

Britannica Academic Online Edition 大不列顛百科全书网络学术版

The Complete Digital Resource

Deep use of online resources

know for sure

The Complete Digital Resource



- High profile contributors
- Current content
- Collaborative content
- Community of writers, teachers, students and users
- > Transparent article history
- Confidence in source and history of material



The Complete Digital Resource 完整的完整的数字化资源



Britannica Online

- Used by tens of millions every day每日数千万的读者
- Used and trusted by China Academy of Science, Peking University, Harvard
 University, University of Oxford, Edinburgh University, London Business School,
 The Sorbonne Paris, University College Dublin, Universiti Teknologi MARA (UITM)
 Malaysia, Australian National University, amongst many, many others.
 用户包括中科院,北京大学,清华大学,牛津大学,哈佛大学,澳洲国立大学
- University Markets: USA 75%, Malaysia 90%, UK 75%, Australia 70%, Ireland 100%, Finland 100%, New Zealand 70%
 世界高校用户统计 75%美国和英国,70%澳洲,90%马来西亚,70%新西兰 100%爱尔兰和芬兰

Britannica

Recent Contributors

Contributor	<u>Title/occupation</u>	Article title
Bill Clinton	Former U.S. President	"Dayton Accords"
Condoleezza Rice	Former U.S. Secretary of State	Forthcoming (Foreign Policy)
Desmond Tutu	South African Anglican Archbishop/Nobel Prize for Peace, 1984	"Truth and Reconciliation Commission"
Jimmy Carter Jody Williams	Former U.S. President/Nobel Prize for Peace, 2002 International Activist/Nobel Prize for Peace, 1997	"Camp David Accords" "The Campaign to Ban Landmines"
Mairead Maguire	Northern Ireland Peace Activist/Nobel Prize for Peace, 1976	"Peace People"
Muhammad Yunus	Bangladeshi Economist/Nobel Prize for Peace, 2006	"Microcredit," and "Social Business"
Sir John Keegan	British Historian	"Normandy Invasion"

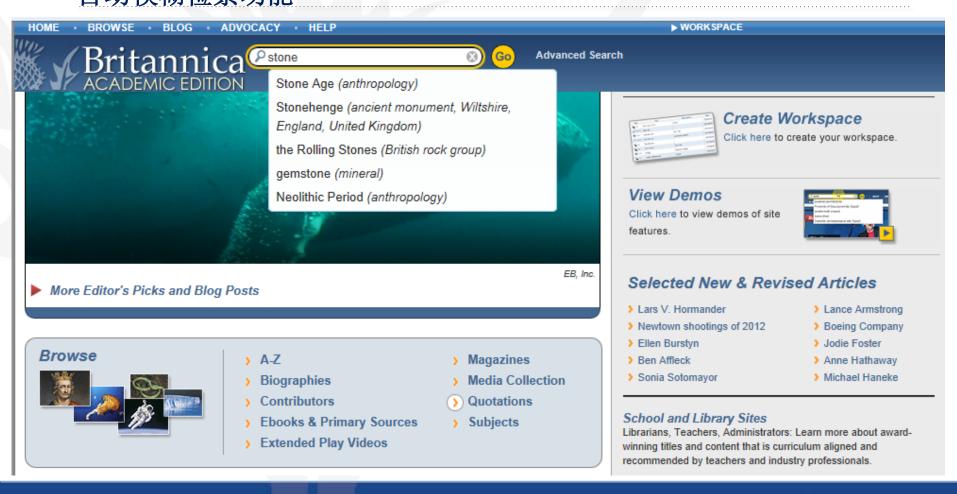
Home page is feature rich

多功能的主页



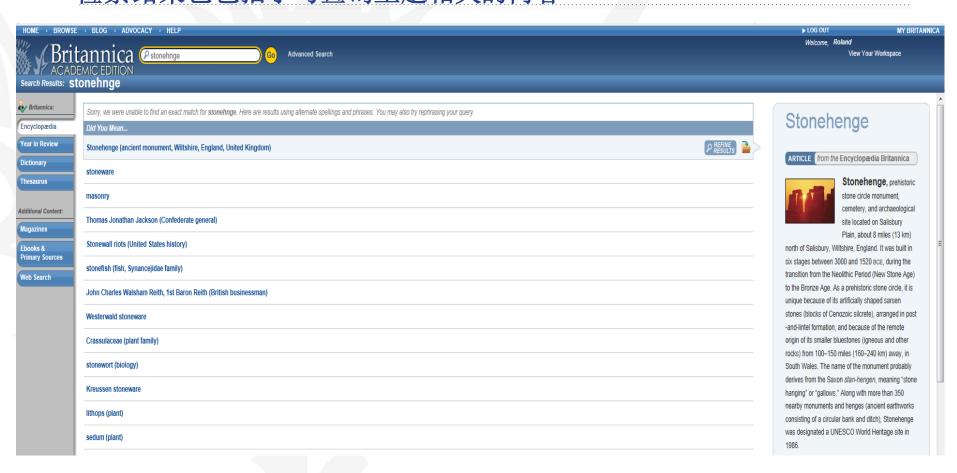
Search auto-completes as you type. If you misspell something, "fuzzy search" activates automatically and gives you results - 自动模糊检索功能





Search results gives you both the "Did You Mean" results as well as all results where your query appears in the text 检索结果也包括了与查询主题相关的内容

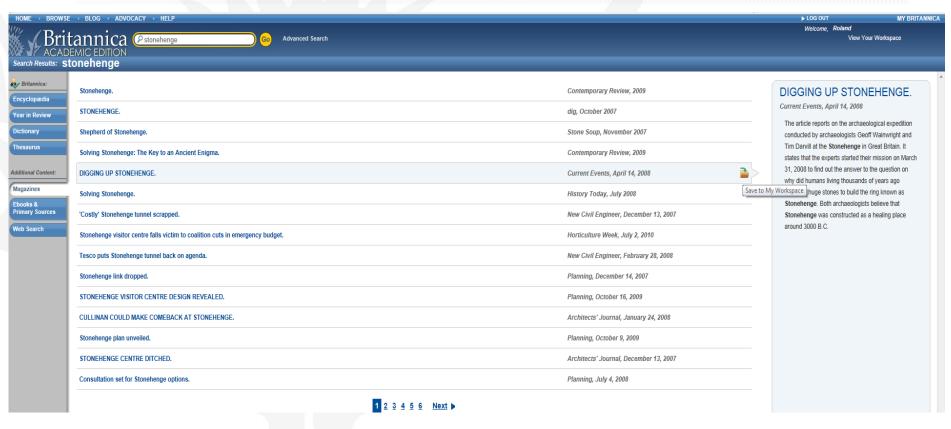




Search also provides related content from Magazines, E-books, Primary Sources and Year in Review



检索结果还提供了来源于杂志,电子书籍,和年鉴中相关的文献。

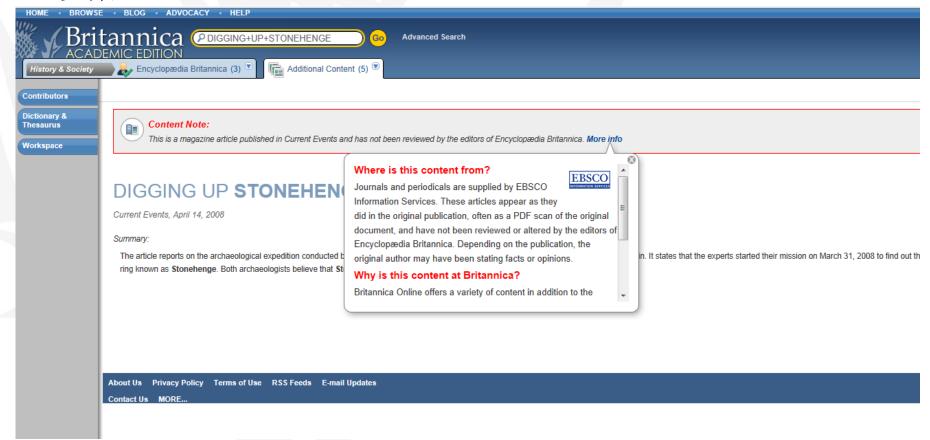


Search also provides related content from Magazines, Ebooks, Primary Sources and Year in Review



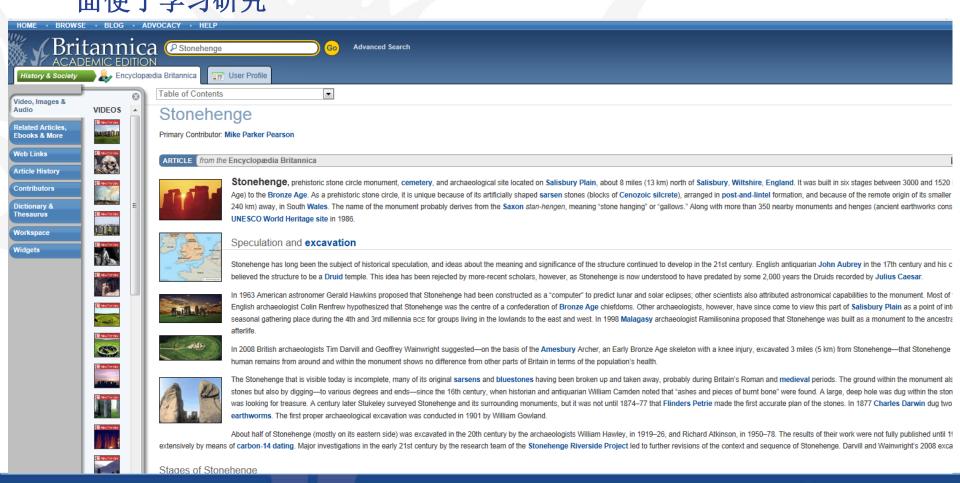
检索结果还提供了来源于杂志,电子书籍,和年鉴中相关的

文献



Article text, related links, web sites, and quotations on a subject are displayed on a single page for easier research 文章,相关衔接,网站,与主题有关的引用文显示在同一页面便于学习研究

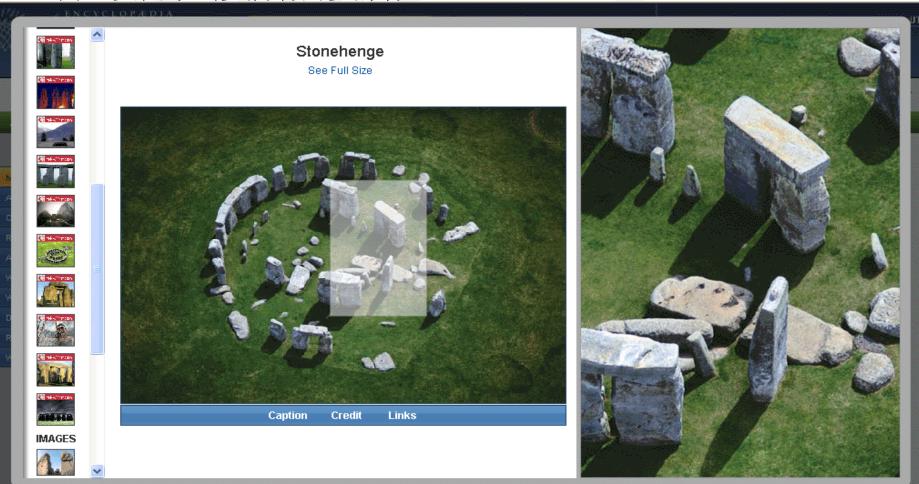




Media is presented in an overlay that allows you to browse all of the media without leaving the page



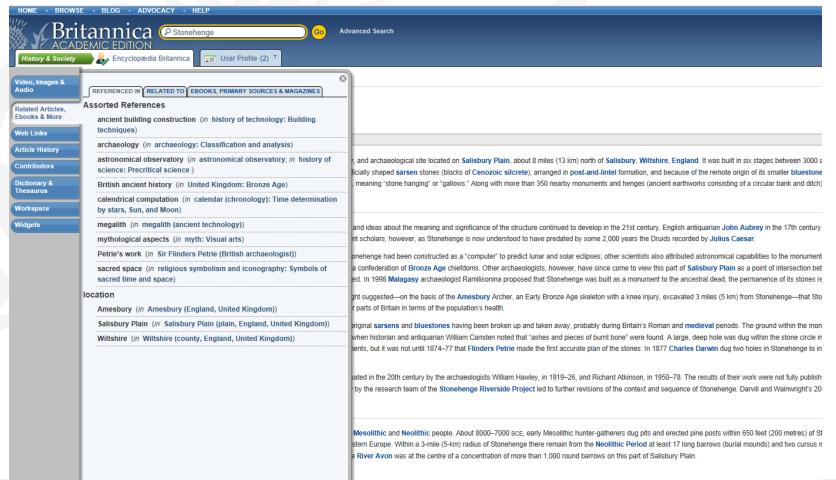
同一页面中浏览所有的多媒体



The interactive tool bar on every article provides access to all related resources: "Other Reference"



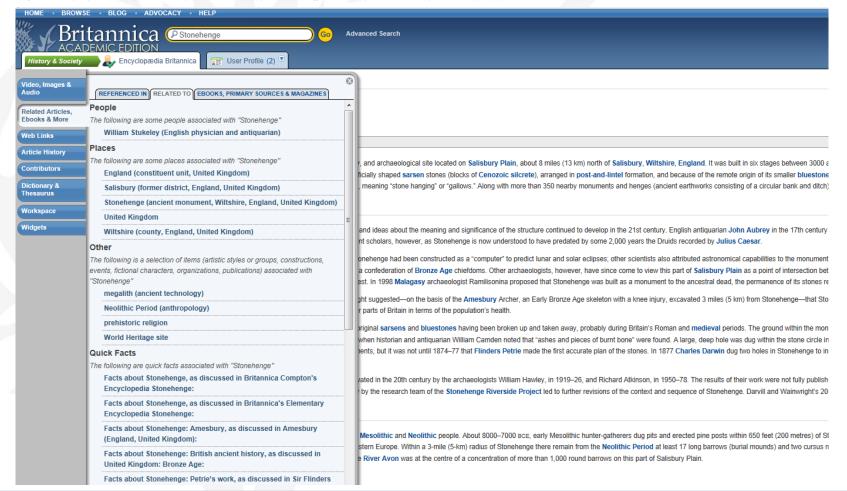
每一篇文章互动工具栏提供了有关参考文章衔接



The interactive tool bar on every article provides access to all related resources: "Related Articles"



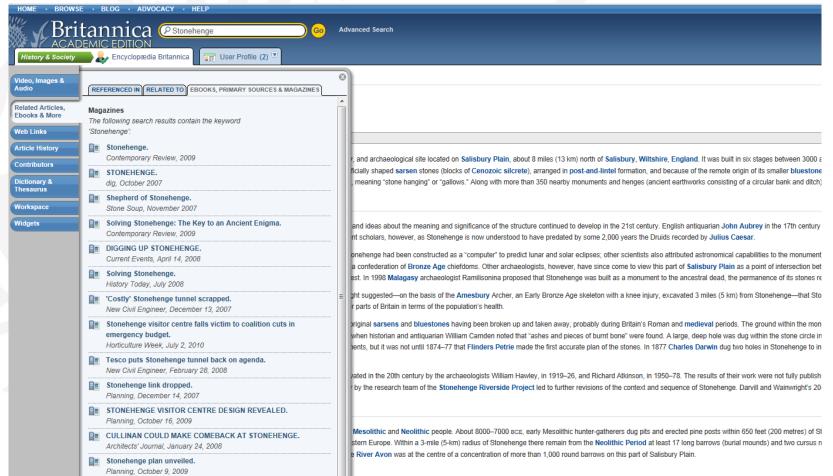
每一篇文章互动工具栏提供相关文章的衔接



The interactive tool bar on every article provides access to all related resources: "EBooks, Magazines"



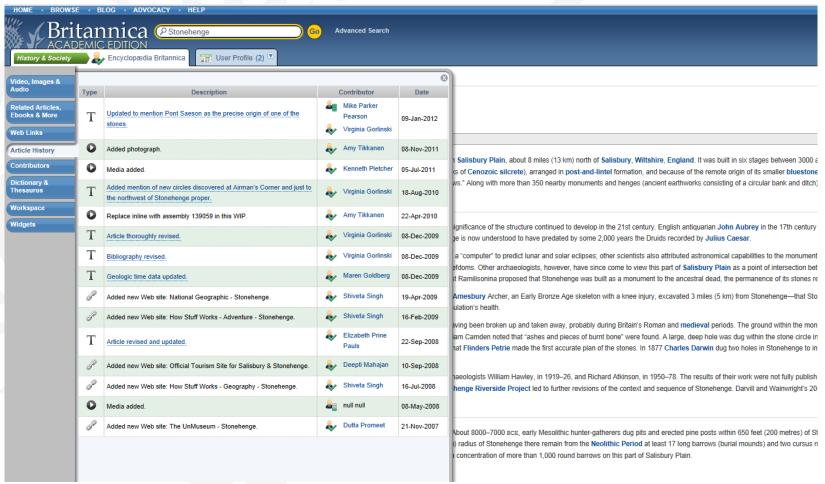
每一篇文章互动工具栏上提供相关的电子书,杂志文章衔接



Article history and contributors tools let you know when the article was updated and who updated it



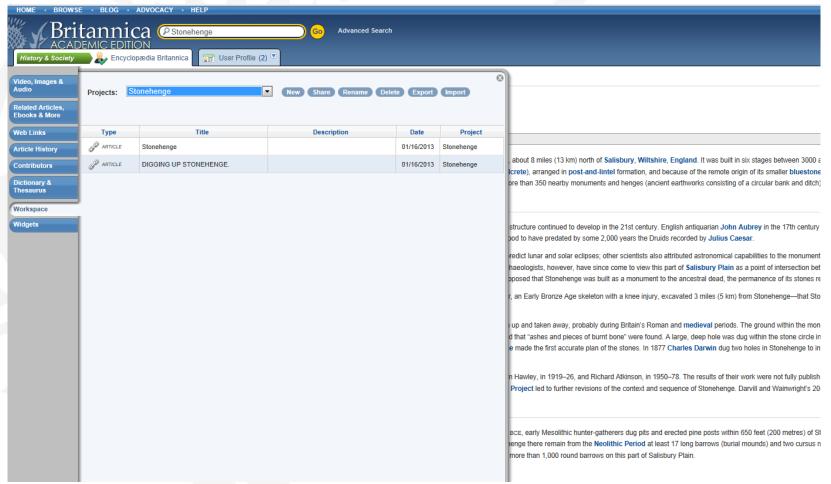
文章历史及撰稿人使读者了解文章更新的情况



The interactive tool bar on every article provides access to all related resources: "Personal Workspace"



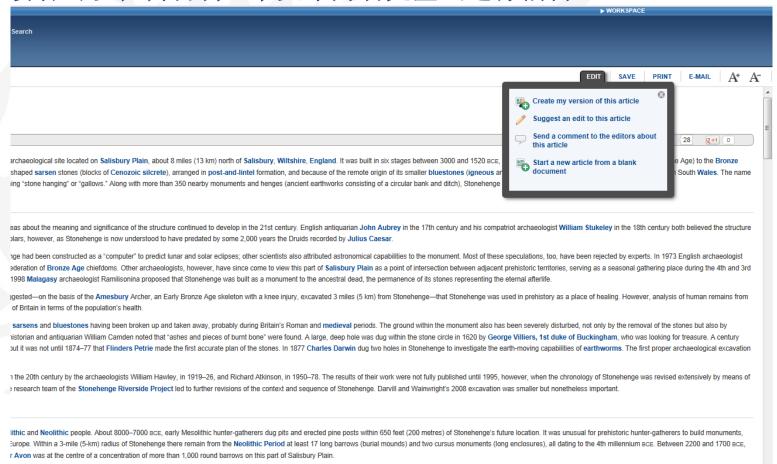
每一篇文章都可以访问收藏了各类资料的"个人文件夹"



You can edit any encyclopedia article as the basis for your research

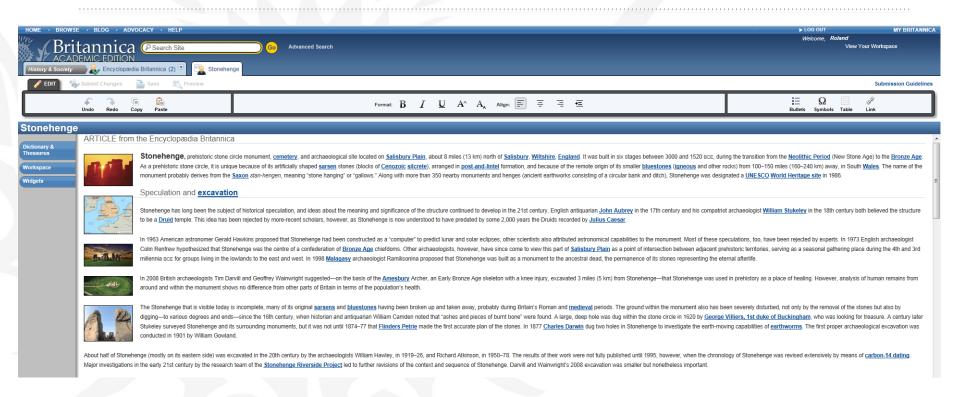


读者可以任何百科全书文章为研究基础进行编辑,



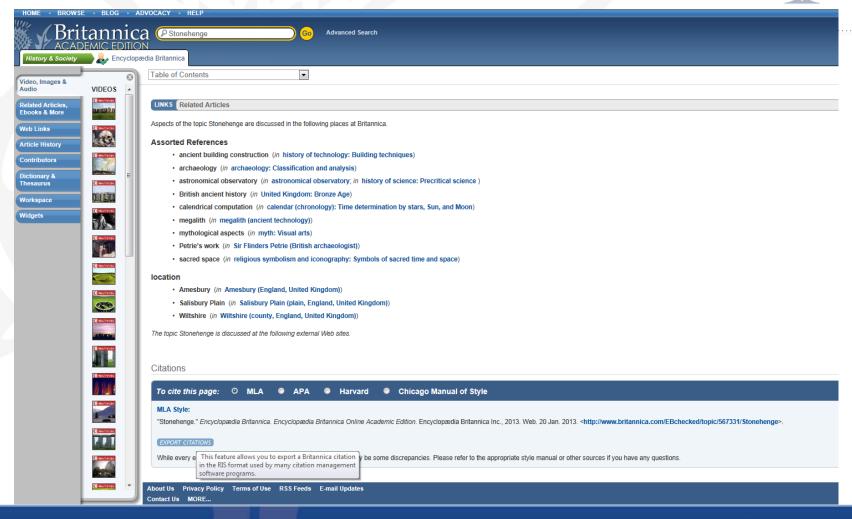
And save your work to your personal workspace 修改过的文章可收藏于"个人文件夹"





.....Citation引用





Integrated article page

多功能的文章主页

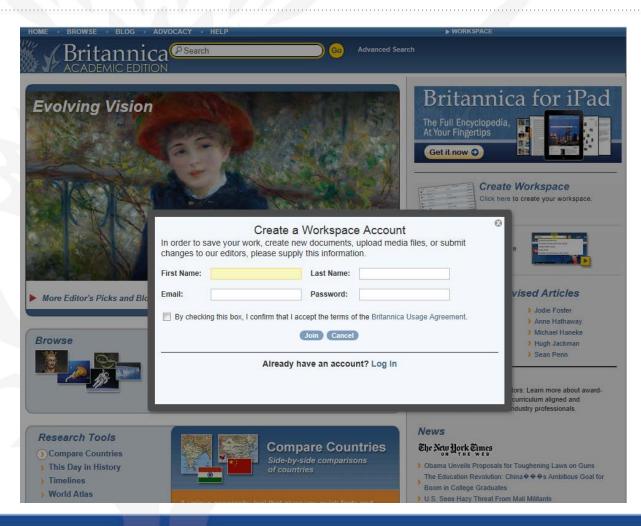
- Access Media 访问媒体
- Related content 相关内容
- Additional Content 附加内容
- More reading space 更多的阅读空间
- Citation Tools引用工具
- Tools view links, contextual related content (Topic map) without leaving page

工具 - 无需离开页面,访问相关的链接和文章(主题地图)



Creating Your Workspace 建立个人文件夹

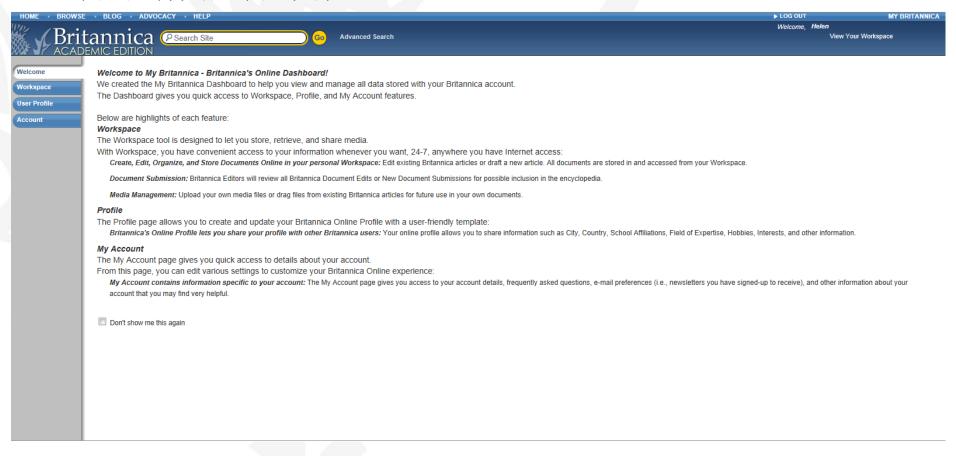




You can also access workspace and your User Profile in full screen mode from the My Britannica tab



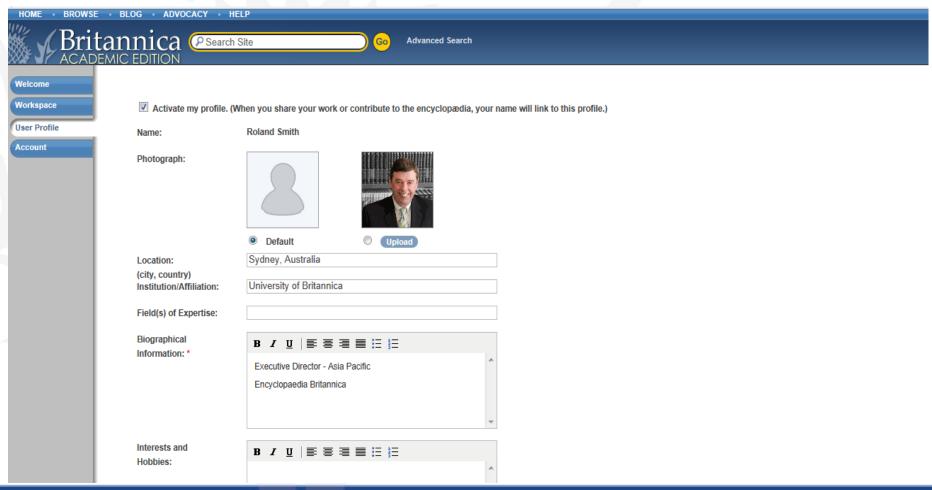
在全屏幕模式下,从"我的大英百科全书",您也可以访问个人文件夹及个人档案,



Britannica's Online Profile lets you share your profile with other Britannica users



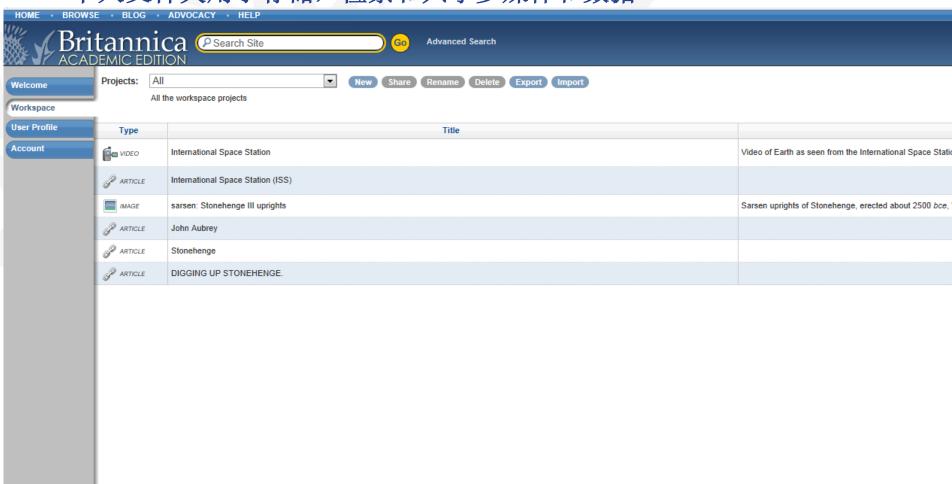
大不列顛百科全书在线模式可让您与其他用户分享个人资料



The Workspace tool is designed to let you store, retrieve, and share media and data

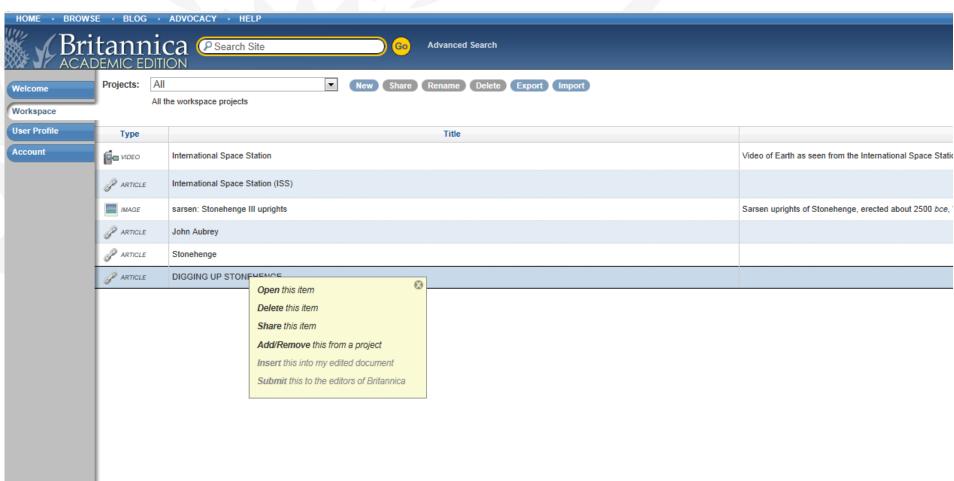


个人文件夹用于存储,检索和共享多媒体和数据



You can name your projects and share them with other people 您可以命名个人的课题,并与其他人分享



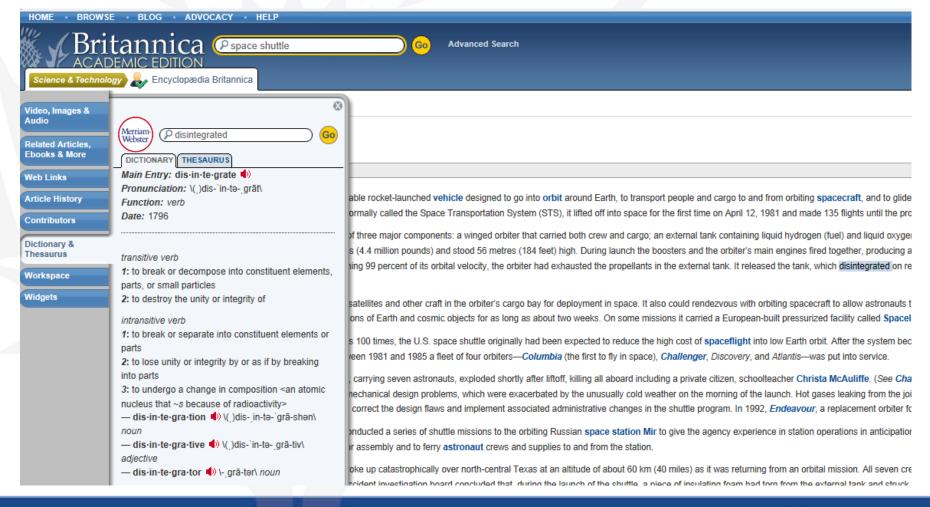


June 2013 | Peer – enhanced learning

Double click on any word to activate the Dictionary, clicking on the red speaker will pronounce the word



双击任何字激活字典,点击红色的扬声器聆听单词的发音



Other Features & Tools - View Demos 其它特点与工具 – 观看演示





View Demos...... 观看演示





Homepage
Darcy discusses Homepage
features.



Sidebar TabsMelinda discusses Sidebar Tabs.



Research Tools
Corey talks about Research Tools.



Workspace Introduction
Jennifer discusses Dashboard and
Workspace.



Autocomplete
Mary describes Autocomplete
features.



Workspace Detail Ian explains Workspace in detail.



Search Results
Andy discusses Search Results.



Workspace Changes Rosaline discusses changes in Workspace.



Directed SearchCarmen talks about Directed Search.



BrowseWendell discusses Browse features.



Atlas
Kara discusses Atlas.



Widgets and Dictionary John talks about Widgets.

Other Features & Tools - Select Newly Revised Articles

其它特点与工具-最新修订的文章





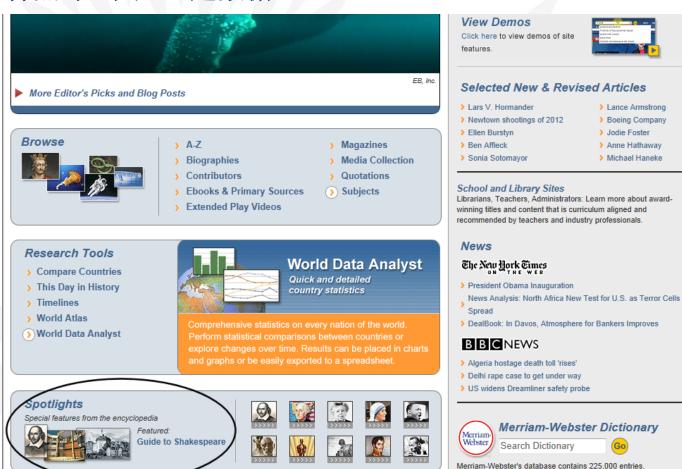
Other Features & Tools – Daily Headlines

其它特点与工具-当日头条新闻





And Other Features & Tools - Spotlights 其它特点与工具—主题数据



including more than 10,000 new words and definitions. Try a search here! Or run a search from the site header and click on the Dictionary tab for access to a world of information.

In a nutshell.....

简介.....



- Over 133,000 encyclopaedia articles, including over 23,000 biographies 超过133,000篇百科全书的文章,其中包括超过23,000篇名人传记
- Over 54,000 images and illustrations, including 3,000 maps 超过54,000幅图片和插图,其中包括3,000幅地图
- Over 4,800 videos, animations, and audio clips 超过4,800个视频,动画片和音频剪辑
- Over 100,000 recommended websites 超过10万个推荐网站
- Current magazine and journal articles from over 800 periodicals 超过800种期刊杂志和期刊文章
- Over 225,000 dictionary / thesaurus entries 词典包括超过225,000字条
- Over 4,000 quotes, and more than 400 essays and other literature 逾4,000名人名言和400 篇散文随笔

Why Britannica.....



- Articles are written by expert contributors and advisors 文章由著明的学者专家撰稿
- Editors stand behind content for to rely on 实力強大的编辑力量
- Neutral, unbiased perspectives on issues and conflicts 保持中立,公正的观点
- Safe environment for users to do internet research 为互联网研究提供了安全的环境
- Sites do not allow advertising or other promotions
 网站不允许广告等商业活动
- Content is structured and organized to meet user's needs 可靠的内容和严谨的组织结构满足用户需求
- Promotes information literacy by providing a range of sources such as magazines, selected internet sites, and primary source documents 提供杂志,网站和原著等一系列的资料来信息
- Member board that includes Nobel Laureates, Pulitzer Prize Winners, Leading Scholars, Writers, Artists, Public Servants and Activists at the top of their fields. 董事会成员,包括诺贝尔奖获得者,普利策奖得主,著名学 者,作家,艺术家,公职人员和不同领域中的著明人物。



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The Complete Digital Resource

2013

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Thank you

Helen Makarytchev
Senior Account Manager of Encyclaepidia Britannica

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