The post-lunch/afternoon session...





New Learning Environments

Gale's "In Context" Products and the "Gale Virtual Reference Library"

Karsten Sydow, Gale - Cengage Learning (EMEA) Ltd INFORUM, May 24th 2011

What We Heard...

I want deep authoritative content for all students and subjects



Librarians

I want simplicity, direct curriculum connections, and I want to integrate content easily into my workflow with tools





I want it fast, easy, and definitely cool...





Evolution: Product Overview

Then	Now
Library	Library + Classroom
Research & Discovery	Classroom Solutions + Research & Discovery
Various brand identities	One brand identity
Multiple levels (Gold, Silver, Bronze)	One general reference product (Student Edition)
Numerous product platforms	Single product platform
	Over 1,800 portal pages (content in context)



Evolution: Features & Functionality

Or select from the popular topics below:

Inuit

Abortion Afghanistan Air pollution Black History Month Canada and the Olympics Canada Day Canadian men's hockey team Capital punishment Caribana Festival Censorship

Iqaluit Iraq Jack Layton Jeremy Wotherspoon Kristina Groves Mackenzie King Maëlle Ricker Manitoba Margaret Atwood Marijuana Medical care



Women's rights is a topic that encompasses many facets, including the right to vote and obtain employment and fair wages. <u>View More</u>

Biography	View All	Geography	View All
Barack Obama		Bahrain	
Helen Keller		Egypt	
William Shakespeare		Libya	
Government	View All	History	View All
Checks and Balances		Civil Rights	
Democracy		Great Depression	
Voting and the Electoral College		Prohibition	
Literature	View All	Science	View All
Emily Dickinson		Endangered Species	
Pride and Prejudice		Global Warming	
The Adventures of Huckleberry Finn		Hurricanes	
Social Issues	View All		
Censorship			

Eating Disorders Poverty

Evolution: Features & Functionality

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Images

Displaying 1 - 10 of 10



Oceanic islands rise from

Save

UXL Encyclopedia of

the ocean floor

Biomes, 2010



Road Damage by a Tsunami

Save

Science in Context, 2010



Water pollution





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Sort By Relevance

Illustration of the zones in the ocean

👯 World of Earth Science, 2010 Save

UXL Encyclopedia of Biomes, 2010 Save



The Boka Wandomi display

of crashing waves, Curacao,

UXL Encyclopedia of

Biomes, 2010



Lifeforms around a

Hydrothermal Vent





Ocean waves



Samoa tsunami

Science in Context, 2010

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Science in Context, 2010



Evolution: Features & Functionality

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Content and Functionality

• All these products feature a wealth of media-rich content and functionality organized to provide context for learners:

Academic Journals	Audio	Expert Picks
Fact Boxes	Images	Magazines
News	Primary Sources	Reference
Related Portals	Science Experiments	Statistics
Video	Viewpoints	Weblinks



Evolution: Interface

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Gale In Context Series

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- 170+ award-winning Gale reference titles
- 50,000 new or updated bios added annually in addition to daily updates to account for awards and events
- Integrated reference material, periodical information and multimedia content
- Hundreds of hand-crafted topic pages covering the highest-interest features



Audio for "Havel, Vaclav"



Vaclav Havel, Returning To Drama With 'Leaving'

All Things Considered, May 25, 2010



	A Conversation with Vaclav Havel	48
	Weekend Edition Saturday, January 13, 2007	
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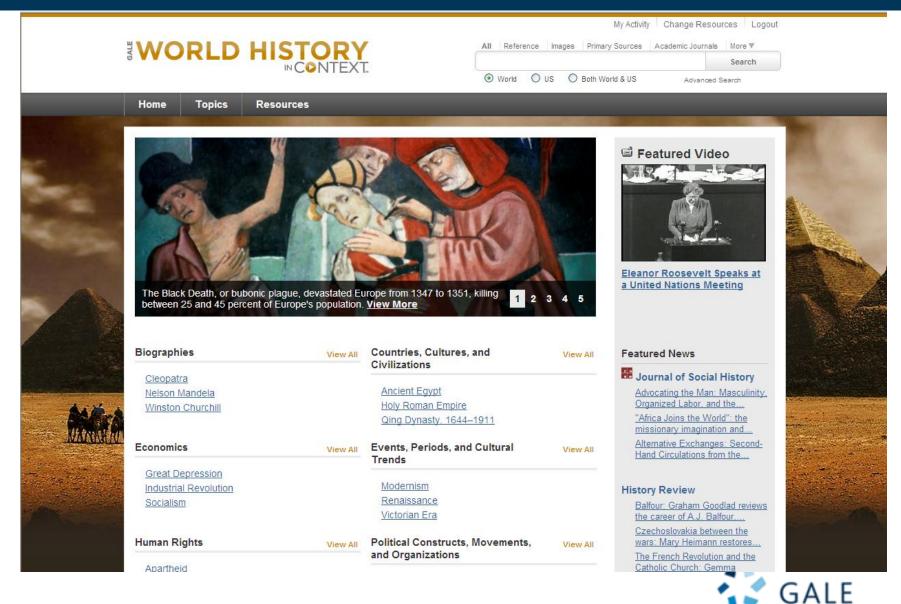
Websites for "Havel, Vaclav"

Selected Websites on Vaclav Havel's Life and Works

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CENGAGE Learning 13

- More than 2,000 reference articles from acclaimed history titles from Macmillan Reference USA[™], Charles Scribner's Sons[®] and other highly regarded encyclopaedias and compendiums
- Select articles from more than 125 new Gale reference titles not previously available
- 315+ periodical articles from the Journal of World History, History Review and The Historian
- More than 600 historical maps, atlases and other editorially selected images delivered through east-to-search image galleries
- 1,760 primary documents from Primary Source Microfilm[™]
- Video and audio selections from archival newsreels to NPR
- The ability to cross-search U.S. History in Context with a subscription to both products



Sample Search

Topics

Home

WORLD HISTORY

Resources

The Black Death, or bubonic plague, devastated Europe from 1347 to 1351, between 25 and 45 percent of Europe's population. <u>View More</u>

My Activity Change Resources Logout Primary Sources Academic Journals All Reference Images More ♥ moravia Search A anoed Search moravian moravia moravian church moravians /ideo moravian college moravian academy Moravia, Alberto moravias Moravia Moravian Brethren elt Speaks at Moravian clergy Meeting north moravia < >



WORLD HISTORY

Sample Search

Reference for moravia

Alberto Moravia

Reference (13)

Everything

🔚 <u>Academic Journals (7)</u>

News (22)

Magazines (9)



Save

Premyslid Dynasty

Dictionary of the Middle Ages, 1989

WORLD HISTORY

Encyclopedia of World Biography, December 12, 1998

Save

The rulers belonging to the Premyslid dynasty, which originated sometime in the eighth century, became dominant in central Bohemia (inhabited by Czechs) at the end of the ninth century; by the 990's they had extended ...

Literary Awards: Strega, 1952; Viereggio, 1961. Alberto Moravia (1907-1990) was one of the most important, and certainly the most prolific, of modern Italian authors. His keen moralistic approach focuses mainly on the ...



Great Moravia

😵 Dictionary of the Middle Ages, 1989

The name Moravia is the latinized form of a Slavic political formation that existed in the ninth century. Traditionally associated with Moravia on the Morava River north of Vienna, Great Moravia has now been identified ...



Sample Search

WORLD HISTORY





Save

The struggle on the Czech-German language border, 1880-1940

The English Historical Review, September 1994

The Czech-German 'language border' endured for more than 60 years in the crownlands of Bohemia-Moravia. From the late 19th century to the Second World War, this district was occupied by German and Czech 'frontiersmen' ...

News for moravia



Vines Thrive Once Again In Moravia

The New York Times, April 24, 2011

Save

"IN the Middle Ages, the water was unsafe to drink, so we Moravians drank wine," said Petr Ocenasek, a wine merchant, as he sipped a sauvignon blanc from a long-stemmed tasting glass on the veranda of Vinny sklep u ...



Rome pays a quiet but loving tribute to Moravia

The New York Times, September 29, 1990

Save



Rome Says Goodbye to Moravia With a Quiet but Loving Tribute

The New York Times, September 29, 1990

Save

LEAD: Rome bade a dry-eyed farewell today to its celebrated native son Alberto Moravia, who remained faithful to his city in life, even if his writings did not always treat it like a lady. Rome bade a dry-eyed farewell ...



Highlights Summary

- This portfolio of products is paving the way for Gale to continue to support libraries while also extending into the classroom and student workflow
- Content aligned to international curriculum standards in the core subject areas
- All products have a consistent end-user experience
- No other competitive product on the market is serving up content in the same way (in context through portals)
- Features: search assist and "did you mean," interactive Google Maps, fact boxes, APA citations & more
- Over 1,800 hand-crafted portals with resources dedicated to adding/updating portals on a regular basis



The Gale Virtual Reference Library (GVRL)

Approx. 7,000 reference works to choose from Hundreds of Award Winners 60+ publishers

Basic Search		
Find:		Search
Search for words in:	🔿 Subject 💿 Keyword 🔿 Entire document	
More search options		





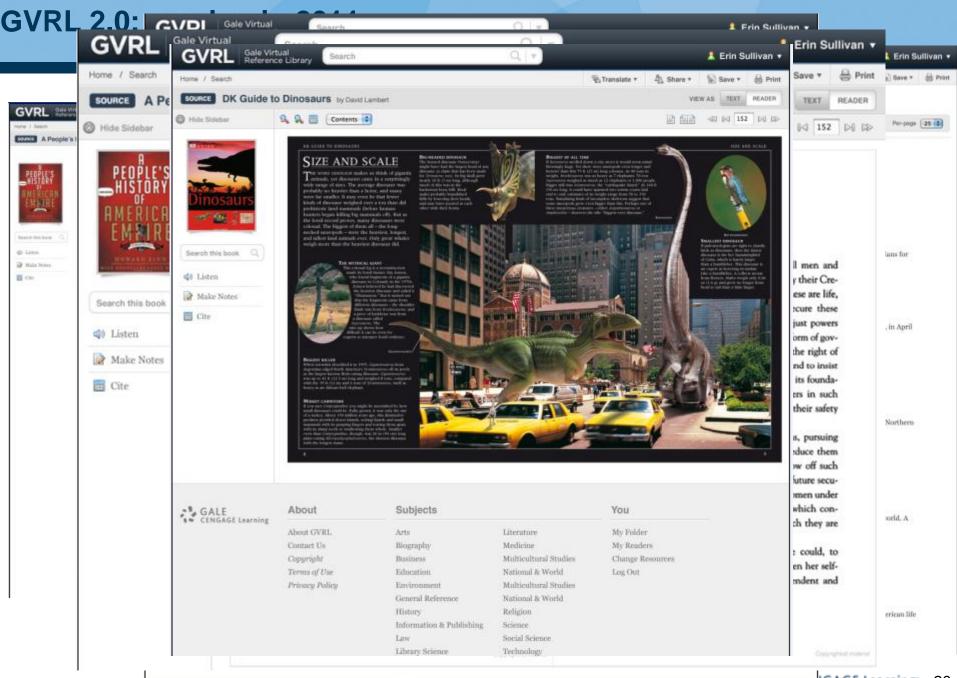


Most Improved Product Award -- 2007









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