

# WE CHANGE HOW SCIENCE IS DONE

Powering the scientific research  
process with video



## DISCOVER

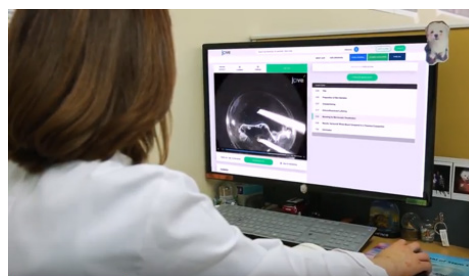
# JoVE SIMPLIFIES CUTTING-EDGE RESEARCH

## TECHNICAL KNOWLEDGE ON-DEMAND

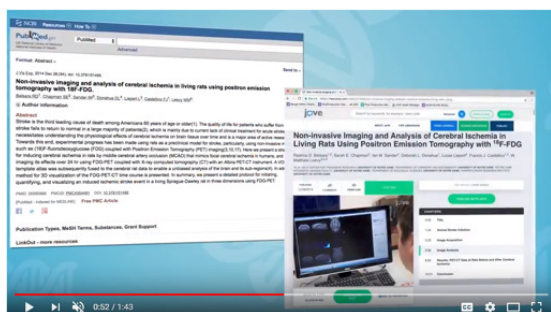
The scientific community constantly evolves, adding more efficient methods to proven gold-standard techniques. With JoVE, you can educate yourself and your lab on new protocols anywhere, anytime.

## UNIFORMED RESULTS

One of JoVE's greatest strengths is how it enables researchers to see and compare how fellow scientists 1) gather similar data; and 2) develop their methods, across many different research settings.



*Review methods before the experiment*



*Use your familiar search engine to find new methods*

## INTERDISCIPLINARY RESEARCH

JoVE simplifies and streamlines the typically complex and time-consuming process of cross-discipline learning. You can rapidly learn techniques in disciplines you are unfamiliar with – without even knowing about the labs that devised these methodologies. This is knowledge you can access much faster than you could have previously, without JoVE.



*"When we are exploring a new type of experiment or a new type of protocol that we would like to introduce into the lab, the members in my lab often use JoVE as the first place that they will go to look for new protocols and to see how other people are doing it."*

**-DR. EDWIN S. MONUKI**  
ASSOCIATE PROFESSOR, PATHOLOGY  
SCHOOL OF MEDICINE  
UNIVERSITY OF CALIFORNIA, IRVINE



### Searching for online JoVE articles

Search for "JoVE," "MyJoVE," "JoVE[jour]," or "Journal of Visualized Experiments," on any online index (i.e., PubMed, Web of Science, Chem Abstracts, SciFinder, Scopus) to locate our content.

Find more search tips in [our user guide](#)



### Creating a playlist of your favorite video articles

Use the "Add to favorite" button on the article page

Open your user account page and access your playlist

Learn more about user account and features in [our user guide](#)



## RESEARCH

# JoVE'S VIDEOS POWER LAB SUCCESS

## COMPETITIVE ADVANTAGE

JoVE reduces time to productivity, allowing you to avoid wasting months creating a protocol that has already been proven and published. This allows you to more quickly (and correctly) perform your experiments. In turn, you also can better allocate grant money by reducing your spend on training, reagents, and animals.

## PROTOCOL FIDELITY

JoVE publications help you generate Standard Operating Procedures (SOPs) to perform new techniques. This way, all new lab members receive identical training, with access to the same video/text reference protocols. This increases the experiment reproducibility rate within your lab.

## TRAINING EFFICIENCY

Frequently, labs must cope with high staff turnover. And there are always new techniques that require adoption. Training via video format accelerates time-to-learn, with students capable of re-viewing appropriate videos as many times as they need. Created by top experts, JoVE videos offer close-ups of complex methods, making even the most difficult protocols easier to adopt.

## REMOTE COLLABORATION

Geographically distributed labs frequently must collaborate, and send representatives back and forth for expensive training/teaching in the specific techniques a given project requires. However, JoVE videos can be watched and studied anytime, anywhere, reducing (or eliminating) the need for in-person training/teaching sessions.



*"One of the aspects that I think is most important for JoVE videos is to show the technical aspects, what hands are doing, what types of equipment is being used, what things look like through a microscope when a procedure is going on"*

**-DIANE O'DOWD, PH.D.**

HHMI PROFESSOR  
DEVELOPMENTAL AND CELL BIOLOGY  
UNIVERSITY OF CALIFORNIA, IRVINE



*Video training enables speed to productivity.*



*Create SOPs around your new protocols.*



### Create a favorite video articles playlist

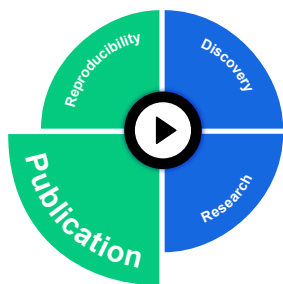
Select the "Add to favorite" button on the article page  
Access your playlist through your user account page

Learn how to create a user account (and more) with [our user guide](#)



### Protect lab members with Lab Safety/Lab Animals video collections

For more info on these collections, [go here](#) and [here](#)



## PUBLICATION

# JoVE ARTICLES BOOST YOUR LAB'S REACH

## SHARE TECHNIQUES, PROMOTE YOUR CAREER

Publishing in JoVE enables you to promote and share your techniques with other researchers. For dissemination, JoVE Video Journal articles only require sharing a link with other labs. JoVE already has fostered virtual scientific communities that pursue similar research and techniques.

## BOOST SCIENTIFIC REPRODUCIBILITY/REPEATABILITY

Successful researchers frequently never share their unique protocols – preventing other researchers from benefitting from a breakthrough method. However, JoVE offers a rapidly accessed, authoritative, and peer-reviewed forum to quickly share any new techniques with the scientific community.

## RAISE PUBLIC VISIBILITY

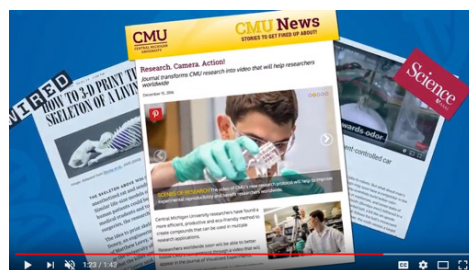
Communication in the scholarly community is no longer confined to specialist industry journals. The scientific public frequently shares exciting innovation news via social networks. Video content is, naturally, highly shareable via these science (and even publicly available) communications platforms. Next-generation scientists are also more likely to be learning via visual (instead of just text-only) format. And video presentations make it easier to gain general press coverage.



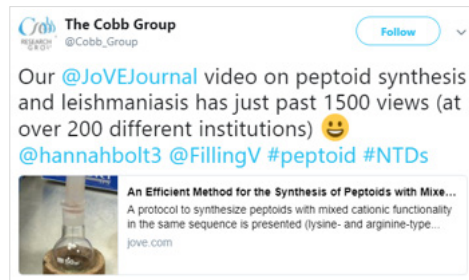
*"Having these papers in JoVE have really helped us to disseminate our research to other groups and it is about the accessibility. A lot of people have asked us for many years how we do certain things and the ability to give them the JoVE link of the video has really helped spread these techniques and the technologies to other labs that previously we didn't think was possible."*

**-JASON S. LEWIS, PHD**

EMILY TOW JACKSON CHAIR IN ONCOLOGY  
MEMORIAL SLOAN KETTERING CANCER CENTER



Boost lab outreach via JoVE video.



Social media a natural forum to share JoVE peer-reviewed articles.



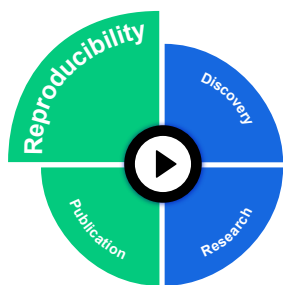
### Using JoVE stats to show your research's impact

Find your video article stats at the bottom of your article page



### Five steps to publish with JoVE

Learn how to publish with JoVE by watching [these videos](#)



## REPRODUCIBILITY

# JoVE VIDEO: REPRODUCIBILITY/REPEATABILITY

## REPRODUCIBILITY IN YOUR RESEARCH FIELD

Video provides the most outstanding experimental transparency available. This means that your experiment is more likely to be repeatable by other labs that will yield similar results. This will reinforce your experimental data and lab credibility for the entire scientific public. Video also enables fellow researchers to minutely explore protocols in ways impossible using only text-based instructions.



Sharing precise protocol details is simplified when publishing in JoVE.

## TRANSPARENCY FOR GRANT SUCCESS

Grant seekers can boost their project's credibility by citing a published JoVE article. That's because JoVE's protocols are demonstrably reliable and directly address [rigor and reproducibility](#) issues.

## STANDING OUT IN YOUR RESEARCH FIELD

In any scientific field, hundreds of thousands of scientific papers are published simultaneously. This creates vast competition for attention. Because JoVE makes sharing results easier, the more likely it will be your colleagues see and adopt your protocols. And there [are indications](#) the more other researchers investigate the details of your methods, the greater your work's impact can have.



### Using JoVE stats to show your research's impact

Find your video article stats at the bottom of your article page



### Sharing JoVE video by linking/embedding

Promote transparency by embedding or linking to your video protocol from your lab website



*"If you are using a specialized methodology and it's been published in JoVE, I think it would be very helpful to cite that in grants as evidence that one has an established method and it would be useful for this rigor and reproducibility issue for sure to actually cite that reference"*

**-DR. ABDEL-WAHAB**

HEMATOLOGIC ONCOLOGIST  
MEMORIAL SLOAN KETTERING  
CANCER CENTER