Press release archive

Blog Network Launches on ScientificAmerican.com

PRESS RELEASE FROM NATURE PUBLISHING GROUP
5 July 2011

Contact: Rachel Scheer
Corporate Public Relations, Nature Publishing Group
T:: +1 212 451 8569
r.scheer@us.nature.com

Today *Scientific American* launched a new blog network which unites editorial, independent and group blogs under the magazine's banner. The community of 60 bloggers provides authoritative information and insights about science and technology, and their roles in global affairs. The blog network, overseen by Blog Editor Bora Zivkovic, who serves as moderator for the community, encourages discussion and facilitates the exchange of ideas with both the bloggers and *Scientific American* readers.

Zivkovic, known for his own "A Blog Around The Clock," a blend of chronobiology, science, media and education among other subjects, has invited a diverse group of voices for the network. Bloggers range from graduate students, who are launching their careers, to veteran science writers such as John Horgan, Director of the Center for Science Writings at the Stevens Institute of Technology.

Renowned writers including Jennifer Ouellette ("Cocktail Party Physics"), Darren Naish ("Tetrapod Zoology") and Scott Huler ("Plugged In") join veteran *Scientific American* bloggers John Platt ("Extinction Countdown") and Jesse Bering ("Bering in Mind") on the network. The format of the blog allows for great diversity in tone and topics. Many of the bloggers focus on the bridge between science and other fields such as philosophy, sociology, music, art, gender and race, hip-hop culture and literature.

"In its 165 year history, *Scientific American* has built a reputation as the leading publication for science in the general media," says Zivkovic. "The goal of the blog network is to provide a new platform for people in the science community to exchange ideas and interact with the SA readers in a dynamic way."

The *Scientific American Blog Network* features three new SA editorial blogs. @ScientificAmerican provides news, updates, highlights and anecdotes from the *Scientific American* newsroom while "The Incubator" highlights the best work by students in science writing and journalism schools. The "Network Central" blog will feature highlights from the blog network each week. Existing SA editorial blogs such as "Observations," "Solar at Home," "Anecdotes from the Archive" and "Expeditions" remain. The network also features new blogs by *Scientific American* Editors Davide Castelvecchi ("Degrees of Freedom"), Anna Kuchment ("Budding Scientists"), and *Scientific American Mind* Editor Ingrid Wickelgren ("Streams of Consciousness"). There are future plans to launch additional staff-authored blogs.

The *Scientific American Blog Network* is hosted on its own landing page, **blogs.scientificamerican.com**.

-ENDS-

Links:
blogs.scientificamerican.com
http://twitter.com/#!/sciamblogs

About Scientific American:

Scientific American is at the heart of Nature Publishing Group's consumer media division, meeting the needs of the general public. Founded in 1845, *Scientific American* is the oldest continuously published magazine in the US and the leading authoritative publication for science in the general media. Together with scientificamerican.com and 14 local language editions around the world it reaches more than 5 million consumers and scientists. Other titles include *Scientific American Mind* and *Spektrum der Wissenschaft* in Germany. For more information, please visit www.scientificamerican.com.

About us **Privacy policy** **Naturejobs**
Contact us **Use of cookies** **Nature Asia**
Accessibility statement **Legal notice** **Nature Education**
Help **Terms** **RSS web feeds**

Search: go

SPRINGER NATURE
© 2019 Nature is part of Springer Nature. All Rights Reserved.
partner of AGORA, HINARI, OARE, INASP, ORCID, CrossRef, COUNTER and COPE