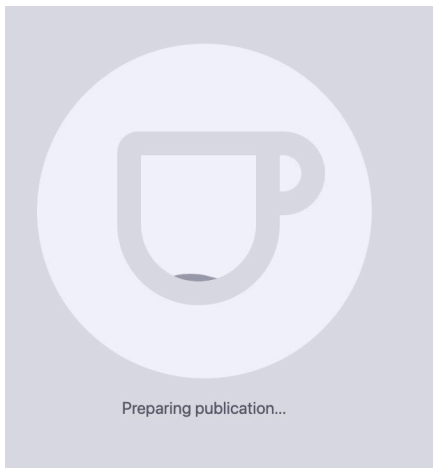


SOFTWARE

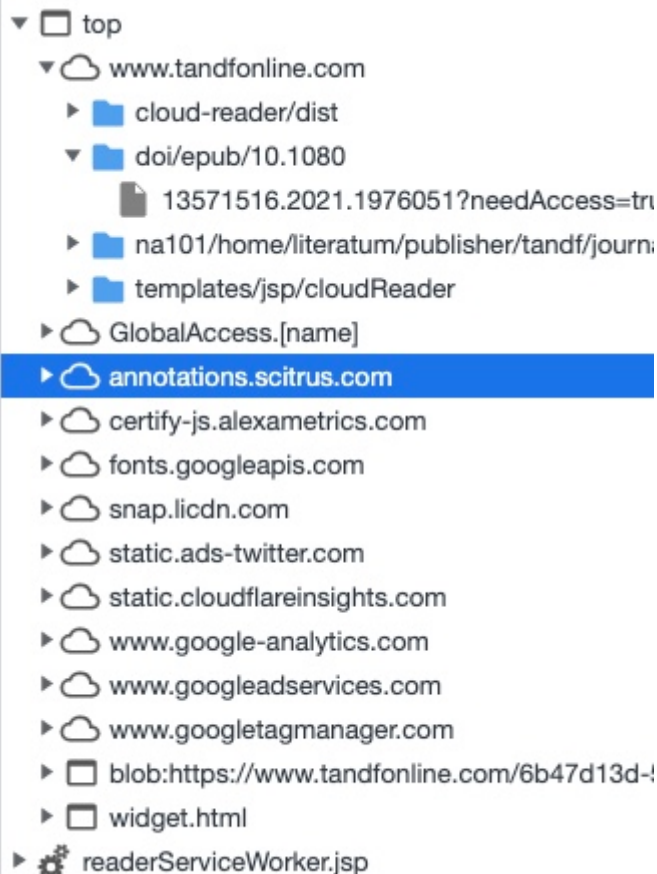
# PERSONALIZED PDFS

22.01.2022

Scientific publishers are creating now more and more dynamic PDFs. Why do we know? There is an unexpected loading delay of a [PDF](#) from [Routledge](#) / [Taylor & Francis](#) group that I observed recently. First I thought about some DDos protection, but is indeed a personalized document.



These websites are all being contacted while creating this PDF:



Scitrus.com seems to be part of a larger reference organizer network and links to science-connect.io. Alexametric.com is the soon to be retired Alexa internet / Amazon service. Snap.licdn.com forwards to px.ads.linkedin.com, the business social network. Then we have Twitter ads, Cloudflare security and Google Analytics. All major players now know that my IP is interested in COVID-19 research. Did I ever agree to submit my IP and time stamp when looking up a rather crude scientific paper?

This is exactly what the German [DFG already warned us](#) about last October

For some time now, the major academic publishers have been fundamentally changing their business model with significant implications for research: aggregation and the reuse or resale of user traces have become relevant aspects of their business. Some publishers now explicitly regard themselves as information analysis specialists. Their business model is shifting from content provision to data analytics.

[Another paper](#) describes the situation as “Forced marriages and bastards”...

My question is : Will Francis & Taylor even do more? The [structure of PDFs](#) allows including objects [including Javascript](#). When examining “document.pdf” using [pdf-parser](#) I could

not find any javascript or my current IP in clear text. I cannot exclude however that the chopped up IP is stamped somewhere in the document. So I will have try again at a later time point and redo a bitwise analysis. of the same PDF delivered on another day.

At least the DFG document says that organisations might argue that such software allows for the prosecution of users of shadow libraries. While I have doubts that this is legal, we already see targeted advertisement as I received this [PDF from Wiley](#) that included an Eppendorf ad.

The screenshot shows a web browser window with a PDF viewer extension. The top part of the PDF is an advertisement for Eppendorf CO<sub>2</sub> Incubators, titled "Culture of Tomorrow". It lists features like "Easy cleaning and efficient contamination protection" and "Optimized growth conditions for sensitive cells". Below the ad, the Wiley logo and article title "Pyroptosis: A promising therapeutic target for noninfectious diseases" are visible. The authors listed are Tong Li<sup>1,2,3</sup>, Guangjuan Zheng<sup>1,2,4</sup>, Ben Li<sup>3</sup>, and Lipeng Tang<sup>1,2</sup>. The article status is "REVIEW".

**Culture of Tomorrow**

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- Easy cleaning and efficient contamination protection
  - > 180°C High-Temperature Disinfection (HTD)
  - > Fanless design
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- Optimized growth conditions for sensitive cells
  - > Precise temperature uniformity throughout the chamber
  - > Fast gas and temperature recovery without overshooting
  - > Protection from vibrations and turbulence with fanless design
- Save costs over time
  - > Up to 25% more usable space in a small footprint
  - > No internal spare parts (e.g. fan-associated HEPA filters or UV lamps)
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**REVIEW**

**Pyroptosis: A promising therapeutic target for noninfectious diseases**

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Screenshot 20.1.2022

When I downloaded this document a second time using a different IP it was however identical. Blood/Elsevier only let's you even download only after watching a small slideshow...

The screenshot shows the Blood journal website interface. At the top, there are banners for BRUIN and LOXO, including a Phase 3 study announcement. The main navigation bar includes 'ASH PUBLICATIONS', 'Cart', 'Sign in', 'ENTER SEARCH HERE', and 'All Content'. Below this, the 'blood' logo is prominent, followed by navigation links: 'ISSUES', 'FIRST EDITION', 'ABSTRACTS', 'COLLECTIONS', 'AUTHOR CENTER', and 'ABOUT'. The article title 'Gasdermin D inhibition prevents mu... blocking' is visible, along with a list of authors. A large AstraZeneca advertisement is overlaid on the article, featuring a purple and white design with the text '89% of CLL patients have at least one comorbidity at diagnosis' and a 'LEARN MORE' button. To the right, there is a sidebar with 'Volume 138, Issue 25', 'December 23, 2021', and links for 'Previous Article' and 'Next Article'. Below the article, there is a 'Connected Content' section and a 'Key Points' section. The 'Key Points' section includes a bullet point: 'Inhibition of GSDMD with disulfiram abrogates NET formation, reducing multiple organ dysfunction and sepsis lethality.'

Screenshot 20.1.2022

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