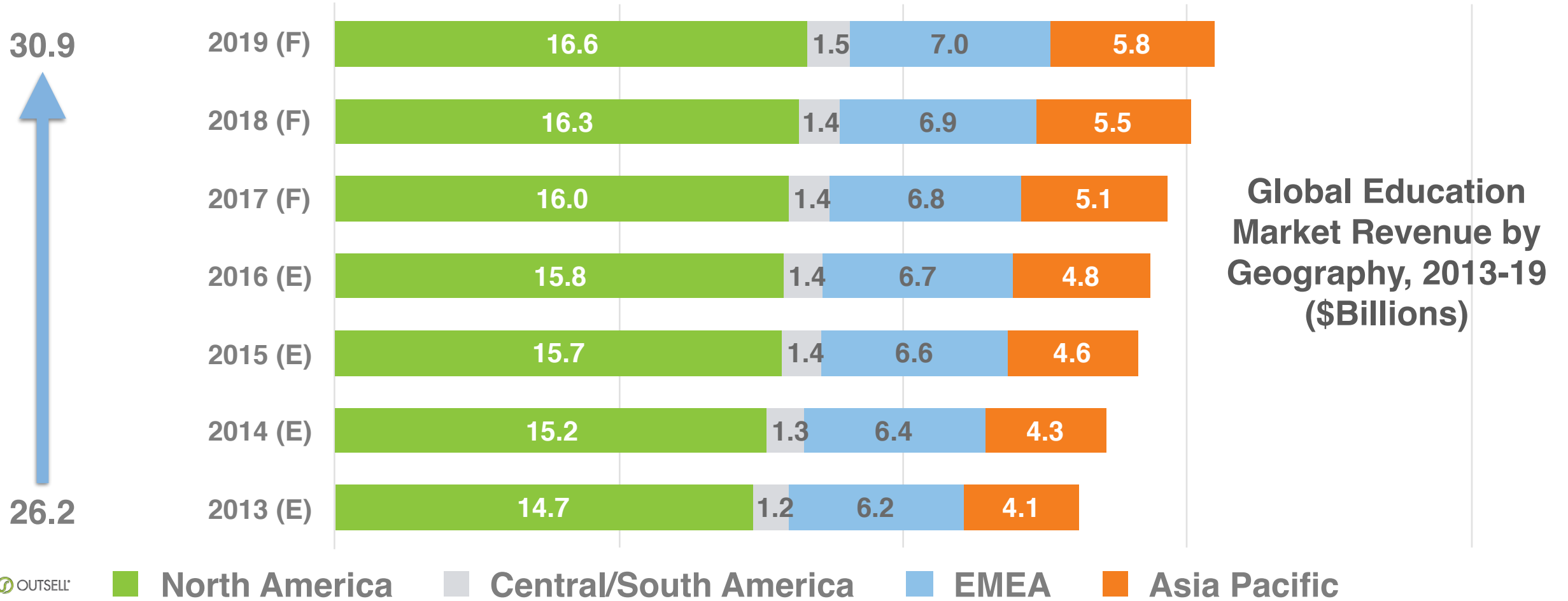
Learning content is changing...

...new requirements need new approaches



Learning content is changing...

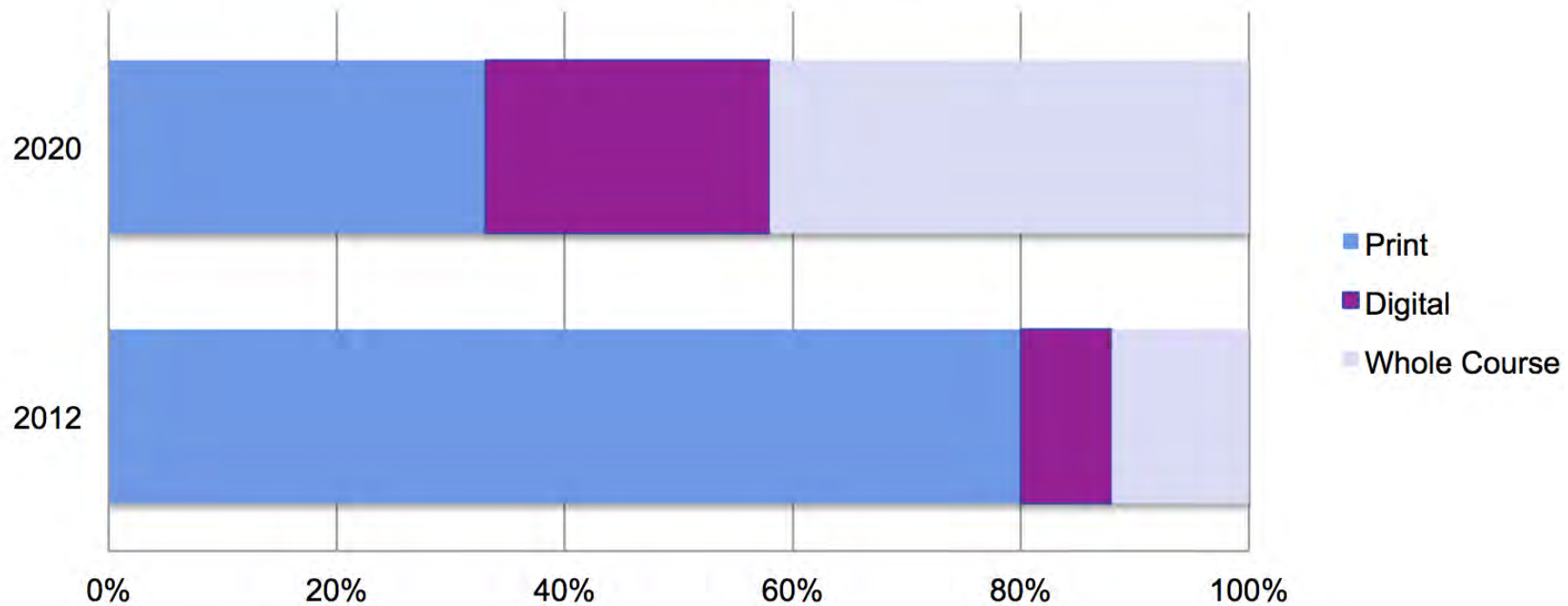
In Education



Learning content is changing...

In Education

Revenue Share by Product Type



Digital learning platforms that drive
outcomes.

VitalSource[®]

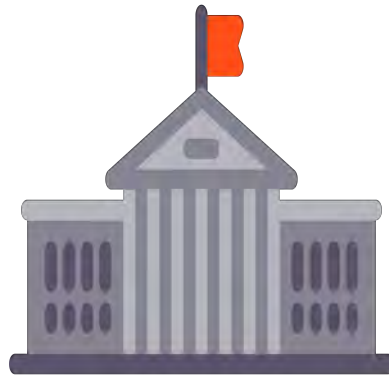
We Provide Solutions For:



Campus
Stores



Publishers



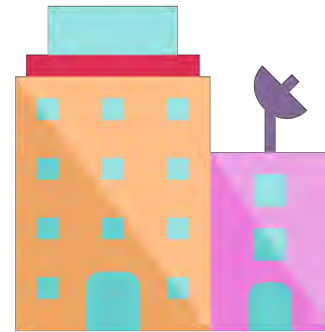
Institutions



Executive
Education



Associations &
Certifying Bodies



Corporate
Learning

Our Learning Platforms



#1 eText creation & delivery platform.

Author, analyze, & power subscriptions and collections.



Personalized digital course experiences.

Designed to improve student **outcomes**



Engaging online business learning experiences.

Drive business **performance**, with learning at scale.

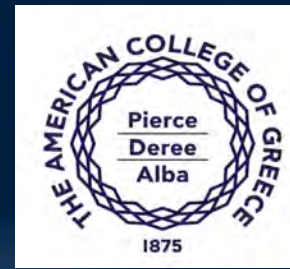
- VitalSource locations
- Ingram locations
- Partner locations

VitalSource®

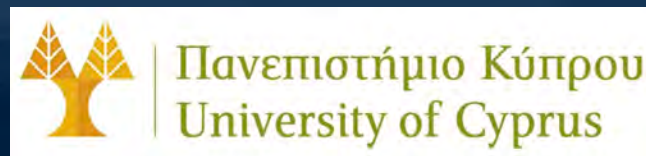
Localized in 37 Languages



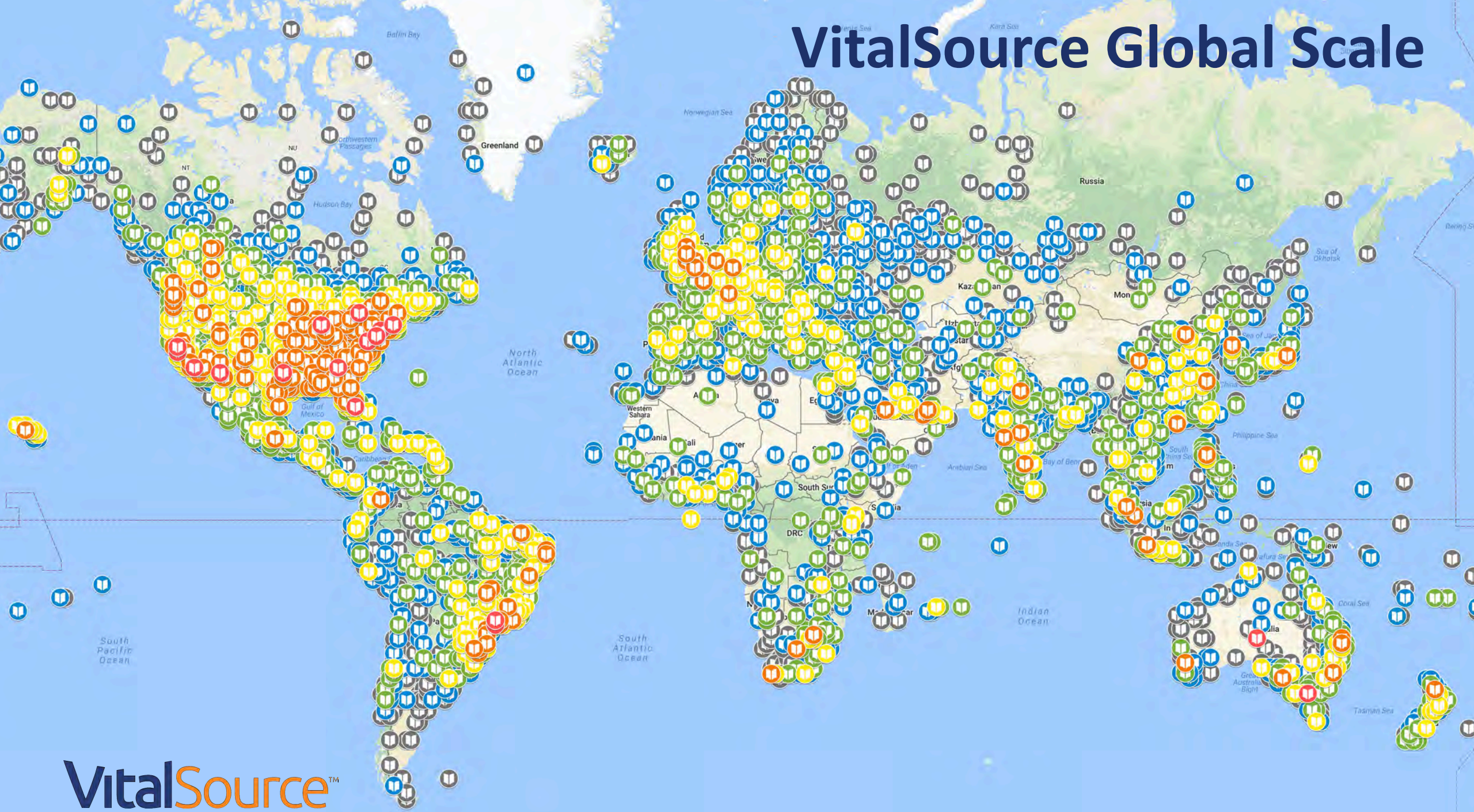
- Arabic
- Bulgarian
- Catalan
- Chinese-Simplified
- Chinese-Traditional
- Czech
- Danish
- Dutch
- English-UK
- English-US
- Finnish
- French
- French-Canada
- German
- Greek
- Hebrew
- Hindi
- Icelandic
- Irish Gaelic
- Italian
- Japanese
- Korean
- Magyar (Hungarian)
- Norwegian
- Polish
- Portuguese
- Portuguese-Brazilian
- Romanian
- Russian
- Spanish-Mexico
- Spanish-Spain
- Swedish
- Tagalog (Filipino)
- Thai
- Tiếng Việt (Vietnamese)
- Turkish
- Welsh



VitalSource®



VitalSource Global Scale



What do we do?



16 million
Users this year



241 Countries
37 languages



3.5 billion
Page views



1.5 million
Books opened
per day



2.5 million
LTI Launches
per week



75 million
Caliper events
per week

The Simple Formula for Student Success

**Great Instruction +
Great Content +
Quality Student Engagement**

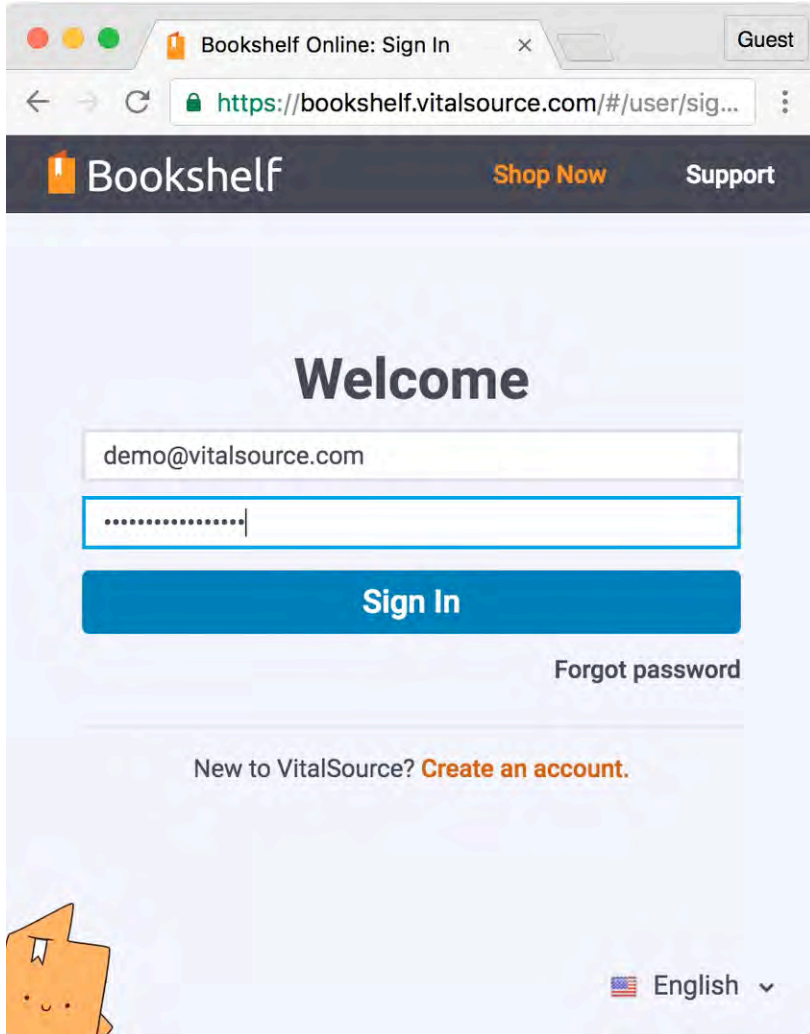


“We are in the midst of the greatest learning revolution in history. Technology will continue to enable a future where learning is inclusive and accessible to all, **but teachers -- not tools -- will fuel this shift.**”

Michelle Pacansky-Brock

*author of **Best Practices for Teaching With Emerging Technologies***

Content Analytics: Realtime Events



Learner

Book

Chapter

Did you notice all the data?

Logout

Login

Highlight

Page View

Note

Highlights

annotationEvent: highlighted

```
{
  "@context": "http://purl.imsglobal.org/ctx/caliper/v1/Context",
  "@type": "http://purl.imsglobal.org/caliper/v1/AnnotationEvent",
  "actor": {
    "@id": "https://api.vitalsource.com/users/demo"
  },
  "action": "http://purl.imsglobal.org/vocab/caliper/v1/action#Highlighted",
  "object": {
    "@id": "https://api.vitalsource.com/products/9781119231417/25",
    "@type": "http://www.idpf.org/epub/vocab/structure/#bodymatter"
  },
  "generated": {
    "@id": "https://api.vitalsource.com/users/demo/annotations/1",
    "@type": "http://purl.imsglobal.org/caliper/v1/HighlightAnnotation",
    "dateCreated": "2016-01-31T15:01:01.001Z",
    "annotated": "https://api.vitalsource.com/products/9781119231417/25"
  },
  "eventTime": "2016-01-31T15:01:50.001Z",
  "edApp": {
    "@id": "https://bookshelf.vitalsource.com",
    "name": "VitalSource Bookshelf",
    "@type": "http://purl.imsglobal.org/caliper/v1/SoftwareApplication"
  }
}
```

S = START WITH STRATEGY

Does Your business have or have access to lots of data?

No/Don't know | Yes

Is the data stored digitally and analysis ready?

No/Don't know | Yes

90% | 10%

S | **M** | **A** | **R** | **T**

Start with Strategy | Measure metrics and Data | Analyse Your Data | Report Your Results | Transform your business and decision making

Technology

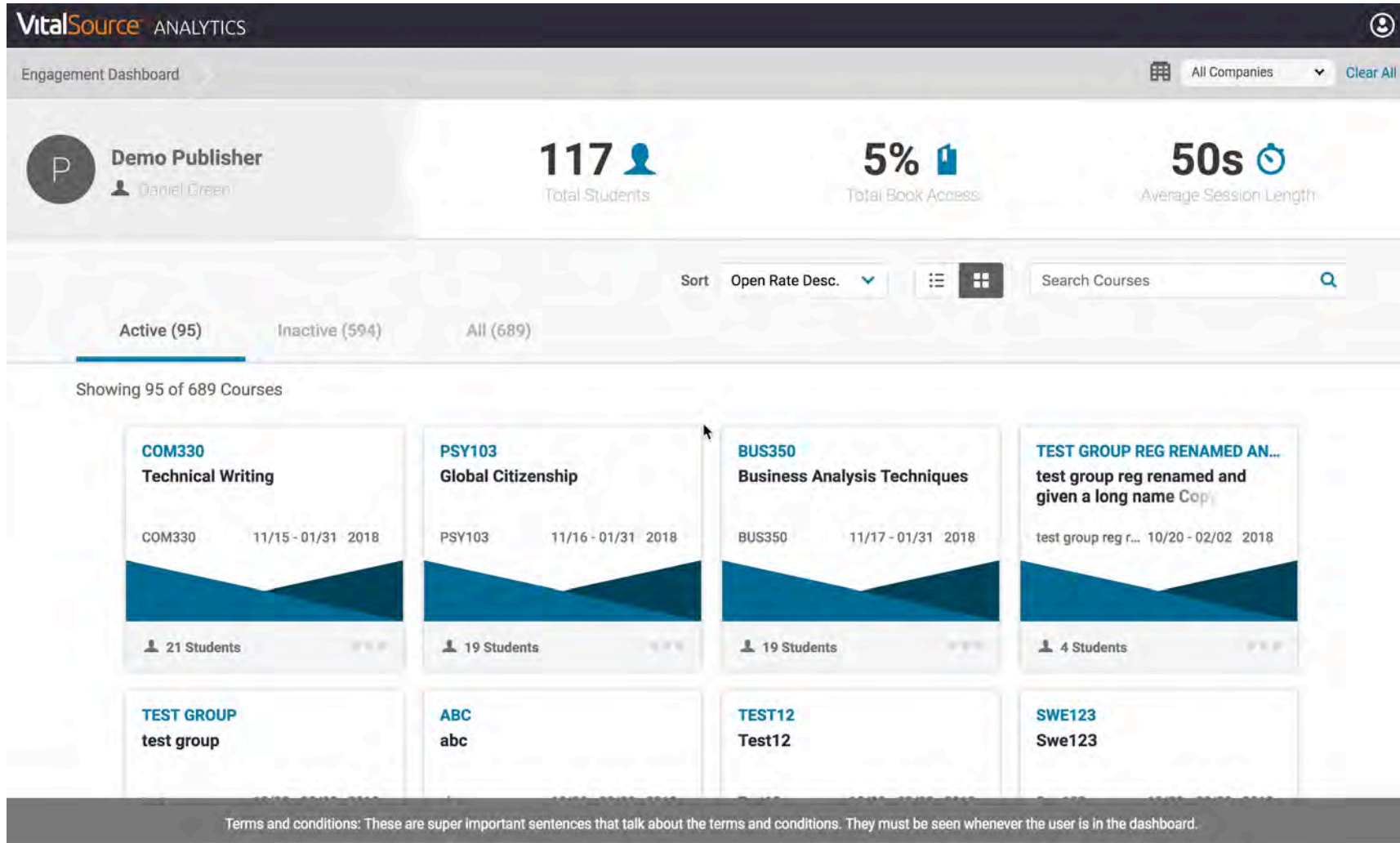
Figure 2.1 All roads lead to Start with Strategy

Waiting for jigsaw.vitalsource

What can **you** do with all of
this data?

We built dashboards
(of course!)

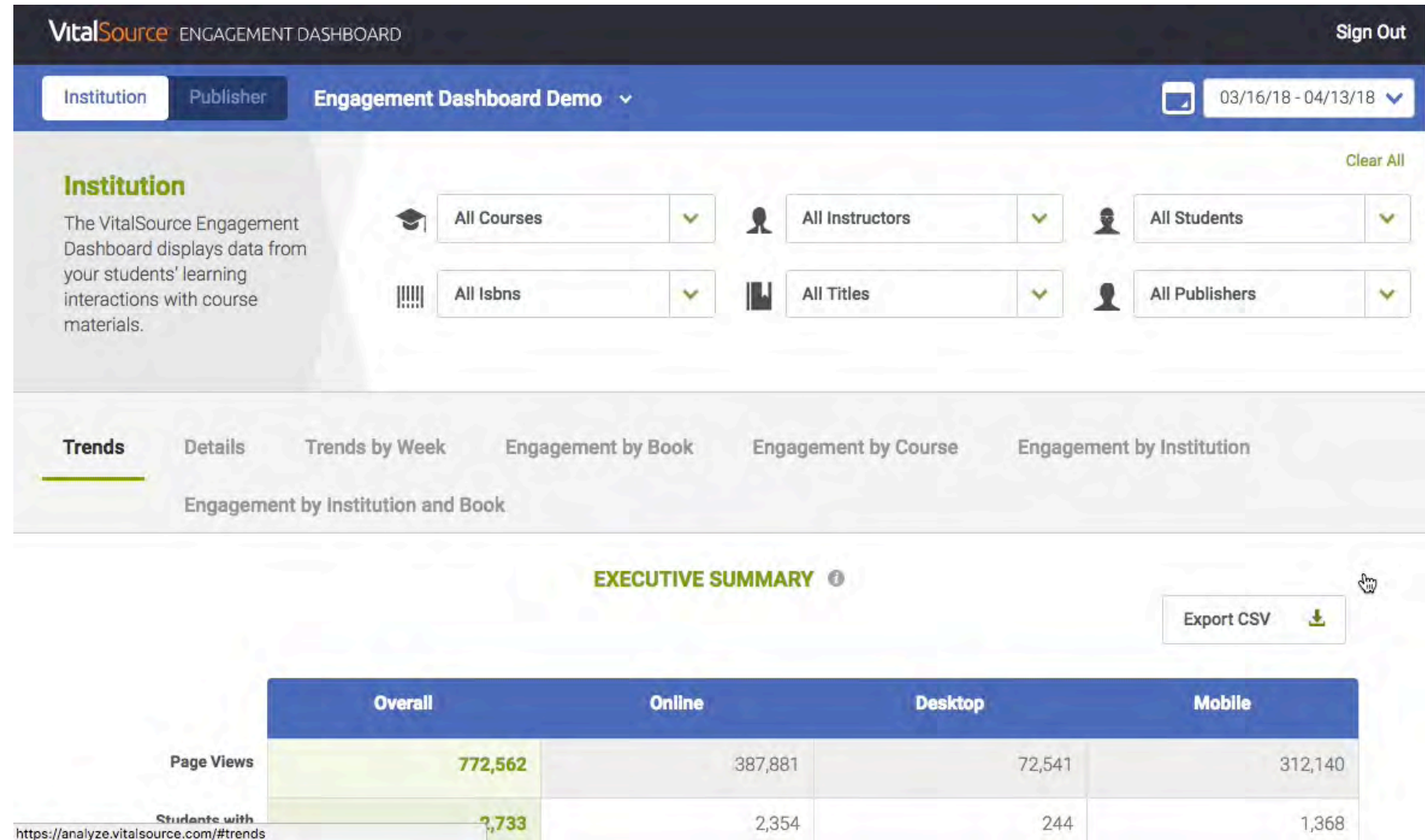
Support Collaborative Discussions



- Encourage students to access materials early
- Identify at risk students
- Gain insights into which content students find most challenging or most useful
- Provide better student coaching by understanding individual student engagement

Monitor Engagement

- University-wide engagement
- What books are used most?
- Platform preferences



VitalSource Data Feeds

Power your own analytical platforms.

Insight into Engagement

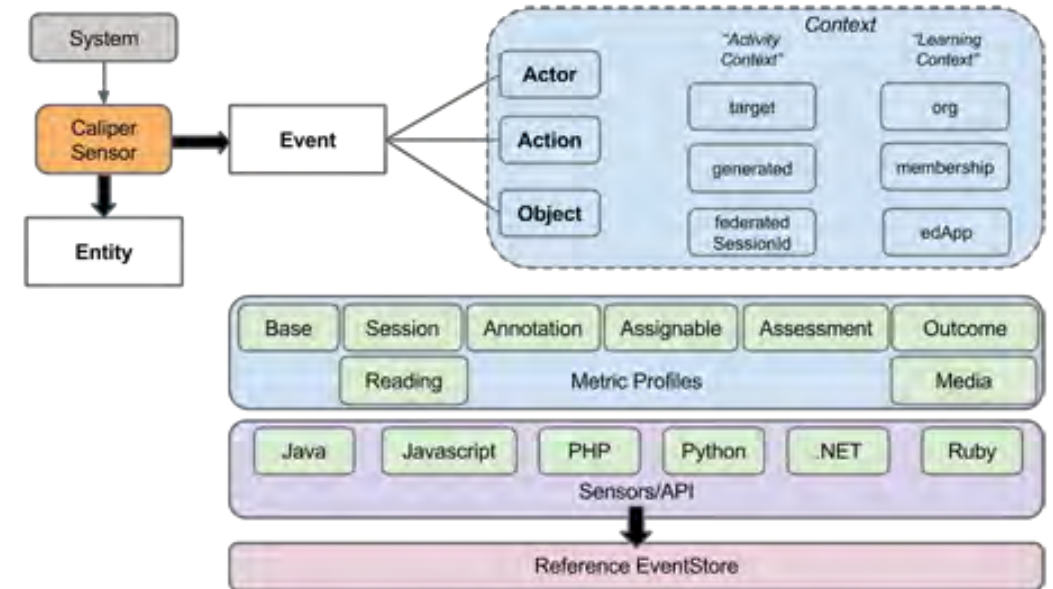
How student users are engaging with publisher content in Bookshelf—how often and at what points

Leverage your Internal Data

Join with your internal data for deeper insights

Standards-based Integration

Caliper-formatted data feeds for easy integration



VitalSource Analyze data feeds help universities and publishers power their own tools and platforms, unlocking new insights around student success.

Data Feed Delivery Options

Near Realtime Delivery

Data is pushed to your endpoint as soon as possible.



More Relevant Interactions

Customize user interactions with the most up to date data, ensuring feedback relevancy.



More Integrated User Experiences

Incorporate student learning interactions within your tool or platform for a more integrated user experience.



Caliper Formatted

Created by IMS, Caliper is the industry standard for transmitting learning interactions.



More Possibilities

With the most frequent, most granular learning data, what will you build? The possibilities are endless.

Data Feed Delivery Options

Periodic Delivery

Data is pushed to a shared location on a set schedule.



Simplified Processing

Gather and ingest large sets of data at your convenience.



Easy Integration

Simply download data from a shared location.



Portable Files

Data extracts can be used by a variety of systems from Excel to your data warehouse.



Simple Format

Extracts are simple, delimited flat files that can be easily used by a variety of systems.

IMS Caliper Delivery

The standard for delivering learning interactions.

VitalSource has been certified to deliver Caliper since October 2015.

- ✓ **Industry Standard**
Created by IMS, Caliper is the industry standard for transmitting learning interactions.
- ✓ **Powerful Formatting**
Based on JSON-LD, Caliper is both human readable and easily understood by machines.
- ✓ **Semantic Interoperability**
Caliper prescribes a dialect for communicating learning interactions, ensuring consistent interpretation across systems.
- ✓ **System Interoperability**
Caliper defines the structure of each data point, ensuring consistent integration and consumption across systems.

Engagement Data Overview

Learning events and metadata:

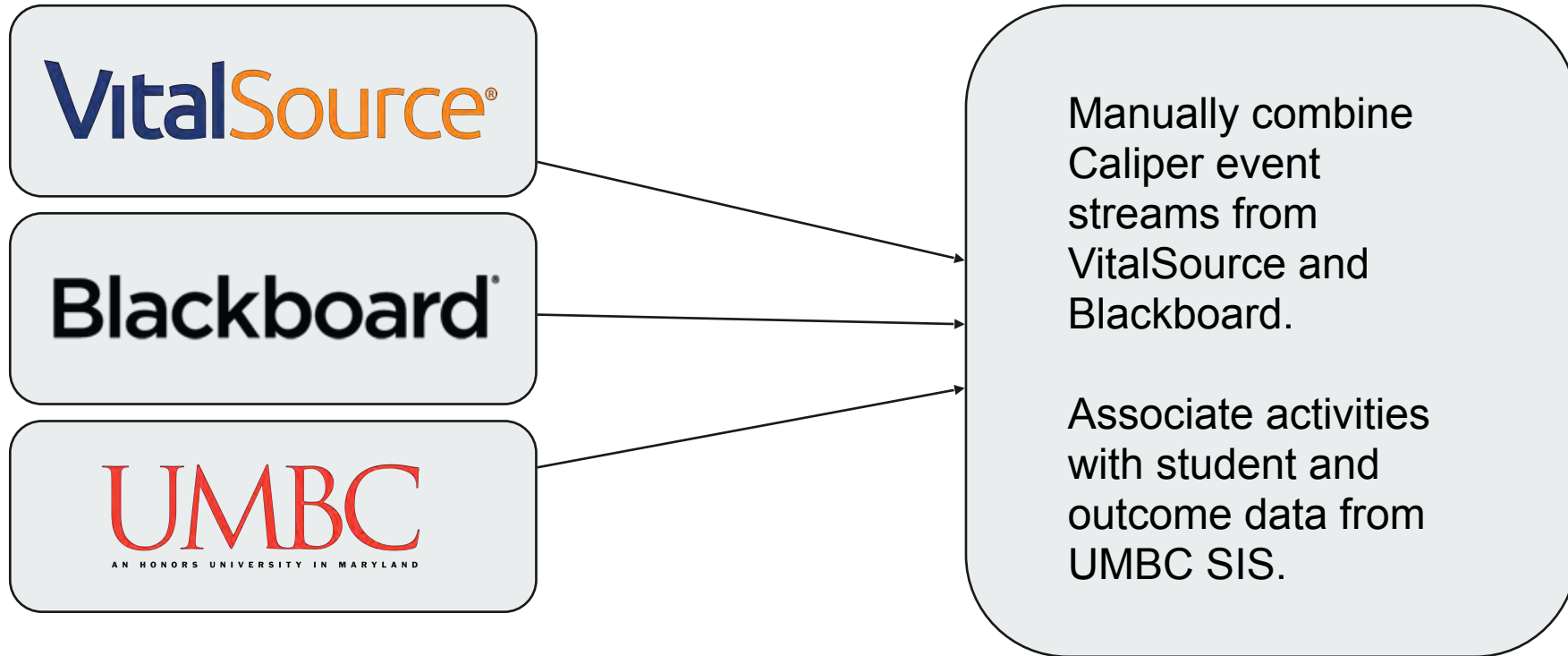
Event Types

- Login
- LTI Launch
- View
- Print
- Note
- Highlight
- Bookmark
- Search
- Download
- Outcome
- Media
- Assignments

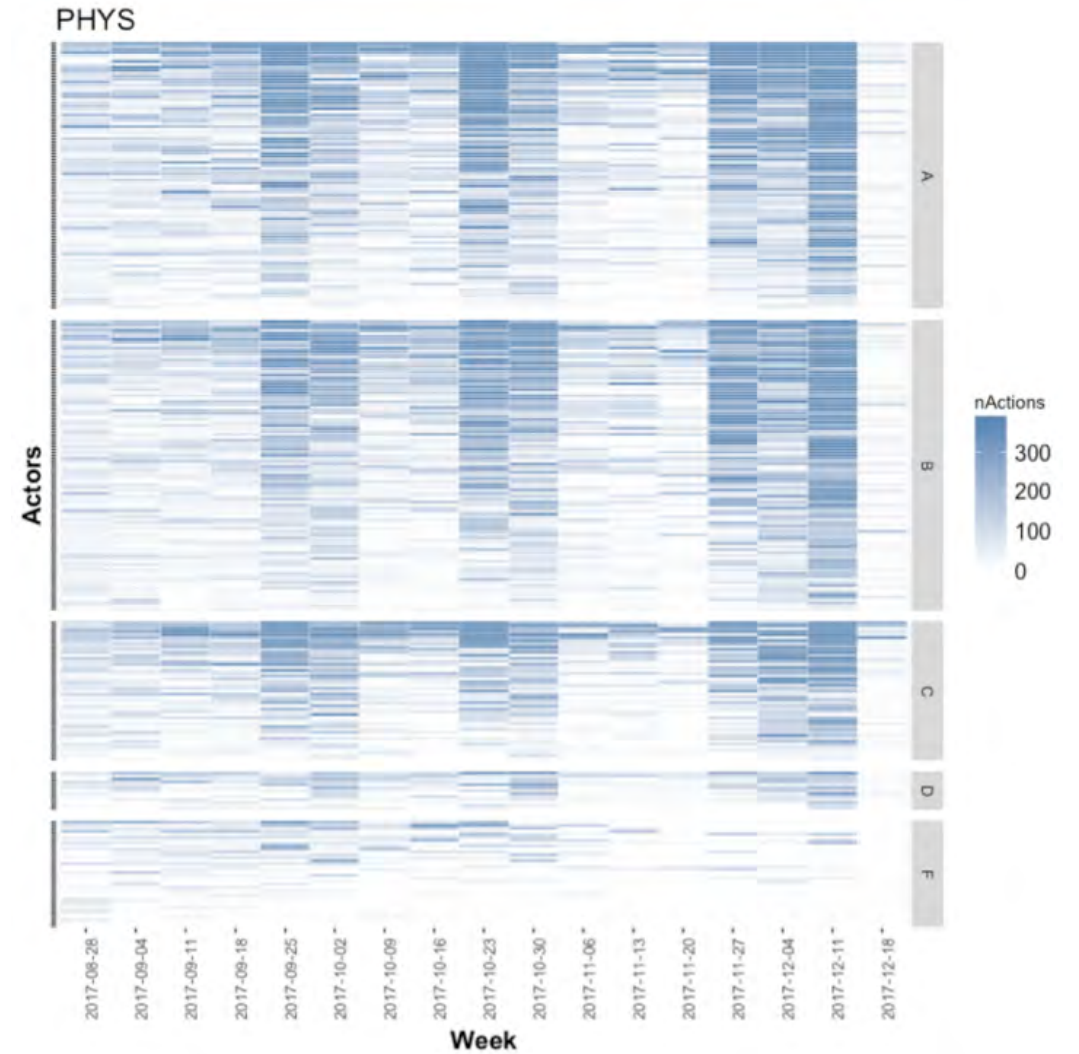
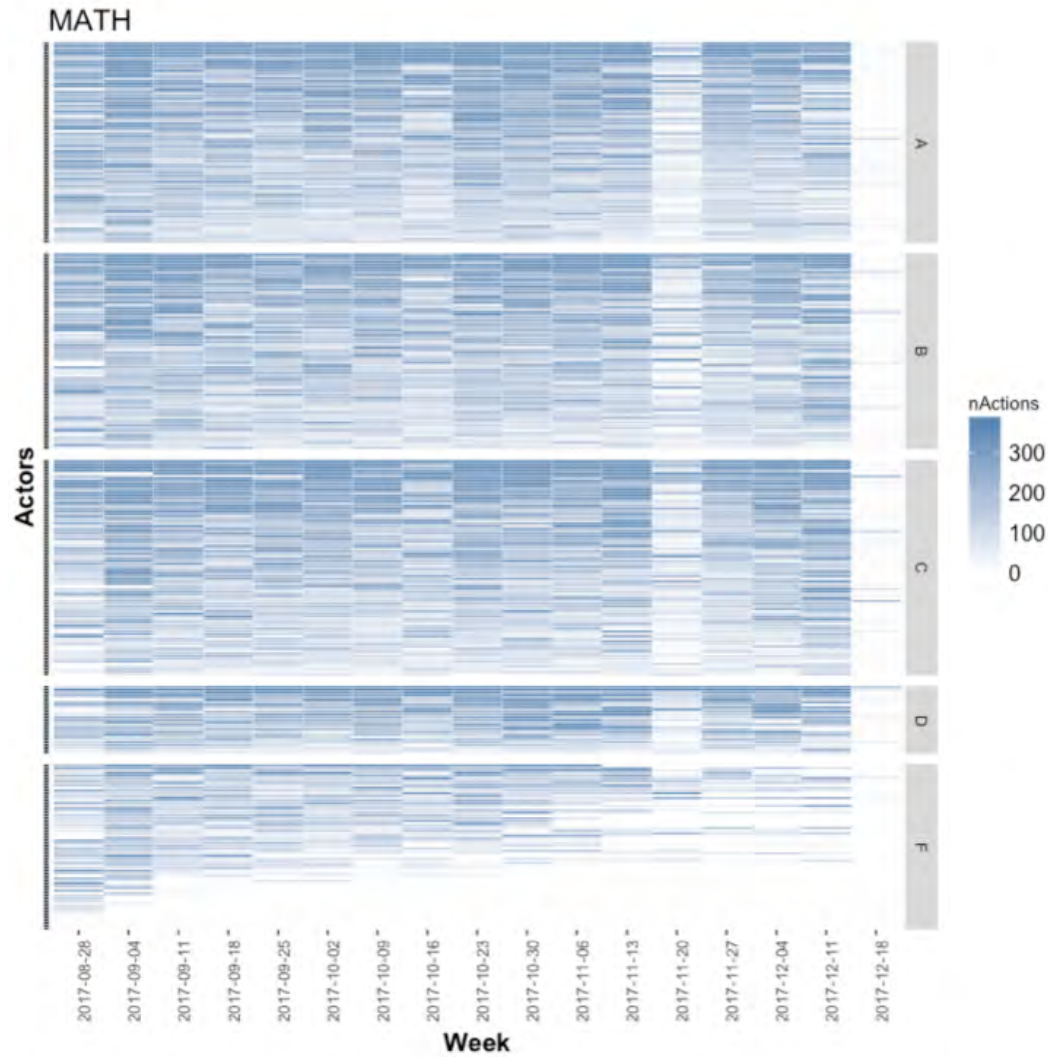
Base Metadata

- User
- Book
- Time
- Page
- Device
- Platform

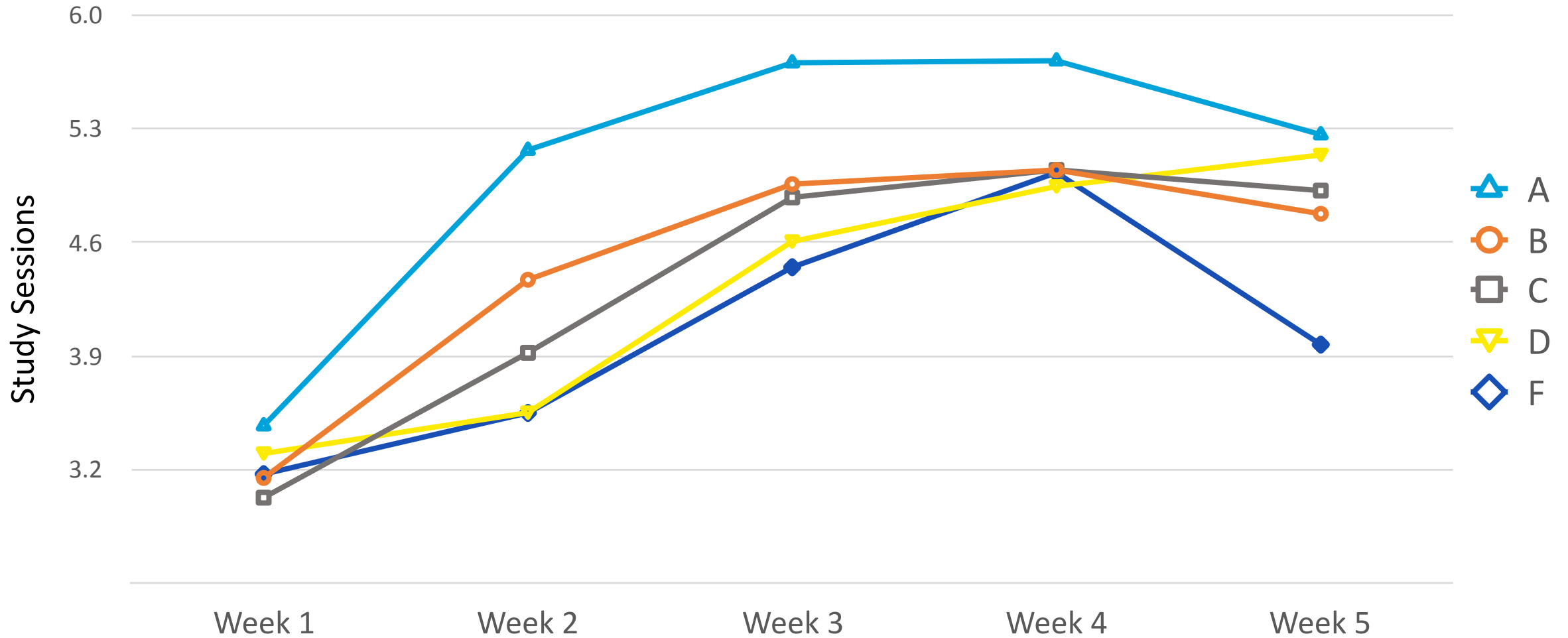
Let's do a study!!



Let's do a study!!



Engagement Predicts Outcomes



Impact on Student Achievement and Retention

1.9%*



Rise in **GPA** for a Math course

21%*



21 point **increase in retention** bringing overall retention and completion rate up to 94%

11%



When students have access to materials on Day 1, they score on **average 11 points higher** than students waiting 14+ days.

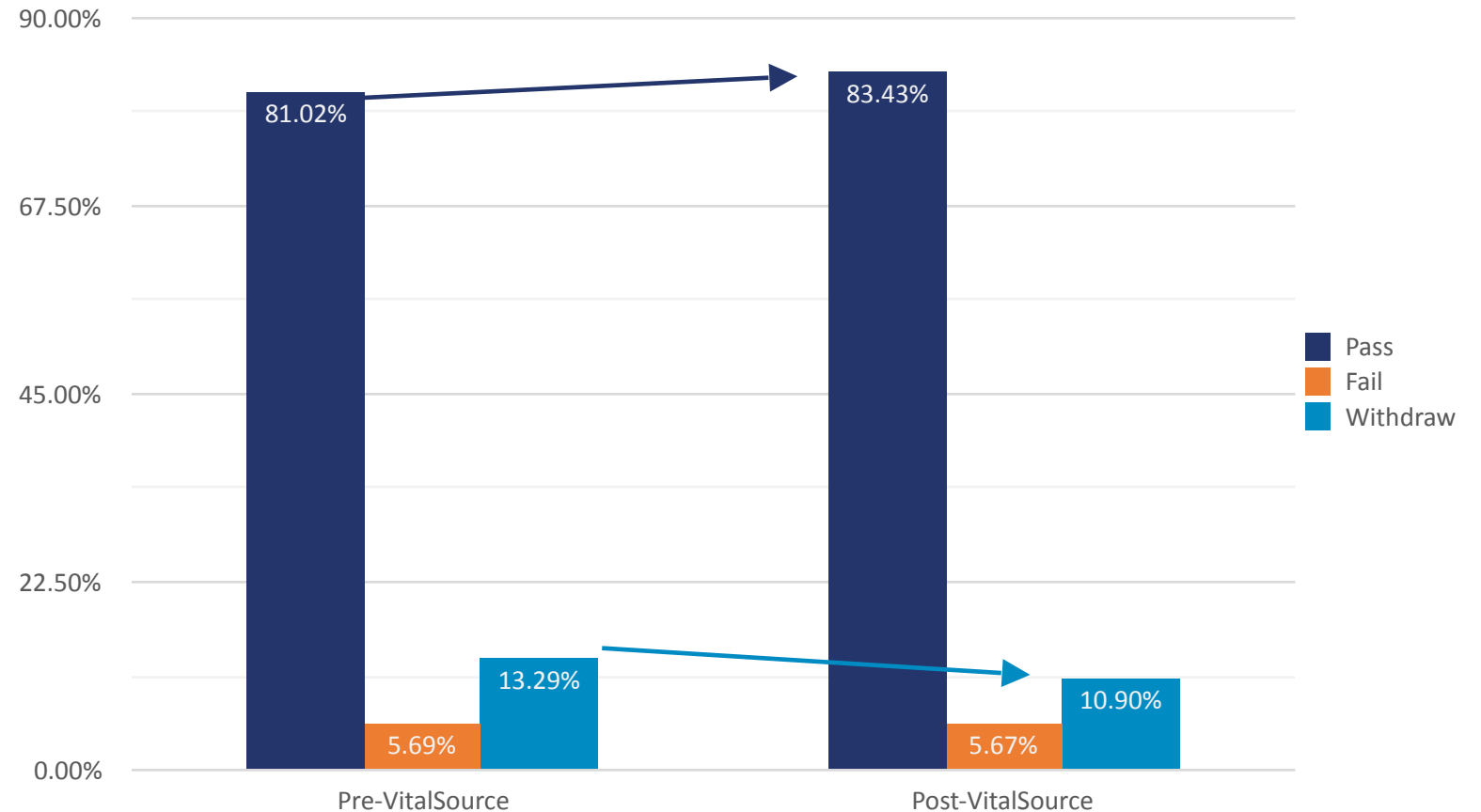
84%*



84% of students achieved a grade of **80% or higher** demonstrating improved success rates

Improving Pass and Persistence Rates

- Withdrawal rate decreased 2.39%
- Students who persist are passing!
- About 500 students per year, just in these two courses.



Key Findings

KEY RESEARCH FINDINGS AND USES



The earlier students start reading, the better

Identify who hasn't opened the book



Students need to read consistently throughout the semester

Monitor engagement throughout the course



Understand the spectrum of engagement in a course

Know and share the level of engagement required for success



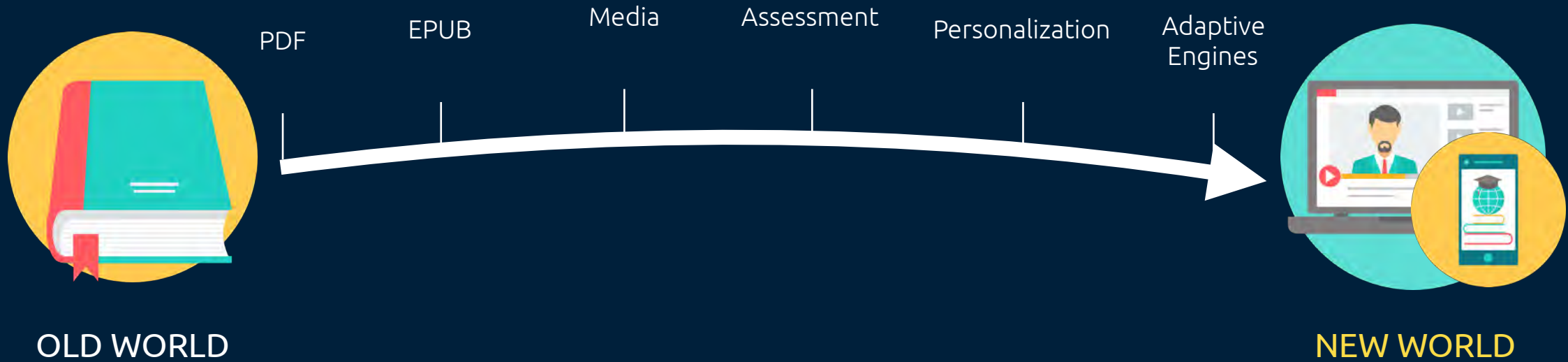
Personalize office hours consults with individual engagement

Personalize suggestions based on individual engagement



THE WORLD OF **LEARNING** HAS CHANGED

THE REQUIREMENTS OF **CONTENT MUST** CHANGE



Richness of engagement

Richness of data

PDF

EPUB

Media

Assessment

Personalization

Adaptive
Engines

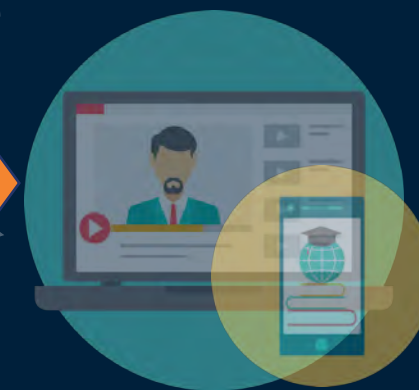
Accessibility is required!

Richness of integration

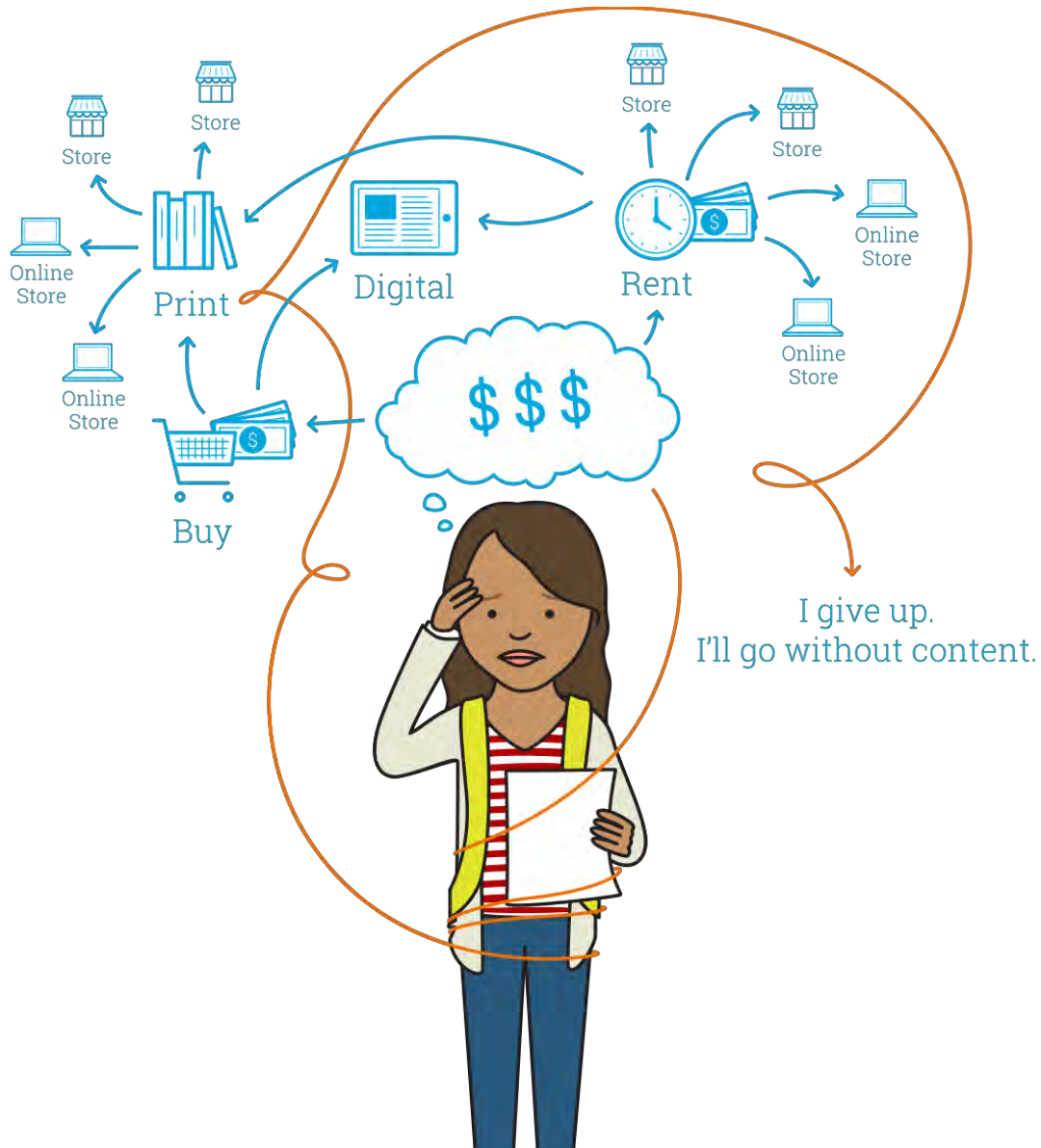
Innovation in business models



OLD WORLD



NEW WORLD

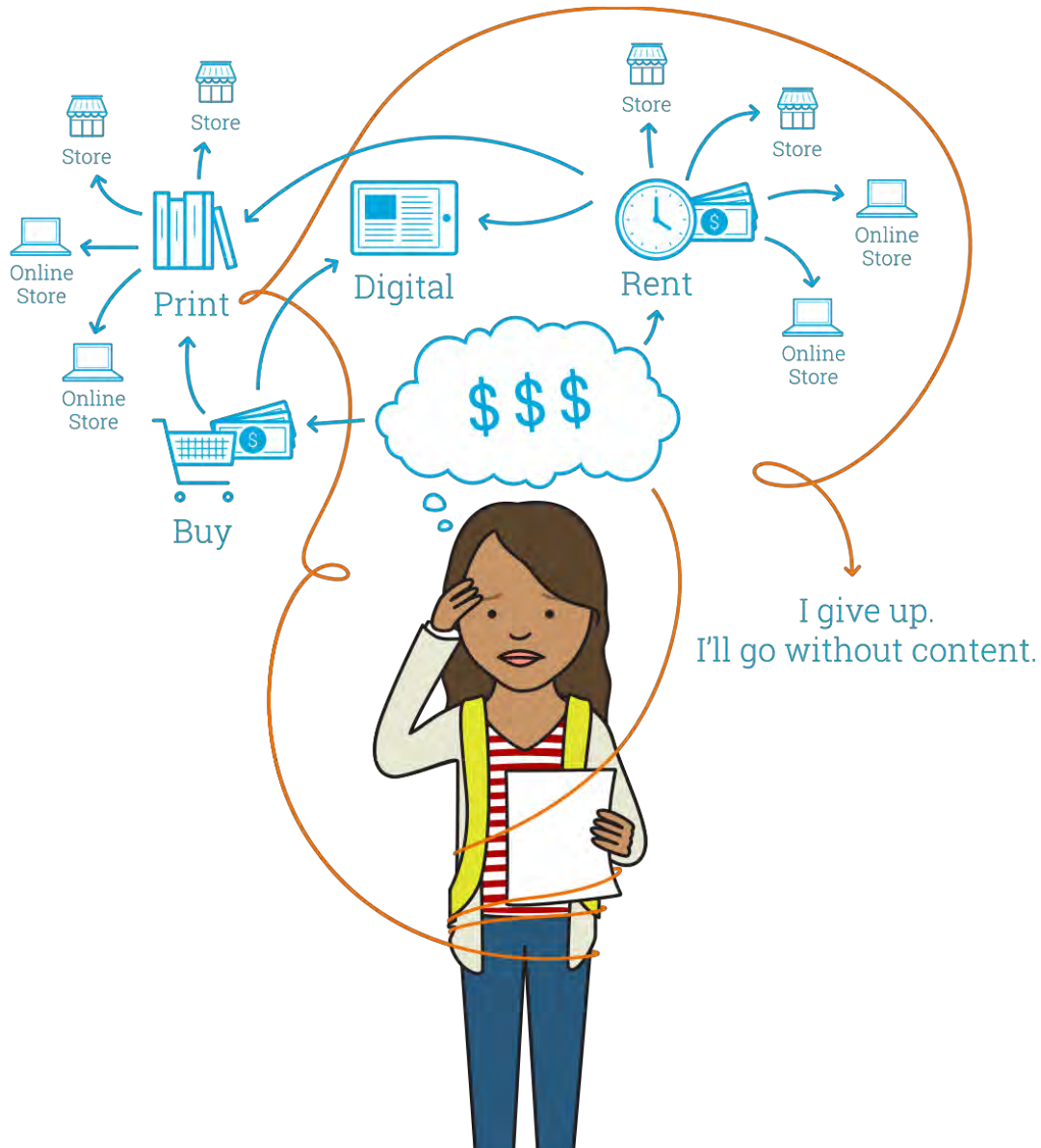


Well-designed and inclusive e-books can address the barriers that students with print disabilities have.

Unfortunately, this is not always the case and many students find that e-books are either inaccessible to them, or when they are accessible, difficult to find.

Dobson, V. & McNaught, A., (2017). Crowdsourcing e-book accessibility information and the impact on staff development. Insights. 30(2), pp.61–70. DOI: <http://doi.org/10.1629/uksg.358>

This is not a checklist!



End-to-end Accessibility

End-to-end accessibility can only happen when each participant does their part



Publisher



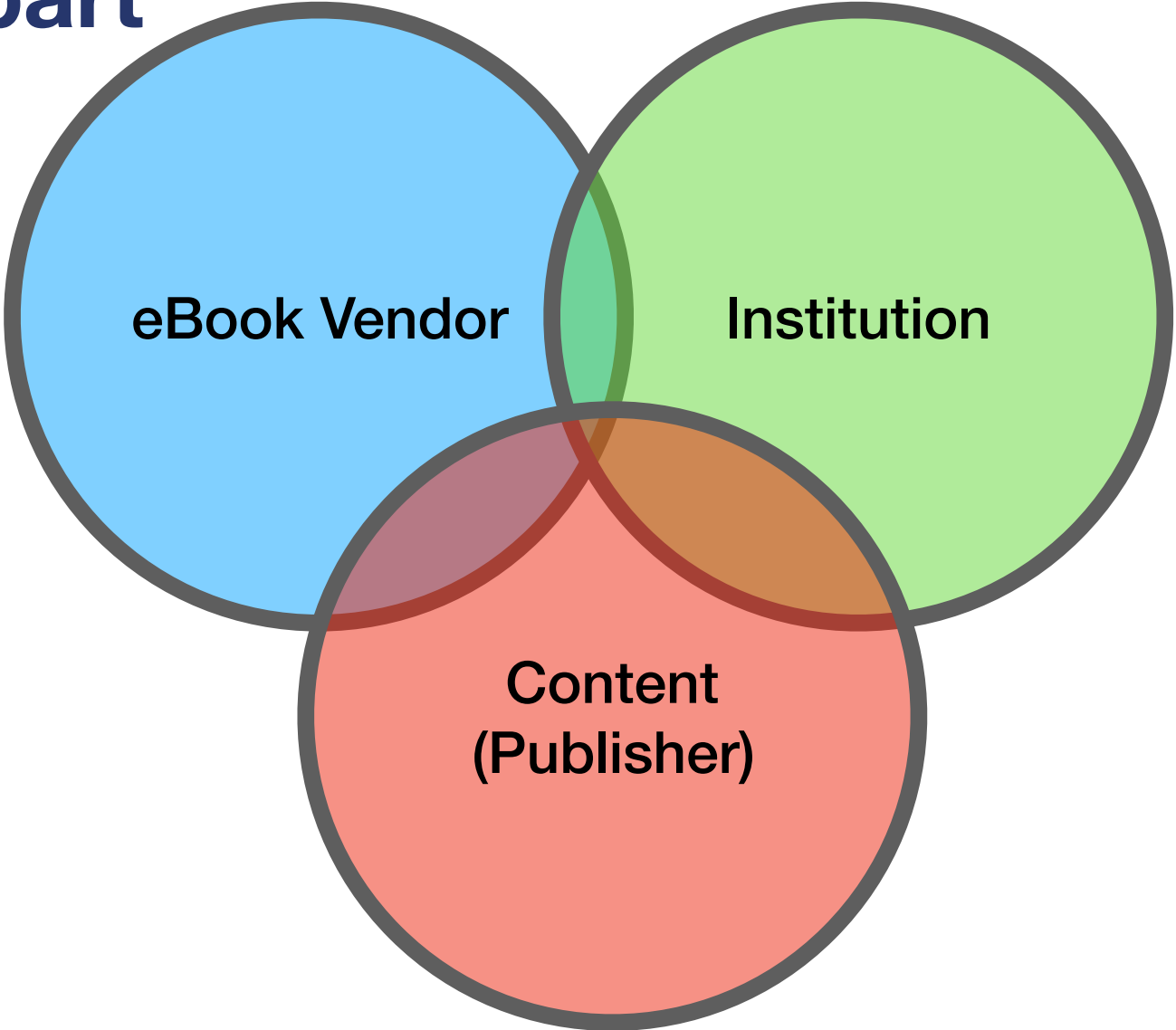
Institution



eBook Vendors



Everyone must do their part



Everyone must do their part





FUTURE AHEAD

Vision of the Future

- Publisher creating “Born Accessible”
- Solving 80% of the use cases
- Direct support of the remaining 20%

Selecting the right format is essential

We support both, but there are trade offs when it comes to usability and accessibility!



- ✓ Text & Reading Order
- ✓ Reflowable (mobile ready!)
- ✓ Navigation
- ✓ Font resizing
- ✓ Interactivity



- ⊘ **Not** Specified
- ⊘ **Not** Reflowable
- ⊘ Bookmarks can be added
- ⊘ Zoom and Pan
- ⊘ **No** Interactivity

Image descriptions can be added to either format

- ✓ While Authoring
- ⊘ Post Authoring

VitalSource Catalog is Ready!

Top Viewed Titles in 2017

| | EPUB | PDF |
|---------|------|-----|
| Top 25 | 25 | 0 |
| Top 50 | 46 | 4 |
| Top 100 | 89 | 11 |

Top Viewed Titles in 2018 (thru Sept)

| | EPUB | PDF |
|---------|------|-----|
| Top 25 | 25 | 0 |
| Top 50 | 49 | 1 |
| Top 100 | 94 | 6 |

Titles in active distribution

- 745,384 EPUB
- 672,709 PDF

Existing Guidelines

- ‘The clean, flexible, consistent interfaces that support high levels of **disabled access are very similar to those required for use on a mobile browser.**’
- Existing guidelines mean little to those who matter - Accessibility guidelines for web content are already in existence, however, these are **beyond the technical understanding of most stakeholders**
- ‘We are W3C compliant’ is **easy for a supplier to claim and hard for a purchaser to argue**. By developing easily demonstrated criteria, purchasers are empowered.
- 96.9% agreed or slightly agreed that **e-book suppliers should provide better accessibility information.**

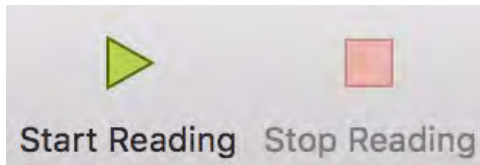
Dobson, V. & McNaught, A., (2017). Crowdsourcing e-book accessibility information and the impact on staff development. *Insights*. 30(2), pp.61–70. DOI: <http://doi.org/10.1629/uksg.358>

TTS ≠ AT

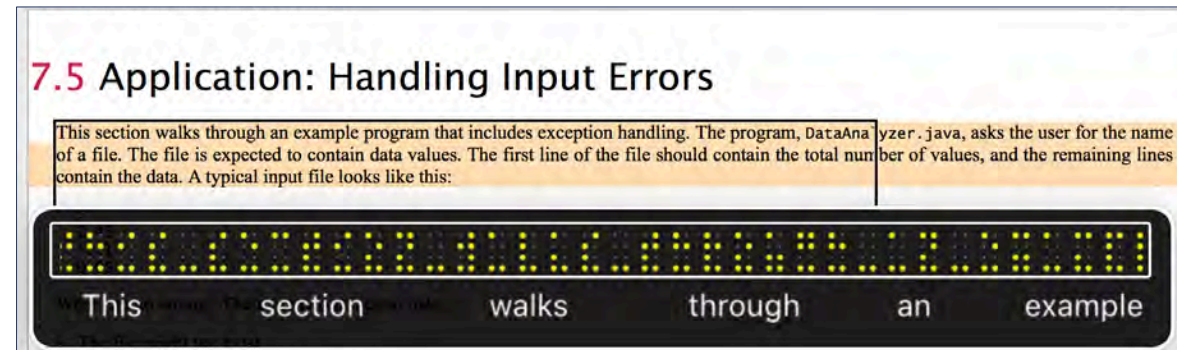
Text-to-speech is not equal to assistive technology

[Text-to-speech software] is important in the learning experience of many disabled students. Screen reading software [assistive technology] is essential for blind students to access digital information, text-to-speech similarly so for many dyslexic students.

Dobson, V. & McNaught, A., (2017). Crowdsourcing e-book accessibility information and the impact on staff development. *Insights*. 30(2), pp.61–70. DOI: <http://doi.org/10.1629/uksg.358>

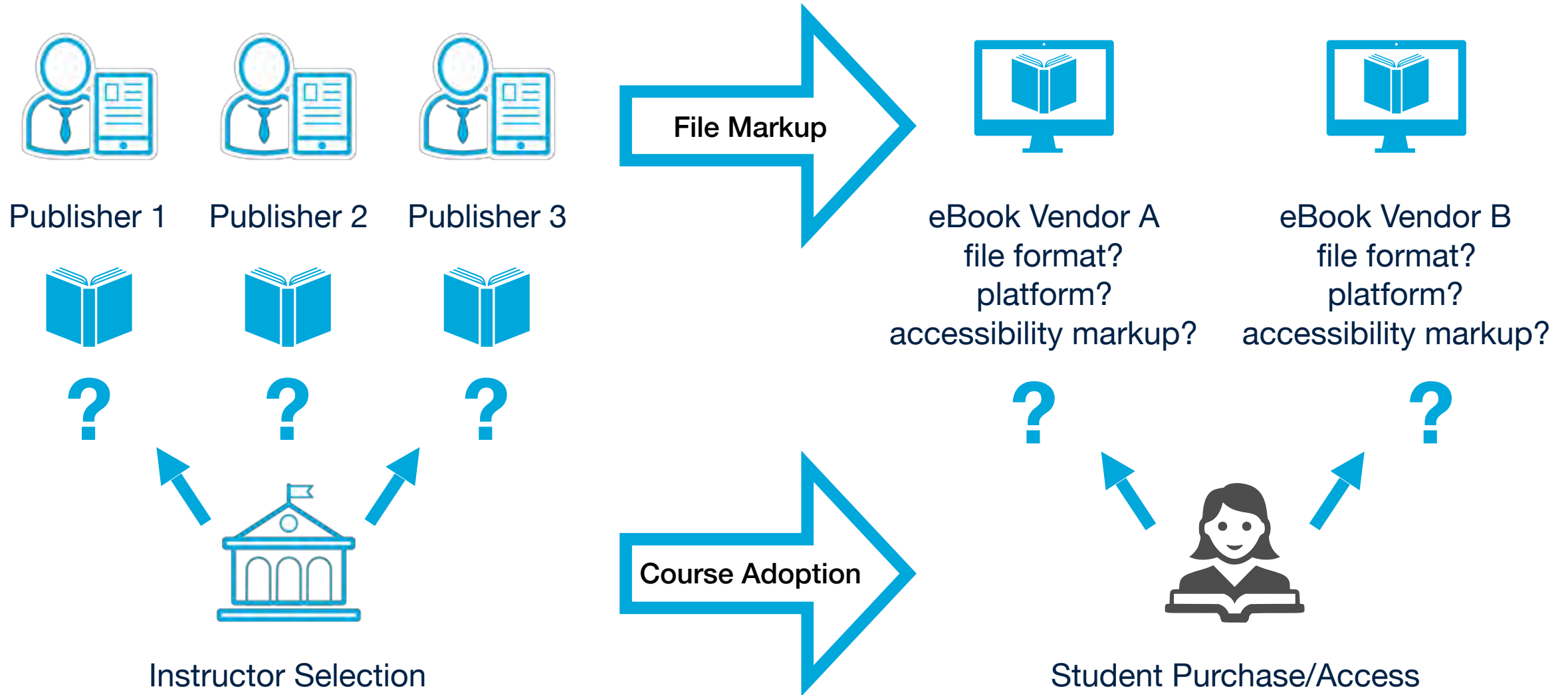


Text-to-speech is an alternate modality to reading



Accessibility is Perceivable, Operable, Understandable, and Robust (WCAG 2.0), which includes screen reader functionality.

A Look at the Problem...



Building on the foundation of EPUB

W3 EPUB Accessibility 1.0


https://www.w3.org/Submission/epub-a11y/

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EPUB Accessibility 1.0

W3C Member Submission 25 January 2017

Member Submission 

This version:
<https://www.w3.org/Submission/2017/SUBM-epub-a11y-20170125/>

Latest published version:
<https://www.w3.org/Submission/epub-a11y/>

Editors:
Matt Garrish, Invited Expert
George Kerscher, [DAISY Consortium](#)
Charles LaPierre, [Benetech](#)
Avneesh Singh, [DAISY Consortium](#)

Authors:
Romain Deltour, [DAISY Consortium](#)
Markus Gylling, [International Digital Publishing Forum \(IDPF\)](#)
Bernhard Heinsler, [Access for All](#)
Jean Kaplansky, Invited Expert
Madeleine Rothberg, Invited Expert
Tzviya Siegman, [John Wiley & Sons](#)
Jason White, Invited Expert

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Abstract

EPUB Accessibility defines discovery and content accessibility requirements for EPUB Publications.

Status of This Document

This section describes the status of this document at the time of its publication. Other documents may supersede this document. A list of current W3C publications can be found in the [W3C technical reports index](#) at <https://www.w3.org/TR/>.

By publishing this document, W3C acknowledges that the [Submitting Members](#) have made a formal Submission request to W3C for discussion. Publication of this document by W3C indicates no endorsement of

The Accessibility Specification Means...

1. Discoverable
2. Accessible
3. Optimized

Regardless of the type or level of accessibility an EPUB Publication achieves, it **must** be distributed accessibly

Optimized

An [Optimized EPUB Publication](#) is discoverable to its intended audience through the inclusion of rich metadata, even if it is not identified as broadly accessible per this specification.

In addition to the metadata requirements defined in [Discovery](#), an optimized EPUB Publication **must** identify the standard or guidelines the content adheres to in a [\[DCTERMS\]](#) conformsTo property. The value of this property **must** be an IRI [\[RFC3987\]](#) that references the standard or guidelines it follows.

The following example shows a conformance statement for an EPUB 3 Publication that conforms to the [\[DAISY Audio\]](#) guidelines.

```
<package ...>
  <metadata>
    ...
    <link rel="dcterms:conformsTo" href="http://www.daisy.org/guidelines/epub/
navigable-audio-only-epub3-guidelines"/>
    ...
  </metadata>
  ...
</package>
```

Discoverable

must include the following [\[schema.org\]](https://schema.org) accessibility metadata:

- [accessMode](https://schema.org/AccessibilityMode) — (e.g., textual, visual, auditory, tactile).
- [accessibilityFeature](https://schema.org/AccessibilityFeature) — (e.g., alternative text, extended descriptions, captions).
- [accessibilityHazard](https://schema.org/AccessibilityHazard) — (e.g., flashing, motion simulation, sound).
- [accessibilitySummary](https://schema.org/AccessibilitySummary) — summary of the accessibility, including a description of any known deficiencies

Inclusion of the following [\[schema.org\]](https://schema.org) accessibility metadata is **recommended**:

- [accessModeSufficient](https://schema.org/AccessibilityModeSufficient) — one or more access modes sufficient to consume the content without significant loss of information, such as the inclusion of transcripts for audio content

Inclusion of the following [\[schema.org\]](https://schema.org) accessibility metadata is **optional**:

- [accessibilityAPI](https://schema.org/AccessibilityAPI) — indicates the use of scripting that follows [\[WAI-ARIA 1.1\]](https://www.w3.org/TR/WAI-ARIA-1.1) authoring practices
- [accessibilityControl](https://schema.org/AccessibilityControl) — identifies input methods that can be used to access the content (keyboard, mouse, ...)

Accessible

[EPUB Publications](#) **must** meet [\[WCAG 2.0\] Level A](#) , but it is **recommended** that they meet [Level AA](#).

[Authors](#) **should** include page navigation in an EPUB Publication whenever any of the following cases is true:

- the [EPUB Publication](#) is identified as the equivalent of a statically-paginated publication
- the EPUB Publication is offered as an alternative where the use of both versions can be reasonably predicted
- the EPUB Publication is generated from a workflow that allows the retention of page break locations across formats.

Authors **may** include page navigation in reflowable EPUB Publications without statically paginated equivalents.

A conformant EPUB Publication **must** meet the following criteria when it includes page navigation:

- It **must** provide a means of locating the page break locations; It **may** include page break markers; It **must** identify the source of the page breaks.

In addition, if page numbers are read aloud in a synchronized text-audio playback of the content (e.g., EPUB 3 Media Overlays), Authors **must** identify the page numbers in the markup that controls the playback.

Accessible

To indicate that an [EPUB Publication](#) conforms to the [accessibility requirements](#) of this specification, it **must** include a conformsTo property [[DCTERMS](#)] and an [a11y:certifiedBy](#) property [[Accessibility Vocab](#)].

The value of the conformsTo property **must** be one of the following IRIs:

<http://www.idpf.org/epub/a11y/accessibility-20170105.html#wcag-a>

The EPUB Publication meets all [accessibility requirements](#) and achieves [[WCAG 2.0](#)] [Level A conformance](#).

<http://www.idpf.org/epub/a11y/accessibility-20170105.html#wcag-aa>

The EPUB Publication meets all [accessibility requirements](#) and achieves [[WCAG 2.0](#)] [Level AA conformance](#).

<http://www.idpf.org/epub/a11y/accessibility-20170105.html#wcag-aaa>

The EPUB Publication meets all [accessibility requirements](#) and achieves [[WCAG 2.0](#)] [Level AAA conformance](#).

The a11y:certifiedBy property specifies the name of the party that certified the content. The certifier of the content could be the same party that created the EPUB Publication, but can also be a third party accessibility certifier.

Accessible

The following example shows an EPUB 3 Publication that has been certified by a third party (the values of the `dc:publisher` and `a11y:certifiedBy` property differ).

```
<metadata>
  ...
  <dc:publisher>Acme Publishing Inc.</dc:publisher>
  <meta property="a11y:certifiedBy">Jim's Accessibility Testing</meta>
  <link rel="dcterms:conformsTo" href="http://www.idpf.org/epub/a11y/
accessibility-20170105.html#wcag-aa"/>
  ...
</metadata>
```

The following example shows an EPUB 3 Publication that has been self-certified by the author.

```
<metadata>
  ...
  <dc:creator>Jane Doe</dc:creator>
  <meta property="a11y:certifiedBy">Jane Doe</meta>
  <link rel="dcterms:conformsTo" href="http://www.idpf.org/epub/a11y/
accessibility-20170105.html#wcag-aa"/>
  ...
</metadata>
```


Key Things to Understand...

- We have a standard
- We have a way to measure content against that standard
- We have a means to certify the results
- The certification exposes the trusted source

.... so what can be done with this?

DAISY



Inclusive Publishing Hub

[Home](#)

[About Us](#)

[Toolbox](#) ▼

[Find Help](#)

[Resources](#) ▼

[News & Events](#) ▼

[Blog](#)



Welcome

Your inclusive publishing hub



Publisher

Make your digital



Educator

Empower and



Developer

Build accessibility



Consumer

Create and enjoy

The Accessibility Checker

Automated Checker

The screenshot shows the Inclusive Publishing Hub website. The header includes the logo and navigation links: Home, About Us, Toolbox, Find Help, Resources, News & Events, and Blog. A search bar is also present. Below the header, it identifies itself as a DAISY Consortium Initiative. The main content area features a 'Toolbox menu' on the left with links to 'Accessibility Guidelines', 'Accessibility Checker', and 'Reading System Tests'. The 'Accessibility Checker' section on the right contains the following text:

Accessibility Checker

After talking with publishers and consumers, a need for a software tool for checking EPUB content for accessibility became clear.

The DAISY Consortium has started working on an open source accessibility checking tool.

Publishers and service providers will be able to use this application to implement accessibility specifications. It will also enable distributors and consumers (such as procurement centers etc.) to verify the accessibility claims of publishers.

Manual Checklist

The screenshot shows the 'EPUB Accessibility Conformance and Reporting' tool interface. It includes a header with the DAISY logo and navigation links: Home, How to Use, and FAQ. Below the header, there are buttons for 'Report: Generate', 'Manage', 'Reset', and 'Configure'. The main content area is divided into three tabs: '1. Conformance Verification', '2. Discovery Metadata', and '3. Conformance Metadata'. The 'Conformance Verification' tab is active and displays the following content:

Conformance Verification

Note: This form is configured to verify conformance to WCAG Level A by default. Open the [configuration options](#) to change levels and add additional information such as the publication title to the generated report.

Check to hide this note on future visits

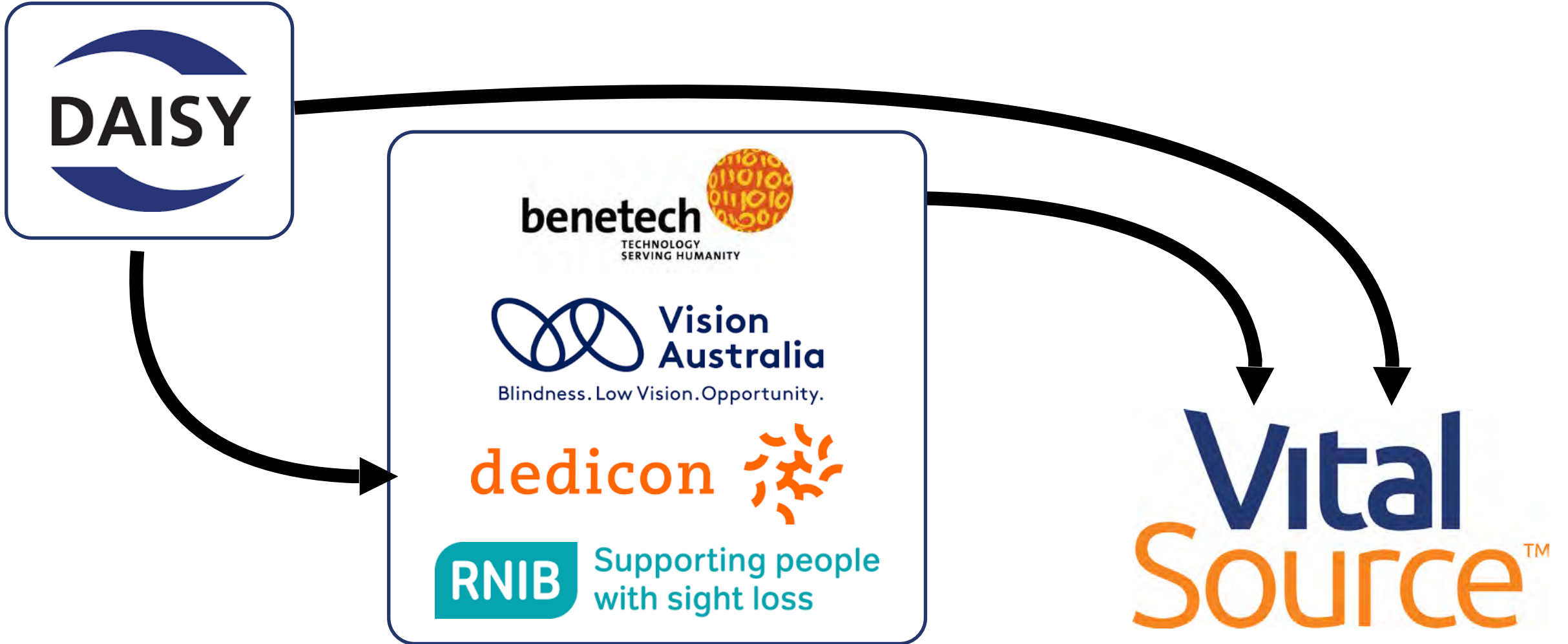
1.1.1 Non-text Content [Level A]

Verify the following:

- For each image:
 - If the image is decorative, ensure that there is an empty `alt` attribute (`alt=""`) and that the image is marked as presentational (`role="presentation"`).
 - If the image is not decorative and does not have an `alt` attribute, one of the following must true:
 - the image is described in the `figcaption` element or the surrounding text;
 - the image is part of a group of images in which only one carries the alternative text.
 - Otherwise, ensure that the `alt` text meaningfully describes the image.
- All audio and video clips include a label (`aria-label` attribute) that describes their purpose or gives their title.
- There is no other non-text content without a text equivalent.

► Supporting Documentation

The Accessibility Checker



VitalSource: Transparency to Accessibility Features

The screenshot shows the VitalSource product page for the book 'Math Know-How: Answers to Your Most Persistent Teaching Issues, Grades 3-5'. The page includes a search bar, navigation links, and a detailed description of the book. A red arrow points from the 'Accessible' icon in the product features section to the accessibility summary popup on the right.

Math Know-How: Answers to Your Most Persistent Teaching Issues, Grades 3-5
by Amy Morse and John Smith
Publisher: Corwin
Print ISBN: 9781452282633, 1452282633
eTextbook ISBN: 9781452282596, 1452282596 (*)
Edition: 4
Publication Year: 2014

Accessibility Features: Accessible, ePub, Read Anywhere, Study Tools, Printing

Price Options:
90 Day Rental: \$7.99 (Expires Apr 1, 2017)
180 Day Rental: \$9.99 (Expires May 1, 2017)
Buy eTextbook: \$59.99

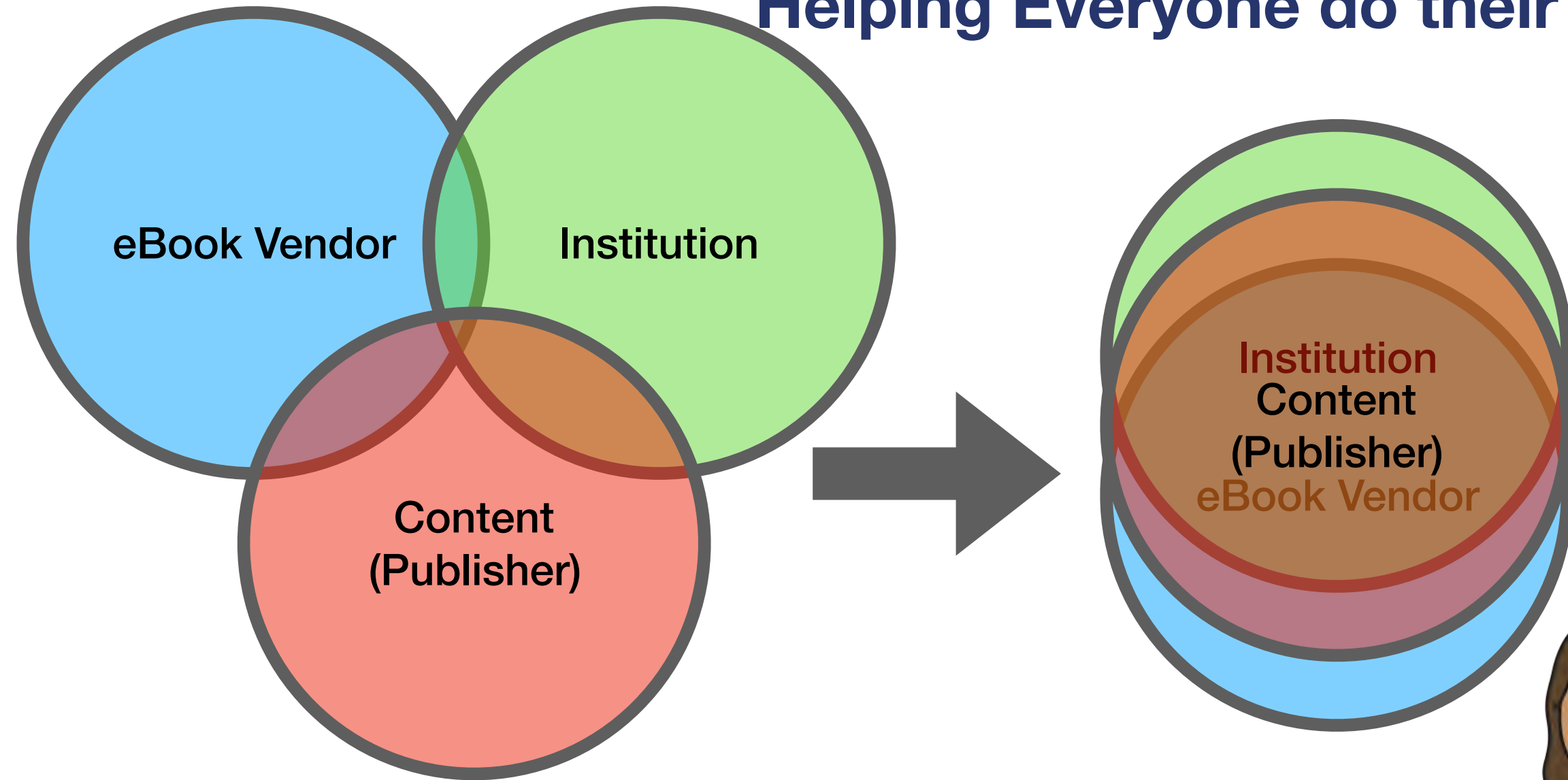
Subtotal (incl. VAT): \$799.00

Description:
With so many different ways today to find information online, it can sometimes be hard to know where to go to first. I want to look at the major and most effective ways to find information online. The biggest and most commonly used method is to use a search engine such as : Google, Yahoo, or Msn. All three of these search engines offer similar features. Text search, Image search, Local search, Product search, are a few of the services they offer. It used to be only a few years ago where Google dominated the Search Engine market. Due largely to the fact that their search technology was the most advanced. Because of the huge investment other companies have put into their search technology, it's getting harder and harder every day to say which one is really the best. With this in mind I think it comes down more now to which company do you prefer or which layout you like the most. Another method used to find information is through what is called a Web Directory. Web directories will usually either be relative or general: Relative - A relative web directory will contain information and links to websites that are all to do with one topic. An example would be a Weight Loss directory that contains only information and links to sites that have something to do with Weight Loss. General - A general web directory is a site that will contain links and information to do with all types of categories. It will usually be arranged topically to allow ease of use in finding exactly what you want.

The popup window displays the following information:

- Accessibility Summary (English readable text summary)**
- Certified by Publisher**
- Conforms to WCAG 2.0 conformance level**
- Accessibility Features:** alternativeText, annotations, audioDescription, bookmarks, braille
- Access Mode:** visual, auditory
- Access Mode Sufficient:** visual, auditory
- Accessibility Hazard:** sound

Helping Everyone do their Part



Longevity is required

- Its a journey, not a destination
- There is no 'checkbox' of conformance
- Stay involved, stay current



VitalSource®

An  **INGRAM** Content Group Company