

AIP | Library Matters

News for Librarians

AMERICAN INSTITUTE OF PHYSICS

FALL 2011

AIP Creates New App for Authors and Reviewers

iPeerReview provides mobile access to submitted papers

Today, researchers expect their work to be accessible no matter where they are. Now, thanks to our new iPeerReview iOS app, AIP authors and reviewers can use their iPhone, iPad, and iPod touch to access information about papers they've submitted to our Peer X-Press online submission and review site. Whether they're in their office, in the library, or just sipping coffee at their favorite café, authors and reviewers can perform a number of activities related to their papers, including:

- See a list of all active papers
- See a list of all completed papers
- View all past status history of papers
- View papers in PDF format
- Save papers to Apple devices for viewing offline
- E-mail papers anywhere from the device
- Link to papers that are published on Scitation
- Link to papers that are still under review in Peer X-Press

iPeerReview is an integral part of our comprehensive strategy to make all AIP content—both live and in production—more accessible to our users. When an individual logs in to iPeerReview, the app will determine if they are an author, a reviewer, or both. In the event that they are both an author and a reviewer, iPeerReview will allow them to access both sets of papers under separate tabs.



iPeerReview

To download iPeerReview, simply visit the iTunes App Store at: itunes.apple.com/us/app/ipeerreview/id385565904?mt=8#. For more information, go to labs.aip.org/.

AIP'S NEW CHINESE-LANGUAGE WEBSITE

Expanding and enhancing communication with China's scientific community

The screenshot displays the AIP Chinese website interface. At the top, there is a search bar and navigation links. The main content area is divided into several sections: '会议资讯' (Conference News) with a list of upcoming events; '刊物介绍' (Journal Introduction) featuring a cover image of 'Biomedical Optics'; '美国物理联合会 (AIP)' (American Institute of Physics) with a photo of H. Frederick Dylla and a quote; 'AIP全球公司北京代表处' (AIP Global Company Beijing Representative Office) with a photo of a representative and contact details; and 'AIP在中国' (AIP in China) with a photo of a representative. There are also sections for '最新发表论文' (Latest Published Papers) and '最新研究动态' (Latest Research News).

The American Institute of Physics has launched a Chinese-language version of its website (china.aip.org), which mirrors much of the content found on AIP's English-language site, including links to AIP journals, conference proceedings, press releases, information for librarians, and programs run by AIP's Physics Resources Center.

In addition, Chinese authors will discover detailed instructions on how they can submit to AIP journals, and how the manuscript editing services of our partner, Edanz Group, can make it easier for their papers to be accepted. They'll find links as well to some of China's scientific institutions and scholarly societies, to upcoming meetings taking place in China, and to the Chinese Physical Society's journal, *Theoretical and Applied Physics Letters*, with which AIP now partners.

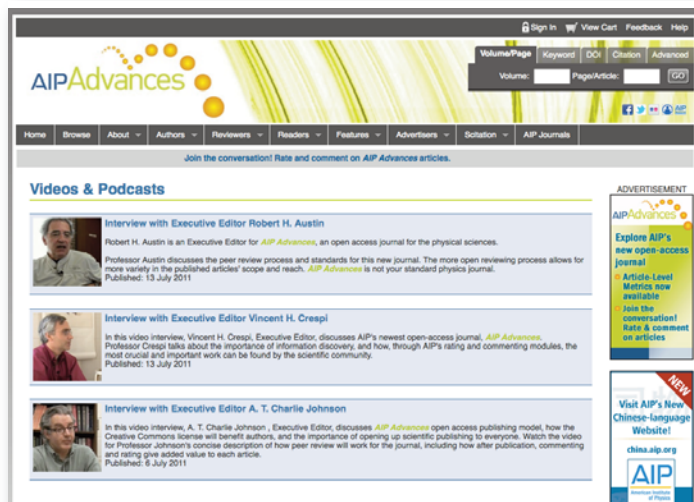
The creation of our new Chinese-language website reinforces AIP's commitment to providing Chinese researchers with fast and convenient access to AIP journals and to giving more exposure in these journals to the important research being conducted by China's growing scientific community.

IN RECENT VIDEOS, AIP ADVANCES' EXECUTIVE EDITORS DISCUSS THE JOURNAL

There's no doubt that after less than one year of publication, AIP's open access journal *AIP Advances* has made the physics community sit up and take notice. Now, close on the heels of the launch of article-level metrics, a tool that measures abstract views and full-text article downloads, *AIP Advances* has posted a series of videos on its homepage, with interviews from three of its five Executive Editors (aipadvances.aip.org/features/videos_and_podcasts).

In the first video, the University of Pennsylvania's A. T. Charlie Johnson discusses *AIP Advances'* open access publishing model, how the Creative Commons license will benefit authors, and the importance of opening up scientific publishing to everyone, especially those in developing countries. You can watch the video to hear Professor Johnson's concise description of how peer review will work for the journal, including how, after publication, commenting and rating will allow articles to rise to prominence on their own merits.

In subsequent interviews, Professor Robert H. Austin discusses the peer review process and standards for this new journal and how the more open reviewing process allows for more variety in



the published articles' scope and reach. In addition, Vincent H. Crespi talks about the importance of information discovery, and how *AIP Advances'* unique structure will help the scientific community to find the journal's most crucial and important work.

IT'S NOW EASY TO TRANSFER MANUSCRIPTS BETWEEN AIP JOURNALS

If one of your patrons has a research paper that was not accepted for publication in a particular AIP journal, but feels it is appropriate for another AIP journal, it is now possible for that manuscript to be transferred easily within the AIP journal family. All they need do to transfer their manuscript is to e-mail the appropriate editorial office. Transferring manuscript files does not guarantee that the manuscript will be considered by the receiving journal, but it does allow transfer of files and correspondence without the inconvenience of having to re-enter data and resubmit from journal to journal. AIP journals and their respective descriptions can be found at journals.aip.org. It's also important that researchers carefully review the acceptance criteria for the journal they believe would be appropriate for their manuscript.



AIP'S 2012 JOURNAL CATALOG IS NOW AVAILABLE

Journals 2012, AIP's catalog of publications from its member societies and publishing partners is now available, both in print and online. The catalog includes publications from some of the world's most prestigious scholarly publishers. In addition to descriptions of more than 90 critical publications, covering a wide range of disciplines in the physical sciences, the catalog provides you with valuable information, such as Thomson Reuters citation data, that will help you in making acquisitions decisions. It also includes complete bibliographic information to make managing your collection easier.



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PHYSICS OF PLASMAS PUBLISHES FIRST ARTICLE WITH 3D MEDIA



A large number of phenomena in plasma physics are inherently three dimensional, but these phenomena

often are not studied, because the computational power for 3D is not generally available. Now *Physics of Plasmas* has published an article, which reviews several experiments in which full 3D data was acquired. The article by Walter Gekelman and his colleagues is entitled "The Many Faces of Shear Alfvén Waves" and was first presented to an enthusiastic audience at the 2011 APS March Meeting. *Physics of Plasmas* is now pleased to present the article both in print and online.

So that more people can view the impressive 3D media in this article, we've made the article freely available at pop.aip.org/shear_alfven_waves. In addition to movies, the online article brings you a host of supplemental images, including stereo images, not included in the print version.

For more than 50 years, *Physics of Plasmas* has brought you research from the leading edge of this critical field. Now, with our move into 3D publishing, the journal is also at the forefront of online publishing technology.



AIP APPOINTS NEW CHIEF MARKETING AND SALES OFFICER

Adriana Acosta brings extensive international experience to AIP



Adriana Acosta began work this past month as AIP's chief marketing and sales officer (CMSO) for its publishing division. Her deep international business experience, great customer knowledge, and clear appreciation of the publishing industry make her an ideal match for AIP's publishing program. Acosta comes to AIP from the Economist Intelligence Unit, where she directed the sales operation for the Americas. Prior to that, she held various leadership positions with Elsevier, where she developed cohesive sales and marketing strategies for a host of products valued by the scholarly publishing community.

As CMSO, Acosta will carry out AIP Publishing's commercial strategy worldwide and develop effective channel strategies for each market segment and product type. This new addition to our management team will enable us to deepen our connections within the scientific community and to broaden our reach into new markets. We are pleased to have her on board.

SEE US AT THESE UPCOMING EVENTS

DATES	CONFERENCE	LOCATION
2011		
Nov 28 – Dec 2	MRS Fall Meeting	Boston
Nov 29 – Dec 1	Online Information	London
2012		
Jan 20 – 24	ALA Midwinter Meeting	Dallas
Feb 27 – Mar 2	APS March Meeting	Boston
Mar 25 – 29	ACS Spring Meeting	San Diego
Apr 2 – 4	ER&L Conference	Austin
Apr 4 – 6	UK Serials Group Annual Conference	Glasgow
Apr 9 – 13	MRS Spring Meeting	San Francisco
Jun 7 – 10	NASIG Annual Conference	Nashville
Jul 15 – 18	SLA Annual Conference	Chicago

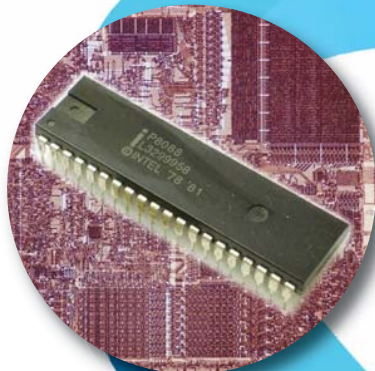
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AIP Digital Archives

Own the Past—Create the Future

Purchase by
December 15, 2011
and Save 10%!



AIP has created three information-packed online archives, each of which for a one-time payment gives you permanent access to a broad range of AIP content dating back to our first journal issues in 1930. Together, these backfiles will provide your patrons with more than 300,000 papers from AIP journals and conference proceedings, and more than 55 years of fascinating features from AIP's flagship magazine, **Physics Today**.

AIP Digital Archive Supplement

To complement the AIP Digital Archive, we've now created the **AIP Digital Archive Supplement**. When added to the AIP Digital Archive, the Supplement will complete your collection of AIP backfile content. The Supplement offers permanent access to more than 50,000 additional articles from:

- AIP Conference Proceedings (1970 – 2004)
- Journal of Physical and Chemical Reference Data (1972 – 1998)
- Low Temperature Physics (1997 – 1998)

Physics Today Digital Archive

Physics Today has covered world-changing events from the discovery of the transistor to the prospects for renewable energy in 21st century. Now AIP has created the **Physics Today Digital Archive**, containing seminal articles and probing features going back to the first issue in 1948. The new archive gives you access to all content older than five years, and each year we will add another year of content—at no charge to current *Physics Today* subscribers.

For more information and pricing, contact mdrago@aip.org, +1 516-576-2483, or contact your local sales agent.

AIP Digital Archive

The **AIP Digital Archive** provides permanent access to the complete backfiles—more than 250,000 articles—of AIP's eight wholly owned journals for the years 1930 to 1998. The archive contains groundbreaking research going back to Vol. 1, No. 1 for:

- Applied Physics Letters (1962 – 1998)
- Chaos (1991-1998)
- Journal of Applied Physics (1931 – 1998)
- The Journal of Chemical Physics (1933 – 1998)
- Journal of Mathematical Physics (1960 – 1998)
- Physics of Fluids (1958 – 1998)
- Physics of Plasmas (1958 – 1998)
- Review of Scientific Instruments (1930 – 1998)



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