

125 years of national geographic

125 Years of National Geographic: A Journey Through Exploration, Science, and Storytelling

125 years of national geographic is more than just a milestone—it's a testament to a legacy of curiosity, discovery, and the relentless pursuit to understand our planet and its inhabitants. Since its inception in 1888, National Geographic has shaped how we view the world, blending captivating storytelling with groundbreaking photography and scientific research. This remarkable journey not only chronicles the evolution of a magazine but also mirrors humanity's expanding horizons in geography, culture, and environmental stewardship.

The Origins of National Geographic: A Vision Takes Shape

The story of National Geographic begins with a group of explorers, scientists, and scholars who formed the National Geographic Society in Washington, D.C., with a clear mission: to increase and diffuse geographic knowledge. The first issue of National Geographic magazine appeared in October 1888, modest in size but ambitious in scope. Early editions featured detailed maps, scientific articles, and travel anecdotes aimed at educating readers about the wonders of the natural world.

From Mapmaking to Modern Storytelling

In its early days, National Geographic was best known for its meticulously crafted maps and geographic explorations. Maps were not just tools but gateways to unseen lands and cultures. This focus on cartography set the foundation for the magazine's authoritative voice in geography.

As technology advanced, so did National Geographic's storytelling methods. The introduction of color photography in the early 20th century transformed the magazine from a scholarly journal into a visual feast, bringing readers closer to distant landscapes and wildlife than ever before. Today, National Geographic combines print, digital media, and documentary filmmaking to tell immersive stories that engage audiences worldwide.

Exploration and Scientific Breakthroughs Across 125 Years

One of the core pillars of National Geographic's enduring appeal is its commitment to exploration and scientific discovery. Over the past 125 years, the organization has funded thousands of expeditions and research projects that have unveiled new species, mapped uncharted territories, and advanced our

understanding of complex ecosystems.

Iconic Expeditions and Discoveries

National Geographic's explorers have ventured to the highest mountains, deepest oceans, and most remote jungles. Some iconic moments include:

- Henry M. Stanley's quest to find Dr. David Livingstone in Africa, which captivated the world in the late 19th century.
- The discovery of the tomb of Pharaoh Tutankhamun, bringing ancient Egyptian history to global attention.
- Underwater expeditions that unveiled vibrant coral reefs and unknown marine species, expanding marine biology knowledge.

These expeditions not only contributed to science but inspired generations to value conservation and respect cultural heritage.

Supporting Research and Conservation

Beyond exploration, National Geographic has played a crucial role in environmental conservation. By highlighting endangered species and fragile habitats, it has mobilized public support and influenced policy changes. The organization's grants and fellowships continue to empower scientists and conservationists worldwide, fostering innovative solutions to today's ecological challenges.

Photography and Media: Capturing the World's Wonders

If there's one element synonymous with National Geographic, it's the breathtaking photography that graces its pages and screens. Over 125 years, the magazine has set unparalleled standards in visual storytelling, blending artistry with journalistic integrity.

The Power of a Single Image

From the haunting portraits of indigenous peoples to dramatic wildlife shots frozen in time, National Geographic photographers have redefined how stories are told visually. The famous 1985 cover featuring a piercing green-eyed Afghan girl became one of the most recognized photographs in history, symbolizing the magazine's ability to humanize global issues.

Adapting to the Digital Age

As media consumption shifted, National Geographic embraced digital platforms, launching websites, social media channels, and streaming services. This transition expanded its reach, allowing interactive features, virtual reality experiences, and real-time reporting that connects millions of people with the natural world every day.

Educational Impact and Cultural Influence

National Geographic's influence extends far beyond entertainment. Its educational resources have enriched classrooms, fostering a love for geography, science, and cultural studies among students worldwide.

Resources for Lifelong Learning

The organization provides a wealth of materials for teachers and learners, including lesson plans, documentaries, and online courses. These tools are designed to engage diverse audiences, encouraging critical thinking about global challenges such as climate change, biodiversity loss, and cultural preservation.

Shaping Public Perception of the Planet

Through thoughtful storytelling and ethical journalism, National Geographic has played a key role in shaping how societies perceive the environment and indigenous cultures. It encourages empathy and informed action, reminding us that our planet's future depends on understanding and respect.

Looking Ahead: The Next Chapter in National Geographic's

Legacy

Celebrating 125 years of National Geographic is not just about reflecting on past achievements but also anticipating future innovations. As technology evolves and global challenges become more complex, National Geographic continues to adapt its mission.

Embracing Innovation and Inclusivity

The organization is increasingly focusing on diversity in storytelling, amplifying voices from underrepresented communities and exploring new perspectives on global issues. Emerging technologies like AI, drone photography, and immersive media are opening fresh avenues for exploration and education.

Championing Sustainability and Global Awareness

In a world facing environmental crises, National Geographic remains a powerful advocate for sustainability. Its ongoing projects highlight the interconnectedness of human and ecological systems, inspiring audiences to engage in conservation efforts locally and globally.

The remarkable journey of 125 years of National Geographic is a vibrant tapestry of exploration, knowledge, and storytelling. It invites us all to continue exploring, learning, and protecting the incredible world we share.

Frequently Asked Questions

What is the significance of National Geographic's 125th anniversary?

The 125th anniversary marks over a century of National Geographic's commitment to exploration, education, and storytelling about the planet's natural and cultural wonders.

When was National Geographic founded?

National Geographic was founded in 1888.

How has National Geographic evolved over 125 years?

National Geographic has evolved from a print magazine focused on geography and exploration to a multi-platform media organization including television, digital content, and immersive storytelling.

What are some iconic National Geographic photographs from the past 125 years?

Iconic photographs include the Afghan Girl by Steve McCurry, the Great White Shark breaching by Flip Nicklin, and numerous images documenting wildlife, cultures, and natural phenomena worldwide.

How has National Geographic contributed to scientific exploration?

National Geographic has funded and supported thousands of scientific expeditions and research projects, helping to advance knowledge in fields such as archaeology, biology, and environmental science.

What role has National Geographic played in environmental conservation?

National Geographic has raised awareness about environmental issues, promoted conservation efforts, and influenced policy through its storytelling and partnerships with conservation organizations.

How does National Geographic engage with new audiences in the digital age?

National Geographic uses social media, digital magazines, podcasts, virtual reality, and interactive websites to reach and educate new generations globally.

What are some notable National Geographic explorers and contributors over the past 125 years?

Notable figures include Jacques Cousteau, Jane Goodall, Sylvia Earle, and Steve McCurry, who have contributed through exploration, research, and photography.

How has National Geographic's mission stayed consistent over 125 years?

Despite changes in media and technology, National Geographic's mission to inspire people to care about the planet and its inhabitants has remained central.

What special projects or events has National Geographic planned for its 125th anniversary?

National Geographic has organized special publications, exhibitions, documentaries, and live events celebrating its history and future vision during the 125th anniversary.

Additional Resources

125 Years of National Geographic: A Legacy of Exploration and Storytelling

125 years of national geographic marks a monumental milestone in the history of one of the most influential organizations dedicated to exploration, science, and storytelling. Since its inception in 1888, National Geographic has evolved from a modest scholarly journal into a global multimedia powerhouse, renowned for its stunning photography, groundbreaking research, and compelling narratives about the natural world and humanity's place within it. This article delves into the rich history, transformative impact, and enduring significance of National Geographic across a century and a quarter of continuous publication.

The Origins and Evolution of National Geographic

National Geographic was founded by a group of 33 explorers and scientists in Washington, D.C., with the mission to “increase and diffuse geographic knowledge.” The first issue, published in October 1888, primarily featured articles on geography, cartography, and natural science. Over time, the magazine expanded its scope to include ethnography, archaeology, environmental issues, and cultural studies, becoming a trusted resource for both academic audiences and the general public.

As the 20th century progressed, National Geographic capitalized on advances in photography and printing technology to captivate readers with vivid imagery. The introduction of color photography in the 1910s, and later the iconic yellow-bordered magazine cover, established a distinct visual identity that has remained instantly recognizable. The brand's commitment to visual storytelling distinguished it from other publications and set a new standard for journalistic excellence.

Transformative Role in Exploring the Unknown

Throughout its 125 years, National Geographic has been at the forefront of scientific discovery and exploration. The magazine's funding and support of expeditions have led to remarkable breakthroughs, from mapping uncharted territories to uncovering ancient civilizations. Notable expeditions supported by National Geographic include:

- Hiram Bingham's 1911 expedition to Machu Picchu
- Robert Peary's 1909 North Pole trek
- Jacques Cousteau's pioneering underwater explorations

- Jane Goodall's groundbreaking chimpanzee studies

These explorations not only expanded human knowledge but also deepened public awareness of environmental conservation and cultural preservation.

National Geographic's Impact on Media and Culture

Beyond its role as a scientific publication, National Geographic has profoundly influenced mass media and popular culture. The launch of the National Geographic Channel in 2001 extended its reach into television, providing a platform for high-quality documentaries and educational programming. This multimedia expansion mirrors the broader digital transformation the brand has embraced, including its website, social media presence, and innovative use of virtual reality and interactive storytelling.

Photographic Excellence and Storytelling

One of the most defining features of National Geographic is its unparalleled photography. The magazine has showcased the work of legendary photographers like Steve McCurry, whose "Afghan Girl" portrait became an emblem of the publication's power to humanize global stories. The commitment to authentic, in-depth storytelling has fostered a unique blend of art and science, helping readers connect emotionally with distant places and pressing global issues.

Educational Outreach and Environmental Advocacy

National Geographic's influence extends into education and environmental advocacy. The organization funds research grants, supports educators, and collaborates with schools worldwide to promote geographic literacy and environmental stewardship. Its initiatives address critical challenges such as climate change, wildlife conservation, and sustainable development, leveraging its platform to inspire action among millions.

Technological Innovation Over 125 Years

Adapting to technological shifts has been a hallmark of National Geographic's sustained relevance. The transition from print to digital platforms has allowed the organization to reach broader and younger audiences. Interactive maps, 360-degree videos, and immersive VR experiences illustrate how National

Geographic continues to push the boundaries of how stories about our planet are told.

Balancing Tradition and Modernity

Despite embracing modern technology, National Geographic has maintained its core values of accuracy, depth, and respect for diverse perspectives. The editorial rigor that characterized its early scholarly articles remains evident today, even as the brand experiments with new formats and storytelling techniques. This balance between tradition and innovation is critical to understanding the brand's enduring appeal.

Challenges and Criticisms

No institution with such a long history is without challenges. National Geographic has faced criticism related to cultural representation and environmental messaging. Early editions occasionally reflected colonialist perspectives, a legacy the organization has acknowledged and actively sought to rectify through more inclusive and ethical storytelling practices.

Additionally, the commercial pressures of maintaining a large media operation have posed challenges, particularly as print circulation has declined industry-wide. National Geographic's acquisition by The Walt Disney Company in 2019 sparked debate about editorial independence and the potential influence of corporate interests on its content.

Pros and Cons in the Modern Era

- **Pros:** Extensive global reach, authoritative content, educational impact, innovative storytelling methods.
- **Cons:** Past cultural insensitivities, pressures from commercialization, challenges to maintaining print readership.

These factors illustrate the complex dynamics at play as National Geographic navigates the contemporary media landscape.

The Future of National Geographic

As National Geographic celebrates 125 years, its future appears poised to continue blending exploration with storytelling. Emerging technologies such as artificial intelligence, augmented reality, and advanced data visualization offer new avenues to engage audiences and deepen understanding of global issues.

Moreover, the organization's commitment to environmental sustainability and social equity resonates strongly with the priorities of younger generations. By continuing to evolve while honoring its foundational mission, National Geographic is well-positioned to remain a vital source of knowledge and inspiration in the decades to come.

The legacy of 125 years of national geographic is not merely a chronicle of past achievements but a living testament to humanity's enduring curiosity and responsibility toward the planet. As it advances into an increasingly complex world, National Geographic's blend of rigorous science, compelling imagery, and ethical storytelling will likely continue to illuminate the mysteries and marvels of Earth for generations ahead.

[125 Years Of National Geographic](#)

125 years of national geographic: National Geographic 125 Years Mark Collins Jenkins, 2012 A retrospective of the past 125 years of the National Geographic Society, using photographs, time lines, maps and stories to illustrate its history, milestones and accomplishments.

125 years of national geographic: *Historische Perspektiven auf den Iconic Turn* Stephanie Geise, Thomas Birkner, Klaus Arnold, Maria Löblich, Katharina Lobinger, 2016-08-01 Die Fortschritte bei den bildproduzierenden Verfahren haben dazu geführt, dass die massenmediale Kommunikation immer stärker durch Bilder geprägt ist. Aber die historisch fundierte Perspektive auf den Iconic Turn enthüllt, dass Bilder und visuelle Darstellungen seit jeher einen bedeutsamen Faktor im Prozess des Medienwandels darstellen. Dieser Prozess lässt sich nur verstehen, wenn die zeitliche Dimension dieses Wandels stärker in den Blick gerückt wird. Ziel des vorliegenden Buches ist es deshalb, den Iconic Turn vor allem als historischen, langfristigen Entfaltungsprozess zu begreifen, in dessen Folge die visuellen Aspekte der öffentlichen Kommunikation nicht schlagartig, sondern kontinuierlich an Quantität und Qualität gewannen. Es zeigt sich, dass auch die kommunikative Logik der Bilder, ihre Ausdruckspotenziale, ihre Wahrnehmung und Wirkung sowie ihr Anteil an einer visuellen Konstruktion von Wirklichkeit und einer Visual Culture, betrachtet und reflektiert werden sollten. Vor diesem Hintergrund präsentiert der Band *Historische Perspektiven auf den Iconic Turn: Die Entwicklung der öffentlichen visuellen Kommunikation* die Ergebnisse einer gemeinsamen Tagung der beiden DGPK-Fachgruppen Visuelle Kommunikation und Kommunikationsgeschichte und fasst die gegenwärtigen Forschungsströmungen zum Iconic Turn als historischen Entfaltungsprozess zusammen.

125 years of national geographic: *National Geographic Kids Chapters: Best Friends Forever* Amy Shields, 2013-07-09 This is the first in a line of four books within the National Geographic Kids Chapters series that explore unexpected animal bonds. In this book you'll meet four unlikely pairings, including Billy and Lilly. Billy the boxer adopted Lilly the goat when she was abandoned by her mother. Billy and Lilly are rarely apart since Billy has taken on the role of Lilly's protector,

caretaker, and constant companion. This and the other stories in this book will enchant readers and empower them to devour the more text-heavy grown up style of the book, while still keeping the story easily digestible for a hesitant reader. National Geographic supports K-12 educators with ELA Common Core Resources. Visit www.natgeoed.org/commoncore for more information.

125 years of national geographic: *OS X Mavericks: The Missing Manual* David Pogue, 2013-12-17 What do you get when you cross a Mac with an iPad? OS X 10.9 Mavericks. Its 200 new features include Mac versions of iPad goodies like Maps, iBooks, and iTunes Radio—but not a single page of instructions. Fortunately, David Pogue is back, with the expertise and humor that have made this the #1 bestselling Mac book for over 11 years straight. The important stuff you need to know: Big-ticket changes. Finder tabs. Finder tags. App Nap. iCloud Keychain. iTunes Radio. Maps. iBooks. Automatic app updating. If Apple wrote it, this book covers it. Nips and tucks. This book demystifies the hundreds of smaller enhancements, too, in all 50 programs that come with the Mac: Safari, Mail, Calendar, Notification Center, Messages, Time Machine... Shortcuts. Meet the tippiest, trickiest Mac book ever written. Undocumented surprises await on every page. Power users. Security, networking, build-your-own Services, file sharing with Windows, even Mac OS X's Unix chassis—this one witty, expert guide makes it all crystal clear. There's something new on practically every page of this edition, and David Pogue brings his celebrated wit and expertise to every one of them.

125 years of national geographic: *National Geographic* Reuel Golden, 2013 For five generations, National Geographic magazine has dazzled and educated people with its incredible photographs, illustrations, and gripping stories from the four corners of the earth. Combining travel, wildlife, science, history, culture, and conservation, the National Geographic Society's trailblazing magazine has inspired millions of readers to explore and take an interest in the planet we inhabit. Now, in celebration of its 125th anniversary, National Geographic has given TASCHEN complete access to its archives to distill the journey of a lifetime into three prodigious volumes featuring photographs -- many unpublished -- almost as rich, deep, and colorful as the world itself. Our trans-continental trip starts in the Americas and Antarctica (Volume 1); we then cross the Atlantic to Europe and Africa (Volume 2); and finally sail the Indian Ocean to Asia and Oceania (Volume 3). From evocative early black-and-white pictures to autochromes, from the golden age of Kodachromes to digital, National Geographic invented the aesthetic of the photo essay, while pushing the technical boundaries of the medium. Readers will discover how the magazine evolved from presenting a romantic view of the world -- subjects posed and smiling -- to edgier stories reflecting political turmoil, social issues, and environmental threats. Of course, the journey would not be complete without prime examples of the magazine's revered groundbreaking underwater and wildlife photography, so we've included plenty of such treasures as well. This world class set is a cultural investment to be cherished, shared, and passed down to future generations.--Publisher's website

125 years of national geographic: *Exploring Transmedia Journalism in the Digital Age* Gambarato, Renira Rampazzo, Alzamora, Geane C., 2018-02-16 Since the advent of digitization, the conceptual confusion surrounding the semantic galaxy that comprises the media and journalism universes has increased. Journalism across several media platforms provides rapidly expanding content and audience engagement that assist in enhancing the journalistic experience. *Exploring Transmedia Journalism in the Digital Age* provides emerging research on multimedia journalism across various platforms and formats using digital technologies. While highlighting topics, such as immersive journalism, nonfictional narratives, and design practice, this book explores the theoretical and critical approaches to journalism through the lens of various technologies and media platforms. This book is an important resource for scholars, graduate and undergraduate students, and media professionals seeking current research on media expansion and participatory journalism.

125 years of national geographic: *iPad For Dummies* Edward C. Baig, Bob LeVitus, 2011-04-18 Your world is just a touch away with your iPad! The iPad combines the best of your favorite gadgets into one amazing, ultraportable touch device. This handy guide helps you figure out all the basics — from sending e-mail and surfing the web to playing games, recording and watching videos, sharing photos, making FaceTime® video calls, downloading cool apps, and more. Whatever

you want your iPad to do, the fun begins right here. Open the book and find: Steps for getting started with your iPad How to text with iMessage Tips for syncing music, photos, e-mail, contacts, and calendars with iCloud How to shoot stunning HD video and photos Details on using Siri™ to send e-mail, get directions, and more

125 years of national geographic: Devoted Rebecca Ascher-Walsh, 2013-10-08 Unlikely Friendships meets Marley and Me. This heartwarming gift book from National Geographic presents a collection of inspiring dog stories and touching photos—dogs who comfort veterans, dogs who learn to surf, dogs who detect cancer, and dogs who save the day: Each one is devoted. These 38 uplifting dog stories showcase the most amazing dog rescues, accomplishments, and abilities that fascinate us and touch our hearts.

125 years of national geographic: Switching to the Mac: The Missing Manual, Mavericks Edition David Pogue, 2014-02-05 Ready to move to the Mac? This incomparable guide from New York Times columnist and Missing Manuals creator David Pogue helps you make a smooth transition to OS X Mavericks, a beautiful machine with a thoroughly reliable system. Whether you're using Windows XP, Windows 7, or Windows 8, we've got you covered --

125 years of national geographic: Severe Weather National Geographic, 2013-08-13 Severe weather events like hurricanes and tornadoes have increased fourfold in the last two decades, shaking the foundations of our existence. Weather-related tragedies have fascinated humans throughout time. For those who loved The Perfect Storm and Krakatoa, the millions who log onto daily weather forecasting sites and check weather apps, and people who can't get enough front-page headlines of global natural disasters. Earthquakes, hurricanes, tornados, floods, forest fires, blizzards, and thunderstorms: National Geographic explores the deadliest of these disasters throughout history and arms you with ways to protect yourself from chaos and destruction. From the 1906 earthquake that flattened San Francisco and the morbid 1889 flash flood that wiped out the entire town of Johnstown, Pennsylvania, to the Superstorm of 1993 that blanketed Florida in snow and the more recent East Coast and Gulf Coast ravages of hurricanes Katrina and Sandy, the destructive force and human tragedy both fascinates and horrifies. In addition to these gripping stories, NGS provides practical tips for surviving at home and weathering the lethal strength of these events if caught outside.

125 years of national geographic: Eyewitness to Gettysburg Stephen G. Hyslop, 2013-05-07 Author James Robertson, one of America's most respected Civil War scholars and storytellers whose weekly talks about little-known people and events of the Civil War aired for 15 years on National Public Radio, brings history to life here in a collection of unexpected and true stories revealing the events that took place as great events unfolded. He explores such gripping subjects as the post-battle horrors of the wounded, the destruction of Robert E. Lee's aura of invincibility, and the invention of a new way to remove the wounded from the battlefield. In addition, an introductory overview of the Civil War traces the major events of the conflict year by year. Painstakingly researched and deeply personal, this ebook offers a unique reading experience for the millions of Civil War buffs and all those interested in the previously untold stories behind this great chapter in America's past.

125 years of national geographic: Angry Birds Playground: Dinosaurs Jill Esbaum, 2014-01-28 It's an extraordinary day on Piggy Island because the Angry Birds haven't lost their eggs, they've found something amazing: a bone! Not a plain old bone—a huge and very old bone. What kind of giant creature could this bone have come from? That's a question for Mighty Eagle—the wisest bird they know. Join the Angry Birds on their imaginary trip through time to discover the most awesome animals ever to roam this planet: the dinosaurs! But why do the Angry Birds feel such a special bond with the ancient beasts? Maybe Mighty Eagle knows the answer!

125 years of national geographic: Eliza Scidmore Diana P. Parsell, 2023-02-14 'A wonderful connecting of two women writers' stories more than a century apart.' Julia Kuehn, The University of Hong Kong The first-ever biography of the pioneering female journalist who fought to bring Japanese cherry trees to Washington, DC Every age has strong, independent women who defy the gender

conventions of their era to follow their hearts and minds. Eliza Scidmore was one such maverick. Born on the American frontier just before the Civil War, she rose from modest beginnings to become a journalist who roamed far and wide writing about distant places for readers back home. By her mid-20s she had visited more places than most people would see in a lifetime. By the end of the nineteenth century, her travels were so legendary she was introduced at a meeting in London as "Miss Scidmore, of everywhere." In what has become her best-known legacy, Scidmore carried home from Japan a big idea that helped shape the face of modern Washington: she urged the city's park officials to plant Japanese cherry trees on a reclaimed mud bank-today's Potomac Park. Though they rebuffed her suggestion several times, she finally got her way nearly three decades later thanks to the support of First Lady Helen Taft. Scidmore was a "Forrest Gump" of her day who bore witness to many important events and rubbed elbows with famous people, from John Muir and Alexander Graham Bell to U.S. presidents and Japanese leaders. She helped popularize Alaska tourism during the birth of the cruise industry, and educated readers about Japan and other places in the Far East at a time of expanding U.S. interests across the Pacific. At the early National Geographic, she made a lasting mark as the first woman to serve on its board and to publish photographs in the magazine. Around the same time, she also played an activist role in the burgeoning U.S. conservation movement. Her published work includes books on Alaska, Japan, Java, China, and India; a novel based on the Russo-Japanese War; and about 800 articles in U.S. newspapers and magazines. Deeply researched and briskly written, this first-ever biography of Scidmore draws heavily on her own writings to follow major events of a half-century as seen through the eyes of a remarkable woman who was far ahead of her time.

125 years of national geographic: Opening the East River Thomas Barthel, 2021-09-14 After the Civil War, the New York City's East River was a massive unsolved and dangerous navigation problem. A major waterway into and out of the Harbor--where customs revenue equaled 42 percent of the U.S. Government's income--the river's many hindrances, centered around Hell Gate, included whirlpools, rocks and reefs. These, combined with swirling currents and powerful tides, led to deaths, cargo losses and destruction of vessels. Charged with clearing the river, General John Newton of the Army Corps of Engineers went to work with the most rudimentary tools for diving, mining, lighting, pumping and drilling. His crews worked for 20 years, using a steam-drilling scow of his own design and a new and perilous explosive--nitroglycerine. In 1885, Newton destroyed the nine-acre Flood Rock with 282,730 pounds of high explosives. The demolition was watched by tens of thousands. This book chronicles the clearing of the East River and the ingenuity of the Army engineer whose work was praised by the National Academy of Sciences.

125 years of national geographic: A Parent's Guide to the iPad in easy steps, 3rd edition - covers iOS 7 Nick Vandome, 2014-03-31 Since its introduction in 2010, the iPad has quickly become an iconic device - a compact, versatile tablet computer that packs a real punch in terms of its functionality. It is now widely used and in many ways it is ideal for children: it is user-friendly, compact, powerful and stylish into the bargain. But for a parent, the idea of your child using an iPad can be a daunting one: how do you know what they are using it for, what are they looking at on the web and how are they communicating with their friends? A Parent's Guide to the iPad in easy steps is the guide that aims to put parents' minds at ease and lets them understand the iPad, while helping their child explore this exciting machine. The book looks at the functionality of the iPad so that you can understand how your child is using it, and also make the most of yourself. It then covers a range of topics for which the iPad can be used: education, games, photos, music, creativity and social networking. This third edition covers the latest operating system, iOS 7. A Parent's Guide to the iPad in easy steps will inspire parents to use their iPad to encourage more learning!

125 years of national geographic: 49th Publication Design Annual Society of Publication Designers, 2015-07-01 The Society of Publication Designers' (SPD) annual competition seeks the very best in editorial design work. Judged by a worldwide panel of top designers, the 49th edition of Rockport's best-selling SPD annuals celebrates the journalists, editorial directors, photographers, and other talented individuals who brought events of the year 2014 to our doorsteps and computer

screens. Stunning full-page layouts present everything from products to people, and objects to events, in ways that make each palpable and unforgettable. You'll find featured work published in a wide range of mediums and created by journalistic, design, and publishing talent from around the world.

125 years of national geographic: Thailand Phil MacDonald, 2001

125 years of national geographic: *The Innovation Blind Spot* Ross Baird, 2017-09-12 Our innovation economy is broken. But there's good news: The ideas that will solve our problems are hiding in plain sight. While big companies in the American economy have never been more successful, entrepreneurial activity is near a 30-year low. More businesses are dying than starting every day. Investors continue to dump billions of dollars into photo-sharing apps and food-delivery services, solving problems for only a wealthy sliver of the world's population, while challenges in health, food security, and education grow more serious. In *The Innovation Blind Spot*, entrepreneur and venture capitalist Ross Baird argues that the innovations that truly matter don't see the light of day—for reasons entirely of our own making. A handful of people in a handful of cities are deciding, behind closed doors, which entrepreneurs get a shot to succeed. And most investors are what Baird calls two-pocket thinkers—artificially separating their charitable work from their day job of making a profit. The resulting system creates rising income inequality, stifled entrepreneurial ambition, social distrust, and political uncertainty. Our innovation problem makes all our other problems harder to solve. In this book, Baird demonstrates how and where to find better ideas by lifting up people, places, and industries that are often overlooked. What's more, Baird ultimately outlines how to create long-term success through one-pocket thinking—eliminating the blind spot that separates what we do for a living and what we really care about.

125 years of national geographic: Camera Hunter James McCommons, 2019-10 Whitefish Lake -- Pittsburgh roots -- Boyhood days in Michigan -- School days for blue bloods -- Camera hunting -- Pennsylvania politics -- The great bird mystery -- Camp life and camera traps -- A progressive goes to Washington -- The National Geographic Society -- Ormond Beach -- Bahamas, Mexico -- Newfoundland and nature fakers -- Eminent personalities -- Yellowstone and the Shiras moose -- The Kenai Peninsula -- Roosevelt-Newett Libel Trial -- The crusade to save birds -- The Shiras bear -- Gatun Lake and Panama -- The bullet is on the way -- The bird treaty -- Yellowstone Dam fight -- Kaibab Plateau -- Final bird battles -- The big book -- Last days.

125 years of national geographic: Paraliterary Merve Emre, 2017-11-14 “[Emre’s] intellectual moves . . . are many, subtle, and a pleasure to follow. . . . None of her bad readers could have written this very good book.” —Los Angeles Review of Books Literature departments tend to be focused on turning out, “good” readers—attentive to nuance, aware of history, interested in literary texts as self-contained works. But the majority of readers are, to use Merve Emre’s tongue-in-cheek term, “bad” readers. They read fiction and poetry to be moved, distracted, instructed, improved, engaged as citizens. How should we think about those readers, and what should we make of the structures, well outside the academy, that generate them? We should, Emre argues, think of such readers not as non-literary but as paraliterary—thriving outside literary institutions. She traces this phenomenon to the postwar period, when literature played a key role in the rise of American power. At the same time as American universities were producing good readers by the hundreds, many more thousands of bad readers were learning elsewhere to be disciplined public communicators, whether in diplomatic and ambassadorial missions, private and public cultural exchange programs, multinational corporations, or global activist groups. As we grapple with literature’s diminished role in the public sphere, Paraliterary suggests a new way to think about literature, its audience, and its potential, one that looks at the civic institutions that have long engaged readers ignored by the academy. “Paraliterary does for . . . reading . . . what The Program Era did for writing: profoundly upend what we thought we knew about how institutions other than the university have shaped our culture and our engagement with it.” —Deborah Nelson, University of Chicago

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