The Art and Science of Information Dissemination

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How has publishing changed?

- c. 1996: web delivered print content in electronic form
  - Static document delivery

- c. 2006: web delivers web content
  - No longer just “document” delivery
    - More functions within content
    - Options for collaboration
  - Print constraints disappearing (length, media – audio, video, etc.)
What can we do today?

- Definitions of “publication” expanded
  - Audiences with different expectations
  - Versions
    - Manuscript
    - Pre-print
    - Article
    - Post-print
  - Features
    - Information/content
    - Interactivity (collaboration)
    - Multi-format (audio, video)
    - Portability (podcasts, PDA delivery)
ACS Chemical Biology: A New Model for Chemistry Publishing

- Taking advantage of technology
- Tapping interests of, and resources in, the chemistry/biology communities
- Experimenting to determine what works best
- Mixture of traditional and innovative elements
Content digests

- In This Issue
- Spotlight
- Points of View
- Reviews
Highlighting Young Authors

Introducing our Authors
Podcasts

- **Monthly podcasts**
  - Recorded by editors and authors
  - Published with the issue
  - Get the author’s perspective on his/her article
Forums

◆ Ask-the-Expert
  - Volunteer Expert
  - Users submit questions
  - Volunteer answers
  - How to entice the volunteer?
  - Could be a “live” broadcast too

What types of materials are needed to advance the field further? —Professor

MS: Materials that answer the big questions will advance the field. Some of the big questions in the field include: 1. Guided regeneration—how can stimuli be incorporated into materials that will guide cell growth and differentiation in three dimensions?
ChemBioGlossary
- Terms from reviews in journal (author supplied)
- Link to content in context

Other topics
- Graduate education
- Peer review
- Users can suggest

Anyone can view
- Must be registered and logged in to edit
Looking Forward

- More journals will be published like ACS Chemical Biology going forward (from ACS and others)
  - NanoScience and NanoTechnology
  - Chemical and Engineering News

- Rapid delivery, in multiple deliveries/forms, of content
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