

NortonAI for Students

Last Modified on 04/14/2026 4:49 pm EDT

NortonAI is a new feature in select Norton Illumine ebooks that boosts student engagement and understanding with personalized, self-directed practice and reading support—grounded in your textbook's trusted content.

How to use Smart Highlight

If NortonAI is an available feature in your Norton Illumine ebook, you can use the Smart Highlight functionality.

After highlighting the relevant section, you will see two NortonAI options: Rephrase and Give an Example.

- The Rephrase option offers alternative wording for the selected text to support understanding, while maintaining the original meaning.
- Give an Example provides a real-world or specific example to help students understand the highlighted text.

The screenshot shows the NortonAI interface within a chemistry textbook. On the left, a sidebar contains 'NortonAI' and 'Instructor Content' options. The main content area displays a chemistry chapter with a highlighted section titled 'Concentration Units'. A context menu is open over the highlighted text, showing options: 'ASK NORTONAI', 'Rephrase', 'Give an example', 'Create Note', 'HIGHLIGHT' (with color swatches), 'Copy', and 'Create Instructor Note'. A red arrow points to the 'Give an example' option.

Select the option that you'd like to use, and NortonAI will generate the rephrased wording or present an example in the NortonAI panel at the left side of the screen.

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Give an example

“Qualitatively, solutions are described as concentrated or dilute if they contain relatively high or low ratios of solute to solvent.”

Consider making coffee: a strong, dark cup of coffee is a concentrated solution because it has a high ratio of coffee grounds (solute) to water (solvent). In contrast, weak coffee that tastes watery is a dilute solution because it contains a low ratio of coffee grounds to water. You can make concentrated coffee by using more grounds or less water, and dilute coffee by using fewer grounds or more water. The same principle applies whether you're making instant coffee, brewing tea, or mixing any drink powder with water.

Was this helpful? Save to Notebook

Ready to practice? Practice

AI makes mistakes. Double-check important info.

Chemistry

Chapter 4: Reactions in Solution: Aqu... > 4.2 Expressing Concentrations

Page CH4 Print




FIGURE 4.7 The reaction between a base (sodium bicarbonate) and stomach acid generates bubbles of carbon dioxide and provides relief for an upset stomach. (Solvent water molecules have been omitted in the particle representation for clarity.)

Concentration Units

The **concentration** of any solution is the amount of solute in a given amount of solvent or solution. It can be expressed in a variety of ways. Qualitatively, solutions are described as *concentrated* or *dilute* if they contain relatively high or low ratios of solute to solvent.

To be more specific, we need to be able to quantify the concentration of a solution. Some quantitative measures of concentration are based on *mass-to-volume ratios*, such as milligrams of solute per liter of solution. When clinical laboratories report the concentration of

You can ask NortonAI to try again and give it feedback to NortonAI to refine the rephrasing or examples.

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solution containing about 35 grams of salt per liter of water, giving it a distinctly salty taste. Tap water is a dilute solution with only trace amounts of dissolved minerals, making it taste essentially pure. The ocean's high solute-to-solvent ratio makes it undrinkable, while tap water's low ratio makes it suitable for consumption. Both are solutions, but they differ dramatically in their concentration levels.

Was this helpful? Save to Notebook

Yes No Save

Off topic

Too complex

Unrealistic or unhelpful

Something else?

Send

Ready to practice? Practice

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Chemistry

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How to use Practice Mode

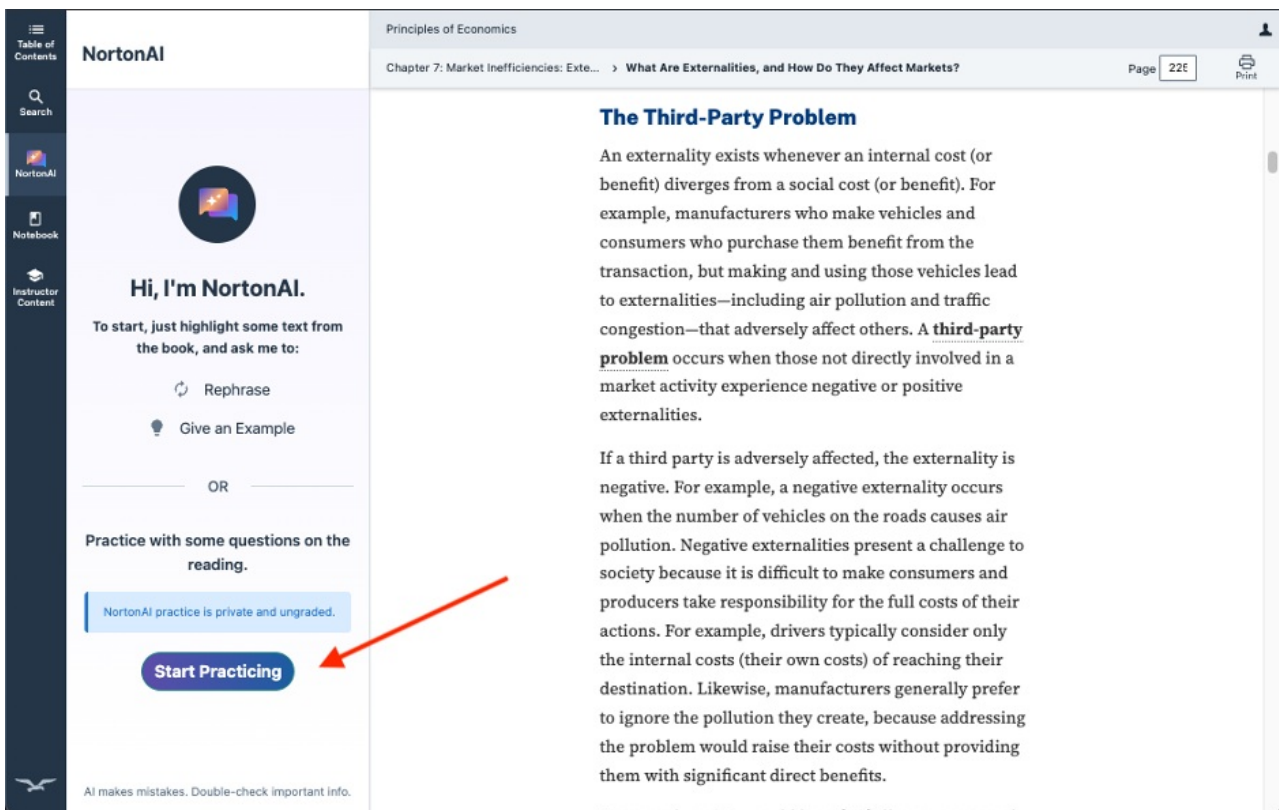
At any point in your reading, you can ask NortonAI to provide Practice Questions on the current section or on the

full chapter.

Click "NortonAI" in the lefthand toolbar of Norton Illumine.



Then "Start Practicing" at the bottom of the NortonAI panel.



Select whether you'd like to practice questions from the full chapter or the current section

The screenshot shows the NortonAI interface for 'Principles of Economics'. The top navigation bar includes 'Table of Contents', 'NortonAI', 'Search', 'NortonAI', 'Notebook', and 'Instructor Content'. The main content area is titled 'Principles of Economics' and 'Chapter 7: Market Inefficiencies: Ext... > What Are Externalities, and How Do They Affect Markets?'. The page number is 226. The interface asks, 'Would you like to practice the full chapter or just the current section?' with two buttons: 'Full Chapter' and 'Current Section'. At the bottom, there is a 'Ready to practice? Practice' button and a note: 'AI makes mistakes. Double-check important info.'

The Third-Party Problem

An externality exists whenever an internal cost (or benefit) diverges from a social cost (or benefit). For example, manufacturers who make vehicles and consumers who purchase them benefit from the transaction, but making and using those vehicles lead to externalities—including air pollution and traffic congestion—that adversely affect others. A **third-party problem** occurs when those not directly involved in a market activity experience negative or positive externalities.

If a third party is adversely affected, the externality is negative. For example, a negative externality occurs when the number of vehicles on the roads causes air pollution. Negative externalities present a challenge to society because it is difficult to make consumers and producers take responsibility for the full costs of their actions. For example, drivers typically consider only the internal costs (their own costs) of reaching their destination. Likewise, manufacturers generally prefer to ignore the pollution they create, because addressing the problem would raise their costs without providing them with significant direct benefits.

Every practice question includes the following features:

- Confidence Sliders that help NortonAI personalize the practice questions based on your confidence.
- Practice Performance reports that display your current practice progress. Your progress resets when you sign out of Norton Illumine.
- A link back to the relevant section of the book, so it's simple to go back and read more.
- The ability to navigate through the chapter to easily practice questions on specific topics or sections.
- And at any point, you can exit practice mode and return to the ebook by clicking the exit button in the top right corner of the screen.

Practice with NortonAI Private & Ungraded Exit Practice Mode X

What Are Externalities, and How Do They Affect Markets? Currently practicing What Are Externalities, and How ...

Match each corrective measure for externalities with its primary mechanism of action:

Select the correct description for each group or term from the dropdown menus:

Dynamic pricing on express lanes	→	Select
Government subsidies for flu shots	→	Select
Pollution taxes on refineries	→	Select
Mandatory vaccination requirements	→	Select

Not sure? [Read more in the book](#)

Check Answer

Question Confidence
I think I know it

Practice Performance
What Are Externalities, and How Do They Affect Markets?
Warming Up

AI makes mistakes. Double-check important info.

When you check your answer to a NortonAI practice question, you will receive answer-specific feedback.

Practice with NortonAI Private & Ungraded Exit Practice Mode X

What Are Externalities, and How Do They Affect Markets? Currently practicing What Are Externalities, and How ...

According to the textbook, what must happen for a market to work as efficiently as possible?

Select an answer

A. Each participant must be able to enter and exit the market freely and external costs must also be accounted for.

B. The government must regulate the market to ensure that external costs are not occurring.

C. All participants must have perfect information about prices and be able to enter and exit the market freely.

D. Supply and demand must be in equilibrium for the market to work efficiently.

Not sure? [Read more in the book](#)

Answer Feedback

INCORRECT

Feedback by NortonAI

Your response shows a solid understanding of basic market efficiency principles like perfect information and free entry/exit, which are indeed important market conditions! However, this question specifically focuses on externalities, so I'd encourage you to review the section on how markets handle external costs and benefits that affect parties beyond the direct participants. Consider rereading the part about what happens when market participants don't account for all the costs their actions impose on others - this will help you see the key distinction the textbook makes about efficient market operation in the presence of externalities.

Question:
According to the textbook, what must happen for a market to work as efficiently as possible?

You selected:

All participants must have perfect information about prices and be able to enter and exit the market freely

Was this helpful?
 Yes No

Answer Again

Question Confidence
I think I know it

Practice Performance
What Are Externalities, and How Do They Affect Markets?
Warming Up

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Since NortonAI is designed for practice and self-study, you can attempt to answer the question again or skip to another question.

Can instructors assign NortonAI for points? Can they see how students are performing on these questions?

No, NortonAI is meant to be a self-study tool for you to study and practice without the pressure of a grade or observation.

What guardrails are in place to protect students' privacy when they use NortonAI?

NortonAI is designed so that no personally identifiable information (PII) is shared when you use the feature within Norton Illumine. Our systems are built to keep data secure and confidential, ensuring your privacy is protected throughout their experience.

Offline Mode

NortonAI requires an active internet connection. If you're seeing the Offline Mode message that indicates you are currently offline, please ensure your internet connection is available and working properly. Once connectivity is restored, try accessing NortonAI features again.

Digital Resources for Give Me Liberty! x The Business of America - Chap... x +

services-ebook.qa.wnorton.net/nerd/231597/r/goto/cfi/344/4?control=control-norton-ai


Give Me Liberty! Offline Mode qavpteststudent02@team3...

Chapter 20: From Business Culture to Great Depression, The Twenties, 1920-1932 > The Business of America

Who benefited and who suffered in the new consumer society of the 1920s?

produced 85 percent of the world's cars and 40 percent of its manufactured goods. General Electric and International Telephone and Telegraph bought up companies in other countries. International Business Machines (IBM) was the world's leader in office supplies. American oil companies built new refineries overseas. American companies took control of raw materials abroad, from rubber in Liberia to oil in Venezuela.

One unsuccessful example of the global spread of American corporations was Fordlandia, an effort by the auto manufacturer Henry Ford to create a town in the heart of Brazil's Amazon rain forest. Ford hoped to secure a steady supply of rubber for car tires. But as in the United States, where he had compelled immigrant workers to adopt American dress and diet, he wanted to bring local inhabitants up to what he considered the proper standard of life (this meant, for example, forbidding his workers from using alcohol and tobacco and trying to get them to stop eating traditional Brazilian foods). Eventually, the climate and local insects destroyed the rubber trees that Ford's engineers, lacking experience in tropical agriculture, had planted much too close together, while the workers rebelled against the long hours of labor and



A 1931 painting by Ben

NortonAI Offline Mode NortonAI is unavailable when you are offline. You are currently offline.