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# Are We Virtual Yet?

ARTICLE *in* ANALYTICAL CHEMISTRY · MARCH 2013

Impact Factor: 5.64 · DOI: 10.1021/ac400772a · Source: PubMed

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## Are We Virtual Yet?

You may have noticed several of the virtual issues that have appeared in *Analytical Chemistry* and in other ACS journals. A virtual issue is an online collection of our previously published research in areas of current scientific interest or to highlight a specific topic. Articles are selected by experts based on up-and-coming topics, novel applications, or even events of interest. Designed to appeal to a broad range of readers, the objectives are to inform experienced investigators on timely topics, provide a learning tool to teach students, present a thematic collection to emphasize an emerging area, and even simply to offer a collection of articles that are fun to read.

If you are someone who reads our journal regularly, virtual issues can introduce related topics published in sister journals. As an example outside of *Analytical Chemistry*, the following three journals, the *Journal of Medicinal Chemistry*, *ACS Medicinal Chemistry Letters*, and *ACS Chemical Neuroscience*, combined forces to focus on the pharmacology, medicinal chemistry, and biology of one of the most challenging and important diseases facing our generation—Alzheimer's Disease. The Thematic Collection: Alzheimer's Disease is a great way to learn more about some of the best current Alzheimer's Disease research. Other virtual issues have been on topics as broad as Ionic Liquids or as tightly focused as Hepatitis C Virus Therapies, with these issues representing content from multiple ACS journals. To view a list of collections and virtual issues across the ACS family, check out the list at <http://pubs.acs.org/page/pr/thematic.html>.

In each of the past several years, *Analytical Chemistry* had created one or two virtual issues, such as Novel Optical Probes for Advanced Chemical Imaging. Because of positive feedback from readers and authors, Virtual Issues are going to appear more often in our journal. Recent issues include Metabolomics and Meet the *Analytical Chemistry* Editorial Advisory Board compilations. In an upcoming virtual issue reflecting on 75 Years of the Division of Analytical Chemistry, the goal is to highlight exciting articles that have appeared in the journal between 1938 and 2012. We have a number of other virtual issues in the works between *Analytical Chemistry* and sister ACS journals that will be appearing throughout 2013.

Although readers feel less incentive to browse the journal today than in the past since it has moved from a print to an electronic format, we hope that our special collections of readable and exciting articles in our virtual issues bring back the fun of browsing!

And now an invitation: if you have an idea about a thematic collection or virtual issue you would like to see in *Analytical Chemistry*, drop me an email and tell me about it.



Jonathan V. Sweedler

### AUTHOR INFORMATION

#### Notes

Views expressed in this editorial are those of the author and not necessarily the views of the ACS.

