eon

editorial office news

IN THIS ISSUE

All I Needed to Know About Being an Editor I Learned in Kindergarten

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Happy New Year, everyone! The new year makes me reflect on where I am in my life versus what I want to achieve and what I have achieved so far. It seems to me that I have been preparing to be an Editor all my life. The basics were set in place at a very young age. Here are the top ten things I learned as a child that help me as an Editor:

1. Play well with others.
2. Remember the Golden Rule.
3. Speak and write with correct grammar.
4. Clean your room (or your desk).
5. Realize that you will be graded on attendance and participation.
6. Use your indoor voice.
7. Use as many crayons as possible.
8. Learn how to cut and paste.
9. Have fun with whatever you are doing.
10. Take naps.

I'm sure you could add to this list; you all have your own stories of the life journeys you've taken. I hope that the ISMTE and *EON* will continue to be part of your journey in 2013. I encourage you to let me know what you would like to see in *EON* and what subjects you could write an article about for us. Contact me at dbowman@asge.org.

Happy New Year to everyone.

ISMTE
INTERNATIONAL SOCIETY OF MANAGING AND TECHNICAL EDITORS

PeerJ – a new startup in the Open Access space

Pete Binfield, Co-Founder and Publisher, PeerJ

I have been associated with ISMTE since before it launched, and was honored to be invited to present to the recent ISMTE conference at Washington, DC, in my capacity as the co-Founder and Publisher of PeerJ (a recently launched startup company in the Open Access space). As a result of this presentation, I was asked to expand a little on both PeerJ and my thoughts on the future of Open Access for *EON*.

PeerJ was co-founded by myself (previously the Publisher of PLOS ONE) and Jason Hoyt (previously the Chief Scientist of Mendeley). We launched in June 2012 and have spent the last seven months building the Editorial Board (which now numbers some 800 academics) and the submission, peer review, and publication software, from scratch. We have been open for submissions since early December 2012, and we expect to publish our first articles sometime in mid-February 2013.

PeerJ drew considerable attention when it launched, and an overview of some of the coverage can be found at https://peerj.com/about/reviews/. Clearly the background of the Founders, as well as the financial backers (O'Reilly Media, and OATV, both backed by Tim O'Reilly) generated some interest, but ultimately the real attention was on things like our business model and product offerings, and these are the aspects that I was asked to expand on after the annual meeting.

PeerJ Inc. will have two publications—a preprint server called *PeerJ PrePrints* and a formally peer-reviewed Open Access journal called *PeerJ,* both of which will publish across the whole range of the Biological and Medical Sciences. *PeerJ* is a journal which reviews content only for scientific and methodological soundness, as is done at PLOS ONE for example.

The main way in which we differ from most Open Access publications is via our business model. Most OA publications charge an article processing fee for each article they publish. By contrast, PeerJ offers researchers a lifetime membership, for a single low price, giving them the ability to publish future articles with us for free. Therefore the business model is moved from one in which authors have to pay for every publication, to one in which authors pay for a personal membership giving them lifetime publication rights.

All authors on a *PeerJ* paper must have a "paid Membership" and there are three Membership tiers, each conferring different rights. The three tiers are: **Basic** at $99 (which allows a Member to publish one article per year, in *PeerJ*, for life); **Enhanced** at $199 (which allows a Member to publish two articles per year, in *PeerJ*, for life); and **Investigator** at $299 (which allows a Member to publish an unlimited number of articles per year, in *PeerJ*, for life). Members can upgrade from one tier to another at any time.

The only condition of Membership is to perform one "review" per year. We understand that finding people who are willing to peer-review articles is increasingly hard, therefore we are trying to encourage people to participate, at some level, by requiring each paying member to provide one "review" per year or risk their membership lapsing. For this requirement, though, a review can be as simple as a comment on a *PeerJ PrePrints* article or on a published *PeerJ* article, or it can be as substantial as a formally invited pre-publication review on a full submission to *PeerJ*.

However, the business model is only our most visible differentiator—we will differ in other ways too. For example, unlike most publishers we are going to focus on just one journal. This means we can devote our resources in a targeted way, concentrate on what is important, and make that one journal as good as it can possibly be. And of course the preprint server is unusual compared to most publishers. The combination of these two publications will mean that an author can have a well-rounded, end to end, publishing experience with us.

We will also be encouraging Open Peer Review—specifically we will encourage reviewers to identify themselves to authors and we will give authors the option of publishing their full peer review history alongside their published article. This practice has been successfully employed by *The EMBO Journal*, for example (*EMBO* discussed their transparent peer review process in the November 2012 issue of *EON*), and we hope that it will encourage an open and constructive review process.

PeerJ – a new startup in the Open Access space

We believe that PeerJ takes the best elements of traditional academic publishing, and combines them with the latest thinking on how to deliver and disseminate research. It is close enough to established publication models that authors can feel comfortable with it, yet innovative in many key respects (the business model; the incentives built into the system; the open peer review; the preprint server and so on).

As to the future of Open Access, I am on record predicting that Open Access is rapidly disrupting the subscription model, and that very soon it will become the way in which the majority of scholarly content is published. Why do I think that?

A recent study by Laakso and Bjork (http://www.biomedcentral.com/1741-7015/10/124) reported that "immediate availability" Open Access content made up approximately 11.6% of all articles indexed by Scopus in 2011, and that this number is rising at approximately 1% per year. Clearly this is a somewhat low percentage, with apparently slow growth; however, the same article reports a 16.9% proportion of OA if you include "delayed" OA—which is starting to look a little more significant. So what does this say about the future growth of OA? David Lewis recently published an article in ACRL called "The Inevitability of Open Access"(http://crl.acrl.org/content/73/5/493.full.pdf+html) in which he applies a theory of disruption developed by Clay Christensen to an earlier data set from Laakso and Bjork. In this analysis, he predicts a "best case" (depending on your point of view!) date of 2017 for 50% of all published content to be Open Access (and a "worst case" of 2021). I am an optimist, so I subscribe to the "best case" prediction, and actually the most recent data from Laakso and Bjork would appear to keep his prediction on the "best case" curve.

So if Lewis is right (and I think he is) then where does this leave us? It leaves us within five to eight years of essentially all journal articles (at least in STM) being published under some form of Open Access. It takes a while for a journal to become established (it has taken PLOS ONE some seven years to get to its present size, which is an impressive 23,500 published articles in 2012 alone) and so my message is that publishers need to start adapting now if they want to remain a viable publication venue in the near future. Of course, we believe that PeerJ will represent such a venue, but we fully expect to see other innovative and dynamic developments in this space in the next few years. This is an exciting time to be in our industry!

Overly Honest Researchers

The articles submitted to us are written carefully in formal language, but I sometimes wonder what the authors would say if they were being painfully open about their research methods. These tweets appeared on Twitter with the hashtag #OverlyHonestMethods:

- Coffee did more for this project than the Principal Investigator.
- When I say "research indicates," I mean I read an abstract on PubMed because the full paper was behind a paywall.
- I used students as subjects because rats are expensive and you get too attached to them.
- The eppendorf tubes were "shaken like a polaroid picture" until that part of the song ended.
- You can download our code from the URL supplied. Good luck downloading the only postdoc who can get it to run, though.
- The results of the study were presented in third person passive voice to maximize the sciencyness of the paper.
- We used jargon instead of plain English to prove that a decade of grad school and postdoc made us smart.
- Blood samples were spun at 1500 rpm because the centrifuge made a scary noise at higher speeds.
- We did it this way because the grad student was trained by a postdoc trained by a grad student who claimed he knew how to do it.
- Incubation lasted three days because this is how long the undergrad forgot the experiment in the fridge.
- We did experiment 2 because we didn't know what to make of experiment 1.

Reporting metrics for your journal/society social media sites

By Fiona Williams and Sarah Bidgood

As more of us become involved in creating and maintaining social media sites for our journals or societies, many of us are wondering exactly what and how we can report on our endeavors. And, at the end of the day, reporting on social media usage is something that even we have mixed feelings about. On the one hand, it is useful to know who is looking at your social media sites and what type of demographic you are reaching with your content. On the other hand, we have only cursory evidence in our industry that "likes," "+1s" and "follows," or even direct clicks on posted links, correspond with an increase in manuscript submissions, readership or citations. In spite of these shortcomings, however, the bottom line is that these reports are incredibly simple to run, so, what's the harm?

Even if you only use one of the reports it will give you some good insights, but combining the data from multiple social media site reports can give you a fairly accurate picture of whom you are reaching with your social media efforts and what they are interested in.

Here we suggest some possible reporting tools that you might consider using from four of the main social media sites.

Facebook

For anyone who is an admin of a Facebook Page, you probably already know that they offer a useful tool called "Insights" that provides all you could possibly want to know about your Page, and more. What you might not know and that might be helpful is that they provide a Page Insights Guide that helps explain it all (http://ads.ak.facebook.com/ads/creative/insights/page-insights-guide.pdf).

For most people the high level data is going to be sufficient, and that is easily accessible. If you want to keep it really simple you can limit your reporting to the total number of "likes" you have for your Page – that's the number of unique people who like your Page. If you want to delve deeper, here are the main resources available to you.

The Overview tab shows (for a predetermined snapshot in time):

- Friends of Fans (the number of unique people who are friends with your fans, including your current fans)
- People Talking About This (the number of unique people who have created a story about your Page in the prior week)
- Total Reach (the number of unique people who have seen any content associated with your Page including any Ads or Sponsored Stories pointing to your Page in the last seven days).

And graphically it shows:
- Posts (the size of the bubbles on the chart represents the number of posts your Page published each day)
- People Talking About This (the number of unique people who have created a story about your Page in the seven days leading up to each date shown on the chart)
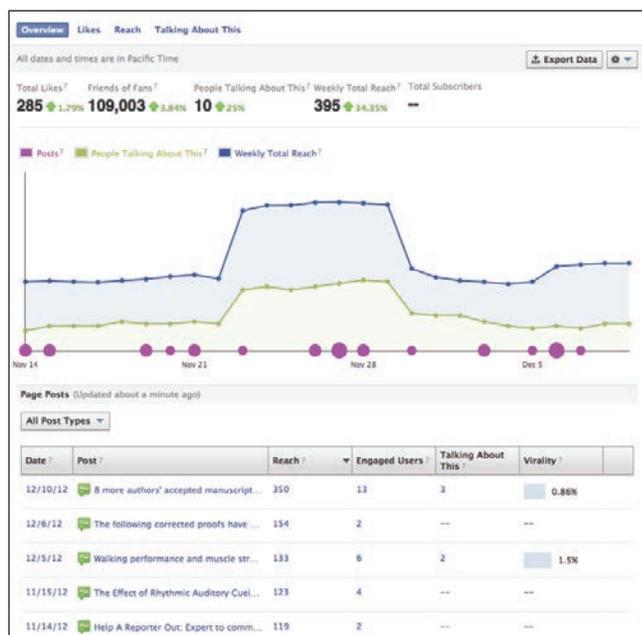
this tab does show how people have talked about your Page (number of people creating stories (likes, comments, shares, tags), and number of people who have seen a story by a friend), and the drop-down can be used to see data for a specific story type.

For those really wanting to get into the nitty-gritty details, data can be exported at the Page-level and Post-level in .csv or .xls format.

Google+

Google+ is probably one of the lesser-used social media sites for journals and societies and doesn't appear to offer much in the way of reporting. However, it's possible to report on the number of people who are following your comments because they have you in their "circle," and how many +1's (an endorsement that's equivalent to the Facebook "like") you and your comments have received. The image below shows 66 +1's and 60 people who have the journal in their circles.
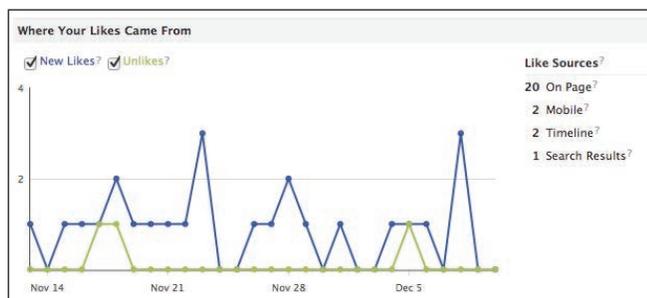

- Total Reach (the number of unique people who have seen any content associated with your Page including any Ads or Sponsored Stories pointing to your Page in the seven days leading up to each date shown on the chart).

Below that you'll see each of your Posts tabulated with the data on Reach, number of Engaged Users, number of people Talking About This, and the Virality of each post (percentage of people who have created a story of your Page post out of the total number of unique people who have seen it).

The Likes tab of the Insights tool shows the demographics for your fans – gender, age, country, city, and language – and also how your likes (and unlikes) have occurred (i.e. on the Page itself, from a mobile, from a fan's timeline, from a search, etc.).

The Reach tab shows the same demographics for the total reach of your Page (this includes friends of fans who have seen your content), and additional data on how you reached people (organic, paid, and viral reach, and number of times people saw any of your content in a given timeframe), and Page views (number and websites that referred people to your Page from outside of Facebook).

Demographic data for the People Talking About This tab is only available when more than 30 people were talking about your Page in the seven days preceding the last day of your selected date range, so the usefulness of this tab may be limited. However,
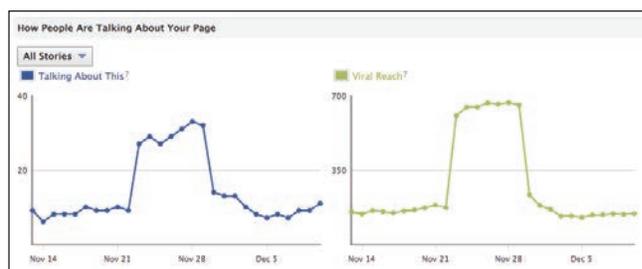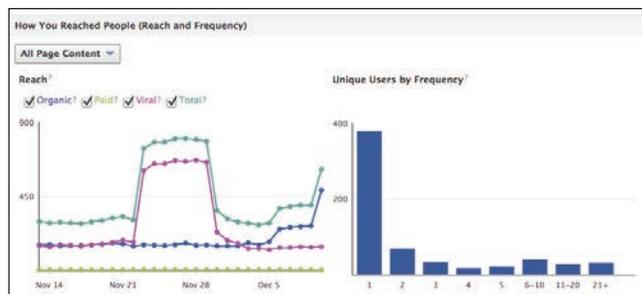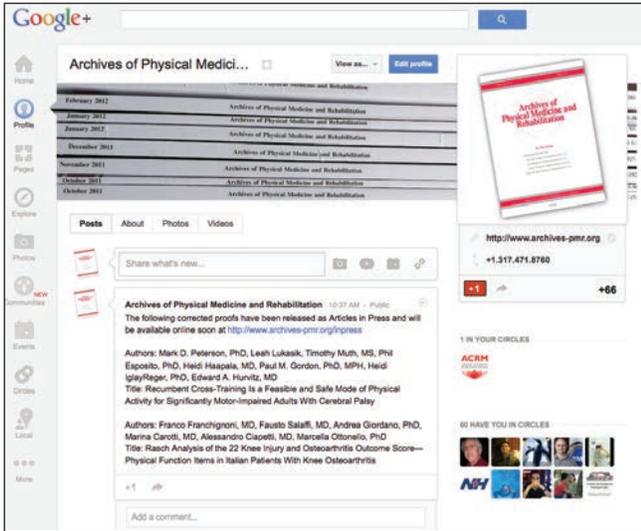
LinkedIn

Basic stats for LinkedIn Groups are readily accessible to everybody in the right-hand column of the Group page, or under the More…/Group Statistics tab in the menu bar at the top of the Group page. Here you can access total number of Group members (with graphs showing how/when the membership has grown), new members last week, and week over week growth rate; demographics of the Group (in percent format) such as seniority level, professional function, location, and industry; and comment and discussion activity, which includes number of comments, discussion, jobs and promotions posted to the Group last week (with a graph showing the incidence of comments and discussions).

Twitter

From Twitter itself, the reporting capabilities are limited. You can see how many tweets you've posted, the number of followers you have, and the number of people/organizations that you are following; but that doesn't really tell you very much.

If you're interested in knowing which of your tweets are drawing the most attention and where your followers are from, you're best off using a social media management platform such as Hootsuite. Hootsuite has been mentioned before as a helpful tool for managing one or more social media sites, and its utility is not just in the management but also in the reporting.

Hootsuite has different plans that allow access to different functionality but probably most journals will be using the free version. The free reporting is limited to the "Ow.ly Click Summary" report, which gives a good overview of who you're attracting and what they're interested in. Ow.ly's are the shortened URLs that Hootsuite creates when you include a URL in your tweet – using an Ow.ly shortened URL leaves you more characters for the rest of the message in your tweet, and allows you to utilize this reporting feature. Once you have the Ow.ly Click Summary report set up (which is very easy to do), you can run it whenever you want or have it prepared and emailed to you on your chosen timeframe. The report shows you the number of clicks your Ow.ly URLs have generated in a specified timeframe (last seven days, previous week, month to date, specified range, etc.); the geographical region from which the clicks have originated; the top referrers; and the most popular links. If you use Hootsuite to manage multiple social media sites and use the same Ow.ly URL in messages on, for instance, Twitter, Facebook, and LinkedIn, you will notice that the click-throughs from those other social media sites will be incorporated into your Ow.ly Click Summary stats.

Why do we care?

Using the metrics above will certainly help you get a sense of the relevance of your material, and having a social media presence will allow you to communicate with your readers more frequently and in a less formal way. Beyond this, however, the full Return on Investment (ROI) for social media

in publishing is still being explored and developed. Without a doubt, the popularity of social media as a platform for promoting journals and societies is growing, making it an important trend to embrace if only for the sake of remaining current. ISMTE spends time at each of its annual meetings providing attendees with advice on launching a social media campaign, and numerous publications are beginning to promote new articles and solicit submissions through these channels.

The most elusive element of using social media in our industry, however, remains determining its efficacy in a measurable way. For most businesses, social media functions primarily as free advertising, providing a venue for promoting products, services, and initiatives to a high volume of users free of charge in the hopes of making money. In many industries, it is fairly easy to modify typical ROI calculations in such a way that they can be used to determine the profitability of a social media campaign. With a few tweaks, the traditional formula for measuring ROI, $(X-Y)/Y$, where X is your final result (financial revenue) and Y is your starting investment (of time or money), provides relatively concrete feedback on whether a social media campaign has been successful.

Under this model, if you spend $10 to set up your social media campaign and make $20 in sales through direct clicks, you know your strategy worked 100% successfully. With journal articles, however, it can be difficult not only to calculate your ROI but even to define your variables. Regardless, a critical first step to beginning a campaign is to determine what you hope to accomplish through social media at your journal. Are you attempting to increase citations? Are you hoping to gain subscribers/society members or attract higher quality submissions? Once you know your goal, you should look closely at current metrics (submission numbers, rejection rate, or even impact factor) to, at the very least, establish an accurate benchmark against which to measure the success of your social media efforts.

One of the most exciting potential uses for social media in publishing is as a way not only to increase citations but also to predict which articles will garner the most cites long before more traditional measures of scholarly impact for the relevant year are released. Although still somewhat inconclusive, analysis from a recent article by Gunther Eysenbach in the *Journal of Medical Internet Research* suggests that a paper tweeted within the first three days after it is published is 11 times more likely to be highly cited than one that was not tweeted in this time frame (http://www.jmir.org/2011/4/e123/). Although it is unclear from these findings whether the relationship between tweets and cites is causal or correlative, research seems to indicate that social media in publishing can do more than simply create hype. The so-called twimpact factor, along with other altmetrics, can provide a measurable way to gauge the success of any social media campaigns you might undertake; it also gives you a rationale for putting time and effort into social media without the need to define a "citation-to-currency" conversion for calculating ROI.

However you decide to use social media at your journal, accurate metrics are of critical import: at the very least, they will allow you to see whom you are reaching, where they are, and which of your articles your audience finds most interesting; at most, they could help you increase your impact factor, your article downloads, your circulation, and, potentially, even your display ad revenue. While some of the more detailed feedback provided by the Big 4 social media sites can feel overwhelming, the primary areas on which you and your colleagues ought to focus are Facebook "shares" and "likes," Google "+1s," LinkedIn joins/comments, Twitter "follows," and direct clicks on Ow.lys and where these come from. Armed with this information, you will come away with a relatively complete picture of how effective your campaign has been and why, and what you and your editors ought to be doing differently.
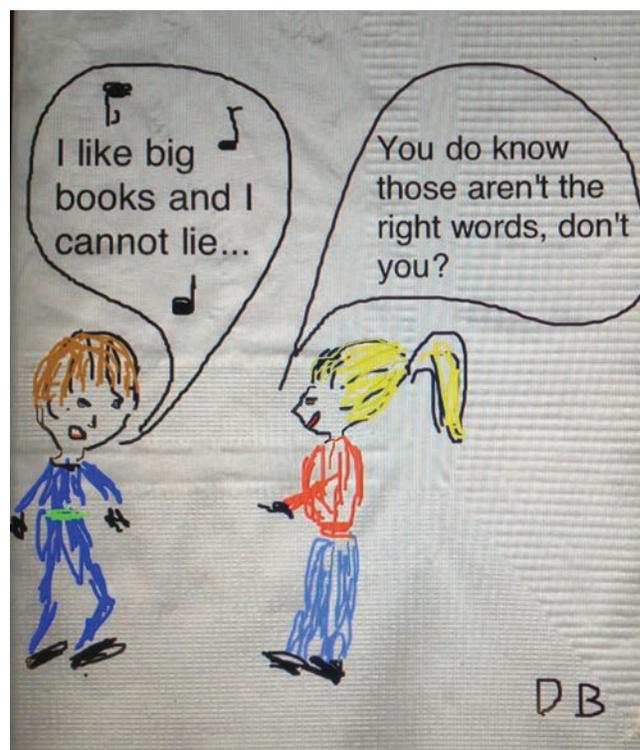
The Archivist's Cookbook: How should we decide what data should be archived at publication?

Tim Vines, Managing Editor of Molecular Ecology and Molecular Ecology Resources

Ask almost anyone in the research community, and they'll say that archiving the data associated with a paper at publication is really important. Making sure it actually happens is not quite so simple. One of the main obstacles is that it's hard to decide which data from a study should be made public, and this is mainly because consistent data archiving standards have not yet been developed.

It's impossible for anyone to write exhaustive journal policies laying out exactly what each kind of study should archive (I've tried http://www.molecularecologist.com/data-archiving-the-nitty-gritty/"), so the challenge is to identify for each paper which data should be made available.

Before I describe how we currently deal with this issue, I should give some history of data archiving at *Molecular Ecology*. In early 2010, we joined with the five other big evolution journals in adopting the "Joint Data Archiving Policy," which mandates that "authors make all the data required to recreate the results in their paper available on a public archive." This policy came into force in January 2011, and since all five journals brought it in at the same time it meant that no one journal suffered the effects of bringing in a (potentially) unpopular policy.

To help us see whether authors really had archived all the required datasets, we started requiring that authors include a "Data Accessibility" (DA) section in the final version of their manuscript. This DA section lists where each dataset is stored, and normally appears after the references. For example:

Data Accessibility

-DNA sequences: Genbank accessions F234391-F234402

-Final DNA sequence assembly uploaded as online supplemental material

-Climate data and MaxEnt input files: Dryad doi:10.5521/dryad.12311

-Sampling locations, morphological data and microsatellite genotypes: Dryad doi:10.5521/dryad.12311

The Dryad archive (datadryad.org) is a public archive for ecology and evolution, and only handles datasets associated with accepted papers. Since it allows authors to embargo their data for a year (or longer by request), and upload up to 10GB of data, it's a useful alternative to having the files as supplemental material.

We began back in 2011 by including a few paragraphs about our data archiving policies in positive decision letters (i.e., "accept, minor revisions" and "accept"), which asked for a DA section to be added to the manuscript during their final revisions. I would also add a sticky note to the ScholarOne Manuscripts entry for the paper indicating which datasets I thought should be listed. Most authors added the DA, but generally only included some of the data. I then switched to putting my list into the decision letter, just above the policy itself. For example:

"Please don't forget to add the Data Accessibility section- it looks like this needs a file giving sampling details, morphology and microsatellite genotypes for all adults and offspring. Please also consider providing the input files for your analyses."

This was much more effective than expecting the authors to work out which data we wanted. However, it still meant that I was combing through the abstract and the methods trying to work out what data had been generated in that manuscript.

We use ScholarOne Manuscripts' First Look system for handling accepted papers, and we don't export anything to be typeset until we're satisfied with the DA section. Being strict about this makes most authors deal with our DA requirements quickly (they don't want their paper delayed), but a few take longer while we help authors work out what we want.

The downside of this whole approach is that it takes me quite a lot of effort to work out what should appear in the DA section, and would be impossible in a journal where an academic does not see the final version of the paper. A more robust long-term strategy has to involve the researcher community in identifying which data should be archived.

I'll flesh out the steps below, but simply put, our new approach is to ask authors to include a draft

Data Accessibility section at initial submission. This draft DA section should list each dataset and say where the authors expect to archive it. As long as the DA section is there (even if it's empty) we send the paper on to an editor. If it makes it to reviewers, we ask them to check the DA section and point out what datasets are missing.

A paper close to acceptance can thus contain a complete or nearly complete DA section. Furthermore, any deficiencies should have been pointed out in review and corrected in revision. The editorial office now has the much easier task of checking over the final DA section and making sure that all the accession numbers, etc., are added before the article is exported to be typeset.

The immediate benefit is that authors are encouraged to think about data archiving while they're still writing the paper – it's thus much more an integral part of manuscript preparation than an afterthought. We've also found that a growing proportion of papers (currently about 20%) are being submitted with a completed DA section that requires no further action on our part. I expect that this proportion will be more like 80% in two years, as this seems to be how long it takes to effect changes in author or reviewer behavior.

Since the fine grain of the details may be of interest, I've broken down the individual steps below:

1) The authors submit their paper with a draft "Data Accessibility" (DA) statement in the manuscript; this lists where the authors plan to archive each of their datasets. We've included a required checkbox in the submission phase that states "A draft Data Accessibility statement is present in the manuscript."

2) Research papers submitted without a DA section are held in the editorial office checklist and the authors contacted to request one. In the first few months of using this system we have found that about 40% of submissions don't have the statement initially, but after we request it the DA is almost always emailed within 3-4 days. If we don't hear for five working days we unsubmit the paper; this has happened to about only 5% of papers.

3) If the paper makes it out to review, the reviewers are asked to check whether all the necessary datasets are listed, and if not, request additions in the main body of their review. Specifically, our "additional questions" section of the review tab in S1M now contains the question:

"Does the Data Accessibility section list all the datasets needed to recreate the results in the manuscript? If 'No,' please specify which additional data are needed in your comments to the authors."

Reviewers can choose "Yes," "No," or "I didn't check;" the latter is important because reviewers who haven't looked at the DA section aren't forced to arbitrarily click "Yes" or "No."

4) The decision letter is sent to the authors with the question from (3) included. Since we're still in the early days of this system and less than a quarter of our reviewers understand how to evaluate the DA section, I am still checking the data myself and requesting that any missing datasets be included in the revision. This is much easier than before as there is a draft DA section to work with and sometimes some feedback from the reviewers.

5) The editorial office then makes sure that any deficiencies identified by myself or the reviewers are dealt with by the time the paper goes to be typeset; this is normally dealt with at the First Look stage.

I'd be very happy to help anyone that would like to know more about this system or its implementation – please contact me at managing.editor@molecol.com

Save the Date!

6th Annual North American ISMTE Conference

August 6-7, 2013

L'Enfant Plaza Hotel

Washington, DC

6th Annual European Conference/ ISMTE/EASE Joint Meeting

September 23-24, 2013

Hotel Aazaert

Blankenberge, Belgium

Whistling in the Dark
Get Your Head in the Cloud

Meghan McDevitt, Editorial Assistant, GIE: Gastrointestinal Endoscopy

Did you make a resolution to be more organized in 2013? Here are some simple and *free* cloud-based services and tools to clear up that clutter and get on top of things this year.

What is "the cloud"?

Stop carrying around your flash drives and external hard drives! Cloud-based applications are accessed through a web browser and store files and information on remote servers that can be retrieved from any internet-enabled device. Basically, the cloud is to the flash drive what the flash drive was to the floppy disk—a new way to store, transfer, and access your information without having to rely on a physical storage device.

Join the cloud and access your files from any internet-enabled device.

Did you know that you are probably already using a cloud-based service? If you have a Facebook page or Twitter handle, use Google email (gmail) or other Google products like Google Drive, or any photo sharing sites like Flickr, you're already part of the cloud.

Types of online offerings

Cloud based services are typically tiered, as in most start out free for a limited amount of storage and basic features. You can pay to upgrade for more storage and better options, if needed. There are hundreds of free services out there—if the following list is missing something you think you need, just Google it!

Desktop sharing/collaboration

- Join.me[1]—this service is similar to GoToMeeting except *it's free*. Join.me allows you to share your desktop with up to 149 other individuals at no cost. It also includes a dial in number for audio conferencing and you can share control between users.
- Free Conference Calling[2]—A free conference calling line for up to 1,000 callers for calls up to six hours.
- Google Drive[3]—Automatically available with a gmail account, Google Drive provides 5GB of free space and works on PCs and Macs and Android and iPhone devices. Create, edit, and share word files, spreadsheets, presentations, and PDFs. Collaborate in real time to create and edit documents. Customize your privacy settings to control who sees your files.
- Zoho[4]—Similar to Google Docs, Zoho is a free, online office suite that includes word
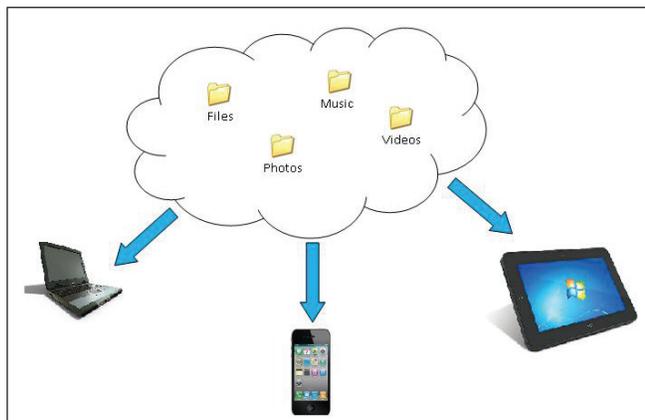
Create, edit, share, and store your documents with Google Drive

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1   www.join.me

2   www.freeconferencecalling.com

3   https://www.google.com/intl/en_US/drive/start/index.html?authuser=0

4   http://www.zoho.com/

processing, spreadsheets, presentations, databases, project management, and invoicing capabilities.

- Doodle[5]—Having trouble scheduling meetings between everyone's schedules and calendar platforms (Outlook, Google, etc.)? Try Doodle, a free scheduling assistant with no registration required. It's even available as an app for your smartphone or tablet.

File Sharing

- CloudMe[6]—This free and open service stores and makes available all of your files in the cloud, providing 3GB of data storage. Files are easily accessed through mobile phones, tablets, or computers making it simple and quick to share files with family, friends, or colleagues. CloudMe is especially good for media files like photos, videos, and music.
- Dropbox[7]—Similar to CloudMe, Dropbox is a file hosting site that offers cloud storage and file synchronization. A special Dropbox folder is downloaded to the desktop. Any files placed in this folder are automatically synchronized and are accessible through a web browser or mobile phone applications. Dropbox is useful for transferring large files, like videos.

Graphics

- FatPaint[8]—FatPaint is a free graphic design software product and image editor, similar to Adobe Illustrator. Because it is a mix between desktop publishing and Photoshop, FatPaint is considered one of the most advanced graphics applications on the internet.
- Gimp[9]—No budget for Adobe Photoshop? Check out Gimp, a free, open source retouching and photo editing tool. Easy-to-follow tutorials include screenshots to help you become familiar with the program.

Free online graphics editor

FAT PAINT

Create your own graphics and edit photos with FatPaint

- Pixlr[10]—This is a cloud-based photo editor with features similar to, but more sophisticated than, Microsoft Paint. Test it out on your smart phone or tablet with the Pixlr app.

PC/Computers

- Cloudo[11]—Cloudo is basically a PC, including a desktop, files, and word processing tools, on the internet. It is instantly accessible from any computer, tablet, or mobile phone no matter your location. Stop worrying about transferring documents, emailing presentations to yourself, or saving photos to a flash drive. Log on to your Cloudo account and access your files wherever you are.
- Jolicloud[12]—Very similar to Cloudo, Jolicloud has its own operating system, Joli OS. Save your documents, photos, and music to your Jolicloud server and access your files from any internet-enabled device.

There's a party in the Cloud, and you're invited.

Cloudo is a free, cloud-based computer on the internet.

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5   http://www.doodle.com/
6   http://www.cloudme.com/en
7   https://www.dropbox.com/
8   http://www.fatpaint.com/
9   http://www.gimp.org/

10   http://pixlr.com/
11   http://www.cloudo.com/
12   http://www.jolicloud.com/

Free/open source applications

In addition to the many cloud-based services out there, there are a number of free or open source applications available. Open source software is computer software that is typically developed by community input, makes source code available, and is redistributed for free. You are probably familiar with a few open source software products like the web browser Mozilla Firefox, the word processing suite, OpenOffice, the blogging platform, WordPress, or the Android operating system.

Here are a few other open source applications:

- Ubuntu[13]—This is an operating system (like Windows OS or Mac OS) that can be downloaded to your computer and is completely free. The Ubuntu operating system can run all of the standard applications like word processing, internet browsing, and photo/video editing. Live webinars are available on the Ubuntu homepage to help you get started.
- Open Project[14]—This is downloadable software that functions similar to Microsoft Project and is ideal for desktop project management.
- VZOchat[15]—VZOchat provides free, high-quality video chat and messaging capabilities for up to 120 people. You can even use VZOchat on your mobile device.
- Mint[16]—In addition to providing useful financial information, Mint.com is a great way to organize and streamline your finances all in one location.
- TaxAct[17]—TaxAct is a free tax preparation software package similar to TurboTax or H&R Block. The free version handles simple and complex tax returns, provides free e-filing, and has 24/7 customer support.
- avast![18]—This is a free antivirus and anti-spyware scanning engine that comes highly

recommended on technology sites such as CNET. You can upgrade to higher protection for an additional monthly fee.

Some things to keep in mind

The biggest thing to consider is the security of your files and documents sent to the cloud. While cloud computing in not necessarily insecure, make sure that you have policies to control access to (passwords, encryption, etc.) and protect your information. Keep in mind this rule of thumb: if you're going to save something to the cloud, make sure it's something you would be comfortable leaving at a public bus stop. Examine the end user license agreement (that large chunk of text you normally scroll through to click "Accept) and take a look at the privacy agreements—some services might consider anything hosted on their server as "their property." Remember that when hosting your files on the cloud, you are dependent on an internet connection; if you can't get online or if you have service interruptions, you will not be able to access what you need.

Other resources

This website—http://www.techsupportalert.com/— provides the most comprehensive list of free programs, aps, and other open source software. And don't forget about Google—a simple search of "best cloud computing services" comes up with plenty of results to sift through.

Do you have a favorite free cloud service or open source application? Tell us about it! Email Deborah at dbowman@asge.org.

Here's my recommendation for a useful, free app—check out FastCustomer, available for Android and iPhone. Tired of waiting on hold for a customer service rep, listening to recorded voices and bad music? With FastCustomer, you tell the app who you would like to call and when a customer service agent becomes available, you will receive a phone call—no waiting involved. Over 3,000 companies are listed with FastCustomer. Give it a try and save some time!

13 http://www.ubuntu.com/
14 https://www.openproject.org/about
15 http://vzochat.com/en/Default.aspx
16 https://www.mint.com/
17 http://www.taxact.com/
18 http://www.avast.com/en-us/index

Proofreading Is a Dying Art!

(Thanks to Elizabeth Blalock for sending this)

These headlines appeared in various publications:

Man Kills Self Before Shooting Wife and Daughter

(That's a good trick!)

Something Went Wrong in Jet Crash, Expert Says

(No kidding, really? Ya think?)

Police Begin Campaign to Run Down Jaywalkers

(Now that's taking things a bit far!)

Panda Mating Fails; Veterinarian Takes Over

(What a guy!)

Miners Refuse to Work after Death

(Good-for-nothing lazy guys!)

Juvenile Court to Try Shooting Defendant

(See if that works better than a fair trial!)

War Dims Hope for Peace

(I can see where it might have that effect!)

If Strike Isn't Settled Quickly, It May Last Awhile

(Ya think?)

Cold Wave Linked to Temperatures

(Who would have thought it!)

Enfield (London) Couple Slain; Police Suspect Homicide

(They may be onto something!)

Red Tape Holds Up New Bridges

(You mean there's something stronger than duct tape?)

Man Struck by Lightning: Faces Battery Charge

(He probably IS the battery charge!)

New Study of Obesity Looks for Larger Test Group

(Weren't they fat enough?)

Astronaut Takes Blame for Gas in Spacecraft

(That's what he gets for eating those beans!)

Kids Make Nutritious Snacks

(Do they taste like chicken?)

Local High School Dropouts Cut in Half

(Chainsaw massacre all over again!)

Hospitals are Sued by 7 Foot Doctors

(Boy, are they tall!)

Typhoon Rips Through Cemetery; Hundreds Dead

(Did I read that right?)

Calendar of Events

Publication Ethics: Fraud and Misconduct
March 4, 2013
http://www.alpsp.org

Developing Open Access and Hybrid Journals
March 5, 2013
http://www.alpsp.org

COPE 3rd World Conference on Research Integrity
May 5, 2013
Montreal, Canada
http://publicationethics.org/events

Council of Science Editors Annual Meeting
May 3–6, 2013
Montreal, QC Canada

Introduction to Journals Publishing
May 9, 2013
http://www.alpsp.org

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Puzzle Over It

PERSON, PLACE, THING

What common English words contain the four-letter strings below? No plurals are allowed. The answers in order are a person, a place, and a thing.

_ _ _ RCHG _ _ _

_ _ CETR _ _ _

_ _ WSPR _ _ _

The answers will be found in next month's issue of *EON*.

ISMTE Editorial Office News

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