



©2012 Karen Shashok Please cite this as Shashok K. Why authors' editors and translators are needed in the evolving research publication environment. METM12, 8-10 Nov 2012, Venice, Italy

AuthorAID
in the Eastern
Mediterranean

Why authors' editors and translators are needed in the evolving research publication environment

Karen Shashok

Translator and editorial consultant

Granada, Spain

kshashok@kshashok.com

1. Globalization of research: demographics

<http://www.globalsherpa.org/research-science-technology-international>

<http://www.science-matrix.com/30years-Paper.pdf>

http://scholarone.com/media/pdf/GlobalPublishing_WP.pdf

Emerging research centers

BRICs countries: Brazil Russia India China

Eastern Mediterranean region: Turkey Iran

Asia: Indonesia South Korea

Globalization of research: international collaboration

Knowledge, Networks and Nations

http://royalsociety.org/uploadedFiles/Royal_Society_Content/policy/publications/2011/4294976134.pdf

Scientific progress will require more intense international collaboration.

Globalization of research: international collaboration

Algiers Declaration 2009 (WHO, African
Regional Office)

<http://ahm.afro.who.int/issue12/pdf/AHM12Pages53to64.pdf>

Calls for national, regional and international collaboration to “reinforce the availability, quality and use of knowledge to improve their people’s health”

Global publishing: changes in submission trends and the impact on scholarly publishers

“...language barriers can make it difficult to make even an initial decision on whether to continue a manuscript through the peer review process.”

Global publishing: changes in submission trends and the impact on scholarly publishers

“With the rise in research from emerging regions, reviewing submissions from non-native English speaking authors can present real problems for publishers.”

2. Disappearance of free editorial support from publishers

Explosion in the number of authors seeking publication in English, the number of journals and the number of manuscripts needing review and editing.

Disappearance of free editorial support from publishers

Pressure on journals to screen out and reject as many manuscripts as possible before they enter the system and consume resources

Reasons for rejection without review?

Disappearance of free editorial support from publishers

Reviewers and editors no longer edit non-native English and may reject manuscripts that need “too much” editing even if the content is appropriate for the journal and even if the science looks sound.

Commodification of editorial services

<http://scholarlykitchen.sspnet.org/2011/02/15/editors-for-hire/>

“Responding to a steady rise in submissions from non-English countries – particularly from countries undergoing unprecedented scientific growth – many publishers are eager to steer authors to commercial English-language editing companies rather than provide these services themselves.”

Commodification of editorial services

Elsevier Webshop

<http://webshop.elsevier.com/>

Springer Copyediting and language polishing

<http://www.springer.com/authors/journal+authors/helpdesk?SGWID=0-1723213-12-817308-0>

Wiley-Blackwell Author Services

http://authorservices.wiley.com/bauthor/english_language.asp

Commodification of editorial services

Macmillan Scientific Communications.
Scientific Editing

<http://www.mscediting.com/service/terms.html>

“... you acknowledge and agree that Macmillan Scientific Communications and MSC Scientific Editing **do not:** ...”

Commodification of editorial services

Macmillan Scientific Communications

“(i) review the substance of documents submitted to it; or (ii) guarantee the quality, accuracy or results of the services; or (iii) represent, warrant or guarantee that your use of the service will result in publication of your documents.”

Commercial editorial services

<http://www.sciencemanager.com/>

<http://www.biomedicalediting.com/the-simple-guide-to-scientific-writing.php>

<http://www.rubriq.com/>

Commercial editorial services

“Our science editors ensure that your text is well written, making it more likely that a scientific journal will accept your work for publication.”

Commercial editorial services

“Writing a scientific paper is easy! Even if English is not your first language you can follow some simple guidelines **to make your paper more likely to be published AND better understood**. And for those for whom English IS a first language, you can equally benefit from these [...] tips to turn your manuscript into a flowing, easy-to-read, and **imminently** publishable article.”

Commercial editorial services

“Discover the **possibilities** of independent peer review.”

“Imagine the **time** you'd save with a one-week peer review that also helped match you to the highest-impact journal for your paper. Find out how Rubriq can help you succeed...**faster.**”

Cutting corners on copyediting

What price quality? Overseas outsourcing of editorial services

[http://www.sfep.org.uk/pub/news/outsourcing
.asp](http://www.sfep.org.uk/pub/news/outsourcing.asp)

Lost in translation

Translation error in CSIC press release (*potente* translated as “powerful”) led to inaccurate press coverage in English and Spanish (claiming 90% protective efficacy) of an HIV vaccine in a Phase I study. Press release apparently written in both languages by the corresponding author.

http://tagbasicscienceproject.typepad.com/tags/basic_science_vaccin/2011/09/lost-in-translation-crazy-claims-about-mva-b-hiv-vaccine-candidate-.html

3. Result of decreased editorial support:

Authors need to be responsible for their own quality control before journal peer review.

“Who fixes what?” (Shashok and Kerans 2001) has become “Who prepares researchers to succeed in the international research publication game?”

AuthorAID

AuthorAID - Wikipedia, the free encyclopedia



WIKIPEDIA
The Free Encyclopedia

- [Main page](#)
- [Contents](#)
- [Featured content](#)
- [Current events](#)
- [Random article](#)
- [Donate to Wikipedia](#)

[Create account](#)  [Log in](#)

[Article](#) [Talk](#) [Read](#) [Edit](#) [View history](#)

AuthorAID

From Wikipedia, the free encyclopedia

AuthorAID is the name given to a number of initiatives that provide support to researchers from developing countries in preparing academic articles for publication in peer-reviewed journals. Phyllis Freeman and *Anthony Robbins* ^[a], co-editors of the *Journal of Public Health Policy (JPHP)* ^[a], first suggested the name and concept in 2004 and published "Closing the 'publishing gap' between rich and poor" about AuthorAID on the *Science and Development Network (SciDev.Net)*,^[1] in 2005.^[2]

Support also needed for:

Publishing and communication strategy

Meeting gatekeepers' expectations for research and publication ethics

Publishing strategy

“If submitting to a fancy journal, the only way it will even be sent out for review (assuming you are not famous or an ex-colleague of the editor) is if you spin and exaggerate the results, beginning with the cover-letter (which, after all, serves no other purpose than to allow the editors to make decisions about a paper without having to read it).”

Briggs M. Comment posted October 22, 2012 at 7:24.

<http://retractionwatch.wordpress.com/2012/10/22/researchers-stop-the-spin-and-boasting-in-articles-say-other-researchers/>

Building scientific capacity in developing countries

“English ‘scientese’ is not every scientist’s native language (Netzel et al, 2003). Similarly, it is not easy to decipher the hidden ‘codes’ regarding which journal to target, how to compose a cover letter, how many figures to include and how to structure the discussion.”

Harris E. Building scientific capacity in developing countries. EMBO Reports 2004; 5(1): 7-11. http://www.who.int/rpc/meetings/Harris_EMBO.pdf

Building scientific capacity in developing countries

“A scientist is not expected to be either a professional writer or a translator.”

Netzel R, Perez-Iratxeta C, Bork P, Andrade MA. Country-specific variations of the English language in the biomedical literature. EMBO Rep 2003; 4: 446–451
<http://www.nature.com/embor/journal/v4/n5/pdf/embor833.pdf>

Ethics

Retraction for **plagiarism and duplicate publication** more frequent in developing countries. Retraction for **research fraud** more frequent in developed countries where English is the first language.

Fang et al. PNAS 2012 <http://www.pnas.org/content/109/42/17028.abstract>

Stretton et al. Curr Res Med Opinion 2012 doi:10.1185/03007995.2012.728131

Plagiarism, copy-and-paste writing

Senior author an authority in the field, 1 other author probably a non-native user of English. Copy-and-paste writing confirmed, article retracted.

Plagiarism topples paper co-authored by top tamoxifen scientist

<http://retractionwatch.wordpress.com/2012/07/27/plagiarism-topples-paper-co-authored-by-top-tamoxifen-scientist/#more-8903>

4. New opportunities for authors' editors and translators

New types of language, editing and communication support

New media and genres

New clients

New roles

Other types of communication services

Training in communication skills and strategies in emerging science media

Mentoring (training in publication ethics)

**Access to education, training and mentoring,
not lectures about what is right and wrong**

New responsibilities?

What should we do if we suspect misconduct?

<http://ori.hhs.gov>



How can we help?

Attenti alle bufale

<http://attentialebufale.it/about/>

AuthorAID in the Eastern Mediterranean

<http://www.authoraidem.org>

How can we help?

De Jager M. Striking a blow for originality. A note from the copy editor

<http://www.pensiero.it/news/pdf/tumori-comment-marijedeJager.pdf>

Matarese V, editor. Supporting Research Writing: Roles and Challenges in Multilingual Settings

<http://www.woodheadpublishing.com/en/book.aspx?bookID=2526&ChandosTitle=1>

Share your views!



**Photo:
Hadis
Jafarian**