



NEWSLETTER

DECEMBER 2009

ISSUE 2

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LETTER FROM THE CO-EDITOR—WELCOME TO ISSUE 2

ISAJE Colleagues,

I am very happy to be able to present the second issue of the ISAJE Newsletter and hope it reaches you in good health and good spirits. The aims of this newsletter are to share information, encourage collaboration, and provide support to all members. In this issue we bring you feature articles on citation behaviour and the ethical issues in publishing, update members on a new tool to detect plagiarism and revisions to APA publication standards and include a calendar for upcoming events.

We are very pleased to be able to include several summaries of presentations from the 2009 ISAJE Meeting held in September in Trieste, Italy. I felt very privileged to be able to attend this event and meet so many members for a few days of stimulating discussion and debate, sightseeing and sunshine on the Italian coast. The meeting was extremely well run, thanks to the hard work of Molly Jarvis, Tom Babor, and the rest of the ISAJE team. It provided a tremendous opportunity to network with other journal editors and publishers in an informal setting, and to get to know other ISAJE members as friends as well as colleagues.

The very deserving winner of the ISAJE/WHO Young Scholars Award was announced, and included in this newsletter is a call for donations towards this prize. Each year a young scholar is awarded funds to travel to a conference of their choice to present their research, attend sessions and network with other professionals in the addictions

(See Welcome on page 12)

ISAJE PLANS FOR PRAGUE 2010

- Our next Annual Meeting will take place at the Hotel Josef, Prague, Czech Republic (30 September to 3 October, 2010). Further details TBA (or contact Molly Jarvis—see back page for contact information)

ADDITIONAL CO-EDITOR WORDS: TRIESTE A SUCCESS

My co-editor, Sally Monaghan, has provided a wonderful description of our Annual Meeting in Trieste. A few extra words:

Our annual ISAJE Meeting proved, once again, to be an invaluable forum for the exchange of ideas. Through my Newsletter co-editor lens, I saw a goldmine of information that would be great to disseminate to the ISAJE readership. Unfortunately, much of this information does not eventually find its way to those who could use it. To rectify this, I offer two solutions. First, make your best effort to join us next year. Michal Miovsky has gone to considerable effort to obtain a competitive price for a

(See Success on page 12)

ANNOUNCEMENTS FROM THE EXECUTIVE

Publishing Addiction Science Workshop in Nevada

ISAJE organized a workshop for the June 19, 2009 meeting of the U.S. National Institute on Drug Abuse International Forum held in conjunction with the College on Problems of Drug Dependence annual scientific meeting in Reno, Nevada. NIDA took care of most of the promotion and technical arrangements for the workshop. The workshop was another in a series of ISAJE trainings based on *Publishing Addiction Science*. For this workshop, participants could attend one of two parallel sessions. They were then encouraged to complete the material from the other section using the online materials on the ISAJE website (<http://www.parint.org/tutorial.cfm>). The topics and presenters for the two sessions are shown below.

Section A: Practical Issues in Publishing Addiction Science

- Chair: Robert L. Balster, Editor, Drug and Alcohol Dependence

—*How To Choose a Journal*

Thomas F. Babor, Associate Editor, Addiction

—*Beyond the Anglo-American World: Advice to Researchers*

Isidore S. Obot, Editor, African Journal of Drug and Alcohol Studies

—*How to Write a Good Research Paper*

Peter Miller, Commissioning Editor, Addiction

—*How To Review Papers for a Scientific Journal*

Robert L. Balster, Editor, Drug and Alcohol Dependence

—*What Journal Editors Want Most From Prospective Authors*

Open Forum

Section B: Ethical Issues in Publishing Addiction Science

- Chair: Thomas F. McGovern, Editor-in-Chief, Alcoholism Treatment Quarterly

—*Publication Issues for Graduate Students, Postdocs, and Junior Faculty*

Dominique Morisano, Centre for Addiction and Mental Health/University of Toronto

—*Authorship Credits*

Erin L. Winstanley, University of Cincinnati College of Medicine

—*The Seven Deadly Sins of Scientific Publishing*

Thomas F. Babor, Associate Editor, Addiction

—*Moral Reasoning in Addiction Publishing*

Thomas F. McGovern, Editor-in-Chief, Alcoholism Treatment Quarterly

—*Conflict of Interest in Relation to Funding Sources*

Peter Miller, Commissioning Editor, Addiction

Over 100 persons attended one of the sessions, and 90 received a copy of *Publishing Addiction Science: A Guide for the Perplexed, 2nd Edition*. Because the workshop was part of the NIDA International Forum, persons attending it came from all over the world. Questions and discussions at the meeting were lively and, overall, the feedback received on the workshop was excellent. ISAJE seeks other opportunities to participate in training in many aspects of the publications process, and encourages members and others to promote use of the online materials, which contain videotapes of lectures based on most of the chapters in the book. □

-Bob Balster

ANNOUNCEMENTS FROM THE EXECUTIVE, CONT'D

ISAJE/WHO Young Scholars Award 2009

The ISAJE Board is pleased to announce the winner of the 2009 ISAJE/WHO Young Scholars Award. Dr Monica Malta, a researcher from Rio de Janeiro, Brazil, receives the award for her paper “Adherence to antiretroviral therapy for human immunodeficiency virus/acquired immune deficiency syndrome among drug users: a systematic review” published in *Addiction*. The runner-up was Dr Lu Yin from China, for her paper “Willingness of Chinese injection drug users to participate in HIV vaccine trials” published in *Vaccine*.

The ISAJE/WHO Young Scholars Award provides recognition for the contributions to addiction science of young scholars from low and middle income countries and promotes their involvement in the field. The award is given for the best paper published by a young scholar from a low or middle income country on any topic related to addiction. The winner will receive a certificate and financial support to attend an international scientific or clinical meeting in the addiction or substance abuse field, to be chosen by the winner in consultation with the Award Committee.

Applications are invited for the 2010 award. To be eligible, the paper must have been published either online or in print form in a peer-reviewed scholarly journal between 1 July 2007 and 30 June 2010. The research reported should have been carried out predominantly in a low or middle income country, as specified by the World Bank classification. Applicants must be less than 35 years old and should be the lead author in the paper being submitted for the award. They should hold a current academic or research position in a low or middle income country, or should have held such a position at the time the research for the paper was carried out. The deadline for receiving applications is 31 July 2010.

Further details including the full eligibility criteria and application procedure may be obtained from the ISAJE Executive Officer, Molly Jarvis, 4 Windsor Walk, London SE5 8AF, United Kingdom molly@addictionjournal.org. The award for the winner (\$2000 to attend the meeting of their choice) is sponsored by ISAJE, the World Health Organization (WHO), and Virginia Commonwealth University. To continue this award ISAJE is seeking donations from members and member journals/publishers of any size, large or small. The main award is intended to enable the researcher to travel and attend/present at the meeting of their choice.

Unfortunately, the size of the current award may require the winner to supplement the bursary with their own personal funding, in order to fully cover travel and conference costs. Currently, the runner-up receives a certificate of merit. Additional donations would help ISAJE increase the size of the award to winners and introduce a second prize for runners-up. Please contact Molly Jarvis to offer a contribution. □

-Sally Monaghan

***Dr Monica Malta
wins the 2009 ISAJE/
WHO Young Scholars
Award with her
paper “Adherence to
antiretroviral
therapy for human
immunodeficiency
virus/ acquired
immune deficiency
syndrome among
drug users: a
systematic review”***

CALENDAR OF EVENTS – 2010

January

Academic Publishing in Europe—APE 2010: “Researchers, Librarians & Publishers”

- 19-20 January
- Berlin, Germany

ALPSP Seminar: Know your rights. Opportunities and pitfalls in content licensing

- 27 January, 2010
- London, UK

February

Web 2.0: Online communities and social media (ALPSP)

- 10 February, 2010
- London, UK

American Association for the Advancement of Science: “Bridging Science and Society”

- 18-22 February, 2010
- San Diego, CA, USA

Project management for publishing (ALPSP)

- 23 February, 2010
- London, UK

March

Introducing to journals marketing (ALPSP)

- 2 March, 2010
- London, UK

April

British Society for Literature and Science 2010 Conference (BSLS)

- 8-10 April, 2010
- Newcastle-on-Tyne, UK

May

Council of Science Editors Annual Meeting: The changing climate of scientific publishing - the heat is on

- 14-18 May, 2010
- Atlanta, GA, USA

Editors' Association of Canada

- 28-30 May, 2010
- Montreal, QC, Canada

June

Editorial Manager User Group

- 17-18 June, 2010
- Cambridge, MA, USA

July

IEEE Professional Communication Society: International professional communication conference (IPCC 2010)

- 7-9 July
- Twente, Netherlands

August

International Academy of Nursing Editors

- 11-14 August, 2010
- Brisbane, QLD, Australia

September

Society for Editors and Proofreaders

- 4-6 September, 2010
- Glasgow, UK

International Society of Addiction Journal Editors (ISAJE) 2010 Annual Meeting

- 30 September - 3 October, 2010
- Hotel Josef, Prague, Czech Republic

October

Addictions 2010: The new frontier in addiction treatment: Evidenced-based policy and practice

- 28-31 October, 2010
- Arlington, VA, USA
- <http://www.addictions-conference.elsevier.com>

November

National Association of Science Writers Annual Meeting

- 4-9 November, 2010
- New Haven, CT, USA

...and in 2011

International Society of Addiction Journal Editors (ISAJE) 2011 Annual Meeting

- 11-14 September, 2011
- Hilton Head Island, South Carolina, USA

CROSSREF IN THE NEWS

CrossCheck—fighting plagiarism

CrossCheck is an initiative started by *CrossRef* to help its members actively engage in efforts to prevent scholarly and professional plagiarism. *CrossCheck* has access to a continuously growing database (over 20 million articles in June 2008) of current and archival scholarly literature and is able to check authored works against this database. To participate in *CrossCheck*, publishers must first allow their content to be indexed and included in the *CrossCheck* database. This helps prevent other publishers from unknowingly re-publishing the same content. As of November 2009 there were 63 members (publishers) and 42,723 journals included in the *CrossCheck* database.

Editors and publishers can upload a document and run a similarity check. The system returns a set of results listing documents that share a significant degree of textual overlap with the target document. The results are presented in order of similarity with an indicator showing the degree of overlap with the document being checked. This result set is called an “originality report”, which must be analyzed by someone with editorial expertise in order to detect instances of plagiarism. For more information see: <http://www.crossref.org/crosscheck.html>. □

-Sally Monaghan

**The
CrossCheck
tool can
help
prevent
scholarly
plagiarism**

Supplementary material—Report

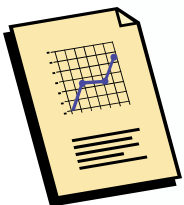
Along with the benefits of online scholarly journal publishing also come attendant (and often unforeseen) challenges.



One of the challenges facing publishers today is the lack of consensus regarding supplementary material. Supplementary material (auxiliary/ancillary material) refers to everything included in an article that is outside of the “primary article”, but nonetheless is part of the article, and seemingly requires peer-review and publishing resources to the same extent that the primary aspect warrants.



Recently, a move toward reducing supplementary material ambiguity was orchestrated by Sasha Schwartzman, Information Systems Analyst-Designer at the AGU (American Geophysical Union, publisher of 18 peer-reviewed journals). His report, which presents the results of an informal survey of scientific journal publishers (editors, journal managers, and journal website specialists), was conducted primarily via the CrossRef and eXtended Typesetting Listserve (CrossRef is a digital object identifier [DOI] provider that, by and large, assigns and manages DOIs [electronic ISBNs] for all scholarly publications).



According to Schwarzman, “many scientific journal publishers are struggling with how to handle ‘supporting material’ in the mixed electronic-print environment. Recently, the AGU set out to determine if any best practices or collective wisdom have emerged on this topic”. A few of the questions that defined his exploration were: “What is the definition of supporting material? Does the notion even make sense in the electronic-only or primarily electronic environment? Whose prerogative is it to decide what’s supporting and what’s primary: the author’s, scientific editor’s, publisher’s? Should supporting material be peer-reviewed?”

The report is easy-to-read and provides an unbiased summarization of the feedback provided by scholarly publishing experts. For those interested in the full report, please contact Daryl Boshart at Daryl_Boshart@camh.net, or Sasha Schwartzman directly at sschwarzman@agu.org. □

-Daryl Boshart

FROM WILEY-BLACKWELL'S *PUBLISHING NEWS*

Citation Behavior

By: Bob Campbell, Senior Publisher, Wiley-Blackwell

Many editors ask us what can be done to raise the Impact Factor (IF) of their journals. The standard answer is to publish more review articles and raise the rejection rate. Thanks to research commissioned by RIN (Research Information Network), and just published under the title "Publication, dissemination and citation behavior of researchers", we now have a better understanding of citation behavior.

Four complementary methodologies were used: literature review, bibliometric analysis, focus groups, and a survey of researchers across the full range of disciplines.

The literature review found, not surprisingly, that the main reasons for referencing are to establish the background and context of a topic, and to then provide supporting evidence. Personal contact or familiarity with an author can be a major factor. The survey results confirm this and, to quote from a physics focus group participant: "I cite the papers of the people I respect and whom I happen to know do good work."

Some more tactical motivations for citing were also revealed, for example, to meet journal requirements and to demonstrate poor work. Many of the focus group and interview participants said they tailor citations to increase their chances of getting

their article accepted. This includes citing articles in the journal to which they are submitting or even leaving out certain references. As one respondent noted: "Inevitably, authors try and guess who may act as referee and then cite their work extensively, I do". Just over one quarter of the survey respondents

'There were significant differences between disciplines in the numbers of citations per publications - humanities on average cite the greatest number of works (and more books), engineering the fewest'

stated they were likely to cite other people's work if they disagreed with the research material - a finding supported in the focus groups.

Almost 30% of survey respondents stated that they had received some

form of guidance in what they did, or did not, cite. The most common sources of guidance appear to be co-authors (57%) and reviewers (62%). The focus groups supported the finding that journal editors or reviewers are a major influence. In the majority of instances, guidance from reviewers on what to cite was seen as negative -with many participants stating that they viewed such guidance as a way to increase the citation of other articles from the relevant journal or even from the reviewer.

Accessibility of cited material was not found to be a major influence, although this varied by discipline: 14% of respondents said accessibility was a factor in the humanities, 32% in the medical and biological sciences. Respondents who had been involved in research for 25 years or more were significantly more likely not to be influenced by accessibility of cited material.

There were significant differences between disciplines in the numbers of citations per publications - humanities on average cite the greatest number of works (and more books), engineering the fewest.

The supporting papers (at <http://www.rin.ac.uk/research-assessment-behaviour>) include a lot of fascinating details and are well worth a look, especially the focus group findings. □

Previously published in Wiley-Blackwell Publishing News, Issue 23, September 2009

FROM WILEY-BLACKWELL'S *PUBLISHING NEWS*, CONT'D

Bentham Affair

By: Philip Davis

"Would a publisher accept a completely nonsensical manuscript if the authors were willing to pay Open Access publication charges?" This is the premise behind a test I conducted earlier this year. After being spammed repeatedly by Bentham Publishers with submission requests and invitations to join editorial boards on topics in which I had absolutely no experience, I decided to find out. This meant submitting a computer-generated paper to a journal and seeing what happened. The result confirmed my speculation: if I sent \$800 to a post office box in a tax-free zone in the United Arab Emirates, I could have anything published.

I won't cover any more details of the affair as readers may entertain themselves in a humorous description of events from the Scholarly Kitchen [1]. In this short piece, I would like to cover a few broader issues related to the Bentham Affair, namely, how organizations deal with crises, ethical issues related to the experiment, and lastly, the implications this event has on scholarly publishing.

How organizations react to crises

Organizations are complex beasts. They involve many people at multiple levels. In the case of scholarly publishers, the majority of actors in the system are academics, distributed around the world in their own organizations. Getting a response in a timely manner involves massive coordination and communication, which is why most organizations are slow to respond when a quick response is crucial. However, it is more important to get the response right and there is a simple narrative

that most organizations fail to follow: 1) admit fault, 2) identify and correct the source of failure, and 3) reaffirm the perception of trust. Unlike other industries, publishers have little more than their names as assets, which is why maintaining the public's sense of trust is paramount to getting over

'After being spammed repeatedly by Bentham Publishers with submission requests and invitations to join editorial boards on topics in which I had absolutely no experience, I decided to find out'

public scandals.

Bentham could have reacted quickly and methodologically to the affair by accepting that they made a simple mistake, blaming the accepted article on an administrative error/software

glitch/inexperience with the English language, and lastly, reaffirming the publisher's commitment to high-quality peer review.

Instead, the publisher responded that the paper was indeed peer reviewed [2], blamed me as the unethical party in the affair [3], and constructed an implausible and contradictory story that they were playing along with the hoax all along [2,3]. This line of action led to the resignation of the editor-in-chief along with other editorial board resignations, and a public backlash has put the credibility of this publisher in doubt. Clearly, most of the damage was self-inflicted.

Ethics

The ethics of this affair are complex and may be framed and interpreted differently depending on the choice of words. Was it a "hoax", a "satire", a "prank", a "fraud", a "test", or an "experiment?" Is there an absolute definition of ethical conduct, or does context matter? As Hannah Devlin, writing for the *Times (London)* asked rhetorically "is it OK to be temporarily dishonest to reveal a greater evil?" [4]

I take academic integrity very seriously, which is why the notion of engaging in an act which may be perceived as deceptive was not taken lightheartedly. Yet, the scientific publishing system runs on an implicit level of trust. In the case of Bentham, an author must trust that in return for paying a fee, a manuscript would receive proper editorial and peer review prior to publication. The trust system also extends to readers, who are told that articles branded with the publisher's name are credible and valid documents, as well as to those

(See Bentham on page 12)

PRESENTATION SUMMARIES: ANNUAL MEETING IN TRIESTE – SEPTEMBER 2009

Digitizing Journals: Digging for Gold or Open Access?

By: Andrea Mitchell

In recent years, “Open Access” has become almost a mantra in some academic circles. Everyone wants it, and for good reason. With the continually escalating prices of academic journals, libraries and research centers have found it difficult to continue subscriptions to long standing journals, let alone purchase that single needed article from a journal not in the collection.

According to Wikipedia’s entry on *open access publishing* (accessed on September 17, 2009), “[o]pen access journals are scholarly journals that are available online to the reader ‘without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself’ [1]”.

Open access is a concept related to the notion of the public good. Given that tax payers fund research, it is argued that the public ought to be able to see the outcome of that research without paying again to read the article describing the research outcomes. Governments fund the research, scientists do the research and write articles on their findings and then send them to the publishers—publishers who disseminate the material through academic journals, while sometimes charging excessive fees.

Making journal content available to users through open access, regardless of affiliation with a subscribing library, benefits various groups including:

- Authors of such articles, who will see their papers more read, more cited, and better integrated into the structure of science
- Academic readers in general at institutions that cannot afford the journal, or where the journal is out of scope
- Researchers at smaller institutions, where their library cannot afford the journal
- Readers in general, who may be interested in the subject matter

(See *Gold* on page 13)

The Addictionary Project – Improving our use of concepts

By: Kerstin Stenius

A project for ISAJE and the Kettil Bruun Society for Social & Epidemiological Research on Alcohol

At the ISAJE meeting in Trieste, the Addictionary project was presented and discussed (as it was at our 2008 Annual Meeting). As you will see from the description below, the project is challenging, but exciting. Soon, it will hopefully have a proper organization, and I believe that ISAJE and its member journals can play a key role in the effort to improve scientific communication across disciplinary, cultural and linguistic boundaries.

Concepts are political

It is not a rare experience for editors to be irritated by authors who carelessly use central concepts. Sometimes authors seem to use the “wrong” concept for a phenomenon which has an established name in a certain field. But everybody who has been active in the addiction field for some time also knows that there is a constant competition and emergence and disappearance of rivaling and alternative categories and definitions describing normality, abnormality, risks and ideal states.

Concepts are constantly on the move. Additionally, some concepts such as *addiction*, *harm reduction*, *binge drinking*, and *risky drinking* (among others) are obviously used during the same period in various ways by various actors. They are constantly contested. They are rooted in various, sometimes opposed, scientific and professional arenas: in medicine, legal and administrative spheres, religion and the economy, players compete over the ownership of the problem. Concepts may also stem from particular national or cultural context, implying that the importance of a concept also, to some extent, implies the importance of a “foreign” praxis.

The aims of the Addictionary project (ingeniously baptized by Andrea Mitchell) are manifold. One part of the project aims at studying the politics of addiction problem handling through an analysis of the struggle over some key concepts. This part of the project will focus on the history of concepts within various national frames of addiction policy and treatment. It will study the origins,

(See *Concepts* on page 14)

WHAT'S NEW IN THE 6TH EDITION OF THE APA PUBLICATION MANUAL...

Does your journal use the APA Publication Manual as the foundation for its house editing style? If so (or even if not), the following additions to the APA's new manual, summarized below, may have implications for your journal.

Chapter one: new discussions of the following ethical topics have been added:

- Data retention and sharing
- Publication credit
- Self-plagiarism
- Protecting the rights of research participants

Chapter three: the rules of heading structure have been simplified, with five headings to be used consecutively. Table 3.1 (shown below) clarifies how each type of heading is to be formatted.

Level of Heading	Format
1	Centered, Boldface, Uppercase and Lowercase Heading ^a
2	Flush Left, Boldface, Uppercase and Lowercase Heading
3	Indented, boldface, lowercase paragraph heading ending with a period. ^b
4	<i>Indented, boldface, italicized, lowercase paragraph heading ending with a period.</i>
5	<i>Indented, italicized, lowercase paragraph heading ending with a period.</i>

^a This type of capitalization is also referred to as *title case*. ^b In a *lowercase paragraph heading*, the first letter of the first word is uppercase and the remaining words are lowercase

*reproduced from: American Psychological Association (APA). The Publication Manual of the American Psychological Association (2009). 6th ed. Washington, DC: American Psychological Association.

Chapter five: includes guidelines on reporting results of statistical significance and displaying results.

Chapter six: in regards to crediting sources, a definition of plagiarism and rules for direct quotation of material in text is outlined (including guidance on citing passages from electronic text with no page numbers [cite section or sub-heading, e.g. Discussion, and paragraph]). Information is also provided on constructing reference lists with a new discussion on citing the archival version or version record, expanded information on electronic sources and locator information (emphasis on the DOI) and new guidance on what to include as publication information (again, with a focus on electronic sources).

Chapter seven: contains new reference examples showing electronic formats together with print formats within each category of source material. New examples are provided for new media, including data sets and software, Internet message boards, archival documents and collections and podcasts.

Chapter eight: very relevant to all journal editors. Includes:

- a new discussion of peer review
- a new discussion of the editorial decision-making process by which manuscripts are accepted or rejected
- a new section on getting assistance with scientific writing in English
- guidance on complying with ethical, legal, and policy requirements condensed in one place
- a form to be completed by all publishing authors outlining a full disclosure of interests.

It is highly recommended that all journal editors familiarise themselves with the newest APA publication manual, particularly those who use APA style in their journal. Note, however, that the second printing of this book (August 2009) is superior to the first printing (July 2009), as it contains a number of corrections. To check the printing date, examine the copyright page opposite the table of contents. □

-Sally Monaghan

REPORT FROM THE INTERNATIONAL SOCIETY OF MANAGING & TECHNICAL EDITORS (ISMTE) CONFERENCE

Attended and summarized by Sally Monaghan, Associate Editor,
International Gambling Studies
Baltimore, August 4-5, 2009

By: Sally Monaghan

The first meetings of the International Society of Managing & Technical Editors (ISMTE) were held in Baltimore and London in 2008 and together had approximately 35 attendees. This year, around 120 participants attended the Baltimore and the London (25th August) conference. Since its launch in January 2008, ISMTE has gained 155 members, the majority from the US and UK with members also in Europe, Australia and Asia.

The aims of ISMTE are to increase professionalism in the field, provide networking, training and educational opportunities, establish best practice protocols and enhance data collection and research. The Society is aimed at Managing Editors, Editors, Editorial administrators, publishers and other societies. Membership benefits include networking, conferencing, a monthly newsletter, an informative website, discussion forums, resources and a job postings board. The Baltimore conference included two featured speakers, three breakout sessions with two simultaneous speakers, and a discussion forum. Additionally, there was a welcome reception, and dinners on both conference nights that both participants and speakers attended for networking purposes.

Ideas for your journal in the current environment

Kent Anderson (Executive Director of business and product development of the *New England Journal of Medicine*) discussed the impact of Web 2.0 on journal editing and publishing—this stimulating discussion presented new strategies for engaging readers and authors, using the increasingly interactive services the Internet can provide. He posited that there has been a shift from journals being primarily used to disseminate information to being able to facilitate communication and discussions within scientific communities. Anderson talked about how technological developments can change how existing products are presented and used by authors and readers. For example, he reasoned that wireless devices are becoming increasingly popular, and that journals should be made available via e-books,

and on PDA and mobile phone formats. Anderson noted that the *NEJM* has over 1,000 subscribers on Amazon's *Kindle*. Furthermore, a journal's entire archive can now be digitalized and accessed online, enabling more thorough searches by readers for relevant content. Discussion revealed that several journals allow open access to archived material after a certain time period (e.g. 12 months) to increase readership.

Technology can be used to enhance the reader and author experience of a journal's website in numerous ways. Firstly, electronic searches are becoming increasingly sophisticated. Journals can analyze searches and use this information to offer search results based on the most relevant results, popular content and related manuscripts. At the manuscript level, journals can publish relevant details including how many times a manuscript has been downloaded, citations (through Scopus and Medline), and even related *blog* content. These features are intended to increase traffic and usability of sites, raise readership and subscription rates, and increase submissions.

One of the most interesting elements of Anderson's presentation was the need for journals to embrace social networking sites to engage readers and authors at their level, using sites such as Twitter, Facebook and Linked In. Social networking sites are used to promote a journal, and increase the product brand, accessibility and familiarity. As the Associate Editor of a smaller journal without access to large staff or funding this idea seems initially implausible, but after participating in a discussion with 60 other editors it became apparent that many journals are implementing technologically-enhanced user interfaces, and that journals who do not fully embrace the online medium may be left behind. Web 2.0 options include updates on recently published manuscripts, blogs on manuscript content, podcasts and videos of interviews with authors, and policy updates. It was made known that to be used, social networks sites must be well-maintained and updated on a regular basis (i.e., at least once a week) and that experimentation leads the way with new methods tested, improved, and

(See ISMTE on page 11)

REPORT FROM THE ISMTE CONFERENCE, CONT'D

(ISMTE, from page 10)

abandoned based on user response. The use of new technology allows journals to move from being viewed as a hierarchy of unreachable editors and unquestionable decisions to a more transparent process with discussion and feedback from readers and authors. Online polls and user data enable journals to evolve and change based on preferences, and with the increasing amount of choice regarding which journals to subscribe, read, and submit to, it is imperative that journals take advantage of the opportunity to create a network of scientists and researchers and be open to the information that is available via new technology.

Journal office “Best practices”

Glenn Collins (Executive Director at *JACC journals*) hosted a discussion on the importance of developing official protocols—that is, instructions on how to complete a task—for journal offices. Several reasons were given to highlight the importance of writing protocols; they standardize workflow, which is particularly important when editorial staff work remotely, have limited experience, or work for other journals that may have different procedures. Protocols engage staff in understanding how and why things are done, encourage staff to think about how to improve workflow, and facilitate the training of new staff. Protocols act as a backup when staff are out of the office, unavailable, or leave on short notice, which is particularly important for critical tasks that are performed by just one staff member. Finally, protocols increase the professionalism of a journal, as all actions are standardized, which minimizes inconveniences and frustrations for co-editors, authors, and reviewers, who under a protocol system know what to expect. Furthermore, they give justification for editorial decisions.

It is important for editors and editorial staff to consider the current state of their own office protocols. Do they exist? Are these official (written and strictly adhered to) or unofficial (understood and more general guidelines)? Is everyone aware of the protocols, and what is the

policy on accessing and editing these (within Microsoft Word, some journals use read-only and password protection)? How often are the protocols reviewed, and by whom?

Tips from the group included the importance of keeping protocols updated. Although this may not be an easy or fun task, it is essential so that they are update and relevant. Additionally, it was considered useful to have different people review these to ensure they are appropriate and that any new opinions or insights are included.

What is the future of online publishing?

Peter Binfield (Managing Editor of *PLoS ONE*) presented several predictions for the future of publishing in regards to the Internet. First, he predicts that there will be a move away from printed journals to entirely online journals within five years. Already, new journals are launching as online only, and digitalized archives are available online and HTML and XML formats are available (although PDF downloads are still the most popular).

Second, Binfield predicts that online publications will enable connections to be made and communities to be built. This will result in a move away from publishers dealing with librarians to focus on fostering direct communication between editors, authors and readers. Impact factors are predicted to have less importance in the digital world as measures of journal and article usage (access and citation), blog coverage, social bookmarks, reputation metrics, discussion and forum activities can now all be tracked. Furthermore, there may be a move towards examining impact at an article level, which may become more important than the journal that they are published in given the large variety of ways in which papers can be accessed. Readers can also directly rate papers and journals and see which journals and papers are most commonly accessed as a measure of impact or popularity.

Following from this point, it was predicted that publishers will unleash a host of new interactive tools

(See ISMTE on page 12)

Articles cont'd

(Welcome, from page 1)

field. Donations—to enhance the value of this award for the recipient and provide a runners-up award—would be greatly appreciated. The details of the 2010 ISAJE meeting were also announced, and I urge you all to put the dates aside to gather with us in Prague next year.

The annual meeting offers more than an excellent holiday destination and is an invaluable opportunity to meet with others in the field of addiction science editing and to build important professional and personal links. The meeting, newsletter and society all share the same goal of building a network for support, encouragement, assistance and progress. However, this goal is only attainable if members participate in an active manner. Therefore, I urge all of you to read and contribute to the newsletter by sending original articles, questions, short commentaries or anything you think members would find interesting. Please consider this as you enjoy the season's festivities. I wish you and your families all the very best for the coming year!

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willing to fund the publishing process (granting agencies and academic libraries).

I could imagine no other way to validate the claims of this publisher with the exception of testing the system itself. I would hope that the scientific community views this exercise as just that -- a test -- and one that this publisher unfortunately failed. Rebuilding the trust of the scientific community after this crisis will require an enormous amount of work.

Implications for scholarly publishing

It is understandable why some view the Bentham Affair as evidence that author-pays open access publishing is susceptible to lowering standards approaching a vanity press model. Others are quick to react that we should not view this as more than a single, isolated event. Are there any lessons which can be learned?

First, the affair highlights the importance academics and the

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conference venue that is both well-regarded and centrally-located in Prague. And second, read your ISAJE Newsletter—within these pages, you'll find summaries of a few of the important topics discussed at this year's conference. A thank you goes to those ISAJE members who have graciously provided written summaries of their meeting presentations.

A warm 'thank you' also goes to Flavio for hosting such a memorable conference this year. From the meeting rooms, to Miramare Castle and downtown Trieste, to the hotel terrace with frutti di mare and charcuterie, our appetites (intellectual and otherwise) were always sated.

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and features on journal websites. Options include multimedia elements and semantically enhanced articles, with high levels of experimentation now possible with modifications based on user feedback. One exciting feature is the inclusion of digital images that can be dynamic with opportunities for image enhancement and manipulation previously not possible in print versions. Data may become increasingly important and available as datasets may be accessible online (for example tables can link directly to Excel files).

Finally, Binfield predicted that new tools and technologies will affect us in new and unanticipated ways. There is already a

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public ascribe to the peer review process. While peer review is a slow, imperfect and expensive process, it remains a highly desirable component of the formal scholarly communication process. Scientists generally believe that it improves the quality and accuracy of research and the public relies upon the notion that peer review makes science more trustworthy.

Second, it illustrates that business decisions and editorial control may share an uncomfortably close relationship in some publishing models and we should be leery of the potential influence of financial considerations on editorial control.

Last, it underscores how important it is to periodically test the trust systems on which scientific publication rests. Organized skepticism is one of the cornerstone values of science [5], and a value that must be applied to scientific publishing as it is to science. □

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Notes:

[1] "Open Access Publisher Accepts Nonsense Manuscript for Dollars." *The Scholarly Kitchen* (10 June, 2009) <http://scholarlykitchen.sspnet.org/2009/06/10/nonsense-for-dollars/>

[2] "Editor quits after journal accepts bogus science article: Science journal fails to spot hoax despite heavy hints from authors." *The Guardian*, (18 June 2009) <http://www.guardian.co.uk/education/2009/jun/18/science-editor-resigns-hoax-article>

[3] "Editor will quit over hoax paper: Computer-generated manuscript accepted for publication in open-access journal." *Nature*, (15 June 2009) <http://www.nature.com/news/2009/090615/full/news.2009.571.html>

[4] "Is lying for the cause OK?" *TimesOnline (London)*, (17 June, 2009) <http://timesonline.typepad.com/science/2009/06/fake-paper-furore.html>

[5] Merton, R. K. 1942. Science and Technology in a Democratic Order. *Journal of Legal and Political Sociology* 1: 115-126.

(Gold, from page 8)

- The general public, who will have the opportunity to see what scientific research is about
- Taxpayers, who will see the results of the research they pay for
- Patients and those caring for them, who will be able to keep abreast of medical research. [2]

Publishers have been digitizing journals and making them available through subscription fees—paid by either individuals or institutions—for more than a decade. The current situation for libraries, with respect to subscribing to digitized journals, is that unlike subscribing to print journals, once the digital subscription is cancelled the library no longer has access to earlier issues without paying high per article costs, or paying an annual access fee. This varies among publishers and agreements, but in general has been the modus operandi for the past ten years or so. And not surprising, with increases in the journal costs, book budgets are forced to shrink.

Shrinking budgets and *googlization* (i.e., the perceived belief that everything can be found on the internet) have had other consequences. Unfortunately, and without long term planning or apparent thought of these consequences, there has been a trend to downsize or eliminate many of the special ATOD (Alcohol, Treatment, and Other Drug Services) libraries and databases over the past six years. To date, the Substance Abuse Librarians and Information Specialists (SALIS) have monitored the situation and count twenty libraries that have been closed or downsized considerably, along with ten databases.

Given this continuous closure/downsizing of libraries/databases, digitization is necessary to preserve the history of the ATOD field. Digitization gives access to those who do not have libraries or information centers, and it also provides in-depth access to book and journal literature, by the use of key words in context.

Beginning in mid-2008 a committee was formed at the Kettil Bruun Society meeting in Vancouver to discuss the importance of digitizing the ATOD literature given the elimination of libraries and their gatekeepers.

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Digitization Project: Journals

In late 2008, a proposal was given to the Society for the Study of Addiction (SSA) to do research on the situation on the ATOD journals and digitization. Specific questions considered in this project: Which ATOD journals are currently digitized and how far back? Which are not digitized? How does one get access to the journals, what are the subscription costs, and which are available for free?

The following is a summary of this project. Detailed results will be available in the forthcoming report to SSA.

ATOD Journals Digitized

ATOD journals digitized from their inception (i.e., vol. 1 no. 1) include most of those published by Wiley, Elsevier, and Informa (approximately thirty titles). Of the few independents (not under the control of the larger corporate publishing houses) it is mixed—some are digitized, others are not. Of the approximate twenty five non-English journals, a slim majority remain un-digitized.

Access and Costs

Through licensing agreements with universities or academic organizations many research professionals and students have free access to digital journals. The institutional costs for access are very high, with per article fees ranging from US \$31-\$3000 dollars. Institutional ATOD journal subscription costs range in price from hundreds of dollars to thousands of dollars per year for each title.

Free Online

Of the journals in the field that are freely available online, most are funded by government. A few of these include *Nordic Studies on Alcohol and Drugs*, and *Harm Reduction Journal*. Several more include non-English titles from various countries.

Given that many of the ATOD journals are digitized, we should also be thinking about the books and gray literature. Digitizing the ATOD literature is a long road, but one that we must go down if we want to preserve the history of the ATOD field.

“George Santayana wrote ‘those who cannot remember the past are condemned to repeat it’, but it may also be true that those who do not digitise their own past will end up paying a high price to regain what they give up so thoughtlessly.” [3] □

References

- [1] Open Access Overview, viewed at <http://www.earlham.edu/~peters/fos/overview.htm> on December 22 , 2009.
- [2] Open Access Overview, viewed at <http://www.earlham.edu/~peters/fos/overview.htm> on December 22 , 2009.
- [3] Thompson, Bill. Keeping Google Out of Libraries, accessed Sept 17, 2009. Story from *BBC NEWS*: <http://news.bbc.co.uk/go/pr/fr/-/2/hi/technology/8233324.stm> Published: 2009/09/02 09:50:53 GMT

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political and administrative functions and battles between various actors in the conceptualisation of addiction problems. This branch of the project has started within the Kettel Bruun Society (KBS) for social and epidemiological alcohol research, which has a long tradition of comparative studies. Some papers on the use or diffusion of addiction concepts were presented at the KBS annual meeting in June in Copenhagen. A small Swedish-Finnish project analysing and comparing concepts within treatment legislation has also been funded from next year.

A role for ISAJE members in this part of the project could be to commission and publish articles, in various languages, about specific national concepts that are linked to national traditions within the treatment or policy field. Some of these articles could be translated into English and published in another journal, possibly with comments from authors from other countries. Eventually these articles could be collected into book volumes. Several ISAJE journals have express their interest in this part of the project

A multilingual addictipedia?

Other aims are to develop a deeper understanding of the limits of translating concepts. We know that English is the lingua franca of science. It is a good thing that we have a widespread language that is accessible for many researchers. But there is also a danger in the dominance of English and the English-language cultures—the danger of overlooking the fact that all translations, from one culture/language to another, from one semantic field to

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another, or from everyday life to an expert language, imply a certain loss of the original meaning. The project aims to increase the consciousness of the contextuality of concepts.

One way to do that would be to create a multilingual lexicon, dictionary or encyclopaedia, with articles on certain key concepts and their definitions and use in various languages. Such a lexicon could partly build on work that already has been done within organisations that are multilingual, such as the European Monitoring Centre for Drugs and Drug Abuse (EMCDDA), which produces texts in all official EU languages. It would require the involvement of experienced librarians and information specialists, to map already existing dictionaries and analyse the usefulness of thesauruses etc. Ideally, the project would explore the use of *Wikipedia*-like technology in the production of this dictionary. ISAJE editors could contribute to this part of the project by tracing dictionaries and direct authors to contribute to the dictionary work.

This part of the project would also build up a bank of established definitions of certain concepts that could be used by authors and editors and improve translation of scientific articles, as well as research and monitoring instruments. In that way it could also serve international organizations, such as the World Health Organization. The next step for ISAJE, as decided in Trieste, will be to form a planning and coordinating group for the ISAJE part of the project. I hope that this can be done within this calendar year. The second task will be to try to get some funding for the lexicon work. Hopefully we will be able to report some progress soon in the ISAJE newsletter. □

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move towards accessing journals of a wide variety of devices (E-Book readers, PDAs, mobile phones) requiring journals to make their content accessible for these formats. Manipulation of articles using semantic enrichment and data mining may have genuine benefits for readers and researchers but any modification of articles from their original form may lead to an entire new understanding of static journal articles.

Publishing Ethics

Irene Hames (Managing editor of *The Plant Journal* and author of *Peer Review and Manuscript Management in Scientific Journals*) discussed two most important and

frequently found issues in journal publication ethics: authorship and duplicate/redundant publications.

The International Committee of Medical Journal Editors (ICMJE) has guidelines that state three conditions must all be met for individuals to be included as authors:

1. Substantial contribution to conception and design or acquisition of data, analysis and interpretation of data
2. Drafting the article or revising it critical for important intellectual content
3. Final approval of the version to be published

Additionally these guidelines state that:

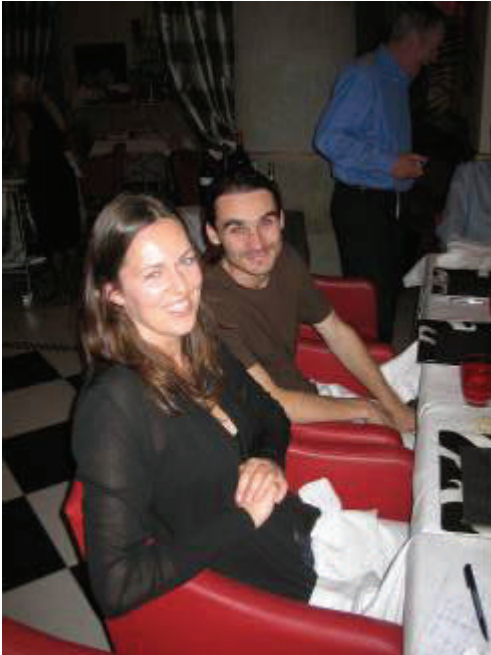
- Acquisition of funding, collection of data, or general supervision of the research group alone does not constitute authorship.
- All persons designated as authors should qualify for authorship, and all those who qualify should be listed.
- Each author should have participated sufficiently in the work to take public responsibility for appropriate portions of the content.

Although it was agreed that authors are responsible for resolving authorship disputes, journals cannot ignore allegations raised during review or after publication. If an authorship dispute cannot be resolved, a journal may have to delay the publication of an article. When an authorship dispute is raised, a journal should make sure they have all the information necessary to investigate. However, it is important that all information be collected in a non-accusatory manner. To prevent authorship disputes a check list should be included at the submission process with the authorship contribution criteria clearly outlined.

In an effort to prevent duplicate and redundant publications cross-checking tools are now available (e.g., *CrossCheck*). Cases of duplicate and redundant publications, once discovered, should not be ignored by journals with a simple manuscript rejection. Further action should be taken; for example, an editor could contact an author's institution, or inform the other journal involved to prevent further instances. Again, in any communication or notes it is important to avoid being accusatory. Only the facts should be reported. In such cases, help can be sought from a range of sources, including publishers, professional bodies (e.g., the Committee of Publication Ethics) and the Office of Research Integrity. □

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Thank you to Flavio Poldrugo for hosting an amazing conference...



ISAJE's Executive Officer and our Annual Meeting host for 2010, L to R: Molly Jarvis, Michal Miovsky



ISAJE Newsletter Editors, networking during the farewell dinner
L to R: Sally Monaghan, Daryl Boshart



"Tutto bene!"
L to R: Elisardo Becoña, Flavio Poldrugo, Tom Babor, Karl Mann

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