

# Behind the Scenes of Academic Publishing

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## A Publisher's Perspective

Dr. Franck Vazquez, CEO of MDPI  
1st Post Graduate Forum, Cape Town  
15-16 January 2017



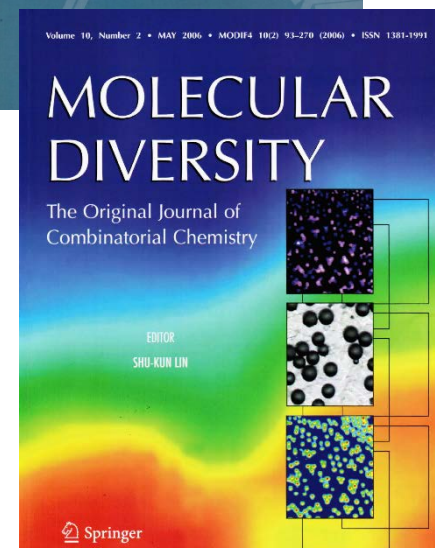
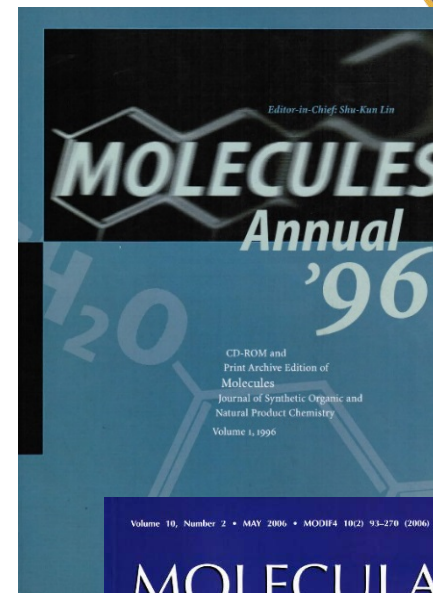
# Outline

- Brief overview of MDPI
- The Publishing Landscape
- Open access and CC Licenses
- Why Publishing?
- Types of Publications
- Structure of a Manuscript
- Ethical Responsibilities of Authors
- Authorship
- Find the Right Journals
- What is ISSN
- The Editorial Process in Details
- DOI
- Digital Preservation,
- Publishers Memberships
- Indexing

# MDPI - 20 Years of OA



- MDPI was founded by Dr. Shu-Kun Lin, who received his Ph.D. from ETH in Zürich (Organic Chemistry)
- Dr. Lin started MDPI in **1996** to preserve rare chemical samples from universities; launched *Molecules* that year to support the samples project, edited *Molecular Diversity* for Springer
- MDPI is one of the OA pioneers, publishing in OA model for 20 years







# MDPI Today

165 journals in 10 fields of research  
450 staff in 5 international locations



*applied sciences*



*energies*



*entropy*



*forests*



International Journal of  
*Environmental Research  
and Public Health*



International Journal of  
*Molecular Sciences*



*marine drugs*



*materials*



*molecules*



*nutrients*



*polymers*



*religions*



*remote sensing*



*sensors*



*sustainability*



*symmetry*



*toxins*



*viruses*



*water*



26 % **Chemistry & Materials Science**  
19 % **Medicine & Pharmacology**  
14 % **Biology & Life Sciences**  
11 % **Physical Sciences**  
10 % **Engineering**  
9 % **Environmental & Earth Sciences**  
5 % **Public Health & Healthcare**  
2 % **Social Sciences, Arts & Humanities**  
2 % **Business & Economics**  
2 % **Computer Science & Mathematics**



# Facts and Figures

165+

DOAJ DIRECTORY OF  
OPEN ACCESS  
JOURNALS

open access journals

85

journals indexed in  
Web of Science

268,301

unique academic authors

86,521

articles published since  
foundation of MDPI in 1996

15,700

academic editors

94,791

unique academic authors  
in 2016

23,568

articles published in 2016

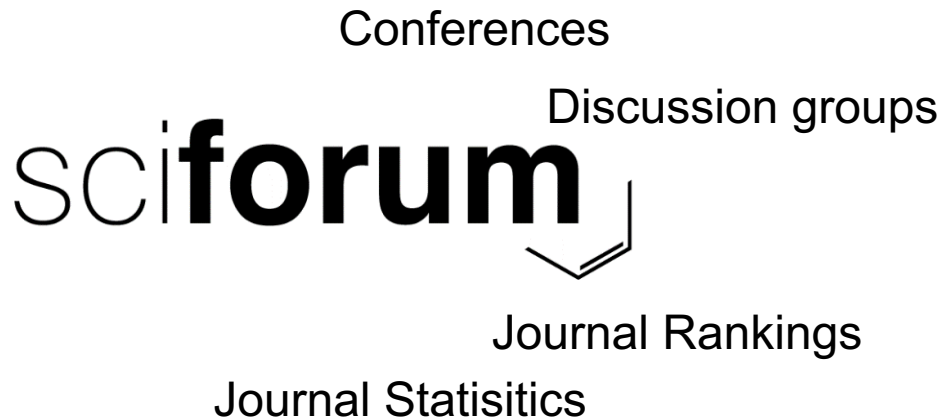
125,616

peer-review reports  
received in 2016

5,870,600

monthly page views  
and article downloads

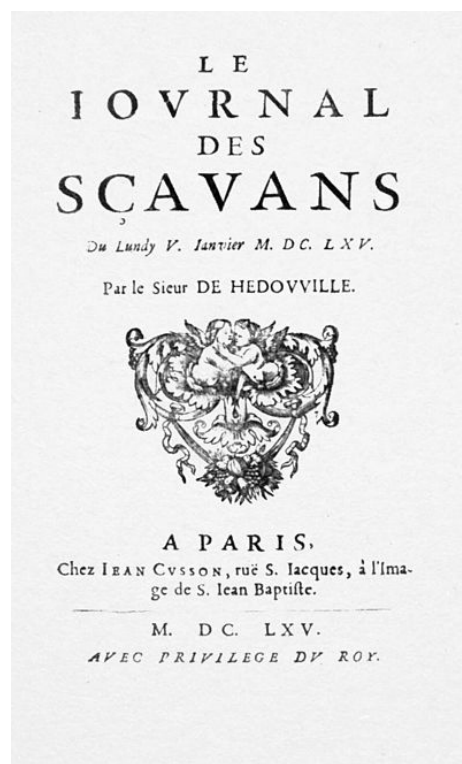
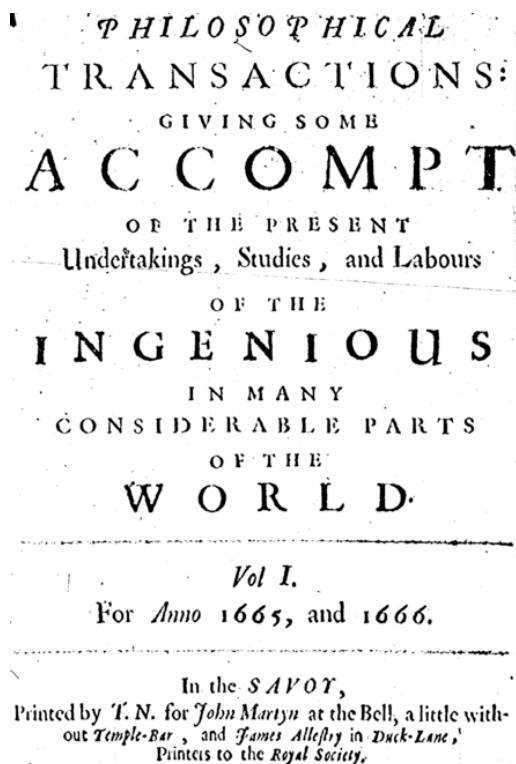
# MDPI Services



semantICS

Scifeed

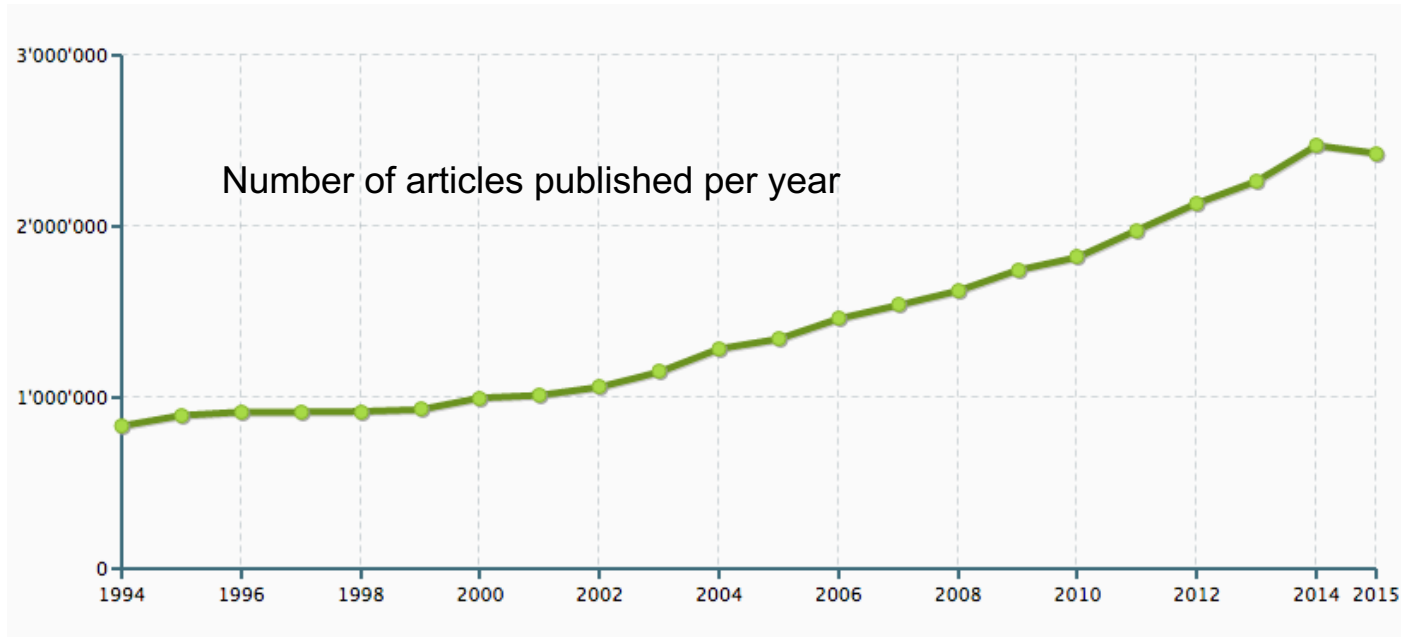
# The Publishing Landscape



First scientific journals exclusively dedicated to research results were published in 1665 in the French *Journal des sçavans* and in the English *Philosophical Transactions of the Royal Society*.



# The Publishing Landscape



84'177'095 articles ever published

2'427'949 articles published in 2015

<http://sciforum.net/statistics>

26.01.17

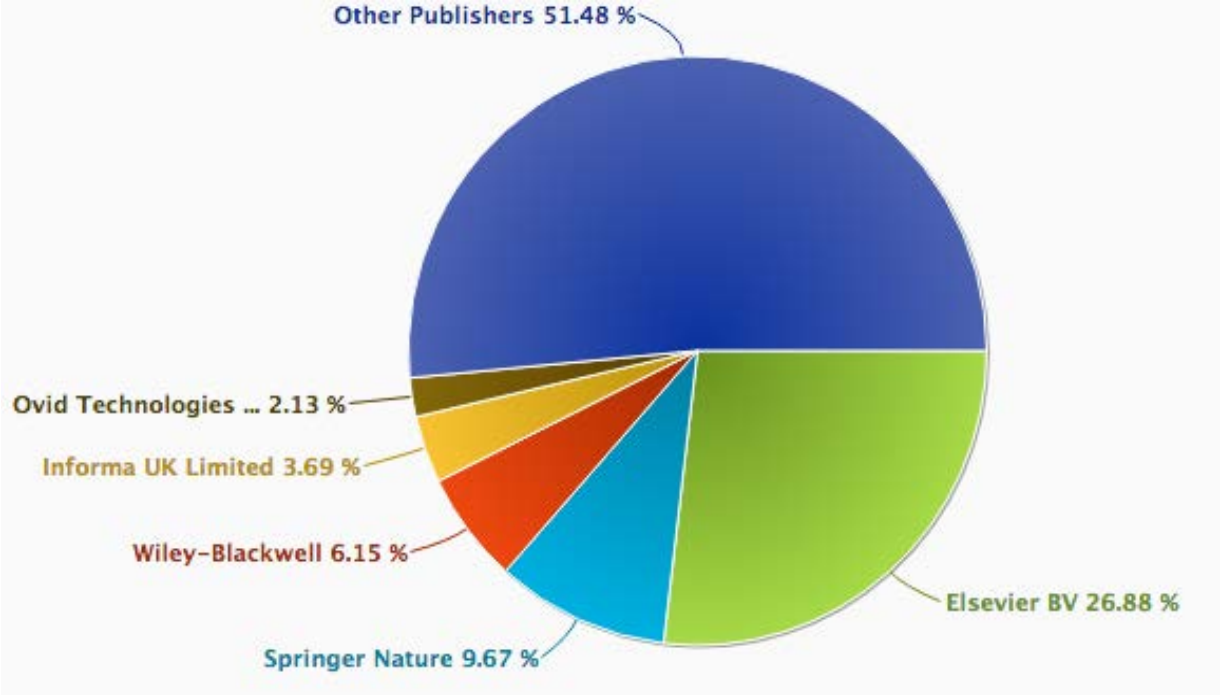




# The Publishing Landscape

26'989 Journals in 2015

5'129 Publishers in 2015



<http://sciforum.net/statistics>

# Open Access and CC-BY licenses

Open access (OA) refers to online research outputs that are free of all restrictions on access (e.g. subscription) and free of many restrictions on use (e.g. copyright and license restrictions).

The term "open access" was first formulated in three public statements in the 2000s: the **Budapest Open Access Initiative** in February 2002, the **Bethesda Statement** on Open Access Publishing in June 2003, and the **Berlin Declaration** on Open Access to Knowledge in the Sciences and Humanities in October 2003.

The initial concept of open access refers to an unrestricted online access to scholarly research primarily intended for scholarly journal articles.












# Open Access and CC licenses

A **Creative Commons** (CC) license is one of several public copyright licenses that enable the free distribution of an otherwise copyrighted work.



A CC license is used when an author wants to give people the right to share, use, and build upon a work that they have created. CC provides an author flexibility (for example, they might choose to allow only non-commercial uses of their own work) and protects the people who use or redistribute an author's work from concerns of copyright infringement as long as they abide by the conditions that are specified in the license by which the author distributes the work.

Icon	Description	Acronym
	Freeing content globally without restrictions	CC0
	Attribution alone	BY
	Attribution + ShareAlike	BY-SA
	Attribution + Noncommercial	BY-NC
	Attribution + NoDerivatives	BY-ND
	Attribution + Noncommercial + ShareAlike	BY-NC-SA
	Attribution + Noncommercial + NoDerivatives	BY-NC-ND



# Open Access vs. Subscription

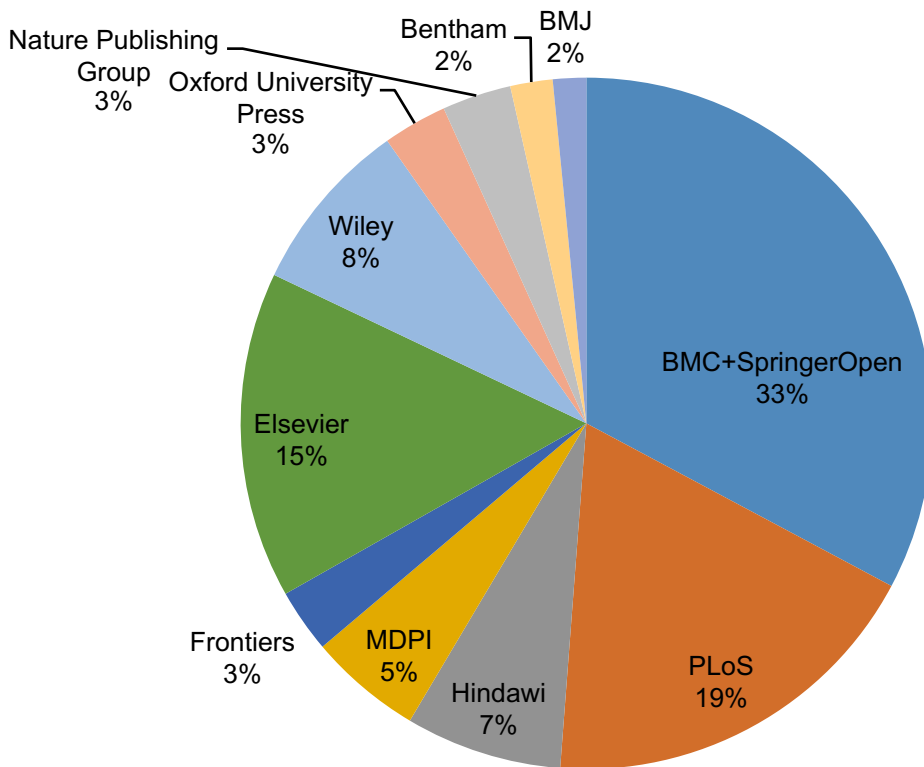
## Open Access

- All articles are available online and are freely accessible to readers.
- All articles are published under a Creative Commons License (CC-BY).
- Editorial work is supported financially by Article Processing Charges (APCs), paid by authors and their institutions.

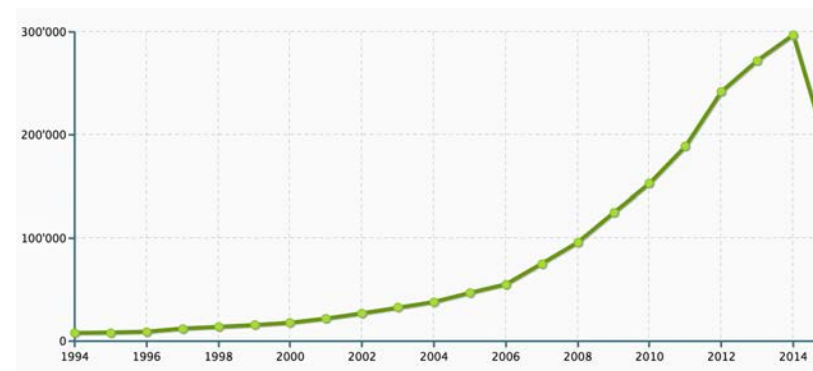
## Subscription

- Articles are available to Scholars if the University has purchased a subscription
- All articles are published under constraining Copyright licenses transferred to the Publisher
- Authors often have to pay additional color or page charges

# The Open Access Market



2'518'545 open access articles



Number of articles published per year

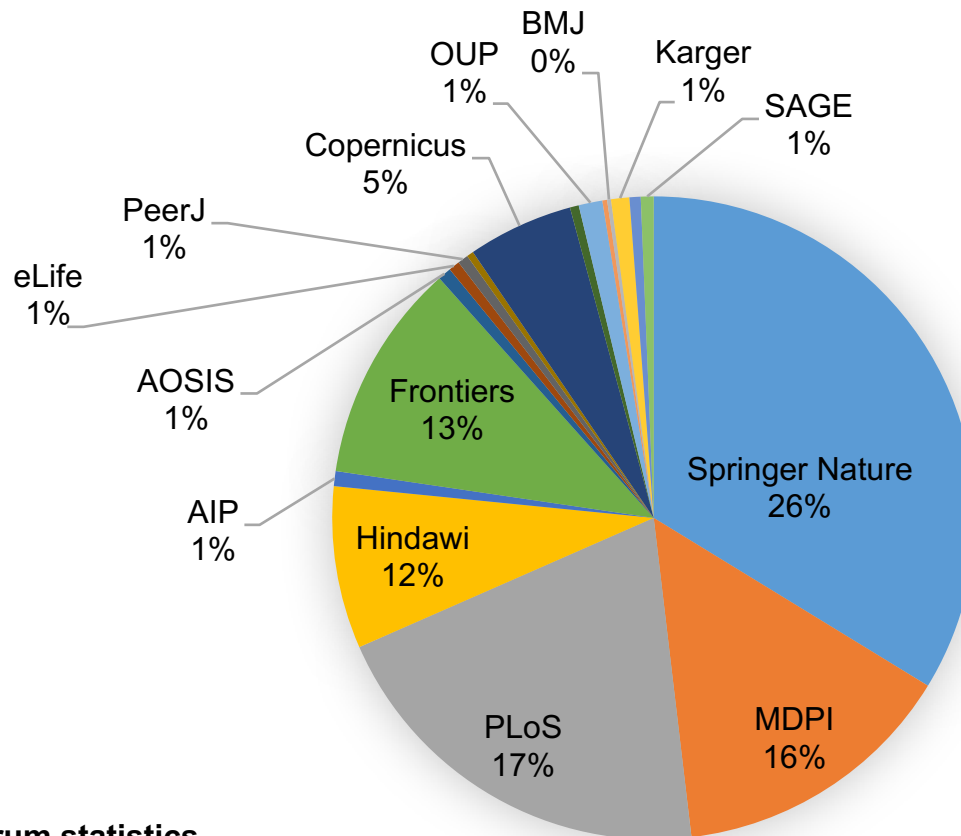
Source: "Open Access 2015: Market Size, Forecast, and Trends", May 2015, Outsell®



# MDPI in the Open Access market



## Distribution of OA Articles in 2016



Source: **Sciforum statistics**  
[sciforum.net/statistics](http://sciforum.net/statistics)

# Why **pubLiSh** ?

- Share research findings and discoveries
- Establish precedence of a discovery
- Increase knowledge
- Promote new discoveries
- Ultimately contribute to improve Human health and lives



# Why **pubLiSh** ?

- Advance professionally
- Qualify for grants
- Contribute to institution (e.g., program accreditation)
- Contribute to research field
- Improve practice (e.g., primary care's role in translating basic science to clinical)
- Personal development



"Surely you were aware when you accepted the position, Professor, that it was publish or perish."



# Types of Publications

- Monographs
- Books
- Case reports
  - Descriptive, novel observations
- Technical Notes
- Letters to the Editor
- Reviews
  - Evidence-based reviews often guide clinical decisions
  - Systematic reviews summarize / synthesize the literature on a topic
- Original Research Articles
  - Report of original data
  - Observational, Experimental
  - Quantitative, Qualitative



# Structure of a Research Manuscript

- **Front Matter**
  - Title (fewest possible words that describe the contents)
  - Author's (co-authors) name and address
  - Abstract (miniversion of the paper, no citations)
  - Keywords (important for discoverability)
- **Article Body – the IMRaD format**
  - Introduction
  - Methods
  - Results
  - Discussion/Conclusion
- **Back Matter**
  - Acknowledgments (technical help and financial support)
  - References





# Abstract

## The mirror of the manuscript

Highly condensed version of the complete paper

Commonly 250—300 words

No citations

Structured: organized by headings

Unstructured: single paragraph without headings

### Tips

- ✓ Use words that will help in electronic searching.
- ✓ May write the abstract first to help organize ideas.
- ✓ Always double-check before submitting.



# Introduction

A concise review of the relevant literature

Provide context and rationale

Why is this study needed?

What is the problem being addressed?

What is known already?

What knowledge gaps exist?

How will this contribute?

Include statement of purpose

Usually at end of section

Hypothesis, if appropriate

## Tips

- ✓ Be concise, but do not underestimate what has been published already.
- ✓ Keep focused – don't digress.
- ✓ Know your purpose and state it clearly.



# Methods

The recipe for a study's design,  
so that others can reproduce the research

Must state as much details as possible:

Study design

Enrollment

Variables

Measurements, data sources & collection

Statistical analysis

## Tips

- ✓ See if your journal's author instruction's include specific reporting guidelines for particular study designs.
- ✓ Links to the major biomedical reporting guidelines can be accessed through The National Library of Medicine:

[http://www.nlm.nih.gov/services/research\\_report\\_guide.html](http://www.nlm.nih.gov/services/research_report_guide.html)



# Results

## Participants

Description of sample (excluded, lost to follow-up, etc)

## Primary outcomes

Tables and figures complement text

## Tips

- ✓ Include only findings that flow from your Methods section.
- ✓ Be sure data in tables and text match.
- ✓ Remain objective - do not interpret or comment on the findings.



# Discussion

## Interpreting of the Results

Summarize main findings

Discuss significance

What new knowledge is contributed?

How does this compare with what has gone before?

Limitations

Future research directions

Conclusion

### Tips

- ✓ Read similar articles in your target journal for examples.
- ✓ Do not over-interpret





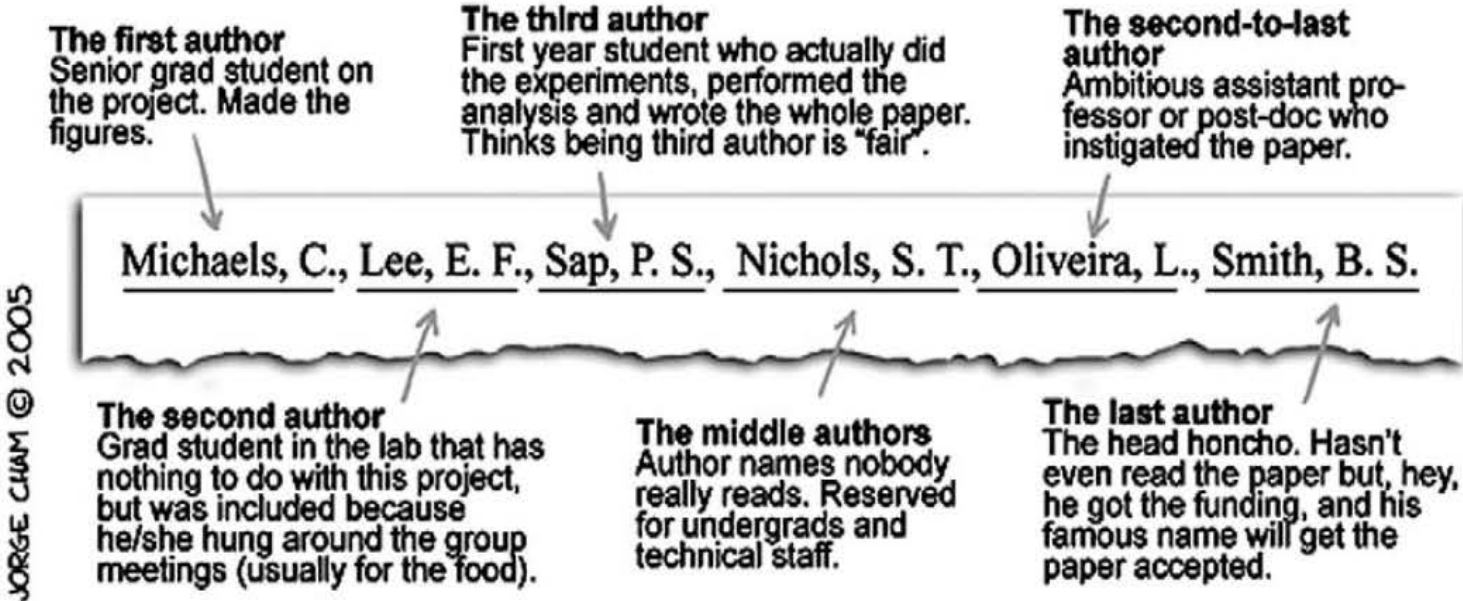
# Ethical Responsibilities of Authors

Authors should be knowledgeable about:

- Conflicts of Interest
- Duplicate Publication
- Prior Publication
- Plagiarism
- Experiments involving Humans and Animals
- Fraud and Falsification
- Proper Citation of Previous Studies

# Authorship

## THE AUTHOR LIST: GIVING CREDIT WHERE CREDIT IS DUE



Brumback RA. *J. Child. Neurol.* 2009, 24, 370–378

# Authorship



ICMJE INTERNATIONAL COMMITTEE of  
MEDICAL JOURNAL EDITORS

- **Why Authorship Matters?**

Authorship confers credit and has important academic, social, and financial implications. Authorship also implies responsibility and accountability for published work.

- **Who should be an Author?**

The ICMJE recommends that authorship be based on the following 4 criteria:

- Substantial contributions to the conception or design of the work; or the acquisition, analysis, or interpretation of data for the work; AND
- Drafting the work or revising it critically for important intellectual content; AND
- Final approval of the version to be published; AND
- Agreement to be accountable for all aspects of the work in ensuring that questions related to the accuracy or integrity of any part of the work are appropriately investigated and resolved.

All those designated as authors should meet all four criteria for authorship, and all who meet the four criteria should be identified as authors. Those who do not meet all four criteria should be acknowledged.



# Authorship Disputes

- Disputes arising from the addition, deletion, or change in the order of authors

- How authors can avoid it:

Agree on authorship before writing begins, preferably at the start of the study.

- How Editors try to prevent it:

Ask for confirmation to all authors at submission stage

Request mention in the acknowledgements that all authors meet criteria for authorship.

Request consent of all authors in case of unexpected changes



# Ready to Submit Your Paper ?



# Find the Right Journal(s)

- Reach the right audience:
  - Visit website
  - Aims & Scope
  - Editorial Board
- Impact Factor  
average number of times published papers are cited up to two years after publication.
- Review several recent articles to see if papers are published quickly
- Choose one first choice and several secondary choices



Choose the right journal for your research

# What Makes a Scholarly Journal?



- Proper peer-review process
- Unique Journal Name
- Editorial Board made of Experts
- Consistent Aims and Scope
- Register in the ISSN registry
- Copy editors



Are you submitting your research to a trusted journal?  
Is it the right journal for your work?



Use our [check list](#) to assess the journal



Only if you can answer 'yes' to the questions on our [check list](#)





# What is ISSN?

## ISSN

An **International Standard Serial Number** (ISSN) is an eight-digit serial number used to uniquely identify a serial publication.

The ISSN is especially helpful in distinguishing between serials with the same title.

When a serial with the same content is published in more than one media type, a different ISSN is assigned to each media type. For example, many serials are published both in print and electronic media. The ISSN system refers to these types as print ISSN (p-ISSN) and electronic ISSN (e-ISSN), respectively.





# What is ISSN?

The ISSN Register is not freely available for interrogation on the web, but is available by subscription.

INTERNATIONAL STANDARD SERIAL NUMBER  Wed Sep 14  
ISSN 1819-1819

Home Quick Search Combined Search Expert Search Browse Submission of lists (titles/ISSN) Abbreviated title words Help

back to last: List of Titles Submit 0 record(s) in your cart. Save All Records to your cart

Sort by: Key Title Sort  
Ascending Descending

You searched clas01 - Title: biomimetics AND : register

Results : 1 - 12 / 12

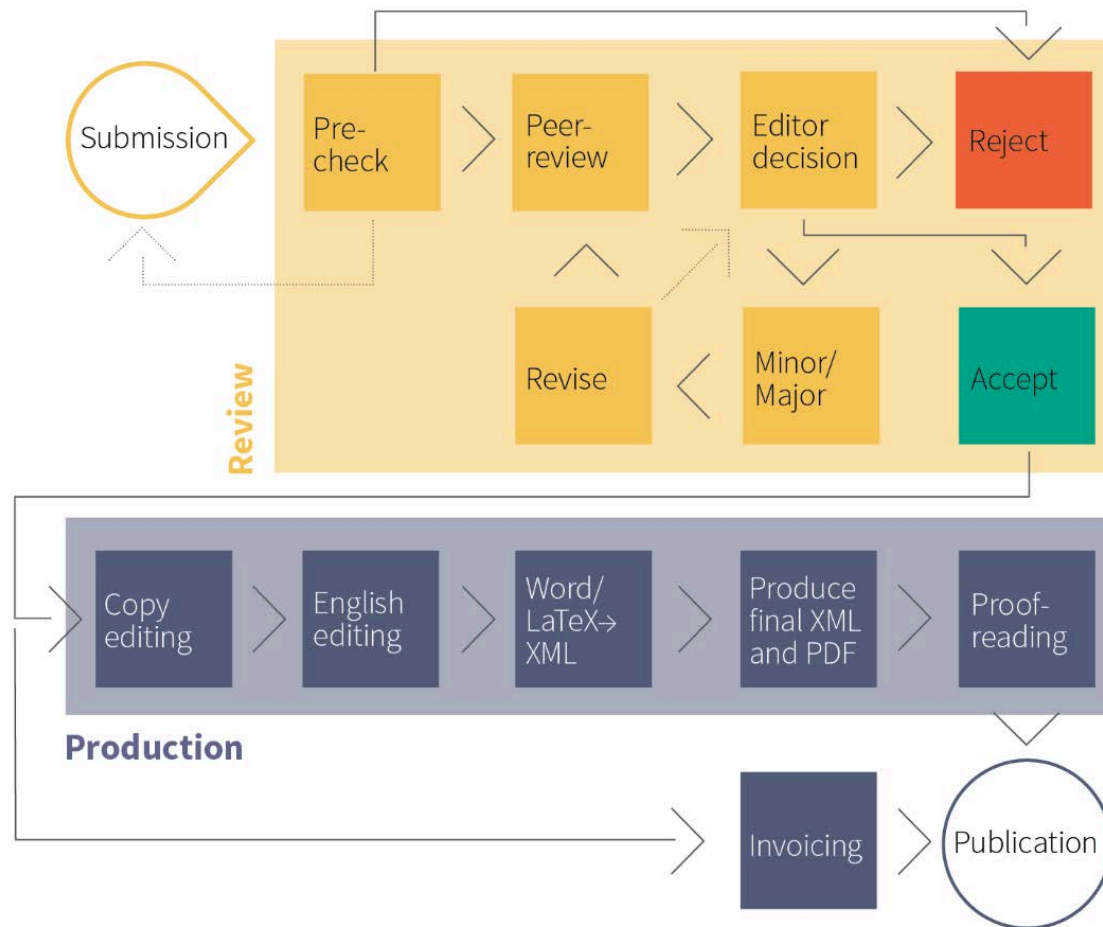
	ISSN-L	ISSN	Key Title / Variant titles	Dates	Country	Language	Frequency
1	1748-3182	1748-3190	Bioinspiration & biomimetics (Online) <i>Bioinspiration and biomimetics</i>	2006-9999	UNITED KINGDOM	English	Quarterly
2	1748-3182	1748-3182	Bioinspiration & biomimetics (Print) <i>Bioinspiration and biomimetics</i>	2006-9999	UNITED KINGDOM	English	Quarterly
3	1059-0153	1059-0153	<i>Biomimetics</i> (New York, N.Y.)	1992-1996	UNITED STATES	English	Quarterly
4	2334-3710	2334-3710	<i>Biomimetics</i> series (Online) <i>CRC Press series in biomimetics</i>	2012-9999	UNITED STATES	English	irregular
5	2334-3710	2334-3729	<i>Biomimetics</i> series (Print)	2012-9999	UNITED STATES	English	irregular
6	2296-9837	2296-9853	Journal of <i>biomimetics</i> , biomaterials and biomedical engineering (CD-ROM)	2014-9999	SWITZERLAND	English	Quarterly
7	2296-9837	2296-9845	Journal of <i>biomimetics</i> , biomaterials and biomedical engineering (Online)	2014-9999	SWITZERLAND	English	Quarterly
8	2296-9837	2296-9837	Journal of <i>biomimetics</i> , biomaterials and biomedical engineering (Print)	2014-9999	SWITZERLAND	English	Three times a year
9	1662-100X	1662-8993	Journal of <i>biomimetics</i> , biomaterials, and tissue engineering (CD-ROM)	200u-2014	SWITZERLAND	English	Three times a year
10	1662-100X	1662-100X	Journal of <i>biomimetics</i> , biomaterials, and tissue engineering (Internet) <i>JBBTE</i>	2008-2014	SWITZERLAND	English	Quarterly
11	1662-100X	1662-1018	Journal of <i>biomimetics</i> , biomaterials, and tissue engineering (Print)	2008-2014	SWITZERLAND	English	Three times a year
12	2197-3768	2197-3768	Robotics and <i>biomimetics</i>	2013-9999	GERMANY	English	Annual

# What is ISSN?

Record 1 of 1	
You searched clas01 - Title: non-coding RNA AND : register	
ISSN	2311-553X
ISSN-L	2311-553X
Medium	Computer remote
Key Title	Non-coding RNA
First or current publisher	Basel : MDPI AG, 2015-
Country of publication	SWITZERLAND
Dates of publication	2015 / 9999 current
Sequential and/or chronological designations	Vol. 1, issue 1 (June 2015)-
Author	MDPI
Frequency	Quarterly
Type of publication	Periodical
Language	English
Title script	Basic roman
Title proper	Non-coding RNA
Other title	NcRNA
Abbreviated key title	Non-coding RNA
Dewey classification	570 23sdb
Other standard identifier	urn:nbn:ch:bel-518525 URN
Other standard identifier	<a href="http://permalink.sn1.ch/bib/sz001798053">http://permalink.sn1.ch/bib/sz001798053</a> permalink
URL	<a href="http://www.mdpi.com/journal/ncrna">http://www.mdpi.com/journal/ncrna</a>
URL	<a href="http://nbn-resolving.de/urn/resolver.pl?urn=urn:nbn:ch:bel-518525">http://nbn-resolving.de/urn/resolver.pl?urn=urn:nbn:ch:bel-518525</a>
URL	<a href="http://www.e-helvetica.nb.admin.ch/directAccess?callnumber=bel-518525">http://www.e-helvetica.nb.admin.ch/directAccess?callnumber=bel-518525</a>
ISSN Centre	Switzerland
Category	– Register

The ISSN Network has assigned more than **1.9 million ISSN** and adds 70'000 new ISSN's every year.

# The Editorial Process



**Figure 1.** The MDPI editorial process.



# Online Submission

Few different commercial submission systems to handle all steps of communication between authors, editors and reviewers:

- Editorial Manager
- Elsevier Editorial System

The screenshot shows the login page for PLOS ONE's Editorial Manager. The header includes the PLOS ONE logo and navigation links: HOME, LOGIN, HELP, REGISTER, UPDATE MY INFORMATION, JOURNAL OVERVIEW, MAIN MENU, CONTACT US, SUBMIT A MANUSCRIPT, and INSTRUCTIONS FOR AUTHORS. The main content area is titled 'Please Enter the Following' and contains a login form with fields for 'Username:' and 'Password:'. Below the form are buttons for 'Author Login', 'Reviewer Login', 'Editor Login', and 'Publisher Login'. There is also a section for 'Or Login via:' with an ORCID icon and a 'What is ORCID?' link. At the bottom, there are links for 'Send Login Details', 'Register Now', and 'Login Help', along with a copyright notice for 2016 Aries Systems Corporation and a 'Privacy Policy' link.

The screenshot shows the login page for Elsevier's Electronic Manuscript Submission System (EMSS). The header features the Elsevier logo and the text 'Electronic Manuscript Submission System'. The main content area is titled 'WELCOME TO ELSEVIER'S ELECTRONIC MANUSCRIPT SUBMISSION SYSTEM' and contains a login form with fields for 'Your email address:' and 'Your password:'. Below the form are a 'Remember me?' checkbox, a '(help)' link, and a 'Forgot password?' link. A 'Login' button is positioned at the bottom right of the form. At the bottom of the page, there are links for 'FAQ', 'HELP', 'Privacy Policy', 'Terms and Conditions', 'Contact Us', and 'Bookmark EMSS'. A copyright notice for 2015 Elsevier Inc. and a link to the 'Cookies page' are also present.



# Online Submission

- MDPI Submission System: SuSy

A screenshot of the MDPI Submission System Login page. The page has a dark blue header with navigation links: MDPI, Journals A-Z, Information & Guidelines, About, and Open Access Policy. Below the header is the title "MDPI Submission System Login". The main content area is a light gray box with a dark blue "Login" header. It contains two input fields: "E-Mail address" with the value "vazquez@mdpi.com" and "Password" with masked characters. Below the password field are two links: "Forgot your password?" and "Not registered yet? Register now.". A "Login" button is positioned below the links. At the bottom left of the page is a GeoTrust "SECURED" badge with a padlock icon and the date "2016-09-14 UTC".

# New Submission - Input Manuscript Details | Step 1

Step 1 Manuscript Information	Step 2 Author Information	Step 3 Suggest and Exclude Reviewers	Step 4 Upload Manuscript	Step 5 Confirm and Send to Editors
----------------------------------	------------------------------	---	-----------------------------	---------------------------------------

## Input manuscript details ...

\* Journal

Section

Special Issue

Collection

If you cannot find the section or special issue you wish to submit to, please select "all" and indicate your choice in the coverletter. The editor will add these details after you have completed the submission process.

\* Article Type

\* Title

\* Abstract

Classification [Add classifications](#)

\* Number of Pages

\* Number of Authors

\* Instructions for Authors

I have read and prepared my manuscript according to the [Instructions for Authors](#)

**Proceed to the next step**



## New Submission - Input Author Details | Step 2

Step 1 Manuscript Information	Step 2 Author Information	Step 3 Suggest and Exclude Reviewers	Step 4 Upload Manuscript	Step 5 Confirm and Send to Editors
----------------------------------	------------------------------	---	-----------------------------	---------------------------------------

### Input author details ...

#### Author 1

\* E-mail address

Firstname/Given Name

\* Lastname/Surname

\* Corresponding Author  Yes  No

\* Submitting Author  Yes  No

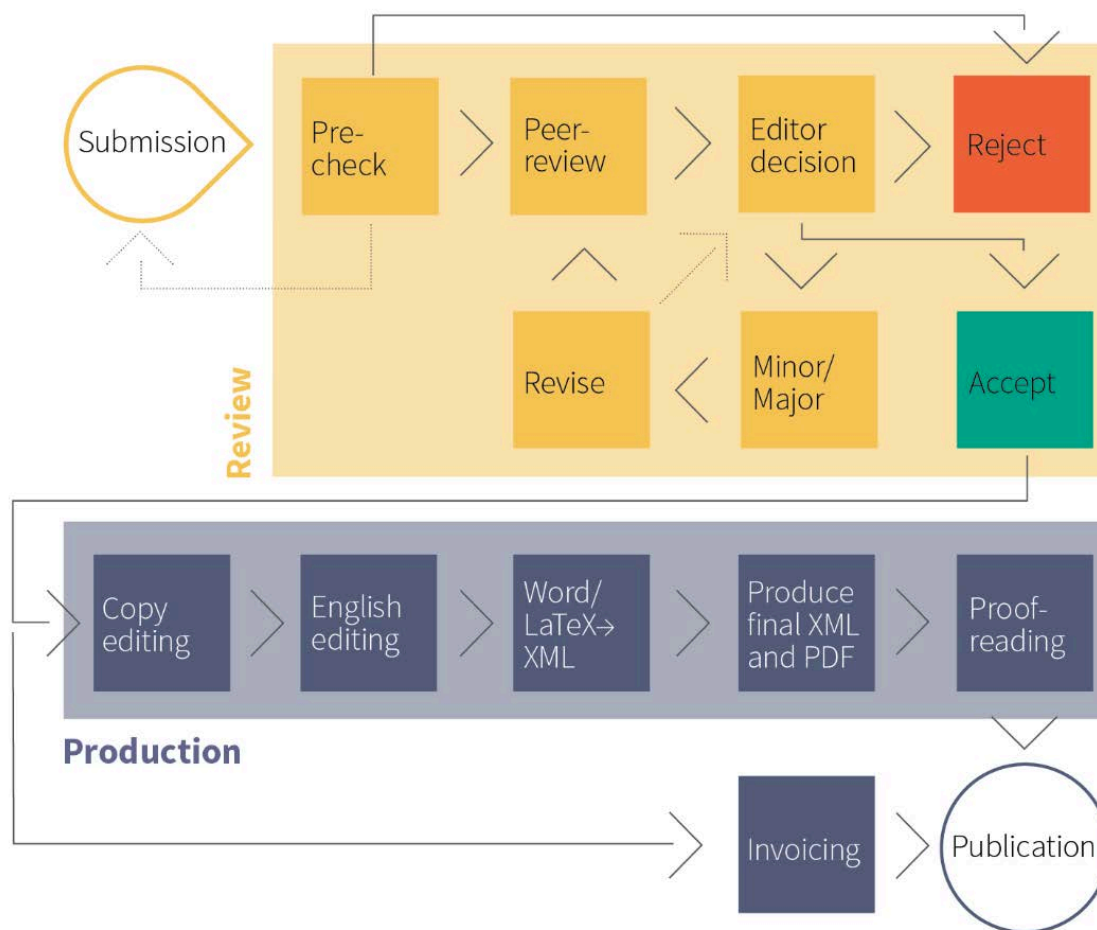
**Add another author**

Please note that based on your input the author names will appear as follows when your paper is published (with lastnames underlined):

Please carefully check that names are written correctly.

**I confirm that the names are correct** **Back**

# The Editorial Process



**Figure 1.** The MDPI editorial process.



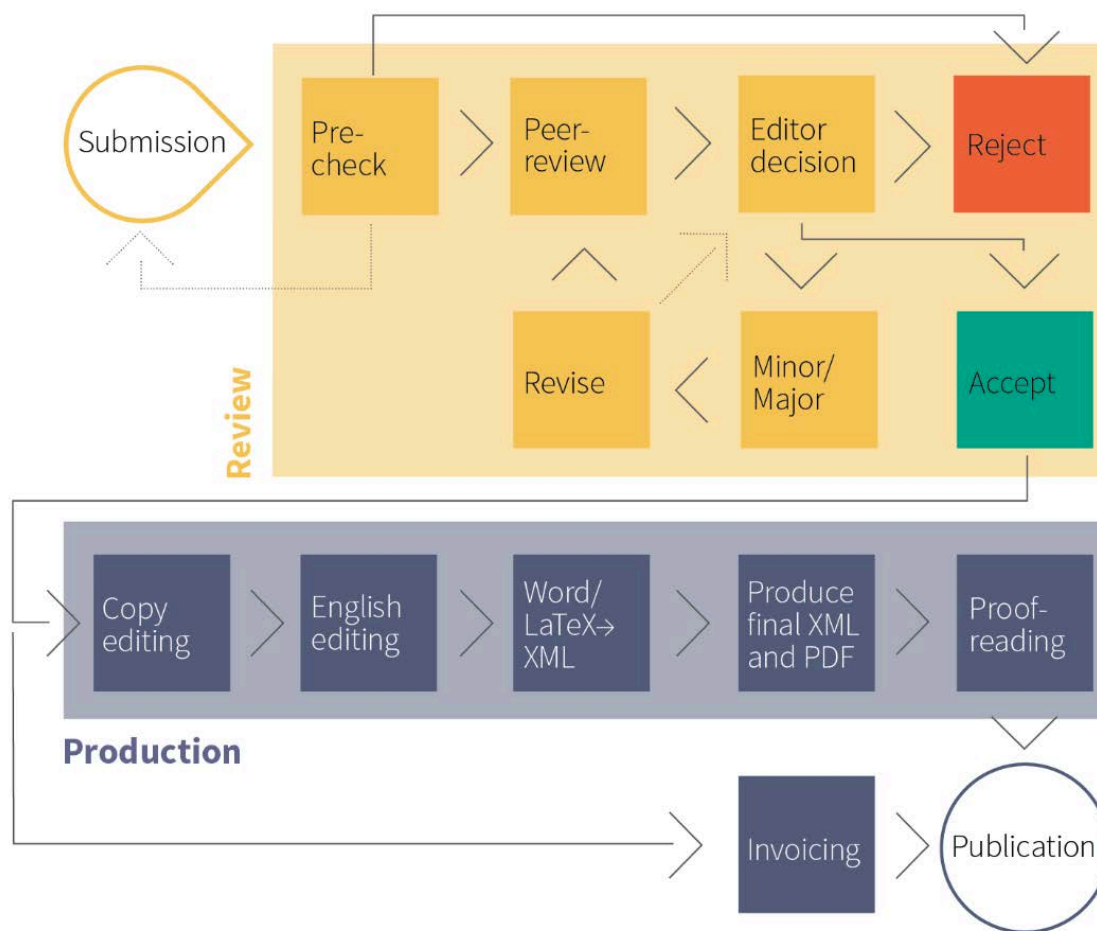
# Peer Review

Scholarly peer review (also known as refereeing) is the process of subjecting an author's scholarly work, research, or ideas to the scrutiny of others who are experts in the same field, before a paper describing this work is published in a journal or as a book. The peer review helps the publisher (that is, the editor-in-chief or the editorial board) decide whether the work should be accepted, considered acceptable with revisions, or rejected.

To be considered Scholarly, peer-review must involve at least two independent experts.

Different forms of peer review have emerged, single blind, double blind, open peer review, and more recently post publication peer-review,

# The Editorial Process



**Figure 1.** The MDPI editorial process.



# Copy Editing

**Copy editing** is the process of taking raw material to improve the formatting, style, and accuracy of text. The goal of copy editing is to ensure that content is accurate, easy to follow, fit for its purpose, and free of error, omission, inconsistency, and repetition.

- **Mechanical editing** is the process of proofreading a piece of writing for consistency and in accordance with the publisher's own style. This includes abbreviations, acronyms, capitalization, hyphenation, italicization, numbers, ...
- **Content editing** consists of reorganizing or restructuring the content of a document. Copyeditors can either fix the content by rewriting it or heavily editing it. However, the copyeditor will often point out any difficult passages for the author to resolve on his or her own time.

Copyeditors are not responsible for factual correctness of the document, but they can provide comments for the author on any information they know to be incorrect, such as year discrepancies or misleading ideas.

The copyeditor must also point out any biased language without infringing on the author's meaning.

# The Editorial Process

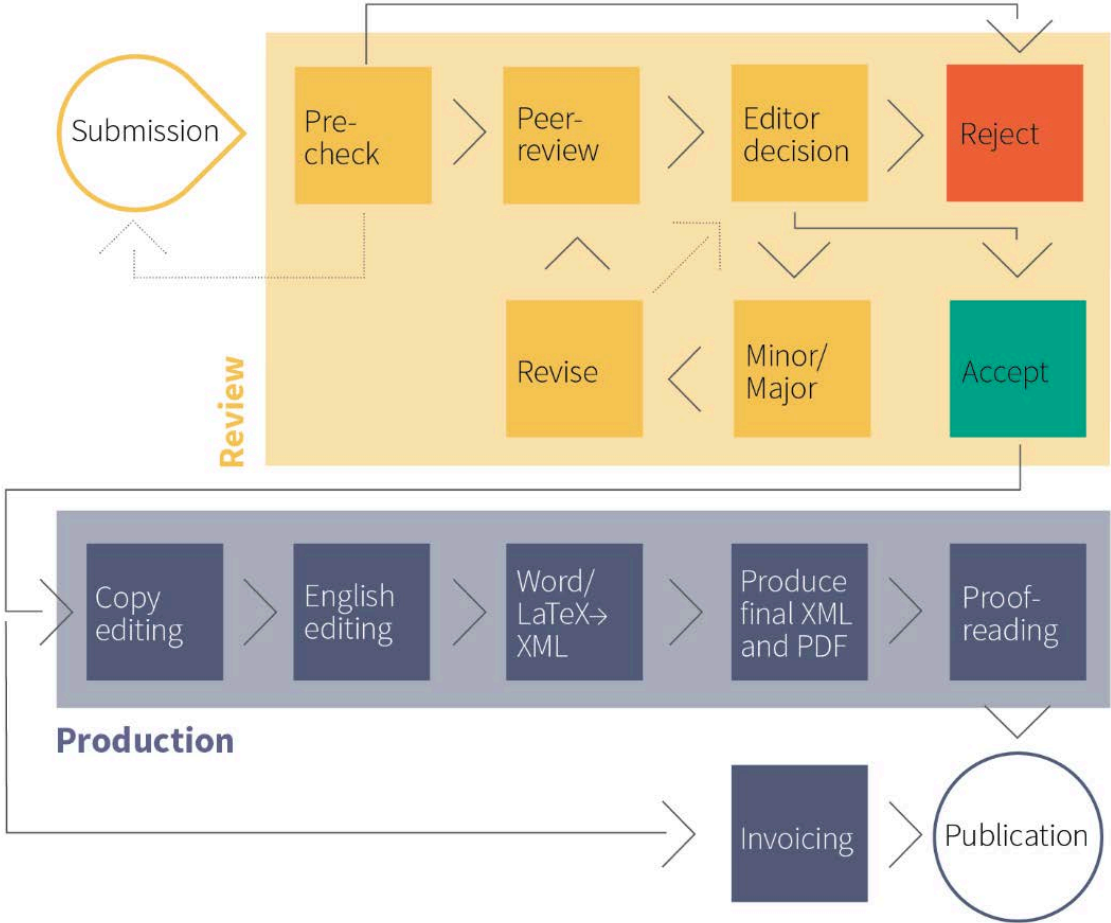


Figure 1. The MDPI editorial process.



# What is an XML?

**Extensible Markup Language (XML)** is an informatics language that defines a set of rules for encoding documents in a format that is at the same time human-readable and machine-readable.

The design goals of XML emphasize simplicity, generality, and usability across the Internet.



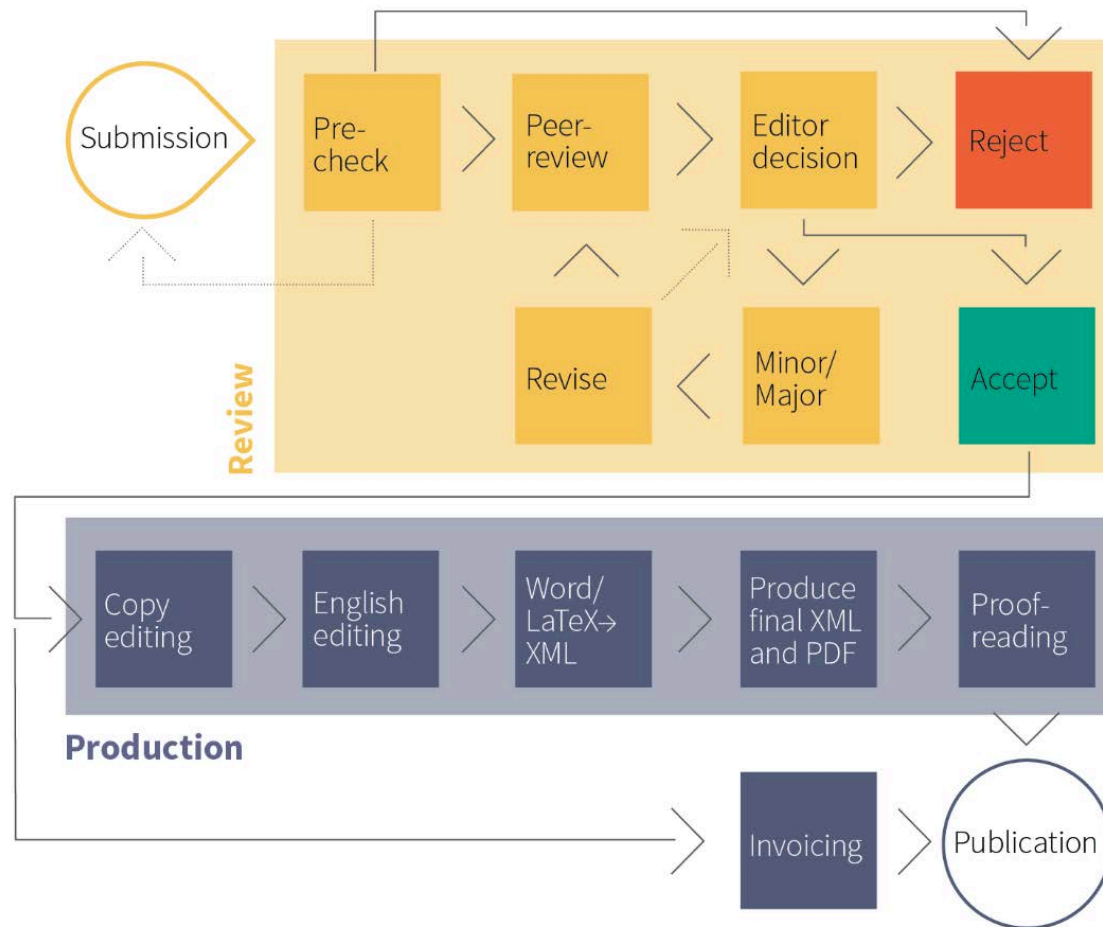
# What is an XML?

```

<?xml version="1.0" encoding="UTF-8"?>
<!DOCTYPE article PUBLIC "-//NLM//DTD Journal Publishing DTD v2.3 20070202//EN" "journalpublishing.dtd">
<article xmlns:mml="http://www.w3.org/1998/Math/MathML" xmlns:xlink="http://www.w3.org/1999/xlink" xml:lang="en" article-type="research-article" dtd-version="2.3">
  <front>
    <journal-meta>
      <journal-id journal-id-type="publisher-id">nutrients</journal-id>
      <journal-title>Nutrients</journal-title>
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          </name>
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          <xref rid="af2-nutrients-08-00551" ref-type="aff">2</xref>
        </contrib>
        <contrib contrib-type="author">
          <name>
            <surname>Teo</surname>
            <given-names>Pey Sze</given-names>
          </name>

```

# The Editorial Process



**Figure 1.** The MDPI editorial process.

# DOI?...



## Digital Object Identifier



A **digital object identifier** (DOI) is a type of persistent identifier used to uniquely identify objects. The DOI system is particularly used for electronic documents such as journal articles.

The DOI system began in 2000 and is managed by the **International DOI Foundation**.

**Metadata** about the object is stored in association with the DOI name. It may include a location, such as a URL, where the object can be found.

The DOI for a document remains fixed over the lifetime of the document, whereas its location and other metadata may change.

Referring to an online document by its DOI provides more stable linking than simply referring to it by its URL, because if its URL changes, the publisher only needs to update the metadata for the DOI to link to the new URL.

# DOI?...



Digital Object Identifier



doi:10.1000/182

18,000 DOI name prefixes, 5000 assigners, 130 million DOI names registered, 5 billion DOI resolution per year!!

Scholarly materials (journal articles, books, ebooks, figures etc.) are registered through **Crossref**, an official DOI registration Agency of the Foundation. Crossref is run by the Publishers International Linking Association Inc. (PILA), a consortium of around 2000 publishers

doi:10.3390/ncrna2030007



# Long term Digital Preservation



**Digital preservation** is a formal endeavor of Publishers to ensure that (digital information of continuing value) published articles will remain accessible and usable in any circumstances.

Publishers generally have three levels:

- Own servers
- Contract with National Libraries (e-Helvetica – Swiss National Library Digital Archive)
- Contract with Foundations dedicated to digital preservation (LOCKSS (Lots of Copies Keep Stuff Safe), CLOCKSS, PORTICO,...)



## Our Mission

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CLOCKSS (*Controlled* LOCKSS) is a not-for-profit joint venture between the world's leading academic publishers and research libraries whose mission is to build a sustainable, geographically distributed dark archive with which to ensure the long-term survival of Web-based scholarly publications for the benefit of the greater global research community.

CLOCKSS is for the entire world's benefit. Content no longer available from any publisher ("**triggered content**") is available for free. CLOCKSS uniquely assigns this abandoned and orphaned content a Creative Commons license to ensure it remains available forever.

# Publishers Memberships



MDPI is a member of





# Indexing

Major databases:

<b>Web of Science</b>	Science Citation Index Expanded (IF) Social Sciences Citation Index (IF) BIOSIS Previews Biological Abstracts Current contents Emerging Science Citation Index
<b>NLM</b>	Pubmed MEDLINE
<b>Elsevier</b>	Scopus
<b>Other</b>	DOAJ SciLit (scilit.net)

How to get indexed in these databases?

How to deposit the data and metadata?



# Stay Connected

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