

# Students Achieve More With



The #1 quality resource to support academic goals for K-12 Students.

When you need fast, reliable information for homework, reports, or just a lingering question, *World Book Online* is the place to go. *World Book Online* (WBOL) provides the same expert information found in *The World Book Encyclopedia* in an interactive, online environment. When you search *World Book Online*, you are not searching the Web; you're searching the same material you would trust from your local library. All of the content on *World Book Online* is similar to our encyclopedia content, but can be updated on the fly! Unlike the Web, the information found on *World Book Online* is reliable and organized, and gives you, the user, easy access to credible and current information.

## World Book Online vs. the Web

<b>WORLD BOOK ONLINE</b> <a href="http://www.worldbookonline.com">www.worldbookonline.com</a>	<b>INTERNET SEARCH ENGINES</b> (Google, Bing, Yahoo, etc.)
<b>TYPES OF INFORMATION</b>	
<ul style="list-style-type: none"> <li>• Scholarly articles</li> <li>• Primary source documents</li> <li>• Secondary source documents</li> <li>• E-books</li> <li>• Images, illustrations, maps, audio files, and videos relating to articles and search terms</li> </ul>	<ul style="list-style-type: none"> <li>• Everything published to the Internet from any source or person</li> <li>• Different types of websites. The most common ones are commercial sites (.com or .net), educational sites (.edu), government sites (.gov); organization sites (.org); and personal sites (.com, .net)</li> <li>• Few free scholarly articles and books</li> </ul>
<b>AUTHORITY</b>	
<ul style="list-style-type: none"> <li>• Articles found on <i>World Book Online</i> are authored by expert contributors and researchers, then evaluated by authenticators and reviewers to ensure that the content is accurate and up to date</li> <li>• World Book articles contain copyrighted, licensed, and proprietary information</li> <li>• Content is recommended by educational professionals and librarians</li> </ul>	<ul style="list-style-type: none"> <li>• Most information published to the Web is not regulated, has not been evaluated, and does not come from published sources</li> <li>• Authority varies and is difficult to verify</li> <li>• Most information lives solely on the Web and can come from anywhere and anyone</li> <li>• There is no review/editorial process with regard to content</li> </ul>
<b>CURRENCY</b>	
<ul style="list-style-type: none"> <li>• <i>World Book Online</i> is updated regularly and consistently .</li> </ul>	<ul style="list-style-type: none"> <li>• It is often difficult to determine when information published to websites was last updated, revisited, or renewed</li> <li>• Information can be outdated</li> </ul>



[www.worldbookonline.com](http://www.worldbookonline.com)

ID:

Password:

## World Book Online vs. the Web cont.

WORLD BOOK ONLINE www.worldbookonline.com	INTERNET SEARCH ENGINES (Google, Bing, Yahoo, etc.)
<b>READABILITY</b>	
<ul style="list-style-type: none"> <li>• Articles are carefully crafted to ensure that <i>World Book</i> meets the student where the student meets the subject</li> <li>• <i>World Book Online</i> includes different databases for different age ranges and reading levels</li> <li>• Enhanced readability helps users get more out of every search</li> </ul>	<ul style="list-style-type: none"> <li>• Results cannot be filtered by reading or age level</li> <li>• Some information may be directed toward a specific audience: children, adults, or a specific ethnicity, gender, or political affiliation. Other information might require readers with technical or specialized knowledge</li> </ul>
<b>USABILITY</b>	
<ul style="list-style-type: none"> <li>• <i>World Book Online</i> provides a user-friendly research environment</li> <li>• Users have more control over search results and can use predictive or advanced search options to filter results</li> <li>• Each database returns a variety of content types, including articles, images, videos, etc. The more advanced databases return up to 20 content types!</li> <li>• Citations for each article, media, and source are included on the same page</li> <li>• A consolidated layout makes it easier to find research tools, videos, audios, and more information in convenient tabs or menus</li> <li>• A fixed header allows quick and easy access to the tools and features in the navigational bar from anywhere on the article page</li> </ul>	<ul style="list-style-type: none"> <li>• Millions of search results are not organized in a useful way. For example, Google ranks page results by “Google authority” which is affected primarily by page content (relevancy), backlinks (domain authority), and Google profitability (paid search campaigns)</li> <li>• Many results include the same information repackaged or duplicated</li> <li>• There are no filters to limit results by authority or relevance</li> <li>• Helpful features and tools are not included</li> <li>• Users must evaluate credibility of sources, taking more time to find accurate and pertinent information</li> </ul>
<b>ACCESSIBILITY</b>	
<ul style="list-style-type: none"> <li>• Libraries and schools provide access to this resource through their subscription; it is not free to the public</li> <li>• The full subscription is included for students and their families when a <i>World Book Online</i> Package is purchased. You can use it as much as you want!</li> <li>• Can be accessed through the library or school website and from home</li> </ul>	<ul style="list-style-type: none"> <li>• Search results are free to the public</li> <li>• When information comes from a legitimate source or publisher, the user often has to pay to access it</li> </ul>



www.worldbookonline.com

ID:

Password: