

ALLERGY, PHILOSOPHY

DO WE NEED SCIENTIFIC JOURNALS AT SOCIAL NETWORKS?

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It is interesting to see, how journals are trying to increase their market visibility – Nature has become famous for their investment in Second Life? Just recently I received an email that JACI – the Journal of Allergy and Clinical Immunology – has now opened an account at Facebook.



Journal of Allergy and Clinical Immunology Treatment for allergic rhinoconjunctivitis is mainly focused on treating the symptoms, but a study published in the Journal's January issue shows how treatment with a grass allergy immunotherapy tablet over a three-year period resulted not only in clinical improvement of symptoms but also immunologic changes that were ...

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JACI Journal Club

jaci-online.blogspot.com

Each month, the Editors of the Journal of Allergy and Clinical Immunology will select two JACI articles for discussion. Readers are invited to send in their questions and comments, which will be addressed by the authors.

 [Mo um 17:55 - Teilen](#)

NEUSTE AKTIVITÄT

-  [Journal of Allergy and Clinical Immunology changed their Unternehmensübersicht.](#)
-  [Journal of Allergy and Clinical Immunology hat Webseite, Unternehmensübersicht und Aufgabe bearbeitet.](#)
-  [Journal of Allergy and Clinical Immunology hat Gegründet und Webseite bearbeitet.](#)
-  [Journal of Allergy and Clinical Immunology ist Facebook beigetreten.](#)

At least by now, it seems that journals are misusing social networks for further marketing their results beyond the usual press releases. But do we really need that? Should I add JACI as "friend" – or isn't a repeated Pubmed search or updated RSS feed already too much attention?

