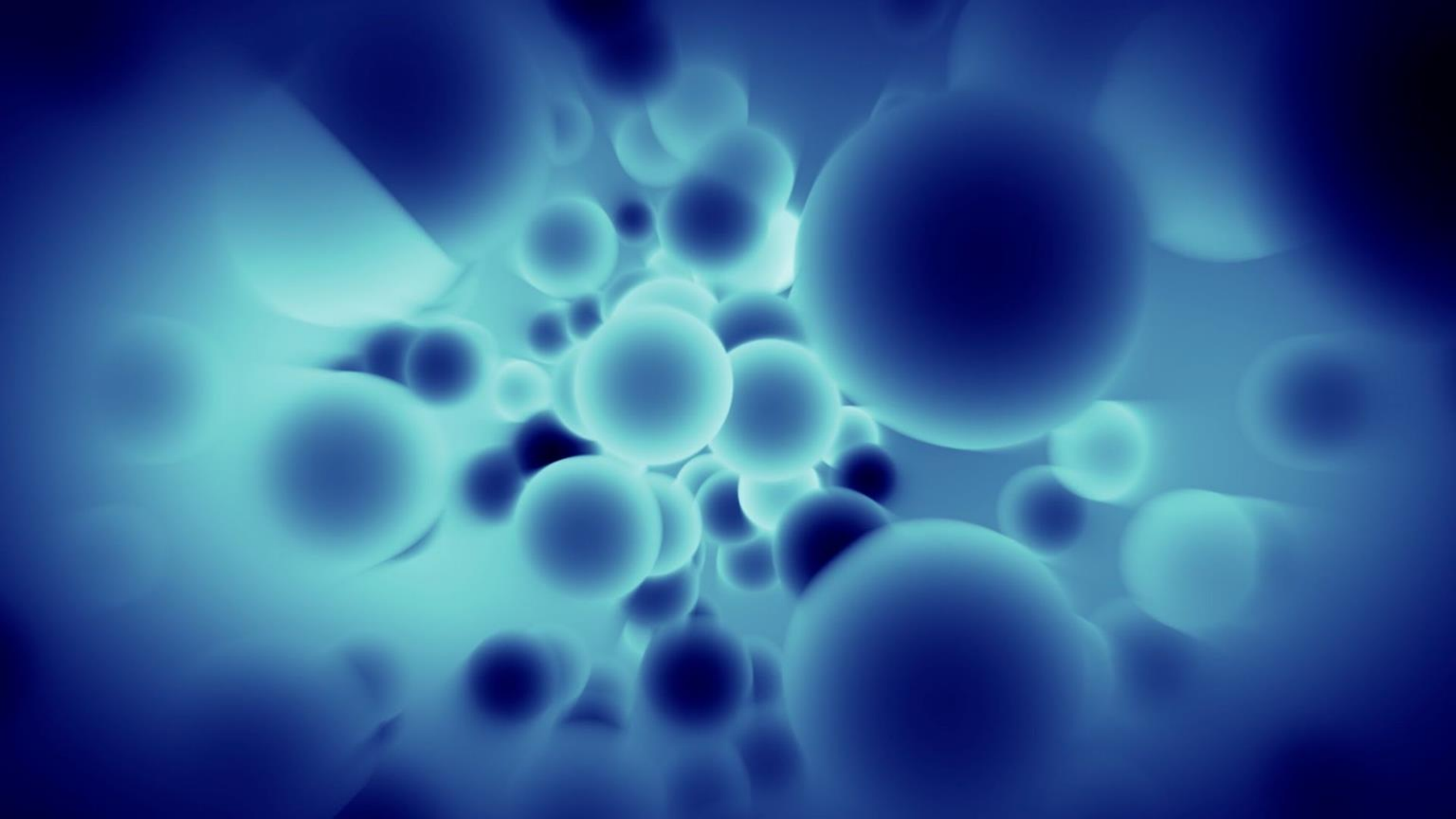



jove
JOURNAL OF
VISUALIZED EXPERIMENTS

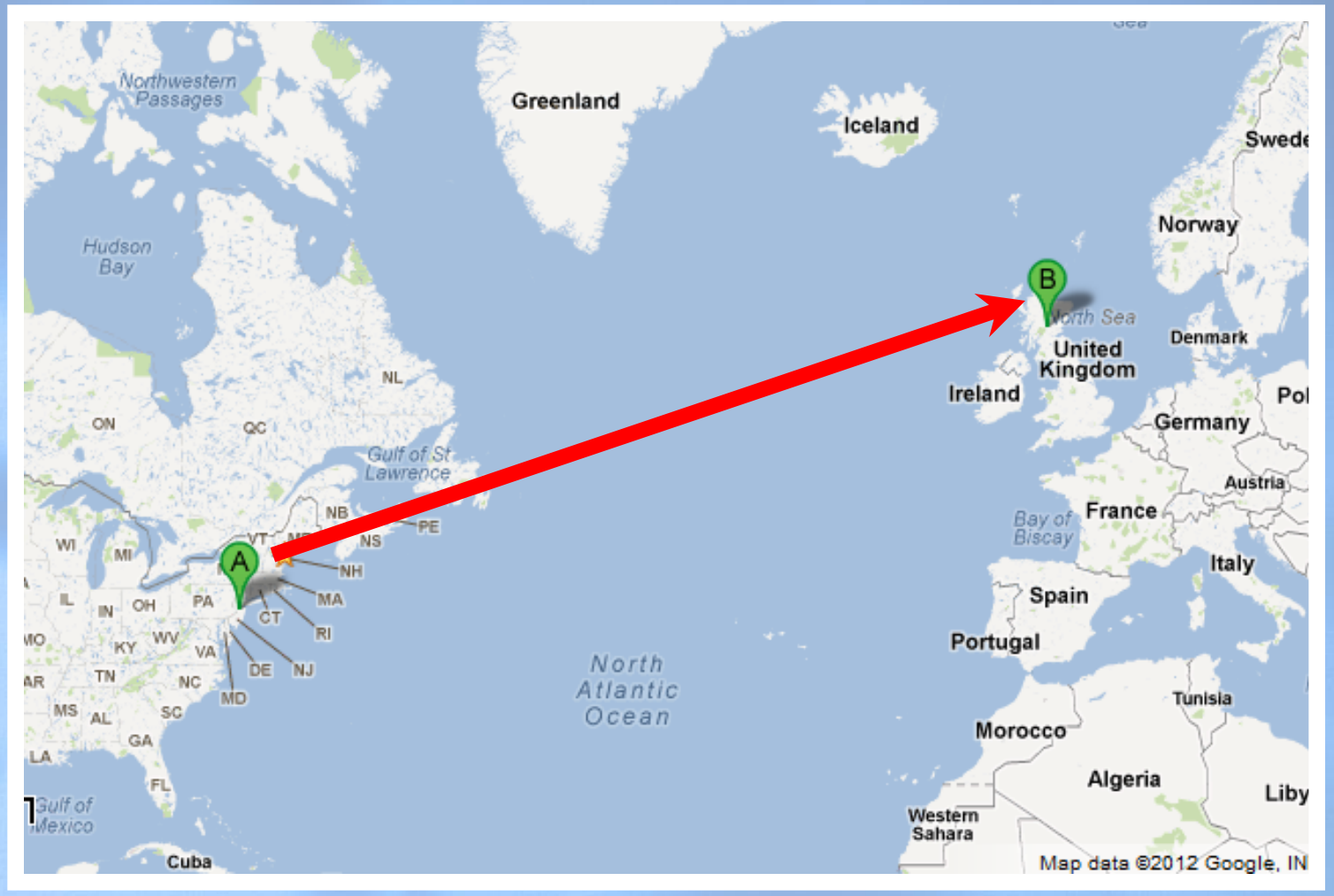
one day in the lab at princeton...

ES cells were maintained in serum-free culture without feeder cells. ES cells were plated onto gelatin-coated plates in N2B medium and were passaged every 2–4 days. Dissociated cells were harvested in N2B medium, pelleted, resuspended in N2B and replated directly.

jove
JOURNAL OF VISUALIZED EXPERIMENTS

how far did one graduate student have to go to reproduce one experiment?

jove
JOURNAL OF VISUALIZED EXPERIMENTS



from new jersey, usa to scotland. total cost for two months of work, travel and reagents: $10,000 to learn one experiment.

64% of published studies are not reproducible

source: bayer. 2011 project testing 67 studies published in reputable science journals.

traditional scientific article:

Position the metaphase spindle at 3 o'clock and hold it with holding pipette. Apply piezo pulses to penetrate the zona pellucida. Touch the metaphase plate with the enucleation pipette. Aspirate the spindle and withdraw the pipette.

- what does it say?
- is it ideal for research use or teaching?

jove
JOURNAL OF VISUALIZED EXPERIMENTS

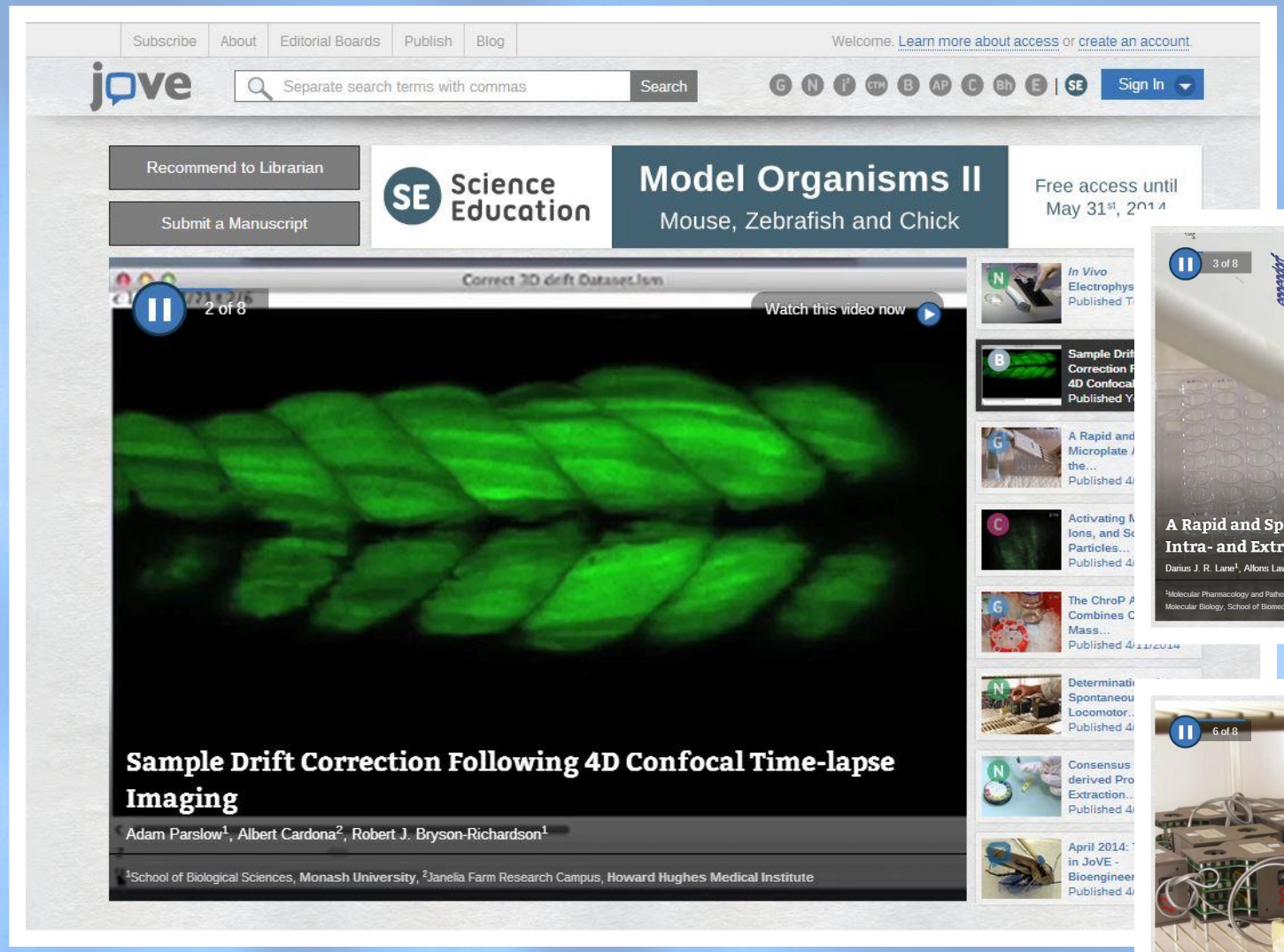
welcome to the world's first peer reviewed scientific video journal

jove
JOURNAL OF VISUALIZED EXPERIMENTS

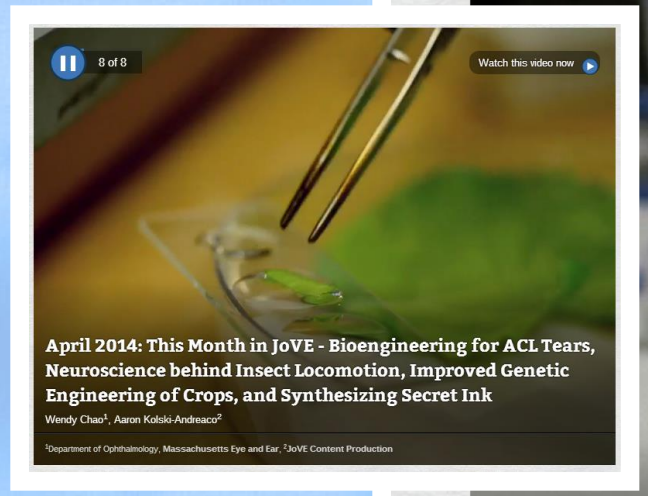
the quality and prestige of the most respected scientific journals

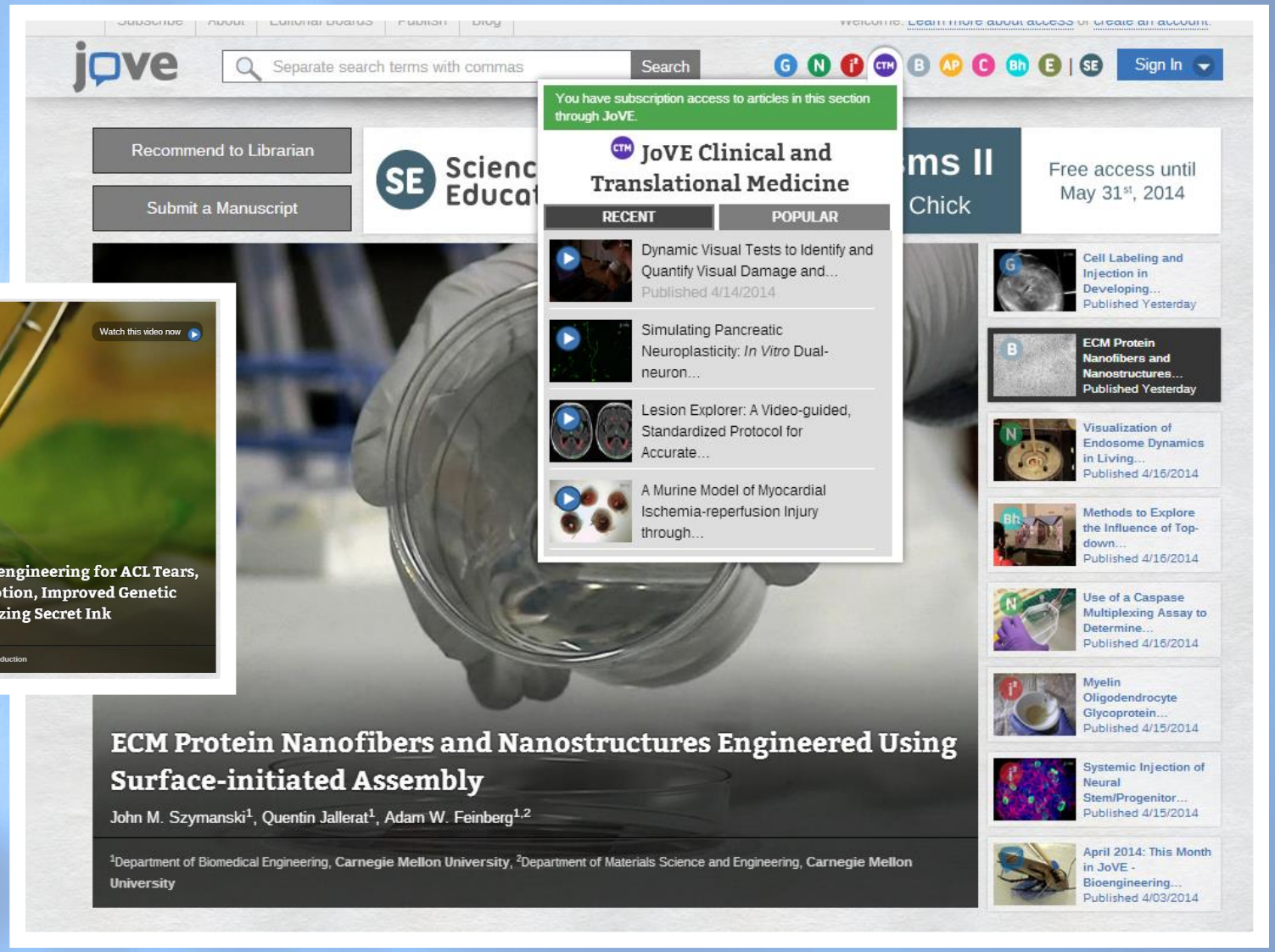
energized with the visual power of fully produced instructional video

jove
JOURNAL OF VISUALIZED EXPERIMENTS



JOURNAL OF VISUALIZED EXPERIMENTS





jove
JOURNAL OF VISUALIZED EXPERIMENTS

a unique one-stop resource

- the solution for poor experimental reproducibility
- reduce time and labor intensive nature of learning new experimental techniques
- extensive peer-reviewed video content from the most vital areas of scientific and medical research

jove
JOURNAL OF VISUALIZED EXPERIMENTS

JoVE Sections

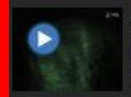
- A All
- G General
- N Neuroscience
- i² Immunology & Infection
- CTM Clinical & Translational Medicine
- B Bioengineering
- AP Applied Physics
- C Chemistry
- E Environment
- Bh Behavior

Most Recent Video Articles

In Vivo Electrophysiological Measurements on Mouse ...
Published Today

Sample Drift Correction Following 4D Confocal Time-lapse...
Published Yesterday

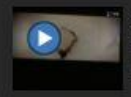
A Rapid and Specific Microplate Assay for the Determination ...
Published 4/11/2014



Activating Molecules, Ions, and Solid Particles with...
Published 4/11/2014

Most Popular Video Articles

Fiber-optic Implantation for Chronic Optogenetic...
Published 10/29/2012



Simultaneous Whole-cell Recordings from Photoreceptors and...
Published 6/01/2013

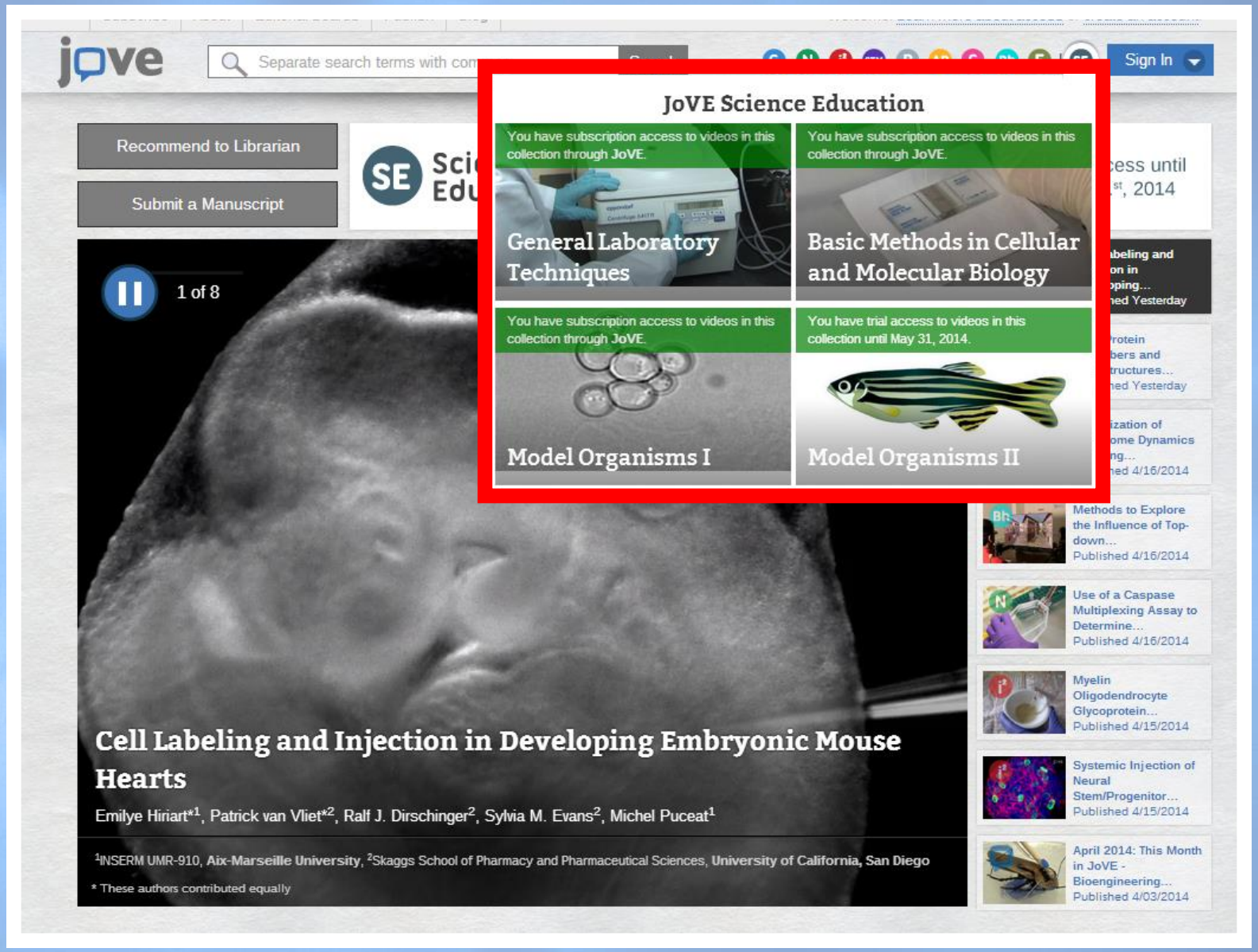
Non-invasive Assessment of Microvascular and Endothelial...
Published 1/29/2013

Processing of Human Reduction Mammoplasty and Mastectomy...
Published 1/03/2013

SE Science Education

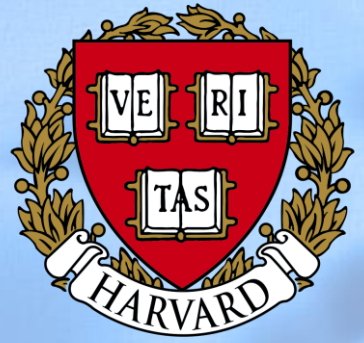
Learn laboratory fundamentals and techniques with the new Science Education video demonstrations.

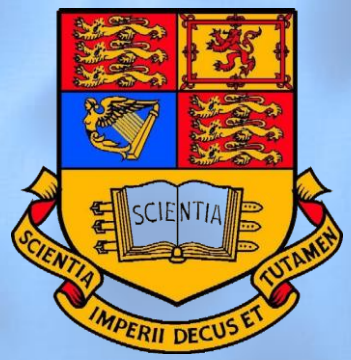
jove
JOURNAL OF VISUALIZED EXPERIMENTS



jove
JOURNAL OF VISUALIZED EXPERIMENTS

jove is a "must have" resource at top scientific institutions like these:





jove
JOURNAL OF
VISUALIZED EXPERIMENTS

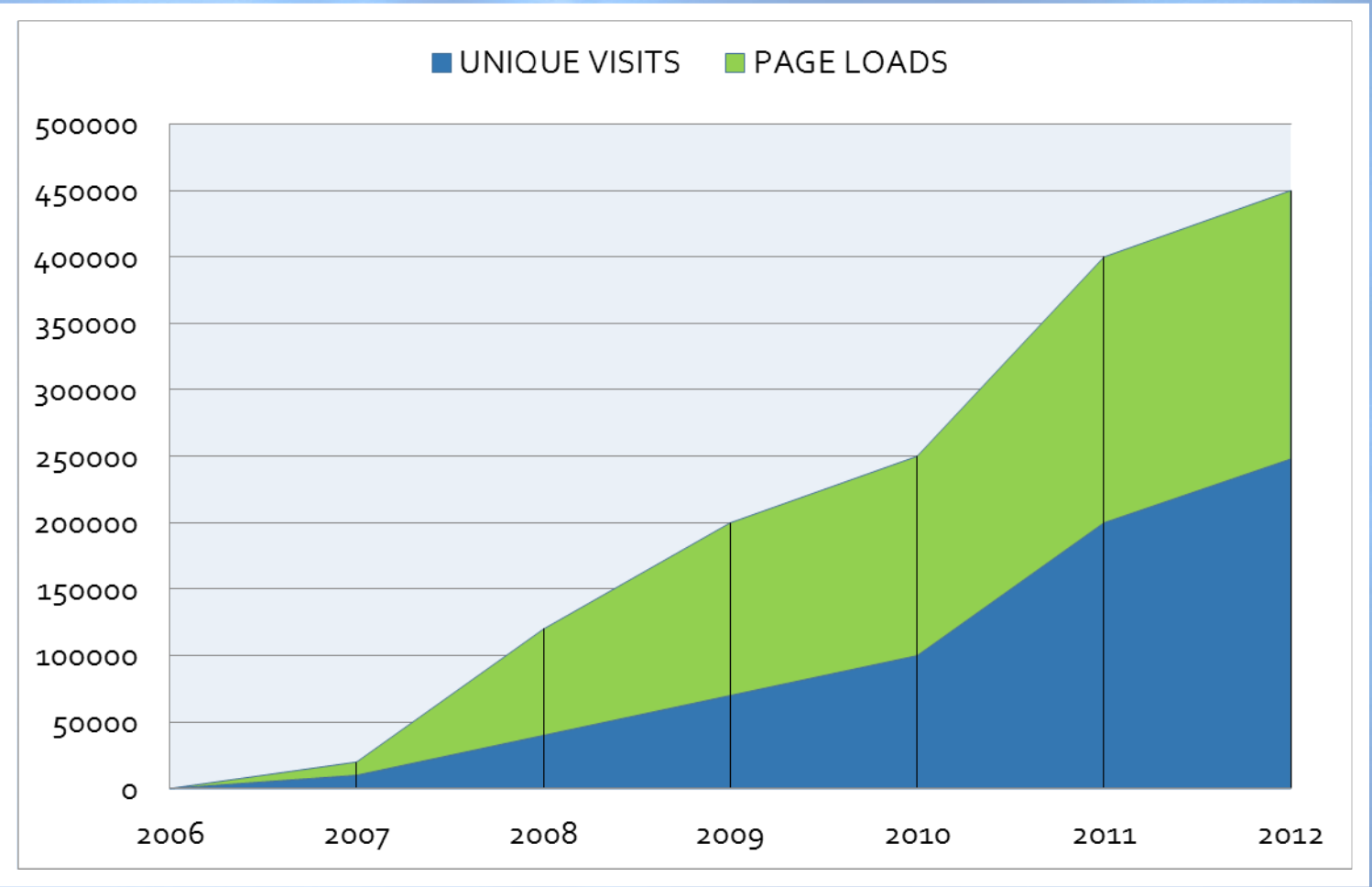
jove is a "must have" resource at top scientific institutions like these:

- Stanford University
- National Institutes of Health
- Boston University
- Princeton University
- Tufts University
- Yale University
- Salk Institute
- University of Toronto
- University of Chicago
- UCLA
- Dartmouth College
- Cornell University
- Emory University
- Weizmann Institute
- Northwestern University
- King's College London

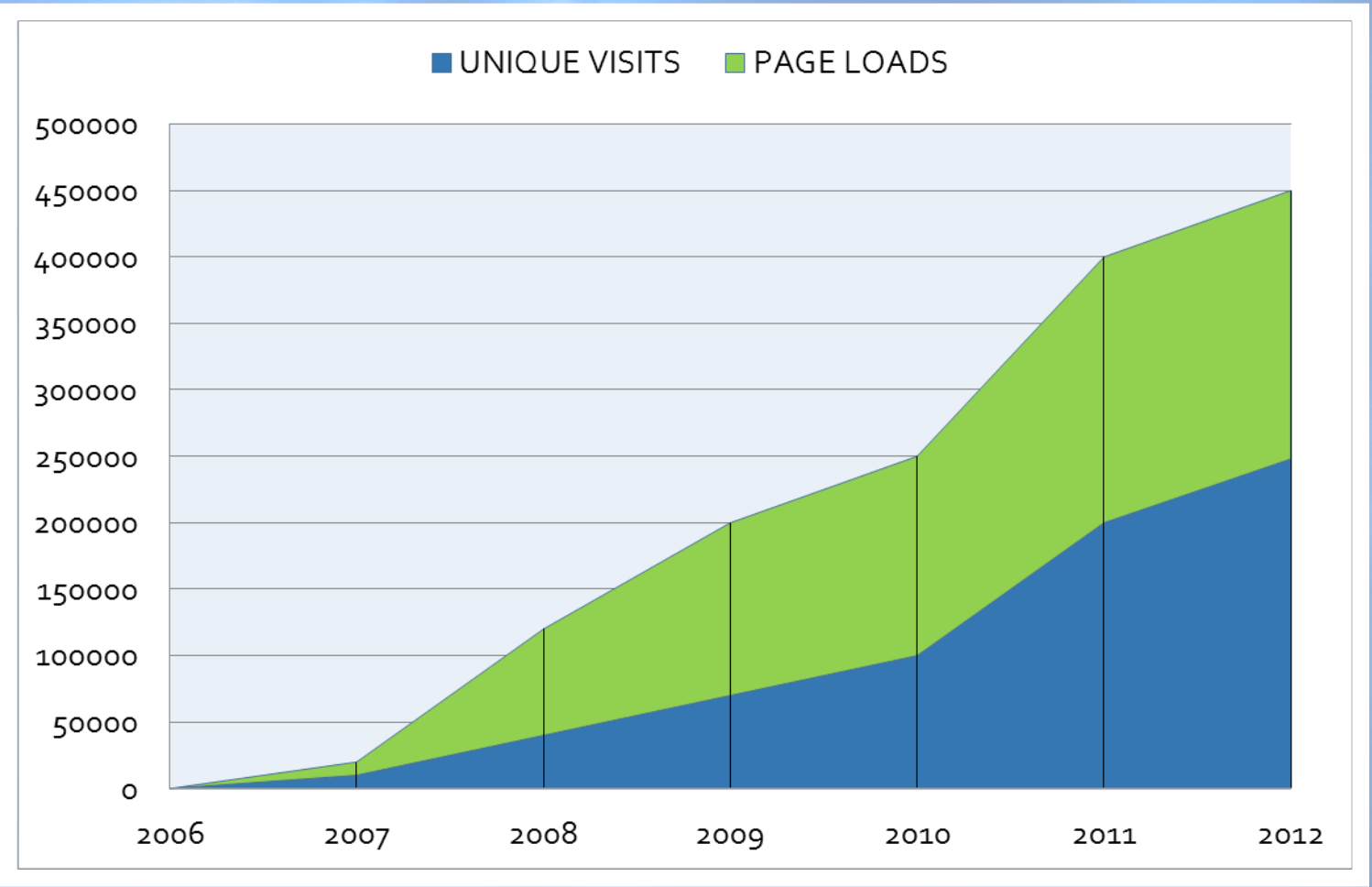
plus hundreds more...

jove
JOURNAL OF VISUALIZED EXPERIMENTS

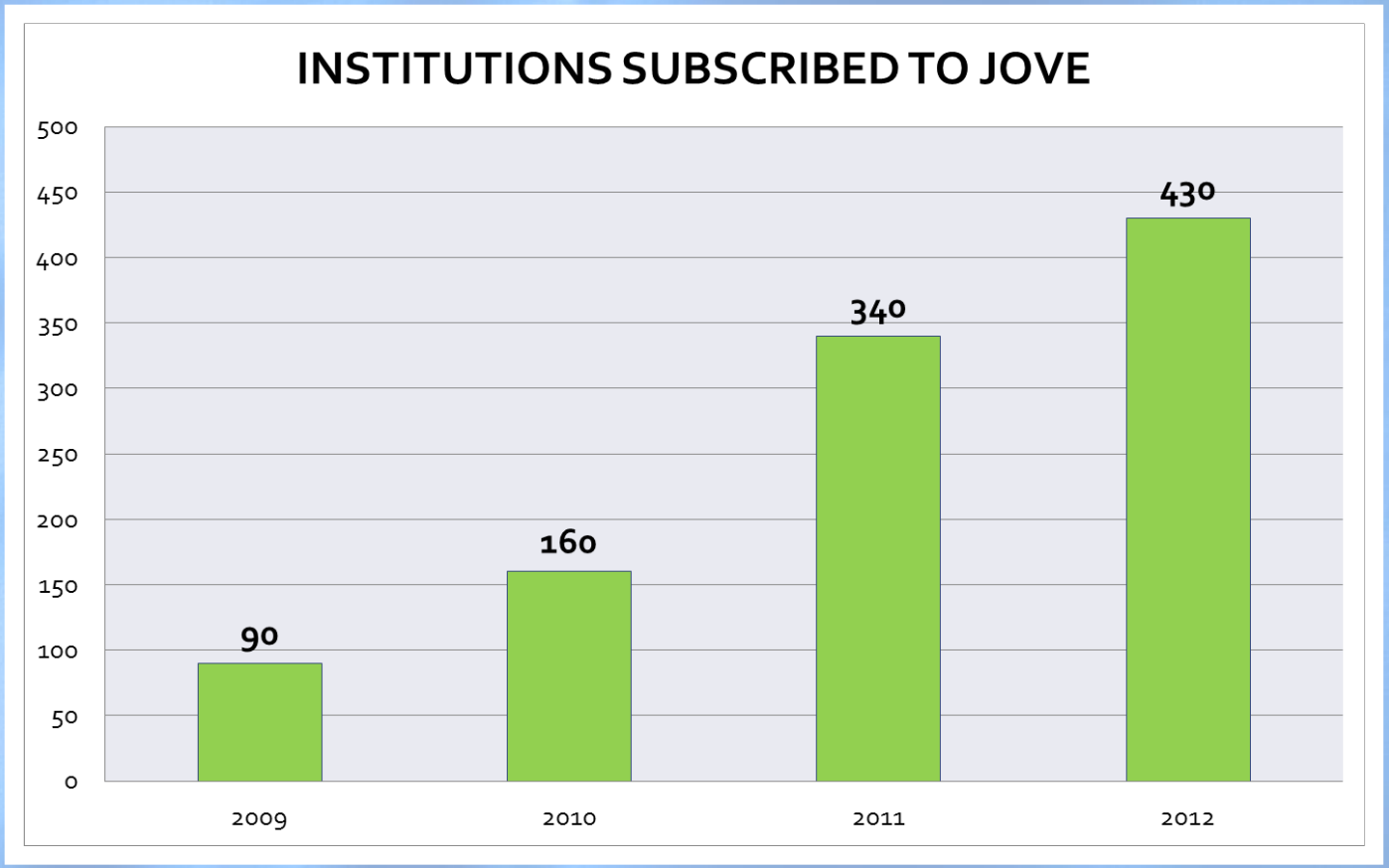
USAGE GROWTH



USAGE GROWTH



SUBSCRIBER GROWTH



subscribers: universities, colleges and pharma/biotech companies

CASE STUDY:

jove
JOURNAL OF VISUALIZED EXPERIMENTS

CASE STUDY

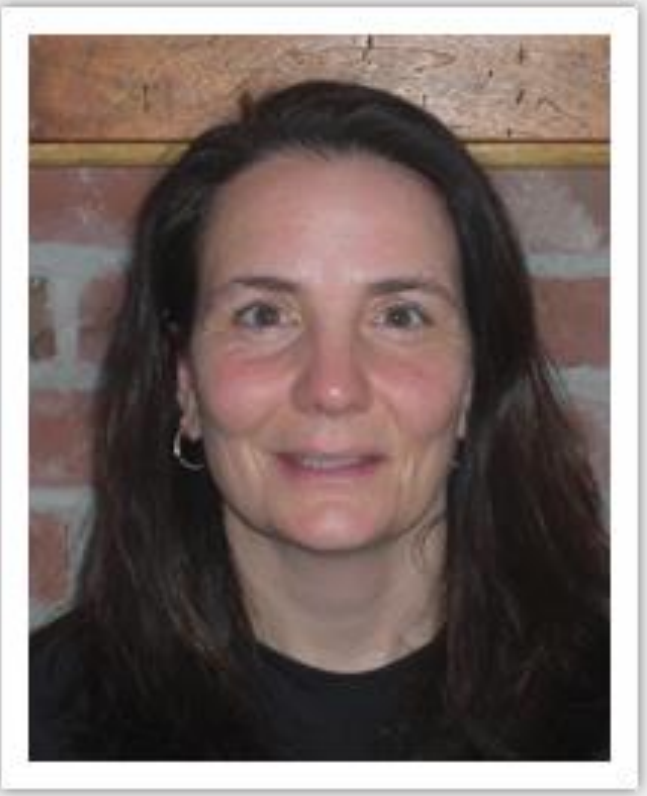
- Purdue University
- West Lafayette, Indiana, USA
- Established May 6, 1869
- 40,000 students
- 8,100 postgraduates
- 5 Science Departments
- 100+ Research Laboratories
- JoVE subscriber since 2010

CASE STUDY

- Purdue University
- West Lafayette, Indiana, USA
- Established May 6, 1869
- 40,000 students
- 8,100 postgraduates
- 5 Science Departments
- 100+ Research Laboratories
- JoVE subscriber since 2010

CASE STUDY

- Dr. Theresa Casey, Assistant Professor in the Department of Animal Sciences at Purdue University
- Ph.D. from University of Vermont
- Practicing researcher for 20 years
- 19 published papers in peer
- Research interests: mammary development and lactation

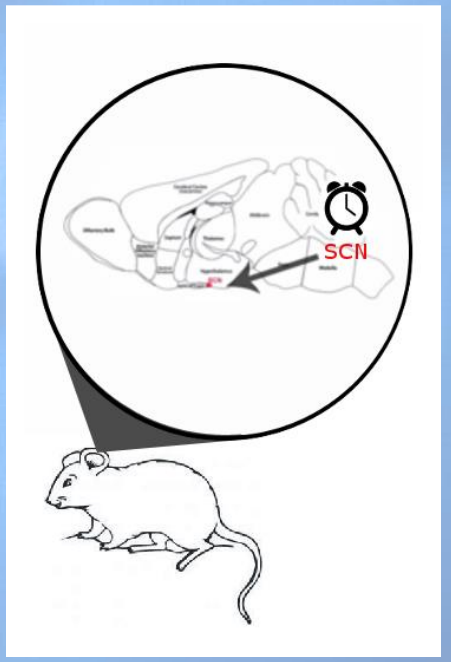


jove
JOURNAL OF VISUALIZED EXPERIMENTS

CASE STUDY

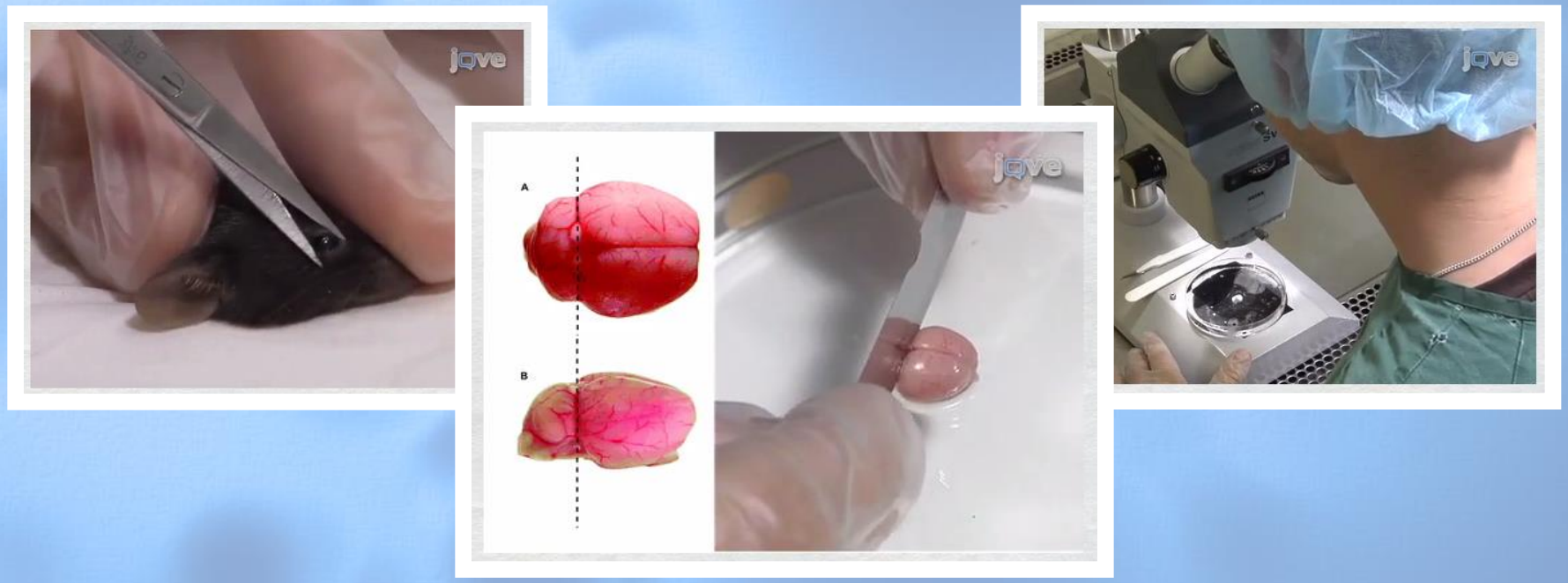
Dr. Casey's problem: "how do we isolate the suprachiasmatic nuclei through surgery?"

- Dr. Casey discovered that activity of circadian clock genes changed during the transition from pregnancy to lactation in other tissues.
- Circadian clock is governed by the suprachiasmatic nucleus (scn) in the hypothalamus area of the brain.
- Need to learn to dissect the scn brain area using surgery.



CASE STUDY

Dr. Casey's solution: utilize a JoVE video article as a productivity tool



slice preparation, organotypic tissue culturing and luciferase recording of clock gene activity in the suprachiasmatic nucleus. savelyev et al, 2011, JoVE (Karolinska Institute)

jove
JOURNAL OF VISUALIZED EXPERIMENTS

CASE STUDY

The results: using JoVE saves researchers and universities both money and time.

For researchers:

- Dr. Casey spent two weeks to learn the experiment. Without JoVE it would have taken her two months.
- Saved six weeks of work time and $15,000 in research funds ($7,700 reagents, $1,100 travel and $6,200 salary)

For universities:

- If only 10% of the 100+ laboratories at purdue could benefit from a subscription to JoVE, savings of $150,000 or more could be realized.
- roi = a minimum of 500%

jove
JOURNAL OF VISUALIZED EXPERIMENTS

CASE STUDY

"I've been doing research for 20 years, and having JoVE makes things so much easier. You can educate yourself on research other scientists are doing around you and get familiarized on a technique before you try it."

- Dr. Theresa Casey

jove
JOURNAL OF VISUALIZED EXPERIMENTS

what do other subscribers think about jove?

"indispensable"

"an essential resource"

"EXCELLENT"

"a time saver"

jove
JOURNAL OF VISUALIZED EXPERIMENTS

“incredibly useful”

“valuable”

“highly recommended”

“I LOVE JOVE”

jove
JOURNAL OF VISUALIZED EXPERIMENTS


jove
JOURNAL OF
VISUALIZED EXPERIMENTS