*Blurb* Site

Educational technology is simply defined as an array of tools that might prove useful and helpful in advancing or progressing student learning. To be frank Educational Technology relies on a broad definition of the word "technology". Technology can refer to material objects of use to humanity, such as machines or hardware, but it can also encompass broader themes, including systems, methods of organization, and techniques. Some modern tools include but are not limited to overhead projectors, laptop computers, and calculators (“Educational Technology”,). Newer tools such as "smartphones" and games both online and offline are beginning to draw serious attention for their learning potential. Those who benefit from educational technologies to explore ideas and communicate meaning are learners or teachers. The word technology for the fields of Educational and Human Performance Technology means "applied science." In other words, any valid and reliable process or procedure that is derived from basic research using the "scientific method" is considered a "technology”.

One of the largest methods is the online Educational sites where it varies from Self Learning to Book Publishing which is very rich in terms of the information it can contain at one time. In the past, Book Publishing was mainly the reason why people got addicted to self learning where at one point they started printing books on papers for educational purposes, unfortunately these printed books were very limited in terms of resources so to sum it up “Publishing” is the process of production and dissemination of literature or information – the activity of making information available for public view. In some cases authors may be their own publishers, meaning: originators and developers of content also provide media to deliver and display the content. With the rapid grow of technology and science people were able to publish books online. Online editions of informational works—newspapers, journals, magazines, and advertising convey information on a global scale. Information delivery was the major underlying basis for the development of the Internet over twenty years ago when science and government entities wanted to exchange information concerning, for example, new research. The World Wide Web has made possible the expansion of information delivery.

Some companies even went as far as to create sites where people can publish books online and share them with each other. One of these many sites is an online publishing site called “Blurb. It is an inexpensive, efficient method for delivering literary, educational, and informational works through computers to readers, customers, and consumers. Online book publishing utilizes the Internet's technology known as the World Wide Web. In addition, it provides all the tools that the users need to make their own book like personalized wedding album, cookbook, baby book, travel photo book, or fundraising book. Moreover, it helps them to make their book online through showing it in book store. Also it allocates a special page for their book that displays the summary of the books, information about the authors and the comments allowing to the writers finding out the opinions of others toward their book. Furthermore, in this website, the visitor can find any kind of books that they want to read it through the book store. The quality of printing and binding is one of the features of book store. The quality of books has several advantages. One of these advantages is professionally printed. Flexible formats and **Fast Turnaround** are other advantages of quality of its books. Also it provides a range of options such as hardcover photo books and soft cover paperbacks in an array of trim sizes.

Bibliography

*Blurb*. (2010). Retrieved from http://www.blurb.com/

*Educational technology*. (n.d.). Retrieved from http://en.wikipedia.org/wiki/Educational\_technology

McAllister, Nancy, McAllister,, David, & Fritz, John. (1994). *What is online book publishing?*. Raleigh: Boson Books.

*Technology in education*. (2002). Retrieved from http://www.newhorizons.org/strategies/technology/front\_tech.htm