SCIENCE EDITOR

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Cover image: Supercell thunderstorm that dropped 2-inch diameter hail over Chaparral, New Mexico on 3 April, 2004. Courtesy of Greg Lundeen and released to public domain for storage on National Weather Service Web servers.

Science Editor Online

Reflections and a Farewell

The 2014 annual meeting held in San Antonio has taken its place in CSE history, but the memories of sharing knowledge and networking with colleagues in the field of scientific editing linger. We are challenged daily to solve issues related to technological, geographic, and cultural shifts that affect scientific publishing. The meeting's engaging sessions addressed concerns that editors encounter routinely and provided information on a variety of topics to help both seasoned attendees and novices to acquire a more thorough understanding of their craft.

This issue of *Science Editor* documents many of the presentations intended to sharpen our thinking and send us home with heightened knowledge, enhanced skills, and ideas for innovations for our own publications. We've also included a few photo highlights that reflect the energy of the members and the networking opportunities abounding at CSE's annual meetings.

Along with the reports and articles related to the 2014 annual meeting, we've provided an article on data-mining services for researchers and publishers. You'll also find an article on the first peer-review project from a participant in CSE's certificate program as well as news from CSE and other organizations. The issue is rounded out with profiles of two remarkable members—our executive director and our meeting photographer.

As I announced earlier, this is my final issue as editor-in-chief as I am retiring from this position to take a more active role on the CSE Board of Directors. This change will not only allow me to concentrate on fulfilling the responsibilities of the presidential track but is essential to separate the organization's voice from that of *Science Editor*, a necessity of editorial freedom. The role of editor-in-chief has been challenging and fulfilling, and I am sad to be leaving it.

As I was preparing this final issue for the press, I found myself reminiscing about some of the items published during my tenure, including topical issues on publication ethics, open access, and going mobile. Other articles addressed numerous issues facing editors today: semantic tagging, apps and devices, social media, and research articles on media coverage, supplemental data, postpublication peer review, and the effect of data on the behavior of editors. To inform readers about continuing and new initiatives in publishing, I have solicited and published articles on ORCID, CLOCKSS, the Sunshine Act, CHORUS, the EQUATOR Network, the African Journal Project, the CSE style manual and Web site updates, and others. Editorial Board members have been instrumental in writing or soliciting authors to write book reviews, member profiles, Ethical Editor columns, the Solution Corner, Correct Terminology in Science, the Marginalia (changed to The Infovore in this issue) columns, and, of course, the annual-meeting reports.

Patricia K Baskin
Editor-in-Chief, *Science Editor*

As a member of the CSE Board of Directors, I plan to work with the newly-appointed editor, Tracey Depellegrin, to

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2014 Annual Meeting: 4D Publishing

Kristi Overgaard and Christine Casey

Kristi Overgaard

Christine Casey

The 2014 CSE annual meeting convened 2–5 May in San Antonio, Texas. The meeting theme, "4D Publishing: Data, Decision, Difference, Direction," sought to capture the broad array of issues facing journal editors and publishers today. We hope that you learned something new and took home practical solutions that can be applied to your organizations.

We were fortunate to have benefited from an engaged and energetic program committee and to have hosted the meeting in such a great location. The program included 32 concurrent sessions, a keynote, and a plenary. A new networking event, "Dinner Conversations," gave speakers and attendees the opportunity to socialize in a relaxed and informal setting. The location of the Marriott Rivercenter, the meeting hotel, gave attendees the opportunity to enjoy the beautiful San Antonio Riverwalk, the vibrant shops and restaurants, and the historic Alamo.

The Alamo, San Antonio, Texas. Courtesy of Special Collections, University of Houston Libraries.

The meeting opened with our keynote speaker, Siva Vaidhyanathan, chair of the Department of Media Studies of the University of Virginia, Charlottesville, who gave an insightful and engaging talk billed in the program as "Big Data and Publishing—the Legal, Ethical, and Intellectual Implications for Editors." His remarks illustrated some of the misconceptions regarding big data, beginning with an attempt to define it and then highlighting its limitations and promises.

The next morning, Howard Bauchner, editor-in-chief of the *Journal of the American Medical Association (JAMA)*, discussed the evolution of *JAMA* and the *JAMA* Network during his plenary talk, "Evolving Issues in Scholarly Publishing: Open Access, Data Transparency, the Digital World". Bauchner described how his journal has embraced risk and adapted in the digital age.

At the core of the 2014 annual meeting were the numerous concurrent sessions, developed and organized by moderators with the guidance of the program committee. The program committee and moderators worked tirelessly to create thought-provoking and educational sessions with expert speakers. Much of the success of the meeting is owed to these moderators.

The success of the program also relied on the support of the CSE Board of Directors, particularly the president during our tenure, Heather Goodell. Her guidance was invaluable throughout the meeting planning. Andrew Van Wasshnova and David Stumph, of the Kellen Company, helped to organize our efforts throughout the year and managed the meeting logistics. They did a superb job, and we thank them for their kindness and inexhaustible enthusiasm.

Last but not least, thanks to all those who attended and participated. We hope that you found the experience intellectually stimulating, engaging, and rewarding. We look forward to seeing you for another great CSE meeting in Philadelphia, 15–18 May 2015.

KRISTI OVERGAARD *is a publishing consultant, Barrington, Illinois, and was program chair for the 2014 CSE annual meeting;* CHRISTINE CASEY *is deputy editor,* Morbidity and Mortality Weekly Report, *US Centers for Disease Control and Prevention, Atlanta, Georgia, and was program vice chair for the 2014 CSE annual meeting.*

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streamline the journal's editorial processes and production workflow to ensure the continuity and high quality of *Science Editor* and to lead a task force to increase the functionality of the online version. Tracey will have the benefit of having a managing editor and a new manuscript tracking system, as well as unpublished content in the hopper: annual-meeting reports for which there was not space in this issue and some research articles that are still undergoing peer review.

I wish to thank the CSE Board for entrusting me with this role and to express my respect and appreciation to the Editorial Board members and *Science Editor* staff, especially Norman Grossblatt, Leslie Neistadt, Caroline Simpson, Roxanne Young, and Dana Compton for their valuable contributions. I also thank each of our readers and hope that during my tenure as editor-in-chief, *Science Editor* has provided you with content relevant to your particular sector of publishing or editing and helped you to enhance your professional career.

CrossRef Text and Data Mining Services: Simplifying Life for Researchers and Publishers

Rachael Lammey and Carol Anne Meyer

Good science editors spend a great deal of time in improving life for their readers. They arrange for peer review, choose appropriate content, and take steps to ensure that authors and editors comply with ethical guidelines. Good editors spend time and resources on copyediting and markup to improve the print and online reading experiences.

Today, researchers read less, and machines process more. Editors must consider the needs of nonhuman readers. Scientific content can be mined for insights and information in ways that we could not have imagined in 1665, when the Royal Society published its first article. For example, a few years after JSTOR was founded in 1995, such researchers as Fred Shapiro, of Yale Law School, began to use the new online resource of historical texts to do something no one had anticipated: to mine the scholarly literature to discover the earliest uses of particular terms and quotations.[1,2]

Scholarly publications are optimized for human readers, not for robots. In fact, some publication Web-hosting platforms built when scholarly journals first launched online shut off access to any robot that they detected because of the potential for piracy or denial of service.

What a Publisher Wants

Publishers want to support legitimate research use of their content and they don't want to spend a lot of time in working out one-off agreements. They want miners to get good-quality data. They want to ensure that services to their human readers are not inadvertently disrupted by high-volume robotic activity. Some publishers may not yet feel the urgency to support machine use of their content. "We only get a few requests a year," they say.

What a Researcher Wants

Quantifying the market need for text- and data-mining access is difficult, but data-mining researchers maintain that the few requests that publishers are aware of constitute a mere leak in the dam. They anticipate that a flood of requests will eventually overflow the barriers unless policies and systems are put into place to handle them now. Heather Piwowar, cofounder of ImpactStory, compares the dearth of researcher requests for data-mining access with people's demand for elevators before they were widely available. No one saw the need for an elevator in a three- or four-story building. Eventually, of course, the elevator became a technology that enabled the building of skyscrapers. Researchers want "taller" knowledge stores.[3]

In many ways, researchers want the same things that publishers want. They want to spend their time in research rather than in requesting and following up on time-consuming permissions. They would rather analyze data than negotiate with potentially hundreds of publishers for needed content. Text- and data-mining researchers need programs that can crawl and download text without undue hurdles. They want the licenses that their institutions already pay for to cover legitimate research activities. Many are passionate about new forms of knowledge to be discovered; many are frustrated when roadblocks slow them down.

What to Do: CrossRef Text and Data Mining Services

Enter CrossRef Text and Data Mining Services, launched in May 2014. CrossRef is a not-for-profit association of publishers known for innovative services that rely on collaboration to improve scholarly communication through improved linking, discoverability, and tools for evaluating quality. Its newest service provides a method by which researchers can access the full-text content from participating publishers to mine it without having to go to each publisher individually and regardless of the publishers' business models.

What Researchers Do

Researchers use an application programming interface (API) to access the full text of content on the basis of CrossRef digital object identifiers (DOIs) that point to the content most appropriate for mining. The API is the same for all participating publisher sites, whether the content is publicly accessible or requires subscriptions or other payment for access.

Researchers continue to use their favorite discovery tools (such as Google Scholar, PubMed, Scopus, and Web of Science) to identify the content that they are interested in mining. CrossRef does not store any full text. It does store the Web addresses of minable content and the license governing its use, even for an open-access (OA) license. Access control to the content, if any, always remains with the publisher, not with CrossRef. OA publishers can simply return the full text when it is requested by the researcher via the API, and subscription-based publishers will continue to use their existing access-control systems before allowing the researchers' programs inside.

What Publishers Do: The Minimum

Many publisher licenses already allow text and data mining. Some countries have enacted copyright exemptions for text- and data-mining uses. To participate in CrossRef Text and Data Mining Services, publishers need only deposit two new pieces of metadata:

- The license information, even if it is an open license.
- Full-text links to the mining-optimized version for each article.

That's it. Researchers are ready to take advantage of the standard interface for multiple publishers.

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RACHAEL LAMMEY *is product manager and* CAROL ANNE MEYER *is business development and marketing manager, CrossRef, Lynnfield, Massachusetts.*

Neurology *and the Social Media Experiment: "Likes" but Not Loves*

Morgan S Sorenson

Morgan Sorenson

Introduction

Journals are increasingly using social media to promote their content. As audiences are made up more and more of people who grew up in the age of social media, it is becoming increasingly important to reach out to this group of users.

The journal *Neurology* began using Facebook and Twitter in late 2009, and Google+, YouTube, and Pinterest came later. With a combination of manual and feed-based postings, we now post our content an average of 15 times a week per venue. Our goal with social media was simply to increase the traffic to our journal Web site (*www.neurology.org*). A large portion of journals that have an online presence rely on traffic to their site to help with advertising sales, and the greater the traffic, the more valuable advertising space becomes. However, using an organization's social-media sites correctly is important. A study on the age group known as Millennials points out that many members of the group would stop being fans of an organization if there were too much engagement or not enough.[1]

Compared with some popular Facebook pages, *Neurology* was not receiving many "likes", comments, or retweets on our regular posts. We did not have much staff time to devote to our social-media program, so we decided to measure whether social media were helping us to achieve our goal even without a great deal of user engagement. We also wanted to determine which social-media venue was providing us with the highest percentage of traffic so that we could devote more attention to it in the limited time available.

MORGAN S SORENSON *is managing editor of* Neurology® Neuroimmunology & Neuroinflammation, *Minneapolis, Minnesota. This report details her project required for completion of the CSE Publication Certificate Program.*

Methods

Six articles on similar topics were chosen from a single issue of *Neurology*. Three served as controls, and three served as papers that we actively promoted through social media. The URLs of the promoted articles were shortened by using link-shortening sites (bit.ly and owl.ly). Each social-media site used a different shortened link so that we could determine the source of the traffic. Daily posts for 1 week (starting with the day an article was published) were uploaded on both venues, all at the same time to minimize the chance of posting during periods of altered site traffic and avoid skewing the results. Altmetrics was used to determine social-media applications from other sources, and the authors were queried on their own social-media promotion of the articles.

Results

We found that the papers promoted on social media had an average of 7876 hits (Table 1). Those without any social-media promotion had an average of 3870 hits (Table 2).

Once we had the data, we looked at the social-media venues that had been used.

Relative to all the hits that a paper had received, traffic from our social-media accounts was very low (less than 1%). Inasmuch as our goal is to use social media to drive traffic to our Web site, that was not an encouraging result. See Table 3 for more information.

Altmetrics were compared for the papers, so we could get a general sense of social-media usage for each paper (Table 4). The three papers that we promoted through our social-media accounts had a higher number of tweets from other users. Facebook again had a much lower rate of postings. We also asked the papers' authors whether they had done any of their own social-media postings about their papers.

Table 1. Actively Promoted Papers

Paper	Topic	Access after 2 months
1	Stroke	6096
2	Cognitive Disorders	5399
3	Cognitive Disorders	12134

Table 2. Nonpromoted Papers

Paper	Topic	Access after 2 months
4	Stroke	4061
5	Stroke	4490
6	Cognitive Disorders	3058

It was interesting that the only paper for which the authors used social media had the highest access numbers. We cannot determine how many hits came from author posts, but it might be interesting to do more research.

Conclusion

Social media allow journals to connect with their audiences in a personal way. Although we were not receiving many responses on our social-media sites, our study showed that it was worth our time to continue using social media, but it might not be worthwhile to increase the time spent at this point. As new venues are created, more research will be needed to determine their value. *Neurology* uses other venues, such as Pinterest, Google+, and YouTube, but we recognize that for now Facebook and Twitter have the most value.

Social media have uses other than driving traffic: Brand recognition, promoting announcements, and highlighting new features are a few. Inasmuch as most journals are using social media, we believe that it is necessary to continue using them if it does not take up too much staff time.

Our study had limitations. Some articles might be of more interest than others and have higher access rates. Readers might have shared some of the control articles by using their own social-media accounts, and this could further prove the value of social media in general (not just the journals' use of them). By using Altmetrics, we were able to determine that nearly 100 other accounts were tweeting about the papers that we were actively promoting and 23 about the control papers, so these accounts could be providing more traffic for the papers than we realize.

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Table 3. Data on Each Social-Media Platform

Venue	Number of Followers[a]	Number of Clicks on Links after 2 Months (Combined)	Percentage of Social-Media Traffic	Percentage of Total Site Traffic to the Articles
Facebook	29,159	151	44	0.63
Twitter	8,928	190	56	0.80

[a]As of 12 June 2014.

Table 4. Other Sources of Social-Media Postings

Paper	Promoted by Us?	Tweets by Others	Facebook Posts by Others	Author Promotion
1	Yes	22	0	None
2	Yes	25	0	Did not respond
3	Yes	54	2	Facebook
4	No	7	0	None
5	No	10	0	None
6	No	6	0	None

Given our larger audience on Facebook, we were surprised to find that we had more interaction with Twitter. In a recent study, Facebook was more popular than Twitter among millennials trying to connect with a company, so we had expected Facebook to be our larger driver of traffic.[2] However, given the new data, we will be putting more effort into our Twitter account in hopes of continuing to increase our traffic.

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What Publishers Do: The Options

What of publishers with other concerns? Perhaps a publisher struggles with response time on its existing platform and cannot immediately increase bandwidth. Another publisher wants to encourage data mining but does not have the permissions to some of the figures and tables in its content to grant to researchers.

Option I: Rate Limiting

For publishers who support mining but might need to protect the user experience of their core human readers from sluggish performance, CrossRef allows—but does not require—publishers to communicate download rate limits to programs.

Option II: Click-Through Agreements

In a few cases, a publisher may determine that its institutional license is not sufficient to allow text and data mining. Such a publisher can, at its option, deposit a click-through license with CrossRef that outlines additional terms. Again, that is not a required part of the service, and CrossRef does not expect it to be heavily used.

If a publisher chooses to require a click-through agreement, the researcher can download the license and review it before choosing whether to agree to the terms. The terms themselves are determined by the business practices of the publisher. CrossRef provides the services to display and serve the license, but it does not have any control over or responsibility for publishers' terms.

Where it Stands

CrossRef Text and Data Mining Services launched in May 2014, after a pilot period that involved a number of publishers, including Elsevier, Wiley, Springer, Taylor & Francis, and Walter de Gruyter. Researchers interested in text and data mining provided comments. CrossRef is working with publishers to add full-text links and license information to existing CrossRef metadata. Once they have done that, they have effectively enabled their content for mining via API.

More than 370,000 CrossRef records have links and license information fields at this writing. The number of articles and other documents is growing as more publishers adopt the service.

CrossRef Text and Data Mining Services provides a common and simple way for text- and data-mining researchers to access the content that they need and meets the demand for publisher content to be used in increasingly sophisticated ways as online scholarly research continues to evolve.

The CrossRef Text and Data Mining Services API is free for researchers and the public to use, and there are no costs for publishers to implement services through 2014. Additional information is available on the CrossRef Web site.[4]

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Hyperbole and Hubris: Big Data and Publishing—The Legal, Ethical, and Intellectual Implications for Editors

Speaker:
Siva Vaidhyananthan
Chair, Department of Media Studies
University of Virginia
Charlottesville, Virginia

Reporter:
Barbara Meyers Ford
President, Meyers Consulting Services
Mount Airy, Maryland

Keynote speaker Siva Vaidhyananthan with CSE President Heather Goodell

Preamble:
As appropriate for a professor of media studies, Siva Vaidhyananthan used two Gene Hackman films to set his stage: The Conversation *(1974) and* Enemy of the State *(1998). Although they were separated by 25 years, in both films Hackman portrays a surveillance expert focused on issues that seem to have foreshadowed the 2002 Patriot Act and our current concern with the National Security Agency's surveillance of people.*

Vaidhyananthan began the 2014 CSE annual meeting with an incisive examination of the phenomenon dubbed Big Data. His premise was that the mastering of big data (a term that came into use circa 2009) is the "magic wand for success in understanding the human condition" and might make our society financially and politically viable and healthy. However, the hyperbole and hubris of many have gotten in the way of that potential; Vaidhyananthan focused on two examples, Google Flu Trends and *Big Data: A Revolution*[1] by Mayer-Schönberger and Cukier.

Google Flu Trends is an example of the company's 20% projects. Employees are given time each week (20%) to focus on ideas of their own that might be tangential to or completely apart from their work assignments. The results sometimes come to fruition and are launched. That was the case with Google Flu Trends, which presumed to predict where an influenza outbreak was occurring (or might become worse) on the basis of people's search patterns. Yet, when the Centers for Disease Control and Prevention followed up using real data, it found that what actually drove people's searching wasn't always symptoms of the flu but rather media coverage that a flu outbreak might occur. That result was not exactly what this big data solution intended.

What Vaidhyananthan notes in the work of Moyer-Schönberger and Cukier and of others proselytizing for big data is the "total absence of costs, winners and losers, doing it right, and a sense of politics". In essence, he says that much of what has been said about big data makes no sense to him. He especially finds the book Social Physics,[2] by Massachusetts Institute of Technology Professor Alex Pentland, amazing for its hubris. Pentland pontificates on the laws of social dynamics, which Vaidhyananthan deems shallow social determinism that is based on "found" vs "big" data. He explained that science is a constant process of failure, as has been experienced for 500 years, but there is no failure with found data. Thus, for Pentland, Chris Anderson[3] before him (dubbed by Vaidhyananthan the "master of hyperbole"), and others, causation is irrelevant. All that matters is that we can predict things from data. Vaidhyananthan strongly disagrees. He believes that causality and theory still matter. He quoted the respected pollster Gallup as similarly noting that refinement is important: "More data is not necessarily better data".

Found data only amplify and falsify and even yield false positives. Thus, it is critical for us to address this widespread ignorance by making sure that everyone learns basic statistics and computer science before graduating from high school. Those skills are needed if one is to be able to discuss science intelligently.

Vaidhyananthan closed his formal remarks with this comment: "The age of hyperbole and hubris is over. It is time for real science".

Postscript:
There were several comments and questions for Vaidhyanathan, each prefaced by an accolade for one of the best keynotes in many years. During the Q&A period, he cited CNN as an example of everything that we do wrong with data today, its coverage mimicking how we believe that science and technology will solve our problems. He ended by asking the audience of publishing and editing professionals to answer this question: "What would a socially responsible journal look like?" He then listened again to vibrant applause from an attentive and appreciative audience, urging us, before he left the stage, to rent The Conversation.

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Plenary Address: Evolving Issues in Scholarly Publishing. Open Access, Data Transparency, the Digital World

Speaker:
Howard Bauchner
Editor-in-Chief
JAMA
Chicago, Illinois

Reporter:
Wendy Newsham
Director of Client Services
Aries Systems
North Andover, Massachusetts

The closing day of the 2014 CSE annual meeting began with a plenary presentation by Howard Bauchner, MD, editor-in-chief of *JAMA* and the *JAMA* Network. Bauchner addressed a full room to discuss key points regarding changes in *JAMA*, the digital world, open access (OA), data transparency and sharing, and reflections on journals in general. He began by stating that his favorite day of the week when he was on the faculty of Boston University was the day that he spent in his office reading his print journals.

On the topic of *JAMA*, the following timeline highlights the rapid yet highly successful evolution to a digital world for the publication and its associated journals:

- September 2011: Launch of "Online First" (online publication ahead of print) for all journals, with time from acceptance to publication at 4 months.
- February 2012: Creation of the *JAMA* Network.
- May 2012: New Web site launched with SilverChair, capitalizing on semantic tagging; according to Bauchner, "search is still quite limited—the Holy Grail will be free-text search . . . but we are not quite there yet".
- December 2012: Single submission portal for all journals, allowing authors to submit to *JAMA* and one other specialty journal simultaneously.
- March 2013: Debut of *JAMA* Network Reader, an HTML 5 app.
- July 2013: Redesign of all 10 journals, taking on a more traditional journal look, moving from artwork on the covers to a traditional journal style in which the table of contents is on the cover.
- December 2013: Statewide continuing medical education (CME) for all MDs.
- January 2014: Electronic–digital conversion complete.
- July 2014: Began online-only research publications.

Regarding the tradition of displaying artwork on the cover, *JAMA* received pushback from older physicians.

The *JAMA* Network removes the silo structure of the journals' online presence, bringing all of them into a single network and renaming them with the *JAMA* brand. For instance, *Archives of Dermatology* became *JAMA Dermatology*. The *JAMA* Network also includes an eReader edition that is available free for all devices (smartphone, tablet, and desktop) and offers many dynamic electronic delivery features, including downloadability for offline reading.

With *JAMA*'s transition into a digital publishing world, more than 350,000 digital subscribers view over 25 million page views every year. When combined with social networkers, podcast listeners, video viewers, and CME participants, *JAMA* touches 500,000–750,000 physicians worldwide each week.

On the topics of data sharing and transparency, which certainly have many complicated issues to resolve, Bauchner noted that data sharing has replaced trial registration and appropriate data analysis of randomized clinical trials as a major issue. Data sharing among organizations is an ethical imperative, but there is a sense of uncertainty in academe and industry regarding it. Bauchner affirmed that "we will get there".

Bauchner asserted that OA is an important intellectual initiative. The OA distribution model has proved lucrative; Bauchner cited 2012 profits of $7 million for PLOS on revenues of $34.5 million.[1] Ethical aspects include the fact that OA publishing is not free and the question of whether a predetermined acceptance rate is necessary.

With regard to the overall climate of journals in 2013, there have been more changes in the last 10 years than in the first 100 years of scholarly publishing. Now journals are printed but also available as electronic products. And we will continue to move toward more creative uses of technology, data sharing, and new business models. Regardless of the complex relationships among industry, academe, and government as health care evolves, journals have a crucial role in the future of medicine.

After his talk, Bauchner responded to questions about the impact factor (the biggest concern is knowing what's being counted, it needs to be more transparent, and it's a metric that is more important *outside* the United States), about predetermined acceptance rates for OA journals when some OA fees are waived (publishers cannot survive without a minimum number of paid submissions), about *JAMA*'s vision of OA journals ("We debate that every year; the ultimate decision is mine, but at this time all our content is free on the *JAMA* Network Reader, and after 6 months, all our original research is free on our Web site"), and about the prospect of foreign-language editions of *JAMA* (they have been tried but have been unsuccessful; "the international language of science is English," and the *JAMA* Network Reader is important to low-and middle-income countries).

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Usability and Information Design: Creating Author Instructions that Work

Moderator:
Philippa Benson
PJB Consulting
Bethesda, Maryland

Speakers:
Yvonne Blanco
Senior Scientific Illustrator/Designer
Cell Press
Cambridge, Massachusetts

Annette Priest
Consultant
Revel Insight
Austin, Texas, and London, United Kingdom

Robert Schumacher
Executive Vice President, User Experience
GfK User Centric
Oakbrook Terrace, Illinois

Reporter:
Victoria Forlini
Assistant Director, Publications
American Geophysical Union
Washington, DC

All companies say that it's all about the customer; in the case of author instructions, it's all about the authors' needs. Effective author instructions use some psychology, some research, and some simple text and aesthetics to meet author needs to raise compliance and lower frustration during the publishing process.

During this session, Annette Priest focused on basic methods for conducting usability studies: Determine the focus, study the characteristics of your audience, gather information, and then recruit participants to see how the instructions or information are being received. Robert Schumacher emphasized that those who create the interactions bear a responsibility to the users regarding that experience. Usability should focus on specified goals and tasks that the user has in mind (not what the creator of instructions thinks the user thinks).

Publishers can perform their own usability studies, although many companies will perform all the tasks needed for studies, and planning is key. In addition to asking yourself what you know about your authors and what data you have, Schumacher suggested answering these questions:

- What *(objective)* do you need to learn?
- What (*thing)* are you testing?
- Whom *(users)* are you testing?
- What *tasks* need to be done?
- What *data* do you need to collect?

You should watch and, if possible, record your authors at work on your current site or a site prototype to gauge what is truly usable. You need to be able to measure whether revisions improve usability, Priest said, so think about what you will measure—whether it is how quickly, how easily, or how correctly a user can complete a task. You will also want to measure how satisfied a user is with the experience and with his or her work in completing the task.

Knowing what features you want for instructions or your Web site is not enough, Schumacher said. You have to know how to put those features together in a way that makes it easy for users to understand, use, and remember. User experience is affected not just by clear instructions but by clean aesthetics and more.

Yvonne Blanco, of Cell Press, focused on her real-work illustration experiences and how clear instructions can smooth the submission and illustration process. Some of the journals in the *Cell* portfolio do not have as clear instructions as others, and she can see how that affects the usability of illustrations that come to her. Authors will skim over instructions, she said, if they're too complex or vague. When she thinks about what she would like to receive from an author, she thinks of the principles of design: order, relationships, simplicity, and then color and typography.

For a cleaner look and for directions that might appeal to authors, the speakers recommended keeping these tips in mind:

- State in the positive; it evokes quicker responses.
- Think about typography beyond the font (which is important) to include the case, the width of the text column, and spacing of the text.
- Use visual examples.
- Use common language and units of measure.
- Revamp and change as needed to help your authors.

Blanco recommends using stylistic guidelines; give size ideas to make the authors think about what size they need to work in. She emphasized that visual examples help authors to wrap their minds around what an end product might be.

She will be working on revamping the instructions in the *Cell* portfolio that authors don't follow as readily as other instructions. Following the above principles, she hopes to see increased compliance when the instructions are relevant to authors, clear, specific, and easy on the eyes—in short, author instructions that work.

Best Practices

- Have an end result in mind for your instructions and think of ways to measure the end results and the steps of the process.
- Ask questions internally and externally (What are the goals? Whom are we targeting?) *before* you begin the process.
- Watch your target audience use your Web site or other products in real life to see how they navigate and where they get distracted or frustrated.
- Think about using rankings with your volunteer testers to gauge how an option is being viewed across the spectrum of volunteers.
- Use plain language.
- As you create instructions, limit options (such as file types) so that your authors know exactly what is needed.
- Be malleable in your work, revise, and listen. You are responsible for the experience of your users.

Important Resources from the Speakers

- *https://readability-score.com/*. Plug in your current instruction text to get a feel for how readable it is.

(continued on page 87)

Reusing and Enhancing Journal Content

Moderator:
Ingrid Philibert
Executive Managing Editor
Journal of Graduate Medical Education
Chicago, Illinois

Speakers:
Patricia Baskin
Executive Editor
Neurology Journals
Minneapolis, Minnesota

Thomas Gerber
Associate Editor
Mayo Clinic Proceedings
Rochester, Minnesota

Bruce Polsky
Publishing Consultant
Mayo Clinic Proceedings
Rochester, Minnesota

Lori Erickson, MD
Associate Editor
Mayo Clinic Proceedings
Rochester, Minnesota

Reporter:
Jon Munn
Production Manager
American Society of Plant Biologists
Rockville, Maryland

With readers increasingly choosing to experience journal content in online forms, the accessibility of that content and the maximizing of the functionality and capacity for user interaction have become essential in keeping journals relevant and effective. Patricia Baskin, executive editor of *Neurology*, began the session with a talk about initiatives to enhance and repurpose her journals' content on different platforms to meet readers' needs better and provide value-added online content. With the Web versions considered the canonical versions of the journals, print is now a derivative, and the Web versions provide supplemental material and videos, rapid online correspondence, continuing-medical-education opportunities, online patient pages (online articles rewritten for patients by editors), online topic collections, and a special section for publications by residents and fellows. Initiatives for other platforms include providing iPad apps for all *Neurology* journals that include features not available on the Web site or in the print edition, such as additional videos, special issues, audio recordings of the nonscience Reflections section, podcast buttons, and interactive ads. An optimized Web version of the journals available for smartphones provides quick and easy mobile-ready content. In addition to the content enhancements on those platforms, content is reused regularly in other ways: Podcast interviews of selected articles are broadcast weekly, social-media messages are pushed out several times each day, press releases describe at least two articles from each weekly issue, descriptions of studies affecting physician practices and patients are picked up and derivative descriptions published in the society's online tabloid magazine and patient magazine, and several local-language editions—selected articles targeted to localities and published online in non-English languages—are offered. Additional online initiatives are in development.

Lori Erickson, associate editor of *Mayo Clinic Proceedings (MCP)*, began a three-part look at *MCP*'s foray into social media with a talk about how YouTube offered a better platform for video management than what the publisher provided. YouTube provided smoother and faster downloads for users, higher resolution, archived content by topic, and a proprietary-journal YouTube Channel. The Mayo Clinic's YouTube channel includes a welcoming video from the editor-in-chief and an array of videos 6–8 minutes long. The channel links to the journal sites and has site analytics to track how the videos are performing and how users are engaging with them. The top Mayo Clinic videos in 2013 were all tied to articles that had heavy media attention. About 300 videos were posted in 2013, with 168 subscribers and counting. The videos help to reach consumers and professionals who are interested in a topic, increase media outreach, and provide a strong entry point for newsworthy content.

Bruce Polsky, publishing consultant for *MCP*, spoke about Twitter and how it has proved useful as an announcement service for newsworthy articles. *MCP* has been able to capitalize on the Mayo Clinic's sizable Twitter following (more than 750,000 followers) and bring new readers to the journal. Although Twitter is limited in its 140-character format, the use of hashtags and multiple tweets on a single item have helped to increase awareness of journal content. In 2013, *MCP* sent 137 tweets; there were 361 retweets and tweets about *MCP*, 56 tweets were "favorited", 172 new followers were gained, and there were 589 total interactions. Through the experience with Twitter, *MCP* learned that although total Twitter activity is just a small fraction of journal circulation, the ratio of interactions to the number of original tweets is growing steadily, and Twitter is valuable as a support for media outreach.

Associate Editor Thomas Gerber closed with a look at *MCP*'s Facebook initiative to promote multimedia social-networking postings, reader interaction with the journal, viral media, and announcements. The *MCP* Facebook page has been customized to mirror the look and feel of the print journal and has a timeline going back to the beginning of the journal's presence on Facebook. Permission settings on Facebook help to restrict how the public responds to the journal postings. Through the experience with Facebook, *MCP* learned that it takes much time and effort, that there are limits to how much control you have over the site's use, and that a limited number of people were being driven to journal content through Facebook. Facebook's proprietary algorithm controls which posts are being shown to whom, and this limits the return on investment of editorial-staff effort on Facebook. There has been substantial growth in the value that Facebook has added to *MCP*, but it remains to be seen how much value Facebook adds to a journal's social-media presence in the long term.

Open Access—What's New, What's Worked, What Hasn't

Moderator:
Deborah Kahn
Executive Vice President, Publishing
BioMed Central
London, United Kingdom

Speakers:
Barbara Goldman
Director, Journals
American Society for Microbiology
Washington, DC

Laurie Goodman
Editor-in-Chief
GigaScience
BioMed Central
London, United Kingdom

Sue T Griffin
Editor-in-Chief
Journal of Neuroinflammation
University of Arkansas
Fayetteville, Arkansas

Kay Robbins
Professor, Department of Computer Science
University of Texas, San Antonio
San Antonio, Texas

Reporter:
Jeanette Panning
Manager, Editor Coordination
American Geophysical Union
Washington, DC

Open access (OA) is one of the biggest issues facing scholarly publishing. Funding agencies are beginning to require that research be published in OA journals, and publishers are scrambling to assess current business models to find where OA is appropriate. Editors want the best research and articles, so they don't want any barriers to publication for authors; and authors want their research to reach the most people and get the biggest bang for their buck. When funding agencies began talking about requiring OA, it was thought that publishers would jump right into the Gold OA model: An author pays a fee and an article appears in a journal in which all articles are OA. Not surprisingly, many publishers have been leery of suddenly converting all their titles to Gold OA without some idea of how it will affect their revenue. Some are using a hybrid OA model, in which an author can buy OA for an article in a subscription journal.

Deborah Kahn, of BioMed Central, publisher of more than 260 OA journals, led a lively and informative panel that comprised five OA viewpoints: those of the author, the editor of an established OA journal, the editor of a new OA journal, the journal director of a society, and the publisher. The author viewpoint provided by Kay Robbins focused on four aspects that affect an author's decision of where to submit an article: impact, cost, review process, and big picture. Impact factors are important, but exposure is equally important, and most OA journals track views. Authors want the "right" audience to see their articles, and it helps if an article is easily accessible. Cost matters, and OA journal costs are paid by authors rather than by subscribers, so the cost needs to be manageable. The review process must be fair and include helpful comments and fast turnaround. Finally, the author's big picture is that institutions have limited budgets for publishing, and all researchers are vying for the funds. OA costs need to be reasonable, but the quality of a journal needs to be high.

Laurie Goodman, editor-in-chief of the relatively new OA journal *GigaScience*, presented the advantages that new OA journals have over established journals trying to move to OA. A newly formed journal does not have an established business model or established practices, so new ideas can be tried and incorporated if they work or jettisoned if they don't. *GigaScience* has no embargo period, except at an author's request; it requires that all data and software be freely available and that reviews be signed.

The *Journal of Neuroinflammation* has been OA from its beginnings in 2004 because the editors-in-chief believed that OA was the wave of the future. Current Editor-in-Chief Sue T Griffin presented the viewpoint of this established OA journal. Like *GigaScience*, the *Journal of Neuroinflammation* has no embargo period, so all articles are made available on publication. However, authors are charged a processing fee, whereas *GigaScience* has no fees for authors. Another difference between these OA journals is in their style of peer review. The *Journal of Neuroinflammation* uses the traditional form in which reviewer comments are anonymous, and *GigaScience* reveals reviewers' identities unless specifically asked not to.

The final viewpoint, that of the society publisher, was presented by Barbara Goldman, journals director of the American Society for Microbiology (ASM), which publishes nine hybrid OA research journals and in 2010 launched *mBio*, its highly selective, online-only gold OA journal. Submissions to *mBio* have increased steadily, and the journal has been successful in attracting high-quality science. According to the 2012 *Journal Citation Reports*, *mBio* has an impact factor of 5.621, ranking it 15th of 116 journals in the microbiology category. In 2013, ASM launched a second OA journal, *Genome Announcements*. Goldman emphasized the importance of leveraging the society's assets, such as a strong brand, reputation in the field for publishing good science, large society membership, and high-profile leadership. In ASM's experience, it is important to appoint an editor-in-chief who is well known and well respected in the field, has a vision for the journal, is fully committed to its success, and understands the importance of engaging the next generation of authors and readers.

Pinning Contributions: Transparency of Credit and Responsibility

Moderator:
Diane Scott-Lichter
Vice President, Publishing
American College of Physicians
Philadelphia, Pennsylvania

Speakers:
Barbara J Turner
Professor of Medicine
Texas Health Science Center, San Antonio
San Antonio, Texas

Amy Brand
Vice President, Academic & Research Relations
Digital Science
Cambridge, Massachusetts

Veronique Kiermer
Executive Editor and Director of Author and Reviewer Services
Nature Publishing Group
New York, New York

Jonathan Dugan
Director, PLOS Labs
Public Library of Science
San Francisco, California

Reporter:
Angela Cochran
Director, Journals
American Society of Civil Engineers
Reston, Virginia

Contributorship assigns credit to all persons involved in research and in creating a manuscript that reports on it. The contributorship model clarifies the roles of everyone involved and publishes that information for readers. Contributorship has been discussed for well over a decade, but the practice has been slow to catch on. The use of "big data" science reporting and advances in technology may change all that. In this session, the speakers discussed the value of crediting all contributors to a paper and made recommendations for how researchers and publishers can move beyond authorship to contributorship. Diane Scott-Lichter explained the history of the concept and introduced new issues that have arisen. There are now more individual authors per paper, more international and multidisciplinary collaborations, and new content types with different kinds of authorship. "We lack a systematic way to identify and report who did what," Scott-Lichter said.

The panel included stakeholders consisting of a researcher, an academic administrator, a technology partner, an editor, and a publisher who offered insights into the benefits of and obstacles to contributorship. One potential benefit of defining contributions to a paper is giving appropriate credit. In the age of big data studies in which many people participate in a project, new approaches may be needed to acknowledge the type and level of contribution, said Barbara J Turner. She continued by noting that statisticians and methodologists, for example, need to be recognized for their critical contributions to big data projects even when they are not listed as either first or last (senior) author. Appointments and promotion committees need to be educated to review contributions so they can understand and reward the key role that essential team members serve.

However, standards for describing contributions and roles in projects have yet to be established. Amy Brand, of Digital Science, described a taxonomy of roles being developed through a collaboration with the Wellcome Trust. There are 14 roles in the draft of the taxonomy (see *www.nature.com/news/publishing-credit-where-credit-is-due-1.15033* and *http://projects.iq.harvard.edu/attribution_workshop*). The initiative is gathering comments on the role definitions. Brand reported that the taxonomy should be final by the end of 2014. Standards developers, such as the Consortia Advancing Standards in Research Administration Information and the National Information Standards Organization, are weighing in on the taxonomy. Its implementation would involve online submission systems; new metadata tags in the Journal Article Tag Suite (JATS), Document Type Definition (DTD), and Open Researcher and Contributor ID (ORCID) assignments for all contributors; and deposit of this information into CrossRef.

Veronique Kiermer described how the Nature Publishing Group (NPG) deals with contributorship. Since 2009, NPG journals have mixed authorship and contributorship in the sense that they do not impose strict rules for defining authors but require that every author declare his or her contributions to a study. NPG uses a free text box that allows authors to describe the roles in their own terminology. "If authors want to say that they thought about the paper in the bathtub, then that is what they say," said Kiermer. She stressed that flexibility is important because the different fields and disciplines have different practices. High-particle physics papers can have hundreds of authors and typically include a statement that all authors contributed equally to the work.

Although there is recognition that the traditional authorship model is not transparent in defining individual contributions, Turner is concerned that researchers are reluctant to make these changes. Jonathan Dugan, of the Public Library of Science, agreed and stressed that publishers and vendors need to build the infrastructure for accommodating contributor credit to convince researchers to change their behavior. He highlighted that changing authorship to contributorship will have widespread effects throughout the process of science, from as early as funding processes to as late as researchers' CVs and promotion. In a recent study, PLOS Labs conducted interviews with 25 researchers and found that authorship issues are hugely contentious and getting more and more complicated.

After the presentations, there was a brief discussion of whether publishers should define contributor and author roles at all. An early adoption period was suggested, perhaps with free-text boxes for self-definition that could be used alongside a structured taxonomy.

Getting the Word Out: Hands-on Marketing Tools for the Publisher and Managing Editor

Moderator:
Sheehan Misko
Managing Editor
American Association for Clinical Chemistry
Washington, DC

Speakers:
Patty Brady
Editorial Specialist
Clinical Chemistry
American Association for Clinical Chemistry
Washington, DC

Nan Hallock
Director of Publishing
Society for Laboratory Automation and Screening
Manitowoc, Wisconsin

Reporter:
Tracey DePellegrin
Executive Editor
Genetics Society of America Journals
Bethesda, Maryland and Pittsburgh, Pennsylvania

This engaging session focused on how to create, implement, and evaluate social-media campaigns carried out by publishers or journals that have only modest resources for engaging in social media but understand that social-media engagement is critical for marketing.

Clinical Chemistry Editorial Specialist Patty Brady presented a case study of a recent social-media marketing campaign undertaken by the journal, which is published by the American Association for Clinical Chemistry (AACC). She explained its do-it-yourself marketing approach and its effectiveness for journals that have small teams and even smaller marketing budgets. AACC has a marketing department, but because *Clinical Chemistry* is one of many supported programs, its staff developed strategies to self-promote.

Each January, *Clinical Chemistry* publishes a special issue. In 2014, the topic was women's health, and the issue was intended to "highlight recent advances in biochemical and genetic markers used for the diagnosis, therapy, and preventive care of women during all stages of life" (*www.clinchem.org/site/misc/Clinical_Chemistry_Call_for_Papers_Womens_Health.pdf*). It included many article types and media: original research, point–counterpoint, expert Q&A, and podcasts.

Brady detailed the planning. First, a project team was organized. Many were involved in planning, but the actual steps were executed by only a few. She encouraged the audience to identify staff members that can carry out a particular task. Next, the team set objectives, including engaging current stakeholders, reaching out to new stakeholders who had an interest in women's health, expanding social reach, disseminating content, and promoting the journal. Stakeholders included bloggers, social leaders, AACC members, and health-care organizations. The team produced talking points, press releases, provocative quotations and statistics on women's health, a tweetup with the issue editor, and more. Timelines and execution plans were kept on track.

Teasers to pique interest began in December. The 3-week campaign launched on 6 January (with publication of the issue) and focused on one topic each week, such as cardiovascular disease, reproductive health, and cancer—which allowed specific stakeholders to be targeted.

Clinical Chemistry successfully engaged members who were active on social media to spread the word. A tweetup with Special Editor Ann Gronowski (of Washington University in St. Louis) created unique hashtags and controlled elements of the tweetup (such as planned questions) in case audience participation was low.

Nan Hallock, director of publishing of the Society for Laboratory Automation and Screening, discussed a case study of the society's paid advertising in social media. As did Brady, Hallock stressed process and planning: defining goals and objectives, using the right social-meeting platform, getting technical help when it was needed, setting budgets and defining target audiences, designing ads, and, most important, monitoring progress daily to ensure quick adjustments. Evaluating project success, both short term and long term, is also important.

Hallock imparted several take-home lessons. The biggest message: Facebook's tools and the technical support provided by the Facebook representative were extremely valuable. Facebook offered an easy wizard, keyword suggestions, templates, and numerous statistics. LinkedIn was not effective, in part because its users tend to be "on a mission", whereas FaceBook users are more likely to browse and be open to suggestions.

The campaign's success grew out of several factors, including the team's agility. Because Facebook was always changing, the team needed to adjust constantly. If reach was not growing, the team had to consider adding keywords, adjusting the intended audience, or increasing the focus on top-performing ads to accelerate progress.

Evaluating the effectiveness of such campaigns involves many factors. Hallock recommended using all available short-term and long-term metrics, such as click-throughs, percentage growth in "likes", reach, growth of new members, changes in traffic patterns at the Web site, increased e-mails or calls, subscriptions, manuscript citations, and submissions. The data so far indicate that the campaign was a success: The society page "likes" increased by 22%, unique visitors increased by 40% for featured content, the eZine enjoyed a substantial increase in hits, and a reasonable budget was adhered to.

The tips, tricks, and success stories of this session made it clear that despite lean budgets and staff, the combination of careful planning, evaluation, agility, and determination can pay off in focused social-media campaigns.

Improving Your Journal's Use of Reporting Guidelines

Moderator:
Mary Beth Schaeffer
Managing Editor
Annals of Internal Medicine
Philadelphia, Pennsylvania

Speakers:
Christine Laine (presented on behalf of **Cynthia Mulrow**)
Editor
Annals of Internal Medicine
Philadelphia, Pennyslvania

Jason Roberts
Executive Editor
Headache
Senior Partner, Origin Editorial
Plymouth, Massachusetts

Reporter:
Monica L Helton
Managing Editor
The Journal of Pediatrics
Cincinnati, Ohio

Early in the session, Christine Laine, editor of *Annals of Internal Medicine*, reminded attendees that "transparent reporting, by itself, does not make good science." Then why, you might ask, should we pay attention to reporting guidelines? Because it makes good science even better. If a "minimum set of items required for a transparent account of what was done and found in a research study" is provided, other researchers are more able to understand, appraise, and replicate the study. Laine believes that reporting guidelines should be used by researchers to improve the transparency of a study, by peer reviewers to check for adequate reporting, and by editors to ensure adequate and transparent reporting. She likened reporting guidelines to turning on a light before you clean a room: it does not clean the room for you, but it shows you what needs to be cleaned or better organized.

Each type of study has its own set of reporting guidelines and checklists. For example, randomized clinical trials should follow the CONSORT (Consolidated Standards of Reporting Trials) statement.[1] Finding the guidelines for a particular study type would be tedious if it were not for the EQUATOR (*E*nhancing the *Qua*lity and *T*ransparency *o*f Health *R*esearch) Network's Web site, a one-stop shop for the latest versions of reporting guidelines.[2]

According to Jason Roberts, executive editor of *Headache* and senior partner of Origin Editorial, the most common issues with reporting usually are in the methods section; for example, according to a study conducted internally by the editorial office, 50% of rejected manuscripts failed to mention how a study was randomized. He reminded attendees that although reporting guidelines might feel like bureaucratic red tape at first, it is important not to think of them in this way. They should be seen as a benefit to journals (leading to increased quality and consequently boosting readers' experience, reproducibility, and transparency), to authors (leading to increased quality and chances that a study will be read and cited), and to the literature.

Roberts believes that if journals simply encourage the use of reporting guidelines by putting them in the instructions to authors, the guidelines will not be used; rather, a formal mandate is necessary for adherence. The following eights steps can be used by any journal, in any specialty, to launch a reporting-standards policy: Identify the needs of your journal, select "champions" to support implementation, identify appropriate checklists, determine the level of enforcement, determine the type of implementation (phased, required for one specific study type only; or full launch, required for all study types), write a proposal for implementation, prepare for launch, and launch. A detailed toolkit for implementing a reporting-standards policy can be found on the EQUATOR Network's Web site.[3]

In tandem with the launch, it is imperative to promote the policy by educating readers and potential authors and reviewers with an editorial (written by the editor-in-chief and journal leaders), e-mail campaign, and inclusion of the policy in the instructions for authors, reviewer guidelines, and journal's Web site. Finally, be sure to follow up on the success of the policy by collecting and analyzing changes in submissions and adherence to reporting guidelines.

During the question-and-answer portion of the session, attendees learned that journal adherence to reporting guidelines is not being policed, but the use of reporting guidelines is endorsed by the International Committee of Medical Journal Editors.[4] The EQUATOR Network's Web site includes templates, letters, instructions, and the like, but it has not yet posted a sample policy. Roberts volunteered to share the session questions and comments with the EQUATOR Network to assist with future improvements of its Web site and practices.

Reportedly, 34 physical-therapy or rehabilitation journals have pledged to require adherence to the CONSORT statement in 2015. Will your journal's specialty or subspecialty be next?

1. CONSORT. Transparent reporting of trials. *www.consort-statement.org/*. Accessed 19 May 2014.
2. Equator Network. Enhancing the quality and transparency of health research. *www.equator-network.org/*. Accessed 19 May 2014.
3. Equator Network. Enhancing the quality and transparency of health research. Toolkits. *www.equator-network.org/toolkits/developers/*. Accessed 19 May 2014.
4. International Committee of Medical Journal Editors. *www.icmje.org/recommendations/*. Accessed 19 May 2014.

Legal Issues for Editors and Publishers in Confronting Misconduct Allegations

Speaker:
Debra Parrish
Partner, Parrish Law Offices
Pittsburgh, Pennsylvania

Reporter:
Mary Warner
Assistant Director
American Geophysical Union
Washington, DC

Allegations of misconduct are common in publishing, and editors and publishers can expect to be faced with misconduct allegations at some point. Legal issues can vary widely, from allegations of copyright infringement for publishing allegedly plagiarized material to requests and subpoenas for reviewers or reviewers' identities to whistleblower status of an editor or reviewer who identifies possible misconduct during the review of a manuscript. Issues can include accepting anonymous allegations and threats of suit for defamation. In this session, Debra Parrish reviewed the relevant regulations affecting misconduct allegations and provided pointers on how editors and publishers can minimize the risk of litigation associated with author and reviewer misconduct.

Parrish began by offering definitions of research misconduct that differ by country, institution, and profession and noted that the legal definitions can differ from the moral ones. It is important for editors and publishers to understand the basic legal principles surrounding misconduct allegations, including roles during a misconduct investigation, when to take action (and when not to), who can prompt action, and what action to take.

Probably the most common types of research-misconduct allegations faced by editors are those of copyright infringement, plagiarism, and image manipulation, Parrish said. Copyright involves a bundle of rights that are typically assigned to the journal, although some of them are now more commonly retained by the author or the author's institution. There are no moral rights in US copyright law, and most copyright infringement cases involve a "fair use" defense. The Digital Millennium Copyright Act (DMCA), signed into law in October 1998, extends the reach of copyright while limiting the liability of providers of online services for copyright infringement by their users. DMCA provides a formal process for notifying organizations that host allegedly infringed content—the DMCA take-down notice; to avoid liability after a take-down notice is received, the publisher must remove the content from its site while waiting for a judge to decide the case. Damages for copyright infringement typically range from $750 to $30,000 and can be as high as $150,000 for intentional infringement.

Allegations of plagiarism, the wrongful appropriation of someone else's idea as one's original work, are also commonly brought to editors and publishers as research misconduct. In the United States, there is no such thing as self-plagiarism, said Parrish, and duplicate publication is allowed by law provided that it does not infringe on the copyright of a journal. In cases of alleged plagiarism, the relationship between the authors of the two publications is important inasmuch as it is implicit, although often misunderstood, that each researcher in a collaborative effort can use the results of the research independently of the others. Researchers and editors should keep in mind, however, that funders (the National Science Foundation in particular) hold authors to high standards of attribution and that plagiarism findings can result from incomplete attribution.

Parrish continued by discussing the roles of the various organizations involved in publication of scientific research in investigating research misconduct. Editors and publishers often ask whether they should investigate or participate in investigations of potential misconduct. In the United States, as in most other countries, research institutions are primarily responsible for investigating alleged misconduct by their faculty and staff. Investigations can begin at the request of one of the authors, the funding source, the editor-in-chief or managing editor of the journal, or the university. Parrish advised editors and publishers to leave investigation to the institution, although they may be asked to provide information related to the peer-review process for use in an investigation. Allowing institutions to investigate can mitigate suits for violation of due process or First Amendment rights, for defamation, for intentional infliction of emotional distress, and for tortious interference with a contracted business relationship.

During an investigation, it may be appropriate for the publisher to issue an expression of concern; when an investigation is complete, a correction or retraction is often necessary. Postcorrection action, such as banning a researcher from publishing in the journal, can also be taken. But as Parrish pointed out, in the case of misconduct investigations, the process is often the punishment.

continued (from page 81)

- *Cell* author instructions for figures given by Blanco as instructions with good compliance: *www.cell.com/pb/assets/raw/shared/figureguidelines/GA_guide.pdf*.
- Some recommended reading:
  - *Don't Make me Think: Revisited* (S Krug).
  - *Cost-Justifying Usability: An Update for the Internet Age* (RG Bias and DJ Mayhew).
  - *Letting Go of the Words: Writing Web Content that Works* (J Redish).
  - *Forms that Work: Designing Web Forms for Usability* (C Jarrett, G Gaffney, and S Krug).

Standardizing Data and Data Exchange in Scholarly Publishing

Speakers:
Jay Henry
Vice President, Sales and Marketing
Ringgold
Portland, Oregon

Rebecca Bryant
Director of Community for ORCID
Bethesda, Maryland

Elizabeth Blake
Director of Business Development
Inera Incorporated
Belmont, Massachusetts

Carol Anne Meyer
Business Development and Marketing Manager
CrossRef
Lynnfield, Massachusetts

Reporter:
Christine Buske
Head of Outreach and Relationship Development, Papers
London, United Kingdom

Jay Henry introduced Ringgold and its mission. In short, Ringgold aims to help to connect data among stakeholders in scholarly communications. In 2005, Ringgold was first established as a consultancy, and it grew to address the problem of having many identifiers for the same institution. The goal was to build an authoritative database of uniquely identified institutions. For that to happen, multiple data-cleaning steps had to be taken. Ringgold has 400,000 records in its database and focuses on institutions but is moving into creating metadata on content as well.

Henry discussed some of the benefits of Ringgold institutional identifiers. Institutional identifiers differentiate between institutions that have similar names and between different abbreviations or names that are used for the same institution. That helps the supply chain by allowing a better understanding of a potential relationship with any particular institution. For example, it can be difficult to know whether an institution that one is approaching is already a customer. In addition to having an identifying role, the identifiers keep track of the hierarchy of departments in universities and other institutions. Ultimately, the goal for Ringgold is to help participants in the supply chain to use data more effectively.

Open Researcher and Contributor ID (ORCID), as explained by Rebecca Bryant, is nonprofit, nonproprietary, open, and community driven. Its mission is to identify authors and contributors uniquely. Two authors may have the same name, but they can be differentiated by their ORCID IDs, and their work can be attributed correctly. That not only helps to identify individual authors and differentiate between identical names but helps in tracking an author as he or she moves between countries and institutions. ORCID has issued more than 685,000 IDs since its international launch in 2012.

ORCID is able to offer its service to authors without charge because it is supported by member organizations that use the ORCID application-programmer interface for the exchange of information. Researchers set up free identifiers for themselves while controlling the privacy of their records.

Once created, an ORCID ID becomes embedded in the metadata of an author's work, such as grants, manuscripts, and society memberships. This allows effective exchange of information among communities, such as repositories, societies, and funding bodies. ORCID tries to encourage early adoption to help young researchers with their career management.

Funding organizations are now requesting ORCID IDs. Funders have the potential to capture ORCID information to improve the grant-submission process. It is important that the National Institutes of Health, the largest funding body in the United States, has integrated ORCID, and it will be followed by the National Science Foundation later this year.

The ORCID record is comprehensive: it can be linked to a Scopus ID, and data on grants from more than 60 funding organizations can be linked as part of the record. A list of publisher members who have adopted ORCID IDs is available from the ORCID Web site. ORCID is also working on establishing ways to reward reviewer work by including such work in the ORCID ID. Progress is expected by the middle of summer.

Elizabeth Blake introduced various topics surrounding the Journal Article Tag Suite (JATS), the latest version of the National Library of Medicine (NLM) document type definition (DTD). The tag suite is now managed by the National Information Standards Organization (NISO) rather than by NLM. Thus, new versions go through a formal standards process, and anyone who wants to can be involved in the process. You can go to *nisohq@niso.org* to indicate that you want to be involved.

JATS 1.0 was released in August 2012 and includes some improvements over the previous version. It now supports a contributor ID, such as an ORCID ID. It also supports multiscript author names, such as traditional and romanized Japanese names.

JATS 1.1d1 (draft 1 of version 1.1) was released in November 2013. Version 1.1 is due in the second half of 2014. This version offers MathML 3 support, institutional IDs, and a new code element (with greater support than previously available for computer code). Expect updates of JATS about once a year.

Institutional IDs are also supported, such as the International Standard Name Identifier and Ringgold IDs. Those IDs are used in affiliation and funding information.

If you use NLM DTD 3.0 and want to upgrade, JATS is backward compatible. However, JATS is not backward compatible with NLM DTD 2.3.

When making changes in your metadata workflow, be sure to build some quality control in. Ideally, standards need to work together to facilitate the workflow process. The NLM DTD started as a markup solution; the combination of JATS and the Book Interchange Tag Suite now provides a workflow foundation.

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Predatory Publishers: How to Recognize Publishing Fraud

Moderator:
Tamer El Bokl
Managing Editor
Canadian Science Publishing
NRC Research Press
Ottawa, Ontario, Canada

Panelists:
Jeffrey Beall
Associate Professor, Auraria Library
University of Colorado Denver
Denver, Colorado

Bruce P Dancik
Editor-in-Chief
Canadian Science Publishing
NRC Research Press
Ottawa, Ontario, Canada

Donald D Samulack
President, US Operations
Cactus Communications Inc
Trevose, Pennsylvania

Reporter:
Jeni Crockett-Holme
Technical Editor
Charlottesville, Virginia

The room was full, and feelings were strong at this session on the exploitation of open-access (OA) publishing in the scientific community. Presentations on the culture and context of predatory behavior in publishing drove lively and informed debate. In the end, attendees challenged the presenters and each other to confront predatory publishers by taking a unified stance against OA abuse rather than against OA itself.

Jeffrey Beall—"the famous Jeff Beall", the moderator joked—was preceded by his reputation as the creator of Beall's List of Predatory Publishers and owner of the Scholarly Open Access blog (*www.scholarly*OA*.com*). By making the author the consumer in the publication process, he proposed, OA creates a conflict of interest: More papers generate more money and provide incentives for publishers and authors to compromise standards and integrity. His list of resulting problems included corruption of OA, encouragement of research misconduct, facilitation of plagiarism, blurring of the boundaries between "real science" and "pseudoscience", and unreliable preservation of paid publications. Beall noted that many OA publishers are legitimate, but he exhorted OA advocates to be forthright about the potential harms to scholarly publishing.

From his perspective of leading publication-ethics training in Asia, Donald Samulack considered the reasons that predatory publishers remain attractive to authors there despite the potential harms. He noted compensation structures that require publication in a work climate in which career pressure and inadequate time and infrastructure make expedience a necessity. Those issues are compounded by the use of English as a second language and by non-Western cultural norms of writing behavior. If writing or publication support is needed, Samulack explained, it is common in Chinese culture to seek vendor services, and unethical vendors are more than willing to provide such services. "Chinese authors want to be ethical and they want to learn," he said, but Western publication practices are unknown, and education is needed.

Bruce Dancik emphasized the role of peer review in ensuring quality with respect both to catching errors and to prompting authors to take more care in anticipation of peer review. He noted that some predatory publishers use a semblance of peer review for an appearance of credibility. His concern is that this practice runs the risk of causing "burnout" in experts who get multiple requests to review and might not be aware of the quality of the requesting publications. Publications of questionable quality also have an effect on readers, he observed. Scientists feel that they "have to look at everything to the nth degree," he said, to understand whether the science is good. Dancik described this scrutiny as a "waste of readers' time", particularly when papers are poorly written and not copyedited.

The need for a coordinated response to the problem of predatory publishing was expressed throughout the question-and-answer session that followed the presentations. Samulack agreed that industry-wide scrutiny is needed and that the effort should not fall to a single person or organization. Beall shared the view that it would be better in terms of both effort and accountability for a resource like the Beall list to come from a group and said that he would support such a move. Attendees asked for formal descriptions of the characteristics of both predatory and legitimate publishers to assist in evaluating publications. Roles for CSE, the Committee on Publication Ethics, and the US Office of Research Integrity were discussed, as was the OA model's business structure and vulnerability. There are no "proper predatory practices", Samulack observed. "Authors think that they get something, but they get little or nothing."

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In summary, those and other standards facilitate transmission of metadata from submission to production and distribution.

Carol Ann Meyer presented CrossRef's mission to improve scholarly communication. CrossRef enables linking, discovery, evaluation, and connection of scholarly publications. It helps in the evaluation of scholarly content (regarding, for example, updates and plagarism). And it serves as a hub, allows scholarly publication metadata to be used in ways that were never envisioned before, and increases the possibilities for collaboration.

CrossRef has two offfices (in Oxford, United Kingdom, and Lynnfield, Massachusetts) and

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Open Peer Review

Moderator:
Tony Alves
Director of Product Management
Aries Systems Corp
North Andover, Massachusetts

Speakers:
Trish Groves
Deputy Editor
BMJ
London, United Kingdom

Todd Hummel
Editorial Director, Clinical Medicine
BioMed Central Ltd
New York, New York

Adam Etkin
Founder and Managing Director
PRE (Peer Review Evaluation)
North Andover, Massachusetts

Reporter:
Colleen M Sauber
Editor/Instructor in Biomedical Communications
Mayo Clinic
Rochester, Minnesota

Peer review has supporters and doubters. Passing peer review does not guarantee honest, evidence-based science reporting. But it continues to be held as a standard for quality and an aid for advancing science knowledge. Recently, it has a new dimension through the Internet: open peer review (OPR). Traditional print journals and hybrid publications are exploring and some are using OPR, and open-access (OA) journals are generally keen on the process.

Trish Groves, deputy editor of *BMJ* and editor-in-chief of *BMJ Open*, stated in the first presentation that "peer review is not great, but it is the best thing we've got for now," even with biases regarding authors, institutions, sex, geography, and English language; such manuscript issues as reporting positive results; and peer-review system challenges, including competing personal interests.

A *BMJ* randomized controlled trial of having peers sign critiques made no difference in review quality, Groves reported, "but absolutely increased the helpfulness" of the reviews. Skeptics of OPR have said, in light of the public discourse, that reviewers "will run for the hills. But that is not what we found". Although *BMJ* has not gone fully to OPR, it will soon, she predicted. It has started publishing prepublication histories for some articles, including all signed peer-review reports, and uses a repository for full data and industry reports.

Since 1998, *BMJ* has offered postpublication peer review. Most of this consists of good, serious reviews, and *bmj.com* has about 95,000 rapid responses (openly accessible e-letters) in its postpublication series. "We have been bowled over by this," said Groves. Postpublication comments are permanently attached to articles in the archives and often lead to further studies, she said. Ten years after going into print, an article can still have general reviews added in this way.

In OPR, reviewers are aware that their names and critiques will be known to authors and will be published online and, for some journals, accompany the printed article. All three panelists in this session mentioned that such global availability of OPR and author responses has promoted reviewer comments that are more civil and "nicer", more helpful, and substantiated—or less antagonistic. In addition, OA allows the review to continue after publication.

According to how the definition of OPR is used by BioMed Central Ltd, an OA publisher, just over 20% of its journals have OPR, said Todd Hummel, editorial director for clinical medicine at BioMed Central, part of Springer Science+Business Media. Since 2000, BioMed Central has published journals with OPR, and about 35,000 papers have been published under OPR, Hummel said.

Overall, the presenters made the following points, outlined in particular by Adam Etkin, founder and managing director of PRE (Peer Review Evaluation), provider of PRE-val and PRE-score. Etkin said, smiling, that although articles about OPR have alluded to the Wild West of academic publishing, "I don't think we're quite ready to kill each other—yet."

- *Pros*
  - Increased openness to provide assurance that investigators did what they said; to share more, but not all, information about process; and to provide reviews seen by all and with potential participation by all.
  - Incitement of valid and different approaches to all peer review.
  - Increased trust, transparency, and accountability, with reviewers thinking more carefully about the research and with more attention to detailed comments.
  - Constructive reviewer criticism.
  - Exposure of possible conflicts of interest more easily and quickly.
  - Speedier publication of research.
  - Reviewer acknowledgment and credit for contributions.
- *Cons*
  - Well-known authors possibly receive preferential treatment.
  - Need to consider potential legal and copyright issues.
  - Newer, younger scientists may have difficulty in being candid reviewers, knowing that authors could influence their academic future.
  - Potential delay in securing reviewers because of their unease in having their names published.

Etkin continued, "I don't think many reviewers are eager to participate in open review" PRE helps journals to have more transparent peer review if they do not otherwise have the resources. It supports sharing of additional information about the peer-review process while respecting the need for anonymity.

Suspected Misconduct: Deciding When and How to Contact Institutions

Moderator:
Elizabeth Wager
Publications Consultant
Sideview
Princes Risborough, United Kingdom

Speakers:
Eric Mah
Senior Treasury Manager
Uber Technologies
San Francisco, California

Véronique Kiermer
Executive Editor and Director of Author and Reviewer Services
Nature Publishing Group
New York, New York

Steven Shafer
Professor, Department of Anesthesiology
Stanford University Medical Center
Stanford, California

Reporter:
Kate Larson
Managing Editor, *Pediatrics*
American Academy of Pediatrics
Elk Grove Village, Illinois

Moderator Elizabeth Wager, former chair of the Committee on Publication Ethics (COPE), opened the session with an introduction of the speakers and a description of the format of the session, which comprised three short introductory talks and a group discussion.

Eric Mah represented the viewpoint of the university research-integrity officer. He began with the definition of research misconduct—"fabrication, falsification, or plagiarism in proposing, performing, or reviewing research or in reporting research results"—and noted that research misconduct does not include honest error or differences of opinion.

Communication between institutions and journals is not always satisfactory. Journals want institutions to alert them about any suspected serious misconduct that is likely to affect the reliability of something they have published, but institutions are wary of sharing confidential information, because they must limit disclosure of the identity of respondents and complainants to those who have to know to carry out an investigation under federal Office of Research Integrity requirements (42 CFR 93.108). Institutions must consider due process and sequestration (security of evidence).

Véronique Kiermer spoke from the journal–editorial perspective and addressed the differing perspectives of journals and institutions. Journals focus on the integrity of the scientific record. They seek to correct scientific facts when an error is suspected. Although journals cannot investigate misconduct (that is, they have no means or legal authority), they can request explanations, original data, or additional experiments from authors to clarify discrepancies. Institutions actively investigate allegations of misconduct and focus on determining responsibility and guilt, seek to take corrective actions, and access records and sequester evidence.

Kiermer identified three ways of communicating errors to readership: a correction, a retraction, or an expression of concern (used as an interim measure to alert readers that conclusions of a paper may be compromised and that an investigation is ongoing). Those tools are used not as punishment for misconduct but as a means of correcting the scientific record.

Steven Shafer presented an example of the difficulties that one may have when attempting to identify suspected misconduct. A journal was contacted by a government agency because major statistical errors had been identified in an article that had been published several years earlier. The journal's first step was to contact the authors; however, the authors had changed institutions and were difficult to track down. When they were finally reached, they could not find their original data to identify how the errors were made. To alert the scientific community that there were errors in the article, but lacking knowledge of what led to the statistical errors, the journal published what it had: the letter from the government agency alerting the journal to the error and a statement that the authors could not find their original data to determine how the errors occurred. In this case, the editor did not contact the authors' institutions during the clarification process.

The group discussion elicited the following points:

- Journal editors have a duty to report suspected misconduct to institutions.
- Contacting the authors first for an explanation is appropriate in most situations.
- Better communication is necessary between institutions and journals regarding notification of proven misconduct and about current investigations.
- Institutions and journals must be careful not to damage author reputations before the conclusion of an investigation, but journals do have a duty to warn readers if work may be unreliable.
- In contacting an institution to report suspected misconduct, a journal should look for a research-integrity officer. If there isn't one at an academic institution, the journal should start with the dean's office.

It is important that journals establish their own policies and procedures for managing suspected misconduct. The Council of Science Editors white paper (*www.councilscienceeditors.org/resource-library/editorial-policies/white-paper-on-publication-ethics/*) and COPE statement "Cooperation between research institutions and journals on research integrity cases: guidance from the Committee on Publication Ethics" (*http://publicationethics.org/files/Research_institutions_guidelines_final.pdf*) should be used for reference.

Editorial Internships: Opportunities for All to Benefit

Moderator:
Barbara Gastel
Professor of Integrative Biosciences, Humanities in Medicine, and Biotechnology
Texas A&M University
College Station, Texas

Speakers:
Katie Duelm
Managing Editor
Texas A&M University Press
College Station, Texas

Diane Hackett
Associate Director, Department of Scientific Publications
MD Anderson Cancer Center
Houston, Texas

Stephen Palmer
Senior Scientific Medical Writer
The Texas Heart Institute
Houston, Texas

Reporter:
Martha Benco
Production Editor
Annual Reviews
Palo Alto, California

This session addressed editorial internships from the points of view of a former intern, an editor who oversees a student internship program, and a senior medical writer who supervises an internship program. Each views editorial internships as beneficial to both intern and host and as a useful way of introducing young people to scientific editing as a career.

Barbara Gastel noted having benefited from internship-like experiences during her own education. Since then, she has placed many students and trainees in internships. She also mentioned having supervised many interns when she was editor of CSE's *Science Editor*.

Katie Duelm completed an unpaid 4-month internship at the journal *Emerging and Infectious Diseases* at the Centers for Disease Control and Prevention before commencing full-time employment. Her duties as intern involved transcription of podcasts, XML file conversion, editing of tables and charts and short manuscripts, and figure vetting. Her presentation posed three questions: why become an intern, where to intern, and where to find an internship. Her own internship was unadvertised; Duelm advises would-be interns to contact publishers with whom they would like to work, ask their advisers for suggestions, and submit applications early (especially for government entities). A potential intern should be able to speak and write clearly, behave tactfully and professionally, and be willing to ask questions and seek feedback. The hands-on experience provided by an internship may be a better introduction to a given career than academe and may help the intern to determine his or her career path.

In overseeing the student internship program in the Department of Scientific Publications of the MD Anderson Cancer Center, Diane Hackett seeks candidates who have solid grammar and mechanics skills, an interest in science, and a willingness to consider a career in scientific editing. Intern applicants are evaluated through grammar–mechanics and proofreading tests and a personal interview. New hires attend a daylong institutional orientation and a department orientation. A full-time work schedule is desired during the summer semester and encouraged during the school year; interns are paid $14–15 per hour. Assignments include copyediting and proofreading articles, styling manuscripts, fact checking, and writing for newsletters; guidance and feedback are given by the assigning editor. Interns attend the same training as department editors. Benefits for the intern include hands-on work experience in an editorial office in an academic cancer center. For the host, benefits include getting needed support for staff editors and raising awareness of scientific editing as a career option. Interns should ask questions to determine the skills important for the job and should focus on those skills. The department should understand that successfully hosting an intern requires time and planning but that these efforts will yield the best experience for both parties.

The Texas Heart Institute's internship program closely resembles that of MD Anderson. Internships require a 10- to 20-hour/week commitment during the school year and pay $9.50 per hour. Interns are recruited primarily through Rice University's career-placement program, an internal job board, and word of mouth. Each potential intern must submit a letter of interest and a résumé, attend an in-person interview, and complete a take-home editing test. New hires are trained by different members of the department in various skills, including manuscript formatting and editing. Interns work closely with editors and receive continual feedback; as their skills improve, they are assigned projects with progressively higher levels of editing. On the plus side, well-trained interns can take over some tasks, some interns may be good candidates for future employment, and teaching interns is generally enjoyable. On the minus side, editors must continually monitor intern workload and offer guidance, which can be time consuming, and may be frustrated if interns are unmotivated or uncommunicative. It is crucial for interns to ask questions and be forthright, especially during the interview.

After the presentations, the moderator solicited questions from the audience. One listener asked about the typical length of internships (answer: usually one to three semesters), and a discussion about feedback and training ensued.

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only 25 employees. One must be a publisher to be a member. Most of the 1950 members are micropublishers. Only six publisher members have more than $500 million in revenue.

CrossRef is best known for assigning digital object identifiers (DOIs) to journals, books and book chapters, conference papers, reports, dissertations, data sets, figures, and tables. It encourages authors to cite their data with CrossRef or DataCite DOIs from the bibliographic sections of their publications; a DOI can be assigned to supplementary data, and data become citable in articles that have a CrossRef DOI.

CrossRef will support the NISO open-access metadata and indicators. The NISO recommendations also provide a standard way to indicate embargo periods.

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Evolution of Article-based (or Continuous) Publication: Workflow Options and Lessons Learned

Moderator/Speaker:
Michael Friedman
Journals Production Manager
American Meteorological Society
Boston, Massachusetts

Speakers:
Shaun Halloran
Senior Manager, Production
American Society of Civil Engineers
Reston, Virginia

Suzanne Kettley
Director of Publishing Operations
Canadian Science Publishing,
NRC Research Press
Ottawa, Ontario, Canada

Lesli Mitchell
Managing Editor
Preventing Chronic Disease Journal
Center for Disease Control
Atlanta, Georgia

Reporter:
Peg Wentz
Mayo Clinic Proceedings
Rochester, Minnesota

The presenters examined continuous publication from the varied perspectives of those just beginning (Friedman), those in the midst of the transition (Halloran), those with experience from multiple transitions (Kettley), and those having implemented continuous publication at the launch of an online-only publication (Mitchell).

Many common themes arose. Three of the presenters' organizations had eliminated pagination and formal collections in favor of bundling content in sequentially processed groups to mimic issues; one publishes initial submissions in an unpaginated format. The ones that had previously coordinated electronic releases in conjunction with printed content removed that linkage. All initiated or increased reliance on automation and technology, which reduced the need for human resources. They all found a better ability to regulate content flow, eliminating backlogs and maintaining future inventory. Redundant tasks were eliminated. Most began electronically posting unedited content that would later be replaced by final versions of record. One stated that some responsibilities were redirected to authors or vendors.

All reported great reductions in production timelines.

Reduction in Publication Timelines from Conversion to Continuous Publication*

Publication	Baseline	Reduced to
Friedman/AMS	200 days	100–120 days
Halloran/ASCE	9 months	2 months
Kettley/CSP	277 days	55 days
Mitchell/PCDJ	220 days	Goal: 32 days

*Defined as time from acceptance to publication in final format.

Those changes had profound effects on the look and function of editorial content. The needs for journal covers, left- and right-sided page formats for binding in print issues, and reference formatting have been reduced or eliminated.

The American Meteorological Society journals that Friedman oversees achieved their reduction in publication time just by optimizing production workflow. He expects further improvements once the journals implement article-based publication.

Halloran gave a brief history of the American Society of Civil Engineers. It retains 30 publication staff members and has 32 journals in print and online formats. One change that he suggested was to institute the use of a content-identifier (CID) article-numbering system. However, his staff found that the new process requires increased vigilance throughout the entire submission-to-production process.

Kettley noted that Canadian Science Publishing's first journal was published in 1929; it now publishes 16 journals and plans to launch another at the end of this year. It began using continuous publication in 2002. It has created a "Frequently Asked" repository of questions to assist authors in navigating the process. One hindrance was having less time for obtaining legal documents, such as license forms, and an increase in retractions in the online content. To avoid reader confusion, articles in question are shown with "RETRACTED" in large red letters across the pages.

Mitchell noted that she was among kindred spirits in this session. The *Preventing Chronic Disease Journal* publishes six issues per year and migrated to continuous publication in 2012. Upper management charged the staff to match timelines of *JAMA* for production so that they could maintain their reputation for being technically innovative. They were already online only, so they had many of the necessary tools already in place but needed to look for ways to meet the challenge.

From the presentations in this session, it is apparent that continuous publication has great potential for cost reduction, faster production, searchability of content, and opportunities for more frequent and flexible content release times. Some caveats and trade-offs to consider are the loss of brand recognition due to elimination of unique covers, effects on staff and vendor relationships, and electronic archiving and storage issues.

Although the needs of other technical journals may not be the same as those of the journals presented in this session, adoption of some or all of these concepts may benefit any journal.

Authorship, Microattribution, and Social Engagement

Moderator:
Donald Samulack
President, US Operations
Editage/Cactus Communications
Trevose, Pennsylvania

Speakers:
Euan Adie
Founder
Altmetrics
London, United Kingdom

Laurel Haak
Executive Director
ORCID
Bethesda, Maryland

Kira Anthony
Editorial Development Manager
Nature Publishing Group
New York, New York

Reporter:
Natalie Blythe
Publications Production Editor
Society of Exploration Geophysicists
Tulsa, Oklahoma

This provocative session focused on attribution of credit for research and scholarly contributions for the entire scholarly community, particularly the question of what level of effort constitutes a contribution and how a contribution should be documented.

Euan Adie began by introducing his company, Altmetrics, which tracks and analyzes online activity involving scholarly literature. He discussed key principles of alternative metrics, stating that there are different definitions of what they represent but "what Altmetrics says is when you think of impact, let's take a broader view of what constitutes impact, how we measure it, and the reasons why, to help people get credit where credit is due."

Adie delved into different varieties of impact: who, how, why, outputs, data, and when. Altmetrics enables researchers to measure the impact of an article on multiple channels, particularly on social media. He gave examples of how data are useful for determining the impact of a paper by showing its Altmetrics score and how the score is related to an article's mention by news outlets and in blogs, tweets, and so on.

"It's the underlying data that are valuable," he said. He then touched on aspects of Altmetrics, including data availability and infrastructure that enable bits of data to be tied together.

Laurel Haak discussed how ORCID works in the publishing community to aid in author and contributor recognition. ORCID provides a unique persistent digital identifier that allows researchers to distinguish themselves from others and works with the community to integrate the collection of ORCID identifiers in key workflows—such as manuscript and grant submission—to support automated links between a researcher and his or her professional activities.

Haak illustrated the issue of name ambiguity among regions and countries. "There are many different ways in which a person's name can vary, and ORCID is relevant to every person in every country."

She stressed that ORCID is not a profile system but rather essentially a database field that provides a unique key to connect researchers and scholars. "We allow publishers and other members of the community to consume or post information in a way that is meaningful to their users," she said. Haak gave a "to-do" list for publishers, which included integrating persistent identifiers in manuscript submissions, incorporating identifiers into published manuscripts, acknowledging reviewers, and, for association publishers, incorporating ORCID identifiers into meeting abstracts.

The final speaker, Kira Anthony, discussed how the Nature Publishing Group (NPG) investigates levels of contribution and documentation from an editorial perspective.

Authorship is growing, according to Anthony. From 2009 to 2012, the number of *Nature* papers with 10–25 authors and the number of papers with more than 25 authors increased. She gave examples of collaboration among authors, stating that "it's very important for editors and publishers to know, including [in] cases of large-scale collaborations, who was responsible for which aspects of a study".

Anthony showed several examples of author contribution statements, including papers that listed various "groups" involved, such as a project-management group and a scientific-leadership group. "These statements communicate that everyone has made a significant contribution and that everyone is fairly being acknowledged for that," she said.

Finally, Anthony discussed data citations. From the academic perspective, the best reasons to use data citations are that scientific data are going mainstream and that the data infrastructure is maturing. She mentioned that a few years ago groups began to think about data citations, and in March 2014, NPG (and other entities) endorsed the Joint Declaration of Data Citation Principles. In closing, Anthony explained how NPG implements data citations and how Altmetrics and ORCID IDs are used in the company.

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The metadata required for CrossRef's FundRef funder-information service—a standard way to report funder information—include funder_name, funder_identifier, and award_number. Consult *www.crossref.org/fundref* for more information.

It is difficult for a computer to parse funding information from articles. Funding-data and conflict-of-interest statements are often combined, and funding information is written in prose and so is not easy to parse. Why does that matter? Funding bodies cannot track what happens after a grant is awarded. Do publications arise from it? Publishers cannot report which articles result from specific funders or grants. And institutions cannot link funding received to published output. Lack of standardization makes it difficult to analyze or mine textual funding statements.

Even if funding agencies could be easily identified in text, authors and publishers use different names, different abbreviations, and

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Public Access and Reproducible Research: The Journal's Role, Responsibility, and Contribution

Moderator:
Christine Casey
Editor, *Morbidity and Mortality Weekly Report* (*MMWR*) Serials
Centers for Disease Control and Prevention
Atlanta, Georgia

Panelists:
David Crotty
Senior Editor, Oxford University Press
Board of Directors, CHOR, Inc.
New York, New York

William (Bill) Silberg
Director of Communications
Patient-Centered Outcomes Research Institute
Washington, DC

Trish Groves
Deputy Editor, *BMJ*
Editor-in-Chief, *BMJ Open*
London, United Kingdom

Laurie Goodman
Editor-in-Chief, *GigaScience*
Shenzhen, Guangdong, China

Reporter:
Mary E Costantino
Principal Medical Writer,
Comprehensive Health Insights, Humana
Louisville, Kentucky

In February 2013, the White House Office of Science and Technology Policy (OSTP) issued a memorandum mandating public access (after a 12-month embargo) to peer-reviewed publications and digitally formatted scientific data resulting from federally funded research. Proposals to make publications accessible include broadening PubMed Central to include all US government funding agencies, establishing the Shared Access Research Ecosystem (SHARE) program, and creating the Clearinghouse for the Open Research of the United States (CHORUS). SHARE, proposed by a coalition of higher-education and research communities, aims to create a series of interconnected library-based repositories to archive a broad array of research materials. CHORUS is a proposal from a coalition of publishers offering a public–private partnership for a technological solution to meet access needs.

The component of the OSTP memo that addresses data accessibility presents serious challenges that include privacy-protection issues and archival characteristics (such as where, how, and how long to store the data). No clear funding support has been presented, nor has instruction about storage duration been provided. Implementing data access will probably be a longer-term project than providing access to research papers.

The Patient-Centered Outcomes Research Institute (PCORI) is a not-for-profit agency authorized by Congress to fund comparative clinical-effectiveness research studies. PCORI's goals include increasing the quality, quantity, and timeliness of research, but it is also charged with disseminating the results of the work that it funds to a wide variety of audiences and doing so within a short period (apart from the OSTP mandate). PCORI is determining how to disseminate findings to meet its legal mandate and how to ensure that the findings are credible and useful while respecting its funded investigators' ability to publish in scientific journals.

BMJ (formerly the *British Medical Journal*) shares the drive to make research data available to the public and is grappling with sharing patient data from clinical trials. There is an understanding between patients and providers that their personal information will remain private and that, when it comes to research, patients may or may not have consented to share their information. The US mandate to provide study data has created concern globally, as expressed by the Wellcome Trust, a global charitable organization, that international collaboration will be damaged if the United States imposes a legal framework that cannot be extended to other countries. *BMJ* adopted the principle of requiring that anonymized patient-level data from published trials of drugs or devices be accessible to others for purposes of reproducibility. The authors of all eligible *BMJ* trials have complied with that requirement, and no papers have been rejected for noncompliance.

BMJ has also called for the publication of previously unreported clinical-trial data through an initiative called Restoring Invisible and Abandoned Trials. *BMJ* published the call, from an international group of academics, for researchers to share "trial documents they have obtained from public sources that need publishing or republishing, and to help us with the writing. We need volunteers to act in place of those who should have but did not make trial reports visible and accessible".

Another solution that has been presented to make data available comes from *GigaScience*. This journal and Web resource publishes articles with corresponding data and the necessary tools for analyzing the data, allowing others to attempt to recreate published studies. Reviewers for the journal indicated that repeating the analysis to assess accuracy during a review was time consuming but overall found it very satisfying. Juxtaposing an article with the related data and analytic tools can increase scientists' efficiency by helping them to retain scientific focus, and it is more advisable to test data before publication than after. However, the process requires time and effort rather than additional funding and is applicable only to particular fields of study. The journal offers the tools to readers, and the data can be cited if they are used in other studies.

Editorial and Publication Processes in Developing and Newly Industrialized Nations

Moderator:
Ingrid Philibert
Senior Vice President, Department of Field Activities and Managing Editor, *Journal of Graduate Medical Education*
Accreditation Council for Graduate Medical Education
Chicago, Illinois

Speakers:
James Tumwine
Editor-in-Chief, *African Health Sciences*, School of Medicine, College of Health Sciences, Makerere University
Kampala, Uganda

Lila Castelanos Serra
Former Executive Editor, *Journal Biotecnologia Aplicada;* Former Head, Department of Proteomics, Center for Genetic Engineering and Biotechnology, Havana; Member of the Cuban Academy of Sciences and TWAS (The World Academy of Sciences)
Havana, Cuba

Reporter:
Kimberly Rosenfield
Manuscript Coordinator
American Society for Parenteral and Enteral Nutrition
Washington, DC

Innovation, perseverance, and positivity were the key takeaways during this dynamic breakout session on editorial and publication practices in developing and newly industrialized nations. Speakers James Tumwine and Lila Castelanos Serra explained that, unlike editorial offices in industrialized countries, those in developing nations have a host of unique roadblocks that they must overcome to operate and promote successful publications. Despite innumerable challenges, many journals have been able to sustain and grow through innovative methods that foster high-quality editorial teams, submissions, and journal visibility through continued education of staff and editors.

Tumwine chronicled the struggles and success in establishing a peer-reviewed journal in Africa. With modest facilities for publishing African medical research, Tumwine was inspired to develop an African-led publication that would bring attention to African health issues and, with it, better health practices in Africa. Founded in 2001, *African Health Sciences* has become Uganda's only MEDLINE indexed journal. It has overcome numerous challenges, including a lack of funding and human resources, which Tumwine has met by fostering the relationships and enhancing the skills of his journal staff and editorial board.

Often working without pay and with too few personnel, staff are encouraged to apply their varied backgrounds and knowledge to a variety of editorial roles. Education is important: Tumwine has introduced the practice of training medical students, at both undergraduate and graduate levels, in the methodological principles of scientific inquiry and communication. Integration of research and publication principles into the regular curriculum will help to prepare medical students to do research, write and express their research, and serve as competent editors and reviewers.

Serra spoke about the challenges that Cuban medical publishers have in producing journals with an international impact and high-quality submissions. While leading La Editorial Ciencias Médicas (ECIMED), the national publisher of university medical journals, Serra faced a number of obstacles. Despite being one of the leading scientific publishers in Latin America, ECIMED has struggled; its presence in international repositories and databases is increasing every year, but its citation rate remains low. Serra points to a number of reasons why this is the case: low-quality manuscript preparation and submissions, nonfunctional editorial boards, and poor reviewers.

Serra has engaged in education efforts among editors and reviewers that have included training courses, discussion forums, and meetings in which editors are able to exchange ideas and discuss how to integrate international trends into their workflow to create journals of worldwide relevance. Equally important is the accountability of reviewers: From the start, reviewers with a high h-index (a metric that reflects the reviewer's number of publications and number of citations per publication) are selected, and their performance is evaluated throughout the course of their participation. Good reviewers are socially recognized through letters to them or their institutions. Serra has also encouraged ECIMED journals to tighten journal submission requirements and lower their manuscript-acceptance rates.

Developing countries, by and large, have a steep hill to climb in establishing successful academic journals. Lack of staff and an excess of subpar editors, reviewers, and submissions have created the need for developing countries to find innovative methods to overcome and thrive. Tumwine and Serra both credit "thinking outside the box" in how they manage their production and train and educate their staffs with the success of their journals. Ultimately, a better understanding of scientific communication principles will help those journals to inform readers about medical and science issues related to their countries.

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different punctuation for reporting to the same funding bodies. The FundRef Registry is a controlled vocabulary of more than 6000 international funders that can be incorporated into the manuscript submission process or can be applied to previously published articles. Once a standardized version of a funder name is associated with an article, funders, publishers, institutions, authors, and the public can use CrossRef search interfaces or third-party tools, such as those being built by CHORUS and SHARE through CrossRef's application-programming interfaces, to discover which publications are funded by which funders.

Joint Publications Among Societies—Opportunities and Challenges

Speakers:
Morna H Conway
President
Morna Conway, Inc
Nashville, Tennessee

Kenneth F Heideman
Director of Publications
American Meteorological Society
Boston, Massachusetts

Reporter:
Richard Wang
Editorial Board
Journal of Medical Toxicology
Atlanta, Georgia

Kenneth Heideman and Morna Conway shared with the audience their experiences in and lessons learned from working with joint publications among societies. Heideman introduced the topic by reviewing the origins of the journal *Earth Interactions*, which was launched in the 1990s by five professional organizations. The interdisciplinary nature of this subject matter defined the need for multiple participants. Over the years, the journal evolved among three partners (the American Meteorological Society, the American Geophysical Union, and the Association of American Geographers) and defined the work agreement among the partners in a memorandum of understanding (MOU). The MOU specified the following processes: selection of the editor-in-chief, peer review, postacceptance editing, and disbursement of revenues. An 80–10–10 split of the proceeds was agreed on by the organizations. The sole organization conducting the peer review of submitted manuscripts received 80% of the proceeds and the other two organizations promoting and marketing the journal received an equal share of the balance of the proceeds.

A joint journal can form in two scenarios. In one, a journal begins as a new collaboration between two or more organizations. In the other, an existing journal becomes a joint publication. In either case, it is essential that organizations continue discussion, establish clear expectations from the beginning, have a process to resolve differences, and understand that collaborations can change and might need to end.

Conway discussed a series of questions that publishers should ask when considering a joint venture.

What makes for a successful collaboration?

A successful collaboration results from mutual self-interest, perception of reciprocity and equal benefit from the project, joint ownership, fair dealing, transparent communication, equal say (in policy, strategy, editorial direction, and operations), and financial parity. It is important, if the journal is owned by a commercial publisher and "sponsored" by a society, that the publisher strike an agreement that gives the society reasonable compensation, editorial control, and input into strategic development of the journal so that the society feels ownership; otherwise, the relationship will probably disintegrate.

Why collaborate?

Societies collaborate for several reasons: for example, to attract content from related but distinct disciplines or professions, to access a larger audience of authors and readers than a single society can, to engage in joint marketing, and to compete effectively with other societies and journals.

What can go wrong?

Some factors that can stress a partnership include concerns about ownership when the journal is not owned equally; poorly defined lines of communication, decision-making authority, or governance; insufficient time and effort to develop a collaborative relationship; financial disparities in income or expense; imbalance in editorial direction (for example, disagreements about appointments of editors); and overlapping memberships (who pays for which subscription?).

Conway described some cases that illustrated success and failures in joint publications among societies. Summaries of these cases follow.

Case one: a highly successful collaboration

A journal was conceived, co-owned and launched by two societies—one clinical and the other surgical. They had one contract with the publisher, and they divided the revenue equally. The editor-in-chief was selected in an open competition every 5 years. The two societies had established a collaborative experience on the basis of their joint annual meetings.

Case two: a toxic relationship

A large society of researchers and practitioners invited a small society of surgeons to sponsor a specialty-focused journal that was owned by the large society. However, the large society refused to pay royalties to the small society or to transfer ownership to it. The small society decided to start its own journal on expiration of the contract.

Case three: another failed relationship

An association owned a journal and invited a small society to develop content in a niche field of its specialty. The owner of the journal paid royalties on commercial sales but not on institutional subscriptions. Commercial sales plunged in the economic downturn immediately after signing of the contract. This case illustrates the need to read the small print in the contract and to understand what a "royalty" is based on.

Case four: an acrimonious divorce

Two journals shared a title that was owned by one journal and licensed to the other. They had a long-term collaboration for marketing and sales. The owner decided to revoke the other journal's license to use the title. The licensee had to change the name of the journal, and the separation process was expensive and difficult. In this instance, the party with the power over the title changed the rules, and no amount of negotiation could prevent the negative outcome.

Case five: foundation in search of a journal

A major foundation that funds research for a specific disease wanted an official journal. The foundation sought potential partners

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Behind the Scenes with Style Guides: How Updates are Made and Manuals are Selected

Moderator:
Tom Lang
Training and Publishing Consultant
Tom Lang Communications and Training International
Kirkland, Washington

Speakers:
David Morrow
Senior Editor, University of Chicago Press
Chicago, Illinois

Cheryl Iverson
Cochair, AMA Manual of Style Committee
JAMA Network
Chicago, Illinois

Peter Olson
Senior Copyediting Coordinator
Sheridan/Dartmouth Journal Services
Waterbury, Vermont

Reporter:
Judith A Connors
Associate Director, Editorial Services
Managing Editor, *Therapeutic Innovation & Regulatory Science*
DIA
Horsham, Pennsylvania

Like dictionaries, style guides seem to be updated fairly frequently, and it never fails: As soon as you finally get the hang of a particular style point, the manual is updated, and style points are changed. Some of the updates seem arbitrary, and others are clearly much needed and welcomed by those who use them. This session offered attendees a behind-the-scenes look at how style-manual updates are decided on and implemented.

David Morrow, of the University of Chicago Press; Cheryl Iverson, of *JAMA;* and Peter Olson, of Sheridan/Dartmouth Journal Services presented this highly valuable 90-minute session to a standing-room–only crowd of enthusiastic editors, copyeditors, and writers.

Morrow discussed the editorial process for style-guide updates at the University of Chicago Press, which is a structured approach that uses three advisory groups. The six-person internal advisory team comprises book and journal manuscript editors and performs an outline review simultaneously with the 11-person external advisory committee, which comprises editors and publishers of scholarly books and journals in the sciences and humanities. Finally, the manuscript is reviewed by the topic-specific advisers, a 42-person team that focuses on such subjects as language, mathematics, documentation, and copyright and permissions. Once the outline review is completed by the three advisory groups, the "Triumvirate", a special team in the university composed of Morrow, Mary Laur, and Russell Harper does a final review and approves the outline.

The same process is followed once the full manuscript is prepared; all comments are screened by the Triumvirate to create the final work. XML is used during the editorial process. As a back-end need, fully tagged XML content can be created for an online version, and there is the front-end ability to have the full text with XML tags in place. To aid in workflow, a single set of source files goes through print galleys. For the first print pages, the source files are split for online and print versions. Corrections from later print stages can be transferred to online files. Style guides are full of complex rules and exceptions, and much manual work is needed to address them.

Olson addressed the benefits of journal-specific guides in a lively presentation. General style manuals often do not have enough detail to address individual journals' needs. In general style manuals, style points may be covered too broadly or not discussed at all. For example, a CSE style point merely states that acknowledgments should be included but does not give details about whether to include reviewers, locations, titles, and the like. Similarly, the AMA manual addresses figure citations in text but leaves out instructions about figure panel letters, subpanels, and so on. By creating a journal-specific guide, one can develop a more streamlined publication and have more flexibility with special article types. If publishing a specialty journal, one might wish to expand AMA's rules about standard abbreviations to suit the specific needs of the publication; if the journal publishes articles of many types, it is logical to have separate style rules for each.

When creating a journal-specific guide, provide effective categorization, cross-references, and examples. Keep the user in mind when detailing style points, and integrate standard author queries into the style guide to create uniformity. Including cross-references will aid the user in finding information faster and will streamline the style guide and reduce redundancies. The examples in the style guide should be simple, clear, realistic, and comprehensive. Avoid vagueness and be consistent.

Iverson, cochair of the AMA Manual of Style Committee, noted that although new editions of style manuals represent "big" updates, online versions of a style manual offer opportunities for many "small" updates between editions. For the *AMA Manual,* these include a list of errata (all have been corrected in the online version, but a complete list is available for print users), updates (changes in policy since publication, noted in the text, linked from an updated list, and dated), monthly style quizzes, a blog (*AMA Style Insider)*, and tweets (Twitter @ AMAManual).

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and found only one suitable journal, but the journal was not interested in a joint venture. The foundation proceeded to the successful launch of its own open-access journal, which it fully owns.

The lessons learned from those experiences with joint publications among societies include these: Success depends on equality, transparency, and shared vision; failure derives from an imbalance of power in the relationship; and if a collaboration is not in the cards, societies should consider launching their own open-access journals because there is much less financial risk with open access than with hybrid or subscription-based journals.

Early-Career Professional Scholarship Winners

Patricia K Baskin

Each year, the CSE scholarship program supports several early-career publishing professionals by sponsoring their attendance at the annual meeting. The winners in 2014, selected from a record number of applicants, were Silvia Elena Buntinx, head of the Department of Publications, Universidad Nacional Autónoma de México, Mexico City, Mexico; Kimberly Rosenfield, manuscript coordinator, American Society for Parenteral and Enteral Nutrition, Washington, DC; and Erin Russell, assistant editor, *Canadian Medical Association Journal*, Ottawa, Canada. The winners were asked to share their backgrounds and experiences at the annual meeting. Their comments follow. Congratulations to these enthusiastic early-career professionals!

Silvia Elena Buntinx

I am a newcomer to scientific publishing. I have a bachelor's degree in veterinary medicine and animal science from Universidad Nacional Autónoma de México (UNAM) and an MSc and PhD in animal nutrition from North Carolina State University. I have been teaching undergraduate and graduate courses at Facultad de Medicina Veterinaria y Zootecnia for 20 years.

In 2012, our new dean created the Department of Publications, for which I am responsible. She gave me two assignments: to put our school's publications in order and to re-engineer our outdated scientific journal, *Revista Veterinaria* México. With the invaluable help of my team and advice of the people from Research Square (American Journal Experts and Rubriq), I have managed to accomplish the first task; on 31 July, we published the first article in *Veterinaria* México OA, our new online scientific journal.

By attending the CSE annual meeting, I hoped to gain knowledge in many aspects of scientific publishing. That is why I not only attended the meeting itself but registered for the Short Course for Journal Editors. I learned a lot from the short course and enjoyed it tremendously. The highlights of the meeting for me were the session on open access (the speakers were sensational), the session on usability and the design of information, and the plenary address by Howard Bauchner.

Scholarship Committee Chair Glenn Landis, scholarship winners Kimberly Rosenfield, Silvia Elena Buntinx, and Erin Russell, and CSE President Heather Goodell

I am extremely grateful to CSE for its generosity and for the knowledge I have gained since I joined. This year, I tried to give back by donating, albeit a small amount, to the Scholarship Fund.

Kimberly Rosenfield

I entered scientific publishing by accident. My background is in the humanities, and I originally pursued a PhD in history before ultimately deciding to move out of academe—or so I thought. I was offered a position as a manuscript coordinator for the Endocrine Society in 2012 after bouncing around industries for a couple of years and thought that it would be a temporary job. Fortunately, I fell in love with the work; it was a good mixture of academic work, which was what I was familiar with, and new processes that I could learn. Since then, I've moved on to become an assistant managing editor, and I now work in journal and book publishing.

I learned of CSE from my managers in The Endocrine Society, two of whom had been active in editorial associations. My love of learning encouraged me to apply for the CSE scholarship. When I was notified that I was a winner, I decided that I should get as much out of the conference as I could and elected to attend the Short Course for Journal Editors. Since attending, I've encouraged all my coworkers in the industry not only to apply for the scholarship but to attend the 2015 CSE annual meeting. I got incredible value out of attending this year, and I hope to attend for years to come.

The highlights of this year's meeting for me centered on the Short Course for Journal Editors and the sessions that focused on open access, continuous peer review, and the integration and participation of developing nations in the scientific publishing community. I found all the events beneficial, but I also enjoy meeting other editors and professionals in my field; throughout the conference, I lost count of the rich array of conversations I had with colleagues. CSE gave me, a new member, the opportunity to join the Membership Committee, and I'm looking forward to helping to bring in new members and to furthering membership retention. I can't wait to work with this group of such talented people!

Erin Russell

My career in science editing began in fall 2012, when I joined the *Canadian Medical Association Journal* (*CMAJ*) as an editorial intern. Before that, I had worked as an epidemiologist for the Public Health Agency of Canada and as a clinical-research officer for the Canadian Agency for Drugs and Technologies in Health. Throughout my 1-year internship with the *CMAJ*, I was able to apply my training as an epidemiologist to the critical appraisal of research manuscripts. I was later offered a position as assistant editor.

I attended the Short Course for Journal Editors at the 2013 annual meeting and was impressed by the professional community that is CSE. My attendance at the 2013 meeting gave me a renewed sense of energy and enthusiasm for science editing. I was excited to return to the 2014 meeting in San Antonio to learn about new advances in publishing technology and to have the opportunity to interact with other science editors.

The highlights of this year's meeting for me were the keynote address by Siva Vaidhyanathan; the sessions on continuous publication, predatory publishers, open access, and open peer review; and the opportunity to mingle with other editors. I was happy to be invited to join the CSE Membership Committee. I am particularly interested in membership recruitment (appealing to early-career professionals). It can be a difficult group to reach, but ultimately the long-term sustainability of any membership organization depends on its ability to market itself to new members.

News from Other Organizations

Asian Council of Science Editors
Patricia K Baskin

The Asian Council of Science Editors (ACSE) is a new organization that is based in Dubai, UAE. Muhammad Sarwar, a spokesman for the group, says that "ACSE is dedicated to promoting best practices in scholarly publishing in the region. It works with journal editors and publishers offering networking, training, skill-boosting workshops, and discussion forums. ACSE strives to enhance its members' understanding, skills, and knowledge and thus raise the quality and reliability of the scientific literature. ACSE believes in collaboration with other similar organizations working for the same purpose. We believe in developing strategic partnerships, strong communication, and ties with these organizations to enhance the productivity and results."

ACSE held its first meeting in Dubai on 14–15 August 2014. More than 20 participants from Egypt, India, Iran, Pakistan, Turkey, the UAE, and the UK attended. Presentations were based on the theme "Open-Access Scholarly Publishing in Asia: Changes and Challenges". On the second day of the meeting, an open forum included discussions about the presentations and the future of this new organization. A key element was to provide a networking platform for sharing ideas regarding scientific publication. The president of ACSE is Majid Moridani, of the Medical College of Wisconsin. ACSE's Web site (*theacse.com*) will announce plans as they are developed. The ACSE 2015 annual meeting will be held in Dubai on 14–15 August. The registration deadline is 1 August 2015.

Board of Editors in the Life Sciences in 2014
Leslie E Neistadt

The Board of Editors in the Life Sciences (BELS) is having another active year in 2014. Membership is now more than 1100 distributed over 19 countries. We recently welcomed 23 new Editors in the Life Sciences and three new Diplomate Editors in the Life Sciences. Congratulations to all who passed the certification and diplomate exams!

The BELS annual meeting and dinner were held on the San Antonio River Walk in May. We gathered at the Iron Cactus Mexican Grill and Margarita Bar, where we enjoyed the local food and drink (perhaps the latter slightly more than the former, but the combination made for a pleasant evening). Rick Weisburd and I talked about our trip to Seoul in fall 2013, when we offered the first BELS exam in South Korea. The scientific-editing community in South Korea is thriving, and leaders there view BELS certification as a way of demonstrating their professionalism.

BELS members are looking forward to celebrating the 25th anniversary of the organization in 2016. Back in 1991, the founders probably never imagined that the organization would grow to be so large in such a short time. We hope that all BELS members will join us in Denver to honor their vision. In the meantime, we'll gather in Philadelphia in May for the next annual meeting and dinner.

Exam 145 was given at the meeting of the European Association of Science Editors in Split, Croatia. Upcoming exams will be held in Seoul, South Korea (September); Memphis, Tennessee (October); Washington, DC (December); Mumbai, India (February 2015); and, of course, Philadelphia, Pennsylvania, at the CSE annual meeting in May. For more information on BELS, visit the Web site: *bels.org*.

12th General Assembly and Conference of the European Association of Science Editors
Ana Marušić

The European Association of Science Editors (EASE) defines itself as an "internationally oriented community of individuals from diverse backgrounds, linguistic traditions, and professional experience who share an interest in science communication and editing". To keep pace with the rapid development of scientific publishing, EASE changed its triennial general assemblies to biennial events. The 2014 assembly was held in Split, Croatia, on 13–15 June and was hosted by the University of Split and its School of Medicine. The theme of the conference was "The Complexity of Editing in Science".

The speakers and conference sessions reflected that complexity and diversity, beginning with the keynote lecture by Timothy Hunt, the 2001 Nobel laureate in physiology and medicine, of Cancer Research UK. Hunt talked about how science can be difficult for scientists in general to understand, even when it is well understood by specialists. Editors in the audience were thankful for his comment that "a good editor is worth his or her weight in gold". Milena Žic Fuchs, of the University of Zagreb School of Humanities and Social Sciences and the chair of the Standing Committee for the Humanities of the European Science Foundation, stressed the importance of humanities in research, illustrating it with the initiatives to enhance communication among disciplines within the Grand Challenges of the HORIZON 2020 Framework Programme for Research and Innovation of the European Union. Elizabeth Wager, of Sideview, presented current research in peer review and provided a look into its future, suggesting that we should talk more about research dissemination than about publication and calling for more readability, comprehensibility, accuracy, and usability of the research-communication process. Douglas Altman, of the Centre for Statistics in Medicine, UK, and the EQUATOR Network, closed the conference with the message to the editors and researchers that good reporting is not optional but is a part of doing good research!

Concurrent conference sessions addressed diverse topics: social media as a tool for journals, translation of scientific information for different audiences and purposes, sex-sensitive research and reporting, publication ethics, professional development for editors, research in editorial and journal issues, and reporting guidelines.

It is difficult to describe the great atmosphere of the Split meeting—from its daily newsletter "Split Infinitive", through several excellent preconference and postconference workshops, to social events in the 2000-year-old city of Split. Collected tweets from the conference, available at *https://storify.com/dvlpmntduncs/ease-2014*, provide an insight into the European editorial community. Please join us at the next EASE conference in Strasbourg, France, in 2016!

International Society of Managing and Technical Editors 2014 North American Meeting
Kristen Overstreet

The International Society of Managing and Technical Editors (ISMTE) is a growing organization that connects the community of professionals committed to the peer review and publication of academic and professional journals. ISMTE's mission is to provide peer-to-peer networking, education and training, research, and resources for best practices and development of journal policy (*ismte.org*).

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Gatherings of an Infovore[1]

Barbara Meyers Ford

(Image Source: Rant Lifestyle)

There are so many places to find good books nowadays. Here are two books recommending other books and some Web sites and blogs. I hope you enjoy them and find them useful.

BOOK LUST: Recommended Reading for Every Mood, Moment, and Reason by Nancy Pearl, Seattle Librarian and Director of the Washington Center for the Book, published by Sasquatch Books, ISBN 1-57061-381-8.

BOOKS THAT CHANGED THE WORLD: The 50 Most Influential Books in Human History by Andrew Taylor, journalist and author, published by Quercus Books (no ISBN in the book, but it is available via Amazon).

The Reading Room®
Your Place for Books

Starting with "The Reading Room Buzz", which gives you a newsy tidbit about something important on the day's date, this social community contains members' reviews and recommendations with reviews from *The Guardian* (UK) and *The New York Times*. Other interesting sections include Ebooks, Book Clubs, Previews, and Deal. If this short description has piqued your interest, please visit *https://www.thereadingroom.com/home*.

goodreads

A good source of good reads, this Web site sends out a monthly e-mail offering new releases from authors and genres you select. One of my favorite parts of GoodReads is Listopia . . . "best of . . .", featured . . ., and ". . . with recent activity" lists to name a few. It's a good thing!

BOOKBUB

For the e-book readers among us, I recommend BookBub, a free daily e-mail notification service about deep discounts on acclaimed e-books. You choose categories ranging from mysteries to cookbooks. The alerts highlight limited-time offers that become available from such retailers as Amazon's Kindle store, Barnes & Noble's Nook store, and Apple's iBookstore. Publishers offer deals for promotional purposes featuring e-books from top-tier houses along with e-books from critically acclaimed independent authors. Most prices range from $0.99 to $2.99 (and some are free).

HPB.com **The Half Price Blog** features book reviews, music and movie reviews, and trivia and randomness about things we love. That means a whole lot of fiction, nonfiction, music, movies, games, and collectibles, including rare and out-of-print literary treasures.

Image Source: InnoSpace Web site

blogRank brings together thousands of blogs and rates them against common metrics to provide rankings in several categories, one of which is Art & Literature. There you will find the Top 50 Books blogs. Some on the list: OUPblog, Books on the Knob, London Review of Books, Reading Copy Book Blog, First Book Blog, 5 Minutes for Books, and 101 Books.

From BuzzFeed Books: 16 Little Books To Read On Long Journeys:
Short enough to finish in one plane, train, or car ride.

1. *Dubliners* by James Joyce
2. *Cosmopolis* by Don DeLillo
3. *A Year in Provence* by Peter Mayle
4. *Interpreter of Maladies* by Jhumpa Lahiri
5. *Speedboat* by Renata Adler
6. *Leaving the Atocha Station* by Ben Lerner
7. *Invisible Cities* by Italo Calvino
8. *The Motorcycle Diaries* by Che Guevara
9. *Death in Venice* by Thomas Mann
10. *Siddhartha* by Hermann Hesse
11. *The Crying of Lot 49* by Thomas Pynchon
12. *We the Animals* by Justin Torres
13. *The Bridge of San Luis Rey* by Thornton Wilder
14. *The Old Man and the Sea* by Ernest Hemingway
15. *Train Dreams* by Denis Johnson
16. *A Small Place* by Jamaica Kincaid

Source: BuzzFeed Books posted by Arianna Rebolini, BuzzFeed Staff; for page count and snippets of each book, go to *www.buzzfeed.com/ariannarebolini/little-books-to-read-on-long-journeys*.

1. A person who indulges in and desires information gathering and interpretation. The term was introduced in 2006 by neuroscientists Irving Biederman and Edward Vessel.

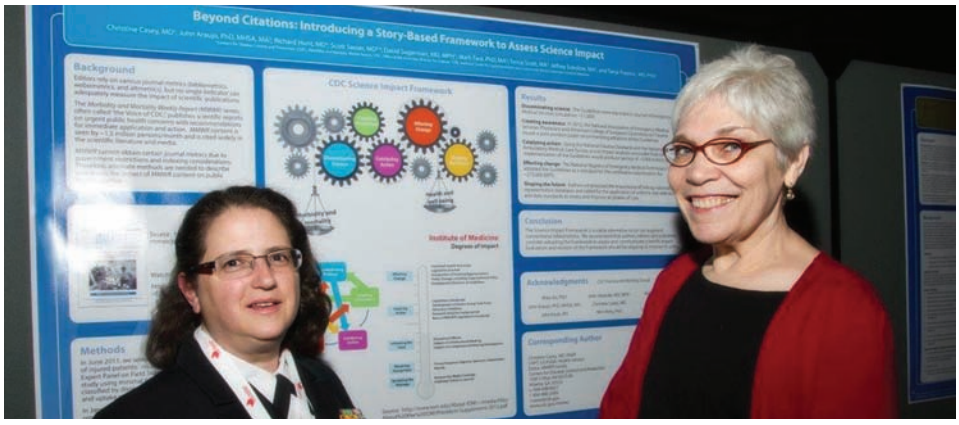
Image Credit: Andy Chen/The New York Times

CSE Elections and Awards

Patricia K Baskin

Results of the elections for the 2014–2015 CSE Board of Directors were announced at the 2014 annual meeting. Patricia Baskin, executive editor of the *Neurology* journals, was elected vice president (the vice president becomes president-elect for the 2015–2016 year and president in 2016–2017). Carissa Gilman, managing editor of *CA: A Cancer Journal for Clinicians*, was elected treasurer-elect, and Dana Compton, publication director of the *Proceedings of the National Academy of Sciences of the United States of America*, was elected to the Board as a director. The new Board members join continuing members President Tim Cross, President-Elect Angela Cochran, Past President Heather Goodell, Secretary Michael Fitzgerald, Treasurer May Piotrowski, and Directors Michael Friedman and Sarah Tegan. David Stumph, executive director of CSE, is an ex officio member of the Board.

The Council's highest award, the Award for Meritorious Achievement, was presented to ORCID (Open Researcher and Contributor ID) for its pioneering work in creating its open digital author-identification system. Laurel Haak, ORCID executive director, accepted the award on ORCID's behalf. The Distinguished Service Award was presented to Lindsey Buscher, who coordinated publication of the 8th edition of CSE's style manual, *Scientific Style and Format* (SSF8); Amanda Ferguson, who led the 2014 Web-site redesign project; and Milka Kostic, who is the chair of the CSE Sponsorship Committee.



Poster winner Christine Casey and colleague Teresa Ramsey

The CSE Certificate of Appreciation, awarded to CSE members who have made laudable contributions to CSE, was awarded to Tony Alves for his work on the Marketing Task Force and the logo redesign; Carissa Gilman, who chairs the Education Committee; and Jo Ann Eliason, Devora Krischer, and Mary Warner, who made valuable contributions to the SSF8 update.

The poster exhibit showcased several outstanding posters in detailing research projects in various sectors of publication. The 2014 poster winner was Christine Casey, editor of *Morbidity and Mortality Weekly Report*. Christine's poster was titled "Beyond Citations: Introducing a Story-based Framework to Assess Science Impact", and she will receive complimentary registration to the 2015 annual meeting in Philadelphia.

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ISMTE held its 2014 North American meeting in Philadelphia on 14–15 August. In collaboration with ISMTE, the Committee on Publication Ethics (COPE) held a full-day meeting at the same venue on 13 August.

Highlights of the ISMTE meeting included the following:

- The keynote address featuring Kent Anderson (CEO and publisher of the *Journal of Bone & Joint Surgery* and its parent company, STRIATUS, and founder of the *Scholarly Kitchen* blog), Matt Giampoala (executive journals editor for Wiley), and Jason Roberts (senior partner of Origin Editorial and ISMTE past president), discussing "State of the Art and Profession: An Editorial Office Update".
- Breakout sessions on handling appeals, the publication landscape in China, editor-in-chief transitions, how to conduct research as an editorial-office professional, working with production, navigating policy, an Excel workshop, freelancing, Publishing 101, submission-system vendor presentations, and a session on peer-review evaluation.
- A panel discussion on various types of transitions that a journal may face and how to make informed decisions.
- The poster session, the speed networking session, and the always-popular exchange forum, in which attendees had the opportunity to ask provocative questions and receive answers from their gathered peers.

The penultimate event was a session presented by Robert Bazell, former chief science correspondent for NBC News, whose topic was " Reporting on Science in the Media".

ISMTE's European meeting was held in London on 13–14 October at the Charles Darwin House, with COPE hosting a half-day meeting on the morning of 13 October.

Society for Scholarly Publication: The 36th Annual Meeting

Patricia K Baskin

The 36th annual meeting of the Society for Scholarly Publishing (SSP) was held on 28–30 May at the Westin Boston Waterfront Hotel in Boston, Massachusetts. The meeting's theme was "Who's at Stake and What's at Stake? Looking Outward at the Future of Scholarly Publishing".

SSP President Kent Anderson and the program and education committees assembled an impressive list of speakers and gathered a wide array of scholarly publishing topics that were presented in the premeeting seminars,

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So Who Was That Photographer?

Patricia K Baskin

Pamela Stuckenborg

When Pam Stukenborg was 6 years old, her family of seven became six with the loss of a brother and all their possessions, including photographs, in a tragic house fire. Her family cherishes the precious photographs given to them by relatives, and her initial interest in photography stemmed from the importance of capturing and preserving happy memories.

Eight years ago, because of a move to Tulsa, OK, Pam retired from being a vocational specialist for people with varied abilities. Although she had always taken lots of pictures, she decided to pursue photography in earnest and enrolled in photography classes in New Hampshire and later in Oklahoma, but she is mostly self-taught. She started out using film but entered the digital-photography world after she met and married Bernie Stukenborg (sales executive for Sheridan), who was the photographer at her nephew's wedding and had a digital camera. They pursue this common interest together, sometimes shooting an event together. Although Bernie provided the technical how-to in the earlier days, Pam has since taken digital-photography classes to hone her skills using the digital camera and editing her photographs.

Pam is a sports photographer for a number of local children's teams, providing team and individual photos, high school senior-class portraits, and annual portraits for the local women's program where she volunteers. Admittedly, she avoids wedding photography when possible, because of the pressure to get all the important must-have shots and the extensive postproduction time required. She decided to focus where the need is great and found her niche with headshot photography; people need nice photographs for social media, such as LinkedIn and Facebook, and for business. She tries to help people to portray their human qualities—to make them people that others want to know. She enjoys capturing emotion, looking for uniqueness, and drawing out confident and approachable expressions in the eyes and jawline. She regularly watches tutorials and listens to podcasts on this topic.

Pam enjoys shooting the annual CSE conference. People commonly tell her that they take a terrible picture, but her reply is often that they haven't had *her* take them yet. When she coaches her subjects, she finds that they focus on what she is telling them and forget to worry about how their pictures will turn out. The process makes people feel good about themselves, and it shows in the results.

When she was asked what photography has taught her, her reply was that it has taught her to look for the unique angle, for the ordinary, and to try to draw out the extraordinary. It's important to look at things differently, take a step back, and try a different perspective. She believes that this attitude can apply to all parts of life as one deals with different people's perspectives on life's issues. She is always looking for the positive in every photograph.

What are the skills or personality traits that come in handy in photographing others? You can't underestimate the power of a nice smile and of being friendly and positive when approaching people. It's important to make the process fun!

To Pam, a picture really is worth 1000 words and then some. She related how she volunteered at a nursing home for 3 years until it closed and did portrait sessions for the residents. A granddaughter of one of the residents came to Pam one day in shock, not so much because her elderly grandfather had passed away but because when they were going through his things they found the portrait of him. The granddaughter exclaimed that "he never let *anybody* take his picture, ever!" and was so grateful to have the photograph of him. There is also an artistic, creative side to Pam's photography. One of her earlier photos contained wineglasses, high heels, a dress hem, and concrete—and left the viewer to wonder what happened. A picture can both tell a story and extract more stories from others.

Pam related an interesting incident that occurred during the CSE annual meeting in San Antonio. During a meeting break, she was strolling on the River Walk, looking for a street photo to fulfill that month's theme for her photography club back in Tulsa. At one point, she heard the sound of skateboarders on the tar. Around the bend, she found four boys jumping off their boards but politely letting people walk by. They enjoyed her taking their pictures and pulled out all the stops by performing daring

Pamela Stuckeborg's winning photograph of street skaters in San Antonio.

jumps and tricks on their boards. Afterward, she treated them to a soda at the nearby fast-food restaurant. On the way, she continued to snap pictures of them walking and silhouetted in the sun. When she submitted her picture, she won first place in her photography club's "advanced" category. Later, she let the boys know of her victory and was rewarded by their appreciation for her not only capturing their activities but treating them with respect.

Pam's other hobbies include Scrabble, knitting, cooking for family events, volunteering with a women's program once a week at a homeless shelter (the John 3:16 Mission), riding motorcycles (she has her license), riding horses, skeet shooting, and cake decorating. She also loves traveling and has joined Bernie at conferences in Hawaii, San Diego, Austin, San Francisco, Seattle, Napa Valley, New York, and other places.

Pam lives in Tulsa with Bernie, a huge supporter who has helped her to hone her photography skills. Having this common interest makes photography more enjoyable and a great topic of conversation. Bernie offers ideas for running her business and for her direction in photography and is supportive of her volunteer work. She has five stepchildren, all young adults, and describes Bernie as "the most wonderful husband in the world and he is so liked and respected in the marketplace."

Photographing conferences makes Pam feel that she is "giving back" in return for her experiences of enjoying the attendees, going to dinners, and meeting clients. She always feels welcome and included in the meetings and loves to get to know the people attending. When you see Pam coming toward you at the next annual meeting, don't be nervous about having your picture taken; she'll make sure you put your best foot forward!

David Stumph, CSE's Executive Director

Patricia K Baskin


David Stumph

Members have seen David Stumph at the annual meeting, announcing the winners in the drawings held in the exhibit hall or answering questions at the CSE registration booth. David has worked with CSE for a number of years and has taken part in some of the recent changes in the administration of CSE.

David was a hospital corpsman during the Vietnam War and decided when his army tour was finished to find a career in which he could continue to use his health-care background. He went to school to become a physician assistant at the University of Illinois, only to discover that Illinois wasn't even licensing physician assistants at that time. His education moved toward administration with an emphasis in health care, and that resulted in his working in health-care quality management for a number of years. At one point, he was elected treasurer of a new association that focused on health-care quality. The organization grew quickly, and a couple of years later, he was hired to manage it. He administered the association part time at first, while keeping his full-time hospital administration position. As the organization grew, it needed more resources. David "looked around" and joined an association-management company; he set up the management business to work with the association, which "took off". David was executive director of the National Association for Healthcare Quality for 14 years and was the architect of its certification program.

David decided to set up his own company in Chicago in 1992; he later merged with another company. Finally, he sold his interest, and he and his wife purchased the Resource Center for Associations in Denver. The associations are all in scientific fields or health care. In 2014, they sold their company to the Kellen Company. David is now executive director for CSE and also provides oversight of other associations managed by the Kellen Company, including the American Association for the History of Nursing, the Association for Applied Psychophysiology and Biofeedback, and the Association of Healthcare Internal Auditors.

David has lived in Colorado since 2005 with his wife, Kristi (known as Kristi Klinke to many CSE members). Kristi worked closely with David for many years as director of membership for all the clients of the Resource Center. David's large family includes a daughter and her husband and a stepson and his wife, who live in Chicago, and Kristi's daughter and her husband and 13-month-old son, who live in Bothell, Washington. David's older son and his wife live in the San Francisco area and are expecting a child in November. His younger son and his wife live in Los Angeles and are expecting a child in October.

During his leisure time, David is a golfer and enjoys playing his collection of guitars. David was a folk singer in Chicago during the years he spent there and is an avid music fan. He loves to travel and is able to travel frequently because of the many meetings he attends; he would like to travel internationally more. It's also fun for him to attend the shows performed by his son's rock-and-roll band, Fall Out Boy, when it's in town rather than touring the country or internationally. In his early 20s, David aspired to have his own band, so he gets some vicarious enjoyment from watching his son's.

David likes working and talking with people, so say hello to him at meetings. He enjoys CSE, mostly because of his interactions with the people who participate in committees and attend the meetings. The "cool thing" is that the group works all year to fit the puzzle pieces together to organize the annual meeting, and it all comes together in an exciting way. He feels fortunate to be able to share in the joy of those who have worked throughout the year to create a successful meeting for all who participate.

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keynote addresses, concurrent sessions, and discussion roundtables. The premeeting seminar topics included open-access mandates and policies for deposits in repositories, new technologies and global developments, the role of third-party publishers for societies, and the basics of journal production.

Thought-provoking keynote addresses included those by Chris Lintott, astronomer at the University of Oxford and copresenter of the BBC's "Sky at Night", and a combination keynote by Dan Cohen, director of the Digital Public Library of America, and Jill Cousins, executive director of the Europeana Foundation. Concurrent sessions treated such topics as exploring the variety of skills that publishers need in the 21st century, making innovation happen, making mobile-product development choices, the continuum from journals to data repositories, expanding public access to federally funded research results, publishing multimedia materials, peer-review options, building engagement on the social Web, issues facing librarians, Altmetrics, new standards and technologies in publishing, ORCID initiatives, and understanding contributor roles in scholarly publications.

The popular luncheon roundtables fostered open and enthusiastic conversations regarding the newest technical and industry-related information. The luncheons and the breaks between sessions spent in the exhibit hall with exuberant vendors of the latest publishing products provided exciting network opportunities for the nearly 1000 attendees.

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Photographs from the 2014 Annual Meeting

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Calendar

2014

5–8 November	**American Translators Association annual conference & exhibition**. Chicago Illinois. *www.atanet.org*.
7–11 November	**Association of American Medical Colleges annual meeting**. Chicago Illinois. *www.aamc.org*.
15–19 November	**American Public Health Association annual meeting**. New Orleans Louisiana. *www.apha.org*.
14 December	**BELS (Board of Editors in the Life Sciences) examination.** Washington DC. Registration deadline is 23 November. *www.bels.org*.

2015

12–16 February	**American Association for the Advancement of Science annual meeting**. San Jose California. *www.aaas.org*.
25–28 April	**Association of Clinical Research Professionals annual conference.** Salt Lake City Utah. *www.acrp2015.org*.
27–29 April	**International Society for Medical Publication Professionals annual meeting**. Arlington Virginia. *www.publicationplanningassociation.org*.
30 April –1 May	**American Society for Indexing annual conference.** Seattle Washington. *www.asindexing.org*.
15–18 May	**Council of Science Editors annual meeting**. Philadelphia Pennsylvania. *www.CouncilScienceEditors.org*.
16 May	**BELS (Board of Editors in the Life Sciences) examination.** Philadelphia Pennsylvania. Registration deadline is 25 April. *www.bels.org*.

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