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Currently, nearly 200 institutions are subscribed to JoVE, including such world leaders in research and education as Harvard, MIT, NIH, Stanford, Yale, UC Berkeley, Princeton, and others. Overall, the list of subscribers includes research universities, colleges, and pharma companies.

**ATG:** Do you have peer reviewers? How does the peer-reviewing process with a video journal?

**MP:** The JoVE peer review is very similar to the peer-review process in traditional text journals. A video article is sent to three anonymous reviewers who then provide their comments on the video and text part of each article. For example, they can say “I have a problem with this specific procedure at 3 minute 5 seconds from the beginning of the video.”

**ATG:** How is this financed? Did you obtain a grant? How will JoVE be supported in the future?

**MP:** After its foundation in the end of 2006, JoVE was financed through an “angel” investment received from a group of private investors in Switzerland, Germany, and Austria. As its operations grew, JoVE has implemented a business model, which is very similar to the models employed by other STM publishers. The revenues come from author fees, institutional subscriptions, and sponsorships from companies. JoVE became profitable at the end of 2009, and continues to grow.

The main difference between JoVE and other STM publishers is the high cost of video production which makes JoVE articles much more expensive to produce. We have to carefully walk the thin line between keeping our operations sustainable and keeping our subscription fees acceptable to institutions, especially in these difficult library budget times.

**ATG:** We notice that you have “sponsored articles.” What does that mean? Are these peer reviewed?

**MP:** Sponsored articles means articles where video-production fees are sponsored by biotech companies, producers of research tools. They are peer reviewed too, of course. A disclaimer on sponsorship is included for such articles.

**ATG:** How is JoVE indexed or made available in the wider Internet community? Is it indexed by ISI or will it be considered for indexing there?

**MP:** JoVE is indexed in MEDLINE/PubMed and Chemical Abstracts/SciFinder. We are considering an application to ISI.

**ATG:** This is an innovative and “next generation” publication. What other similar types of endeavors are you aware of?

**MP:** I do not want to sound arrogant but I did not hear about any other significant recent developments with respect to the format of scientific articles. In general, with respect to the principal format, the STM publishing did not change much since the publication of the first scientific articles in the 17th century. Yes, science literature content was transferred to the Internet, but the nature of the articles remains the same — these are poorly structured text descriptions that are full of technical terms, understandable only to specialists in specific narrow fields, and difficult to use even for these specialists. At this moment, we see some first attempts by STM publishers to experiment with changes in the traditional text-based format. For example, the journal *Cell* (published by Elsevier) works on the project called “Article of the Future” to integrate more visual information in its articles. But such attempts are still very rare.

So far, the important changes happened in the way we organize and use the scientific literature. Creation of PubMed by the National Library of Medicine (NLM) was a true revolution, in my opinion. NLM continues to lead integrating PubMed with GenBank and other resources changing usage patterns and creating totally new experiences for scientists and students. Linking and cross-referencing was very helpful too. The “author-pay” business model promoted by the Open Access movement was an interesting development. However, again, these continued on page 51