



The Evolving World of Medical Publishing

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Executive Editor, Springer Milan

Lisbon, 22 November 2014

Who we are - Key facts about Springer

- A leading global scientific, technical and medical (STM) publisher
- Some 2,820 English-language journals and more than 8,400 new book titles published in 2013
- Some 100,000 English-language eBook titles available on <http://link.springer.com>
- Largest open access portfolio worldwide - BioMed Central is part of Springer - with over 350 open access journals
- More than 7,000 employees worldwide
- Publishing partnerships with more than 500 scientific societies
- Growing presence in emerging markets



Who we are - About your presenter:

- **Donatella Rizza**
- Executive Editor, Clinical Medicine. With Springer since 20 years- Degree in Foreign Literature and Languages.
- Currently leading a group of in-house editors acquiring new books title in surgery, dermatology, orthopedics and cardiology
- Project management and development (print and digital), new topics identification and authors scouting, contract negotiation and copyright issues.

For questions and proposals please contact me at
donatella.rizza@springer.com

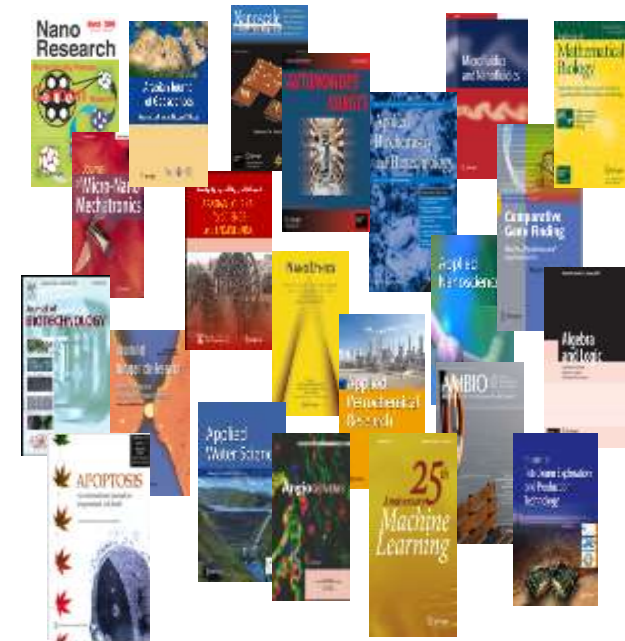


Agenda for today

- Publishing scientific articles
- Defining impact in academic publishing
- Open Access publishing
- Publishing books
- Available tools for authors

STM publishing is arguably one of the most thoroughly realized web-based businesses

- Manuscripts are created and transmitted electronically
- All processing is now handled electronically
 - Editorial
 - Production
- Primary delivery to consumer is by the Internet
 - Readers (users)
 - Librarians (buyers)



... everything is connected

- High quality content is provided by authors, reviewers and editors
- But today it is important to give users more than just the content
- Journals need to offer services that help readers manage the wealth of information





Publishing scientific articles

You all know why you should publish....

Credibility of
results

Present new and
original data

Grant writing, research funding

Recognition
and career
advancement

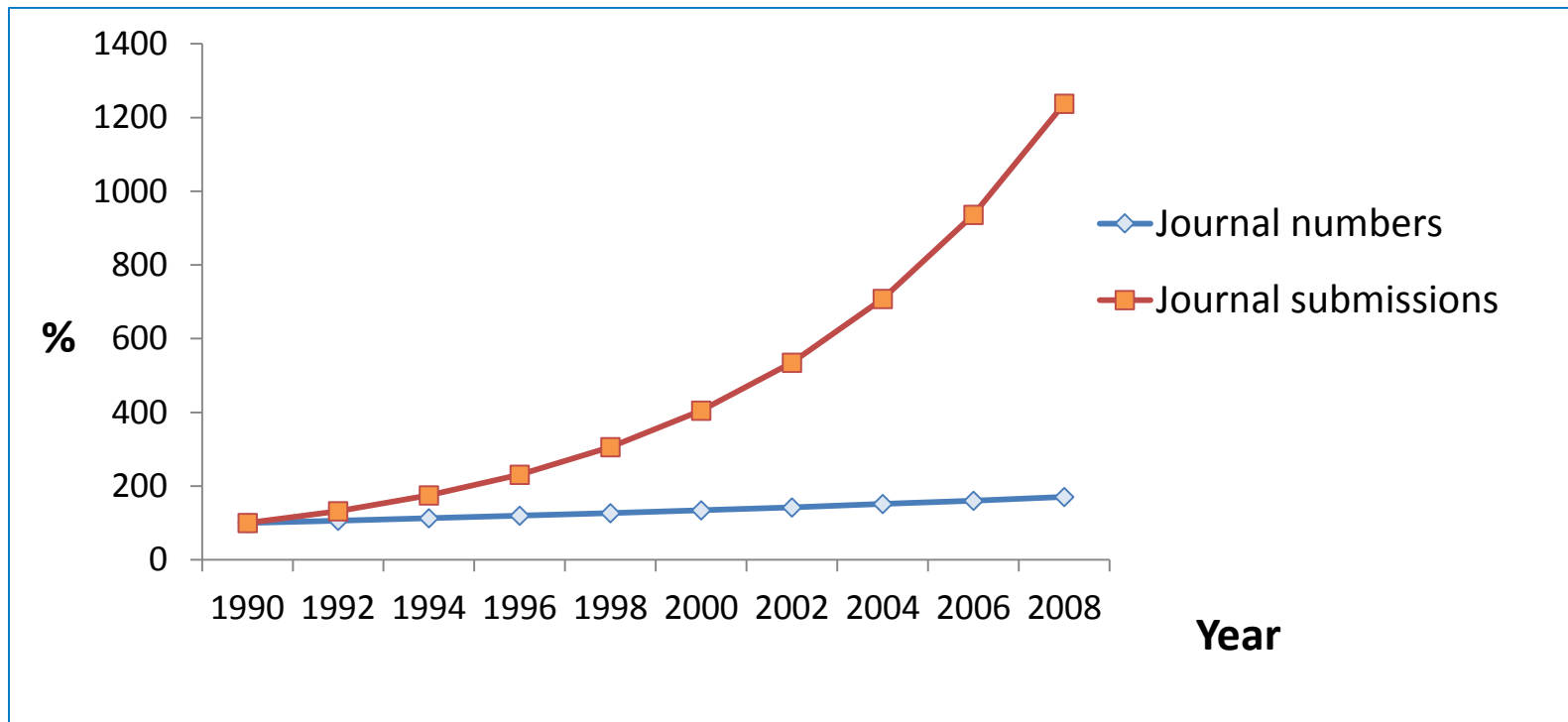
... but why you should publish in English?

- It is currently the international language of science
- It fosters (international) collaborations
- Scientists will want to hear from other scientists around the world
- Allows you to become an effective science communicator



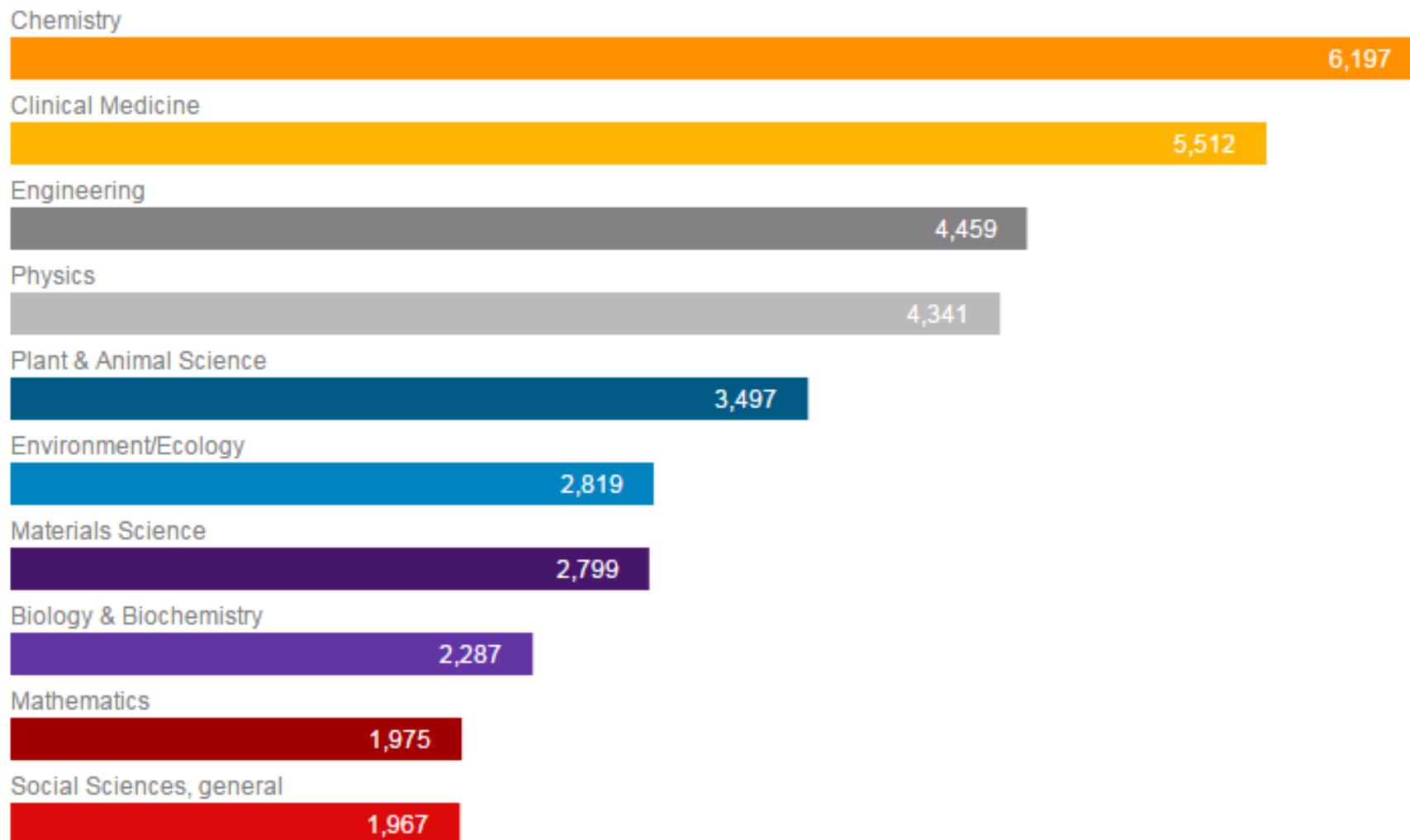
The status of scholarly publications today

- The number of article submissions is growing exponentially compared to number of new journals
- Consider - when you submit your own article - the growing pressure this puts on Editor-in-Chief, the Editorial Board and the Peer Reviewers of any given journal.



Source: Daniel McGowan, Edanz, 2012

Article output from Portugal 2010-14

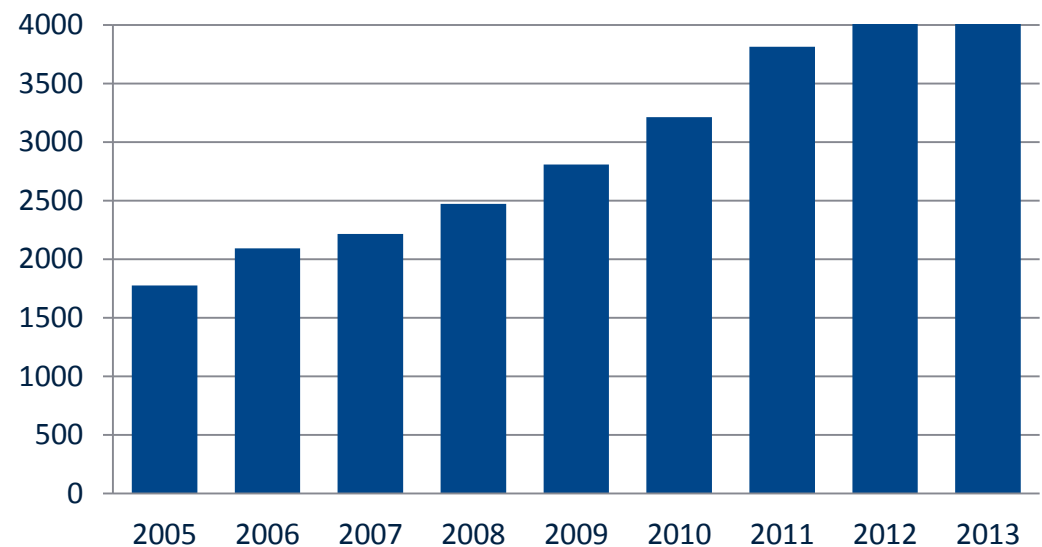


Articles/chapters published with Springer 2005 to 2013

Journal Articles Published

Between 2005 and 2013 researchers from Portugal published approx. 18500 contributions, of which 10000 in journals and 8500 as volume chapters

Articles/chapters by year of publication



Articles/chapters published with Springer 2005 to 2013

- Journal articles (first ten disciplines)

Life Sciences (1995)
Chemistry (1230)
Medicine & Public Health (1115)
Physics (1108)
Ecology (797)
Plant Sciences (743)
Biochemistry, general (733)
Microbiology (704)
Mathematics (701)
Engineering (687)

- Book chapters (first ten disciplines)

Computer Science (4014)
Artificial Intelligence (incl. Robotics) (2637)
Engineering (1519)
Computer Communication Networks (1467)
Software Engineering (1166)
Information Systems Applications (incl.Internet) (1012)
Information Storage and Retrieval (977)
Information Systems Applications (incl. Internet) (974)
User Interfaces and Human Computer Interaction (902)
Algorithm Analysis and Problem Complexity (816)

- First fifteen institutions

University of Coimbra (546)
University of Minho (493)
Universidade Nova de Lisboa (487)
Universidade do Porto (414)
University of Porto (374)
Technical University of Lisbon (360)
University of Aveiro (337)
Instituto Superior Técnico (311)
Universidade do Minho (311)
University of Lisbon (221)
Universidade de Lisboa (155)
Universidade de Aveiro (146)
Universidade Técnica de Lisboa (146)
Universidade de Coimbra (111)
New University of Lisbon (90)

Types of journals

- **Letters journal** - Rapid communication of interim work, peer-reviewed, a good way to get time sensitive, preliminary or ongoing research initially published and get feedback
- **Traditional academic research journal** - The main venue for primary research, rigorously peer-reviewed
- **Review journal** - Publishes overviews of research, perspective on the state of a field and/or where it is heading, usually peer-reviewed, may contain commissioned material
- **Professional journal** - Mainly review and how-to articles, heavily edited, not necessarily peer-reviewed, but the audience may be who you want to reach with your research outcome: practitioners



Megajournals

A **mega journal** is a peer-reviewed academic open access journal designed to be much larger than a traditional journal by exerting low selectivity among accepted articles. It was pioneered by [PLOS ONE](#)

- Launched June 2006
- broad coverage of different subject areas
- accepting articles for publication based on whether they are technically sound rather than selecting for perceived importance
- gold model of open access where costs are covered by an article processing charge



The rise of the megajournals: SpringerPlus

- Multidisciplinary, peer-reviewed and Open Access
- Only one year after its launch in January 2012, SpringerPlus was accepted for indexing by Scopus and PubMed Central.
- 2000 submissions, 960 published articles across all areas of science, technology, medicine, the humanities and social sciences.



How to choose the right journal - what our authors say

How important are the following factors for you
when deciding to submit a manuscript to a particular journal?



(N = 19,220 respondents, 5-point rating: 1=very important to 5=not important at all) Results 2009


How to choose the right journal - springer.com journal pages

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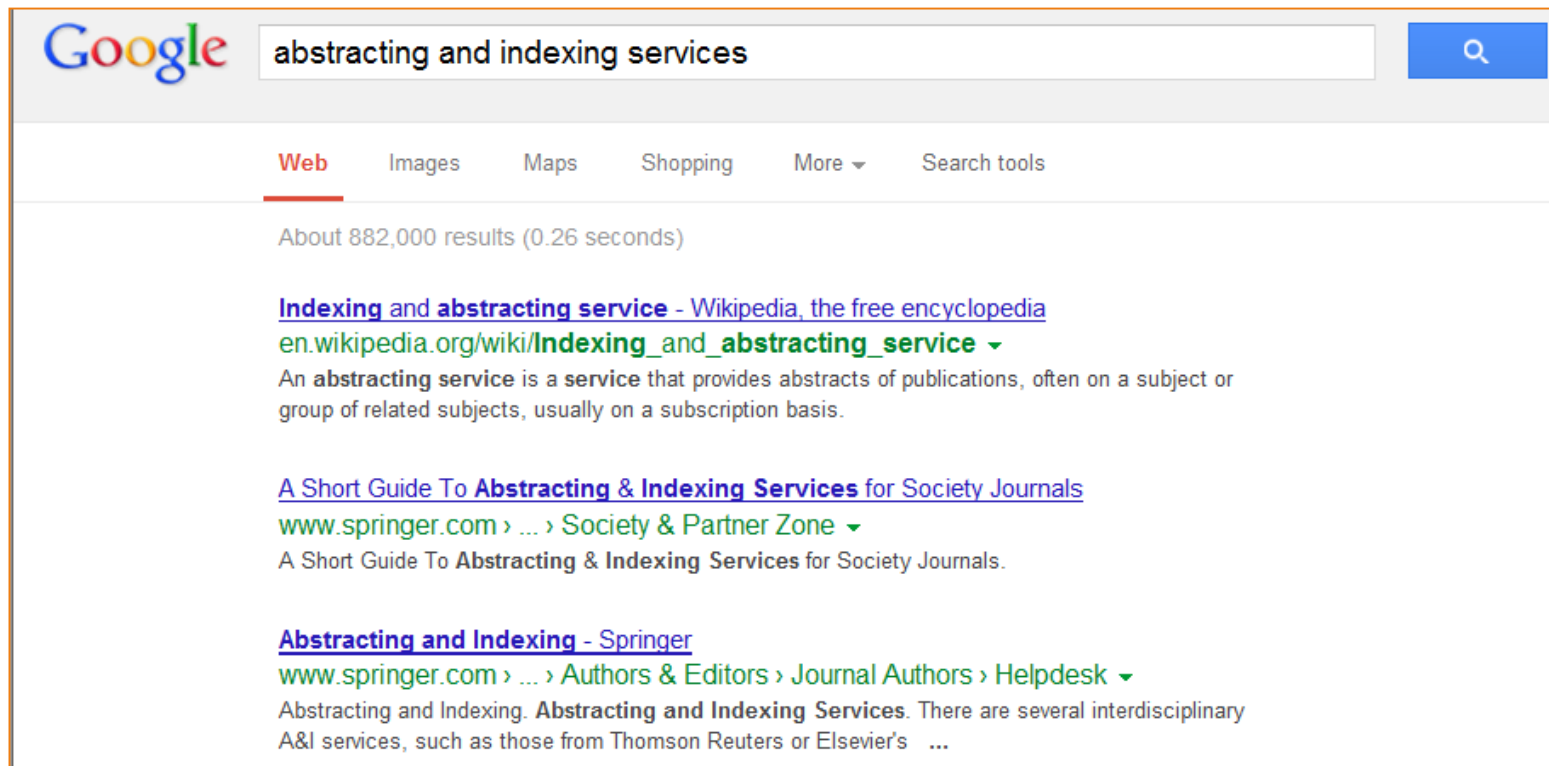
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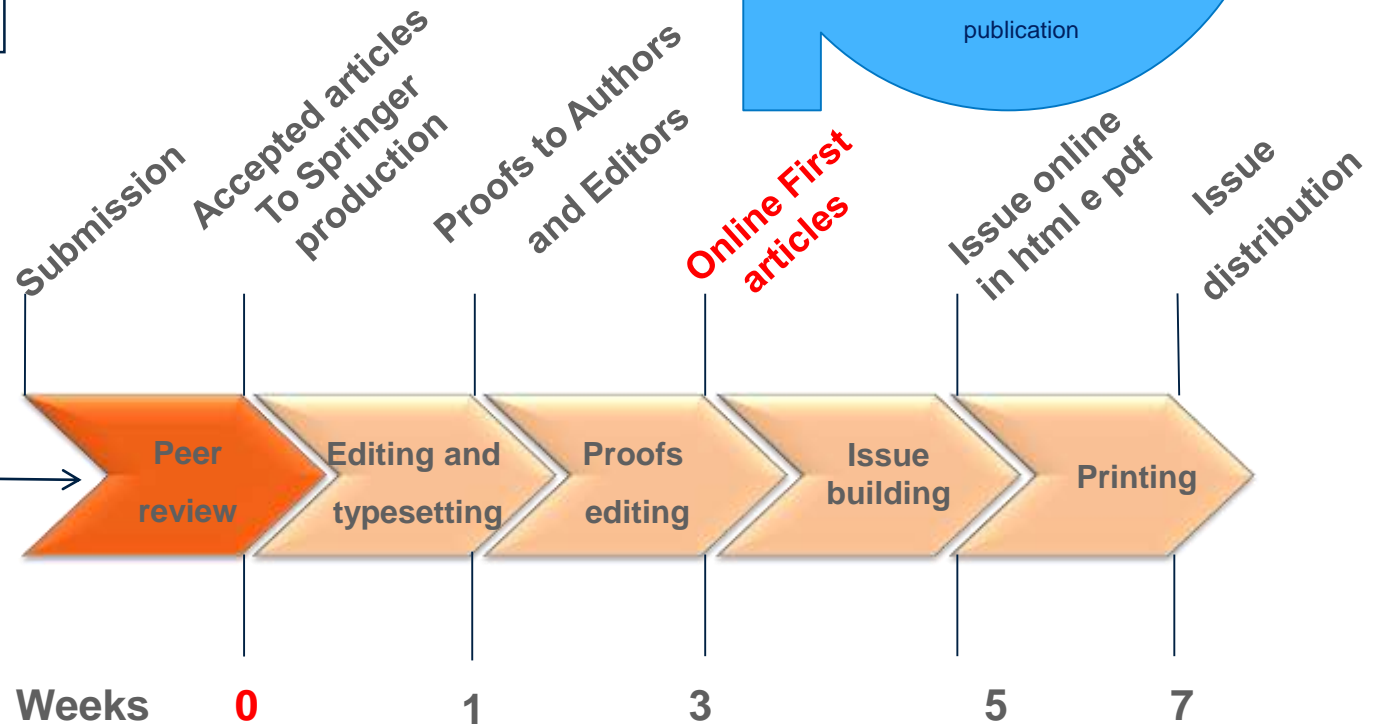
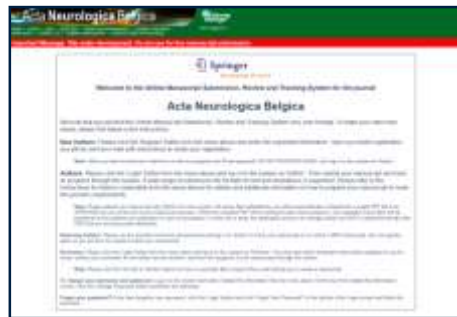
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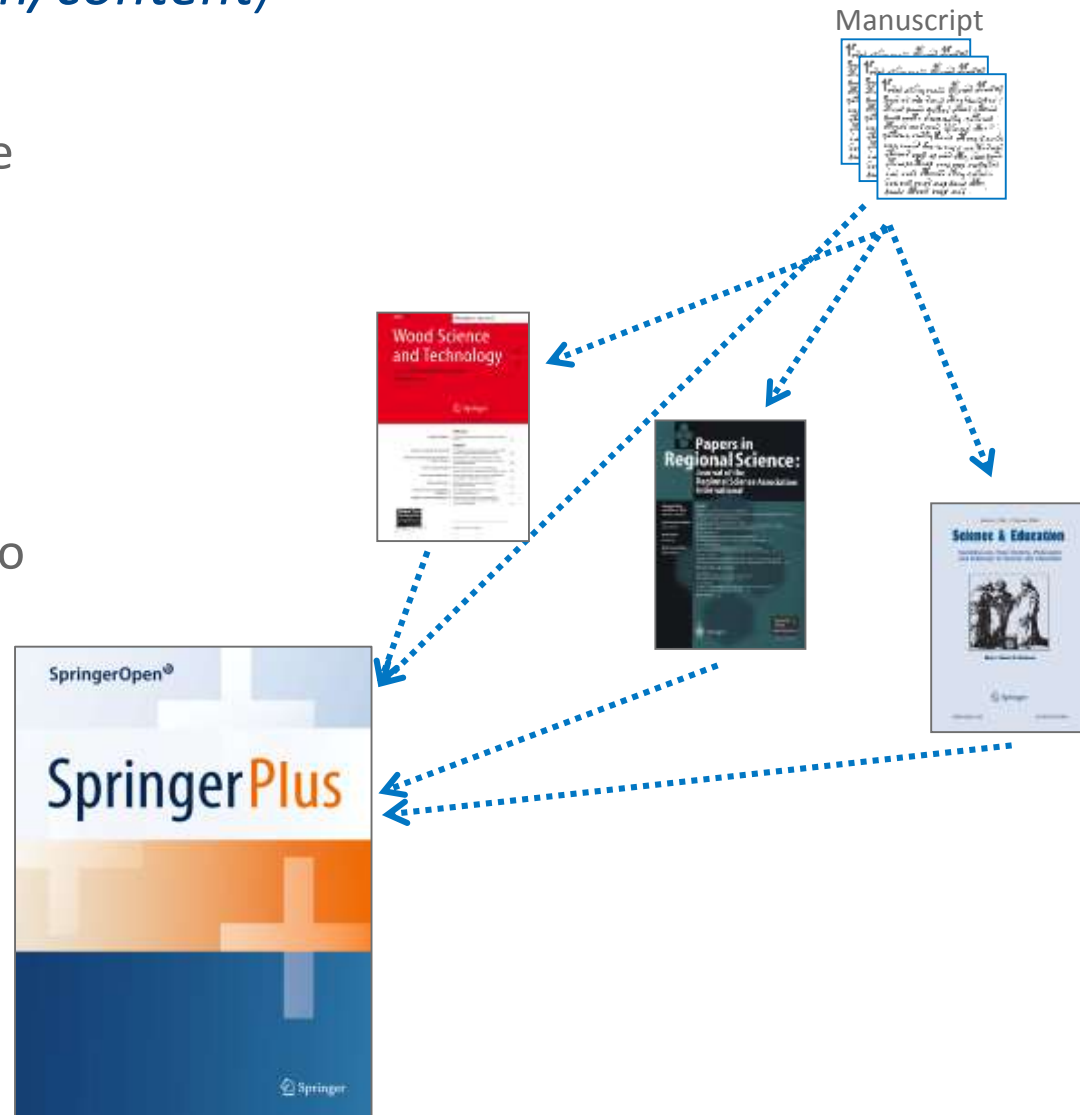
Springer Global workflow



Transfer to SpringerPlus

(<http://www.springerplus.com/content>)

- The manuscripts **rejected** because **out of scope** can be moved to SpringerPlus
- Authors are proposed the shifting from the journal to which they originally submitted their article to the megajournal





Defining impact in academic publishing

Impact Factor



THOMSON REUTERS

- Measure of the average number of citations that articles in a particular journal receive in a particular year

Formula for the 2012 Impact Factor:

Number of citations in 2012 to articles published in 2010 + 2011

Total citable articles published in 2010 + 2011

Example:

120 citations in 2012 (to articles published 2010 or 2011)

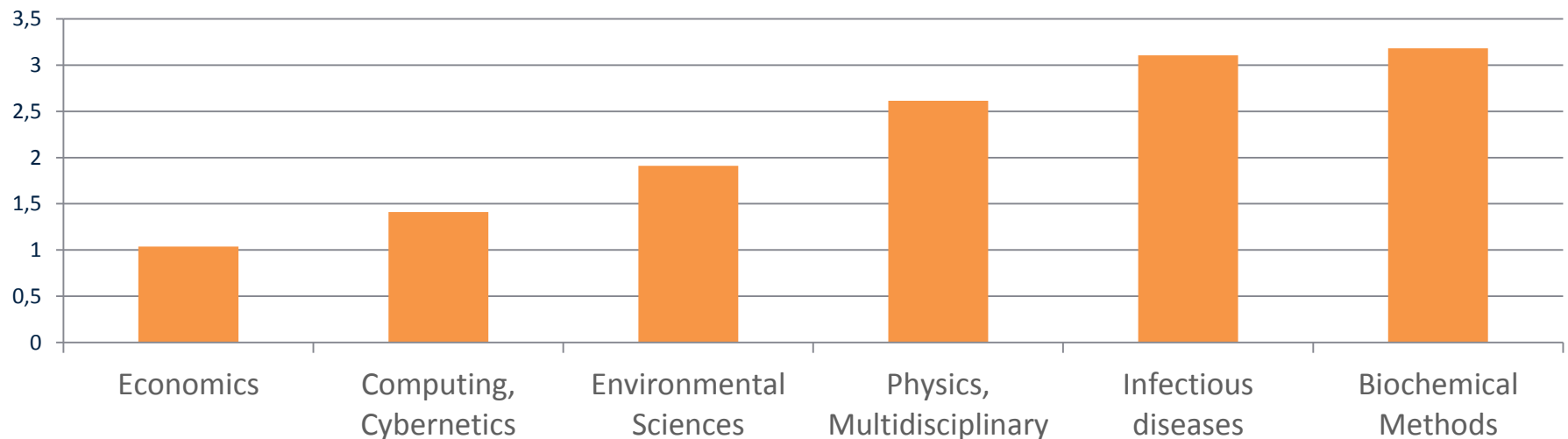
----- = 1.5

80 articles published in 2010 and 2011

Impact Factor – Points to consider

- There is much debate over the Impact Factor (IF) in the scientific community, particularly with regard to the fairness of the system
- Compare the IF only with journals within the same discipline because the average IF is very different among different disciplines
- E.g. In mathematics researchers will often cite older work but only citations in the two years after publication count toward the IF

Average Impact Factor



The h -index

- Evaluation of impact of the work of **individual** researcher measuring simultaneously the **quality** and **quantity** of scientific output
- A scholar with an index of h has published h papers each of which has been cited in other papers at least h times
- The h -index grows over time, depends on the academic age of the researcher
- The index can also be applied to the productivity and impact of a group of scientists, such as a department or university or country, as well as a scholarly journal
- A journal with an index of h has the largest number of h such that at least h articles in that publication were cited at least h times each.



The h -index serves as an alternative to more traditional journal impact factor metrics in the evaluation of the impact of the work of a particular researcher

Scopus citation databases - Scimago

- Scopus is the largest abstract and citation database of peer-reviewed literature in the fields of science, technology, medicine, social sciences, and arts and humanities
- Submission can be proposed directly online and the evaluation is made by an International Scientific Committee **CSAB - Content Selection & Advisory Board**
- Scopus metrics is the Scimago Journal Ranking

Category	Quartile (Q1 means highest values and Q4 lowest values)														
	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Medicine (miscellaneous)					Q2	Q3	Q2	Q3	Q2	Q2	Q3	Q2	Q1	Q1	Q1
Surgery					Q3	Q4	Q3	Q4	Q3	Q3	Q4	Q3	Q1	Q1	Q1
Orthopedics and Sports Medicine					Q4	Q4	Q4	Q4	Q3	Q3	Q4	Q3	Q2	Q2	Q2

Category	SJR within the category	Journals	Ranking	
Medicine (miscellaneous)	20,717 - 0.1	1827	333	
Surgery	4,261 - 0,1	379	72	Q1
Orthopaedics and Sports Medicine	3,705 – 0,1	219	56	Top Q2

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- [MEDLINE](#)[®] subset of data in PubMed of journals that have been reviewed and accepted for full indexing (selective DB). Over 5,600 scholarly journals published around the world are currently indexed for MEDLINE
- PubMed Central: collection of OA and free access articles. Metadata for these articles go into PubMed but not Medline

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 - Provides citation information for authors and calculates the *h*-index
 - Most author analyses limited to authors with profiles
- Google Scholar **Journal citation database** with rankings available since May 2012
 - Journal ranking
 - **No quality selection**, only need 100 articles in previous five years
 - *h*5-index for journals

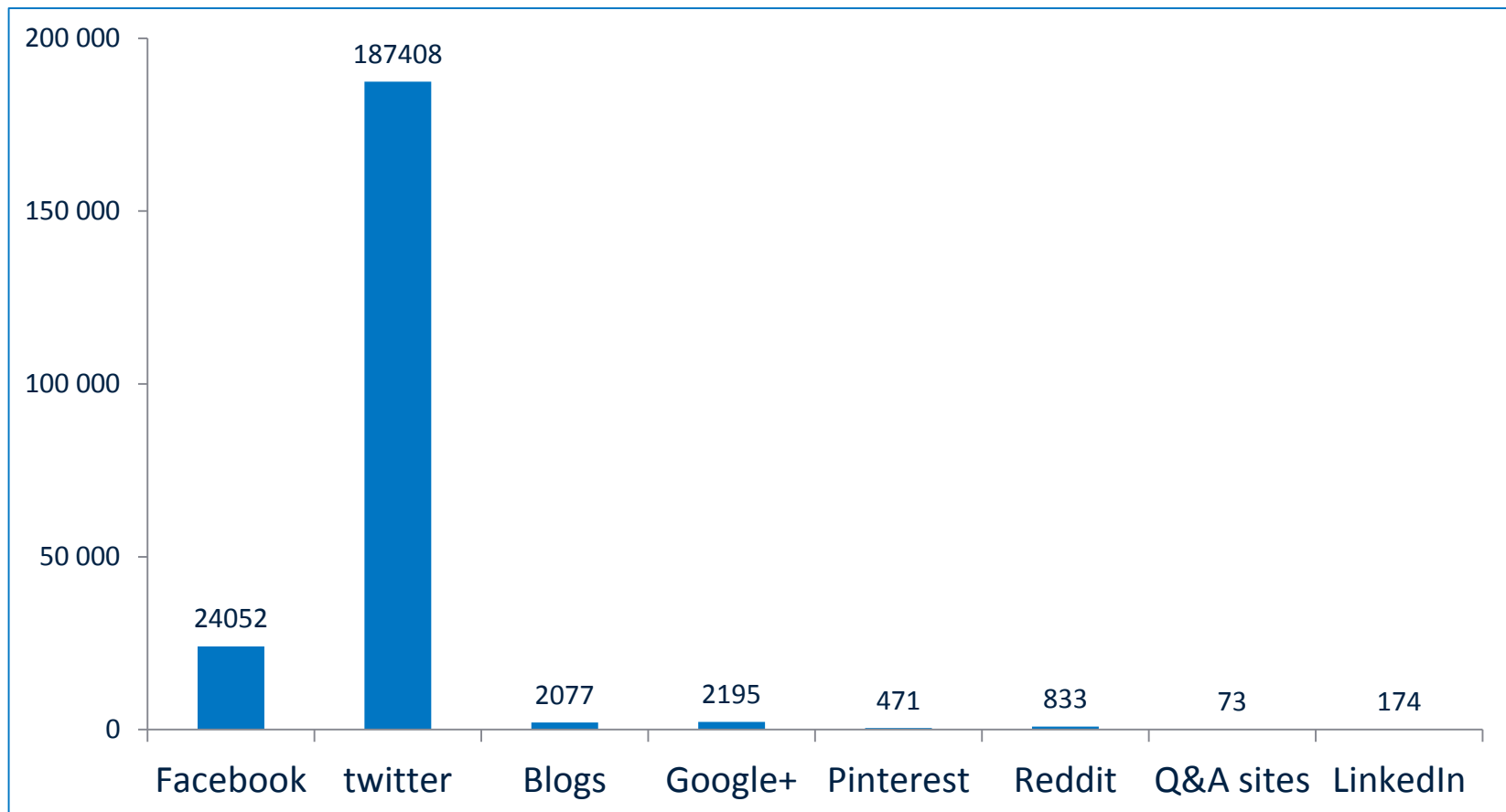
Social media activity

Social media activity around scholarly articles growing by **5% to 10% per month** (Adie & Roe, 2013)

- Mendeley
 - 521 million bookmarks
 - 2.7 million users
 - 32% increase of users from 09/2012 to 09/2013
- Twitter
 - 500 million tweets per day
 - 230 million active users
 - 39% increase of users from 09/2012 to 09/2013
- **Social Media & Science** Adie, E. & Roe, W. (2013). Altmetric: Enriching Scholarly Content with Article-level Discussion and Metrics. *Learned Publishing*, 26(1), 11-17. Mendeley statistics based on monthly user counts from 10/2010 to 01/2014 on the Mendeley website accessed through the Internet Archive Twitter statistics: <https://business.twitter.com/whos-twitter> and <http://www.sec.gov/Archives/edgar/data/1418091/000119312513400028/d564001ds1a.htm>

Social (media) impact - Growth of non-scholarly citations

- Consider the non scholarly citations through the different social media platforms



Which article made a bigger impact?

- Article published in a top-tier journal with '0' citations after 2 years



- Article published in a lower impact journal with tens of citations



The new kid on the block: Altmetrics

- Article-Level Metrics (ALMs, altmetrics, alternative metrics) are not just about citations and usage; the concept refers to a whole range of measures which might provide insight into 'impact' or 'reach'
- Reddit threads
- (a collection of) Blogs
- Tweets
- (public) Google+ posts
- (a collection of) News outlets
- Q&A site users
- (public) Facebook posts
- Faculty of 1000 reviews
- Mendeley readers
- CiteULike readers

More information can be found on
www.altmetric.com

The new kid on the block: Altmetrics (cont.)



Coffee, but not caffeine, has positive effects on cognition and psychomotor behavior in aging.

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Score

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Help

So far Altmetric has seen 1 blog post.

Coffee, but not caffeine, has positive effects on cognition and psychomotor behavior in aging

[Science Alerts](#) [Social Network](#)

The complex mixture of phytochemicals in fruits and vegetables provides protective health benefits, mainly through additive and/ ..

27-Oct-2013

Score in context

Is one of the highest ever scores in this journal (ranked #1 of 181)

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December 2013, Volume 35, Issue 6, pp 2183-2192


Coffee, but not caffeine, has positive effects on cognition and psychomotor behavior in aging

Barbara Shukitt-Hale, Marshall G. Miller, Yi-Fang Chu, Barbara J. Lyle, James A. Joseph

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Abstract

The complex mixture of phytochemicals in fruits and vegetables provides protective health benefits, mainly through additive and/or synergistic effects. The presence of several bioactive compounds, such as polyphenols and caffeine, implicates coffee as a potential nutritional therapeutic in aging. Moderate (three to five cups a day) coffee consumption in humans is associated with a significant decrease in the risk of developing certain chronic diseases. However, the ability of coffee supplementation to improve cognitive function in aged individuals and the effect of the individual components in coffee, such as caffeine, have not been fully evaluated. We fed aged rats (19 months) one of five coffee-supplemented

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Within this Article

- » Introduction
- » Materials and methods
- » Results
- » Discussion
- » References
- » References



Open Access publishing

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- Also referred to as Author Archiving
- Author's accepted manuscript is placed in a repository
- Individual authors archiving policies by journal or publisher

Gold Open Access

- Finalized article freely and permanently available immediately after publication
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Open Access

Differences between traditional publishing (in subscription journals) and Open Access in costs and in copyright:

- **Costs**
 - Traditional: Publishing is free to the author / reader pays
 - Open Access: Article is free to the reader/ author pays to publish
- **Copyright**
 - Traditional: Copyright is generally with the publisher
 - Open Access: Copyright remains with the author

10 YEARS
2003–2013

The success story of Open Access

- Directory of Open Access Journals (DOAJ) at www.doaj.org is maintained by Lund University in Sweden and now contains nearly 10,000 journals



Open Access at Springer / BioMed Central

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a SpringerOpen Journal

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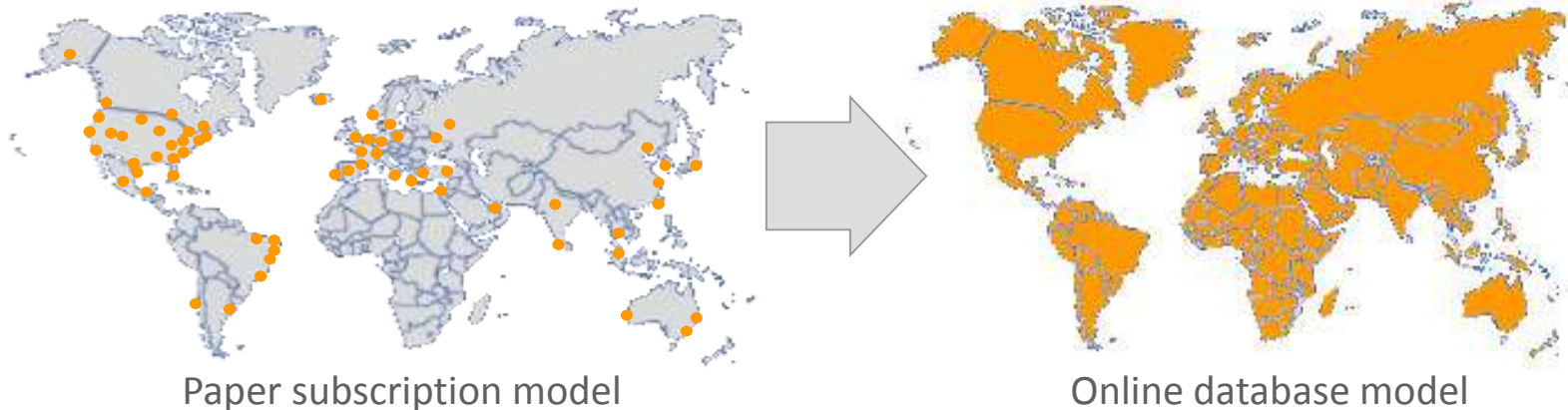
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The importance of eBooks in scientific publishing

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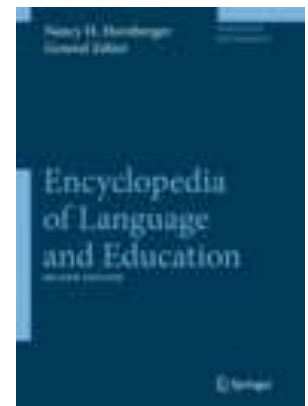


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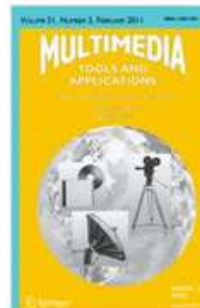
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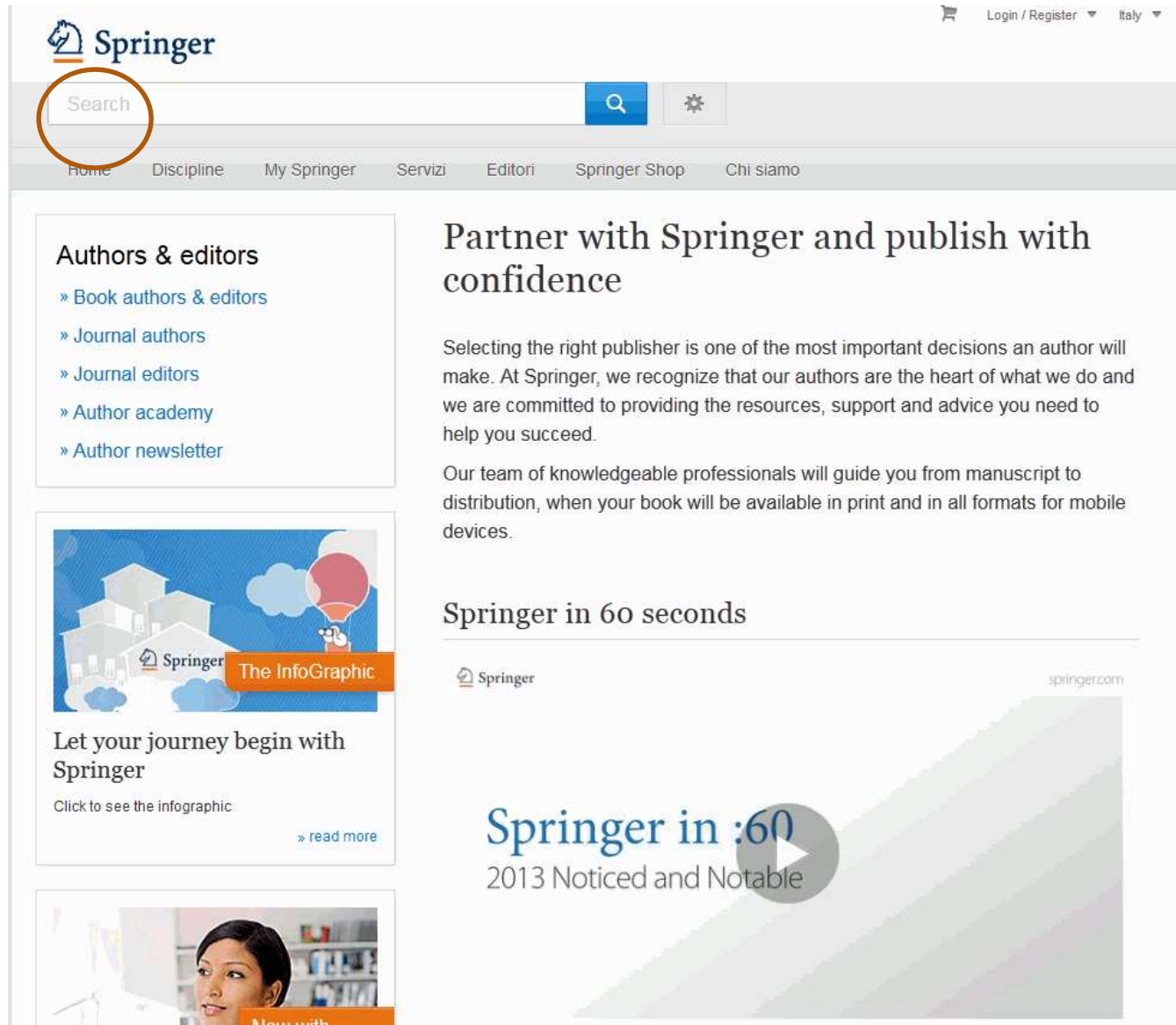
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The screenshot shows the Springer website's authors page. At the top, the Springer logo is on the left, and 'Login / Register' and 'Italy' are on the right. Below the logo is a search bar with the word 'Search' inside, which is circled in orange. To the right of the search bar are a magnifying glass icon and a settings gear icon. Below these is a navigation bar with links: Home, Discipline, My Springer, Servizi, Editori, Springer Shop, and Chi siamo. The main content area is divided into two columns. The left column has a section titled 'Authors & editors' with a list of links: » Book authors & editors, » Journal authors, » Journal editors, » Author academy, and » Author newsletter. Below this is a graphic titled 'The InfoGraphic' showing a stylized cityscape with a hot air balloon. Under the graphic, it says 'Let your journey begin with Springer' and 'Click to see the infographic', with a » read more link. The right column has a large heading 'Partner with Springer and publish with confidence'. Below it is a paragraph: 'Selecting the right publisher is one of the most important decisions an author will make. At Springer, we recognize that our authors are the heart of what we do and we are committed to providing the resources, support and advice you need to help you succeed.' This is followed by another paragraph: 'Our team of knowledgeable professionals will guide you from manuscript to distribution, when your book will be available in print and in all formats for mobile devices.' Below this is a section titled 'Springer in 60 seconds' with a play button icon and the text 'Springer in :60' and '2013 Noticed and Notable'. The Springer logo and 'springer.com' are visible in the bottom right corner of the page.


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A close-up, grayscale image of a hand holding a black marker, writing the words 'Thank you' in a cursive script on a white surface. The marker is positioned at the end of the word 'you', and the words are written diagonally across the frame.

Thank you