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JoVE: The Journal of Visualized Experiments/JoVE: Science Education Collection [e-product review]

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JoVE: The Journal of Visualized Experiments; JoVE: Science Education Collection.MyJoVE Corporation. Contact publisher for pricing details
http://jove.com

[Visited Jan'14] Established in 2006, *JoVE* is the world's first peer-reviewed scientific video journal. Through visualization, *JoVe* allows authors to dynamically publish experiments, and to convey basic and complex experimental techniques in a medium that overcomes print materials' limitations. This review discusses two separate products--*JoVE: The Journal of Visualized Experiments*, and *JoVE: Science Education Collection*. Both feature short videos (generally 7-10 minutes long) whose content focuses on various scientific experimental techniques or procedures. For the former, videos are grouped into nine subject areas, with the number of videos per section varying: General, 1,230-plus videos; Neuroscience, 440-plus; Immunology and Infection, 340-plus; Clinical and Translational Medicine, 370-plus; Bioengineering, 230-plus; Applied Physics, 60-plus; Chemistry, 35-plus; Environment, 10-plus; and Behavior, approximately 30.

Each *JoVE Journal* video is professionally done, with a very clear demonstration of techniques, effective narration, and a navigation feature that allows viewers to jump ahead if desired. Underneath the video window is an HTML version of the manuscript. On the side are links to a PDF version and a Materials List. A sidebar always directs viewers to four related videos. Videos may be found via subject area browsing or by conducting keyword searches, and then can be refined using various filters and a date range. Popular and selected videos are highlighted on*JoVE*'s home page. Subscription pricing is based on type of institution (bachelor's, master's, and PhD degrees) and number of subject areas. For this reviewer's master's-level institution, one subject area of *JoVE* (e.g., Neuroscience) would cost $4,200.00. The pricing by subject area seems askew, considering that Behavior, Environment, Chemistry, and

Applied Physics have smaller numbers of videos available, compared to the other sections.
The *JoVE: Science Education Collection* is a modest assortment of videos (45) divided equally into three separate areas: General Laboratory Techniques, Basic Methods in Cellular and Molecular Biology, and Model Organisms I: Yeast,*Drosophila*, and *C. elegans*. *General Laboratory Techniques* demonstrates how to use standard laboratory equipment and how to perform basic laboratory functions.*Basic Methods* covers Western blot, gel purification, and other techniques. Finally,*Model Organisms I* discusses the current and historical significance of *S. cerevisiae*(baker's yeast), *D. melanogaster* (the fruit fly), and *C. elegans* (nematode roundworm), along with concepts and methodology related to how they are maintained and reproduce in the laboratory. The videos are similar to the *JoVE Journal* collection in length, quality, and functionality, but have an accompanying on-screen transcript (also available in PDF). Pricing for master's level institutions is $2,800.00 per subject area. Overall, the quality and functionality of *JoVE* videos is high, but these collections will require regular and frequent use to justify the cost.
Summing Up: Recommended. Academic institutions with active science programs; lower-level undergraduates and above.

--K. P. McDonough, Northern Michigan University