Disruptor disrupted

How we are all (becoming) a technology business

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Hello!

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“Although basically built around the content of the printed journals, ScienceDirect is likely to fuel the controversy about the acceptance of the Internet as a venue for publication of original scientific works. This is a highly sensitive issue going directly to the core of the scientific validation process.”

Bruno Giussani, NY Times
"ScienceDirect
20 years!"
Affect vs Transform
Information analytics business specializing in Science and Medicine
How we produce data and manage information

How we maintain our existing business

How we create and build new services and products

1. How we are organized and who we hire
2. How we produce data and manage information
3. How we maintain our existing business
4. How we create and build new services and products
Over 800 technologists in 12 countries create technology based products.
Data analytics on new incoming records we can now flag suspicious data and identify and implement preventive actions.
How we create and build new services and products
When you are signed in to ScienceDirect, our state-of-the-art adaptive algorithm analyses the type of research you do, the articles you view, and the papers you download. This analysis enables us to find articles and papers relevant to your research that you may not have considered. We will email you a list of a 3-5 recommended articles.
User Study: What are tasks associated with reading content on-screen?

Observation: When users come across an unfamiliar term or concept in an article, they stop reading, open up new browser tab and search for definitions and background information.
A delta fiber

The Aδ fibers are a group of faster conducting PANS, slightly larger than the small-caliber C fibers, and have a thin covering of myelin to speed conduction velocity.

From: Nerves and Nerve Injuries, 2015

Learn more about A delta fiber

Pathophysiology of Pain in the Peripheral Nervous System

Rachel Milner1, Cahir Doherty2, in Nerves and Nerve Injuries, 2015

Aδ Fibers

The Aδ fibers are a group of faster conducting PANS, slightly larger than the small-caliber C fibers, and have a thin covering of myelin to speed conduction velocity. Consequently, the subjective nature of pain described when Aδ fibers are stimulated is often described as immediate and well-localized pain. Aδ fibers typically respond to a discrete type of stimulus, such as mechanical stimuli or damaging hot or cold temperatures. They are less likely to be polymodal receptors than are C fibers (Gold & Gebhart, 2010; Julius & Basbaum, 2001; Schmidt et al., 1995; Woolf & Ma, 2007).

Read full chapter
100,000
Neural Networks

1. Receive an input
2. Run a series of hidden calculations
3. Output = answer to your question

Machine Learning
Training data is *key*...
Backpropagation is *crucial* ...
Publishers have a wealth of training data
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