

## A Letter from the Editor

Dear Readers:

Welcome to the second volume of the Tulane Journal of Undergraduate Research, or TURJ. The mission of our journal is to showcase the research of the best and brightest among Tulane undergraduate students. Now that TURJ has a presence on campus, we see an increasing number of student submissions. The most frequent question from students is: When is your deadline? The answer that we have no single deadline for each annual issue seems to be unsatisfactory. We learned that potential contributors like deadlines. I guess it is natural for most people to delay until a deadline looms. In our first issue we published five papers. At the end of 2014 we had seven papers either under review or in the process of revision. The authors of these seven papers did not meet the “deadline” for publishing a finished manuscript in 2015, but I hope all seven will be published in this 2015 volume, along with new submissions yet to arrive.

Another question often asked is: Who are your readers? Our student authors will tell you that they are writing for experts in their field of study: scientists, humanist scholars, researchers, artists, and other students. Recognizing that many students seeking advanced study contribute papers to TURJ, we hope that graduate school and medical school admissions officers are reading our journal, also.

I can give a limited look at the readership of our website using “Google Analytics.” We know that since the first article appeared in the 2014 volume a total of 724 sessions and 439 unique users visited our website. Over 1/4 of all traffic came from an organic search, meaning that 1/4 of the people coming to the site were actively searching for TURJ or our content. Another quarter of our traffic comes from social media, with Facebook being the most important. When we publish each new article we post to Facebook; this is potent advertising for capturing the market of student readers. Also, we received positive publicity in a New Wave article (Tulane’s daily publicity blast) and this drove 76 unique users to our site. By contrast, we also acquired several users from Google Scholar searches, affirming the credibility of our journal because people are seeking our articles for academic purposes. Geographically, we have readers of our journal in the United Arab Emirates (Dubai), Brazil, Panama, Ecuador, Honduras, and Denmark. (While we also have users from other countries, we cannot verify that they accessed multiples pages and, therefore, can be call “readers.”) We also have traffic from 34 states in the U.S., most popularly Louisiana, Illinois, Texas, California, and Colorado. I project continued growth in readership and enhanced visibility for our students, faculty, and their research projects.

I send my thanks to all contributors, reviewers and editors and I invite all Tulane undergraduate students to submit their best papers to TURJ.

Best regards,



Gary M. Talarchek, Ph.D.  
Editor-in-Chief