eon

editorial office news

The official newsletter of the International Society of Managing and Technical Editors

Let's Be Clear

By Meghan McDevitt
Editor
EON

Communication is one of the most important—and probably the most constant—tasks in managing an Editorial Office. On any given day we might communicate with editors, reviewers, authors, publishers, vendors, and colleagues, just to name a few. It is necessary to be precise, clear, and accurate in order to communicate effectively whether in an email, author instructions, or messages sent through an editorial system. As editors, we take pride in correcting errors, improving the language so that the intended meaning comes across in the best way possible. And we've all cringed when that "All Staff" email comes out with a glaring typo or misspelled word. Enjoy this month's issue of *EON*, which is chock full of articles on how effective communication is a key component in our jobs.

Kurt Spurlock from Research Square talks about "language editing"—that is, a level of editing falling between light copyediting and full, developmental editing that aims to clarify meaning and improve readability.

Updating author instructions isn't something many of us look forward to, but in fact, it's one of the most important things we can do! Clarifying your journal submission instructions ultimately saves time for the authors, editors, and Editorial Office staff. Check out Danielle Padula's article, "How the Submission Instructions on Your Journal Website Are Impacting Your Workflow."

In "Nip and Tuck: Redesigning a Medical Journal's Blog," Liz Bury shares her experience with redesigning her journal's blog. Updates included choosing a new theme, changing the blog's name, and updating the blog's logo.

Can you even take a guess at how many emails you send per

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week? What about invitations, reminder letters, or notices sent through your editorial system? I'm sure it's a staggering amount. In her article, Anne Brenner reminds us of the critical role effective communication plays in our day-to-day work and offers some pointers for writing that next email.

Libraries have historically been the place to go (and the librarian the go-to person) for researching and discovering content. But how is the library's role changing now that everyone from my grandma to my eight-year-old cousin has an iPad at his/her fingertips? Elizabeth Lorbeer, Library Director at Western Michigan University, discusses how librarians have embraced alternative discovery services, such as third-party apps, and details the challenges they face distributing content to new types of users.

Finally, don't forget to nominate a colleague for a new ISMTE award! Starting this year, three awards will be presented to ISMTE members at the North American and European Conferences.

Literary Prodigies, or What Did Your Kids Do Today?

- Victor Hugo wrote his first plan when he was 14.
- Jack Kerouac penned his first novel at the age of 11.
- Alfred Lord Tennyson started composing poetry at the age of 5 and had written a 6,000 word poem by the age of 10.
- Sidney Sheldon wrote his first poem when he was 10 and started working in Hollywood as a screenwriter 8 years later, at 18.
- Johann Goethe wrote a story in 7 different languages when he was 10.
- Anaïs Nin began writing her celebrated diary at the age of 11.

And by "Editing" You Mean...?

By Kurt Spurlock
Quality Manager
Research Square

Many Journal Managers may find themselves confronted with papers that are difficult to understand, not because of the subject matter but because of the prose. When the content of the paper can't be discerned because of the quality of the language, you, or your reviewers, may suggest to the authors that they have their paper "edited." Maybe that recommendation is to seek out the help of a colleague or the help of a professional editing service (full disclosure: I work for one), but the source of the editing is only one concern. What we mean by "editing" is a fundamental question when a paper needs extra work to make it intelligible and thus publishable (or at least reviewable).

When authors are asked to have their papers edited, they are generally being asked to have their papers *language edited*. Situated somewhere between the lighter or even mechanical touch of copyediting and the heavier hand of substantive, structural, or developmental editing, language editing has its own scope and depth. It is suitable for documents at a certain stage of composition, typically a draft not yet ready for print but with fairly well-settled content and organization. For academic journal articles in particular, language editing generally isn't suitable for a nearly final draft, which should require only copyediting, nor is it suitable for the early draft stages of organizing content, finding references for context, or drawing conclusions from data (papers needing help at this stage require major revision). Instead, a paper that would benefit from language editing is typically at the stage of presubmission, preacceptance, or resubmission.

Language editing, therefore, isn't designed to produce immaculate, publication-specific copy, nor is it suited to overhaul a paper with major problems with structure or content. Instead, the main concerns are clarifying meaning and improving readability via attention to phrasing as well as diction, concerns that encompass idiom but also the more important issue of technical and field-specific terminology. Grammar, punctuation, and spelling are also major components of language editing, but because a paper at a stage where language editing is useful is still not likely be a final draft, these components need not be perfect, just competent.

Since the scope of language editing covers clarity of meaning—generally meaning at the sentence level—some text in a paper may not necessarily receive attention when it is language edited. If you expect reference and citation styles or formatting issues (*e.g.*, fonts and headings) to be covered when asking an author to have a paper "edited," make sure that those expectations are clear; likewise for any typographical preferences or journal-specific idiosyncrasies. It's not that those issues can't be covered during editing, but they aren't core components of improving the readability of scientific prose and aren't likely to fall by default under the label "editing."

In short, just remember that when telling authors to make sure that their papers are edited, you and they are on the same page. "Editing" is a big word covering many possibilities, and you and your authors will be much happier if you're both working from a common definition.

How the Submission Instructions on Your Journal Website are Impacting Your Workflow

By Danielle Padula
Community Development Manager
Scholastica

Are the submission instructions for authors on your journal's website as clear as they should be?

In the midst of all of the tasks Editors must juggle to keep peer review running smoothly, taking the time to review and refresh journal webpage content can often fall by the wayside—but it's actually one of the most beneficial things journals can do. Refining the instructions on your submission webpage to make them clearer for authors is one of the easiest ways that your journal can improve the quality of the submissions you receive and consequently save your Editors and reviewers a lot of time!

In *Academic Journal Management Best Practices: Tales From the Trenches*, a free e-book guide from Scholastica, five experienced Editors break down concrete ways journals can hone their peer-review processes, citing updating submission instructions as a key first step.

"The absolute best thing that you can do is have a clear descriptive information for authors link available on your online submissions webpage," advised e-book contributor Christine Dymek, Senior Managing Editor at Kaufman Wills Fusting & Company Editorial Services. "Authors shouldn't have to search for a journal's conflict of interest, copyright, figure permissions, or other necessary forms."

Dymek, who specializes in assessing and improving journals' peer-review processes, helps the Editors she works with break down the key areas of their submission webpages and check for clarity. In addition to specifically outlining the aims and scope of the journal, to ensure authors fully understand the types of articles it accepts, Dymek encourages editors to reassess the way their submission pages outline their journal's:

- Ethical guidelines
- Copyright requirements
- Open access policy
- Instructions for manuscript blindness
- Manuscript formatting
- Metadata and file formatting requirements

"With the increase in submissions something that can't be left out is to have a policy on publication ethics," she noted. Dymek advises Editors to follow the Committee on Publication Ethics (COPE) website to stay up-to-date on the latest standards and best practices. Additionally, she encourages journals to make sure their copyright requirements and open access policy are transparent and easy to locate, given increasing demands on journals to facilitate open access initiatives. To include detailed policies without overwhelming authors on the master submission instructions page, Dymek explained that journals can keep their instructions more focused by embedding links within the text to other sections of their website with more information. The more details your journal provides in its submission instructions the less likely authors will be to email with questions!

When it comes to compiling submission page instructions for manuscript formatting and metadata, *Tales from the Trenches* contributor Dr. Henry Fradella, Editor-in-Chief of *Criminology, Criminal Justice, Law & Society* (*CCJLS*) takes a proactive approach. *CCJLS* includes sample references for different content and media sources on its submission page, to which authors can compare their references in order to ensure they're complete. Fradella and other Contributing Editors underscored the importance of having explicit formatting guidelines, and examples where beneficial.

Sparse or unclear formatting instructions are a common source of confusion for authors. Journals' formatting sections should cover everything from the submission system authors should use

the best strategies journals can use to avoid author confusion is to offer a high-level overview of their submission instructions on their submission page. Dymek suggested that an effective way to do this is to give authors a step-by-step manuscript submission checklist. Your journal's checklist can either be a required part of submissions or an optional tool for authors, and should break down all of your submissions instructions into one-sentence steps that authors can either literally or mentally check off as they go. Journals should make their submission checklists easily available from their master submission webpage, ideally towards the top of the page via a Web link or PDF.

"Some journals that I work with actually have an interactive checklist as part of their online submissions," explained Dymek. "Prior to submitting, authors have to check off the individual boxes acknowledging that they had to adhere to the journal's different requirements."

In addition to making sure that your journal's submission page has all of the components that it should in an easy-to-follow order, Dymek said it is imperative to make sure that everything is written very clearly. "Keep in mind that English is not a primary language for all of your authors," she explained. Dymek said she's seen an increase in international submissions at all of the journals she works on and that ambiguous submission instructions can be one of the main causes for avoidable revisions among international authors.

Clarifying the instructions on your journal website will help your team attract more quality submissions and move articles through peer review faster. For more hands-on tips on how to improve peer review at your journal, from using internal metrics to eliminate workflow bottlenecks to implementing referee training, check out *Academic Journal Management Best Practices: Tales From the Trenches*!

and file types your journal accepts, to an article style guide and layout instructions, such as section requirements, referencing procedure, or word limit. Additionally, journals should be sure to factor in file version, formatting, and permissions guidelines for tables, images, audio, or video files along with any quantity limits. Clear formatting instructions can help ease the workload of Editors handling technical checks.

However extensive you choose to make your master submission page, Dymek advised to make sure that above all else it follows a linear order. The more work authors have to do to mentally organize your journal's submission instructions, the more likely they will be to forget a step. One of

Nip and Tuck: Redesigning a Medical Journal's Blog

By Elizabeth Bury, MFA
Associate Managing Editor
American Journal of Kidney Diseases

Back in the July 2012 issue of *EON*, I wrote about the experience of launching a blog for the *American Journal of Kidney Diseases (AJKD)*.[1] Earlier this year, with a couple of years of blogging under our belt, we were ready to refresh the look of the blog. The initial aims of our redesign were to update the blog's name, logo, and header. However, the blog team (comprising 20+ clinician-educators) also wanted the new blog design to be flexible enough to accommodate a March Madness–themed educational activity we run for one month each year. The team planned to use a custom homepage layout during the weeks of the educational activity and then return to our usual blog organization (posts in reverse chronological order) thereafter.

Looking for Inspiration
For the redesign, we scoped out other journal blogs to get ideas and also tried to keep in mind design elements of blogs/sites outside of medicine. If we liked a layout of a blog and it was hosted by WordPress.com (the platform we use), we made note of the theme's name.

One aspect that our blog lacked was images. In posts about journal articles, we used an original image from the article if there was one, or an author headshot for an interview, but for most posts we had used our logo in place of an image. The blog team felt strongly that we needed to have images for all posts so we started using stock images where needed. Another idea is one we took from reading about the AGA (American Gastroenterological Association) Journals Blog redesign in *EON*[2]: adding general topics to the

navigation bar so readers can easily access the related posts. We previously had a tag cloud with topics, but it looked cluttered and took up a lot of space.

Changing the Blog's Name
Our original blog name, *e*AJKD, not only sounded outdated but also incorrectly suggested our blog was the electronic version of the journal. Also, one of our blog team members described it as an alphabet soup. When we were deciding on a new name, we considered replacing it with something creative, but our Editor-in-Chief wanted to make sure that the blog and journal branding was cohesive and clearly connected the blog to the journal, so we opted simply for "AJKD Blog."

Changing the blog name is a headache in many ways, because the name needs to be updated on other sites and for marketing, and we still are finding the old name here and there. Since we had long been using www.ajkdblog.org as our primary domain for the blog (eajkd.org was set to redirect), I didn't think it would be a big deal to update our WordPress username from eAJKD to AJKDblog. What I didn't take into account was that media files use the WordPress URL (username.wordpress.com) and while it seems that the URL is supposed to update attachments in posts, I came across quite a few posts where I had to reattach the media.

Updating the Blog's Logo
Our previous blog logo was basically our journal's logo with an italicized "e" in front, and we felt that we needed something more modern looking. We wanted a logo that would be complementary to the journal's logo and would work in the blog header as well as in icon form for things like our

1   Bury. One Journal's Journey into the Blogosphere. *Editorial Office News*. July 2012;5(6):6-8.
2   Novak K, Simpson B. We Are Blogging—Now What? *Editorial Office News*. August 2014;7(7):4-6.

Twitter profile image. We used a crowdsourcing service for the new logo, a process discussed in a previous *EON* article.[3]

Choosing a New Theme

Searching for a new theme can be quite fun but exhausting, considering that there are 300+ options at WordPress. I think it is useful to have the person who manages the blog be part of the selection process, as each theme has its own parameters and quirks, including image dimension requirements, menu set-up options, etc.

In our search, we gravitated toward themes geared toward magazine/news content. Themes have live demos and many have links to real-world examples of blogs that use the theme, which are particularly helpful. Our priority was finding a theme with a flexible homepage where we could organize content appropriately for the blog and the monthlong educational activity. We also wanted a mobile-friendly and newer theme. After combing through options, I advocated for the MH Magazine theme (https://theme.wordpress.com/themes/mh-magazine/) because it has a flexible homepage layout that uses widgets and includes some theme-specific custom widgets that I thought would work for the structure we had in mind.

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3   Bury L. Crowdsourcing Design. *Editorial Office News.* March 2015;8(3):10-12.

Demo Site

While you can preview a theme for your blog in WordPress, I haven't generally found this very useful as many themes require a particular set up to get a good idea of what your content will actually look like with the theme. Our blog team was originally lukewarm on the theme I proposed and I think this was because the real-world blog examples didn't have anything similar to how we planned to use it. With a demo site, I could show them that I could achieve a homepage close to what they wanted for the educational activity.

We also found it valuable to have a demo site to try out and discover a potential theme's quirks and to figure out the arrangement for the redesign, as well as for the special educational project, without messing with the main blog (and potentially confusing readers). To start a demo site is relatively easy: you download the export file from your blog and then create a new WordPress blog and upload this file, setting your demo site to private if desired. You will have to pay separately for any upgrades for the demo site (of note, there is an unlimited premium themes upgrade: https://store.wordpress.com/premium-upgrades/unlimited-themes/).

Opportunities for Improvement

As part of the redesign process, we looked for ways to improve the reader experience with the new theme as well as any areas we could make more efficient.

For the navigation bar, we choose topics based on the most frequently used tags/keywords for posts (acute kidney injury, hemodialysis, etc.). Since page view data show our quizzes and puzzles are some of our more popular posts, we wanted to highlight those as well. With these additions to the navigation bar, we moved some items from the original navigation to the top right of the header and bottom of the page.

On the homepage, the slider and the posts excerpted below it are the most recent. Under these, we repeat the topics from the navigation bar but each lists a few of the most recent posts for the particular topic. At the bottom, we have a carousel widget that randomly cycles through all of the quizzes and puzzles.

We had a page that listed descriptions of the types of blog posts (interview, commentary, etc.) but it had relatively low page views so we removed this page but retained the option to select these post categories in a dropdown selector in the footer.

Refining

We are pleased with how our blog's redesign turned out (see the image for the before and after) and we like how the new organization showcases topics and allows us to get more mileage out of older posts. However, as we settle into the new design, we plan to periodically finesse the design with a goal of highlighting our content but making sure our homepage isn't cluttered. Such refinements may include changes to the highlighted topics, modifications to the header, or removing the slider/carousel (which seem to be losing popularity in mainstream blogs).

ISMTE Awards

ISMTE is excited to announce that from April 10th to July 10th we are inviting nominations for three new ISMTE Awards. These awards will be presented at the North American and European Conferences where the winners will also receive a credit for either membership or registration to next year's ISMTE meeting.

The categories are:
- ISMTE Award for Excellence
- ISMTE Award for Achievement or Innovation
- ISMTE Jason Roberts Founder's Award

Visit the ISMTE Awards Web page for more information!

Discovering Our Roots: Something Borrowed is Nothing New

By Stephanie Kinnan

Stealing, cheating, borrowing, call it what you will, but plagiarism is a menace that plagues the world of publishing. Every editor and publisher lives in fear of the dreaded "duplicate text" that could threaten the integrity of their publication. The term plagiarism has taken on such a negative connotation and is so damaging to one's reputation that even the word itself has become taboo in some publications (*The word that must not be named.*) What you may not know, however, is that plagiarism has a long history of prominence and importance in the world of literature.

Plagiarism has been a constant for nearly as long as the written word has existed. Before widespread availability of literature, stories and songs were memorized and passed from person to person through what one could term a type of verbal plagiarism. It was not until the age of William Shakespeare, however, due in part to his popularity, that we become truly aware of its prominence. The word plagiarism comes from the Latin word "plagiare," meaning to abduct or steal, and that is exactly what Shakespeare did. Most of his historical plots were stolen from the work of Raphael Holinshed, an English writer and historian, and many of his plays contained entire lines cut straight from the works of other authors.

Although Shakespeare's dalliance with plagiarism is widely known, he is not the only penman to be accused of the offense. Samuel Taylor Coleridge, Oscar Wilde, Alex Haley, and T.S. Eliot are all writers of note who have been accused of plagiarism. In fact, Eliot's response to this accusation was to take pride in his use of the pilfered works of others. "Immature poets imitate; mature poets steal." Musicians throughout history, from Johannes Brahms to George Harrison, have also "borrowed" from the accomplishments of others. Even Dr. Martin Luther King Jr. plagiarized part of his doctoral thesis.

So you see, plagiarism is not just a menace for those of us in the editing and publishing fields; it is also a grand literary tradition, observed by many of the most celebrated artists throughout history. With that being said, plagiarism is still the greatest of literary sins, and I wouldn't try to get away with it in this day and age; plagiarism detection technology has taken great strides since the late 16th century.

10 great works you never knew were accused of plagiarism
1) *Henry VI* by William Shakespeare
2) *Roots* by Alex Haley
3) Johannes Brahms' piano and violin sonatas in A Major
4) *The Frost King* by Helen Keller
5) "The Waste Land" by T.S. Eliot
6) "My Sweet Lord" (song) by George Harrison
7) *The Outline of History* by H. G. Wells
8) "Folsom Prison Blues" (song) by Johnny Cash
9) Various silk-screened reproductions by Andy Warhol
10) *Pong* (video game) by Atari

Adapted in part from: Moss, S. A history of plagiarism (not my own work). The Guardian. http://www.theguardian.com/books/2005/nov/23/comment.stephenmoss. Accessed April 28, 2015.

Effective Communication in the Publishing Industry

By Anne Brenner
Associate Editor
Technica Editorial Services

One of the aspects I love most about the scholarly publishing industry is the diverse group of professional backgrounds that it attracts. A number of my colleagues were English majors, but there are also plenty of publishing experts who studied history, journalism, or language arts. I even know several people in my line of work who have backgrounds in the sciences, which makes sense in the scholarly publishing field, because many of the papers being edited are for scientific journals.

Even with the vast variety of backgrounds and college majors, I haven't met a huge number of Publishers who earned their degrees in Communication Studies, like I did; there are a few of us, but it's not one of the more heavily represented fields. This surprises me because effective communication is absolutely critical to the publishing and peer-review processes; it's also critical to editing/copyediting, writing, networking with others in the writing field, etc. Every minute of every day, those in my line of work are, whether intentionally or not, communicating with numerous people: authors, Editors, reviewers, Editorial Assistants—the list goes on and on.

The thing that many people outside of the publishing and copyediting industry don't realize is that communicating with these folks is far more complicated than just composing an email and clicking the send button or leaving a 30-second voicemail. Every single message that is sent has an impact and so requires a deep—and sometimes complicated—thought process.

One of the main reasons effective communication can be so critical in scholarly publishing is the global nature of the work. Many of the most renowned writers and Editors in the finance and science realms are not native English speakers. Even "simple" instructions can create major roadblocks. If the author is, for instance, Chinese or Japanese, effective communication is more challenging. Approaching your correspondence thoughtfully can help. The author might not fully understand an email that reads, "The title of your manuscript must be in title case. Please make this change and send your manuscript back to me." The author may need to seek the help of a translator, who in turn might not be familiar with editorial jargon. Translation could take days or even weeks, adding an unnecessary delay to the manuscript's acceptance date. When this happens over and over again, it significantly—and negatively—impacts the journal's average time to acceptance, which puts that publication at a serious disadvantage.

If, however, the Editorial Assistant takes a thoughtful approach to communication, that extra delay could be avoided. For example, a well-considered email might say: "The title of your manuscript must be in title case. The first letters of all words in the manuscript's title must be capitalized. The first letters of all parts of any hyphenated words should be capitalized. No other letters should be capitalized. Please send me a new manuscript, making sure the first letters (and only the first letters) of all words in the title are capitalized." Including an example is always helpful.

This hypothetical email is much more specific, and, if you're not a native English speaker, it's much easier to understand than the first. It may seem like an extra step, but it's a gesture that might be very important if you're talking about time to acceptance.

Even if the person at the other end does speak English as a first language, word choice can never be taken lightly because the overwhelming majority of correspondence is done via the Internet. When it comes to email as a mode of communication, choosing words with caution is crucial (regardless of whether the email is a professional one or not), because normal nonverbal cues that we use in face-to-face conversation aren't there. In a publication context, a message to an author or Editor that was intended to be courteous might be read as rude if you're not careful.

Here's an example: An Editorial Assistant is looking for reviewers for a manuscript to be published in a scientific journal. The goal is to find three—enough to provide a substantial set of critiques, but not so many that time is wasted waiting for everyone to return their comments. Still, as every Editorial Assistant knows, it's necessary to invite more than three potential reviewers, because, unavoidably, some won't be available.

Let's say, for the purposes of this scenario, that invitations were sent to six potential reviewers, and after three days, three of those reviewers agreed to submit a report and one person declined. The other two invitations have not yet received a reply. In order to expedite the peer-review process and to reduce the burden on the outstanding reviewers, who have busy schedules as it is, the Editor may decide that it's best to close the remaining invitations. The Editorial Assistant might send the following email message to the outstanding reviewers: "A sufficient number of referees have now agreed to review this manuscript. We thank you very much for your time."

On the surface, this message seems cordial enough. A potential reviewer, however, might read it as rude. She might take it to mean that her opinion about the manuscript is not needed because it is not valued. While certainly not done on purpose, this can permanently damage the relationship between the Editor and the reviewer, and, oftentimes, the Editor and the reviewer know one another, so this damaged relationship might go well beyond the scientific journal and peer-review operations.

Again, the key to preventing this kind of fiasco is effective communication and careful word choice. It's the Editorial Assistant's responsibility to craft a message that gets the point across, while simultaneously maintaining the efficiency of the peer-review process, and allowing the potential reviewer to know that his/her expert input, while not necessarily needed for one particular manuscript, is always valued. A message like this might work: "At this stage, a sufficient number of referees have agreed to submit comments for the manuscript we invited you to review earlier this week. If your schedule is booked, you therefore do not need to submit a report. However, if you are available, we would still very much value your expert opinion about the manuscript's suitability for publication. Please let me know as soon as possible if this is the case. We thank you very much in advance for your help, and we sincerely hope that you will be able to submit comments for future manuscripts."

This message, unlike the first one, takes into account the feelings of the potential reviewer, in addition to the Editor and journal's need to complete the peer-review process as efficiently as possible.

While email has easily become the most frequently used mode of communication in the scholarly publishing industry, other methods—such as telephone conversations, fax messages, and even the occasional "snail mail" message or face-to-face meeting—are still useful. Consequently, these methods also come with their own etiquette guidelines that may seem trivial at first glance, but are, in reality, vital.

Take, for instance, authors and reviewers whose deadlines have passed but are still unresponsive to (sometimes numerous) email reminders. In this case, the next step is usually a phone call.

If a magazine article writer hears on the other end of the phone, "Your article is 10 days late, and it won't run if we don't have it by Friday," he or she might become annoyed by your insensitive tone and decide it's not worth the trouble to get it done within the allotted time limit. The Editorial Assistant, now lacking the content necessary to fill up the magazine's page count, is in even more trouble than before.

Let's say, however, that the author instead hears this: "We always appreciate your work for

the magazine, and I just wanted to remind you that your article for the upcoming issue is 10 days late. We'll need it by Friday for it to run in the upcoming issue, but if we don't have it by then, we can hold it for the next issue." I'd be much more likely to respond quickly and positively to the second call than to the first.

While the communication field is perhaps not the most heavily represented one in the publication industry, effective communication can mean the difference between a healthy business relationship and a disaster when it comes to the publishing process. Distance often puts a road-block into the line of effective communication—authors and Editors may be literally thousands of miles, and, consequently, several time zones, away from the Publisher and the Editorial Assistant. For this reason, I challenge all of my readers who work in scholarly publishing, whether you studied communication in college or not, to spend at least five full minutes planning out your next email or phone call to an author, Editor, or client. It's an exercise that requires a small investment, but it's well worth it—and I don't think your clients at the other end of the pipeline will disagree.

The Many Paths to Content Discovery: A Librarian's Perspective

By Elizabeth R. Lorbeer, EdM, MLS
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The role of the librarian is to connect users to information. We do so by organizing and managing content and its connection points, but our role goes further by making content "social" so that it's findable. According to Ulrich's, a source for bibliographic and publisher information, there exist over 300,000 periodicals and 400 abstracting and indexing sources to assist in identifying content. When I think about how users access scholarly content, the expression "path of least resistance" comes to mind. There is so much content for information seekers to sift through that libraries have advanced past the online catalog for quick look-up to installing a discovery system to unify all of their electronic and print resources in one index. It allows our users to discover content quicker, with a single search interface, using filters to achieve desired results. But, this is where publishers need to think how to make their content social and likable by the relevancy rankings within discovery systems and search engines. If anyone is going to find your published content, it will need to appear at the top of the search results page.

Traditional bibliographic databases subscribed to by academic libraries are still popular sources to find peer-reviewed works. I recently ran a report on user activity on my library's website that revealed the top referring sources were PubMed at 46%, followed by the full-text aggregated databases at 26%, and Google Scholar at 6%. (Note that my library solely serves a health professional community.) Referring links do not tell the entire picture of system-wide use, as institutional users will download and use mobile apps on their handheld devices. The library promotes the use of other PubMed apps such as Unbound Medicine's uCentral and PubMed On Tap. As much as we, the content creators and information organizers, want to be the starting pathway for information seekers, they may

begin somewhere else. Popular starting points are search engines such as Google and Google Scholar, journal reader apps (eg, BrowZine, Docphin, and Read by QxMD), and social networking sites such as ResearchGate and Academia.edu, which are now acceptable go-to resources for vetted content in the academic community. As a result, library and publisher websites face competition from third-party applications and social networking sites as sources to find interdisciplinary and topic-specific content. What this means is that traditional library bibliographic databases are disrupted by freely available discovery sources. The abstracting and indexing services offer controlled vocabulary for searching for topics, whereas search engines crawl billions of webpages and build a simple index where results are ranked by relevance. The difference in results from a controlled source to a relevancy-ranked source is astounding. The content that is the most "social" is found first by the Web crawlers even though it might not be considered the best available research.

Librarians have embraced alternative discovery services by collaborating with third-party developers to supply article-level links to subscribed and demand-driven content through the OpenURL link resolver services. My library employs 360 Link from Serials Solutions (a division of ProQuest) to send our electronic serial and monograph holdings to Google Scholar. It is a monthly automated process that allows our users who choose not to search the bibliographic databases the ability to find library-subscribed peer-reviewed content. When our users search from within Google Scholar, if an article or book chapter is available through our online library, they can connect to the full-text content through the linkout. Additionally, Google Scholar will also alert the user if a full-text version is available through an institutional repository or publisher's open access

website. The mobile journal reader apps work the same way, allowing the library to register with the application developer to make the connection to the content. Some apps offer the ability to track the individual's reading habits to record continuing education credits and offer the librarian usage reports of which subscribed resources are being accessed from within the app. As more academic institutions embrace primary learning using handheld devices, having the ability to customize third-party apps will become necessary in order to be adopted by collaborative learning environments.

App use is growing among the academic community as a way to stay connected to the current research and maximize learning efficiency. My school has a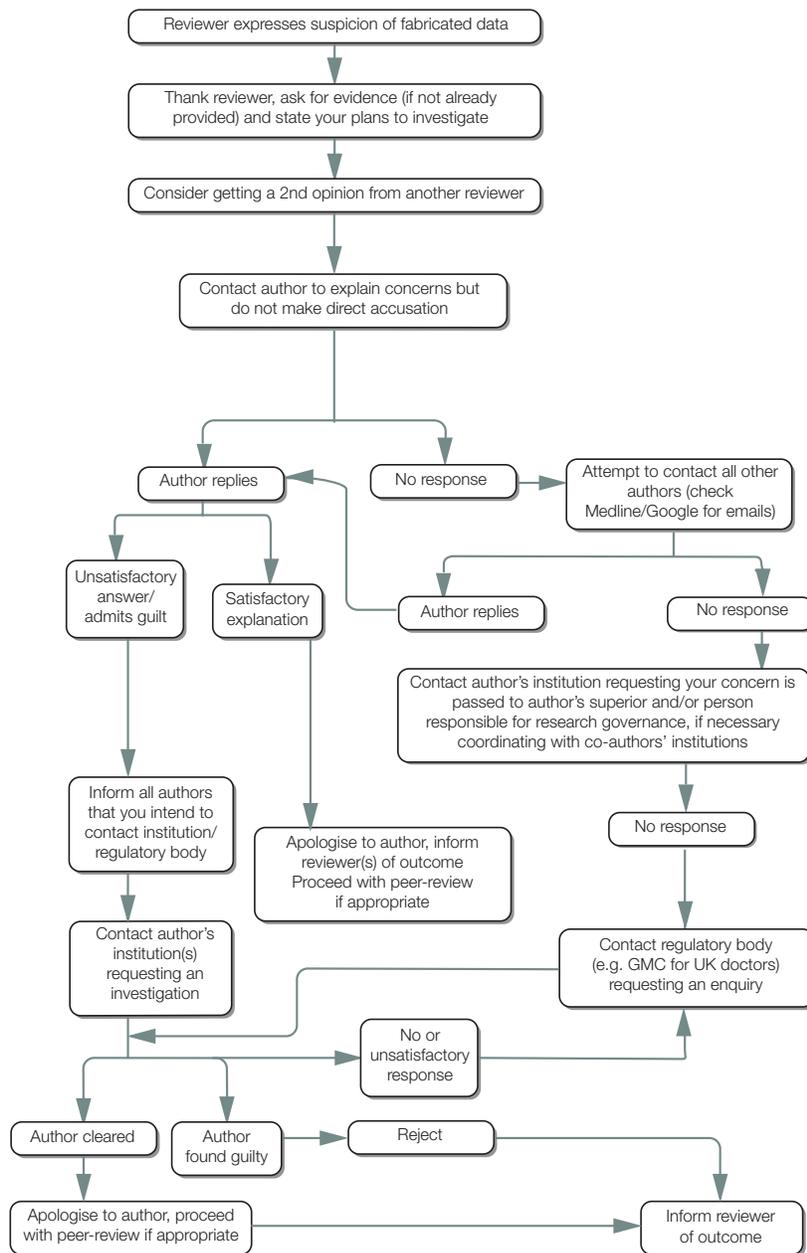dopted Inkling as its single source to deliver required textbooks to students. Using the Inkling mobile app permits course instructors to highlight and annotate the digital text and allows both faculty and students to share notes as a means of fostering collaborative learning. Additionally, instructors can create individual ebooks to distribute independent guided learning events outside the classroom. What lies ahead for academic libraries is how to distribute content to their users who are relying increasingly on their tablets for primary learning. As didactic lectures are being transformed to team-based learning events, learners need quick access to content to ask questions and participate in discussion. Applications that can deliver reliable evidenced-based results and break down information into digestible chunks will be preferred by learners.

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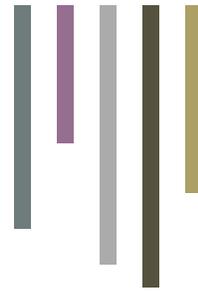
What to do if you suspect fabricated data
(a) Suspected fabricated data in a submitted manuscript

Reviewer expresses suspicion of fabricated data

↓

Thank reviewer, ask for evidence (if not already provided) and state your plans to investigate

↓

Consider getting a 2nd opinion from another reviewer

↓

Contact author to explain concerns but do not make direct accusation

- **Author replies**
  - Unsatisfactory answer/ admits guilt
    - Inform all authors that you intend to contact institution/ regulatory body
    - Contact author's institution(s) requesting an investigation
  - Satisfactory explanation
    - Apologise to author, inform reviewer(s) of outcome Proceed with peer-review if appropriate
- **No response**
  - Attempt to contact all other authors (check Medline/Google for emails)
    - Author replies
    - No response
      - Contact author's institution requesting your concern is passed to author's superior and/or person responsible for research governance, if necessary coordinating with co-authors' institutions
        - No response
          - Contact regulatory body (e.g. GMC for UK doctors) requesting an enquiry

No or unsatisfactory response

Author cleared → Apologise to author, proceed with peer-review if appropriate

Author found guilty → Reject → Inform reviewer of outcome

Inform reviewer of outcome

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Calendar of Events

Editors' Association of Canada Conference
June 12-14, 2015
Toronto, Ontario, Canada
www.editors.ca

ISMTE Local Group—Heidelberg
June 17, 2015
Heidelberg, Germany
www.ismte.org

13th Annual Editorial Manager User Group Meeting
June 18-19, 2015
Boston, MA, USA
www.editorialmanager.com

ACSE 2015 Annual Meeting
August 13-14, 2015
Dubai, UAE
http://theacse.com

ISMTE North American Conference
August 20-21, 2015
Baltimore, Maryland, USA
www.ismte.org

Society for Editors and Proofreaders/Society of Indexers 1st joint conference and AGMs
September 5-8, 2015
York, United Kingdom
www.sfep.org.uk

ALPSP Conference
September 9-11, 2015
Heathrow, United Kingdom
www.alpsp.org

AMWA 75th Annual Conference
September 30–October 3, 2015
San Antonio, TX, USA
www.amwa.org

WAME International Conference for Medical Journal Editors
New Delhi, India
October 2-4, 2015
www.meeting2015wame.org

ISMTE European Conference
October 13, 2015
Heathrow, Middlesex, United Kingdom
www.ismte.org

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