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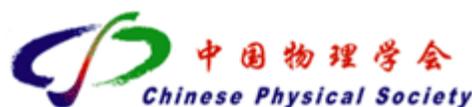
Director's Matters

By H. Frederick Dylla, Executive Director



An "AIP Afternoon" in Hangzhou

Continuing a [tradition we began last year](#), AIP engaged with members of the Chinese Physical Society (CPS) at its 2011 Fall Meeting. This event is an excellent opportunity to continue to grow our relationship with the Chinese physics community. Moreover, it helps us to reach a large number of graduate students—the next generation of professional scientists—to enable them to become familiar with AIP and the great science that our community represents.

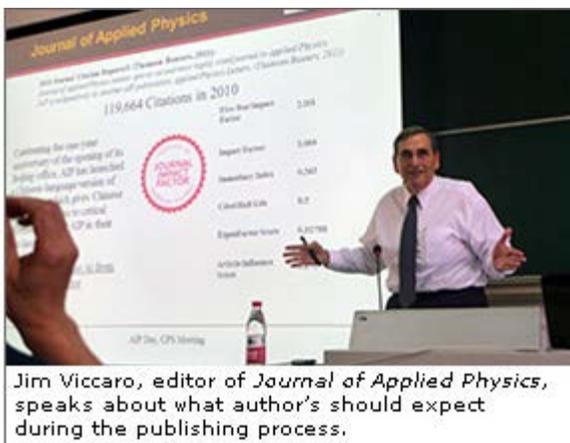


We also hope that these students will come to associate our name with excellence and accessibility.

This year's meeting was held September 16–19 in Hangzhou, the capital and largest city in China's Zhejiang Province. Zhejiang University, one of China's oldest institutions of higher education, having been founded in 1897, played host to this year's meeting. Over 43,000 students attend Zhejiang University, more than 7,000 of which are doctoral candidates.

The "AIP Afternoon" was chaired by Wang Dingsheng, an academician of the Chinese Academy of Sciences, and featured an agenda of distinguished speakers. The session was designed to bring together Western scientists along with scientists based in China and tailored to the graduate student population. Giving research talks were Xie Xincheng of Peking University, who spoke about his work in spintronics, and Xue Qikun of Tsinghua University, who stressed the importance of using ultrapure materials in the superconductor industry.

Another goal for this event was to de-mystify the journal publishing process. To that end we welcomed two editors, Jim Viccaro, editor of *Journal of Applied Physics*, and Richard Haase, physics editor for Edanz Group, a language-editing service and partner of AIP, to give presentations. They spoke about what editors look for in an article, what editors expect from authors, and gave details about the peer review process. We followed the session with an "AIP Tea Time," where students or authors could interact with Viccaro and AIP journal publisher Mark Cassar and discuss with them the obstacles they face in the publishing process.



Jim Viccaro, editor of *Journal of Applied Physics*, speaks about what author's should expect during the publishing process.



The popularity of the session is probably best gauged by participation. Similar to last year, the speakers addressed a packed house with standing room only. Xingtao Ai, AIP's chief representative in China, reported one enthusiastic student's remarks:

"During last year's event at Nankai University, I could not find a seat. So this year I arrived very early to get a good seat and enjoy the talks. Though the classroom was air conditioned, the many people crowded in the room made it very hot. Regardless, I stayed until the last moment because the talks were really interesting. I think the AIP Afternoon was perfect!"



Xingtao Ai and Linlin Wang promote AIP journals and several Member Society journals during the CPS exhibit.

The AIP booth in the exhibit hall was popular among the 20 exhibitors. Ai and her assistant, Linlin Wang, presented gifts to booth visitors and administered a survey for Chinese authors who contribute to our journals. By learning more about their needs, we aim to provide them better service and more targeted practical help.

Since we opened our China office in Beijing last June, we have welcomed visitors from OSA, APS, and AVS and are pleased to host visits from any

of our Member Societies who are planning visits or events in China.

We are already committed to hold another sponsored session at the 2012 Chinese Physical Society Fall Meeting. We hope to reinforce our commitment to the Chinese physics community to help bring their science forward to the rest of the world.

Publishing Matters

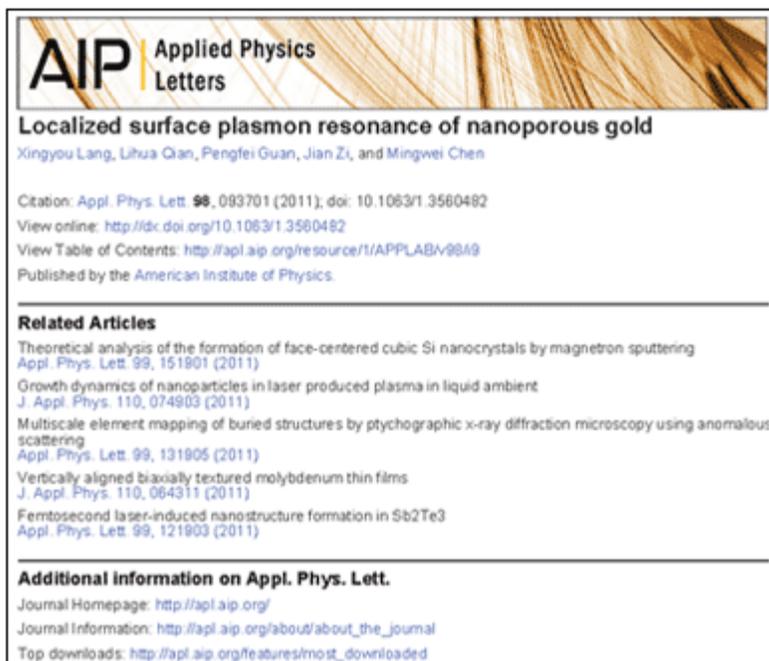
Good traffic

It's common practice that when a researcher needs a journal article, he or she links to the abstract, downloads the article, and completes their website visit. To better serve this audience and also entice visitors to increase the time they spend on AIP journal webpages, our staff has automated the generation of a cover page to each downloaded PDF article. This first page offers readers a host of links to additional AIP content. The page is headed with the article title and the authors' names. Clicking on the authors' names initiates a quick search which identifies

every article they've published with AIP. Perhaps the most exciting feature of the new page is the section of related articles on that particular topic. By clicking on these articles, individuals view more pages, precisely targeted to their interests.

PDF cover pages were first launched September 27 for *Review of Scientific Instruments* and *AIP Advances*. The practice has recently been extended to *Applied Physics Letters* and *Journal of Applied Physics*.

Soon all AIP journals, conference proceedings, and *Physics Today* magazine articles that are downloaded as PDFs will be complemented with a similar cover page.



AIP Applied Physics Letters

Localized surface plasmon resonance of nanoporous gold
Xingyou Lang, Lihua Qian, Pengfei Guan, Jian Zi, and Mingwei Chen

Citation: *Appl. Phys. Lett.* **98**, 093701 (2011); doi: 10.1063/1.3580482
View online: <http://dx.doi.org/10.1063/1.3580482>
View Table of Contents: <http://apl.aip.org/feature/1/APPLABV98A9>
Published by the American Institute of Physics.

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Physics Resources Matters

Pragmatic appraisal

Joe Anderson (right), director of the Niels Bohr Library and Archives, gave the opening presentation at the 5th Annual Scientific Archives Conference in Rio de Janeiro last month. The conference, which is sponsored biannually by the Museu de Astronomia e Ciências Afins and Fundação Casa de Rui Barbosa, brings together Brazilian, American, and European archivists to share information and discuss solutions to common problems. Anderson's talk, "Pragmatic Appraisal, Collecting the Records of Science," focused on the appraisal of the records of science, which involves determining their likely historical value. Archivists are faced with the problem of identifying a



The Museu de Astronomia e Ciências Afins (Museum of Astronomy and Related Sciences) cosponsored the 5th Annual Scientific Archives Conference.

small amount of the total universe of records—somewhere between one to five percent, according to many authorities—that may reasonably be preserved and that represents a fair reflection of the important aspects of the area being documented. Anderson discussed documentation strategy research, an approach to appraisal that was developed at AIP and by MIT's Institute Archives and Special Collections. This method has allowed us to create an international network of contributing

repositories that documents the history of physics and allied sciences.

Coming Up

Sunday–Thursday, October 16–20

- 95th OSA Annual Meeting and Exhibit/Frontiers in Optics (San Jose, CA)

Tuesday, October 18

- Open enrollment meetings, 9:30 am and 11 am (College Park, MD)

Wednesday, October 19

- Open enrollment meetings, 10:00 am and 1:30 pm (Melville, NY)