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***Scientific American Mind* introduces new blog destination**

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Today *Scientific American Mind* has launched a new destination for mind-and-brain-themed blogs, blogs.scientificamerican.com/mind. The *Scientific American Mind* blogs will concentrate on psychology, neuroscience, and related fields. Six new blogs are launching on the site today. They will be joining the 11 existing mind-and-brain blogs on the *Scientific American Mind* Network. All of the *Scientific American Mind* blogs will also be featured on the *Scientific American* Blog Network.

The six new *Scientific American Mind* blogs are:

- *Illusion Chasers* by neuroscientists Susana Martinez-Conde and Stephen L. Macknik contains posts on perceptual tricks, illusions, eye movements, magic, and the neuroscience of fiction
- *Psysociety* by PhD student Melanie Beth Tannenbaum discusses social psychology with a pop culture angle
- *Beautiful Minds* by NYU cognitive psychologist Scott Barry Kaufman explores intelligence and creativity
- *Notbadscience* is an animal behavior and cognition blog by PhD student Felicity
- *The Moral Universe* by assistant professors Jamil Zaki and Adam Waytz focuses on social psychology and its relationship to current events.
- *Scientific American Mind Guest Blog* will spotlight diverse voices on hot topics in psychology and neuroscience

Scientific American blog editor Bora Zivkovic will curate the *Scientific American Mind* blogs along with *Scientific American Mind* Managing Editor Sandra Upson and Editor Ingrid Wickelgren.

"On the *Scientific American Mind* blog network, readers will find terrific insights into psychology, psychiatry and neuroscience from some of the most interesting voices covering these fields," says *Scientific American Mind* Editor in Chief Mariette DiChristina.

The introduction of *Scientific American Mind* blog destination is another point of growth for *Scientific American*'s digital offerings. In July 2011, *Scientific American* launched the *Scientific American* blog network to unite editorial, independent and group blogs under the magazine's banner. The blog network provides a platform for people in the science community to exchange ideas and interact with SA readers. It started at 47 blogs and has grown to 56. The blogging community is responsible for 25% of *ScientificAmerican.com*'s total traffic.

Scientific American Mind has also launched a new home page, mind.scientificamerican.com, which hosts print and online articles, as well as multimedia, in one convenient location.

-ENDS-

Links:

blogs.scientificamerican.com/mind
blogs.scientificamerican.com
mind.scientificamerican.com

About *Scientific American Mind*

The breadth of subjects covered in *Scientific American Mind* tracks the vastness of thought. The writers grapple with fascinating questions at the forefront of mind and brain research: Other articles explore how to deal with everyday issues, such as solving problems creatively or reducing stress.

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 U.S. 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. *Scientific American* won a 2011 National Magazine Award for General Excellence. For more information, please visit www.ScientificAmerican.com.

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