



Britannica

About our brand

know for sure



Britannica's mission and vision

Britannica's mission

– what drives us

- To help all our users to become confident global citizens.
- To be the preferred resource for people seeking and sharing knowledge and understanding.

Britannica's vision

– our objectives

- To create confidence in all our users, by providing and facilitating accurate, up-to-date, inspiring products and opportunities for learning, knowledge and teaching.
- To deliver expert, up-to-date knowledge for all.
- To be a source for life-long learning.
- To show respect for our planet and all its inhabitants.

Britannica's values

Five words – **educated**, **reasoned**, **current**, **humane** and **confident** – are the values at Britannica's core and encapsulate the characteristics of the Britannica brand.

Educated and reasoned

The Encyclopædia Britannica was first published in 1768, in Edinburgh, Scotland, in a period in the history of ideas known as the Enlightenment. At this time, **educated** women and men were striving to change the way people viewed the world by explaining and describing the world from a **reasoned**, rather than an ideological, point of view¹.

Current

The editors and writers of the first edition were very modern. They wanted their work to give the **current** best understanding of the phenomena they were describing. They were unsure whether California was part of the American continent or an island, so they said so rather than make up a fact.

Humane and confident

The editors and writers were **humane**, by which we mean, firstly, that they were working from their own human powers of reason and understanding; secondly, that the principles of Britannica embody a respect for all human beings.

They were **confident**. They believed in their enterprise and in their scientific principles. This engendered confidence in their readers.

¹ See *The Britannica Guide to the Ideas that Made the Modern World*, introduced by A.C. Grayling (London, 2008).

Developing young minds

We understand how children learn and how they respond with excitement to the discovery of new facts, ideas, stories and games.



How we make Britannica®

Britannica is created through a scientific, non-ideological process, by commissioning more than 4,000 contributors from around the world who are the best in their fields. The resulting text is edited by 100 editors, who fact-check and edit for language-level, written style and age-level, so that we publish appropriately for adults, teenagers and children. We complement the text with illustrations, videos, activities and question and answer.

Britannica's platform of confidence supports and inspires learning from Auckland to Alaska, Zurich to Zanzibar. It enables people to communicate on the basis of a constantly updated, expert wealth of knowledge. It offers, particularly to young users, a basis for creating, discussion and sharing that is important for life-long learning.

"There is far more in
the Britannica material
than we expected."


ALISON REESE,
FRITH MANOR SCHOOL,
BARNET



Shaping the future

Britannica's comprehensive content and learning tools encourage students to **research** not just **search**, develop essential research and reference skills and build a foundation of confident learning.





“It is essential to us that Britannica’s safe learning environment only delivers age-appropriate web-based content.”

Lina Al Salem, Media Centre Specialist/
E-Learning Coordinator,
Amman Baccalaureate School,
Jordan

The difference between ‘search’ and ‘research’

Research, or learning, is a process leading to understanding and confidence. Britannica’s approach – the learning process – creates value because it understands and provides what its customers need in order to ask questions, research, learn, express themselves and become confident global citizens.

‘Search’ is a useful tool, but on its own does not serve students or learners well. As Britannica’s classroom research shows, when children are asked to do homework by ‘searching’ through a search box, they tend to cut and paste text and pictures without properly reading or understanding what they submit. University lecturers have to teach students about the pitfalls to learning that are created by regurgitating undigested text that has simply been pasted from elsewhere.

There is a great difference between ‘search’ and ‘research.’ ‘Search’ delivers you a result or a list of results; ‘research’ attempts to create knowledge and understanding through process and organisation.

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Supporting advanced study

Britannica offers students and academics vast, accurate and up-to-date resources ideal for in-depth research, homework or everyday fact-finding.

Life-long learning

Whatever your interests, Britannica keeps you learning and growing with information and understanding tailored to all ages.



The world of information online

Online there are innumerable different ways to reach facts

Google

Google is a brilliant quantitative search engine. When you search, the result is a piece of text that fits the most-asked question or has the most links to it. It does not claim to say anything about the *quality* or *correctness* of the results it delivers.

Wikipedia

Wikipedia is created by its users and edited by its users and so may be different tomorrow from what it was yesterday. The text may be clear, factual and straightforward, or it may be opinionated, obscure and disputed.

The user's judgement

For both Google and Wikipedia, the user has to make a judgement about the results delivered. If you know what you are looking for, you can judge whether you have found it. If you don't know the answer to your question, you have to judge whether the search results returned what you want – you may need to check elsewhere, research further or type in another request. You have to think twice, or more.

Encyclopædia Britannica®

Britannica offers a different proposition. If you have no knowledge of a topic, then you can be confident that once you have read Britannica on the subject you will have a very good idea of what that topic is about. You don't have to research further unless you wish to; you don't have to wonder about the source or quality of the information. You can have **confidence**, because Britannica is **clear, current and correct**.

The expert knowledge of 4,000 paid contributors and the editorial staff who check the facts ensure that the text is of a common and appropriate standard for each age level. It is properly researched, edited, shaped and carefully expressed.

Adult or undergraduate/sixth form users who need more than one source of information for research should be able to recognise the different qualities of information that Google, Wikipedia and Britannica provide. This is part of education and developing the ability to form a judgement about what one reads, uses and believes.

Younger children, who can't always be expected to know the difference between expertly researched information and text based on opinion, need guidance to make the right choice.

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Britannica – A brand leader

Encyclopædia Britannica named as the UK's Top Media Reference Company of 2011 by UK consumers

In the wider Consumer Superbrand survey, where brands from all sectors of UK industry are considered, Britannica has consistently been named as one of the UK's top 30 brands by the British public.

In 2009 and 2010 Britannica was voted one of the top ten Superbrands in the UK.

**“Britannica matches all the criteria for a ‘superbrand.’
Quality, reliability and distinction –
it’s different from its peers.”**

STEPHEN CHELIOTIS, THE CENTRE FOR BRAND ANALYSIS

* Annual Consumer Superbrand Survey conducted by The Centre for Brand Analysis

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