

European  
Association of  
Science  
Editors

**EASE**

EUROPEAN ASSOCIATION OF SCIENCE EDITORS

# **INTEGRITY IN SCIENCE COMMUNICATION**

Tenth General Assembly and Conference

**Palazzo dei Congressi, Via Matteotti 1, Pisa, Italy  
16 – 19 September 2009**

## **PROGRAMME**



## THE PROGRAMME AT A GLANCE

### Tuesday 15 September

1700-2000 *Meeting of Old Council*

### Wednesday 16 September

0900-1200 *Meeting of Publications Committee*

1000-1800 Registration desk and EASE help desk open at Palazzo dei Congressi

1000-1400 Set-up for posters and exhibitors

1500-1545 **Annual General Meeting & General Assembly of EASE**

1600-1700 **Welcome Address & Opening Ceremony**

1700-1730 *Coffee break*

1730-1830 **Plenary session I**

1900-2030 Welcome Reception at Santa Croce in Fossabanda, Piazza Santa Croce 5, Pisa

### Thursday 17 September

0800-1200 Registration desk open

0830-1700 EASE help desk open

0900-1100 **Plenary session II** – Physical Integrity

1100-1130 *Coffee break*

1130-1300 **Parallel Sessions 1 & 2**

Afternoon FREE – optional excursion to Lucca or tour of Pisa

1430-1730 Workshop on Managing a Journal Editorial Office - *optional*

1430-1730 BELS examination at Palazzo dei Congressi

### Friday 18 September

0800-1530 Registration desk open

0830-1630 EASE help desk open

0900-1100 **Plenary session III** – Moral Integrity

1100-1130 *Coffee break*

1130-1300 **Parallel Sessions 3 & 4**

1300-1430 *Lunch – provided on the premises*

1430-1600 **Parallel Sessions 5 & 6**

2000-2200 Conference Dinner at Grand Hotel Duomo, Via Santa Maria 94, Pisa

### Saturday 19 September

0830-1130 Registration desk open

0830-1300 EASE help desk open

0900-1100 **Plenary session IV** – Editorial Independence and Responsibilities

1100-1130 *Coffee break*

1130-1300 **Parallel Sessions 7 & 8**

1300-1330 Closing ceremony

Afternoon Optional tour of Pisa

1500-1700 *Meeting of New Council*

### Sunday 20 September

All day Optional excursion to Florence

### Acknowledgements

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**Programme Committee:** Arjan Polderman (Chairman), Eva Baranyiová, Paola De Castro, Alison Clayson, Jenny Gretton, Roderick Hunt, Joan Marsh, Reme Melero and Linus Svensson, with support from Sheila Evered

## A word of welcome!

I am very pleased to welcome you to the Tenth General Assembly and Conference of the European Association of Science Editors and we, the organizers of the Conference, are very glad that you have joined us to take part in this triennial exchange of knowledge, viewpoints and experiences. We trust that this will be a rewarding meeting with colleagues from various areas of science editing, as well as experts from related fields. The near future has several challenges for science editors and for EASE. Integrity and responsibility are two of these challenges, and they form the core for the sessions of this Conference. In this Programme you will find details of four plenary sessions with seven distinguished speakers and eight parallel sessions with another eighteen presentations. These will be followed by both scheduled and unscheduled discussions to explore the subjects. And then there are posters, exhibits and corridors where additional communication is possible. So get involved in this Conference, meet nice colleagues, enjoy the miracles of Pisa (and Firenze and Lucca) and advance the sake of science editing and EASE.

The first day of the Conference will also see our Annual General Meeting when a new Council will take over. We have to say goodbye to some very devoted Council members, but we also welcome four new members who will ensure a bright future for EASE. With your help, they will succeed.

On behalf of Council, the Programme Committee and all others involved in the organization of this Tenth General Assembly and Conference, I wish you a good time in Pisa.

*Arjan K S Polderman*  
*President of EASE, 2006-2009*

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### Wednesday 16 September

1500–1545     **Annual General Meeting and General Assembly of EASE**  
The new Council of EASE for 2009-2012 will take office. All are encouraged to attend.

1600–1700     **Welcome Address** Mayor of Pisa  
**Opening Ceremony** *History of Pisa and its University* Professor Lucia Tomasi Tongiorgi, Faculty of Literature & Philosophy, and Professor Romano Coppini, Faculty of Political Science, University of Pisa  
Chairman: *Arjan Polderman*

In the 12th century Pisa became renowned throughout Europe for the teaching of jurisprudence in its churches. The university was formally instituted in 1343 with the papal bull of Clement VI. The decline of the Pisan empire placed the university in serious difficulties until the Medici dynasty began the process of imposing state control following a series of reforms. One of their initiatives was the creation of the Botanical Garden under the supervision of the botanist Luca Ghini in the middle of the sixteenth century. Shortly afterwards the scientific prestige of the university was further enhanced by its association with Galileo Galilei, the founder of modern science. The university continued to change to meet the changing needs of society. This presentation will describe the key events during the history of the university and of Pisa.

1700–1730     Break

1730–1830     **Plenary Session I** Professor Ele Ferrannini, University of Pisa School of Medicine  
Chairman: *Arjan Polderman*

1900–2030     **Reception:** at the Hotel Santa Croce in Fossabanda, Piazza Santa Croce 5, Pisa

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### Thursday 17 September

0900–1100     **Plenary II: PHYSICAL INTEGRITY**  
Chairman: *Anthony Watkinson*

a) **Plagiarism detection using CrossCheck** Kirsty Meddings, CrossRef, Oxford, UK

Scholarly publishers need to ensure that the content they publish is original (and high quality) and they employ a range of editorial and peer review processes to achieve this. Detecting plagiarism has traditionally been haphazard and labour-intensive since detection tools for research-level scholarly content have always been limited by the lack of access to the relevant full-text literature to screen against. CrossCheck is a CrossRef initiative to help its members actively prevent scholarly and professional plagiarism by creating and continuously developing a database of current and archival scholarly literature. This talk will provide an overview of the CrossCheck service and the philosophy behind it.

b) **Challenges and future prospects for data preservation** Paola Gargiulo, CASPUR, Rome, Italy

Scientific disciplines are increasingly digital and increasingly data-intensive. Managing the diversity, size, and complexity of current and future data sets and data streams as well preserving them are challenges that stakeholders in the scholarly communication have to face. The presentation will look at the various technical activities and approaches to be adopted as well as at the costs involved and the non-technical policies on ownership and access. A brief overview will follow on the state of the art of some significant e-content and data preservation initiatives and studies. It will end with some considerations and reflections on current problems and future prospects.

1100–1130     Coffee Break

**Session 1 - Publication of full datasets**Chairman: *Linus Svensson*Co-ordinator: *Linus Svensson***The publication of full datasets in astronomy** *Christiaan Sterken, Vrije Universiteit Brussel, Belgium*

Ground-based and space observatories provide the astronomical community with huge amounts of data on a daily basis. Digital databases and observatory archives take care of the preservation of the raw observational data, but the data that are used in publications (measurements, statistics, models and computer code) are seldom published. This presentation will discuss the need for publishing full datasets and illustrate the difference between peer-reviewed published data and merely archived data. An overview will be given of the results of an experiment in astronomical data publishing that was initiated 15 years ago.

**Presentation** by representative of Oikos, Lund, Sweden

**Session 2 - Cultural issues relating to non-English journals**Chairman: *Paola De Castro*Co-ordinator: *Paola De Castro***Global profile of Latin American medical journals** *Dalton Avila and Dalton Avila, Jr, Scientific Journals in Latin America*

Regional medical periodicals represent 40% of global issues. Latin America area contributes 10.8% which comes from 325 currently published journals. We conducted a survey of editors of current publications and of inactive ones. Circulation, impact factor, language and peer-review policies are common considerations to rate medical publications. Regional Latin American medical journals follow international peer review standards but problems with falling circulation, financial troubles and non-professional editorial management have led to a decline in local and even regional periodicals during the last twenty years. Major global databases usually cite English language publications. Only 46 from 650 Latin American medical journals issued in the Spanish language are registered in both Index Medicus and Current Contents. Raising the profile of medical publications to a competitive global standard requires regional bilingual editorial and publishing training programmes for editors and management staff.

**AuthorAID: A concept to balance international knowledge flow and transfer** *Karen Shashok, Granada, Spain and Ana Marušić, Croatian Medical Journal, Zagreb, Croatia*

Scientists from developing countries remain underrepresented in the published scientific literature. AuthorAID was proposed because unless research results from authors anywhere in the world are made available through publication, the full benefit of investment in research is not realised. AuthorAID is a consortium of activities intended to overcome barriers to publication by providing editing assistance to scientists and researchers from developing countries who wish to publish scientific articles in peer-reviewed journals and other media. Senior researchers and author's editors will work as mentors with researchers via email or face to face to help them produce well written articles and thus improve the efficiency of information transfer from developing countries to the international scientific community. AuthorAID projects can be hosted by institutions, journals, publishers or other organizations anywhere, and can share web-based materials about writing and publishing developed for different projects. Each AuthorAID project will be carefully monitored to understand the process from the mentor's and researcher's point of view. This brief presentation will describe the AuthorAID concept and examples of current AuthorAID projects.

**Cultural issues at the French journal *Agronomy for Sustainable Development*** *Eric Lichtfouse, INRA-CMSE-PME, Dijon, France*

*Agronomie* was founded in 1981 by the French National Institute for Agricultural Research as a journal reporting agricultural research findings in French. To cope with increasing international competition the journal started to publish English articles, the percentage of which increased progressively to reach 100% in 2005. At that time we changed the journal name to *Agronomy for Sustainable Development* both to make it sound more international, and also to adapt to the green evolution of agricultural issues. Despite the shift to English, we still receive a majority of submissions from French-speaking and Latin countries, possibly because authors believe we will accommodate submissions of low-to-moderate English. This is both a strength because high-quality research reports from poor English-speaking authors end up at our journal instead of being rejected by northern-based journals on grounds of "low English" and a weakness because we are spending much time improving the English and teaching authors the basics of writing scientific papers in English. After reviewing thousands of submissions, I found that the main issue is not English translation and style: it is cultural differences between southern, Latin authors who are more apt to write romance and northern, English-speaking scientists who master straight-to-the point reports. I will present an overview of our journal focussing on cultural aspects.

**Promoting scientific publication from investigators in low and middle income countries; challenges and opportunities***Shirin Heidari, International AIDS Society, Geneva, Switzerland*

The Journal of the International AIDS Society (JIAS) was launched in 2004 to provide a publication platform for HIV research conducted in resource-limited settings, and by investigators in those settings. The journal was re-launched in August 2008, revitalized to strengthen its undertaking to support initiatives that increase the visibility and dissemination of scientific findings from resource-limited settings. The journal's mission is to recognize, support and promote essential and innovative HIV/AIDS research, prevention and care efforts in low and middle income countries. JIAS supports researchers in low and middle income countries by providing an open access journal for dissemination of their research findings: the IAS is committed to underwrite the costs of publication to decrease the financial burden on authors. In collaboration with AuthorAid, JIAS provides training at regional and international conferences on scientific writing and one-on-one mentoring to authors to improve the quality of submitted manuscripts. The Journal has initiated a dialogue with stakeholders in the field including research institutes, journal editors, and publishers on how scientific journals can participate in the professional development of young researchers, improve access to knowledge, and increase the visibility and impact of research undertaken in resource-limited settings.

**Conventional and electronic parameters for the evaluation of scientific journals** *Eloísa da Conceição Príncipe de Oliveira*

Ministry of Science and Technology, Rio de Janeiro, Brazil

The scientific journal, in its more than three centuries of existence, has undergone several important changes but has kept its relevance and functions of registry, intellectual property, peer communication and prestige, among others. It remains the most important formal channel for scientific communication in Science and Technology, even in an era of electronic communication networks. It has been the focus of several

studies, covering both intrinsic characteristics (e.g. contents, editorial board, origin of evaluators, criteria for evaluation, quality of contributions) and extrinsic characteristics (e.g. format, print run, periodicity, distribution, standardization, indexing). Studies have also covered several aspects related to the electronic environment, such as forms of preservation, duration of availability, information retrieval, links, navigability, design, connectivity and accessibility. These analyses are important for agencies that fund the production of scientific journals as well as for authors who want to select a journal to publish their research. This paper presents an overall view of some models for scientific journal evaluation with emphasis on electronic journals.

Afternoon      FREE with an optional excursion to Lucca or Tour of Pisa

1430–1730      Optional workshop on **Managing a Journal Editorial Office**    *Linus Svensson and Joan Marsh*

1430–1730      **BELS examination.** Participants must be pre-registered with the BELS examination office.

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## Friday 18 September

0900–1100      **Plenary III: MORAL INTEGRITY**  
Chairman: *Paul Evans*

a) ***Bias in peer-review practices in ecology and evolution***    Amber Budden, National Center for Ecological Analysis and Synthesis, University of California Santa Barbara, USA

Publication metrics such as the citation rates of papers and the subsequent impact factor of a journal are being increasingly used to evaluate productivity, quality and often the relative success of individuals, research groups and departments. The pressure to publish in these top journals is immense. Importantly, the attributes of potential authors may determine the extent to which a publication succeeds in the peer-review process. We analysed multi-year data on manuscript submissions from nine journals, to test the importance of author, reviewer and editor attributes on the outcome of the review process. This dataset enabled exploration of bias in ecology and evolutionary biology publishing and provided a means to assess the effectiveness of current review practices. Independent analysis of journal pre-publication metrics is uncommon and provides an opportunity for the 'moral integrity' of journal editors and reviewers to be assessed. Such targeted analyses and increased transparency are necessary for informing best practice in editorial policies, to the benefit of both the journal and the publishing community.

b) ***Toward a common standard for conflict of interest disclosure policies in scientific and medical journals***  
Thomas Babor, Department of Community Medicine, University of Connecticut School of Medicine, USA

This presentation will describe an ongoing effort to develop and implement a common standard that can be used by scientific and medical journals to organize their conflict of interest (COI) policies. The effort was initiated in 2007 by a group of journal editors convened by the Center for American Progress and has continued with the drafting of a concept paper that explains the rationale for a common standard and a model COI guideline for authors, editors and peer reviewers. The need for a common standard is based on evidence that financial and other competing interests have the potential to bias scientific results, distort the research agenda and diminish public confidence in research findings. In addition to their role in fostering transparency, it is argued that COI declarations are also valuable because of their symbolic and educational functions. This presentation will describe how the common standard was implemented first in one peer reviewed journal and subsequently disseminated within the network of an international editors society representing over 50 addiction journals.

1100–1130      Coffee Break

1130–1300      **PARALLEL SESSIONS 3 & 4**

### ***Session 3 – Authorship***

Chairman: *Zoe Mullan*

Co-ordinators: *Elise Langdon-Neuner and Linus Svensson*

**Disclosure: improving transparency - The view from the pharmaceutical industry**    *Katharine Channing and Lorna Fay,*  
Pfizer Inc, New York, USA

The credibility of peer-reviewed clinical articles depends in part upon the publication of the sources of funding for the original research, writing assistance and other support. The International Committee of Medical Journal Editors guidelines recommend that authors disclose all sources of funding in submitted manuscripts. Recent studies have demonstrated that medical journals do not have consistent requirements for the disclosure and publication of financial support. One analysis of previously published articles indicated that full disclosure of industry-sponsored writing assistance was infrequent. The heightened scrutiny and public perceptions of manuscripts containing industry-sponsored research have only increased the need for uniform disclosure of support. This presentation will describe the policy developed by Pfizer Inc regarding public disclosure of support, including medical writing assistance, for all submissions to peer-reviewed journals and measures taken to enforce that policy, including for example disclosure statements, the requirement for a signed acknowledgement that authors will abide by the policy, training of all internal authors and publication vendors and monitoring prior to submission.

**Presentations** by *Elise Langdon-Neuner* and by *Linus Svensson*

#### **Session 4 - University Press Challenge - Edizioni PLUS**

Chairman: *Aldo Pinchera*

Co-ordinator: *Aldo Pinchera*

**Prospects and potentialities of the University editorial offer challenges** *Aldo Pinchera*, Professor of Endocrinology and The University Press, Pisa, Italy and *Katherine Isaacs*, Professor of History, University of Pisa, Italy

This seminar will evaluate the role of the University editorial communication network in order to describe its fundamental activities and its evolution in the electronic field. The debate between a book industry based on copyright and one based on open access, the consolidated existence of an information technology market and the resistance to paper, the public and/or private nature of project aggregation of documentary resources are all key themes for the editorial community. While studying the communication network of the University book industry, it is impossible not to refer to the recent strong trend in the publishing industry towards concentration strategies from companies, vertical integration between production and distribution and the response of consumers associated with co-operatives. The presentation will address the following subjects:

- a. Creation of a promotional and distributive net specific to the University editorial product
- b. Development of specific actions aimed at the defence of intellectual works with particular attention to an education project on reading to be carried out in an academic area. The basic idea consists of exploiting the object "book" too often debased through illegal forms of reproduction
- c. Examination of the potential of the academic world offered by the digital publishing industry

**Scholarship in the digital age: new perspectives?** *Pietro Corsi*, Professor of the History of Science, University of Oxford, UK

Advanced scholarship in the humanities is under constant threat. Publishers are, understandably, reluctant to print books potentially addressed to a few hundred users. Evaluating organisations, whether private or public, increasingly encourage scholars to publish quickly, to worry about impact and to avoid getting involved in long-term projects, precisely those that make scholarship worth pursuing. Are there possibilities to exploit digital and internet technologies to find a reasonable compromise between quality and availability? Or is the age of scholarship over?

1300–1430 **Lunch** at the Conference Centre

1430–1600 **PARALLEL SESSIONS 5 & 6**

#### **Session 5 - Cultural integrity of journal guidelines and their translation**

Chairman: *Reme Melero*

Co-ordinator: *Paola De Castro*

**Major editorial guidelines need to be translated and popularised** *Sylwia Ufnalska*, Poznan, Poland

To promote research integrity all over Europe successfully we need to translate into our national languages the most important editorial guidelines and publicize them. Careful translation would help to avoid misunderstanding and to convey the message effectively to science editors and researchers in our countries. Thus we must first discuss and determine a set of essential guidelines, then select a team responsible for their proper translation. Next, the text in various languages could be posted on the EASE website. Then it would be necessary to disseminate information about the guidelines to the scientific community. Finally, feedback from the community might aid in refining and updating the guidelines in the future. All this should facilitate the fight against scientific misconduct and could enable a high degree of standardization of the editorial process.

**Promoting integrity in scientific publications through the ‘Vancouver style’** *Paola De Castro, Federica Napolitani, Anna Maria Rossi, Sandra Salinetti*, Istituto Superiore di Sanità, Rome, Italy

Nowadays about 700 biomedical journals formally adopt the so-called ‘Vancouver style’. This was created in 1978 by the International Committee of Medical Journal Editors (ICMJE) with the official name of *Uniform Requirements for Manuscripts Submitted to Biomedical Journals* to facilitate authors and editors in creating and distributing accurate, clear, easily accessible reports of biomedical studies. They address all aspects of the editorial process, from the ethical principles related to the process of evaluating, improving, and publishing manuscripts, to relationships among editors and authors, peer reviewers, and the media. Thus they guarantee the integrity of an article as a whole, starting from the control of authorship criteria identifying who is responsible for the reliability of the paper to the more technical aspects of preparing and submitting manuscripts. We will present an Italian translation of the last edition (October 2008) of the document with the aim of encouraging its adoption among Italian scientific editors and publishers and of fostering the awareness of its great relevance for integrity in science communication. Difficulties in the practical application of these recommendations in small biomedical journals will be highlighted.

**“Backstage solidarity” in Spanish- and English- written medical research papers: publication context and the acknowledgment paratext** *Françoise Salager-Meyer*, Universidad de Los Andes, Mérida, Venezuela, *María Ángeles Alcaraz Ariza*, Universidad de Alicante, Spain and *Maryelis Pabón Berbesí*, Universidad de Los Andes, Mérida, Venezuela

This paper will analyse the acknowledgement paratext of medical research articles written in English and Spanish in Venezuela, Spain and the USA. We randomly selected 50 experimental research papers from each country published between 2005 and 2007 in leading medical journals. We recorded the frequency and length of acknowledgements, the number of named and unnamed acknowledgees, the reasons they were acknowledged, the number of grants received and the sources of funding. We will describe the differences we found between acknowledgements from the English-medium corpus and those from the Spanish and Venezuelan samples. A small study on the motivation behind acknowledgement citation showed that acknowledgements have not yet become an institutionalized practice in the Spanish-speaking world and that the publication context plays an important role in the politics of exchange in medical research.

#### **Session 6 - Misconduct in Science Communication**

Chairman: *Ana Marušić*

Co-ordinators: *Alison Clayson* and *Elise Langdon-Neuner*

**Morals and science publishing** *Paul Evans*, Elsevier, Amsterdam, The Netherlands

The integrity of publishing embraces all aspects of the publishing cycle and above all else requires the scientific community’s professionalism and ethic of service to world development to ensure the scientific method is best advanced and the subjective powers of judgement, prioritisation and dissemination itself are made as accountable and sustainable as possible. This extends from ethical concerns related to the published works and professional behaviours of researchers as authors including the use of services to help police this domain as in the field of preventing plagiarism, to issues such as preservation and the need to train researchers to maintain knowledge for future generations, to the role of editors

and reviewers and how to guard against bias and ensure civility at all times. There is also the role of the publisher, as a specialised function distinct from the research world, and the need to balance benefits for producers with general benefits for consumers including the wider public. Here the influence of politics and economics comes to the fore in the context of significant and continuing technological change. What is at stake is on the one hand sustainability and continuity of successful models from the past, and on the other the need to ensure vitality with investment and innovation to stave off risks of stagnation or disorder. For maximising the general output from the scientific process, the moral perspective is also important.

**Scientific Red Cards: A web 2.0 approach for a better communication between researchers and institutions about misconduct and research integrity** *Claire Ribault*, Scientific Red Cards, Paris, France

Once a case of scientific misconduct has been assessed by a dedicated institution, retraction of the corresponding articles is a way to correct the scientific literature. However, for researchers, identification of such papers remains difficult: not all fraudulent papers get retracted, and retracted papers sometimes get cited after retraction. It is argued that this poor visibility of the assessments of misconduct in publications can hinder the progress of science and mislead decision-making, and is partly responsible for the limited concern about this issue among the scientific community. As an effort towards easier access to information, "Scientific Red Cards" is a website dedicated to taking inventory of scientific publications for which misconduct has been assessed by legitimate institutions. This website is collaborative in the sense that any individual researcher or scientific institution can submit to moderation a fraudulent paper with the corresponding assessment of misconduct. It also provides a platform for researchers to become informed and discuss questions about misconduct, in order to raise awareness about this issue within the scientific community.

**Integrity and misconduct in scientific communication: the role and impact of the thesis supervisor** *Christiaan Sterken*, Vrije Universiteit Brussel, Belgium

Misconduct in scientific publishing is frequently attributed to publish-or-perish pressures on young researchers. Tampering with the data is one very serious offence which is often hard to trace by the peer, but there are forms of "lesser" misconduct in facets of co-authoring and refereeing which can be corrected by proper tutoring from the very beginning. On the basis of examples, this presentation illustrates the long-term damaging impact of improper coaching on the young PhD student's future life style.

**A manuscript editor's guide to handling plagiarism** *Marije de Jager*, Rovereto, Italy and *Mary Ellen Kerans*, Barcelona, Spain

Publishing and academic communities have expressed concern that plagiarism is on the rise, to the point that some authors in some communities consider questionable practices to be part of the normal scientific writing process. Certainly, the debates on 'salami publication', duplicate publication, re-publication ('self-plagiarism') and journals' reception of stale-sounding 'me-too' research reports all suggest that plagiarism and related problems have increased. We are especially aware of this in 'peripheral' settings outside the prestigious centres of research and publication. In these settings, journals are starved for good manuscripts and reject less often, while authors face greater language-related obstacles. We look at plagiarism from a practical standpoint, focusing on how manuscript editors are affected and what we can do. Two broad levels of plagiarism are defined. We then suggest goals for discussing the problem with authors that are compatible with our roles. We also show procedures to follow in the absence of special resources. The proposed solutions are strict but effective 'without destroying the author' — referring to the title of a widely-read discussion thread on the topic (14-18 Feb 2005, <http://www.wame.org/wame-listserve-discussions/how-to-handle-plagiarism-without-destroying-the-author?searchterm=with+destroying+the+author>). Experience in counselling others at the association Mediterranean Editors and Translators and in workshops suggests this approach works for manuscript editors in various settings.

2000–2200 **Conference Dinner** at Grand Hotel Duomo, Via Santa Maria 94, Pisa

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**Saturday 19 September**

0900–1100 **Plenary IV: EDITORIAL INDEPENDENCE AND RESPONSIBILITIES**

Chairman: *Stuart Handysides*

a) ***Errors in the science literature: avoidance and correction*** *David Vaux*, Department of Biochemistry, La Trobe University, Australia & Committee for Freedom and Responsibility in the Conduct of Science, the International Council for Science

Errors can arise in the scientific literature innocently, owing to the statistical nature of science, or not so innocently, either because of incompetence or deliberate falsification, fabrication or plagiarism. Using statistical arguments, John P. A. Ioannidis has proven that more than half of claimed research findings are false (PLoS Medicine 2:696-701). In addition, there is evidence indicating large numbers of papers have been incompetently written or reviewed, or are the result of scientific misconduct. For science editors this raises two important issues: How can the number of errors that enter the literature be reduced and how can errors that have been published be efficiently corrected? This talk will provide some examples to illustrate the size of the problem and make some practical suggestions to help maintain the integrity of the scientific literature.

b) ***Intellectual property rights issues for editing and publishing*** *Charles Oppenheim*, Department of Information Science, Loughborough University, UK

Copyright and database rights are important issues for editors and publishers. Following a general introduction to current law in Europe, and likely changes in the future, copyright issues associated with the refereeing, editing and publishing processes will be examined, as well as the implications for the traditional assignment of copyright posed by the Open Access movement. Database right issues associated with the submission of datasets to journal editors will be covered, as will the impact of Creative Commons in the scientific publishing arena. The presentation will conclude with recommendations for editors and publishers regarding how to handle some of these issues.

1100–1130 **Coffee Break**

**Session 7 - The role of editors and journals in fostering responsible conduct of research**Chairman: *Eva Baranyiová*Co-ordinator: *Ana Marušić***The role of editors and journals in fostering responsible conduct of research: strengths, weaknesses, opportunities and threats** *Ana Marušić*, Croatian Medical Journal, Zagreb, Croatia

Scientific journals and their editors come into focus each time there is a new and shocking discovery of scientific fraud, primarily because articles in scientific journals are the main form of scientific communication and documentation of research. This is also the reason the public mostly sees scientific fraud as a deficiency in the publication process. Journal editors are in a good position to serve as educators in their scientific communities and to build global bridges for information exchange. Their educational “tools” are editorial integrity and author-helpful policy: editorial integrity ensures that standards of publishing and research are effectively transferred to the local scientific community, and author-helpful policy enhances this transfer and builds up research integrity standards in the scientific community. I will use the classical SWOT analysis to audit (S)trengths and (W)eaknesses as the internal and (O)pportunities and (T)hreats as external factors affecting journals’ responsibility in addressing scientific misconduct.

**The reporting of informed consent in clinical trials: editors’ role and responsibilities** *Carlo Petrini and Sabina Gainotti*, Istituto Superiore di Sanità, Rome, Italy

The job of a scientist was summarized by Benjamin Franklin (1706-1790) as “to study, to finish, to publish”. Science is a cumulative activity in which each scientist builds on the work of others. Publication of results is an integral and essential component of research because it enables others to gain access to each scientist’s contribution. Considerable efforts have been devoted to the task of defining research misconduct and elaborating methods for investigating allegations of misconduct. Less attention has been devoted to developing a research environment that promotes integrity. Most of the codes on the subject recognise that journals should not publish research to which patients have not given fully informed consent. We will consider whether this general rule has exceptions and how scientific journals could promote scientists’ integrity in asking, obtaining and reporting informed consent.

**Supporting the integrity of science in the editorial production at the Italian National Institute of Health** *Elisabetta Poltronieri, Federica Napolitani and Paola De Castro*, Istituto Superiore di Sanità, Rome, Italy

The integrity of science is a delicate subject of utmost importance. However, many things can and should be done to ensure the best quality of presentation of data and clarity and accuracy in the dissemination of scientific information. The Publishing Unit at the Italian National Institute of Health (ISS) takes the greatest care in ensuring the reliability and correctness of the material published within its publications. For *correctness* we mean not only removing errors in the editing of papers, or being accurate, effective and precise in rectifying imperfections but reaching accepted standards in providing scientific information both in print and online. We use a variety of methods, for instance, applying as strictly as possible the “Uniform Requirements for Manuscript Submitted to Biomedical Journals”; training the internal research staff on proper scientific style and format; training young researchers on innovative science publishing systems; strengthening the relation/collaboration with authors; and raising awareness of crucial copyright issues relating to the protection of intellectual property. To ensure *completeness* of reported data, various methods and channels of communication are used; to guarantee *accessibility*, an institutional repository (DSpace ISS) is being built on the principles of open access to research results; to facilitate *retrievability*, online services and resources are used and to preserve *durability*, documents relating the history of ISS are being digitized.

**Session 8 - Promoting the public perception of science through clear communication**Chairman: *John Joyce*Co-ordinators: *John Joyce and Emma Campbell***Hook, Line and Thinker: how to write popular scientific articles that people will read** *John Joyce*, Marine Institute, Dublin, Ireland

Many scientists view peer-reviewed papers in scientific journals as the traditional way of communicating their research results. However, a well-written popular article in the scientific trade press, general or web-based media will reach a much wider audience. It could also have a far greater effect on a scientist’s popular profile, which in turn could improve their career prospects and ability to generate funding, particularly if the story is taken up by the broadcast media. Using the simple, three-step “Hook, Line and Thinker” approach of an eye-catching opening, followed by an easy to understand and relevant argument and a thought-provoking conclusion, this presentation will demonstrate how scientists can effectively communicate their results to a mass audience in terms that readers will both understand and identify with. The presentation will consider the fundamental differences in structure between a formal scientific paper and a popular article, as well as describing practical methods for capturing and organising ideas, and then crafting them into the smooth narrative which is the foundation of any successful story. The paper will also explain the important differences of approach between writing a popular article and compiling a press release or statement, as well as exploring the exciting new opportunities offered for science communicators through the Internet.

**PLEASE NOTE:** Participants attending this session are asked to bring one story idea, writing implements and several sheets of plain A4 paper.

**From Hermits to Hermes: researchers learning the media game** *Virpi Viertola and Tarja Ketola*, University of Vaasa, Finland

The media are in a continuous race for news. On the one hand, they need to write what others write about and join the debate. On the other hand, they must find scoops that differentiate them from others. The rhythm is fast: morning news is used up by the afternoon. A researcher’s rhythm has a longer time span; it may take years before anything essential can be said about a study. The media want information early and often focus on the researcher whose personality may be most interesting. In the increasingly person-centric media world, a researcher is forced to, or allowed to, tell stories about him/herself and his/her research topic. In Nordic countries people are interested in scientific discoveries. Finns spend more time in studying the media, especially newspapers, than other Europeans on average. The power of the media as the intermediary of scientific facts is significant. News criteria for science vary according to the circulation area. In the provincial media, a piece of news may be the scientific achievements of a local boy or girl. A researcher knows the main results of his/her study, but the media may be interested in a detail. In order to get a research topic into the media, its message needs to be simplified and repeated. The media publicity of science does not equal its scientific merit. Scientific significance of research is evaluated in different fora from the media, but these fora are inevitably approaching each other because of the tightening competition over research financing.

## Integrity in Science Communication

Palazzo dei Congressi, Via Matteotti 1, Pisa, Italy  
16 – 19 September 2009

### POSTERS

**A manuscript editor's guide to handling plagiarism** *Marije de Jager*, Rovereto, Italy and *Mary Ellen Kerans*, Barcelona, Spain  
Publishing and academic communities have expressed concern that plagiarism is on the rise, to the point that some authors in some communities consider questionable practices to be part of the normal scientific writing process. Certainly, the debates on 'salami publication', duplicate publication, re-publication ('self-plagiarism') and journals' reception of stale-sounding 'me-too' research reports all suggest that plagiarism and related problems have increased. We are especially aware of this in 'peripheral' settings outside the prestigious centres of research and publication. In these settings, journals are starved for good manuscripts and reject less often, while authors face greater language-related obstacles. We look at plagiarism from a practical standpoint, focusing on how manuscript editors are affected and what we can do. Two broad levels of plagiarism are defined. We then suggest goals for discussing the problem with authors that are compatible with our roles. We also show procedures to follow in the absence of special resources. The proposed solutions are strict but effective 'without destroying the author' — referring to the title of a widely-read discussion thread on the topic (14-18 Feb 2005, <http://www.wame.org/wame-listserve-discussions/how-to-handle-plagiarism-without-destroying-the-author?searchterm=with+destroying+the+author>). Experience in counselling others at the association Mediterranean Editors and Translators and in workshops suggests this approach works for manuscript editors in various settings.

**How AuthorAID in the Eastern Mediterranean supports publication of high-quality manuscripts and enhances the quality of national and regional journals** *Karen Shashok* Granada, Spain, and Shiraz, Iran

AuthorAID supports the publication of important health science research information through a consortium of independent projects. One such project is AuthorAID in the Eastern Mediterranean (AAEM), which operates on a combination of personal funds, work donated by volunteer author's editors, and infrastructure provided by the local host institution Shiraz University of Medical Sciences (Shiraz, Iran). During the first on-site phase of AAEM from January to June 2009, 72 research manuscripts were edited; the outcome of manuscript submittal will be monitored to quantify the program's effectiveness in improving publication success. According to verbal feedback from researchers, the 3 most important outcomes of live editing sessions were: 1) manuscripts more likely to satisfy gatekeeper's expectations for quality, 2) acquisition of writing and editing skills, and 3) increased confidence in the value of their scientific work. Manuscript-editing sessions were observed by local author's editors, who thereby increased their own skills. Five medical journals published by the host institution received manuscript editing, guidance on best editorial practices, and advice on becoming indexed by PubMed and Thomson Reuters' Web of Science. More than a dozen presentations and workshops for medical students, researchers, and different types of editors were given at universities and scientific conferences.

**UNESCO publishing guidelines** *Suzanne Lapstun*, UNESCO, Paris, France

UNESCO is a large organization with a relatively decentralized publications process. Hundreds of publications are produced annually, of which a fraction are fully managed by the central publications service. In 2007, external and internal evaluations revealed significant differences in publishing procedures across the organization, notably concerning quality control and rights. A new policy, developed through a collaborative process involving the main stakeholders, incorporates a set of guidelines detailing standard procedures, workflows, responsibilities and quality control mechanisms. The guidelines, published in early 2009, cover the whole publication cycle, from planning and project definition, through content preparation and production, to promotion, distribution and evaluation of impact. To accompany implementation of the guidelines, a pilot training course has been held on rights, and a full training programme is being developed.

**Options and opportunities: challenges of editing course materials for distance learning programmes** *Felix Olakulehin*,

Regional Training and Research Institute for Open and Distance Learning, National Open University of Lagos, Nigeria  
The design and development of instructional materials for distance learning programmes follow a tradition which evolved with the development of modern distance learning systems through the Open University in the UK and the course team approach, which provides for a variety of experts in different specializations and activities relating to course design – such as – content specialists, instructional designer, language expert, graphic expert, multimedia specialist etc. The task of the editor in this eclectic process is to ensure that the various inputs are meshed together into a lucidly coherent whole. A number of challenges, predictably, assail this process because various people would not want their contributions obviated during editing. More so, the editor must also be careful not to allow his/her personal whims and caprices to interfere with the objective process of editorial activities. This paper discusses some of the challenges confronting those who edit instructional texts used for distance learning programmes, especially the dilemma they face when they are confronted with removing or at least modifying what 'experts' consider to be high quality contributions to the field. The paper also details some of the advantages that have made editing a *sine qua non* to the production of all distance learning materials.

**Manuscript Quality Improvement: Shiraz Dental Journal** *M Niknam*, Executive Manager of the Shiraz Dental Journal, and *A Niknam*, Medical Sciences, Shiraz University, Iran

We investigated whether the process and team work of a journal can improve the quality of a paper. We assessed 171 manuscripts received at the Shiraz Dental Journal from 2004 to 2009 by scoring before and after publishing, according to standards set by the Iran Ministry of Health Education Commission of Medical Journals. The published papers were compared after every change we made in the journal process. The scoring was blind. There was a significant difference in manuscript scores before and after publication ( $p < 0.005$ ). The published manuscripts were significantly different after adding a dentist and/or a secretary ( $p < 0.05$ ). There was an increase in submission after getting citations. We conclude that each journal can improve itself and thereby encourage scientists to do their best in the preparation of their manuscripts.

## STOP PRESS!

### Abstract omission

Parallel Session 4: Friday 18 September 1130-1300

### University Press Challenge

We apologise for omitting the following abstract from the above session:

**A European Research network and the challenges of on- and off-line publishing** *Katherine Isaacs*, Professor of History, University of Pisa, Italy

A large-scale international project, the Sixth Framework Network of Excellence supported by the European Commission under the name CLIOHRES.net ([www.cliohres.net](http://www.cliohres.net)) links 180 researchers from 45 universities and 35 countries, as they take a critical look at how History is studied and taught today and propose novel research paths for the future. The products of this endeavour, so far, are more than 40 attractive and innovative volumes, available on-line and in book form, published by PLUS, the Pisa University Press. The Coordinator of the Network discusses the problems, the challenges and the opportunities created by such a large scale initiative in today's academic and research community.

### Change in order of presentations

Parallel Session 5: Friday 18 September 1430-1600

### Cultural integrity of journal guidelines and their translation

**“Backstage solidarity” in Spanish- and English- written medical research papers: publication context and the acknowledgment paratext** *Françoise Salager-Meyer*, Universidad de Los Andes, Mérida, Venezuela, *María Ángeles Alcaraz Ariza*, Universidad de Alicante, Spain and *Maryelis Pabón Berbesí*, Universidad de Los Andes, Mérida, Venezuela

**Promoting integrity in scientific publications through the ‘Vancouver style’** *Paola De Castro*, *Federica Napolitani*, *Anna Maria Rossi*, *Sandra Salinetti*, Istituto Superiore di Sanità, Rome, Italy

**Major editorial guidelines need to be translated and popularised** *Sylvia Ufnalska*, Poznań, Poland

*Please see over for Poster abstracts*