

**Dr Andrew Moore**

**Wiley-VCH, Editor-in-Chief**

**“Reaching your readers better in  
the digital age: From cognitive  
psychology to practical measures”**

**Monday, 15 October, 9:30 (s.t.)**

Articles are increasingly published online and read from a screen (either a computer screen or from a range of mobile devices); many new journals appear exclusively online. Interestingly, the structure of today's research articles and the style in which they are written haven't changed since the 1980s. Clearly, reader behaviour has changed in the meantime, and that has consequences for the way in which research articles should be written these days. This presentation explores the cognitive psychology of reading and memory, and offers some reasoned insights into ways in which writers can more successfully reach their readers.

**Venue: 2nd Floor Seminar Room  
Institute of Molecular Biology (IMB)  
Johannes Gutenberg University Campus**

**All are welcome to attend**

Host: Dr Ralf Dahm, IMB

For further information, please contact: Dr Daniela Scholten, [d.scholten@imb.de](mailto:d.scholten@imb.de)  
Institute of Molecular Biology gGmbH (IMB), Ackermannweg 4, 55128 Mainz