

Improving journal quality

1: what is quality?

ACSE conference
Dubai, August 2016

Pippa Smart, consultant
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Welcome

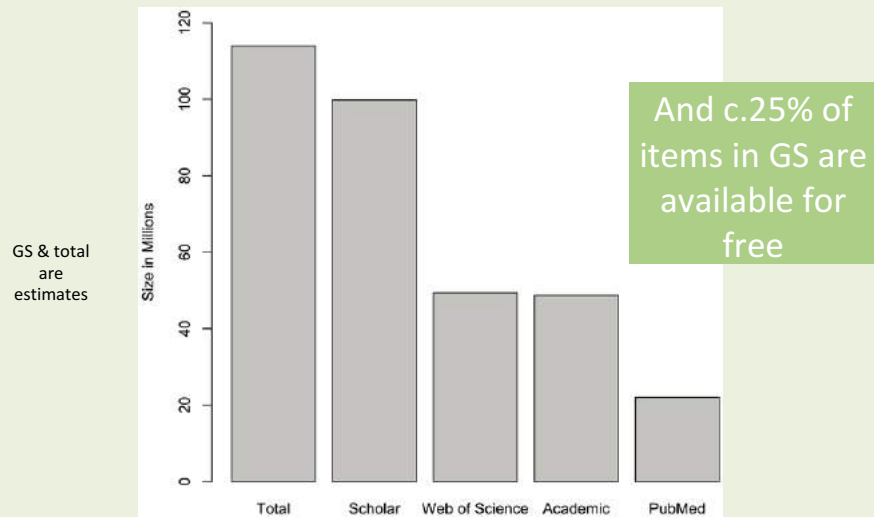
- Who am I?
 - In academic/scholarly publishing since 1986
 - Blackwell-Science (Wiley), CABI, CUP, INASP
 - Independent consultant since 2007
 - Editorial strategies, copyright
 - Other activities include:
 - Training courses on journal development, editorial matters, copyright, Crossref, etc.
 - Write a monthly newsletter: *ALPSP Alert*
 - Vice President of the European Association of Science Editors (EASE)
 - Editor-in-Chief of *Learned Publishing*



WHY QUALITY MATTERS



How many articles ... ?

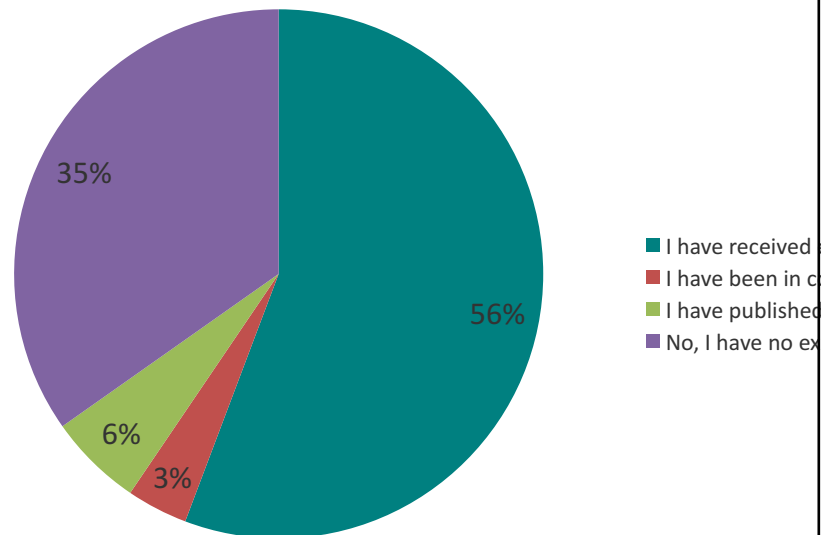


Khabsa M, Giles CL (2014) The Number of Scholarly Documents on the Public Web. PLoS ONE 9(5): e93949. doi:10.1371/journal.pone.0093949
<http://www.plosone.org/article/info:doi/10.1371/journal.pone.0093949>

“Predatory” journals

- Journals that don't conform to international standards
 - What are international standards?
- People using the pay-to-publish model without scruples
 - Fraudulent journals (plagiarised content)

Have you had experiences of encountering so-called 'predatory' publishers?



Discussion

- What makes a journal successful?
- What makes **your** journal successful?
- Who judges?



Success indicators

- Financial stability
- Reputation
 - Among your peers
 - Ease of getting submissions
 - High readership
 - High citation
 - Within institutions
 - Reward for publishing with you
- “Impact”

Gatekeeper or access enabler?



Strategies for improving “success”

Improve submission quality
Improve review quality
Make better decisions

Publish better content

Improve visibility
Increase readership
Raise reputation

Increase impact

Strategies



Question

- Why are you publishing a journal?

Differentiating the vision

- What makes your journal different?
- What makes you unique?
- What is the rationale for your journal?

What is your USP*?

- *Unique selling point

Not all journals are the same

- The environment which journals inhabit is not uniform
- Different communities want different things from journals:
 - Professional advice and guidance
 - High level research findings
 - News and alerts to new guidelines
 - Examples and case studies
 - And what else ... ?

What about your journal?

- Who are your community?
 - What do they want from the journal?
- What does the journal want to supply to them?

Different content / formats

- Original research articles
 - Themed sections
 - Themed issues
 - Lead articles
- Review articles
- Short articles
- Editorial
- Guest editorial
- Editor's selection
- Book reviews
- Case studies
- Case notes
- A day in the life of...
- Perspectives
- Personal view
- Quizzes (CME, etc.)
- News, events
- Letters to the editor
- Obituaries
- And ... ?

Writing and communicating the vision

- Goal
 - Why are you publishing?
- Aims and objectives
 - What you are publishing?
 - Who are you publishing it for?

Good and bad aims

- Journal X aims to improve healthcare in Antarctica

Good and bad aims

- Journal X aims to improve healthcare in Antarctica
- Journal Y aims to improve healthcare in Antarctica through the provision of high quality research

Good and bad aims

- Journal X aims to improve healthcare in Antarctica
- Journal Y aims to improve healthcare in Antarctica through the provision of high quality research
- Journal Z aims to improve healthcare in Antarctica through the provision of quality research for penguin conservationists

Example

- Vision
 - Our vision is that the journal will contribute to improved quality and effectiveness in scholarly publishing by providing a source of relevant and authoritative research and opinion.
- Aims and scope
 - Learned Publishing publishes peer reviewed research, reviews, industry updates and opinions on all aspects of scholarly communication and publishing. Written by and published for everyone involved with scholarly communication and publishing, our readership includes publishers, vendors, librarians, academics and researchers from around the world.



International standards?

POLICIES

DOAJ essential criteria

- DOAJ Principles of Transparency and Best Practice in Scholarly Publishing
 - <https://doaj.org/bestpractice>
 - Developed in collaboration with COPE, OASPA and WAME

Governing Body / ownership

- Journals shall have editorial boards or other governing bodies whose members are recognized experts in the subject areas included within the journal's scope. The full names and affiliations of the journal's editors shall be provided on the journal's Web site.
- Information about the ownership and/or management of a journal shall be clearly indicated on the journal's Web site. Publishers shall not use organizational or journal names that would mislead potential authors and editors ' about the nature of the journal's owner.



Editorial team/contact information

- Journals shall provide the full names and affiliations of the journal's editors on the journal's Web site as well as contact information for the editorial office.



Peer review process

- Journal content must be clearly marked as whether peer reviewed or not. Peer review is defined as obtaining advice on individual manuscripts from reviewers expert in the field who are not part of the journal's editorial staff. This process, as well as any policies related to the journal's peer review procedures, shall be clearly described on the journal's Web site.



Process for identification of and dealing with allegations of research misconduct

- Publishers and editors shall take reasonable steps to identify and prevent the publication of papers where research misconduct has occurred, including plagiarism, citation manipulation, and data falsification/fabrication, among others. In no case shall a journal or its editors encourage such misconduct, or knowingly allow such misconduct to take place. In the event that a journal's publisher or editors are made aware of any allegation of research misconduct relating to a published article in their journal - the publisher or editor shall follow COPE's guidelines (or equivalent) in dealing with allegations.



Conflicts of interest

- A journal shall have clear policies on handling potential conflicts of interest of editors, authors, and reviewers and the policies should be clearly stated.



Revenue sources

- Business models or revenue sources (eg, author fees, subscriptions, advertising, reprints, institutional support, and organizational support) shall be clearly stated or otherwise evident on the journal's Web site.
- Journals shall state their advertising policy if relevant, including what types of ads will be considered, who makes decisions regarding accepting ads and whether they are linked to content or reader behavior (online only) or are displayed at random.



Author fees

- Any fees or charges that are required for manuscript processing and/or publishing materials in the journal shall be clearly stated in a place that is easy for potential authors to find prior to submitting their manuscripts for review or explained to authors before they begin preparing their manuscript for submission.



Copyright

- Copyright and licensing information shall be clearly described on the journal's Web site, and licensing terms shall be indicated on all published articles, both HTML and PDFs



Web site / access

- A journal's Web site, including the text that it contains, shall demonstrate that care has been taken to ensure high ethical and professional standards. It must not contain misleading information, including any attempt to mimic another journal/publisher's site.
- The way(s) in which the journal and individual articles are available to readers and whether there are associated subscription or pay per view fees shall be stated.



Name of journal / schedule

- The Journal name shall be unique and not be one that is easily confused with another journal or that might mislead potential authors and readers about the Journal's origin or association with other journals.
- The periodicity at which a journal publishes shall be clearly indicated.



Archiving

- A journal's plan for electronic backup and preservation of access to the journal content (for example, access to main articles via CLOCKSS or PubMedCentral) in the event a journal is no longer published shall be clearly indicated.



Direct marketing

- Any direct marketing activities, including solicitation of manuscripts that are conducted on behalf of the journal, shall be appropriate, well targeted, and unobtrusive.





Learned Publishing

www.learned-publishing.org

The Association of
Learned & Professional
Society Publishers

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Learned Publishing

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From January 2016 *Learned Publishing* will be published by Wiley in partnership with ALPSP. After this time accepted articles will be available before issue selection via Early View. For article submission information, details on how to subscribe or advertising rates for the print edition, follow the menu options on the top right.

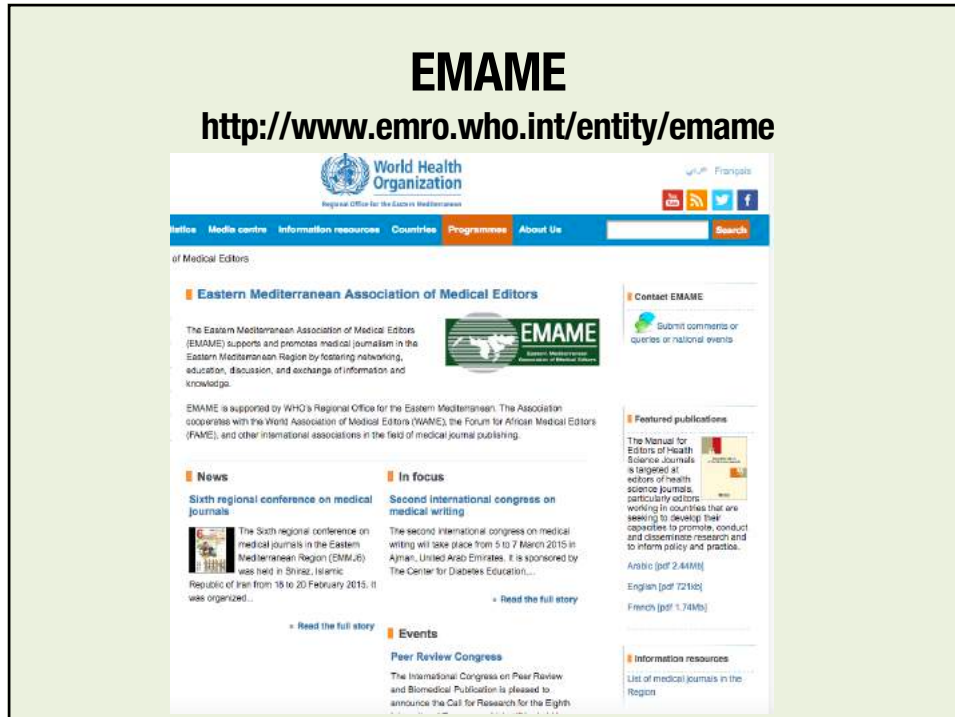
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EMAME

<http://www.emro.who.int/entity/emame>



EASE publications & resources www.ease.org.uk

- *European Science Editing* (quarterly journal)
- ***Science Editors' Handbook*, 2nd ed.**
 - 56 chapters: editing, terminology, policies, peer review, ethics, publishing, promotion
- EASE Toolkit for Authors and for Journal Editors
 - Web links to resources
- EASE Guidelines for Authors and Translators
 - In >20 languages

Thank you

... Questions ...

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Improving journal quality 2: working with authors

ACSE conference
Dubai, August 2016

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WHAT DO AUTHORS WANT?



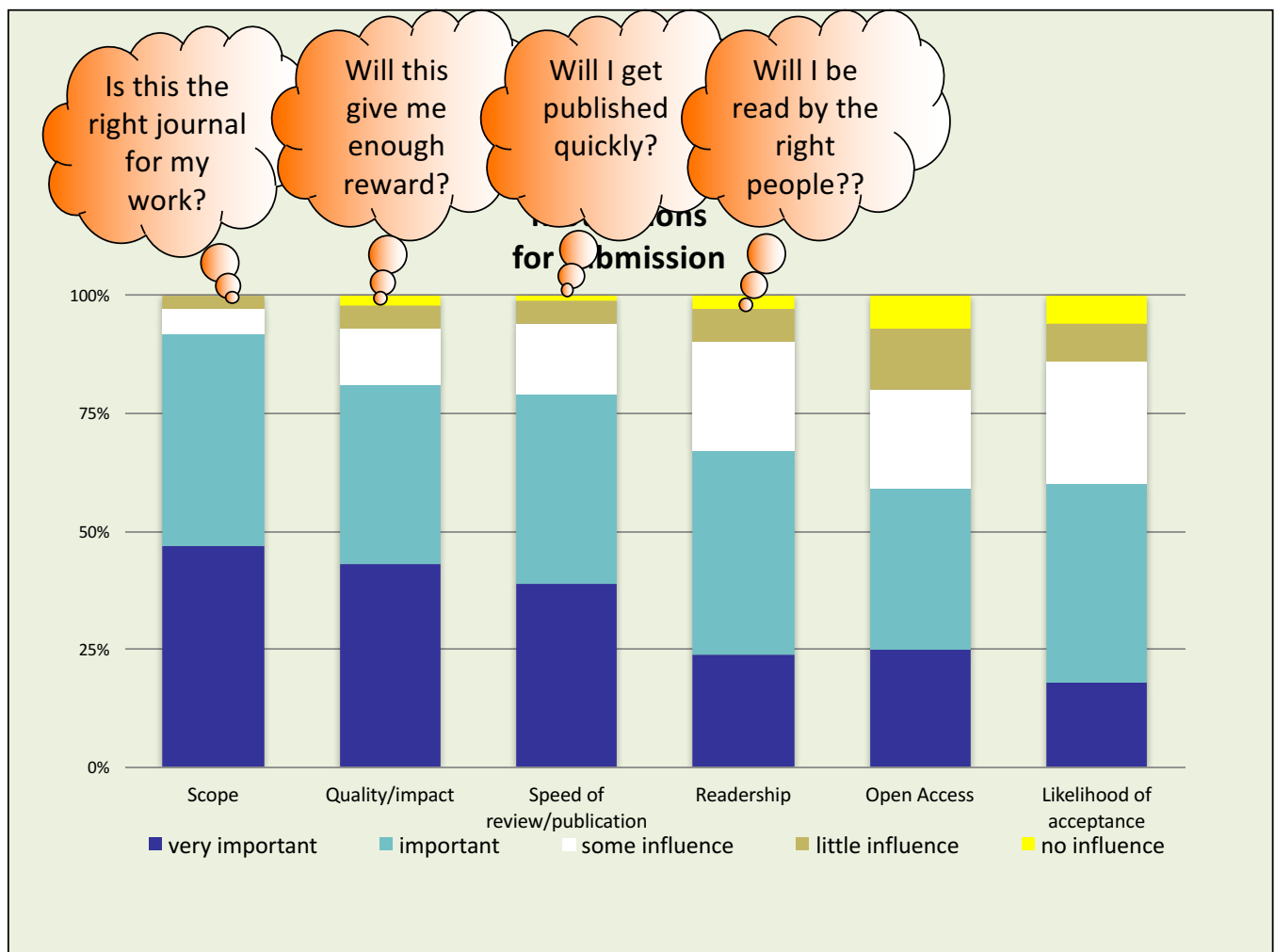
Why we publish

- *Registration*
 - establishing the author's precedence and ownership of an idea
- *Dissemination*
 - communicating the findings to its intended audience
- *Certification*
 - ensuring quality control through peer review
- *Archival record*
 - preserving a fixed version of the paper for future reference and citation

Source:
Henry Oldenburg
Editor/Publisher of Philosophical Transactions
c.1670

What we know about authors ...

- What do authors want
 - ...
- Stamp of authority
- Journal pecking order
- Perceived quality
- Visibility and readership
- Peer recognition
- Citation
- Speed
- Access
- Archive
- Positive publishing experience
- Want to publish more



(Some) reasons for submitting

- The quality of the journal
- The impact factor of the journal
- Journal Web site
- Reputation of the publisher
- The Journal's audience
- Having a broad scope
- The speed of the review and publication process
- The review criteria of the journal
- Amount of the article processing charge
- The fact the journal was Open Access
- Recommendation of a colleague

Solomon (2014) A survey of authors publishing in four megajournals. *PeerJ* 2:e365
<http://dx.doi.org/10.7717/peerj.365>



Why attract more authors?

- More submissions = more selectivity
- Higher quality = more attractive to authors
- Low submissions = lower quality acceptance = less attractive to “good” authors

Do you deliver ...
encouragement?

» For Authors & Editors

Get Read. Publish With Springer.

FREE ACCESS TO YOUR EBOOK

Book authors or book editors are entitled to receive perpetual free access to their own ebook on SpringerLink!

» Free access to my own ebook

ANY IDEAS FOR A NEW BOOK? PLEASE GET IN TOUCH!

WHEN YOU PUBLISH WITH SPRINGER, YOUR WORK GETS THE

SHORT TIME TO MARKET AND GLOBAL REACH

Adding Value - The Journey of an Article

What happens to the manuscript of a scientific paper until it can finally be published globally? Watch how Springer authors and colleagues describe the process.

The Journey of an Article at Springer

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PLOS MEDICINE

Why Publish in PLOS Medicine?

Choosing where to send a paper is always a difficult decision. Here are ten ways in which you will benefit by publishing your paper in PLOS Medicine rather than another top-tier journal.

- 1. Wide dissemination.** PLOS Medicine is the leading open-access medical journal, providing an innovative and influential venue for research and comment on the major challenges to human health worldwide. As an open access journal, articles in PLOS Medicine will always be freely available online, from our Web site and from PubMed Central, to anyone with internet access. This means that your work will have the broadest possible audience. And recent studies have begun to suggest that open access articles get downloaded and cited more frequently.
- 2. Fast and professional peer review.** PLOS Medicine is run by a team of experienced professional editors. The professional editors work closely with academic editors and peer reviewers to provide authors with an efficient, fair, and constructive review process.
- 3. Time-saving pre-submission inquiries.** It is essential that authors provide a pre-submission inquiry, consisting of a referenced abstract and a cover letter, prior to full submission. This allows us to let you know within 48 hours whether the paper is within our scope and whether we will consider the full paper. Read more about the scope of the journal.
- 4. Rapid publication.** Because we are primarily an online journal, once a paper is accepted we do not have to wait for space to become available in the print journal before the paper is published. The time between acceptance and online publication is normally around 8 weeks.
- 5. Your research, put in context.** Each research article is accompanied by an Editors' Summary written to be understandable by all medical professionals, whatever their specialty, and the general public.
- 6. Author-friendly editing.** Unlike other leading publications, we will not totally rewrite your paper to conform to house style. We will, of course, help authors whose first language is not English. In addition, we will not ask you to shorten your paper unnecessarily, although we do require papers to be written concisely.
- 7. No need to order reprints.** Our open access license means that anyone can reprint and distribute our content, so long as they credit the author and cite the original source. Commercial publishing companies make huge profits reprinting your work—now you have an alternative.
- 8. Your research has the chance to have a high impact.** There are a number of ways of measuring a journal's impact, including the influence it has on health policy, how widely read its papers are, and how frequently the papers are cited by other researchers. For a more information on impact factors see this blog and for wider discussion of impact see the June 2006 Editorial.
- 9. Publicity.** We send out weekly press releases on papers published by PLOS Medicine to ensure that papers have the greatest chance of being covered accurately by the media.
- 10. Comments.** PLOS Medicine provides comments to facilitate community evaluation and discourse around published articles. See our guidelines explaining how you can add comments to any PLOS Medicine article.

Outreach

- Networking, networking, networking ...
- Commissioning
 - Who, why, when, how?

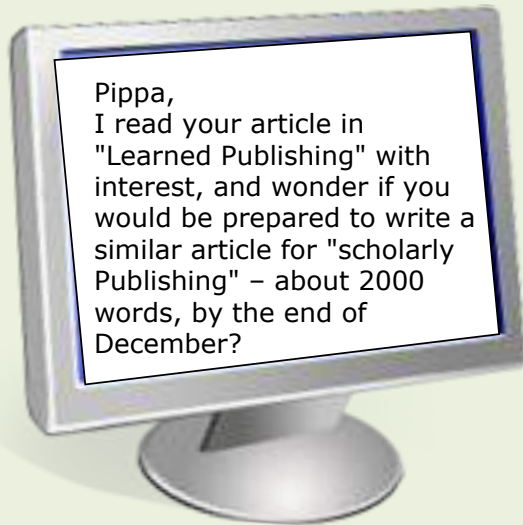
Where do authors come from

- Your department
- Your school
- Your university / institution
- Your country
- Your region
- Your profession (meetings, colleagues)
- Your readers
- Your reviewers

Commissioning letters

- What should be included in a commissioning email:
 - Why the author was chosen
 - Why they should consider submitting to you
 - Motivation, reward
 - What they are being asked to submit
 - Topic, article type, length of article, style
 - When they are being asked to submit
 - Will it be peer reviewed
 - Do you guarantee publication
 - When it is likely to be published

How would you respond to these requests?

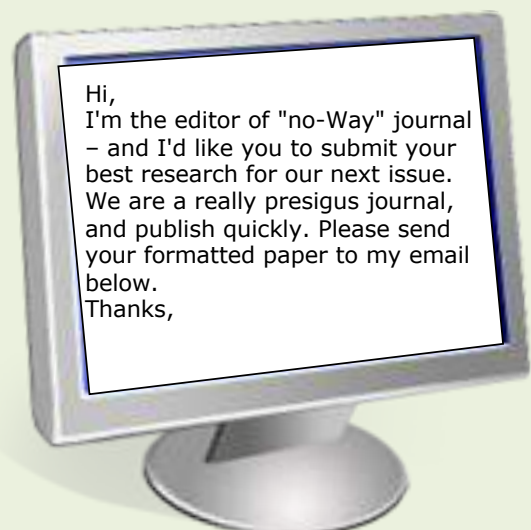
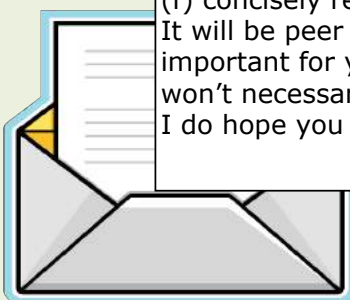


Hello Pippa,
it's Gabriel, long time since we
spoke. How would you like
some free publicity? We are
doing a special issue on
communication and you were
the obvious person to do this.
We want 10 tips for good
writing by Wednesday if you
can...



... or these requests?

Dear Ms Smart,
I have been given your name as a
potential contributor for our
Comment section. I would like a
short piece on Electronic English. It
needs to be a serious work, but I
would also like it to be:
(a) brief, up to say 1000 words,
(b) amusing or witty if appropriate,
(c) a masterpiece of compression,
(d) topical,
(e) factual, though it could include
opinion,
(f) concisely referenced.
It will be peer reviewed so it is
important for you to realise that it
won't necessarily be published.
I do hope you can do this!

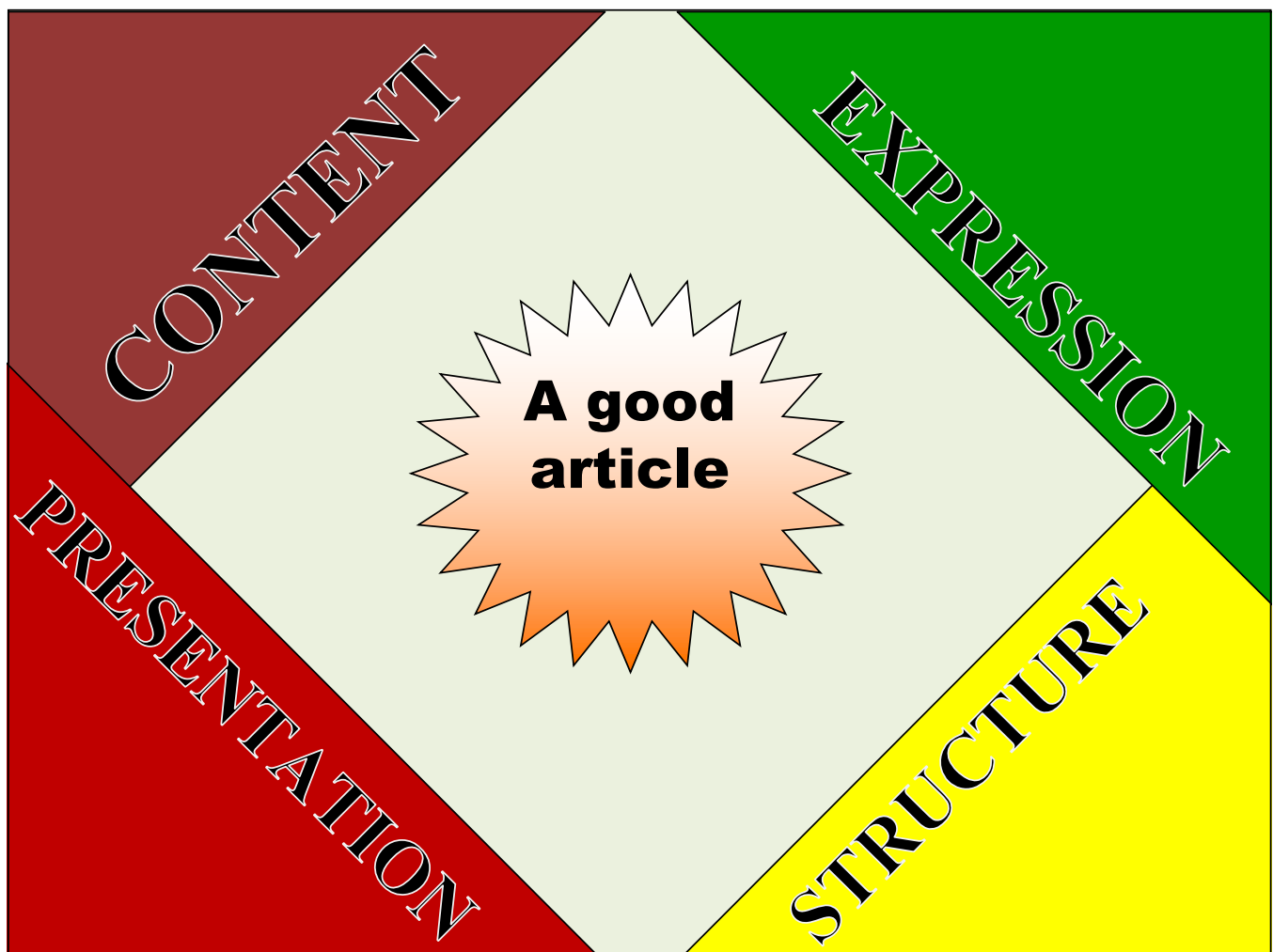




WHAT MAKES A GOOD ARTICLE?

A good article ...

- Is attractive to the editors
 - Makes them want to read it all
- Communicates its message clearly
 - Clearly written
 - Clearly structured
- Encourages citation
 - Through its content



CONTENT

Research ...

- Make it worth publishing
 - Research the literature
 - Ask the right question
 - Plan the right experiment and use the right methods
 - Analyse your results correctly
 - Draw sensible conclusions
- (Thanks to Diabetogoia, “What does an Editor look for?”)

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Have a clear message

- What is the point of the article?
- Can you clearly express the “key message”?
 - If you cannot, then how can the reader?
- Note: the key message and the title are not (always) the same

The key message

- Can be a statement of fact/finding
 - We found a difference in cognitive development between preschool singletons and twins
- ... a challenge
 - We must anticipate a difference in cognitive development ...
- ... a question
 - Why is there a difference in cognitive development...

CONTENT

An article without a message is not worth publishing

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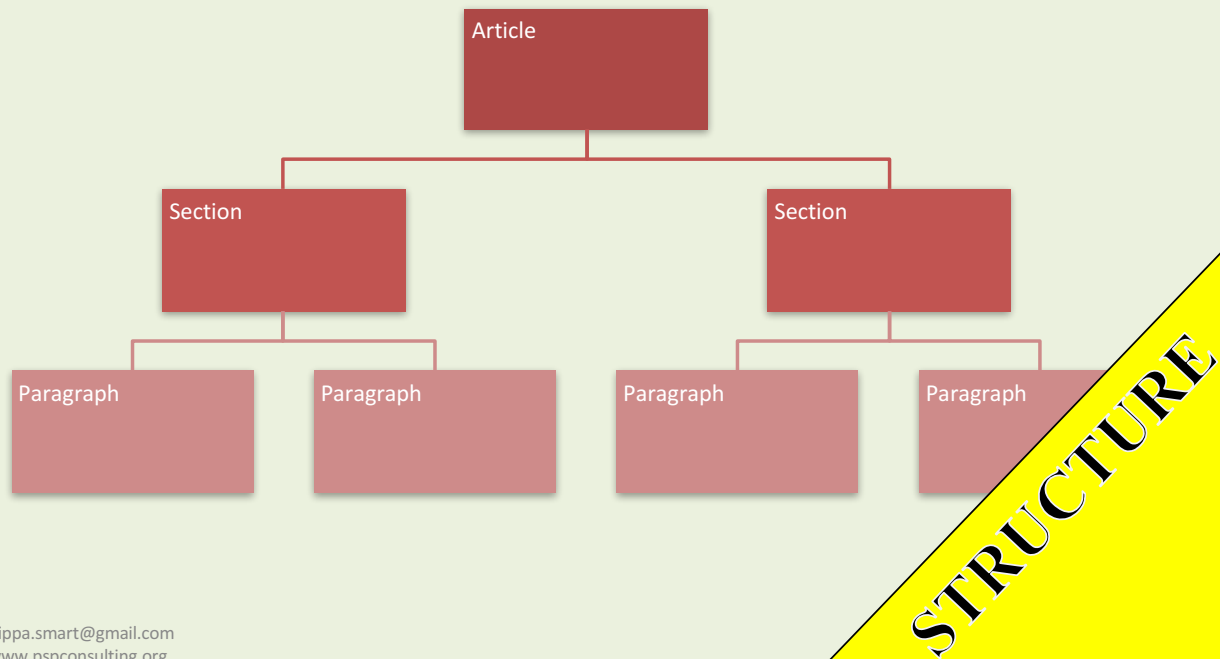
Ensure the content can be understood

EXPRESSION

- Use simple words
 - Peruse/read, exceedingly/often, implement/use
- Avoid redundant words
 - Entirely absent, join together, past history
- Use short sentences

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Putting structure into an article



Article structure

- Introduction:
 - What was the point of the research?
- Method:
 - How was the research undertaken?
- Results:
 - What were the findings?
- And ...
- Discussion:
 - What do the findings mean, what is the next step, where does the answer lead us?

IMRAD

STRUCTURE

Presentation: look professional

- Avoid spelling mistakes
- Clear layout of your document
- High resolution images

PRESENTATION

Tips for authors

“Editors cannot be experts in every area that their journal covers.”

“The author’s job is to intrigue the editor and later on the reviewers, and convince them of the relevance of their work”

What Editors Want: Philippa Benson and Susan Silver



**Tell
authors
what you
want**



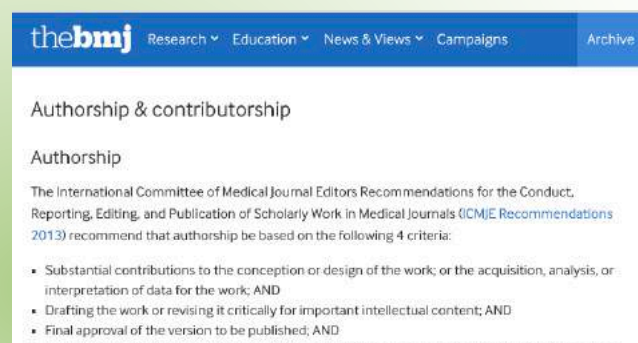
GUIDELINES AND SUPPORT

What is an "author"?

- ICMJE definition
 - "An "author" is generally considered to be someone who has made substantive intellectual contributions to a published study"
 - i.e. contributed to the idea AND execution AND writing of the study
 - "All contributors who do not meet the criteria for authorship should be listed in an acknowledgments section."
- COPE discussion document "each journal set its own definitions"

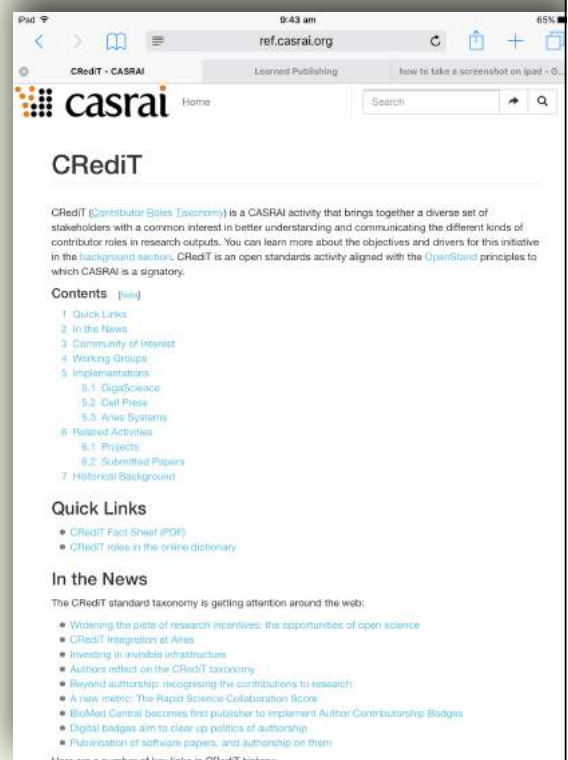
Contributorship or authorship?

- "Who did what"
- Authors listed at start of paper
- Contributors listed at the end, with their contribution
- Taxonomy for contribution?



Contributorship

- CASRAI CRediT
- <http://ref.casrai.org/CRediT>



Author guidelines

- What the journal wants to publish
- How to submit a paper
- What to expect from the publication process
 - How many reviewers, what is the timing, etc.

Do you provide good guidelines?

- Detail (Too much? Too little?)
- Easy to read?
- Quick answers?
- Content
 - Article types, areas of research
- Style
 - Examples of preferred style
- Presentation
 - How to submit, what happens after submission

Useful author resources: Taylor & Francis:

<http://authorservices.taylorandfrancis.com/category/choosing-a-journal>

The screenshot shows the 'AUTHORSERVICES' website with the tagline 'Supporting Taylor & Francis authors'. A navigation bar includes links: 'Choosing a journal', 'Writing your paper', 'Making your submission', 'Understanding peer review', 'Moving through production', and 'You're published!'. The 'Choosing a journal' section is active. It features two main content blocks: 'EIFL network countries: publish Open Access with reduced article publishing charges' and 'How to choose a journal'. To the right, there is a 'Popular tags' section with a word cloud of terms like 'early career', 'researcher', 'award', 'impact', 'tips', 'access', 'instructions for authors', 'ethics', 'article', 'writing', 'journal', 'authors', 'published', 'online submission', 'prize', 'visibility', 'open access week', 'research', 'open access', 'peer review', and 'permissions'. Below the tags is a 'Featured video' section titled 'What to think about b...' with a play button icon and a diagram showing the relationship between 'AUDIENCE', 'AUTHOR', and 'JOURNAL'.

AUTHORSERVICES
Supporting Taylor & Francis authors

Choosing a journal | Writing your paper | Making your submission | Understanding peer review | Moving through production | You're published!

Choosing a journal

EIFL network countries: publish Open Access with reduced article publishing charges

Did you know that researchers based in 45 countries are able to publish open access (OA) in many of our pure OA journals, with greatly reduced and, in many cases, no article publishing charge (APC)? As part of a growing commitment to support open access publishing in emerging countries, we have been working with EIFL... [Read more »](#)

[Read more >](#)

How to choose a journal

Choosing the right journal for your research can seem daunting, but it doesn't need to be. Once you have a shortlist, refine it by asking the right questions.

[Read more >](#)

Popular tags

early career
researcher impact tips
award promotion social media
researcher gold open access green open
access instructions for authors
ethics article writing
journal authors published
authors online submission prize
visibility open access week
research open
access peer review
permissions

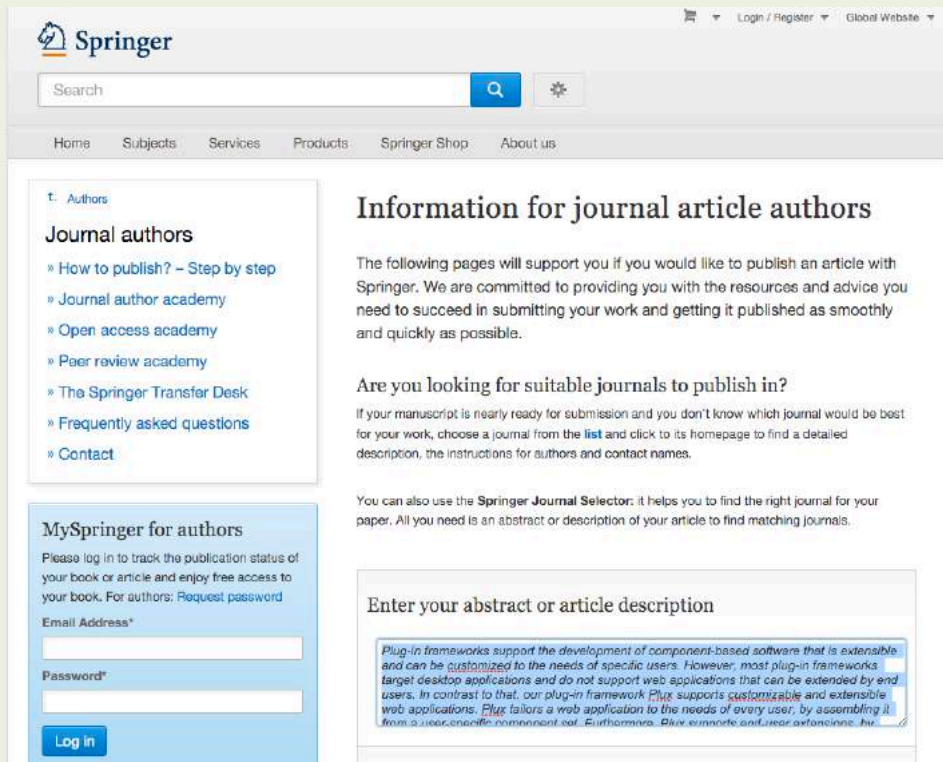
Featured video

What to think about b...

AUDIENCE AUTHOR JOURNAL

Useful author resources: Springer:

<https://www.springer.com/gp/authors-editors/journal-authorcategory/choosing-a-journal/>



The screenshot shows the Springer website's author resources page. At the top, there's a search bar and navigation links like Home, Subjects, Services, Products, Springer Shop, and About us. The main content area is titled "Information for journal article authors" and includes a list of links for authors, a "MySpringer for authors" login section, and a "Springer Journal Selector" section. A sidebar on the left contains a "Journal authors" section with links to "How to publish?", "Journal author academy", "Open access academy", "Peer review academy", "The Springer Transfer Desk", "Frequently asked questions", and "Contact".

Useful author resources: OUP: <http://www.oxfordjournals.org/en/authors/index.html>



The screenshot shows the Oxford University Press (OUP) Author Resource Centre website. The page is titled "Author Resource Centre" and includes a sidebar with links to "Home", "Author Resource Centre", "Figures", "Instructions to Authors", "Latex Files", "Manuscript Tracking", "Offprints", "Online Submissions", "ORCID", "OUP Blog", "OUP Ethics Statement", "Production Values", and "Social Media for Authors". The main content area is titled "Resources for Authors" and is divided into three columns: "Your Manuscript" (with links to "Complying with Funding Agency Policies", "Figures", "Frequently Asked Questions", and "Instructions to Authors"), "Services" (with links to "Manuscript Tracking", "ORCID", "Offprints", and "Publication Ethics"), and "Marketing" (with links to "OUP Blog" and "Social Media for Authors"). A sidebar on the right includes a "Connect" section with social media links, an "Oxford Language Editing" section, and a "Discover the Digitized Oxford Journals Archive" section.

Do you help with author resources?

- Private, commercial services
 - Edanz, Editage, Charlesworth ... others?

The collage displays three commercial author service websites. On the left is 'The Charlesworth Group Author Services', which includes a welcome message and contact information (pippa.smart@gmail.com, www.pspconsulting.org). In the center is 'edanz', featuring a 'Find the target journal' section and a 'FREE! Edanz Journal Selector'. On the right is 'editage', which highlights 'Research Publication. Simplified.' and lists statistics: 603,000 papers, 154,000 authors, 1,200+ subjects, 1,400+ experts, and 14+ years of experience. It also lists services like English editing, publication support, translation, and medical writing.

Good practice



Communication

- Is it easy to communicate with the journal?
 - Email / post / telephone / online
- How well does the journal communicate what it wants
 - Author guidelines
 - Responses (and responsiveness)

The advisory role of the journal

- Clear guidance for authors
- Constructive reviewer comments
 - Timeliness (speed of feedback)
 - Feedback (positive and negative)
- Post-decision assistance
 - Clear rationale for decision to reject article
- Author assistance
 - Editing / Rewriting
 - Advice / criticism

When rejecting

- Be clear – be kind

Reasons for rejection

- Wrong paper, wrong journal
 - Read the guidelines
- Mismatch of quality
 - Don't aim too high
- Journal backlog increasing rejection
 - Just unlucky
- Too many articles on the same topic
 - Check before submitting – or just unlucky
- Badly written
 - Explain yourself more clearly
- Flawed science
 - Be honest with yourself

What Editors Want: Philippa Benson and Susan Silver



MOTIVATING AUTHORS

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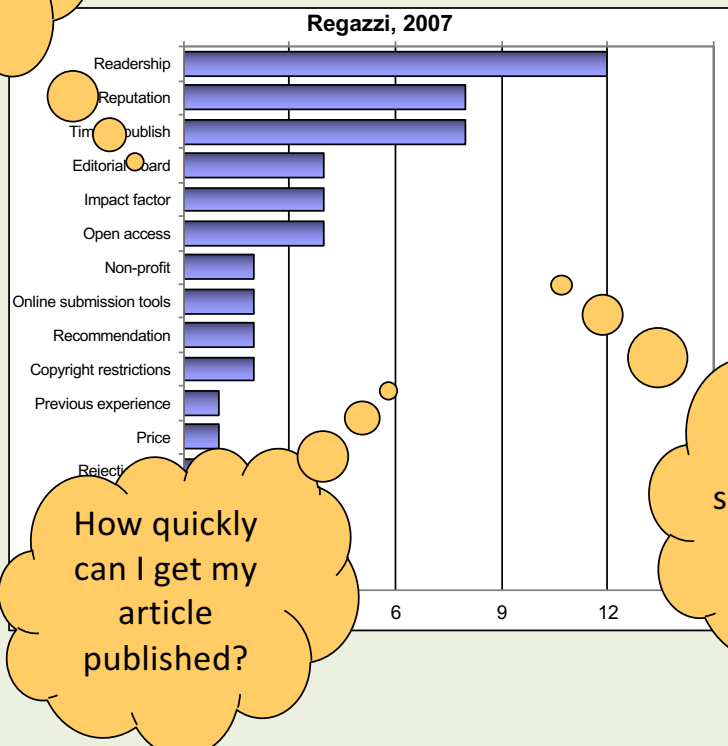
Motivating them to come to you...

- Be visible
 - Will you help raise awareness of their article?
- Be credible
 - Good reputation, good quality
- Give good service
 - Submission systems, responsive, feedback
- Be indexed
 - PubMed, Web of Science, Scopus
 - Impact Factor ...
- What is your USP?
 - What “extra” can you offer?

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Will my peers read this?

Do you deliver ...

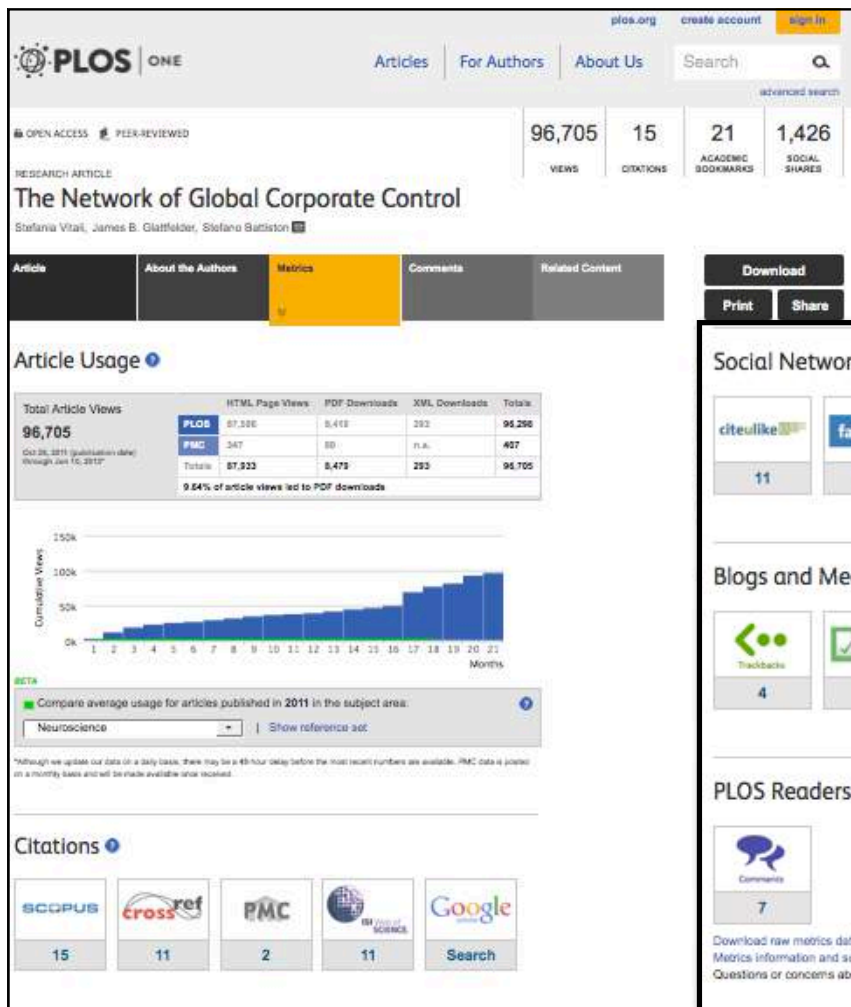


How quickly can I get my article published?

Will publishing here give me sufficient credit?

pippa.smart@gmail.com
www.pspconsulting.org

54



Do you deliver "after-sales" service?

Social Networks



Blogs and Media Coverage



PLOS Readers



Download raw metrics data as XML.
Metrics information and summary data for PLOS ONE.
Questions or concerns about usage data? Please let us know.

Journals of Zhejiang University Press, Hangzhou, China



Using authors ... ?

- Can you motivate authors to “sell” their own articles?
 - Social networking
 - Blogs
 - Alerts
 - Grow Kudos (NB, not GetKudos!) www.growkudos.com/





RESOURCES

- Philippa Benson and Susan Silver (2012) What Editors Want: An author's guide to scientific journal publishing. University of Chicago Press
<http://press.uchicago.edu/ucp/books/book/chicago/W/bo13948168.html>
- Tim Albert (2016) Winning the Publications Game. CRC Press.

EASE publications & resources

www.ease.org.uk

- *Science Editors' Handbook*, 2nd ed.
 - 56 chapters: editing, terminology, policies, peer review, ethics, publishing, promotion
- EASE Toolkit for Authors and for Journal Editors
 - Web links to resources
- EASE Guidelines for Authors and Translators
 - In >20 languages



Thank you

... Questions ...

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