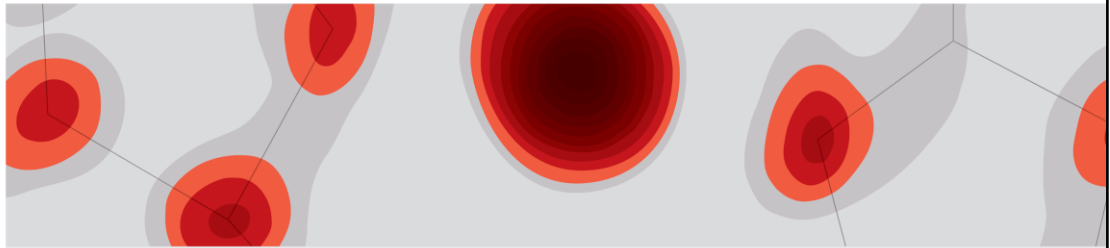


Part of **SPRINGER NATURE**



如何使用Nature.com和期刊主页

Springer Nature

2017年10月

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那么，接下来我们将简要介绍一下期刊主页。

在此之前，与在场的各位分享一个数据——我们的平台nature.com每月的访问量高达600多万，这与伦敦希思罗机场的客流量不相上下。2014年，希思罗机场每月平均接待600万乘客，从而令其成为世界第三繁忙的机场。

nature.com A-Z index

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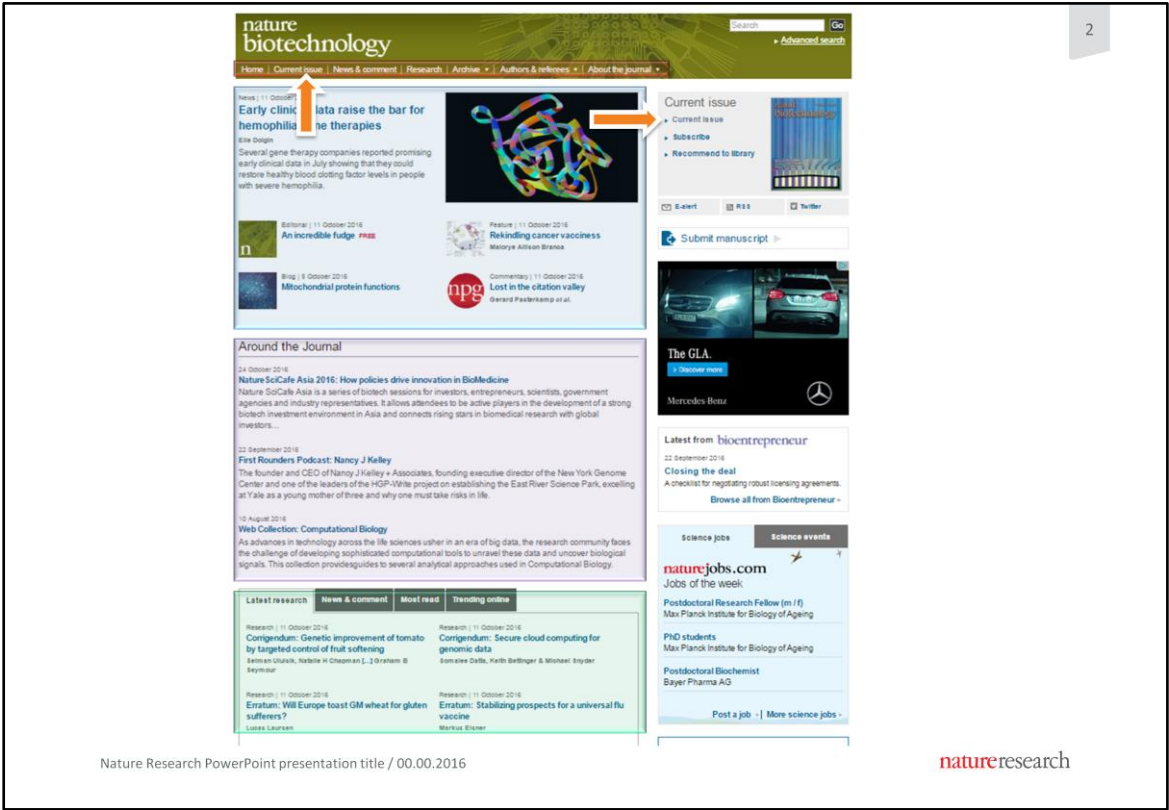
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那么，这就是我们的期刊主页，代表了典型范例，许多期刊主页都依循类似的模板。

分成几个部分：

点击——工具栏

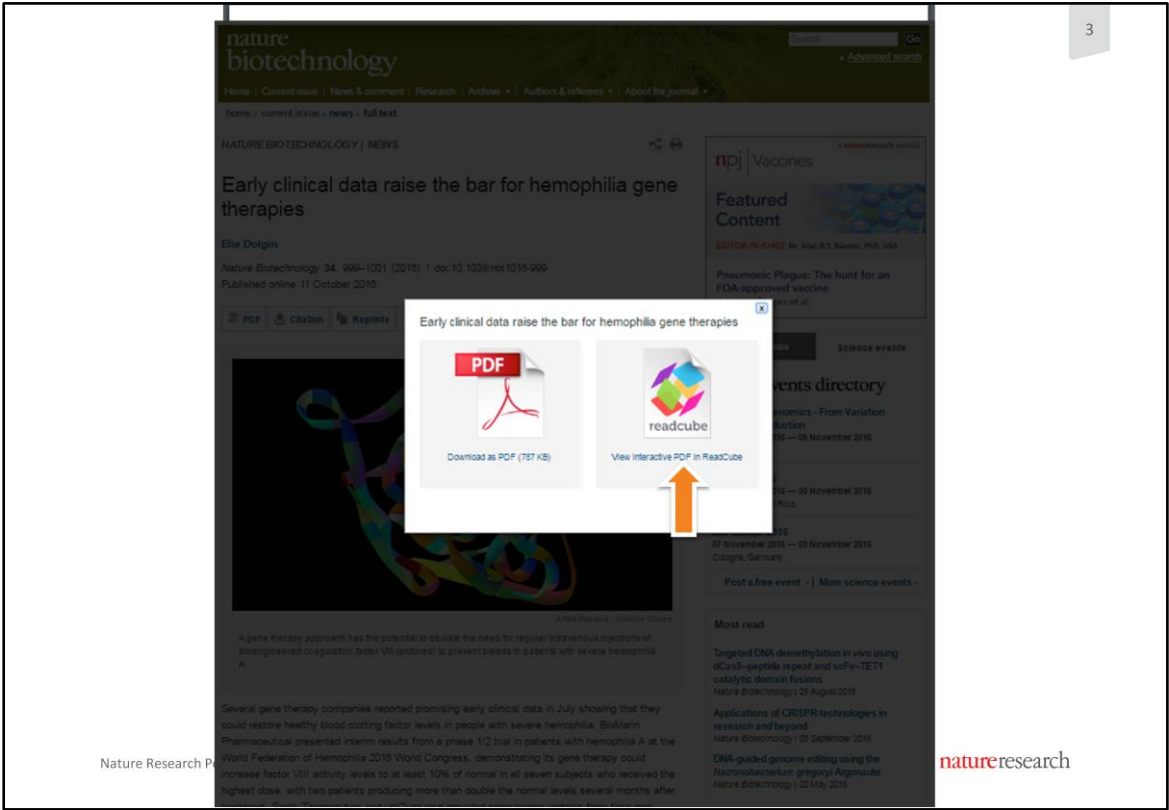
点击——最新内容

点击——相关内容

点击——热门话题/热点文章/评论/最新研究

点击——想要转到最新一期期刊，您可以点击此处<点击>或此处<点击>，那么假设我们已经点击了，您将会看到当前一期或最新一期期刊的页面。

想要访问最新一期期刊，用户只需点击所圈出的链接<点击>，我们现在将进行点击并在现实网站上进行查看。在页面上点击超级链接。



在当前期刊页面上，您将看到封面选项跳转到按类型划分的内容（点击），其中内容选项在下栏中列出（点击）

您还可以在侧栏（点击）上进行静态选择，以转到回溯内容或者期刊主页或 nature.com 的其他区域，从而注册期刊电子提醒（点击）或重新回到之前的期刊（点击）

好的，我们弄清楚了所有这些问题，接下来了解如何下载文章，这其实是一个非常简单的过程。

每篇文章都有“全文”或“pdf”选项<点击>。如果我们点击“全文”，就能够以html格式浏览文章，从而便于在线阅读。<点击>而这就是文章的全文格式，很明显您可以向下滚动页面<点击>，以查看文本主体。

如果我们点击此处用红色圆圈突出显示的pdf链接<点击>，我们就可以选择pdf或readcube<点击>。所以，用户可以选择并查看pdf（如果他们愿意可以打印出来），或者如果他们想要对文章进行注释，则他们可以在readcube上进行，Readcube当然是用来管理文章PDF的免费参考文献与引文管理器。我们点击pdf<点击>，这就是文章以PDF格式呈现的示例。

如果我们返回并点击Readcube形式，读者可以进行更多操作，点击到达下一张幻灯片。

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NEWS

IN this section

- Seres's pioneering microbiome drug fails p1004
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- Amyris pivots to cheap biologics p1008

Early clinical data raise the bar for hemophilia gene therapies

Several gene therapy companies reported promising early clinical data in July showing that they could restore healthy blood clotting factor levels in people with severe hemophilia. BioMarin Pharmaceutical presented interim results from a phase 1/2 trial in patients with hemophilia A at the World Federation of Hemophilia 2016 World Congress, demonstrating that gene therapy could increase factor VIII activity levels to at least 10% of normal in all seven subjects who received the highest dose, with two patients producing more than double the normal levels several months after treatment. Spark Therapeutics and uniQure also provided encouraging updates from their own phase 1/2 trials for gene therapies for hemophilia B at the same Orlando meeting.

"We raised the bar," says Bruce Carter, head of vector biology at BioMarin. Before these trials, the expectation was that gene therapies might elevate clotting factor levels enough to transform severe hemophilia into a moderate or mild (~10% of normal) form of the disease. Now, it seems it may be possible to restore patients' natural clotting to eliminate the disease altogether—and, in fact, at the upper activity levels observed in the BioMarin trial, the worry shifts from acute, troubled bleeding episodes to excessive clotting in the blood vessels. "It's a nice problem to have," says Amit Nathwani, a hematologist at the University College London (UCL), who did much of the preclinical work on the gene therapy before licensing the product to the San Rafael, California-based BioMarin.

Some onlookers, however, warn against jumping to conclusions based on initial find-

linked conditions) compared with the 125,000 afflicted by hemophilia A—scimitars considered the genetic deficiency in hemophilia B more straightforward to tackle. This is because the gene coding for factor IX is smaller and easier to insert into many viral vectors with robust expression than the factor VIII gene mutated in hemophilia A.

But early trials of gene therapies in hemophilia B between 1998 and 2001 yielded modest and temporary benefits for patients, with some major safety concerns. The first real success came only in 2010 when a team led by Nathwani and Andrew Davidoff from the St. Jude Children's Research Hospital in Memphis,

the response to two months because most recipients had pre-existing neutralizing antibodies to the virus. To overcome the immunity hurdle, the St. Jude-UCL collaborators placed the AAV2 sequences in a capsid from the less prevalent AAV8 strain. A single intravenous infusion of this vector restored factor IX expression in patients to sustained levels in the range of 1–6% of normal values with no toxic effects after three years, on average (N. Engl. J. Med. 371, 1199–2008, 2014). At the highest dose, four out of six patients initially experienced a transient increase in liver transaminase levels, a marker of liver damage, but this was managed successfully with cortico-

A gene therapy approach has the potential to obviate the need for regular intravenous injections of recombinant coagulation factor VIII (purchased) to prevent bleeds in patients with severe hemophilia A.

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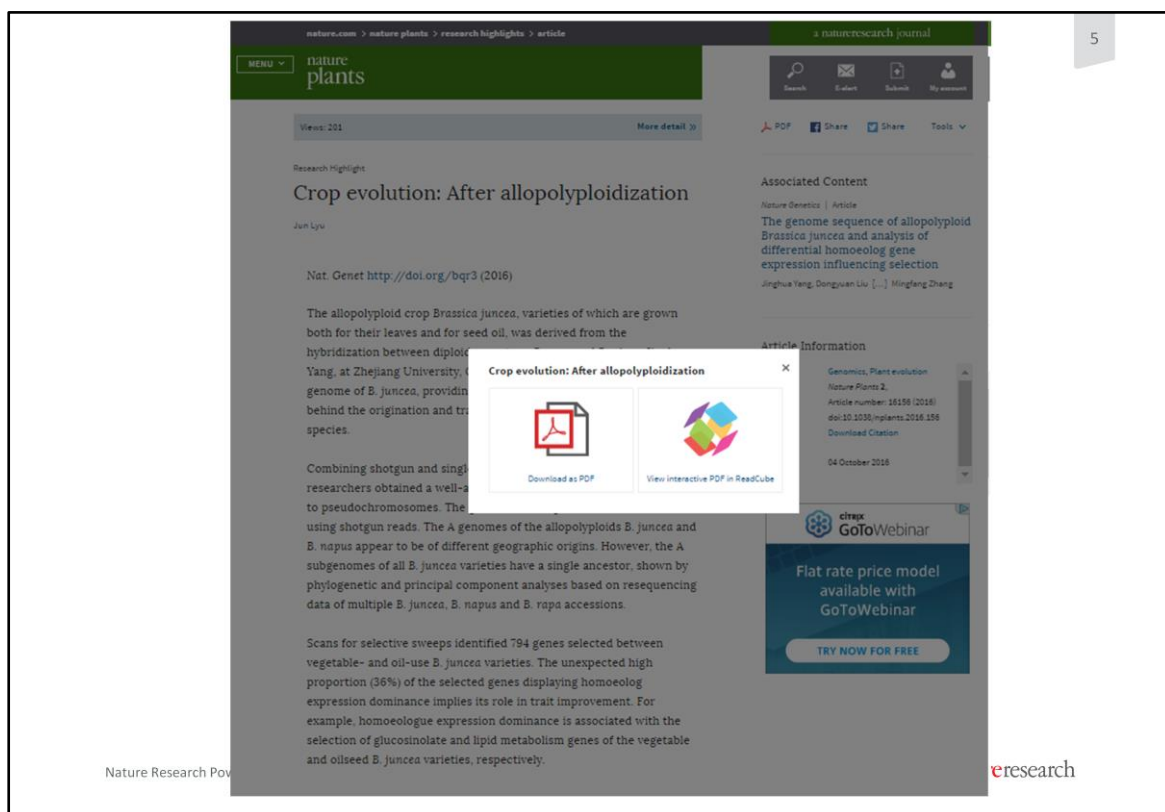
Related Articles

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首先，可以选择对文本进行突出显示和注释。
 用户还可以通过（点击）点击右下角的红色符号来查看相关文章。（点击返回页面），正如您可以看到的，显示的是来自不同网站的内容，而不仅仅是来自《自然》的其他内容。

此外，还可以选择（点击）导出引文以供使用，（点击）查看替代计量得分，（点击）返回HTML文章页面，或（点击）创建pdf只读副本的可分享url。



值得注意的是，我们较新的期刊，如《自然-植物》，位于全新的网站上，而我们正在将所有刊物转换为这种观感。其功能与PDF和Readcube版本完全相同，然而您将注意到主页看起来略有不同，所以我将快速介绍这些内容，以展示这些网站的最佳浏览方式。

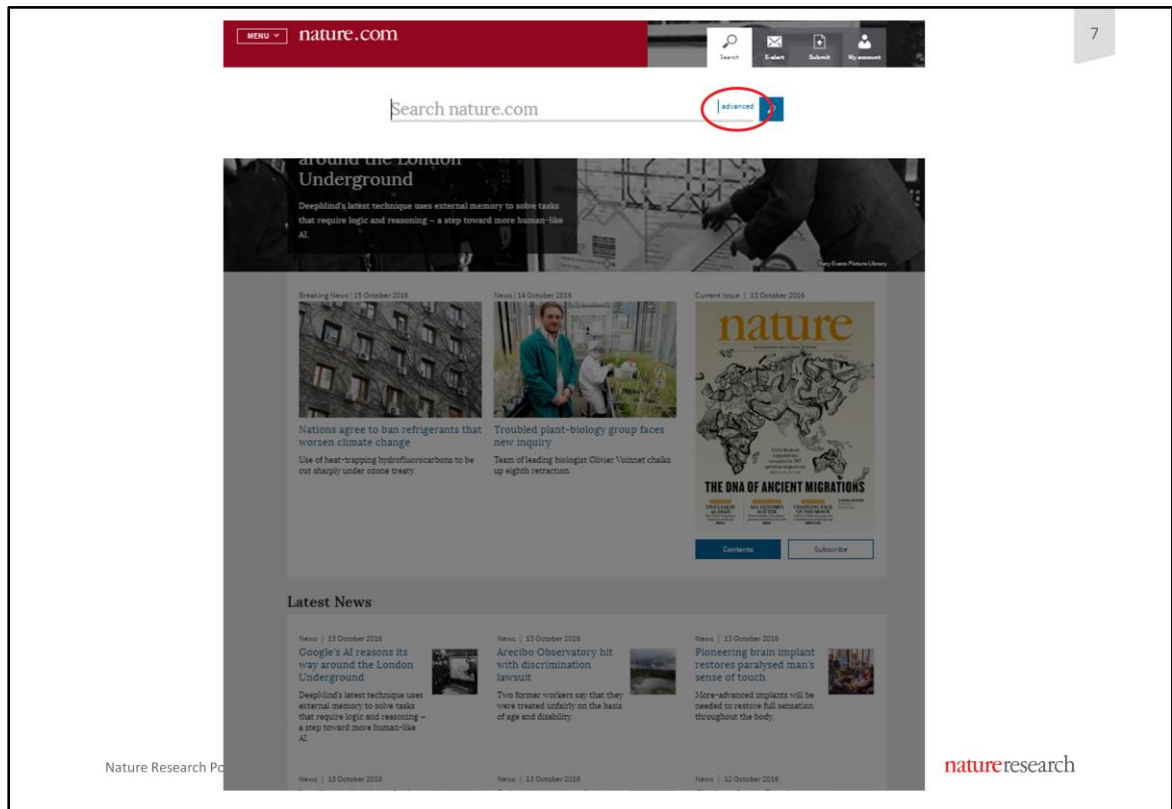


Search Functionality

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那么，接下来我将会对高级检索功能进行简要介绍。



现在介绍来自新主页的检索功能。检索按钮在右上方，并为您提供选项，您可以在这里快速检索主题词，或者进行高级检索（点击），现在我将为您演示高级检索。

The screenshot shows the 'nature.com' Advanced Search page. It features several search criteria sections:

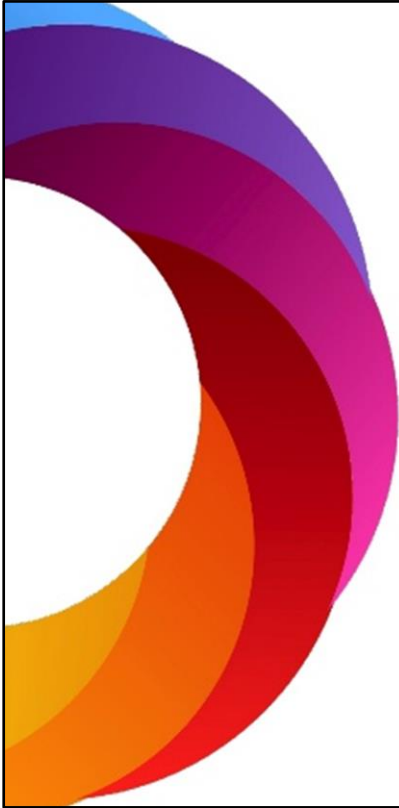
- FIND ARTICLES... that contain these terms:** A callout box lists: ebola, ebola AND pandemic, ebola OR pandemic, "ebola" AND "west africa".
- where the list of authors contains:** A callout box lists: "Smith", John Smith, Smith, John, Smith, J.
- where the title contains:** This field is empty.
- REFINE YOUR RESULTS BY... publication date:** Includes a 'Year' dropdown and a 'to' field.
- journal(s):** A callout box lists: Nature Immunology.
- volume:** An empty input field.
- start page/article no.:** An empty input field.

A 'Search' button is located at the bottom right of the search form. The page footer includes 'Nature Research PowerPoint presentation title / 00.00.2016' and the 'natureresearch' logo.

您可以通过术语<点击>、作者<点击>和标题<点击>来检索文章。您还可以通过利用发表日期参数<点击>、特定期刊<点击>，甚至卷号/页码<点击>进行检索来优化结果。

- 解释“术语”检索项选项
- 解释“作者”检索项选项
- 解释如果您希望在特定期刊中查找文章，您可以进一步细化，即如果您想在《自然-免疫学》中查找关于埃博拉病毒主题的文章，您可以在主题领域中保留“埃博拉病毒”，并在期刊领域中输入“自然-免疫学”。如果您知道卷号或页码，您还可以在点击“检索”之前添加这一信息。

现在，我们来了解一下文章替代计量指标以及最后需要展示的相关内容。



Article altmetrics

00.2016

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A quick overview of Altmetrics

- Altmetric score = automated algorithm.
- Represents weighted count of the attention given to an article.
- Weighted to reflect the relative reach of each type of source.
- I.e. the average newspaper story is more likely to bring attention to the research output than the average tweet.

**Adapted from www.support.altmetric.com*



News	8
Blogs	5
Twitter	1
Facebook	0.25
Sina Weibo	1
Wikipedia	3
Policy Documents (per source)	3
Q&A	0.25
F1000/Publons/Pubpeer	1
YouTube	0.25
Reddit/Pinterest	0.25
LinkedIn	0.5

**Table from www.support.altmetric.com*

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任何在nature.com上发表的文章都将附带有一个altmetric score替代计量得分。该得分根据altmetric.com通过自动算法计算得出。

这一得分表示文章所获得关注量的加权计数。

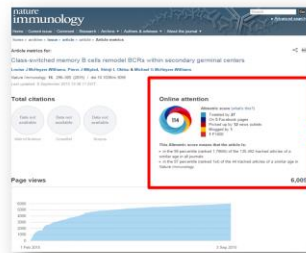
为什么进行加权？这么做是为了反映每种类型来源的相对影响。 <点击显示表格>

例如，普通的新闻故事比普通的推文更有可能吸引对文章的关注，这就是为什么“新闻”故事<点击>获得8分，而“推文”<点击>获得1分，facebook和YouTube等平台获得0.25分。

在nature.com环境下<点击进入下一张幻灯片>。

<http://support.altmetric.com/knowledgebase/articles/83337-how-is-the-altmetric-score-calculated>

Altmetric on nature.com



Online attention



Altmetric score (what's this?)

Tweeted by 27
 On 5 Facebook pages
 Picked up by 12 news outlets
 Blogged by 1
 1 F1000

This Altmetric score means that the article is:

- in the 98 percentile (ranked 1,786th) of the 135,492 tracked articles of a similar age in all journals
- in the 97 percentile (ranked 1st) of the 44 tracked articles of a similar age in *Nature Immunology*

这就是替代计量指标在单篇文章基础上呈现的方式，在这里我们可以看到与替代计量指标相关的不同颜色。这篇文章主要是推特提及（总计27次），从而使得标识的一半显示为浅蓝色<在这里，光标圈出> <暂停>

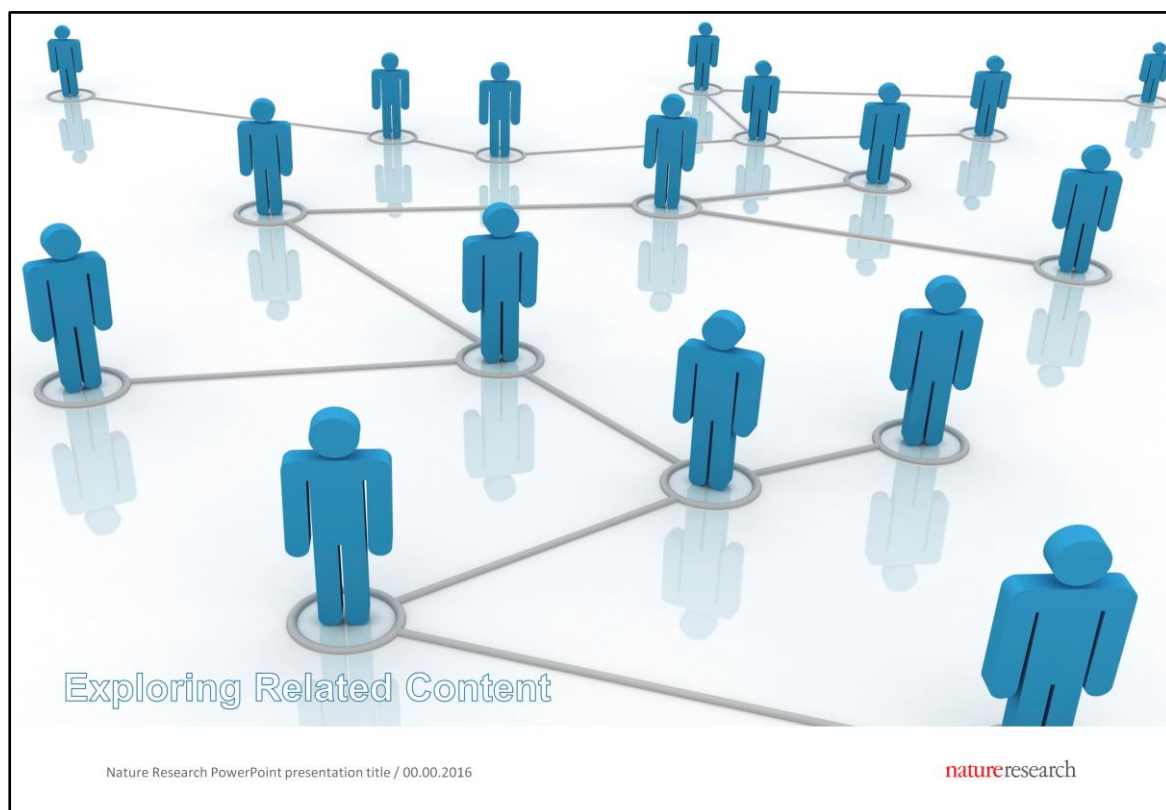
尽管在推特上被提及27次，但大多数的替代计量得分来自新闻媒体的提及。12次提及贡献了大部分得分，如果您记得刚才出示的表格，平均新闻提及获得8分<点击返回上一张幻灯片>。<暂停>

现在从文章页面来了解一下替代计量指标<下一张幻灯片>



这里有一篇来自《自然》的文章。与之前相同，我们看到的是全文文章级别视图。我们点击这里<请看红色圈出的内容>，它提到了“文章替代计量指标”，打开我们的替代计量指标页面<点击>，在这里我们能够看到有关正在讨论具体论文的大量信息

- **Crossref/Scopus**的参考信息——通过点击这里，您将看到论文在哪里被引用。
- 具有**Altmetric**统计数据的“在线关注”——通过点击这里，您可以获得关于该文章的更多信息，包括文章分享平台、文章评论作者以及评论发表地点。
- 您还可以了解到文章的影响力——例如，这篇特定论文达到**97**个百分点数，意味着它在论文中排名前**3%**——在所有期刊中类似年限的**89,741**篇跟踪文章中排名第**1,849**位（不仅限于《自然》期刊）。
- 如果抛开这些图形，我们还可以看到随时间推移的页面浏览量，这篇特定论文已经获得了超过**15,000**次浏览，如果您将光标放在蓝色图形上，您可以看到日期和下载的相关数据，例如，截至**2015年3月8日**，该文章已达到**14,373**次浏览。
- 最后，我们在底部这个区域可以看到自然计量指标。与替代计量指标类似，这些指标显示了该论文在博客和**Google+**（左）中何处被提及以及读者群体的人口统计数据——这里的深蓝色代表来自美国和英国的读者群体最为庞大，加拿大次之。
- 那么，对这个页面进行总结，我会建议您查看这一信息，特别是通过点击突出显示的图标来获取更多的信息，并了解文章的影响力——**Altmetric**得分越高，文章在新闻媒体、社交媒体等上的知名度越高。



好的，那么，我们已经演示了您可以通过引用或参考文献来鉴别相关内容，现在我们进入最后一部分，在这一部分中将为您的终端用户讲解更多相关内容。

<NEXT SLIDE>

<下一张幻灯片>

B cells

Atom RSS Feed

B cells are a subtype of lymphocyte. They form part of the adaptive immune response and mediate humoral immunity. B cells can produce high-affinity antibodies and generate immunological memory.

Featured

News and Views | 20 September 2016

Dances with cytokines, featuring T_H cells, IL-21, IL-4 and B cells

Simon Belanger & Shane Crotty

Nature Immunology 17, 1139–1136



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B-1 cells

Follicular B cells

B-2 cells

Marginal zone B cells

B-cell receptor

Plasma cells

Latest Research and Reviews

Reviews | 13 October 2016

Beyond pan-B-cell-directed therapy – new avenues and insights into the pathogenesis of SLE

Thomas Dörner & Peter E. Lipsky

Nature Reviews Rheumatology

Reverse translation of data obtained from trials of B-cell-targeted therapies in systemic lupus erythematosus (SLE), along with advances in understanding of B-cell intracellular signalling pathways and post-activation status, highlight pathogenic roles for autoantigen-presenting B cells and regulatory B cells in autoimmune diseases. These insights could lead to innovative treatments for SLE based on modulation of B-cell activation and regulatory functions.



Traditional site: [nature.com/nbio](https://www.nature.com/nbio)

New site: [nature.com](https://www.nature.com) and [nature.com/nplants](https://www.nature.com/nplants)

Any questions?

Laura Graham-Clare

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