

ABOVE THE NOISE



In 2009, researchers at the University of California, San Diego, reported that the average American consumed about 34 GB of data and information per day.¹ They found that information consumption grew by 5.4% annually between 1980 and 2008. If the same growth rate continued through to today (despite realistically increasing), that would represent about 71 GB consumed daily. Clearly, the volume of information humans intercept and digest is significant, and it grows with each technological advance (eg, smartphones).

At this point in the information age, the standards for a digital resource are exceedingly high. In order to succeed, the resource must capture attention quickly and hold interest consistently. It must stand out in a sea of properties but integrate seamlessly into a user's daily life. Above all, it must not stop evolving to rise above the noise and meet the changing needs and expectations of its audience.

In 2008, Bryn Mawr Communications (BMC) launched Eyetube, an online library of ophthalmic surgical videos designed to support teaching and learning around the world. Over time, the site has amassed more than 135,000 global members. Each day, more than 2,500 videos are consumed. Since the initial launch of Eyetube, BMC has integrated new design elements and features, some more forward-facing and some more behind-the-scenes. But, with users wanting and needing a better experience than ever before, the updates have continued.

Just recently, BMC developed two new features for Eyetube: (1) a For You section, powered by BMC's AI recommendation engine to provide smarter content suggestions to users and (2) Contributor Pages, or profiles for users to spotlight their Eyetube videos, BMC publication articles, and other digital contributions. The objective is to provide a more customized experience for users on both sides of the Eyetube experience, those posting and those watching.

In this issue of *GT*, surgeons recount surgical saves in a variety of glaucoma procedures. Some will direct readers to view a corresponding video on Eyetube's glaucoma channel. While on the site, check out the new features we've introduced, and feel free to share any feedback or cases of your own. There is no shortage of surgical pearls to glean from this community, and we hope you'll find the new iteration of Eyetube to be valuable to your own education and experience.

1. Bohn RE, Short JE. How much information? Global Information Industry Center, UC San Diego. 2009. Accessed May 29, 2023. <http://hmi.ucsd.edu/howmuchinfo.php>

CALLAN NAVITSKY

EDITOR-IN-CHIEF

HOME

FOR YOU **NEW**

CHANNELS ▼

SERIES

SPOTLIGHTS

PORTALS

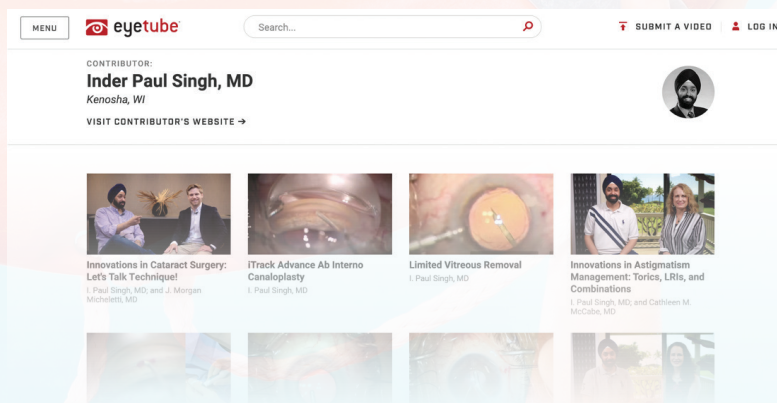
PLAYLISTS

MEETING COVERAGE

PODCASTS

SUBMIT A VIDEO

The For You feature (now live on Eyetube) curates content for users with BMC's AI-powered recommendation engine.



Contributor Pages (coming this summer) showcase surgeons' contributions to Eyetube and other BMC properties.