

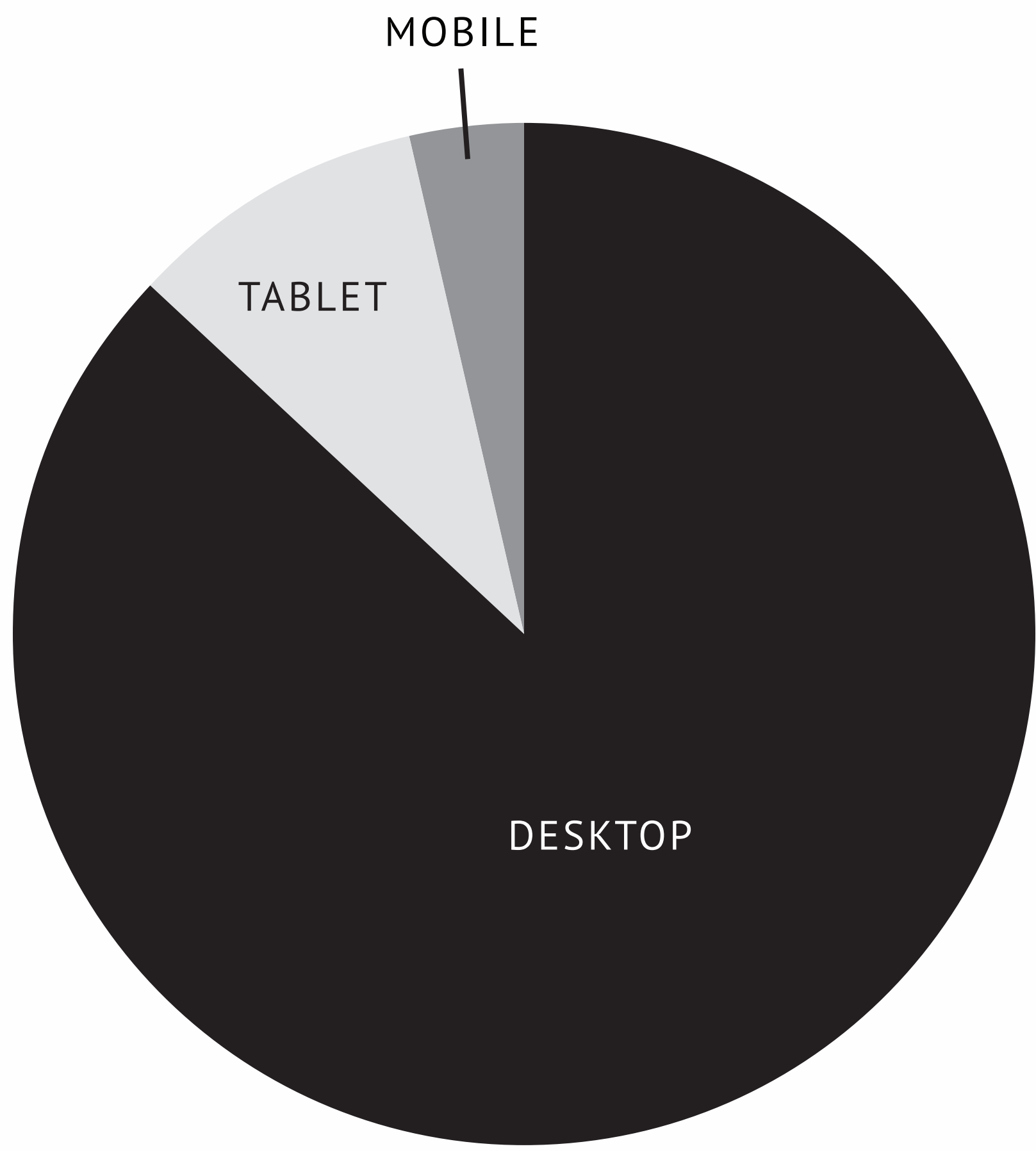
ABSTRACT

Mineralogy 4 Kids is the highly successful educational outreach website of the Mineralogical Society of America. In it's nearly 12 years, it has been awarded the Kindernet Today page and selected as a SciLinks site by the National Science Teachers Association. The site includes links to Mineral Groups, Mineral Properties, Crystallography, Mineral Identification, Minerals in Your House, and the Rock Cycle.

During the last academic year (Aug-Jun) the site has had nearly 2.5 million pageviews, the first full academic year since Phase I of an extensive revision to the site was completed in March 2012. The average visit to the site lasts over 7.5 minutes, which is extremely high for web site visits. Only social media and gaming sites have a longer visit duration. Nearly 10 different pages are viewed by each visitor. A Google/Bing/Yahoo search for "mineralogy" puts the site within the top 3 and if "mineralogy + kids" is searched, it is the number 1 site on all the search engines.

Revisions in Phase I included a change in the URL to www.mineralogy4kids.org, the addition of 100s of mineral photographs, the redrawing of all the figures, and becoming much less reliant on external websites for content. This past year we've undertaken Phase II of the revision of the website, which is to be compatible with mobile devices such as the iPad, iPad mini and smart phones. The site was redesigned to adjust to the different screen sizes, to take advantage of the touch capability of mobile devices, and be viewable in both vertical and horizontal modes.

DEVICES



TOP 10 PAGES

Page Title	Pageviews	% Pageviews
1. Home   Mineralogy4Kids.org	6,332	26.46%
2. Mineral Properties   Mineralogy4Kids.org	2,039	8.52%
3. Mineral Groups   Mineralogy4Kids.org	2,036	8.51%
4. Minerals in Your House   Mineralogy4Kids.org	1,625	6.79%
5. The Rock Cycle   Mineralogy4Kids.org	1,470	6.14%
6. Mineral Games   Mineralogy4Kids.org	698	2.92%
7. Mineral Identification   Mineralogy4Kids.org	677	2.83%
8. Sedimentary Rocks   Mineralogy4Kids.org	565	2.36%
9. Color   Mineralogy4Kids.org	445	1.86%
10. All About Crystals   Mineralogy4Kids.org	406	1.70%

MINERAL IDENTIFICATION

Use the app below to identify your minerals.

Step 1

Is your mineral metallic or nonmetallic?

metallic

non-metallic

Step 2

Determine whether your mineral is light-colored or dark-colored.

Is your mineral light-colored or dark-colored?

light

dark

Step 3

Determine the hardness of your mineral. Using a glass plate, see if the mineral scratches it. Be careful, make sure the glass is on a table, do not hold in your hand. Firmly grasp your mineral and draw it over the glass. If the mineral powders, then use your fingernail to feel if the glass is scratched.

Does your mineral scratch glass?

yes

no

Step 4

Determine whether your sample has cleavage. Does your mineral have cleavage?

yes

no

Step 5

Use chart below to determine your mineral:

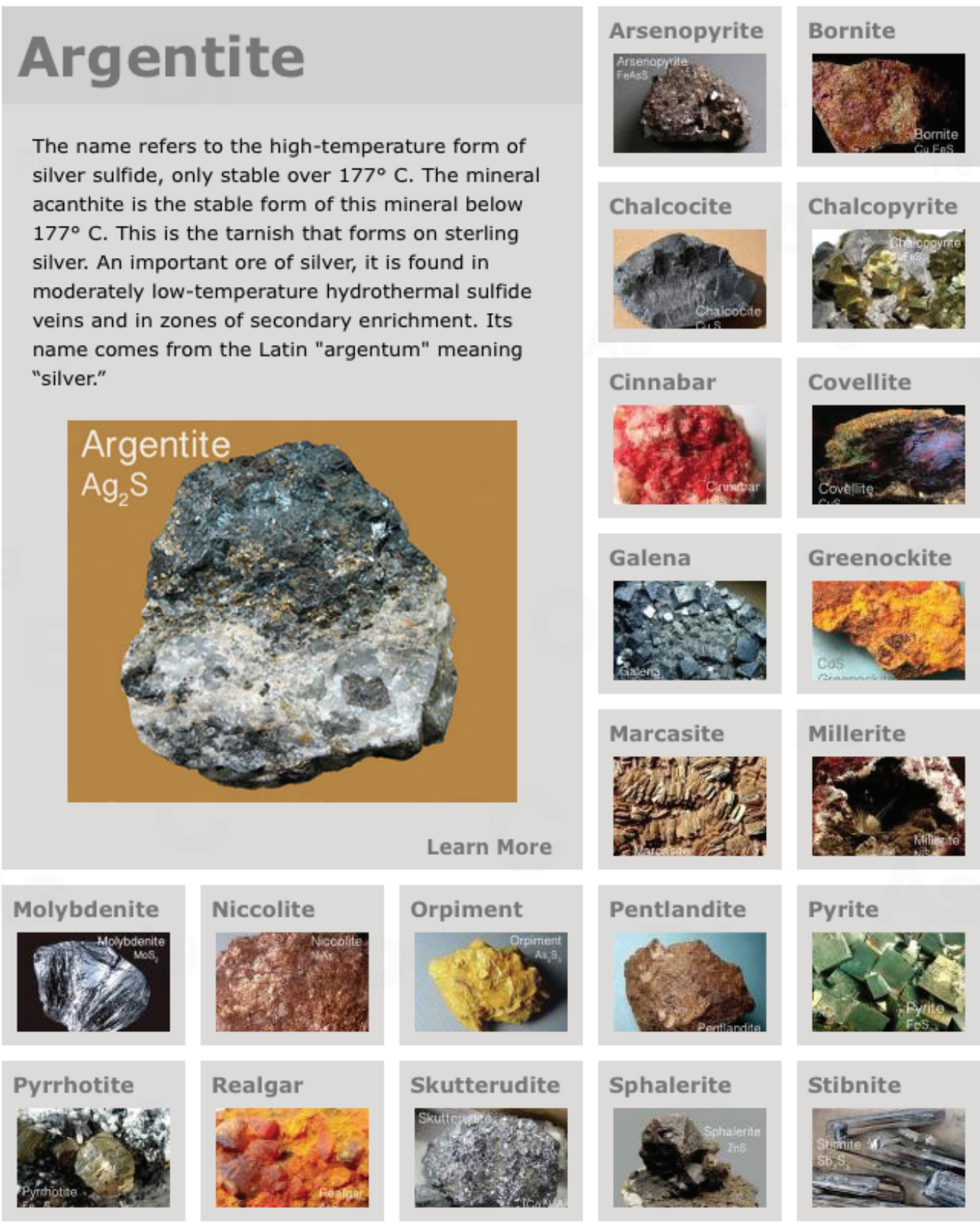
Mineral	Description
<b>Sphalerite</b> Zinc ore ZnS	Brown, black, or yellow in color 6 cleavage directions Yellow, sulfurous smell to streak H: 3.5-4 G: 3.9-4.1 L: resinous S: yellow
<b>Biotite</b> K(Mg, Fe)3AlSi3O10	Black-brown in color 1 perfect cleavage H: 2.5-3 G: 2.7-3.1 L: Vitreous Thin plates are elastic S: white
<b>Chlorite</b> Mg, Fe, Al silicate	Green in color 1 perfect cleavage H: 2-2.5 G: 2.6-2.9 Nonelastic scaly masses S: white to pale green

H=hardness // F=fracture // L=luster // S=streak // G=specific gravity

RESPONSIVE WEB DESIGN



MINERAL GROUPS



THE ROCK CYCLE

