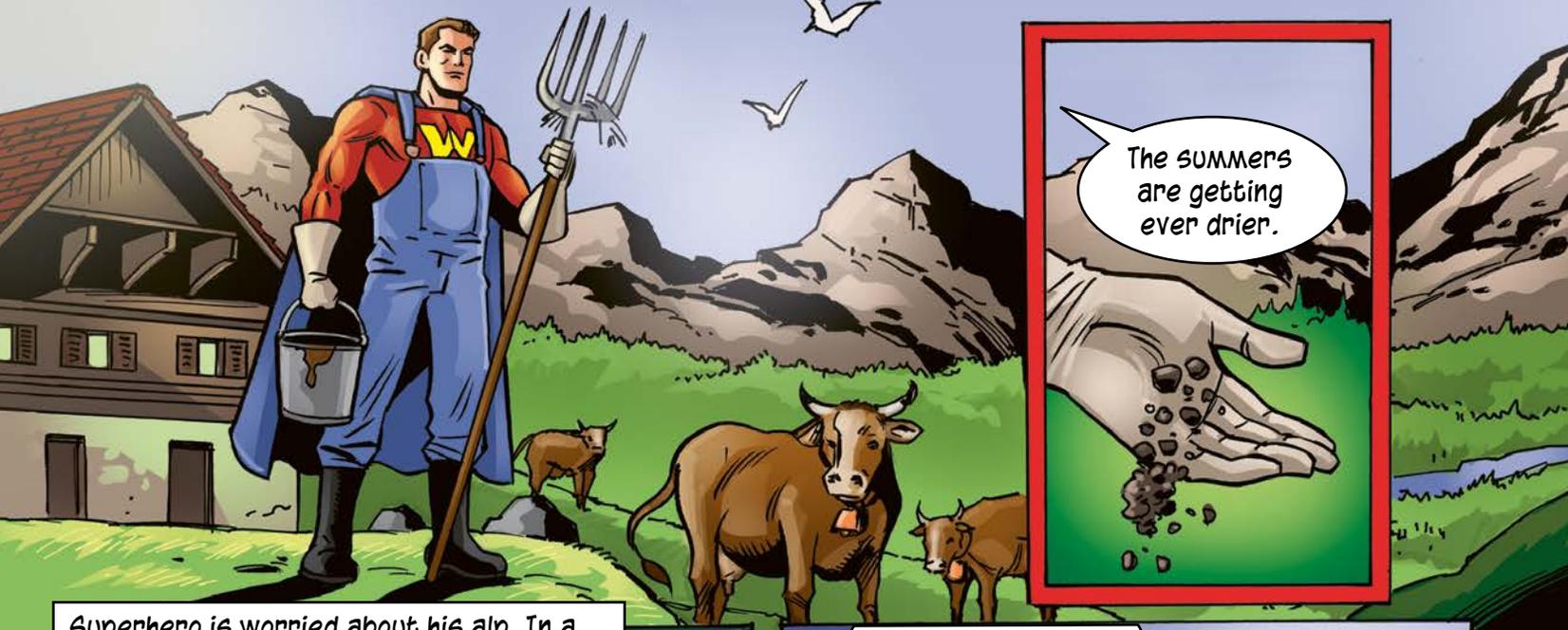


SUPERHERO SAVES SCIENCE



The summers are getting ever drier.

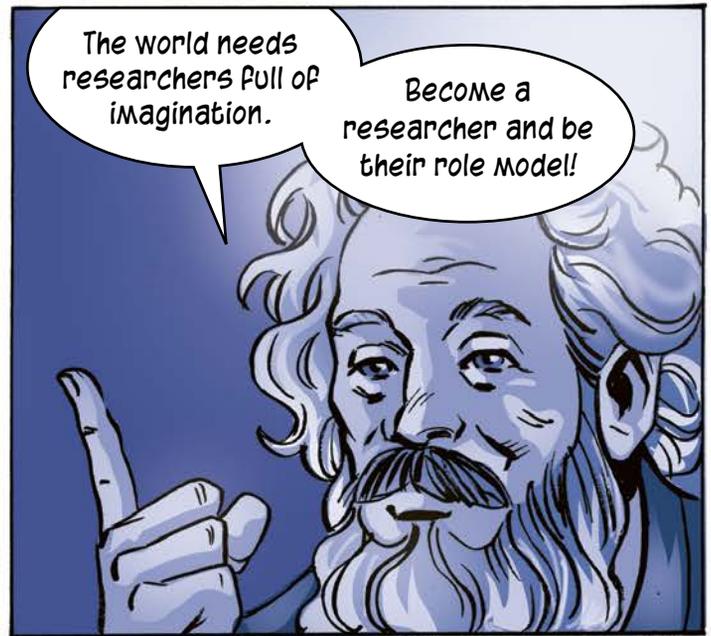
Superhero is worried about his alp. In a dream, he has a vision of Prof. Darstein ...



Save your alp, save the world – by curing science!



Researchers pay homage to the *h*-index.*



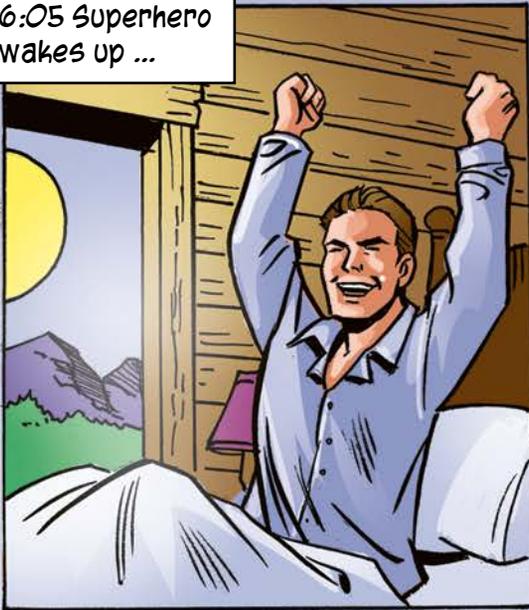
The world needs researchers full of imagination.

Become a researcher and be their role model!

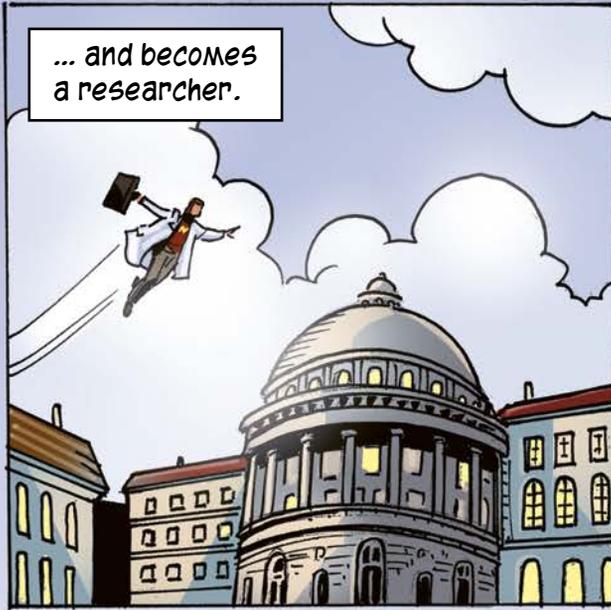
Drawings: David Boller / edited by: Marcel Falk

*The *h*-index reflects a researcher's number of publications and citations and is a means of measuring scholarly achievement. 25

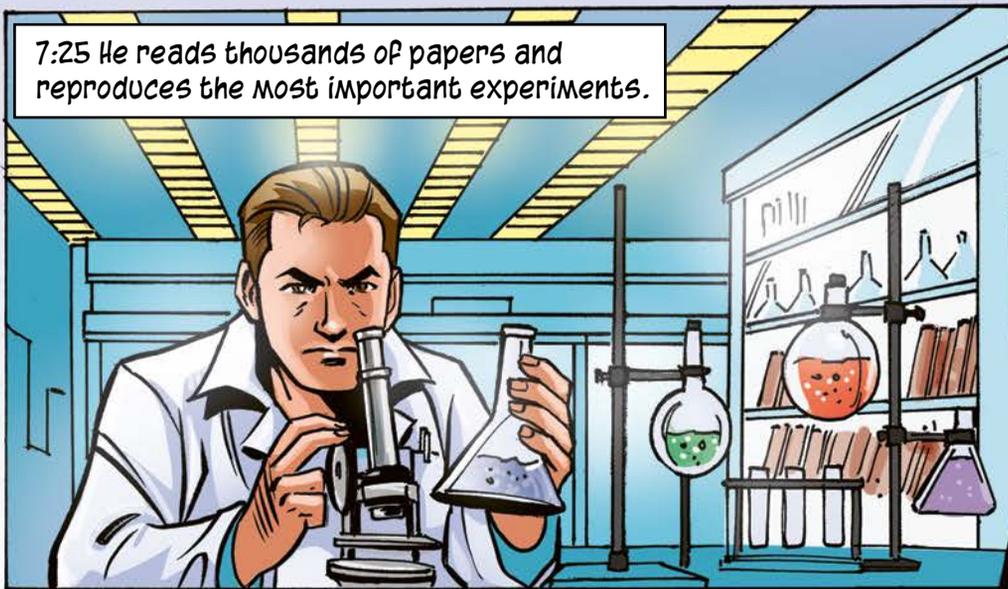
6:05 Superhero
wakes up ...



... and becomes
a researcher.



7:25 He reads thousands of papers and
reproduces the most important experiments.



9:43...

That could
work ...



11:52...

Hypothesis
confirmed!

I need solid
results. Let's
repeat it 42 more
times.





13:40 Teaching

Master and doctoral theses, mentoring – whatever you need, I'll do it!

15:26 Politics

Let's solve our problems together.

16:15 Spin-off

960 new jobs created.

17:15 Dialogue

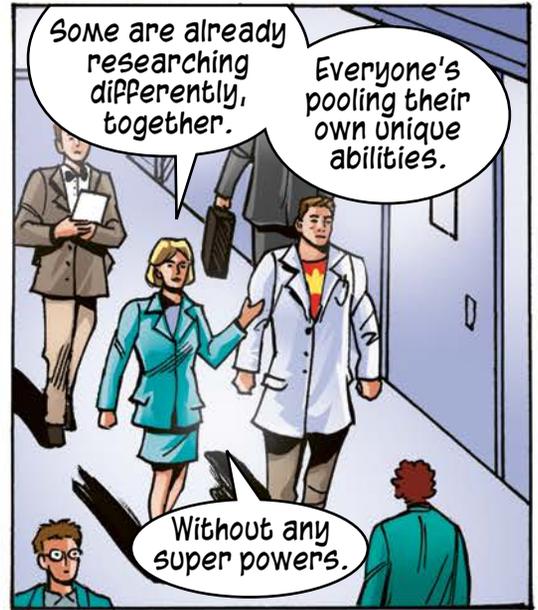
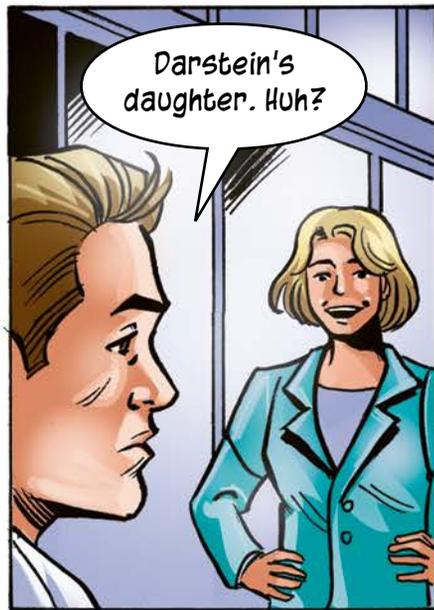
We need everyone's knowledge. Come on in and let's discuss it.

19:30 Family

Daddy, I want to fly through 11 dimensions in my dreams.

21:15...

No other researcher is following my example. Why not?



► What kind of scientists and scholars do we really need? Share your opinion at:
www.naturalsciences.ch/wescientists