

Networking, Education, and Forecasting at ISMTE's August Conferences

From the Vice President - Taylor Bowen.

I am very much looking forward to the second annual ISMTE conferences coming in August in Baltimore and Oxford. Baltimore comes first (August 4-5), so I would like to offer some promotion for this exciting event.

First, here's some scoop. **Kent Anderson**, executive director of International Business and Product Development at *The New England Journal of Medicine* and one of our speakers in Baltimore, recently caused a stir when he and a colleague, Philip Davis, submitted a bogus, computer-generated article that was accepted for publication by an open access journal—which led to the resignation of the journal's editor-in-chief. For more on this development visit <http://tinyurl.com/lrx6m6>. *EON* will have more about this fascinating

story and the open-access debate this fall. You can get the skinny directly from Anderson at our Baltimore conference. This should make for a lively session.

The second speaker in Baltimore is **Pete Binfield** of PLoS, who will give us his take on the future of online publishing. With scholarly publishing seemingly in warp-speed nowadays, I am very much looking forward to Pete's insights, experiences, and predictions.

We also have two **hands-on workshops** that will provide attendees with practical tidbits they can apply to their daily work. **Tom McLung** is an expert in Excel® and will teach us how to take Excel® to the next level—something I can use, for sure, when I prepare journal reports. And **Deborah Bowman**,

By the way, have you registered for the Baltimore conference yet? It's only \$135 for ISMTE members! I challenge you to find a professional development conference with so much value at so low a price. Sign up on the ISMTE website.

In this issue:

Articles

- *A Journal By Any Other Name* 3
- *Breaking out at EMUG* 7

Columns

- *President's Message* 1
- *Tips & Tricks* 8
- *Ethical Questions* 11
- *Publication Partners* 13
- *Portrait of an Editorial Office* 15

Miscellaneous

- *Meeting Information* 10
- *Calendar* 17

managing editor of *GIE: Gastrointestinal Endoscopy*, will talk about her experiences with copyediting, style guides, quality control, and the options available for managing this critical part of any journal's operation.

Combine these speakers with the educational workshops we have scheduled on publishing ethics (leader: **Irene Hames**, *The Plant Journal*) and editorial-office best practice (leader: **Glenn Collins**, *JACC Family of Journals*), and then throw in the outstanding **networking**

opportunities a meeting like this presents, and you've got a meeting you cannot miss.

Looking forward to seeing you in Baltimore in early August (and then Oxford on 25 August)!

Taylor Bowen
ISMTE Vice President
Aegis Peer Review Management
Charlottesville, Virginia, USA
taylor@aegis-prm.com

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

A Journal By Any Other Name . . .

by Paul Candon
Managing Editor
Journal of Studies on Alcohol and Drugs
pcandon@rci.rutgers.edu

Changing the Name of Your Publication Requires Vast Consideration and Perseverance

It seemed like a piece of cake.

We'd kicked around the idea for a while, and now we were finally doing it: After more than 30 years as the *Journal of Studies on Alcohol*, in 2007 we would become the *Journal of Studies on Alcohol and Drugs*. As managing editor, I was charged with implementing the task. Adding two words to the title, how hard could it be?

But a journal's name is not only its identity and reputation. It's how a journal is indexed and linked. It's how citations are counted. It's how customers know who you are. The implications of a change are enormous, often unpredictable (with countless 'unknown unknowns,' in the Rumsfeldian sense). Even a small addition of two words can wreak havoc. Changing a journal's title is possible to do successfully, but it takes tremendous preparation and near-endless follow-up.

In 2007, I was approaching a minefield of unintended consequences that, then, I could scarcely begin to appreciate. Two and a half

years later, I still send out at least one e-mail a day reminding someone of the name change. Below, I've compiled a list of 15 steps I wish I'd had at the onset. This list is inevitably incomplete, but it should serve as a rough map for anyone starting down this road.

(1) Don't do it. Don't change the name. It's probably not worth it. Before you do anything, rethink the whole premise: Is the new title essential for the publication's success?

'Journal name changes should be done with great care and only when absolutely necessary,' says James Testa, senior director of editorial development and publisher relations at Thomson Reuters. 'They should happen only where there are significant editorial changes to the journal's content that need to be signaled in the title.'

Fixing a clunky title, rearranging words, or adding words that aren't vital are not worth the hassle you'll encounter.

(2) Choose the new name wisely. Given what you're about to go through, you'll never want to change the name again. So think it through, thoroughly. Will the new name draw in all the new readers and authors you're aiming for? Is it too broad? Too narrow? Will this affect the alphabetical placement of your journal on library shelves? Be sure never to include the

Any Other Name

continued

frequency of a publication (Quarterly, Monthly) in the title. You'll only go through this again if the frequency changes.

(3) Know the impact on Impact Factor.

There are different levels of name changes. You can add a word or two, or you can completely rewrite a title. If the new name alters the alphabetical placement of your journal in Web of Science, the publication likely will be assigned a new Impact Factor—with a delay of two years before the new, full Impact Factor comes out. However, if the updated name does not affect the alphabetical listing, you may be allowed to have a continuous Impact Factor that spans both titles. Testa suggests contacting Thomson Reuters early in the process to discuss the potential implications of any journal name change. If and when a change is a definite, he says, contact Thomson Reuters again to be sure they have all the relevant information ahead of time.

(4) Get the new name, logo, and cover ready early. A year would be great. More is better. You'll need the leeway to do all the preparation and announcements. If possible, starting with the first issue under the new title, indicate on the front cover that the publication is 'Formerly the Journal of ...' There is no way you can overdo announcing the change. But try to keep the same (or a similar) logo and cover, if possible. There's a reason Bass Pale Ale has used the same red triangle as its trademark since 1876. People associate our cover with our journal far more than I anticipated. Keeping the graphics

and design as similar as possible will lead to less confusion.

(5) Get a new ISSN (maybe). When you're sure about the new name, contact the ISSN-assigning organization in your country (www.issn.org) and see if you need new ISSNs for print and online.

'A title change does not always require a new ISSN,' according to Esther Simpson, serials cataloger in the ISSN publisher liaison section at the Library of Congress. 'New ISSN assignments are only given for major changes in the title.' For example, if a word such as 'Report' were added or dropped, she says, you likely will keep the old ISSN. However, if there is a significant change in subject matter, particularly in the first five words of the title, the publication will get a new ISSN assignment. But changes even after the first five words may still require a new ISSN. Consult with the ISSN-

assigning organization in your country as far in advance as possible. (Whether you start the new title at Volume 1 or go with a continuous volume number is up to the publisher.)

If you get a new ISSN, put it on the new cover. Check all the fine print and the stock text that no one ever reads in your journal—update the name and ISSN there, too.

(6) Get the word out as much as possible, as soon as possible. Exhibit at the relevant conferences in your field before the change to prepare your readers and authors. Put drop-out fliers and announcements in your journal. Include an image of the new cover with your ads. Put a banner announcing the title change on your website. Do exchange ads with competitor journals. Send out e-mail blasts to subscribers

ISSN = International Standard Serial Number
IT = information technology
URL = uniform resource locator (or Web Address)
XML* = extensible markup language

* XML is the file that contains all the metadata from the articles (title, authors, page numbers, abstract, etc)—essentially what you find in an index or database.

Any Other Name

continued

and society members. The more you prepare readers and authors for the change, the less pain you'll endure later.

(7) Contact IT. Let the people who host your website know about the update long in advance. They'll need to change the URL for the home page and throughout the site. Make sure the Web pages with the old URL bounce to the new site. IT staff will have to change the name throughout the text of the site, as well. Update the logos. The change likely has implications for linking algorithms/OpenURL (see #8). If the name is a part of staff e-mail addresses, update those, too. After the change is implemented, put 'Formerly the Journal of...' prominently on your site. At *J SAD*, we created a small box near the top of our home page listing both the old and new names, plus the ISSNs, volume ranges, and date ranges for each title. It hasn't hurt to make things as obvious as possible.

(8) Check the links. If your linking algorithm changes, someone who finds your new articles in a database won't find you. This Library of Congress site (www.loc.gov/catdir/lcpaig/openurl.html) lists 11 OpenURL resolvers that link journals to index records and library catalogs. Contact them and get them up to speed.

(9) Contact your vendors. Get the new name, ISSNs, and prices to subscription agents and sales agents far in advance. Notify the people who host your manuscript tracking system. Make sure your typesetter and printer have adequate warning and that they excise the former name everywhere, once appropriate. The old name will have crept into every conceivable corner (think running heads and file names). Enforce zero tolerance: Make sure everyone uses the title correctly, even in internal memos. Also, be sure the people who create your XML make the appropriate updates at the right time. Having the wrong name and ISSN in your XML can have far-reaching consequences. And be sure to let anyone

to whom you send your XML (e.g., Ebsco Journal Service, SwetWise Online Content) know about the change.

(10) Contact indexers and other databases. Go to Ulrich's Web page and find out everywhere your journal is indexed. Start with the big ones (for us, PubMed, Medline, PsychINFO, and Web of Science) and contact them. Get a contact person for each index and work your way down the list. Find out if the change will affect how your journal is linked on the article level (see #8). Also, update your information in Ulrich's and any other database that provides information about your journal.

(11) Do an internal exam. Check your letterhead and memos, your invoices, any automated messages sent from your website or online submission and review system, and stock e-mail messages sent to customers and authors. Your staff may need new business cards. I still find the former title in locations long ignored. The old name is like wallpaper: It's there, but you don't see it. So be thorough.

(12) Google thyself. Go through about the first 1,000 hits on the former title. You may be surprised at what ideas it triggers, like updating the journal's Wikipedia entry.

(13) Follow up, then follow up again. No matter how well you've gotten the word out ahead of time, you've failed. People who should know about your change don't. People who know about it haven't made the right updates. So follow up. Check your subscribers' library catalogs. See if they've closed out the old record and have a new one for your updated title. If it's wrong, call, e-mail, and otherwise bombard them with information until they correct it. Also, check indexes and databases. See if the individual articles are being listed under the correct name, and look at the general listing for your journal, as well. Be sure anyone who receives your XML is processing your records correctly. Don't forget to

Any Other Name

continued

check that both the new and old title are listed properly.

(14) Take advantage of new opportunities. Through all this, it may be easy to lose sight of the original reasons for the change; for us, this was to draw in new subscribers and new article submissions. So after much of the initial mopping up is done, push ahead: Buy new mailing lists, exhibit at new conferences, advertise in new journals. Any way to get the word out about the name change to a new pool of readers and authors is useful.

(15) Prepare for disappointment. Even the most intense marketing blitz can't reach

everyone. In the confusion, inevitably, you'll lose certain subscribers. Some authors will cite your journal incorrectly. In the end, though, you hope that the opportunities you create with the change will outweigh the drawbacks.

Still, despite all your effort, you'll be at a conference years later and some middle-age researcher—clearly in your target audience—will stare down your exhibit and, after a few moments, ask you, 'So, is this a new journal?'



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

Breaking Out at EMUG

by **Deborah Bowman**

Managing Editor

Gastrointestinal Endoscopy

dbowman@asge.org

The Seventh Annual Editorial Manager User Group (EMUG) meeting convened on Thursday morning, June 18, in beautiful Cambridge, Massachusetts, at Le Méridien Cambridge Hotel. After we registered and collected our annual souvenir mugs (for EMUG; get it?), we gathered to hear about the advances we will find in the next couple of releases of EM, 7.1 and 7.2. One that I am particularly looking forward to is the ability to add external correspondence to the history of an article in EM. Another upcoming feature is a Discussion Forum, in which an editor can start a discussion and other editors would respond, all of which would be kept in a folder on the main page of EM.

After this update, we began the Feature Workshop, which is the favorite part of the conference for many people. This is when we break into smaller groups and share our wish lists for EM. The question we are asked is this: What do you wish the system would do? Each group is led by an Aries representative, and when everyone comes together again, the reps share our lists and we all let them know whether we would use those updates, if they were made. This was my fourth EM conference, so I've seen that the people at Aries really do use the suggestions we make during this session for crafting future EM updates.

After lunch, we had the choice of attending EM Bootcamp (for new users), or breakout sessions until it was time for the guest speaker. Mark Ware, of Mark Ware Consulting, a publishers' consultancy company in the United

Kingdom, spoke to us about the future of publishing. Particularly interesting was information about the growth of journal publishing in Asia, especially in China. Between 1995 and 2005, journal publishing in the United States grew .6%, whereas during the same period in China, it grew 16.5%. He also discussed print versus online publishing and open access. Ninety-three percent of respondents to his peer-review survey agreed 'peer review was not unnecessary'; and 90% of published authors say that peer review improved their articles.

That evening, we had a cocktail reception, replete with wine and appetizers. This party was planned for the beautiful roof garden, but it had to be brought inside because of rain. It was the perfect venue for getting to know other editors and people from Aries, including the Aries President, Lyndon Holmes.

The second day of the conference was dominated by breakout sessions, most of which were repeated and carefully arranged to allow us to attend just about every session in which we had an interest. Some of these sessions were Linked Submissions; Pivot Tables; Building Forms; System Administration; Managing People Records; Details, Flags, and Searching; Letter Tune-up; and Proposals and Invited Papers. These workshops served two purposes: to remind us of EM features that already exist but that we might not be using, either because we don't know how to use them or aren't even aware of their existence, and to give us a heads-up of how the

continued on page 9

Managing Bounce-back E-mails in the ScholarOne™ Manuscripts System

by Corrie Williams

Editorial Assistant,

J&J Editorial, LLC

corrie@skybest.com

Managing system bounce-back e-mails is a tough job. As you know, manuscripts can have many co-authors, and when these manuscripts are submitted, contact information is required for all authors. Unfortunately, many times this information is incorrect and faulty e-mails are generated in ScholarOne™ Manuscripts.

Many journals require that authors submit a title page. Upon submission of a manuscript, a logical first step might be to cross check the authors entered by the corresponding author in the ScholarOne™ Manuscripts system with the authors listed on the title page. However, this process does not necessarily ensure that the contact information entered into the system is correct. The bounce backs are our real check to determine whether the contact information in the system is correct.

It is important to have accurate co-author information for two reasons: 1) It is the responsibility of the editorial office to confirm authors meet authorship guidelines as per relevant copyright and disclosure of interest forms. When a manuscript is submitted, each author is sent an e-mail informing him of the submission, and some editorial offices use this template e-mail to explain authorship to each

author. If the co-authors do not receive this e-mail, we cannot be sure they agree to the terms set forth. 2) It could be possible that an author would be unaware of the submission of a manuscript for which she is listed as a co-author without receipt of an e-mail informing her of such.

Unfortunately, we do sometimes have ethical concerns about submitted manuscripts. Ensuring that each author on every paper is entered into the system correctly and informed of the manuscript submission assists the editorial office in managing these ethical issues.

Also, when a contact author enters the incorrect e-mail address for a co-author, s/he may be creating a duplicate account for an existing user.

When our editorial office receives the bounce backs, we update contact information through a series of steps.

1) We enter the manuscript number associated with the bounce-back e-mail into ScholarOne™ Manuscripts. We then send an e-mail to the corresponding author thanking her/him for submitting the manuscript but alerting her/him to the fact that the e-mail address that was entered for a co-author on the submission



Bounce-back E-mails

continued

page was not valid. We detail the full name of the co-author and the e-mail address that bounced back and then ask the corresponding author to respond to our e-mail and detail the full contact information for each of the co-authors. This includes detailing complete names, whether they are Mr., Ms., Dr., Prof., etc., current association and mailing address, telephone, FAX, and a correct and direct valid e-mail address.

2) Before sending the corresponding author an e-mail, we check the audit trail of the manuscript to make sure multiple requests have not been sent. We have found in the past that sometimes we get duplicate alerts to faulty e-mail addresses even after we have been in contact with corresponding authors regarding the issue.

3) When an author responds to our requests, we locate the co-author's account in ScholarOne™ Manuscripts and change the user name and e-mail address to match the new contact information the corresponding author has provided. In some cases, the new contact information already exists in another user account in the system and we simply merge the account with the bad e-mail address into the

account with the correct e-mail address.

4) After the co-author information has been updated in the user account, we send a new notification to the co-author that a manuscript has been submitted for which s/he was listed as a co-author. In addition, we will send account information to the new e-mail address detailing the user name and e-mail address for the account. This account information e-mail is automatically generated when new accounts are created; however, the account holder will not have received this information because the original e-mail address was faulty. If another user account already exists in the system for this co-author, we simply send an e-mail stating that a new account was created and we have merged the two accounts into one.

Even though this seems tedious, with a little bit of practice, the process of handling bounce-back e-mails can be quick and easy and will prevent future difficulties in ensuring authorship requirements, handling conflicts of interest and copyright issues, confirming co-authorship, and communicating with this user through the ScholarOne™ Manuscripts system.



ARTICLE

Breaking Out

continued

continued from page 7

features will be changing and improving in upcoming releases.

After a final summation, the Seventh EMUG Conference ended. As useful as the sessions were, I think most would agree that the opportunity to meet and discuss similar problems and successes with other editors was

just as helpful. The chance to reach out to other editors who face the same challenges we do on a daily basis is priceless, and I look forward to EMUG every year for this reason. The good news is, this opportunity to network with other editors will be repeated at the ISMTE conference in August. I hope to see all of you there!





International Society of Managing & Technical Editors

Two Annual Conferences

The Professional Editorial Office 2009

THE conferences for detailed, practical advice on editorial office management for editorial office staff, editors and all parties interested in peer review management.

Mark Your
Calendars NOW

August 4 & 5
Baltimore, USA

August 25
Oxford, UK

What is ISMTE?

Established to enhance the professionalism of editorial office staff by providing networking and training infrastructure, establishing best practices and studying and reporting on editorial office practices, ISMTE is an advocate on all issues relating to editorial office operations.

Why attend?

- Low cost & affordable
- Informative panel discussions
- Best practice workshops
- Get your questions answered from your peers and the experts
- Network with new and old friends



Baltimore Harbor
Baltimore MD USA

USA Theme: Managing Your Journal - in Print & Online

USA Breakout , Special Sessions & Workshops

- Best Practice: Journal office management systems
- How to Prepare Good Editorial Board/Journal Reports
- Publishing Ethics 101
- Journal Re-Design
- Exchange of Ideas Forum
- Taking Excel to the Next Level
- Welcome Reception, Lunch and continental breakfast

UK Breakout & Special Sessions

- Ethics and the Editorial Office
- Effective Management of Authors & Reviewers
- Looking After Authors and Reviewers
- Exchange Forum— Questions & Ideas
- Wine and cheese reception



St. Hugh's College,
Oxford, UK

UK Theme: Managing Ethical Issues & Ensuring Best Practices in Peer Review

USA Meeting Baltimore

Member Rate * \$135.00
Non-Member Rate * \$205

UK Meeting Oxford

Member rate * £110
Non-Member rate * £155

ISMTE Membership

New or Renewal 12 months
\$135 USD (£93)

Featured Speakers

Kent Anderson: *Ideas for Your Journal in the Current Economic Climate.*

Mr. Anderson is currently Executive Director, Business and Product Development of the New England Journal of Medicine. (USA Meeting)

Peter Binfield: *What is the Future of On-Line Publishing ?*

Dr. Binfield has been Managing Editor at PLoS ONE since April 2008 (USA Meeting)

Harvey Marcovitch: *How to Deal with Publication Fraud and Misconduct.*

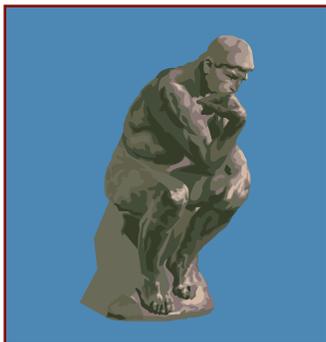
Dr. Marcovitch is the immediate past chair of the Committee on Publication Ethics (COPE), a board member of the UK Panel for Biomedical Research Integrity (UK Meeting)

Roy Pounder: *Without Authors & Reviewers, Journal Publishing Will Die:*

Professor Pounder is emeritus professor of medicine at Royal Free & University College Medical School, London and editor-in-chief of *Alimentary Pharmacology & Therapeutics*. (UK Meeting)

For further information on great member benefits, check our website.

www.ISMTE.org



How to Ask Authors for Their Specific Contributions to a Manuscript

by Ana Marusic, MD, PhD
Editor-in-Chief
Croatian Medical Journal
ana.marusic@mef.hr

Following the call to make authors of journal research articles more accountable,¹ the International Committee of Medical Journal Editors (ICMJE) revised its Uniform Requirements for Manuscripts Submitted to Biomedical Journals to incorporate recommendations on publishing information on authorship.² Requesting and publishing authors' responses as to their participation in published works has become a standard practice in many journals, even outside the biomedical field. To this end, journals have developed different types of forms by which authors can declare their involvement in submitted manuscripts.

Editors of biomedical journals are well aware of the problems related to interpreting the results of surveys submitted for publication in their own journals. However, they often accept at face value the responses provided in author contribution declaration forms. They forget that such documents are vehicles for self-reporting behavior and as a result, the responses may be biased by the authors' 1) understanding of the questions, 2) recollection of relevant behavior, 3) inference and estimation of their contributions, 4) appropriate responses to meet the form's

format, and 5) editing of the answers for social desirability.³

At the *Croatian Medical Journal*, we were worried about the psychometric problems with contribution declaration forms as used by leading biomedical journals and chose to do some research prior to making any decisions on how to ask authors about their work on manuscripts submitted to the journal.

We first investigated the influence of the formats of the forms used by three major medical journals to assess the contributions of authors, i.e., an open-ended answer (*BMJ*), choice of possible contributions (*Annals of Internal Medicine*), and an instructive form in which respondents are informed as to the ICMJE criteria that need to be met for authorship (*JAMA*). Not surprisingly from a psychological point of view, the number of authors failing to satisfy the ICMJE authorship criteria was the smallest in *JAMA* (0.5%) compared with the other two journals (10% for *BMJ* and 22% for *Annals*).⁴

To test possible causative relationships between the structure of the contribution disclosure form and deserved authorship, we performed a randomized study in our own journal.⁵ Our investigation showed that there

1. Rennie D, Yank V, Emanuel L. When authorship fails: a proposal to make contributors accountable. *JAMA* 1997;278:579-585.

2. Huth EJ, Case K. The URM: Twenty-five years old. *Science Editor* 2004;27:17-21.

3. Schwarz N. Self-reports: how the questions shape the answers.

Am Psychol 1999;53:93-105.

4. Bates T, Anić A, Marušić M, Marušić A. Authorship criteria and disclosure of contributions: comparison of three general medical journals with different author contribution forms. *JAMA* 2004;292:86-88.

was a three-fold decrease in the number of undeserving authors in the group answering the instructive type of contribution disclosure form, which guides authors through the ICMJE definitions and instructs them as to how many contributions are needed to satisfy individual authorship criteria.

These results confirmed that the cognitive task of responding based on the format of the contribution disclosure form influenced the answers on the forms relative to the attribution of authorship as defined by ICMJE. We then decided to test the reliability of the contribution forms, which is, in psychometric terms, defined as the extent to which a test is dependable, stable, and consistent when administered to the same people on different occasions. When the same corresponding authors were asked about their contributions to the same manuscript on two different occasions, more than two thirds of them differed in at least one of their contribution choices in the two disclosure statements.⁶ This study also showed that the corresponding authors were not reliable as proxies to declare the contributions of their coauthors. Thus, communication by one (corresponding author) of the authors with the journal about authorship and contribution issues, as is the practice in many journals, is not an accurate way of assessing authorship of a manuscript.

We know from psychometric research that providing multiple response alternatives in a questionnaire influences respondents' answers on the form.³ In another randomized study in

the *Croatian Medical Journal*, we tested whether offering a scale for the responses on possible contributions would affect disclosure and eligibility for ICMJE authorship. Authors were allowed to indicate their contributions to manuscripts by ticking a list of possible responses (binary response form) or by indicating how much they contributed on a scale from 0 (none) to 4 (full) (ordinal response form). The study showed that the use of an ordinal rating disclosure form identified more authors meeting the ICMJE criteria than the use of a binary rating disclosure form. The authors perceived all ICMJE-required contributions as at least ordinal variables, except for the "Final approval of the article," which was perceived as a dichotomous variable.

What is a practical recommendation for editors as gained from these studies? Our research demonstrated that contribution declaration forms and the authorship criteria have been introduced into the scientific-publication process without adequate evidence of their validity. A revision of the ICMJE criteria and disclosure procedures is needed, not only because of the psychometric problems with their use, but also because they are poorly understood and accepted by the authors.⁸ Our advice⁶ is that editors should, until there is enough evidence to propose reliable guidelines for authorship, ask each manuscript author a simple, open-ended question: "Why do you think you deserve to be an author of this manuscript?" 

5. Marušić A, Bates T, Anić A, Marušić M. How the structure of contribution disclosure statement affects validity of authorship: randomized study in a general medical journal. *Curr Med Res Opin* 2006; 22:1035-1044

6. Ilakovac V, Fišter K, Marušić M, Marušić A. Reliability of disclosure forms of authors' contributions. *CMAJ* 2007;176:41-46.

7. Ivaniš A, Hren D, Sambunjak D, Marušić M, Marušić A. Quantification of authors' contributions and eligibility for authorship: randomized study in a general medical journal. *J Gen Intern Med* 2008;23:1303-1310.

8. Pignatelli B, Maisonneuve H, Chapuis F. Authorship ignorance: views of researchers in French clinical settings. *J Med Ethics* 2005;31:578-581.



Peeping into the Publication Process

by **Syed Hasibul Hasan**

Senior Information Officer

ICDDR,B

hasib@icddr.org

Seeing an eye-catching book on the shelf it can hardly be imagined what a plethora of work must have been put into it throughout months or even a year in accumulating information, compiling, editing, designing and then finally printing. A whole publication team's relentless, bitter-sweet work unleashes a book to its reader. Interestingly, it's not just the author whose shoulder is there to carry the appraisal; the entire publication body also stands on the line.

I am a member of the publications unit of a research organization in Bangladesh called ICDDR,B. The acronym stands for International Centre for Diarrhoeal Disease Research, Bangladesh, though we have long crossed from diarrhoeal disease research into a wider range of research schema. The large organization holds nearly 3,000 staff and has brought up its eminence very well globally. In chorus with our good number of publications, we publish a bi-monthly, peer-reviewed scientific journal, *Journal for Health, Population, and Nutrition* (JHPN), that covers medical, health, and socio-cultural issues. Being a journal of a developing country it's not always a matter of ease to receive fertile papers in an incessant flow and that is, sometimes, a great challenge to its sustainability. The more a journal is popular the more the journal can expect to receive good manuscripts. Our journal, however, has prevailed over the paucity

of good papers as a result of its increasing reputation in the array of journals and the global society of scientists. The name of the journal is being uttered along with many good journals of the advanced world. The journal now has a pretty good Impact Factor and, day by day, it's striding with new themes.

As a part of the chain of a professional publication process, I'd say traversing from the point of paper submission up to the point of flawless print production is a sheer success. A successful issue engages many parties ranging from the first author and the secondary author(s), reviewers, section editors, editors, graphic designers, proof reader, image setter, and then, at the end part, the printer, and also involves months' labor of them all. There are quite a few impediments that result in procrastination in the journal's time of production, which is a considerable threat to a journal fastened with steep deadlines like ours.

If we glance at the life cycle of the journal, the long path every paper has to travel through can be seen and, also, there are inestimable technical pitfalls. Being a scientific journal, the journal is very often full of scientific symbols. From an author up to the editorial office, through Section Editors and Reviewers, there is a common threat that the symbols are often changed into meaningless signs. These diminutive changes can alter the actual meaning the author has intended to express.

These subtle things require a series of communications involving time and attention. Sometimes it's common to see authors or reviewers delay responding because they are out of the office or unable to receive e-mails due to Internet connection disruptions.

After all the necessary reviews and alterations, when a manuscript is final, it's given to the graphic designer of the publications office to be laid out. There starts another story. The journal is laid out with a set standard followed very precisely. The graphic designing software doesn't always readily accept versatile scientific symbols and tends to turn them into undecipherable signs. Such cases need to be fixed one-by-one locally. The laid out galley is sent to the author for a fleeting look in a brief time. The galley perfected with authors' and editors' notes is at length sent to press for printing.

Printing technology is not as advanced as those of the developed countries. Refurbished press machines are largely used here. High-humid weather in a tropical country like Bangladesh is a menace for 4-color printing. The printing-paper gets moist and expands, causing a printing flaw commonly known as 'misregistration'. Good registration printing here demands intensive care to maintain exactitude. One big hazard I can't abstain from saying is electricity supply stoppage. The amount of power generated presently doesn't suffice the actual needs of our large population. So, to keep pace, a scheduled power-cut is operated throughout the country that can be

up to 40% of a day in a given area. This affects printing procedure to a really great extent.

The 'Long and Winding Road'!

The whole publication process is coupled with a thousand yes's and no's, repeated back and forth. A small obstruction in the long journey of a paper can cause a great dilatoriness. Most often, these obstacles influence the publication schedule, as a paper has to leap across so many points of alterations. As a publication professional I find the process greatly challenge-imbued and intricate, but the good thing about it is a published book keeps benefiting readers ever after it is published. Technological advancement is simplifying publication day-by-day as we no longer have to be drenched down into sweats with the old days' lead-letter printing system. Although that awful procedure has given way to offset lithographic technique these days, a large part still remains complex. Work like writing, editing, and reviewing, which need human engagement, cannot be made faster by machines. A tiny mistake takes a second to happen, and if it's not corrected, it lasts forever and produces readers' disgust. I can remember someone once aptly saying, 'Publication is a task similar to looking for lice in one's head.'



Have you read the latest in the ISMTE blog? www.ismte.org - Members page

Gambling on an Editorial Opportunity

by Alex Blaszczynski
Editor

*International Gambling Studies
and Regional Assistant Editor
Addiction*

By chance, in 1977 my research career shifted track somewhat from studying paraphiliacs (compulsive sexual behaviours) to pathological gambling. In those early years, the majority of mental health professionals, gambling operators, and governments tended to dismiss pathological gambling as a serious public health issue. There were limited numbers of peer-reviewed articles on pathological gambling appearing in the literature, and certainly no scientific journals specifically devoted to the topic.

Little did I imagine that within a few years, pathological gambling would become a recognised psychiatric condition listed in the *Diagnostic and Statistical Manual of Mental Disorders, Third Edition* (American Psychiatric Association, 1980), and that I would become the editor of one of the field's leading journals, *International Gambling Studies* and a regional assistant editor for *Addiction*, both journals published by Taylor and Francis.

On reflection, I find chance has played many a role in shaping numerous aspects of my career. Having majored in economics and psychology, I was keen to pursue further studies in industrial relations. Just married and in tough economic times with high unemployment rates, I accepted a temporary position as a research assistant to Professor Neil McConaghy, a decision that subsequently sealed my fate as an academic researcher in

psychology. In the final year of a commerce degree, I decided to abandon economics in favour of clinical psychology. I completed my diploma in clinical psychology in 1981 and earned a PhD in 1988.

My doctoral dissertation explored the notion of controlled gambling with subsequent research focusing on treatment outcomes, personality variables, and the relationship between crime and gambling, and the development of an integrated conceptual Pathways Model of Pathological Gambling. In addition, I was involved in working parties for the Australian Psychological Society and Australian Medical Association developing position papers on problem gambling, and contributed to the foundation of the Australian National Council for Problem Gambling and the National Association for Gambling Studies.

My early work as a clinical psychologist in a university-based teaching hospital allowed me to gain extensive clinical experience in treating problem gamblers and to maintain an active program of research. In this context, writing manuscripts and a self-help book (*Overcoming Problem Gambling*), preparing multiple submissions to government reviews, and performing administrative responsibilities honed multiple skills that subsequently proved invaluable in my role as an editor.

In 2001, Jan McMillan, a sociologist, successfully negotiated with Taylor and Francis

to publish *International Gambling Studies*. In 2007, Jan McMillan decided to retire from her position as editor and suggested I throw my hat in the ring. While excited by the idea, I had much trepidation given my minimal knowledge of what was actually involved in editing a journal. Nevertheless, I decided the gamble was worth the risk and took on the role. The bet has paid off.

There were a couple initial challenges I faced: a steep learning curve and advancing the journal's reputation and standing. The transition phase involved frequent calls and requests for advice and assistance from Jan McMillan as I attempted to become familiar with the policy and procedures of the journal, allocating substantial time to find and correspond with potential reviewers, and manually managing manuscripts submitted via e-mail. These proved to be time consuming tasks resulting in some delays and the inevitable frustrations on my part and that of some authors.

It became clear that, while I had an extensive number of international experts as co-editors and editorial board members, I desperately needed to recruit a competent associate editor, as well as a more efficient management system. A solution presented itself in Sally Monaghan, a PhD student under my supervision, who enthusiastically agreed to provide administrative assistance. As Editor, I could not have been more pleased; Sally's enthusiasm, diligence, and contributions to all facets of the journal's publication exceeded all expectations. Acknowledging her efforts, I was glad when Sally quickly assumed the mantle of associate editor. This has resulted in significant gains and improvement in all aspects of peer-

review and administrative procedures, particularly in meeting deadlines and publication schedules.

I could not have been more fortunate in 2008 on two counts. First, the Ontario Problem Gambling Research Centre (OPGRC) through its CEO, Robert Simpson, agreed to provide financial and promotional support for the journal. This has enabled the editorial staff to gain training in ScholarOne™ Manuscripts online software, and through the application of Amy Perry's skills, the active promotion of the journal through the OPGRC website and exposure at conferences. Second, the transition to the online ScholarOne™ Manuscripts system has resulted in far superior administrative management of manuscripts and correspondence with reviewers. Setting aside the complexities of learning the system, I have found life as an editor has been transformed greatly; automated e-mails are a boon to civilization as we know it! One cannot thank enough the staff of Taylor and Francis for their support and provision of vital hands-on training.

Unfortunately, one element ScholarOne™ Manuscripts cannot overcome is the perennial problem of accessing the expertise of reviewers able to provide good-quality, constructive feedback in a timely fashion. The burden soon falls on a handful of excellent reviewers. The fear is the demands imposed not only by this journal's editor and associate editor but also by others in the field will eventually lead to exhausting the good will of such reviewers. Some colleagues have indicated they will only accept a manuscript from a journal of which they are listed on the editorial board, while others are pickier in their choices. In a

Gambling

continued

competitive field, some journals are beginning to offer financial incentives for reviewing manuscripts within designated time-frames. Whether or not this becomes standard practice is yet to be seen.

International Gambling Studies is a relatively new journal, but one that is achieving a place of prominence in the field. Its primary strength lies in its multidisciplinary approach to theory and empirical research on all aspects of

gambling participation, culture, regulation, and policy, and the social and economic impacts of gambling and problem and pathological gambling. The task ahead of Sally Monaghan and me, with the support of Taylor and Francis and the OPGRC, is to develop strategies to increase the exposure and reputation of the journal within the field, and to market it to as wide an audience as possible. I look forward with relish to what the future will bring. 🌐

Calendar of Events

ALPSP - "Online Communities: What Can Scholarly Publishing Learn From Other Industries?"

7 July 2009

London, UK

www.alpsp.org

International Academy of Nursing Editors - 28th Annual Meeting

26-28 July 2009

Chicago, Illinois, USA

www.nursingeditors.org

ISMTE American Conference

August 4, 2009

Baltimore, MD, USA

www.ismte.org

ISMTE European Conference

August 25, 2009

Oxford, UK

www.ismte.org

EQUATOR Network Workshop

Key Guidelines for Reporting Health Research Studies

9 September 2009

Vancouver, British Columbia, Canada

www.equator-network.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

6th International Congress on Peer Review & Biomedical Publication

10-12 September 2009

Vancouver, British Columbia, Canada

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

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

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

ALPSP - Commissioning Book and Journal Content

25 November 2009

London, UK, www.alpsp.org