

# Editor's LETTER

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## Experimenting with Web 2.?

This page has often touted the emerging possibilities for integrating scientific content with the Web. From its launch in 2006, *ACS Chemical Biology* has strived to reach its audience in new ways through the *ACS Chemical Biology* Community Site (<http://community.acs.org/chembio>). We've told you about our podcasts (1), our WIKISpot where you can write your own research summaries for the community (2), and our Ask the Expert feature for interacting directly with top researchers in the field, among others. These existing features have been successful, but the ACS realizes that innovation, particularly on the web, happens at an astounding pace, and Web sites must constantly be moving forward.

The roll-out of a new web platform for journals last year put the ACS at the leading edge for delivery and adaptability of scientific content (3). But how can we stay ahead of the curve in terms of new functionality? This month the ACS celebrates the 1 year anniversary of an endeavor meant to achieve just that: the *JACS* Beta Web site (<http://pubs.acs.org/JACSbeta/index.html>). Though currently focused on content from the *Journal of the American Chemical Society*, this Web site represents a sandbox for the Publications Division to experiment with new ideas. By collecting feedback from the community, these ideas are honed to best serve our users.

One interesting feature is JACS Select, where thematically related articles are selected by a guest editor and enhanced with synopses and summaries written for non-specialists. The most recent edition, "Nucleic Acids: Expanding the Structural and Functional Horizons" (4), is further enhanced *via* linking of key terms to the ChemBio Glossary on the *ACS Chemical Biology* Community site.

Cell phones and PDAs represent an entirely new way for us to interact with the scientific literature, and exciting developments are happening on this front with new Mobile Projects on *JACS* Beta. At this point, you can either select to view the Mobile Table of Contents (where you can mark your favorites with your ACS ID) or the Mobile Article. Check it out here: <http://pubs.acs.org/JACSbeta/mobile/index2.html>.

ACS journals have even made their way onto Twitter (5), with feeds coming from both *JACS* and *ACS Chemical Biology*. But don't worry, we won't tell you when we're arriving at work or getting a cup of coffee; we'll just post the most recent and exciting research and news, delivered directly to you.

These features only represent a snippet of the ongoing efforts at the ACS to build a better experience for our web users. There are enhanced podcasts, embedded ChemDraw files, search widgets and more. Come check them out and leave your feedback. Plus, you never know when you'll find something new.

Eric Martens  
Managing Editor, *ACS Chemical Biology*

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## REFERENCES

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