

New developments at Nature Publishing Group

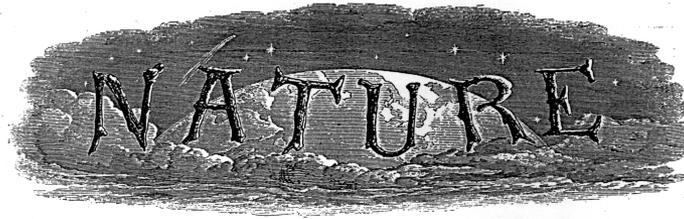
**Hugh Blackbourn
Publisher, Nature Reviews**

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Overview

- The *Nature* of scientific publishing
- The potential of Web 2.0
- NPG's adoption of Web 2.0
- ...and beyond

Nature - in the beginning...



A WEEKLY ILLUSTRATED JOURNAL OF SCIENCE

*"To the solid ground
Of Nature trusts the mind which builds for eye."*—WORDSWORTH

THURSDAY, NOVEMBER 4, 1869

NATURE: APHORISMS BY GOETHE

NATURE! We are surrounded and embraced by her: powerless to separate ourselves from her, and powerless to penetrate beyond her.

Without asking, or warning, she snatches us up into her circling dance, and whirls us on until we are tired, and drop from her arms.

She is ever shaping new forms: what is, has never yet been; what has been, comes not again. Everything is new, and yet nought but the old.

We live in her midst and know her not. She is incessantly speaking to us, but betrays not her secret. We constantly act upon her, and yet have no power over her.

The one thing she seems to aim at is Individuality; yet she cares nothing for individuals. She is always building up and destroying; but her workshop is inaccessible.

Her life is in her children; but where is the mother? She is the only artist; working-up the most uniform material into utter opposites; arriving, without a trace of effort, at perfection, at the most exact precision, though always veiled under a certain softness.

Each of her works has an essence of its own; each of her phenomena a special characterisation: and yet their diversity is in unity.

She performs a play; we know not whether she sees it herself, and yet she acts for us, the lookers-on.

Incessant life, development, and movement are in her, but she advances not. She changes for ever and ever, and rests not a moment. Quietude is inconceivable to her, and she has laid her curse upon rest. She is firm. Her steps are measured, her exceptions rare, her laws unchangeable.

She has always thought and always thinks; though not as a man, but as Nature. She broods over an

all-comprehending idea, which no searching can find out.

Mankind dwell in her and she in them. With all men she plays a game for love, and rejoices the more they win. With many, her moves are so hidden, that the game is over before they know it.

That which is most unnatural is still Nature; the stupidest philistinism has a touch of her genius. Whoso cannot see her everywhere, sees her nowhere rightly.

She loves herself, and her innumerable eyes and affections are fixed upon herself. She has divided herself that she may be her own delight. She causes an endless succession of new capacities for enjoyment to spring up, that her insatiable sympathy may be assuaged.

She rejoices in illusion. Whoso destroys it in himself and others, him she punishes with the sternest tyranny. Whoso follows her in faith, him she takes as a child to her bosom.

Her children are numberless. To none is she altogether miserly; but she has her favourites, on whom she squanders much, and for whom she makes great sacrifices. Over greatness she spreads her shield.

She tosses her creatures out of nothingness, and tells them not whence they came, nor whither they go. It is their business to run, she knows the road.

Her mechanism has few springs—but they never wear out, are always active and manifold.

The spectacle of Nature is always new, for she is always renewing the spectators. Life is her most exquisite invention; and death is her expert contrivance to get plenty of life.

She wraps man in darkness, and makes him for ever long for light. She creates him dependent upon the earth, dull and heavy; and yet is always shaking him until he attempts to soar above it.

[1869]

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On the Fertilisation of Winter-Flowering Plants by A. W. Bennet, F.L.S (With Illustrations)
Protoplasm at the Antipodes
The Recent Total Eclipse in America by J. Norman Lockyer
Newman's British Moths by W.W. Dallas, F.L.S (With Illustrations)
Science-Teaching in Schools by The Rev. W. Tuckwell
The Late Professor Graham by Prof. Williamson, F.R.S (With Portrait)
Meeting of The German Naturalist and Physicians at Innsbruck. By A-Geikie F.R.S
Triassic Dinosauria. By Prof. Huxley, F.R.S.
Correspondence:- The Suez Canal. T. Login, C.E.
Astronomy - Astronomical Congress at Vienna
Chemistry - Abstracts of Papers
Physics - Magnus on Heat Spectra
Physiology - Pettenkofer on Cholera, &c.
Societies and Academies
Diary
Books Received

Nature's traditional role

Publisher of journals of record – respected for the ability to:

- Filter, select and highlight the most exciting and important research advances
- Synthesise and clarify complex issues for a broad readership
- Provide news, comment, editorials, naturejobs etc...

Nature's Research family

Nature Genetics (1991)

Nature Structural Biology (1994)

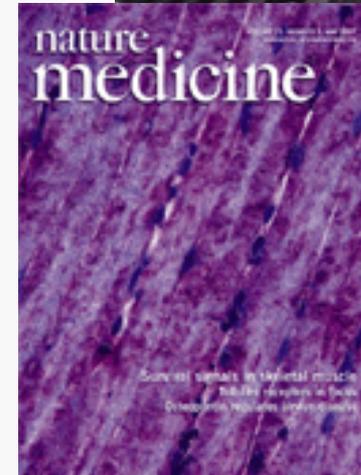
Nature Medicine (1995)

Nature Biotechnology (1996)

Nature Neuroscience (1998)

Nature Cell Biology (1999)

Nature Immunology (2000)



Nature's Review siblings

- *Genetics* (2000)
- *Molecular Cell Biology* (2000)
- *Neuroscience* (2000)
- *Cancer* (2001)
- *Immunology* (2001)
- *Drug Discovery* (2002)
- *Microbiology* (2003)



And the extended family

- *Nature Materials* [2002]
- *Nature Methods* [2004]
- *Nature Clinical Practice* [2004]
- *Nature Physics* [2005]
- *Nature Chemical Biology* [2005]
- *Nature Nanotechnology* [2006]
- *Nature Protocols* [2006]
- *Nature Photonics* [2006]



What is Web 2.0?

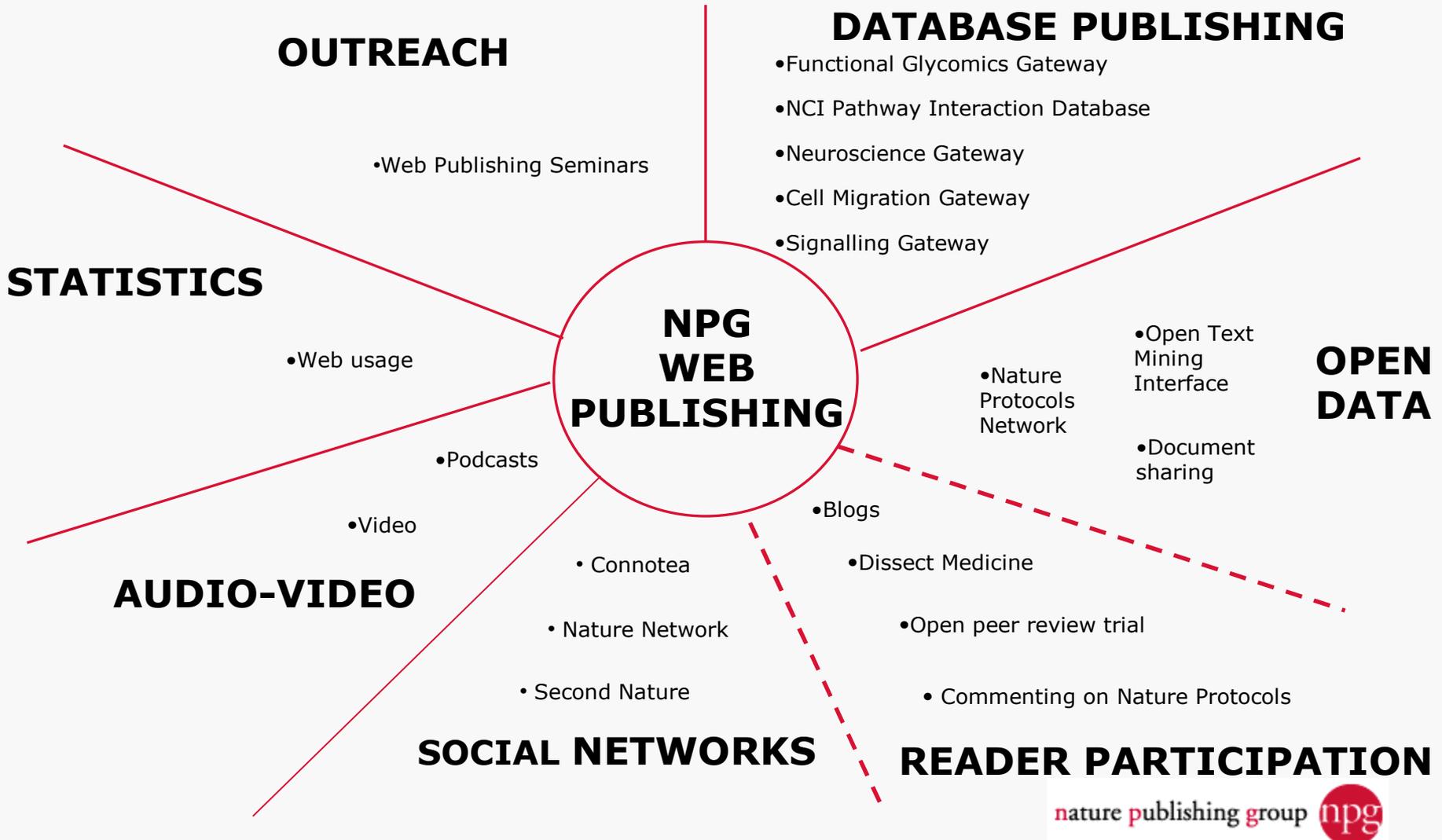


- A synonym for user participation – allows publishers to communicate with their readership
- A means of opening up conversations between and within communities
- An opportunity to harness the power of the community to assess, rank and highlight areas of interest

What are good examples?

- Flickr – photo sharing and archiving
- del.icio.us – tagging for social bookmarking
- Wikipedia – reference guide
- YouTube – movie file sharing
- Amazon – reader participation

Web Publishing activities



And specific examples...

- Nature Protocols/Protocols Network
- Nature Network
- Connotea (del.icio.us)
- Dissect medicine
- Blogs

Nature Protocols

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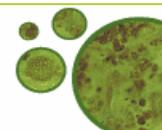
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Welcome to Nature Protocols



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Nature Protocols is an online resource for protocols, including authoritative, peer-reviewed 'Nature Protocols' and an interactive 'Protocols Network'. The two create a dynamic forum for scientists to upload and comment on protocols. Access to our 'Nature Protocols' is available via an institutional site license - [recommend to your librarian here](#). To find a protocol of interest you can search or browse the current issue or archive, or [sign up to e-alerts to the table of contents](#). Current

Featured Protocols



DETECTION AND PROBING

Detecting NO in cultured cells

The copper complex of a fluorescein-based ligand responds to exposure to nitric oxide (NO) with a drastic increase in fluorescence. Use of this complex allows NO detection in mammalian cultured cells.

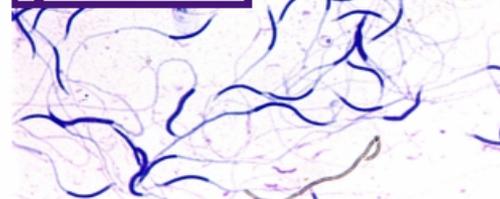
SPECTROSCOPY

Mass spectrometry of macromolecular assemblies

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Above image provided by Dr. Fazal Mahmood

Protocols Network

There are various ways you can contribute:



UPLOAD

Upload your own lab protocols for further feedback and refinement



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Nature Protocols Discussion Forum: current topics

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8 topics, 18 replies

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♦ [Welcome to the Nature Protocols Discussion Forum. We invite you to post questions relating to techniques and to answer the queries of others.](#) (Locked) 0 replies

Posted by: [Katharine Barnes](#)

Tags: [nature protocols](#) [method protocol methods protocols](#) [technique techniques](#)

[Cancer Stem Cell](#) 8 replies

Posted by: [Dinesh Kumar Singh](#)
last reply: 09 May 2007

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Immunology & Cell Biology

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Forums

Hot topics

Popular discussion topics from forums in the last two weeks

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- [Cancer Stem Cell](#)
in [Nature Protocols Discussion Forum](#)
- [Wanted: Methods for purifying DNA from agarose gels](#)
in [Nature Protocols Discussion Forum](#)
- [Postmortem: 2nd Nature Network London drinks session](#)
in [talking science \(the event](#)

Popular tags

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Current Headline Stories

Dissect Medicine is a collaborative medical news website, which indexes and ranks international medical news. It spans general interest articles to basic research. Dissect Medicine users submit news items for review with tags and keywords. These are then ranked by the user group. This ensures that only the most relevant, and influential articles will make it as a current headline story. Head over to the [help section](#) to read more about what you can do on this website.

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Submitted by [NatureClinicalPractice](#) 29 seconds ago

This Practice Point considers the findings of a systematic Review by Kohrt HE et al., which concluded that lamivudine is an effective prophylactic for HBV reactivation.

Keywords: [drugs and therapeutics](#), [chemotherapy](#), [hepatitis](#), [prophylaxis](#), [hbv reactivation](#), [lamivudine](#)

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Submitted by [aluvie](#) 6 hours 53 minutes and 53 seconds ago

In trying to be unbiased, doctors no longer seem to advise patients what to do, but instead just present them with their options. Is this the right thing to do? Dr. Marcia Angell, a senior lecturer at Harvard Medical School, tells us why she thinks it isn't.

Keywords: [patient choice](#), [medical ethics and law](#), [medical advice](#), [doctor-patient relationship](#)

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musings on science, medicine and politics

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MAY 09, 2007

No periods. Fullstop.

If you could take a pill that completely eliminates your periods, would you?

Turns out the answer is rather emotional for many people. I say people because some men seem to have a lot of things that affect only women.

Most contraceptive pills entail 21 days of hormones, followed by 7 days of placebo. What follows is a period while taking the pill. This fake period was designed into the pill when it was first introduced in 1960.

This month, the FDA is evaluating Wyeth's [Lybrel](#), with which women would take hormones for a full year or so (available now, still have 4 periods a year), remaining period-free throughout. And this is getting many people excited, yes, but also those who argue that it is culturally dangerous--as in, it redefines femininity! Ahem.

Last year, I summarized the pros and cons of pills like Lybrel for the mainstream magazine [Women's Health](#), healthier, because it cuts down on the hundreds of periods women now have on average as compared with other hand, we don't really know what the long-term consequences might be.

So, what would you choose?

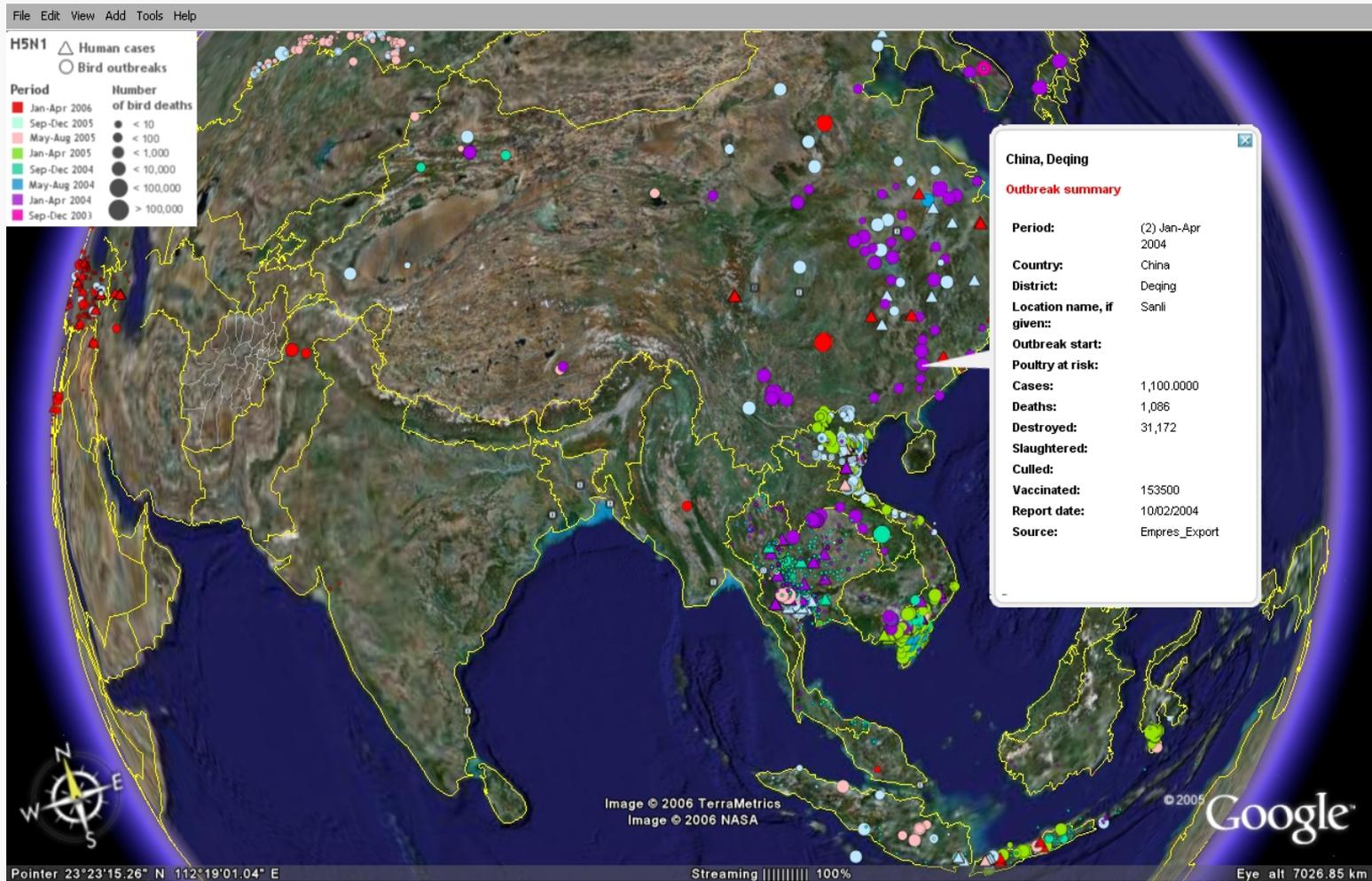
Posted by Apoorva Manda

MAY 04, 2007

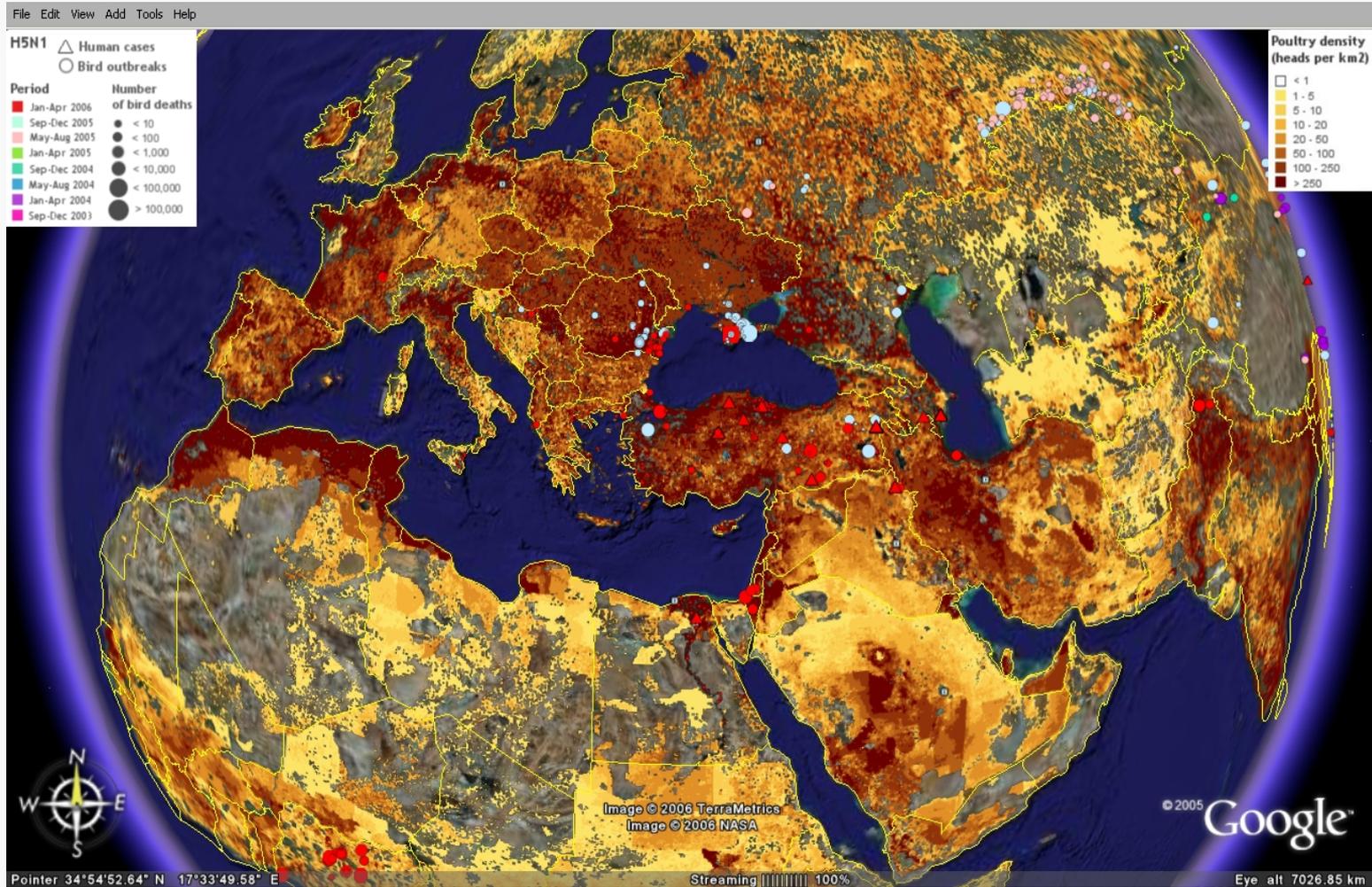
Missing the forest for the trees

One of the biggest problems of the Food and Drug Administration (FDA) is the limited postmarketing surveillance. It is widely believed that cases such as the Vioxx fiasco could have been avoided if the effects of drugs continued to be monitored after they find their way to the market.

Mashups - H5N1 outbreaks



H5N1 and Poultry density



And the future...

“Innovation distinguishes between
a leader and a follower” Steve
Jobs

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