December 2010

Profile-Moshe Pritsker

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Recommended Citation

(2010) "Profile-Moshe Pritsker," *Against the Grain*: Vol. 22: Iss. 6, Article 20.

DOI: <https://doi.org/10.7771/2380-176X.5698>

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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 work 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 second 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

against the grain people profile

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Moshe Pritsker

BORN AND LIVED: Born in Russia, immigrated to Israel at age 16, came to U.S. as a Ph.D. student at age 26. For those who don't know, “Moshe” is the Hebrew version of “Moses.”

EARLY LIFE: I was born in the city named Petrozavodsk, which is the North-West part of the Soviet Union. I had a normal life of a normal Soviet school child. In 1990, at the age 16, I immigrated to Israel together with my parents, in the big wave of Russian-Jewish immigration. I went to study chemistry at the Hebrew University of Jerusalem, and then continued for a master degree at the Weizmann Institute of Science. After the army service mandatory for every Israeli citizen, I decided to see the world and got into the Ph.D. program at Princeton, NJ.

PROFESSIONAL CAREER AND ACTIVITIES: I got a Ph.D. in Molecular Biology from **Princeton University** and a M.Sc. in Chemistry from the **Weizmann Institute of Science**. I worked in a few research areas such as stem cells, genomics, bioinformatics, and HIV. The results of my research were published in well-known scientific journals (*PNAS, JBC, Genome Research and Biochemistry*). For one year, I was working as a post-doctoral researcher at the **Massachusetts General Hospital**, affiliated with **Harvard Medical School**. Then I started JoVE.

FAMILY: Single.

IN MY SPARE TIME I LIKE TO: Read, watch movies.

FAVORITE BOOKS: Many. The last I read – *Predictable Irrationality* by **Dan Ariely**.

PHILOSOPHY: Work hard, life is short.

MOST MEMORABLE CAREER ACHIEVEMENT: First article published in a scientific journal (*PNAS*) and the indexing of JoVE in **PubMed**

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Grow JoVE big, make it even more useful.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS:

I think the STM publishing industry will mainly remain the same because I do not envision any viable alternatives to its current business model or any significant changes in the workflows/incentives governing the behavior of end users, scientists, and students. Significant changes, if they happen, will be generated by technological developments such as the spread of mobile devices, quality product improvements (e.g., video), or changes in the economics of science and education. 🍀

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 “Ar-

ticle 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

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