

## Re-engineering the research article from the eyeballs outwards

Publishers are beginning to re-engineer the textbook. In this blog, we look at how these publishers are using developments in publishing technology to turn the process of learning something from book into a more dynamic experience.

This week we turn to the academic sphere to look at how journal publishers, having now tackled the challenge of publishing research on the internet, are thinking seriously about how that content can be more effectively consumed.

In a blog post published on Elsevier Connect earlier this month, Dr. Elena Zudilova-Seinstra summarises the progress made by the publisher's Article of the Future project, which "explores better ways of presenting online journal articles and enriching their content". This project consulted more than 150 researchers, authors, publishers and editors on how articles in their research field could be improved by supporting recent developments in online publishing, such as dynamic data, (which we have already identified as a defining industry trend for 2013). [Read the full article.](#)

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