

Disaster Bioethics Training

Successful Writing for Publication & Publication Ethics

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Covered in this talk

- How the publishing industry has evolved
- How does the review process work?
- How to decide where to publish?
- Publication Ethics
- Some innovations in scholarly publishing

Scholarly publishing is big business

- Worth many billions of dollars
- More than 2000 publishers
- More than 25,000 journals
- More than 1.5 million articles published per year
- Publishers include:
 - Commercial: Elsevier, Springer, Wiley Blackwell, etc
 - University Presses: OUP, CUP, Harvard
 - Scholarly societies/organisations: ACS, AIP, BMJ
 - Independent, not for profit, eg PLOS,

Subscription model of scholarly publishing

Based on a print model of publishing

So:

- Can only read articles if you or your library have a subscription to the journal
- Libraries are struggling to provide access to all required journals
- Even if the general public could read them, many wouldn't be able to understand them
- ie, access to knowledge is restricted both physically and intellectually

The internet changed everything

Just over 21 years since the first web page

*There are three things that we need to understand about the web. First, it is **more amazing than we think**. Second, the **conjunction of technologies that made the web successful was extremely unlikely**. Third, we probably would not create it, or any technology like it, today. In fact, **we would be more likely to cripple it, or declare it illegal**.*

James Boyle, Web's never-to-be-repeated revolution, Financial Times, November 2, 2005

The Potential of the Internet

- Open access became possible
- Global distribution at a reasonable cost (one copy serves all)
- Searching and literature mining - reuse
- Improved formats for data presentation
- Interlinking and archiving



Open Access: the revolutionary idea



Open > Free

Gold Open Access

- Free, immediate access online
- Unrestricted distribution and re-use
- Author retains rights to attribution and copyright
- Papers are deposited in a public online archive such as PubMed Central

Bethesda Principles, April 2003

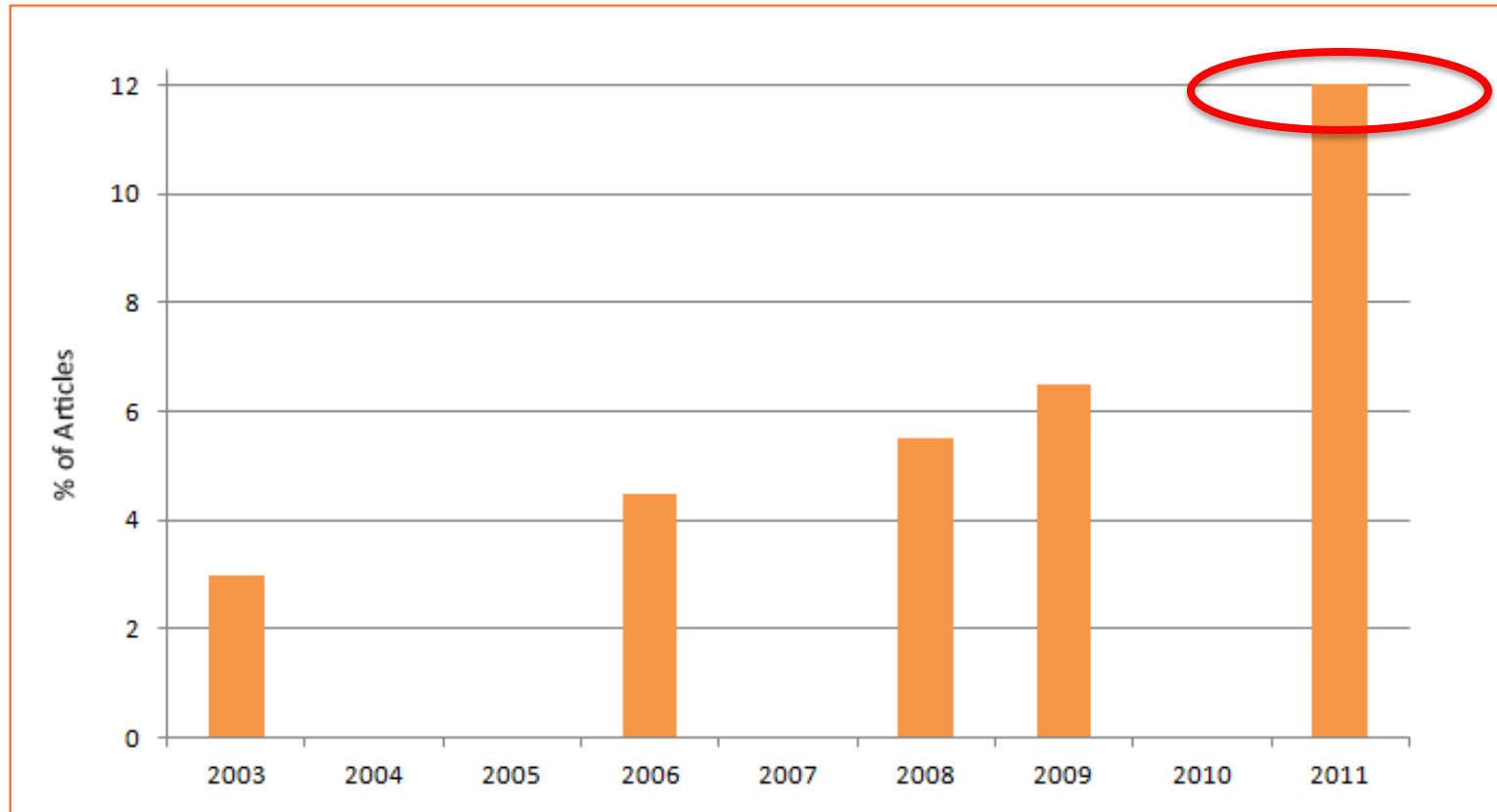
Green Open Access

- Publication in a non-gold OA or journal
then>>
- Deposition in a repository, either institutional, eg a university; subject specific, or more general

What Open Access looks like on a journal

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Open Access Momentum—Growing Percentage of STM Articles Published Open Access



Source: Web of Science and Scopus databases, Mikael Laakso and Bo-Christer Bjork

Publishing landscape now

- Pure OA publishers
 - PLOS
 - BioMedCentral (now owned by Springer)
 - Hindawi
 - PeerJ etc...
- Most publishers have a both OA and subscription journals and “hybrid” journals, whereby authors can pay to be OA in an otherwise non-OA journal
 - Elsevier
 - Springer
 - Wiley Blackwell
 - Taylor and Francis etc...

Selective general journals

PLOS Biology, eLife, Cell, Nature, Science
PLOS Medicine, Lancet, NEJM, BMJ, JAMA

Editorial processes

- Run by in house editors, with a Chief Editor at the top
- Academic editors who advise on submitted papers - 100-200 per journal
- Reviewers who review for specific content

Content

- Research articles selected for scope and potential impact
- Magazine articles on important topics, relevant to the journal's audience

Specialty Journals

PLOS Community Journals

Blood, Thorax, BMJ series, BMC series etc, etc....

Editorial processes

- Serve a specialist community
- Academic Editors-in Chief Academic editorial boards – 100-200 per journal

Content

- Research articles selected for scope and potential impact
- Magazine articles on important topics, relevant to each journal's audience

Mega journals

PLOS ONE, BMJ Open, PeerJ, Frontiers

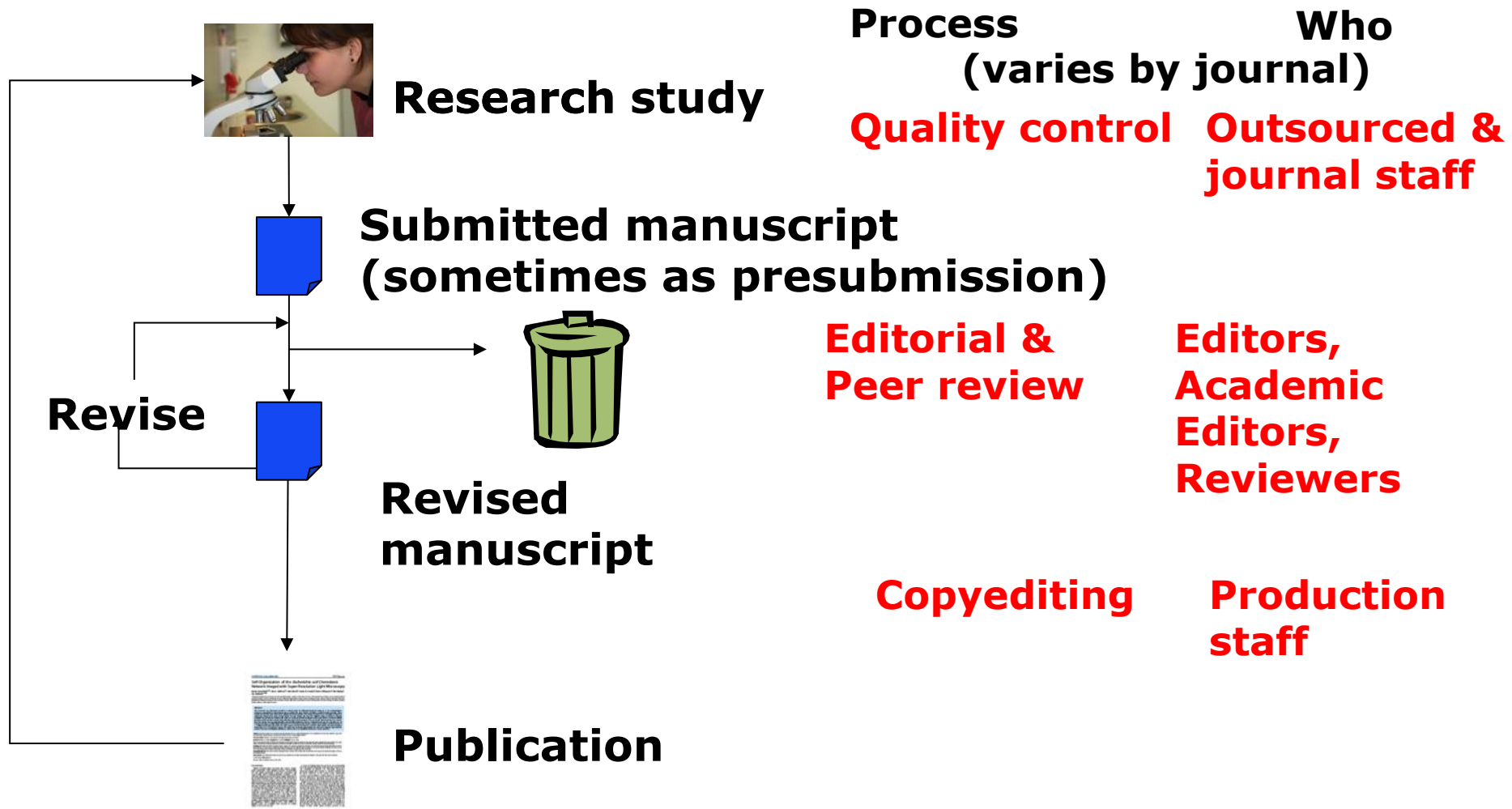
Editorial processes

- In house Editors oversee the process, led by an Editorial Director
- Peer review is moderated by and decisions are made by a large academic editorial board

Content

- May publish across all of science and medicine
- No selection for impact, only for originality, ethics, correct reporting

How peer review & other quality control works



How to select a journal

Specifically:

- Know your audience
- Make a shortlist of appropriate journals
- Read the journals
- Read (and follow!) the journals' instructions for authors
- Write a clear cover letter
- Ensure your abstract reflects the paper well

How to select a journal

Generally:

- Have someone not in your field read the article
- Repeatedly: Get advice and feedback from mentors & colleagues

Publication Ethics

- Part of research ethics more widely
- Science and medicine advances by being able to build on previously published work
 - “We don't know when research might have impact so we have to do what we can now to make sure it can be trusted”
- Publication ethics aims to safeguard the integrity of this scientific literature
 - We want everything we publish to be original and for it to be a complete and accurate account of the work
 - We want everyone who contributed to the work (but only those people) to get credit for it

How common is misconduct?

- Systematic review (screened 3207 papers)
- Meta-analysis (18 studies)
 - surveys of fabrication or falsification
 - *NOT* plagiarism
- **2%** admitted misconduct themselves
(95% CI 0.9-4.5)
- **14%** aware of misconduct by others
(95% CI 9.9-19.7)

Fanelli *PLOS One* 2009;4(5):e5738

Some publication ethics problems

- Common
 - Authorship disputes
 - Plagiarism
 - Partial representation of data (eg over cleaning of data/figures)
 - Sloppy research practices
 - Less common
 - Figure manipulation
 - Duplicate publication
 - Fabrication of data
- ... but there are many more

Promoting integrity in research publication

COPE is a forum for editors and publishers of peer-reviewed journals to discuss all aspects of publication ethics. It also advises editors on how to handle cases of research and publication misconduct. Read more [About COPE...](#)



Flowcharts

Our flowcharts are designed to help editors follow COPE's Code of Conduct and implement its advice when faced with cases of suspected misconduct.

1,2,3,4,5

Guidelines

Access COPE's official guidance, including the Retraction Guidelines.



COPE Research Grant

COPE offers a grant of up to £5000 to a COPE member for a research project into publication ethics. The next deadline for applications is 1st June 2011.



Code of Conduct

COPE aims to define best practice in the ethics of scholarly publishing and to assist editors, editorial board members, owners of journals and publishers to achieve this.

NEWS & OPINION

News / COPE Forum agenda for 6 June 2011 meeting

31/5/2011 3.09pm

News / Spanish version of flowcharts now available

25/5/2011 4.58pm

News / COPE Research Grant - deadline looming

23/5/2011 3.41pm

COPE provides:

Flowcharts

Guidance eg retractions, ethical peer review,
whistleblowers

Sample letters

Code of Conduct

Best Practice guidelines

Database of cases

Monthly newsletter

E-learning (for members)

How to be ethical

- Talk to your mentors and colleagues
- Know your organization's policies and practices
- Don't get pressurized to act in ways that make you feel uncomfortable
- Check, check and check your work
- When in doubt, seek advice

What's next?

Technology is driving major changes in publishing

- Open access to publications
- Authorship
- Enabling correction of the literature
- Speed and new formats
- Better ways of measuring impact

Unique Author ID



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FOR RESEARCHERS FOR ORGANIZATIONS ABOUT HELP SIGN OUT

MY ORCID RECORD ACCOUNT SETTING SIGN OUT

Virginia Barbour
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Keywords: Editor, Research Ethics
Other IDs:
Scopus Author ID: 15833904000

Publications

Beyond the numbers: Describing care at the end of life: PLoS Medicine 2012
DOI: 10.1371/journal.pmed.1001181
<http://www.scopus.com/inward/record.url?eid=2-s2.0-84857735735&partnerID=MN8TOARS>
Barbour, V. and Clark, J. and Norton, M. and Simpson, P. and Veitch, E., (2012). "Beyond the numbers: Describing care at the end of life", PLoS Medicine, vol. 9, no. 2



Bringing Clarity to the Reporting of Health Equity: PLoS Medicine 2012
DOI: 10.1371/journal.pmed.1001334
<http://www.scopus.com/inward/record.url?eid=2-s2.0-84868088489&partnerID=MN8TOARS>
Barbour, V. and Clark, J. and Connell, L. and Simpson, P. and Winker, M. and Veitch, E., (2012). "Bringing Clarity to the Reporting of Health Equity", PLoS Medicine, vol. 9, no. 10

Digital humanitarianism: Collective intelligence emerging: PLoS Medicine 2012
DOI: 10.1371/journal.pmed.1001278
<http://www.scopus.com/inward/record.url?eid=2-s2.0-84864488927&partnerID=MN8TOARS>
Barbour, V. and Clark, J. and Simpson, P. and Winker, M. and Veitch, E., (2012). "Digital humanitarianism: Collective intelligence emerging", PLoS Medicine, vol. 9, no. 7

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Published: 1 October, 2006
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The WorldWide Antimalarial Resistance Network (WWARN) DP Study Group

Published: December 03, 2013 • DOI: 10.1371/journal.pmed.1001564

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Corrections (1)

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- Methods
- Results
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Corrections

24 Dec 2013: The WorldWide Antimalarial Resistance Network (WWARN) DP Study Group (2013) Correction: The Effect of Dosing Regimens on the Antimalarial Efficacy of Dihydroartemisinin-Piperaquine: A Pooled Analysis of Individual Patient Data. PLoS Med 10(12): 10.1371/annotation/3db421e4-3e27-4442-8092-2ad1b778f371. doi: 10.1371/annotation/3db421e4-3e27-4442-8092-2ad1b778f371 | [View correction](#)

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Speed and new formats



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Prioritization of Themes and Research Questions for Health Outcomes in Natural Disasters, Humanitarian Crises or Other Major Healthcare Emergencies

OCTOBER 16, 2013 · PERSPECTIVE

People making decisions about interventions, actions and strategies for natural disasters, humanitarian crises and other major healthcare emergencies need access to reliable evidence to help ensure that the choices they make are likely to do more good than harm. However, there are many gaps in this evidence base in a wide range of areas. This paper reports a priority setting exercise that was coordinated by Evidence Aid to

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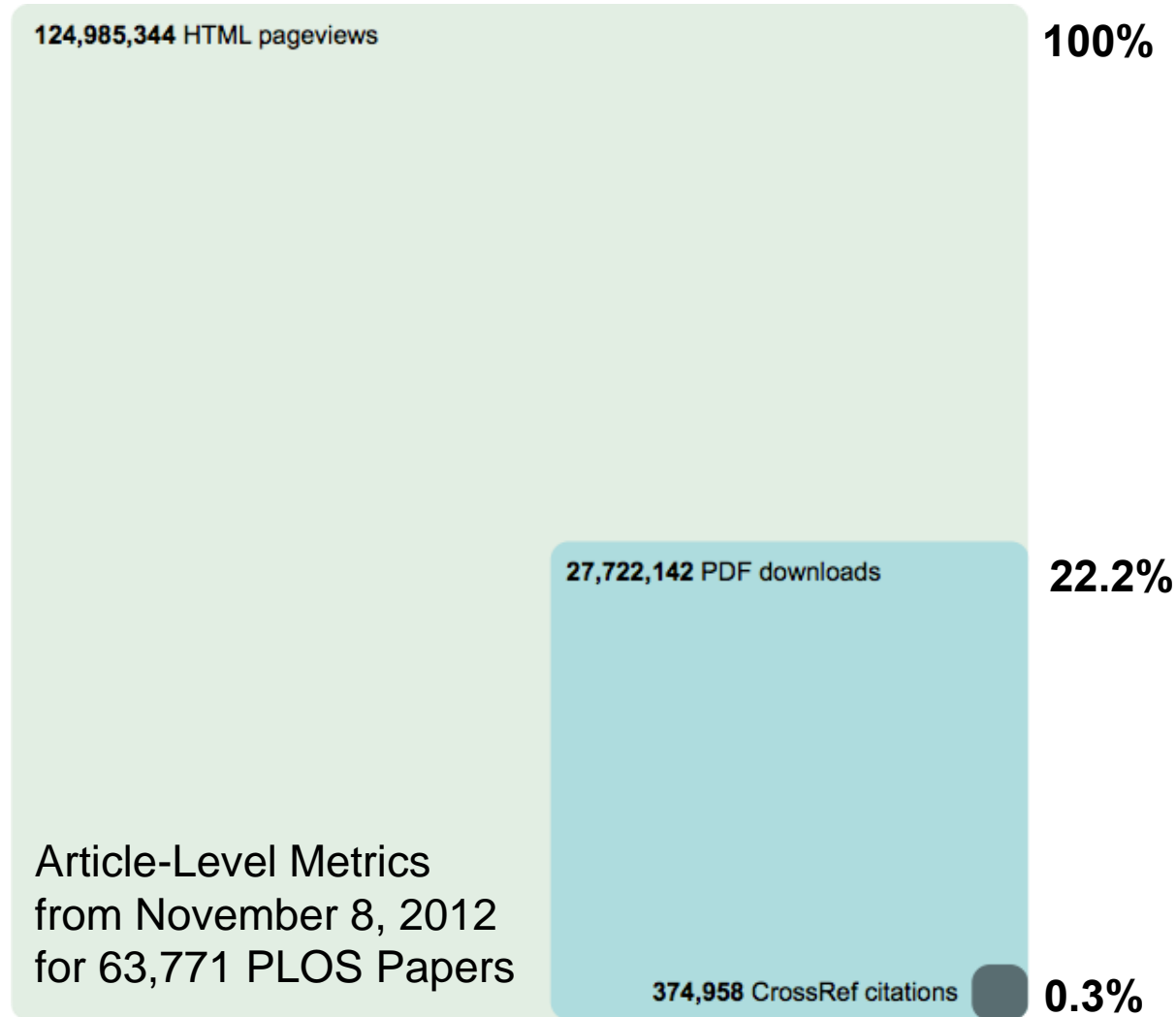
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Martin Gerdin, Mike Clarke, Claire Allen, Bonnix Kayabu, William Summerskill, Declan Devane, Malcolm MacLachlan, Paul Spiegel, Anjan Ghosh, Rony Zachariah, Saurabh Gupta, Virginia Barbour, Virginia Murray, Johan von Schreeb

Published: April 22, 2014 • DOI: 10.1371/journal.pmed.1001632

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Disasters: Definition and Contextual Issues

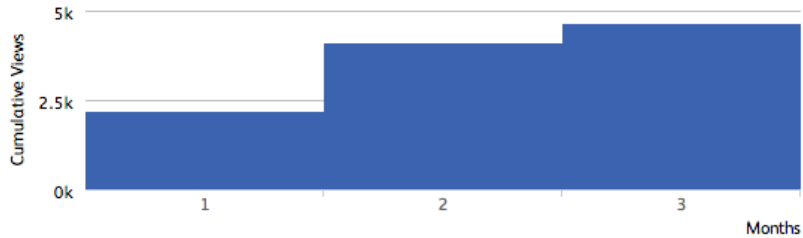
Evidence for Healthcare Interventions in

Citation: Gerdin M, Clarke M, Allen C, Kayabu B, Summerskill W, et al. (2014) Optimal Evidence in Difficult Settings: Improving Health Interventions and Decision Making in Disasters. PLoS Med 11(4): e1001632.

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– www.icmje.org

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– www.ismte.org

• Committee on Publication Ethics (COPE)

– www.publicationethics.org

Thank you – from PLOS in Brisbane!

