Evolution is the change within a community where new, effective knowledge or practices are utilized. Evolution is the result of basing what we envision on a traditional knowledge and research is a bridge between tradition and evolution. Research builds on existing knowledge and introduces new practices through experimentation. Knowledge evolution through research is only possible when we are privileged to a wealth of tradition. For example, research of botanical species and their medicinal properties evolve the traditional knowledge of pain management, pharmacotherapy, and human-environmental relations. Traditional practices continue to evolve through research and development. We identify what is most effective and efficient, and we accept the discontinuation of out-dated practices and knowledge. Knowledge transference, within certain cultural practices, may feature social protocols that ensure the accuracy and prevent the loss of traditional knowledge. Time has evolved. Traditional knowledge and practices have also evolved. Anything and almost everything is accessible online, including PMUSER’s journal. If this is available online, why continue to print physical copies? This is simple. Human behaviour analysis indicates people approach physical publications with more authority and attention than they do digital publications. The way people recognize physical and digital publications affects what they experience. One is viewed as traditional and is revered by a community, while the other is viewed as evolutionary and is utilized to create efficiencies and effective protocols. A physical publication may be considered outdated in this era. While partially true, the publication of PMUSER in print is to influence those publishing and those reading to consider contributing. Some view physical publication of their research as a milestone in their lives. Others view the digital publication as the only way forward. Until a culture and a tradition of a solely digital publication of knowledge transference is viewed and accepted by readers and contributors as tradition, PMUSER meets tradition and evolution on common ground. Acknowledging the tradition of knowledge transference and the evolution of research and scientific truths, PMUSER enables both sides to continuously evolve without forgetting where our roots are.
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