A NEW LOOK IN 2018

As we look forward to a new year, I’m excited to announce a major effort at BioTechniques that will launch in early 2018—a new and improved BioTechniques.com website and digital platform!

Our core mission is to educate researchers on the latest methods, techniques, protocols, and instruments that are available to enhance their efforts at the lab bench. We do this through our peer-reviewed, methods-based research articles, science news features, research highlights, instructional webinars, tutorial videos, and our molecular biology forum, where scientists can pose questions and get much needed answers from their peers around the world. The problem we and others have noticed in recent years is that there is an unprecedented abundance of life science content floating around the internet, making it increasingly difficult for researchers to quickly find the information they need. This is the primary reason we set out to reshape our website—to provide cutting-edge methods information and technical data quickly and in a simple, intuitive format.

Our new website is built around information channels and virtual “rooms” devoted to specific technical topics. If someone is interested in learning more about super-resolution microscopy, for example, there will be a room devoted to content, discussion, and the latest news on that particular technology. Finding information for your research will become easier and significantly faster.

In addition to making information more accessible, the new BioTechniques.com will incorporate much more digital content. Podcasts, videos, and tutorial webinars will provide readers with yet another avenue for learning how to use new methods and techniques, supplementing our research and news articles.

Our long-term goal is to create a methods hub where readers can rapidly find relevant information and connect with other scientists who share similar interests. We hope our website will eventually become the go-to community resource for life science methods. Have a look at BioTechniques.com and let us know what you think by sending an e-mail to bioeditor@biotechniques.com.

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