SPRING 2019 • VOLUME 42 • NUMBER 1

SCIENCE EDITOR

COUNCIL OF SCIENCE EDITORS

A PUBLICATION OF THE COUNCIL OF SCIENCE EDITORS

IN THIS ISSUE:

SCIENCE EDITOR

SPRING 2019
VOLUME 42 • NUMBER 1

www.CSEScienceEditor.org

VIEWPOINT

FEATURES

COMMENTARY

ESSAY

DEPARTMENTS

On the cover: Red Admiral Butterfly (Vanessa atalanta). Butterflies and the flowers they drink from are a particularly beautiful example of mutualism, wherein both biological partners are equally dependent on each other in a fashion that benefits them equally. Photographer: Paul Albertella. Source: https://flic.kr/p/oRmbD1, licensed under CC BY 2.0.

www.CSEScienceEditor.org

A Mutual Admiration Society

Jonathan Schultz

A few months ago in the *Science Editor* Newsletter, I posed the following Question of the Month: "If you could provide one piece of advice to *yourself* at an earlier time in your career, what would it be? This could be advice that would have helped you at the start of your career, or something that would have come in handy last week if you'd only known it then."

Here are a few of the responses we received that I felt were particularly helpful, starting with **Anne Coghill** (Senior Manager, Peer Review Services, Global Journals Development, ACS Publications) sharing a bit of universal advice: "One of the personal challenges I've faced in my career is worrying about things I can't control. I've always been aware of the serenity prayer, but the best piece of advice I ever got on this topic was about 15 years ago when I took my car to the carwash. The local carwash had a poster titled, 'The Things I Learned As I've Grown Older.' The very first one seemed aimed right at me: 'I've learned that the things I worry the most about seldom happen.' That's been a lifesaver, and something that I still use today to keep those worries in check!"

I think this is especially true for scientific editing and publishing, where we are forever reliant on multiple parties (authors, reviewers, other editors, vendors, etc) all working together, usually on a deadline or tight schedule, in a way that can be maddening if any part of this is even the slightest bit off and you don't have the right perspective.

Speaking of multiple parties, **Rebecca Seastrong** (Managing Editor, *Stroke*, American Heart Association) reminds us that a good editor knows how the pieces fit together: "One thing that I found useful early in my career was a good understanding of how production works. I worked very briefly in production, so I had an inside view. It really helped me understand how the publisher thinks and interacts with the editorial office. Over the years, that information helped me translate to editors and staff not just what production needs, but why."

Likewise, **Erin Nyren** (freelance editor for Enago/Crimson Interactive Ltd, and founder and CEO of Discovery Express Kids) suggests the following practical advice: "1) Read a lot of articles! It will enable you to recognize the parts an article should have and how well-written articles communicate their hypothesis and conclusions. 2) Get familiar with the EQUATOR Network. They list standards of transparency that you should be able to recognize."

One of the elements I like about this profession is there is always something new to learn: some new innovation, new initiative, or new development. Of course, this can also become a bit overwhelming, which brings us to our final piece of advice from **Beth Staehle** (Director of Publications for the Biophysical Society):

"Red Admirable" plate from Moses Harris' The Aurelian (1766).

> ***Get involved in your professional Society. Don't just join, commit to it.***

"Volunteer for a committee, network, meet people, and don't be shy about asking advice. When I fell into this career, I was very lucky. I actually had some mentoring, took some basic editing classes, read books, attended seminars, and learned from the ground up. But I didn't take the time to build a broad network and always felt that everyone else had all the answers… I was afraid of being embarrassed about not knowing something. Now, late in my career I have a small network of colleagues I use as my 'sounding board' but I would do it differently if I had it to do again." All I have to add to this excellent advice is that contributing an article to *Science Editor* is another great way to get involved.

This call to action makes for a perfect transition to discuss the focus of many of the articles in this issue of *Science Editor*:

CONTINUED

The Council of Science Editors (CSE) and our upcoming annual meeting (May 4–7, 2019 in Columbus, Ohio). As I noted in a recent Newsletter, I find the CSE annual meeting to be an invigorating experience, charging my professional batteries for the rest of the year. At each CSE annual meeting, hundreds of professionals interested in advancing and improving scientific editing and publishing gather to share experiences and innovations, discuss best practices and tough challenges, and share thoughts on where we're heading and how best to get there. This issue includes a sneak peak of the program co-chairs Mary Billingsley and Shari Leventhal have orchestrated for the meeting along with the preview (by Nancy Devaux) of the Short Courses being offered.

The theme of this year's meeting, The Spirit of Scientific Publishing: Inclusion, Identity, Technology, & Beyond, is further reflected in the newly adopted CSE Code of Conduct and the accompanying commentary by Dana Compton, who spearheaded its creation. As she notes, "this Code is intended to align CSE's values and commitment to diversity and inclusivity with its stated purpose of fostering networking, education, discussion, and exchange." She further explains that the new Code is not simply a call to be "respectful despite our differences, but [to] explore those differences to better understand each other and forge new relationships." That we are stronger when we work together then when we toil apart has become a cliché of team building exercises and political campaigns across the spectrum, but it doesn't stop it from being true. Expanding on this idea, Eugenia Zuroski and Patricia Baskin provide an introduction to the Coalition for Diversity and Inclusion in Scholarly Communications (C4DISC), a new organization with the goal of making our community more diverse, equal, and inclusive.

This issue also includes an commentary by Jennifer Cox on the recent CSE White Paper Update from Editorial Policy Committee covering preprint servers; a guide by Dmitry Tychinin on helping non-native writers temper the "ad speak" in their articles; a tutorial on Interview Preparedness by Erin Nyren and Tom Lang on "How to Find and Interview for the Next Right Job"; and much more including an informative report from the 2019 European Meeting of the International Society for Medical Publication Professionals.

I'd like to conclude this Viewpoint with a brief discussion of the star of this issue's cover, the Red Admiral Butterfly (*Vanessa atalanta*). In an issue heavily focused on the work of CSE, I wanted to highlight on the cover an example of biological mutualism, wherein both biological partners (eg, butterfly and flower) are dependent on each other in a fashion that benefits them equally. (Hat tip to incoming CSE President Dana Compton who suggested this specific, and quite photogenic, relationship.) By coincidence, soon after selecting this cover image, I happened to be reading Pale Fire, by novelist and amateur lepidopterist Valdimir Nabokov, which features several references to the Red Admiral, including the following verse: "My dark Vanessa, crimson-barred, my blest / My Admirable butterfly…" The Red Admiral was originally known in English as the "Red Admirable," which was Nabokov's preferred name and a more poetic appellation, especially when the older definition of admirable, "to be wondered or marveled at," is considered. (For more information on Nabokov and butterflies, see http://www.d-e-zimmer.de/eGuide/Lep2.1-T-Z.htm.)

Whether you are attending the CSE annual meeting or not, I encourage everyone to heed Beth's advice: volunteer for a committee, network, meet people, and don't be shy about asking advice. CSE thrives when you participate and help your fellow professionals and you will benefit in turn as you gain experience, make connections, develop new skills, and learn from others. Even the act of sticking your neck out to ask a question of a panelist or personally thank a helpful speaker is an admirable quality. So take a moment to marvel at and admire your fellow professionals, and know that you're likely admired too.

2019 CSE Annual Meeting: The Spirit of Scientific Publishing: Inclusion, Identity, Technology & Beyond

Mary K Billingsley, Shari Leventhal, and Nancy Devaux

The CSE Annual Meeting is just around the corner, and your 2019 Program Committee and Short Course Subcommittee have been hard at work since last summer developing an exciting and educational agenda. Whether you are hoping to strengthen your grasp of nascent issues or seek practical advice from trusted colleagues (or both), this year's meeting has something for everyone.

Did you know that Columbus, Ohio, was the origin of the first female pilot's flight around the world? This year's theme, "The Spirit of Scientific Publishing: Inclusion, Identity, Technology, and Beyond" is a nod to Ms Jerrie Mock and her red Cessna, the "Spirit of Columbus." In setting the theme for this year's meeting, we also considered the trending topics and movements that have taken flight in recent years and how they are reflected in our publishing community. From issues of identity and diversity to wellness, FOMO (fear of missing out), and screen time, these big-picture trends and influences mirror the questions we grapple with in our field—issues of transparency, privacy, individuality, and responsibility. And the driving and uniting factor behind all of these things—how we do our jobs as well as how we connect and communicate and share information—is technology.

Our plenary speaker, Bernadette Melnyk, will address the sometimes-fraught and always-timely issue of work-life balance and participate in a panel discussion following her presentation. Our keynote, Marjorie Hlava, will dig into the details with a presentation on taxonomy and information systems. We know you come to CSE to learn about the latest issues impacting scientific publishing, and this

Marjorie Hlava

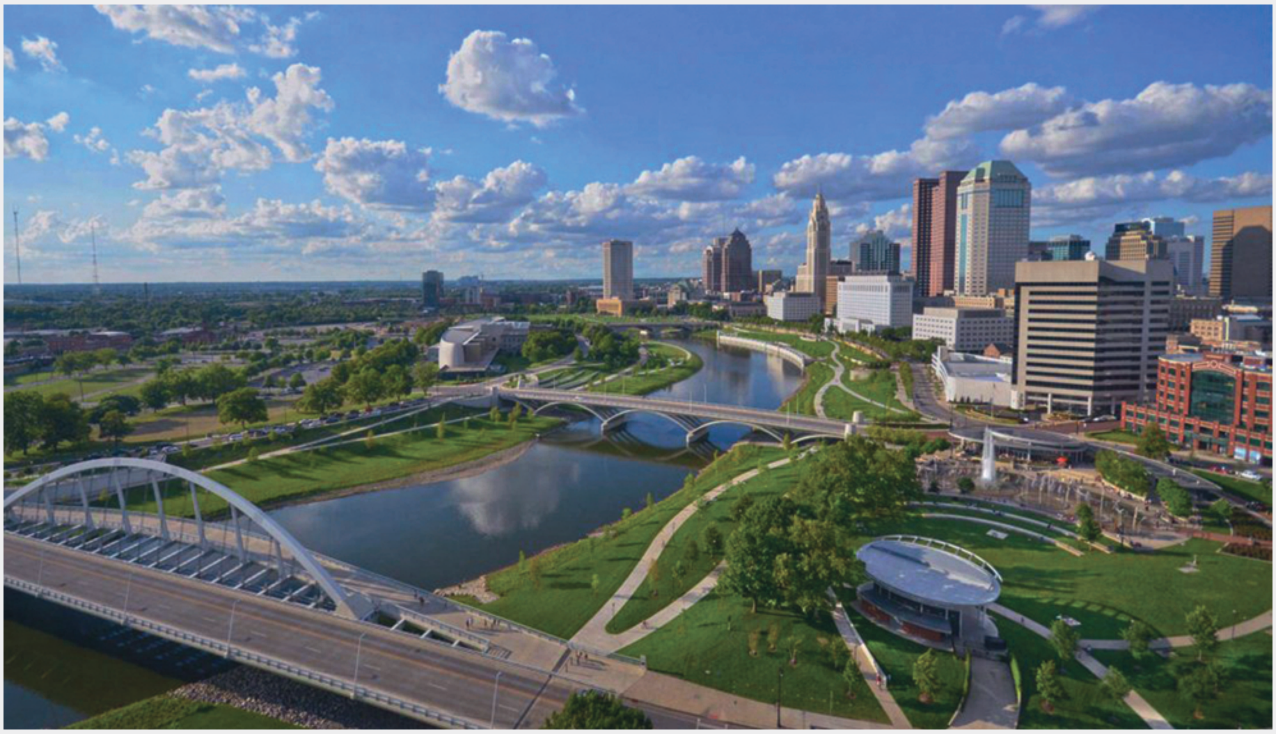
Bernadette Melnyk

year promises not to disappoint by providing a variety of exciting topics with late-breaking information once again, including sessions on General Data Protection Regulation (GDPR), Plan S, conflicts of interest, data/reproducibility, and the Manuscript Exchange Common Approach (MECA) Initiative, as well as popular annual favorites like the Ethics Clinic and Knowledge Exchange: Roundtable Discussions.

Looking for something more? Consider registering for a Short Course. The ever-popular CSE Short Courses will be held May 4–5, just prior to the annual conference. We are very excited to be launching a new 1-day course entitled Advanced Publication Management. This course will include in-depth discussions of a rich set of topics and issues that experienced managing editors and their colleagues deal with regularly. It is designed for the more veteran publication managers to understand and collaborate on effective solutions for today's (and tomorrow's) challenges. We will also hold the Publication Management Short Course, a workshop for Managing Editors, Production Editors, and Publication Managers, with topics such as management and leadership, production basics, metrics, and roles of the journal production players. For manuscript editors and copy editors, we offer the Short Course for Manuscript Editors to stay current on the skills and tools required for mechanical and language editing of scientific material. Finally, the 2-day Journal Editors Short Course, designed for Editors-in-Chief and their colleagues, provides a comprehensive survey of

MARY K. BILLINGSLEY and SHARI LEVENTHAL are Program Committee Co-Chairs. Mary is Managing Editor with the American Academy of Child and Adolescent Psychiatry. Shari is Executive Editor with the American Society of Nephrology. NANCY DEVAUX is the Short Course Subcommittee Chair. Nancy is Manager, Production Services, Sheridan.

CONTINUED



their roles and responsibilities. We enlist exceptional faculty to drive these interactive courses and all participants take away innumerable tricks of the trade.

The CSE community is warm-hearted and welcoming. As noted in CSE's new code of conduct, "CSE is committed to diversity and inclusivity, and to providing a safe and welcoming environment that allows for free expression of ideas and productive dialogue." The Program Committee took this message to heart, encouraging moderators and session coordinators to seek out new voices and perspectives when recruiting speakers. New this year, look for gender-neutral restrooms.

Wellness: Get your stretch on! Meeting days can mean long hours sitting in chairs, so start your mornings energized with yoga from a local Columbus studio.

Need a break? Go outside and explore Columbus before the meeting starts! Grab a few colleagues and sign up for "Secret Columbus" by former TV News Anchor and *Secret Columbus* book author Anietra Hamper, a Columbus Segway Tour of rivers and bridges, or head out on your own to visit the world-renowned Columbus Zoo and Aquarium, Columbus Botanical Garden, or Columbus Museum of Art.

We can't wait to see you in Columbus!

Introducing CSE's Meetings and Events Code of Conduct

Dana Compton

CSE has the privilege of serving a diverse, international group of editorial professionals in the sciences. With that privilege, we have an obligation to provide safe spaces for our membership to network, exchange ideas, and learn from each other. I hope you will agree that our most valuable learning experiences occur when our current level of knowledge or our beliefs are challenged by those with a different perspective. These experiences require an environment in which all involved feel comfortable voicing their opinions and engaging in open discussion, regardless of our differences.

To ensure this safe and supportive atmosphere permeates our meetings and events, the CSE Board of Directors has adopted the Code of Conduct. We have opted to publish this under a Creative Commons Attribution license (CC-BY), so that other organizations may use it as a guide as needed. This Code is intended to align CSE's values and commitment to diversity and inclusivity with its stated purpose of fostering networking, education, discussion, and exchange. In developing its Code, CSE has aimed for balance between assuming the best intentions of its roughly 800 members and conveying a clear message that anything less than considerate and respectful language and actions will not be tolerated. We want to assure our members that should they ever be made to feel unwelcome or uncomfortable at a CSE event, the organization will take swift action to resolve the situation.

DANA COMPTON is President-Elect, CSE, and Editorial Director, American Society of Civil Engineers.

Should you have any questions or concerns about the Code of Conduct, please don't hesitate to raise them to one of CSE's volunteer leaders. The Board has pledged to review and revise this Code as needed, to ensure it is fulfilling its intended purpose and meeting our members' needs. I'm grateful for the significant time and attention the Board has already devoted to reviewing, debating, and revising countless drafts and questions as we've navigated this process. Along the way, we've more than once expressed our vehement hope that we will never need to put this document to use. My personal experiences over the 13 years I've attended the CSE Annual Meeting have been overwhelmingly positive, and so I'm optimistic that the difficult task of crafting appropriate reporting and investigation procedures, and reasonable yet firm sanctions, will have been time happily wasted.

With that said, I hope we can all find opportunities amongst the positive values presented in this Code and continually elevate what is already so wonderful about CSE. As you prepare for the 2019 Annual Meeting in Columbus, please take a few extra minutes to read the Code of Conduct and consider how you can incorporate it into your experience. Let's not simply be respectful despite our differences, but let's explore those differences to better understand each other and forge new relationships. Let's not just express opposite viewpoints free of personal attacks, but let's ask our colleagues to elaborate on their opinions to find common ground and foster creative problem-solving. Let's celebrate how our varied backgrounds shape our perspectives, continually ask questions and truly listen to each other's answers, and encourage those around us to join the conversation. In these ways, I believe the time we have invested in documenting our values and commitments will have been time very well spent.

CSE Meetings and Events Code of Conduct

CSE commitment

The Council of Science Editors (CSE) is committed to diversity and inclusivity, and to providing a safe and welcoming environment that allows for free expression of ideas and productive dialogue. CSE promotes equal opportunities and treatment for all participants regardless of race, ethnicity, gender, sexual orientation, gender identity and expression, disability, religion, age, appearance, or political affiliation. The CSE Annual Meeting, short courses, online educational offerings and networking outlets, and other related events are intended to provide a place to connect, communicate, and collaborate with individuals with diverse backgrounds throughout the scholarly publishing industry. CSE leadership, staff, members, volunteers, attendees, and guests share a responsibility to maintain an environment free of harassment, discrimination, and hostility.

Scope of policy

CSE prohibits any form of harassment or discrimination, verbal, physical, or otherwise. This code of conduct applies to all participants (including but not limited to attendees, speakers, exhibitors, staff, volunteers, and guests) at the CSE Annual Meeting and other official events and online venues, including social media platforms. Please read it carefully. CSE staff and volunteers in leadership positions will enforce this code throughout all events. This code of conduct has been ratified by the Board of Directors as of February 9, 2019 and is in effect for all CSE events as of February 21, 2019.

Expected behavior

All CSE event participants will treat others with respect, valuing diverse viewpoints, ideas, and opinions, and maintaining professional and ethical conduct during the course of the event. Participants will:

- Be considerate, respectful, and collaborative.
- Express differences in ideas and opinions in a productive manner, free of personal attacks.
- Adhere to all venue and hotel rules and policies.
- Be mindful of their surroundings and alert CSE staff, CSE leadership, and/or venue security of any dangerous situations or individuals in distress.

Unacceptable behavior

Harassment, discrimination, or intimidation in any form will not be tolerated. These include but are not limited to:

- All speech, gestures, or behaviors that are not welcome or are personally offensive, abusive, or derogatory. For example:
  - Harmful or prejudicial verbal or written comments related to race, ethnicity, gender, sexual orientation, gender identity and expression, disability, religion, age, physical appearance, political affiliation, or other personal characteristics.
  - Verbal or physical intimidation, threats, stalking, unwelcome attention, inappropriate/unnecessary physical contact.
  - Physical assault, including unwelcome touch or groping.
  - Real or implied threat of physical harm.
  - Offensive or unprofessional language or images in presentations or other public spaces.
- Unwelcome photography or recording.
- Disruption of talks, presentations, courses, and other events.
- Other conduct that may jeopardize the success of the event, CSE's reputation, or the positive experience of any other event participant.

Behavior that is acceptable to one person may not be acceptable to another. Harassment intended in a joking manner still constitutes unacceptable behavior.

Anyone requested to cease unacceptable behavior is expected to comply immediately. Targets of harassment are not under any obligation to attempt to stop the behavior or to confront the alleged offender, and will not therefore be assumed to have implicitly consented to such behavior.

Reporting procedure

Any individual who is the subject of harassment or other unacceptable behavior, or any individual who has witnessed such an incident, should immediately notify the CSE Executive Director or another CSE staff member, or a member of the CSE Board of Directors. Notification may be done by contacting one of these individuals on site, or by emailing your concern to the CSE Executive Director at tbennett@kellencompany.com.

If the behavior presents a serious, immediate threat to participants' safety, participants are advised to contact the local authorities and/or 911, and locate a house phone and ask for security.

Individuals reporting harassment are not expected to discuss the incident with the offending party.

CONTINUED

Reporting individuals will be asked to file a formal written complaint.

All reports will be treated seriously and investigated promptly. All reports will be strictly confidential to the extent permitted, as long as the rights and safety of others are not compromised.

Investigation procedure

Upon receipt of a report of harassment or other unacceptable behavior, the incident will be investigated by the CSE President, President-Elect, and Executive Director, with the goal of taking swift and decisive action to ensure the safety and comfort of all participants. As deemed necessary and depending on the nature of the behavior, this group may choose to involve external counsel such as other CSE volunteer officers, an ombudsman, and/or legal representation. In all cases, the safety of the participants will take priority.

Sanctions

Individuals engaging in unacceptable behavior prohibited by this policy may be subject to sanctions at the discretion of the investigating group, based on the severity and nature of the behavior. Such sanctions may include but are not limited to:

- Verbal warning
- Ejection from the event without refund
- Prohibition from future attendance at CSE events
- Removal from CSE leadership positions and/or committee membership, if applicable
- Notification to the offender's employer

The CSE Board of Directors reserves the right to pursue additional measures as it may determine is appropriate.

In the event that any individual is dissatisfied with the results of the investigation and resulting sanctions, he or she may appeal to the President of CSE.

CSE will not tolerate any form of retaliation against individuals reporting an incident, and such retaliation may be considered a violation of this policy subject to the same sanctions as harassment itself. Likewise, purposefully making false allegations of harassment may be considered a violation of this policy subject to the same sanctions as harassment itself.

Any questions about this policy should be directed to Tim Bennett, CSE Executive Director, at tbennett@kellencompany.com.

Introducing the Coalition for Diversity and Inclusion in Scholarly Communications (C4DISC)

Eugenia Zuroski and Patricia Baskin

Overview of the Initiative

Publishing professionals who bring different perspectives and have diverse life experiences and backgrounds are better equipped to solving the issues facing the publishing community. However, ethnic diversity is notably lacking in this global community and gender inequality across leadership levels is widespread. It is important to change the mindset of ingrained patterns of exclusion and inequities that exist throughout the industry and commit to attracting people into our community from diverse backgrounds, not only from ethnic and gender groups, but also other identity groups (Table 1). The Coalition for Diversity and Inclusion in Scholarly Communications (C4DISC) was founded to address issues of diversity and inclusion in the scholarly community including:

- Eliminating barriers to participation, extending equitable opportunities across all stakeholders, and ensuring that our practices and policies promote equitable treatment and do not allow, condone, or result in discrimination;
- Creating and maintaining an environment that respects diverse traditions, heritages, and experiences;
- Promoting diversity in all staff, volunteers, and audiences, including full participation in programs, policy formulation, and decision-making;
- Raising awareness about career opportunities in our industries to groups who are currently underrepresented in the workforce; and
- Supporting our members in achieving diversity and inclusion within their organizations.[1]

EUGENIA ZUROSKI is Associate Professor of English and Cultural Studies and Editor, *Eighteenth-Century Fiction*, McMaster University, Hamilton, ON, Canada. PATRICIA BASKIN is Executive Editor, Neurology® Journals, American Academy of Neurology, Minneapolis, MN, and Past President, CSE.

Table 1. Identity groups listed on the C4DISC website.

Ability/disability
Age
Appearance
Citizenship status
Ethnicity
Gender and gender identity
Geographic location
Military/veteran status
Nationality/national origin
Political beliefs
Pregnancy/parental status
Professional career level
Race/color
Religion/value system
Sexual orientation
Socioeconomic background/social class

The Formation of C4DISC

In the past few years, attendees to the Council of Science Editor (CSE) annual meeting have had an option to attend a concurrent session on diversity in the scholarly publishing community. A number of other societies have had similar sessions in their annual meetings. In June of 2017, during the Society for Scholarly Publishing (SSP) meeting in Boston, Melanie Dolechek, Executive Director of SSP, organized a cross-organizational meeting to discuss forming a coalition (subsequently named The Coalition for Diversity and Inclusion in Scholarly Communications or C4DISC) with a goal of increasing diversity and inclusion in our organizations (Table 2). The group discussed issuing a statement of principles[1] along with making plans for providing resources on best practices and establishing

Table 2. C4DISC term definitions.

Term	Definition
Diversity	The composition of a group of people from any number of demographic backgrounds, identities (innate and selected), the collective strength of their experiences, beliefs, values, skills, and perspectives; and, the historical and ongoing ways in which these groups have been affected by structures of power. The variability in a diverse group is apparent in the characteristics we see and hear as well as through behaviors and expressions that we encounter and experience in our workplaces and organizations. Diverse organizations are not by default inclusive.
Inclusion	The act of establishing philosophies, policies, practices, and procedures to ensure equitable access to opportunities and resources to support individuals in contributing to the organization's success. Through encouraging awareness of power structures, creating opportunities for those who have historically been excluded, and attempting to decenter majority culture, inclusion creates infrastructure for allowing the diversity within organizations to exist and thrive in a manner that can enhance innovation and problem solving. Inclusive organizations are by definition committed to achieving diversity at all levels.

outreach programs and events around the topic of diversity.

The group representatives met by conference calls throughout the remainder of 2017 and in 2018 and in October of 2018 launched a new website[2] and issued a joint Statement of Principles.[1] The 10 founding associations include SSP, CSE, the Association of University Presses, the Association of Learned and Professional Society Publishers, the Canadian Association of Learned Journals, the Library Publishing Coalition, the International Society for Managing and Technical Editors, NASIG (formerly the North American Serials Interest Group), the Open Access Scholarly Publishers Association, and the United Kingdom Serials Group (UKSG). Consensus was reached after discussion among the group and each representative procuring approval from the appropriate governing group at their organizations.

How C4DISC Can Serve the Scholarly Publishing Community

Like academic institutions more broadly, scholarly publishing is marked by the underrepresentation of minoritized populations, including but not limited to Black, Indigenous, and People of Color (BIPOC); women and nonbinary people; people from LGBTQ+ communities; people with disabilities; people from the global south; and people from less socioeconomically privileged classes.[3] These categories are neither exhaustive nor mutually exclusive, but they give a sense of the various social and cultural factors that have historically contributed to inequity of access to publishing opportunities, recognition of scholarly merit, and prospects for leadership roles in the mobilization of knowledge.

> ***Many people may struggle to recognize the problem at all, or to appreciate its extent.***

It is difficult to know how to address a problem this deep-seated and structural. Since inequity in scholarly publishing derives more from pervasive forms of unconscious bias than from overt bigotry, two challenges present themselves immediately. On one hand, many people—particularly those whose personal experience has been characterized by social privilege based on race, class, gender, sexuality, able-bodiness, and/or geography—may struggle to recognize the problem at all, or to appreciate its extent. On the other hand, those who *do* perceive patterns of inequity may struggle to identify the source of the problem if it is not an overt form of personally held prejudice against a particular social group. Misogyny, for example, can flourish in a system even when none of the people participating in it are "misogynists." Structural sexism thrives undercover in other forms of value judgment. For example, as the University of Arizona Commission on the Status of Women has recently pointed out, studies have shown that letters of reference written for students fall into gendered rhetorical patterns that reproduce disproportionate numbers of male students being promoted as the "stronger" candidates: Letters for men tend to be longer than those for women; letters for men emphasize accomplishment while those for women emphasize effort; and letters for men are more likely to mention research and publications, while those for women are more likely to mention personal life.[4] When such gendered patterns of description go unexamined, even letters that are full of praise for women candidates can contribute to perpetuating the myth that men are simply better at academic work than women are.

CONTINUED

Patterns of marginalization and inequity generated by implicit social bias are the result of a snowball effect over time and across different areas of the profession. A disproportionately low number of articles being published by scholars of color in a particular field, for example, might be traced to the disproportionately low numbers of people of color hired as professors in the field or granted research funds, figures that result in disproportionately low numbers of scholars of color available as editors, peer reviewers, and mentors to encourage more students of color to enter the field and profession. The problem is not simply one of numbers, but of the support systems that such numbers indicate. In order to address patterns of structural racism in scholarly publishing, it is therefore inadequate simply to try to recruit more work by BIPOC researchers; we must simultaneously work toward diversifying our pools of editors and reviewers, and to think rigorously about how the publishing process is connected to broader structures of knowledge production. Excellence is a product of support. We must ask: What forms of support have created the best and most widely recognized scholarship? Whose scholarship is receiving a healthy and effective amount of such support at every stage? And how can we better support the contributions of scholars from historically unsupported populations?

> ***The problem is not simply one of numbers, but of the support systems that such numbers indicate.***

C4DISC proceeds from the understanding that, on the whole, those working in scholarly publishing take these questions seriously and want to address them effectively. No individual person, editor, or publisher could possibly take on this problem alone; we must approach it together. As a coalition, C4DISC offers publishers a structure and a community for thinking through questions of diversity and equity with others who are doing the same. Individual journals and organizations will have questions and challenges particular to their situations, but even the most local issues remain connected to broader patterns and deeper problems. The C4DISC Statement of Principles lays out a helpful vocabulary for considering how scholarly publications and organizations can assess and increase diversity and equal opportunity at various levels of their operations. It also articulates the commitments and goals we share in common as scholars and publishers working toward equity and inclusivity. By joining the network of organizations that have adopted the C4DISC endeavor, scholarly publishers are able to draw on a consolidated pool of emerging data about diversity in the profession, ideas about how to assess and redress existing inequities, and mutual support in our collective efforts toward a more equitable future.

The C4DISC invites other organizations to adopt the Joint Statement of Principles at the C4DISC website[5] to show support for making our community more diverse, equal, and inclusive. In the future, C4DISC plans to do an international market research study about diversity and inclusion in scholarly publishing.

Links

1. https://c4disc.org/principles/
2. https://c4disc.org/
3. See, for example, https://eric.ed.gov/?id=EJ1130771; https://crln.acrl.org/index.php/crlnews/article/view/9446/10680; https://www.insidehighered.com/blogs/world-view/addressing-crisis-academic-publishing; https://www.universityworldnews.com/post.php?story=20180913095151857; https://scholarlykitchen.sspnet.org/2017/11/16/diversity-scholarly-communications/; https://scholarlykitchen.sspnet.org/2017/12/12/tackling-diversity-scholarly-communications-part-2/; and https://blog.scholasticahq.com/post/ways-academic-journals-can-increase-diversity-peer-review/. The issue was recently discussed at Duke University's Franklin Humanities Institute event on diversity in scholarly publishing: https://gradschool.duke.edu/professional-development/blog/future-scholarly-publishing-diversity-and-inclusion.
4. https://csw.arizona.edu/sites/default/files/avoiding_gender_bias_in_letter_of_reference_writing.pdf
5. https://c4disc.org/particpate/

"Our Data Can Serve as a Basis for ...": Adspeak in Russian Scientific English

Dmitry Tychinin

Nonnative scientists writing in English for international publication should try their best to write the "English way." This means that rather than following the writing conventions of their mother tongues, they should learn and adhere to the conventions accepted in English.

The modern English style of communicating science favors a straightforward, clear, and logical line of presentation. It is concerned with readability, clarity, conciseness, and coherence.[1] By contrast, writing styles from non-Anglophone cultures such as Russia can be more elaborate and more tolerant of vagueness and wordiness.[2]

As noted by Yakhontova,[3] Slavic texts put greater emphasis on presenting scientific knowledge ("telling") than on advertising and promoting research ("selling"). This, however, does not mean that Slavic authors are not interested in self-promotion and self-advertisement.[3] Indeed, all authors want to "sell" their work, irrespective of the writing culture to which they belong, and that is unobjectionable. What makes a difference is the rhetorical means by which the goal of "selling" is hoped to be achieved. Whereas native English speakers generally seek to promote their work by being as concise and specific as possible, Russians prefer generalized statements that often sound verbose, exaggerated, and low on substance—the kind of statements I call "adspeak." Despite being used for "selling" purposes, adspeak makes a paper less forceful and may even raise suspicions about the true quality of the authors' material. This article focuses on adspeak in Russian scientific English but may also be applicable to writers from other languages, especially those languages that have similar writing conventions to Russian.

The introduction sections in Russian original research papers frequently open with clichés like "In recent years, *much attention has been paid to* …," "There has recently been *increasing interest* in …," or "During recent years, [such and such an object] *has been actively used* as a model for studies on …." Such clichés may be perceived by the Anglophone reader as being overblown and subjective—more so if they are unsupported by references. They may be taken to mean only that 1) the work submitted is based on an important topic and therefore deserves to be published and that 2) the authors are not alone in their field. They may even bring to mind Graham's humorous "A Glossary for Research Reports,"[4] which translates "of great theoretical and practical importance" as "interesting to me" and "it has long been known that" as "I haven't bothered to look up the original reference." In English, a better introduction would be based on facts, rather than on mere words. For comparison, here is the first paragraph of the introduction to a U.S. cancer research article:

> Colon cancer is the second leading cause of cancer death in men and the third leading cause in women in the United States, with an estimated 108,070 new cases per year, resulting in an estimated 49,960 deaths per year [ref.]. Since the 1980s, there has been a persistent trend in the increasing percentage of right-sided colon cancers with an associated decreasing percentage of left-sided and sigmoid colon cancers [refs.]. Obrand and Gordon [ref.], who studied information from their institution's database, reported an increase from 22% of colorectal cancers diagnosed in the right colon between 1979 and 1982 to 31% between 1991 and 1994.[5]

This paragraph promotes the authors' study well, because it is clear and factual. It tells a concrete story with concrete figures and gives appropriate references. Think of the difference it would have made if the paragraph had begun, for instance, "Recently, colon cancer has been the subject of active research by oncologists throughout the world"!

Russians writing in English also tend to overuse intensifiers such as "extremely," "very," or "quite." Examples abound: "Design of novel heat-resistant alloys … is *an extremely important issue* …," "This knowledge [the authors' data] is *extremely valuable* in understanding recent population declines …," "… a helminthological study of the Siberian roe [deer] is *quite important*," "Reliable determination of residual drugs in livestock production seems to be *a very important task*. It is *very topical* in …." That sounds like a radio being on at full volume, with the sole message that the authors did not waste their efforts on a tiny issue. A

DMITRY TYCHININ is with the Institute of Biochemistry and Physiology of Plants and Microorganisms, Russian Academy of Sciences (IBPPM RAS), Saratov, Russia.

CONTINUED

better writing strategy would be to tone down emotion and carefully distinguish situations that do warrant an intensifier from those that do not.

Still another source of promotional clichés is “problem,” a highly overused word in Russian science: “Anthropogenic contamination of the environment … *is one of the most urgent ecological problems*. … Despite the ban on industrial production and application of PCB [polychlorinated biphenyls] since the 1970s, *the problem* of PCB utilization … *remains a pressing one*.” “Pressing problem,” “topical problem,” “urgent problem,” and “important problem” are all subjective opinions; without facts and figures, they have little meaning.

Of little meaning too is “for the first time,” a cliché with a strong self-advertising flavor (e.g., “The experiments described in this paper prove *for the first time* ….” Wheatley[6] explains, “While this may be true, it conjures up a moment of real drama, the authors hailing themselves as true pioneers by making prior claim, when the whole purpose of a primary research paper is to communicate *new* [italics his] findings.”

In the conclusion section, Russian authors often suggest that their present achievements are an important prelude to later applications: “The proposed test system *may be a useful tool for* …,” “This method … *can serve as a basis for* the development of …,” “… using these objects … *appears to be promising*.” Although the hedges “may,” “can,” and “appears” reduce the certainty of the authors’ claims, the use of “useful” and especially “basis” and “promising” is self-promoting (compare, e.g., “This method may aid in developing …”). Nonetheless, simply saying that one thing may form a basis for another or that something may have a promising application is too vague to count as a conclusion. The conclusion of the U.S. cancer research article quoted above is plain and factual, if slightly marred by a misprint:

> In recent years, the distribution of right- versus left-sided colon cancers has changed, with an increasing incident of right-sided colon cancer. The cause behind this is currently poorly understood and likely multifactorial. Our findings [sic] of worse survival for right-sided colon cancer bears further study to understand the cause. Moreover, understanding differences in tumor biology may ultimately affect the treatment modalities, specifically chemotherapy regimens, which are used for right- versus left-sided colon cancer.[5]

My conclusion—and recommendation—is plain, too: When writing in English, do not try to promote your research with verbosity, exaggeration, and imprecision. Instead, do just the opposite—be concise, honest, and specific. Your chances of publication will be greatly enhanced if you make facts and findings speak louder than your loudest words.

References

1. Cameron C. Bridging the gap: working productively with ESL authors. Sci Editor. 2007;30:43–44. https://www.councilscienceeditors.org/wp-content/uploads/v30n2p043-044.pdf.
2. Duszak A, ed. *Culture and Styles of Academic Discourse*. Berlin: Mouton de Gruyter, 1997.
3. Yakhontova T. “Selling” or “telling”? The issue of cultural variation in research genres. In: Flowerdew J, editor. Academic discourse. London: Pearson Education; 2001: p. 216–232.
4. Graham CD, Jr. A glossary for research reports. Met Progress 1957;71:75–76.
5. Meguid RA, Slidell, MB, Wolfgang CL, Chang DC, Ahuja N. Is there a difference in survival between right- versus left-sided colon cancers? Ann Surg Oncol 2008;15:2388–2394. https://doi.org/10.1245/s10434-008-0015-y.
6. Wheatley D. Drama in research papers. Eur Sci Ed 2014;40:14. http://europeanscienceediting.eu/wp-content/uploads/2016/05/essay_wheatley.pdf.

Selections from “A Glossary for Research Reports” By C.D. Graham, Jr From *Metal Progress* 1957;71:75–76.	
It has long been known that…	I haven’t bothered to look up the original reference
… of great theoretical and practical importance	…interesting to me
While it has not been possible to provide definite answers to these questions…	The experiments didn’t work out, but I figured I could at least get a publication out of it.
Three of the samples were chosen for detailed study…	The results on the others didn’t make sense and were ignored.
Typical results are shown	The best results are shown
It is suggested that… It is believed that… It may be that…	I think…
Thanks are due to Joe Glotz for assistance with the experiments and to John Doe for valuable discussions	Glotz did the work and Doe explained what it meant

Interview Preparedness: How to Find and Interview for the Next Right Job

Erin Nyren and Tom Lang

Finding a new job or career can be a challenge, and the interview can make or break your chances of landing the job you want in your organization of choice. Taking the right approach to the job hunt and preparing carefully for the interview will help you proceed into your new position with confidence and will go a long way to ensuring a smooth hiring process for both you and your future employer.

So . . . You're Thinking about a New Job . . .

Maybe you're ready for a new level of responsibility in your current organization, or maybe you're scoping out a new employer. Maybe you're starting your career or perhaps even considering a new one. One way or another, eventually you'll wind up sitting across a desk from at least one, and probably more, of your future supervisors and coworkers, answering questions about everything from your hobbies to your goals, successes, and challenges. And only one thing is guaranteed: "Ummmmm . . . uh . . . well . . ." is not the answer you want to give!

Erin owns her own company that provides books and lessons for children's science, technology, engineering, and mathematics (STEM) education, and Tom is a former department manager at a major clinical and research center. We have each interviewed lots of job candidates. We've seen the good, the bad, and the ugly of those who are passionate and well prepared, and we've had the embarrassment of seeing just the opposite (and trust us . . . it's awkward for the interviewer too, not just the potential employee).

Finding the Right Job: Two Approaches

But first things first. If you are looking for a new job, you can take two basic approaches. (See *What Color is Your Parachute*, by Richard Nelson Bolles for more detail.) The first is the most common and the least effective, in both the short and long term. That approach is to send your resume to as many as advertised openings you can find. This approach has several problems: 1) Most jobs are not advertised; their availability is circulated through informal networks, both inside and outside the company. 2) You are letting the employer choose you before you choose the employer. 3) You have to cope with lots of rejections or non-responses, neither of which is good for your mental health. 4) You are putting yourself at the mercy of HR departments, who (and we swear this is true) see how many words in the job description also appear on your application. The fewer words in common, the less likely you are to get a response. Finally, 5) you might get the job and find that it's the wrong job, after you've moved, after you've made other financial commitments, and after you've tried to convince yourself that you really can be happy there for several years. This approach is haphazard and not particularly systematic.

DR. ERIN NYREN is a freelance editor for Enago/Crimson Interactive, Ltd., and the founder and CEO of Discovery Express Kids in Fargo, ND. TOM LANG, MA, is Principal, Tom Lang Communications and Training International.

CONTINUED

However, if you take the second approach, though it involves a bit more planning and time, you are much more likely to find a position that is a good fit. This involves several steps: 1) determine what kind of job you are looking for, what you want to do, where you want to do it, and with whom you want to do it. 2) Go the city where you want to live. If you want to live in New York, don't waste time looking in New Orleans. 3) Identify the companies in that city that likely have the job you are looking for and learn all you can about each of them. Especially, try to *identify the title or name of the person who can hire you*. Membership directories of professional associations, such as CSE, can help you connect with members working in those companies and provide an opportunity for professional networking (which will continue to have benefits, even after you get the job). These contacts can tell you what it is like to work there and who you should be talking to. 4) Contact the person you believe might hire you and ask for a brief informational interview. However, you are not looking for a job yet; you are collecting information about what might be involved in changing jobs or careers, and that's what you should tell the person you're talking with. 5) If the conversation goes well and you believe you have a good rapport, leave a 1-page resume (not your 9-page curriculum vitae) with your contact information. If the conversation doesn't go well, just thank the person and move on; the conversation just paid for itself by ruling out a bad fit.

> ***Membership directories of professional associations, such as CSE, can help you connect with members working in those companies and provide an opportunity for professional networking.***

The purpose of the informational interview is to stop you from spending time on organizations that don't look promising and to get you into the informal networks where most jobs are advertised. For example, Jim isn't looking for someone right now, but he knows that Cindy is, and he passes your information on to her. Or, in 4 months, when things have changed, he remembers your interest and contacts you. This process generally takes longer, but it pays off by getting you a job where you are likely to be happier longer.

The Formal Interview

The best job is the one where you complete an employment application *after* the company has already expressed serious interest in making you a part of the team. However, if you need to interview for a job, consider the advice below.

Interviewing for a job is a bit like speed dating: Everyone is trying to decide if this relationship is right for them, and they don't want to take weeks or months to make up their minds. Employers need to discern whether your experience, skills, and personality make you a good fit for the job, as well as whether you fit into their culture. They need to know that you can (and will) do the work to their standards, as well as to the standards of their clients or other stakeholders, because hiring the wrong person can be devastating for their organization. As such, they need to ask pointed and sometimes detailed questions, and your answers need to make them feel confident that you're the right one for the job. For you to achieve this, careful preparation is key.

> ***Interviewing for a job is a bit like speed dating: Everyone is trying to decide if this relationship is right for them, and they don't want to take weeks or months to make up their minds.***

Get Ready by Doing Your Homework

Being well prepared for an interview will not only make you feel more at ease, it will help you anticipate some of the things your potential employer will want to know and enable you to get into the right mindset. Here are some things you should do before any interview:

- Visit the organization's website and learn what their mission, vision, and values are, as well as a little about their corporate culture if that information is available. You don't want the interview to revolve around asking what the organization does; you want it to revolve around what you can contribute.
- As ridiculous as this may sound, review your resume and be certain you know the details included on it. Not only should you be certain there are no errors, you should be prepared to answer questions about your experience. This capability is particularly important if you are a mid- or late-career applicant and have had many different experiences, especially those that happened years ago. Nothing is more embarrassing than being unable to answer questions about your own background!
- Search the Internet for interview questions commonly asked by employers hiring editors or writers, whatever the job you're interested in. Many websites have a veritable smorgasbord of questions ripe for the viewing. These questions are invaluable because they help you get inside the mind of the potential employer and take some of the guesswork out of anticipating the questions they may ask.
- If you know someone who works for a similar organization, ask them if there is a list of approved interview questions. Many companies keep these on file for interviews, and they often include hundreds of questions for every possible employment situation.

CONTINUED

- Ask yourself, given what you know about the organization, what you can offer a new employer. Telling them how you think you can benefit them as an employee also gives you a chance to show how much you know about the organization, which should help put them at ease. Remember: your interviewers are often more nervous than you are about the interview. If you get the job and it doesn't work out for you, you can quit. If it doesn't work out for them, it can take a lot of time, money, and even legal maneuvering to move you out of the job.
- Have a friend or family member put you through a mock interview. Don't just *think* about the answers to the questions, get someone else to ask them and force yourself to tell them the answers as though they were the potential employer. You'd be amazed how answers that sounded right in your head become awkward and garbled when you try to say them out loud. If your friend or family member has done interviews in the past, all the better.

Questions to Ask Your Future Employers

Finally, when the interview is ending, the interviewer(s) may (and should) ask if you have any questions for them. Do not pass up this opportunity! After all, the interview is also about whether the organization is right for you. Although you have already done your homework (haven't you?) and reviewed the organization's information online, you now have an opportunity to ask them some questions to get a better feel for whether you would like to work for them. Here are a few questions you should consider asking:

- How does the organization see itself maturing, and what positions does it see developing? In other words, what are the advancement opportunities in this job? Will there be opportunities for promotion, or is this position as far as it goes?
- What benefits does the job offer: insurance, vacation and paid time off, training, bonuses, retirement and retirement contributions? This information may be in the job advertisement, but if not be sure to ask about it.
- What skills and training are most important to the organization? In other words, what professional development activities will they pay for: conference attendance, memberships, book and webinar purchases, time off (with or without pay) to attend trainings, and so on.
- What are their expectations of the chosen candidate in the first 6 months? Most good organizations have an onboarding/probation phase, during which they allow you to learn more about what they do, who you will be working with, and what a typical day will look like, as well as time to learn about any technology you may need to be familiar with, such as software programs. If they intend to throw you right into a project immediately, the job could be relatively basic, they could have a poor understanding of the learning curve for the tasks, or you could have been hired with the expectation that you could hit the ground running and produce immediate benefits.

> ***Putting a lot of thought and preparation into managing this third of your life is thus well worth the effort.***

We spend a third of our lives at work: more than 90,000 hours over the course of a career. Putting a lot of thought and preparation into managing this third of your life is thus well worth the effort. There is an old saying (attributed to several people across the millennia who are alleged to have coined old sayings) that good luck is what happens when opportunity meets preparation, whereas bad luck is what happens when lack of preparation meets reality. Organize your luck; take career planning and job hunting seriously.

Good luck in your search, and all the best for your new job or career!

Scientific Communications in a Fast-Paced World: Fighting Fit for the Future—A Showcase of the 2019 European Meeting of ISMPP

Jane Nunn, Rhiannon Meaden, and Rita Moreira da Silva

"Scientific Communications in a Fast-Paced World: Fighting Fit for the Future" was the energetic, forward-looking theme for the 2019 European Meeting of the International Society for Medical Publication Professionals (ISMPP).[1] The meeting, now in its seventh year and premiering at a new, bigger London venue, was held on January 22–23, 2019, and shone a spotlight on the need for agility and excellence in scientific communications in today's rapidly evolving world. The meeting comprised 4 plenary sessions, 2 keynote addresses, 3 parallel sessions, and numerous oral and poster presentations of cutting-edge research.

It was a unique opportunity for distinguished multidisciplinary experts and ISMPP members from across Europe to immerse themselves in thought-leadership and state-of-the-art approaches to scientific communications and to debate some of the toughest challenges we face as an industry. The program took attendees on a journey through communicating robust evidence in a data-overloaded environment, maximizing impact, value, and readership of scientific communications for all stakeholders, being nimble to adapt to technological advances, and maintaining integrity through authentic leadership in the face of "fake news."

Here, we provide an overview of the key themes and takeaways from the meeting through exploration of 4 big questions we should continue to challenge ourselves with.

JANE NUNN is Head of Operations at Complete HealthVizion. RHIANNON MEADEN is Head of Commercial Development at Complete HealthVizion. RITA MOREIRA DA SILVA served as the Education Content Manager for the 2019 European Meeting of ISMPP.

Overwhelmed by data overload? How can we harness the power of the most robust evidence and cut through the noise to communicate effectively?

The first session, "Harnessing the Power of Evidence in a Data-Led Future," provided valuable insight into how the community can elevate the value of publications and respond to new requirements for data sharing and transparency. The amount of data and information accessible to healthcare professionals is growing exponentially with the advent of real-world and "big" data; the potential impact of such evidence is massive as it enables us to evaluate therapies in much more diverse patient populations than clinical trials, and in settings that may be more reflective of the real-world environments in which clinicians practice. As publications professionals, we need to help our audiences navigate through the relevant evidence and show how real-world data can be used appropriately to complement the current gold standard of randomized, controlled trials in healthcare decision-making. In doing this, we also need to recognize and educate that there can be issues with data quality, completeness of data sets, or bias. In the future, publications may be seen as part of a wider data ecosystem with a focus on accurate data interpretation. To enable such an approach will require the appropriate use of meta-data, but there will also be an increased focus on the sharing of data to answer additional research questions. The International Committee of Medical Journal Editors (ICMJE) has recently published guidelines that start to address aspects of data sharing; this guidance covers the need for a data-sharing statement and a data-sharing plan (as part of trial registration for clinical trials enrolling patients on or after January 1, 2019) for manuscripts to be published in ICMJE member journals. Pharmaceutical companies are starting to develop their own policies and set up teams to review data-sharing statements and assess data requests.

The ongoing debate regarding open access to pharmaceutical company-supported research manuscripts

featured heavily at the meeting, with the hot topic of the Plan S model included as a keynote debate. The Plan S[2] model aims to make all publicly funded scientific research fully open access across Europe by 2020. The keynote address brought two important players together to debate the benefits and challenges of funding, implementing, and delivering the Plan S model. Representing cOAlition S, David Sweeney of Research England explained how to make full and immediate open access a reality, the process of which is not short of major challenges for all stakeholders involved. He acknowledged that achieving "full and immediate" open access to publications from publicly funded research requires a paradigm shift towards new sustainable models of scholarly publishing that are "more transparent, efficient, and fair." Representing the publishing side, Claire Moulton of The Company of Biologists emphasized that non-profit community journals are ready to embrace innovation and change. She advised that more open debate is needed to address concerns from stakeholders regarding hybrid journals and the hurdles in transitioning these to become fully open access, with realistic article processing charges for funders, and within the proposed implementation timelines for Plan S.

> ***As curators and communicators in a data-rich environment, medical publications professionals need to keep up to date with best practice for transparent information sharing, and ensure the most robust evidence is easily accessible for healthcare professionals.***

Maximizing impact, value, and readership: How can we stay abreast of our continuingly expanding role within publications planning while building value for all key stakeholders?

Understanding the value and impact of publications to different stakeholders is pivotal to the successful evolution of medical publications professionals in their continually broadening roles. "Boxing Clever: the Expanding Role of the Publication Professional" featured a multidisciplinary panel of experts, from a healthcare professional to experts working directly with payers and in the pharmaceutical industry. They explored how publications professionals can expand their skills and presence as ambassadors for impactful scientific communications and provide maximum value to all.

The ways healthcare professionals access and keep apprised of the latest research in a fast, data-led environment were explored. The days of reading entire journals have gone—there is an increasing need for tailored content delivered via journal alerts, collated on websites, or synthesized in systematic reviews. It was agreed that systematic reviews and meta-analyses are extremely important resources. However, it was recommended that interpretation of research data from randomized clinical trials for evidence-based decision-making must be supported by real-world evidence. The process for assessing data for inclusion in systematic reviews was considered ripe for technological advancement as the

CONTINUED

screening of abstracts is hugely time-consuming; in the future, machine learning technology could help to automate this process and extract data from the entire manuscript, not just the abstract.

Another key recommendation from this session was to reframe publications planning teams to become more strategic and cross-functional, placing publications at the core of strategically aligned multichannel scientific communications plans (comprising medical, product, local, and health economics and outcomes research [HEOR] strategies). The need for market access functions to align payer and healthcare provider communications, while ensuring the inclusion of outcomes meaningful to payers, was also reflected on in the "Early Rise Evidence Boot Camp" parallel session. HEOR and clinical/medical teams must work closely to ensure strategic alignment of observational studies, real-world evidence, and randomized clinical trials early in the process. Finally, but absolutely critically, planning by cross-functional teams should integrally involve patients, for example in protocol optimization, trial communications, and publications. Patient involvement must not be tokenistic.

> ***Maximum value from publications can only be realized by engaging all stakeholders in cross-functional teams throughout the journey, and fully appreciating their needs and behaviors.***

Adapting to the changing world: are we aware of all of the changes that will impact us, and are we ready to tackle them head-on?

Our environment is changing rapidly, not least with the advent of new technologies and artificial intelligence (AI). We need to understand how to utilize all the technologies that are currently available to us, as well as understand where new technologies will add real value to our profession.

In his keynote address, "No More Robowars," Simon Fry of Springer Healthcare took the audience on a journey to better understand the potential of using AI in healthcare and medical publishing. He emphasized that increased use of technology can potentially raise the value of processes that cannot be automated, such as doctor–patient interaction. So while AI will be utilized more across healthcare, it is important to remember that human interactions cannot be replaced. It is also essential to understand that our audiences are made up of individuals with different personas and preferred learning styles. The parallel session "Innovations in Data Publishing: Hitting the Ground Running, and Making Each Step Count" showcased a number of innovations already being utilized by journals and congresses to help address this, including videos of authors and visual infographics to represent complex concepts. Outside of the journal publishing world, medical congresses are often early adopters of innovative approaches and there is a growing interest in the use of social media and virtual platforms to expand the reach of scientific exchange outside the confines of the congress itself.

Improving public perceptions of publications is a key area of focus for all publications professionals, and various advances that address this topic are currently under discussion. Three of these were covered in the parallel session "Leveraging Medical Data—Ways to Maximize Impact for the Long Run": current trends in preprints, open peer review, and blockchain. The use of preprints prior to publication has the potential to speed up access to medical research; however, this has to be balanced with the potential for harm that could occur when sharing a publication with data or interpretation errors. The role of open peer review has been mooted to increase transparency, although there are still some concerns about whether inherent bias exists in this approach. There is evidence to suggest that conducting peer review in an open forum can improve the quality of comments received from reviewers, and that including patient reviewers can also add valuable insights. The concept of blockchain may well seem at odds with a presentation about publications, but its implementation in the pharmaceutical and publishing industries could allow for tracking of any modifications/usage through a decentralized digital database, ultimately democratizing the control of data and increasing trust in the data we are communicating.

> ***We need to take a proactive, leadership stance on the continual incremental innovations and industry-shaking disruptors coming our way. We need to understand and capitalize on how they can complement, enhance, and potentially revolutionize our efforts.***

What does it take to ensure integrity through leadership?

Ensuring that publications practices meet the highest ethical standards and are universally trusted is a critical aim for all publications professionals. The session on "Maintaining Our Core Strength: Driving Publication Integrity Through Leadership" addressed the ever-increasing eminence of publications ethics, and the past and present challenges faced by different publications stakeholders. The audience was challenged to question whether all the learnings from the past years have in fact been learned and whether we are really in the most able and empowered place to be able to identify dubious practices to ensure patients are not put at harm in the future. There is a positive argument that escalating demands for clinical trial transparency and data sharing are increasing voluntary compliance across the pharmaceutical industry, and in doing so make it harder for bad practice to slip through. Promoting patient engagement across all stages of drug development to market launch and beyond will also be a step towards improving public perceptions and understanding of the clinical trial process. Patient lay summaries are becoming increasingly popular, but there is still a lot to be done to promote engagement of patients in the communication of research outcomes. Publishers also have a major role to play in maintaining integrity and have been introducing a number of processes to help achieve this, including robust conflict of interest disclosures, data sharing, appropriate authorship practices, and tackling predatory publishing. It is also important to highlight that ISMPP as an organization has a continued leadership role in driving and ensuring integrity in medical publishing.

"Fake news" has become endemic in all areas of communication, not least within the interpretation of scientific research by the media and lay public. Understanding our role as publications professionals within this arena is critical—we cannot put our heads in the sand and ignore the issue; we have to proactively help to ensure there is less room for misinterpretation of the data and communications that we deliver. Adopting a light-hearted approach to the topic, Andy Powrie-Smith of the European Federation of Pharmaceutical Industries and Associations engaged an eminent and highly dynamic panel in a lively debate about what it means to be ambassadors of healthcare communications and how to better prepare to fight "fake news." The role that all stakeholders play in maintaining scientific integrity was explored and how publications professionals can help to ensure there is less room for misinterpretation was considered. Three key takeaways were particularly applicable for medical publications professionals: (1) proactively communicate to a wider audience beyond just specialist healthcare professionals, starting by ensuring plain-language summaries are applicable and accessible to all audiences; (2) be careful when providing bite-sized information to explain the context and robustness of research as a lack of detail could make it easier for misinterpretation; and (3) be willing as publications professionals to stand up for the integrity of good quality scientific research.

CONTINUED

Delivering accessible, robust, and trustworthy content, expertly tailored to inform different audiences, should be at the heart of everything we do.

Acknowledgment

The authors would like to acknowledge the European Meeting Programme Committee for its extraordinary contribution to organizing this dynamic meeting. Access the 2019 European Meeting program[3] to learn more.

Links and Notes

1. The International Society for Medical Publication Professionals (ISMPP; https://www.ismpp.org) is a not-for-profit organization whose mission is to advance the medical publications and communications professions globally through enhanced integrity and transparency in medical publications and wider communications; improved standards and best practices; and education, advocacy, and professional collaborations. The Society also offers an ISMPP Certified Medical Publication Professional™ (ISMPP CMPP™; https://www.ismpp.org/overview) credential that confirms expertise as a medical publications professional, proficiency in good publications practices, commitment to ethical and transparent data dissemination standards, and leadership in upholding and fostering integrity and excellence in medical publications. The CMPP exam is offered twice annually in March and September.
2. https://www.coalition-s.org/
3. https://www.ismpp.org/schedule-of-events

ISMPP hosts educational conferences worldwide (https://www.ismpp.org/upcoming-meetings) to focus on regional and global practices related to medical publications. Upcoming conferences include:

- **15th Annual Meeting of ISMPP**, April 15–17, 2019, National Harbor, MD
- **2019 Asia Pacific Meeting of ISMPP**, September 6, 2019, Tokyo, Japan
- **ISMPP West 2019**, November 14–15, 2019, San Diego, CA
- **2020 European Meeting of ISMPP**, January 21–22, 2020, London, UK

THE YEAR IN HIGHLIGHTS

2018 Activities & Programs

Council of Science Editors

Educational Opportunities

The 2018 webinar program delivered education and information right to members' desktops:

- "Getting Out of the Reporting Rut"
- "The 'R' Word: Removing the Stigma from Retractions"
- "The Peer Reviewer Ecosystem – Where Does Diversity & Inclusion Fit In?"
- "Reaching Your Audience – Marketing Articles Using Social Media"
- "Health Is Global: How and Why Publishing Can Catch Up"

Four CSE Short Courses were offered at the 2018 annual meeting:

- Journal Editors (Parts I and II)
- Manuscript Editors
- Publication Ethics
- Publication Management

Networking

CSE's 2018 annual meeting: Two full days of breakout sessions with receptions and meals provided editors with nonstop networking opportunities

CSE's email discussion list: Members learned from, and shared with, their network of science editing colleagues

In 2018 the CSE network continued to grow!

- CSE 2016 membership (average monthly count): 688
- CSE 2017 membership (average monthly count): 781
- CSE 2018 membership (average monthly count): 795

Annual Meeting

In 2018 CSE chose New Orleans as the backdrop for 423 attendees and 20 exhibitors to meet, share, learn, and reconnect:

- Thirty-two sessions; four short courses; keynote by Michael E. Mann, PhD, author of *The Hockey Stick and the Climate Wars: Dispatches from the Front Lines*; and plenary session with PLOS CEO Alison Muddit
- Receptions, onsite meals including the "can't miss" awards luncheon and "dine-arounds," created pop-up opportunities to network, learn from peers, and catch up with old friends or make new ones
- Three early career professionals were awarded registration and travel reimbursements to attend and to grow in their careers with CSE
- Eighty-six editors arrived early to enroll in a CSE short course
- Ninety-five attendees scheduled a professional headshot with CSE's on-site photographer

Publications

Science Editor: In November 2018, the new editor-in-chief launched a monthly newsletter to support and complement the journal, which members ranked as their #2 CSE benefit.

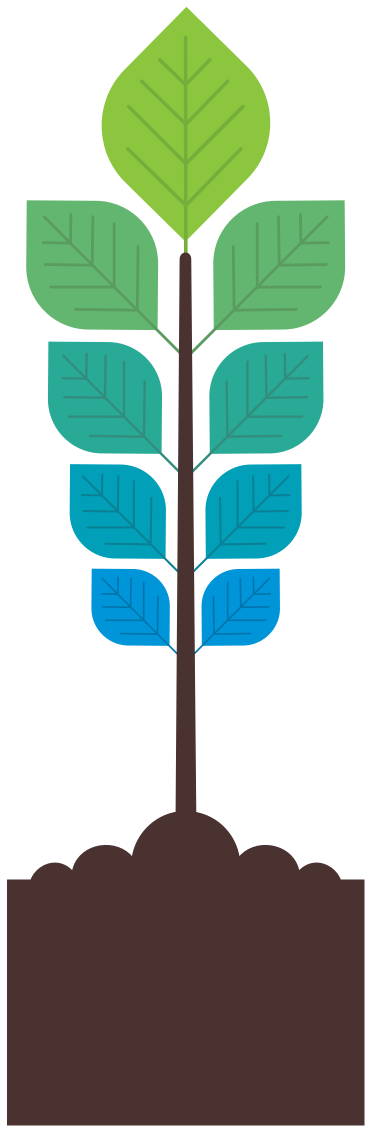
CSE's *White Paper on Publication Ethics* was published with new sections:

- Editorial Board Participation (2.1.6)
- Preprint Servers (2.1.12)
- Publication Oversight Committees (2.5.2)

Scientific Style and Format, 8th edition: CSE's style manual is still the go-to reference for the authors, editors, publishers, and translators.

"Whether your focus is technology, editorial, or marketing, and whether you work for a society or commercial publisher, CSE can help you develop and advance in your field. The fact that the community is so friendly and welcoming is an added bonus!"

CSE MEMBER, 2018



THE YEAR IN HIGHLIGHTS

2018 Activities & Programs

Council of Science Editors

Professional Development

- The Committee on Professional Development created opportunities for CSE members to build their network
- CSE's Mentorship Program now supports 10 editors at various stages of their career
- CSE Short Courses: Eighty-six editors added a CSE education credential to their resume
- CSE's Publication Certificate program graduated three participants in May 2018.

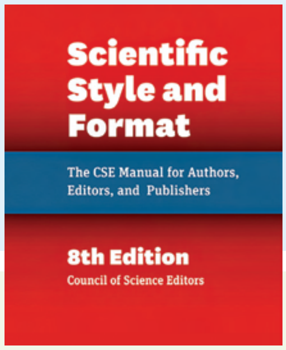
Committees

All CSE committee members sharpened their skills and helped maintain CSE's profile as a respected resource in the scholarly publishing community by

- Creating editorial and publishing policies related to publications in the sciences
- Planning and programming CSE's successful annual meeting
- Designing and delivering CSE's widely respected education programs
- Ensuring networking and professional development opportunities for CSE members
- Developing content for CSE's publications including *Science Editor* and *CSE's White Paper*

Resources for Best Practices

- CSE's trusted Resource Library is the most trafficked section of the CSE website:
  - Sample Correspondence for an Editorial Office — A CSE toolkit for editors
  - Instructions to Authors Checklist
  - Retraction resources
  - CSE's *White Paper on Publication Ethics* – update published in May 2018
- *Scientific Style and Format*, 8th edition
- CSE email discussion list: Members shared and learned from their CSE network of science editing colleagues



Collaboration

- Excerpts from *CSE's White Paper* were translated in agreement with Lithuanian University Rectors' Conference (LURC) for their own editor guidelines
- Fifty-three editors completed CSE's Short Course in Publication Management on September 11, 2018 in Sao Paolo, Brazil
- There are now 27 science editors from 11 countries outside the US discovering CSE's Digital Associate membership package

Looking Ahead to 2019

- CSE's 2019 Annual Meeting: "The Spirit of Scientific Publishing: Inclusion, Identity, Technology, and Beyond" Hyatt Regency Columbus, Columbus OH May 4-7, 2019
- CSE's Advanced Short Course in Publication Management will delivered on May 5, 2019. Register early!
- CSE's White Paper on Publication Ethics – Expect 2019 updates to:
  - Section 2.0 Roles and Responsibilities in Publishing
  - Section 3.0 Identification of Research Misconduct and Guidelines for Action
- Listen to this: The Committee on Professional Development will explore a podcast series for CSE members!

CouncilScienceEditors.org

Each 2018 initiative was keyed to CSE's mission — to serve editorial professionals in the sciences by providing a network for career development, education, and resources for best practices.

If you're not a CSE member now, now is the perfect time to join!

Preprint Servers: CSE Editorial Policy Committee White Paper Update

Jennifer Cox

The world of editorial policy can be tricky to navigate. How do journals and publishers handle implementing based on controversial topics into policy? What about ethical issues that have yet to be identified or continue to emerge? The work of the Council of Science Editors (CSE) Editorial Policy Committee (EPC), in part, has been to speak to these and other questions. In 2006, the EPC published the *White Paper on Promoting Integrity in Scientific Journal Publications*. One of the goals of the white paper was to "encourage everyone involved in the scholarly publishing process to take responsibility for promoting integrity in scientific publishing."[1] Since that time, the EPC has tasked itself with publishing ongoing updates to the white paper as new topics emerge and the industry evolves. The hope is that more open dialog can take place in order for best practices to be widely established and maintained and that the white paper can continue to serve as a resource across journal and publisher platforms.

New Policies for Preprints

Preprints and preprint servers have become more widely discussed in recent years within the scientific publishing community. A preprint server is as an online repository where research findings and data can be deposited before, during, or after the peer review process. A preprint refers to the individual postings of research findings and data that are available on preprint servers. Preprints are often assigned DOIs and can be cited by researchers. This year, I had the privilege of working with the EPC on a preprint section update to the white paper (see box).

As we began looking into the various issues surrounding preprints, it became evident that there was no universal policy across journals and publishers. Many editors fully embraced preprints and had for years. Others were completely opposed to preprints or considered submissions already posted on preprint servers as prior publication. In some cases, we found that editors did not really interact with preprints at all. More importantly, we began to see that several journals/publishers had not developed a clear policy. Even in cases where a policy had been agreed upon, there was often a lack of clear communication to authors and/or editors.

To inform our update, we examined the history of preprints across various fields. We knew that some preprint servers, such as arXiv, had been in existence since the early 1990s and primarily serve the physical sciences community. In some fields, the regular use of preprints was a familiar reality and the recent discussions were not changing anything. However, in other fields, the idea of posting a preprint was brand new, even for authors. BioRxiv began serving researchers within biological sciences fields in 2013. The Open Science Framework's (OSF) multiple platforms

From the CSE White Paper on Publication Ethics:

2.1.12 Preprint Servers

In scientific publishing, a preprint server is an online repository where research findings and data can be deposited before, during, or after the peer review process. Although preprint servers have been a part of the scientific community for many years, the use of preprint servers is becoming an increasingly common practice for authors, in a number of fields, and more journals are willing to consider papers posted on these servers. Editors have a responsibility to present clear guidelines to authors regarding their policy on preprint servers, including what content can be shared on preprint servers before, during, and after the review process. Even if editors are willing to consider content previously posted on preprint servers, journals often require authors to disclose this information at the time of submission. Any such requirements should be available for author reference at the time of submission.

Direct link: https://www.councilscienceeditors.org/resource-library/editorial-policies/white-paper-on-publication-ethics/2-1-editor-roles-and-responsibilities/#2112

JENNIFER COX is a Client Manager at J&J Editorial, LLC.

provide options for scientists in the fields of engineering, social sciences, and psychology. Recently, ChemRxiv launched within the chemistry community in 2017.

Our concern was that without a clear guideline or policy, authors were left to send inquiries to the editorial office for every paper they submitted, or in some cases, assume a policy based on a previous experience with another journal.

Resources

As the EPC continued our discussion on preprints, we familiarized ourselves with Jocelyn Kaiser's article published in *Science* in 2017 explaining the history of preprints and thoughts on the future.[2] As preprints evolved, new issues were raised. Should journals consider preprints as prior publication? How should journals/publishers develop a policy on preprints? What factors should be taken into consideration? What issues were central to best practice? Who is responsible for best practice? As we discussed these and other factors, it was evident that the growth of preprints was astounding. For example, 37,648 preprints were accessible on bioRxiv alone by the end of November 2018. The founders of bioRxiv have watched submission numbers increase for the past five years and have even seen submission numbers double at times in less than a year.[3]

Journals and publishers are now tasked with responding to this increase in preprints and clearly communicating a developed policy to authors. That response might differ across journals and fields, but nevertheless a response is needed. Our conclusion, then, was twofold. First, it was the responsibility of editors to develop a policy regarding preprints. We put together a list of resources to assist with this. Second, because editors were responsible for developing a policy, the next best-practice step was to clearly communicate that policy to authors.

The public acknowledgement of preprints by the National Institutes of Health (NIH) in 2017,[4] and various articles written on the topic, not only helped us to navigate some of the issues involved with preprints but also confirmed that preprint servers were not going away. As we discussed the issues surrounding preprints, it became clear that adding a section devoted to preprints to the existing white paper was the best course of action. The ethical issues surrounding preprints were many, but our primary concern as a committee was providing a guideline for journals and publishers to develop a policy as well as a helpful resource as new policies were established and defined. We wanted to draft guidelines that not only communicated best practice but also acknowledged the reality that journal, editor, and publisher policies may vary significantly.

Our list of resources was not intended to be exhaustive. Just as our statement did not seek to answer all of the challenges surrounding preprints, our list of resources provides a place for editors to begin to examine the ongoing conversation around preprints. A month before our statement was finalized within the committee, the Committee on Publication Ethics (COPE) released their statement on preprints.[5] This additional resource is listed as well as the article from *Science* discussing the future of preprints. We provided a few examples of preprint servers across different fields and acknowledgment of journals that provide direct depositing between journals and preprints. A link is provided to the 2017 NIH announcement allowing researchers to both cite and claim their interim projects, such as preprints for funding.

Further Discussions

The EPC also took on the topic of preprints at the Ethics Clinic at CSE's 2018 Annual Meeting. Along with the help of an expert panel, we discussed many of the questions surrounding preprints. We examined some specific ethics cases dealing with preprints and heard from expert speakers about general ethical concerns and workflow operations within preprint servers. Our hope is that our work as a committee, both this year and in the future, provides both guidance and a framework for the ongoing preprint discussion. I am thankful to my colleagues on the EPC committee for their expert knowledge on preprints and other topics and their ongoing work as we continue updating the white paper and identifying policy topics for the future.

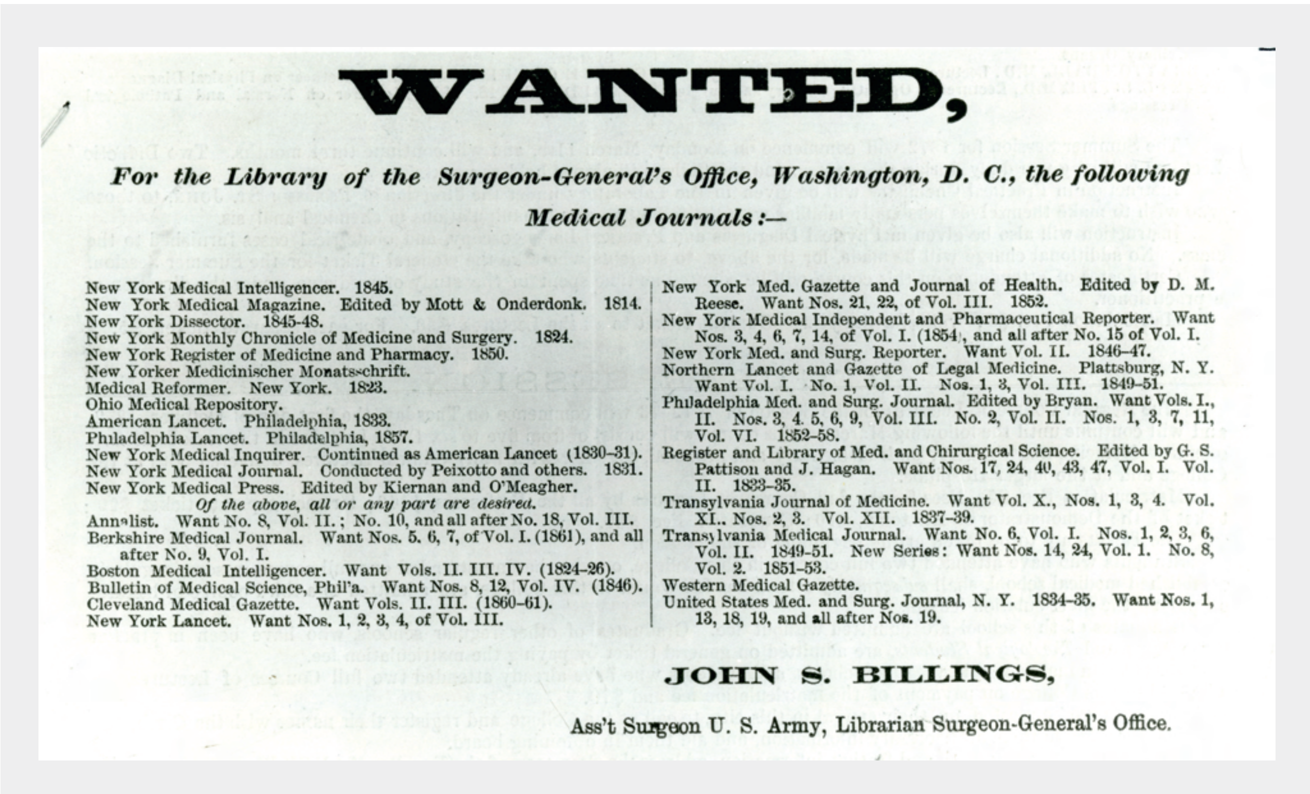
References

1. Scott-Lichter D and the Editorial Policy Committee, Council of Science Editors. CSE's White Paper on Promoting Integrity in Scientific Journal Publications, 2012 Update. 3rd Revised Edition. Wheat Ridge, CO: 2012. http://www.councilscienceeditors.org/wp-content/uploads/entire_whitepaper.pdf.
2. Kaiser J. Are preprints the future of biology? A survival guide for scientists. Science. September, 2017. http://www.sciencemag.org/news/2017/09/are-preprints-future-biology-survival-guide-scientists.
3. Abdill RJ, Blekhman R. Tracking the popularity and outcomes of all bioRxiv preprints.; https://doi.org/10.1101/515643.
4. National Institutes of Health (NIH). Reporting preprints and other interim research products. Bethesda, MD: NIH, May 25, 2017. https://grants.nih.gov/grants/guide/notice-files/NOT-OD-17-050.html.
5. COPE Council. COPE Discussion document: Preprints. March 2018. https://publicationethics.org/files/COPE_DD_A4_Preprints_Mar18_AW.pdf.

Pictorial History of Indexing at the US National Library of Medicine

For journals in the biomedical or life sciences, PubMed is likely their leading source of referral traffic and is an essential tool for researchers in these fields. The backbone of PubMed is MEDLINE, a database of over 25 million journal articles. Although much of the process is automated and online now, MEDLINE continues a tradition of indexing medical journal articles at the National Library of Medicine (NLM) that goes back to the 1870s with the creation of the *Index Medicus*, a monthly collection of journal citations. This collection needed to be manually collected, reviewed, and indexed by the NLM and the following photo essay highlights some of that process using photos from their digital archives.

All photos and some of the photo caption text are from the US National Library of Medicine Digital Collections (https://collections2.nlm.nih.gov/) and are believed to be in the public domain.



WANTED,

For the Library of the Surgeon-General's Office, Washington, D. C., the following Medical Journals:—

New York Medical Intelligencer. 1845.
New York Medical Magazine. Edited by Mott & Onderdonk. 1814.
New York Dissector. 1845-48.
New York Monthly Chronicle of Medicine and Surgery. 1824.
New York Register of Medicine and Pharmacy. 1850.
New Yorker Medicinischer Monatsschrift.
Medical Reformer. New York. 1823.
Ohio Medical Repository.
American Lancet. Philadelphia, 1833.
Philadelphia Lancet. Philadelphia, 1857.
New York Medical Inquirer. Continued as American Lancet (1830–31).
New York Medical Journal. Conducted by Peixotto and others. 1831.
New York Medical Press. Edited by Kiernan and O'Meagher.

Of the above, all or any part are desired.

Annalist. Want No. 8, Vol. II.; No. 10, and all after No. 18, Vol. III.
Berkshire Medical Journal. Want Nos. 5. 6, 7, of Vol. I. (1861), and all after No. 9, Vol. I.
Boston Medical Intelligencer. Want Vols. II. III. IV. (1824–26).
Bulletin of Medical Science, Phil'a. Want Nos. 8, 12, Vol. IV. (1846).
Cleveland Medical Gazette. Want Vols. II. III. (1860–61).
New York Lancet. Want Nos. 1, 2, 3, 4, of Vol. III.
New York Med. Gazette and Journal of Health. Edited by D. M. Reese. Want Nos. 21, 22, of Vol. III. 1852.
New York Medical Independent and Pharmaceutical Reporter. Want Nos. 3, 4, 6, 7, 14, of Vol. I. (1854), and all after No. 15 of Vol. I.
New York Med. and Surg. Reporter. Want Vol. II. 1846–47.
Northern Lancet and Gazette of Legal Medicine. Plattsburg, N. Y. Want Vol. I. No. 1, Vol. II. Nos. 1, 3, Vol. III. 1849–51.
Philadelphia Med. and Surg. Journal. Edited by Bryan. Want Vols. I., II. Nos. 3, 4. 5, 6, 9, Vol. III. No. 2, Vol. II. Nos. 1, 3, 7, 11, Vol. VI. 1852–58.
Register and Library of Med. and Chirurgical Science. Edited by G. S. Pattison and J. Hagan. Want Nos. 17, 24, 40, 43, 47, Vol. I. Vol. II. 1823–35.
Transylvania Journal of Medicine. Want Vol. X., Nos. 1, 3, 4. Vol. XI., Nos. 2, 3. Vol. XII. 1837–39.
Transylvania Medical Journal. Want No. 6, Vol. I. Nos. 1, 2, 3, 6, Vol. II. 1849–51. New Series: Want Nos. 14, 24, Vol. 1. No. 8, Vol. 2. 1851–53.
Western Medical Gazette.
United States Med. and Surg. Journal, N. Y. 1834–35. Want Nos. 1, 13, 18, 19, and all after Nos. 19.

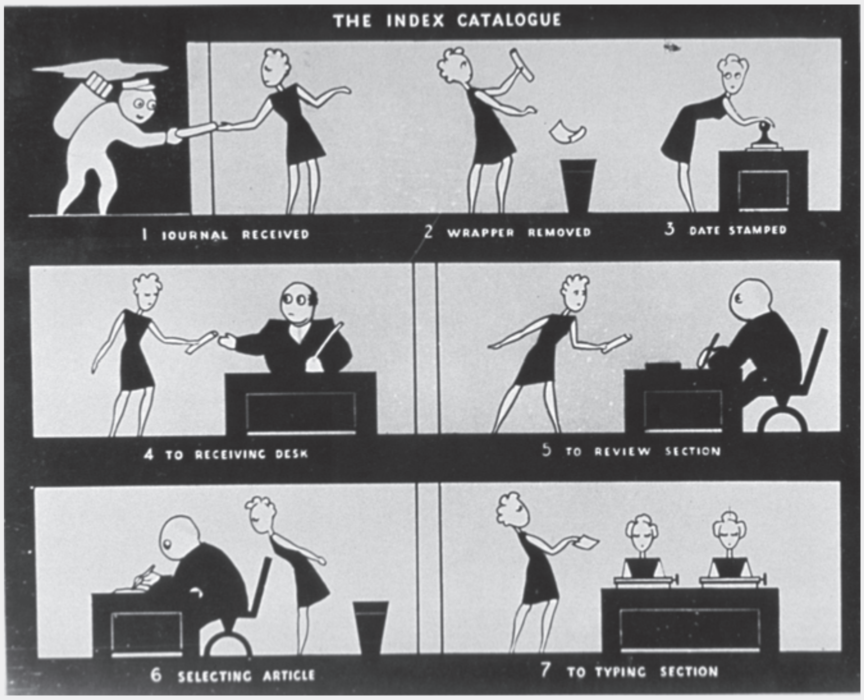
JOHN S. BILLINGS,

Ass't Surgeon U. S. Army, Librarian Surgeon-General's Office.

Soon after the Civil War, John Shaw Billings was put in charge of the Library of the Surgeon General's Office, which later became the National Library of Medicine. He quickly moved to substantially expand the Library's holdings, eventually making it the largest medical library in the United States. He did this in part through advertisements such as this in the *New York Medical Record*, September 15, 1873, attempting to fill gaps in the Library's collection of journals. Billings would later start *Index Medicus* with Robert Fletcher. (1873; http://resource.nlm.nih.gov/101656726)

CONTINUED

The Seven Arts of Indexing a Journal Article. This undated cartoon provides an overview of the manual indexing process. (http://resource.nlm.nih.gov/101449128) (*Editor's note*: Although this cartoon provides a helpful guide, I was wary about including it because of its sexist portrayal of the main character. In the end, I think the gender dynamics highlighted in each step of the process are important to show, especially in the context of other articles in this issue of *Science Editor* on the importance of workplace diversity and inclusion. As illustrated by this simple cartoon, true inclusion is not simply addressed by headcount and who is in each role matters too.)

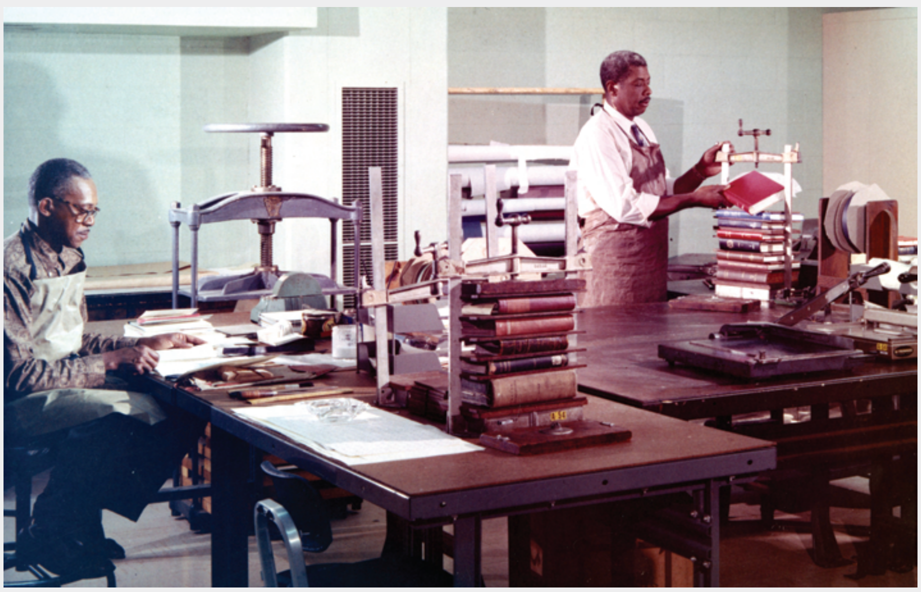


From the book *US National Library of Medicine*: "By the late 1960s, staff members faced the daunting task of reviewing an ever-growing list of medical journals as the publishing industry exploded during the late 20th century." (From the US National Library of Medicine Digital Collections: http://resource.nlm.nih.gov/101445991)

CONTINUED

A Bibliographic Services Division proofreader checks hard copy against data sheet and journal at the National Library of Medicine. (circa 1960s; http://resource.nlm.nih.gov/101641611)

After indexing, the thousands of journal issues arriving at the NLM needed to be collected and bound for archival purposes by a team of bookbinders. (circa 1963; http://resource.nlm.nih.gov/101594531)

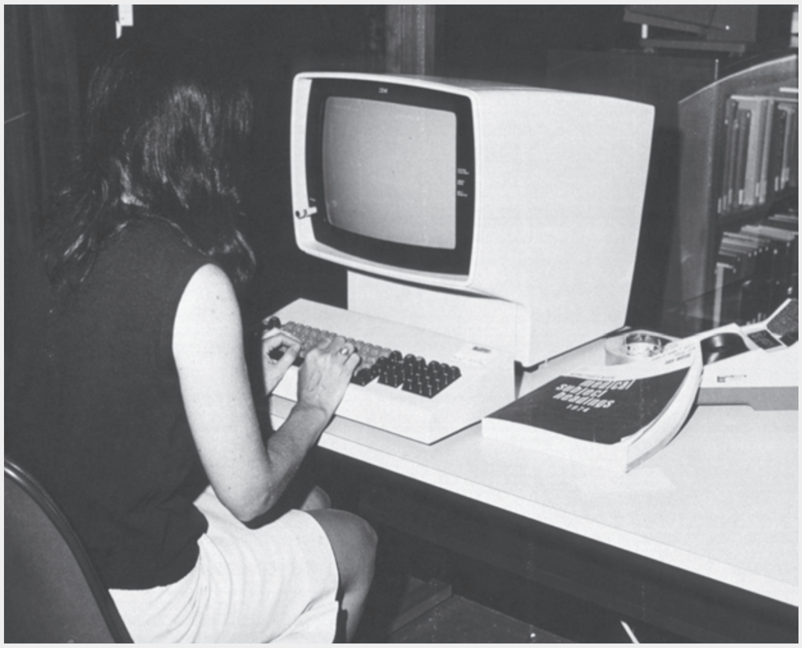


CONTINUED

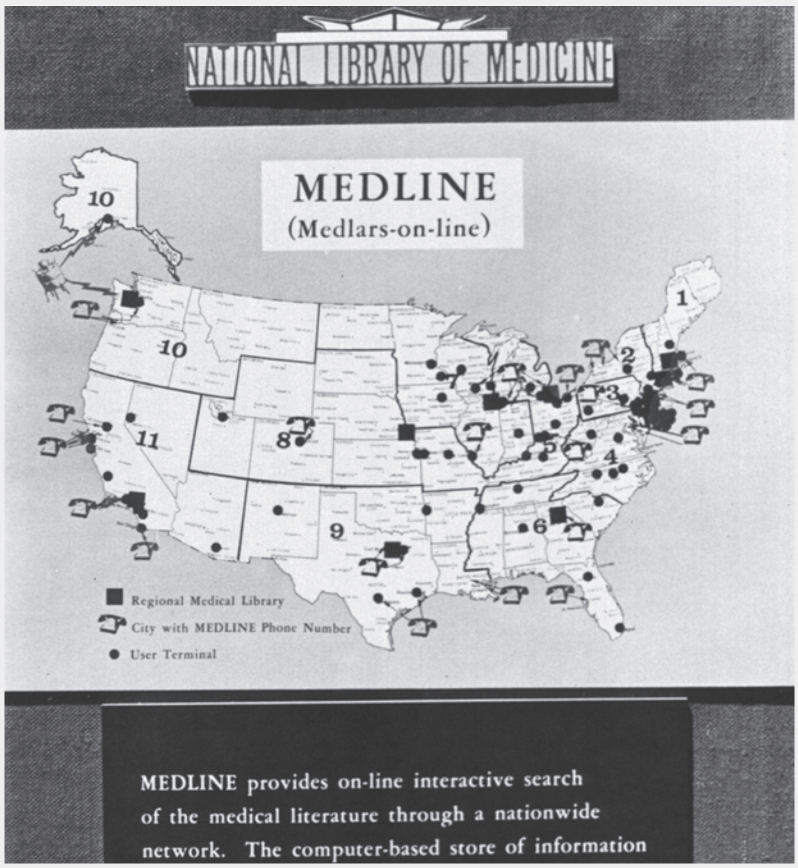
Considering the number of journals and articles the NLM was processing each day, it's not surprising they were quick to adopt computer automation in the 1960s. This photo shows "computer operators working with the tape-driven Honeywell 800 mainframe computer, originally acquired by the library in 1963 which ran the Medical Literature Analysis and Retrieval System (MEDLARS). (circa 1960s; http://resource.nlm.nih.gov/101648240)

The mainframe computer system running MEDLARS required punch cards for input. This card punch operator is likely preparing citations for ingestion. (circa 1960s; http://resource.nlm.nih.gov/101445995)

CONTINUED



By the 1970s, the punch card system had been replaced by early computer terminals. Here an operator is likely entering citation information using a hardcopy of the 1974 Medical Subject Headings (MeSH) for reference. (circa 1974; http://resource.nlm.nih.gov/101446015)



In the early 1970s, MEDLARS moved online, and MEDLINE was created. As the World Wide Web would not be developed for another 20 years, MEDLINE connected with medical library computer terminals directly, allowing "interactive search of the medical literature" as shown in this map of MEDLINE network, circa 1970s. Although the number of libraries grew, the MEDLINE network stayed relatively the same until PubMed debuted in 1997, allowing access to anyone with a computer and the internet. (http://resource.nlm.nih.gov/101446024)

References

https://www.nlm.nih.gov/bsd/medline.html
https://en.wikipedia.org/wiki/John_Shaw_Billings
https://www.uzh.ch/blog/hbz/2018/10/02/wie-entstand-pubmed/
https://en.wikipedia.org/wiki/MEDLINE

Freelance Editor "Auditions": A CSE Email List Discussion

Erin Nyren

This column is part of an occasional series covering the Council of Science Editors' email distribution list, in which members ask and answer one another's questions. It's a key member benefit and emphasizes the value of our expertise and experience—and provides a platform for members to help fellow members. The question and responses have been lightly edited for clarity and conciseness.

As a freelance editor, the prospect of new opportunities is always appealing to me, especially when that opportunity offers consistent and/or lucrative work. Many excellent and reputable companies are now relying on freelancers to handle the bulk of their editing obligations. But, alas, for every such company there always seems to be another seeking to take advantage of our interest in such opportunities.

A fascinating discussion on the CSE email listserv caught my eye recently. An individual who had been freelancing for some time related that a company had asked her to edit a very large, unpublished article as part of her "audition," and she was quite suspicious of such a large sample edit. Now, freelance editors are often asked to edit a sample from a typical article without pay as part of an auditioning process; most will be relatively short (less than 2000 words) and have generally been previously published. This is not considered suspicious and is a very reasonable way to assess a freelance editor's skill. However, this individual was given a 23-page article and was asked to edit it in its entirety without pay. The general consensus was that this was taking the auditioning process much too far.

On this point I can speak from experience, as I was recently asked to complete a large, unpublished paper as part of an assessment. It was 25 pages and just over 9000 words (an unusually large "sample" in my experience)! In addition, they had originally told me that they would provide examples for use during editing, but when I asked to see one they told me that none were available (unusual *and* suspicious). The company had every appearance of a reputable one (a website, physical address, contact information, etc.), so I completed the assignment without question (giving up an entire weekend for the privilege). After I completed the assignment, I was told that my work was "not up to their standards" and was simply brushed aside with no further explanation. So, I was relieved when the CSE discussion began, as it suggested that not only was my work likely not sub-par, as I had been told, but that more likely this company had taken an unfair advantage.

The takeaway message is that asking a freelancer to edit a large, unpublished article without pay should raise a red flag, as it is a practice that should be considered exploitative. A more reasonable audition should consist of short excerpts from multiple, usually published articles, in general not exceeding 1000–2000 words.

> ***The takeaway message is that asking a freelancer to edit a large, unpublished article without pay should raise a red flag.***

DR. ERIN NYREN is a freelance editor for Enago/Crimson Interactive, Ltd., and the founder and CEO of Discovery Express Kids in Fargo, ND.

Original Question:

I am a longtime self-employed medical editor who is looking for opinions on a situation described in an editors' discussion group. Full disclosure: I've been established as a freelancer for 24 years now, so it has been a long time since any potential clients have required me to provide a sample edit.

An editor in the group was seeking to be added to a journal's roster of approved freelancers. She was given a 23-page manuscript to edit without pay to show her skills. It is my contention, and that of many self-employed editors I've known for years, that this is far too long for a sample edit. In my various editorial circles, it is considered fair for editors to be asked to edit a sample of 500 to 1000 words without being paid for their time. In fact, the Editorial Freelancers Association's[1] suggested guidelines for editorial testing states: "A useful unpaid test of an editor's or proofreader's skill should not require any more than the equivalent of five standard (250-word, double-spaced) pages." But some journals I've encountered will pay for editing of samples no matter their length.

What length sample do you consider it fair to ask freelance editors to edit without pay? Or do you consider it fair to ask for sample edits only when you pay freelancers for their time?

CONTINUED

Responses

A reasonable example

- This is a great question and one that I have wondered about. I did what I considered a medium sized test recently. The company provided 2 articles, one I was to edit the abstract only, the other I was to edit from the beginning (abstract, intro) through the first figure of the results (all of the part of the results related to that one figure). It seemed like a reasonable way to assess my skill and, in the end, the company did not have a free fully-edited manuscript. To me, it is inappropriate to request someone to edit a complete manuscript without payment of some type.

From the hiring side

- I can speak from the hiring side and would consider a 23-page article used in this way to be exploitative. I agree that a much shorter sample (500 to 1000 words) can be used to demonstrate an editor's skills. I would read this request as a red flag about that journal and avoid working for them.

Booby traps?

- I have given both "live" (not published) and old (already published in edited form) papers to be copyedited as part of the copyediting test. However, we have found that no *one* single paper will ever cover what we find when we copyedit mathematics, so we have created a booby-trapped three-page sample paper that has common errors inserted. Even if the candidate were to google the paper, it would be very different from the sample. We have put several types of errors: grammar, spelling, and, of course, mathematical errors that a copyeditor should be able to find and either fix or query the author. I agree that the test should not be that long, but should be able to test for common errors.
- Hate booby traps, which result in collateral damage of mistrust. Why not just look at copyeditor's track record, training, etc., and try out his/her performance on real manuscripts?

House styles

- At this point in my self-employment (24 years), I don't have to take tests anymore. Things are handled the way [the first response] suggests. I can understand, though, why journal staff members would want to give tests of some kind to less-experienced freelancers. And there is a problem in this situation: I think that what is scored as correct or incorrect on the "booby trap" type of tests is often subjective. That is, the style expected to be used on such tests is not always pure style manual (*The ACS Style Guide: Effective Communication of Scientific Information* [ACS],[2] *AMA Manual of Style* [AMA],[3] *Scientific Style and Format: The CSE Manual for Authors, Editors, and Publishers* [SSF],[4] etc.). Sometimes it's the house style of the creator of the test—which can be hard for test-takers to suss out unless they are given access to the house style sheet—or even the test creator's personal style, internalized after years of working with various journals and publishers.
- I no longer take editing tests (over 30 years editing, over 6 as a self-employed editor), but I heartedly agree about the possible subjectiveness of test reviewers. Everyone, not just test reviewers, have their own notions about what's proper in English, whether they are correct or not. On the flip side, when I worked as the Publications Team Lead for my Center, I was in a position to hire both salaried editors and freelancers. On a couple of occasions, I would have loved to test perspective editors, but didn't have the backing of upper management to do so. For the freelancers, I couldn't test them either, but at least I was familiar with these folks—they had been used prior to me being promoted—so I had an idea of who did what and what their quality levels were. (It was a set list of who I could go to for quotes on a given project.) There was one I vowed never to use if I could at all help it, and one I ALWAYS wanted to use.

Links

1. https://www.the-efa.org/
2. https://pubs.acs.org/isbn/9780841239999
3. http://www.amamanualofstyle.com/
4. https://www.scientificstyleandformat.org/Home.html

Gatherings of an Infovore*

Barbara Meyers Ford

Publishing in the News

As the changes in access to information have increased so too has the attention to those who are the purveyors of that information … with a significant focus on publishers. In this Gatherings column, I've collected some reports by the world's news organizations regarding what is happening in our industry. Given the interest of the CSE membership and readers of *Science Editor*, most entries depict coverage of STEAM (Science, Technology, Engineering, Arts, and Mathematics) as well as STM and scholarly publications.

As data becomes a larger component of both authors' and researchers' expectations, how research data factors into maintaining high-quality publishing likewise becomes a larger challenge. An example is this *Science Business* article posted February 7, 2019.

Final text of the update to the Public Sector Information Directive shows MEPs failed in moves to require publication of all publicly funded research. Rather than open by default, data will be "as open as possible, as closed as necessary"

EU's new rules place restrictions on open publication of research data

https://sciencebusiness.net/news/eus-new-rules-place-restrictions-open-publication-research-data

An article in the February 7, 2019 issue of *Bitcoin Exchange Guide* demonstrates how technology from other industries are beginning to influence the dissemination of scientific information.

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

ScienceMatters scientific research platform builds blockchain peer review process, will use Eureka Tokens

https://bitcoinexchangeguide.com/sciencematters-scientific-research-platform-builds-blockchain-peer-review-process-will-use-eureka-tokens/

As the impact of political decisions increases in so many areas the *Negotiation Journal* has devoted a special issue to this very current topic.

Special issue explores implications of Trump presidency for negotiation and conflict resolution (press release posted on YubaNet February 5, 2019)

https://yubanet.com/usa/special-issue-explores-implications-of-trump-presidency-for-negotiation-and-conflict-resolution/

Not all publishing news centers around journals, this article posted February 6, 2019 by a European telegraph agency, *Belarus News*, highlights the importance of book publishing to Belarusians.

Book publishing described as Belarus' trademark

https://eng.belta.by/president/view/book-publishing-described-as-belarus-trademark-118458-2019/

Another positive story concerning books and copyright was published in the *Washington Post* on February 6, 2019.

1923 and Me: A critic picks some favorite books now in the public domain

https://www.washingtonpost.com/entertainment/books/the-copyright-has-expired-on-thousands-of-books-here-are-the-best-ones-to-read/2019/02/05/732b4a00-

CONTINUED

289f-11e9-8eef-0d74f4bf0295_story.html?utm_term=.f809264c8294

As you well know, not all the press coverage about publishing is positive. Take for example, these articles in two UK publications *The Mail & Guardian* and *The Economist* from late 2018.

The business of fake science

https://mg.co.za/article/2018-11-16-00-the-business-of-fake-science

A boom in bogus publications is driven largely by a change to many journals' business model

What are "predatory" academic journals?

https://www.economist.com/the-economist-explains/2018/07/10/what-are-predatory-academic-journals

Here's a recent example (February 2019) from *The Guardian* in the UK (original study published in *BMJ Open*) describing a disturbing situation regarding medical journals.

Call for retraction of 400 scientific papers amid fears organs came from Chinese prisoners

Study finds failure of English language medical journals to comply with international ethical standards
https://www.theguardian.com/science/2019/feb/06/call-for-retraction-of-400-scientific-papers-amid-fears-organs-came-from-chinese-prisoners?utm_term=RWRpdG9yaWFsX0xhYk5vdGVzLTE5MDIwOA%3D%3D&utm_source=esp&utm_medium=Email&utm_campaign=LabNotes&CMP=labnotes_email

Another area that has received significant news coverage over the years is that of plagiarism. For a few decades, high-profile personalities, politicians, and government officials worldwide have been charged with plagiarism (often resulting in their resignations). These have been followed by researchers and scholars seeking out plagiarism among their own. An example is this interesting article posted on one of the *Discover* blogs. It is followed by an article in *The New Indian Express* (New Delhi) reporting on researchers and plagiarism.

Paper about plagiarism contains plagiarism

http://blogs.discovermagazine.com/neuroskeptic/2017/05/17/paper-about-plagiarism-contains-plagiarism/#.XF2zoFxKiUl

Over 7000 researchers from India, Republic of Korea, Japan, China, and Brazil were interviewed for a survey conducted by Editage, a global scholarly communications firm.

25 per cent researchers worldwide have poor understanding of plagiarism: Survey

http://www.newindianexpress.com/nation/2018/nov/29/25-per-cent-researchers-worldwide-have-poor-understanding-of-plagiarism-survey-1905027.html

Articles about the internal mechanics of how journals are published are also part of the mix covered by the media. Starting with the hard-hitting critique from the *National Review*, the *Times Higher Education*, and *Nature* where articles address some ubiquitous concerns and one from *Science* provides an excellent history on the beginnings of serious research directed to journal publishing which began in the 1980s. [CSE's past president, Dr. Drummond Rennie is acknowledged as the first serious researcher in the new field.]

Those hoax papers tell us a lot about declining academic standards

https://www.nationalreview.com/corner/those-hoax-papers-tell-us-a-lot-about-declining-academic-standards/

Which is the better option when it comes to running academic journals—the professional editor or the academic one? Rachael Pells analyses the pros and cons of each.

CONTINUED

Are academic or professional editors the best for journals?

https://www.timeshighereducation.com/features/are-academic-or-professional-editors-best-journals

Global survey finds that unclear publishing policies place an additional burden on many scientists who don't speak English as a first language.

Scientists struggle with confusing journal guidelines

https://www.nature.com/articles/d41586-018-07326-9?utm_source=briefing-dy&utm_medium=email&utm_campaign=briefing&utm_content=20181108

If we really want transdisciplinary research, we must ditch the ordered listing of authors that stalls collaborative science, says Gretchen L. Kiser.

No more first authors, no more last authors

https://www.nature.com/articles/d41586-018-06779-2

'Journalologists' use scientific methods to study academic publishing. Is their work improving science?

https://www.sciencemag.org/news/2018/09/journalologists-use-scientific-methods-study-academic-publishing-their-work-improving?utm_campaign=news_daily_2018-09-19&et_rid=64477846&et_cid=2379951

Delving even deeper into journal publishing operations there has been considerable coverage about the process of peer review. One such example comes from the *Times Higher Education*.

Peer review: how to be a good referee

Peer review is lauded in principle as the guarantor of quality in academic publishing and grant distribution. But its practice is often loathed by those on the receiving end. Here, seven academics offer their tips on good refereeing, and reflect on how it may change in the years to come.
https://www.timeshighereducation.com/features/peer-review-how-be-good-referee

The European Plan S (requiring funders to mandate researchers publish solely in fully Open Access journals) has received increasing news coverage since its unveiling in the Fall of 2018.

Radical open-access plan could spell end to journal subscriptions

Eleven research funders in Europe announce 'Plan S' to make all scientific works free to read as soon as they are published.

https://www.nature.com/articles/d41586-018-06178-7?utm_source=briefing-dy&utm_medium=email&utm_campaign=briefing&utm_content=20181105

Plan S: The ambitious initiative to end the reign of paywalls

A funder-driven push for freely accessible scholarly literature has divided the scientific community.
https://www.the-scientist.com/news-opinion/plan-s--the-ambitious-initiative-to-end-the-reign-of-paywalls-65231

Open-Access plan in Europe bans publishing in paywalled journals

Research funding agencies in Europe will require grantees' papers to be free to read when they are available online.
https://www.the-scientist.com/news-opinion/open-access-plan-in-europe-bans-publishing-in-paywalled-journals-64748

Europe's Plan S aims for expansion to US and beyond

Open-access agreement's founder says enthusiastic response has already increased ambition.
https://www.timeshighereducation.com/news/europes-plan-s-aims-expansion-us-and-beyond

Wellcome and Gates join bold European open-access plan

The Wellcome Trust has also announced how it will implement the plan, which could provide a blueprint for others.
https://www.nature.com/articles/d41586-018-07300-5

CONTINUED

Scientific societies worry Plan S will make them shutter journals, slash services

https://www.sciencemag.org/news/2019/01/scientific-societies-worry-plan-s-will-make-them-shutter-journals-slash-services

Finally, in addition to Plan S, we are seeing publishers strike some interesting agreements with libraries, universities, and even countries! Or not, as the last article published on February 5, 2019 in *Nature* reports.

Offsetting as a path to full Open Access: MIT and the Royal Society of Chemistry sign first North American 'read and publish' agreement

http://intheopen.net/2018/06/mit-rsc-read-and-publish-agreementn-access-mit-and-the-royal-society-of-chemistry-sign-first-north-american-read-and-publish-agreement/

Dutch universities, journal publishers agree on Open-Access deals

Despite some difficult negotiations, academic institutions in the Netherlands have been securing subscriptions that combine publishing and reading into one fee.
https://www.the-scientist.com/news-analysis/dutch-universities-journal-publishers-agree-on-open-access-deals-30860

Thousands of scientists run up against Elsevier's paywall

Researchers have been left without access to new papers as libraries and the major publisher fail to agree on subscription deals.
https://www.nature.com/articles/d41586-019-00492-4

Council of Science Editors
355 Lexington Ave. 15th Floor
New York, NY 10017