

How to improve the quality of your journals

8th International Scientific and Practical Conference

World-class scientific publication - 2019: strategy and tactics for management and development

Moscow, 23-26 April 2019


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EASE President

Publishing Consultant

Editor-in-Chief, Learned Publishing

- 
- Ethics
 - Problems and solutions (maybe!)
 - Quality control
 - Reviewing, problems and improvement
 - Publishing standards
 - Meeting international standards
 - Developing for greater impact

Delightfully dying, Grant MacDonald. Flickr



ETHICS

Why ethics matter ... to journals

**** Reputation ****

**** Sustainability ****

Why do authors publish in predatory journals?

 Serhat Kurt 

 Necmettin Er
Sciences, Kor

ORCID: 0000

E-mail: fskur

CASE STUDY

(wileyonlinelibrary.com) doi: 10.1002/leap.1060 Received: 18 April 2016 | Accepted: 17 August 2016 | Published online in Wiley Online Library: 19 September 2016

A not-so-harmless experiment in predatory open access publishing

 Alexandre Martin^{1*} and Tristan M


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T. Martin

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RESEARCH ARTICLE

(wileyonlinelibrary.com) doi: 10.1002/leap.1186

Received: 11 October 2017 | Accepted: 15 Ju

Strategies for publishing in English journals: A study of the perceptions of Iranian scholars

 Mahmood Maniati,^{1*} and Alireza Jallifar²


M. Maniati


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Jundshapur University of Med

²Professor, Department of En
Literature, Shahid Chamran Un

EDITORIAL

(wileyonlinelibrary.com) doi: 10.1002/leap.1181

Collection, curation, and quality: The editor's responsibility

 Pippa Smart 

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Balancing quality and inclusion

Bad research?

- No clear research question
- Badly designed methods
- No ethical approval
 - (changing the methodology after approval)
- Selecting results that agree with the hypothesis
- Changing the results (!)

Bad reporting?

- Human error or sloppiness?
 - Badly written articles
 - Selective reporting
- Reporting guidelines
 - The EQUATOR Network website
 - www.equator-network.org

How to respond ...

- Check methodology for rigour
 - Does it make sense?
 - Too many experiments in a short time?
 - Too many people evaluated?
- Check results for logic
 - Is it too good to be true?
- Check discussion for agreement
 - Does it agree with the results?
- Is there any missing information?

Authorship abuses

- Coercion
 - Intimidation to force inclusion on an article
- Guest/gift authorship
 - Addition out of respect or to gain kudos
- Mutual addition
 - Colleagues/friends adding each other's names to increase productivity
- Purchased authorship
 - Bribery to add names
- Denial
 - Omission of authors

Science 29 November 2013:
Vol. 342 no. 6162 pp. 1035–1039
DOI: 10.1126/science.124.6162.1035

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NEWS FOCUS

China's Publication Bazaar

Mara Hvistendahl¹

A *Science* investigation has uncovered a smorgasbord of questionable practices including paying for author's slots on papers written by other scientists and buying papers from online brokers.

SHANGHAI, CHINA—The e-mail arrived around noon from the mysterious sender "Publish SCI Paper," with the subject line "Transfer co-first author and co-corresponding author." A message body uncluttered with pleasantries contained a scientific abstract with all the usual ingredients, bar one: author names. The message said that the paper, describing a potential strategy for curbing drug resistance in cancer cells, had been accepted by Elsevier's *International Journal of Biochemistry & Cell Biology*. Now its authorship was for sale.

"There are some authors who don't have much use for their papers after they're published, and they can be transferred to you," a sales agent for a company called Wanfang Huizhi told a *Science* reporter posing as a scientist. Wanfang Huizhi, the agent explained, acts as an intermediary between researchers with forthcoming papers in good journals and scientists needing to snag publications. The company would sell the title of co-first author on the cancer paper for 90,000 yuan (\$14,800). Adding two names—co-first author and co-corresponding author—would run \$26,300, with a deposit due upon acceptance and the rest on publication. A purported sales document from Wanfang Huizhi obtained by *Science* touts the convenience of this kind of

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Carl Merzbach, Fred Coe

Authorship criteria

- ICMJE definition
 - <http://www.icmje.org/>
 - “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”
- CRediT
 - Recognising contributions

Contributor recognition: an update on ORCID, Project CRediT, and contributorship badges



Submitted by *laura paglione* on Tue, 2015-08-11 19:08

We have been collaborating with Mozilla Science Lab, BioMed Central (BMC), Public Library of Science (PLOS), The Wellcome Trust, and Digital Science, among others, to develop a prototype for assigning badges to individuals based on the contributor role vocabulary developed by Project CRediT earlier this year. Here we share the details of this project, and invite you to participate!

Project CRediT - contributor roles and ORCID

The work of Project CRediT originated at a May 2012 workshop, co-hosted by the Wellcome Trust and Harvard University, which brought together those interested in exploring contributorship and attribution models. This meeting spawned a working group charged with developing a controlled vocabulary of roles that could be used to describe typical research “contributions”. The group tested its draft taxonomy with corresponding authors publishing across science disciplines. The outcomes of the pilot test are described in [this Nature commentary \(April 2014\)](#).

The Project CRediT taxonomy consists of the following 14 contribution types to scholarly work, along with guidelines on how these roles may be assigned:

- **conceptualization** - ideas; formulation or evolution of overarching research goals and aims
- **methodology** - development or design of methodology; creation of models
- **software** - programming, software development; designing computer programs; implementation of the computer code and supporting algorithms; testing of existing code components
- **validation** - verification, whether as a part of the activity or separate, of the overall

How to respond ...

- Get agreement from all authors
- Do not get involved in disputes!
 - Put an article on hold until the authors have agreed

Plagiarism

- Using someone else's material without **acknowledgement**
 - Theft of an idea

Note

- Copyright infringement is using without **permission**

Levels of plagiarism

- Full text copy
 - Someone else's article
 - Author's own article (self-plagiarism)
- Partial copy
 - Parts from one other article
 - Artwork, tables, sections, phrases
- Parts from many articles
 - Author's own article (duplication)
- Translation
 - Own or other's article

How to detect plagiarism

- Software to check - but ...
 - Text matching only, can't check ideas
 - No checking of figures, tables, translations
 - Duplication may be justified!
- Set your own criteria
 - Check everything or only some items?
 - Do not use a fixed %
 - 35% might be OK, 10% might be duplication

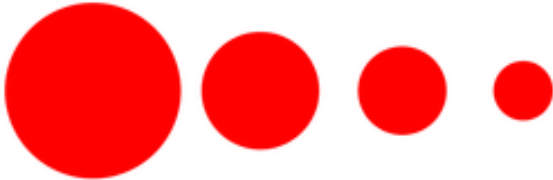


Image manipulation



Relative size using disc area

Relative size using disc radius



Same values, but using radius
vs area for emphasis



Relative size using full range

Relative size using partial range



Same values, but with incorrect
scale (80-100) for emphasis

Rougier NP, Droettboom M, Bourne PE (2014) Ten Simple Rules for Better Figures. PLOS Computational Biology 10(9): e1003833. doi:10.1371/journal.pcbi.1003833

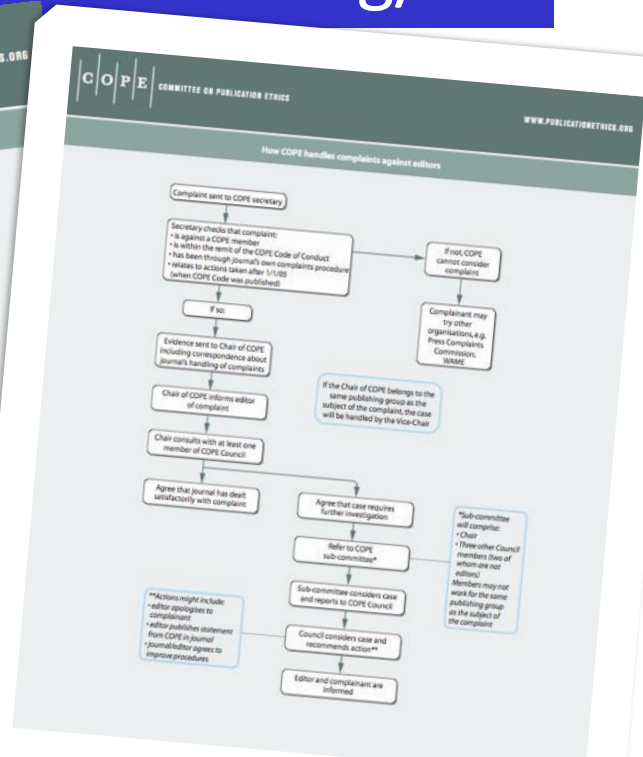
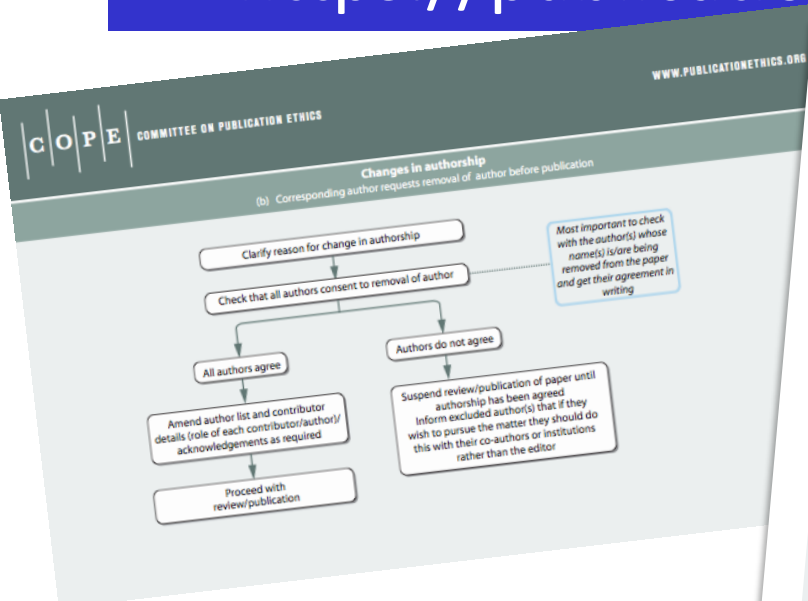
<http://journals.plos.org/ploscompbiol/article?id=10.1371/journal.pcbi.1003833>

Conflict of interest

- Anything that is likely (or possibly) to influence the article content
 - Funding
 - Who paid?
 - Relationships
 - “I am married to the editor”
 - Affects authors, reviewers, editors
- Make everything transparent for readers and reviewers

Dealing with problems: COPE flowcharts

<https://publicationethics.org/>



COPE cases

Home /



All the cases COPE has discussed since its inception in 1997 have been entered into a searchable database. This database now contains over 400 cases together with the advice given by COPE. For more recent cases, database also includes follow-up information about outcome. We hope this database will provide a valuable resource for editors and those researching publication ethics.

You can search by keyword using either the search field top left or by filtering your inquiry using the years and keywords listed in the word cloud below.

We encourage members to look at the database before submitting a case to the Forum to see if similar cases have already been discussed and to see the format used for presenting cases. However, please note that advice from the COPE Forum meetings is specific to the particular case under consideration and may not necessarily be applicable to similar cases either past or future.

The keywords have been assigned to help users search the database. They **do not** necessarily indicate that particular form of publication misconduct has occurred. Therefore the keywords **should not** be regarded as indication of how often particular types of publication problems occur or a judgment on a specific case.

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Author Mistakes

When journals publish notices to correct errors made by authors in published works (i.e. corrigenda)

Authorship

When a case involves any issues to do generally with authorship

Changes In Authorship

When changes to the author list are requested at a late stage in the publication process (i.e. after submission of a journal or after publication)

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Cases: lack of ethical review/approval

Homeoprophylactic treatment of a zoonotic disease

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09-24

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Participant Consent Lack Of Ethical Review/Approval

Should we always follow the decisions of ethics committees?

CASE NUMBER:

08-12

KEYWORDS:

Participant Consent Lack Of Ethical Review/Approval Protection Of Subjects (Human)

Incorrect allegations from the head of an institute?

CASE NUMBER:

07-41

KEYWORDS:

Authorship Lack Of Ethical Review/Approval Unfettered Financial Support For Publication

Sponsorship, ethical approval and consent for study done as part of an expanded access program

CASE NUMBER:

07-32

KEYWORDS:

Participant Consent Lack Of Ethical Review/Approval Role Of Sponsor

Recent Cases

Image manipulation as a general practice

Coauthor fails to respond to request to confirm coauthorship

Potential fabrication of data in primary studies included in a meta-analysis accepted for publication

Online posting of confidential draft by peer reviewer

Identifying patient information published in a figure

Claim of plagiarism in published article

Misattributed authorship and unauthorized use of data

Two reviewer reports contain a significant amount of verbatim textual overlap

Ethical concerns about a study involving human subjects

A case of plagiarism?

EASE Guidelines for Authors and Translators of Scientific Articles to be Published in English

Updated for 2019!

In the new edition of the Guidelines we have made 3 important improvements:

- an added sentence encouraging all authors to register for an ORCID ID (on page e2),
- an added sentence stressing the need to formulate the tested hypothesis in the introduction, if possible (on page e3),
- the outdated term "self-plagiarism" replaced by "content recycling", with its short definition (on page e4).

The *EASE Guidelines for Authors and Translators of Scientific Articles to be Published in English* provide simple, clear advice aimed at making international scientific communication more efficient. They also draw attention to ethical issues such as authorship criteria, plagiarism, conflict of interests and more. This concise and readable set of editorial guidelines was first published by EASE in 2010 and is updated annually.

The current edition is **freely available in 28 languages**: Arabic, Bangla, Bosnian, Bulgarian, Chinese, Croatian, Czech, Dutch, English, Estonian, Finnish, French, German, Hungarian, Indonesian, Italian, Japanese, Korean, Persian, Polish, Portuguese (Brazilian), Romanian, Russian, Serbian, Slovenian, Spanish, Turkish, and Vietnamese.

We invite volunteers to translate the Guidelines into other languages. All suggestions should be sent to [Sylvia Ufnalska](mailto:Sylvia.Ufnalska@ease.org.uk).

Instructions to Authors

We encourage journal editors to include the following formula in their Instructions to Authors:

Search the site

Search for:

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ESE is the official Scopus-indexed quarterly journal of EASE, covering all aspects of scientific editing and publishing.

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Essay: T. Lang – The long and short of abbreviations

...and our regular Viewpoint Book Reviews, Meeting Report and Forum Digest and more.

EASE resources

10:58 Wed 24 Apr Not Secure — ease.org.uk

Transformative Agreement... Learned Publishing at 30 ARPHA Writing Tool www.ease.org.uk/wp-c...

European Science Editing e1 November 2018; 44(4) DOI:10.20316/ESE.2018.44.e1.ru

Рекомендации EASE (European Association of Science Editors) для авторов и переводчиков научных статей, которые должны быть опубликованы на английском языке

Аннотация

Этот краткий и удобочитаемый набор редакционных рекомендаций был сначала издан Европейской Ассоциацией Научных Редакторов (EASE) в 2010 и ежегодно обновляется. Он находится в свободном доступе более чем на 20 языках и в <http://ease.org.uk/publications/author-guidelines>. Этот документ имеет цель помочь ученым во всем мире в успешном представлении результатов их исследования и в правильном переводе рукописей на английский язык. Кратко объясняет, как написать полные, краткие и четкие рукописи и привлекает внимание к этическим проблемам: критерии авторства, плагиат, конфликт интересов, и т.д. Восемь приложений обеспечивают примеры или более подробную информацию об определенных темах (*Abstracts, Ambiguity, Cohesion, Ethics, Plurals, Simplicity, Spelling и Text-tables*). Широкое использование *EASE Guidelines* должно увеличить эффективность международной научной коммуникации.

Для увеличения эффективности международного научного взаимодействия статьи и другие научные публикации должны быть ПОЛНЫМИ, ЛАКОНИЧНЫМИ и ПОНЯТНЫМИ, как объяснено ниже. Это обобщенные, но не универсальные рекомендации, предназначенные для помощи авторам, переводчикам и редакторам. Применяя эти правила, необходимо руководствоваться здравым смыслом, поскольку совершенства достигнуть невозможно.

Прежде всего:

- **Тщательно планируйте и осуществляйте Ваше исследование** (напр. [Hengl et al 2011](#)). Не начинайте писать статью, пока у вас нет уверенности в том, что Ваши результаты относительно стабильны и закончены (O'Spinn 1991), и вы можете сделать **надежные выводы**.
- До начала работы над статьей **рекомендуется** статью таким образом, чтобы она соответствовала инструкциям с точки зрения общего объема, формата, предпочтительного журнала, требуемого/допустимого числа рисунков и т.д.

Рукописи должны быть ПОЛНЫМИ, т.е. в них не должна отсутствовать необходимая информация. Помните, что **информация, которая раскладывается там, где читатели ожидают ее найти, легче интерпретируется** (Gopen & Swan 1990). Например, неисследованная информация должна быть включена в экспериментальные научные статьи.

- **Название:** должно быть однозначным, понятным специалистам в других областях и отражать содержание статьи. Будьте точными, не пишите общих или неопределенных фраз (O'Spinn 1991). Если это необходимо, укажите в заголовке период и место исследования, международное научное название изучаемого объекта или экспериментальный план исследования (т.е. исследование конкретного случая или рандомизированное контрольное исследование). Если бы Ваше исследование включало ли одного поля, то это должно быть отражено в названии. Нет необходимости повторять информацию в названии и в аннотации (они всегда публикуются вместе), хотя дублирование нежелательно.
- **Список авторов:** все авторы, которые внесли значительный вклад в планирование, сбор данных или интерпретацию результатов, а также писали или проверили и критиковали рукопись и согласны с последним ее вариантом и согласны быть ответственными за все аспекты работы. Каждому лицу, которое соответствует первому критерию, нужно разрешить участвовать в составлении и одобрении окончательной версии (ICMJE 2017). Первые указываются авторами, внесшие наибольший вклад. Последовательность указания авторов должна быть определена перед подачей рукописи. Любые изменения, внесенные после подачи, должны быть одобрены всеми авторами и

Corrections to the published record

- Ensure you have conclusive evidence to support your decision
 - In writing
- All authors should be contacted
 - If required, inform their institutions
- Publish the reason for a retraction
 - As agreed with the authors (ideally!)
 - Include the word “Retraction” or “Erratum” before the article title
 - Link the correction/notice to the original article

A [retraction](#) for this article has been published in *BMC Immunology* 2012, 13:3

Research article

Highly accessed

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The absence of MyD88 has no effect on the induction of alternatively activated macrophage during *Fasciola hepatica* infection

HongLin Luo^{1*}, Weiyi Huang², Dongying Wang^{2,3}, Haoju Wang¹ and Kui Nie¹

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For all author emails, please [log on](#).

BMC Immunology 2011, **12**:63 doi:10.1186/1471-2172-12-63

PUBLISHER'S NOTE: The authors would like to retract (see: <http://dx.doi.org/10.1186/1471-2172-13-3>) the article "The absence of MyD88 has no effect on the induction of alternatively activated macrophage during *Fasciola hepatica* infection" published in *BMC Immunology* 2011, 12:63. The text and figures in this article have been misappropriated from a different set of experiments using a different parasite, conducted in the laboratory of Prof J Allen and presented in the thesis of K Mylonas. Lead author Dr HongLin Luo accepts full responsibility for this and would like to apologise to colleagues in the lab, the co-authors, Editors and readers. The other authors take no responsibility for the misappropriation.

The electronic version of this article is the complete one and can be found online at: <http://www.biomedcentral.com/1471-2172/12/63>

BMC Immunology
Immunity to infection
Volume 12

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The absence of MyD88 has no effect on the induction of alternatively activated macrophage during *Fasciola hepatica* infection

HongLin Luo^{1*}, Weiyl Huang², Dongying Wang^{2,3}, Haoju Wang¹ and Kui Nie¹

RETRACTED 16 JANUARY 2012 doi: 10.1186/1471-2172-13-3

Abstract

Background: Alternatively activated macrophages (AAM ϕ) play important roles in allergies and responses to parasitic infections. However, whether signaling through toll-like receptors (TLRs) plays any role in AAM ϕ induction when young *Fasciola hepatica* penetrates the liver capsule and migrates through the liver tissue is still unclear.

Results: The data show that the lack of myeloid differentiation factor 88 (MyD88) has no effect on the AAM ϕ derived from the bone marrow (BMM ϕ) *in vitro* and does not impair the mRNA expression of arginase-1, resistin-like molecule (RELM α), and Ym1 in BMM ϕ s. The Th2 cytokine production bias in splenocytes was not significantly altered in *F. hepatica*-infected mice in the absence of MyD88 *in vitro* and in the pleural cavity lavage *in vivo*. In addition, MyD88-deficiency has no effect on the arginase production of the *F. hepatica* elicited macrophages (F ϕ M ϕ s), production of RELM α and Ym1 proteins and mRNA expression of Ym1 and RELM α of macrophages in the peritoneal cavity 6 weeks post *F. hepatica* infection.

Conclusions: The absence of MyD88 has no effect on presence of AAM ϕ 6 weeks post *F. hepatica* infection.

Background

Macrophages are highly plastic cells that respond to diverse environments by altering their phenotype and physiology [1,2] and play important roles in both innate and adaptive immunity. Currently, macrophages are classified under two phenotypes, classically activated macrophages (CAM ϕ) and alternatively activated macrophages (AAM ϕ). CAM ϕ are induced by interferon-gamma (IFN- γ) and lipopolysaccharide (LPS), whereas induction of the AAM ϕ phenotype is associated with various stimuli, such as IL-4/IL-13, IL-10, immunocomplexes, and glucocorticoids [2]. The most widely studied stimuli for generating AAM ϕ is treatment with IL-4/IL-13 [1,3]. Although IL-4/IL-13 signaling are essential to the presence of AAM ϕ and both cytokines have many overlapping activities on macrophages, they exhibit distinct functions because of their specific receptor subunits aside from their shared common alpha chain [4]. However, this does not alter the

fact that a Th2-dominated environment is critical for AAM ϕ induction [5-7]. All helminths have been demonstrated to induce profound Th2 responses, which are characterized by the production of IL-4, IL-5, IL-9, IL-10, and IL-13 by CD4⁺ T cells [8], and this Th2-dominated cytokine profile is associated with the presence of the AAM ϕ phenotype (such as in *Schistosoma mansoni* [9], *Taenia crassiceps* [10], *Brugia malayi* [11], *Heligmosomoides polygyrus* [12], *Nippostrongylus brasiliensis* [13], and *F. hepatica* infection [14,15], and so forth). AAM ϕ are increasingly recognized as a key effector arm of the Th2 immunity, but their real function in various helminth infections has not been illustrated and is likely to be diverse. However, discovery of molecular markers of AAM ϕ , such as mannose receptor (CD206), IL-10, arginase -1 (instead of inducible nitric oxide), resistin-like molecule (RELM α), and Ym1 [6,16-19], made the identification of AAM ϕ possible. Among them, three most abundant IL-4/IL-13 dependent genes: Ym1, a member of the family 18 chitinases family but with no chitinolytic activity [20], RELM α , was described as FIZZ1 [21], and is identified as a cysteine-rich molecule associated with resistin that is involved in glucose

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Retraction

Open Access

Retraction: The absence of MyD88 has no effect on the induction of alternatively activated macrophage during *Fasciola hepatica* infection

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BMC Immunology 2012, **13**:3 doi:10.1186/1471-2172-13-3

The electronic version of this article is the complete one and can be found online at: <http://www.biomedcentral.com/1471-2172/13/3>

Received: 16 January 2012

Accepted: 16 January 2012

Published: 16 January 2012

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Retraction

The authors would like to retract the article "The absence of MyD88 has no effect on the induction of alternatively activated macrophage during *Fasciola hepatica* infection" published in BMC Immunology (2011, **12**:63). The text and figures in this article [1] have been misappropriated from a different set of experiments using a different parasite, conducted in the laboratory of Prof J Allen and presented in the thesis of K Mylonas. Lead author Dr HongLin Luo accepts full responsibility for this and would like to apologise to colleagues in the lab, the co-authors, Editors and readers. The other authors take no responsibility for the misappropriation.

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More options...

Email updates



“To err is human, to correct divine”

- **JAMA correction table, 2017**
- Minor errors
 - Correct online (with note)
- Substantive errors
 - Correction notice (erratum)
- Pervasive errors
 - Letter and erratum (if conclusions unaffected)
 - Replacement and/or retraction
- Misconduct or non-correctable pervasive errors
 - Retraction
 - Expression of concern

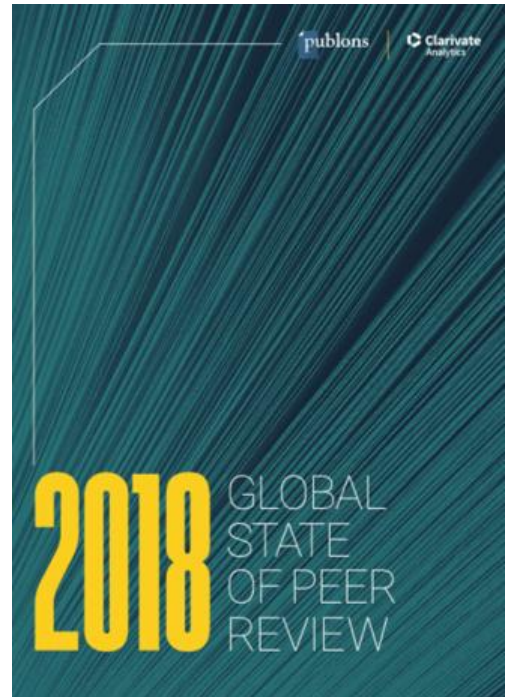
<https://jamanetwork.com/journals/jama/fullarticle/2652632>



QUALITY CONTROL – PEER REVIEW

What do we know about peer review?

- Publons 2018 report
- 33% reviews done in USA
- 2.4 invitations = 1 review
- 70% reject invitations
 - Mostly because out of scope
- Reviewers in low-income countries more likely to review (on time)



Methods of peer review

- Double-blind (triple blind)
 - Neither authors nor reviewers know each other's identity
- Single-blind
 - Authors do not know reviewers
- Open
 - Both authors and reviewers know each other's identities
- Public
 - Reviews published with article
- Cascading
 - Reviews sent onto another journal

Review ethics?



Timeliness

Honesty

Conflict of
interest

Unbiased

Confidentiality

Appropriate
expertise

Allen, H. , Cury, A. , Gaston, T. , Graf, C. , Wakley, H. and Willis, M. (2019), What does better peer review look like? Underlying principles and recommendations for better practice. *Learned Publishing*, 32: 163-175. doi:[10.1002/leap.1222](https://doi.org/10.1002/leap.1222)

Peer review processes

All peer review processes must be transparently described and well managed. Journals should provide training for editors and reviewers and have policies on diverse aspects of peer review, especially with respect to adoption of appropriate models of review and processes for handling conflicts of interest, appeals and disputes that may arise in peer review



Cases

- [Editor and reviewers requiring authors to cite their own work](#)
- [Service evaluation as research in a controversial area of medicine](#)
- [Authorship issues from disbanded consortium](#)

[View all Peer review processes cases](#)



Guidelines

- [COPE Ethical Guidelines for Peer Reviewers - Latin American Spanish](#)
- [COPE Ethical Guidelines for Peer Reviewers - Chinese](#)
- [COPE Ethical Guidelines for Peer Reviewers - English](#)



Flowcharts

- [How to spot potential manipulation of the peer review process- Latin American Spanish](#)
- [How to spot potential manipulation of the peer review process - English](#)
- [What to consider when asked to peer review a manuscript - Latin American Spanish](#)

[View all Peer review processes flowcharts](#)



Discussion documents

- [Who 'owns' peer reviews? September 2017](#)
- [COPE Forum 9 September 2015: Who "owns" peer review?](#)



Seminars and webinars

- [Diversity and Inclusivity in Peer Review, COPE podcast](#)
- [Levers for transparency: from funding through research to publication](#)
- [Discussing the topical issues in peer review, tying in with Peer Review Week's Transparency theme.](#)



E-learning

- [Introducción a la Ética de la Publicación](#)
- [出版伦理介绍](#)
- [Reviewer Misconduct](#)

[View all Peer review processes elearning](#)

How do you improve peer review?

Some ideas

How do you improve peer review?

- Identification of suitable reviewers?
- Likelihood of reviewer acceptance?
- Timeliness?

PubMed search?

WoS/Scopus search?

Colleagues?

Authors?

Editorial board?

Google Scholar search?

New people?
Old people?

Conferences?

Journal database?

System searching?

How do you improve peer review?

- Identification of suitable reviewers?
- Likelihood of reviewer acceptance?
- Timeliness?
- Usefulness?
- Problems?

Email wording?

**Mini-review
(only look at
one point)?**

**Reputation
of journal?**

**Reputation
of owner?**

**Matching
article to
reviewer?**

Rewards?

**Personal
contact?**

How do you improve peer review?

- Identification of suitable reviewers?
- Likelihood of reviewer acceptance?
- Timeliness?
- Usefulness?
- Avoiding problems?



Reminders?



How long?



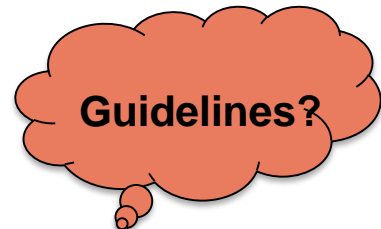
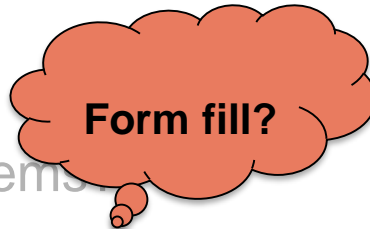
Invite 3 for 2 reviews?



Rewards?

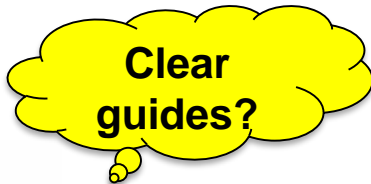
How do you improve peer review?

- Identification of suitable reviewers?
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- Usefulness?
- Avoiding problems?



How do you improve peer review?

- Identification of suitable reviewers?
- Likelihood of reviewer acceptance?
- Timeliness?
- Usefulness?
- Avoiding problems



“Please note that all invitations to review (and the articles you review) should be treated in **confidence**, and if you think you have any **Conflict of Interest** that would prevent you giving an unbiased review, please either decline the invitation or contact me. If you want to check what we are asking you to do, or what we are looking for in a review, please read our **guideline** for reviewers at:”

What is valuable to reviewers

- Recognition is more valued than rewards
- Feedback
 - On the quality of their review, seeing other comments, informed of the decision
- Acknowledgement
 - In the journal, and personally from the editor

Dear Pippa,

Thank you for sending your decision letter to the referees. I always find it insightful to see how the paper was perceived by others -- and how they phrased their comments.

Recognising reviewers: Publons and ORCID

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Pippa Smart

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[Print view](#)

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Keywords
training, consultant, STM publishing

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Biography

Publishing and editorial consultant since 2007. Previously worked in CUP. Worked with editors and publishers in the developing world

Works (35 of 35)

Peer review (1)

review activity for [Learned Publishing\(1\)](#)

Journal, Learned Publishing

Review date	Type	Role	Actions
2016 Source: Publons	review	reviewer	show details view

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Record last modified Nov 2, 2018 1:54:21 PM

A detailed, golden mechanical heart sculpture is the central focus, set against a background of complex industrial machinery. The heart is intricately designed with various pipes, valves, and chambers, mimicking the structure of a biological heart. The background features a dense network of pipes, tanks, and mechanical components, all rendered in a warm, golden-brown color palette. The lighting is dramatic, highlighting the metallic textures and creating deep shadows.

DEVELOPING A JOURNAL

[pippa.smart@](mailto:pippa.smart@npsrcns.uk)

Mechanical heart. Wellcome Trust photographic Awards, 2009

www.npsrcns.uk

Principles of Transparency and Best Practice in Scholarly Publishing

- Endorsed by COPE, the Open Access Scholarly Publishers Association (OASPA) and the World Association of Medical Editors (WAME)
- <https://doaj.org/bestpractice>

Principles ... 1

- Name of journal
 - Unique, and not copy another journal
- Governing Body / ownership / management
 - Who owns and manages the journal clearly indicated on the journal's Website
 - Publishers shall not use organizational or journal names that would mislead potential authors and editors ' about the nature of the journal's owner
- Revenue sources
 - Business models or revenue sources (eg, author fees, subscriptions, advertising) clearly stated on the journal's Web site

Principles ... 2

- Marketing
 - Including direct marketing activities, e.g. solicitation of manuscripts, shall be appropriate, well targeted, and unobtrusive
- Archiving
 - The journal should have a clearly stated backup plan, e.g. via CLOCKSS or PubMed Central

Principles ... 3

- Website access
 - It must not contain misleading information, including any attempt to mimic another journal/publisher's site
- Advertising
 - advertising policy if relevant
 - Types of adverts, who makes decisions
- Copyright information
 - What readers can do with the content, what authors agree to when they submit

Principles ... 4

- Editorial team
 - Full names and affiliations of the journal's editors on the journal's Web site
- Contact information
 - For the editorial office and publisher
- Peer review
 - Journal content must be clearly marked as whether peer reviewed or not
 - Peer review = obtaining advice on individual manuscripts from reviewers expert in the field who are not part of the journal's editorial staff

Principles ... 5

- Research misconduct
 - Process for identification of and dealing with allegations of research misconduct
- Conflicts of interest
 - Statements for journal editors and authors

VISION

**What do
you want
to
achieve?**



MISSION

**What do
you want
to publish?**

**Who are
you
publishing
it for?**

= AIMS AND SCOPE

How do you raise your reputation?

- What can you control?
- What can you influence?
- What can you change?

Quality of published articles?

Peer review feedback?

Corrections?

Outreach?

No false promises?

Advocacy for good science?

Respected editors?

Affiliations?

Indexing?

Outreach

- How do you reach out to raise your visibility and profile?

Workshops?

Press releases?

Social media?

Email signatures?

Talks at meetings?

Local promotion?

Branded gifts?

Leaflets?



consulting
www.pspconsulting.org

European
Association of
Science
Editors



Thank you for listening

Pippa Smart

pippa.smart@gmail.com

www.pspconsulting.org

www.ease.org.uk

Online editors course and other resources





Case study

Learned Publishing

- Not very well known – but reputable society
- Renown for being “boring”
- No (reliable) usage stats
- Single editor
- Uninvolved editorial board
- PDF only
- Every issue a scrabble for articles
 - Most articles commissioned





Case study

Learned Publishing

- Objective – our vision
 - Raise awareness and relevance
- Goals
 - Redefine the journal remit (relevance)
 - Quality content improvement (relevance)
 - Improved copy flow (before we raise awareness)
 - Sustainable editorial structure (before we raise awareness!)





Case study

Learned Publishing

- Goals
 - Redefine the journal remit
 - Redefined vision and scope agreed with ALPSP
 - New article types
 - Quality improvement
 - Improved author guidelines
 - Editorial support for authors
 - Formal, structured reviews





Case study

Learned Publishing

- Goals
 - Better copy flow
 - Themed January issue
 - Better visibility at ALPSP and SSP events
 - Twitter account
 - News not article alerts
 - Regular approaches to potential authors
 - Asking “new” reviewers
 - Sustainable editorial structure
 - New editorial board
 - Regular editorial meetings
 - Associate editors appointed
 - Regular communication/reports





Case study

Learned Publishing

- Underpinning this ...
 - Editorial commitment
 - Constant attention to review
 - Moved the journal to Wiley
 - Better reports
 - Better technology





Case study Learned Publishing

- Where are we now?
 - Copyflow “comfortable”
 - Awareness at events increased (not measurable!)
 - Downloads increasing
 - Altmetric scores reasonable
 - Still not high on publisher’s radar ...
- Future plans ... ??
 - (Ongoing!)

