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Research Communicator from AlphaGalileo – January 2012



Further information from alphagalileo@alphagalileo.org

Greetings from AlphaGalileo

Wishing you and your families a happy New Year!

We were able to expand our services further in 2011 and we are encouraging greater use of AlphaGalileo internationally.

The service now offers regionalisation and blogger support to achieve wider and more tailored distribution of research news throughout the world.

AlphaGalileo had a strong presence at the Wissenschaft im Dialog conference in Cologne, Germany in December. The help that the Klaus Tschira Stiftung has continued to provide the Foundation in 2011 is gratefully acknowledged. It allows us to invest more effort in supporting our German-speaking users. We will continue doing this in the year ahead.

We look forward to working with you in 2012 to take advantage of the opportunities and meet the challenges ahead.

Best wishes from everyone at AlphaGalileo!



Hits Parade – AlphaGalileo Top 5

Our hit parade compiles the press releases with bigger number of

visits in December 2011:

1. 'Go to work on a Christmas card: UK's wrapping paper and festive cards could provide energy to send a bus to the moon more than 20 times' – Imperial College London – 23/12/2011

If all the UK's discarded wrapping paper and Christmas cards were collected and fermented, they could make enough biofuel to run a double-decker bus to the moon and back more than 20 times, according to the researchers behind a new scientific study.

2. 'Scientists pinpoint potential to fight back against secret killer' – Kingston University – 01/12/2011

Age-old remedies could hold the key to treating a wide range of serious medical problems, as well as keeping skin firmer and less wrinkled, according to scientists.



Researcher Tamsyn Thring at work in the laboratories at Kingston University London

3. 'Religious beliefs battle hypertension' – Norwegian University of Science and Technology (NTNU) – 23/12/2011

Does a belief in God confer any health benefits? With the help of a large Norwegian longitudinal health study called HUNT, researchers from the NTNU were able to find a clear relationship between time spent in church and lower blood pressure in both women and men.

4. 'La diversificación cultural también impulsa la evolución'

[humana'](#) – Universidad de Barcelona – 22/12/2011

Los cambios en la estructura social y las prácticas culturales también podrían contribuir a impulsar la evolución humana, según un estudio que acaba de publicarse en la revista Proceedings of the National Academy of Sciences (PNAS), en la que han participado la profesora Mireia Esparza y la colaboradora Neus Martínez-Abadías, de la Unidad de Antropología del Departamento de Biología Animal de la UB.



Padre e hijo de una población xavante preparándose para un ritual religioso (fotografía: Francisco M. Salzano)

[5. 'New Particle at the Large Hadron Collider Discovered by ATLAS Experiment'](#) – Lancaster University - 22/12/2011

Researchers from the University of Birmingham and Lancaster University, analysing data taken by the ATLAS experiment, have been at the centre of what is believed to be the first clear observation of a new particle at the Large Hadron Collider.



Staff Pick – Human brains unlikely to evolve into a “supermind” as price to pay would be too high – University of Warwick – 7 December 2011

Human minds have hit an evolutionary “sweet spot” and - unlike computers - cannot continually get smarter without trade-offs elsewhere, according to research by the University of Warwick. Evidence suggests that for every gain in cognitive functions, for example better memory, increased attention or improved intelligence, there is a price to pay elsewhere - meaning a highly-evolved “supermind” is the stuff of science fiction.

Read the full story [here](#)



Image of the Month

[“Results from PANTHERA Expedition”](#) – Objectif Sciences International – 16 December 2011



Snow Leopard 2011 - Objectif Sciences International



The Savvy User's Corner - How to view your Statistics

Statistics show how many journalists have looked at your releases and can be viewed any time online from the account of the contributor who posted them. For that, you need to login and go to the tab 'My Content' > 'My Submitted Content'. You will then be able to have an overview over all content that you have submitted to us with the statistics for each of them.

Regarding the terms 'alerts', 'hits' and 'asset hits':

- The 'Alerts' column refers to the total number of email alerts sent directly into the inbox of journalists who had chosen the keywords relating to your item. These emails generally contain a link and a summary of the press release. As we send alerts immediately after your item is published and in daily and weekly

digests, only after a week of the publication you will see the total number of email alerts sent out for your item.

- 'Hits' are the number of times journalists click on the link that is sent on the alerts. This way they can read the full press release. Some journalists receive the full text in their alerts so they don't need to click on the link to read the information in full.

- 'Asset hits' refer to the number of downloads your attached files (images, papers, etc.) have got. You can even get a break down of the hits per asset by hovering the mouse over the total number.

Users who have the status of Account Manager can also access the statistics for the content posted by the other users of the organisation.

By logging and going to the tab 'My Settings>View my organisation details', they can have an overview over all content that has been submitted by all the users registered under the account of the organisation with the statistics for each of them.

If you have any questions about this or any other feature please do not hesitate to contact our team at alphagalileo@alphagalileo.org



Social Media

Finally, you can now follow us on **Twitter** and **Facebook**.

Hope you enjoy it!

You can contact us at: alphagalileo@alphagalileo.org

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