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From the #1 bestselling author on GoPro cameras, GoPro: How To Use The GoPro Karma Drone is the ultimate, comprehensive guide to master your GoPro Karma Drone for aerial cinematography and photography. In this book, you will learn vital tips such as:

- Practice exercises to improve your flight skills
- Helpful apps and ideas to scout out the best filming locations
- The best GoPro photo and video settings for a wide range of drone shots
- A variety of photo angles

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and filming techniques to master your drone camera • The best drone moves used by the pros • Editing techniques to make your footage stand out Learning to fly a drone to film captivating aerial cinematography and photography is a two-part process, both of which this book teaches you in a clear step-by-step format. First, this book will teach you how to fly your GoPro Karma drone specifically with aerial cinematography and photography in mind. Second, this book teaches you the filming knowledge needed to film and edit visually appealing aerial views. The GoPro Karma Drone provides the tool to film amazing aerial photos and videos. This book, How To Use The GoPro Karma

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Drone, gives you the knowledge to become both an expert Karma drone pilot and cinematographer/photographer. Written specifically for the GoPro Karma Drone (also known as a UAV), including the Karma Grip.

From the authors of the bestselling Fact vs. Fiction, this book offers easy-to-implement lessons to engage students in becoming media literacy “digital detectives,” looking for clues, questioning motives, uncovering patterns, developing theories and, ultimately, delivering a verdict. The current news landscape is driven by clicks, with every social media influencer, trained and citizen journalists chasing the same goal: a viral story. In this

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environment, where the race to be first on the scene with the most sensational story often overshadows the need for accuracy, traditional strategies for determining information credibility are no longer enough. Rather than simply helping students become savvy information consumers, today ' s educators must provide learners with the skills to be digital detectives - information interrogators who are armed with a variety of tools for dissecting news stories and determining what ' s real and what isn ' t in our "post-truth world." This book: • Shares meaningful lessons that move beyond traditional "fake news" protocols to help learners navigate a world in which information can be both a force for good and a tool

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used to influence and manipulate. • Includes resources and examples to support educators in the work of facilitating engaging, relevant (and fun!) instructional opportunities for K-12 learners, in both face-to-face and digital learning environments. • Unpacks the connection between social-emotional learning and information literacy. • Includes access to the Digital Detective 's Evidence Locker, an online collection of over 100 downloadable and remixable resources to support the lessons in the book. As the authors state: “Remember, the detective 's job is NOT to prove themselves correct. Their job is to detect the truth!” This statement reflects the way they approach the lessons in this book,

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providing clear and practical guidance to help educators address and overcome this ever-expanding issue.

Social-Emotional Learning Using Makerspaces and Passion Projects is chock-full of meaningful projects that educators can use to teach social-emotional skills in grades 3-6. The projects show students how to create a digital calming room, prototype an inclusive playground, and make recycled cards with paper circuits to spread kindness. They also teach young makers how to focus on self-regulation and self-care, engage in community outreach by helping struggling families, and tell their own stories using podcasting and green screening. In addition, the book provides teachers with helpful

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strategies for scaffolding passion projects, funding a makerspace, and tips for building community and celebrating diversity. With the engaging ideas in this book, educators will be able to help their students build direct connections to social awareness, relationship skills, responsible decision-making, self-management, and self-awareness (CASEL 's SEL Framework).

Data is bigger, arrives faster, and comes in a variety of formats—and it all needs to be processed at scale for analytics or machine learning. But how can you process such varied workloads efficiently? Enter Apache Spark. Updated to include Spark 3.0, this second edition shows data engineers and data scientists why structure and

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unification in Spark matters. Specifically, this book explains how to perform simple and complex data analytics and employ machine learning algorithms. Through step-by-step walk-throughs, code snippets, and notebooks, you ' ll be able to: Learn Python, SQL, Scala, or Java high-level Structured APIs Understand Spark operations and SQL Engine Inspect, tune, and debug Spark operations with Spark configurations and Spark UI Connect to data sources: JSON, Parquet, CSV, Avro, ORC, Hive, S3, or Kafka Perform analytics on batch and streaming data using Structured Streaming Build reliable data pipelines with open source Delta Lake and Spark Develop machine learning pipelines with MLlib and



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productionize models using MLflow

Online & Mobile Graphic Design (Adobe Spark)

Flash Builder 4 and Flex 4 Bible

Integrating Technology in the Classroom

Guru Zaman Now

Inclusive Design for a Digital World

Social-Emotional Learning Using Makerspaces and

Passion Projects

40 Days of Dating

***“What would happen if Harry met Sally in the age of Tinder and Snapchat? . . . A field guide to Millennial dating in New York City” (New York Daily News). When New York-based graphic***

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***designers and long-time friends Timothy Goodman and Jessica Walsh found themselves single at the same time, they decided to try an experiment. The old adage says that it takes 40 days to change a habit—could the same be said for love? So they agreed to date each other for 40 days, record their experiences in questionnaires, photographs, videos, texts, and artworks, and post the material on a website they would create for this purpose. What began as a small experiment between two friends became an Internet sensation, drawing 5 million unique (and obsessed) visitors from around the***

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***globe to their site and their story. 40 Days of Dating: An Experiment is a beautifully designed, expanded look at the experiment and the results, including a great deal of material that never made it onto the site, such as who they were as friends and individuals before the 40 days and who they have become since.***

***The basics behind 'IAuthor' is all about matching the customer's needs to the right product or services. Proper marketing eliminates the struggle to find your potential customer. When a business owner creates content designed to address the consumer's needs it will attract***

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***qualified prospects, along with the ability to build trust-based on compatible interests. Content-hosting websites, videoconferencing apps, grade- or subject-focused social media accounts: with such a dizzying array of mechanical and virtual help at our disposal, it can be a challenge for educators to know where to even start. Educator and technology consultant Monica Burns can relate, which is why she wrote this book: to share strategies, tools, and insights that teachers can use, regardless of subject or grade level, to effectively incorporate technology in the classroom. Focusing on the***

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***"three Cs" of technology implementation—creation, curiosity, and collaboration—Tasks Before Apps offers K-12 teachers Detailed advice for (and copious examples of) tech-infused lessons that help students meet learning goals while also developing vital digital citizenship skills. Customizable checklists and graphic organizers for planning tech-enabled activities; choosing appropriate programs, devices, and platforms; and setting unit and lesson goals. Recommendations for and links to apps and online resources that can facilitate and energize***

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***learning. Reflection and brainstorming questions for use in book clubs and PLC discussions. Knowing how to navigate technology wisely—how to communicate effectively on posts and message boards, locate credible information on search engines, and select efficient, cost-effective equipment—is essential for both teachers and students. Whether you are a novice or a veteran, teach kindergarten students or high school seniors, this book is an indispensable guide to furthering academic skills, social development, and digital aptitude in the classroom.***

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***Academia's Digital Voice: A Conversation on 21st Century Higher Education provides critical information on an area that needs particular attention given the rapid introduction and immersion into digital technologies that took place during the pandemic, including quality assurance and assessment. Sections discuss the rapid changes called into question as student mobility, pedagogical readiness of academics, technological readiness of institutions, student readiness to adopt online learning, the value of higher education, the value of distance learning, and the changing role of administration and***

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***faculty were thrust upon institutions. The unprecedented speed of international lockdowns caused by the pandemic necessitated HEIs to make rapid changes in both teaching and assessment approaches. The quality of these and sacrosanctity of the academic voice has long been the central tenet of higher education. While history is replete with challenges to this, the current, rapid shift to online education may represent the greatest threat and opportunity so far. Focuses on the academic voice in HEI Presents an authentic message and mode for the new world we live in post COVID Includes a***



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***section on academic predictions for higher education institutions***

***Spark: The Definitive Guide***

***The Maker Playbook***

***Developing Digital Detectives***

***Literacy Beyond the Classroom***

***Ready Player One***

***Ten real-world projects proven to raise attainment in primary English***

***Journalism Next***

**Dramatic shifts in our communication landscape have made it crucial for language teaching to go beyond print literacy and encompass the digital literacies**

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**which are increasingly central to learners' personal, social, educational and professional lives. By situating these digital literacies within a clear theoretical framework, this book provides educators and students alike with not just the background for a deeper understanding of these key 21st-century skills, but also the rationale for integrating these skills into classroom practice. This is the first methodology book to address not just why but also how to teach digital literacies in the English language classroom. This book provides: A theoretical framework through which to categorise and prioritise digital literacies Practical classroom activities to help learners and teachers develop**

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**digital literacies in tandem with key language skills A thorough analysis of the pedagogical implications of developing digital literacies in teaching practice A consideration of exactly how to integrate digital literacies into the English language syllabus Suggestions for teachers on how to continue their own professional development through PLNs (Personal Learning Networks), and how to access teacher development opportunities online. This book is ideal for English language teachers, English language learners of all ages and levels, academics and researchers of all age groups and levels, academics and students researching digital literacies, and anyone looking to expand their**

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**understanding of digital literacies within a teaching framework.**

**#1 NEW YORK TIMES BESTSELLER • Now a major motion picture directed by Steven Spielberg.**

**“Enchanting . . . Willy Wonka meets The Matrix.”—USA Today • “As one adventure leads expertly to the next, time simply evaporates.”—Entertainment Weekly A world at stake. A quest for the ultimate prize. Are you ready? In the year 2045, reality is an ugly place. The only time Wade Watts really feels alive is when he’s jacked into the OASIS, a vast virtual world where most of humanity spends their days. When the eccentric creator of the OASIS dies, he leaves behind**

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**a series of fiendish puzzles, based on his obsession with the pop culture of decades past. Whoever is first to solve them will inherit his vast fortune—and control of the OASIS itself. Then Wade cracks the first clue. Suddenly he's beset by rivals who'll kill to take this prize. The race is on—and the only way to survive is to win. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY Entertainment Weekly • San Francisco Chronicle • Village Voice • Chicago Sun-Times • iO9 • The AV Club “Delightful . . . the grown-up's Harry Potter.”—HuffPost “An addictive read . . . part intergalactic scavenger hunt, part romance, and all heart.”—CNN “A most excellent ride . . . Cline stuffs his novel with a cornucopia of pop culture, as**

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**if to wink to the reader.”—Boston Globe “Ridiculously fun and large-hearted . . . Cline is that rare writer who can translate his own dorky enthusiasms into prose that’s both hilarious and compassionate.”—NPR “[A] fantastic page-turner . . . starts out like a simple bit of fun and winds up feeling like a rich and plausible picture of future friendships in a world not too distant from our own.”—iO9**

**Adobe Flex: Training from the Source is the best-selling and most trusted resource for learning about Adobe Flex. Written by a team of authors with practical experience as consultants, mentors and developers of courseware, this book/CD uses project-**

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**based tutorials, and is designed to teach beginning Flex developers the details of building and architecting real-world rich internet applications using Flash Builder incorporating MXML and ActionScript 3.0. The book includes a CD that contains all the files used in the lessons, plus completed projects for comparison. This latest edition includes complete coverage of new Flex 4.5 features, such as new enhancements to the Spark architecture and component set. It will also show you how to take advantage of the improvements to core Flex infrastructure for large application development.**

**There are already plenty of resources available on**

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**design systems, but we haven't seen enough materials that address the human aspects, the way it shapes your organization or its outcomes. Hack the design system provides fresh perspectives around design systems, further contributing to the current conversations happening in the design community**

**Digital Literacies**

**Adobe Oven for Old World Breads**

**GoPro KARMA: How To Use The GoPro Karma Drone Methods for Analyzing and Leveraging Online**

**Learning Data**

**A Conversation on New Approaches to Teaching and Learning in the post-COVID World**



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### **Free Your Teaching and Revolutionize Your Classroom**

"Samantha has a unique power in helping people unlock their potential. In a world of endless social media posts, Samantha helps to quieten that noise, zone in on your inner truths and pinpoint a clear direction. She has helped countless people in person (including me) and now we all get to experience her guidance with her brilliant new book." Emma Gannon, author of *The Multi-Hyphen Method* "Samantha helped me to see I am more in control of how I react to the working day than I first thought. Her words completely changed my attitude

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to work." Natasha Lunn, Red Magazine "Love It Or Leave It is a relatable, juicy and inspiring read. I particularly enjoyed the practical reflection exercises for self-insight. This is a great resource to help you carve a career you love compatible with a life you love. It's a fantastic resource." Suzy Reading Say goodbye to the dread of Monday morning. In Love It Or Leave It, expert 'work happiness' coach Samantha Clarke will help you figure out ways to find that work-life balance and be happier and more fulfilled at work. If you are struggling to find motivation, or questioning changes to your job, this inspiring guide is full of vital tips and tools that will help you: LOVE

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IT - find ways to get more out of the job you have, improve your working relationships and boost your sense of wellbeing and worth. OR LEAVE IT - work out the skills you have to offer and identify the steps you need to take, whether that's looking for a new job, starting a portfolio career or testing a new business idea. Love It Or Leave It is for anyone:

- \*Stuck in a job they hate
- \*Wanting a flexible working routine
- \*Trying to gain some work-life balance
- \*Thinking about a career change
- \*Who has landed their dream job but is struggling with toxic colleagues
- \*Who wants to find a more fulfilling role that brings them joy

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If you're new to ActionScript 3.0, or want to enhance your skill set, this bestselling book is the ideal guide. Designers, developers, and programmers alike will find Learning ActionScript 3.0 invaluable for navigating ActionScript 3.0's learning curve. You'll learn the language by getting a clear look at essential topics such as logic, event handling, displaying content, classes, and much more. Updated for Flash Professional CS5, this revised and expanded edition delivers hands-on exercises and full-color code samples to help you increase your abilities as you progress through the book. Topics are introduced with basic syntax and class-based

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examples, so you can set your own pace for learning object-oriented programming. Harness the power and performance of ActionScript 3.0 Control sound and video, including new access to microphone data Create art with code by drawing vectors and pixels at runtime Manipulate text with unprecedented typographic control Animate graphics, create particle systems, and apply simple physics Avoid common coding mistakes and reuse code for improved productivity Load SWF, image, text, HTML, CSS, and XML file formats, and more Authors Rich Shupe and Zevan Rosser draw on their experience as Flash developers and instructors to give you a

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solid ActionScript foundation, revealing ways you can use code for practical, everyday projects.

Who can resist the wonderful crusty breads baked at exclusive specialized small bakery shops? The joy of these handcrafted and horno baked goods can be yours with an adobe brick oven built right in your backyard. This will be a sensation in your neighborhood, and for your guests at your outdoor garden parties. Charel Scheele made the instructions simple and easy to follow on a step-by-step basis, with pictures to guide you. Included are also tantalizing bread recipes. You will find the mystery taken out of the sourdough and how to be successful

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in making starters and baking flavorful and delicious old fashioned loaves. In addition there are recipes for delightful flat and sweet breads as well as rolls. Children of today are growing up in technology-rich environments and spend countless hours engaged with digital tools. It is essential that educators take advantage of children's technological skills once they enter the classroom. Digital Initiatives for Literacy Development in Elementary Classrooms: Emerging Research and Opportunities is an essential reference work featuring the latest scholarly research on the benefits of technology integration into classrooms to enhance learning

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experiences. Including coverage on a number of topics and perspectives such as multimodal literacy, cloud-based writing, and social semiotics, this publication is ideally designed for educators, media specialists, instructional technology coaches, literacy coaches, and academics seeking current research on classroom literacy practices.

A Guide to Creating Inclusive Learning Experiences  
Digital Initiatives for Literacy Development in  
Elementary Classrooms: Emerging Research and  
Opportunities

Tools to Meet the Needs of Every Student

Big Data Processing Made Simple



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### Learning Spark

einfach, konkret, step-by-step (5. bis 13. Klasse)

Step-by-Step Projects and Resources for Grades 3-6

Improves English progress at Key Stage 2 by 3.75 times the UK national average Dominic Traynor, the founder of LitFilmFest, and experienced educator Cath Bufton-Green offer a practical method for primary teachers to radically improve English attainment in their classroom. This innovative approach links global challenges including politics, social change, the environment, health and advertising to the five key National Curriculum areas in English: reports, instructions, persuasive language, fiction and poetry, and presentation skills. It develops reading and writing through exciting, real-world tasks such as

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emailing a politician, creating a viral video and using social media to start petitions. Literacy Beyond the Classroom presents ready-to-use lesson plans, exercises and activities to help teachers bring this concept to life in the primary classroom. This way of learning has been found to improve English progress at Key Stage 2 by 3.75 times the UK national average. The projects can be completed in Adobe Spark. By teaching English in this practical, purposeful and more meaningful way, we can inspire the YouTube generation to learn the literacy skills they need to influence the world around them and have a positive impact as global citizens.

Online & Mobile Graphic Design (Adobe Spark)

Steckbriefe von 55 Webtools speziell für den Unterricht: Mit Schritt-für-Schritt-Anleitungen zur Nutzung der Tools und

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Praxisbeispielen

When the Sudanese civil war reaches his village in 1985, 11-year-old Salva becomes separated from his family and must walk with other Dinka tribe members through southern Sudan, Ethiopia and Kenya in search of safe haven. Based on the life of Salva Dut, who, after emigrating to America in 1996, began a project to dig water wells in Sudan. By a Newbery Medal-winning author.

Social Media Measurement and Management

IAuthor

A Beginner's Guide

Bread Cook Book

Designing Rigorous Learning in a Tech-Rich Classroom

Menjadi Guru di Era Milenial

Flash CS6: The Missing Manual

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*Discover new and immediately applicable tools and practices to support collaborative, student-centered learning. Teachers possess unique skills, knowledge and experience. So why should their approaches to classroom technology look the same? In this new edition of the popular book Integrating Technology in the Classroom, author Boni Hamilton presents technology tools and projects that resonate with your teaching style, classroom context and technology skill level all while helping students achieve academic growth. In this new edition, you'll find:*

- Coverage of programming, game creation, and augmented and virtual reality.
- Stories of teachers who have successfully employed technology in the classroom, with more examples from secondary-level

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*teachers, including visual learning preferences and kinesthetic/tactile learning. • Deeper explanation of how to leverage technology to meet multilingual needs. • A new chapter on leveraging technology to meet adaptive needs, including examples from teachers who use adaptive technologies in regular classrooms. • Strategies that address efficiency needs of teachers, to help make administrative tasks less onerous, and coverage of learning management systems, formative assessment sites, and planning tools. • Professional development coverage that includes information on ISTE offerings, social media, and other supports. Explore how technology tools can support your instructional goals and help you meet the individual needs of all learners.*

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*Get practical resources and 18 ready-to-go lesson plans to inspire your practice, drive student inquiry and help your elementary students learn! In Teach Boldly: Using Edtech for Social Good, education leader Jennifer Williams invited educators to purposefully use technology and innovative teaching practices to connect students to causes of social good and social impact. In this follow-up to that groundbreaking book, Williams and co-author Billy Spicer take readers through an interactive reading journey, examining the evolving role of today's teacher; the needs and interests of today's students; and the critical importance of research-based instructional design principles in teaching and learning. In this book, you'll find 18 high-quality lesson plans*

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*that prioritize access to action, student inquiry and innovation, meaningful use of technology and global collaboration. Each lesson is presented by a global educator who provides examples, along with sample learning products, classroom photos, and teacher and student testimonials and reflections. The book:*

- *Prioritizes global sustainability in teaching and learning, and support of class-to-class collaborations and community/global partnerships.*
- *Helps educators amplify student voice and inspire elementary student activism with students as knowledge constructors and global storytellers.*
- *Unpacks the ISTE Standards (students section) and provides a framework to prepare readers to make connections as instructional designers.*
- *Builds the capacity*

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*and knowledge base of educators as instructional designers, while offering multiple perspectives of teachers from diverse backgrounds, cultures and ethnicities. This book will leave you feeling inspired and interested in seeking out new viewpoints – and with a clear plan for putting your ideas into practice. Audience: Elementary educators; Elementary school leaders and coaches; preservice teachers*

*Online & Mobile Graphic Design (Adobe Spark) Advanced  
Micro Systems Sdn Bhd*

*You can build everything from simple animations to full-fledged iPhone, iPad, and Android apps with Flash CS6, but learning this complex program can be difficult—unless you have this fully updated, bestselling guide. Learn how to create*



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*gorgeous Flash effects even if you have no programming experience. With Flash CS6: The Missing Manual, you'll move from the basics to power-user tools with ease. The important stuff you need to know: Learn animation basics. Turn simple ideas into stunning animations—in the very first chapter. Master Flash's tools. Learn the animation and effects tools with clear explanations and hands-on examples. Use 3D effects. Rotate objects and make them move in three dimensions. Create lifelike motion. Use the IK Bones tool to simulate realistic body movements and other linked motions. Build apps that work anywhere. Create apps just for iOS or Android devices—or one app that works on mobile devices and desktops. Add multimedia. Incorporate your own audio*

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*and video files into Flash. Create rich interactive animations. Dive into advanced interactivity with easy-to-learn ActionScript examples.*

*55 Webtools für den Unterricht*

*Designing with Accessibility in Mind*

*Using Photoshop, Lightroom, and other iOS and Desktop Apps to Create and Edit Photos*

*Building a Brand People Love from Day One*

*How to Be Happy at Work*

*Teach Boldly in the K-6 Classroom*

*Entrepreneurial Digital Analytics*

This new textbook applies a critical and practical lens to the world of social media analytics. Author Jeremy Harris Lipschultz explores the

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foundations of digital data, strategic tools, and best practices in an accessible volume for students and practitioners of social media communication. The book expands upon entrepreneurship, marketing, and technological principles, demonstrating how raising awareness, sparking engagement, and producing business outcomes all require emphasis on customers, employees, and other stakeholders within paid, earned, social, and owned media. It also looks to the future, examining how the movement toward artificial intelligence and machine learning raises new legal and ethical issues in effective management of social media data. Additionally, the book offers a solid grounding in the principles of social media measurement itself, teaching the strategies and techniques that enable effective analysis. A perfect primer for this developing industry, Social Media Measurement: Entrepreneurial Digital

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Analytics is ideal for students, scholars, and practitioners of digital media seeking to hone their skills and expand their bank of tools and resources. It features theoretical and practical advice, a comprehensive glossary of key terms, and case studies from key industry thought leaders.

For School Leaders and K-12 Educators Get concrete strategies for designing and implementing cultural and instructional supports for maker learning, and equipping makerspaces to model universal design for learning (UDL) in action. School leaders and classroom teachers alike are looking for ways to integrate maker learning into their work in meaningful ways, but they simply don't have the time, capacity or resources to review, synthesize or adapt existing models into their own school systems. The Maker Playbook offers a vision and the tools needed to streamline the process, including high-

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impact strategies you can put directly into action to foster an inclusive maker learning environment. In these pages, you'll find ready-to-use strategies and resources to guide learners in the design thinking maker learning process. With the Universal Design for Learning (UDL) Guidelines as a basis, you'll get ideas for helping all students learn, and guidance for developing the scaffolding to help all learners reach levels of higher-order thinking and engagement. The book:

- Offers strategies that can be implemented on a personalized and systemic level to build a maker learning culture and program from the ground up.
- Highlights “Go Remote” tips with each strategy to assist you in implementing the ideas in a virtual environment.
- Includes recommendations for prioritizing and choosing from the strategies provided to help with planning and implementation.
- Offers resources for engagement, representation,

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action and expression to improve accessibility and boost students' executive functioning skills. • Includes QR codes and links to digital versions and templates for scaffolding learning to help you jump into action. Whether your school system has begun this journey and is looking for ways to enhance established maker learning and makerspaces or is ready to start laying the foundation for providing maker learning experiences for all learners, this book is designed to help educators make maker learning more accessible for all.

Learn how to use, deploy, and maintain Apache Spark with this comprehensive guide, written by the creators of the open-source cluster-computing framework. With an emphasis on improvements and new features in Spark 2.0, authors Bill Chambers and Matei Zaharia break down Spark topics into distinct sections, each with unique goals. You'll explore the basic operations and common

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functions of Spark's structured APIs, as well as Structured Streaming, a new high-level API for building end-to-end streaming applications. Developers and system administrators will learn the fundamentals of monitoring, tuning, and debugging Spark, and explore machine learning techniques and scenarios for employing MLlib, Spark's scalable machine-learning library. Get a gentle overview of big data and Spark Learn about DataFrames, SQL, and Datasets—Spark's core APIs—through worked examples Dive into Spark's low-level APIs, RDDs, and execution of SQL and DataFrames Understand how Spark runs on a cluster Debug, monitor, and tune Spark clusters and applications Learn the power of Structured Streaming, Spark's stream-processing engine Learn how you can apply MLlib to a variety of problems, including classification or recommendation

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The 2020 Porchlight Marketing & Sales Book of the Year The cofounder and chief branding officer of Red Antler, the branding and marketing company for startups and new ventures, explains how hot new brands like Casper, Allbirds, Sweetgreen, and Everlane build devoted fan followings right out of the gate. We're in the midst of a startup revolution, with new brands popping up every day, taking over our Instagram feeds and vying for our affection. Every category is up for grabs, and traditional brands are seeing their businesses erode as hundreds of small companies encroach on their territory, each hoping to become the next runaway success. But it's not enough to have a great idea, or a cool logo. Emily Heyward founded Red Antler, the Brooklyn based brand and marketing company, to help entrepreneurs embed brand as a driver of business success from the beginning. In *Obsessed*, Heyward outlines the new



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principles of what it takes to build and launch a brand that has people queuing up to buy it on opening day. She takes you behind the scenes of the creation of some of today's hottest new brands, showing you:

- How Casper was able to upend the mattress industry by building a beloved brand where none had existed before
- How the dating app Hinge won a fanatical user base and great word-of-mouth with the promise that the app was "designed to be deleted"
- Why luggage startup Away, now valued at \$1.4 billion, could build their brand around love of travel by launching with just one product--a hard-shell carry-on suitcase--rather than a whole range of luggage offerings.

Whether you're starting a new business, launching a new product line, or looking to refresh a brand for a new generation of customers, Obsessed shows you why the old rules of brand-building no longer apply, and what really works for today's

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customers.

Into the Wild

Developing Professional iPhone Photography

Revolutionize the Way Your Organization Scales Design

Tasks Before Apps

An Experiment

Instagram For Business For Dummies

Based on a True Story

***Textbooks are symbols of centuries-old education. They're often outdated as soon as they hit students' desks. Acting "by the textbook" implies compliance and a lack of creativity. It's time to ditch those textbooks--and those textbook assumptions***

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***about learning In Ditch That Textbook, teacher and blogger Matt Miller encourages educators to throw out meaningless, pedestrian teaching and learning practices. He empowers them to evolve and improve on old, standard, teaching methods. Ditch That Textbook is a support system, toolbox, and manifesto to help educators free their teaching and revolutionize their classrooms.***

***This open access book is part of the LAMBDA Project (Learning, Applying, Multiplying Big Data Analytics), funded by the European Union, GA No. 809965. Data Analytics involves applying algorithmic processes to derive***

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***insights. Nowadays it is used in many industries to allow organizations and companies to make better decisions as well as to verify or disprove existing theories or models. The term data analytics is often used interchangeably with intelligence, statistics, reasoning, data mining, knowledge discovery, and others. The goal of this book is to introduce some of the definitions, methods, tools, frameworks, and solutions for big data processing, starting from the process of information extraction and knowledge representation, via knowledge processing and analytics to visualization, sense-making, and practical applications. Each***

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***chapter in this book addresses some pertinent aspect of the data processing chain, with a specific focus on understanding Enterprise Knowledge Graphs, Semantic Big Data Architectures, and Smart Data Analytics solutions. This book is addressed to graduate students from technical disciplines, to professional audiences following continuous education short courses, and to researchers from diverse areas following self-study courses. Basic skills in computer science, mathematics, and statistics are required. Krakauer's page-turning bestseller explores a famed missing person mystery while unraveling***

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***the larger riddles it holds: the profound pull of the American wilderness on our imagination; the allure of high-risk activities to young men of a certain cast of mind; the complex, charged bond between fathers and sons. "Terrifying... Eloquent... A heart-rending drama of human yearning." —New York Times In April 1992 a young man from a well-to-do family hitchhiked to Alaska and walked alone into the wilderness north of Mt. McKinley. He had given \$25,000 in savings to charity, abandoned his car and most of his possessions, burned all the cash in his wallet, and invented a new life for himself. Four months later, his decomposed body was found***

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***by a moose hunter. How Christopher Johnson McCandless came to die is the unforgettable story of Into the Wild. Immediately after graduating from college in 1991, McCandless had roamed through the West and Southwest on a vision quest like those made by his heroes Jack London and John Muir. In the Mojave Desert he abandoned his car, stripped it of its license plates, and burned all of his cash. He would give himself a new name, Alexander Supertramp, and, unencumbered by money and belongings, he would be free to wallow in the raw, unfiltered experiences that nature presented. Craving a blank spot on the map,***

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***McCandless simply threw the maps away. Leaving behind his desperate parents and sister, he vanished into the wild. Jon Krakauer constructs a clarifying prism through which he reassembles the disquieting facts of McCandless's short life. Admitting an interest that borders on obsession, he searches for the clues to the drives and desires that propelled McCandless. When McCandless's innocent mistakes turn out to be irreversible and fatal, he becomes the stuff of tabloid headlines and is dismissed for his naiveté, pretensions, and hubris. He is said to have had a death wish but wanting to die is a very different thing from***



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***being compelled to look over the edge. Krakauer brings McCandless's uncompromising pilgrimage out of the shadows, and the peril, adversity, and renunciation sought by this enigmatic young man are illuminated with a rare understanding--and not an ounce of sentimentality. Mesmerizing, heartbreaking, Into the Wild is a tour de force. The power and luminosity of Jon Krakauer's stoytelling blaze through every page.***

***What is inclusive design? It is simple. It means that your product has been created with the intention of being accessible to as many different users as possible. For a long time, the***

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***concept of accessibility has been limited in terms of only defining physical spaces. However, change is afoot: personal technology now plays a part in the everyday lives of most of us, and thus it is a responsibility for designers of apps, web pages, and more public-facing tech products to make them accessible to all. Our digital era brings progressive ideas and paradigm shifts - but they are only truly progressive if everybody can participate. In Inclusive Design for a Digital World, multiple crucial aspects of technological accessibility are confronted, followed by step-by-step solutions from User Experience Design professor and***

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***author Regine Gilbert. Think about every potential user who could be using your product. Could they be visually impaired? Have limited motor skills? Be deaf or hard of hearing? This book addresses a plethora of web accessibility issues that people with disabilities face. Your app might be blocking out an entire sector of the population without you ever intending or realizing it. For example, is your instructional text full of animated words and Emoji icons? This makes it difficult for a user with vision impairment to use an assistive reading device, such as a speech synthesizer, along with your app correctly. In Inclusive Design for a Digital***

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***World, Gilbert covers the Web Content Accessibility Guidelines (WCAG) 2.1 requirements, emerging technologies such as VR and AR, best practices for web development, and more. As a creator in the modern digital era, your aim should be to make products that are inclusive of all people. Technology has, overall, increased connection and information equality around the world. To continue its impact, access and usability of such technology must be made a priority, and there is no better place to get started than Inclusive Design for a Digital World. What You'll LearnThe moral, ethical, and high level legal reasons for***

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***accessible design Tools and best practices for user research and web developers The different types of designs for disabilities on various platforms Familiarize yourself with web compliance guidelines Test products and usability best practices Understand past innovations and future opportunities for continued improvement Who This Book Is For Practitioners of product design, product development, content, and design can benefit from this book.***

***A Long Walk to Water  
Best Practices for Teaching with Emerging Technologies***

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***As social media and Web 2.0 technologies continue to transform the learning trends and preferences of students, educators need to understand the applicability of these new tools in all types of learning environments. The second edition of Best Practices for Teaching with Emerging Technologies provides new and***

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***experienced instructors with practical examples of how low-cost and free technologies can be used to support student learning as well as best practices for integrating web-based tools into a course management system and managing student privacy in a Web 2.0 environment. "Showcase" spotlights throughout exemplify how the tools described in the book are already being used effectively in educational settings. This thoroughly revised second edition includes: a new chapter that explores how and why faculty are using the public web and open educational resources in place of a learning management***

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***system (LMS) and an expensive textbook additional tips and showcases in every chapter that illustrate faculty use of particular technologies the inclusion of new tools to replace technologies that no longer exist a revamped website featuring expanded online resources. This practical, easy-to-use guide will serve the needs of educators seeking to refresh or transform their instruction. Readers will be rewarded with an ample yet manageable collection of proven emerging technologies that can be leveraged for generating content, enhancing communications with and between***



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***students, and cultivating participatory, student-centered learning activities.***

***Empower Students to Tell Their Stories with Adobe Spark! Adobe Spark is a fun, free content-creation tool that anyone can use. Easily accessible on web browsers, Chromebooks, and mobile devices, Adobe Spark's intuitive and easy-to-use design makes it the perfect tool for learners of all ages to create . . . Video book reports Modern, responsive webpage "papers" Video journals Science posters and videos Web newsletters . . . and so much more! In the hands of creative educators, Adobe Spark***

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***provides students with a fun way to embrace critical communication and creativity skills. But what if you don't consider yourself a "creative educator" or just aren't sure where to start? That's where 40 Ways to Inject Creativity into Your Classroom with Adobe Spark comes to the rescue! Experienced educators Ben Forta and Monica Burns offer step-by-step guidance on how to incorporate this powerful tool into your classroom in ways that are meaningful and relevant. They present 40 fun and practical lesson plans suitable for a variety of ages and subjects as well as 15 graphic organizers to get***

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***you started. With the tips, suggestions, and encouragement in this book, you'll find everything you need to inject creativity into your classroom using Adobe Spark.***

***Leverage the photo taking power of your iPhone with desktop and iOS apps to capture, retouch, manipulate, organize, and sell your photography. This book shows you how to edit photos using Adobe mobile apps and other apps, integrate Adobe mobile apps with desktop applications, such as Adobe Photoshop and Lightroom, and finally sell those photos online. Developing Professional iPhone Photography provides a***

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***practical guide to creating a professional photography portfolio with your iPhone and features iPhonography examples from professional photographers to showcase what can be done. You can then share your workflow with your desktop programs, such as Adobe Photoshop Mix, Photoshop Fix, and Lightroom apps iPhone camera and photography capabilities have dramatically improved to a professional level and mobile and desktop software have come right along with them. Now it's not only possible to take worthwhile photos on your phone but also to edit and develop them to a professional level.***

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***What You'll Learn Use Adobe Mobile and Apple apps for retouching and photo manipulation Transform your iPhone into a piece of your professional workflow Market and sell photos directly from your iPhone Who This Book Is For Photographers and other iPhone owners who want to make the most of the editing and capturing the power of their iOS devices Leverage the power of Instagram to promote your brand Instagram is the photo- and video-sharing app used by millions across the globe. More than just a social platform for users to share their experiences with family and friends, it's become a***

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***vital tool for business owners and marketers to create visual narratives about what makes them, and their products, different from everything else that's out there. Instagram For Business For Dummies shows you how to use the app to connect with your audience in a meaningful way as you showcase your products and offer a unique insider's view of your brand. Perfect for Instagram newbies or those who want to spruce up an existing account, this book helps you set up a powerful business profile, compose successful posts, and tell your story to the world. Install the app, set up your account, and track analytics***

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***Upload your photos and videos, and expand your reach with hashtags Use Instagram Stories and live video Create paid ads to reach your target audience Instagram For Business For Dummies will help you learn to use Instagram to connect with users in a fresh and relevant way—and instantly get ahead of the competition.***

***40 Ways to Inject Creativity Into Your Classroom with Adobe Spark***

***Obsessed***

***Knowledge Graphs and Big Data Processing Training from the Source***

***Ditch That Textbook***

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### ***Emerging Research and Opportunities Love It Or Leave It***

While online learning continues to be a rapidly expanding field of research, analyzing data allows educational institutions to fine tune their curriculum and teaching methods. Properly utilizing the data, however, becomes difficult when taking into account how socio-technical systems are used, the administration of those systems, default settings, how data is described and captured, and other factors. *Methods for Analyzing and Leveraging Online Learning Data* is a pivotal reference source that



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provides vital research on the application of data in online education for improving a system's capabilities and optimizing it for teaching and learning. This publication explores data handling, cleaning, analysis, management, and representation, as well as the methods of effectively and ethically applying data research. Tying together education and information science with special attention paid to informal learning, online assessment, and social media, this book is ideally designed for educational administrators, system developers, curriculum designers, data analysts, researchers, instructors, and

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graduate-level students seeking current research on capturing, analyzing, storing, and sharing data-analytic insights regarding online learning environments.

Two young boys encounter the best and worst of humanity during the Holocaust in this powerful read that USA Today called "as memorable an introduction to the subject as The Diary of Anne Frank." Berlin, 1942: When Bruno returns home from school one day, he discovers that his belongings are being packed in crates. His father has received a promotion and the family must move to a new house far, far away, where

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there is no one to play with and nothing to do. A tall fence stretches as far as the eye can see and cuts him off from the strange people in the distance. But Bruno longs to be an explorer and decides that there must be more to this desolate new place than meets the eye.

While exploring his new environment, he meets another boy whose life and circumstances are very different from his own, and their meeting results in a friendship that has devastating consequences.

The fourth edition of Journalism Next: A Practical Guide to Digital Reporting and Writing is updated with the latest technological innovations and media

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industry transformations, ensuring that Mark Briggs' proven guide for leveraging digital technology to do better journalism keeps pace with ongoing changes in the media landscape. To keep ahead and abreast of these ever-evolving tools and techniques, Briggs offers practical and timely guidance for both the seasoned professional looking to get up to speed and the digital native looking to root their tech know-how in real journalistic principles. Learn how to effectively blog, crowdsource, use mobile applications, mine databases, and expertly capture audio and video to report with immediacy, cultivate community, and tell

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compelling stories. Journalism Next will improve digital literacy—fast. Briggs starts with the basics and then explores specialized skills in multimedia so you can better manage online communities and build an online audience. Journalism Next is a quick read and roadmap you'll reference time and time again. Dive into any chapter and start mastering a new skill right away. And for today's journalist, who can afford to waste any time?

Academic Voices

The Boy in the Striped Pajamas