

JEAB AND JABA ON THE WORLD WIDE WEB:
A REPORT TO READERS

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The *Journal of the Experimental Analysis of Behavior (JEAB)* and the *Journal of Applied Behavior Analysis (JABA)* have both established home pages on the World Wide Web. Their addresses are:

<http://www.envmed.rochester.edu/wwwrap/behavior/jeab/jeabhome.htm>
<http://www.envmed.rochester.edu/wwwrap/behavior/jaba/jabahome.htm>

An important feature of these pages is a powerful program that permits rapid full-text searches of a database consisting of the nearly 5,000 abstracts that have accompanied articles published in *JEAB* since 1958 and in *JABA* since 1968. An electronic version of a single article from each issue of each journal is now made available soon after the paper edition of the journal appears.

DESCRIPTORS: World Wide Web, Internet

The explosive growth of the Internet and the World Wide Web has created new opportunities for *JEAB* and *JABA* to meet the needs of readers. A group of us at the University of Rochester created a Web site in late 1994 to explore the possibilities.¹ The site is meant to provide useful material for regular subscribers as well as for those who only consult these journals occasionally. Some of its features are useful to readers now, whereas others are foretastes of what the new technologies make possible.

Each journal now has its own entry-point or "home page," which is connected to other

pages devoted to topics unique to it. In addition, each home page links to other material of interest to readers of both journals.

At the heart of the site is a database of almost 5,000 abstracts from papers published in *JEAB* since 1958 and in *JABA* since 1968. This resource is coupled to a powerful search program, constituting what may be the site's most important feature for those heavily involved in behavior analysis. Fast, full-text searches are possible of either journal's abstracts alone or of all the abstracts at once. Pointing and clicking on a title retrieved in such a search immediately displays the abstract of the relevant article. The occasional reader, on the other hand, may find the database most useful while browsing the tables of contents. These appear on the site shortly after a journal issue is published, with a link created from each article title to its abstract.

A limited number of complete articles are also being made available. Although there is much uncertainty about the direction of scientific publication and it is unlikely that these journals will be published exclusively

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¹The original announcement appeared on NCSA's *What's New?* page on October 26, 1994.

in an electronic format in the near future, the opportunities that are already apparent led the Society for the Experimental Analysis of Behavior, publisher of both journals, to decide in May 1995 to “permit and encourage electronic publication of abstracts . . . but limit to one per issue the number of complete articles available online.” Therefore, upon publication of each printed journal issue, a single article, selected by its editor, is placed on the site. Because *JEAB* is published bimonthly and *JABA* is a quarterly, 10 full articles per year are being added. (This comprised about 10% of the total pages published in 1995.)

After some experimentation, we decided to use the Adobe Portable Document Format (PDF) in dealing with complete articles. This format permits presentation of the original text with the fonts, graphics, and layout all intact. Even mathematical equations are captured without error because the PDF files are created directly from those used by Allen Press in printing the journals. As a result, the electronic article retains the archival status of the paper version.

These electronic articles are available to all; anyone in the world can view them and print them without charge. Although most articles are too specialized to command a large audience, others, such as book reviews and some applied studies, may well attract a wider public on the Web than on paper.

Even current journal subscribers may find it useful to have ready access to the electronic articles. The “key words” (in *JEAB*) or “descriptors” (in *JABA*) that accompany each article’s abstract are linked directly to the search program. In addition, each *JEAB* or *JABA* paper that is listed among the article’s references is linked to its abstract in the database. Thus both broad searches and rapid cross-referencing are accomplished with clicks of the mouse button.

We have started to explore the usefulness

of both audio and video techniques in supplementing the printed page’s text, tables, equations, and graphs. For example, the electronic version of Manabe, Kawashima, and Staddon’s abstract (*JEAB*, 1995, Vol. 63, pp. 111–126) invites the reader to examine a color film, with sound, showing a budgerigar trained to respond with either a low- or high-frequency call, depending upon which of two colors is presented. The film is short and the file large, but a rapidly changing technology should soon provide remedies for both deficiencies. Should these journals offer authors the possibility of supplementing their articles with material placed in cyberspace?

The Web pages contain much more. They list members of the editorial boards and instruct authors how to prepare manuscripts for submission; recount the history of the two journals and enumerate their most often cited papers; list the commentaries recently published in *JABA* that discuss *JEAB* papers that are particularly relevant to applied behavior analysis; and describe the four collections of *JABA* reprints that have been published—*Behavior Analysis in the Community*, *Behavior Analysis in Developmental Disabilities*, *Behavior Analysis in Education*, and *Methodological and Conceptual Issues in Behavior Analysis*. There is also a complete table of contents from *Variations and Selections*, the newly published anthology of *JEAB* reviews. There are even two audio clips, one presenting the ceremonies at B. F. Skinner’s retirement party at Harvard in 1974.

Note that, despite the variety of activities undertaken here, this effort is not an attempt to construct a general Web site for the behavior analyst; that task properly falls to other organizations.

In sum, there is much to be seen—even some things to be heard—at this Web site. If you have not yet explored it, consider this an invitation to do so. If you are already a regular visitor, please tell us what you find useful and what we should consider adding.