

Why Is the 2009 CSE Annual Meeting Different from All the Rest?

**Diane M Sullenberger, Chair
2009 Program Committee**

With so many demands on your time and resources, why should you travel to Pittsburgh 1–5 May 2009, for yet another professional meeting? The answer is simple. The 2009 CSE annual meeting, “Show Me the Data—The Science of Editing and Publishing”, promises to sharpen science editors’ skill sets through data, analysis, interpretation, and debate. New topics, perspectives, and voices will be heard and the information distilled to what science editors need to know to do their jobs effectively.

Elizabeth Loftus will give the keynote address, “What’s the Matter with Memory?”, on Sunday, 3 May. Loftus is a distinguished professor at the University of California, Irvine, and holds positions in the Department of Psychology and Social Behavior and the Department of Criminology, Law & Society. Loftus’s research has focused on human memory, eyewitness testimony, and courtroom procedure. She has been an expert witness or consultant in such cases as those involving the Hillside Strangler, the Menendez brothers, and the Oklahoma City bombing and trials involving Oliver North, the officers accused in the Rodney King beating, and the Bosnian War. Loftus has also worked on numerous cases involving allegations of “repressed memory”. She will show the importance of communicating scientific data effectively in a variety of nonresearch settings.

Marc Abrahams, editor and cofounder of the science-humor magazine *Annals of Improbable Research*, will give a plenary address on Monday, 4 May, on the role of humor in scientific communication. Abrahams is the father of the Ig Nobel Prize, designed to recognize scientific research articles that have a humorous or unexpected aspect. For

example, the 2008 Ig Nobel Cognitive Science Prize was awarded for a paper discovering that slime molds can solve puzzles, “Intelligence: Maze-Solving by an Amoeboid Organism”, by Toshiyuki Nakagaki, Hiroyasu Yamada, and Ágota Tóth (*Nature*, vol. 407, September 2000, p. 470).

Luis von Ahn, professor in the Computer Science Department of Carnegie Mellon University, will give a plenary address on Tuesday, 5 May, on human computation. He is the recipient of a MacArthur fellowship and was named one of *Popular Science* magazine’s “Brilliant 10” scientists of 2006. His research interests include games in which people collectively solve large-scale problems that computers cannot yet solve, artificial intelligence, and theoretical cryptography and security. He pioneered CAPTCHA, distorted words online for which you have to type in the letters to prove that you are a human, not a computer.

following finding

reCAPTCHA brilliantly harnesses CAPTCHA to assist in the digitization of books. If you were thinking about leaving the annual meeting early, don’t do it; this is one talk you would truly regret missing.

For the first time, the CSE meeting will feature stimulating research on editing and publishing in both poster and podium presentation formats. If you aren’t presenting research in 2009, please plan to attend these sessions, ask questions, and begin your own research for the 2010 CSE meeting.

The popular interactive Ethics Clinic will present the latest thorny cases for discussion and debate, including scenarios involving data sharing and dual

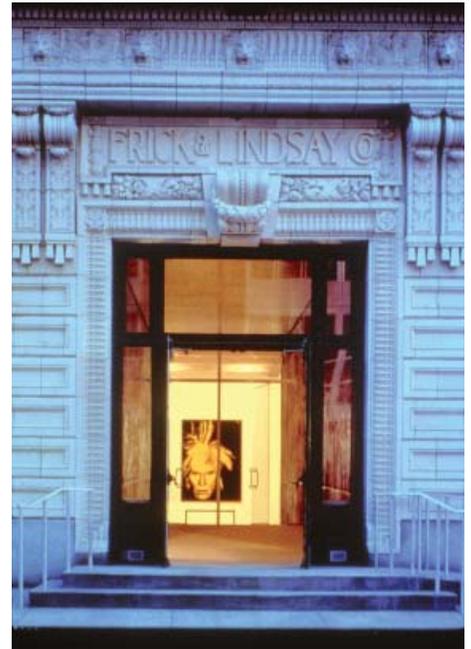


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Warhol Museum

use. What papers pose a real or perceived threat to biosecurity, how do you identify and screen for them, and should they be published?

The 2009 CSE meeting features diverse speakers and topics and promises to enlighten and inform. For example, Bill Silberg, vice president for publishing and communication at the New York Academy of Sciences, is organizing a session on science literacy and how to make science interesting. Speakers include Chris Mooney, freelance writer and the author of *The Republican War on Science* and *Storm World: Hurricanes, Politics, and the Battle Over Global Warming*.

Seth Beckerman, of Business and Technical Communications, and Tracey DePellegrin Connelly, managing editor of *GENETICS*, are organizing a number of technical sessions, including “What’s New with Search Engines?” Raul Valdez-Perez, CEO of Vivisimo, will address advances

in the search experience, such as rich interfaces that incorporate spotlighting and best bets, social search (user-generated input), clustering, and navigation by metadata. Natalie Glance, of Google, will discuss how successive waves of social media—discussion forums and review sites, then photosharing and social bookmarking, and then twittering and activity streams—have changed searching. She will discuss what these developments mean for science journals and the power of social media to build reader communities for science journals.

Research-based sessions will cover such topics as

- Why editors should do research on editing and publishing.
- How to conduct such research.
- What the evidence shows about peer-review models.
- What the evidence shows about editorial decision making.
- What the evidence shows about open access.

Professional development sessions will cover such topics as

- The whys and hows of freelancing and being self-employed.
- What initiatives other professional societies have embarked on and how they affect you.
- The latest Word tips for editors.

Practical, data-packed sessions will cover such topics as

- How to detect and deal with plagiarism.
- How to assess and deploy Web enhancements.
- How to choose and change publishing vendors.
- Developments in clinical-trials registries.
- How to communicate with the mass media.
- How to deal with funding mandates.
- What you need to know about copyright, author licenses, and creative commons.
- The challenges of creating digital libraries.

- How to bridge the geographic science gap.
- How to evaluate modes of quantitative evaluation for scientific papers.
- How to frame science for diverse audiences.
- How to address conflict of interest.
- The challenges of science editing in developing countries.
- How to handle authorship issues.
- How to make your journals, meetings, and offices ecofriendly.

The dedicated and diverse members of the 2009 Program Committee have been hard at work organizing these stimulating sessions and inviting only the best speakers from a variety of disciplines and countries. If you can attend only one meeting in 2009, make it the CSE annual meeting, 1–5 May in Pittsburgh, PA. You won't want to miss it.