PSP

Professional/
Scholarly
Publishing
Bulletin

Members of the Professional and Scholarly Publishing Division of AAP publish books, journals, looseleaf, and electronic products in technology, science, medicine, business, law, humanities, the behavioral sciences and scholarly reference.

Volume 9, No. 4, Fall 2010

2011 PSP Annual Conference: *Digital or Die: Inventing Our Future*
February 2nd-4th, 2011
Renaissance Mayflower Hotel, Washington, DC _____

2011 PSP PRE-CONFERENCE
Publishing on the Move: Facing the Emerging World of Mobile Content
February 2nd, 2011, Renaissance Mayflower Hotel, Washington, DC

PROGRAM

This seminar will explore emerging technologies and strategies for their effective and efficient exploitation, making scholarly and professional content available anywhere. We will consider the definitions and differences between ebooks and ejournals and apps, mobile web, and standard web as well as considering what technology might be lurking in the next wave. We will examine strategies, content management, and production efficiencies in the face of a multiplicity of devices. Case studies will look at how these new publishing options affect marketing and sales as well as providing the right applications for content and users. And we'll also consider the future and how quickly all this might change again.

From the Executive Director's Desk _____

by **John Tagler**, *PSP Executive Director*

Knowledge Is *Powerful*

I've been in scientific and scholarly publishing for so many years (more than 35) that it's sometimes difficult to recall a time when I didn't understand the precepts of this publishing industry niche. While it's all second-nature to me and others within our publishing community, I often find that much that is taken for granted in scientific and scholarly publishing is little understood outside the industry. Perhaps it's because much of it seems illogical. For example, the comment: "You don't pay your authors? I've never heard of such a thing," is particularly common among government officials and journalists, who are in a position to influence copyright policy's future path. And, of course, there's the conveniently widespread notion that if something is on the Internet, it must be free. At least journalists, I think, understand that fallacy.

2011 PSP Annual Conference: _____

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9:00am-9:10am

Welcome & Introduction

Terry Hulbert, *Director, Business Development, American Institute of Physics & PSP Electronic Information Committee (EIC) Co-Chair*

John Purcell, *Vice President, Full Potential Associates & PSP Electronic Information Committee (EIC) Co-Chair*

9:10am-9:40am

Overview/Setting the Stage

Fernando Mesa, *Principal Technologist, Mark Logic Corporation*

9:40am-10:15am

Understanding the E-Book Consumer

Angela Bole, *Deputy Executive Director, Book Industry Study Group, Inc. (BISG)*

During this session, attendees can expect fresh survey data from the 2010-2011 cycle of the Book Industry Study Group's Consumer Attitudes Toward E-Book Reading survey.

10:30am-11:05am

Technology Wow!

Larry Schwartz, *President, Newstex LLC*

11:05am-11:40am

Usage Data

Angie Brown, *Web Analytics Manager, Elsevier*

CASE STUDIES:

12:45pm-1:20pm

This case study focuses on design and development efforts for ACS Mobile, a new iPhone/iPad application that delivers a multi-journal, real time stream of peer-reviewed research content for the American Chemical Society's publishing program.

Jonathan Morgan, *Assistant Director, Web Strategy & Innovation, American Chemical Society, Publications Division*

1:20pm-1:55pm

This case study will concentrate on sales and marketing and brand building, as well as investing in target devices when they are evolving so quickly – the target environment is itself mobile – and, with the proliferation of apps, how to effectively market yours and measure ROI.

Jeanniey Mullen, *Global EVP, CMO, Zinio and VIVmag*

1:55pm-2:30pm

MedlinePlus Mobile

This session will present the design and development of MedlinePlus Mobile (m.medlineplus.gov) by the National Library of Medicine.

Loren Frant, *Head, Health Information Products Unit, U.S. National Library of Medicine*

2:30pm-3:00pm

General Q&A

3:00pm -3:30pm

Wrap Up - Move it or Lose it: A Summary of the Day's Themes

Geoffrey Bilder, *Director of Strategic Initiatives, CrossRef*

2011 PSP ANNUAL CONFERENCE

WEDNESDAY, FEBRUARY 2, 2011

4:00pm–6:00pm

Plenary #1:

Oxford-style debate of the proposition:
"The Journal and the Contributing Reference Book are no longer valuable as the Unit of professional content distribution, and will die."

Moderator: **Thane Kerner**, *President & CEO, Silverchair Science+Communications, Inc.*

Speakers: **TBA**

THURSDAY, FEBRUARY 3, 2011

9:00am-10:00am

Keynote Speaker:

Robert W. Merry, Author of *A Country of Vast Designs James K. Polk, the Mexican War and the Conquest of the American Continent*

Introduced by PSP Executive Council Incoming Chair, **Glen Campbell**, *Executive Vice President for Global Medical Research Journal Publishing, Elsevier, Inc.*

Publishing and Technology: Win or Die

2011 PSP Annual Conference:_____

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10:00am-10:45pm

PSP Business Meeting

PSP Budget, Goals, and Plans for FY 2011–2012

Presentation of New Executive Council Officers for 2011-2012

10:45am-12:00pm

Symposium topic #1:

Moderator: **Derek Stordahl**, *VP, Global Marketing, McGraw-Hill Professional*

The Use of Social Media in PSP Publishing

The possibilities and pitfalls of social media and social networking.

Speakers: **TBA**

10:45am-12:00pm

Symposium topic #2:

Moderator: **Glen P. Campbell**, *Executive Vice President for Global Medical Research Journal Publishing, Elsevier, Inc*.

How to move from an institutional based economy to an individual economy (subscriptions) / Author as the new customer – shifting from the librarian and user.

Speakers: **TBA**

12:00pm-1:30pm

PROSE Awards Luncheon:

PSP American Publishers Awards for Professional & Scholarly Excellence (PROSE) for the Best Publications of 2010

Master of Ceremonies: **John A. Jenkins**, *President & Publisher, CQ Press*

Presentation of R.R. Hawkins Award

Address by R.R. Hawkins Winner

2:15pm-3:30pm

Plenary #2:

Moderator: **Dan Duncan**, *Senior Director, Government Affairs, The McGraw-Hill Companies*

Copyright Reform – Whither Goest Thy Rights?

This session will bring together noted experts on copyright law and policy to discuss the tensions between various interest groups and the political landscape, as well as provide insights into some key policy proposals with clear implications for publishers.

Speakers: **TBA**

4:15pm-5:30pm

Symposium topic #2:

Moderator: **Rachel Burley**, *Vice President and Publisher, John Wiley & Sons*

Mobile and Apps in Professional Publishing

How will the use of iPads and other mobile devices change the way readers interact with scholarly content? Will these devices herald a return to browsing and less reliance on search? Should publishers be heavily investing in the development of apps in preparation for a rapid shift in user preferences? Or is a 'wait and see' approach a safer bet? This session will explore these issues and will attempt to offer some clear advice for providers of scholarly content.

Speakers:

Kevin Cohn, *Vice President of Operations, Atypon*
Jason Markos, *Director, Knowledge Management & Planning, John Wiley & Sons*
SiNae Pitts, *CEO, Amphetamobile, LLC*

4:15pm-5:30pm

Symposium topic #2:

Moderator/Speaker: **Roger C. Schonfeld**, *Manager of Research, Ithaka S+R*

Ithaka S+R Faculty Survey 2009: Strategic Insights for the Scholarly Publisher

The 2009 Ithaka S+R faculty survey – the fourth in a series conducted over the last decade – examines how current faculty attitudes and behaviors impact strategic decisions facing libraries, publishers, and scholarly societies and complements a number of related studies underway or in development by Ithaka S+R This talk will examine findings and analysis on two important issues of interest to scholarly publishers: 1. The strategic shifts facing academic libraries and what these could mean for scholarly publishers; and 2. How faculty attitudes and expectations on the print and electronic formats should affect publishing plans including a potential wind-down of print editions. Ample time will be reserved for questions and discussion on these issues.

FRIDAY, FEBRUARY 4, 2011

9:00am-10:15am

Plenary #3:

Moderators:

Glen Campbell, *Executive Vice President for Global Medical Research Journal Publishing, Elsevier, Inc*.
Rachel Burley, *Vice President and Publisher, John Wiley & Sons*

2011 PSP Annual Conference:_____

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Visions of the Future

Visionaries in the scholarly publishing space have had plenty to speculate about over the past 10 years. The industry has faced perpetual, rapid change with the decline of print, the evolution of digital content and delivery platforms and the arrival of a new generation of readers expecting 'now', 'perfect' and 'free'. How have the predictions of some of the most influential future-gazers in the field turned out? And what do they foresee for the next 10 years?

Speakers:

Bob Campbell, *Senior Publisher, Wiley-Blackwell*

Phil Campbell, *Editor in Chief, Nature*

10:45am-12:00pm

Symposium topic #3:

Open Access to Open Source…Textbooks, the Next Frontier

This session will give an overview of how open source evolved and the technology involved.

Speakers:

Jay Diskey, *Executive Director, School Division, AAP*

Bruce Hildebrand, *Executive Director, Higher Education, AAP*

Barbara "Bobbi" Kurshan, *President, Educorp Consultants Corporation*

10:45am-12:00pm

Symposium topic #3:

Moderator:

Hill Slowinski, *Worthington International*

What's In a Name? – Disambiguation in Scholarly Communications

ORCID (Open Researcher & Contributor ID), has been incorporated for the precise purpose of overcoming the limitations inherent in "unique silo IDs" and to eliminate the more general confusion that arises from the common practice of identifying people solely by their names. ORCID is establishing an open, global registry of IDs and profiles to be used cooperatively by all parties engaged in the chain of scholarly research. ORCID is being developed collaboratively with participation from funding agencies, libraries, publishers and researchers themselves. A case study by ACM will explore the problems of identification by name and the partial solution developed in an author profiling application within the defined space of a single Digital Library. will then illustrate its approach to universally resolve the challenge of disambiguation in the scholarly communication process.

Speakers include:

Howard Ratner, *CTO, Executive VP, Nature Publishing Group*

Bernard Rous, *Director, Publications, Association for Computing Machinery*

Visit *www.pspcentral.org*
for the full program and to register.
For more information contact *spinto@publishers.org*

From the Executive Director's Desk _____

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During my tenure as PSP Executive Director, I've often been amazed – and frustrated – at how seldom PSP publishing community members explain or defend the tenets of scholarly publishing and what's involved in moving a manuscript through the many steps from submission to permanently maintaining the final version-of-record on a digital platform. Those of us in PSP need to understand the value added in the publishing process and be able to articulate publishers' contributions when speaking with many groups – authors, editors, editorial board members, academic administrators, faculty, librarians, journalists, government officials and the research community. Just because many in this list are part of the scholarly communication chain doesn't mean they fully appreciate the complexities of what publishers do.

To be fair to my PSP colleagues, there are few opportunities for formal training on our type of publishing. I have looked at the curricula of universities offering dedicated programs in publishing. Virtually all focus on trade publishing with an occasional nod to textbook or K-12 publishing. PSP issues are hardly ever mentioned. While the PSP community offers many conferences on hot topics – text mining, social networking and mobile device technologies are currently in demand – there is little that provides a basic primer on PSP publishing to anyone outside the industry.

Beyond that, there is the challenge of finding reliable data about our industry and answering such questions as, "How many scholarly research journals are currently published?" "How many articles are published annually?" "What is the annual revenue generated by scientific publishing in the US?" Or even better, "How many articles are submitted and rejected each year?" If we are going to deliver messages about our industry we should be delivering consistent information and well-thought-out discussion points.

Toward the goal of better providing people within PSP member organizations with a basic overview of our industry and some vetted, usable data and talking points, the PSP Public Relations Committee has prepared a new PowerPoint presentation entitled, *What Is Journals Publishing?* The strategy is to prepare a presentation that can be used in any organization to brief staff on the fundamentals of PSP business processes and provide talking points on some of the thornier topics that are raised repeatedly at conferences, in the press and in one-on-one discussions with customers.

The key sections in the presentation include:

- Publishing overview
- Peer review process
- Journal production process
- Open Access discussion
- Infrastructure and back office activities
- Publishing future

The presentation takes about one hour to deliver and any of the sections can be customized to accommodate specific organizations or add topics to make the slides more consistent with an organization's procedures and priorities.

While *What Is Journal Publishing?* provides a tutorial in PSP publishing fundamentals, the P.R. Committee has prepared the presentation with an eye beyond internal training purposes. We would like PSP members to think expansively and use the presentation outside their own organizations, where knowledge is seriously lacking. The best emissaries on behalf of our industry are an army of well-informed people who work in PSP publishing and can articulate the value publishers add in delivering quality content to users.

What Is Journal Publishing? will be launched at the 2011 PSP Annual Conference in Washington , February 2nd – 4th. Stop by the PSP booth in the exhibit area for a demo. A copy of the presentation will be available to members on the PSP web site – watch for details. *What Is Journal Publishing?* is the first in a planned series of presentations – under the umbrella *What Is PSP Publishing?* – that provide members with information tools to address a variety of topics germane to our industry (e.g., a companion presentation on book publishing with a focus on e-books and copyright essentials). We will also be asking those who use our presentations to suggest ways to make them more useful and informative. And we certainly welcome suggestions about topics that our members would like to see addressed in this format.

PSP's educational outreach is an ongoing responsibility. See the article on the launch of the new Professional Development Committee in this issue on page 13.

2010 PSP Standing Committee Wrap-up _____

by **Sara Pinto**, *Director, Professional & Scholarly Publishing Division*

The PSP Journals Committee, Electronic Information Committee and Books Committee were extremely active in 2010. Below is an overview of their activities:

PSP Journals Committee

The PSP Journals Committee held two seminars in 2010, *Online Advertising 101: Where is The Current Market for Online Advertising?* and *Social Media and Networking in PSP Publishing*.

The Online Advertising seminar, held in July at the AAP/NY office offered a broad overview and market update to publishers with basic to intermediate level online advertising programs. A panel of advertising executives from the Professional and Scholarly journals market discussed their current offerings, current market challenges and future opportunities. Speakers included Marion Delaney, Associate Publisher/Advertising Sales Director, IEEE Media, Andrew Douglas, Global Head of Display Advertising and Sponsorship, Nature Publishing Group, Jaime Trapp-Brewster, National Sales Manager, Professional Health, Kantar Media and Rodney Newby, Director of Online Commercial Sales Support & Customer Service, Elsevier. This seminar attracted nearly 30 publishing professionals who rated the seminar as either 'excellent' or 'good.'

The Social Media and Networking October seminar, held in the AAP/NY office, attracted 50 attendees. This seminar provided a high level look at how social media and social networking are used in today's publishing environment and how they are harnessed to enhance publishers' offerings. A panel of publishing executives with extensive experience in developing and implementing social media in the scholarly realm discussed the current state of social media, provided tips on strategy development, and commented on opportunities they see on the horizon. The speakers included Derek Stordahl, VP, Global Marketing, McGraw-Hill Professional, Darrell Gunter, Marketing Integration Executive, Collexis and Penelope Lewis, Acquisitions Editor, Editorial Development, Journals Publishing Group, Publications Division, American Chemical Society. Attendee feedback was extremely positive and included comments such as 'very informative for both professional social media as well as personal social media' and 'a well balanced mix of perspectives on social media trends, tools and best practices'.

The committee also invited a number of guest speakers to their meetings:

- April 12th: Ruchika Anand (IEEE Media) – Online Advertising
- May 25th: Sue Maniloff (ProQuest) – Summon Discovery Service
- July 15th: Ed Colleran (CCC) – Updates at CCC
- September 13th: Bill Hagen (IEEE) – Plagiarism in PSP Publishing
- October 25th: Bernard Rous (ACM) – Author Disambiguation and ORCID
- December 9th: Regina Reynolds (Library of Congress) - What Publishers Need to Know about ISSN in the Digital Environment

The committee was also involved in the review process for journals submissions to the 2010 PSP PROSE Awards.

For more information on the PSP Journals Committee, including a list of members please visit: *http://www.psp central.org/rtCommittees/journals/journals001.cfm*

PSP Electronic Information Committee (EIC)

The Committee created the 2010 Pre-Conference program at the Annual Conference, *The Culture of Free: Publishing in an Era of Changing Expectations* as well as a spring and fall semester of *Seminar Series on Selected Topics in Electronic Publishing*. The Committee also produced two one-day seminars on *Semantic Publishing: An Introduction* and *Usage Statistics and Publishers: Implementation and New Insights*.

The Pre-Conference discussed the issues surrounding the rise of the culture of free—copyright vs. fair use, publisher and author rights vs. consumer rights, a shifting paradigm of business models of content distribution. Speakers from both inside and outside the PSP industry explored the general question of "how do we compete with free?" Speakers included Kevin McKean, Vice President and Editorial Director, Consumers Union, Barbara Kline Pope, Executive Director for Communications at the National Academies Press, Jeff Shelstad, Founder & CEO, Flat World Knowledge, Inc., Diane Harley, Senior Researcher and Director, Higher Education in the Digital Age Project, Center for Studies in Higher Education, University of California, Berkeley, Christina K. Pikas, Librarian, The Johns Hopkins University Applied Physics Laboratory, Philip M. Davis, PhD Student, Department of Communication, Cornell University and Kent Anderson, CEO/Publisher, The Journal of Bone & Joint Surgery. The audience agreed it was one of the best Pre-Conference sessions the committee has produced.

2010 PSP Standing Committee Wrap-up _____

The Committee created a seminar series for staff new to electronic publishing which addressed the transition underway from print to the electronic side of scholarly and professional publishing. Each 90-minute session focused on an important current electronic publishing issue and offered a 45-minute presentation followed by a 45-minute Q&A.

Spring Seminar Series

February 17th: Todd A. Carpenter (NISO) – Developments in Standards in Electronic Publication

April 1st: Stephen Leicht (Collexis Holdings, Inc) – Semantic Technologies

May 11th: Jeanniey Mullen (Zinio and VIVmag) – How Can You Use the Power of Digital Marketing to Increase Sales?

June 22nd: Ken DiFiore (Portico) – Digital Preservation

Fall Seminar Series

September 21st: Angie Brown (Elsevier, Inc.) – Usage Data

October 26th: Jonathan Morgan (American Chemical Society, Publications Division) – Mobile Delivery & Development for Scholarly Publishers

November 16th: Wendy Queen (Project MUSE / JHUP) and John Whalen (Bridgeline Digital) – Web Design and Navigation

December 14th: Ijad Madisch (ResearchGATE) – Social Networking - ResearchGATE

At the AAP offices in May, the committee held a seminar on Semantic Publishing, for over 30 attendees. The session discussed the opportunities offered by emerging semantic technologies and how to leverage them to benefit publishing programs. The speakers were Jabin White, Director of Strategic Content, Wolters Kluwer Health - Professional & Education, Michael Crumsho, Senior Sponsoring Editor, Online Medical, McGraw-Hill Professional, Darrell Gunter, EVP/Chief Marketing Officer, Collexis Holdings, Inc and Thane Kerner, President & CEO, Silverchair Science+Communications, Inc. The attendees appreciated the time devoted to networking during the session and 75% of the attendees viewed the session as 'excellent.'

The committee produced a seminar on Usage Statistics held in September at the CQ Press offices in Washington, DC. The workshop looked at usage-based metric tools already developed by COUNTER for measuring the performance of online publications as well as the potential of emerging usage-based tools to provide insights into research performance of individuals and institutions. Over 30 attendees listened to presentations from Peter Shepherd, Director, COUNTER, Richard Gedye, Research Director, Oxford University Press, Oliver Pesch, Chief Strategist, E-Resource Access and Management Initiatives, EBSCO Information Services, Melissa Blaney, Lead Web Analyst, Web Strategy & Innovation, American Chemical Society, Tansy Matthews, Associate Director, VIVA (The Virtual Library of Virginia) and Katherine A. Perry, Director, VIVA (The Virtual Library of Virginia). Attendee comments included 'the day exceeded my expectations," "we are not (yet) COUNTER compliant, so I was able to learn many specific things to help move us forward" and "this session had excellent organization and was well structured. It was also very useful for my role providing data analysis for our sales reps."

The committee was also involved in the review process for e-product submissions to the 2010 PSP PROSE Awards.

For more information on the PSP Electronic Information Committee (EIC), including a list of members please visit: *http://www.pspcentral.org/rtCommittees/ electronic/electronic_001.cfm*

PSP Books Committee

The PSP Books Committee held the Professional, Scholarly & Academic Books: The Basic Boot Camp at the AAP/NY office in May and at the CQ Press office in Washington, DC in November to rave reviews. Over 65 junior-level publishers attended the course and it received such feedback as "this session went into great detail for every aspect of publishing shedding light on established practices but also bringing up future trends and critical skills to think about the aspects of the industry as changes arise" and "I wouldn't change anything about the program – it was an informative and interesting day. All the speakers were great." The course received an overwhelming 'excellent' grade by more than 85% of attendees. The course provided an overview of the professional, scholarly, and academic book publishing industry and included talks on acquisitions, sales, marketing, production and finance. Speakers were from a wide range of houses including Gregory M. Britton, Publisher, Getty Publications, Matt Conmy, Sales Director, Books, Americas, Springer, Cathy Felgar, Production Director, Academic & Professional, Cambridge University Press, John A. Jenkins, President and Publisher, CQ Press, Gita Manaktala, Editorial Director, The MIT Press Beth Schacht, Director of Marketing, McGraw-Hill and Molly Venezia, Associate Director for Budget and Finance, Rutgers University Business School.

2010 PSP Standing Committee Wrap-up _____

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The committee also invited a guest speaker to all of their meetings:

- January 15th: Peter Osnos (Caravan Project) – Enabling University and Nonprofit Presses to Take Advantage of Emerging Digital Technologies for the Distribu¬tion of Books
- February 26th: Renee Register (OCLC) – Only Connect: Better Use of Library, Publisher and End-User Metadata in a Networked World
- April 9th: Ed McCoyd (AAP) – Provision of Alternatively-Formatted Instructional Materials to Students with Disabilities in Postsecondary Education
- May 7th: Scott Lubeck (BISG) – Consumer Attitudes Towards E-book Reading
- June 6th: Andrew Savikas (O'Reilly) – Mobile Technologies
- July 16th: Roger Schonfeld (Ithaka) – Faculty Attitudes towards the Academic Library, Information Resources, and the Scholarly Communications System as a Whole
- September 10th: Rob Reynolds (Xplana) – Digital Textbook Sales in US Higher Education

- October 15th: Andy Weissberg (Digital Publishing Partners) – Search Engine Optimization
- November 19th: Patrick Ross (Copyright Alliance) – Copyright and How it's Changed in the Digital Age as well as Intellectual Property and Other Issues

For more information on the PSP Books Committee, including a list of members please visit: *http://www.pspcentral.org/rtCommittees/books/book_001.cfm*

Get Involved

PSP Committees' programs have received an enthusiastic response from publishers and there has been large growth in attendance levels. The committees are planning even more exciting programs for 2011 and invite staff from member organizations to get involved and help plan programs in the coming year. If you are a from a PSP member organization and would like more information on any of the PSP standing committees, or would be interested in joining please contact Sara Pinto at *spinto@publishers.org*. Committee members and I would also welcome suggestions about new topics or issues that you would be interested in learning about.

Tools for the Effective Management of Plagiarism Complaints ____

by **Bill Hagen**, *Manager*
IEEE Intellectual Property Rights

Summary

Incidents of alleged and actual plagiarism have increased markedly in scholarly literature over the past decade. In response to the growing burden placed on editors, IEEE has developed a suite of tools that efficiently define, identify and manage plagiarism complaints. The application of three essential tools (policy guidelines, a plagiarism detection system and an enhanced resolution service) has made it possible for staff and volunteer editors to handle this challenging issue more effectively.

1. Introduction

From the early days of sharing text-based research among networked universities and physics laboratories, to the introduction of a graphical user interface in the popular Mosaic and Navigator browsers of the early 1990s, to the commercialization of the Web in the late '90s, the evolution of information technology has continued to have a profound impact on society in general, and specifically on the entire content-producing industry. Publishers have benefitted from streamlined production and distribution processes,

and authors have saved tremendous amounts of time and effort by preparing their manuscripts and submitting them electronically. Readers, too, have taken full advantage of their ability to search for and find nearly anything that has been published within the past 50 years.

However, as with most rosy scenarios, there is also a darker side. As easy as it may be for journal authors to prepare and submit digital manuscripts, it is equally easy to cut and paste parts (or all) of one author's previously published work into another author's new paper. Many publishers are finding what appears to be an irrepressible urge among a growing number of authors to copy and republish the works of other authors – and readers, editors and publishers are more easily uncovering the misdeeds, the latest search engine technology brings to light cases where inappropriate reuse may have taken place. As a result, the number of reported plagiarism cases is on the rise.

While plagiarism has affected all publishers (a number of well-known historians and novelists come to mind), STM publishers may be in the midst of a worrisome upswing of activity due not only to recent technological

Tools for the Effective Management of Plagiarism Complaints _____

advances but also to the culture within which STM content is created. The fundamental nature of scientific/technical writing is that it is closely based on archival literature. New work is required to call upon work that has already been published to establish a necessary level of authentication. Similarly, some opinion has it that since technical writing is not literary writing, it is therefore acceptable to use a certain amount of someone else's text without having to indicate the specific text, especially when a citation appears in the vicinity of the copied material.

What began in 2003 at IEEE with initial stirrings of formal recognition of an industry-wide problem has evolved into a three-pronged approach to defining, identifying and efficiently handling all plagiarism complaints. The application of three essential tools (policy guidelines, a plagiarism detection system and an enhanced resolution service) has made it possible for staff and volunteer editors to effectively manage an issue that had only recently been fraught with emotional and legal worries.

2. The Guidelines

By 2003, IEEE had reached a point where it needed to formally recognize the extent of the problem. As a society publisher, IEEE staff and volunteer leadership frequently work closely together. In an attempt to identify plagiarism beyond its dictionary definition and understand its full dimension, a staff and volunteer working group (WG) was created to develop a set of practical guidelines for staff and editors to use when responding to plagiarism complaints. One of the first things the WG did was to start asking questions. At what point does plagiarism occur? Is there an established percentage, a rule of thumb, a saturation point that can be used to determine when plagiarism has taken place? Or is it simply that plagiarism is plagiarism? The WG decided that the useful answer was somewhere between the stark (and perhaps too simple) dictum and the convenience of ready-made measures. In most cases, the dictum can be applied appropriately: plagiarism is plagiarism. However, there are degrees of plagiarism: one can steal an entire paper, a section of a paper, a page, a paragraph or a sentence.

The WG identified several basic factors that had to be considered when evaluating a case of possible plagiarism: amount (full paper, a page, etc.), proper use of quotation marks for all copied text, and appropriate placement of credit notices. The resulting policy guidelines established five levels of author misconduct ranging from the most serious (Level One) to the least serious (Level Five) and provided appropriate corrective actions corresponding to each level of misconduct. Examples of corrective actions range from posting a Notice of Violation in IEEE's online publication database, to prohibiting publication, to submitting a letter of apology to the author of the original work.

While the guidelines have been effective in simplifying the process of reviewing complaints, they were never going to prevent plagiarism. During each of the three years following the introduction of the guidelines, IEEE continued to see annual increases in the number of reported cases. These growing numbers led to IEEE's decision to evaluate a number of plagiarism detection tools.

3. Plagiarism Detection Tools

Given the large amount of content IEEE produces annually, it needed a tool that could conduct high-speed comparisons of tens of thousands of submitted manuscripts and could issue reports that rate all submissions for similarities to previously published works. In particular, IEEE wanted the ability to isolate high-scoring papers, allowing staff and editors to reach quick conclusions regarding any possible "overlap" between two or more papers.

Plagiarism detection tools (PDTs) are only as effective as the amount and quality of the source content within them. Most PDTs are unable to index the vast amount of scholarly content because publishers' databases are closed to crawlers on the open Web. For mainly this reason, IEEE has chosen to use CrossCheck as its PDT. The innovation behind CrossCheck (originally developed as a service for member publishers of CrossRef, "the citation linking backbone for all scholarly information in electronic form") is that it contains not only sizeable Web resources but also all of CrossRef members' published material, access to which is otherwise strictly controlled through subscriptions.

While tools such as CrossCheck provide labor efficiencies for editors who will not have wasted their efforts on problematic submissions, the simple fact is that effective PDTs may actually add to the time and effort required to review complaints because they are designed to detect more cases. That, combined with the annual increase in the number of cases, has made for a growing burden on IEEE editors. IEEE had to find a solution to the solution.

4. Enhanced Plagiarism Resolution Service

After five years of immersion in the process of reviewing plagiarism complaints, the IPR Office staff became expert at managing cases through to successful completion. Going beyond simply assembling the various parts of a case for the editors and advising when called upon, staff began offering a special service that provided quick and authoritative recommendations for decisions for every complaint. This enhanced plagiarism resolution service consists of

- Marked-up copies of the original and offending manuscripts
- Letter templates for a variety of author-related scenarios

Tools for the Effective Management of Plagiarism Complaints

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- A proposed final decision on the case, along with the corresponding Corrective Actions as prescribed in the guidelines

- A centralized and secure web site where all documents and the proposed decision are conveniently bundled for an editor's review and final approval.

Within the past year, this enhanced service has proven to be very helpful to editors, who greatly appreciate the opportunity to review an entire plagiarism complaint and the proposed resolution in a matter of minutes instead of hours.

5. Conclusion

The combined use of these three tools has been extremely effective in turning what had been a growing burden for staff and volunteers into an efficient and manageable process. Key to the success of this program has been the early development of specific policies and guidelines. Subsequent use of a plagiarism detection tool and an enhanced resolution service has also greatly streamlined a tedious and time-consuming responsibility.

Readers are encouraged to contact the author for more detailed information at *w.hagen@ieee.org*

The 2010 PROSE Awards Breaks Submissions Record – Again !

by **Kate Kolendo**, *Project Manager, PSP Division*

The American Publishers Awards for Professional and Scholarly Excellence (PROSE) has done it again. For the third successive year, the PROSE Awards received a record-breaking number of submissions. With 491 entries – 50 more than last year – from 61 professional and scholarly publishers across the country, PROSE received more entries than ever before in its thirty-five year history.

Presented since 1976 and re-launched two years ago, PROSE has been generating enthusiasm from both long-time and first-time participating PSP member companies. Members of the Association of American University Presses (AAUP), enjoying its third year of eligibility in the program, have displayed unprecedented interest in the program as well: a whopping 30 AAUP members who are not also PSP members submitted entries to the competition this year.

Submissions growth is a reflection of the sustained revitalization efforts by the Awards Committee and its Chairman, John A. Jenkins, President and Publisher of CQ Press, PSP Executive Council member and Co-Chairman of the PSP Books Committee. "By injecting energy and enthusiasm into how we promote the PROSE Awards and how we celebrate the winners, we've turned PROSE into *the* awards to aim for in professional and scholarly publishing – and that has translated into the record submissions we've seen for three years running," explains Jenkins. "And we're not going to stop."

This dedication to forward momentum is evidenced in many features new to this year's program. For example, the 2010 PROSE Awards is taking advantage of new media, promoting the awards to a wider audience via Facebook, LinkedIn and Twitter, and via frequent improvements to the PROSE website, *www.proseawards.com*, including a new recommendation function that allows publishers, authors and the public to suggest books for nomination.

Of course, PROSE is also continuing to employ the most successful elements of the program from the past two years. The Awards Luncheon will again feature the debut of another new, specially produced film. Shot over the past few months in Oxford and New York and tentatively titled *PROSE: Past, Present and Future*, this year's film will feature interviews with Robert Hawkins, son of top PROSE prize namesake R.R. Hawkins; Jay Lucker, library legend and friend and colleague of R.R. Hawkins; and Will Pesce, President and CEO of John Wiley & Sons, Inc. The Luncheon will also feature several multimedia presentations highlighting this year's entries, that, again, PROSE will post online at *www.proseawards.com* and on YouTube, which means invaluable exposure for submitting publishers.

"The industry can count on us to keep up the buzz," says Jenkins. "And, of course, we'll continue to honor great books as only PROSE can!"

PROSE will announced the winners in 50 categories at the Awards Luncheon on Thursday, February 3, 2011 at the PSP Annual Conference, held February 2-4, 2011 at the Renaissance Mayflower Hotel in Washington, DC. For more information about the PROSE Awards please visit *www.proseawards.com* or contact Kate Kolendo at 212.255.0326.

Spotlight On...Search and Discovery

by **Patricia Payton**, *Senior Director, Publisher Relations & Content Development, Bowker*

Librarians have been lobbying for an easier search interface to keep users on library websites and using library materials. Part of the reason is, of course, to justify library spends, but it is also because materials available through a library portal are authenticated resources. However, researchers may experience complications when library databases do not perform in the same manner as the web or do not retrieve relevant results efficiently. Nevertheless, a Google search may not be as intelligent as a "federated" searches across multiple publisher databases because book or journal content is secured behind firewalls and, therefore, inaccessible to Google's algorithms. Plus, if using a web search engine for discoverability, users may end up paying for articles freely available through their library systems. The recent solution to these limitations from the perspective of librarians, researchers, and web search engines has been to identify limitations of both abstract & index databases and federated searches in order to build full content indexed databases. This article outlines some of the limitations of federated searches as identified in recent usability studies and outlines some success that Bowker has had with using indexing.

Limitations of federated search have been widely documented. Wrubel and Schmidt (2007) outlined technical limitations of library federated or metasearch interfaces, including too many search options, confusing terminology not written in laymen's terms and technical limitations of systems. In these tests, users wanted immediate response and ignored instructions on screen, expecting a system to work like a web search engine. In multiple studies, students indicated they wanted viewable abstracts in order to ascertain if retrieved articles met their needs. They also indicated that federated searches were slower than web searches.

Along with the federated search came the keyword search box, to which Beal (2006) cautioned:

For libraries to rely on keyword searching, however, represents the institutionalization of serendipity as a search strategy. It is the electronic equivalent of browsing the stacks without any plan and hoping to find needed information. The simple search box is deceptively attractive. It often seems to fulfill one's searching needs. But in practice, if you don't know a valuable resource exists,

chances are you'll never know it if your search doesn't return it—and prominently—in your results. (p. 46).

Despite these limitations, even sophisticated researchers have adopted the practice of keyword searching when other resources fail to meet their needs. Ithaka's Faculty Survey (Schonfeld and Housewright 2010) found that "scholars tend to prefer electronic resources specific to their own discipline over those that cover multiple disciplines." (p. 4). Yet using Google or Google Scholar as a tool in the discovery process was listed the third most popular tool, with 70% of respondents saying they use it often or occasionally. However, Jasco (2008) outlined the issues related to Google Scholar by performing a literature review on the topic. He cited gaps in content, duplications of records from the same source, and search and filtering technology issues. Further, he indicated that highly structured and tagged documents were not as discoverable with this service as one would expect them to be.

The limitations of federated searches led to a call for full content indexing. Belliston, Howland and Roberts (2007) complimented pre-indexing and suggested that this is a job for librarians, who could index their holdings for users. Joint (2010) indicated that online bibliographic databases have been seeing an increase in usage over the past five years and stated that without permanent harvested indexes where publishers make content available for aggregators to crawl, researchers will turn to search engines because of speed and ease of use, and federated and subject content search will suffer.

Bowker has been working on full content indexing to benefit book buyers and readers. The long term goal is to expand our product range to further service the needs of academic researchers, as well. Our work to date includes indexed content, such as book summaries, sample chapters, tables of contents, author biographies and keywords. The search engine has changed and a new program to index the full content of a book has been developed. Both will be illustrated in turn.

To understand further how keyword search was first developed, an example of keyword searching on data fields is shown in Figure A. Using the keyword search box and inputting the string "David Foster Wallace" 15 results are returned. The keyword string was found in the title, subtitle or author fields.
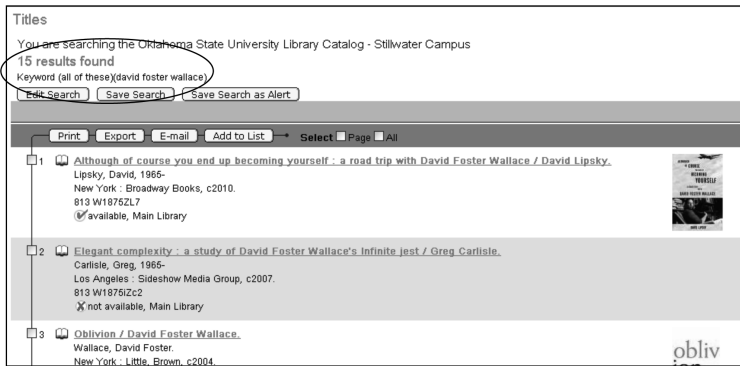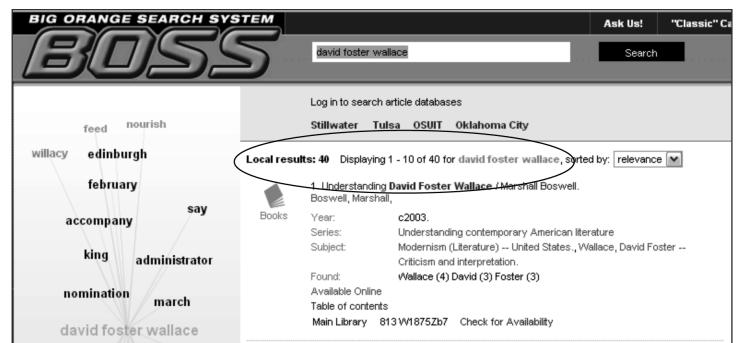
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Figure A: Oklahoma State University
Library Catalog: Basic/Keyword Search

Figure B: Oklahoma State
University Library Catalog:
BOSS Search

An equivalent search in the Big Orange Search System (BOSS) returned 40 results from the same library holdings (Figure B). Examples of the title records are presented in Figures C. The BOSS system is powered by Bowker and searches through all electronic content available not just selected metadata fields.
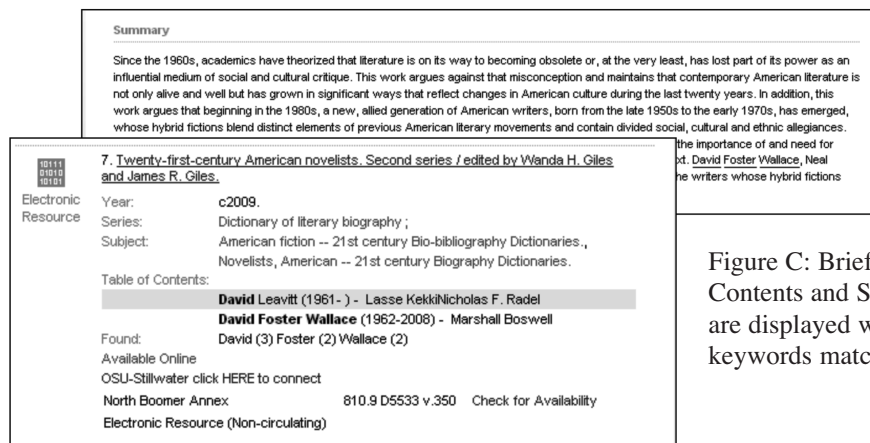

Figure C: Brief Table of
Contents and Summary
are displayed where
keywords match
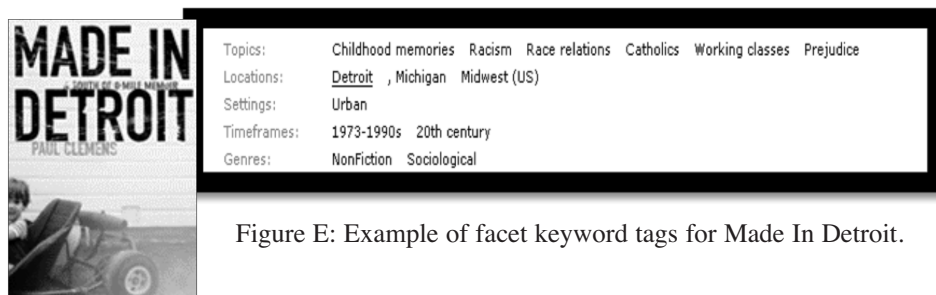
Figure E: Example of facet keyword tags for Made In Detroit.

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(Continued from page 12)

The BOSS service is a compilation of several Bowker products, including Syndetic Solutions and AquaBrowser. Syndetic Solutions is powered by data publishers supply to Books In Print, layered with licensed content, Bowker created content and libraries' own MARC records.

The success of this indexing service has prompted Bowker to embark on a project to machine index digital works in order to identify keywords and phrases. Relevancy and frequency scores are attached to each keyword as well as person, place and thing facet tags. (Facets are illustrated in Figure E.) Bowker's machine indexing is also capable of identifying general subject, audience and reading levels. Further, it can use model works to identify similar works either for the purpose of subject coding or serving up content to users. The main goal of this project is to radically improve the depth of search for users. Indexed terms, embedded in the right user interface can radically change search behaviors. For example, historians no longer need to search for phrases that relate to a certain event; instead they would merely search on the date of the event to find all relevant items. Further, facets direct users to relevant results more quickly. A person facet attached to a keyword entry can eliminate mismatched data hits when the user is really looking for a location facet. Based on testing with a major university library, early results from the new indexing service are promising.

Bowker's goal is to embed the output of this indexing project into products in 2011. Publishers interested in participating in this free program should feel free to contact *Patricia.Payton@bowker.com* for further information.

Beall, J. (2006). Stop the war on metadata. *Library Journal*, 131(12), p. 46.

Beall, J. (2008). The weakness of full-text searching. *The Journal of Academic Librarianship*, 34(5), p. 438-444.

Belliston, C.J, Howland, J.L., & Roberts, B.C. (2007). Undergraduate use of federated searching: a survey of preferences and perceptions of value-added functionality. *College & Research Libraries*, 68 (6), p. 472-487.

Fagan, J. C. (2010). Usability studies of faceted browsing: a literature review. *Information Technology and Libraries*, 15(4), p. 58-66.

Jacsó, P. (2008). Google Scholar revisited. *Online Information Review*, 32(1), p.102 – 114.

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Schonfeld, R. C., & Housewright, R. (2010). Discovery and the evolving role of the library. *Faculty survey 2009: key strategic insights for libraries publishers and societies*. (p. 1-13). Retrieved from *http://www.ithaka.org/ithaka-s-r/research/faculty-surveys-2000-2009/FacultySurvey2009CH1.pdf*

Wrubel, L., & Schmidt, K. (2007). Usability testing of a metasearch interface. *College & Research Libraries*, 68 (4), p. 292-311.

Announcing: The PSP Professional Development Committee _____

At its October meeting, the PSP Executive Council approved creation of a new committee devoted to Professional Development. The Committee's role is to expand, coordinate, broaden and strengthen the existing education and training programs offered by PSP in order to better fulfill its mission of outreach and communication to create a better understanding about and appreciation of the scholarly publishing process.

The Committee's work will get underway in early 2011. Christine Lamb, Director of Marketing, The New England Journal of Medicine, will be chair. The committee is looking for volunteers. This is a wonderful opportunity to meet new people and gain a broader understanding of PSP publishing.

The Professional Development Committee has a four-tiered approach to achieving its goals.

1. Educational Programming

- Work with PSP Standing Committees in a liaison role to identify and create new educational programs.
- Identify marketplace issues and trends and create

innovative seminars and webinars on forward-thinking, thought-provoking topics.

- Increase the audience base of educational programs by including topics relevant to librarians, faculty, new publishing partners and other stakeholders.
- As publishing is increasingly global, address worldwide and emerging markets.
- Look outside PSP to find emerging technologies and trends that may apply to PSP publishing.
- Develop seminars and webinars using different formats and approaches – roundtables, audience interaction, audience polling, case studies, group exercises/projects.
- Expand seminar locations to more fully encompass PSP member organizations in the Midwest and West Coast.

2. Speakers Bureau

- Create a list of publishing professionals willing to speak about scholarly publishing at national and regional conferences, seminars and institutions offering library and publishing curricula.

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Announcements _____

3. PR/Branding

- Promote PSP Division branding by creating a forward-looking image through PSP's education and training programs.

- Help stimulate PSP membership by developing a robust educational program that is seen as a benefit of membership by both attendees and speakers.

4. Training

- Train individuals from PSP member organizations to use resources such as the *What Is Journals Publishing* presentation, Journals Access FAQ's and Publishing Facts, in educating their staff internally on professional and scholarly publishing issues.

- Suggest new modules that enhance current training and information tools or offer new concepts for educational outreach.

The Committee welcomes staff from PSP member organizations who are experienced in their fields as well as junior level staff who can offer perspective on what new entrants to the industry are interested in learning about. The committee seeks members from across the geographic and subject field spread of PSP member organizations.

This is your opportunity to become involved in PSP, to shape opportunities for professional growth…and have fun in the process.

For those volunteers who have agreed to serve on this new committee, there will be a meet and greet at the PSP Annual Conference in Washington Feb 2-4.

For further information or to sign up, contact:
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patientINFORM Presentation Now Available

A PowerPoint presentation describing patientINFORM is now available on the About page of its web site (*http://www.patientinform.org/about/*). The downloadable, animated slide show provides a high-level, simple overview of the program. Publishers who participate in patientINFORM, as well as those considering participation, are encouraged to take advantage of this new tool to educate staff, conduct outreach to society partners and raise awareness of their patient outreach efforts.