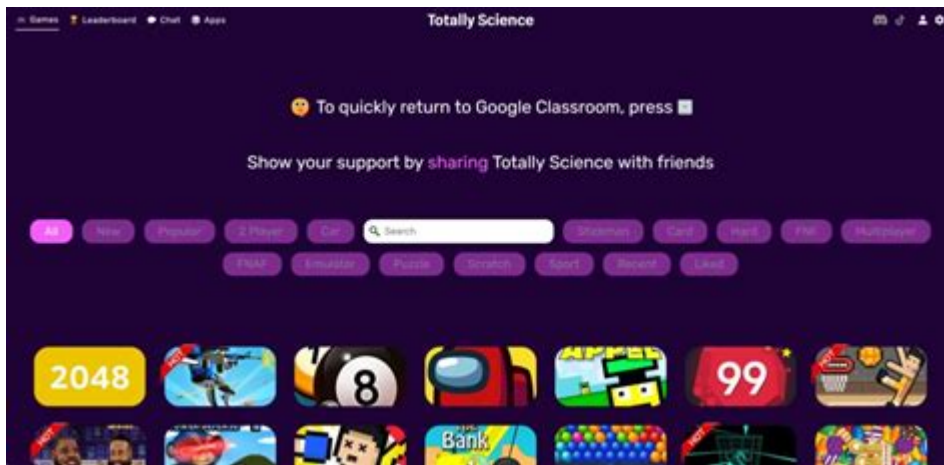


Totally Science Alt Links



Totally Science Alt Links: Boosting SEO and Accessibility with Powerful Image Descriptions

Introduction:

Are you tired of seeing those dreaded "broken image" icons on your website? Worse yet, are you missing out on crucial SEO opportunities because your images lack proper alt text? This comprehensive guide dives deep into the world of "totally science alt links," explaining not only why they're crucial but also how to craft compelling, SEO-optimized alt text that benefits both search engines and your visually impaired users. We'll move beyond the basics, exploring advanced techniques to maximize your website's accessibility and search engine ranking.

H2: Understanding the Importance of Alt Text (Beyond "Totally Science Alt Links")

Alt text, or alternative text, is the descriptive text associated with an image. It's invisible to users with fully functional browsers, but it's essential for several reasons:

Accessibility: Screen readers for visually impaired users rely on alt text to describe images, allowing them to understand the context and content of your website. Without it, a significant portion of your audience is excluded.

SEO: Search engines use alt text to understand the context of images within your website. Well-written alt text helps search engines index your images, improving your chances of ranking higher for relevant keywords.

SEO for Images: Images themselves can rank in image search results. Compelling alt text is crucial for this, giving your images a fighting chance against millions of competitors.

Improved User Experience: While not directly visible, effective alt text indirectly enhances the user experience by providing context and clarity, making your website more informative and engaging.

H2: Crafting "Totally Science Alt Links": Best Practices for Alt Text

Writing effective alt text is more than just describing the image; it's about optimizing it for search engines and users. Here are some key strategies:

Accuracy is Key: Accurately describe the image's content. Avoid vague descriptions like "Image 1" or "Picture of a cat." Be specific!

Keyword Integration (Naturally): Incorporate relevant keywords, but ensure they flow naturally within the description. Don't keyword-stuff; it harms both SEO and readability.

Context is King: Consider the context of the image within the page. Your alt text should provide context and enhance the overall user experience.

Conciseness is Crucial: Keep it brief and to the point. Aim for around 125 characters or less. Longer alt text might be truncated by screen readers.

Descriptive, Not Prescriptive: Describe what the image shows, not what it means to you. Let the user interpret the meaning.

H3: Examples of Effective Alt Text:

Poor: `image.jpg` or `Cat`

Good: `A fluffy Persian cat lounging on a sunny windowsill`

Excellent (with keyword integration): `Adorable Persian cat enjoying a sunny afternoon nap - learn more about Persian cat breeds` (assuming the image is on a page about cat breeds)

H2: Beyond the Basics: Advanced Techniques for "Totally Science Alt Links"

Let's elevate our alt text game:

Utilizing Different Image Types: For decorative images that don't add significant meaning (e.g., background images), use an empty alt attribute (`alt=""`). This signals to screen readers that the image is purely decorative.

Complex Images: If an image conveys a complex message, you can use a longer alt description, but break it down into logical chunks for better accessibility.

Infographics and Charts: For infographics, provide concise but informative alt text, highlighting key takeaways. For charts, describe the chart type, the data it presents, and any significant trends.

H2: Tools and Resources for Optimizing Alt Text

Several tools can help streamline alt text optimization:

Website CMS features: Most CMS platforms (WordPress, Wix, Squarespace) have built-in image management tools that prompt you for alt text.

SEO Plugins: SEO plugins often include features to analyze and suggest improvements to your alt text.

Accessibility Auditors: Use accessibility auditing tools to identify missing or poorly written alt text across your website.

Conclusion:

Crafting "totally science alt links," or highly effective alt text, is not just an SEO tactic; it's a

fundamental aspect of website accessibility. By meticulously crafting descriptive, concise, and contextually relevant alt text, you improve your website's search engine ranking, enhance the user experience for everyone, and ensure your content is accessible to all users, regardless of their abilities. Remember, accessibility and SEO are not mutually exclusive; they work hand-in-hand to create a truly inclusive and successful online presence.

FAQs:

1. Can I use the same alt text for multiple images? No, each image should have unique alt text reflecting its specific content. Using duplicate alt text can confuse both search engines and screen readers.
2. How long should my alt text be? Aim for under 125 characters, but prioritize accuracy and clarity over strict character limits. Longer alt text is acceptable for complex images if broken into logical chunks.
3. What if I don't know what to write for alt text? Describe the image in simple, straightforward language. If it's difficult to describe, consider if the image is necessary.
4. Does alt text affect my website's loading speed? No, alt text is metadata; it doesn't affect the size or loading speed of your images.
5. How can I check if my alt text is working correctly? Use a screen reader to test how your alt text is rendered. You can also use accessibility auditing tools to check for missing or inadequate alt text.

totally science alt links: The Last Lecture Randy Pausch, Jeffrey Zaslow, 2010 The author, a computer science professor diagnosed with terminal cancer, explores his life, the lessons that he has learned, how he has worked to achieve his childhood dreams, and the effect of his diagnosis on him and his family.

totally science alt links: From Scratch Michael Ruhlman, 2019-10-15 From the James Beard Award-winning, New York Times-bestselling author. "Through the recipes for 10 classic meals, he covers how to cook almost anything." —Ina Garten, the Barefoot Contessa From Scratch looks at ten favorite meals, including roast chicken, the perfect omelet, and paella—and then, through 175 recipes, explores myriad alternate pathways that the kitchen invites. A delicious lasagna can be ready in about an hour, or you could turn it into a project: try making and adding some homemade sausage. Explore the limits of from-scratch cooking: make your own pasta, grow your own tomatoes, and make your own homemade mozzarella and ricotta. Ruhlman tells you how. There are easy and more complex versions for most dishes, vegetarian options, side dishes, sub-dishes, and strategies for leftovers. Ruhlman reflects on the ways that cooking from scratch brings people together, how it can calm the nerves and focus the mind, and how it nourishes us, body and soul. "Like a master chef clarifying a murky stock into a crystal-clear consommé, Ruhlman detangles the complex web of technique, myth, and folklore that is cooking . . . The lessons are set up in such a way that you can decide exactly how deep a dive you want to take, though with a guide like Ruhlman at your side, that's most likely a mouth-first leap straight into the deep end." —J. Kenji López-Alt, New York Times-bestselling-author of *The Wok* "He's like a good friend joining you in the kitchen, and this book will certainly become the home cook's trusted companion." —Thomas Keller, chef/proprietor, The French Laundry

totally science alt links: The Food Lab: Better Home Cooking Through Science J. Kenji López-Alt, 2015-09-21 A New York Times Bestseller Winner of the James Beard Award for General

Cooking and the IACP Cookbook of the Year Award The one book you must have, no matter what you're planning to cook or where your skill level falls.—New York Times Book Review Ever wondered how to pan-fry a steak with a charred crust and an interior that's perfectly medium-rare from edge to edge when you cut into it? How to make homemade mac 'n' cheese that is as satisfyingly gooey and velvety-smooth as the blue box stuff, but far tastier? How to roast a succulent, moist turkey (forget about brining!)—and use a foolproof method that works every time? As Serious Eats's culinary nerd-in-residence, J. Kenji López-Alt has pondered all these questions and more. In *The Food Lab*, Kenji focuses on the science behind beloved American dishes, delving into the interactions between heat, energy, and molecules that create great food. Kenji shows that often, conventional methods don't work that well, and home cooks can achieve far better results using new—but simple—techniques. In hundreds of easy-to-make recipes with over 1,000 full-color images, you will find out how to make foolproof Hollandaise sauce in just two minutes, how to transform one simple tomato sauce into a half dozen dishes, how to make the crispiest, creamiest potato casserole ever conceived, and much more.

totally science alt links: Library and Information Services for Individuals with Disabilities : an NCLIS Hearing in Washington, DC, July 8, 1999 United States. National Commission on Libraries and Information Science, 2001

totally science alt links: Project Hail Mary Andy Weir, 2021-05-04 #1 NEW YORK TIMES BESTSELLER • From the author of *The Martian*, a lone astronaut must save the earth from disaster in this “propulsive” (Entertainment Weekly), cinematic thriller full of suspense, humor, and fascinating science—in development as a major motion picture starring Ryan Gosling. HUGO AWARD FINALIST • ONE OF THE YEAR’S BEST BOOKS: Bill Gates, GatesNotes, New York Public Library, Parade, Newsweek, Polygon, Shelf Awareness, She Reads, Kirkus Reviews, Library Journal • “An epic story of redemption, discovery and cool speculative sci-fi.”—USA Today “If you loved *The Martian*, you’ll go crazy for Weir’s latest.”—The Washington Post Ryland Grace is the sole survivor on a desperate, last-chance mission—and if he fails, humanity and the earth itself will perish. Except that right now, he doesn’t know that. He can’t even remember his own name, let alone the nature of his assignment or how to complete it. All he knows is that he’s been asleep for a very, very long time. And he’s just been awakened to find himself millions of miles from home, with nothing but two corpses for company. His crewmates dead, his memories fuzzily returning, Ryland realizes that an impossible task now confronts him. Hurling through space on this tiny ship, it’s up to him to puzzle out an impossible scientific mystery—and conquer an extinction-level threat to our species. And with the clock ticking down and the nearest human being light-years away, he’s got to do it all alone. Or does he? An irresistible interstellar adventure as only Andy Weir could deliver, *Project Hail Mary* is a tale of discovery, speculation, and survival to rival *The Martian*—while taking us to places it never dreamed of going.

totally science alt links: Consumer Tribes Avi Shankar, Bernard Cova, Robert Kozinets, 2012-06-25 Marketing and consumer research has traditionally conceptualized consumers as individuals- who exercise choice in the marketplace as individuals not as a class or a group. However an important new perspective is now emerging that rejects the individualistic view and focuses on the reality that human life is essentially social, and that who we are is an inherently social phenomenon. It is the tribus, the many little groups we belong to, that are fundamental to our experience of life. Tribal Marketing shows that it is not individual consumption of products that defines our lives but rather that this activity actually facilitates meaningful social relationships. The social ‘links’ (social relationships) are more important than the things (brands etc.) The aim of this book is therefore to offer a systematic overview of the area that has been defined as “cultures of consumption”- consumption microcultures, brand cultures, brand tribes, and brand communities. It is though these that students of marketing and marketing practitioners can begin to genuinely understand the real drivers of consumer behaviour. It will be essential to everyone who needs to understand the new paradigm in consumer research, brand management and communications management.

totally science alt links: The Data Science Design Manual Steven S. Skiena, 2017-07-01

This engaging and clearly written textbook/reference provides a must-have introduction to the rapidly emerging interdisciplinary field of data science. It focuses on the principles fundamental to becoming a good data scientist and the key skills needed to build systems for collecting, analyzing, and interpreting data. The Data Science Design Manual is a source of practical insights that highlights what really matters in analyzing data, and provides an intuitive understanding of how these core concepts can be used. The book does not emphasize any particular programming language or suite of data-analysis tools, focusing instead on high-level discussion of important design principles. This easy-to-read text ideally serves the needs of undergraduate and early graduate students embarking on an "Introduction to Data Science" course. It reveals how this discipline sits at the intersection of statistics, computer science, and machine learning, with a distinct heft and character of its own. Practitioners in these and related fields will find this book perfect for self-study as well. Additional learning tools: Contains "War Stories," offering perspectives on how data science applies in the real world Includes "Homework Problems," providing a wide range of exercises and projects for self-study Provides a complete set of lecture slides and online video lectures at www.data-manual.com Provides "Take-Home Lessons," emphasizing the big-picture concepts to learn from each chapter Recommends exciting "Kaggle Challenges" from the online platform Kaggle Highlights "False Starts," revealing the subtle reasons why certain approaches fail Offers examples taken from the data science television show "The Quant Shop"

(www.quant-shop.com)

totally science alt links: Alternate Route 7, Latham-Mohawk River Interchange, Albany County, 1981

totally science alt links: THE HIGH AUCTION Misba, 2021-09-26 In the near future, a machinist, a monk, and a mesmerizer are looking for the Source of the universe, but among the ancient scriptures, they only find the devil ... Few humans in the future find the secrets of what words and sounds can do, for the Apocalypse and war have led them to evolve in mind and physique. Two of them end World War III with just a four-minute speech. Some say they did mass hypnosis. Others say it was their voice and will. Fifty years later in South Asia, KUSHA, a twenty-three-year-old machine-geek with social awkwardness and amnesia, tries to get the Devil's Book with secrets of voice. But her idol of voice and everyone's beloved war heroes, YUAN and RUEM, are also after it for power. In a society that worships the evolved High Grades with voice, how you speak and which words you talk with is important. As someone who finds all solutions in books, Kusha thinks the secrets in the three-foot-long ancient book will teach her to speak mesmerizingly. She believes it will help her evolve. So, she decides to attend the auction where the book will be sold. But there's a problem; powerful High Grades want the book too. They want to code fate, rewriting the material world. They are undead, immortal mesmerizers. And being a philosopher, Kusha admires their ethics while she must fight them—the fight that starts with the book. The fight creates a chain reaction leading her to an epic journey. About the Series: THE HIGH AUCTION: WISDOM REVOLUTION is a book of genre-bending Adult Sci-fi-Fantasy series The Machinist, The Monk, And The Mesmerizer Chronicles. Here, you'll find Metaphysical magic built around philosophy and spirituality. You'll find ancient mysteries, archaeological adventures, and, most importantly, you will meet some characters. Its inspiration was from myths/truth (read the word you prefer) of all religions where humans evolved to Sufis, Rishis, Sannashis, Monks, and sometimes, Gods. Example: Shiva Purana in Hindu epics where Sati evolved to Goddess Parvati and splits into Kali to destroy the evil is a prominent example. You'll find diverse cultures, sexuality, and faith in this series. Enjoy. What the Critiques and Reviewers are saying about it: GEM PROSE ... YOU WILL FINISH THIS BOOK ONCE YOU START ... EXCEPTIONALLY THOUGHT-PROVOKING ... RELATABLE ... YOU KEEP NODDING AT EVERYTHING ...

totally science alt links: Albion's Seed David Hackett Fischer, 1991-03-14 This fascinating book is the first volume in a projected cultural history of the United States, from the earliest English settlements to our own time. It is a history of American folkways as they have changed through time,

and it argues a thesis about the importance for the United States of having been British in its cultural origins. While most people in the United States today have no British ancestors, they have assimilated regional cultures which were created by British colonists, even while preserving ethnic identities at the same time. In this sense, nearly all Americans are Albion's Seed, no matter what their ethnicity may be. The concluding section of this remarkable book explores the ways that regional cultures have continued to dominate national politics from 1789 to 1988, and still help to shape attitudes toward education, government, gender, and violence, on which differences between American regions are greater than between European nations.

totally science alt links: *The Years of Rice and Salt* Kim Stanley Robinson, 2003-06-03 With the same unique vision that brought his now classic Mars trilogy to vivid life, bestselling author Kim Stanley Robinson boldly imagines an alternate history of the last seven hundred years. In his grandest work yet, the acclaimed storyteller constructs a world vastly different from the one we know. . . . "A thoughtful, magisterial alternate history from one of science fiction's most important writers."—The New York Times Book Review It is the fourteenth century and one of the most apocalyptic events in human history is set to occur—the coming of the Black Death. History teaches us that a third of Europe's population was destroyed. But what if the plague had killed 99 percent of the population instead? How would the world have changed? This is a look at the history that could have been—one that stretches across centuries, sees dynasties and nations rise and crumble, and spans horrible famine and magnificent innovation. Through the eyes of soldiers and kings, explorers and philosophers, slaves and scholars, Robinson navigates a world where Buddhism and Islam are the most influential and practiced religions, while Christianity is merely a historical footnote. Probing the most profound questions as only he can, Robinson shines his extraordinary light on the place of religion, culture, power—and even love—in this bold New World. "Exceptional and engrossing."—New York Post "Ambitious . . . ingenious."—Newsday

totally science alt links: Indexing Books, Second Edition Nancy C. Mulvany, 2009-11-15 Since 1994, Nancy Mulvany's *Indexing Books* has been the gold standard for thousands of professional indexers, editors, and authors. This long-awaited second edition, expanded and completely updated, will be equally revered. Like its predecessor, this edition of *Indexing Books* offers comprehensive, reliable treatment of indexing principles and practices relevant to authors and indexers alike. In addition to practical advice, the book presents a big-picture perspective on the nature and purpose of indexes and their role in published works. New to this edition are discussions of information overload and the role of the index, open-system versus closed-system indexing, electronic submission and display of indexes, and trends in software development, among other topics. Mulvany is equally comfortable focusing on the nuts and bolts of indexing—how to determine what is indexable, how to decide the depth of an index, and how to work with publisher instructions—and broadly surveying important sources of indexing guidelines such as *The Chicago Manual of Style*, Sun Microsystems, Oxford University Press, NISO TR03, and ISO 999. Authors will appreciate Mulvany's in-depth consideration of the costs and benefits of preparing one's own index versus hiring a professional, while professional indexers will value Mulvany's insights into computer-aided indexing. Helpful appendixes include resources for indexers, a worksheet for general index specifications, and a bibliography of sources to consult for further information on a range of topics. *Indexing Books* is both a practical guide and a manifesto about the vital role of the human-crafted index in the Information Age. As the standard indexing reference, it belongs on the shelves of everyone involved in writing and publishing nonfiction books.

totally science alt links: Popular Mechanics , 2000-01 *Popular Mechanics* inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle.

totally science alt links: *The Absolutely True Diary of a Part-Time Indian (National Book Award Winner)* Sherman Alexie, 2012-01-10 A New York Times bestseller—over one million copies sold! A National Book Award winner A Boston Globe-Horn Book Award winner Bestselling author

Sherman Alexie tells the story of Junior, a budding cartoonist growing up on the Spokane Indian Reservation. Determined to take his future into his own hands, Junior leaves his troubled school on the rez to attend an all-white farm town high school where the only other Indian is the school mascot. Heartbreaking, funny, and beautifully written, *The Absolutely True Diary of a Part-Time Indian*, which is based on the author's own experiences, coupled with poignant drawings by Ellen Forney that reflect the character's art, chronicles the contemporary adolescence of one Native American boy as he attempts to break away from the life he was destined to live. With a forward by Markus Zusak, interviews with Sherman Alexie and Ellen Forney, and black-and-white interior art throughout, this edition is perfect for fans and collectors alike.

totally science alt links: *Network Topology Optimization* Roshan Lal Sharma, 1990

totally science alt links: *Cooking for Geeks* Jeff Potter, 2010-07-20 Presents recipes ranging in difficulty with the science and technology-minded cook in mind, providing the science behind cooking, the physiology of taste, and the techniques of molecular gastronomy.

totally science alt links: *A Universe from Nothing* Lawrence Maxwell Krauss, 2013 This is a provocative account of the astounding new answers to the most basic philosophical question: Where did the universe come from and how will it end?

totally science alt links: *The Internet Science, Research, and Technology Yellow Pages* Rick Stout, Morgan Davis, 1996 A directory which provides Internet resources related to the various fields in science and technology.

totally science alt links: *An Absolutely Remarkable Thing* Hank Green, 2018-09-25 THE INSTANT #1 NEW YORK TIMES BESTSELLER "Sparkling with mystery, humor and the uncanny, this is a fun read. But beneath its effervescent tone, more complex themes are at play." —San Francisco Chronicle In his wildly entertaining debut novel, Hank Green—cocreator of Crash Course, Vlogbrothers, and SciShow—spins a sweeping, cinematic tale about a young woman who becomes an overnight celebrity before realizing she's part of something bigger, and stranger, than anyone could have possibly imagined. The Carls just appeared. Roaming through New York City at three a.m., twenty-three-year-old April May stumbles across a giant sculpture. Delighted by its appearance and craftsmanship—like a ten-foot-tall Transformer wearing a suit of samurai armor—April and her best friend, Andy, make a video with it, which Andy uploads to YouTube. The next day, April wakes up to a viral video and a new life. News quickly spreads that there are Carls in dozens of cities around the world—from Beijing to Buenos Aires—and April, as their first documentarian, finds herself at the center of an intense international media spotlight. Seizing the opportunity to make her mark on the world, April now has to deal with the consequences her new particular brand of fame has on her relationships, her safety, and her own identity. And all eyes are on April to figure out not just what the Carls are, but what they want from us. Compulsively entertaining and powerfully relevant, *An Absolutely Remarkable Thing* grapples with big themes, including how the social internet is changing fame, rhetoric, and radicalization; how our culture deals with fear and uncertainty; and how vilification and adoration spring for the same dehumanization that follows a life in the public eye. The beginning of an exciting fiction career, *An Absolutely Remarkable Thing* is a bold and insightful novel of now.

totally science alt links: *Every Night Is Pizza Night* J. Kenji López-Alt, 2020-09-01 New York Times Bestseller Best-selling author J. Kenji López-Alt introduces Pipo, a girl on a quest to prove that pizza is the best food in the world. Pipo thinks that pizza is the best. No, Pipo knows that pizza is the best. It is scientific fact. But when she sets out on a neighborhood-spanning quest to prove it, she discovers that best might not mean what she thought it meant. Join Pipo as she cooks new foods with her friends Eugene, Farah, Dakota, and Ronnie and Donnie. Each eating experiment delights and stuns her taste buds. Is a family recipe for bibimbap better than pizza? What about a Moroccan tagine that reminds you of home? Or is the best food in the world the kind of food you share with the people you love? Warm and funny, with bright, whimsical illustrations by Gianna Ruggiero, *Every Night Is Pizza Night* is a story about open-mindedness, community, and family. With a bonus pizza recipe for young readers to cook with their parents, *Every Night Is Pizza Night* will make even the

pickiest eaters hungry for something new.

totally science alt links: **Governing the Commons** Elinor Ostrom, 2015-09-23 Tackles one of the most enduring and contentious issues of positive political economy: common pool resource management.

totally science alt links: *Rethinking Food and Agriculture* Amir Kassam, Laila Kassam, 2020-10-18 Given the central role of the food and agriculture system in driving so many of the connected ecological, social and economic threats and challenges we currently face, *Rethinking Food and Agriculture* reviews, reassesses and reimagines the current food and agriculture system and the narrow paradigm in which it operates. *Rethinking Food and Agriculture* explores and uncovers some of the key historical, ethical, economic, social, cultural, political, and structural drivers and root causes of unsustainability, degradation of the agricultural environment, destruction of nature, short-comings in science and knowledge systems, inequality, hunger and food insecurity, and disharmony. It reviews efforts towards 'sustainable development', and reassesses whether these efforts have been implemented with adequate responsibility, acceptable societal and environmental costs and optimal engagement to secure sustainability, equity and justice. The book highlights the many ways that farmers and their communities, civil society groups, social movements, development experts, scientists and others have been raising awareness of these issues, implementing solutions and forging 'new ways forward', for example towards paradigms of agriculture, natural resource management and human nutrition which are more sustainable and just. *Rethinking Food and Agriculture* proposes ways to move beyond the current limited view of agro-ecological sustainability towards overall sustainability of the food and agriculture system based on the principle of 'inclusive responsibility'. Inclusive responsibility encourages ecosystem sustainability based on agro-ecological and planetary limits to sustainable resource use for production and livelihoods. Inclusive responsibility also places importance on quality of life, pluralism, equity and justice for all and emphasises the health, well-being, sovereignty, dignity and rights of producers, consumers and other stakeholders, as well as of nonhuman animals and the natural world. - Explores some of the key drivers and root causes of unsustainability, degradation of the agricultural environment and destruction of nature - Highlights the many ways that different stakeholders have been forging 'new ways forward' towards alternative paradigms of agriculture, human nutrition and political economy, which are more sustainable and just - Proposes ways to move beyond the current unsustainable exploitation of natural resources towards agroecological sustainability and overall sustainability of the food and agriculture system based on 'inclusive responsibility'

totally science alt links: *Understanding the Misconceptions of Science* Don Lincoln, 2019-04-15

totally science alt links: *How to Change Your Mind* Michael Pollan, 2019-05-14 Now on Netflix as a 4-part documentary series! "Pollan keeps you turning the pages . . . cleareyed and assured." —New York Times A #1 New York Times Bestseller, New York Times Book Review 10 Best Books of 2018, and New York Times Notable Book A brilliant and brave investigation into the medical and scientific revolution taking place around psychedelic drugs--and the spellbinding story of his own life-changing psychedelic experiences When Michael Pollan set out to research how LSD and psilocybin (the active ingredient in magic mushrooms) are being used to provide relief to people suffering from difficult-to-treat conditions such as depression, addiction and anxiety, he did not intend to write what is undoubtedly his most personal book. But upon discovering how these remarkable substances are improving the lives not only of the mentally ill but also of healthy people coming to grips with the challenges of everyday life, he decided to explore the landscape of the mind in the first person as well as the third. Thus began a singular adventure into various altered states of consciousness, along with a dive deep into both the latest brain science and the thriving underground community of psychedelic therapists. Pollan sifts the historical record to separate the truth about these mysterious drugs from the myths that have surrounded them since the 1960s, when a handful of psychedelic evangelists inadvertently catalyzed a powerful backlash against what was then a promising field of research. A unique and elegant blend of science, memoir, travel

writing, history, and medicine, *How to Change Your Mind* is a triumph of participatory journalism. By turns dazzling and edifying, it is the gripping account of a journey to an exciting and unexpected new frontier in our understanding of the mind, the self, and our place in the world. The true subject of Pollan's mental travelogue is not just psychedelic drugs but also the eternal puzzle of human consciousness and how, in a world that offers us both suffering and joy, we can do our best to be fully present and find meaning in our lives.

totally science alt links: *Edison* Edmund Morris, 2019 From Pulitzer Prize-winning author Morris comes a revelatory new biography of Thomas Alva Edison, the most prolific genius in American history.

totally science alt links: *Springer Handbook of Robotics* Bruno Siciliano, Oussama Khatib, 2016-07-27 The second edition of this handbook provides a state-of-the-art overview on the various aspects in the rapidly developing field of robotics. Reaching for the human frontier, robotics is vigorously engaged in the growing challenges of new emerging domains. Interacting, exploring, and working with humans, the new generation of robots will increasingly touch people and their lives. The credible prospect of practical robots among humans is the result of the scientific endeavour of a half a century of robotic developments that established robotics as a modern scientific discipline. The ongoing vibrant expansion and strong growth of the field during the last decade has fueled this second edition of the Springer Handbook of Robotics. The first edition of the handbook soon became a landmark in robotics publishing and won the American Association of Publishers PROSE Award for Excellence in Physical Sciences & Mathematics as well as the organization's Award for Engineering & Technology. The second edition of the handbook, edited by two internationally renowned scientists with the support of an outstanding team of seven part editors and more than 200 authors, continues to be an authoritative reference for robotics researchers, newcomers to the field, and scholars from related disciplines. The contents have been restructured to achieve four main objectives: the enlargement of foundational topics for robotics, the enlightenment of design of various types of robotic systems, the extension of the treatment on robots moving in the environment, and the enrichment of advanced robotics applications. Further to an extensive update, fifteen new chapters have been introduced on emerging topics, and a new generation of authors have joined the handbook's team. A novel addition to the second edition is a comprehensive collection of multimedia references to more than 700 videos, which bring valuable insight into the contents. The videos can be viewed directly augmented into the text with a smartphone or tablet using a unique and specially designed app. Springer Handbook of Robotics Multimedia Extension Portal: <http://handbookofrobotics.org/>

totally science alt links: *Hereditary Genius* Sir Francis Galton, 1870

totally science alt links: *Handbook of Essential Oils* K. Husnu Can Baser, Gerhard Buchbauer, 2009-12-28 Egyptian hieroglyphs, Chinese scrolls, and Ayurvedic literature record physicians administering aromatic oils to their patients. Today society looks to science to document health choices and the oils do not disappoint. The growing body of evidence of their efficacy for more than just scenting a room underscores the need for production standards, quality control parameters for raw materials and finished products, and well-defined Good Manufacturing Practices. Edited by two renowned experts, the Handbook of Essential Oils covers all aspects of essential oils from chemistry, pharmacology, and biological activity, to production and trade, to uses and regulation. Bringing together significant research and market profiles, this comprehensive handbook provides a much-needed compilation of information related to the development, use, and marketing of essential oils, including their chemistry and biochemistry. A select group of authoritative experts explores the historical, biological, regulatory, and microbial aspects. This reference also covers sources, production, analysis, storage, and transport of oils as well as aromatherapy, pharmacology, toxicology, and metabolism. It includes discussions of biological activity testing, results of antimicrobial and antioxidant tests, and penetration-enhancing activities useful in drug delivery. New information on essential oils may lead to an increased understanding of their multidimensional uses and better, more ecologically friendly production methods. Reflecting the immense

developments in scientific knowledge available on essential oils, this book brings multidisciplinary coverage of essential oils into one all-inclusive resource.

totally science alt links: Open Science: the Very Idea Frank Miedema, 2021-10-29 This open access book provides a broad context for the understanding of current problems of science and of the different movements aiming to improve the societal impact of science and research. The author offers insights with regard to ideas, old and new, about science, and their historical origins in philosophy and sociology of science, which is of interest to a broad readership. The book shows that scientifically grounded knowledge is required and helpful in understanding intellectual and political positions in various discussions on the grand challenges of our time and how science makes impact on society. The book reveals why interventions that look good or even obvious, are often met with resistance and are hard to realize in practice. Based on a thorough analysis, as well as personal experiences in aids research, university administration and as a science observer, the author provides - while being totally open regarding science's limitations- a realistic narrative about how research is conducted, and how reliable 'objective' knowledge is produced. His idea of science, which draws heavily on American pragmatism, fits in with the global Open Science movement. It is argued that Open Science is a truly and historically unique movement in that it translates the analysis of the problems of science into major institutional actions of system change in order to improve academic culture and the impact of science, engaging all actors in the field of science and academia.

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