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IN THIS ISSUE

Report of the First ISMTE Asian Conference 2016

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Message from the President

This issue includes a detailed report of our first Asian meeting, held in Singapore in early April. We were delighted to host over 100 attendees from across the Asia-Pacific region and indeed beyond. As the report shows, the conference covered a broad range of topics. We are grateful to all those who made the meeting a success—our sponsors, our speakers, and our attendees. I hope you find the report stimulating and informative, and we would love to have you join us for our second Asian meeting in Beijing next year.

—Michael Willis

Monday, 4 April 2016

Keynote Panel: Best Practices in Peer Review: Maintaining Ethics in Different Models

Reported by Julie Nash, Senior Partner, J&J Editorial, LLC

The first ISMTE Asian conference kicked off with three presentations

View from Clarke Quay, Singapore (photo: Vera Gachot).

focusing on best practices and ethical considerations in peer review. Helen Atkins, Director of Publishing Services at the Public Library of Science (PLOS), started the session with an overview of peer review and ethical checks as it is handled at a large Open Access (OA) publisher. Following Helen's presentation, Sarah Tegen, Vice President for Global Editorial & Author Services for the American Chemical Society (ACS), discussed the more traditional model of peer review. Sarah discussed what authors to the ACS journals value most from peer review—quality comments, speed, and fairness. She highlighted many of the ethical considerations followed by the ACS journals. Finally, Publishing Consultant Irene Hames covered many of ethical issues and trends seen in recent years. Citing many statistics from COPE, Irene pointed out that since 2012, there have been more cases of authors submitting fake reviewer emails, editors creating fake reviewer accounts, and third-party services suggesting fake reviewers. She also cautioned editors against selective editing of reviews to justify the final decision or adding themselves as anonymous reviewers. Overall, all three speakers highlighted the challenges facing peer review and the need for editors to be prepared for the ethical and publishing changes to come.

COPE Presentation: Publishing Ethics: The Important Role of Editors

Reported by Katherine Farley, Copy Editor and Production Editor, J&J Editorial, LLC

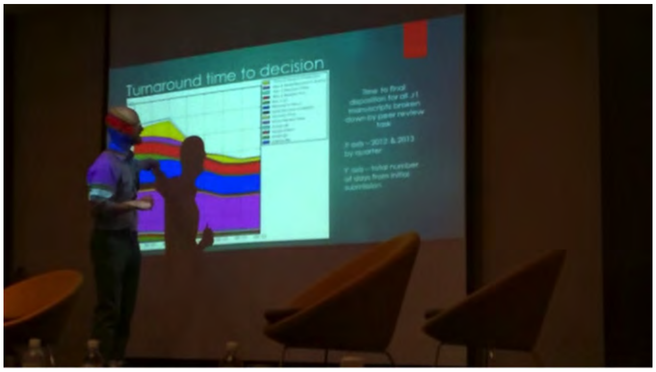
Professor Michael Wise (COPE Council member and Bioinformaticist/Computer Scientist, University of Western Australia) presented the COPE session and began with a brief introduction of COPE's role in advising on issues of ethical misconduct and publication ethics and the resources it provides to the publishing community. Professor Wise then emphasized that most article publications are not ethically questionable. In a contemporary publishing setting in which instances of ethics gone wrong often gain the spotlight, he instead stressed that, mostly, things go right. Yet, in cases of actual misconduct, editors do have a responsibility, and their timely recognition of and response to such issues may be impeded by the commonly held belief that research misconduct and ethical infractions only occur in other journals. A brief introduction of common ethical issues (plagiarism, peer-review misconduct, conflicts of interest, falsified or fabricated data, and authorship disputes) helped clarify many of the areas that editors need to be cognizant of in their daily work and how they might respond to such cases according to COPE guidelines. At the same time, their involvement in such cases occupies a limited and specific role; in the words of Professor Wise, institutions deal with ethics, but the editor is there to "curate the record." Retraction is not a punishment for misconduct; instead, its purpose is simply to correct the literature.

Workshop: Peer Review and Editorial Office Data: Measuring and Reporting Your Performance

Reported by Michael Willis, ISMTE President and Senior Manager, Peer Review, Wiley

Against a colourful backdrop of charts and figures displaying a breadth of information about editorial office and peer-review activity, Jason L. Roberts, PhD (Senior Partner, Origin Editorial and founding President, ISMTE) proposed essential metrics for understanding Editorial Office performance. Guiding principles include defining the parameters for capturing your metrics, and then adhering to those parameters in future reports. For example, when determining annual submission figures decide whether all article types should be included and whether you will include revised submissions; when you come to generate those figures in subsequent years, be consistent with what you report on. When calculating the time to decision ("the most elusive thing you can define," Dr. Roberts noted), decide whether you will include all article types or exclude commissioned articles, and decide what time period you will cover when looking at trends. Dr. Roberts suggests that all offices should devise protocols for every report they run, noting all parameters, data filters, and any idiosyncrasies that need to be taken in to account.

Before analysing the data, check that it is "clean," complete, and contains no suspect figures. Context and degree of variance (e.g., standard deviation) should always be supplied with summary data. Dr. Roberts urged all in attendance to never simply



Dr. Jason Roberts and his technicolour reports (photo: Michael Willis).

present a mean average without some other form of descriptive statistics. It is also important to be aware of external or internal factors that may influence the metrics, such as a workflow change or a noticeable increase or decrease in the Impact Factor (IF). Analysis of such metrics may influence a journal's workflow, an obvious case in point being to add auto-reminders to reviewers shortly before the review due date to reduce time to decision. Above all, use Editorial Office metrics to inform and evaluate your processes and to anticipate challenges. Unfortunately too much decision-making, Dr. Roberts observed, is built upon (often faulty) anecdotal evidence when actual data is at our fingertips—in our submission systems—requiring only a carefully crafted report to extract the information we need.

Panel Forum: Metrics: Tools for Discovering Best Practices

Reported by Katherine Farley

Adam Etkin (President, Etkin Consulting LLC) kicked off the session by clarifying that metrics serve roles in "evaluation, validation, and communication" for a disparate collection of parties, including those reading, writing, reviewing, publishing, funding, and disseminating scholarly articles. Because of the variety of needs of this wide-ranging community, it isn't surprising that an equally wide variety of metrics have come into existence. Etkin then took the role of devil's advocate and emphasized the imperfect nature of these metrics—for instance, the IF suffers from an inconsistent definition of what a "citable item" is, and the Eigenfactor relies upon the size of the journal, so increases in articles published per year will thereby increase the score. He emphasized that almost all metrics used by the academic community use a "more is better" approach, which does not always reflect impact or importance. In addition, potential problems such as gaming or using the wrong metric for a particular decision (e.g., using journal metrics to judge an individual article) do exist. However, hoping to aid with such issues is a manifesto known as the San Francisco Declaration on Research Assessment (DORA), which advises against using journal metrics to judge articles on an individual basis, encourages institutions to look to other research outputs besides articles in making decisions, such as hiring, and emphasizes the importance of paying attention to the content rather than the journal name in the assessment of a published article.

In the second half of the session, Katherine Christian (Chief Operating Officer, Altmetric) turned the focus to altmetrics, structuring her talk around three main parts. In the first section, she re-worked the standard definition of altmetrics (courtesy of Wikipedia, changes marked in bold) to the following: "In **research**, altmetrics are non-traditional **indicators** proposed as a **complement** to more traditional citation impact metrics, such as impact factor and h-index. **They provide a more comprehensive and broader picture of engagement**." This new definition acknowledges forms of nontraditional output beyond the standard research article (e.g., videos and blogs); emphasizes that rather than being standards of measurement, altmetrics are qualitative indicators that only partially represent the whole picture; and finally argues that these altmetrics complement rather than replace traditional metrics. The next segment focused on the current status and future possibilities of altmetrics, with the takeaway being that although altmetrics have the potential to help assess research impact, impact is not something that is easily measured and altmetrics need to continue evolving to provide better insights into impact. To close, Christian argued that with altmetrics, we should be cautious in placing undue emphasis on the number, recognize the importance of context, be wary of potential gaming, differentiate between altmetrics and areas such as media monitoring and web analytics, and finally remember that altmetrics is a new and evolving field, with all the strengths and weaknesses that are associated with such an early stage of development.

Panel Forum: Open Access: Navigating the Changing Landscape

Reported by Michael Willis

This session explored OA from three different angles: Helen Atkins (Director, Publishing Services, PLOS) spoke from the perspective of a publisher, Andy Nobes (Programme Officer, Research Development & Support, INASP [International Network for the Availability of Scientific Publications]) reported on findings of a survey of authors in developing countries, and Professor Vasanthi Thevanesam (Editor, *Sri Lanka Journal of Infectious Diseases*) represented the views of an editor.

Helen Atkins reminded the audience that OA is only about access: it does not tell you about a journal's peer-review workflow, financial model, scope, or quality. There are different models of OA and, alluding to PLOS' HowOpenIsIt? spectrum, she described the varying degrees of "openness" that exist. Looming large in PLOS' plans are collaboration with the Future of Research Communications and e-Scholarhip (FORCE11) in the area of open data (tantalisingly, we were advised to "watch this space" for developments), and building greater openness into the research/publication cycle by integrating the Contributor Role Taxonomy (CRediT) into its workflow. ORCID iD will be mandatory for corresponding authors from this year.

The survey by AuthorAid of 469 researchers in 73 countries, reported on by Andy Nobes, found that 70% of early-career researchers in developing countries said they used OA research and that it was useful to them. Around 85% commented that they had access to only some of all the literature they needed for their research. They perceive OA journals as generally of good quality, and while developing country researchers publish more in OA journals than in subscription journals, when determining which journal to publish in, they rate relevance to discipline, journal reputation, and IF over whether or not a journal was OA. Most reported that they had received emails from "predatory" publishers or journals. While generally positive about OA, they want assurance about acknowledgement and non-commercial re-use of their work, mostly preferring a Creative Commons Attribution-NonCommercial-NoDerivatives (CC BY-NC-ND) license.

Professor Vasanthi Thevanesam concluded the session by describing the difficulties she faced accessing journal content as a researcher in the developing world. In her experience, articles were far less available in her own country than in European academic libraries. Researchers and institutions in developing countries are not always aware how to access articles for free or at low cost through initiatives such as Research4Life. The mantra for researchers in developing countries is "publish or stagnate" rather than "publish or perish"—although she feared that the difficulties faced by developing countries in getting published outside of their regional journals might indeed lead over time to their academic careers perishing. She also emphasized the need for publication of local data accessible to readers within the country/region. Initiatives by INASP, such as establishing the Sri Lanka Journals Online (SLJOL), have allowed societies and institutions, in spite of many challenges, including inadequate resources, to publish such work and build up a local database.

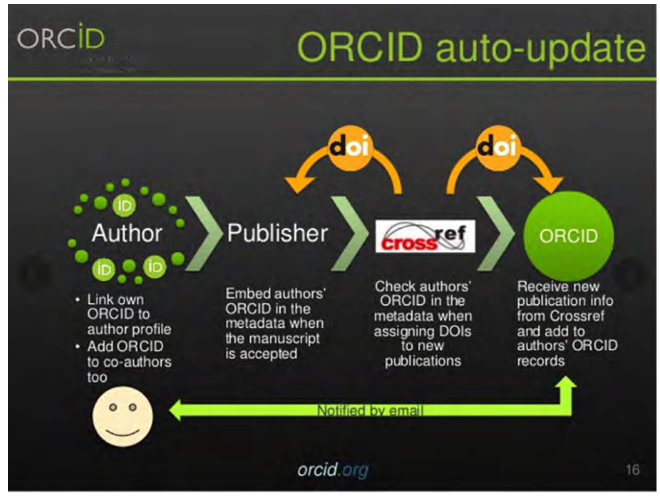
Panel Forum: Resources for Scholarly Publishing

Reported by Jennifer Deyton, Senior Partner, J&J Editorial, LLC

As part of its efforts in fostering community and to further its mission to serve its members, ISMTE designed this session as an introduction to other societies in the field of scholarly publishing. In the hour-long panel forum, representatives from the Council of Science Editors (CSE), Chinese Committee of Medical and Health Journals on Publication Ethics (CCMJHPE), Society of China University Journals

Buzzing conversation in the refreshment breaks (photo: Vera Gachot).

(CUJS), Asian Council of Science Editors (ACSE), and INASP spoke about what their societies offer to the publishing community and how attendees can get involved. Panelists included Adam Etkin (President, Etkin Consulting), Angela Cochran (Director of Journals, American Society of Civil Engineers), Andy Nobes (Programme Officer, Research Development & Support, INASP), and Yan Shuai (Associate Chief Editor, Tsinghua University Press). Since so many of us work in a vacuum, this was an invaluable chance to learn about several different organizations and societies that offer resources to managing and technical editors, as well as to publishers, editors, and other scholarly publishing professionals.



ORCID auto-update process.

Tuesday, 5 April 2016

Panel Forum: Emerging Standards as Best Practices in Scholarly Publishing

Reported by Tony Alves, Director of Product Management, Aries Systems Corporation

Several organizations, such as Crossref, ORCID, Consortia Advancing Standards in Research Administration Information (CASRAI), National Information Standards Organization (NISO), National Institutes of Health (NIH), and Ringgold, are putting forth ideas to standardize data and data exchange throughout scholarly publishing. The session focused on three of these important initiatives: identifying contributorship, managing author disambiguation, and identifying research funding sources. All of these initiatives are helpful to editors, peer reviewers, and the eventual readers in understanding the origin and influences of the submitted research. Additionally, the standardization of the data is essential in clearly communicating this information, in machine-readable format, across the industry and throughout the STM ecosystem.

The session started with Amy Brand, PhD (Director, MIT Press) talking about CRediT. CRediT offers a list of 14 terms used to identify the role of each author on a multi-authored paper. It provides transparency and enables a system of attribution and accountability. Brand cited an article on the CERN (European Organization for Nuclear Research) Large Hadron Collider and the Higgs boson discovery as an example of extreme multi-authorship, where thouands of particle physicists participated in the research, and knowing each author's actual role would benefit science. Knowing what constitutes authorship reduces problems such as "honorary" authorship and the sale of authorship. The CRediT working group consisted of leaders in STM publishing from academia, commercial publishing, society publishing, funding organizations, and government. CRediT is now being managed by CASRAI, a nonprofit membership organization led by research institutions and their partners, who promote principles and best practices of open standards. A leading science publisher, Cell Press, has adopted the use of CRediT and is trialing it in all of their research journals. Although in its early stages, CRediT has gained a lot of attention, and discussions are underway on integrating it into other standards and systems, such as Crossref, ORCID, and JATS (Journal Article Tag Suite).[1]

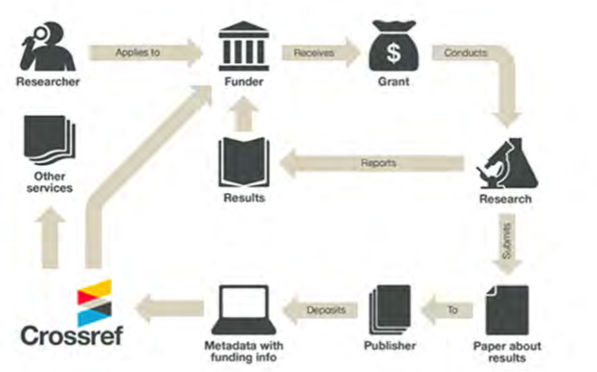
As important as it is to recognize each author's contribution on a research paper, it is even more important to know exactly who those authors are! Nobuko Miyairi (Regional Director, Asia Pacific, ORCID) addressed this in her presentation on ORCID. Miyairi opened with a story about 38 authors with the name Wang on a single paper. Speaking to a largely Asian audience, Miyairi's point

1 Useful link: www.mozillascience.org/contributorship-badges-a-new-project

about the importance of disambiguating author names was well received. Transliteration is a major problem in Asia, as different names will sometimes have the same Western spelling. Similarly, first and last name constructions in Asian countries can be switched around, and Western systems can't always handle this. Miyairi gave an overview of ORCID's mission as a nonprofit global organization charged with disambiguating researchers for the benefit of the publishers, academia, government, funders, professional associations, and, of course, for the researchers themselves. ORCID is not a profile system, but rather it is a researcher-centric mechanism for claiming identity, and for permitting other organizations and services to make assertions about that researcher's work and accomplishments. Over 2 million researchers have registered for an ORCID iD, and hundreds of institutions and businesses have become supporting members. ORCID has become a hub in the STM ecosystem. An example of this is the interaction between submission systems, publishing platforms, funding organizations, and other entities that pass data and research papers back and forth. An ORCID collected by an author during the manuscript submission process is passed along to the publishing platform, which passes the ORCID on to Crossref, which then updates the author's ORCID record, which in turn notifies the researcher's institution and funding sources that the research has been published.[2]

Speaking of Crossref, Rachael Lammey (Member & Community Outreach, Crossref) gave the final presentation in the session. Crossref is a nonprofit organization working to make scholarly content persistently findable, citable, and linkable. Crossref has over 5,000 member organizations from over 100 countries. They are best known for providing "publishers with the organization and technological backbone to facilitate linking by associating Digital Object Identifiers (DOIs) with publisher metadata." They collect metadata on published research, and manage the linking of that data to the article-of-record wherever it exists on the Internet. Crossref also explores new technologies and promotes solutions that solve other problems plaguing scholarly publishing, such as assuring the integrity of published work, prevention of plagiarism, and identifying the sources that fund research. Most of Lammey's presentation focused on the Crossref Open Funder Registry (OFR; previously FundRef). The challenge faced by funders and granting agencies is that it is difficult to track and validate the effectiveness of their funding choices. There is no standard way to cite funding information, which is often buried in cover letters and acknowledgements. OFR offers a standard way to report funding sources for scholarly publications. Using a taxonomy of funder names, publishers transmit the Funder IDs related to articles and other content to the Crossref record. This information is then accessible through Crossref's search interfaces and APIs for funding agencies, institutions, governments, and other interested parties to analyze. The taxonomy is available for free and is incorporated into most manuscript submission systems. Funder ID numbers can also potentially be transmitted, together with other accepted manuscript metadata, on to ORCID and other systems and services.

CRediT, ORCID, and Crossref's OFR are just a few of the standards that help organize and facilitate scientific communication. These help validate authorship, confirm author identity, and identify the resources behind the research. Together these standards create a snapshot that in turn helps readers and other researchers better evaluate the source and quality of published science. These are by no



Crossref Open Funder Registry

2 Useful links: http://orcid.org/blog/2015/10/26/auto-update-has-arrived-orcid-records-move-next-level; https://orcid.org/content/requiring-orcid-publication-workflows-open-letter

means the only standards being used in the scholarly research ecosystem. Other organizations like Ringgold (for institution normalization), NISO, the National Library of Medicine (with JATS), the Association of American Medical Colleges and ICMJE (both working on standardizing conflict of interest reporting), the Clearinghouse for the Open Research of the United States (CHORUS), and others are working together to create an infrastructure for scholarly publishing that serves authors, editors, and readers. Standardized, machine-readable, transmittable data flowing along the STM ecosystem benefits the world!

Servicing the Journal: Breakouts for System Managers

Reported by Jennifer Deyton

In simultaneous breakout sessions, attendees had the choice of hearing from Tony Alves (Director of Product Management, Aries Systems Corporation) on Editorial Manager and Ian Potter (Global Business Development Manager, ScholarOne at Thomson Reuters) on ScholarOne Manuscripts.

Managing the submission and peer-review process has increased in complexity over the years as new processes have become standard practice and as new technologies have become commonplace. There are various software systems available to help keep the journal office organized and productive. This session featured concurrent demonstrations of some of the most used online submission and peer-review processing systems available today. Attendees had a chance to view upcoming features and ask questions about their own workflows. Tony and Ian answered specific questions, as well as took advice on how to improve their systems. These hands-on sessions are a great way to get up close and personal with the system you are using, as well as a chance to see how competing systems work.

Panel Forum: Publication Services for Authors

Reported by Donald Samulack, PhD, President, US Operation, Editage/Cactus Communications

In a world where irresponsible commercial publication practices are disrupting the integrity of the scholarly literature, there are challenges on all fronts: for publishers, for journals, for authors, and for author services providers.

This session, moderated by Tony Alves of Aries Systems Corporation, featured panelists Stephen Laverick (Integration Manager, Edanz Group), Sheree D. Crosby (Vice President of Global Marketing, Cabell's International), and Donald Samulack. It was designed to provide managing and technical editors in the publishing arena an overview of the landscape, so they are not only aware of what services are available to them in their day-to-day editorial production needs, but also so that they are aware of the services authors use to help them get published. Unfortunately, as the presenters highlighted, not all of the services that authors use are looking out for their best interests, and some irresponsible commercial practices are downright predatory.

When working with author services companies, the corporate traits you should look for (in no particular order) are: size, global presence, and sustainability; maturity and vision of corporate infrastructure; professionalism and partner relationships; range of services; and quality. Authors typically do not do this, and focus instead on paths of least resistance, referrals by colleagues, price, and habit. This is why it's becoming so important for author education to not only make reference to research ethics and good publication practices, but to coach authors on how to select and work effectively with journals, publication resources, and publication support specialists who are conducting themselves in an ethical manner.

Full house for the session on publication services for authors (photo: Vera Gachot).

As presented by the panelists, an author typically needs support in navigating the publication process. While we may assume that Western authors are well-versed in these processes, this is not always the case, especially for young researchers. Asian authors have the greatest need, not only because of issues arising from English as a second language, but because in many circumstances Western journal submission processes and rigorous peer-review processes are a challenge for them. Things like scope of a journal, or the subtleties of response letters from journal editors are sometimes misunderstood, and while we hope that they read the Instructions for Authors prior to submission, it appears that not all authors take the time to implement this guidance.

An author's workflow and success in publication requires an understanding of how to organize oneself and one's data (including citations), select an appropriate journal to submit to, write the manuscript, draft an effective cover letter, navigate the initial journal submission process, respond to peer reviewers' comments, and prepare a final submission. So, in general, ethical author services providers offer support to authors in each of these categories, along with author education initiatives in the form of online content and webinars, or onsite learning though seminars and workshops.

Clearly, language editing and journal selection services are the most sought-after author services, simply because of the English-language requirement and the need to identify reputable Western journals in Thomson Reuters' Science Citation Index Expanded that are of appropriate scope. It is "English or perish" for many Asian authors. It is also beginning to be clearly understood that a well-written, well-structured manuscript, submitted to a journal of appropriate scope and readership interest, optimizes one's chance of success in clearing peer review and getting published in a reputable journal.

In addition to language editing services, an author will often seek translation services, and other support services like a presubmission technical review of the manuscript (a simulated peer review), manuscript formatting to meet journal specifications, graphics support, and in some cases, the development of video summaries or other multimedia content to accompany the manuscript.

Despite all of the guidance offered by journals, publishers, and the author services community on good publication practices, how to select an appropriate journal to submit to, and how to conduct oneself ethically in scholarly activities, there is a dark side to the current publishing and author services landscape where some companies make outlandish (yet attractive) offers to authors, including guaranteed publication.

Hijacked and look-alike journals or author services, fake IFs and misleading metrics, manuscript marketplaces, authorship for sale, and other irresponsible, misleading, corrupt, and in some cases predatory practices are on the rise, and authors all around the world are falling prey to these schemes and scams. In response to this, there has been several industry initiatives to attempt to alert authors to be aware of these practices, and to coach them on how not to fall prey to promises that seem too good to be true.

Think. Check. Submit has developed a checklist of things an author should think about when selecting a journal to submit a manuscript to. If the checklist of questions is thought through and followed carefully, the author will be protected, in as much as possible, from submitting to a predatory journal, or to one that makes false claims.

The Coalition for Responsible Publication Resources (CRPR) initiative is gaining strength and will not only offer a badge for authors to look for when seeking to interact with publication resources that are acting ethically, but will allow industry stakeholders and whistle-blowers to share information that will allow publishers, journals, author services providers, universities, funding bodies, and other industry stakeholders to identify irregular author or publishing behavior before a manuscript makes it into the published literature.

There is an array of other initiatives underway as well, such as the Alliance for Scientific Editing in China (ASEC) and the Pledge to Publish Ethically from Editage. Hopefully, these initiatives will grow in scope and number, so that the share of voice of ethical publication practices wins out

ISMTE luminaries deep in conversation at the drinks reception (photo: Vera Gachot).

over the growing number of corrupt publication offerings, and that the integrity of the scholarly literature is preserved.

So while authors have choices when it comes to author services, and while they may not always be able to identify the right choices to make, fortunately industry stakeholders are finally coming together to work on practical solutions to help authors select publication services and places to publish their scholarly works that are acting responsibly.

Panel Forum: Managing Technology, Platforms and Vendor Transitions

Reported by Jennifer Deyton and Michael Willis

The life-blood of any publisher, digital dissemination of scholarly content took center stage in a panel forum featuring speakers Chi Wai (Rick) Lee (Deputy General Manager, World Scientific Publishing) and Angela Cochran (Director of Journals, American Society of Civil Engineers) and moderated by ISMTE President Michael Willis.

Lee shared his experiences with digital platforms—from internally built systems to professional platforms, he has managed them all. He explored the pros and cons of building your own platform as opposed to licensing a vendor to do so. Questions to consider included how to keep up with industry standards, what hidden charges to anticipate if outsourcing the work, how flexible to be in determining your minimum requirements, and what level of system support to offer customers. One minor but critical benefit (for publishers) of building your own platform, in his experience, was that it was easier to trace the source of illegally shared articles; a vendor-supplied system made this more complex. In answer to the question, "build or license?" Lee's advice is that "Any decision is a compromise, and the devil is in the detail."

Cochran talked about the minimum requirements that should be included in a professional digital platform and discussed what she learned about transitioning from one provider to another. She offered great advice on the vendor selection process, highlighting which questions to ask to make the right choice for your organization. She also reported on her experiences in switching platforms, touching on build specifications and the launch process. Cochran recommended avoiding the pressure of date-driven launches, and also cautioned against letting your domain name expire and risk having it hijacked by "cyber-squatters." The most vital advice before launching a new platform is to test, test, and test again—every link, all search functions, every browser type, and on desktop and mobile interfaces. Although the focus was on transition to a new online platform, many of the lessons were applicable to other vendor relationships and, for example, change of peer-review management software.

Panel Forum: Best Practices in Peer Review

Reported by Chloe Tuck, Editorial Assistant, and Nikki Lazenby, Managing Editor, Technica Editorial Services

In the conference's concluding session, moderated by Julie Nash (Senior Partner, J&J Editorial, LLC), Chloe Tuck and Nikki Lazenby explored best practices for running an effective editorial office through the focal points of communication, organization, and time management. They began by defining the various roles that compose an editorial office—Editor-in-Chief, Journal Office Administrator, Associate Editor, Editorial Assistant, and Production—and how they must work together to successfully produce a publication. Lazenby commenced by defining ways in which Editors-in-Chief can establish journal-wide policies to optimize manuscript workflow and build relationships with everyone at the journal. Editors-in-Chief can be greatly assisted in this endeavor by their Journal Office Administrators, who should facilitate group communication to ensure transparency for all involved parties. Next, Tuck looked at how Editorial Assistants can develop a daily routine to best serve editors' needs. She focused on the importance of being proactive, knowing your editor, and looking for ways to improve dashboard management. Oftentimes Production can be an enigmatic part of the process. Lazenby delved into common Production requirements as well as how to best prepare manuscripts for timely publication. Having established this internal protocol, Lazenby and Tuck discussed how to best disseminate this knowledge to potential contributors. They explored ways to help authors succeed by improving author guidelines, instructions, and journal websites. Misconduct can be tricky, but they provided simple definitions and action plans for handling it, with a greater emphasis on how editorial offices can work to minimize future issues: the key is communication and information. No matter how much planning we do, there will always be new issues arising as the world of publication is ever-changing. However, the tips provided by Tuck and Lazenby teach us strategies for maintaining the right attitude and mind-set to handle anything thrown our way. Remember, be flexible and adaptable—don't just react, be proactive.

Conference Wrap-up

Congratulations to Jennifer Deyton and the Asian Conference Planning Committee, Michael Willis, Tony Alves, Charley Miao, Katherine Farley, Dr. Don Samulack, and Dr. Yan Shuai for the excellent planning and execution of our first Asian Conference. Thank you to our Conference Sponsors: Editage, Aries Systems, Cabell's International, the Council of Science Editors, the Asian Network for Scientific Information, Compuscript, ScienceAlert, Taylor & Francis, and Technica Editorial Services.

View handouts and conference materials from the meeting online at the ISMTE website, including a compilation of tweets from the conference on Storify.

Thank You to Our Conference Supporters

ARTICLE

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Establishing Your Journal's Online Presence

By Danielle Padula
Community Development Coordinator
Scholastica

The following is an excerpt from The Journal Editor's Definitive Guide to Digital Publishing a new free-to-download eBook resource from Scholastica.

Printed scholarly journals just aren't cutting it anymore. In the "information age" scholars expect to be able to access articles online. While debate remains as to whether scholars prefer online reading over print, there is no question that they are increasingly taking to Google Scholar and other online databases to conduct research.

The 2012 Ithaka S+R US Faculty Survey of over five thousand faculty members at four-year colleges found that over 60% of participants preferred "searching for a particular topic" and "exploring references" online. Similarly, the 2015 MIT Library Survey found that more than 80% of the community preferred electronic journals, collections of papers, and conference proceedings. There's no question that scholars are looking for content online.

Additionally, digital publishing offers opportunities for widely disseminating research that print journals simply cannot. By publishing online, entire journals and their individual articles can be searched for and found anywhere in the world in a matter of clicks. Journals that publish online can cut printing costs, creating opportunities to make research cheaply accessible or open access.

As *Amodern's* co-editor Scott Pound put it in a recent article, "online scholarly publication is the natural and inevitable response to this crisis of scholarly and educational communication." Rather than question whether we will segue from print to online-focused journal publishing, now is the time embrace this certain transition and find the best means of adapting to it.

To harness the power of online publishing, your journal obviously needs to have a web presence. "We already have a website" you may say. But, is your website geared towards the digital researcher? It's important that journals avoid simply copycatting print practices on their publication websites, which unfortunately tends to be the default for many publications.

Develop Your Journal Website

Whether or not you're ready to go all in and publish solely online, it's vital for your journal to have a professionalized and user-friendly web presence. Designing a website is naturally very different than putting together a print journal layout, so if your journal does not have the resources to work with a professional web designer, setting up a website can be somewhat foreign. It can be easy to fall prey to print publishing tendencies, wherein your journal website becomes a static page of issues that link to lists of articles, which is not a very engaging digital reading experience. At the same time, you want to avoid adding too many components to your website that could detract from your journal's content.

In "Seven questions to ask yourself when you're redesigning your journal's website," Scholastica co-founder and lead user experience designer Rob Walsh shares some pointers to help you start to plan out or reevaluate your journal website:

- Avoid adding sections to your website that you won't be able to maintain, such as a "news and announcements" page that requires constant updating or an embedded social media feed you may forget to refresh.
- Communicate what authors need to know above all else. If your journal chooses to connect its website to that of a scholarly society, be sure that your journal's "about" and "author" pages are easy to access from the homepage.

- Ask yourself and your fellow editors if your website honestly looks like a place you would come to find and browse articles—if not, it's time to revisit the design.
- Adopt a responsive mobile-friendly website design.

This last point, *adopting a mobile-friendly design*, is especially important. Today, mobile web usage is rapidly exceeding that of PCs, and while it may presently seem unlikely to you that many scholars will choose to read entire journal articles on their mobile or tablet devices, it is highly likely that they will be surfing the web on a mobile or tablet device to find and bookmark relevant articles to read later. Having a mobile-friendly design is also an important step to ensure your journal has a high Google ranking. Starting in April 2015, Google expanded the use of mobile friendliness as a search-ranking signal.

When working on your journal website, consider other journal and content sites that you enjoy visiting. What do you like about them? How are they able to present content in an engaging way? Make sure to incorporate those elements into your journal's website.

The way your content is presented can make all of the difference in how often it is found, read, and shared. A great example of a quality journal website is that of *Sociological Science*. The journal uses its website homepage to showcase new and popular articles, in addition to having an "articles" tab to access all of the journal's content. *Sociological Science* also uses color and images to make its website and content more engaging, as well as a branded journal logo that viewers will remember. Hip to Google's game, *Sociological Science* has made its website mobile friendly.

From finding ways to showcase journal content to using images and branding and having a mobile-friendly design, there is a lot to take in when it comes to assessing your journal website. Given all of the components of web design and yours and your editorial board's limited time, you may find yourselves thinking, "what we have now is good enough." Don't get left behind in settling for a basic website design though, particularly if your website it not mobile ready! Now is the time to explore your options.

For more tips to make your academic journal more digitally focused check out Scholastica's new free-to-download eBook resource: *The Journal Editor's Definitive Guide to Digital Publishing*.

ARTICLE

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New ISMTE Local Groups in Oxford and London

Stephanie Sacharov and Naomi Conneely
Directors of The Editorial Hub Ltd

We first came up with the idea of setting up a local ISMTE group, in the UK, following a discussion over breakfast at the ScholarOne Conference in Lisbon in April 2015, with fellow ISMTE member, Sherryl Sundell, who runs a local group in Heidelberg, Germany. We returned to the UK and spoke with the ISMTE and Michael Willis from Wiley about our next steps in setting up a local group.

With this new idea we set about starting up the first UK local group meeting in Oxford. We found our venue, booked a date for September 2015 and invited Michael Willis to come and talk about the ISMTE and its role in publishing. This was an informal evening and following Michael's talk, we had some time for networking and to find out what everyone wanted for future meetings.

We had a smallish turnout but everyone seemed keen that this would grow in time once people became aware that the group was up and running. We used Twitter and LinkedIn to promote the event and sent emails to various organisations.

Buoyed on from this first event we set up our second meeting in Oxford, which we held in January of this year. Nick Rushby, who has been a journal editor for 36 years, ran this meeting. The meeting took the form of a workshop in which Nick helped us explore editorial 'quality' and take the first steps towards developing our own key quality indicators and benchmarking of our own journal's quality through the perceptions of our clients. Again we had time to network and chat with the group.

We have decided now to set up a local group in London, too. Our first London meeting was held in May and was a networking/social event where we encouraged publishing colleagues to come and join us and let us know what they would like from future events.

If you do have ideas or want to be part of either group, please do come along or contact us at: admin@theeditorialhub.com.

There is no cost to come and join us.

The ISMTE Local Groups have formed through the efforts of members who would like to meet with peers and colleagues in their local area for networking and discussion. Participation is not limited to ISMTE members.

Visit the ISMTE Local Groups page for upcoming event information.

NOW AVAILABLE – Employer Template Letter

Have you been thinking about asking your boss or company to support your career growth and development by paying for your ISMTE annual membership? Are you unsure as to how to approach the topic with your employer? The ISMTE has developed a template letter available for download on our website.

Use this letter as a template by filling in your information and sending it to your boss, or use the bullets in the letter as talking points for an in-person conversation.

If you use the letter and have success with it, let us know!

Discovering Our Roots: Not Worth the Paper It's Written On

By Stephanie Kinnan
Editorial Assistant
GIE: Gastrointestinal Endoscopy

Paper; constantly surrounded by it, it's a staple in all of our lives. So much so in fact that we take every sheet, ream, and scrap for granted. How could we function without every loose-leaf or college-ruled page? Did you know, however, that prior to the American Revolution paper was difficult to come by? Before paper mills began popping up in the new world, much thanks to Benjamin Franklin, even a single piece was hard to find for much of the population. Soldiers were known to rip pages from books, but even those were a luxury not many could afford. It's hard to imagine, right? Not being able to jot down a note, flip through a magazine, or doodle when you are bored. However, with the decrease of paper consumption in the United States over the last several years, it looks like history is beginning to repeat itself.

Since its invention by the Chinese in 105 AD, paper and its production has been constantly evolving. Spreading slowly throughout the rest of the world in the following centuries, paper eventually found itself playing an essential role in every culture and location across the globe. Innovations in paper-making have taken the product from handmade to machine-made and used a number of resources ranging from cloth to wood. It wasn't until the last several decades, however, that people have taken notice of the drain that paper production has on our natural resources and the impact it has on our environment.

You've probably noticed it in your professional life, the influence of an increasingly paperless world. Everywhere you look offices are going "green." They are printing less, recycling more, and shifting to an electronic existence. Many publications are even discontinuing their printed issues and finding a presence online. Not without good reason. Magazines, journals, and newspapers eat up a healthy portion of the world's paper supply. In fact, the United States uses 500,000 trees' worth of paper for Sunday newspapers alone. Talk about your headline news. No wonder society has stopped pushing paper and started rooting for the trees. It's likely that in the not-too-distant future, paper copies of magazines, journals, and even books will go the way of the dinosaurs, drastically reducing the number of individuals maimed by paper cuts each year.

Adapted in part from:
1. History of Paper. PaperOnline. http://www.paperonline.org/history-of-paper/timeline. Accessed April 25, 2016.

Calendar of Events

ALA 2016 Annual Conference and Exhibition
June 23-28, 2016
Orlando, Florida
http://2016.alaannual.org

New Digital Models – Challenge or Opportunity?
July 5, 2016
London, England
www.alpsp.org

Jisc and CNI conference 2016
July 6, 2016
Oxford, United Kingdom
www.jisc.ac.uk

ISMTE North American Conference
August 11-12, 2016
Philadelphia, Pennsylvania
www.ismte.org
EASE and COPE members receive ISMTE member registration rate

ALPSP Conference 2016
September 14-16, 2016
London, England
www.alpsp.org

8th Conference on Open Access Scholarly Publishing (COASP)
September 21-22, 2016
Arlington, Virginia
http://oaspa.org

Effective Social Media for Scholarly Publishers
September 28, 2016
London, England
www.alpsp.org

ISMTE European Conference
October 31-November 1, 2016
Brussels, Belgium
www.ismte.org
EASE and COPE members receive ISMTE member registration rate

Editing medical journals - short course
November 2-4, 2016
Oxford, United Kingdom
www.pspconsulting.org

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