

It's Time

by Kristen Overstreet, EON Editor
kristen.overstreet@mac.com

August 2009 seemed to be a long way off when the committees were formed to plan the 2009 ISMTE meetings. Finally, though, it's time. It's August, and it's time to gather for the second annual ISMTE meetings.

I'm excited to have the opportunity to hear Kent Anderson speak about managing journals in the current economic climate (let alone about his blog *Scholarly Kitchen* and/or the recent 'fake' paper submission, <http://www.the-scientist.com/blog/display/55756/>) and Peter Binfield speak about on-line publishing in Baltimore. I wish I could get to London later in the month to hear Harvey Marcovitch speak about publication fraud and misconduct and Roy Pounder speak about the importance of authors and reviewers in journal publishing. Each presentation promises to be informative.

However, as one who works from a home office, the opportunity to see my colleagues face-to-face and have real-time conversations is so worthwhile,

that great speakers and really useful breakout sessions are just icing on the cake. I'm already worried about how to choose between each set of breakout sessions; each one sounds relevant and interesting (www.ismte.org/conferences2009.html).

EON has enjoyed another successful year, supported by all of you who are submitting your fabulous work. I'm constantly amazed at the content that is coming from our membership. It's exciting to see each issue take shape.

If you have an idea for content you would like to see published in *EON* or have an article you would like to submit, don't be shy! Please come see me in Baltimore or e-mail me at the address above. I look forward to meeting you and hearing your ideas for the future of *EON*.



In this issue:

Articles

- *Journals on Facebook?* 2
- *Reviewing the Eigenfactor* 7

Columns

- *Editorial* 1
- *Tips & Tricks* 13
- *Taming Technology* 15
- *Portrait of an Editorial Office* 18

Miscellaneous

- *Calendar* 21

Journals on Facebook? Not Such a Crazy Idea

by Erin C. Dubnansky
 Senior Director of Scholarly Publishing
 American Gastroenterological Association
 EDubnansky@gastro.org

When I told a group of executives at my association that our journals would soon have Facebook pages, a collective chuckle rumbled through the crowd. I understood their reaction: I had the same one only a few weeks before. Actually, not only did I find the idea amusing, I thought it was downright crazy (not to mention a waste of time).

My own personal experience with Facebook had been fleeting. After months of deleting from my e-mail 'Friend' requests from old high school friends and co-workers, I finally gave in and decided to give the popular social networking site a whirl. Before I knew it, I was hooked—engaging in a virtual high school and college reunion, peering at my computer for hours as I pored over old friends' and co-workers' photos, sent people virtual flowers and purses, and giggled (or sighed) at my friends' inane status updates.



These days, if you don't have a profile on Facebook you may as well live under a rock. But what's this buzz about journals having pages on Facebook?

Read this article to learn why Facebook for your journal is not only a good idea, but a critical step to establishing its online presence in the age of digital communication.

And then—as suddenly as my romance with Facebook began—it fizzled, and then died. For the next six months my profile would lay dormant, my posts and photos collecting virtual dust.

So, you can imagine my dismay when the online editor of our two journals, *Gastroenterology* and *Clinical Gastroenterology and Hepatology*, decided that we needed Facebook pages. I had heard rumblings of other journals having pages, but I had dismissed them as

frivolous; what were these journals with Facebook pages hoping to achieve? Were they going to reminisce about the good old days? Swap witty quips on each other's walls? Post old algorithms and line graphs for the fun of it?

But, I had no choice, and so my research of how our journals might leverage the power of Facebook began. And slowly—but surely—I became convinced that not only did we *need* to have pages, but we needed them *now*.

Journals on Facebook

continued

Why Does Your Journal Need a Facebook Page?

According to Facebook, the social networking site has more than 200,000,000 active users; of those users, more than 3,000,000 become fans of Facebook pages every day. Even more compelling, Facebook is overwhelmingly the most popular social networking site on the Internet. Data from the Consumer Internet Barometer Report published by The Conference Board show that 78% of online social networkers use Facebook (compared to 42% for MySpace, 17% for LinkedIn, and 10% for Twitter). Those statistics alone are reason enough to consider setting up a page for your journal, just for the sheer exposure the site can provide. And, if you think Facebook is just for college kids, you're wrong: The fastest growing demographic is those 35 years and older, about the age range of professionals who are publishing articles in scholarly journals. Facebook's reach is also highly international, with approximately 70% of its users residing outside of the United States. At least in my journals' field—digestive disease—this is a big deal, as a significant portion of the articles we receive and publish are from abroad.

What do all of these statistics mean? They mean Facebook can be a powerful—and free!—

global awareness tool for your journal.

Beyond the exposure that Facebook can provide, it also has the potential to offer your journal other very desirable opportunities, including:

- **Sharing your journal's valuable information.**

According to a recent article in the *San Francisco Chronicle*, social networking sites have started to play a significant role in learning about and reacting to information and world events. Take the recent death of Michael Jackson as an example. Many people first heard of his passing on Facebook rather than from the traditional news media. Having a Facebook page for your journals allows you to take advantage of this new (and almost instantaneous) means of information dissemination.

- **Connecting your readers.**

Fans of your journal's Facebook page can easily network with one another based on their common professional and research interests. From there, they can share information, provide advice, establish mentoring relationships, and discuss topics in

What is a Facebook Page?

Separate from a personal profile, a Facebook page is intended to provide a business, public figure, product, or brand with the opportunity to have a social networking presence on the Internet. Pages help an organization communicate with and engage their 'fans.' Like personal profiles, Facebook pages can be enhanced with applications.

For more information about pages or for help getting started, visit Facebook's Help Center and click on 'Facebook Pages.'

Journals on Facebook

continued

their field.

- **Targeting your ‘wired’ demographic.**
We’ve all heard, increasingly, that readers are consuming journal content online. It makes sense then, to attract them to your journal’s website by posting snippets of your content on Facebook with a link to the full text, thus driving them back to where you want them. The ‘News Feed’ feature of Facebook is an excellent tool to keep your content in front of your ‘fans.’ Every time they log into Facebook, they are immediately directed to their personal news feeds, which will contain ‘news’ from your journal—content that you’ve recently posted to your journal’s Facebook page.
- **Providing your readers with a valuable discussion tool.**
Imagine a world where you post a portion of your journal content (hopefully the abstract to give people enough to go on) and they then engage in a lively discussion about the research on Facebook. Fans from all over the globe can share their thoughts and expertise on the latest research, perhaps resulting in an even greater understanding of the topic. An objective of our Facebook pages is to initiate a spirit of community among gastroenterologists and hepatologists, encouraging them to further advance the science and practice of digestive disease.
- **Giving editors instant access to their readers’ needs and feedback.**
In a matter of seconds, you can solicit feedback from your Facebook fans (who are also hopefully readers of your journal) and ask their opinion on

content, a new section, or a recently implemented policy. Or, if you simply post something to your journal’s Facebook ‘Wall,’ this sometimes also generates unsolicited feedback to the journal’s editors and administrators. This feedback functionality provides valuable information as you strive to better meet the needs of your readers.

- **Maintaining pace with other journals.**

It’s always a good idea to be ahead of the curve or to at least remain competitive with what other journals in your field are doing. Taking the relatively easy step to develop and maintain a Facebook page secures your spot on one of the most popular social networking sites and shows your readers that you are innovative and forward-thinking.

Tips for a Successful Facebook Page

So you’ve decided that a Facebook page for your journal is a good idea. Now what? Should you just create a page and hope for the best? The short answer is no. You need a strategy for your Facebook page. Below are several key factors to keep in mind when you decide to embark on this digital adventure.

- **Have a vision.**
Perhaps the most critical element of having a Facebook page is to know what your objectives are. For example, what kind of content will you post? Research? News and information? New policies? And what kind of ‘voice’ will your page have? Will it be casual or formal? Also, are you looking for feedback on your journal’s Facebook

Journals on Facebook

continued

page or do you want it to be a one-way street? For our journals' pages we decided to use them as a way to target our younger readers, draw people to our journals' websites, and offer readers the opportunity to network and provide feedback to the editors.

- **Take risks.**

Facebook is a fluid and experimental medium that allows you to try things and then quickly abandon them if they don't work. Don't be afraid to creatively use your Facebook page; it's a forgiving format. Review the Facebook pages of other journals for ideas and implement those that you think would add value to yours.

- **Update often.**

Perhaps one of the most important factors to a page's success is the frequency of new content. If you only post once per month, or even once per week, you are likely to drop off of your fans' radars and quickly lose their interest. To aid in our routine postings, we created a monthly schedule that details the type of post ('Wall' or 'Note'), the content of the post (article highlight, video abstract, podcast, etc.), and the exact language of the post. Not only does the schedule encourage routine postings, it removes the guess work and doesn't necessitate the involvement of our editors. A word of caution: while frequent posting is vital, don't overdo it. Too much posting can be irritating to your fans. We think we've struck a good balance with our three postings per week schedule.

- **Engage your fans.**

One of the most challenging yet critical elements of your Facebook

page is to engage your fans with routine postings, requests for feedback, and encouragement to participate in discussion. Active fans tend to visit your pages more often and help provide interesting content for other fans. We try to engage our fans in a number of ways including the 'voice' we use in our posts—'*Gastroenterology* wants to know your thoughts on an important article on IBD from the June issue,' thought-provoking posts made by associate editors (but actually physically posted by staff), and image challenges—short question and answer quizzes where we post a case scenario and accompanying image on Facebook and link to the answer on our journals' websites.

Marketing Your Facebook Page

If you want your Facebook page to be successful and garner a significant number of fans, then simply developing the page but not promoting it won't work. While there is something to be said for the 'viral' nature of online networks (that is, they market themselves), it is necessary to jump start that process. When I developed a marketing plan for our Facebook pages, I first thought of our traditional means: print and online ads, e-mail blasts, and articles in our weekly electronic newsletter. After reading a few articles on successful marketing for social networking sites, however, I realized we needed to be more creative. I recognized that the most successful marketing would be digital and would send people directly and seamlessly to our journals' Facebook pages. Below are some creative ways we've incorporated Facebook promotion into a variety of electronic content:

Journals on Facebook

continued

- ‘Clickable’ online ads where a user can click on the ad and go directly to the Facebook page. These ads are on our journals’ and association’s websites and e-table of contents alerts.
- Decision letters that include the phrase, ‘Discover more about [journal] on Facebook,’ making that text hyperlinked.
- A hyperlinked tag in our e-mail signatures that reads, ‘Find [journal] on Facebook.’
- The Facebook ‘badge’ (the Facebook icon you routinely see) on our association’s and journals’ websites.

Facebook has specific rules guiding promotional language and use of its badge. For details on how to properly promote your pages, visit the Promotion Guidelines section on Facebook.com.

Not So Crazy...

These are early days yet for our journals’ Facebook pages. Launched in mid-May of this year, we have more than 650 fans between the

two pages at the time of this writing. We routinely tweak our schedule, experiment with content, and have only begun to see the first glimpses of interaction from our fans. We’ve even started to repurpose our posts into ‘tweets’ on Twitter. Perhaps in several months we will see the impact of Facebook on the number of hits our journal websites receive; my guess is that they will only increase now that we’ve established a presence on Facebook. Yet despite our relative ‘instant’ success with our journals’ Facebook pages, I try to remain realistic, ever aware that technology is subject to swift and precipitous change and that tomorrow Facebook might be ‘out’ and a shiny new product of digital wizardry will be ‘in.’ For now, though, we’re crazy about Facebook.

To learn more about our Facebook pages or to become fans, search for *Gastroenterology* and *Clinical Gastroenterology and Hepatology* on www.facebook.com. To follow our journals’ tweets on Twitter, search for American Gastroenterological Association on www.twitter.com.



Praise for Irene Hames’ (ISMTE member) book, *Peer Review and Manuscript Management in Scientific Journals*

"...a timely and well-informed book. Newly appointed editors will find masses of useful information and practical tips. Seasoned editors will be inspired to reassess and refine their own procedures." (*Polar Research*)

"An excellent and must-read book for journal editors ... It will also serve as a valuable resource for anyone interested or involved in the peer-review process." (*PsycCritiques*)

Buy your copy with your ISMTE discount. Go to the Members link at www.ismte.org for details.

Reviewing the Eigenfactor

by Iain Craig

*Analysis Manager - Bibliometrics, Research & Analysis Group
Wiley-Blackwell, Oxford, UK
iain.craig@wiley.com*

It was about this time last year that I submitted my copy for the August edition of *EON*, having just completed an article named 'Impact Factors, Eigenvectors, and other Metrics.' Now, a year on, it is a good time to consider whether these metrics have resulted in any significant change in the publishing landscape.

But first, let's go back to March 2007 and to the release of <http://eigenfactor.org>. The site and associated indicators are part of the Eigenfactor Project™, which is sponsored by the Bergstrom lab in the Department of Biology at the University of Washington. Based upon raw data derived from Thomson Reuters' Journal Citation Reports (JCR), Dr. Carl Bergstrom and colleagues were able to calculate two indicators that evaluate the importance of a particular journal to the scientific community. These indicators came to be known as the Eigenfactor and the Article Influence.

Fast forward to today, and if you were to visit the same website, which remains freely available to all, you would note that the available data dates from 2006, the same data as per the initial launch. By contrast, if you were to visit Thomson Reuters' JCR, you would be able to examine Eigenfactor and Article Influence indicators for the 2007 and 2008 periods. It is my understanding that Thomson Reuters have performed the calculations themselves, but with the guidance of Dr. Bergstrom. So the sole source of current Eigenfactor and Article Influence indicators is the JCR, which is only available by subscription.

Rationale for Creating Alternate Indicators

The rationale for the creation of these alternative indicators of journal 'impact' was simple. Rather than merely relying on the quantity of citations to the journal to derive its importance, the Eigenfactor project adopted techniques from network theory to determine not only how many citations a journal has received, but from which journals. Put simply, a citation from a more influential journal may be more relevant, or intrinsically 'worth' more than a citation from a less influential journal. To do this, they examined the position of a journal within the entire citation network created from the approximately 110,000 entities in the JCR dataset.

Typically, when describing the process of weighting a citation, a comparison is made to Google's Pagerank algorithm for weighting Web pages for the purpose of search results. Here a link from an authoritative website will convey more prestige on the website being linked to than a link from a less authoritative website. So, for instance, consider a story on a local newspaper's website that is backed up by a series of links from CNN, BBC, Reuters, and Associated Press. This is likely to be more authoritative than if the same story was supported by links from anonymous individuals posting on their blogs.

Eigenfactor

continued

Calculating the Eigenfactor – A Circular process?

The question that is most commonly posed at this point is if you are trying to establish importance by weighting citations according to the importance of the citing journal, how do you know what level of importance to give the citing journal?

A good analogy here is to consider a traveler at an airport with a limitless ticket and a real penchant for airline food. The traveler selects a random flight to board, and then flies to the destination. When there, s/he chooses another random destination and off s/he goes. This random selection of flights is repeated time and again, and over time, patterns emerge as s/he tends to arrive at certain airports more frequently than others. In practice, these would be airports at major population centers, and/or airline hubs. These airports are more important to the traveler than the smaller, less frequently travelled-to destinations and afford a wider choice of destinations. Conversely, a small airport with lots of connections to equally small airports, while important to those travelling within the immediate vicinity, is perhaps not as useful to a traveler than an airport with a flight to one of the larger hubs and all the destinations it can provide. In this manner, it does not matter where the traveler first began the trip, or whether s/he had any pre-conceived knowledge of the relative importance of the airport. Over time this importance will emerge on its own.

Now transplant this analogy to browsing the journal literature. Select at random a journal article and, from that article, select a random reference. Now follow that reference link to the second article, then from a random reference in that article, repeat the process and go to a third article, then to a fourth, fifth, sixth, etc. Over time you will observe that you have spent a

longer period of time in certain journals, these we can infer are the more influential journals. This is in essence what the Eigenfactor weighting algorithm does, assigning a higher weight to those journals where a longer period of time is spent. However, simulating the millions of random trips through the journal literature is a very inefficient way of computing the weights. Instead a short cut can be performed, using the exotically named *eigenvector* centrality algorithm, hence the Eigenfactor name. It isn't necessary to go into the mathematical detail of the individual steps of the algorithm; it is simply an equation, which, based on the original list of which journals cite which others and in what quantity, repeatedly generates a series of values with which to weight a journals' citations by. After each round of calculation (iteration), we compare the current values to the previous values and see by how much they differ. The weights converge on a stable final value, typically after only 100 iterations, and it is from these weights that the Eigenfactor is ultimately derived.

The Eigenfactor considers citations from a single year, what Bergstrom terms the 'census period,' to articles published in the prior five years, what he terms the 'target window.' By contrast, while the traditional Impact Factor has the same single-year census period, the target window is much shorter, two years. This extension of the target period purports to better accommodate those subject areas where citations are not rapidly accrued. As an aside, ISI, themselves, have recently started publishing a 5-year Impact Factor.

The Article Influence is the Eigenfactor divided by the fraction of articles each journal published expressed over all the articles in the JCR over the five-year target period. In this fashion, the Article Influence is more related to the Impact Factor, or to the 5-year Impact Factor, than to the Eigenfactor. In order to assist

Eigenfactor

continued

the user in drawing comparisons between journals, it is worth bearing in mind that the average journal in the JCR has an Article Influence of 1. So a journal with an Article Influence of 10 is 10 times more influential, per article, than the average journal.

A final difference between the Eigenfactor and the Impact Factor worth noting is that in the former all within-journals self-citations are removed. The reasons for doing this are two-fold; firstly it allows an Eigenfactor to be calculated for any of the 110,000 publications that appear in the JCR raw data, rather than just the 8,000 or so that appear in the final published JCR. In this fashion, we can determine the influence of, for example, *The New York Times*, and many other newspapers, books, theses, and other publications in the JCR raw data. Secondly, by removing the self-citations, one negates any possibility that those associated with the journal are manipulating the ranking process by influencing the selection of references in the articles that are published. That said, this type of nefarious behavior is likely to be far less prevalent than we are led to believe; indeed there are many perfectly valid reasons for a high level of self-citation.

Comparisons to the Impact Factor and Other Indicators

The Eigenfactor and Article Influence values first appeared in the JCR in January 2009 as an addendum to the JCR 2007 data. In addition to the new weighted citation indicators, also present was a 5-year Impact Factor. This brought the number of citation metrics published in the JCR to seven: Impact Factor, 5-Year Impact Factor, Total Citations, Eigenfactor, Article Influence, Immediacy Index, and Cited half life.

How do the Eigenfactor and Article Influence differ from indicators such as the Impact Factor?

The Eigenfactor can be conceived as the number of weighted citations that the journal receives over a period of time, expressed as a percentage. The sum of all Eigenfactors in the JCR is therefore 100, and all things being equal, one would expect a larger journal to have a larger Eigenfactor than a smaller journal.

In many ways, the Eigenfactor score can be equated to the Total Citations figure that has been present in the JCR for many years. If one ranks the journals by Total Citations, it is quite often a different order than ranked by Impact Factor, for instance review journals are often ranked high by Impact Factor but not by Total Citations. Similarly, the Article Influence can be equated to the Impact Factor, as it is a per article indicator. With so many indicators to choose from, an interesting study can be performed correlating the ranks of the journals within a subject category as measured by different indicators. For this comparison, the immediacy index and cited half life have been excluded, but in addition, the SCImago Journal Rank (SJR) Indicator, a metric very similar to the Article Influence but based upon Scopus data rather than JCR data, has been added. Table 1 summarizes the different characteristics of 6 different 'impact' indicators.

Data was collated for the journals appearing in the JCR 2007 Edition subject category of Experimental Psychology. Ranks were assigned to each journal according to the performance in each of the six indicators, and the data was imported into SPSS for analysis. The goal of the analysis was to examine how the ranks of journals differed between pairs of indicators. So for instance, a perfect correlation between the Impact Factor and 5-year Impact Factor would have been represented by Journal A being ranked first by both indicators, Journal B being ranked second by both indicators, Journal C being ranked third and so on. By contrast, if a journal

Eigenfactor

continued

Table 1. Characteristics of Six Journal ‘Impact’ Indicators

Metric	Census Period (year)	Target Period (year)	Weighted Citations	Self-Citations	Per-Article Measure
Impact Factor	1	2	No	Present	Yes
5-Year Impact Factor	1	5	No	Present	Yes
Total Citations	1	All	No	Present	No
Eigenfactor	1	5	Yes	Removed	No
Article Influence	1	5	Yes	Removed	Yes
SJR Indicator	1	3	Yes	Removed	Yes

was ranked high by Impact Factor, but low by Eigenfactor, then this would be a weaker correlation. These relationships can be characterized by a number between negative one and positive one, with positive one indicating a perfect positive correlation, negative one indicating a perfect negative correlation, and zero indicating no correlation. This number is termed a correlation coefficient, and the statistical test that was employed to generate these correlations was the Spearman Rank Order Correlation test. The data reported in Table 2

provides the different correlation coefficients for different pairs of metrics, for instance the correlation between Total Citations and Eigenfactor is 0.923, which is a very strong positive correlation, i.e. if a journal is ranked high by Total Citations, it will also typically be ranked high by Eigenfactor.

What is immediately apparent from these correlation coefficients is that overall there is a strong positive correlation between each pair of indicators, ranging from a low of 0.617 (Article Influence versus Total Citations) to a high of

Table 2. Spearman Rank Order Correlation Coefficients * Between Six Journal ‘Impact’ Indicators

	Total Citations	Impact Factor	5-Yr Impact Factor	Eigenfactor	Article Influence	SJR Indicator
Total Citations	1.000	0.671	0.708	0.923	0.617	0.628
Impact Factor	0.671	1.000	0.938	0.761	0.836	0.884
5-Yr Impact Factor	0.708	0.938	1.000	0.792	0.919	0.821
Eigenfactor	0.923	0.761	0.792	1.000	0.701	0.721
Article Influence	0.617	0.836	0.919	0.701	1.000	0.709
SJR Indicator	0.628	0.884	0.821	0.721	0.709	1.000

*All correlations significant at the 0.01 level (2-tailed).

Eigenfactor

continued

0.938 (Impact Factor versus 5-Yr Impact Factor). Looking at pairs of indicators, it becomes clear that the differences between the strength of the correlation coefficient is less about whether the indicators use weighted or unweighted citation counts, or whether self-citations are included, but rather whether the measure is normalized for journal size. So the Eigenfactor has the strongest correlation with the Total Citations figure, and the Article Influence with the 5-year Impact Factor (followed by the traditional Impact factor).

With such high degrees of correlation and with a strong logical basis to explain the differences that are observed, one could conclude that neither the Eigenfactor nor Article Influence provide additional information than that which could be identified from just looking at Total Citations or one of the Impact Factor measurements. In this sense, the new indicators may be considered redundant.

User Traction

June is always a busy month for publishers as it signals the publication of Thomson Reuters' JCR, closely followed by a series of press releases by publishers heralding the successful performance of their journals. It is notable that of the major STM players who have distributed a press release, Wiley-Blackwell, Elsevier, Informa Healthcare, Sage, Nature Publishing Group (NPG), only one mentioned the Eigenfactor or Article Influence indicators; indeed it was NPG who had the honour of highlighting that *Nature* has the highest Eigenfactor of all journals in the JCR.

Unsurprisingly, given what we now know about the different indicators, *Nature* also had the top rank by Total Citations, but when we examine rankings by Impact Factor, 5-Year

Impact Factor, and Article Influence, it is ranked 8, 10, and 9 respectively – ranks that don't inspire the same type of excitement in a press release. This isn't a dig at *Nature* or NPG, merely an acknowledgement of the situation we have with five different indicators within the JCR, which will inevitably lead to competing claims of excellence. For the record, Table 3 lists the journals that have the highest overall rank by each of the five indicators. More seriously, this table serves to highlight that the presence of alternative indicators may actually confuse rather than clarify the situation. Who is to say which is better or worse than the other?

Conclusions

The Eigenfactor arrived somewhat out of the blue at the start of 2007, although its origins lay in work published over 30 years previously. A free-ranking scheme providing an alternative to the Impact Factor was given a cautious welcome by the publishing community, the initial trepidation being this indicator was conceptually much harder to get your head round than the Impact Factor and it cannot be readily deconstructed without the raw citation data and a firm grip on the mathematics. As time has progressed, the Eigenfactor has been subsumed into Thomson Reuters' JCR product, which may be disappointing for those who wished the indicator to remain free to all, but on the other hand it can be construed as the ultimate form of flattery towards its creators.

With the integration of the Eigenfactor and Article Influence into the JCR, comparisons of ranks by different indicators in different subjects become far simpler to perform. The results of my limited studies suggested, however, that the differences between the different indicators are largely dictated by whether the scores are normalized to a per-article value, rather than

Eigenfactor

continued

whether the citations are weighted or not. As such the newer indicators don't provide a great deal of additional benefit to the user, which may be one explanation for the relatively slow uptake by publishers. Naturally some journals will move up and down according to the different indicators, but again these differences can be explained in terms of structural differences between the journals, e.g. review journal versus primary research journal.

Fundamentally, all the indicators are based on citations between journals, and this perhaps explains the slow speed of adoption. In a parallel

with the recent HD-DVD versus Blu-ray 'format' war, while the Eigenfactor may be a technically superior indicator to the Impact Factor, the consumer, in this case the library, journal Editor, or author, is looking beyond citations to usage-based indicators. While Blu-ray won the battle of formats, it may ultimately lose the war to on-demand delivery of content via super-fast broadband. The rate of change in publishing is increasing, and it will be interesting to see how the next generation of indicators adapts to this change.



Table 3. Ranking by Journal of the Top-Ranked Journals by Different Impact Indicators

Abbreviated Title	Publisher	Impact Factor	5-Yr Impact Factor	Total Citations	Eigenfactor	Article Influence
CA: A Cancer Journal for Clinicians	Wiley-Blackwell	1	1	848	531	8
Nature	Nature Publishing Group	8	10	1	1	9
Reviews of Modern Physics	American Physical Society	6	4	208	171	1

ISMTE Career Center

ISMTE has partnered with Job Target to set up our own Career Center online. This service enables job seekers to post résumés and employers to post jobs in our specialized field. There is no obligation or charge for those who post their résumés.

Check it out! www.ismte.org

Identifying Duplicate and Multiple Accounts in ScholarOne™ Manuscripts

by Susan Uppena

Data Manager

J&J Editorial, LLC

suppena@nc.rr.com

The ability of authors, co-authors, and support staff to enter new accounts in ScholarOne™ Manuscripts makes it no surprise that thousands of duplicate accounts exist. Duplicates can potentially compromise the accuracy of a user's history, as well as add extra time and effort in verifying current information.

Identifying duplicate accounts can be tricky, if not impossible, without contacting users. Many can be obvious and quite simple. Others can 'clearly' appear as if they belong to the same person, only to prove with further research that two people exist in the same institution (and even department) with identical names. A 'unique' name usually is not a clear indication of a duplicate. What may seem like an unusual name to you may be quite common for another nationality.

During the identification process, several factors can be positive clues that accounts are duplicates. These include common co-authors, identical physical addresses (a department is necessary in some situations), or identical middle names or initials. Any combination of these factors is a strong indication that the accounts can be merged without user verification.

On the other end of the spectrum, certain indicators can point to non-duplicates. Recent activity in both accounts in different journals is a good start (if one has the ability to look across

more than one journal), but warrants further research and does not confirm non-duplication. Obviously, different middle names or initials, combined with different physical locations, are a strong indicator. Physical location can usually not be a sole indicator of a duplication or non-duplication. Many users relocate, resulting in the potential of multiple accounts reflecting completely different areas of the world.

The main points to consider when identifying duplicates are:

- name comparison (including middle name or initial and how common the name is),
- geographical location,
- institutional address (including department or specialty),
- accuracy and similarity of e-mail addresses, telephone number, co-authors, activity focus and level,
- date the account was entered, and
- whether the User IDs are personalized or system-assigned.

Search engines such as Google can be a great help in determining important factors, such as if an e-mail address is or has previously been accurate, or the middle name or initial of a user (these are most reliably found on publications or CVs). They cannot, however, be an across-the-board reliable source of determining whether a particular e-mail address is current or valid.

Duplicate and Multiple Accounts

continued

Many non-professional addresses (e.g., hotmail, gmail) may not appear on search engines.

There are many instances where there is not enough information to make an accurate determination. When in doubt, users should be contacted. Most are responsive in confirming or denying duplication, as well as assisting with account updates. After reviewing and merging

thousands of accounts for the American Chemical Society, as well as the *Journal of the American Chemical Society*, I can say that ease will come with experience. Happy merging!



ISMTE *EON*

EON is the official newsletter of the International Society for Managing and Technical Editors (ISMTE) and is published monthly. The contents and opinions expressed by the authors do not necessarily represent those of the Society, the Board of Directors, or *EON* editors. Submissions are welcome and can be sent to the editor at the address below. Submissions may be edited for style and format without the author's permission. Authors must seek permission to reprint any copyrighted material and provide this permission to the editor. *EON's* content belongs to the members of ISMTE. Users may view and download *EON* articles for personal, non-commercial use. Use beyond that allowed by the "Fair Use" limitations (sections 107 and 108) of the U.S. Copyright law require written permission from the *EON* editor.

Editor:

Kristen Overstreet

kristen.overstreet@mac.com

Associate Editors:

Susan Scalia

susan@awra.org

Emily Mueller

emueller@allenpress.com

Editorial Advisor:

Sirkka-Liisa Leinonen

sirkka-liisa.leinonen@pp.inet.fi

Section Editors:

Portraits: **Deborah Bowman**

dbowman@asge.org

Technology: **Kimberly Sankey**

sankey.kimberly@mayo.edu

Publication: **Jan McColm**

jmccolm@med.unc.edu

Ethics: **Ira Salkin**

Irasalkin@aol.com

*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 that variations in idiomatic usage and spelling should reflect the origins of the author. No one version of English is preferred over the other.*

ISMTE Executive Office: PMB 300, 223 N. Guadalupe, Santa Fe, NM 87501 USA Tel: 1.505.983.4923 Admin@ISMTE.org



Cognos: Beyond the Basics - Part 1

by **Shane Keffer***, **Patrick Dougherty***, and **Gwen Baker⁺**

* *ScholarOne™ Customer Support*, ⁺*ScholarOne™ Client Education Manager*

Now that you have had some time to get familiar with the new Cognos Reporting System used by ScholarOne™ Manuscripts, it is time to learn some tips and tricks beyond the basics. The ScholarOne™ Customer Support and Client Education teams have gotten together to give you the following tips and tricks regarding the Query Studio portion of Cognos.

- **Moving Columns:** Support is frequently asked how to move columns after they are added to a report. This is possible, but you cannot simply click and drag a column to the desired location after it's already in the report. You must right-click the column header and select Cut and then right-click the column to the right of where the already cut column should appear and click Paste.
- **Sectioning  and Grouping **: It's also important to distinguish between the functions of the Sectioning and Grouping features. The Section feature allows one to create different 'mini-reports' within one report, according to the column that received the sectioning. The Grouping feature simply combines identical values so as to avoid repetitiveness and to provide for a better organized report.
- **Calculations **: Performing a calculation will add a column to the report. It is important to remember that you can only perform calculations with other data that contain actual values. If you try to perform a calculation with a field that contains a string, then an error will result. To perform a calculation, control-click the two columns for which you wish to execute the calculation. Once you have defined the type of calculation, a new column will appear.
 - Calculations can also be performed when using the **Summarize** function . If you wish to summarize a group of data (e.g., adding the number of manuscripts of a certain manuscript type), simply right-click the column you wish to summarize and click the Advanced link in the subsequent window to define how you want

the results to be summarized (total, average, count, etc). See Figures 1 & 2.

- At times, you may find yourself unable to perform a certain

calculation for whatever reason. If this occurs, it is recommend that you export the results to Excel and manipulate the data there.



Figure 1. Click on Advanced



Figure 2. Choose from the Advanced options and click OK

- **Pivot Tables** : The Pivot function will allow a user to select a column and have it become the heading. This function should not be used with complex reports (more than four columns) as it may produce a convoluted, or difficult to read table.
 - The **Swapping Rows and Columns** function  should be

used when using the Pivot function of a crosstab report. Control-click the column and row you wish to swap and click the swap button to exchange positions in the report.

- **Filtering** : Filtering is one of the most important tools within the Cognos reporting system. It allows users to

limit or manipulate the data in the report to their exact specifications. Filtering can be done to many of the data fields available in Query Studio. To filter a data field, simply right-click on the desired column in your report and select 'Filter.' A window will appear at the bottom that will allow you to select

which data you wish to include.

If you are creating a report that you will be using again, don't forget to click the **Prompt every time the report runs** button on the right. This will allow you to run the report later and change the filter if needed.

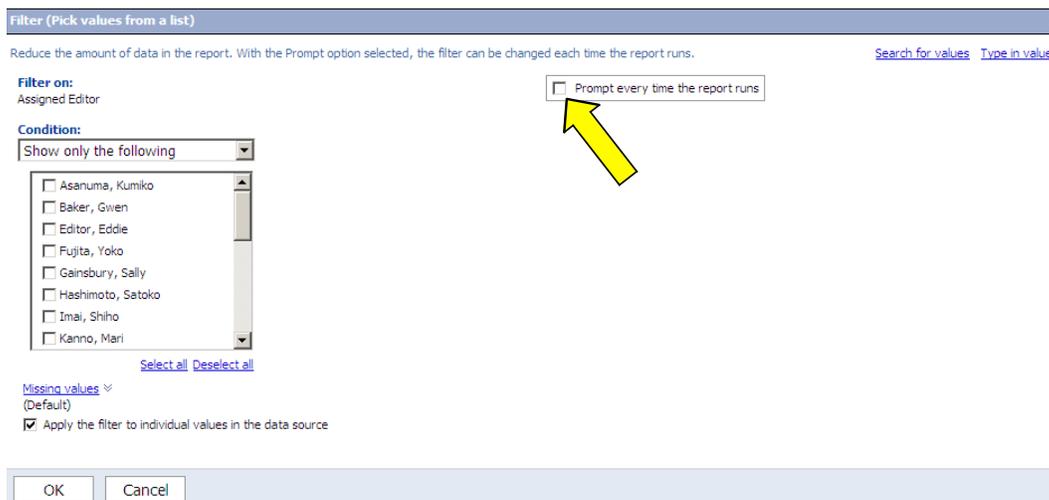


Figure 3. Click the “Prompt every time the report runs” button

And above all, the only way one improves their familiarity and aptitude with Cognos is through just getting out there and playing with the system.

Resources

User Guide: http://mchelp.manuscriptcentral.com/releasenotes/Reporting_User_Guide.pdf

Videos: http://www.planetsg.com/PLANet_Systems_Group_Website/Flash/

Cognos_Reports/English/Cognos_Videos.html
Ask CustomerSupport! ☺ <http://mchelp.manuscriptcentral.com/gethelpnow>

Part II of this article will include more information about using Query Studio and Standard Reports.



Working with Alternatives

by Barbara Perrin
Managing Editor

The Journal of Alternative and Complementary Medicine
jacm-editorial@sbcglobal.net

The *Journal of Alternative and Complementary Medicine (JACM)* is a peer-reviewed medical journal that publishes the latest research in complementary and alternative medicines and their clinical applications. Botanical medicine, acupuncture, yoga, ayurveda, homeopathy, and energy medicine are just a few of the many areas covered.

Editor-in-Chief Kim Jobst, a physician in the United Kingdom, is the person with whom I work most closely. We have weekly meetings via telephone and Internet as we discuss the papers one-by-one; he makes decisions on them, which I then carry out. There is also an editorial board of several dozen medical practitioners and researchers from around the world, most of whom work actively on behalf of the journal, and an additional several hundred reviewers with whom I have regular contact.

The managing editor job primarily involves shepherding submissions from medical professionals all over the world through the peer-review process. This starts when I open a submission in the ScholarOne™ Manuscripts system for a first look. I see who and where it's from, how long it is, whether it has arrived in the correct format, and whether it is structured properly. I always look at the submission letter; sometimes it gives interesting insights into the authors' reasons

for doing their research. Then I start to read, first the abstract and then the paper itself. Although I'm not a medical professional, I have learned to make some initial judgments about the quality of a paper's research. I also look at the quality of the English writing. Although we do not expect the English to be perfect, especially in papers coming from people for whom English is not their first language, it does need to be readable. This may seem like a no-brainer, but it is surprising how many papers we have to return to authors asking that they get some English-editing help prior to resubmission.

Papers are initially divided into four groups.

- Some are obviously not appropriate for *JACM*. Our primary focus is clinical human research. Although we do occasionally publish animal studies and basic science, most such work is simply not right for us and is returned as quickly as possible to authors so they can submit it to more appropriate publications.
- Sometimes I think a paper is probably not appropriate but I don't want to make the call without the editor-in-chief (EIC) seeing it. A paper may be up our alley as far as subject matter goes but is not, I think, of sufficient quality to be

considered for publication; again, I don't want to make the call without the EIC. Very occasionally a paper has me completely flummoxed—it's about a subject with which I'm entirely unfamiliar. All of these are saved for a look by the EIC.

- A paper whose value to our readership, in terms of either subject matter or quality, is 'iffish' is sent to a trusted advisor—often to an editorial board member—for 'triage' to determine whether it should go through the full peer-review process.
- Well-written papers that seem to be fairly well researched and referenced are sent straight to review.

When we moved to the electronic submission-and-review system in 2007, the amount of time spent preparing correspondence with authors and reviewers was cut substantially, but the number of submissions we receive has increased steadily, so there's not a lot more time. We currently are on target to receive more than 700 submissions in 2009, having gone to a 12-issue publication schedule (from 10) at the beginning of the year.

The job is done almost entirely by e-mail with a few phone calls. Faxes are frowned upon but accepted when necessary. Although my e-mail address and phone/fax number are freely available, my actual location is a fairly closely guarded secret. This is to discourage postal mail that would then need to be redirected to authors, reviewers, editors, and the publisher. Never having worked on an international peer-

reviewed journal prior to the electronic age, I can only imagine what it must have been like to move all that paper back and forth.

I became managing editor of *JACM* a little more than three years ago, when my eight-year stint as editor of *Research Alert*, a newsletter reporting on consumer research and read primarily by marketing and advertising executives, came to an end. I had moved from New York City to Ohio to be closer to relatives and had taken my previously full-time, nine-to-five office job with me as a freelance gig. My employer then decided to take its freelancer-produced newsletters back in-house to promote more synergy among them, leaving me without a job. *JACM's* production editor, with whom I'd worked through various publishers over the years, recommended me for the managing editor job when it became available at about that time.

Mine is a part-time job, with the number of hours varying from week to week with the flow of papers. I like the part-time nature of the work because it allows me to work on my own writing—mostly fiction—projects and have time to take care of my elderly father and teenage son.

My work day often begins by 6 a.m. and usually ends by about 2 p.m., with breaks in between for meal preparation for my family, chauffeur duties, and Tai Chi classes once or twice a week. Thursday mornings are mine; I drive 45 minutes to meet with a group of other writers to share our work, bask in our triumphs, and sympathize about our rejections. I love sending out acceptance letters to *JACM* authors and loathe doing the rejections—I really do know how it feels for the authors. That's why I do the rejections first, so I can

Alternatives

continued

then enjoy the feeling of making someone's day when he/she opens the acceptance e-mail.

The home office I work from is located on the second floor of a Cape-Cod style house in suburban central Ohio, in a wood-paneled room with a sloping ceiling. It is inhabited by two dogs—a pit bull boxer mix and a Jack Russell-border collie mix—as well as an editor. A Mac Mini with a large-screen monitor sits on the big wooden desk along with a phone and an all-in-one printer/scanner/fax machine. Books—medical dictionaries, style books, and works on the peer-review process—share a small bookcase with back issues of the journal. Shelves attached to the wall on the other side of the office hold books about consumer research and other subjects of interest or related to editorial jobs I've held previously. A futon couch sits under a window looking out onto trees in the back yard. To the left of it is a four-drawer filing cabinet; to the right a hand-

made sunburst table from Mexico holding stacks of writers' magazines. To the left of the desk is a two-drawer filing cabinet handmade by the father of a friend of my grandmother about 100 years ago.

Sitting in my room alone but for the dogs, I travel the world vicariously, becoming acquainted with the many consummate medical professionals who contribute to the journal as authors, editorial board members, and reviewers. This past spring I had the pleasure of finally meeting many of them face-to-face at the combined North American Research Conference on Complementary and Integrative Medicine and annual meeting of the International Society of Complementary Medicine Research.



We offer our gratitude to our Corporate Supporters:

Gold Level

Wiley-Blackwell, Informa/Taylor & Francis

Bronze Level

American Chemical Society, Aries Systems Corp., British Medical Journals, Oxford University Press, ScholarOne Thomson Reuters

for their support of ISMTE!

Please see the website for details: www.ismte.org

Calendar of Events

ISMTE American Conference

August 4, 2009

Baltimore, MD, USA

European Association of Science Editors

10th EASE General Assembly and Conference

16-19 September 2009

Pisa, Italy

www.ease.org.uk/easeconfdocs/1stCircular-2009.pdf

ISMTE European Conference

August 25, 2009

Oxford, UK

www.ismte.org

Professional Scholarly Publishing - Journals Boot Camp

ISMTE members get the AAP member rate

23-26 September 2009

Denver, Colorado, USA

www.pspcentral.org/

PSPJournalsBootCamp2009.cfm

EQUATOR Network Workshop

Key Guidelines for Reporting Health Research Studies

9 September 2009

Vancouver, British Columbia, Canada

www.equator-network.org

ALPSP - Project Management for Publishing

6 October 2009

London, UK, www.alpsp.org

2nd EQUATOR Annual Lecture

by Richard Horton, Editor-in-Chief of *The Lancet*.

9 September 2009

Vancouver, British Columbia, Canada

www.equator-network.org

ALPSP - Commissioning Book and Journal Content

25 November 2009

London, UK, www.alpsp.org

6th International Congress on Peer Review & Biomedical Publication

10-12 September 2009

Vancouver, British Columbia, Canada

www.ama-assn.org/public/peer/peerhome.htm

