

# 讓數字動起來吧!

用行動來提升研究能見度

Wong Woei Fuh PhD, MBA  
ies Consulting, Singapore

坐而言  
不如起而行

**GREAT WISDOM NOT  
APPLIED TO ACTION AND  
BEHAVIOR IS  
MEANINGLESS DATA**

PETER DRUCKER

---

讓數字動起來吧!  
用行動來提升研究能見度

無論再高的智慧，  
若沒有導致行動或改變  
只是無意義的數據

# 議題--關鍵報告: 數字與校園 社群的連結

今日的研究是明日的創新 - 綜觀台灣學術研究力

Gary Cheng 程世仁

WILEY



數據對研究的關鍵影響力

Elsevier 台灣韓國資深行銷經理

Weiwei Cheng



Empowering Knowledge

## DISCOVER

Asking the right questions, finding information and finding theoretical solutions

## ENGAGE

Exchanging knowledge, understanding and resources in a reciprocal context

## IMPACT

The contribution that research makes to the world and the lives of the people living in it

Source: Research Impact, <http://www.uq.edu.au/research/impact/> the University of Queensland, Australia

*Learned Publishing*, 23:258–263  
doi:10.1087/20100308

## RESEARCH ARTICLE

# Article 50 million: an estimate of the number of scholarly articles in existence

## Introduction

From the first model of the modern journal, *Le Journal des Sçavans*, published in France in 1665, followed by *Philosophical Transactions*, published by the Royal Society in London later that year, the number of active scholarly journal titles has increased steadily. In 2006 there were roughly 23,750 titles.<sup>2</sup> There are direct correlations between the numbers of researchers, journals, and articles.<sup>3</sup> Björk *et al.*<sup>4</sup> have argued that changes in the dynamics of literature-based research, provoked by the communications revolution, have made the article itself relevant today as the basic molecular unit of research communication.

The correlations are revealed by studies in the past decade on global research output that have reported the growth rate and annual figures for researchers, journals, and articles.<sup>3–6</sup> Researchers retire, but more new researchers emerge. Journals fold, but a higher number are launched. Changes over time in the number of active researchers and journals describe the dynamics of both publishing and research, and the increase in absolute size of active production.<sup>5</sup> However, the article has a static nature that makes it unique as a metric. Articles, once created and published, are rarely destroyed. They can always be reactivated, and through citation each article occupies a position in the architecture that researchers can continue to build upon. The article is born essentially through the efforts of journals and their publishers, but articles survive the death of journal titles. Although disciplines develop distinct fields of inquiry, there are ultimately no fixed boundaries in scholarship – this is a single system of documented written knowledge.

Therefore a metric that describes the quantitative whole of this system – the global total of all modern scholarly journal

ARIF E. JINHA

Faculty of Post-Doctoral and Graduate Studies,  
University of Ottawa

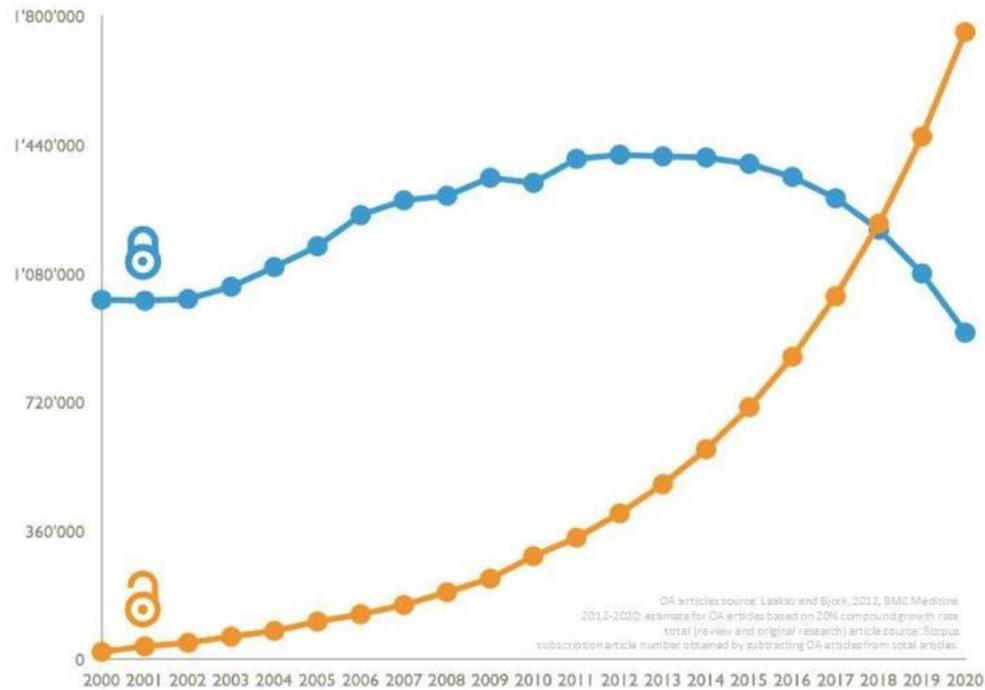
**ABSTRACT.** *How many scholarly research articles are there in existence? Journal articles first appeared in 1665, and the cumulative total is estimated here to have passed 50 million in 2009. This sum was arrived at based on published figures for global annual output for 2006, and analyses of annual output and growth rates published in the last decade.*

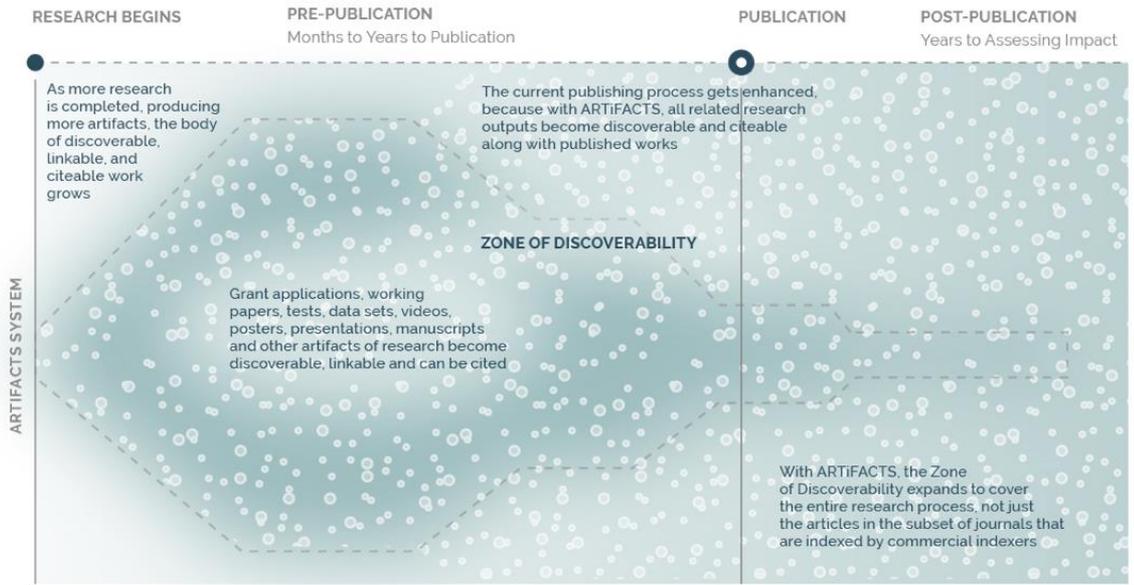
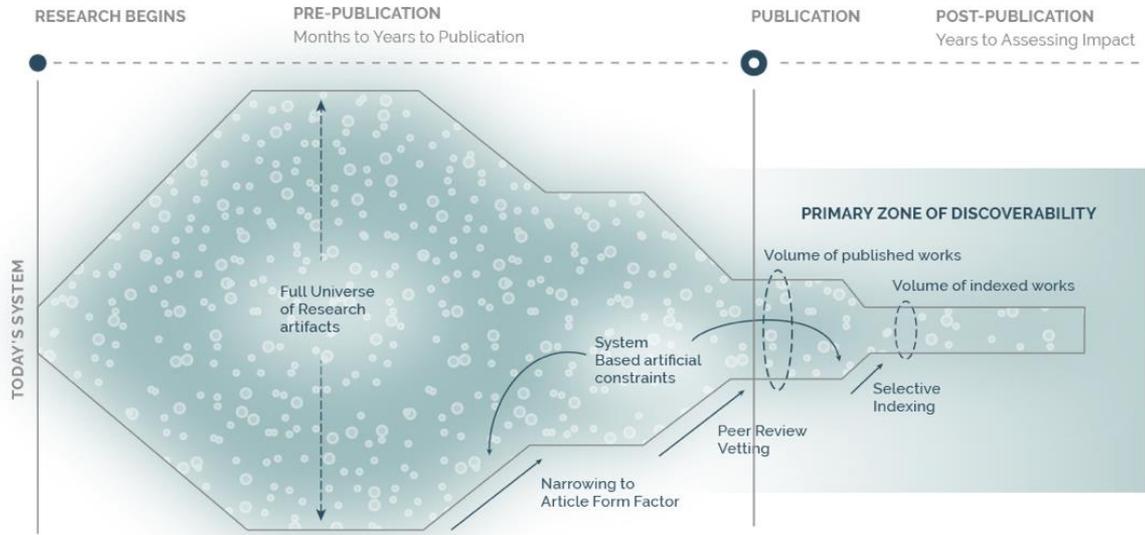


Arif E. Jinha

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## Open access articles will overtake subscription articles from 2018

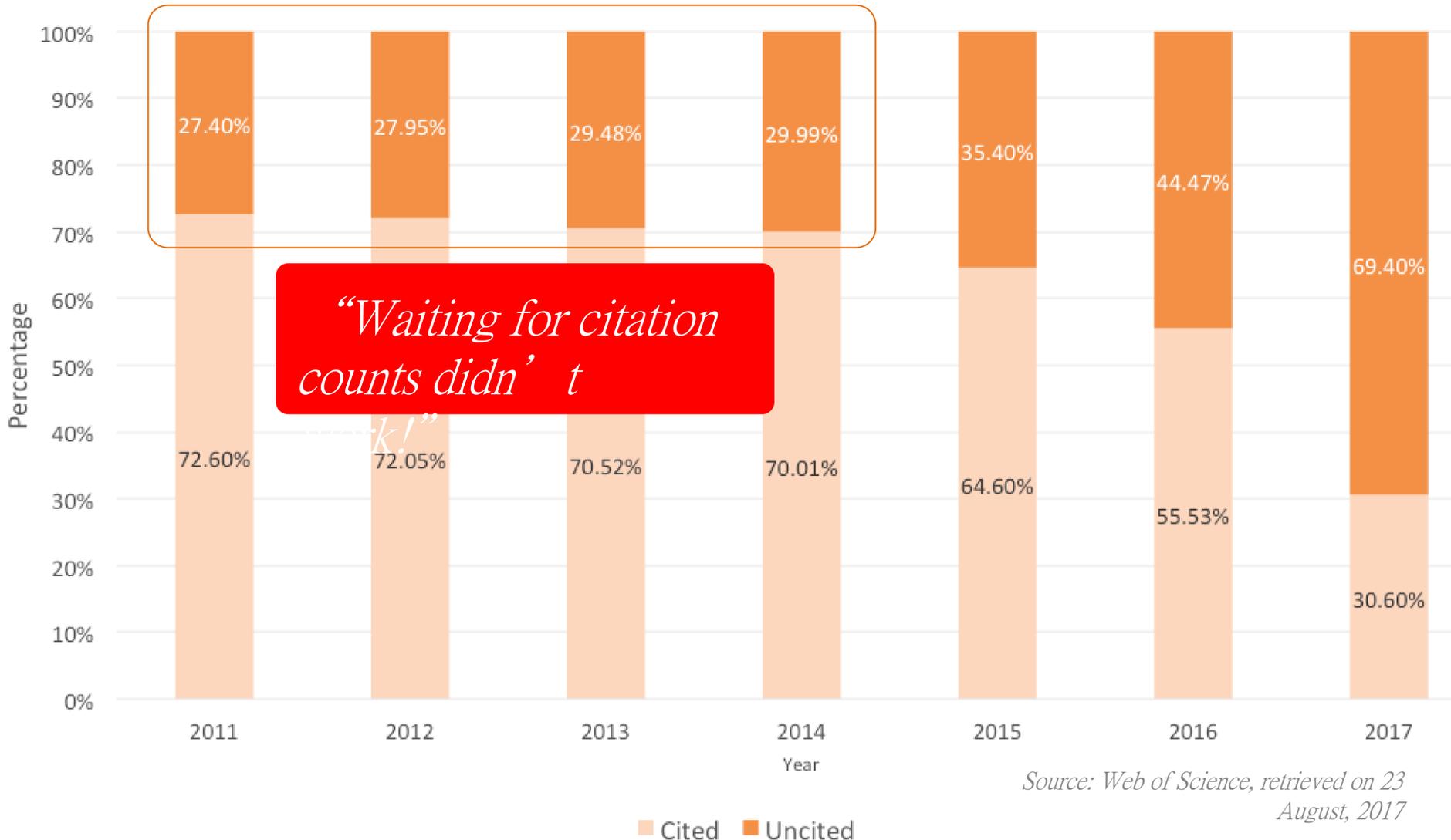


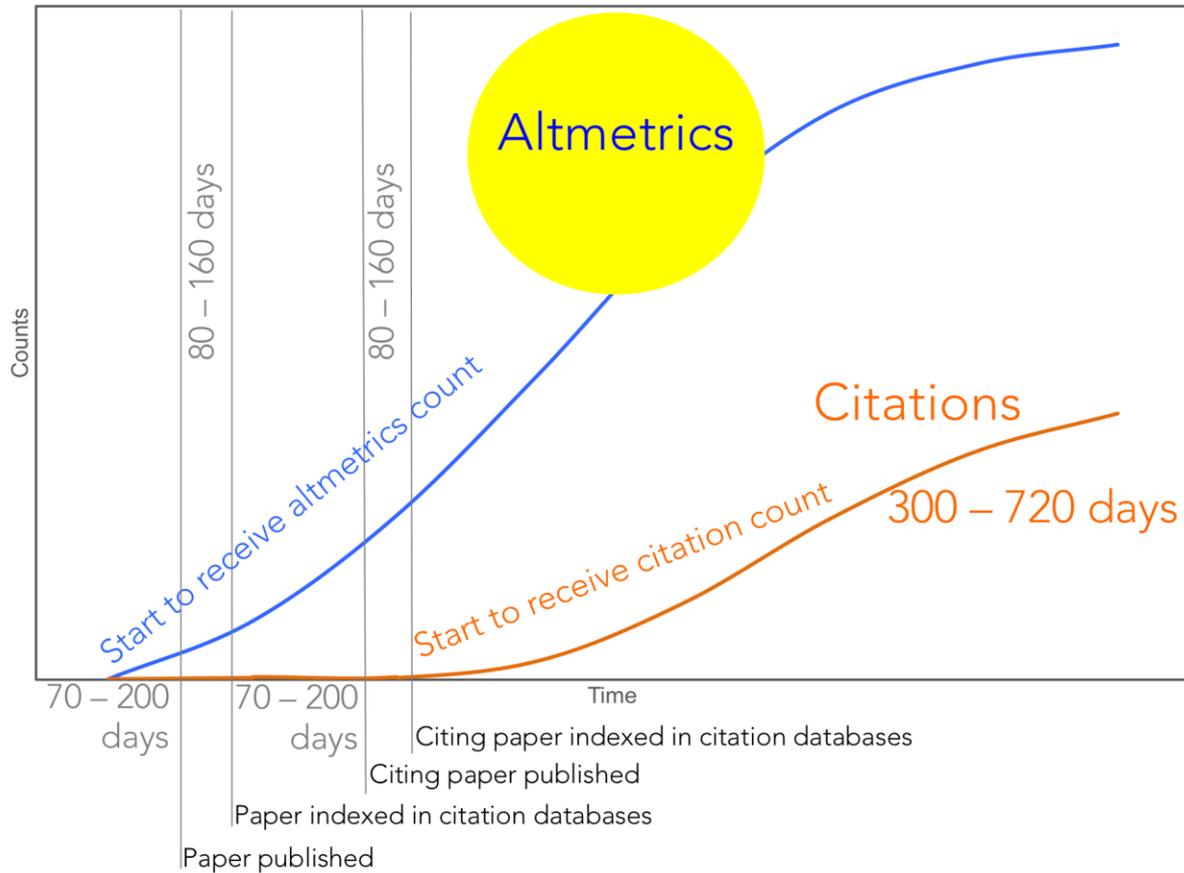


Published in high impact factor journals could end up with zero citation. About

# 30%

articles in top journals received no citation even after 7 years





Waiting for  
 citation is a  
 long journey  
 if there is no actionable  
 outreach

Outreach  
 increases  
 visibility,  
 increases Altmetrics

*“Unlike citation counts, visibility metrics are meant for **Actions**, are not meant for **Evaluation**?”*

Fundamental  
Research



Theoretical  
Discoveries



Evidence  
Discoveries

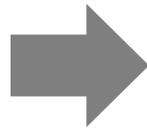


Applied  
Research

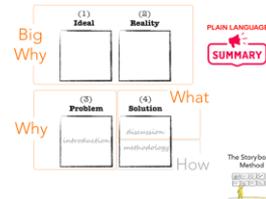
# Research Outreach



Publications



Step 1  
Learning  
Impact Writing Skill  
(Story Telling)



Step 2  
Selecting  
The Right Channels  
& Tools

Step 3  
Measuring  
The Responses &  
Visibility



Step 4  
Optimizing  
To The Wider  
Audiences



Citations



Collaborations

Academia  
Communities



Impacts



Commercialization

Non-academia  
Communities



IDEA



PLAN



ACTION



End-to-end  
Research Workflow



ORCID

KUDOS



Researcher Profile  
+  
Citation Analysis  
+  
Institutional Repository





# The Actions

for librarians

1. Organize resources into research workflow: pre-publication, publication & post-publication
2. Support with research outreach (the post-publication activities)
3. Manage research impact evidences
4. Writing & creative support: story telling in research and infographic

# 101 INNOVATIONS IN SCHOLARLY COMMUNICATION



Jeroen Bosman [@jeroenbosman](https://twitter.com/jeroenbosman)  
Utrecht University Library

## THE CHANGING RESEARCH WORKFLOW



Bianca Kramer [@MsPhelps](https://twitter.com/MsPhelps)  
Utrecht University Library

Science is in transition. This poster gives an impression of the exploratory phase of a project aiming to chart innovation in scholarly information and communication flows from evolutionary and network perspectives.

We intend to address the questions of what drives innovation and how these innovations change research workflows and may contribute to more open, efficient and good science.

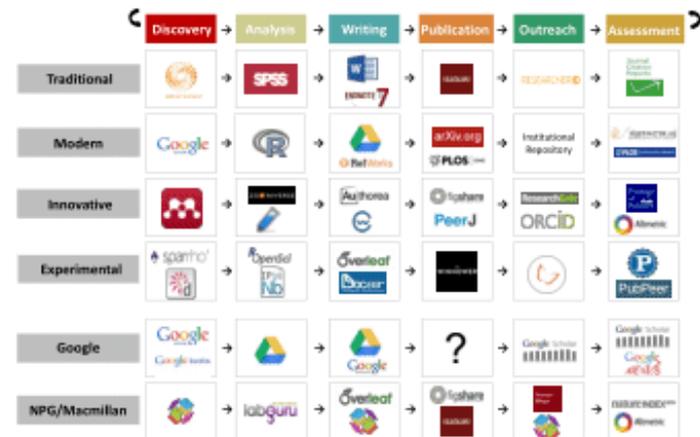
### 101 Innovative tools and sites in 6 research workflow phases (< 2000 - 2015)



### Most important developments in 6 research workflow phases

	Discovery	Analysis	Writing	Publication	Outreach	Assessment
<b>Trends</b>	social discovery tools	data-driven & cross-sectional science	collaborative online writing	Open Access & data publication	scholarly social media	article level altmetrics
<b>Expectations</b>	growing importance of data discovery	more online analysis tools	more integration with publication & assessment tools	more use of "publish first, judge later"	use of altmetrics for monitoring outreach	more open and post-publication peer review
<b>Uncertainties</b>	support for full-text search and text mining	willingness to share in analysis phase	acceptance of collaborative online writing	effect of journal/publisher status	requirements of funders & institutions	who pays for costly qualitative assessment?
<b>Opportunities</b>	discovery based on aggregated OR full-text	open databases	semantic tagging while writing/judging	reader-side paper formatting	using repositories for institutional visibility	using author, publication and affiliation IDs
<b>Challenges</b>	real semantic search (journals & related)	reproducibility	safety/privacy of online writing	globalisation of publishing access standards	making outreach a two-way discussion	quality of measuring tools
<b>Most important long-term development</b>	multidisciplinary + citation-enhanced databases	collaboration + data-driven	online writing platforms	Open Access	more & better connected researcher profiles	importance of several relevance + non-publication contributions
<b>Potentially most disruptive development</b>	semantic/chronological search + contextual/social recommendations	open science	collaborative writing + integration with publishing	circumventing traditional publishers	public access to research findings, also for agenda setting	moving away from single quantitative indicators

### Typical workflow examples



# Supporting you through the research process.





authoring

find the  
questions



publishing

find the  
channels



outreaching

find the  
audiences

## Discovery



InCites

WEB OF SCIENCE™

Scopus®



## Writing



CiteScore™

JOURNAL CITATION REPORTS

ORCID



altmetrics





# The Actions

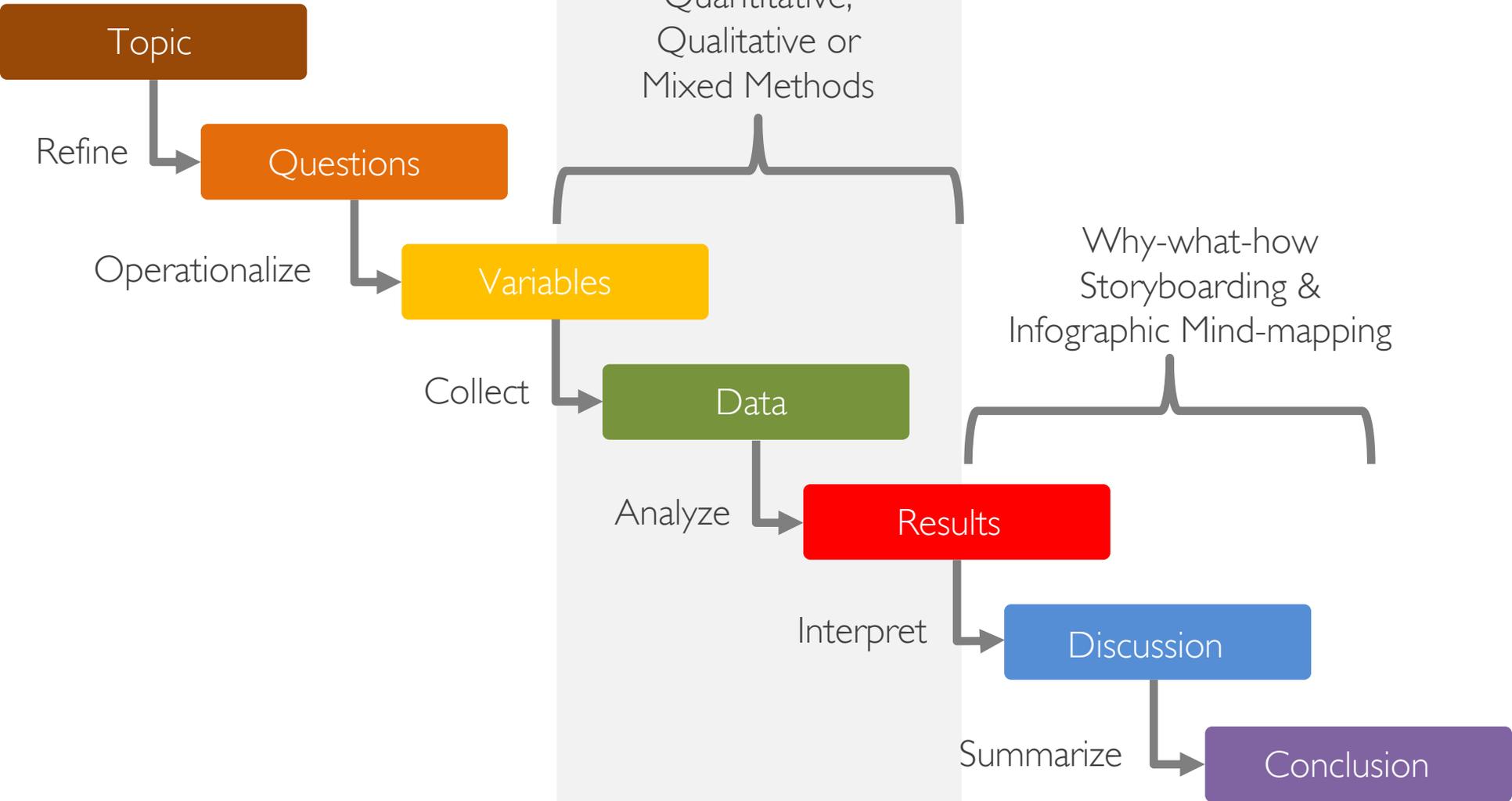
for librarians

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3. Manage research impact evidences
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# Research Design

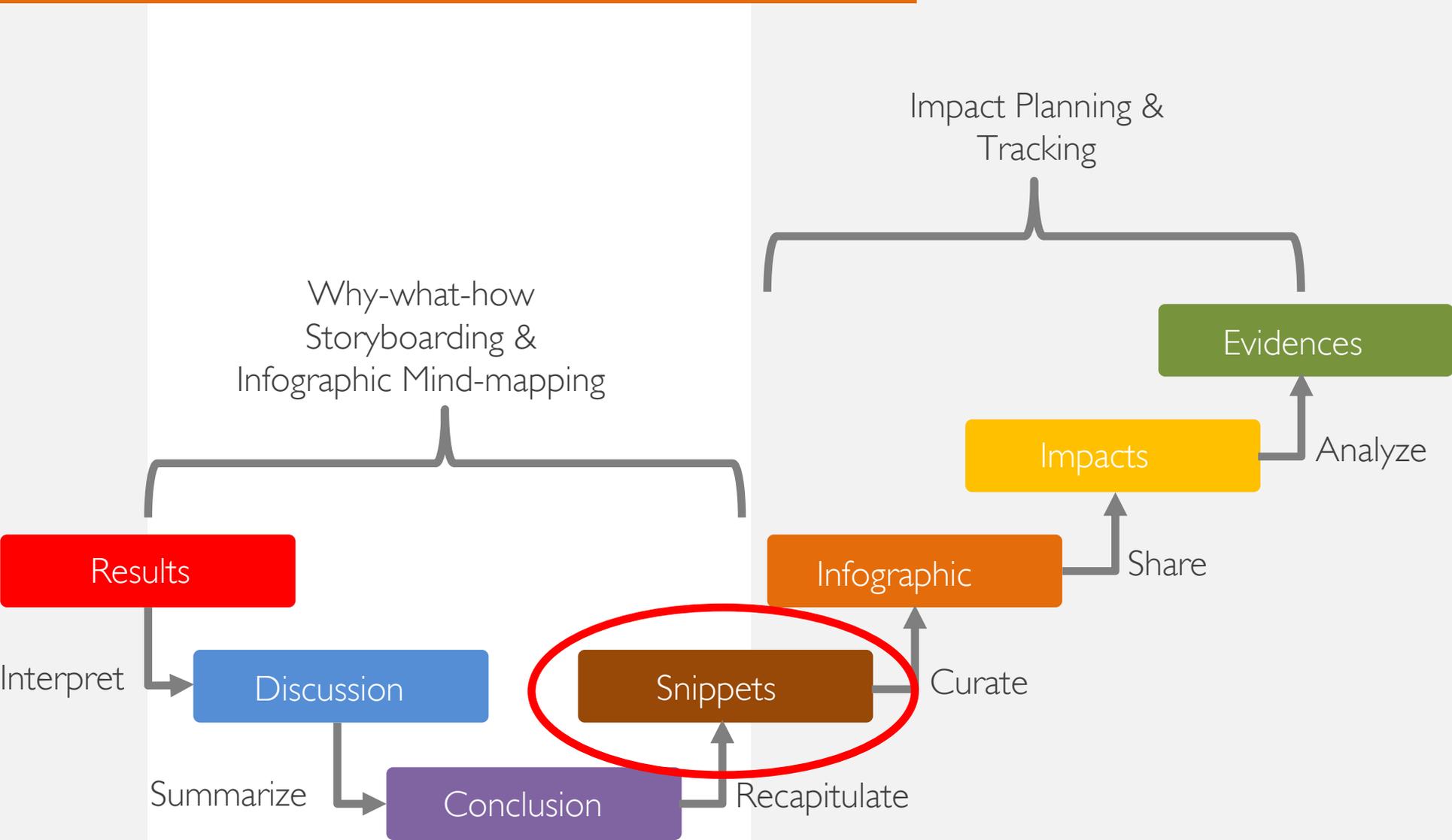
(pre-publication/authoring)

Citation Search,  
Originality Check &  
the Vantage Points



# Research Design

(post-publication/outreaching)



FREE  
for  
Researchers

# Stand out.

Make sure your research gets read and applied.

Start now



Wherever you publish or share your work, use Kudos to make this more effective:

**Open** up your research so new audiences can find and understand it.

**Track** the most effective networks for getting your work read, discussed and cited.

**Learn** where to focus your efforts to make best use of your time.

**Improve** the metrics by which you are evaluated.

# Plain Language Summary

**KUDOS**



**Karine Dupre**  
Current affiliation: Griffith University  
Subject speciality: Architecture & Planning  
Primary location: Australia

**Publications**

 The New Gold Coast Chinatown  
Published in: International Journal of Tourism Cities  
Publication date: May 2015

**What's it about?**

This paper is about understanding how the artificial creation of a Chinatown in the city of Gold Coast reveals locals and visitors preferences about...

[Read more >](#)

## Publisher's Comment



Usage of full-text articles trebled for those authors using the Kudos tools

<http://www.emeraldgrouppublishing.com/about/news/story.htm?id=6247>

## Original Abstract

### Purpose

– The purpose of this paper is to study the relationship between culture-based tourism and cultural sustainability in the established tourism destination of Gold Coast, Australia. The paper also contributes to the debate on local development and tourism through evaluating the development of the newly-born Gold Coast Chinatown.

### Design/methodology/approach

– Two types of analysis were developed for this study. The first one aims at assessing the general features of the case study site. It was done by the urban analysis of the precinct, the count of the shops associated with the identification of their function (e.g. retail, services, etc.), street visual survey, and the assessment of ethnic expression/representations. The second analysis aims at assessing place-attachment, development impacts and cultural attitude. It was done by questionnaire surveys.

### Findings

– The analysis evidences mainly two findings. First, tradition, authenticity or ethnicity are not perceived as key drivers, and tangible pre-requisites do not appear as a priority for a culture-based tourism development. Second, correlation studies show the longer the length of residence the higher is the attitude towards positive perceived economic impacts and positive cultural attitudes. It is the opposite of what is usually found in literature review. As such, it challenges the concept of cultural sustainability, and helps us to reconsider the weight of the evaluative factors of community attachment, development impact and cultural attitude in tourism development.

### Originality/value

– The recent creation of the Gold Coast Chinatown not only raises the question of the rationale of what is usually recognised as a community-based settlement, hence its cultural foundation and the legitimacy of transfer of cultural models, but also the processes at stake between cultural sustainability and tourism development. To the knowledge, no publication exists on this case study.

- Important structure and language for specialists
- But takes time to read even the abstract
- And not easy for non-specialists to understand

## Simple Summary

### What's it about?



From the authors

This paper is about understanding how the artificial creation of a Chinatown in the city of Gold Coast reveals locals and visitors preferences about this development.

### Why is it important?



From the authors

This work is timely because the Chinatown is still under development and has not reached yet its final phase. It not only documents the physical features at this stage but also evidences the surprisingly positive attitudes.

### Perspectives



Karine Dupre (Author)

Unlike other cities, the City of Gold Coast is really entrepreneur-like and it is striking to find out that people from our survey are in majority supporting this direction. It means that place-making cannot be considered only from the 'traditional' perspective of 'normal' cities.

- Quicker for specialists to scan and filter
- Easier for non-specialists and speakers of other languages to understand
- Better for engagement with media and the public

## Ozone Depletion Explains Global Warming

Peter L. Ward

[Claim this publication](#)

Current Physical Chemistry, May 2017, Bentham Science Publishers  
DOI: 10.2174/1877946806999160629080145

### Why climate changes

#### What is it about?

The globe has warmed more than one degree Centigrade since 1970 and some of this warming appears to have been caused by humans, but greenhouse-warming theory has never been demonstrated by experiment to actually cause global warming. Manufactured chlorofluorocarbon gases (CFCs) and chlorine and bromine emitted during volcanic eruptions are observed to deplete the ozone layer. The ozone layer normally absorbs most ultraviolet-B solar radiation protecting life on Earth from this very "hot", sunburning, skin-cancer-causing radiation. When ozone is depleted, more ultraviolet-B radiation is observed to reach Earth, cooling the ozone layer and warming Earth. Ozone depletion theory provides a more direct, more detailed, and more precise explanation for global warming observed in the past 100 years and throughout Earth history than greenhouse-warming theory.

#### Why is it important?

On 12 December 2015, 195 countries agreed in Paris to reduce greenhouse-gas emissions in order to hold "the increase in the global average temperature to well below 2°C above pre-industrial levels" at a cost thought to exceed ten trillion dollars. This is likely to be a waste of money. It is extremely important that we understand clearly what has caused observed global warming.

#### Perspectives

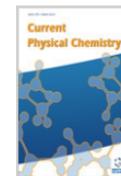


**Dr Peter Langdon Ward** (Author)  
Science Is Never Settled

In 2006, I discovered that the greatest volcanism recorded within Greenland ice was contemporaneous with the greatest warming as the world warmed out of the last ice age from 12,000 to 9,000 years ago. This did not make sense because major explosive volcanic eruptions throughout recorded history have typically caused 0.5 degrees Centigrade global cooling for 2 to 4 years. I have worked full-time since then trying to understand a wealth of data that show clearly that ozone depletion is far more important to climate change than greenhouse gases.

[Read Publication](#)

The following have contributed to this page: Dr Peter Langdon Ward



In partnership with:



#### Authors



**Dr Peter Langdon Ward**  
Science Is Never Settled

#### Resources

##### Related Content

#### Why Climate Changes

Extensive website containing videos of talks, all of my papers published or in process, and fully-referenced scientific presentation of observations, interpretations, and conclusions.

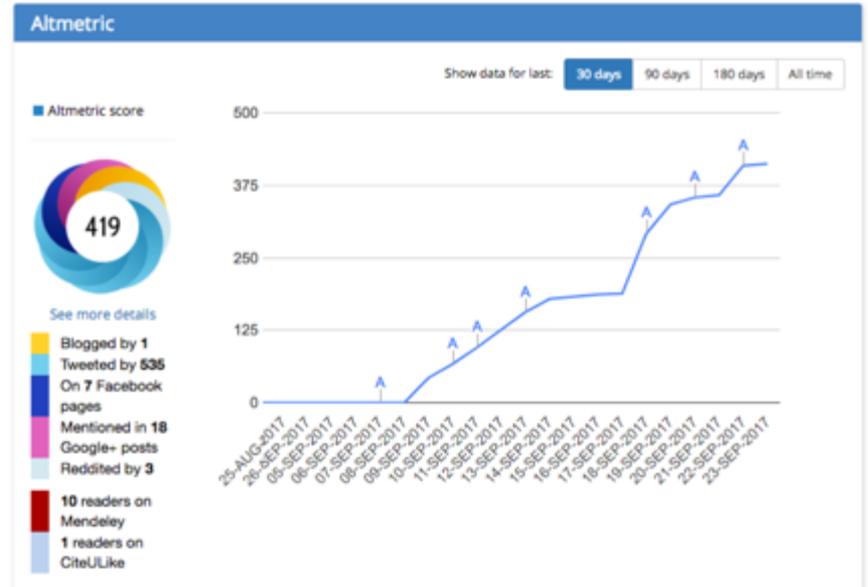
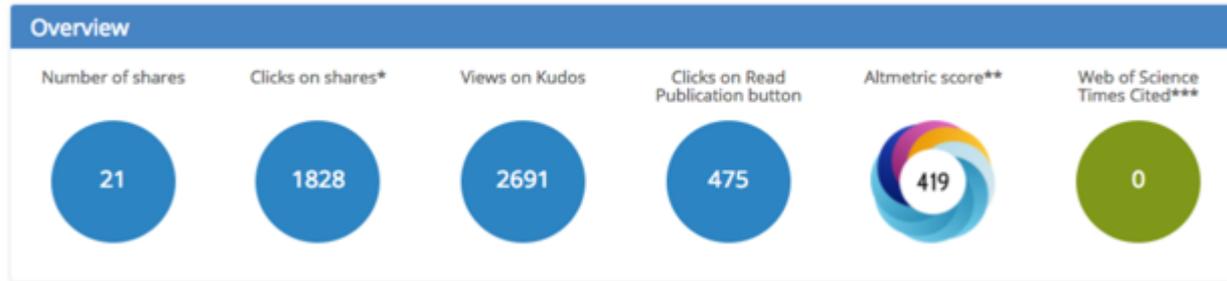
#### Video

##### TEDx: Volcanoes, a forge for climate change

A TEDx Wilmington talk about volcanoes and climate change given on 28 October 2015.

## Publication metrics

3. Measure



OPEN ACCESS PEER-REVIEWED

RESEARCH ARTICLE

# Analysing researchers' outreach efforts and the association with publication metrics: A case study of Kudos

Mojisola Erdt , Htet Htet Aung, Ashley Sara Aw, Charlie Rapple, Yin-Leng Theng

Published: August 17, 2017 • <https://doi.org/10.1371/journal.pone.0183217>

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- Abstract
- Introduction
- Related work
- Case study: Kudos
- Methodology
- Results and discussion
- Conclusion
- Supporting information
- Acknowledgments
- References

- Reader Comments (0)
- Media Coverage (0)
- Figures

## Abstract

With the growth of scholarly collaboration networks and social communication platforms, members of the scholarly community are experimenting with their approach to disseminating research outputs, in an effort to increase their audience and outreach. However, from a researcher's point of view, it is difficult to determine whether efforts to make work more visible are worthwhile (in terms of the association with publication metrics) and within that, difficult to assess which platform or network is most effective for sharing work and connecting to a wider audience. We undertook a case study of Kudos (<https://www.growkudos.com>), a web-based service that claims to help researchers increase the outreach of their publications, to examine the most effective tools for sharing publications online, and to investigate which actions are associated with improved metrics. We extracted a dataset from Kudos of 830,565 unique publications claimed by authors, for which 20,775 had actions taken to explain or share via Kudos, and for 4,867 of these full text download data from publishers was available. Findings show that researchers are most likely to share their work on Facebook, but links shared on Twitter are more likely to be clicked on. A Mann-Whitney U test revealed that a treatment group (publications having actions in Kudos) had a significantly higher median average of 149 full text downloads (23.1% more) per publication as compared to a control group (having no actions in Kudos) with a median average of 121 full text downloads per publication. These findings suggest that performing actions on publications, such as sharing, explaining, or enriching, could help to increase the number of full text downloads of a publication.

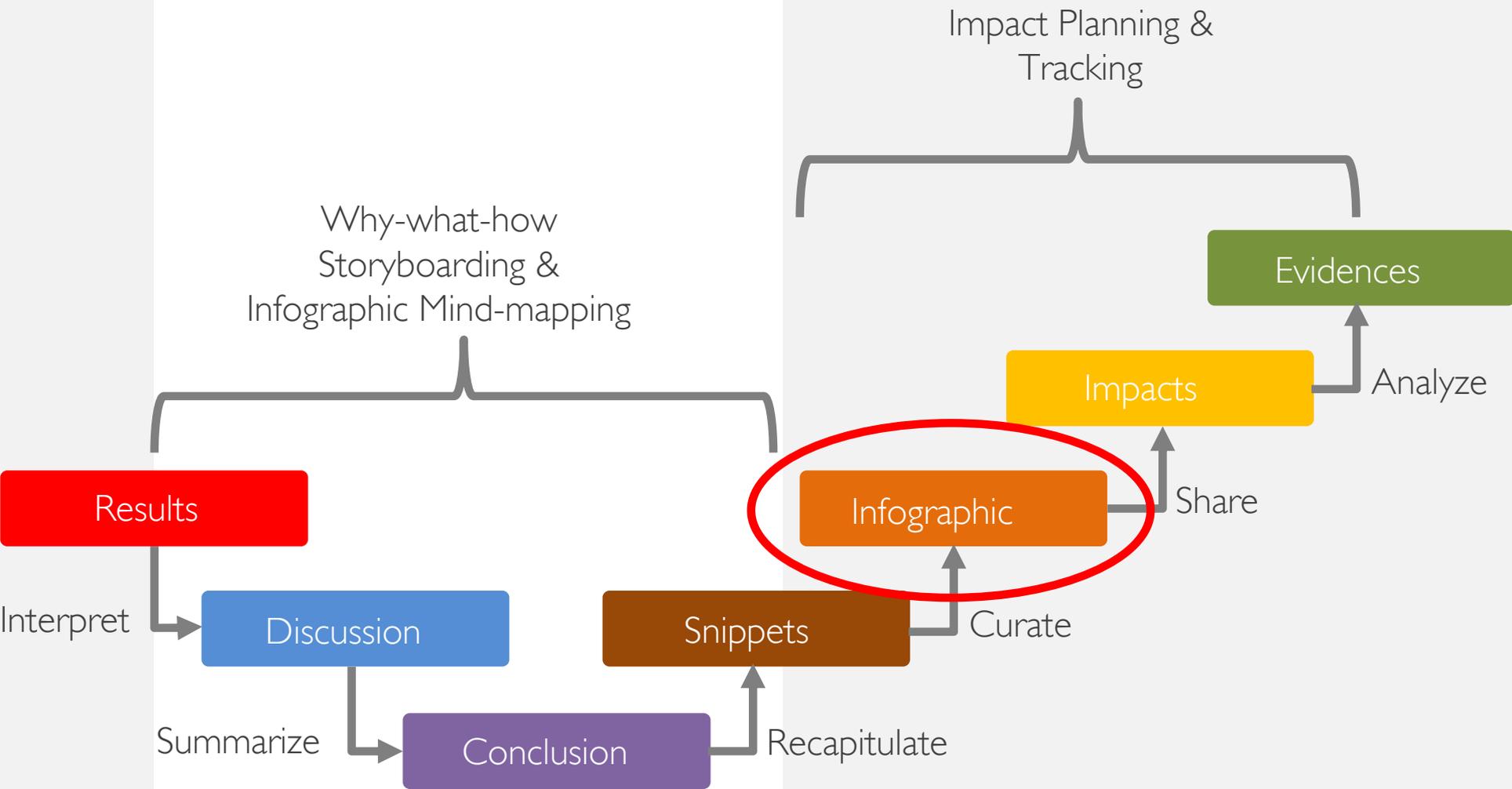
## Kudos for Publishers – Clients

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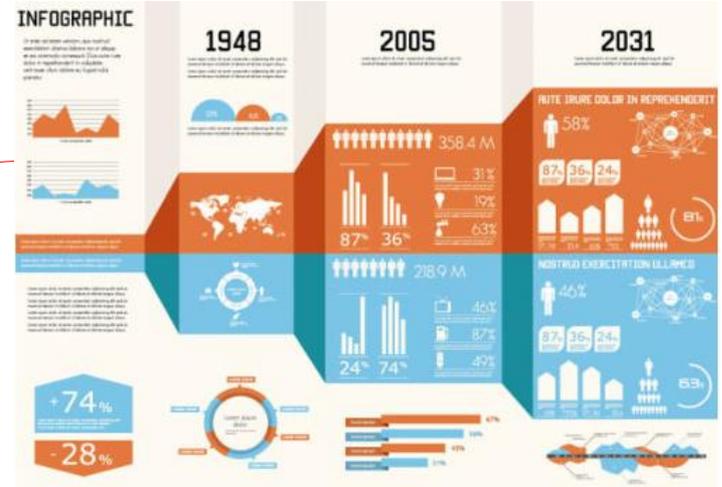
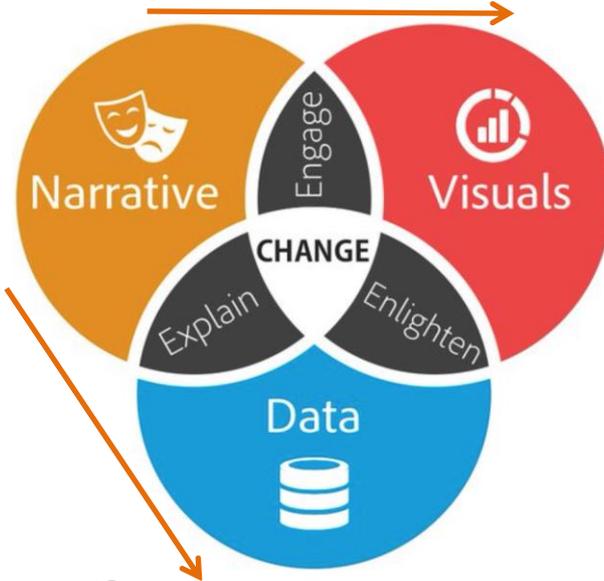
Acoustical Society of America	FASEB
American Association for Clinical Chemistry	Future Science Group
American Association of Petroleum Geologists	Glass Tree
American Gastroenterology Association	Hogrefe Publishing Group
American Institute of Aeronautics and Astronautics	The IET
American Nuclear Society	Endocrine Society
American Physical Therapy Association	INASP
American Society for Nutrition	INFORMS
American Society of Anesthesiologists	Institute of Atmospheric Physics, Chinese Academy of Sciences
American Society of Microbiology	International Anesthesia Research Society
American Society of Nephrology	International Union of Crystallography
American Speech-Language-Hearing Association	IOS Press
American Thoracic Society	International Water Association
Amsterdam University Press	JBJS Inc
Association for Computing Machinery	John Benjamins
ASTM International	Journal of Neurosurgery Publishing Group
Bentham Science Publishers	Journal of Orthopaedic & Sports Physical Therapy (JOSPT)
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Brill	Mark Allen Group
Cambridge University Press	Manchester University Press
Chinese Association of Automation	The MIT Press
Cogent	NACE
Cognizant Communication Corporation	OECD
De Gruyter	Policy Press
Dove Medical Press	QScience
Duke University Press	SAGE
Edinburgh University Press	Science Reviews 2000
EDP Sciences	Taylor & Francis
Emerald Group Publishing	Trans Tech
Equinox	Tsinghua University Press
European Respiratory Society	UCL Press
European Society of Cardiology	University of California Press
F1000 Research	Wageningen Academic Publishers
	Wichtig Publishing
	Wiley

# Research Design

(post-publication/outreaching)



# Engage-Enlighten & Explain





**Why climate changes**

What is it about?

The globe has warmed more than one degree Centigrade since 1970 and some of this warming appears to have been caused by humans, but greenhouse-warming theory has never been demonstrated by experiment to actually cause global warming. Manufactured chlorofluorocarbon gases (CFCs) and chlorine and bromine emitted during volcanic eruptions are observed to deplete the ozone layer. The ozone layer normally absorbs most ultraviolet-B solar radiation protecting life on Earth from this very "hot", sunburning, skin-cancer-causing radiation. When ozone is depleted, more ultraviolet-B radiation is observed to reach Earth, cooling the ozone layer and warming Earth. Ozone depletion theory provides a more direct, more detailed, and more precise explanation for global warming observed in the past 100 years and throughout Earth history than greenhouse-warming theory.

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On 12 December 2015, 195 countries agreed in Paris to reduce greenhouse-gas emissions in order to hold "the increase in the global average temperature to well below 2°C above pre-industrial levels" at a cost thought to exceed ten trillion dollars. This is likely to be a waste of money. It is extremely important that we understand clearly what has caused observed global warming.

Perspectives

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Read Publication

The following have contributed to this page: Dr Peter Langdon Ward

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Authors

1 Dr Peter Langdon Ward  
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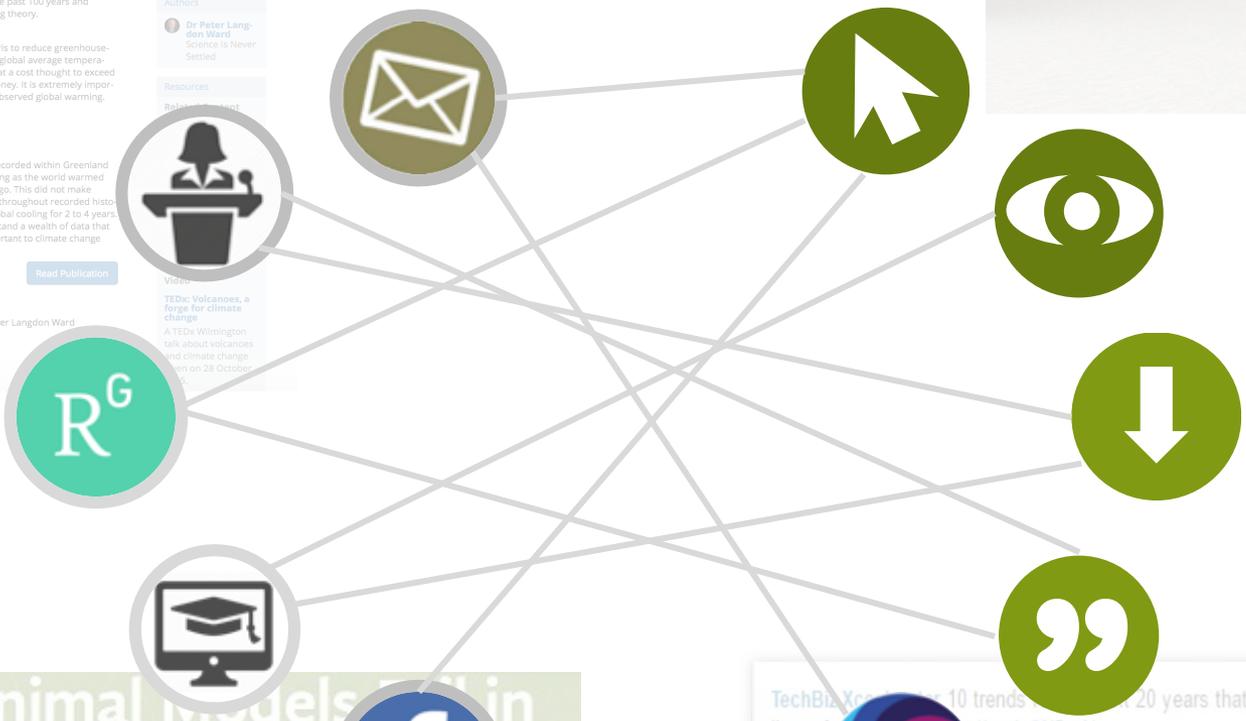
Resources

Related content

Video

TEDx: Volcanoes, a large for climate change

A TEDx Wilmington talk about volcanoes and climate change given on 28 October 2015.



## Why Animal Models Fail in ALZHEIMER'S DISEASE RESEARCH

Today, 5.3 million Americans suffer from Alzheimer's. Rates are expected to triple by 2050.

Currently, Alzheimer's research relies on animal models. But animals do not develop the disease as it develops in humans.

In the last decade, **ZERO** new drugs have been developed that can effectively treat ALZHEIMER'S.

99.6% of Alzheimer's drugs that test successfully in animals **FAIL** in human trials.

TechBizXpress: 10 trends for the next 20 years that will help us live healthier, stronger and sm... lives, from <http://ow.ly/WSotN>

**10 Digital Health Trends for the Next 20 Years**

owly - The Digital Health Revolution is upon us. Here are the ten trends that will impact each and everyone of us in the coming years to help us live healthier, stron...

Organic  
 Targeted to: All Followers

364 impressions    3 clicks    1 interaction    1.10% engagement



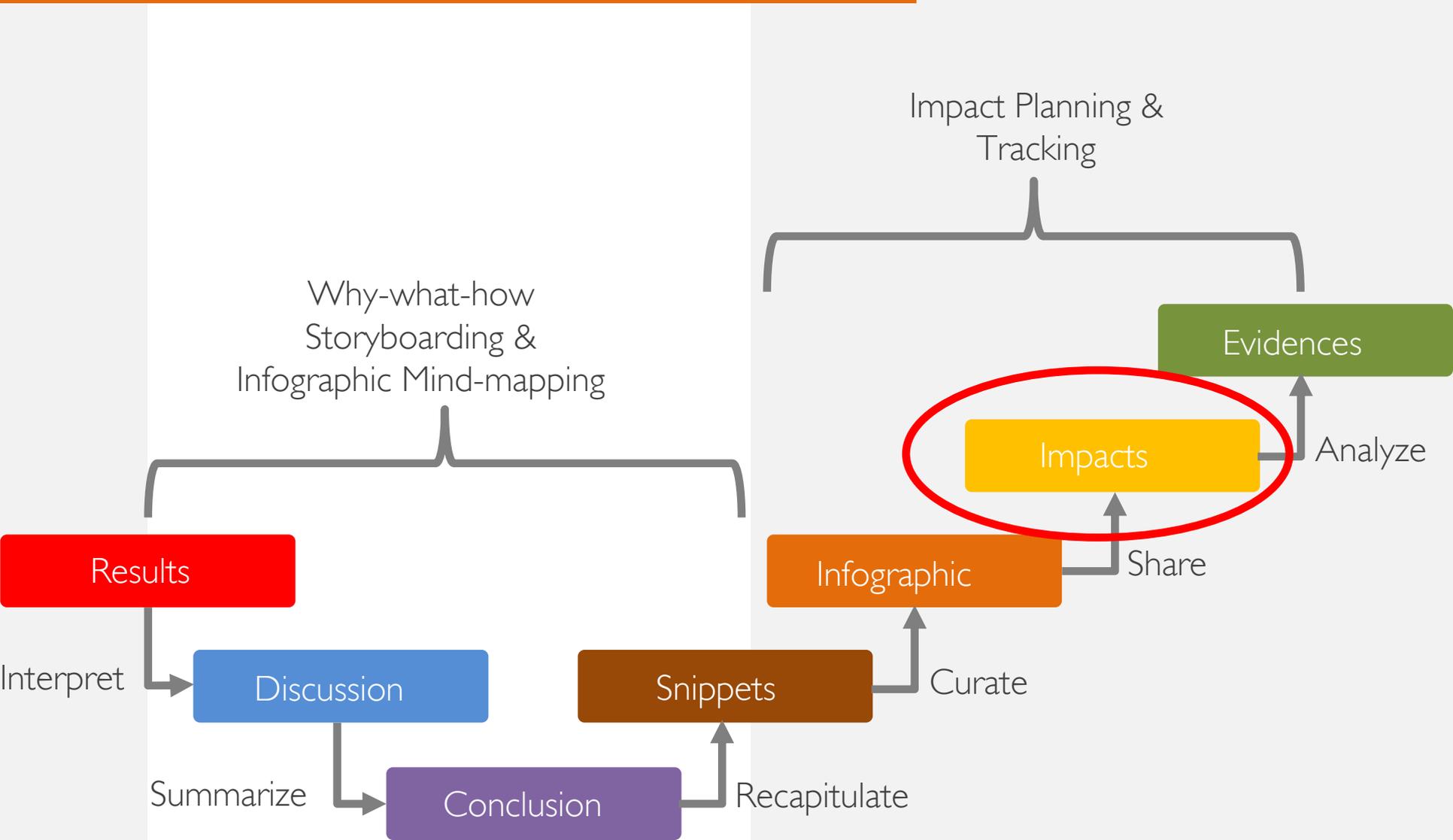
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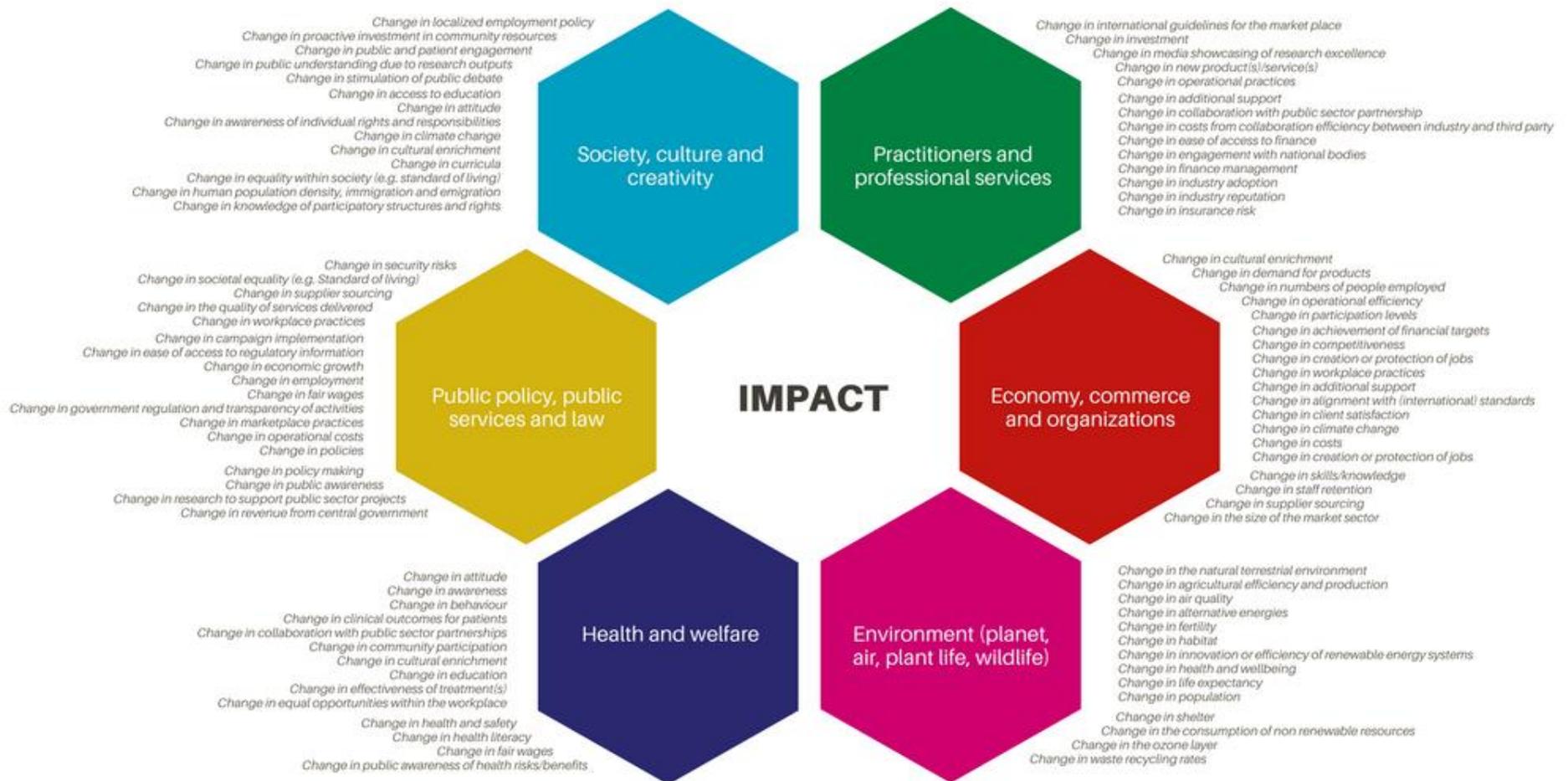
# Research Design

(post-publication/outreaching)



# 2,000 – 3,000 taxonomies

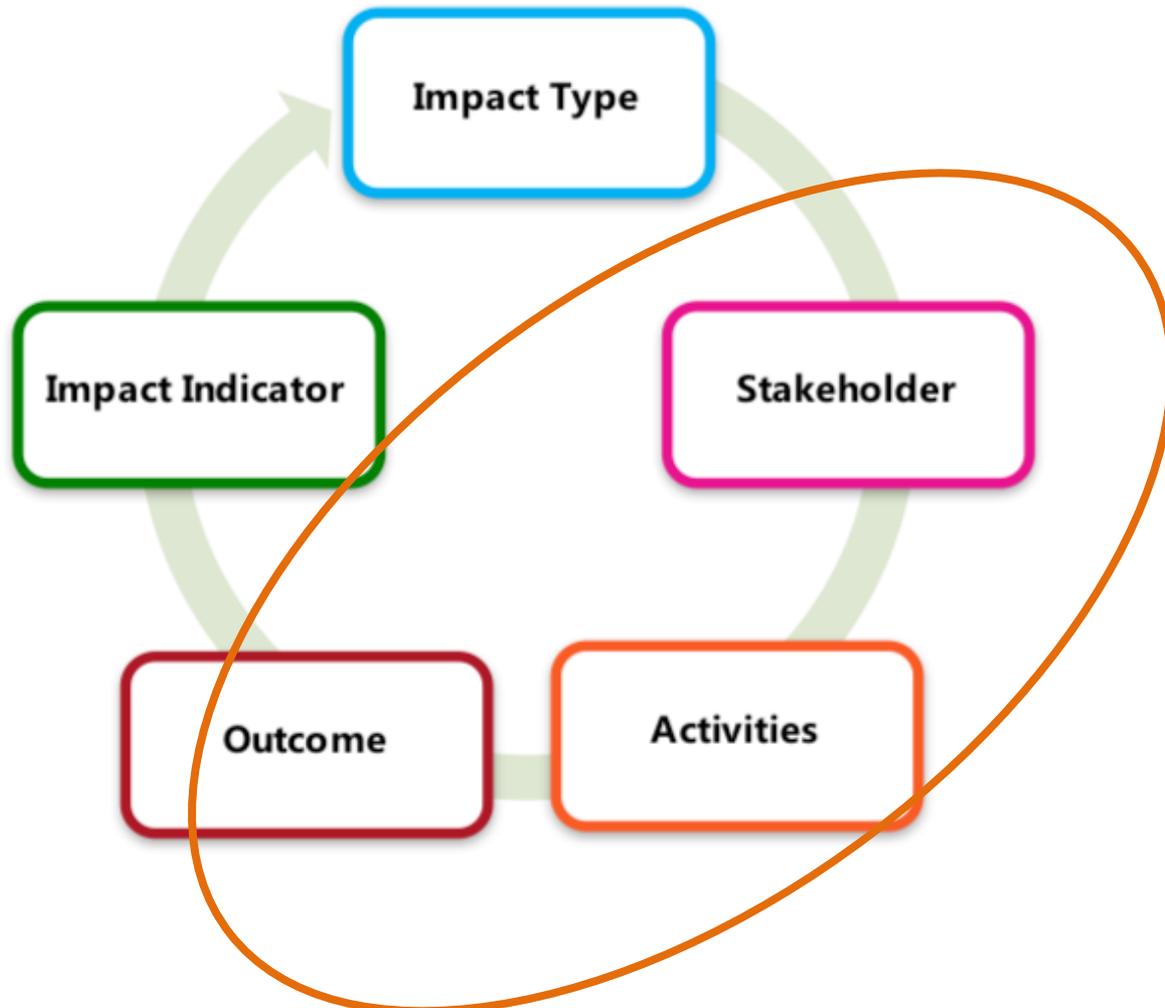
used by UK REF to define Research Impacts



# Impact Assessment Framework

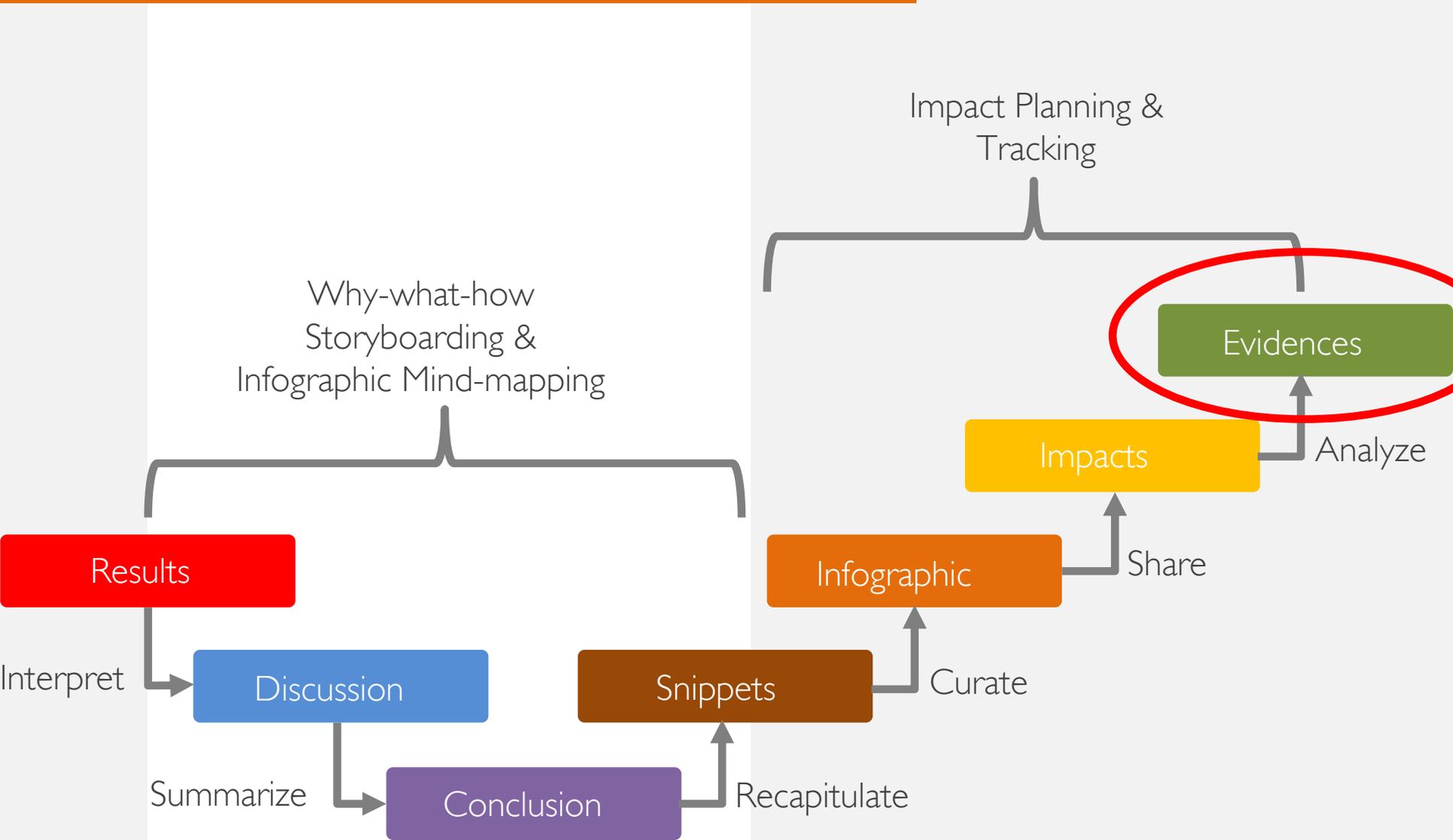


# Impact Assessment Framework



# Research Design

(post-publication/outreaching)



# EVIDENCE IN THE PATHWAY

Building an impact narrative:

- The underpinning research

- Engagement and translation of the research into impact

- The impact of the research

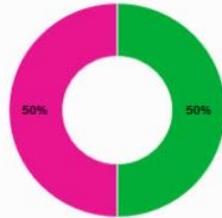


# Impact Assessment Framework

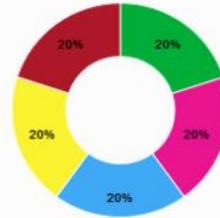


IA TEST added evidence on 8/22/2017

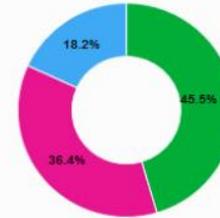
## Stakeholders ?



## Activities ?



## Impact Types ?



## Indicators ?

➔ **5 number of organisations**

\*Change in the number of organisations collaborating with

➔ **9 number of jobs created**

\*Change in the number of jobs created

## Storyboards ?

➔ **This project has 3 storyboards.**



Contact Support  
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VV-Impact Tracker v.2.9.2



-  Project Overview
-  People
-  Organisations
-  Research Outputs
-  Project Evidence Vault
-  Impact ▾
  -  Impact Overview
  -  Stakeholders
  -  Activities
  -  Indicators
  -  Dashboard

What kind of impact are you having? Click icon below to select.



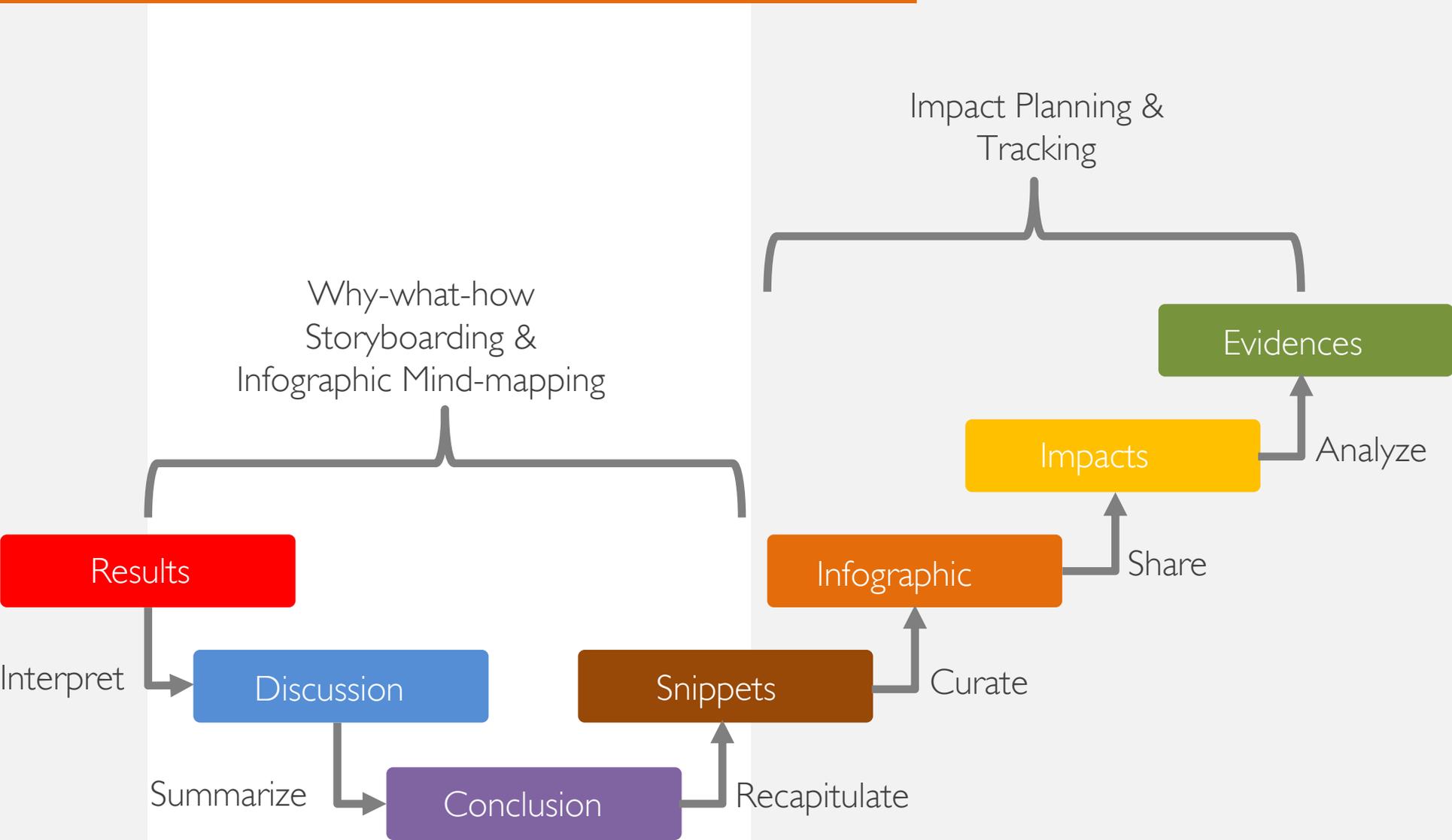
What change is occurring? Select 'Other' from the list below to input your own outcome. \*

- Change in 'end user' (e.g. patient type, audience, customer)
- Change in 'end user' (e.g. patient type, audience, customer)**
- Change in academic research practices through collaboration
- Change in School Attendance
- Change in job satisfaction
- Change in performance management
- Change in compensation and perks
- Change in workplace practices
- Change in staff movement between sectors/industries
- Change in fair wages
- Change in localised employment policy
- Change in an organisation's employment and human rights reputation
- Change in equal opportunities within the workplace
- Change in the number of people employed
- Change in participation with strategic groups as an academic expert
- Change in student recruitment/retention
- Change in student numbers
- Change in investment from industry/commerce in R&D
- Change in revenue
- Change in economic growth
- Change in partner/client satisfaction



# Research Design

(post-publication/outreaching)





# The Actions

for librarians

1. Organize resources into research workflow: pre-publication, publication & post-publication
2. Support with research outreach (the post-publication activities)
3. Manage research impact evidences
4. Writing & creative support: story telling in research and infographic

Big Why

Why

What

(1)  
**Ideal**

(2)  
**Reality**

(3)  
**Problem**

(4)  
**Solution**

(5)  
**Next Step**

How

“Drama is anticipation mingled with uncertainty”

William Archer, British Playwright

Big  
Why

(1)  
**Ideal**



(2)  
**Reality**



*The So what!*



Why

(3)  
**Problem**



(4)  
**Solution**



What

How

The Story board  
Method



**United States Patent**  
van der Stuur et al.

Patent No. **US 8,851,397 B1**  
Date of Patent: **Oct. 7, 2014**

**Abstract**  
Subject is an *Ascaris* strain of the genus *Ascaris* as defined or adapted under 35 U.S.C. 101(10) to FIGs.

**Claims**  
1. A strain of *Ascaris* comprising:  
(a) a genome that is at least 99% identical to the genome of *Ascaris* sp. strain ATCC 30210;  
(b) a genome that is at least 99% identical to the genome of *Ascaris* sp. strain ATCC 30210;  
(c) a genome that is at least 99% identical to the genome of *Ascaris* sp. strain ATCC 30210;  
(d) a genome that is at least 99% identical to the genome of *Ascaris* sp. strain ATCC 30210;  
(e) a genome that is at least 99% identical to the genome of *Ascaris* sp. strain ATCC 30210;  
(f) a genome that is at least 99% identical to the genome of *Ascaris* sp. strain ATCC 30210;  
(g) a genome that is at least 99% identical to the genome of *Ascaris* sp. strain ATCC 30210;  
(h) a genome that is at least 99% identical to the genome of *Ascaris* sp. strain ATCC 30210;  
(i) a genome that is at least 99% identical to the genome of *Ascaris* sp. strain ATCC 30210;  
(j) a genome that is at least 99% identical to the genome of *Ascaris* sp. strain ATCC 30210;  
(k) a genome that is at least 99% identical to the genome of *Ascaris* sp. strain ATCC 30210;  
(l) a genome that is at least 99% identical to the genome of *Ascaris* sp. strain ATCC 30210;  
(m) a genome that is at least 99% identical to the genome of *Ascaris* sp. strain ATCC 30210;  
(n) a genome that is at least 99% identical to the genome of *Ascaris* sp. strain ATCC 30210;  
(o) a genome that is at least 99% identical to the genome of *Ascaris* sp. strain ATCC 30210;  
(p) a genome that is at least 99% identical to the genome of *Ascaris* sp. strain ATCC 30210;  
(q) a genome that is at least 99% identical to the genome of *Ascaris* sp. strain ATCC 30210;  
(r) a genome that is at least 99% identical to the genome of *Ascaris* sp. strain ATCC 30210;  
(s) a genome that is at least 99% identical to the genome of *Ascaris* sp. strain ATCC 30210;  
(t) a genome that is at least 99% identical to the genome of *Ascaris* sp. strain ATCC 30210;  
(u) a genome that is at least 99% identical to the genome of *Ascaris* sp. strain ATCC 30210;  
(v) a genome that is at least 99% identical to the genome of *Ascaris* sp. strain ATCC 30210;  
(w) a genome that is at least 99% identical to the genome of *Ascaris* sp. strain ATCC 30210;  
(x) a genome that is at least 99% identical to the genome of *Ascaris* sp. strain ATCC 30210;  
(y) a genome that is at least 99% identical to the genome of *Ascaris* sp. strain ATCC 30210;  
(z) a genome that is at least 99% identical to the genome of *Ascaris* sp. strain ATCC 30210.

**References**  
1. U.S. Pat. No. 7,812,345 (2006-01)  
2. U.S. Pat. No. 7,812,345 (2006-01)  
3. U.S. Pat. No. 7,812,345 (2006-01)  
4. U.S. Pat. No. 7,812,345 (2006-01)  
5. U.S. Pat. No. 7,812,345 (2006-01)  
6. U.S. Pat. No. 7,812,345 (2006-01)  
7. U.S. Pat. No. 7,812,345 (2006-01)  
8. U.S. Pat. No. 7,812,345 (2006-01)  
9. U.S. Pat. No. 7,812,345 (2006-01)  
10. U.S. Pat. No. 7,812,345 (2006-01)

**Figures**  
FIG. 1 is a schematic diagram of the *Ascaris* parasite showing its internal anatomy, including the gut, ovaries, and other organs. FIG. 2 is a cross-section of the parasite showing the internal structure. FIG. 3 is a diagram of the parasite's life cycle, showing the stages from egg to adult. FIG. 4 is a diagram of the parasite's internal anatomy, showing the gut, ovaries, and other organs. FIG. 5 is a diagram of the parasite's internal anatomy, showing the gut, ovaries, and other organs. FIG. 6 is a diagram of the parasite's internal anatomy, showing the gut, ovaries, and other organs. FIG. 7 is a diagram of the parasite's internal anatomy, showing the gut, ovaries, and other organs. FIG. 8 is a diagram of the parasite's internal anatomy, showing the gut, ovaries, and other organs. FIG. 9 is a diagram of the parasite's internal anatomy, showing the gut, ovaries, and other organs. FIG. 10 is a diagram of the parasite's internal anatomy, showing the gut, ovaries, and other organs. FIG. 11 is a diagram of the parasite's internal anatomy, showing the gut, ovaries, and other organs. FIG. 12 is a diagram of the parasite's internal anatomy, showing the gut, ovaries, and other organs. FIG. 13 is a diagram of the parasite's internal anatomy, showing the gut, ovaries, and other organs. FIG. 14 is a diagram of the parasite's internal anatomy, showing the gut, ovaries, and other organs. FIG. 15 is a diagram of the parasite's internal anatomy, showing the gut, ovaries, and other organs. FIG. 16 is a diagram of the parasite's internal anatomy, showing the gut, ovaries, and other organs. FIG. 17 is a diagram of the parasite's internal anatomy, showing the gut, ovaries, and other organs. FIG. 18 is a diagram of the parasite's internal anatomy, showing the gut, ovaries, and other organs. FIG. 19 is a diagram of the parasite's internal anatomy, showing the gut, ovaries, and other organs. 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FIG. 92 is a diagram of the parasite's internal anatomy, showing the gut, ovaries, and other organs. FIG. 93 is a diagram of the parasite's internal anatomy, showing the gut, ovaries, and other organs. FIG. 94 is a diagram of the parasite's internal anatomy, showing the gut, ovaries, and other organs. FIG. 95 is a diagram of the parasite's internal anatomy, showing the gut, ovaries, and other organs. FIG. 96 is a diagram of the parasite's internal anatomy, showing the gut, ovaries, and other organs. FIG. 97 is a diagram of the parasite's internal anatomy, showing the gut, ovaries, and other organs. FIG. 98 is a diagram of the parasite's internal anatomy, showing the gut, ovaries, and other organs. FIG. 99 is a diagram of the parasite's internal anatomy, showing the gut, ovaries, and other organs. FIG. 100 is a diagram of the parasite's internal anatomy, showing the gut, ovaries, and other organs.

**KNOWLEDGE ANTIRETROVIRAL**  
Eric C. Tang<sup>1</sup>, Asha I.<sup>1</sup>  
<sup>1</sup>Columbia University

**INTRODUCTION**  
Recent studies in r heterosexual men an high risk for HIV exposure prophylaxis reduce HIV acquisition. These results are preliminary and require confirmation in other populations. We conducted a randomized controlled trial to evaluate the effectiveness of PrEP in a high-risk population of men who have sex with men (MSM) in New York City. We hypothesized that PrEP would reduce HIV acquisition in this population.

**OBJECTIVES**  
1. To determine the current internal medicine r prevention among h  
2. To assess internal medicine PrEP as a method of HIV prevention  
3. To determine specific internal medicine r PrEP to high-risk pop

**METHODS**  
• 135 internal medicine r Center were invited to PrEP  
• Part of a larger study in New York City  
• 2B-question survey covering:  
a. Demographic  
b. Type of practice  
c. Awareness of PrEP  
d. Willingness to prescribe PrEP  
e. Willingness to refer patients to PrEP

**REFERENCE**  
1. Centers for Disease Control and Prevention. *Guidelines for the Use of Antiretroviral Agents in HIV-1 Infection*. Atlanta, GA: CDC, 2010.  
2. Cohen MS, et al. *Effectiveness of Oral Antiretroviral Therapy in Reducing HIV-1 Acquisition in Men Who Have Sex with Men: A Randomized Controlled Trial*. *JAMA*. 2010;304:1012-1020.  
3. Tang EC, et al. *Effectiveness of Oral Antiretroviral Therapy in Reducing HIV-1 Acquisition in Men Who Have Sex with Men: A Randomized Controlled Trial*. *JAMA*. 2010;304:1012-1020.

# Why Animal Models Fail in ALZHEIMER'S DISEASE RESEARCH

Today, 5.3 million Americans suffer from Alzheimer's. Rates are expected to triple by 2050.

Currently, Alzheimer's research relies on animal models. But animals do not develop the disease as it develops in humans.

**99.6%** of Alzheimer's drugs that test successfully in animals **FAIL** in human trials.

In the last decade, **ZERO** new drugs have been developed that can effectively treat ALZHEIMER'S.

The Cuyana compares rush-hour traffic to a funnel.

Just the right amount of water can go through as fast as it's put in the funnel.

But to the the back.

WHAT DO 7 BILLION PEOPLE DO?

- 430 million are unemployed
- 577 million are older than 64
- 800 million work industrial jobs
- 1.4 billion work in agriculture
- 1.7 billion work in services
- 1.9 billion are too young to work (ages 0-15)
- over 400 million are entrepreneurs

"The first few drivers could have a said. "Their behavior in the peak traffic ripple effect, even if it doesn't tire"

STEPHEN J.

sources: cia.gov, census.gov, gemconsortium.org



065

ing PrEP  
scribe it now\*  
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emonstrating its  
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The majority  
from a journal

scribe PrEP  
further, more

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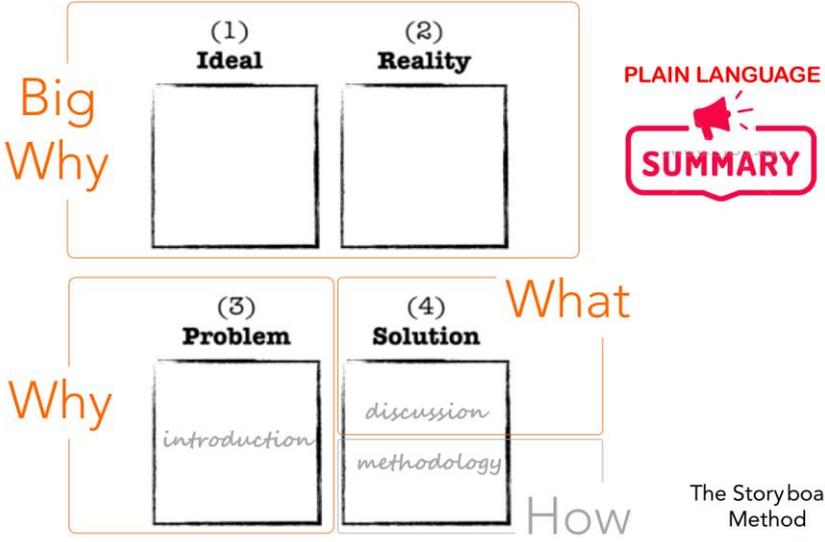
prescribing PrEP was inexperienced  
ovials. This may be reflective of the  
ing. This concern was followed by  
monstrating its efficacy and lack of  
the CDC/DOH. More education  
doctors-in-training may alleviate some  
prepare them as they assume more  
of individuals in need of PrEP

**GEMENTS**

upport from the Duke Donor Foundation Clinical  
a grant from the Howard Myers Spauld Terology Fellows  
fectiveness (Dorcas Felton, Dr. Abba Kuper)

# Step 1

Learning  
Impact Writing Skill  
(Story Telling)

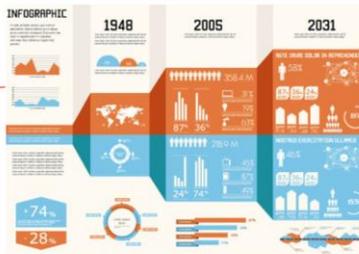


# Step 2

Selecting  
The Right Channels  
& Tools

# Step 3

Measuring  
The Responses &  
Visibility



Engage-Enlighten  
& Explain



# Step 4

Optimizing  
To The Wider  
Audiences

# *Thank You*

*woeifuhwong@gmail.com*



Impact Story Skills  
*facebook.com/groups/impactstoryskills/*

