

National Library of Medicine Accepts First Online Video Journal for Indexing in MEDLINE and PubMed

By Journal of Visualized Experiments (JoVE)

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Less than 2 years old, JoVE is a new type of scientific journal that publishes online video-demonstrations of biological experiments as performed in laboratories of leading academic institutions including Harvard, MIT, Stanford and Berkeley. Now it became the first video journal to be indexed by NLM. The decision was made by the NLM advisory committee, Literature Selection Technical Review Committee, which is composed of the authorities in the field of biomedicine, such as researchers, physicians, editors, health science librarians and historians. This committee evaluates the scientific quality of publications and typically approves only 25% of the applications.

Dr. Moshe Pritsker, the CEO of JoVE, emphasized the importance of this decision. "Inclusion in PubMed/MEDLINE is a big milestone for JoVE, and for the scientific publishing in general. It provides the official recognition and "blessing" of the scientific community to the new approaches in science communication. Overall, this decision will encourage biological scientists to publish their experiments using video online to increase efficiency and transparency of their research, which are critical "bottleneck" problems in the life sciences today"

According to Dr. David Crotty, the Executive Editor of the scientific publication CSH Protocols, "It's exciting to see JoVE accepted into MEDLINE/PubMed. New technologies are allowing scientists to share information in new ways and JoVE is doing groundbreaking work in establishing visual explanations as a legitimate means of scientific publication. Indexing by MEDLINE/PubMed means it will be easier for researchers to find JoVE's video articles, and will hopefully help pave the way for mainstream acceptance of some of these new communication methods."

Ike Burke, Director for Production at the scientific publisher Annual Reviews, said:

"We think users of our in-depth literature reviews benefit immensely when relevant experimental-protocols can be demonstrated and explained in article-accompanying videos. We've sponsored JoVE's collaboration with our authors in the production of such videos because JoVE offers a superb grasp of the science involved, sensitivity to our authors' busy schedules, and professional mastery of videographic narrative. We applaud the National Library of Medicine evaluators for extending to JoVE this well-deserved (and indispensable) recognition."

About Journal of Visualized Experiments (JoVE); www.jove.com

JoVE was founded in October 2006 as the first online video-publication for biological research to increase transparency and efficiency in biological sciences. The JoVE editorial board includes 20 scientists from leading academic institutions including Harvard, Princeton and NIH. JoVE has released 17 monthly issues

including over 200 video-protocols on experimental approaches in neuroscience, immunology, developmental biology, microbiology and other fields. To facilitate integration of video into scientific publishing, JoVE has developed an organizational and technological structure to conduct production of scientific videos in research labs in the USA, Europe and Japan.

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