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The official newsletter of the International Society of Managing and Technical Editors

IN THIS ISSUE

The Future is Here

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The first time I heard of the ISMTE was when Jason Roberts spoke at an Editorial Manager Users Group meeting about an organization he was planning to start for Managing Editors. I thought it sounded amazing and joined it as soon as it was up and running. But we early members soon realized that if the organization was going to function smoothly, it needed its members to become volunteers. Becoming more involved in the ISMTE has been a really rewarding experience. Getting to know other members and working with them to make the organization more effective for all of you has been as beneficial to me as it has been for you.

I know some of you would like to become more involved with the ISMTE, but you aren't sure what opportunities are available. To that end, we will run a series of articles in *EON* explaining the different committees that could use your help. This month, the chair of the Membership Committee, Wendy Krank, talks about what she does and how she works to raise our numbers. As you read the articles in this series, please consider lending your expertise in an area that interests you.

How do you know whether your journal's social media strategy is working? This month, Meghan McDevitt shares information she learned at a social media marketing conference. In another article, Jason Roberts outlines what we learned from our recent ISMTE member survey about how members are handling ethical issues.

In 2012, I wrote an article entitled, "The Future of Publishing," and in this issue and the next, I will be sharing it with you in two parts. To know what to expect is to arm ourselves as we move through the many changes that face us.

As science fiction writer William Gibson said, "The future is here. It's just not widely distributed yet." Let's move through the changes with our eyes wide open; the ISMTE can help us all to do that.

ISMTE membership growth is now a global phenomenon, one member at a time

Wendy Krank
Managing Editor, *Headache Currents*

Sustaining and growing membership is a critical element for ISMTE, a non-profit organization. The membership has steadily increased during its five year existence, now reaching out to countries beyond Europe and North America. Increasingly, the membership has participants from the Asia-Pacific region, providing proof that ISMTE has become a significant resource for managing and technical editors.

ISMTE has consistently brought together quality programs and training sessions that allow members to access cutting edge information pertinent to their careers. The online resources have grown impressively since the first web links back in the early days of the website when membership was just breaking 100. Today, we now boast 400 plus members representing solid member retention and growth.

The continual goal of ISMTE is to provide the membership with education and resource opportunities, including stimulating speakers and up-to-date information at the conferences. The conferences are an excellent opportunity for individuals to practice their speaking skills, create poster presentations, and join committees that improve organizational team leading skills and individual professional growth. The opportunities within ISMTE are unlimited to members. It is important to recognize that we can only continue our service to members if the membership becomes even more active and engaged in the process. If one member invites one colleague to join ISMTE, we could experience a tremendous growth, which would in the long term benefit all members. The membership funds allows ISMTE to continue to add to the resources available now, such as quality webinars, *EON* Newsletter, professional meetings, training sessions, and, most of all, an opportunity to mingle and network with like-minded colleagues at conferences.

ISMTE is five years old. The organization has grown from a seedling idea to a well-established tree of knowledge in the community of the publishing world. Despite being a young society, the members of the board of directors are all seasoned professionals in their careers, giving of their personal time to bring their expertise to the board and its members at large. They work continually to assess and review projects, including the conference venues and speakers. They seek to collaborate with other organizations to improve opportunities. The European meeting scheduled this coming fall includes EASE, which is one of the collaborative efforts created by the board with the intention to make available combined meetings to a greater audience. Their forward thinking and diligence of leadership has certainly proved the time test of sustainability, ensuring ISMTE's niche in the publishing world of providing service to its members.

We, as a member driven organization, should collectively build the membership by each inviting one new member into the organization. Consider for a moment the benefits already gained by membership with ISMTE and share that information with a colleague.

- *EON* is an excellent opportunity to expand writing skills and get your article published. Whether it was your participation with the poster presentation at the conference last year or if you are thinking about preparing a presentation for 2013, the opportunity for challenging yourself to improve your knowledge is available through ISMTE.
- Another equally beneficial opportunity was the one-on-one session at the 2012 North American conference with Excel expert, Tom McClung. These educational experiences grow professionalism.

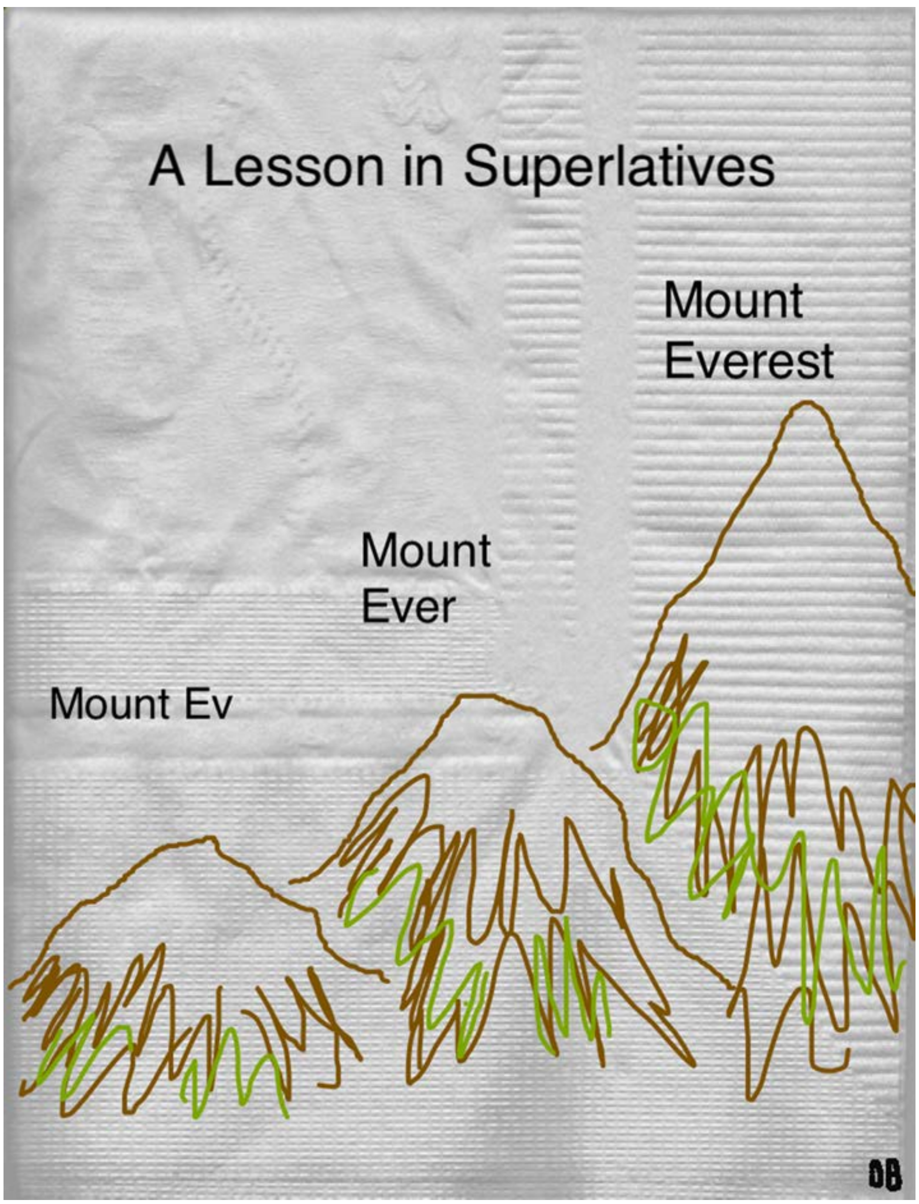
- The exchange forum was an opportunity to ask pertinent questions about the world of publishing. The Eyes on Ethics was a stimulating session that was indeed eye opening.

These are just a few of the benefits and opportunities that grow professional careers. I can attest to the benefits of ISMTE membership with positive changes that have occurred within my editorial office practices, especially after working with Tom for an hour. His time to review spreadsheets that I use on a daily basis was extremely helpful. As for the Ethics session, it wasn't three weeks after the ISMTE conference that I was dealing with my first retraction case. The information that I gained at the ISMTE conference definitely improved my knowledge of the ethics in publishing.

My challenge to each member is to take this moment in time to optimize your benefits with ISMTE and share the link to ISMTE with a colleague today. Share with your global colleagues which will add to the ISMTE global phenomenon that is underway with this organization.

Visit the ISMTE website at http://www.ismte.org to gather resources and spread the word about this organization that belongs to all of us.

For more information on the membership committee, contact Wendy Krank at wkrank@gmail.com.



The ISMTE Member Survey and Publication Ethics

Jason Roberts, PhD
Senior Partner, Origin Editorial

Handling ethical issues has become a commonplace facet of Editorial Office activities. The growth in the importance and recognition of the Committee on Publication Ethics and, indeed, our own efforts at ISMTE to discuss ethics demonstrates the emergence of this critical responsibility. In this article, some of the results from the 2012 ISMTE member survey pertaining to publication ethics will be reviewed. As mentioned previously, (*EON* November 2012), all data from the survey does require one to remember that the typical ISMTE member, by virtue of just being a member of the organization and investing in their professional development, is probably not indicative of the majority of journal staff.

Involvement in ethical issues – designing and reviewing policy

In recognition of the growing awareness of issues in publication ethics in journal publishing, survey participants were asked if they had performed some role in either developing or reviewing an ethics policy for their journal. Overall 59% of respondents recorded that they had been involved in such a process. Sixty-five percent of all self-described Managing Editors recorded involvement. All of those identified as Editors-in-Chief or Directors of Publishing also noted involvement in the process. Only 19% of Editorial Assistants reported getting involved with ethics policy design.

With no prior investigation into the issue of publication ethics policy design, it is impossible to create a firm context for the results. For example, is it the case that for the remaining 41% that had not been involved in publication ethics policy design or review have not been asked to get involved or that a policy simply does not exist? On both counts, we should advocate strongly for ourselves as a community. First, those performing Editorial Office duties often represent the frontline in the detection of potential ethical concerns, or at least are likely the most well-versed in the necessary follow up steps when a problem manifests itself. Therefore, in implementing a policy, Editorial Office staff should probably have a say in the design or periodic review of a policy – if only to determine how workable a policy is. Second, every journal really should have a publication ethics policy and publish it (for example, my journal, *Headache*, has published a policy online http://www.headachejournal.org/view/0/ahspubguide.html). Such a policy, even if never read by authors (let's face it, they rarely bother to even read the Instructions for Authors), is useful to fall back on when a situation arises. For instance, by outlining the rules for author contribution, when a dispute arises later, one can refer back to how the submitting authors outlined who did what in the composition of a paper. It may not wholly resolve the dispute, but it does place the responsibility firmly on the shoulders of the submitting author. Another example would be creating a policy to delineate what is meant by a Conflict of Interest. If you are reading this, represent one of the 41% who have not been involved in publication ethics policy design or review, and want to create a policy, it is recommended you look at published policies from some of the "mega-journals" (a personal favorite of mine is the *British Medical Journal*), consult the COPE guidelines, look back through past issues of *EON*, look at what the International Committee of Medical Journal Editors advocates (and you need not be a medical journal to apply a lot of what they recommend) and of course use the various ISMTE forums to raise any questions you may have.

A final point on the results on ethical policy design: some societies have unclear boundaries on who has responsibility for these issues. A society may delegate the responsibility wholly to a journal, its Editorial Office or a publication/journal oversight committee, if such a group exists. In other scenarios, societies might operate a general Ethics Committee and they assume responsibility for any issues that arise at the journal, even to the extent of minimizing the involvement of the journal in the ensuing investigation of a problem.

Handling cases

According to the survey, presently only a minority of respondents handle cases themselves (24%, n=28), with 44% suggesting they refer the case to their Editor-in-Chief and 9% refer the issue directly to their publisher (in such instances it might be that the publisher encourages that action, or indeed, the publisher is the owner of the journal). twenty-Seven percent of all self-identified Managing Editors that completed the question suggested they handled an ethics issue personally, 77% of Editors-in-Chief said they handled the problem directly. There was a wide range of "other" responses with several suggesting the nature and extremity of the particular case influenced who became involved. One can assume that to mean a case of plagiarism, a serious offense, might involve the Editor, representatives of the society and the publisher. An omission on a Conflict of Interest statement or a suspicious request to remove an author from a paper, may not require the same elevated response. I can recall a case where an individual claimed the authors of a paper adapted his theory without acknowledgement or credit. Legal threats to that particular journal were made that necessitated consulting with the journal's publisher and their legal team. The severity of the issue dictated, in other words, who got involved.

It was somewhat surprising to see more Managing Editors not handle a case directly. Equally, more than anticipated numbers referred cases to their Editor, an interesting move when many Editors have not received the same degree of training as their staff. The design of the question could be at fault and perhaps some respondents interpreted the specific question response ("I refer them to the Editor-in-Chief") to mean they consulted with their Editor and may have in fact prepared the groundwork for the Editor to then escalate the issue.

Specific Issues

Plagiarism Detection

Two questions were posed regarding plagiarism, probably one of the most egregious ethical issues a journal has to handle. The first question asked, "Does your journal perform plagiarism detection?" The second, "When running plagiarism detection software, excluding reference matches, what percentage overlap do you consider investigating further?" In both cases, there was major variance in the responses, no doubt reflecting the lack of a universally accepted definitive policy or, indeed, a mandate to perform plagiarism detection.

Presently 33% (n=39) of respondents noted that their journal did not perform plagiarism detection at all. Whether this was due to the lack of access to software such as iThenticate, a lack of awareness on this being a task to perform, a lack of time and resources to perform detection, or a reluctance to get involved due to a lack of training is not clear and merits further investigation.

Table 1 – Responses to the question "Does your journal perform plagiarism detection?"

Answer Options	Response Percent	Response Count
No	33.3%	39
Yes, but only on papers from certain locations	5.1%	6
Yes, on some papers (e.g. every 10th paper)	29.9%	35
Yes, on all papers	27.4%	32
Don't know	4.3%	5

What is fascinating is that the responses are so evenly divided. One might have speculated that larger journals (identified as such based on the number of submissions) may have had the resources to apply more routine plagiarism detection but, surprisingly, no pattern emerged. Thirty-seven percent of all journals with over 1000 submissions recorded performing detection on all papers, 35% on select papers (e.g. every tenth submission). Seventeen percent said they performed no detection. For journals under 1000 submissions, the data is more clear-cut: 41%

do not perform any plagiarism detection, 27% performed detection on select papers, and 22% performed detection on all papers.

Regarding the threshold for warranting further investigation of a potential plagiarism problem, the survey results were again scattered with over half of respondents declaring there was no set policy or that they did not know of a threshold at their journal.

Table 2 – responses to the question "When running plagiarism detection software, excluding reference matches, what percentage overlap do you consider investigating further?"

Answer Options	Response Percent	Response Count
Less than 10%	0.9%	1
11-20%	10.3%	12
21-40%	19.7%	23
40-50%	6.8%	8
Over 50%	3.4%	4
No set policy	43.6%	51
Don't know	15.4%	18

The variances in the thresholds that prompt further investigation are not easy to explain. One might, however, make some inferences on what leads to the adoption of a high threshold or a low threshold:

- High threshold (i.e. overlap in excess of 40%):
    - Some journals may wish to set the threshold number high to eliminate as much as possible false positive results. In certain fields, there may be a limited number of ways to express a particular methodological approach or study design. This could lead to high levels of overlap, and such overlap may actually be acceptable to journals that operate within that field.
    - Setting a high threshold might actually be a response to resources available to conduct an investigation. If resources are limited, only the most extreme cases can receive attention.
- Low threshold (i.e. overlap under 40%)
    - A journal may be very prominent and, thus, cannot afford any public misstep. Thresholds, in response, may be set very low as a form of hyper-vigilance. That said, the data from the ISMTE survey does not necessarily reflect that contention: large journals (over 1000 submissions) accounted for 30% of the responses to the question and 33% of all the responses that identified a threshold of under 40%.
    - The threshold may reflect the personal preference of the Editor-in-Chief. One can assume the level of concern or the degree to which an Editor wishes to be troubled about cases varies widely.

What we do not know from this threshold data is what actually constitutes "further investigation." Some journals may conduct an elaborate process of corresponding with authors to seek explanations for the detection results, parsing the overlapping text and carefully weighing up the seriousness of a particular overlap. Other titles may simply take a cursory look at an iThenticate report and reject the paper summarily.

What we also do not know is whether some journals differentiate where the overlap occurs. Twenty percent overlap in a methodology section may not be as egregious an overlap as 20% in the results section. Twenty percent scattered across a large manuscript is perhaps within the limits of acceptability. Twenty percent restricted solely to the complete lifting of, say, 3 paragraphs from another article is probably a more serious problem. It is also unclear as to what degree journals apply overlap sensitivities to their use of iThenticate. One journal may exclude matches where the string of overlapping words is less than 5 words. Others may apply more liberal 10 or 15 words. These reasons alone, plus levels of acceptable practice across academic disciplines and perhaps even cultural contexts are reasons why no universal standard has been applied, and indeed, may never be applied.

Image manipulation checks

Sixty-two percent of respondents reported performing no image manipulation check. Almost certainly this is simply a reflection of relevance to the journals ISMTE members work at as well as access to the tools to perform such a check. Humanities journals, for example, probably have little to no need to run an image check. Indeed

16% of respondents reported that image checking was not relevant to them. Science journals, perhaps showing cell slides, carry much greater exposure to this particular form of ethical violation. Indeed science journals represented 55% of the respondents that either ran image detection on every paper or on select papers, yet made up only 33% of the respondents to the question.

Conflict of Interest

A total of 78.7% of all respondents either collected a Conflict of Interest statement with every paper or gathered details when the author opted to supply the information. It was quite surprising, however, that only 57% actually mandated the supply of a form, more so when one looked at medical or nursing/allied health journals, where conflicts have been such a hot issue: just 69% mandated the supply of Conflict of Interest details. At first, one might say that such a figure represents a clear majority, but equally, the figure is not so far removed from being *nearly one-third* of medical or allied health/nursing journals *not* applying a mandate.

Conclusion

Across the 60 questions we posed in the ISMTE survey, ethical issues contained the greatest variance in responses. That reflects the inability to define universal policies, the breadth in resources available to journals to perform ethical checks, and perhaps an ongoing maturation process in the way issues in publication ethics are perceived and how they are handled.

The Philosophy of Editing: Free Gift with Purchase

Free gift? If it's a gift, it stands to reason that it is free, right? Ads frequently say "Free gift," and it is redundant. In an ad, we might forgive it; I'm just grateful when they put apostrophes in the right places. But in scholarly writing, we should strive for precision. One error I see often is "past medical history." If it is history, it is past; change it to "medical history." Some more common redundancies are "estimated at about," "fewer in number," "fuse together," "completely full (or empty)," and "lift up."

And don't even get me started on "Free gift with purchase." It's not really free if you have to make a purchase, is it?

Stepping up your Social Media Presence: Tools and Tips for Optimizing your Online Influence

By Meghan McDevitt
Editorial Assistant, *GIE: Gastrointestinal Endoscopy*

In February, I had the opportunity to attend the Social Media Marketing Conference produced by SkillPath Seminars, which focused on maximizing social media sites and introduced various tools to improve your organization's online presence. I'd like to share a few highlights from the seminar that will help you improve your Journal's online influence.

Cool Tools

If you already have a few social media platforms established for your organization or Journal, it is important to know where you stand—what is your online influence or impact?

Klout (www.klout.com) measures your influence based on your ability to drive action on social networks. The Klout Score is a number (1-100) that represents the aggregation of multiple pieces of data about your social media activity. For reference, the average Klout score is 40; Disney's Klout score is 82, Oprah's Klout score is 92, and Justin Bieber rounds out the top with a score of 93. Obtain your Klout score so that you know just how influential you are in the world of social media.

Discover your Marketing Grade through HubSpot at http://marketing.grader.com/. Use this free tool to determine the effectiveness of your marketing and those of your competitors' overtime. Probably the neatest bit about this tool is that it provides suggestions on how to improve your grade and optimize your online marketing.

Hootsuite, a social media management site, has been discussed in *EON* and at past ISMTE conferences, but it is still one of the best tools for organizing and scheduling your posts because it allows you to view all of your platforms from a single dashboard. And although it may be easier, a speaker at the conference reminded us that it's not always the best idea to post the same content to all platforms. Each platform (Facebook, Twitter, LinkedIn, etc.) caters to a different audience and you should take that into consideration before posting the same content to all of your sites.

Measuring your Return on Investment

As discussed by Fiona Williams and Sarah Bidgood in their article "Reporting metrics for your journal/society social media sites" from the February 2013 issue of *EON*, it is true that determining the efficacy of social media in our industry is up for debate. However, as Fiona and Sarah mentioned, it is important to have accurate metrics providing an idea of how effective your campaign has been and why.

The presenters at the Social Media Marketing Conference recommended beginning with a benchmark that you will compare with the data you obtain. You need to determine your investment (i.e., time, or human capital) and your return (something measurable such as product sales or article downloads). Once you've determined what you are measuring, you can use any of the tools suggested by Fiona and Sarah, such as Facebook Insights, Ow.ly Click Summary report, or even set up Google Analytics to track website traffic and traffic sources.

Monitoring your Online Presence

It's important to monitor what's being said about your organization, your Journal, and your brand. First, decide on some keywords to monitor, maybe your company name, your product(s), or important keywords in your industry. Explore monitoring tools like Google Alerts, Social

Mention, and Twitter search and decide which ones meet your needs and work best for you. Finally, establish a monitoring schedule to keep track of what's being said about you online.

The Twitter search feature allows you to search the entire Twitter universe for any keyword or topic related to your company or industry. You can set up an RSS feed for Twitter searches to be sent to your Google Reader. This is the easiest way to follow conversations relating to your company or industry in real time.

Make use of Google Alerts to check for your company or Journal name, products, or other keywords related to your brand. Google Reader can be a great place to consolidate all of your searches. Simply set up RSS feeds for searches on your company, industry, or specific key words and send them to your account.

Social Mention (http://socialmention.com/) is similar to Google Alerts but specifically for social media. You can set up alerts by keyword that will be sent directly to you (or your Google Reader) and easily track what is being said about your company, a new product, or any keyword from your industry in real time. Social Mention monitors over 100 social media platforms.

Optimizing your Online Influence

The realm of social media is constantly evolving at an incredible pace, and it's not always easy to stay on top of the latest trends or tools. Once you have established a Facebook page, a Twitter account, a LinkedIn profile, or other social media platform, it is important to gauge your influence, measure your results, and monitor your online presence. Hopefully these tools and tips will serve as resources in helping you optimize your online reputation and marketing strategy.

Tell us about the social media tools you use! Email Deborah at dbowman@asge.org.

Puzzle Over It

Each category below is followed by three words or names, but the vowels are missing and the words are strung together. For example, for Oceans: ndntlntepcfc, the answer is Indian, Atlantic, Pacific. Can you get all the words from the letters below?

1. Laptop keys: ptndltntr
2. Insects: phdlcstcrckt
3. Captain _____: mrckrkhb
4. Cable TV networks: !cnmxlftm

The answers will be found in next month's issue of *EON*.
Answers to last month's puzzle:

1. Churchgoer
2. Racetrack
3. Newsprint

The Future of Publishing

by Deborah E. Bowman, MFA

Managing Editor, *GIE: Gastrointestinal Endoscopy*

The past is but the beginning of a beginning, and all that is and has been is but the twilight of the dawn. (H.G. Wells, 1901)

As of January 2012, 29% of Americans owned at least one digital reading device. In 2009, only 2% of Americans owned these devices.[1] Stephen Marche, in a recent article in *Esquire* magazine, reported that authors have more opportunities for success now than ever before. The revenue from books of all kinds rose by 8.3% in one year, from $2.038 billion from January to June 2011 to $2.207 billion from January to June 2012. In the same time period, Ebook sales for adults rose 34.4%. Marche also reported that the number of books read by the average American is now 17 per year, a number that has never been higher.[2] Can anyone look at these statistics and doubt that publishing is changing?

To be sure, some still resist the changes and insist on reading print; people have always resisted change. When trains were first gaining popularity as a mode of travel, many people claimed to experience "train sickness." In the 1860s, some people claimed to have experienced spinal damage from sitting on a train for too long; some demanded compensation. But soon the objections faded away as people grew used to the idea.[3] In the same way, people will grow used to reading digitally. In the future, the objections will seem silly, and digital reading will be the norm. That process is happening already.

A clever blog by the journal *The Economist* is entitled "Lean Back." Their explanation for the title is that people used to lean back to read a book, but about 20 years ago, as more and more reading was done from a computer screen, they had to lean forward. Now, with eReading devices, we can all "Lean Back" once again. Tablets engage; tablets interact. The Economist predicts that journals, magazines, and news services will be upping the focus on technology.[4] But before we move much further in the direction of technology, we have to figure out what "publication" means. What is a book? Does it have to have a spine and pages? If a book is published in one version in print and another version online, which is the real book? Is a blog considered publication? If a journal article is published online only, what role does the publisher take? Who will bear the costs of publishing if Open Access becomes the standard? If journals are no longer published in print, will they still have "issues"? What will the unit of sale be? Will an article even belong to a particular journal? Cameron Neylon, the Director of Advocacy for the Public Library of Science, said that we think of a journal as having six fundamentals: (1) a journal contains articles, (2) articles are selected as the result of a process, (3) the process is generally managed by a publisher, (4) a journal belongs to one publisher, (5) an article belongs to one journal, and (6) an article contains some narrative text and has a single version of record.[5] Now all of those fundamentals are in question.

Role of the Publisher

Elsevier found itself in the middle of the controversy in 2012 when a group of a couple thousand academics reacted to a blog post by Timothy Gowers, who objected to Elsevier's high pricing. The group revolted against the practice of bundling lesser journals with more important journals and to Elsevier's support of the Research Works Acts.[6-9] It was a wake-up call for the big publisher. As Tim Worstall of Forbes Magazine said, "…it is possible to spark off a (nascent, to be sure) revolt even here, if your business model is thought to be *too* unfair."[9] It is time for publishers everywhere to take a good look at what their future holds.

Still, at least for now, publishers do have important roles to play. A session at SSP's annual meeting in 2012 was entitled, "Publishers! What

Are They Good For?" Kent Anderson, from "The Scholarly Kitchen" blog, fleshed out the points brought up at the conference and came up with 60 things that publishers do.[10] The list includes such important items as rapid publication practices, media relations, and tagging, and other items that we at *GIE: Gastrointestinal Endoscopy* take care of without the publisher, such as acceptance of submission, care and feeding of reviewers, and solicitation of materials. Although not all 60 tasks are valid across the board, the value of a publisher is still hard to argue against. Joseph Turow points out one important value: navigating the waters of advertising.[11] The advertising industry is changing in frightening ways. Media has found ways to customize news and ads for individual people, spying on our computers with cookies and watching our social network activities so they can target us with ads that may startle us with their accuracy. (How did this company know I am interested in tennis? I glance around nervously to see who is watching.) Our traditional advertising is drying up, and journals have to find new ways to generate revenue. One method, being used by *Gastroenterology*, among others, is to charge authors for submitting and/or publishing articles.[12] Another possible method is to charge authors to open their articles for open access. Whatever method is decided upon, having the publisher's help and input is going to be valuable.

But publishers, necessary as they are, need to be willing to change and adapt as well. Kathleen Fitzpatrick says that institutions in general are known for having the unofficial motto, "We have never done it that way."[13] Moving beyond that attitude will be a challenge for many, but my conversations with publishers at Elsevier showed me that they, at least, are looking forward.[14] Here are the main areas in which the Elsevier publishers believe journal publishing will change:

1. Journals will become more specialty-specific. They will be specifically for either researchers or clinicians.
2. Journals will all be online only.
3. Journals will be video heavy, or even video exclusive, especially clinician journals.
4. Journals will not come out in issues; they will be collection-focused; that is, articles will be placed online as they are ready and will be searchable by keywords. Articles are already placed online early, but they are taken out of that collection when they are moved into an issue. The Elsevier publishers predicted that issues will disappear within ten years.
5. Societies will have the top journals in the fields.
6. Open Access will be pervasive, and reprints will be a thing of the past (and nearly are already), so journals will have to find other support.
7. Articles will be posted sooner; times to publication are already a big issue. Some journals already post unedited articles, right after acceptance, and then replace the article when the final version is ready. This has created problems, though, when an article is cited in an early version and then that part of the article changes in a later version.
8. The Impact Factor isn't going away anytime soon, even though the EigenFactor is a more accurate measurement.
9. The interpretation of CME rules will become more complicated, but CME won't be going away.
10. This open approach will make plagiarism a big issue. Copying parts of articles will become easier, and plagiarism will need to be better defined. Does it mean copying the language used? Copying an author's results without citation, even if they change the language?
11. To further complicate the issue, with increasing international submissions and publication (which we strive for), we will have to take into consideration the processes and requirements in different countries. For example, when research is done in India, the money has to stay in India, so asking them for money for publication probably won't work unless the journals are willing to set up an office there.

Bart Wacek of Elsevier has discussed what journal articles will look like in the future.[15] He says they will be incredibly interactive, with all links easily accessible on the first page of the article. The initial page will have a three-pane design that will include a navigation bar, allowing the reader to leap to whatever section he or she wants to read. Software could be embedded into the article that will allow the reader to manipulate their view of the article's figures. A reader could move a mouse over a table and see the exact data points. Google maps could be embedded into an article that would allow the reader to see, for instance, where disease incidence occurs. Most importantly, all of the features of the Article of the Future will interact and will add value for readers.

Open Access

I actually remember the first time I heard of open access. I was working at Elsevier (formerly Mosby) from 1998 to 2005, and someone spoke to us about the new idea of publishing articles that anyone could access, without subscription. We stared at each other with astonishment and a little fear. How, then, would publishers pay our salaries? We were assured, at that time, that it was being practiced only by disreputable journals.

Between 1986 and 2002, overall subscription rates rose by 227%, making most journals prohibitively expensive for many scientists and even many institutions, especially in developing countries.[16] Enter open-access publishing. More and more open-access journals are seeing their Impact Factors rise significantly. This shows that scientists are publishing high-quality research in open-access journals. Harvard University sent a letter to top researchers, asking them to submit to open-access journals and to consider resigning from the editorial boards of journals that don't provide open-access articles.[17] Because about 80% of a journal publisher's subscription revenue comes from university libraries, this is a letter that should be taken seriously.[17]

Will this be catastrophic for publishers? Doomsayers argue that publishers cannot survive, but they are proving otherwise. Many, including Elsevier, Wiley, Springer, Nature, SAGE, PLoS, and others, are quietly entering the open-access market by starting open-access journals. Many, according to Kent Anderson of "The Scholarly Kitchen" blog, are finding open-access to be surprisingly profitable.[18] Elsevier has launched at least 25 open-access journals, and even more have a combination where authors can choose to pay for open access. Authors tend to like it, largely because their research is visible to everyone, but also because of the ease of publishing.

An article in the *British Medical Journal* from 2008 reported that open-access increases readership (full-text downloads were 85% higher), but has no effect on the number of citations.[19] Of course, this number might have changed since then; four years is a long time in modern publishing.

Aside from cost concerns, at least one other problem with open-access has arisen. Like spam with email, some corrupt publishers solicit articles for their open-access journals but fail to mention the author fee until after acceptance.[20] Because scientists submitting to these scientific journals have typically already signed a copyright, they don't feel they can submit elsewhere. Scientists are often in the position of needing to publish to get tenure, especially in countries like India, so they have to come up with the money. But as researchers become more aware of the dangers, these publishers will find it harder to dupe people. Just as we have grown to recognize suspicious email, corrupt open-access publishers will be easier to spot as well.

Impact Factor

The impact factor is roundly criticized in many academic and publishing circles, but it is still considered the gold standard for judging a journal.[14] The term "impact factor" was first used by Eugene Garfield in 1955.[21] Since then, it has been used by publishers to determine a journal's influence in a field, by librarians to decide whether to spend their budgeted money on a particular journal, by editors to identify how influential their journal is, by publication committees of societies to determine how effective an editorial team has been, by authors to decide where to submit their work, and by institutions to decide how much research funding departments should receive, based on where their people have published.[21] That is a lot of pressure to be placed on a little number that can be easily influenced by many factors, including a poorly cited group of articles, a single article that is widely cited, or the whim of a Thomson-Reuters employee (the company that calculates the IF) who decides to start counting a particular article type in their calculations. Editors have to realize that most articles will not be cited very often, if at all. One flaw of the impact factor is that it counts only articles published in the previous two years, whereas the number of times an article is cited over the lifetime of the article more clearly shows that article's importance. An article by O.H. Lowry on protein measurement with the Folin phenol reagent, published in 1951 in the *Journal of Biological Chemistry*, has been cited 293,328 times! Yet the vast majority of the citations occurred long past the time counted by the impact factor (IF); the journal's IF is just 5.6.[21] Another flaw of the IF is that researchers are sometimes pressured to cite certain articles as the Editors attempt to raise their journal's IF. A survey published in *Science* showed that one in five academics in a variety of fields have been asked by Editors to cite superfluous references.[22,23] This survey went out to more than 54,000 academics and was answered by 6,672 respondents. Only 40% of these said they were aware of the practice, but half of those (20% of the total) said they had experienced this coercion directly. Marie McVeigh, director of Thomson Reuters' annual *Journal Citation Reports*, says, "If this is true, it would be a serious indictment of the publication process. I am not seeing data across a swathe of citations that would support that high rate."[22]

Other methods of judging a journal do exist. The EigenFactor ranks journals according to the number of citations, with citations from highly ranked journals counting more than those from poorly ranked journals. The h-index measures both the productivity and impact of the published work, based on the scientist's most cited papers and the number of citations that they have received in other publications. Increasingly, an approach called altmetrics, short for alternative metrics, uses social media to measure scholarly influence.[24] An altmetrics project called Total Impact, designed by Jason Priem, searches the internet for downloads, Twitter links, mentions in open-source software libraries, and other indicators that show a work is being noticed after an article is posted.[24] Total Impact is in its early days, and some caution that the meanings of the metrics are not yet well understood, but it has yielded such interesting information as the fact that an article that is tweeted is more likely to be cited. However, for the time being, the impact factor remains the metric most often used for judging a journal.

Peer Review

We are fond of saying that peer review is the backbone of scholarly publishing. The way we are organized at this point, it is true; our reviewers are of utmost importance. But is peer review the best way to judge whether an article should be published? Many patients who try to back up their doctor's advice by searching for information on the internet realize that information from peer-reviewed articles can be trusted more readily than most of the information posted by random people. Alice Meadows, a cancer patient, said, "Just as a washing machine has a quality kite mark, peer review is a kind of quality mark for science. It tells you that the research has been conducted and presented to a standard that other scientists accept."[25] Authors of an article in *JAMA* studied the cognitive tasks involved in manuscript assessment.[26] Although they admitted that peer review is imperfect, they urged investigators to study it in fair, scientific ways, noting that peer review is "not totally unscientific, arbitrary, or subjective, as some have proposed." Some argue that open peer review causes reviewers to temper their remarks for fear of hurting their professional contacts.[27] Others are concerned that reviewers tend to recommend accepting articles based on the authors' well-established names. In a study conducted in 1982, two well-established authors selected already-published articles and submitted them to the same journal, changing author names and institutions, using names no one had ever heard of and making their affiliations lower status, and changing phrasing but not the meaning of the opening paragraphs. Eight out of nine were rejected for methodological flaws. The authors' suggested solution was to implement double-blind peer review, but they admit that in smaller fields, authors can tell from the reviewer notes whose remarks they are.[13] Another common complaint with peer review is that the rapid growth in the number of submissions to scholarly journals has led to unfair demands on the reviewers. Authors of a study done by Editors of *Molecular Ecology* found that the main predictor of how often a person reviewed was how often they published in that journal.[28] The more an author published in a journal, the more they were willing to review for the same journal. They found that junior researchers were not overburdened and were, in fact, not being used much at all.[28] The solution to that, it appears, is to train the junior researchers and find a way to use them more frequently. *GIE* has attempted to do this by implementing an online course for our reviewers, created by the Chair of our Editorial Review Board, Dr. Lyndon Hernandez.[29] The challenge, then, is to get Editors to use these junior reviewers instead of continuing to invite the same "good old boys" that they are used to.

Some reviewers are angry about the current system. Michael P. Taylor, a research associate in earth sciences from the University of Bristol, called for reviewers to be furious that they are asked to spend their time reviewing for no compensation when the commercial publishers are making record profits. To someone who suggests they cannot refuse to review if they want to submit to non-open access journals, he replies, "Whyever not? When you submit, you are giving the publishers free product that they profit from. It certainly doesn't follow from that that you owe them another favour in return!"[30] He declared that he will no longer offer peer-review services for free and proposes that reviewers should be paid 100 pounds per hour; my calculations show that to be $160.57US.

Less-conservative solutions to peer-review problems have been proposed. When *Nature* conducted a four-month trial of open peer review, authors of newly submitted papers were given the option of having their submitted paper placed on an open server for public comment while simultaneously sending the papers out for traditional peer review. All public comments had to be signed. Seventy-one authors (out of a possible 1,369) agreed to allow their papers to be posted. Thirty-three of those received no comments, and 38 (54%) received a total of 92 comments. Forty-nine of those were comments on just eight papers. The site had a lot of traffic: an average of 5,600 page views per week and about the same number of RSS feeds. The low number that agreed to allow their papers to be posted and the relatively few comments that the articles received were discouraging. A follow-up survey showed that authors thought it was interesting, but they were disappointed in the low number of comments and the lack of substantive comments, indicating that they believed reviewers were reluctant to sign their name to their comments in a public forum. Some also expressed concern that their research could be "scooped" in this forum.[31]

*Science*Insider reports on a system, Peerage of Science, whereby articles are posted to an open forum. Potential reviewers register with the site and are notified by email when their keywords match those of the manuscript. When they review an article in the public forum, they are given one credit, and these credits are required before they can submit an article to the journal.[32]

Kathleen Fitzpatrick, author of *Planned Obsolescence: Publishing, Technology, and the Future of the Academy*, used CommentPress for open review of her book before she published it. Forty-four unique reviewers left a total of 295 comments, many of which she used in revising her book. She noted that, in the internet age, in open review, "peer" can be defined as any person with a computer, not just those of professional equal rank. Taking it a step further, when others have a chance to rate the comments you make on a stranger's paper, it can become a popularity contest. But the question of any type of peer review is whether the comments are really something the author needs to fix or are just an indication that you rubbed one person the wrong way or that the author's ideas differ from the way the reviewer's group believes something should be done. Fitzpatrick says that traditional peer review has too many problems to be sustained and says "A revolution in peer review is inevitable."[13]

Ethics

Ethics, even when limited to the field of scholarly publishing, encompasses a number of issues. Undisclosed conflicts of interest among editors, authors, or reviewers; plagiarism; duplicate publication; fabricated data; undisclosed ghost writing; and stealing another author's ideas are some possible ethical problems connected with scholarly publishing. COPE (Committee on Publication Ethics) offers spreadsheets that lead Editors through recommended processes when various ethical issues arise.[33] Similar recommendations are spelled out by Irene Hames in her book, *Peer Review and Manuscript Management in Scientific*

Journals.[34] For further help, in addition to COPE, Hames suggests turning to The Office of Research Integrity or International Committees for Scientific Misconduct.

Conflicts of interest are a big concern for scholarly journals, but currently the definitions of COIs and creation and implementation of policies differ from one journal to the next. The Center for Science in the Public Interest urged editors in 2008 to adopt a common standard,[35] but it still hasn't happened. *GIE* doctors created a COI Principles document in 2006,[36] but a standard document that reaches across journals still doesn't exist. WAME called for journals to publish their own definition of COIs in 2009,[37] and *Science Editor* magazine provided some guidance on creating a policy as early as 2005.[38] They said at that time that some journal editors feel that the only consideration should be whether there is good science in an article and they shouldn't mind if an author has ties to a company. I have noticed a change at ISMTE meetings (International Society of Managing and Technical Editors) over the past few years; at first, our COI policies at *GIE* were unusual in their complexity and even their existence, but changes have come about over the past five years. Most managing editors now report that their journals have some form of policy or at least recognition of the importance of being aware of COIs from authors, reviewers, and editors.

The ISMTE published a guide on ethical issues on their web site in 2011.[39] In it, they cover such ethical issues as plagiarism, duplicate submissions, and image manipulation. Plagiarism is a problem that appears to be increasing (although devil's advocates might argue that improved detection software like iThenticate has just increased the recognition of plagiarism). Anonymous whistle-blowers, that is, people who recognize plagiarism in various articles, are also on the increase,[40] sometimes to an annoying extent. Several ISMTE members have reported being harassed by a company that supposedly detected plagiarism in one of the journal's articles. The company called them repeatedly, asking what they intended to do about it. Nevertheless, increased use of the internet has certainly increased the opportunity for plagiarism. One problem, though, is distinguishing between "fair use" and plagiarism.[41] How much can a researcher borrow from another's work? How much exact text can be copied? Is it all right as long as the previous work is cited? Can ideas be copied if the text is re-written? Does it matter what the purpose of copying is?

A newly recognized ethical problem occurred when an author created an email account for himself with a false name, then supplied that name and email address to the journal as a recommended reviewer for his article. That way, he actually managed to review his own article, no doubt recommending immediate acceptance. *GIE* doesn't allow authors to recommend their own reviewers, so we aren't in danger of that happening to us, but it shows how far an author will go to get his article published, even though discovery will get him discredited.

Other possibly ethical issues are less clear cut. Researchers sometimes notice that when their article has had three reviews, the third reviewer is much harder on them than the other two. That might happen because the editor, to provide additional backing to the decision given to the authors or even to go against the recommendations of the reviewers, acts as a third reviewer, but does not disclose that the comments are his or hers, masquerading, instead, as a third reviewer.[42] Is this unethical? Is it injurious to the review process? What about image manipulation? If the changes to an image are made to change the data, that is clearly unethical. But what if the authors claim they are just trying to clarify the true data? What about authorship? Is it an ethical issue when doctors add their names to articles they had nothing to do with? More journals (including *GIE*) are starting to require that authors justify their authorship, but many authors believe journal requirements are unrealistic.[43] Where do we draw the line?

Readers

Subscriptions used to mean owning print. If a reader stopped subscribing, he still had his back issues that he could use for reference. With online-only publishing, back issues are only accessible to a subscriber as long as he is an active subscriber. Unless the reader has saved the issues digitally, he loses access to the issues he had full access to while he subscribed. Publishers will also need to be concerned about article preservation.[13] Will today's texts be accessible tomorrow? When articles exist only online, without print to back them up, can we expect the words to last forever? What if something goes wrong with the web site? How will publishers ensure that authors' work will last for readers to enjoy? Do readers even want their journals to be online only, or are they still connected to print?

In Elsevier's most recent Readers' Survey, 771 people were asked whether they prefer to read *GIE* in print, online, or a combination of both? A total of 28% said they read print only; 67.2% read a combination of print and online, and only 4.8% read *GIE* only online.[44] The process of readers getting used to reading a journal online can be slow, and readers can be resistant when they lose their beloved print. Elsevier's Author Feedback Program pointed out the features that are most important to authors. They want speed: fast reviewing, fast production, and fast publication. How can journals improve in that area? The answer is neither simple nor single-faceted.

See next month's issue of EON *for my predictions for the future of publishing.*

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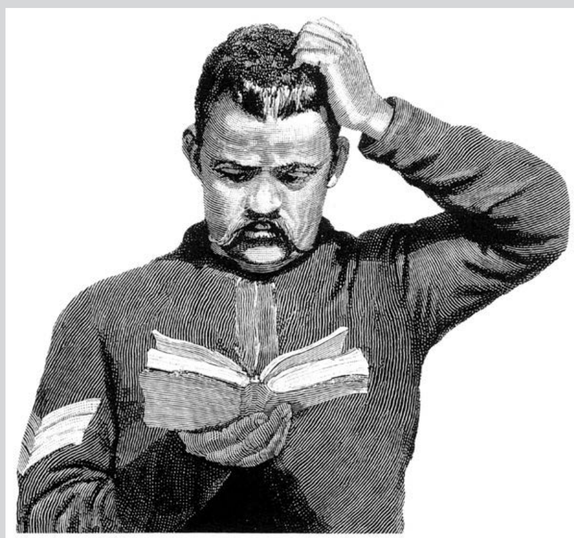
Strange Facts for Bookish People



- When Y.B. Yeats learned that he had won the Nobel prize in 1923, he said to the man who was enthusiastically giving him the news, "Stop babbling, for God's sake! How much is it worth?"
- Marcel Proust had such a fear of germs that if he dropped a pen on the floor, he refused to pick it up.
- F. Scott Fitzgerald liked to write while under the influence of alcohol. "Any stories I wrote when I was sober," he once said, "were stupid."
- George Bernard Shaw said the main reason he became a writer was because an author need not dress respectably.
- Frank O'Conner's last words were, "I hope you don't expect me to entertain you."
- G.K. Chesterton was so forgetful that he once got off a train and telegraphed his wife with the words, "Am in Market Harborough. Where ought I be?"
- Scottish novelist Alasdair Gray, who was a big practical joker, had his publishers add an erratum to the first edition of his first novel that read, "This erratum has been inserted by mistake."

Calendar of Events

Journal Development 1: Practical Plans for Improving Journal Success
March 21, 2013
London, United Kingdom
http://www.alpsp.org

ScholarOne Manuscripts User Conference
April 4–5, 2013
Brussels, Belgium
http://www.scholarone.com

Understanding eJournal Technology
April 26, 2013
London, United Kingdom
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
http://www.councilscienceeditors.org

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

Society for Scholarly Publishing Annual Meeting
June 5–7, 2013
San Francisco, California
http://www.sspnet.org/

Editorial Manager Users' Group Annual Meeting
June 20–21, 2013
Cambridge, Massachusetts
http://www.editorialmanager.com
Save the Date!

6th Annual North American ISMTE Conference
August 6–7, 2013
L'Enfant Plaza Hotel
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September 23–24, 2013
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