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New and Returning Faces for 2014

Meghan McDevitt

Editorial Assistant

GIE: Gastrointestinal Endoscopy

Welcome to another issue of *EON* and a belated happy New Year to all! 2014 is already in full swing and we've got a lot of great things ahead for ISMTE.

In this issue, you'll hear from our President, Kristie Overstreet, as she lays out the plans and vision for her term. ISMTE membership has voted and elected both new and returning members to the Board for 2014. If you are interested in getting more involved with the ISMTE, any Board member will be delighted to hear from you.

Jeffrey Beall shares his concerns about the increased number of predatory publishers in Open Access. In an article by Anne Brownsey, read about one society's challenge to redesign their member magazine. Have you heard the term "altmetrics?" Catherine Chimes explains how Altmetrics can be an alternative way to measure journal impact.

Looking for a way to store and organize your notes, text,

and images in one place? In this month's "Taming Technology" article, Lindsey Brounstein explains the basics of Microsoft's OneNote and demonstrates the software's capabilities. Kimberly Rosenfield introduces a new section "The Winding Path: How I Ended up in Academic Publishing" all about how we found ourselves involved in scholarly publishing.

Some new faces have joined the *EON* Editorial Team including Associate Editor, Nijsje Dorman, Section Editor, Kimberly Rosenfield, and our Editorial Intern, Anna Demmitt. Welcome back to our returning Editors—Lindsey Brounstein, Ira Salkin, and Editorial Advisor, Deborah Bowman.

We want to hear from you! Have an idea for an article or topic you'd like to see in *EON*? Are you interested in writing about an area of expertise? I am eager to hear your ideas and suggestions, so please contact me at mmcdevitt@asge.org. Happy reading!



ISMTE and You

By Kristen Overstreet
 President, ISMTE
Kristen@origineditorial.com

Did you know that ISMTE exists just for you? It does, and I love that. I love that it exists for me as a Managing Editor and that there is a place with resources I need and people who get me. I also love that it's bigger than that—that it serves other roles who work in Editorial Offices; it serves Technical Editors, and it serves our partners in the industry. It's not perfect, of course. Perhaps I've never had every one of my questions answered or found every resource I needed, but I know the opportunity exists. ISMTE is growing and evolving and blossoming, and it's able to do that because of you. You bring unique knowledge and perspective, and by voicing your needs, you create the opportunity for new resources to be created and others' needs to be served. Please don't stop sharing either your knowledge or your suggestions.

I am honored to have the opportunity to serve this society as president for the next two years. The time will pass quickly and I hope in that time to build upon the great work of my predecessors, Jason Roberts, Elizabeth Blalock, and Glenn Collins, and leave this society better and stronger than I found it. In my vision, this will require focus in four areas: committees, marketing, partnerships, and value.

Committees

Our committees do the work of the society. The meetings you attend, the resources you have access to, the great content of the newsletter you read, etc., all come from committees of 1-10 people, often including members of the Board of Directors. Those who serve on the committees have the opportunity to share their expertise and ideas, and create something for the benefit of others. Is it hard work? Yes, often it is, but you get out what you put in. We are always looking for people to serve on committees. Let me know

if you are interested and/or watch the website for opportunities.

“Intellectual ‘work’ is misnamed; it is a pleasure, a dissipation, and is its own highest reward.” -Mark Twain in *The Connecticut Yankee*

Marketing

We need to do a better job of sharing what we have to offer. I often meet people at industry meetings who have never heard of ISMTE. How can this be? I know many of you out there are telling others about the society, but we need the society to do a better job of marketing itself. Our meetings are excellent. The content published in *EON* is amazing, thanks to Deborah Bowman for 2012 and 2013, and now going forward to Meghan McDevitt. Our professional development committee (previously resources and training) continues to provide the resources we need to do our jobs every day in one easy-to-access location. We need to share all of this with more people. One new initiative will be a weekly email from the society, marketing what we have to share. Feel free to forward this email on to others you know who may be interested. Another initiative will be a relaunch of the website this spring by our new management company, Apex (www.ApexManage.com).

Partnerships

One area of recent growth has been our partnerships with others in the industry. We need to keep this growing. Take a look at the last page of *EON* or the “Supporters” page on the current website and see the partnerships we are benefitting from and those who are benefitting from partnership with us. Working together, we can provide more resources and reach more people. For example, as of this writing, plans are being finalized to partner

with COPE (<http://publicationethics.org>) for workshops/seminars at both the North American and European meetings in 2014, following our partnership with EASE (European Association of Science Editors) for our European meeting last fall.

Value

You pay to belong to this society and you deserve value in return. Besides what is listed above (two annual meetings, *EON*, professional development resources, access to other organizations), you also benefit from social media posts (Facebook and LinkedIn), discussion forums (Members only and LinkedIn), and building relationships with others in the industry whom you meet through ISMTE. The best way to find value in your membership is to be actively involved: join a committee, submit a poster abstract, agree to speak at a meeting,

participate in the discussion forms and on social media, and let the members of the Board know what is great about ISMTE and what needs improvement. In these ways, you can give back to the society and also increase the value that ISMTE has to offer.

ISMTE is a place to call your own. It is the society that serves your specific needs. It exists for you.

I know it exists for me. I have gotten the same feeling at each ISMTE conference I have attended and I look forward to feeling it again this year and the next. It starts before I even walk into the meeting room. It starts when I hear the buzz of passionate, excited voices in the hallways. It starts when I see all of you and realize I am with my people.

The ISMTE membership elected new directors and officers to the Board for 2014. Congratulations to both newly elected and returning members!

ISMTE Leadership

Position	Name	Term
President	Kristie Overstreet	2014-2015
President-Elect	Michael Willis	2014-2015
Vice President	Julie Nash	2014-2015
Immediate Past Pres. (non-voting)	Glenn Collins	2014-2015
Treasurer	Sally Gainsbury	2013-2015
Secretary	Deborah Bowman	2014-2016
Director	Jan Higgins	2013-2016
Director	Alice Ellingham	2014-2017
Director	Meg Wiest	2014-2015
Director	Sarah Bidgood	2013-2015
Director	Sherryl Sundell	2014-2017 (2 nd term)
Director	Meghan McDevitt	2014-2015
Board Mentor (ad hoc; non-voting)	Elizabeth Blalock	2014-2015



Unintended Consequences: The Rise of Predatory Publishers and the Future of Scholarly Publishing

By Jeffrey Beall, MA, MSLS, Associate Professor,
Scholarly Initiatives Librarian
Auraria Library, University of Colorado Denver

Predatory publishers—those that abuse the gold (author-pays) model of scholarly Open Access publishing—have been quickly increasing in number since 2009. I publish a list of predatory publishers on my blog *Scholarly Open Access* (<http://scholarlyoa.com>), and I've documented a steady increase in the number of questionable publishers and journals. For example, my 2014 list of predatory publishers contains 477 entries, compared to 225 in 2013. A second list, of questionable stand-alone journals, now includes 303 publications; last year's list had 126. Never before has scholarly communication been faced with such a high proportion of low-quality, counterfeit, and corrupt publishers.

The Damage They Do

Predatory publishers damage scholarly communication in many ways. First, they often perform a cursory peer review, or they don't perform one at all, pretending that they do. This practice means that a lot of methodologically, statistically, and scientifically unsound papers are being published. And because these papers are published in what appear to be scholarly journals, they bear the imprimatur of science. This can lead to their being cited in later studies, and, through the cumulative nature of research, poisoning future work.

Second, predatory publishers target those most unfamiliar with the scholarly communication ecosystem—junior faculty, postdocs, and graduate students. Famous for their incessant spam emails, predatory publishers and stand-alone predatory journals target young researchers with personalized messages praising an earlier work and requesting another. These publishers are very good at appearing legitimate. They expertly mimic es-

tablished publishers' websites, choose journal names that encourage confusion with legitimate publications, and list the names of respected scientists on their editorial boards (often without their knowledge or permission).

Also, predatory publishers are contributing to what appears to be a marked increase in the occurrence of research misconduct. This includes plagiarism and self-plagiarism, image and data manipulation, and ghost and gift authorship. Finally, I find that most predatory publishers lack an understanding of the need for digital preservation. They seem to think that hosting all their content on a single server without any backups is sufficient. I have already seen lots of predatory Open Access content disappear, and I expect to see a lot more vanish after this first wave of predatory publishers runs its course.

These weaknesses of predatory publishers stand in stark contrast with the substantial value that professional publishers add to research. A video posted on the Society for Scholarly Publishing's YouTube™ page in 2013¹ asks several publishing executives the questions, "What value do scholarly publishers add to society? What are they good for?" A very good answer came from Jennifer Pesanelli, Director of Publications, Federation of American Societies for Experimental Biology, who said, "...we let the researchers, the scholars, the scientists do their work while we take care of the business of disseminating the information." Another fine, summative answer came from David Smith, Head of Product Solutions, The Institu-

1 Society for Scholarly Publishing. What value do scholarly publishers add to society? What are they good for? 2013. Retrieved from: <http://www.youtube.com/watch?v=oBpzoFjyNig>

tion of Engineering and Technology, who stated, “We aggregate, we validate, we curate, we disseminate. We’re in the business of making information actionable.”

While there are some Open Access publishers that follow industry standards and are not predatory, the increasing number of predatory publishers is staining the Open Access movement overall. The movement has facilitated and enabled the creation of thousands of low-quality scholarly journals, many of which are corrupt and actively aim to scam honest researchers.

Technological Transitions

In recent decades in my field, library science, we have lived through a giant technological and social change that greatly affected the operations of almost every library in the world: the transition from card catalogs to online catalogs. In this case, the change didn’t have a social movement behind it; it was organic. There was no one shouting “Card catalogs must go,” or “Online catalogs now!” The change occurred naturally, with everyone seeing the advantages of online catalogs, implementing them as soon as they could. Card catalogs were gradually phased out, the newer technology and practices replacing the old.

The Open Access movement hasn’t progressed this way. The movement first gained prominence in 2002 with the signing of the Budapest Open Access Initiative, making it about 13 years old, which is long for a social movement in the Internet age. Currently much disagreement exists among the stakeholders in scholarly communication regarding the future of scholarly publishing. Those who closely follow the conversation are accustomed to the combative and factious conversations that occur on email lists and blogs covering Open Access and traditional publishing.

Open Access advocates would argue that the reasons why open access hasn’t been universally embraced lie in the vested interests of the traditional publishers in maintaining the status quo, but perhaps the resistance indicates that the simple arguments used to promote Open Access don’t tell the whole story, or that the new technology and practices aren’t really better than the old. It’s still unclear whether scholarly Open Access publishing

is actually more cost-effective and sustainable than subscription-based publishing. Some Open Access publishers have lowered peer-review standards, implementing a “light peer review” that merely judges whether an article is correct scientifically but does not evaluate novelty or importance, and publishing vast numbers of these minimally reviewed and unrelated papers in generic mega-journals. The emergence of predatory publishers has marred scholarly communication, leaving many researchers unsure whether they should submit to Open Access journals at all. The movement’s motto seems to have been, “open access at any cost.” Unfortunately, the costs to the scholarly community brought about by predatory and other low-quality publishers have been high.

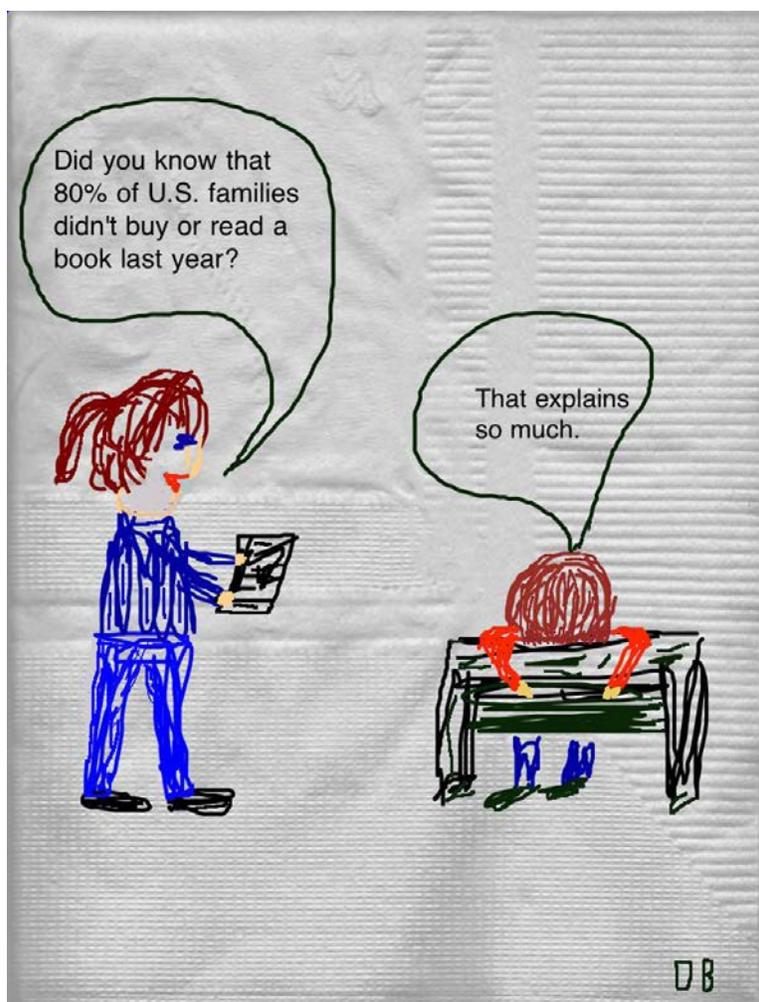
A shift from subscription journals, which are reader centric, to journals using the gold (author pays) model is a major one with broad implications. Subscription journals have strong incentive to keep the readers pleased, or they will lose their subscriptions. Subscription journals that do not serve their readers well typically face the eventual shutdown of the journal. This is a community-driven quality control mechanism that is lost in the Open Access world. Gold Open Access journals are author centric and need to appeal to authors (and the income they provide) to sustain themselves. In scholarly publishing there are far more readers than there are authors. The predatory journals represent the extreme case of author centricity—they exist solely to fulfill the authors’ need to get articles published, without any concern for the consumers of scholarly research, the readers. There are hundreds of predatory journals publishing research of meager quality that no one, apart from web crawlers, will likely ever read.

Modern civilization depends on sound science to progress effectively. Policy makers rely on research to create and implement sound public policy. Lawyers use research findings in litigating cases. Health care providers translate recent medical research into clinical practice. All these occupations, and many more, rely on high-quality research to perform effectively. The advent of predatory publishers has polluted the body of research with many articles and findings that have not passed through an adequate peer review. It is now easier than ever

for someone with nonscientific ideas about global warming, the etiology of autism, and the nature of dark matter and dark energy to get their ideas published in a scholarly journal.

The future of scholarly publishing will likely include a variety of distribution models, including both Open Access and subscription journals. But I think journal quality will emerge as the singular criterion for evaluating journals. Whether a journal is open or toll access won't matter as much as whether the journal adds value to the research it publishes. The Open Access movement

seems to mistakenly equate scholarly publishing with merely posting scholarly manuscripts online, largely overlooking the crucial role that publishers play in making research discoverable, and ignoring the value that publishers add to research information through curation, copyediting, ethics management, and the like. In fact, the high-quality work that Editors-in-Chief, Managing Editors, and Technical Editors provide has never been so important. It is their work that will attract the best papers and distinguish the quality journals from the predatory ones.





Society Member Magazine Redesign for the Digital Age...Without Forgetting Print

By Anne Brownsey

Assistant Director of Public Relations and Member Communications
American Society for Gastrointestinal Endoscopy

Starting in 2009, the American Society for Gastrointestinal Endoscopy (ASGE) has made sweeping changes to its publications strategy, driven by economic factors, new technology, and, above all, finding the best approach to delivering the content members want. What follows is a case study on the evolution of one of the Society's communications vehicles.

Backstory

Since the early 2000s, the bimonthly member magazine, ASGE News, provided members with clinical and practice management information along with news on advocacy, educational programming, and member benefits. In 2009, due to a loss of funding to print and mail the publication, the Society had to quickly make the publication into a digital magazine while working with the same design constraints.

The following year, ASGE moved from a bulky PDF download—in which it was difficult to navigate to and from website links—to an actual digital magazine. With some minor adjustments to the PDF design on ASGE's end, the new vendor was able to give the Society a digital publication that was faster to navigate and offered the ability to archive articles for reference, along with options for viewing on mobile devices.

Several challenges remained. First was the actual look of ASGE News. The magazine's design hadn't been updated in nearly a decade, and it was still the same "vertical" PDF trying to operate in the new, "horizontal" format that readers had come to expect when viewing a digital publication.

In addition, given all the email inundating their in-boxes, members said that they wanted briefer communication vehicles, in general. Somewhat

surprisingly, many members wanted the magazine to return to print, while still having access to the digital option.

Given these issues, ASGE embarked on a revised publications strategy in 2012 that included the redesign of its member magazine to a truly digital format as well as a return to offering members the magazine in print.

Strategy

Working with the Society's Publications Committee, a group of volunteer physician members, staff outlined a new plan for effectively communicating with ASGE members that revised the design, content, and frequency of each member publication. We assessed all the communications vehicles to see how they could better serve our members without increasing costs or overloading members with emails while continuing to deliver timely, informative, and easy-to-read content that members like and need.

Staff and physician volunteers drafted a content outline for the magazine, creating a smaller, more focused publication. Taking into consideration the top articles read in the previous magazine and the types of content of most concern for members, a list of six main sections was created for the future vendor to design the magazine around. This included the President's Message, a clinical Q&A called "Ask the Expert," other sections that would highlight ASGE courses, programs, research grants, and advocacy news, and a new section, "ASGE at Work for You," demonstrating how the Society is working to benefit members.

ASGE issued a request for proposals to design firms and outlined the problems with the existing publication to address in a revised format. Challenges with the digital format were page jumps as

well as zooming and scrolling issues. The magazine's design was difficult to read and not ideally customized for smartphones or tablets. We wanted to redesign the publication and its technological platforms to make it reader friendly for multiple formats: desktop, smartphone, and tablet. Page count, article length, and frequency also had to be considered in the updated digital design. A separate design for print needed to be addressed too.

At the end of 2012, ASGE had chosen a vendor, Nxtbook Media, to handle the redesign of the publication. Nxtbook outlined a proposal that addressed all of our challenges, while offering new elements and design options that would make the digital magazine user friendly and interactive, with an appealing new design for both print and digital formats.

Nxtbook also created a new color scheme, playing off the main color in ASGE's logo, and employed an effective use of color blocks behind text to delineate articles, sections, pull quotes, and more in both the print and digital editions.

Execution

As a result, in 2013, we retired ASGE News and launched a new member magazine, ASGE Connection. The name reflects the publication's new purpose: to build community and keep members connected to their Society and to deliver valuable content that leverages the wisdom and knowledge gained from our top experts. The magazine is now published on a quarterly basis rather than bimonthly, with a reduced page count (from an average of 36 pages to 12 pages for print and 18 pages for digital—larger fonts and design elements for readability mean more pages for the same content in the digital version).

The return to print respected long-time members who enjoyed having a hard copy of the publication, while acknowledging a younger generation of members who are more e-pub oriented. In addition, there was a loss in advertising revenues when the print edition ceased; since print ads generate more revenue, it was decided to publish the magazine in both digital and print formats.

By reducing frequency and size, the printing costs were affordable. We were also able to expand the publication's return on investment, since

distributing in print and electronic formats will increase its reach and add a tangible benefit—a printed issue in hand to demonstrate the value of member dues.

Details

The digital magazine offers the most opportunity for creative design and interactive elements. While the content and color scheme are the same as the print edition, the digital version allows for the use of more graphics and photos. It includes, for the first time, space for a large cover photo and short table of contents featuring highlighted articles that readers can click on to jump to the article.

For readability purposes and to accommodate a larger font, the digital edition is 18 pages. Navigation is vastly improved, with toolbar buttons at the top for the table of contents page, to save or print the magazine, to zoom in or out, and a help button. Readers can easily go to the next page of the magazine by clicking an arrow in the bottom right corner of each page. Links within articles allow readers to access additional information on a topic or to email a staff member for more information. The links for additional information help to reduce article length by referring readers to content housed on our website. Also, to increase visibility of the links within the articles, Nxtbook added a pulsating effect on each link. Text that is a link pulses in a block of yellow color three times as soon as a reader turns to each page.

The most popular article in the magazine is "Ask the Expert," a clinical Q&A with questions submitted from members and answers from an ASGE topic expert physician. Within the digital edition, Nxtbook created a design feature that includes each question and then readers click on the letter "A" to see the answer pop up on their screen in a new window. As this section is typically very lengthy, the pop-up design solution enables this section to keep to just two pages.

Another exciting feature of the digital magazine is the incorporation of video into the articles. Endoscopy employs the use of video images, so this is a particularly nice feature to include in the magazine for our members. The "Ask the Expert" column now regularly features a clinical video from the author related to the Q&A content.

The inaugural issue of the digital magazine featured a video tour by the Society's president of ASGE's new state-of-the-art training facility and world headquarters to give members a preview of the building before it officially opened.

As before, the magazine is led by a Managing Editor and articles are contributed by both physician members and ASGE staff. The magazine staff team meets quarterly to review the editorial calendar. The Managing Editor compiles all articles, graphics, photos, and video elements, which are then uploaded to Nxtbook to design the digital and print versions. Nxtbook provides the design files for the print edition to us to share with a separate printing vendor.

The digital magazine is distributed via email by ASGE to both domestic and international members. The print edition is sent to domestic members only. International mailing is costly and often magazines become lost or arrive months late when mailing overseas. The digital magazine is now

easily read on smartphones, tablets, and desktop computers, and each issue is housed on the ASGE website.

Results

The first issue of the redesigned magazine was distributed in April 2013. Feedback from our physician leadership and members has been very positive. Readership is steadily increasing and we have been working with Nxtbook to tweak elements of the design as well as edit our email format for the digital version to increase open rates and views. We've been very happy with the redesigned look of both the print and digital editions, and are particularly excited to offer our members a digital magazine that is easy to read wherever they may be and that incorporates appealing photos, graphics, and videos, while giving them the content that they need and want to help them in their practice, with their patients, and with their careers.

ISMTE welcomes new management staff

Kimberly LaBounty now serves as the ISMTE Executive Director with the help of the staff at Apex Management & Special Events, Inc.

Please note the **NEW** phone number, email, and mailing address.

310 W. Lake Street, Suite 111

Elmhurst, IL 60126 USA

ISMTE new phone number:

(+1) 630.433.4513

ISMTE new email address:

info@ismte.org

ISMTE's other email address, ismteoffice@gmail.com, will continue to be monitored.

Many thanks to Leslie for all she has done for us over the past four years. Leslie is moving on to other opportunities and can be reached via LinkedIn.



Altmetrics: What, Where, Why?

By Catherine Chimes
Head of Marketing & Customer Relations
Altmetric LLP

Altmetrics have become a buzzword in scholarly publishing in the last year. But just what is all the fuss about?

As evaluation criteria expand and budgets tighten, authors, publishers, universities, and research bodies are increasingly looking for additional ways to demonstrate the reach and value of their work. Traditional measures of scholarly impact, such as the Impact Factor, tend to focus only at the journal level—with little insight into how the individual articles within a publication perform.

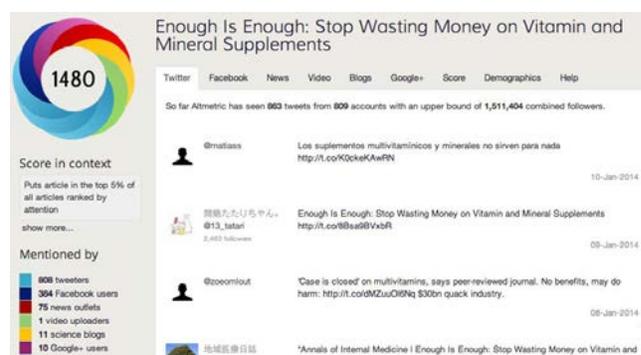


Recent advancements have therefore seen new measures emerge, which take a more granular view of the dissemination of articles and associated research content. Commonly referred to as *altmetrics*, or *alternative metrics*, these new forms of measurement look beyond citation and publisher usage counts, with a focus on online “mentions” of a research work. By collating data from sources, such as social media, blogs, news outlets, bookmarking sites, peer-review forums, and policy documents, we are now able to see a much richer picture of the true reach of the scholarly content.

Numerous tools developed by a handful of small start-up companies, such as Altmetric, Impact Story, and Plum Analytics, are now available for easily tracking and monitoring these channels, which are becoming increasingly important in the wider scholarly context. As a way of determining reach beyond (but complementary to) the more traditional journal-level citation tracking,

altmetrics data add a new layer of insight into the attention and societal impact the work has garnered.

By providing both qualitative and quantitative data for a paper, altmetrics can help authors and publishers explore, understand, and engage in the conversations that are going on around the research. This can be used to help influence future publications or research, and serves to further stimulate the academic discussion.



The task of tracking and reporting on an individual scholarly article is not without obstacles—not least the need to disambiguate between different versions of a single piece of work. In order to do this with accuracy, at Altmetric, data collation is based on a scholarly identifier unique to each article—for example, the DOI or PubMed ID, will remain the same whether hosted on the publisher’s site or within an institutional repository. Using this method, we have so far collated over 7.5 million mentions, relating to over 1.8 million articles.

Some papers, of course, will receive much more attention than others. It is important to remember that altmetrics provide an indication of reach, not quality. An article or topic that has broad appeal, particularly amongst the general public, is likely to

see a high number of mentions. Examples of this include the 2013 papers, “Overview of Active Cesium Contamination of Freshwater Fish in Fukushima and Eastern Japan,” which has received over 9,000 mentions on Twitter alone, and “Primary Prevention of Cardiovascular Disease with a Mediterranean Diet,” which has so far been featured by over 40 mainstream news outlets.

The scope for development within altmetrics is huge. To their favour, altmetrics provide a rapid and timely method of assessing the attention a paper receives—particularly in comparison to citations, which take years to accumulate. By examining the raw data behind each mention, it is often possible to identify online communities who have taken an interest in the research but may otherwise have gone undetected. This is particularly relevant in cases where the work has a more practical application—for example a paper which is little cited may in fact have had a large amount of impact on policy and amongst the clinical nursing community, who do not tend to actively publish research.

One must consider that the measures used today may not be considered important in five years’ time, and there are some contentious issues in the space that must be continually addressed. At present, the collation of altmetrics is not standardized, although there is much crossover between providers and sources. It is yet to be determined which outlets are the most important to track—and the results need to be carefully reviewed in context before any meaningful conclusions can be drawn. Technical limitations, such as the inability to track multimedia (audio and video) unless the unique identifier can be found in the metadata, are a recognized issue. Others have raised concerns that the altmetrics data could be easily gamed—fake Twitter accounts abound, and large numbers of mentions are simple to create. At Altmetric we have developed a spam-watching algorithm in order to combat this—any suspect mentions are flagged and investigated by our team.

Recent workshops run by the Public Library of Science (PLOS) and the National Information Standards Organisation (NISO) have taken steps

to begin to achieve a consensus on the standardization for altmetrics data as a whole, and to discuss and form a roadmap for how the field is likely to progress.

2013 saw a number of prominent titles move to integrate altmetrics data on their journal platforms using the Altmetric application programming interface (API). Publishers including Nature Publishing Group, the BMJ Group, the Royal Society of Chemistry, and BioMed Central all now display altmetrics for each article—usually accessible via a “metrics” tab or similar. The team at *Nature Climate Change* is currently trialing a “trending articles” list, based on the online activity on any given day. The data are pulled on request directly from our servers, and provide users with an instant compilation of the mentions for each paper. Displaying the data in this way allows authors and readers to easily gauge the attention their work is receiving, and can help the publishing teams identify which are their most talked-about articles, or where there is perhaps a need to increase their communication efforts.

Additionally, we offer the opportunity to explore the altmetrics data for any article via a web application: the Altmetric Explorer. Users can search by DOI, keyword, journal, publisher, funder, and a number of other filters. This enables a comparison between related journals, which can give a unique insight into how your publication is performing.

Overall, the reception for altmetrics has so far been mostly positive. Uptake amongst publishers has been high, and already we see examples of researchers incorporating the data surrounding their articles into their CVs. As the amount of online discussion around published research continues to grow, altmetrics as a tool for identifying and exploring the broader impact of scholarly work are anticipated to continue to gain in significance.

If you are interested in finding out more or integrating altmetrics data for your journal, you can visit www.altmetric.com, or email info@altmetric.com. We’re always open to new opportunities and would be happy to work with you to develop a custom solution.



OneNote 2010 Part 1: Basics

By Lindsey Brounstein
 Managing Editor and Software Training Manager
 American Gastroenterological Association
 lbrounstein@gastro.org

What Is OneNote?

Microsoft OneNote is an all-purpose note-taking tool designed to store everything related to a topic (text, web clips, links, multimedia files) in one location. OneNote can help organize just about any aspect of life—from work projects, to home improvement plans, to your favorite recipes, or books you keep meaning to read.

OneNote is a very powerful program, which can be intimidating and even overwhelming at first glance. In part one of this Taming Technology series, we'll explore the very basics of OneNote 2010 to get you started before jumping into additional features and tips and tricks in part two.

OneNote Structure

OneNote files are organized in the following format:

1. Notebooks
 - A notebook is the overarching category for the types of notes being stored together.
 - Examples of notebook categories can be “Work” or “Home.”
2. Section
 - Did you ever have one of those 5-subject notebooks in school, or a big three-ring binder that had dividers for each subject you were taking? Those are OneNote Sections.
 - In a Notebook labeled “Home,” some possible sections could be “Projects,” “Budget,” or “Recipes,” while a Notebook for “Work” might have sections for each project that you're working on.

3. Page
 - Within each section are pages.
 - Pages are where you keep the actual information you want to store.
 - In our “Home” notebook example, the pages under the “Recipes” section would be the actual recipes typed out or linked from the web.

OneNote Basics

- You can type anywhere on a page simply by clicking. This creates a text box that can be adjusted by clicking and dragging any of the edges, or moved by clicking and dragging the gray bar across the top.
- Formatting is available similar to Microsoft Word.

What Can I Save in OneNote?

The short answer is everything! You can:

- Add text with formatting
- Add drawings and tables
- Paste photos
- Copy and paste part of a web site
- Insert multimedia clips
- Print to OneNote (instead of a printer or PDF)
- Send emails, calendar events, and tasks from Outlook
- Use screen capture to take a partial screenshot and paste it to OneNote

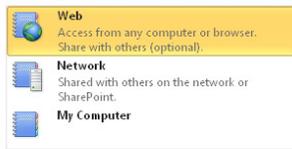
Setting Up OneNote

When you open OneNote for the first time, you'll need to create a Notebook.

1. Go to File New
2. OneNote will ask you where you want to save your new Notebook:

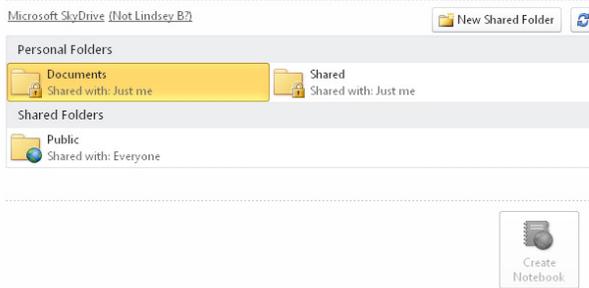
New Notebook

1. Store Notebook On:



2. Name:

3. Web Location:



- “Store Notebook On: Web” will save your Notebook to Microsoft SkyDrive (more about this below), which allows you to access your Notebook from any computer with OneNote, or from any browser, even if OneNote isn’t installed on the computer. You can even download the SkyDrive app on your mobile device to access your Notebook on the go. It also allows you to share your Notebook with others on the web if you choose. This is the most versatile option for storing your Notebook, especially if you plan to access it from multiple locations.
- “Store Notebook on: Network” will allow you to save your Notebook to a network location, such as a shared drive or your organization’s SharePoint site.
- “Store Notebook on: My Computer” will save your Notebook to a local location on your computer. This is the most limited way to save your Notebook, as it will not be accessible from any locations other than the one computer.

3. Web Location:

[Microsoft SkyDrive](#)

Sign in with: Microsoft account (Hotmail or Messenger)

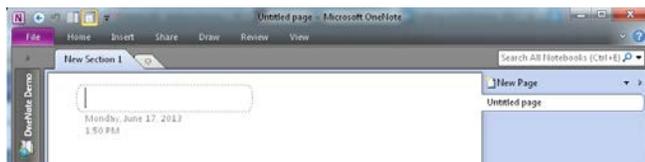
[Sign up for Microsoft SkyDrive](#)

3. If you select “Store Notebook on: Web,” which is my personal recommendation, you’ll be given the option to sign up for Microsoft SkyDrive.
 - Microsoft SkyDrive is a cloud-based storage location for the Microsoft Office Suite. You do not need to have a license to the Office suite to use SkyDrive. SkyDrive provides 7GB of storage, as well as access to their browser-based Office software for free. This means that even if you don’t have OneNote at home, you can still access and edit your OneNote Notebooks.
 - Remember, Microsoft SkyDrive is a free service offered by Microsoft, which means if there were some issue with SkyDrive and your files were lost or corrupted, Microsoft would be under no obligation to help retrieve your information. That said, regularly backing up your Notebook on your computer is a quick and easy way to avoid any unpleasant issues. You can set your OneNote Notebook to automatically create a backup file and see the backup location by going to File—Options—Save and Backup.
4. Once you’ve selected a location to save your Notebook, you need to give it a name.
5. Click Create Notebook.
6. When the notebook is created, you may see the following pop-up:

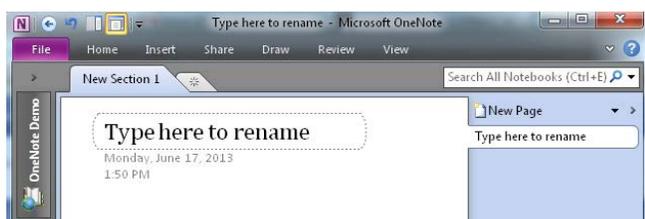


This is just giving you the option to share your Notebook with others. You can simply click “No, Thanks,” to continue without sharing. Unless you saved your Notebook to a network location, your Notebook will only be accessible by you unless you change the Sharing options later.

7. Your new Notebook will look like this:

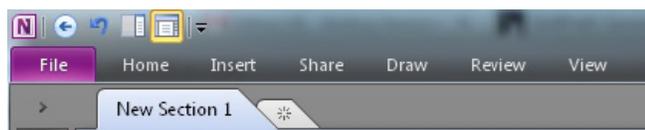


The name of the Notebook appears on the left. The section tab appears across the top. The pages appear along the right side. You can rename a Notebook or Section at any time by right-clicking and selecting “Rename.” You can rename a Page by typing in the rectangular bubble at the top of the page.



The OneNote Ribbon

OneNote has a ribbon across the top of the page, just like any other Microsoft application. By default, the ribbon is collapsed, but clicking on each tab shows the expanded ribbon with the options that fall within each category. Double-clicking on a tab keeps the ribbon expanded.



Home Tab

The Home tab on the ribbon provides basic formatting features, as well as Tags, which allow you the option of including small icons with your notes (checkboxes for to-do lists, highlighting, an exclamation point or light bulb to highlight an idea, etc.).



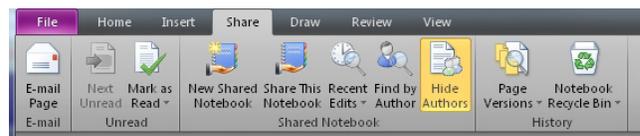
Insert Tab

The Insert tab allows you to place different types of information into your notebook. Everything from tables and screen clippings to audio and video recording is available.



Share Tab

The Share tab lets you share your notebook with others so you can collaborate together. It also lets you view page versions, or find edits made by other authors. This is also where you access the notebook’s recycle bin for any items you’ve deleted.



Draw Tab

The Draw tab lets you use a touch screen, stylus, or mouse to draw or add handwritten notes to your notebook.



Review Tab

The Review tab contains basic review functions such as spell check. It also allows you to take Linked Notes, which docks OneNote to one side of the screen. Any notes made in that window are automatically linked to the web page or document you’re viewing at the time.



View Tab

The View tab lets you change how your notebook is displayed. You can dock the notebook to your desktop, change the background color of the pages, pin the notebook on top of other windows, or had rule lines and grids to the background.



File Tab

The File tab contains all the standard items you’d find in any Office program, including Save As and Print. You can also change the settings on a given notebook, share a private notebook with others for collaboration, save a page, section, or whole

notebook to Microsoft Word or PDF, or email a OneNote as an attachment, a PDF, or inserted into the body of an email.

Note that with OneNote, unlike other Microsoft applications, there is no “Save” button. OneNote automatically syncs changes as you make them, so you will always have the most updated version of your Notebook, no matter what.

Coming Up in Part Two

In the next Taming Technology column, we’ll explore some of the special features that OneNote has to offer and how these features can be utilized to improve organization and productivity.

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The Winding Path: How I Ended up in Academic Publishing

By Kimberly Rosenfield
Manuscript Coordinator
The Endocrine Society

Maybe it's a product of living in Washington, DC, where the most important question you can ask a person is "What do you do?" but I've learned a lot about what other people do for a living. I've found that people travel the most fascinating paths to end up at the job they love (or love to hate). Sometimes I meet people who are doing what they've always wanted to do since they were kids, but those people are admittedly rare; the majority seems to transition into their careers by opportunity, luck, and sometimes, blind chance. My journey to my career in academic publishing was a mixture of all the above.

I attended college at Purdue University with the intention of getting my PhD in history. I always enjoyed reading, writing, and research and it seemed like a logical step to take, especially since I was that kid in high school who voluntarily participated in the history fair every year. After undergrad, I entered a PhD program at George Washington University to study US history, specifically, organized religious participation in political activism. It was during this time that I had my first taste of the academic publishing world; I submitted a number of manuscripts to a handful of academic journals (and was promptly hazed as new authors are). While I enjoyed the research and writing, the long-term job prospects were less than palatable; with nearly five more years of schooling ahead of me, and an academic job market that would make any person cry at the lack of opportunity, I decided to leave with an MA in the fall of 2010.

With the economy in a deep recession, I was desperate for employment; for a few months after graduating, I bounced around from job to job, picking up temporary work as an administrative and education assistant, dog walker, and barista. Looking back now, these jobs might not have been life changing, but they were invaluable skill builders! As an incredibly bookish person, I had to

learn, and learn fast, how to develop people skills. In the spring of 2010, I finally landed my first full-time position as a research analyst for a business-consulting firm. At first I was thrilled at the opportunity, but it soon became apparent that the position was not a good fit. Looking back now, I believe that everyone should have at least one job they have hated. It helps to realize what is and isn't for you, and you'll never know if you aren't good at something until you try it out. I realized consulting work is not my forte; to be honest, neither is making coffee, but I did learn to make a mean espresso.

A year into my position as a research consultant, I took a terrifying leap and quit my job to reassess my career goals, but only a week passed before I interviewed with The Endocrine Society and was offered my current position as an Editor and Manuscript Coordinator. Immediately things clicked in a way they hadn't before. Academic publishing was familiar, as was peer review and working with PhDs (only this time, it was science, not history!) and the more I explored the opportunities for growth, the more involved I became. A year into my position, I joined ISMTE and the Society for Scholarly Publishing, and have been an active participant ever since.

If you asked me three years ago to predict my future career, I would have gotten it all wrong, and I think that is ultimately a good thing. For those of you who are newcomers to the world of academic publishing, realize this: some of us have purposefully led ourselves to the industry. Others, like myself, came here through the most fortuitous of accidents and winding of paths to get to where we are now.

Do you have a story to share about how your career developed along a winding path? Share it with us by emailing Section Editor Kimberly Rosenfield at rosenfield.k@gmail.com.

Calendar of Events

Introduction to Journals Publication

March 12, 2014

London, England

<http://www.alpsp.org>

aMWa Mid-atlantic chapter conference

March 14, 2014

Gaithersburg, Maryland

<http://www.amwa.org>

COPE European Seminar 2014

March 14, 2014

Brussels, Belgium

<http://publicationethics.org/events>

Masters in Publishing: An interactive online discussion with Howard Ratner

March 27, 2014

Webinar

<http://www.alpsp.org>

Emerging Trends in Scholarly Publishing™ Seminar

April 24, 2014

Washington, D.C.

<http://allenpress.com/events/2014seminar>

Council of Science Editors Annual Meeting

May 2-5, 2014

San Antonio, Texas

<http://www.councilscienceeditors.org>

Society for Scholarly Publishing Annual Meeting

May 28-30, 2014

Boston, Massachusetts

<http://www.sspnet.org>

12th Annual Editorial User Group Meeting (EMUG)

June 19-20, 2014

Boston, Massachusetts

<http://www.editorialmanager.com>

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A note on English: ISMTE aims to be a truly international society. English will represent our lingua franca, but we would like to stress that, in materials published in EON or online, variations in idiomatic usage and spelling should reflect the origins of the author. No one version of English is preferred over the other.

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