

Annual Meeting

To Help the Reader Is Goal of 2001 CSE Annual Meeting

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Have you ever wished, when blundering through an unfamiliar Web site, that the site designer had done a bit more to help you find the information you need?

Conversely, have you ever wished that you knew how readers were using your own journal's Web site?

At our annual meeting 5-8 May in Washington, DC, CSE members will have a chance to work with a Web-site usability expert on how to analyze sites from the user's perspective. This is just one of the many activities that the Program Committee has organized in keeping with our theme, "Serving the Readers of Scientific Publications".

In an informal afternoon workshop, Dan Boyarski, head of the Communications Design Program at Carnegie Mellon University, will show how scientific journals can conduct simple, low-cost, in-house usability tests. Members of the audience will be invited to work through real tasks on live Web sites; Boyarski will interpret the users' successes and failures in the context of principles of Web-design usability, and he will show how they can be applied to improve the sites.

As always, the CSE annual meeting will also offer perspectives and professional development for people who work in a variety of aspects of scientific publications: journal editors, managing editors, manuscript editors, printers, and publishers. Some of the other sessions at the meeting will explore

- Web-use statistics;
- the journal editor's role in cross-disciplinary communication;
- the promises and pitfalls of XML for electronic publication;
- the needs and views of scientists using English as a second language;
- new electronic devices (hand-held readers, cell phones, computers with cable Internet access, and so on) for accessing scientific information, and how readers are using them;
- National Library of Medicine electronic reference guidelines;
- STM preprint servers;
- grammar and reading comprehension, with experts from the US government's Plain Language Initiative;
- the cultivation of peer reviewers.

As usual, the annual meeting will be preceded by the short courses for journal editors, managing editors, and manuscript editors. The successful short course for



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Web editors, which debuted in 2000, will also be offered in 2001.

In addition, CSE's third authorship retreat will be held during the second day of the annual meeting. During the retreat, the Authorship Task Force, chaired by Drummond Rennie, will solicit ideas and suggestions on authorship from authors, editors, scientists, journals, scientific societies, and research institutions.

We look forward to seeing you this May in Washington!