



Medical Publishing Landscape

Peter Ashman

Publishing Director – BMJ

Chair – ALPSP Association of Learned & Professional Scholarly Publishers

What I'll cover.....

- About BMJ
- What medical journals do
- Features of medical publishing landscape
- The BMJ's Editorial Development strategy
- Peer Review
- Metrics
- Scientific Misconduct

Who we are

- Subsidiary of British Medical Association
- 500 staff
- Offices in London, Hoboken, Delhi & Beijing
- The BMJ
- 60+ journals
- Owned, co-owned and contracts
- Range of evidence based decision support tools and education for clinicians inc...
 - Best Practice
 - Clinical Evidence
 - BMJ Learning
 - On Examination





Everything we do is driven by our vision of
A Healthier World

and by our 9 core values



350th Anniversary of the first scientific journal

“The Philosophical Transactions, to be composed by Mr Oldenburg, be printed the first Monday of every month, if he have sufficient matter for it, and that that tract be licensed by the Council of this Society, being first revised by some Members of the same”

Editorial

Research

Obituary

Book review

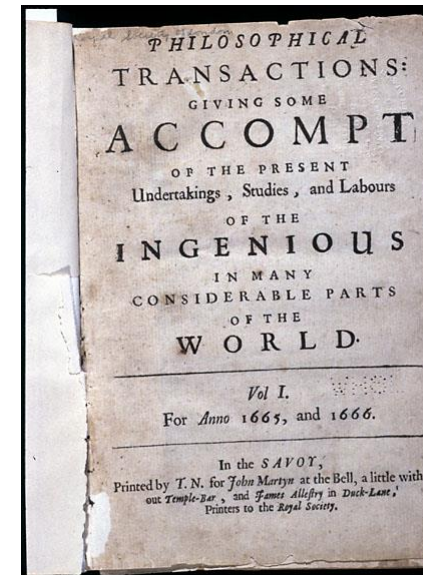
Observational report

Paid for by member subs

Pirate issue

Editorial committee

Oldenburg published the journal at his own personal expense and kept the profits



Scholarly Publishing Facts

- 8.6bn Euros
- 110,000 publishing staff
- 10bn researchers download 2.5bn articles
- 30,000 journals
- 2 million articles
- 20% are Open Access
- Article growth 3.5% per year
- Researchers read an average of 270 articles
- 30 minutes reading each article
- Reviewers spend 5 hours per review
- Reviews 8 articles per year

Publishers by number of journals

Springer Nature	3165
Elsevier	2500
Wiley	2388
Taylor & Francis	2105
Sage	750
Wolters Kluwer	672
Hindawi	438
Cambridge University	362
Oxford University	350
BMJ	60

What are medical journals for?

- Registration
- Dissemination
- Certification
- Archival record

Medical publishers provide.....

- Peer review
- Branding
- Licenses
- Archiving and search
- International reach
- Metrics for impact and usage
- Quality control

- Access
- Education
- Impact
- Sustainability

<http://goo.gl/7VoeDK>

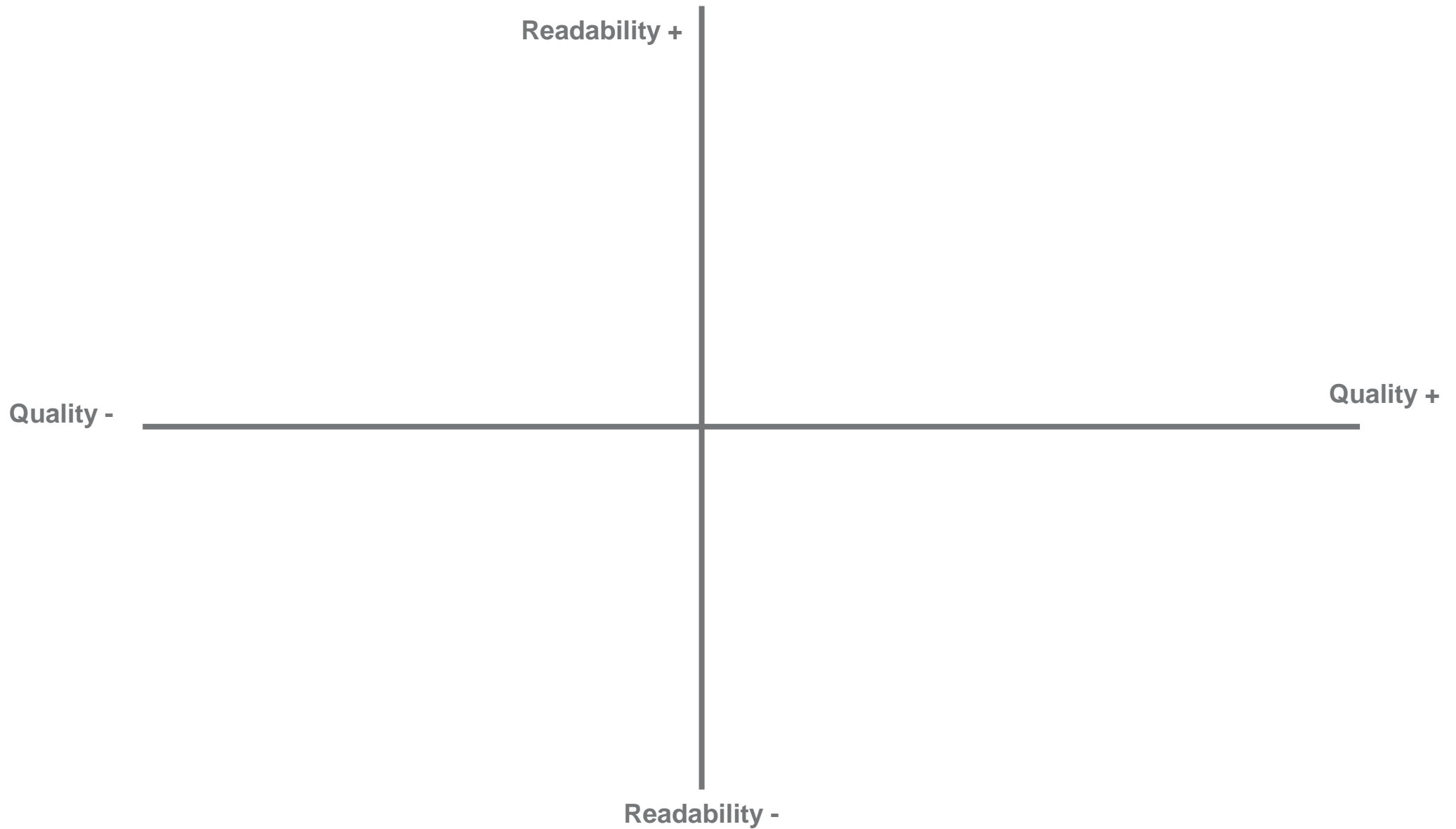
Major revenue streams

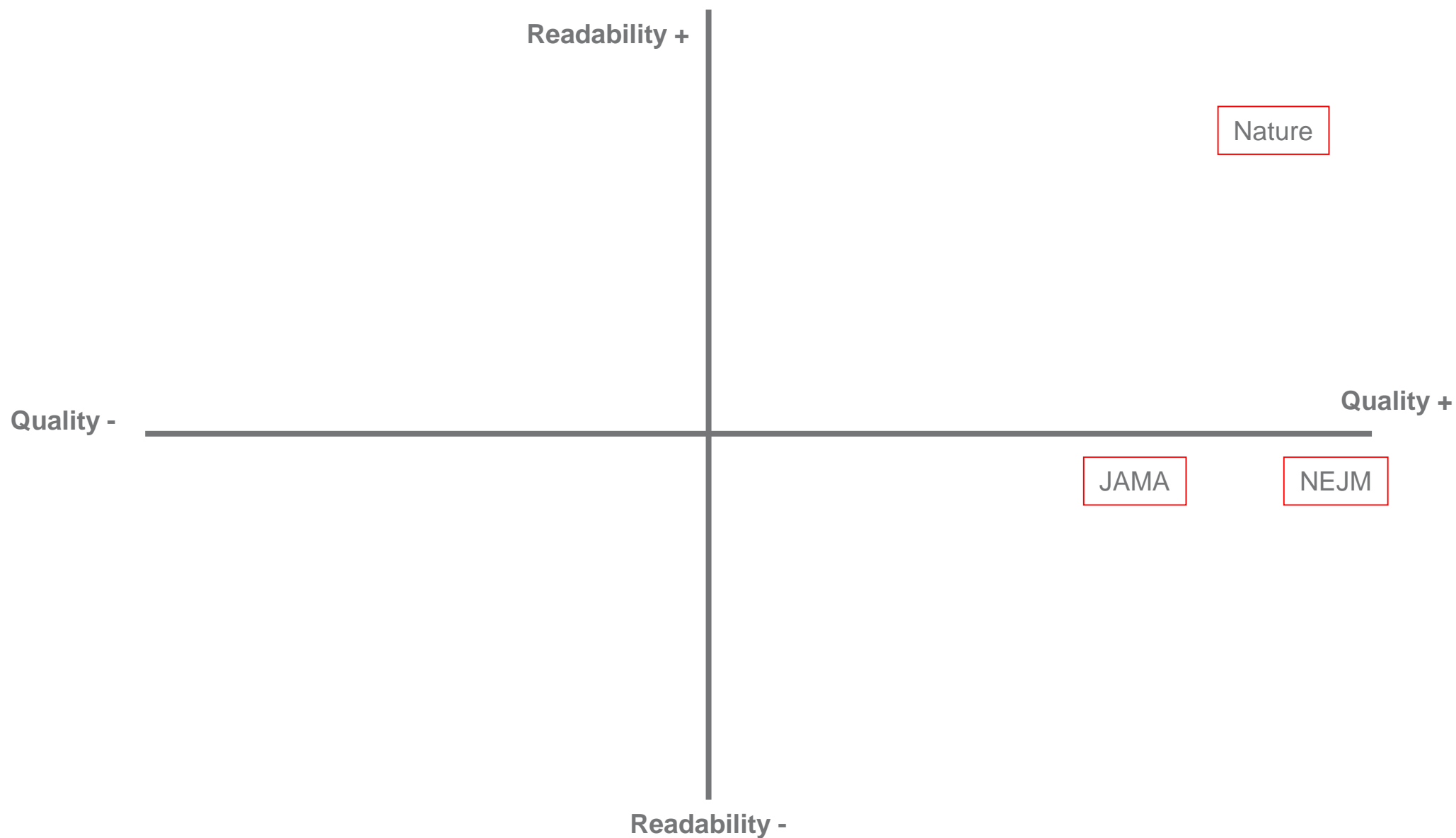
- Institutional Subscriptions – 55%
- Personal Subscriptions – 4%
- Industry Advertising – 10%
- Industry Reprints – 5%
- Job ads – 1%
- Open Access Fees – 15%
- Licensing/syndication Fees – 10%

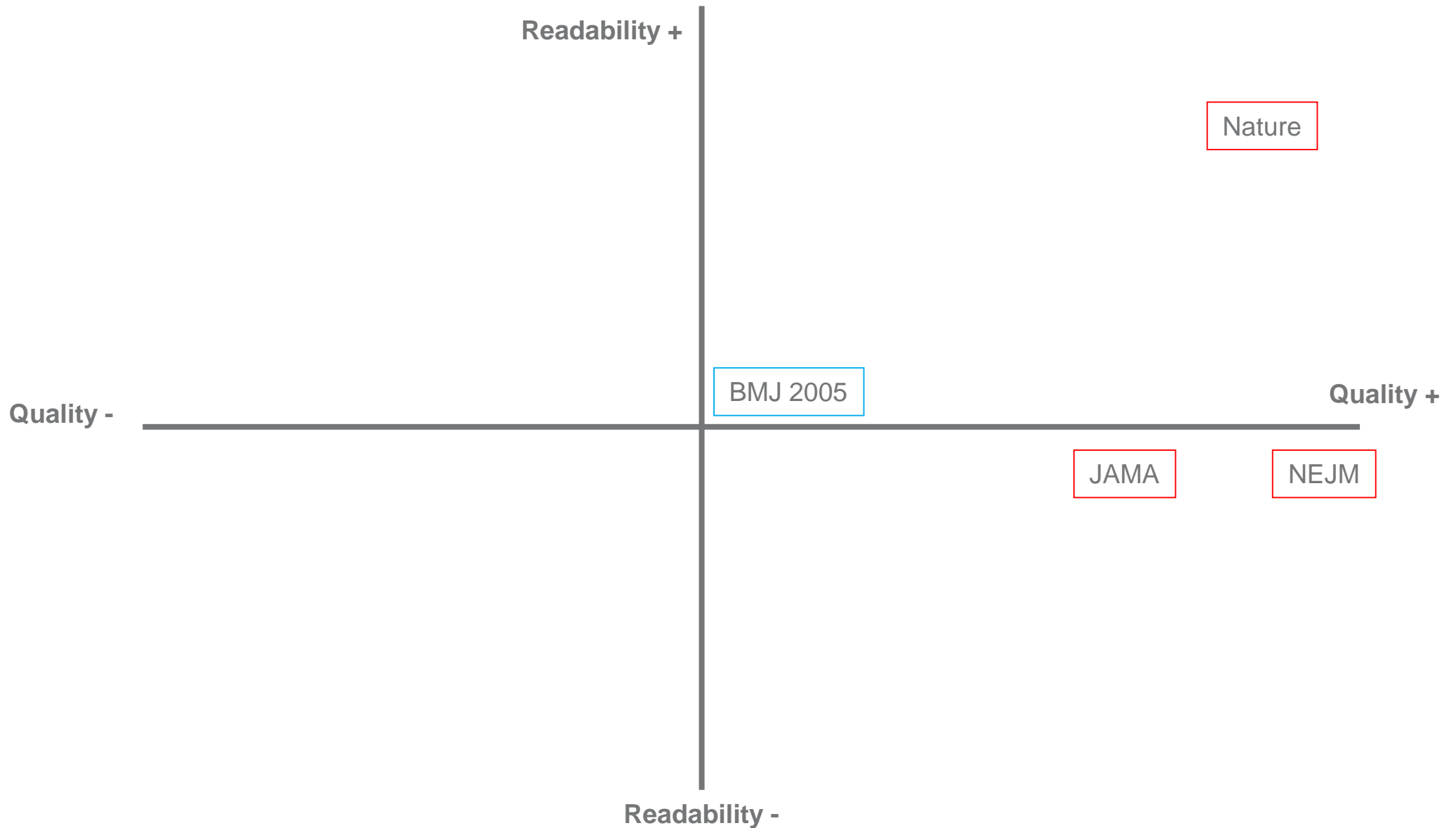
Some features of medical publishing - 2015

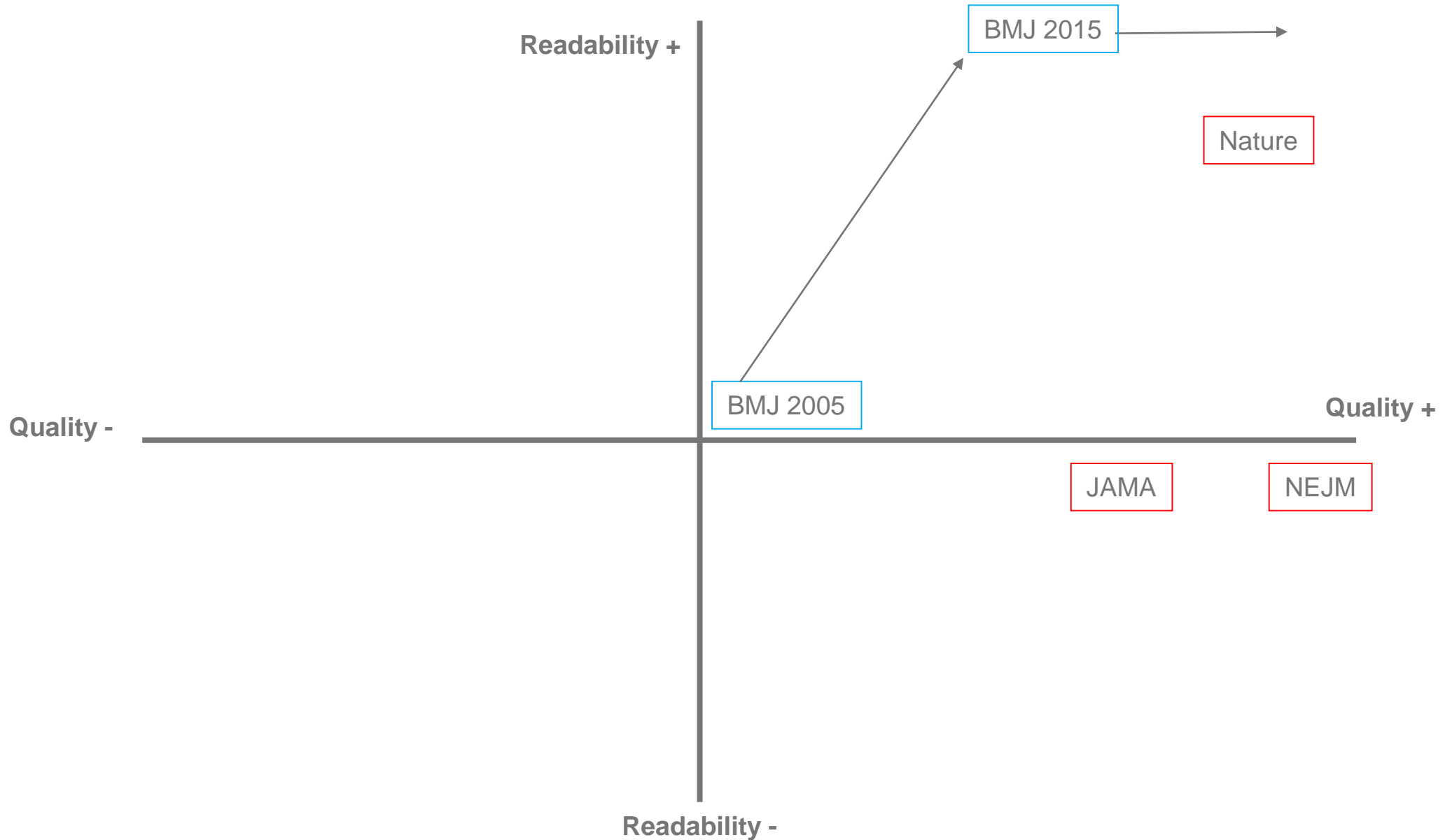
- Pressure on library budgets
- Print declining
- Penetrating emerging markets
- Changing revenue streams
- Tough competition for readers and authors
- Regulation on pharma industry
- Optimising benefits of social media
- Mobile first
- Open Access mandates
- OA licences & reuse rights
- Demands for text & data mining
- Timely and high quality peer review
- Peer Review disruptors
- Publication fraud, plagiarism & ethics
- 'Alternative' metrics
- Information overload – meeting the needs of readers & researchers...

Editorial development – some thinking...









Peer Review — a changing landscape

Peer review.....what is it for?

- Research quality assurance process
- Improves the quality of published papers.
- Acts as a filter, to the benefit of readers.
- Acts as a seal of approval

Peer review – the critics' view

- Ineffective
- Unreliable
- Poor at detecting errors
- Scope for bias
- Providing scope for reviewer misconduct
- Slow

Types of peer review

- Single blind
- Double blind
- Open
- Cascade
- Portable
- Post publication
- <http://goo.gl/DUhKBL>

Post-publication peer review: 100k rapid responses since 1998

Research

Financial incentives for smoking cessation in pregnancy: randomised controlled trial

BMJ 2015 ; 350 doi: <http://dx.doi.org/10.1136/bmj.h134> (Published 27 January 2015)

Cite this as: BMJ 2015;350:h134

Article Related content Metrics Responses Peer review

All rapid responses

Rapid responses are electronic letters to the editor. They enable our users to debate issues raised in articles published on bmj.com. Although a selection of rapid responses will be included as edited readers' letters in the weekly print issue of the BMJ, their first appearance online means that they are published articles. If you need the url (web address) of an individual response, perhaps for citation purposes, simply click on the response headline and copy the url from the browser window.

Sort by Date Published ▾ Order Descending ▾ Items per page 10 ▾

Apply

A larger context for considering the Tappin et al. report on financial incentives for smoking cessation in pregnant and newly postpartum women

We commend Dr. Tappin and colleagues on an important study and report. As is carefully reviewed in their report, smoking during pregnancy and postpartum is associated with many serious adverse maternal and infant health outcomes. Yet after almost 30 years of treatment development research in this area, there remains a tremendous need for more effective interventions. The Tappin et al.

24 February 2015

Stephen T. Higgins

Professor
Sarah H. Heil, Laura J. Solomon
Vermont Center on Behavior and Health,
Departments of Psychiatry and
Psychology, University of Vermont
UHC Campus, University of Vermont, 1 S
Prospect St, Burlington, VT 05401

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1 2 3 4 5 6 7 8 9 ... > >>

Rapid Response

[An Unsent Suicide Note to the GMC](#)

Andrew J Ashworth (Published 28 February 2015)

ignore their health (No one ever enquired of mine). In the print edition, the **BMJ** highlights that "The ...

Rapid Response

[Patient centred care: a pleonasm](#)

Pieter C. Barnhoorn (Published 13 February 2015)

1. Richards T, Coulter A, Wicks P. Time to deliver patient centred care. **BMJ** (Clinical research ed) ... 2015;350:h530 doi: 10.1136/bmj.h530[published Online First: Epub Date]. 2. Barnhoorn PC, Youngson CC. Defining ...

Rapid Response

[Doctors' financial interests should be declared to avoid any impression of impropriety](#)

Gee Yen Shin (Published 11 February 2015)

Left hand pane Sir, We read with concern the **BMJ** editorial on the apparently laissez-faire ... doctors[1]. We are glad to see that this **BMJ** editorial appears to have had the desired effect of a GMC ... could be one way of tackling the opacity of undeclared financial interests as reported by the **BMJ** ...

Rapid Response

[Re: A single blood test to rule out myocardial infarction?](#)

Michael F Oliver (Published 31 January 2015)

rule out myocardial infarction? **BMJ** 2015; 350:9. (24 January 2015). 2. Oliver MF, Kurien VA, Greenwood ...

Patient peer review

Guidance for BMJ patient reviewers

Patient peer review at *The BMJ*

If you're a patient living with disease, a carer of a patient, a patient advocate acting on behalf of a patient group, or you play a leading part in advocating for patient participation and partnership in healthcare we'd like to invite you to take part in a unique initiative. The BMJ has committed to improving the relevance and patient centredness of its research, education, analysis, and editorial articles by asking patients to comment on them. We need your help to make these changes.

If you already review for The BMJ as a researcher or clinician, but you are also interested in reviewing as a patient or patient advocate, you can do this too. We will, however, need you to register a new additional account with a different personal email address, using the guidance below so that we can distinguish your role as a patient reviewer versus a traditional peer reviewer.

Alternative Metrics

– altmetrics

Do not use journal-based metrics, such as Journal Impact Factors, as a surrogate measure of the quality of individual research articles, to assess an individual scientist's contributions, or in hiring, promotion, or funding decisions.

The San Francisco Declaration on Research Assessment (DORA), initiated at the 2012 Annual Meeting of the American Society for Cell Biology by a group of editors and publishers of scholarly journals, recognizes the need to improve the ways in which the outputs of scientific research are evaluated.

What does **DORA** say?

DORA makes one general and 17 specific recommendations.

General recommendation:

Do not use journal-based metrics, such as Journal Impact Factors (JIFs), as surrogate measures of the quality of individual research articles, to assess an individual scientist's contributions, or in hiring, promotion, or funding decisions.

For Organizations That Supply Metrics

- Be transparent
- Provide access to data
- Discourage data manipulation
- Provide different metrics for primary literature and reviews

For Publishers

- Cease to promote journals by Impact Factor; provide an array of metrics
- Focus on article-level metrics
- Identify different author contributions
- Open the bibliographic citation data
- Encourage primary literature citations

For Research Institutions

- When hiring and promoting, state that scientific content of a paper, not the JIF of the journal where it was published, is what matters
- Consider value from all outputs and outcomes generated by research

For Funding Agencies

- State that scientific content of a paper, not the JIF of the journal where it was published, is what matters
- Consider value from all outputs and outcomes generated by research

For Researchers

- Focus on content
- Cite primary literature
- Use a range of metrics to show the impact of your work
- Change the culture!

San Francisco
DORA
Declaration on Research Assessment



See the full text of DORA at www.ascb.org/SFdeclaration.html. Sign the Declaration!

Is Impact Factor on the way out?

Impact

usage

downloads
views

peer-review

expert opinion

citations

alt-metrics

storage
links
bookmarks
conversations

helsebiblioteket.no

Søk i kildene våre

Søk

Helsebiblioteket Retningslinjer Oppsummert forskning Tidsskrifter Databaser Pasientinformasjon Verktøy Fagprosedyrer

Helsebiblioteket.no » English

The Norwegian Electronic Health Library – information in English

The Norwegian Electronic Health Library – information in English

The Norwegian Electronic Health Library (Helsebiblioteket.no) is a publicly funded online knowledge service for healthcare professionals and students in Norway.

02/01/2014 | Hans Petter Fosseng

The Norwegian Electronic Health Library is accessed online through the website www.helsebiblioteket.no.

The website provides free access to point-of-care tools, guidelines, systematic reviews, scientific journals, and a wide variety of other full-text resources for health-care professionals and students.

Free access to clinical resources

Helsebiblioteket.no provides everyone in Norway with unrestricted access to the recognized point-of-care tools BMJ Best Practice and UpToDate, as well as the drug database Micromedex, the Cochrane Library, Guidelines International Network (GIN) and major medical journals such as the Annals of Internal Medicine, the British Medical Journal, the Lancet and New England Journal of Medicine. PLUS Norwegians can subscribe to the Norwegian Medical Journal.



Score in context

Article is amongst the highest ever scored in this journal (ranked #40 of 16,333)

show more...

Mentioned by

16 news outlets
3 blogs
261 tweeters
3 Google+ users

Readers on

0 Mendeley
1 CiteULike
0 Connotea

News Blogs Twitter Google+ Score Demographics

So far Altmetric has seen 18 stories from 16 outlets.

MailOnline

Article in Daily Mail from 12th Feb 2014

Daily Mail

The latest figures come after MPs voted overwhelmingly to back a measure making smoking illegal in cars carrying children in a b...

2014-02-12T00:25:49+00:00

health24

Quitting smoking also good for mental health

Health24

A study suggests that quitting physical health...

THE CONVERSATION

Quitting smoking red

The Conversation

Quitting smoking is associat
antidepressant drugs for mo

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Keeping you up to date about PubMed Commons



Home About FAQs Tips

Posted on December 19, 2013

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Meet PubMed Commons: The new comments forum in PubMed



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TWEETS

3,865

FOLLOWING

3,036

FOLLOWERS

12.8K

Following



Followed by sharon mickan, Publication Ethics, Tammy Clifford and 100+ others.

Tweets



NIHR Research @OfficialNIHR · 57m

The #NIHR PHR Programme is holding a webinar to support apps to the #NIHRLTC themed call. Details at: ow.ly/u3FUo

Expand

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NIHR Research @OfficialNIHR · 1h

Book your place at the stratified medicine in non-cancerous conditions event: ow.ly/tM22n

Expand

Reply Retweet Favorite More

Scientific Misconduct – oh dear!

What do we mean by scientific misconduct?

- Falsification of data
- Violation of generally accepted research practices
- Failure to comply with legislative and regulatory requirements for research
- Plagiarism
- Image manipulation
- Misappropriation of others' ideas
- Authorship improprieties
- Inappropriate behaviour in relation to misconduct
- Peer review manipulation or fraud

<http://www.wame.org/about/recommendations-on-publication-ethics-policie>

Selective reporting of results = misconduct

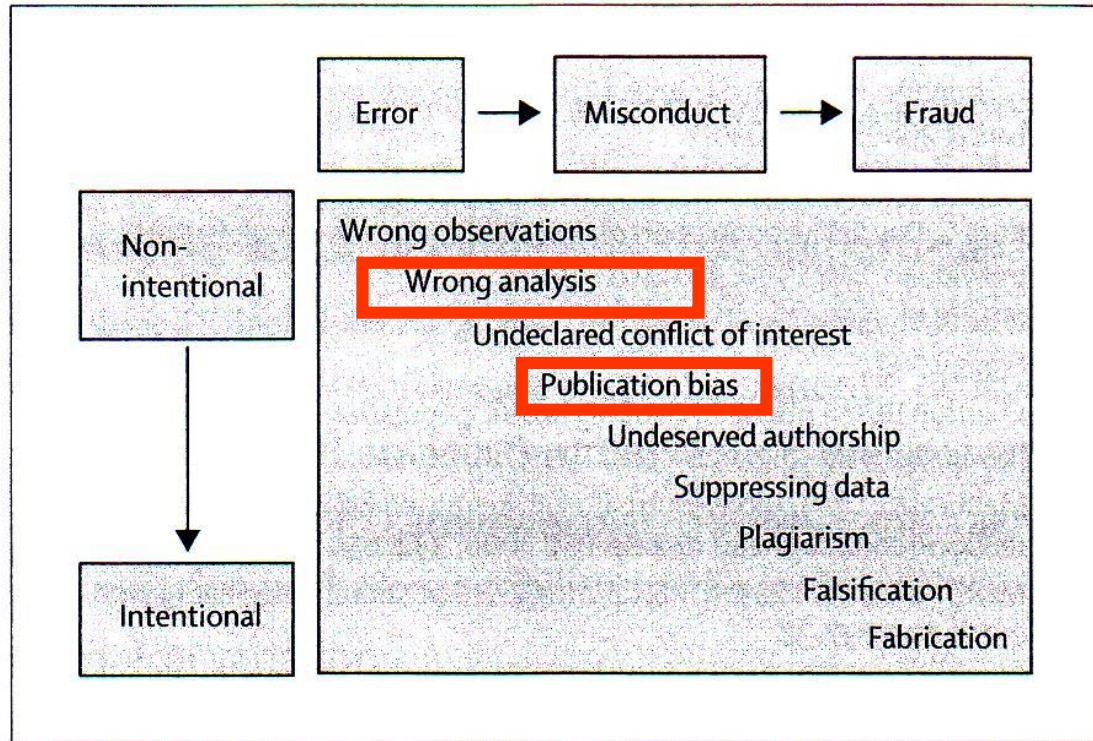


Figure: Slippery slope between honest errors and intentional fraud, with examples in the middle

“...If one assesses the sins they have ranked in terms of their potential for doing harm to patients, biased reporting of research surely has far more serious practical consequences than undeserved authorship and plagiarism.”

Iain Chalmers
James Lind Initiative, Oxford
The Lancet 2006;368:450

*Magne Nylenna, Sigmund Simonsen
Department of Public Health and General Practice,
Norwegian University of Science and Technology,
N-7489 Trondheim, Norway
Lancet 2006;367:1882-4

Transparency declaration.....

EDITORIALS

Editorials are usually commissioned. We are, however, happy to consider and peer review unsolicited editorials

• See <http://resources.bmj.com/bmj/authors/types-of-article/editorials> for more details

Declaration of transparency for each research article

An antidote to inadequate reporting of research

Douglas G Altman director, Centre for Statistics in Medicine, University of Oxford, Botnar Research Centre, Oxford, UK doug.altman@csm.ox.ac.uk
David Moher senior scientist, Clinical Epidemiology Program, Ottawa Hospital Research Institute, Ottawa Hospital - General Campus, Ottawa, ON, Canada K1H 8L6

"It is the responsibility of everyone involved to ensure that the published record is an unbiased, accurate representation of research."¹

The research record is often manipulated for short term gain but at the risk of harm to patients. The medical research community needs to implement changes to ensure that readers obtain the truth about all research, especially reports of randomised trials, which hold a special place in answering what works best for patients.

Failure to publish the findings of all studies, especially randomised trials, seriously distorts the evidence base for clinical decision making. A recent systematic review of reboxetine for treating depression found that almost three quarters of included patients were in unpublished trials.² Of 904 completed trials of interventions for acute ischaemic stroke (1955-2008), a fifth were not properly published, "several of which may be large enough to influence clinical practice and the findings of systematic reviews and meta-analyses."³

Bad as non-publication is, incomplete or misleading publications cause greater problems. Results of clinical trials published in peer reviewed publications may differ from what was previously submitted to regulatory agencies,⁴⁻⁶ with the published data being more positive. The primary out-

comes.¹⁸⁻¹⁹ Details of study methods are also often inadequate, especially in relation to allocation. A 2006 study found that only a third of trial reports described how the randomisation sequence was generated and only a quarter described an adequate method of allocation concealment.²⁰ A review of 357 phase III oncology trials concluded that "numerous items remained unreported for many trials."²¹ Harms too are poorly reported.²²⁻²³

The problems associated with publishing and reporting other types of research may be worse than for randomised trials. Although less intensively studied, similar concerns have been expressed in relation to epidemiology,²⁴⁻²⁵ pharmacoepidemiology,²⁶ diagnosis research,²⁷ prognosis research,²⁸ and preclinical research.²⁹⁻³⁰ Of course, good reporting is not the same as high quality research. But a full and clear report allows readers to judge a study's reliability and relevance. There are concerns that commercially sponsored research may be more likely to remain unpublished,²⁻³¹ but when published these trials are reported more fully.³²

So what is needed? Published research articles should provide a clear description of how researchers conducted their study and what they found. Omission of important details of methods or study conduct should be deemed unacceptable, and journals should not publish them. Although detection of some deficiencies requires external infor-

mation, a picture provides biased and less precise estimates of effectiveness and safety than when the full information is used, and it may compromise the identification of what works best for patients.

We have a proposal that can be acted on almost immediately. We suggest that authors should sign a publication transparency declaration (box) as part of every journal submission. The same declaration could be appropriate for submissions in other contexts—for example, to regulatory agencies.

Editors and editorial groups can support this initiative by updating their instructions to authors so that a completed publication transparency pledge is required as part of the submission process. We see this action as a necessary scientific analogue of the current widespread practice of asking authors about conflicts of interest. Subsequent revelation of withheld or incorrect information would be evidence of scientific misconduct for which various actions could be taken. We hope

that this step will encourage authors to reflect more carefully on how they write their article and encourage them to check that they have adhered to relevant reporting guidelines. The *BMJ*, for which one of us (DGA) is the senior statistics editor, and *BMJ Open* are leading the way by implementing this policy immediately. We

TRANSPARENCY DECLARATION

The lead author* affirms that this manuscript is an honest, accurate, and transparent account of the study being reported; that no important aspects of the study have been omitted; and that any discrepancies from the study as planned (and, if relevant, registered) have been explained.

*The manuscript's guarantor.

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*The manuscript's guarantor.

Altman DG, Moher D. Declaration of transparency for each research article. *BMJ* 2013;347:f4796

Plagiarism and image manipulation

Plagiarism detection – we'll catch them out!

SIMILARITY REPORT

iThenticate
Twitter by Pat Smith

Processed on: Mar 2, 2009 4:40:56 PM CST
Word count: 207
Folder: November Submissions

Similarity Index:

86%

 View: Similarity Report

Exclude Quotes Exclude Bibliography

The Twitter website combines social networking and microblogging, wherein members are asked a question and they respond with a maximum of

140 characters.

Some people think Twitter is trivial, but you'd really be surprised at how much information people can pack into those 140 characters.

It is used many ways.

Using a two-alternative forced-choice oddity task, we measured the ability of human listeners to detect local time reversals in a marmoset twitter call.

From Asian disasters to SoCal wildfires, Twitter has often been the first source for vital updates.

An instructional-technology specialist

1

21% match (Internet from Oct 26, 2008)
en.wikipedia.org

x

2

14% match (Publications)
"A tale of two companies: riding the IT tiger in China.", Xinhua News Agency, Jan 1 2008 Issue

x

3

12% match (Publications)
Walker, Kerry M.M. Ahmed, Bashir Schnupp. "Linking cortical spike pattern codes to auditory perception.(Report)", Journal of Cognitive Neuroscience, Jan 2008 Issue

x

4

11% match (Publications)
Rampell, Catherine. "Twittering Through a Campus Lockdown.(University of Richmond)", The Chronicle of Higher Education, May 30 2008 Issue

x

5

11% match (Publications)
"What Is Twitter? And Other Tech Questions.(8:00-9:00 PM)(Broadcast transcript)(Audio file)", All Things Considered, Nov 17 2008 Issue

x

6

9% match (Publications)
McFedries, Paul. "All a-twitter.(TECHNICALLY SPEAKING)(Twitter website terminology)(Website overview)", IEEE Spectrum, Oct 2007 Issue

x

7

8% match (Publications)
"News Analysis: Relief groups turn to Twitter amid crises.", PR Week (US), May 26 2008 Issue

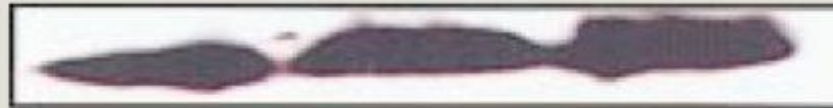
x

Image checking – it's complicated

SPOT THE DIFFERENCE

These apparently duplicated images have been used as evidence for the presence of different proteins produced in different experiments

- First, an image of three bands on a gel is used to represent a control for an experiment in which stem cells are made to differentiate into bone cells (*Blood*, vol 98, p 2620)



- On the same page of the *Blood* paper, a reversed version of the same image, with some small modifications, is used to show the production of collagen II in stem cells made to differentiate into cartilage cells



- The same reversed image is used in US patent 7015037 to show the production of a bone-specific protein in stem cells made to differentiate into bone cells



SOURCE: BLOOD VOL 98, P 2620 AND US PATENT 7015037

Committee on Publication Ethics:

advises editors of 5000+ journals



The screenshot shows the COPE website homepage. At the top is a dark navigation bar with the COPE logo and the text "COMMITTEE ON PUBLICATION ETHICS". To the right of the logo is a search bar with the placeholder text "What are you looking for" and a magnifying glass icon. Below the logo is a horizontal menu with links: Home, About COPE, Resources, Cases, Become a member, Members, Events, News & Opinion, and Contact Us. A "Sign in" link is located in the top right corner. The main content area features a large heading "Promoting integrity in research publication" with a subtext explaining COPE's role as a forum for editors and publishers. To the right of this heading is a yellow arrow-shaped button that says "Join here" and "What are the benefits of COPE membership?". Below the main heading is a "FEATURED" section titled "COPE Digest: Publication Ethics in Practice. May 2014", which includes a brief description and a "Learn more" button. To the right of the featured section is a "Cases" section with a brief description. Further right is a "NEWS & OPINION view all" section with two news items: "News / COPE North American seminar 13 August 2014" and "News / COPE Australian Seminar 23 June 2014", each with a date and time, a brief description, and a "here" link for more details.

COPE COMMITTEE ON PUBLICATION ETHICS

Sign in

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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...](#)

Join here
What are the benefits of COPE membership?

FEATURED
COPE Digest: Publication Ethics in Practice. May 2014

The May issue of COPE Digest has now been published, and contains a round up of what has been happening in publication ethics as well as news from COPE. Do click on the link below to view.

[Learn more](#)

Cases

All the cases COPE has discussed since its inception in 1997 have been entered into a searchable database. This database now contains over 400 cases together with the advice given by COPE

NEWS & OPINION view all

News / COPE North American seminar 13 August 2014
13/5/2014 4.49pm
Register for COPE's 5th North American seminar, which will be held in collaboration with ISMTE (International Society of Managing & Technical Editors), on Wednesday 13 August 2014 at the Hyatt Regency Philadelphia at Penn's Landing, Philadelphia, Pennsylvania, USA. For more details and to register, see [here](#)

News / COPE Australian Seminar 23 June 2014
13/5/2014 2.37pm
COPE is delighted to announce its 3rd Australian Seminar, which will take place at the Karstens Melbourne Conference Rooms, 123 Queen Street, Melbourne, Australia, on Monday 23 June 2014. The theme of the seminar is "Publication ethics from student to professional". For more information and to register, click [here](#).

In summary.....

- Lots of changes
- New markets
- New business models
- Funder mandates
- Technology challenges
- Ethical challenges
- But.....

It's not all bad.....!





Thank you

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@peter_ashman