

2018 CSE ANNUAL MEETING  
**PUBLISHING**  
IN THE CHANGING CLIMATE OF  
THE RESEARCH ECOSYSTEM  
WWW.COUNCILSCIENCEEDITORS.ORG



MAY 5-8, 2018  
NEW ORLEANS, LA



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• Director, Publications, AGU



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• Senior Director, Periodicals, APHA

6.3: How to do Editorial Research  
#CSE2018

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How to Do Editorial Research:  
Getting Started

Mary Warner, CAE, and Jeanette Panning, CAE  
Council of Science Editors  
May 8, 2018

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Why do Editorial Research?

To gain information (data) about your journal and its readership

- Submissions
- Impact factor
- Peer review
- Authorship
- Business models and pricing
- Readership
- New projects

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APHA

### Sample Questions

- Does author affiliation (or gender) affect peer review outcome?
- Where are papers in my journal being cited most often?
- Does social media promotion (or media coverage) increase submissions?
- Should we start an open access journal?
- How would raising our subscription price affect readership?
- Does impact factor reflect the true impact of a journal?
- Is copyediting quality affected by the use of freelance editors vs in-house editors?

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APHA

### Methodology: Metrics

Make use of the reporting capability of your manuscript submission system

- All major electronic manuscript systems have powerful standard reports as well as “build-your-own” reporting capabilities
  - Submissions by authorship affiliation, gender, society membership, etc.
  - Accepted vs. declined manuscripts by author and reviewer characteristics
  - Reviewer quality (if you score your reviews)
  - Trends over time

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### Methodology: Metrics

Search online databases

- Broad-based information
  - Web of Science, Journal Citation Reports (Clarivate)
  - Google Scholar
  - EBSCO
- Subject specific information
  - NIH (PubMed), Chemical Abstracts, IEEE Xplore
- Publisher specific information
  - Science Direct (Elsevier)
  - Wiley Online Library
  - Oxford Academic
  - SpringerLink

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APHA

## Methodology: Surveys

**Who?**

- Readers, subscribers (and nonsubscribers), members (and nonmembers), authors, reviewers, authors in competitive journals– any group in whose opinion you're interested
- Ensure a large enough sample to get valid results

**How?**

- Email to potential respondents with link to a survey tool
- Several tools– some with free limited capability– are available (SurveyMonkey, Survey Gizmo, GetFeedback, etc.)
- Analyze data within the survey tool

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APHA

## Methodology: Surveys

- **Tips**
  - Design carefully-- not as simple as it may seem
  - Make use of online resources on how to maximize results
  - Ask a colleague to test your survey before you send it out
- **Best practices**
  - Keep it short– no more than 10-15 minutes to complete
  - No more than 5 choices for ratings
  - Succinct (simple) wording to avoid confusion
  - No more than 2 open-ended questions
  - Use responsive design to allow completion on mobile devices
  - If possible, offer an incentive (access to results, raffle for a gift card, etc.)

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## Case Studies

- Social Media– Morgan Sorenson, AAN
- A Reviewer Incentive Program to Motivate Peer Reviewers– Jeannine Botos, OUP
- Identity Verification of Author Suggested Reviewers– Kelly Anderson, ASCE

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 APHA AMERICAN PHARMACEUTICAL ASSOCIATION

## Questions?

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