EDITORIAL

Our new digital identity

James T. Rutka, MD, PhD, FRCSC

Editor-in-Chief, Journal of Neurosurgery Publishing Group, Charlottesville, Virginia

WITH this issue of the *Journal*, we are proud to announce the soon-to-be launched new Journal of Neurosurgery Publishing Group (JNSPG) website for the American Association of Neurological Surgeons (AANS). While website style and content are important for virtually all organizations, they are mission critical for academic journals such as the *Journal of Neurosurgery* and all of its related print and digital journals. The last time the JNSPG website was upgraded was in 2010, at which time our abilities to house video and supplemental materials were expanded considerably, and our linkages to social media platforms—such as Facebook and Twitter—were established.

With the current upgrade, a number of new and important features are immediately identifiable. Each journal now has its own dedicated home page. Special issues can be highlighted on the main home page of each journal. Responsive design improves functionality on any computer or handheld device, adapting to the width of the device for optimum readability. Improved search performance enables the user to perform specific searches for journal text, tables, and figures.

A special feature of the website redesign is the ability to view figures and tables using an image carousel. The carousel enables the user to move from one figure or table to the next so that the flow of data within each article can be seen sequentially at a glance. Finally, the new website can support videos built in to the text of an article, and includes the ability to view and use 3D video materials.

While it is tempting to some to just make a website look appealing, we never lost focus on the greater challenge of making the JNSPG website work beautifully. We were aided in the redesign process by Digital Pulp, a website design and development company in New York City. Their previous clients have included academic institutions such

as New York University, Cornell, Public Library of Science (PLOS), University of Virginia, and Dartmouth. In addition, we found a new journal management partner in Sheridan PubFactory, an online publishing platform company in Boston that was responsible for coding and implementing the visual components of the new website. Some of the previous partners of Sheridan PubFactory include Oxford University Press, DeGruyter, and Harvard University Press. What needs to be mentioned here also are the dozens if not hundreds of hours spent on the website redesign project by JNSPG staff in Charlottesville. Their dedication to this project was unparalleled. Special thanks are given to James Dell, Jo Ann Eliason, Sam Geouge, Jennifer John, Gillian Shasby, and Laura Sutherland.

Finally, none of the website redesign and implementation would have been possible were it not for the financial support we received from the AANS. We are grateful for this support, and for our continued partnership with the AANS. The 75th Anniversary of the founding of the *Journal* will be celebrated next year with the AANS, which is in its 87th year of continuous operations and service to its members since its founding as the Harvey Cushing Society. We hope you will enjoy exploring and using all aspects of the journals' new website. I look forward to receiving any feedback or comments you may have.

<https://thejns.org/doi/abs/10.3171/2018.7.JNS182060>

Disclosures

The author reports no conflict of interest.

Correspondence

James T. Rutka: james.rutka@sickkids.ca.

INCLUDE WHEN CITING

DOI: 10.3171/2018.7.JNS182060.