

**{{as of 04/23/2013 – subject to change}}**

## Using ArcGIS Online for Instruction (in USA)

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ArcGIS Online allows easy mapping, analysis, and sharing, via browser, tablet, and smartphone. Each login is tied to a specific account type. Educators need to decide how best to engage the technology for their situation. This doc describes some characteristics of different ArcGIS Online account types for instructional purposes.

#	Acct type	Description	"Advantages"	"Limitations"	Note
1	none	Not signed in. Go to <a href="http://www.arcgis.com/home">www.arcgis.com/home</a> or any starting page for any Org account (e.g. "ed.maps.arcgis.com/home")	<ul style="list-style-type: none"> <li>Free to anyone</li> <li>Access to publicly shared maps, data layers, galleries, links, groups, and group contents</li> <li>Anyone can access from anywhere (computer, tablet, smartphone) without login/password</li> </ul>	<ul style="list-style-type: none"> <li>Users cannot save anything, which limits capacity to share (screenshots only)</li> <li>Access only to "public" content</li> <li>Limited access to groups</li> <li>Limits to uploadable file types</li> </ul>	Education users can work in multiple modes, for instance with publishers inside an Org and viewers outside the Org who don't log in to use content, or who log in to a public account to save files.
2	"Public"	Individual signs in to his/her own individual "public" account, licensed for personal non-commercial use	<ul style="list-style-type: none"> <li>Free to anyone for personal use</li> <li>Save custom maps and apps</li> <li>Individual privacy and control of sharing</li> <li>Publish "notes": create new, or use CSV, KML, GPX, shape.zip</li> <li>Space: 2GB for storing content</li> </ul>	<ul style="list-style-type: none"> <li>Minors need parent to set up account</li> <li>Limits to geoprocessing available (e.g. geocodes, records in XY tables)</li> <li>Can only create "Public" groups</li> <li>No integration with Microsoft Office</li> <li>Check "terms of use" for work</li> </ul>	
3	Shared public login	Public account, where the same login is used by multiple people (Many educators have done this successfully with classes.)	<ul style="list-style-type: none"> <li>Free for teaching use by edu.inst. (+NGO,NPO)</li> <li>Single login/password; easy for many to log in</li> <li>Easy setup, easy operation; students do not have to set up accounts or enter personal data</li> <li>Any logged in user can create folders and store custom content inside</li> </ul>	<ul style="list-style-type: none"> <li>Permitted for "public" accounts only</li> <li>Anyone signed in has full read/write access to all contents; hard to verify authorship</li> <li>Easy for anyone to modify -- change, move, rename, or delete any contents</li> <li>Check "terms of use" for work</li> </ul>	
4	"Org:small" (i.e. not all who want a login have one)	Organization subscription, with 1+ Admin, potential for additional logins (Admins, Publishers, Users)	<ul style="list-style-type: none"> <li>Each user has private, unique login (+password)</li> <li>Admins can set up custom logins</li> <li>Admins can control extent of sharing</li> <li>Admins set up home page look &amp; sharing</li> <li>Publishers/Admins can share tile maps, feature service, or geoprocessing services (all reusable in many maps)</li> <li>Integrates with Microsoft Office 2010 for Win</li> <li>Powerful analysis options not in "Public"</li> </ul>	<ul style="list-style-type: none"> <li>Minors need Admin to set up account</li> <li>Creating unique accounts for all desired users may not be possible</li> <li>Making many accounts can be tedious if not using defaults or not having users verify</li> <li>Users &amp; Publishers do not have total control on the extent to which they can search or share</li> <li>Admins need to monitor account usage and membership</li> </ul>	
5	"Org:large" (i.e. all who want login have one)	Organization subscription, with 1+ Admin, potential for additional logins (Admins, Publishers, Users)	<ul style="list-style-type: none"> <li>All advantages of Org:small</li> <li>Opportunity for private, unique account for each potential user</li> </ul>	<ul style="list-style-type: none"> <li>Minors need Admin to set up account</li> <li>The larger the organization, the more Admins are needed to optimize flexibility, and the more coordination is needed</li> </ul>	
	All	Info architecture options (metadata): search items, tags, groups, galleries, folders, profiles	<ul style="list-style-type: none"> <li>Many methods to organize and search people, groups, content, metadata</li> </ul>	<ul style="list-style-type: none"> <li>No absolute best way to provide metadata for all types of users.</li> <li>No guarantee of metadata quality or availability</li> </ul>	

For more info, see <http://esriurl.com/mappingwithago>, <http://www.arcgis.com/about/features.html>, <http://resources.arcgis.com/en/tutorials/>