Introduction

In a previous SIN report (2011) the usefulness of social media in extending the reach and promoting the connections of the journal were discussed. Here, the value of Google Translate, in particular, along with Facebook for expanding the international reach of the journal is highlighted. One of the challenges for IMPULSE during the first nine years has been making the connection with undergraduates internationally. The differences in educational systems and the realities of the language barriers have been persistent constraints to the journal’s goal of offering reviewing and publication experiences for post-secondary/pre-graduate school students worldwide.

An attempt to offer at least the abstracts in translation was made in the 2005 issue (http://impulse.appstate.edu/abstracts-only), but the cost in time and effort to have the abstracts professionally translated precluded doing this regularly. There were also anecdotal complaints by non-Anglophone colleagues that they wanted students to practice their scientific English. However, non-Anglophone science majors are not always proficient in English, and there have been very few non-Anglophone students volunteering as reviewers and fewer still submitting their manuscripts. We suspected that this may be paralleled by few such students looking at the journal. However, now, thanks to Facebook in translation and the option to use “Google translate” (http://translate.google.com/translate_tld) to see pages in over 30 languages, a new avenue for reaching this population may be opening up.

Further, both Facebook and GoogleAnalytics provide the data to see what languages are being used to view their respective sites, increasing the opportunity for targeted outreach. While it is recognized that the translations are not always fluent or error free, they are substantially correct in the information published and should prove invaluable for global communication. It is useful to note that these pages are available to readers, whether the website chooses to advertise with a translate button or not. Since all webpages are already out there in multiple languages, it is up to us to harness these powerful tools for international expansion.

GoogleTranslate

The translate feature is easily added to web sites and offers a reasonably reliable translation of both web pages and pdf attachments, though access to these can be slow if they have never been translated into the target language before. The translate option was added to the IMPULSE website in May, 2012, and comparing the visit rate from May 1-Sep. 15, 2011 to that of the same period in 2012 shows the impact of adding the translation feature: there were no non-Anglophone visitors to the site who stayed more than 60 seconds in 2011, but in 2012 there were 29 visitors representing 10 languages in that same period. A longer period (Jan-Aug) was sampled for the figure at right to capture the fact that there were non-Anglophone visitors before, but not as many as were seen once the translate feature was added.

Facebook

Using the “Insights” feature on the IMPULSE page, the number of those who “like” the page and the countries they are from can be seen, along with demographic data. Of the 72 current “likes” 53% are female, 63% are in the 18-24 age group, and 39% are from countries other than the U.S. The people who “like” the site are contacted for potential Reviewer recruiting, but this activity is too recent to measure the impact of the page that.

Conclusion

While the goal of attracting more international students to serve as Reviewers or to submit manuscripts has not yet been reached, the increasing numbers of international visitors to the IMPULSE website and Facebook page are a promising beginning. It is hoped that this elevated visibility of the journal will result in more global involvement of students in the future.

History of IMPULSE.

2009 IMPULSE at 5th SYNAPSE and SIN (Soc. Neur. Abs: 35-23.9). Dr. S. Sweitzer (U. South Carolina) stepped in as 3rd FA; Dr. S. Symington joined as FA for 4th RTS at Salve Regina Univ. Website moved to Appstate hosting; http://impulse.appstate.edu.
2010 IMPULSE presented at 6th SYNAPSE, 7th FENS Forum in Amsterdam, The Netherlands, and MN Soc. Neur. Abs: 46-24.7. K. McClain became 3rd EiC; Dr. K. Craig joined as FA for 5th RTS. St. Olaf College. Dr. Y. Turgason as FA at 6th RTS, Furman Univ.; Dr. N. Smith as FA at 7th RTS, Univ of the Free State (South Africa).
2011 IMPULSE presented at 6th SYNAPSE and 5th FENS Forum in Florence, Italy, and SIN 37-25.15; Kate Davidson is 6th EiC. Social media Publicity Editor created.
2012 IMPULSE presented at 7th SYNAPSE and 8th FENS (Barcelona) and 8th RTS established at Roanoke College.

Extending IMPULSE as a Teaching Tool Internationally: Facebook and GoogleTranslate/Analytics

Jones LS1, Cobb D1, Collett K2, Cook M1, Curtin C3, Davison K1, Redfearn C1, Rossi A1, Shapiro I1, Wozniak J1

1Honors College, Appalachian State Univ., Boone, NC; 2Psychology, Roanoke College, Roanoke, VA; 3Psychology, Middlebury Col., Middlebury, VT;