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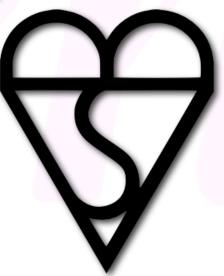




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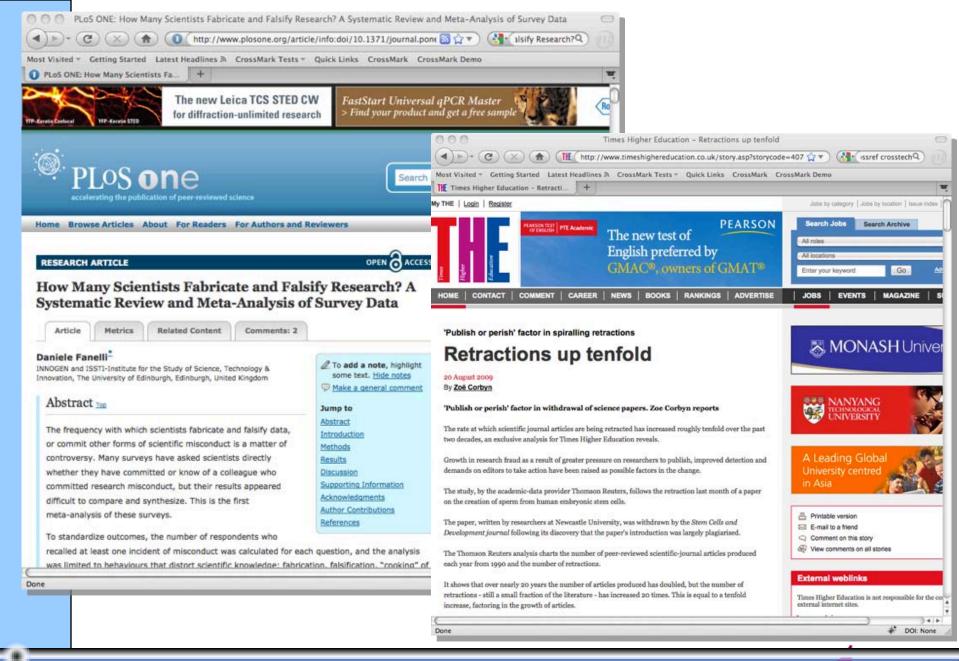
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Vol. 325. no. 5942, pp. 828 – 832 DOI: 10.1126/science.1157784

REVIEW

Strategic Reading, Ontologies, and the Future of Scientific Publishing Allen H. Renear* and Carole L. Palmer

The revolution in scientific publishing that has been promised since the 1980s is about to take place. Scientists have always read strategically, working with many articles simultaneously to search, filter, scan, link, annotate, and analyze fragments of content. An observed recent increase in strategic reading in the online environment will soon be further intensified by two current trends: (i) the widespread use of digital indexing, retrieval, and navigation resources and (ii) the emergence within many scientific disciplines of interoperable ontologies. Accelerated and enhanced by reading tools that take advantage of ontologies, reading practices will become even more rapid and indirect, transforming the ways in which scientists engage the literature and shaping the evolution of scientific publishing.

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Allen H. Renear* and Carole L. Palmer

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tain changes in workflow and production processes, software tools, user behavior, or business models. STM publishers were already creating Adobe PostScript files for print production. These could be automatically converted to the Adobe page description language format (PDF), which was suitable for distribution over the existing Internet and could be browsed with existing free software applications. Users, in turn, were presented with a printlike experience that was at once familiar and yet had additional advantages, including Internet delivery, digital storage, full-text searching, and local printing, all of which was easily realized with existing technologies. Hence, as its value became apparent, PDFbased digital STM publishing emerged relatively quickly, with few changes in production or existing infrastructure.

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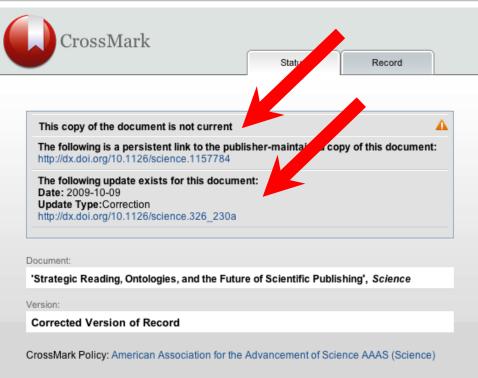
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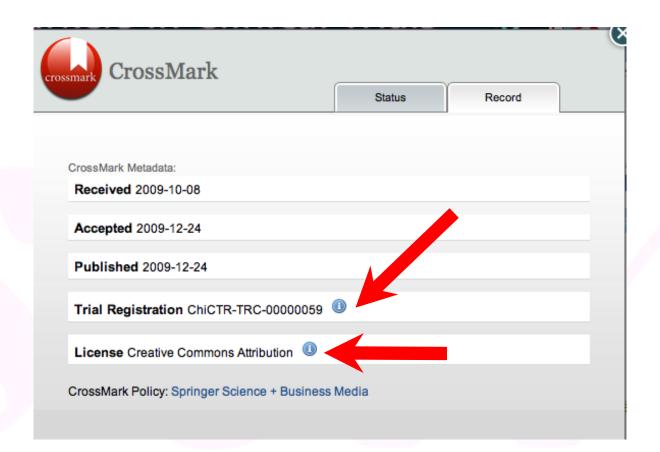
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Study on the evaluation of the clinical effects of traditional chinese medicine in heart failure by complex intervention: protocol of SECETCM-HF

Jingyuan Mao1 ☒, Yazhu Hou2 ☒, Hongcai Shang2 ☒, Henghe Wang1 ☒, Xianliang Wang1 ☒, Yingqiang Zhao3 ☒, Tianfu Niu4 ☒, Jinrong Cui5 ☒, Guangping Li6 ☒, Qian Lin7 ☒, Le Shi8 ☒, Xiuli Jia9 ☒, Ruihong Fan10 ☒, Baohe Wang2 ☒, Hongwu Wang2 ☒ and Jishou Ruan11 ☒

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What does it cost?





What do publishers have to do?

Not much - deposit a bit more metadata

 Display logo on HTML publication pages (there's a widget for that)

 Add CrossMark metadata and linked logo to PDFs (there's an app for that)



When is it happening?

Current: test system: usability testing

Dec-Feb: limited pilot: live on real content

April 2011: launch



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Time's Up!

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