

## **Roundtable Discussion Notes**

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### **Table of Contents**

**Smart Phone Applications for Associations and Societies**

**Smart Phone Applications for Publications**

**eBooks & Readers**

**Ethical Issues in STM**

**Content Monetization**

**Publisher Control of eBook Pricing**

**Rapid Growth of Asian Research Articles**

**English as a Second Language Authors**

## Smart Phone Applications for Associations and Societies

*Andre Guillemain, Senior Manager Marketing Development, Pyxis Mobile*

- The discussion focused largely on making journals hosted on websites available for mobile devices.
- Andre started out with a few questions and comments:
  - What are others doing and where are they struggling?
  - What's coming and how can we better serve our members?
  - There are problems with math
  - IT departments at hospitals don't like Apple so they support Blackberry's but not iPhones
  - Large societies like IEEE and Mathematics Assn are not supporting mobile applications
  - What applications are needed?
  - What are the options and associated costs?
- The goal is "optimizing your mobile website for the variety and size of mobile devices.
- Think of smart phones as computers on a regular website. A URL can redirect to a mobile device webpage with a mobile URL.
- Writing a mobile application can take care of the problem of multiple log-ins by including a verifying URL authentication.
- University access can be problematic because verification doesn't work from the mobile device.
- There are three solutions to remote access from mobile devices:
  - Mobile web (MW )
  - Custom code (CC)
  - Developmental Tools (DT)
- MW is fast, easy, and cheap, but not as functional and doesn't integrate well. Security issues with credit cards and medical information. MW is Browser Based/Mobile Web. Some types of smart phones browse the web better than others. With this application is it best to have the server recognize and redirect to a iPhone-friendly location.
- CC is a rich, thick application; more secure and allows for encryption for credit cards. The drawback is the programming necessary. Generally you would not want to have more than three applications for three backbends for three sets of programs. The programming has to be redone for each Smart phone because every mobile device requires different codes. You can write the application and code it. You can build this yourself. The drawback is that the code must be constantly updated so this is only cost effective for a few applications.
- DT is the way to go once you reach the Gardner's Rule of 3. This can be an expensive option, but it is a good use for integrating social networking, conference information, and getting information to and from Doctors and pharmacists as it can be encrypted for the secure exchange of information.
- One participant wanted to use smart phones to coordinate a 6-society meeting. Only one platform—the iPhone application was used. The application included the program, etc. His goals were to get the information to the people who needed it—the conference agenda—and to get people to take an action—register for the meeting.
- Are there newsletters for mobile devices such as Mobile News Daily and Global Marketer benchmarks?
- Problem: when new versions come out all the applications have to be updated to run with the new version.

- Math remains a problem.
- Right now, medical applications are of limited value as doctors only want to carry one device.

### **Smart Phone Applications for Publications**

*James Wonder, Director of Emerging Technology, American Institute of Physics*

- Key: having content in standard form for production purposes. Doesn't really matter which DTD—just be consistent. Use modified NLM XML. Then choose business model.
- Modality of search is changing
- Need to get people to content faster
- Nature Publishing Group—tether data back to homepage. Example: You find something on your iPhone but don't want to read it then. You can bookmark it and access it from another device later. Can also search PMC.
- If your website looks good on an iPhone—you don't need to spend money developing an app unless users want to do something else
- New look at stat. How are people using your website? Think about that before developing app.
- iBook Store is focused on consumer books not journals
- Librarian: Can I buy one PDF and let everyone make copies and annotate it? Not yet.
- For individual annotation: iAnnotate PDF—an app for annotating content on the iPad
- You can read magazines on the Kindle but not on the iPad even if using the Kindle app
- Open access—accessibility on mobile devices
- How do you make money?
- True roaming access—how best to provide?
- Smartphone—plot out a campus barrier
- Apple reports
  - AIP want ultimate recipient data
  - Apple doesn't provide much data, so AIP probably won't sell in Apple bookstore
- iPhone, iPad—links in PDFs do not work
- Do you really need an app? Especially on the iPad? May not need one on HP's iPad competitor.
- Younger members of some societies asking for mobility
- Other societies say no is asking. Is that because they know the answer so they don't bother to ask?
- AIP—no one asked for the iPhone app but once it was available lots of people commented on it
- Online magazine—apps make them active, ads are great
- eBook feature—double click on a term and it opens a dictionary

### **eBooks & Readers**

*Moderator: Samir Kakar, Chief Technology Officer, Aptara, Inc.*

- Most are just exploring the opportunities
- They are learning about what should be deposited
- Haven't looked at readers because they don't have color
- iPad is the new option

- Other platforms are too limiting
- Decision is being driven by consumers and younger audience; also portability
- Want the ability to purchase by article
- Market is too unsettled for people to decide which device/format
- iPad has color and more functionality/interaction
- Advice—look at all devices to help decide which one is the best fit for what you are trying to accomplish/serves the end user
- Big challenge and more work to read PDFs on the iPhone
- Libraries prefer to buy e-books
- A lot of demand to reduce printing costs, have more color online
- Math and tables a challenge
- PCG research with librarians shows they are taking money from journals to purchase e-books
- Some are feeling internal push to move to e-books; others feeling push from libraries
- There are untapped, non-traditional audiences that would be receptive to e-books
- Most end-users prefer PDF over XHTML
- EPUB becoming standard but still lacking features
- Looking at making EPUB an ISO standard
- iPad has too many other “distractions” – other things that you can do on it besides read
- If iPad goes down to \$300, e-readers have to go well below \$100 or be free
- Most files being converted to EPUB are already in XML
- When content in XML it’s easier to “slice up”
- Definition of “book” will be changing
- Need to have DOI by chapter
- Users think POD at libraries is great
- Comfort level with format is a hindrance to moving to e-book
- Recommendation to talk to people/members about what devices they use, when and where
- Want app for finding/searching for content on mobile devices
- Create a way for user to get content from libraries and walk away with it

## **Ethical Issues in STM**

*Moderator: Diane Scott-Lichter, Publisher, American Association for Cancer Research*

- The issue of the challenges of dealing with ethics issues for small publishers was discussed. Small journals struggle with investigating misconduct. They are relying on the peer review process to catch violations. A good resource cited was the Committee on Publication Ethics (COPE). They have flowcharts that can be used as guidelines for the handling of issues. CSE and ICMJE are also good resources.
- There is no standard definition for misconduct. It can be difficult to determine plagiarism vs. copyright violations.
- You do not want to place your society at risk by acting inappropriately. It was suggested to have an Ethics Committee. The committee can ensure that sanctions are consistently applied. The order of the steps taken is important. Contact the author, identify the issue and allow them to explain. If the issue is still in question, turn the matter over to the institution so the society is not liable. They can involve the funding body.
- The novelty issue is further clouded by social media such as blogging, Facebook and author websites.
- There is variation between fields of study how novelty is viewed/handled.
- Some societies are using CrossRef (CrossCheck). Others are checking against the authors name and title of the article. Many are relying on the honor of the author and the identification of issues during the peer review process.
- Image screening is handled a number of ways, from lack of a screening process to randomly screening 20% of the images.
- The issue of publishing posters was discussed. If too much data is revealed would it jeopardize the future publishing of the article? Even webcasts can bring up issues.
- A concern about publishing articles from other countries that do not adhere to the United States animal and human research subject standards was discussed. Some of the societies require the research conducted to be consistent with the United States standards. Others had multiple disclaimers on the articles. It is a balancing act. As more research is being done outside the United States, this is a challenge to address. Informed consent standards vary country to country.
- The final topic dealt with notifications of ethical misconduct. NIH currently publishes cases, but the information is not current. There has been a significant increase in misconduct. However, until there is better inter-journal and institutional cooperation, it is difficult to track. There was variation from society to society on how they handle retractions, corrections and notices of concern. The Office of Research Integrity (ORI) is a good resource for information.

## **Content Monetization**

*Moderator: Gordon Tibbitts, President, Atypon Systems, Inc.*

- Need to focus on long term monetization. What do you think monetization means (in terms of EPUB)? Discussed repackaging content and reselling it. There is a service dimension to monetization. Does anyone have a budget set aside for EPUB/Mobi-type deliverables? Some are scared. Have not even thought about it before today.
- How do you see the access working? In the consumer space, pay walls being changed to gray walls. Option: Allow users to begin using the site but then come back and ask for user email a little later—ask for payment. Newspapers are breaking up the content for sale. Metering is happening as well. Time-based usage based on location. Instances of setting up geolocations for users. Devices will know when user has left environs where access allowed and turns access off.
- Taylor & Francis, and Wiley, are renting \$10/day content to students (also geared toward slices of content related to course syllabus).
- Packaging is important. Selling an article at a time will not generate a lot of revenue.
- Member benefits also a form of monetization. Discussion of charging extra for supplementary data. How would this be received?
- Course development and certification an option as well.
- Society stated no one is asking for mobile devices. Other societies said they are seeing double digit growth in mobile access. This doesn't work for all content. Suggestions about attaching content to workflow. Ex: surgeon accesses content while dealing with patient.

## **Publisher Control of eBook Pricing**

*Moderator: Kevin Pirkey, Vice President of Sales, Allen Press, Inc.*

- Do you see any issues with selling EPUB content? Should make content available on as many devices or in as many deliverables as possible.
- Do you price based on cost or value of content? Trying to price based on value is a tough sell. There is a difference between publishers of books vs. journals. Ex: A new book (printed) sells for \$30 but you can buy an EPUB version for \$9.99.
- Market also seeing big price drop in hard copy in and effort to compete.
- Recent meet with 45 grad students. No one had an e-reader, but they did have smartphones.
- Book market: A famous writer is adding supplementary data to the eBook and plans to charge more than \$9.99.
- What is the impression of some outsider setting prices for society content? They don't like it.
- Some don't see eBook augmenting content. Are other societies hearing requests for Mobi/EPUB deliverable?
- How do people use the info? Doesn't it make sense to do this across the board or is it content-specific? It's content specific.
- Also discussed issues with devices and problems with the technology when it is too new.
- What will you sell? Individual articles or collections? Some thought to charging for the delivery service to the device—not the content itself.
- Is there an advantage to making content formatted for e-readers/Mobi? Can you add additional functionality?
- Licensing—DRM still an issue. Some content licensed to allow a single user. You can have it, lend it to someone else and they can use it but then you can't.
- Membership and journal combined. One society separated membership and the journal—and membership went up.
- Print journal doesn't have VAT (tax) but e-content does have the VAT.

## **Rapid Growth of Asian Research Articles**

*Adrian Stanley, CEO, The Charlesworth Group (USA)*

- Have editorial board members attend meetings in Asia or rest of the world?  
Consensus—yes.
- One society held meetings in Taiwan and Hong Kong.
- Different standards for Asian authors?
- Medical standards for research can vary from country to country. Lack of informed consent.
- Nature Asia-Pacific Publishing Index documents how many articles come from which countries.
- Due diligence needed to vet scientific societies in Asia prior to publication.
- Society swaps. Chinese plant society sends a member to work with a member of American Society of Plant Biologists and vice versa. Establishes relationships. Very important culturally.
- Problems with authors attempting to publish in two different journals at once.
- Plagiarism problems. Subtleties regarding building upon the research of others. Culturally positive to use another author's research in Asia. CrossCheck—a new concept in Asia.
- Problems with manuscripts getting rejected and not reason stated—author submits to another journal—and another.
- Charlesworth works with publishers who do outreach in Asia
- Ecological Society of America—annual trips to China to teach Asian authors how to publish in Western journals.
- Societies give workshops at annual meetings to teach to publish articles—very well-attended.
- CME-type pre-testing for authors regarding copyright and other issues? Foreign authors must pass before manuscript is considered for peer review.
- English of librarians not as good as researchers. Communicate with them in their native language.
- Consortia-China: National consortium that sells content to ~400 Chinese universities.
- Chinese Library Consortium expects deep discounts in pricing. Sometimes Western societies don't want to sell content that cheaply.
- In medicine—South American work is not very high quality compared to US. Asian work is much greater volume.
- Good idea to make an effort to keep in touch with Asian researchers after they return to Asia.
- Difficulty getting visas/green cards by Asian researchers. Metrics requires by US are beyond their resources to compile. Easier to go there than have them come here.
- Membership in US-based organizations raises one's status in Asia.
- Politics dictate that a senior researcher needs to be a member before junior researchers are allowed to join—need to follow hierarchy.
- Strategy to continue flow of articles from Asia? Societies should have a defined strategy in place.

## English as a Second Language Authors

*Moderator: Adrian Stanley, CEO, The Charlesworth Group (USA)*

- American Mineralogical Society solution is to pay individuals to edit ESL papers. Peer review can either reject out of hand or work with authors to come to a reasonable compromise. Double-edged sword—they get lots of manuscripts that need polishing. Can take 2 weeks to 1 year to complete this process. Internal staff only works on accepted papers. Peer review completed by volunteers in the field. Large percentage of authors for AMS journals are now foreign. Because they help with language, they get many return authors.
- Some societies are hesitant to recommend outside copyeditors because authors may pay them and then get their manuscript rejected. An author may pay \$150-\$400 to get a paper edited. The manuscript needed the work done but these services in no way guarantee acceptance. Authors pay with their own grant money.
- Are there standards for these copyediting services?
- CSE website has resources for this
- Most difficult to understand papers actually come through Europe, not Asia—because European authors are more sure of their English language skills.
- Translation issues—translator must know subject as well as native language
- American Indian-Native languages are not always available in written form. Language is more basic. Unsophisticated language sometimes get articles discounted even though the research is important and valid—re: many articles on the topic of education on reservations, and other culturally relevant issues. Tribes are controlled by their own governments. Start their own peer-reviewed journal?
- Spanish and French abstracts. Let other native groups post those abstracts, but link to article on society website.
- Problems with author names. 8 surnames in Chinese, differentiated by Chinese character rather than being spelled out in English. Switching 1<sup>st</sup> names and surnames is a problem in Asian languages. Authors may not get credit for their own work.
- Statistical analysis. Review by statistician. Problem—what to clean up first? Stats, language, the science? English first is best practice.
- Many institutions in China have an English expert to fix language for their researchers.
- Every editor has their own level of tolerance for incorrect English.
- Math comes out fine. Text is the problem.
- References need to be perfect. No excuse for these to be problematic.