Blogging About Stroke
A New Chapter for the Journal

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Stroke has always embraced technology. The journal went online in 1998, and all the articles since Stroke started publishing in January 1970 are now available electronically (www.stroke.ahajournals.org). The number of full-text article views in 2010 was >5.6 million, and the number of articles accessed via mobile devices is increasing. In 2011, Stroke started hosting bimonthly educational webinars that when broadcast live allow the audience to interact with leading stroke neurologists, and the talks are stored on the stroke Web site. Stroke has a presence on Facebook, and readers are alerted of new issues via Twitter. This month, Stroke takes another step into the digital world with the launch of the Stroke blog (http://strokeblog.strokeahajournal.org).

The purpose of the Stroke blog, Blogging Stroke, is to share information about new articles published online with potential readers more quickly. The blog posts will be written by a group of stroke fellows from various programs throughout the country. We expect that there will be a new blog every weekday. In each post, the blogger will summarize the major findings of the article and place them in context, highlighting controversies and new research questions that arise from each study. The blog will be interactive, because readers will be able to comment, and we look forward to a productive online exchange of ideas among colleagues, fostering the growth of an online community of people interested in cerebrovascular disease that, we expect, will help clinicians take care of patients and researchers think of new projects.

Bloggers will also write brief commentaries that will be tweeted to people who follow Stroke on Twitter, alerting them of new blog posts and journal articles. By focusing on articles in the published electronically ahead of print, the blog will alert readers of papers as soon as they become available. We hope that readers and authors will appreciate this feature of the journal.

The Vascular Neurology Fellows who will blog in Stroke were nominated by their program directors and were selected by the blog editors based on a writing sample. Stroke fellows are an enthusiastic and technology-savvy segment of the stroke community, and in the future, we expect to receive more applications from potential bloggers. We expect that by embracing social media, Stroke will engage, in addition to current readers, medical students, residents, and fellows interested in cerebrovascular disease; in other words, the future leaders of the field of stroke. By doing so, Stroke will remain the leading journal in the field of the vascular neurology.

Disclosures

None.

References


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The opinions expressed in this editorial are not necessarily those of the editors or of the American Heart Association.

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