

Poenaru Post

Good morning Bucharest! We trust you are all fresh and recovered from the dinner last night, ready for your third daily edition of Poenaru Post and the final day of the EASE conference!

In this issue we will recap the fantastic sessions we were treated to yesterday and give you some divine Romanian historical facts!



Innovation inspiration!

In the first plenary Bernd Pulverer, Chief Editor of The EMBO Journal, Germany dazzled us with possibilities and technology with which we can reform our editorial processes in the interests of scientific integrity. Bernd framed journals as a modern academic currency, and warned that the metrics we use to measure success “can be weaponised”. To redress this problem, Bernd suggests we begin by avoiding the use of impact factors to move toward bands (i.e., scoring journals in upper or lower quartiles) or badges to mark journal attributes.

In their efforts to address the opacity of publishing and to make it fit-for-purpose, Bernd highlighted the actions towards transparency of peer review that EMBO have taken; their portable peer review process seemed particularly of interest to several of our audience. He also conveyed the worry that, because up to half the papers published in biosciences are not reproducible, that public perception of science is declining. What can we do to change the situation? Published data should be accessible and reproducible, he claimed. And with the increasing availability of multi-layered papers and the meta-data contained within so-called smart figures that we were wowed by, it seems that publishing is certainly innovating!



14th

EASE
Conference

Balancing innovation and tradition
in science editing

Bucharest 2018



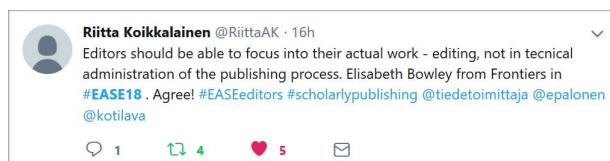
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The great king of Dacia

Top Tweets

Four of the biggest interesting tweets of the day



During the time of Burebista, around 82 BC, the great king of Romania had the help of a wizard named Decaeneus to help him command the obedience of his people. Decaeneus was famed for travelling through Egypt, and mastering divine will, and was considered god-like in abilities. To better face the Roman army of the time, Burebista ordered his soldiers to cut down all their grape vines and live without wine, so that they did not get too drunk to fight.



*Trajan's Column, Scene XXIV (C. Cichorius):
Dacians besieged a Roman fortress during the war of AD 101-102.
Colour reconstruction after R. Bianchi Bandinelli.*

To peer review and beyond!

In the parallel session on innovations in journal publishing, Elisabeth Bowley showed us how Frontiers Life Sciences focuses on sound science rather than impact. With their own system, Frontiers are able to rapidly adapt to user feedback, and through hundreds of filtered automated workflows, enable editors to dedicate more time to academic tasks for which they're employed. Further innovation came in their collaborative review system, where authors and willing reviewers are put into contact enabling constructive discussions to improve a manuscript.



In the next talk, Mark Hester described how Kudos helps authors and publishers “manage, monitor, and maximise the reach and impact of their work”, providing a way for authors to create lay summaries of their articles to share to a wide audience, including the ability post to sites, like ResearchGate, without having to resort to (illegally) posting the whole article, and see altmetric and impact metrics from the one dashboard,

The session was rounded out by Lyubomir Penev, presenting Pensoft's one-stop journal publishing shop ARPHA (Authoring, Reviewing, Publishing, Hosting, and Archiving). ARPHA is aimed at smaller publishers and single journals, to provide everything from editorial management, peer review, to publishing, promotion and even indexing and archiving. One key innovation has been the integration of semantic XML tagging into the creation of the article from the earliest stages. A fascinating session that showed many of us that there more to innovative publishing than we previously thought!

Challenges of running a traditional journal

Parallel session 3 introduced us to many interesting experiences and perspectives in multilingual publishing. Cem Uzun, previous Editor-in-Chief of the *Balkan Medical Journal* and Vice-Rector of Trakya University, Turkey, kicked off the session with a presentation of the 14-strong suite of journals currently published by Trakya University, some in English, others in multiple languages. Cem described the advantages of addressing local issues better through use of local languages, and stressed that language of the publication should not affect a journal's dedication to conforming to international standards and increasing the quality of scientific editing.



Iva Grabaric Adonovski, Editor of *Food Technology and Biotechnology*, Croatia discussed the transition of the journal from local to an international. First published in 1963 in Croatian, the journal's official language changed to English in 1995, and it now publishes abstracts in Croatian. Iva gave an in-depth comparison of the journal's Croatian and English periods, and discussed the differences in journal operation and the potential advantages and disadvantages of publishing in the local language. An interesting and thorough analysis of the past and present life of a journal!

Martina Petrinović, Managing Editor of *Peristil*, Croatia, presented the story of the peer reviewed, annual, open access, scholarly journal on art history, which was first published in 1954. Martina explained that, nowadays, up to 20% of articles in the journal are published in English, with the remainder published in Croatian with English abstracts, while text by Serbian and Bosnian authors was translated into Croatian. Since 2007, the journal has been published online alongside its paper form. She expressed hope that discussions of state funding set aside for public popularisation of science might be dedicated to the journal in future.

The story of *Journal of Central European Agriculture*, based in Croatia, was then told by Zvonimir Prpić. Founded in 1999 by three universities from Croatia, Hungary, and Slovakia, the journal is now published as a cooperative effort by nine universities. From his experience as Editor of a journal publishing in English and in the native languages of member countries, Zvonimir suggested that, to improve the impact of multilingual journals, papers published in native languages should be accompanied by publication of key details, an extended abstract, and figure details in English, and vice versa (ie, papers in English should have these details provided in the author's native language). He concluded by highlighting the many opportunities afforded by multilingualism, including regional collaboration and recognition.

Taner Erdag, Editor of the *Turkish Archives of Otorhinolaryngology* suggested the main factor to consider when selecting the publication language should be the aim of the journal. For example, if the goal is to affect change at the local level, then the native language is appropriate; if the national medical society is to be represented internationally, the language should be English. An interesting session with many suggestions and points that may help our members in bilingual and multilingual publishing and beyond.

Elegantly stated

Our third plenary lecture prompted a lively discussion.

María del Carmen Ruíz-Alcocer, Former President of AMERBAC, praised EASE's ability to help editors from non-Anglophone countries. English is the language of science, we were told, but all but one of the 150 medical journals in Mexico publish in Spanish. To improve dissemination of science outside of the English-speaking world, we were given some key considerations. First, authors should adhere to guidelines, such as ICMJE, and use good-quality translators who can explain scientific language. Second, the more detail you give in your paper, the easier it is for authors to understand. Finally, she recommended that where you publish should depend on your objective. If your research is local, choose a national journal, wherever possible.

María also highlighted that forums such as the EASE conferences were ideal opportunities for us to discuss more widely the issues around attracting high-quality papers as multilingual publishers, and we certainly did! She may also have finally had answered her question: "What is an elegant study?"

Stories from the ink: Developments in freelance life

Yesterday's freelance editing session centred on practical advice for the freelancers among us, whether inexperienced or experienced.

María del Carmen Ruíz-Alcocer and Magda Luz Atrian Salazar drew from their vast experience as freelancers in Mexico City. They discussed advantages such as the ability to choose what to work on, when and where to work, and disadvantages (the unstable nature of the job and no benefits), and suggested that employers mostly viewed freelance work as a great way to reduce cost, but only if the output was good, which was not always the case.

Brian Harrison, from Chuo University, Japan, began with the most important rule of a new freelance project: to begin at the end. His talk, which was full of practical advice, was supported by entertaining and illustrative anecdotes from friends and his own experience editing *The Hiroshima Project* (a book of more than 400 pages, 45 chapters and 39 authors). Brian took us through the most important things to consider for such a big project, including the time involved, monetary compensation, and non-monetary reward. New freelancers were reminded that non-monetary remuneration can be just as important: name recognition can be key to build a profile but is also an area where predators can profit.

US consultant in medical and professional communications, Tom Lang, asked us to ensure that we know what business we are really in from the outset. Medical writers and editors, we were informed, are in the business of efficient and effective communication, and their output needs to be functional because decisions are made on the basis of their work. He asked us to endeavour to be an expert (because there is "no substitution for being good at what you do"). Tom also encouraged freelancers to choose a business model; for example, the production of high-quality content quickly and cheaply is not feasible, so he encouraged us to ask our clients to "pick two and call me back" if they demand as such!

In an animated and motivating final talk of the session, freelance translator, medical writer, and communications consultant Thomas O'Boyle started by asking the freelancers in the audience: "are you happy with what you are being paid?" With the resounding negative, he implored us to reject a recurring theme in the freelancer world, that there is nobility in poverty. Echoing the tenets of Tom's talk, Thomas asked us to look at what we, as freelancers, can do and how we can do it better with a business skills mindset. To negotiate, market, and network better were the key aims that we should strive for. For instance, if the budget is smaller, demand more time; when it comes to marketing, do so continuously; and for networking, we can already give ourselves a pat on the back (since we are currently doing it in attending this conference!). We must continue to schmooze, reinforce our worth, and go the extra mile. Thomas's talk clearly reflected his final message, "a job well done is the ultimate sales brochure".

Cavnic Gravity Hill

Romania's Maramureş County features this hill down which a ball will roll up.

Is it magic? The supernatural? Magnets? Or an illusion?

As we are a conference of scientific publishing, as much as we would like to say magic we have to be honest and conclude Option C, it is an illusion..

The land surrounding the hill gives the impression that the downward incline is facing upwards (to greater effect in real life, so I have been told). There are several hills like this around the world, known as Gravity Hills; in Leon, in Mexico, and Moncton, New Brunswick, Prosser, Washington and Sullsbury, Wisconsin in the USA.

