

MEETING REPORT

Publishing scientific information*

Today academic publishing is undergoing several changes, including newer digital technologies and publication models. Recently, a publishing workshop was conducted to help scientists become aware of these changes and take advantage of the latest innovations in digital and on-line publishing for greater impact of their published research.

The workshop began with an introduction to Institute of Physics (IOP) and IOP Publishing, UK by Jane Roscoe (Head, Business Development at IOP Publishing). IOP Publishing is the publishing arm of the IOP, a not-for-profit professional/learned society with more than 45,000 scientific members worldwide. Beyond their traditional journals programme, IOP Publishing makes high-value scientific information easily available through a growing portfolio of community websites, magazines, conference

proceedings and a multitude of electronic services. Roscoe talked about scientific writing, reporting in journals, and professional communication. She explained the basics of preparing a research paper for publication.

Tim Smith (Senior Publisher, Journals, IOP Publishing) informed the audience about the journey of a research paper through peer-review process and increasing visibility and creating impact post-publication. He stressed upon the use of the newer publishing innovations, including video abstracts, Lab Talk, webinars, podcasts, community websites, blogs, social media, etc. as communication tools to increase the impact and visibility of the research paper. For a research paper to get accepted by a journal requires originality and quality rather than quantity. Publishing a paper in a peer-reviewed journal gives more credibility than posting it on a website or blog.

It is important to communicate the published research to the world and this can be achieved using personal or group websites, networking amongst colleagues and peers, using institutional press

offices, publisher initiatives, promotion through publisher websites, news stories, interviews with authors, brochures, feature articles and collections. Smith also mentioned newer ways to deliver the content from print to digital, the use of multimedia and mobile devices and access to experimental data using smart phones, 'almetrics' (alert me when cited), semantic enrichment and on-line scientific summaries.

Science communication is basically working with science journalists, newspapers, magazines and specialist websites, said Roscoe. The major criticisms of science journalism today are sensationalism, inaccuracies, cheerleading, 'churnalism', etc. Keeping these in mind, a scientist + communicator is a winning combination for journalists to communicate science.

Parul R. Sheth, E-705/706 Kalp Nagri, Vaishali Nagar, Mulund (West), Mumbai 400 080, India.
e-mail: parulrsheth@gmail.com

*A report on a half-day publishing workshop organized by the Institute of Physics (IOP), UK in coordination with the Indian Physics Association on 8 March 2013 at Homi Bhabha Centre for Science Education, Mumbai.