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ABOUT THIS ISSUE

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In this last issue of 2016, we encounter quite interesting articles in JNBS. The articles in this issue are generally about diagnosis and treatment of psychiatric and neurological disorders. However, there are other exciting articles on emerging topics in neuroscience such as neuromarketing research. I believe that a neuroscience perspective on neuropsychiatric disorders, combined with topics from emerging areas and multidisciplinary studies widens the reader diversity and provides a multidirectional neuroscience view to the reader. Below, I would like to summarize some interesting contributions from the current issue.

After data showing effectiveness of early interventions in psychiatric disorders, the importance of early diagnosis became more prominent. For instance, for psychosis, it is possible that early diagnosis using several biomarkers could increase quality and effectiveness of healthcare delivered. In a very interesting study published in this issue, Saylan and Yilancioglu aim to distinguish patients with schizophrenia and bipolar disorders based on gene expression data using machine learning algorithms. Although the sample size is small, the results are promising as they show a high accuracy of classification. Such attempts may increase diagnostic accuracy in psychiatry and may especially provide means of preclinical diagnosis.

Isaacs syndrome (also known as neuromyotonia) is a rare but very confusing syndrome. The clinical picture may mimic several disorders and therefore requires a high level of suspicion. Saeed et al. presents an elderly patient with neuromyotonia. The diagnosis requires recognition of neuromyotnic discharges during needle EMG. Presentation at an older age suggests that clinicians should suspect the disorder at all age groups. I believe that this interesting case would be quite useful for neurologists and EMG specialists.

Neuromarketing research became increasingly popular in recent years and the demand from the market for such studies is increasing. One important development in recent years is the use of neuroimaging modalities in neuromarketing research. In the study of Sadedil et al., the researchers compared effectiveness of anti-smoking messages on packages using EEG. The results show that EEG analysis may provide data that is not available to the conventional survey method. Based on these results, neuroimaging is likely to replace survey method in neuromarketing research in near future.

Finally, I would like to mention a very interesting report of Unsalver et al. The authors present a first-episode psychosis patient successfully treated with rTMS. The treatment method was started because the patient was not responsive to conventional neuroleptics. Interestingly the authors report that the patient is in remission after 8 months of rTMS treatment. By now, rTMS has FDA approval for treatment of depression, however data from several studies indicate that the method may be approved for other indications in near future.

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