

## Don T Make Me Think Acstu

No matter how mathematics achievement and persistence are measured, African Americans seem to lag behind their peers. This state of affairs is typically explained in terms of student ability, family background, differential treatment by teachers, and biased curricula. But what can explain disproportionately poor performance and persistence of African-American students who clearly possess the ability to do well, who come from varied family and socioeconomic backgrounds, who are taught by caring and concerned teachers, and who learn mathematics in the context of a reform-oriented mathematics curriculum? And, why do some African-American students succeed in mathematics when underachievement is the norm among their fellow students? Danny Martin addresses these questions in *Mathematics Success and Failure Among African-American Youth*, the results of a year-long ethnographic and observational study of African-American students and their parents and teachers. *Mathematics Success and Failure Among African-American Youth* goes beyond the conventional explanations of ability, socioeconomic status, differential treatment, and biased curricula to consider the effects of history, community, and peers--and the individual agency that allows some students to succeed despite these influences. Martin's analysis suggests that prior studies of mathematics achievement and persistence among African Americans have failed to link sociohistorical, community, school, and intrapersonal forces in sufficiently meaningful ways, and that they suffer from theoretical and methodological limitations that hinder the ability of mathematics educators to reverse the negative achievement and persistence trends that continue to afflict African-American students. The analyses and findings offered in Martin's book lead to exciting implications for future research and intervention efforts concerning African-American students--and other students for whom history and context play an important role. This book will be useful and informative to many groups: mathematics education researchers, education researchers interested in the social context of learning and teaching, policymakers, preservice and in-service teachers, students, parents, and community advocates. It will also be of interest to readers concerned with multicultural education, cross-cultural studies of mathematics learning, sociology of education, Black Studies, and issues of underrepresentation in science and mathematics.

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Since *Don't Make Me Think* was first published in 2000, hundreds of thousands of Web designers and developers have relied on usability guru Steve Krug's guide to help them understand the principles of intuitive navigation and information design. Witty, commonsensical, and eminently practical, it's one of the best-loved and most recommended books on the subject. Now Steve returns with fresh perspective to reexamine the principles that made *Don't Make Me Think* a classic--with updated examples and a new chapter on mobile usability.

And it's still short, profusely illustrated...and best of all—fun to read. If you've read it before, you'll rediscover what made Don't Make Me Think so essential to Web designers and developers around the world. If you've never read it, you'll see why so many people have said it should be required reading for anyone working on Web sites. "After reading it over a couple of hours and putting its ideas to work for the past five years, I can say it has done more to improve my abilities as a Web designer than any other book." —Jeffrey Zeldman, author of *Designing with Web Standards*

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In this book, we have hand-picked the most sophisticated, unanticipated, absorbing (if not at times crackpot!), original and musing book reviews of "Don't Make Me Think! A Common Sense Approach to Web Usability." Don't say we didn't warn you: these reviews are known to shock with their unconventionality or intimacy. Some may be startled by their biting sincerity; others may be spellbound by their unbridled flights of fantasy. Don't buy this book if: 1. You don't have nerves of steel. 2. You expect to get pregnant in the next five minutes. 3. You've heard it all.

In this book, we have hand-picked the most sophisticated, unanticipated, absorbing (if not at times crackpot!), original and musing book reviews of "Don't Make Me Think: A Common Sense Approach to Web Usability, 2nd Edition." Don't say we didn't warn you: these reviews are known to shock with their unconventionality or intimacy. Some may be startled by their biting sincerity; others may be spellbound by their unbridled flights of fantasy. Don't buy this book if: 1. You don't have nerves of steel. 2. You expect to get pregnant in the next five minutes. 3. You've heard it all.

Discusses how to design usable Web sites by exploring how users really use the Web and offers suggestions for streamlining navigation, creating a home page, and writing for Web sites.

Lernen Sie anhand der aktualisierten Neuauflage dieses Klassikers, wie Websites wirklich benutzt werden, und entwickeln Sie benutzerfreundliche Webseiten, die die User gerne wieder besuchen! Anhand aussagekräftiger Vor- und Nachher-Beispiele, vieler Grafiken und einer Prise Humor erhalten Sie eine ganz neue Perspektive auf Ihr Websitekonzept. Mit einfachen eigenen Tests kann jeder seine Webseite so optimieren, dass sie sich intuitiv anwenden lässt. A poorly designed web site is a terrible waste of money, time and other limited resources, and it is unnecessary! Potentially save thousands of dollars in website design costs by being aware of the basics. As Steve Krug pointed out, website design services must take into account the user and website usability. Using tips from this book "Don't Make Me Think: 10 Top Things Guiding Web Usability Design", you, the reader, will be more confident in evaluating a good design - especially when engaging website design companies to build your enticing and engaging website. The author has provided a quick read which will bring you up to speed on what to look for in the final website design. Introduction Top 10 Website





place, others have managed to carve out a niche for themselves, and still others have, for a variety of reasons, moved on to something else. By exploring each of these paths of development, the book provides valuable, practical, and spiritual lessons in maintaining and surviving as a working artist.

The first full-length account integrating both the cognitive and sociological aspects of reading and writing in the academy, this unique volume covers educational research on reading and writing, rhetorical research on writing in the disciplines, cognitive research on expertise in ill-defined problems, and sociological and historical research on the professions. The author produced this volume as a result of a research program aimed at understanding the relationship between two concepts -- literacy and expertise -- which traditionally have been treated as quite separate phenomena. A burgeoning literature on reading and writing in the academy has begun to indicate fairly consistent patterns in how students acquire literacy practices. This literature shows, furthermore, that what students do is quite distinct from what experts do. While many have used these results as a starting point for teaching students "how to be expert," the author has chosen instead to ask about the interrelationship between expert and novice practice, seeing them both as two sides of the same project: a cultural-historical "professionalization project" aimed at establishing and preserving the professional privilege. The consequences of this "professionalization project" are examined using the discipline of academic philosophy as the "site" for the author's investigations. Methodologically unique, these investigations combine rhetorical analysis, protocol analysis, and the analysis of classroom discourse. The result is a complex portrait of how the participants in this humanistic discipline use their academic literacy practices to construct and reconstruct a great divide between expert and lay knowledge. This monograph thus extends our current understanding of the rhetoric of the professions and examines its implications for education.

Don't Make Me Think, Revisited A Common Sense Approach to Web Usability New Riders

First published in 1998. Routledge is an imprint of Taylor & Francis, an informa company.

Written in the same easily accessible style as other titles in this series, this work offers the reader an opportunity to experience and appreciate the difficulties associated with problem gambling.

Orang-orang tidak akan masuk ke situs Web Anda jika mereka tersesat di dalamnya. Untuk itu, situs Anda harus lugas dan logis. Jelas maksudnya, gampang arahnya! Apa pun istilah yang Anda gunakan—kebergunaan, kemudahan penggunaan, atau desain yang bagus—perusahaan yang mempertaruhkan peruntungan dan masa depan mereka pada situs Web muai menyadari bahwa ini adalah isu yang sangat penting. "Sebagian buku akan membuka pikiran Anda. Don't Make Me Think! jauh lebih hebat: Buku ini membuka pikiran (dan dompet) bos Anda untuk berinvestasi pada kebergunaan situs Web. Dan buku ini melakukannya dengan sangat cepat, halus, dan dengan humor". Diterbitkan oleh Penerbit Serambi Ilmu Semesta" (Serambi Group)

This is the third of the Penny Authors' Anthologies. The Penny Authors' anthology is now going to be known as the "Book of Lived" as the contents are lived, in mind, body and spirit. In volume 3 we have new comers and they bring with them the wideness of life and the experiences and as such the title of the book has now taken form. The





