
Nature Publishing Group

Promoting medical research and science

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Agenda

FIRST, to place before the general public the grand results of Scientific Work and Scientific Discovery ; and to urge the claims of Science to a more general recognition in Education and in Daily Life ;

And, SECONDLY, to aid Scientific men themselves, by giving early information of all advances made in any branch of Natural knowledge throughout the world, and by affording them an opportunity of discussing the various Scientific questions which arise from time to time.

- New developments
- *Nature Precedings*
- *Connotea*
- Librarian Gateway
- *Nature Network*
- Using other social media
- ‘Meet the editor’ events

New developments – Nature Reviews clinical sciences



In April 2009, the *Nature Reviews* portfolio more than doubled when all eight *Nature Clinical Practice* journals were rebranded *Nature Reviews*.

- Capitalising on the high-quality and success of brand to the clinical sciences
- Full colour figures and more reviews
- Same Aims & scope and commissioning strategy

New developments - Academic journals

American Journal of Gastroenterology*

American Journal of Hypertension

Asian Journal of Andrology

Bone Marrow Transplantation*

British Dental Journal

Clinical Pharmacology & Therapeutics

European Journal of Clinical Nutrition*

Eye

Hypertension Research

International Journal of Obesity*

Journal of Human Genetics

Journal of Investigative Dermatology

Journal of Perinatology*

Kidney International

Modern Pathology

Obesity

Prostate Cancer and Prostatic Diseases*

Spinal Cord



New developments – *Nature Communications*

- Launched April 2010
- Multidisciplinary, online-only journal with open-access option
- Fields across the natural sciences
- Freely available until September 30, 2010

The screenshot shows the homepage of Nature Communications. At the top, there is a navigation bar with links for Home, About the journal, Authors and referees, Browse archive, and Search. Below this is a search bar with a 'GO' button and a link to 'Advanced search'. A 'Submit to Nature Communications' button is also visible. The main content area features a 'Most recent' tab and a 'Browse by subject' tab. Under 'LATEST ARTICLES', two articles are highlighted:

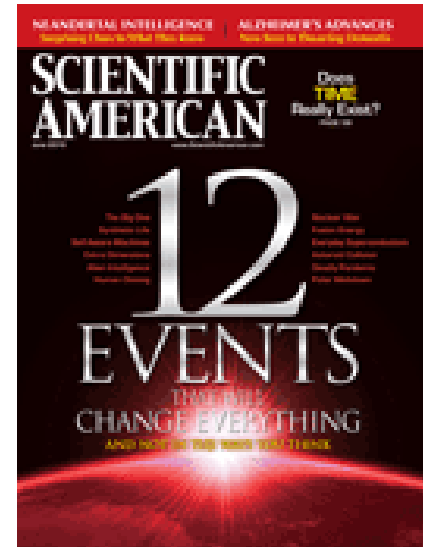
On-chip CMOS-compatible all-optical integrator OPEN
M. Ferrera, Y. Park, L. Razzari, B. E. Little, S. T. Chu, R. Morandotti, D. J. Moss, J. Azaña
One reason for using photonic devices is their speed—much faster than electronic circuits—but there are many challenges in integrating the two technologies. Ferrera et al. construct a CMOS-compatible monolithic optical waveform integrator, a key building block for photonic circuits.
15 Jun | Nat Commun 1 | 29 | doi:10.1038/ncom1026 (2010)
Physical Sciences | Optical physics

Pandemic 2009 H1N1 vaccine protects against 1918 Spanish influenza virus OPEN
Rafael A. Medina, Balaji Manicassamy, Silke Stertz, Christopher W. Selbert, Rong Hai, Robert B. Belshe, Sharon E. Frey, Christopher F. Basler, Peter Palese, Adolfo Garcia-Sastre
Vaccination against one viral strain can result in cross-reactive antibodies against another viral strain. In this study, the vaccination of mice against the 2009 H1N1 virus is shown to protect mice from the 1918 Spanish influenza virus, which resulted in millions of deaths worldwide.
15 Jun | Nat Commun 1 | 26 | doi:10.1038/ncom1026 (2010)
Biological Sciences | Immunology | Medical research | Microbiology | Virology

On the right side, there are sections for 'JOURNAL SERVICES' (Sign up for e-alerts, Recommend to library, Web feeds), 'Nature Communications JOBS of the week' (Senior Contracts and Proposals Manager - Clinical - Proposals - Berkshire Paramount Recruitment Berkshire, Managing Director - Market Research Consultant Stelfox Germany, Köln), and 'OPEN INNOVATION CHALLENGES' (Rapid Therapeutic Development Pipeline).

New developments – *Scientific American*

- Oldest continuously published magazine in US, covering over 160 years of science and technology
- 15 international editions
- Re-engineered. Rediscovered. Powered by nature.com since November 2009
- *Scientific American* joined NPG in June 2009 as a new consumer media division
- Archive back to May 1948, with additional years being digitised currently for an end of year launch.



- Launched 2007
- Pre-print server for sharing preliminary and unpublished findings
- Flash-based viewer that enables viewing and sharing presentations

The screenshot shows the Nature Precedings website. At the top left is the logo "natureprecedings" with the tagline "Pre-publication research and preliminary findings". On the top right, it says "Logged in: Sharlene Chiu" with links for "My account" and "Log out". Below the logo is a navigation bar with "Submit a document" and "Active Discussions". The main content area is titled "Connecting thousands of scientists globally" and features a world map. To the left of the map is a "BROWSE BY SUBJECT" list with categories like Bioinformatics (356), Biotechnology (208), Cancer (112), Chemistry (170), Developmental Biology (72), Earth & Environment (186), Ecology (208), Evolutionary Biology (149), Genetics & Genomics (201), Immunology (76), Microbiology (101), Molecular Cell Biology (200), Neuroscience (265), Pharmacology (103), and Plant Biology (77). Below the map is a text box explaining the platform's purpose: "Nature Precedings connects thousands of researchers and provides a platform for sharing new and preliminary findings with colleagues on a global scale." It also includes a search bar with a "GO" button and a link to "Advanced search". On the right side, there are sections for "Active Discussions" with two entries: "Formation of Plant Battery from Xerophytic Plants" by R.V.K. Charan (4 comments, last 22 days ago) and "Music in the first days of life" by Daniela Perani et al. (1 comment, last 8 days ago). Below that is "Highlighted Collections" with an entry for the "4th International Workshop on Post Market Environmental Monitoring of Genetically Modified Plants" (3-4, May 2010). At the bottom right, there is another highlighted collection for the "2009 Annual Meeting of the Ecological Society of America" (2-7 August 2009, Albuquerque, NM). At the bottom left, there is a "Latest documents" section with a link to "Sign up for alerts" and a list of documents, including one titled "Generalised and abdominal adiposity are important risk factors for chronic disease in older people: results from a nationally representative survey" by Vasant Hirani.

- Launched in 2003
- Social bookmarking and reference storage
- Award for Publishing Innovation (2005 September, ALPSP)

The screenshot shows the Connotea website homepage. At the top, there is a search bar with the text "Search All" and a "Find results" button. Below the search bar is the Connotea logo and the tagline "Organise. Share. Discover.". A red navigation bar contains links for "Home", "Blog", "About Connotea", "Site Guide", "Community pages", and "My Library". The main content area features a large banner with the text "Free online reference management for all researchers, clinicians and scientists" and "Completely free, no download". A red button with a white arrow and the text "sign up now" is positioned below the banner. To the right of the banner is a smaller inset image showing a screenshot of the Connotea interface. Below the banner is a login section titled "Already Registered?" with fields for "Username" and "Password", a "Login" button, and a link for "Forgot your username or password? | Login with OpenID". To the right of the login section is a red box with the text "Five reasons to use Connotea". Below this is a list of five reasons: 1. Save and organize links to your references, 2. Easily share references with colleagues, 3. Access references from any computer, 4. One click is all it takes, 5. Easy to use. Start creating your library today. Below the list are links for "Learn more" and "Watch a short video (2m 41s)". At the bottom of the page is a footer with five columns of links: "Explore" (Home, Recent Activity, Popular Links, Popular Tags), "Beginner's guide" (About Connotea, How It Works, Getting Started, Introductory Videos), "Account details" (My Account, Advanced Settings, My Library, My Community Profile), "Help" (Site Guide, FAQs, Mailing Lists, Contact Us), and "Advanced" (Browser Buttons, Connotea Code, Connotea Web API, Community Pages).

Librarian Gateway

Content recently added:

- More information in translation
- PDFs of training tools
- 'Public interfaces' page
- HTML versions of our newsletters



A screenshot of the Librarian Gateway website. The page features a red header with the 'nature COMMUNICATIONS' logo and a 'SUBMIT NOW' button. Below the header, there is a navigation bar with 'librarian gateway@npg' and a search bar. The main content area is divided into several sections: 'Site control' (with links like 'Site license', 'Account administration', 'Payment system', 'Print subscriptions', 'Premium tools', 'Library relations', 'Public interfaces', 'Publisher collaborations', 'Contact NPG', and 'Site map'), 'What's new?' (with links like 'Update access options on 2 major Nature publications Group journals', 'Palgrave Macmillan offers FREE online access to their complete journals portfolio through the NPG', and 'Scientific American's archive to 2000 is now available online'), 'Browse librarian gateway @ npg' (with sections for 'Site licenses', 'Account administration', 'Print subscriptions', 'Premium tools', 'Library relations', 'Public interfaces', 'Publisher collaborations', and 'Contact NPG'), 'Featured links' (with links like 'ADORA', 'HWRAS', 'DARE', 'COUNTER', and 'INASP'), 'Pay per view' (with a link to 'Single article purchase options and procedures'), 'User guides' (with a link to 'nature.com website application Content Artists guide'), 'Promotion tools' (with links like 'License product information', 'Secure HTML banner ads', 'E-mail newsletters', 'Email & RSS for library journals', and 'NPG Newsletter'), 'Print subscriptions' (with a link to 'Contact NPG'), 'Library relations' (with links like 'Conferences', 'Library committees', 'NPG committees', 'Workshops', 'Webinars', 'Library updates', 'Newsletters', 'Database', 'Theses', 'Journals', and 'Conferences'), 'Public interfaces' (with links like 'XREF', 'DALI', 'Epub', 'RSS', and 'ATIP'), 'Contact NPG' (with a link to 'How to contact your sales representative or customer services'), and 'Publisher collaborations' (with a link to 'Information on NPG involvement with various programs, partners and associations'). On the right side, there is a 'Site license administration' section with a login form and a 'Search NPG Catalog' section with a search bar. At the bottom right, there is a 'Resources' section with links to 'Web feed', 'NPG Communications', 'E-books', 'User guides', 'Help', 'Privacy', 'Terms of Use', 'Contact', 'Support', 'Feedback', 'Press', 'Partners', 'Sponsors', and 'Advertisers'. The footer of the page includes the 'nature publishing group npg' logo.

Site content

[librarian gateway homepage](#)[Site licenses](#)[Account administration](#)[Pay-per-view](#)[Print subscriptions](#)[Promotion tools](#)[Library relations](#)[Publisher collaborations](#)[Contact NPG](#)[Site map](#)

External links

[AGORA](#)[HINARI](#)[OARE](#)[COUNTER](#)

What's new?

Nature Publishing Group to archive on behalf of authors



Etiam ac urna eget velit condimentum dictum. Vivamus vitae velit non dui posuere consetetuer. Nam luctus orci sed lectus. Praesent laoreet interdum velit. Mauris laoreet cursus ante.

Sed quis nisl. Curabitur viverra rhoncus odio. Donec lectus enim, vestibulum vel, commodo nec.

>> [read more](#)

Site license administration account

Username:

Password:

Save password?

go

Search NPG Catalog

go

Resources

[Web feed](#) [NPG communications e-mail alert](#)[Deutsch](#)[Español](#)[Français](#)[Italiano](#)[한국어\(Korean\)](#)[Polski](#)[Português](#)[中文\(Chinese\)](#)[Ελληνικά \(Greek\)](#)[日本語 \(Japanese\)](#)

Other news...

>> [Nature Publishing Group to archive on behalf of authors](#)

>> [High impact, high quality: Nature Publishing Group shines in 2007 Journal Citation Report](#)

>> [Nature Publishing Group launches English language editing service](#)



LIBRARY STUFF

>> [BLOGGS](#)

>> [VIDEOS](#)

>> [DRESS-A-LIBRARIAN](#)

>> [LIBRARY THING](#)

Library Gateway: Forum

Discussion of the Month:

>> [Networking Librarians in Inovative Library](#)



We already have a private Library Committee Forum group. Planning to launch public Library forum for librarians not just committee members

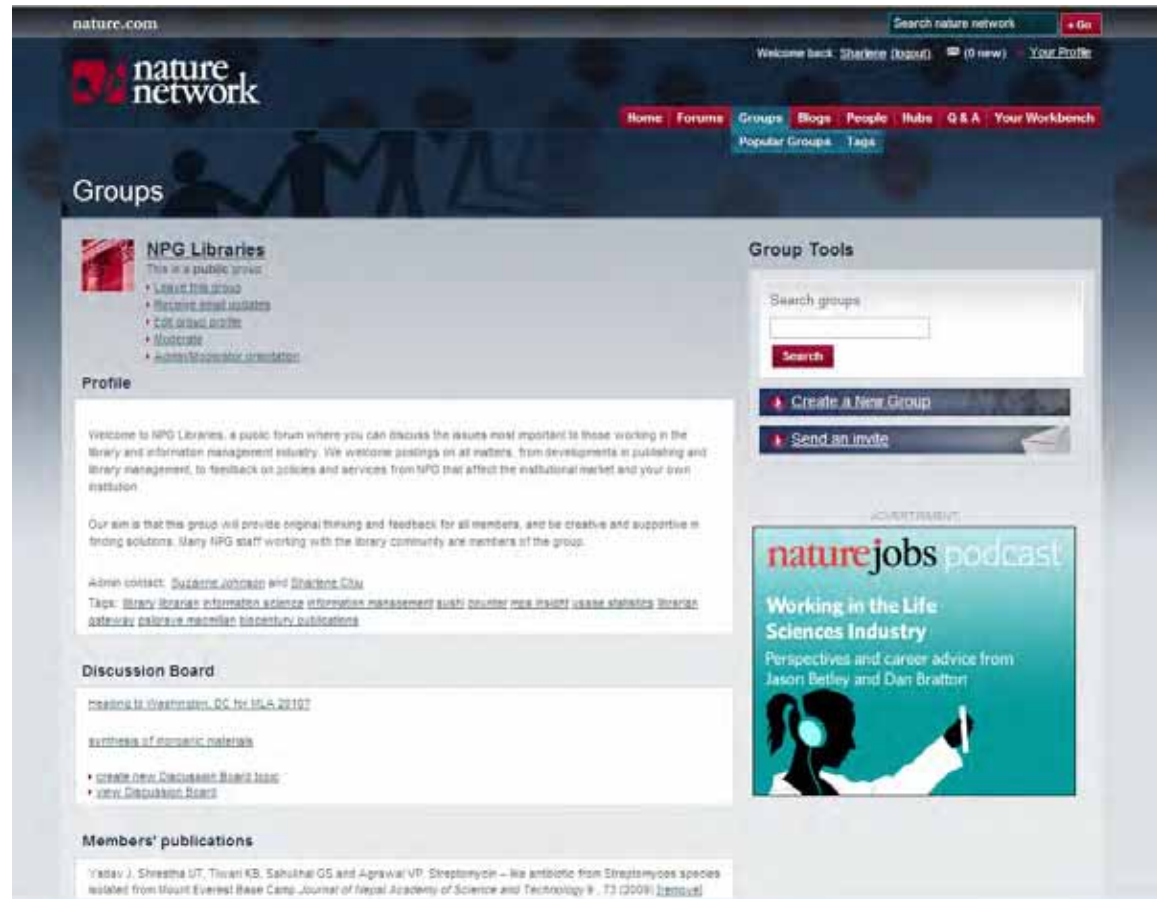
ADVERTISEMENT

Cell Research

Bringing you
the latest in

Nature Network: Public “NPG Libraries” group

- Formed March 2009
- 132 members
- One of most active groups on *Nature Network*
- Comprising of librarians, students, researchers and NPG staff
- Content includes wider library issues beyond NPG



The screenshot displays the Nature Network website interface. At the top, the 'nature.com' logo is visible on the left, and a search bar for 'nature network' is on the right. Below the logo, the 'nature network' branding is prominent. A navigation menu includes links for Home, Forums, Groups, Blogs, People, Hubs, Q & A, and Your Workbench. The main content area is titled 'Groups' and features a profile for 'NPG Libraries'. This profile includes a description of the group as a public forum for library and information management issues, a list of group tools (such as 'Create a New Group' and 'Send an invite'), a 'Discussion Board' with a recent post about 'Meeting to Organize CC BY-NC 2010', and a section for 'Members' publications' featuring a recent article by Yadav J. et al. on the right side of the page, there is an advertisement for 'naturejobs podcast' with the text 'Working in the Life Sciences Industry' and 'Perspectives and career advice from Jason Betley and Dan Bratton'.

Using other social media

Facebook

- Launched February 2008
- 10,726 Page fans

- Plos.org – 6,425
- *Science* – 9,410
- *Scientific American* – 18,213



Using other social media

Twitter

- @NatureNews
- @natureasia
- @NatureInd
- @Natnetnews
- @naturechemistry
- @npgnews

The screenshot shows the Twitter profile for NatureNews. At the top, the Twitter logo is visible, along with a sign-in button. Below the logo, there is a promotional banner for NatureNews with the text: "Get short, timely messages from NatureNews. Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. Join today and follow @NatureNews." A yellow "Let me in" button is present. To the right, there is a link to get updates via SMS by following @NatureNews to 88444 in the United Kingdom, with a link for codes for other countries.

The profile header includes the NatureNews logo (npg) and the name "NatureNews". The bio states: "The latest science news from Nature, the international scientific journal." The profile statistics are: 1,404 following, 44,853 followers, and 2,281 listed. The "Tweets" count is 4,802. There are sections for "Favorites" and "Lists", with several lists including @NatureNews:nature-network, @NatureNews:nature-contour, @NatureNews:journals, @NatureNews:pressoffice, @NatureNews:news, and @NatureNews:podcast. A "Following" section shows a grid of profile pictures of users being followed.

The main content area displays a tweet from "npg NatureNews" with the text: "Time to determine how much oil is really into the Gulf <http://ff.im/-kNQP>s" (posted about 20 hours ago via FriendFeed). Below this are three other tweets: "Fast-breeding mice dominate a warming world <http://ff.im/-kNHD>" (about 21 hours ago via FriendFeed), "Our 'Rat vs. Primate' story is kicking up some debate <http://bit.ly/borDdt>" (11:27 AM May 21st via TweetDeck), and "Ancient origin for monkey version of HIV <http://ff.im/-kKCh>" (10:02 AM May 21st via FriendFeed). The final tweet is "For he (and she) is a jolly good Fellow <http://ff.im/-kKCF>" (10:02 AM May 21st via FriendFeed).

Using other social media

Twitter

- Conference followings
- Latest research in NPG and beyond

RT @NeilWithers: New Scientist looks at origin of homochirality <http://trunc.it/823zn> Did exploding stars shatter life's mirror?

6:58 AM May 19th via TweetDeck

Glad you like it! RT @himalganguly: @NatureChemistry This article rocks doi:10.1038/nchem.650. Really loved it

3:26 AM May 19th via TweetDeck

Done! RT @AdWM: @NatureChemistry @macrojournals could fit on there nicely...

2:55 AM May 19th via TweetDeck

Re: chemistry journals on Twitter - this is probably a better link... <http://bit.ly/bCNJ11>

2:48 AM May 19th via TweetDeck

Anybody know of any other chemistry journals on Twitter that we should add to our list? <http://bit.ly/9OBFuv>

2:47 AM May 19th via TweetDeck

The screenshot shows the Twitter profile for Nature Chemistry (@NatureChemistry). The profile bio states: "Bio A journal dedicated to publishing high-quality papers that describe the most significant and cutting-edge research in all areas of chemistry." It lists 503 following, 2,905 followers, and 287 tweets. The main tweet on the profile is from @NatureChemistry, posted about 2 hours ago, which says: "And that paper - and our other latest ones - can be found at <http://www.nature.com/nchem/journal/vaop/ncurrent/index.html>". Below this are several retweets from other users, including @ChemistryWorld, @dipeterodgers, @biochembelle, and @SimonHiggins_50.

'Meet the editor' events



- NPG has conducted in Asia
- Timing with academic calendar
- Beyond how to publish
- Ask the Nature Editor forum on *Nature Network*
<http://network.nature.com/groups/askthenatureeditor/forum/topics>

Questions?

Obrigada! Questions?

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