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## EASE Business

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### Updated EASE Guidelines promote research integrity worldwide

The recently updated *EASE Guidelines for Authors and Translators of Scientific Articles* are an innovative way to promote not only effective scientific writing but also research integrity worldwide. The document has already been translated into 15 languages: Arabic, Bangla (Bengali), Chinese, Estonian, French, Italian, Japanese, Korean, Persian, Polish, Portuguese (Brazilian), Romanian, Russian, Spanish, and Turkish. Several new translations are in progress. The original and translated versions are freely available in PDF format on our website (<http://www.ease.org.uk/guidelines/index.shtml>). For easier reading on line, individual sections of the English version are also displayed directly on the website, with active hyperlinks to the references and to eight concise appendices on selected issues.

The editorial guidelines published so far by other organizations (ICMJE, for example) are available only in English or in two or three languages and are generally longer, intended mostly for editors. As a result, only a very small proportion of scientists are acquainted with them. By contrast, the key to our multilingual guidelines is their simplicity, such that even inexperienced authors find them easy to read and are thereby encouraged to use them. Most of the text is formatted as bullet points, with key phrases printed in bold. More detailed information and examples, where required, are provided in appendices. The list of references and further reading includes major editorial

guidelines, handbooks, and websites providing useful information on scientific writing (with hyperlinks to online versions wherever possible).

In the updated edition, we paid special attention to ethical issues. More precise guidance is given about authorship, acceptable secondary publication, objective discussion of results, avoidance of plagiarism, the need for consent from all people named in the acknowledgements, etc. Moreover, a new appendix about ethics was added. The appendix is a pioneering compilation of authors' major ethical declarations, listed on one page. It reminds authors about all the basic principles of ethical experimentation and scientific writing. The appendix can be easily printed, ticked, signed, and sent to the editorial office with a submitted manuscript.

Another new appendix added to the updated guidelines is concerned with text-tables. They are effective but underused tools for presentation of small data sets, so we want to facilitate their popularization.

Our guidelines are promoted on many websites and several articles about the guidelines have been published. Basic information about them is also available in Wikipedia in several languages. To aid in their further promotion we will apply for their formal endorsement by other organizations.

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## TALLINN CONFERENCE



### Plenary speakers confirmed

Plans for our 2012 congress, “Editing in the Digital World”, in Tallinn (which coincides with our 30th anniversary) continue to develop. The conference will examine how the transfer of science publishing into the digital environment affects editors and writers in their daily work and how best to exploit the new technologies. All four plenary speakers have accepted their invitations:

- “National Journals in an International Context” Juri Engelbrecht, Estonia
- “Open Access and Digital Models” Deborah Kahn, BioMedCentral, UK
- “Social media and science editing/publishing” Alan Cann, University of Leicester, UK
- “The Editorial Office” Linus Svensson, *Oikos*, Sweden

Six parallel sessions, on the following topics, will also be available. Outlines of these sessions are available on the EASE website. Anyone wishing to participate in one of these should send a short abstract to Joan Marsh (Jmarsh@wiley.com) by 15th September.

- From national to international: benefits of the digital era for regional journals
- Publishing data
- Science translation, editing, and readability
- Digital tools for detecting misconduct
- Local assistance for scientists and institutes by journal editors
- Improving peer review management reporting: creating powerful internal reports and meaningful editorial board presentations

In addition, Elisabeth Heseltine and Pippa Smart have agreed to present their courses, “Writing a scientific paper and getting published” and “How to be a successful journal editor”, respectively.

### Marking 30 years of EASE: call for memorabilia

The year 2012 marks the 30th anniversary of EASE’s founding (Pau, 1982). We would like to document these first three decades with a history of major events in the life of our Association and with stories and a display of physical artefacts that tell the EASE story. Please send us:

- Photos of EASE events (with legend and names if possible)
- Names of people who should be honoured with an anniversary diploma because of their work for EASE (please add a few sentences of explanation)
- Conference newsletters
- Posters of EASE events
- Short anecdotes about memorable moments (good, bad, sad, funny)
- Souvenirs of any kind

plus – any ideas for special anniversary events in connection with our Tallinn conference.

Contributions and ideas should be sent to Sylwia Ufnalska (sylwia.ufnalska@gmail.com) or Alison Clayson (alison@clayson.org)



### ISMTE conference discount

ISMTE are offering EASE members a 20% discount on ISMTE’s European conference non-member registration fee (currently \$245) for their conference in Oxford on 18th October. Contact the EASE Secretary (secretary@ease.org.uk) for details.