

Serving communication needs of physical scientists

AA & HEP Information Providers Summit

April 15 – 16, 2010

Eva Adams

Director, Strategy and Corporate Communications
American Institute of Physics

Vision

*“To **INSPIRE** every physical and applied scientist to turn to AIP and its partners for the information they need.”*

Synergy

- Services/content for Astronomers and High Energy Physicists
- Answering future needs
- Where INSPIRE and ADS should be going next
- How we could go there together

Services and content for astronomers and high-energy physicists

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In the Magazine April 2010

Online special: LHC starts run at 7-TeV collisions

CERN's Large Hadron Collider has finally started colliding two 3.5-TeV circulating beams of protons together to produce 7-TeV collisions and the official start of the LHC research program

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News Picks

11 April 2010

Alarm over shortage of nuclear experts
[The Boston Globe](#)

Venus has similar geological activity to Earth's
[Physics Today](#)

The rise of the optical telescope array
[Nature News](#)

The Pros and Cons of Induction Cooking
[NYTimes.com](#)

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Politics and Policy

A fresh look required for S&T indicators survey?

Obama's nuclear posture review

How to dispose of nuclear waste?

Physics Update

11 April 2010

Electrical signal transmission via spin waves

Supernovae over the limit

Cosmic-ray composition

Protein collar squeezes cell membrane necks

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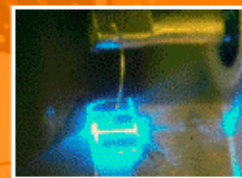
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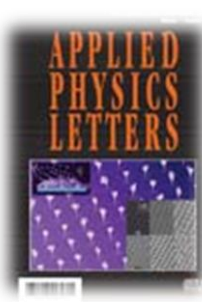
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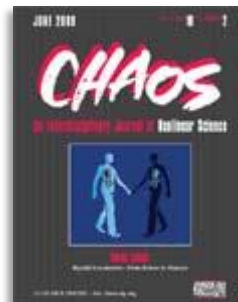
AIP peer-reviewed journals



3.726



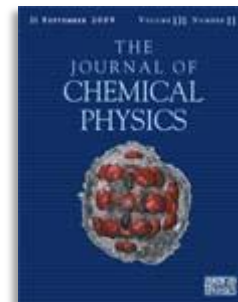
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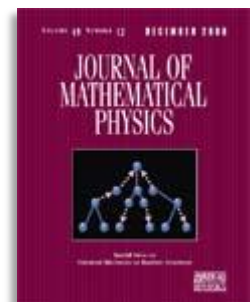
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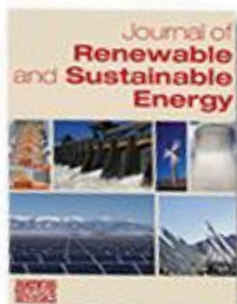
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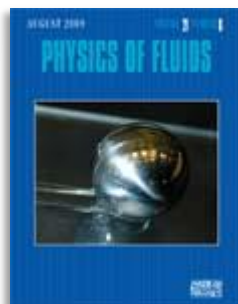
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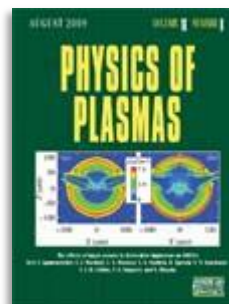
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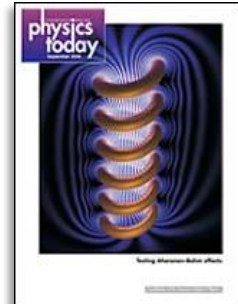
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- 1219 TRANSACTIONS OF THE INTERNATIONAL CRYOGENIC MATERIALS CONFERENCE - ICMC: Advances in Cryogenic Engineering Materials
- 1217 INTERNATIONAL CONFERENCE ON ADVANCEMENT OF MATERIALS AND NANOTECHNOLOGY (ICAMN-2007)
- 1216 TWELFTH INTERNATIONAL SOLAR WIND CONFERENCE

Forthcoming Titles

Announcements

NEW! iResearch reader for iPhone and iPod touch

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- The Nobel Prize in Chemistry 2009 | AIP papers on ribosome and ribosomal systems

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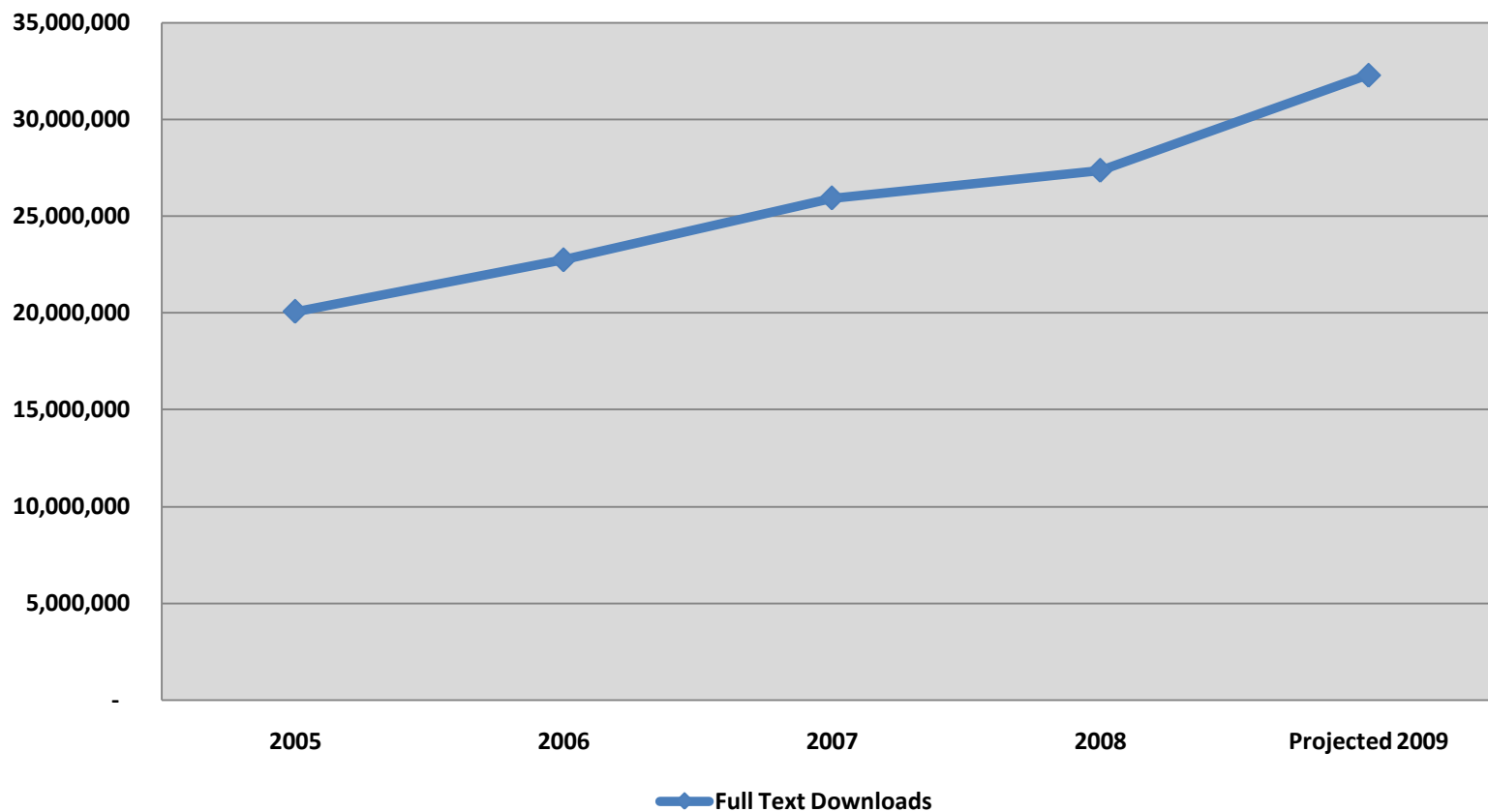
Recently Published

Geometrically Nonlinear Analysis of Elastic Plane Frames Subjected to Temperature Changes
Aslam Kassimali and J. P. Conte
A procedure for large displacement analysis of elastic plane frames subjected to temperature changes is presented. The method is based on an Eulerian (co-rotational) formulation, which was developed initially for static loads, and is extended herein to include thermal effects...

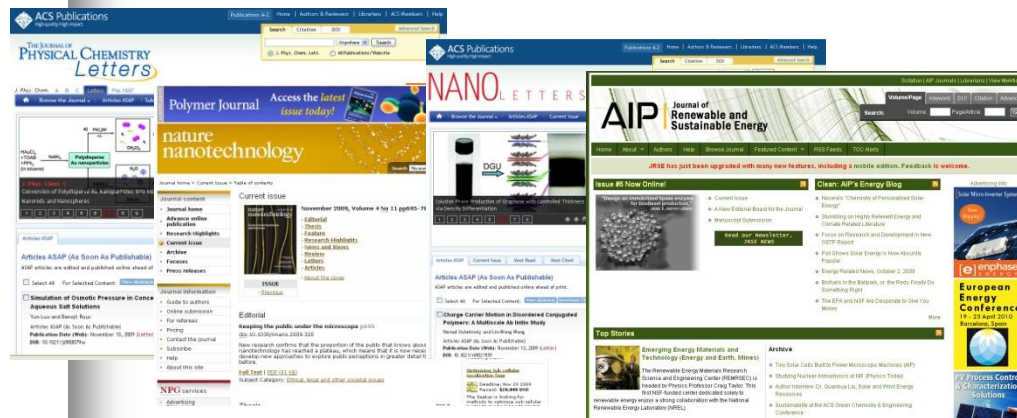
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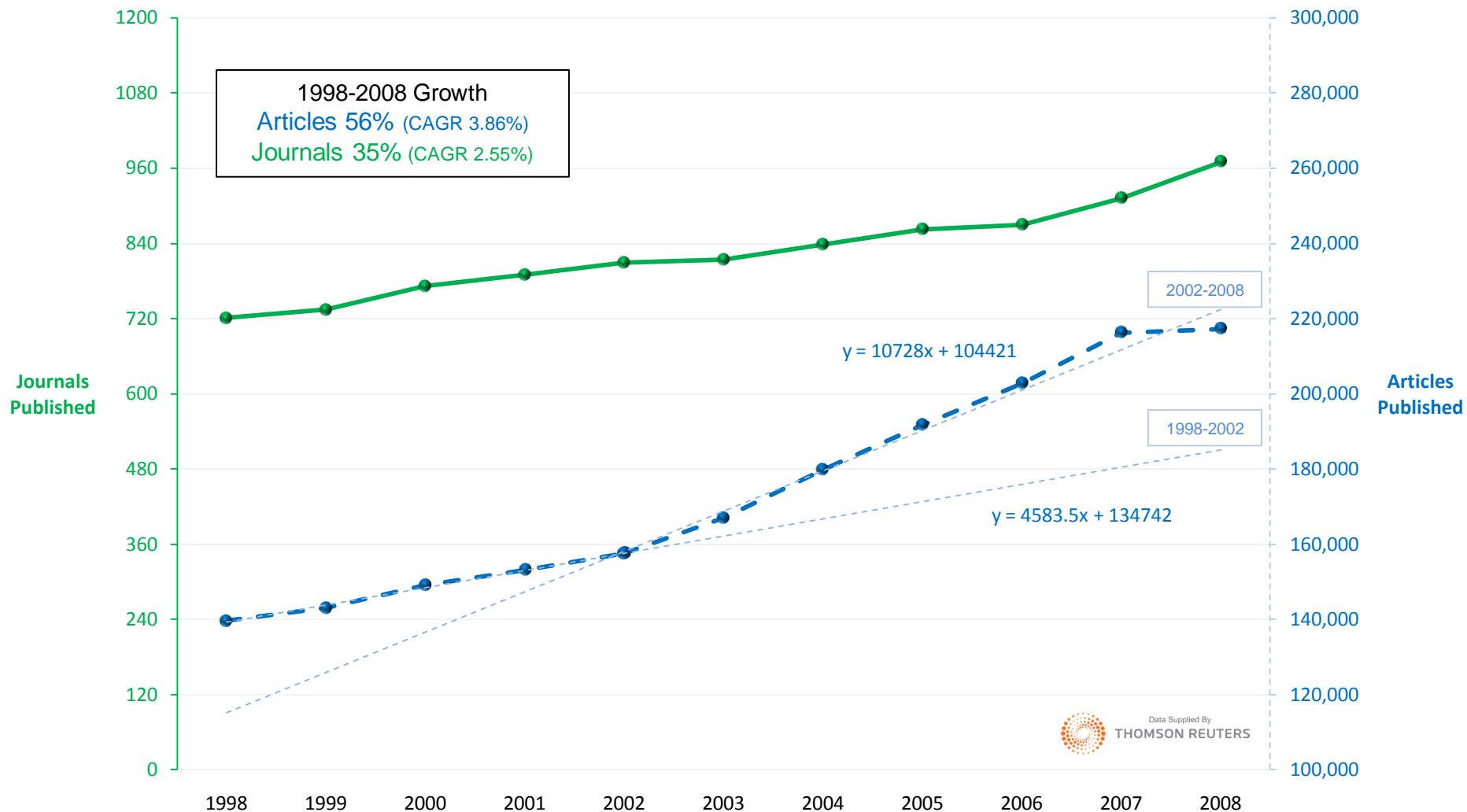


JOURNAL LAUNCHES ... up 35 % 1998-2008



ARTICLES PUBLISHED ... up 56 % 1998-2008

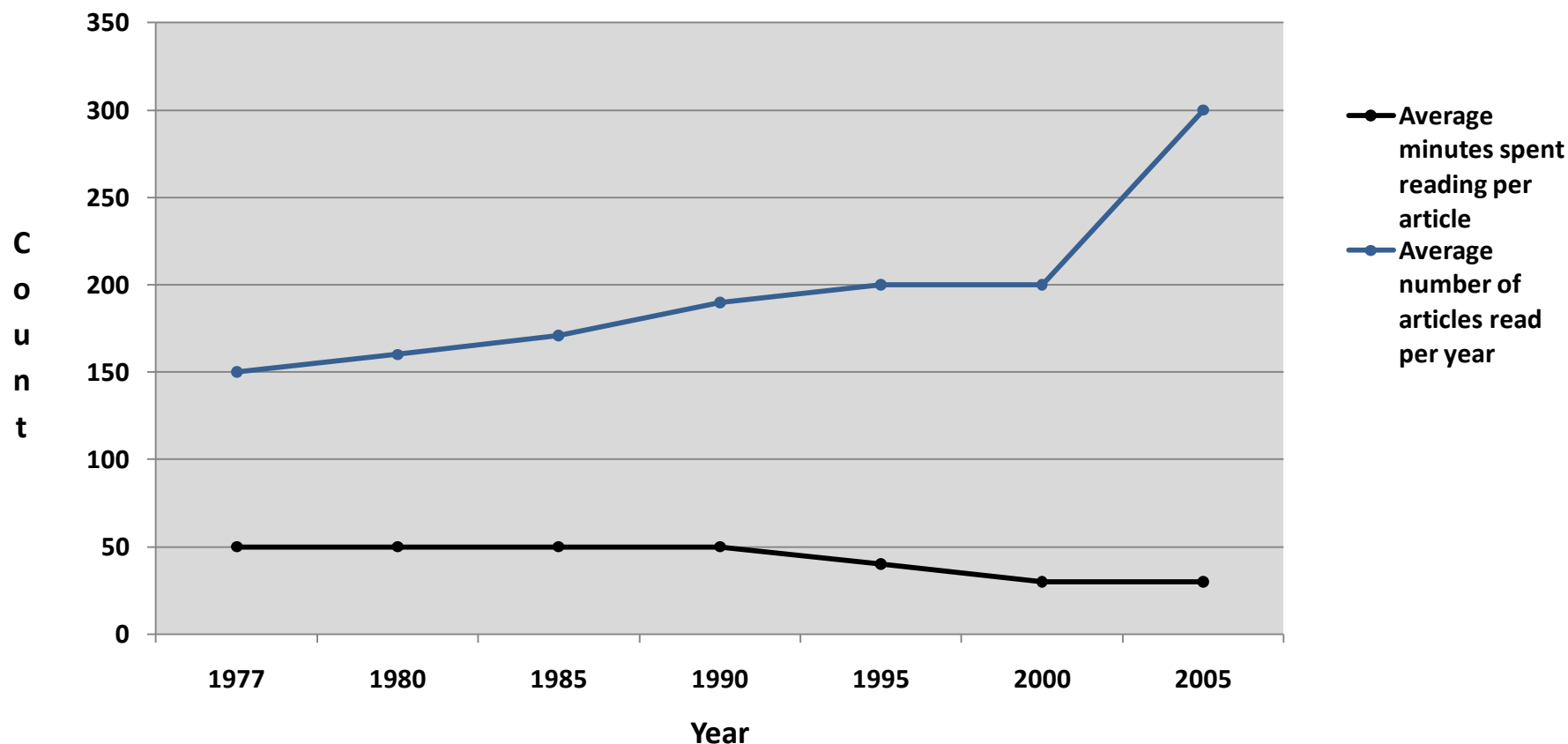
The Physics Publishing Market



Staying relevant to scientists

- ✓ Helping make choices: strategic reading tools
- ✓ Optimizing researchers' workflow
- ✓ Speeding communication and dissemination
- ✓ Facilitating community connections
- ✓ Enabling access: anywhere, any device

Scientists Reading Habits: Strategic Reading



Source: *SCIENCE* Vol. 325/14 August 2009

Scitation C³

- Exploit the full potential of **XML**
- **ENRICH** content continually
- **DEVICE INDEPENDENT/MOBILE**
- **COMMUNITY** Connections
- Integrate With User **WORKFLOW**
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New publications of your co-authors

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Chonacky, Norman

Integrating computation into the undergraduate curriculum: A vision and guidelines for future developments

Lanzerotti, Louis J.

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Lanzerotti, Louis J.

Coherent frequency variations in electron fluxes at 1 and 5 AU in the inner heliosphere

Lanzerotti, Louis J.

Charged particle composition in the inner heliosphere during the rise to maximum of Solar Cycle 23

Holonyak, Nick

Is the light emitting diode (LED) an ultimate lamp?

Holonyak, Nick

Theremin oscillators and oscillations

Lanzerotti, Louis J.

Helioradius dependence of interplanetary carbon and oxygen abundances during 1991 solar activity

Holonyak, Nick

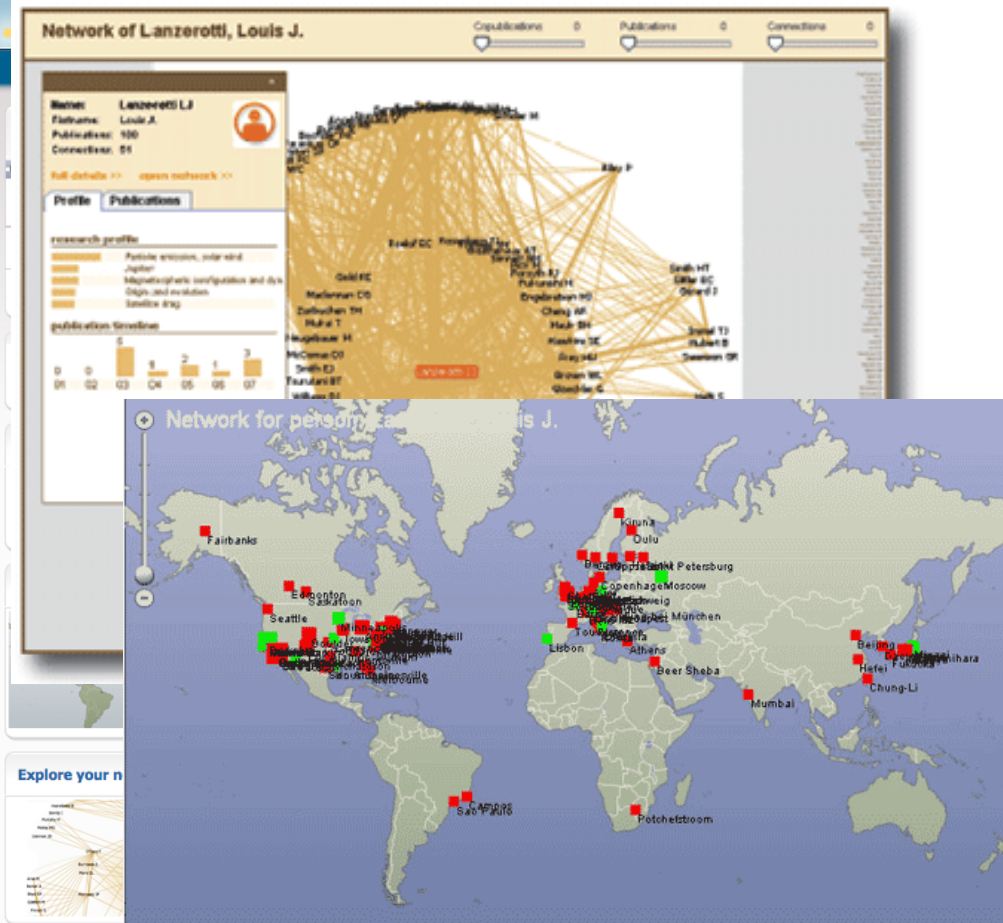
Use of native oxides in $\text{Al}_{1-x}\text{Ga}_x\text{As}$ QWH lasers

Lanzerotti, Louis J.

Statistical properties of shock-accelerated ions in the outer heliosphere

Holonyak, Nick

Temperature dependence of threshold current for quantum-well $\text{Al}_{1-x}\text{Ga}_x\text{As}$ -GaAs heterostructure laser diodes



Heading in the same direction

AIP (Scitation C³)

- Discipline-based resource
- Moving beyond paper-centric paradigm
 - State-of-the-art discovery tools and retrieval
 - Increased functionality
 - Seamless access
 - Semantic technologies and knowledge discovery (UniPHY)

INSPIRE

- Discipline-based resource
- Moving beyond paper-centric paradigm
 - State-of-the-art discovery tools and retrieval
 - Increased functionality
 - Seamless access
 - Semantic technologies

Where INSPIRE and ADS should be going

- Integrate/collaborate vs. compete/reinvent
- Ensure interoperability for community benefit
- Development of semantic publishing tools
- Reciprocal collaboration among all players

How we could go there together

- Reciprocal relationships among players
- Avoid duplication of efforts
 - Collaborate
 - UniPHY—community collaboration in one place
 - Taxonomies

An essential tool for classification of literature in the physical sciences

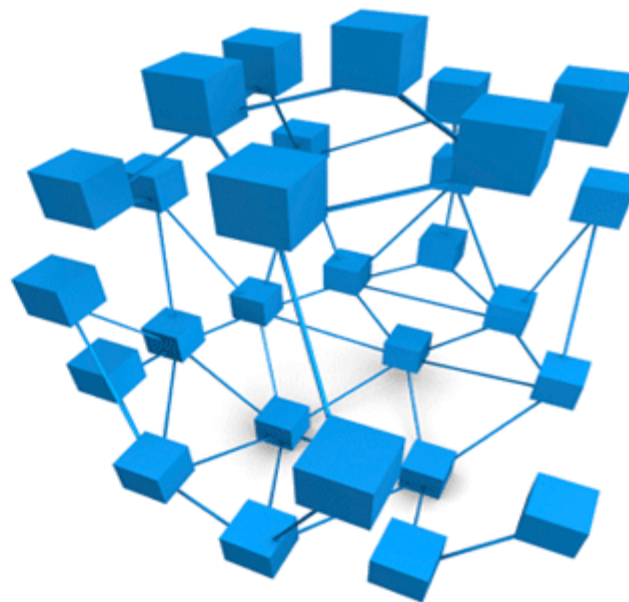
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Collaboration/Synergy

- Explore reciprocal sharing of metadata with Scitation
- Link/share relevant auxiliary information (jobs, departments' info, multimedia, experiments, etc.)

Relevant AIP contacts

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