

JOKE, PHILOSOPHY

LOOK HERE

22.10.2007

From an email that I received today:

while open access has provided the scientific community with broader accessibility, little seems to have been done to make better use of the on-line content. We are trying to address this shortcoming through pubcasts. Pubcasts are 5-10 minute video clips which are integrated with the contents of the open access paper.

I agree with the observation that Open Access hasn't been very innovative so far in technical terms. On the other hand I feel that my job is less about marketing than development. Are you climbing on this bandwagon?



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