



CODE OCEAN

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How researchers can solve the bottle-opener problem with compute capsules

Ben Marwick and **Suzanne E. Pilaar Birch**

30 July 2018

Last update: 26/07/18 09:58

Imagine a group of people playing a sport together on a hot day. Although it's a friendly match, they play vigorously and at the end of their game they're hot and thirsty. A few people in the group brought a cooler filled with ice and a variety of bottled beverages (among them our favourite, a tangy non-alcoholic ginger beer). They pass out the bottles and everyone is looking forward to a refreshing cool drink and trying the different flavours. But, disaster! No-one has a bottle-opener! The players are stuck with a delicious drink that is trapped in the bottle. They press the cool glass to their foreheads to get some relief and cool down, and laugh about the misfortune of having the the refreshing, cool drink so close, but not being able to drink it.

If you can briefly suspend your disbelief that no-one in this imaginary group would have any kind of tool that couldn't be used as a bottle-opener, consider this scenario as a rough metaphor for scientific research and publication. Playing sport is like doing research, and sharing the drinks is publishing the research, what we do near the end of the project to share the results with everyone so they can benefit from our findings. The reason

Code Ocean - a reproducibility platform

A web-based interface that allows any user to write code in any programming language with any computing resources needed.

Authors can use Code Ocean to easily create, collaborate, publish and preserve their computational work



What is Code Ocean

An online code execution platform that integrates with any scholarly platform.

- Authors can **publish code+data+computing environment**
- Code Ocean's **widget** will appear at the point of the article
- Users/readers can start **building upon** other published findings
- Users get the **same computational environment** the original author used. No setup and installation needed
- Users can work with a **suite of tools** : Jupyter, Code versioning, collaboration, flexible computing etc
- Or you can **export that compute capsule** and work outside of Code Ocean. It's an Open Platform
- Published Compute Capsules are minted with a **DOI** and are **open access**
- Include executable code+data in **peer review**

Publisher or repository platform

Plus Code Ocean's technology

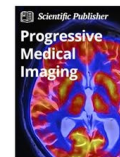
**CORNELL
TECH**

HOME OF THE
**JACOBS
INSTITUTE**



Tumor Detection Using Diffusion Maps

John Smith



Abstract

Three-dimensional (3-D) ultrasound is an intraoperative imaging modality used in neuronavigation as an alternative to magnetic resonance imaging (MRI). This article summarizes 4 years of clinical experience in the use of intraoperative 3-D ultrasound integrated into neuronavigation for guidance in brain tumor resection using the Diffusion Maps mathematical framework.

AUTHORS	CODE OCEAN	REFERENCES	CITED BY	KEYWORDS	METRICS
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The screenshot shows the Code Ocean interface. At the top, it says "CODE OCEAN" and "Simon View In Code Ocean". Below that, there are "Source Files" and "Mapping_For_Tumor_Detection.m". The code in the notebook is as follows:

```
1 %%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%
2 % File name: Script_Of_Diffusion-Weighted-Imaging.m
3 % Date: 1/13/2015
4 %%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%
5
6 Folder = '';
7 %FileIn1 = 'ADC_Map.JPG';
8 FileIn1 = 'ADC_Map.JPG';
9 FileOut1 = 'Tumor_Detection_Evaluation_1.png';
10 FileOut2 = 'Tumor_Detection_Evaluation_2.png';
11 FileOut3 = 'Histogram.png';
12 Param1 = 30;
13
14
```

Below the code, there are "Results" and "Tumor_Detection_Evaluation_1". The results section shows a search bar and a list of results:

- Tumor_Detection_Evaluation_1.png 43 KB
- Tumor_Detection_Evaluation_2.png 43 KB
- Histogram.png 8 KB
- Sidebar 8 KB
- Sidebar 8 KB

At the bottom of the results section, there are two images of brain scans. The left image is a grayscale MRI scan of a brain, and the right image is a color-coded MRI scan of a brain, likely showing tumor detection results.



Files

- environment
- code
 - indel_analysis
 - indel_prediction
 - r_utils
 - selftarget_pyutils
 - Figure_S25.Rmd
 - Figures_K562.Rmd
 - Figures_K562_predicted_FORECasT_v2.Rmd
 - Figures_bins_5D_S17.Rmd
 - Figures_size_5E_S18.Rmd
 - LICENSE
 - README.md
 - matplotlibrc
 - process_Rmd.R
 - run.sh
- data Manage Datasets
 - endogenous_comparisons 95.63 MB
 - endogenous_processing_example 8.69 MB
 - indel_processing_example 7.76 MB
 - predicted_vs_measured_example 7.22 MB
 - summary_data 1.14 GB
 - LICENSE 6.4 KB
 - README.md 1.2 KB

Commands

Tabs

README.md

Predicting the mutations generated by repair of Cas9-induced DSBs

This capsule provides code associated the paper entitled "Predicting the mutations generated by repair of Cas9-induced double-strand breaks", which measured Cas9 editing outcomes in bulk in cells using a synthetic self-targeting construct, and described a method called FORECasT that predicts in-silico the most likely outcomes for a given gRNA.

The following are all run as part of this capsule:

1. An example of how raw reads from our experiment were processed into indel summary information, demonstrated on 6 constructs only. After running `indel_processing_example`.
2. An example of how raw reads from the previous referenced in this paper were processed into indel summary information. The output of these steps is found in `endogenous_processing_example`.
3. The steps from summarized indel data (as generated by running the figures will be in the `plots` directory).
4. An example of the predictor run for one gRNA is also in `plots`.

[View Raw](#)

Re-Run

Timeline

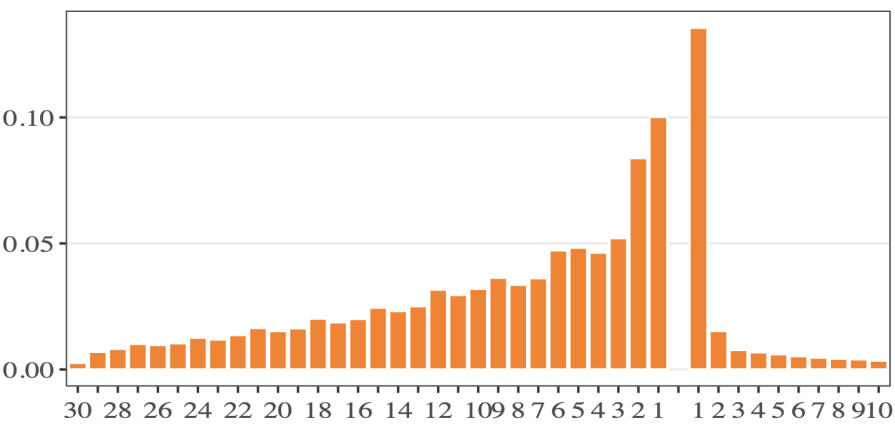
- November 14, 2018
Published Version 1.0
Currently viewing
- Author ran November 13, 2018 0:38:41

Published Result

- endogenous_processing_example
- indel_processing_example
- plots
- predicted_vs_measured_example
- Figure_S25_analysis_report.html

Reproducibility

Mean frequency of outcome



Deletions

Insertions

Example: Embedded HTML widget

[Go to widget](#)

Cambridge Core

Search all journal & book content

Home > Journals > Behavioural Public Policy > The contact hypothesis re-evalu... > Core reader

English | Français

Information:

Access **Open access**

Cited by 1

Behavioural Public Policy, First View

ELIZABETH LEVY PALUCK (a1)
 SETH A. GREEN (a2)
 DONALD P. GREEN (a3)

(a1) Department of Psychology and Public and International Affairs, Princeton University, Princeton, NJ, USA

(a2) Code Ocean, New York, NY, USA

(a3) Department of Political Science, Columbia University, New York, NY, USA

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In our sample, however, we find that studies conforming to the very highest standards of research quality show much smaller effects on average than the sample as a whole. Studies with pre-analysis plans have a random effects estimate of 0.016. The studies without pre-analysis plans, by contrast, have a random effects estimate of 0.451. Given broader discussions of replicability in science (Ioannidis, 2005; Nosek *et al.*, 2015), this divergence is of particular concern for policy-makers interested in assessing the reliability of contact as a policy tool.

Contact Hypothesis Revisited (Betsy Levy Paluck *et al.*)

[Edit Your Copy](#)

Re-Run

Timeline

- October 16, 2018
Published Version 5.0
[Switch to this version](#)
- Author ran October 16, 2018, 00:00:33
- Published Result**
 - Contact_stata_output.md
 - effect_size_estimates.txt
 - Figure1.pdf
 - Figure2.pdf
 - meta_session_info.txt
 - Output
 - Supplementary_analyses...
- June 13, 2018
Published Version 4.0
[Switch to this version](#)
- Author ran June 13, 2018

[View Raw](#)

Contact Hypothesis Revisited Code and Data

This archive replicates the results of "The Contact Hypothesis Revisited."

To execute everything, simply press "Run." This executes `run.sh`, a shell script calling R and Stata scripts in sequence.

Included Materials

- `Bibliography.md`, our bibliography of meta-analyzed studies;
- `Contact_quant_outcomes.csv`, our main dataset, and `Contact_delay_analysis.csv`, our dataset for the supplementary analyses;
- `Results_standardizeR.R`, our calculator of effect sizes and standard errors;
- `Effect_size_calculations.R`, which sources `ResultsStandardizeR.R` and produces effect size and standard error estimates for each paper;
- `Stata_analysis.do`, which contains our random effects meta-analyses, as well as various sub-session analyses.

Reproducibility

[Feedback](#)

Feedback-Control & Queuing Theory-Based Resource Management for Streaming Applications

4 Author(s) Rafael Tolosana-Calasanz; Javier Diaz-Montes; Omer F. Rana; Manish Parashar [View All Authors](#)

5 Paper Citations 744 Full Text Views

Abstract

Document Sections

- 1 Introduction
- 2 Background: Little's Law
- 3 Data Stream Model of Computation
- 4 Queuing-Theory-Based Approach for Data Stream Processing in Clouds
- 5 Experimental Validation

Show Full Outline ▾

Authors

Figures

References

Citations

Abstract:

Recent advances in sensor technologies and instrumentation sources and streaming applications. A wide variety of devices have the capability of collecting and streaming large amounts distinct streaming data models have been proposed. Typical environments for instance, where sensor-based infrastructure Understanding how such streaming content can be processed trivial and important research topic. We investigate how a cloud autonomically respond to such streaming content, offering Queuing Theory-Based Approach for Data Stream Processing in Clouds autonomous controller (based on feedback control and queueing theory) to meet performance targets associated with a part using a federated Cloud-based infrastructure (implemented using containerized microservices) for the allocation of new resources can be based on: (i) differences between sites, i.e., types of resources supported (e.g., GPU versus CPU only), (ii) cost of execution; (iii) failure rate and likely resilience, etc. In particular, we demonstrate how Little's Law-a widely used result in queuing theory-can be adapted to support dynamic control in the context of such resource provisioning.

Published in: IEEE Transactions on Parallel and Distributed Systems (Volume: 28 , Issue: 4 , April 1 2017)

Page(s): 1061 - 1075

INSPEC Accession Number: 16742146

Date of Publication: 26 August 2016

DOI: 10.1109/TPDS.2016.2603510



Code & Datasets

Code Dataset ?

This article contains code hosted on IEEE's partner, Code Ocean, a cloud-based computational reproducibility platform that enables users to run, modify, and download code from IEEE Xplore articles. A Code Ocean user account is required to run and modify code within the widget below.

Code:

Feedback-Control & Queuing Theory-Based Resource Management for Streaming Applications -- Java Code
Java

Feedback-Control & Queuing Theory-Based Resource Management for Streaming Applications (Rafael Tolosana-Calasanz)

[Edit Capsule](#) [Sign up](#)

Description

provides code. The code is hosted online by the code ocean platform into the system for running and modifying. The code elements map to the following structure:

```

controller
lib
nets
qbs
readme-images
renew-2.4
smartGrid
README.md
run.sh

data
[empty]
results
            
```

Powered by CODE OCEAN

Re-Run

Timeline

- February 18, 2019
Published Version 2.0

[Currently viewing](#)
- Author ran
0:42:19
February 18, 2019

Published Result

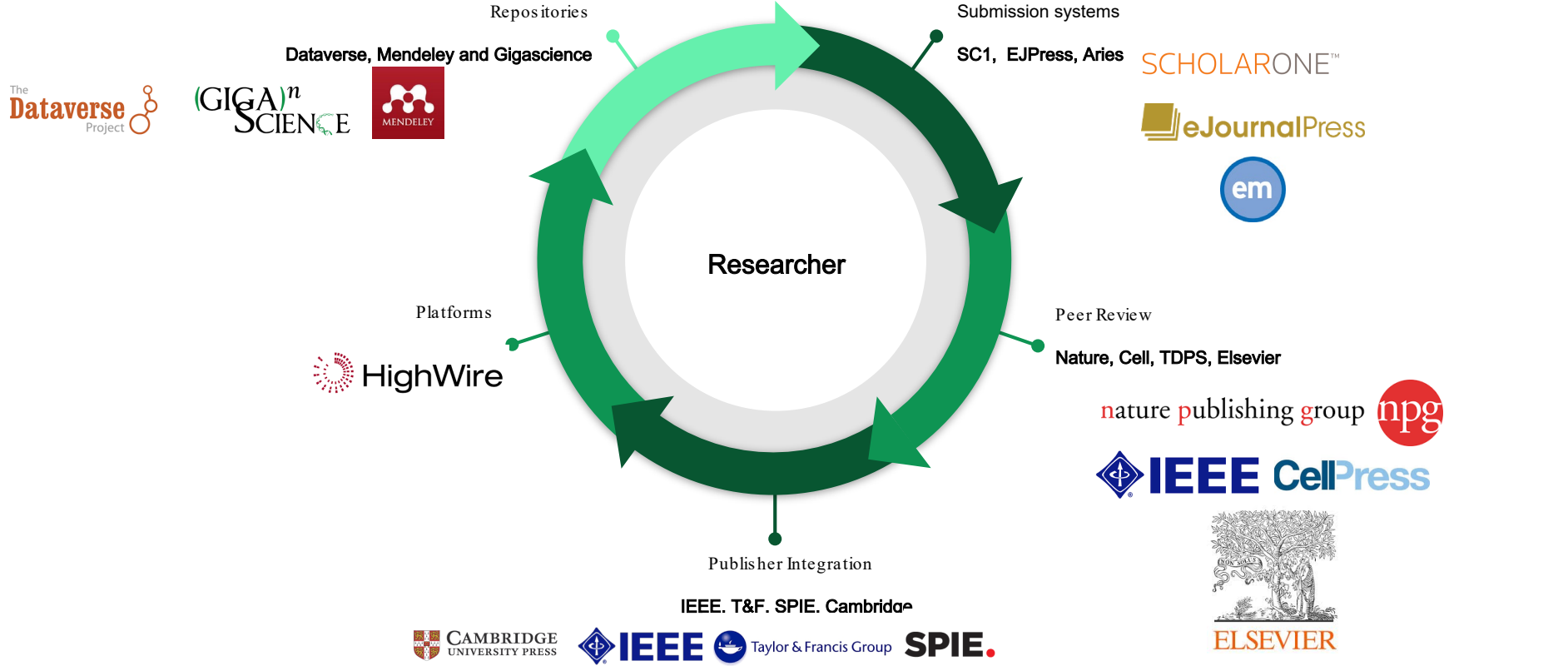
 - output
 - output-result.txt
- February 11, 2019
Published Version 1.0

[Switch to this version](#)
- Author ran
0:42:17
February 11, 2019

Published Result

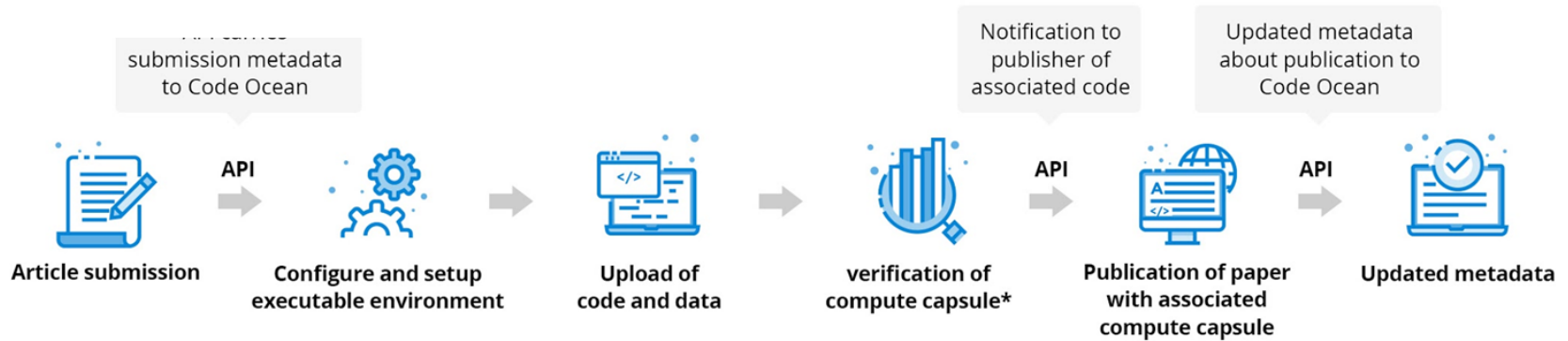
 - Created capsule

Ecosystem



Standard Integrated workflow

Flow 1: Integrated Code Ocean workflow



* A compute capsule is a combination of code, data, metadata, results and environment



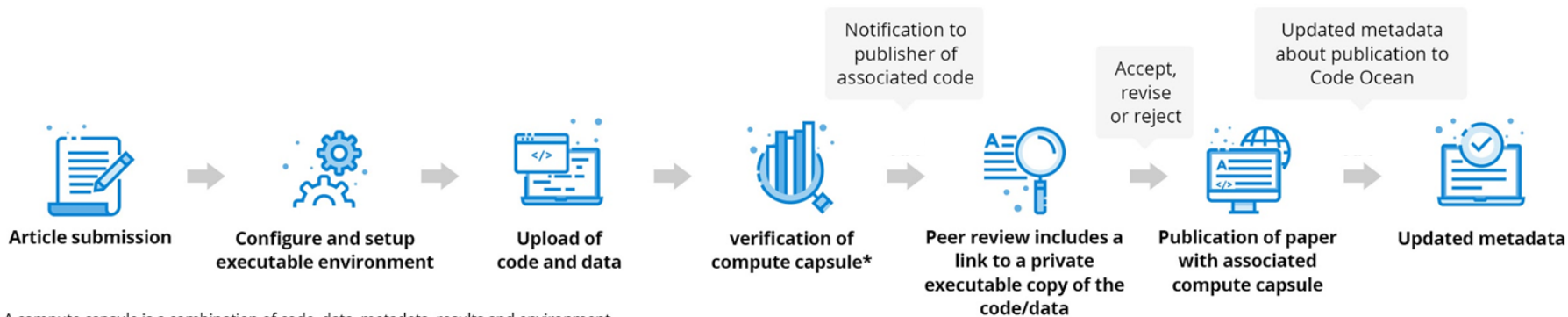
eJournalPress

SCHOLARONE™

Aries
Public Health Public Science

HighWire

Peer review workflow



* A compute capsule is a combination of code, data, metadata, results and environment

Submission system

Code Ocean

Publisher

Platform

Code Ocean

eJournalPress

CODE OCEAN

HighWire

CODE OCEAN

SCHOLARONE™

Aries
Aries from Aries Systems



Questions

Russ Zack

President and Chief Business Officer

russ@codeocean.com

Tools from Digital Science

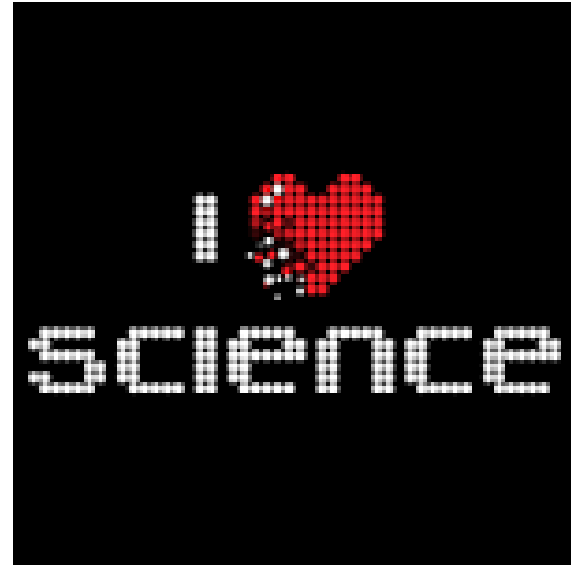
Sara Grimme

Digital Science

June 13th, 2019

What are we talking about today?

- Digital Science Mission
- Altmetric Case Study
- Figshare Case Study
- Indexing & Dimensions Badges
- Questions



Mission:

Digital Science is a technology company serving the needs of scientific and research communities at key points along the full cycle of research. We invest in, nurture and support innovative businesses and technologies that make all parts of the research process **more open, efficient and effective.**

We believe that together, we can help researchers make a difference.

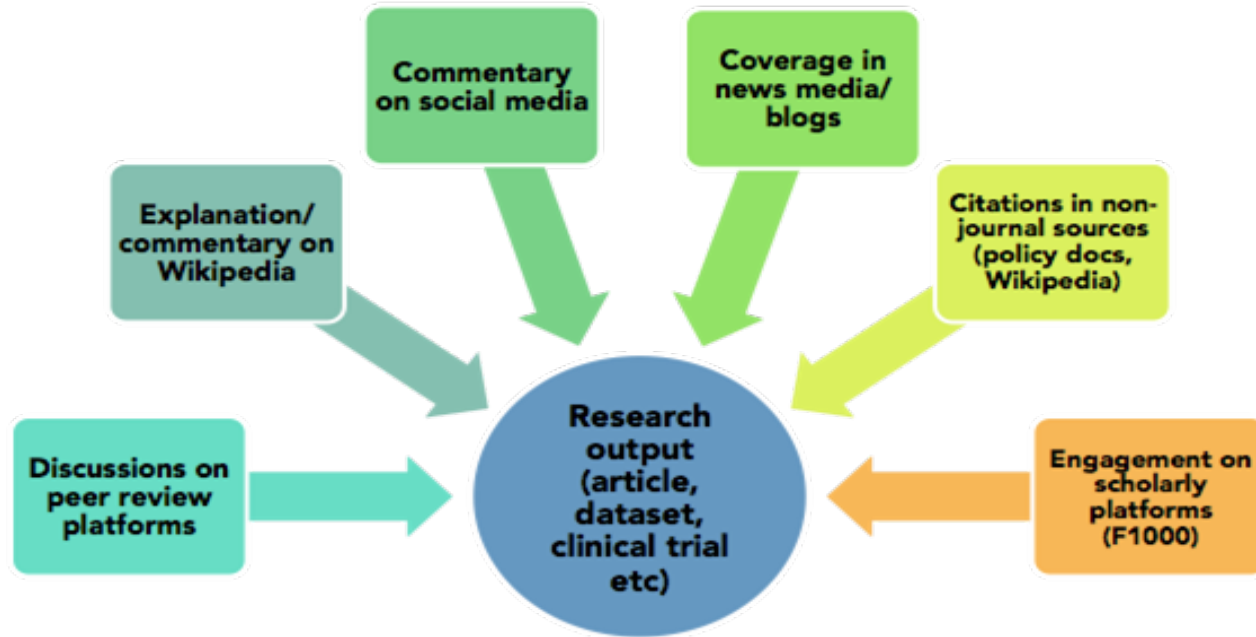


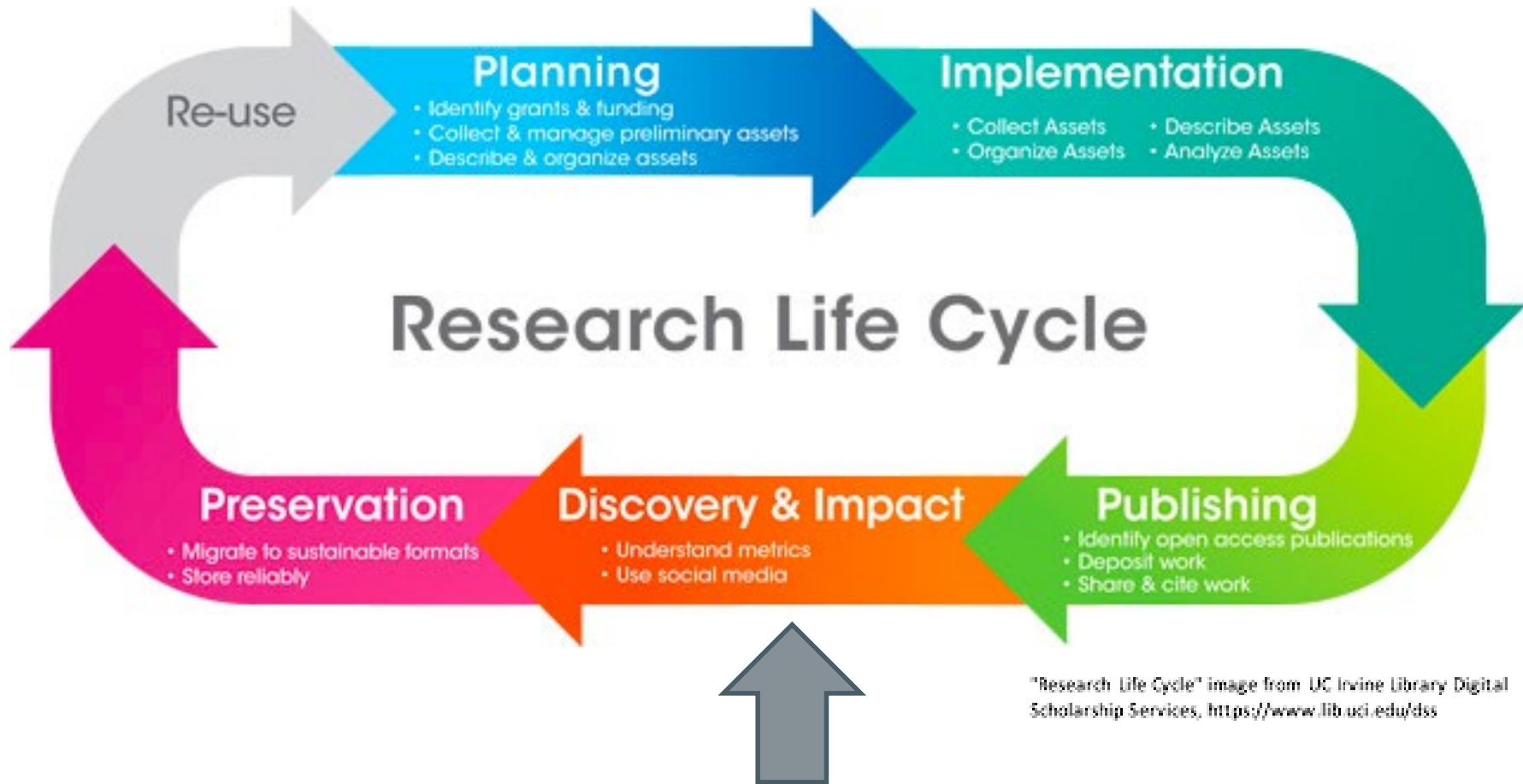
What are altmetrics?

altmetrics

***Indicators of online engagement
that complement traditional
citation impact metrics.***

What do they track?



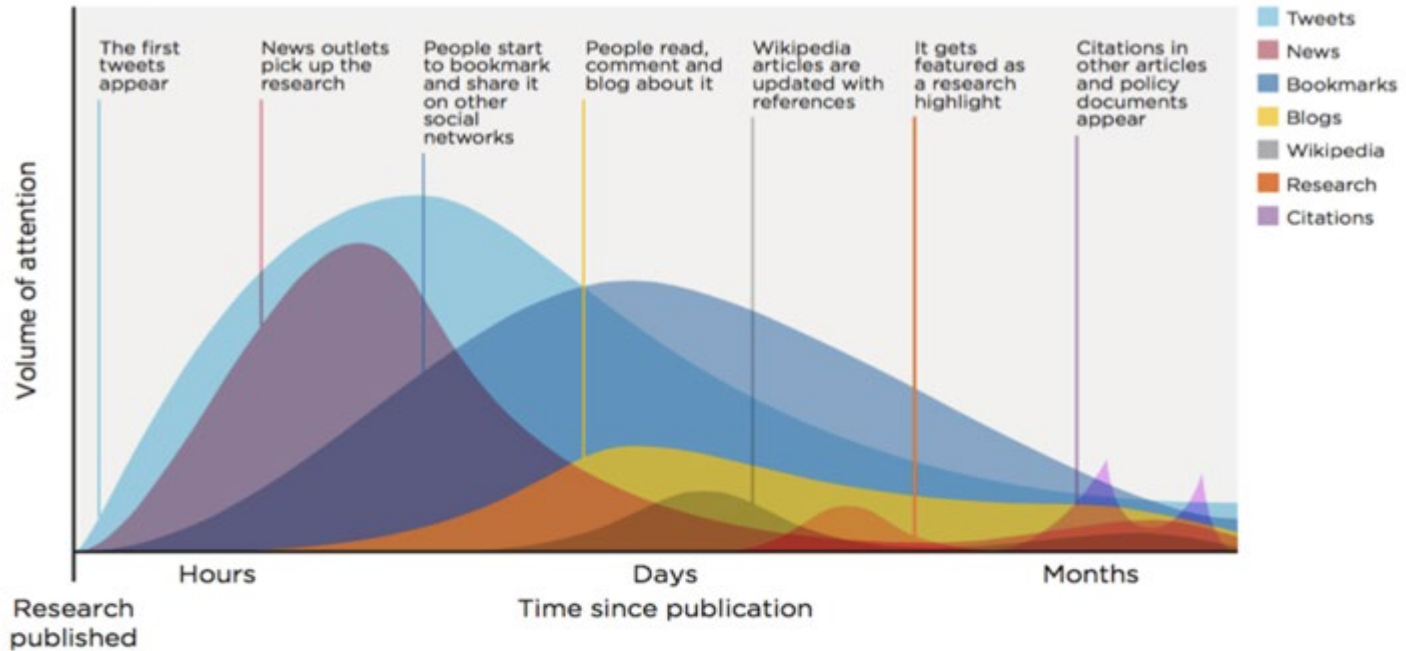


"Research Life Cycle" image from UC Irvine Library Digital Scholarship Services, <https://www.lib.uci.edu/dss>

Why are they needed?



A typical timeline of attention





- Tweeted by **293**
- Blogged by **4**
- On **200** Facebook pages
- Mentioned in **6** Google+ posts
- Picked up by **1** news outlets
- Mentioned in **1** LinkedIn forums
- Reddited by **2**
- On **1** videos
- 166** readers on Mendeley
- 1** reader on Connotea
- 3** readers on CiteULike

Massive decline of the world's largest king penguin colony at Ile aux Cochons, Crozet

Overview of attention for article published in Antarctic Science, July 2018



? About this Attention Score

In the top 5% of all research outputs scored by Altmetric

MORE...

Mentioned by



SUMMARY

News

Blogs

Twitter

Facebook

Wikipedia

Dimensions citations

Title Massive decline of the world's largest king penguin colony at Ile aux Cochons, Crozet

Published in Antarctic Science, July 2018

DOI 10.1017/s0954102018000226 [↗](#)

Authors Henri Weimerskirch, Fabrice Le Bouard, Peter G. Ryan, C.A. Bost

[View on publisher site](#)

[Alert me about new mentions](#)

TWITTER DEMOGRAPHICS

MENDELEY READERS

ATTENTION SCORE IN CONTEXT

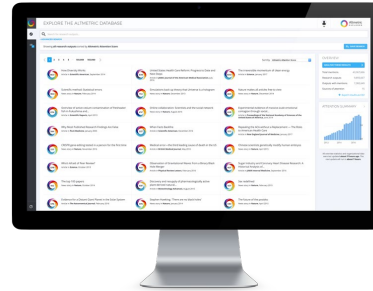
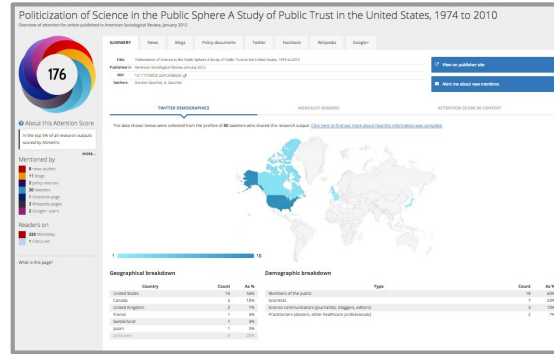
The data shown below were collected from the profiles of **662** tweeters who shared this research output. [Click here to find out more about how the information was compiled.](#)



GSA - Case Study for Altmetric

- Citations take a long time to accrue
- There is a need for earlier, and different, indicators of how research is being received by the community
- GSA also want to be innovative and cutting edge with author services
- Enter Altmetric Badges!
- The Badge highlights alternative indicators of engagement while waiting for citations to start piling up
- Also gives GSA the ability to quickly identify where content is being met with a negative response - to flag potential issues

Tools and Services



Also Top 5 Code Available!

Trending on Altmetric

View articles mentioned in the past

6 months ↕

Speech-Language Pathology
and the Youth Offender:
Epidemiological Overview
and Roadmap for Future Speech-
Language Pathology Research and
Scope of Practice



*Language, Speech & Hearing Services in
Schools*

Last mentioned on Tue Apr 30 2019

Progression of Aphasia
Severity in the Chronic Stages
of Stroke



*American Journal of Speech-Language
Pathology*

Last mentioned on Tue Apr 30 2019

Tongue Strength in Children
With and Without Speech
Sound Disorders



Other ways altmetrics are helpful

- **Understand** (and help your audience understand) how research is being received and interpreted
- **Report** back to authors, editorial boards, society partners
- **Measure** the success of outreach and promotional activity
- **Identify** hot topic content and guide future strategy
- **Demonstrate** innovation and an acknowledgement of the wider conversation



Figshare is a data publishing platform

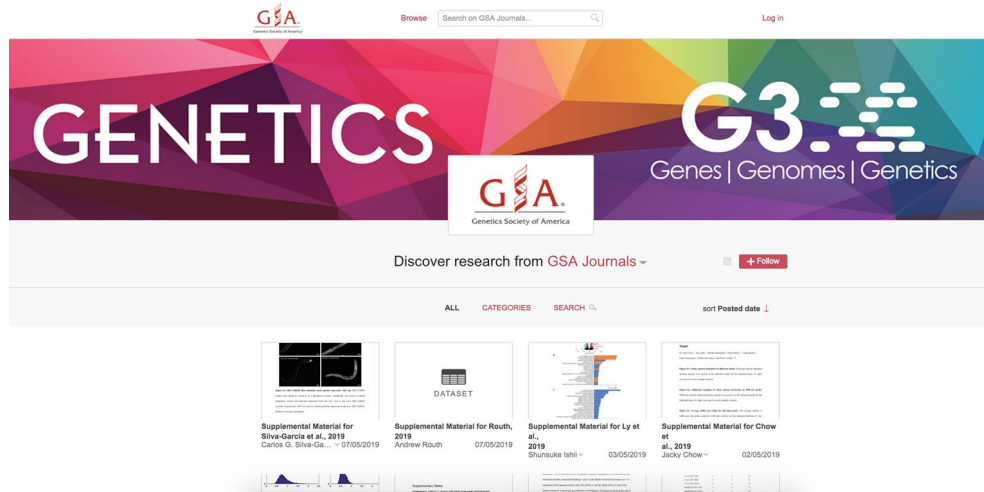
- Infrastructure to showcase underlying data and supplementary material in support of traditional publications.
- Data files are previewable in the browser and available for download
- Every item on the Figshare platform receives a digital object identifier (DOI), thus enabling:
 - attention tracking
 - citation
 - pre

"figshare wants to open up scientific data to the world"

WIRED

Figshare Portal

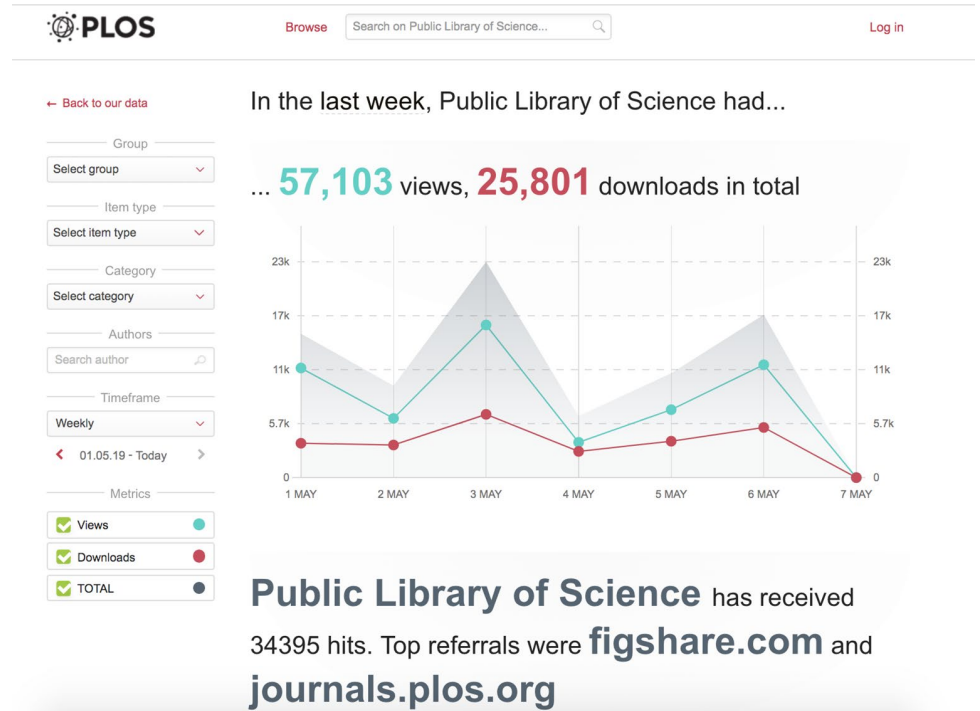
- Showcase your data with subject or journal-specific portal and sub-portals
- Each file is displayed on its own page, increasing the discoverability on Google*
- The SEO referral service with back-linking will drive new traffic to your site



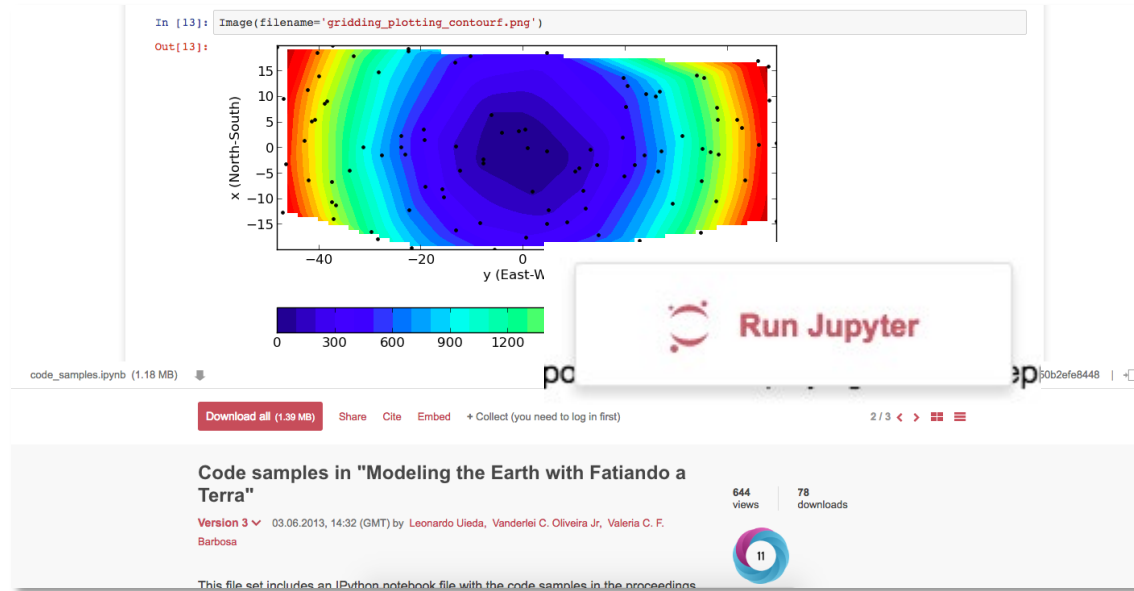
*everything on Figshare is indexed/marked-up for discovery in Google (using Google's recommended structured mark-up for scientific datasets), Google Scholar (where appropriate), DataCite, SHARE, and more...

Figshare Portal

- A library of your supplemental data objects
- Drive traffic to your content via bi-directional data linkage
- Usage statistics (views, shares, downloads, and citations) for each file, and the portal



We also have preview functionality for over 1,000 file type extensions and counting...



The screenshot displays a Jupyter Notebook interface. At the top, a code cell contains the command `Image(filename="gridding_plotting_contourf.png")`. Below it, the output shows a contour plot with a color scale ranging from 0 to 1200. The plot's x-axis is labeled 'x (North-South)' and ranges from -15 to 15, while the y-axis is labeled 'y (East-W)' and ranges from -40 to 0. A 'Run Jupyter' button is visible in the center. The interface also shows a 'Download all (1.39 MB)' button and a 'Share' button. Below the plot, the notebook title is 'Code samples in "Modeling the Earth with Fatiando a Terra"', with 644 views and 78 downloads. A circular progress indicator shows 11 out of 11 items.

<https://doi.org/10.6084/m9.figshare.708390.v3>

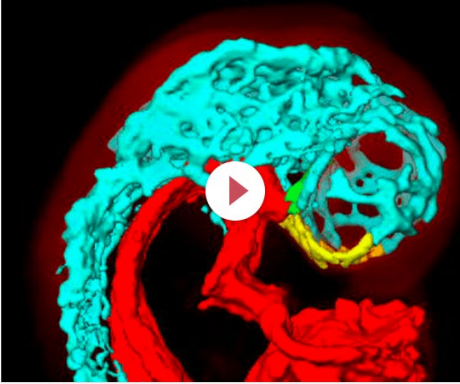
With executable records on the horizon...

Figshare Viewer

Gives you an on platform experience - don't have to leave the journals website

Supporting Information

Video_S1.mov



figshare

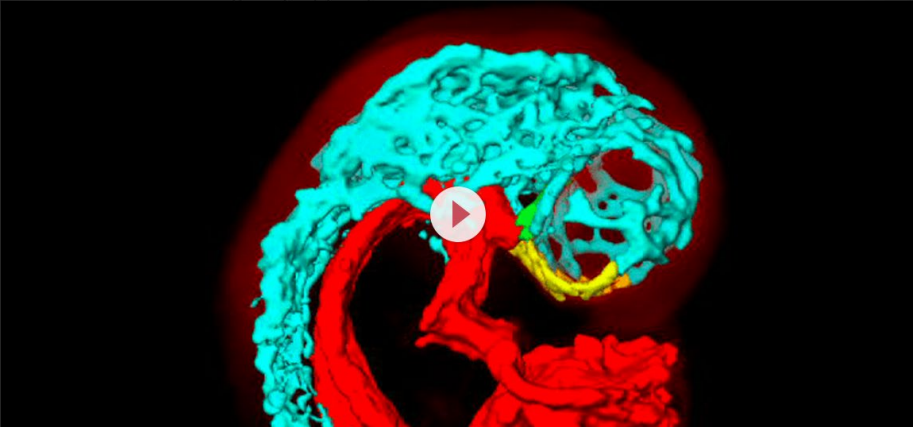
download

Cephalic plexus of the 11 somite embryo. Larger vessels such as the PMA (blue) and the ICA (green) are easily distinguished in the cephalic plexus (orange). The DA and the heart are surface rendered red.

Three-Dimensional Analysis of Vascular Development in the Mouse Embryo
Jonathan R. Walls, Leigh Coullas, Janet Rossant, R. Mark Henkemans

PLOS

or press ESC



Video_S1.mov

Download (10.18 MB)

Cephalic plexus of the 11 somite embryo. Larger vessels such as the PMA (blue) and the ICA (green) are easily distinguished in the cephalic plexus (orange). The DA and the heart are surface rendered red.

<https://doi.org/10.1371/journal.pone.0002853>

Royal Society - Case Study

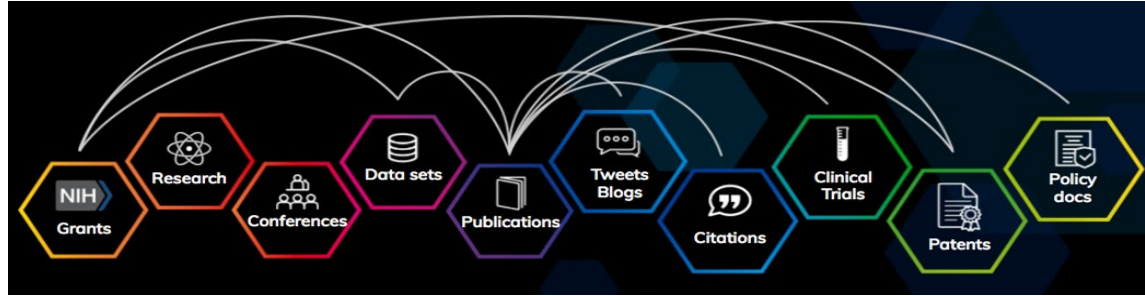
- Data needs to be made available for wider understanding, and reproducibility
- An article from the Royal Society had a critical piece of data which went with the research, that needed to be published - **Audio Files!**
- The Royal Society needed a place to house these files so they could be easily viewed (or in this case, heard)
- Enter Figshare!
- The audio files were put into the custom branded Figshare library
- Two months after publication, the data fundamental to the article - audio clips of orcas imitating human speech along with some tabular data - has received almost 125,000 views and the collection of data has already been cited.



Dimensions

What is Dimensions?

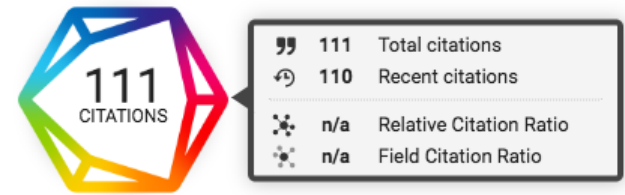
A Networked Research Knowledge System



- Connects data across the different elements of research (for discovery and analysis)
- Built in collaboration with 100+ research organization development partners worldwide
- Basic publications discovery version free for individual researchers
- Full data versions licensed to institutions, publishers, funders and corporate customers
- Features a variety of article-level metrics such as:
 - Altmetrics, total number of of citations, recent citations, FCR, RCR

Dimensions Indexing

- Content discoverability is enhanced via both the Dimensions platform and Papers apps
- Content gains linkages to grants, patents, policy, and clinical trials as it is more embedded within the Dimensions data network
- Use of Dimensions Badges are free for indexing partners and provide a valuable author service



Dimensions & Altmetric Badges

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Environmental Research Letters

LETTER • OPEN ACCESS • FEATURED ARTICLE

The climate mitigation gap: education and government recommendations miss the most effective individual actions

Seth Wynes^{1,2,3} and Kimberly A Nicholas¹

Published 12 July 2017 • © 2017 IOP Publishing Ltd

[Environmental Research Letters](#), [Volume 12](#), [Number 7](#)

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Questions?

Sara Grimme

s.grimme@digital-science.com



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Director, Partnerships & Strategy

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Two Sides of the Problem:



Researchers

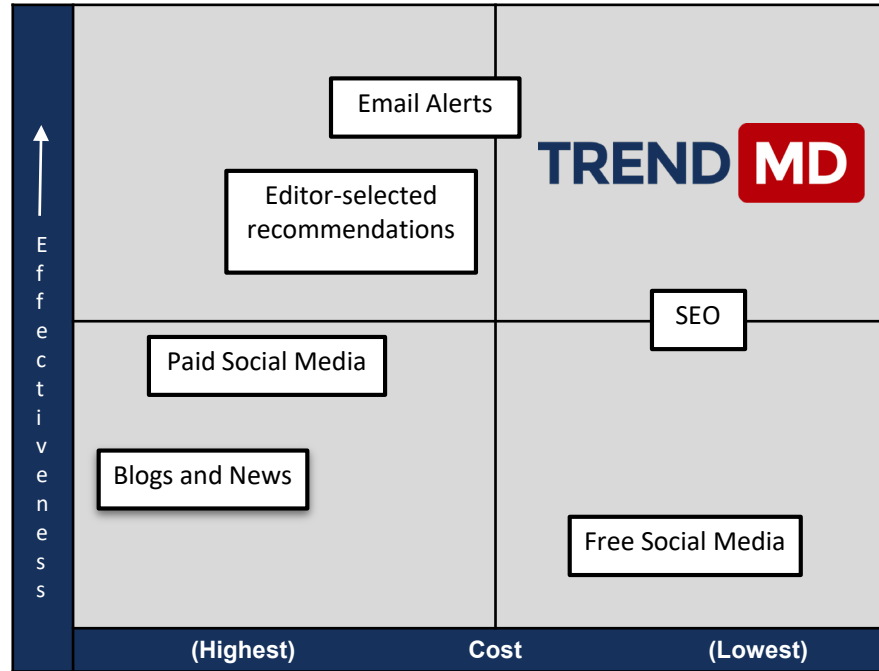
How do I find the content that will be most relevant and useful to my work?



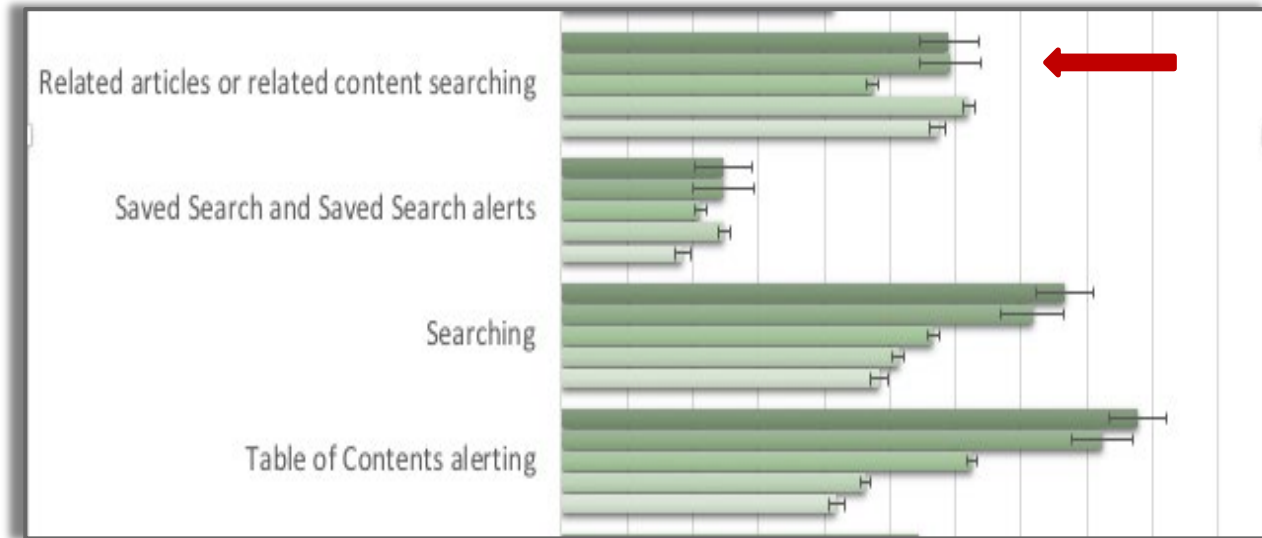
Publishers, Authors

What can I do to promote discovery of my content?

Content Marketing in Scholarly Publishing



How do readers discover relevant articles on publisher websites



“Related articles remain the most popular feature of a publisher website.”

How Readers Discover Content in Scholarly Publications, Gardner & Inger, September 2018

TrendMD article recommendations take into account

- What the user is currently reading
- What the user has read in the past
- What other similar users tend to find interesting

Much higher CTR than semantic “similar articles”

SHARE RESEARCH ARTICLE ANTHROPOLOGY

Prehistoric women’s manual labor exceeded that of athletes through the first 5500 years of farming in Central Europe

Allison A. Macintosh^{1,2}, Ron Pinhasi² and Jay T. Stock^{1,3}
+ See all authors and affiliations


Science Advances 29 Nov 2017; Vol. 3, no. 11, eaao3893; DOI: 10.1126/sciadv.aao3893

Article Figures & Data Info & Metrics eLetters PDF

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Abstract

The intensification of agriculture is often associated with declining mobility and bone strength through time, although women often exhibit less pronounced trends than men. For example, previous studies of prehistoric Central European agriculturalists (~5300 calibrated years BC to 850 AD) demonstrated a significant reduction in tibial rigidity among men, whereas women were characterized by low tibial rigidity, little temporal change, and high variability. Because of the potential for sex-specific skeletal responses to mechanical loading and a lack of modern comparative data, women’s activity in prehistory remains difficult to interpret. This study compares humeral and tibial cross-sectional rigidity, shape, and interlimb loading among prehistoric Central European women agriculturalists and living European women of known behavior (athletes and controls). Prehistoric female tibial rigidity at all time periods was highly variable, but differed little from living sedentary women on average, and was significantly



Science Advances
Vol. 3, No. 11
 01 November 2017
 Table of Contents


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 Investigating cell death mechanisms

Recommended articles from TrendMD

<p>Anthropocene rockfalls travel farther than prehistoric predecessors. <small>Josh Walter Borella et al., Sci Adv</small></p> <p>Trading biodiversity for pest problems. <small>Jonathan G Lundgren et al., Sci Adv</small></p> <p>Mechanobiology of the skeleton. <small>Charles H Turner et al., Sci Signal</small></p> <p>When lives are put on hold: Lengthy asylum processes decrease employment among refugees. <small>Jens Hainmueller et al., Sci Adv</small></p> <p>Quantifying the negative impact of brain drain on the integration of European science <small>Omar A. Doria Arrieta et al., Sci Adv</small></p>	<p>The Coming of the Projectionettes ↗ <small>Rebecca Harrison, Feminist Media Histories</small></p> <p>Drowning Winter, Burning Bones, Singing Songs: Representations of Popular Devotion in a Central European Motet Cycle ↗ <small>Erika Supria Honisch, The Journal of Musicology</small></p> <p>Nostalgia, Anxiety and Hope: Migration and Ethnic Identity of Chosonjok in China ↗ <small>Author: Kim et al., Pacific Affairs</small></p> <p>Alzheimer’s Disease Risk Similar in Women and Men With APOE ε3/ε4 Genotype ↗ <small>Brandon May, Neurology Advisor</small></p> <p>The Determinants of the Division of Labor between Men and Women in Paid Employment in the Global North and South ↗ <small>Samuel Cohn, Sociology of Development</small></p>
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Powered by **Trend MD**

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TrendMD is used on nearly 5,000 scholarly websites by 300+ publishers

Publishers

BMJ **ELSEVIER** **PNAS**  **JAMA Network**

THE ROYAL SOCIETY

American Diabetes Association

 **ERS**



BRILL

ASCO

AJPH
A PUBLICATION OF THE AMERICAN PUBLIC HEALTH ASSOCIATION

AMERICAN PSYCHIATRIC ASSOCIATION


PeerJ

AAAS

 **EMBOpress**

DE GRUYTER

DE GRUYTER

Safari PubFactory

OJS
Open Journal Systems

 **The Company of Biologists**
The Leading eHealth Publisher

 **JMIR Publications**
The Leading eHealth Publisher

AAP ASSOCIATION OF AMERICAN PUBLISHERS

THE ROCKEFELLER UNIVERSITY PRESS



SILVERCHAIR
INFORMATION/SYSTEMS

Integration partners

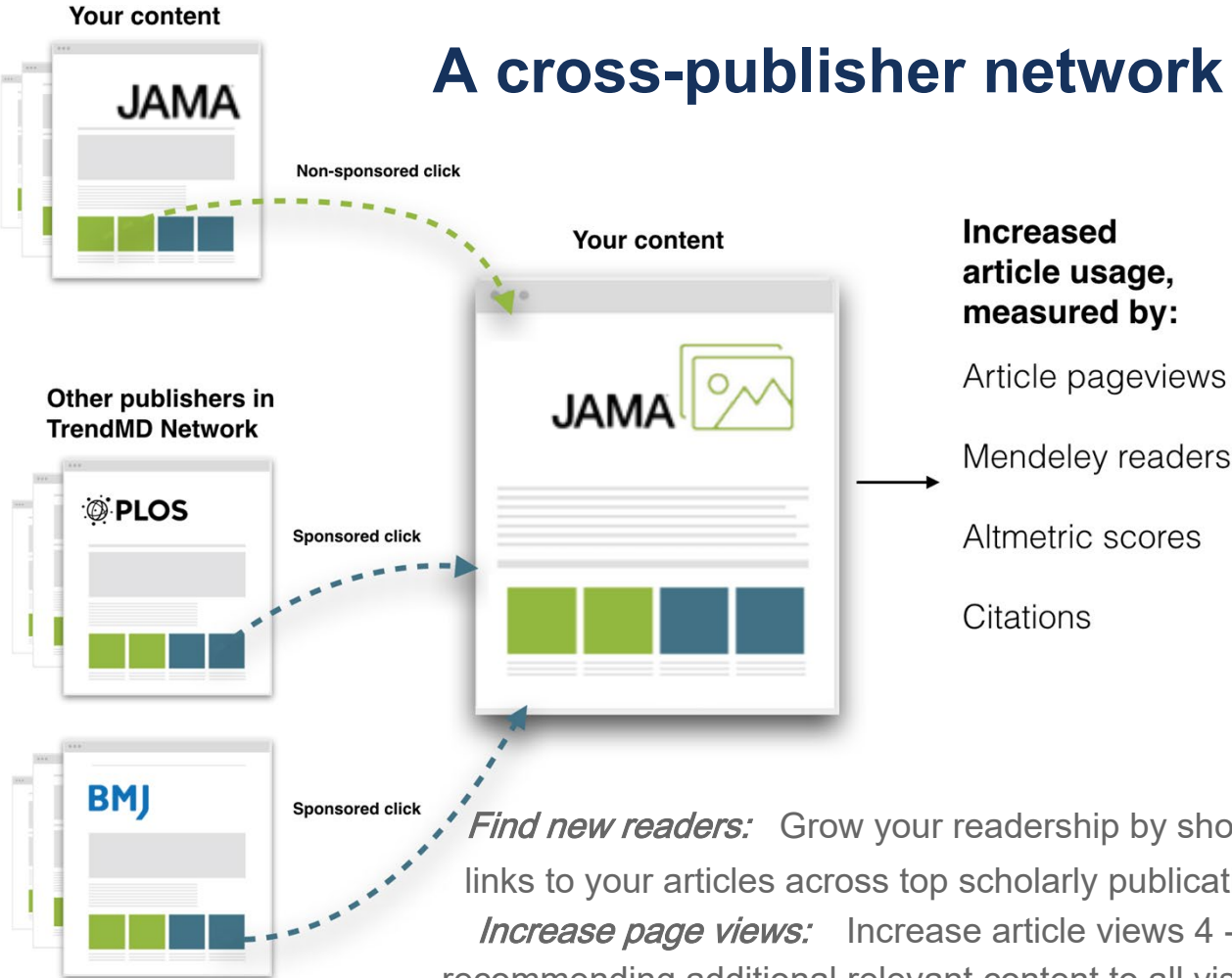
 **HighWire**

Atypon

ingenta
CONNECT



A cross-publisher network



Your content



Non-sponsored click

Your content



Increased article usage, measured by:

Article pageviews

Mendeley readers

Altmetric scores

Citations

Other publishers in TrendMD Network



Sponsored click

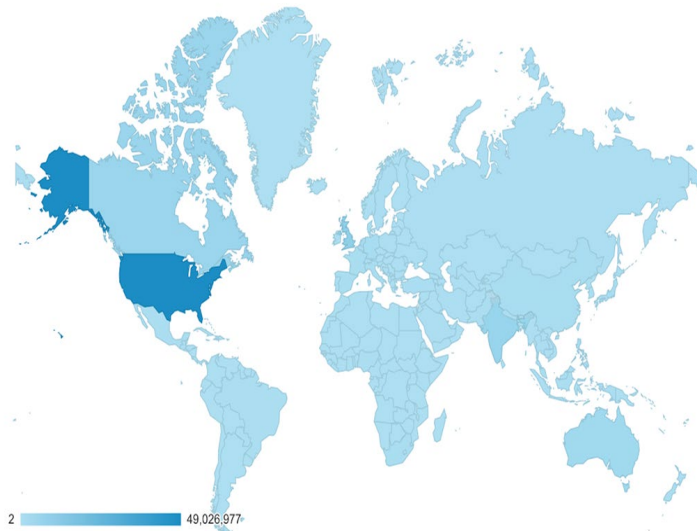


Sponsored click

Find new readers: Grow your readership by showing links to your articles across top scholarly publications
Increase page views: Increase article views 4 -6% by recommending additional relevant content to all visitors

TrendMD unique widget impressions by country

Average Monthly Impressions, Oct-Dec 2018: 700M



Country	Percent
United States	48.77%
United Kingdom	7.87%
India	6.25%
Canada	5.42%
Australia	3.86%
France	3.55%
Philippines	1.49%
China	1.25%
Germany	1.06%
Malaysia	0.92%
South Africa	0.80%
Japan	0.79%
Singapore	0.70%
Pakistan	0.66%
Netherlands	0.64%
Ireland	0.63%
Republic of Korea	0.61%
New Zealand	0.61%
Brazil	0.60%
Spain	0.53%
Italy	0.52%
Indonesia	0.49%
Russia	0.48%



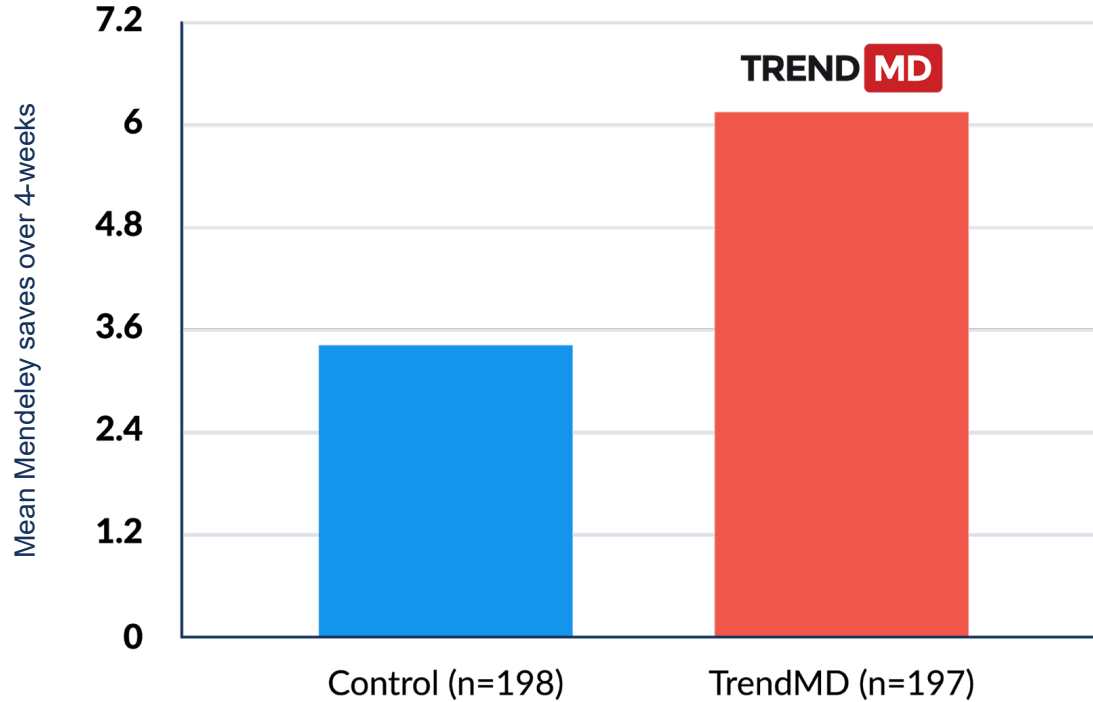
Goals and Strategies

TREND **MD** Traffic Shaping

Professional & Enterprise Plans	
Goal	Tactic
Increase Impact Factor	<ul style="list-style-type: none">→ Promote only content from the previous 2 years→ Promote articles based on Most-Read, Most-Cited, or most-mentioned in altmetric data
Launch a new site	<ul style="list-style-type: none">→ Use credits from high-traffic sites to promote articles from new site
Highlight a sub-discipline or conference	<ul style="list-style-type: none">→ Run campaign to promote a collection, an issue, or selected articles
Increase author submissions	<ul style="list-style-type: none">→ Use backlink data to target authors publishing in 3rd-party journals
Increase institutional subscription sales	<ul style="list-style-type: none">→ Target by geographical location, by institution



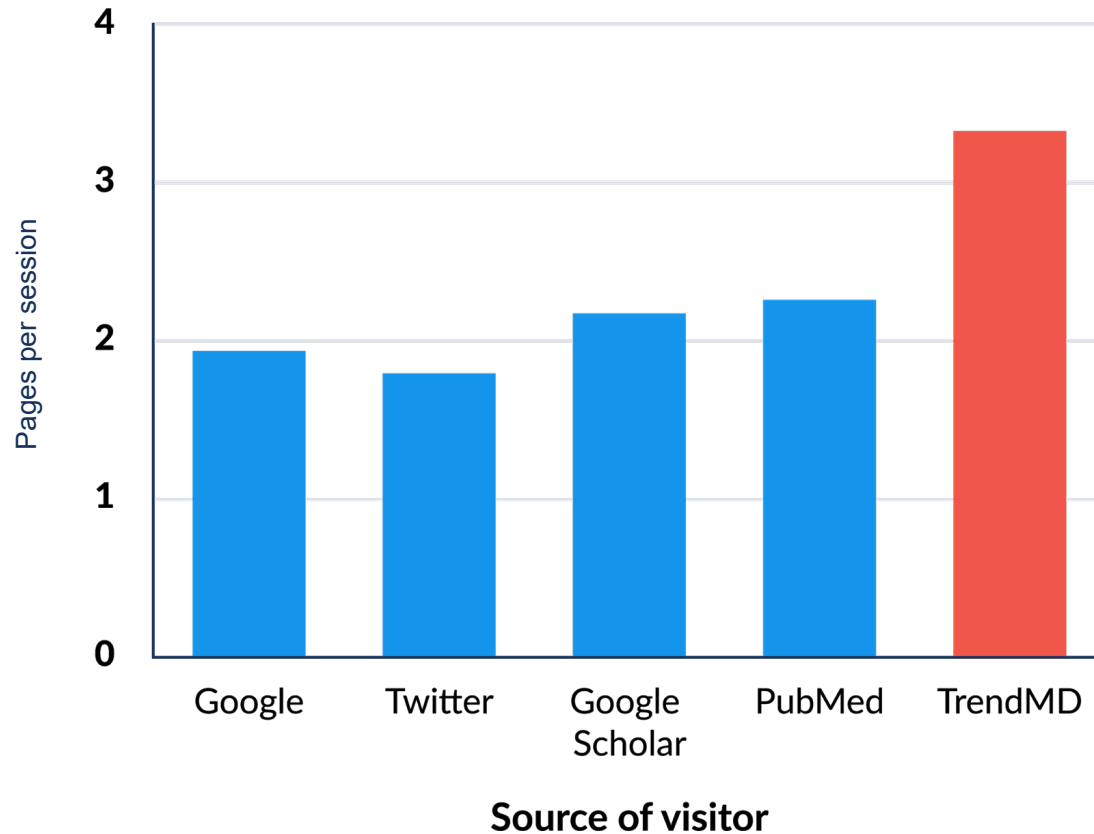
Impact: TrendMD traffic increase is correlated with 77% increase in Mendeley saves



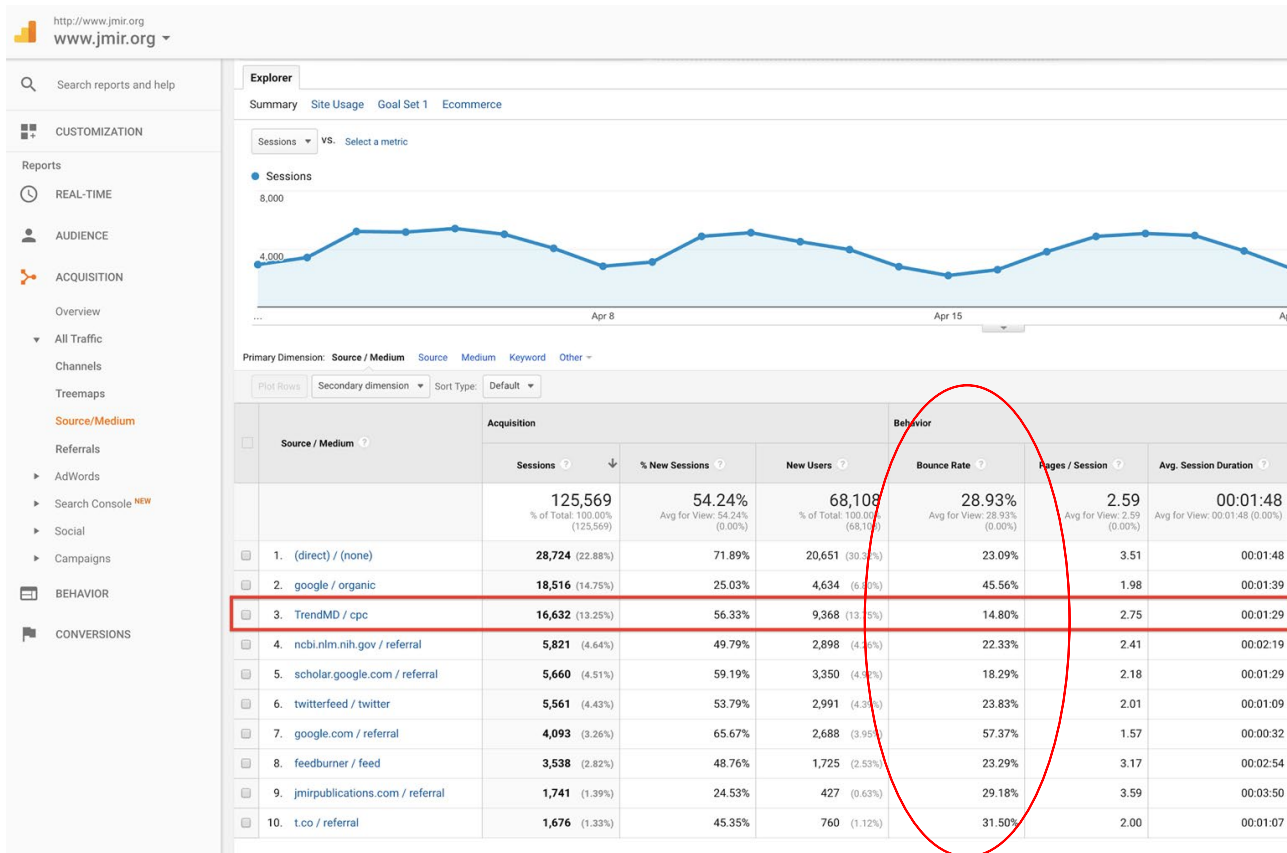
Read the [Full Report in the Journal *Scientometrics*](#)



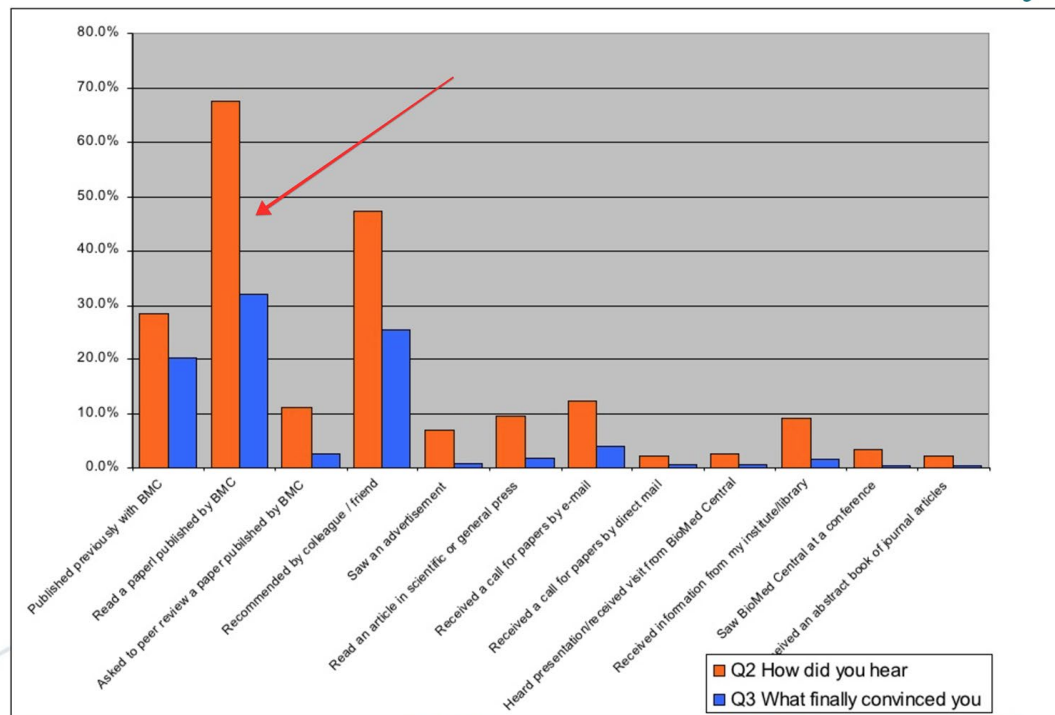
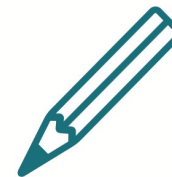
Reader Engagement: TrendMD readers view more articles per visit than all other traffic sources



Reader Engagement: TrendMD readers have the lowest bounce rate of all traffic sources



Attract more authors



Case study: JMIR Publications uses TrendMD to drive author submissions

Goal:

- JMIR Publications, is a leading eHealth publisher of 24 Open Access journals
- Use TrendMD to drive author submissions



Strategy:

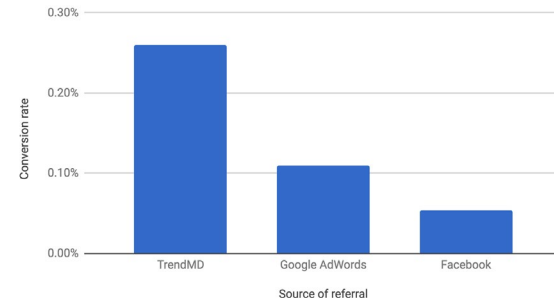
- JMIR Publications launched a TrendMD campaign to promote 500 articles from the Journal of Medical Internet Research (JMIR IF=5.175) to targeted researchers in the TrendMD Network
- Links to JMIR content were featured in TrendMD article recommendations, across a network of >4,000 journals such as The BMJ, Lancet, Pediatrics, and others
- 10,000 clicks were purchased for the campaign
- As controls, JMIR launched 2 additional campaigns: Google AdWords and Facebook, with the goal of driving author submissions

Results:

- TrendMD campaign resulted in 26 author submissions at a conversion rate of 0.26%
- ROI was nearly 10x
- TrendMD outperformed Google Adwords by >2x and Facebook by >5x

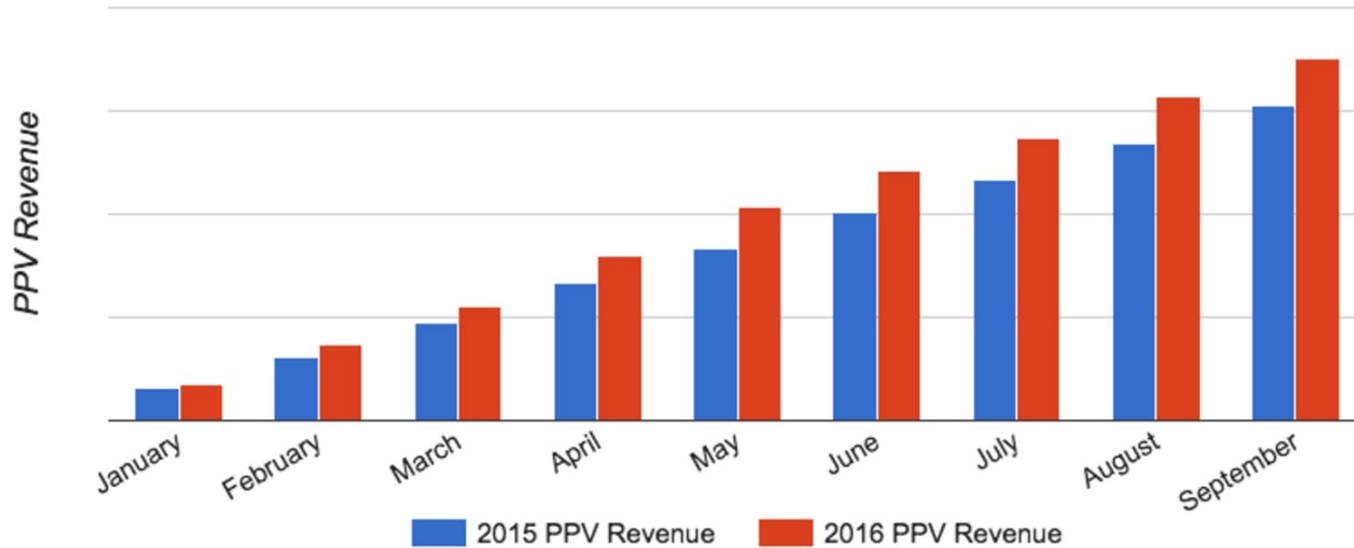
Source of referral	Sessions	Author submissions	Conversion rate
TrendMD	10,000	26	0.26%
Google AdWords	5,000	6	0.11%
Facebook	12,500	7	0.05%
Grand total	17,500	12	0.08%

Conversion rate for Author Submissions vs. Source of referral



Elsevier's monthly budget resulted in over 500% ROI with Clinics Review Articles (The Clinics)

Aggregate pay-per-view revenue for The Clinics: 2015 vs 2016



https://www.trendmd.com/blog/elsevier_5xroi/



Targeting

TrendMD by default finds readers most likely to be interested in your content. More specific targeting is available under Enterprise Plans

- Country or region (Global)
- Institutional (Global)
 - Target hospital networks, universities, colleges, organizations (via IP Registry)
- Physician targeting via NPI (North America)

Case study: TrendMD drives HCP signups

Goal:

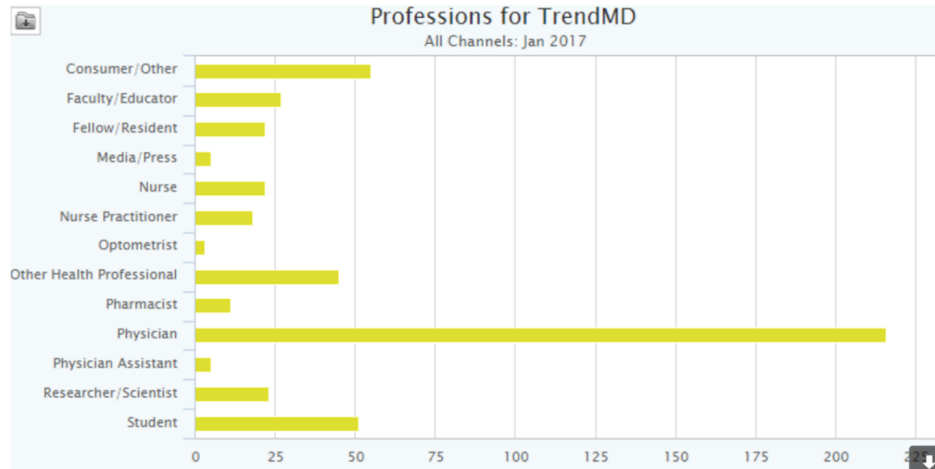
Drive new HCP signups to Elsevier PracticeUpdate - <http://www.practiceupdate.com/explore/>

Strategy:

- Elsevier Practice Update installed the TrendMD widget and launched a campaign targeting HCPs
- Practice Update content was promoted in the TrendMD Network

Results:

- pilot campaign resulted in over 500 new HCP signups in first month
- Over 7,500 HCPs were directed to Elsevier Practice Update in first month
- Conversion rate was >5%



Breakdown of HCP signups to Elsevier Practice Update from TrendMD referrals

Case study : TrendMD<>Merck promotion of Nexplanon



Background

- In the sample data below, TrendMD was one of two sources of referral for a microsite sponsored by Merck.

Goals

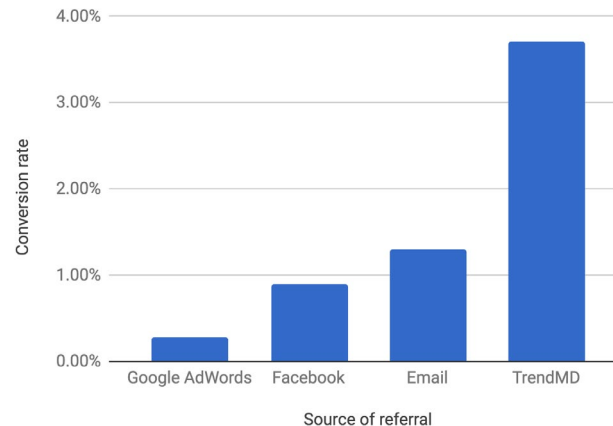
- Merck's goal was to promote the use of Nexplanon to targeted physicians and drive conversions which were measured as email signups.
- The brand had a small match list of 8,464 physicians with NPI numbers.
- TrendMD initially matched to 96% of the list.

Results

- 500 clicks were purchased from TrendMD with visitors only coming from the match list.
- The conversion rate with TrendMD was the highest compared to all other channels (3.71%)
- TrendMD alone succeeding in reaching over 5% of the original match list provided by Merck.

Source of referral	Sessions	Pageviews	Pages/session	Bounce rate	TOS	Conversions	Conversion rate
Google AdWords	180	224	1.24	76%	0:01:15	1	0.28%
Facebook	220	276	1.25	82%	0:01:22	2	0.90%
Email	73	161	2.21	62%	0:02:03	1	1.30%
TrendMD	500	1116	2.23	47%	0:02:14	19	3.71%
Grand total	973	1777	1.83	67%	0:01:44	22	1.55%

Conversion rate vs. Source of referral



Get in touch!



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Account Manager

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+1 437 266 1121

About Cenveo Publisher Services

HighWire / Cenveo Publisher Services Partnership

Marion Morrow, Director Sales & Marketing, UK | June 13, 2019 | @CenveoPublisher



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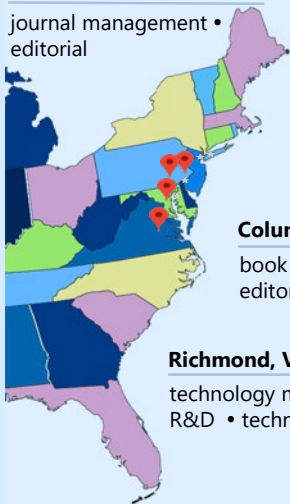
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 <p>COLUMBIA UNIVERSITY PRESS</p>	 <p>IEEE</p>	 <p>SfN SOCIETY for NEUROSCIENCE</p>	 <p>emerald PUBLISHING</p>	 <p>ASBMB American Society for Biochemistry and Molecular Biology</p>	 <p>HODDER EDUCATION</p>
 <p>Houghton Mifflin Harcourt</p>	 <p>ASME SETTING THE STANDARD</p>	 <p>LexisNexis[®]</p>	 <p>macmillan education</p>	 <p>Mc Graw Hill Education</p>	 <p>OXFORD UNIVERSITY PRESS</p>
 <p>Pearson</p>	 <p>SAGE</p>	 <p>SPE International</p>	 <p>ASTM INTERNATIONAL</p>	 <p>W·W·NORTON NEW YORK • LONDON</p>	 <p>Taylor & Francis Group an informa business</p>

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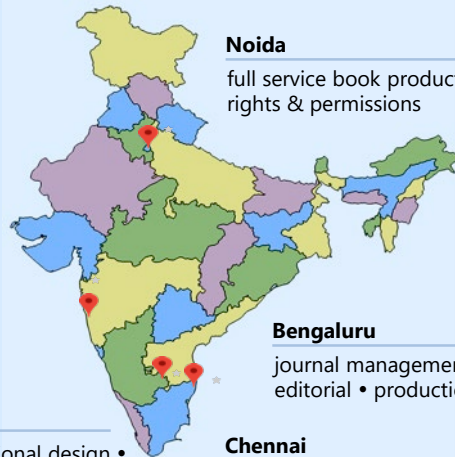
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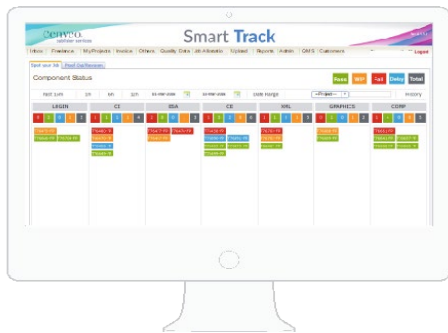
Specializations:

- Subject matter experts
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- XML—NIMAS, JATS, DocBook, BITS
- 508 Compliance
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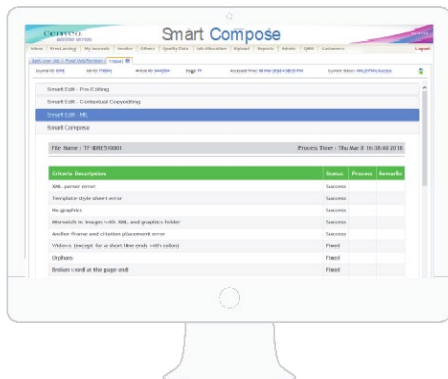
Technology Platform: Smart Suite

Achieve accelerated workflows and ensure editorial quality



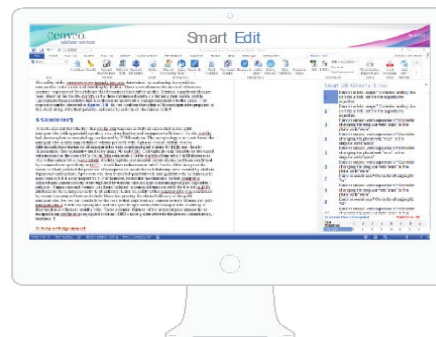
Smart Track

- ✓ Mission control center
- ✓ Track all content transactions
- ✓ Automated movement of content
- ✓ Status overviews
- ✓ Drill-down reporting



Smart Compose

- ✓ Automated composition
- ✓ InDesign-based pages
- ✓ 3B2-based pages



Smart Edit

- ✓ Pre-edit system
- ✓ AI and NLP
- ✓ Contextualized editing
- ✓ Content clean-up
- ✓ Automated XML creation



Smart Proof

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- ✓ Browser-based edits
- ✓ Maintain back-end XML
- ✓ PDF quick view

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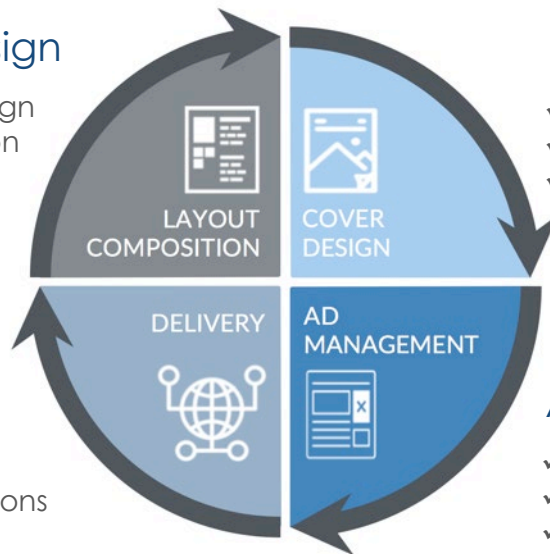
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Mobile Content

Mobile app content produced for iOS and Android

eBooks

Production and delivery



Accessibility

Standards compliance (Section 508, WCAG, EPUB Accessibility, and other industry and non-industry standards)



Platforms

LMS and SIS platform integration, development, and testing

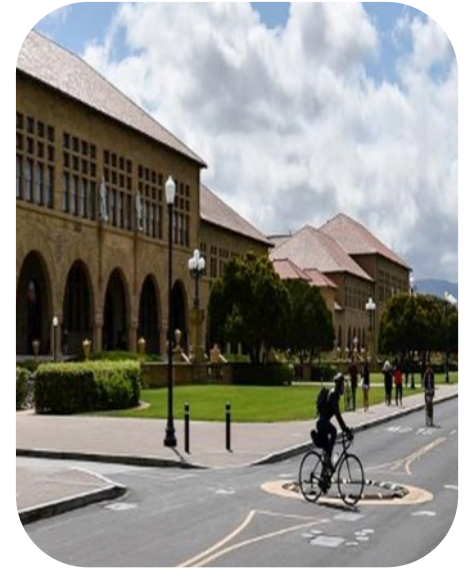


Partnership with HighWire

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Partnership with HighWire

- A joint focus on a flexible platform, providing a user experience that reflects the highest quality content and improving discoverability
- One-stop workflow solutions, from article submission (peer review) to digital delivery (online hosting)
- Publishers working with both organizations will have access to a single project management team
- Strategic alignment across product development, supplier events, industry meetings, user groups, etc.
- Optimized pricing across peer review (BenchPress), editorial & production solutions, and online hosting
- More seamless technical integrations between Cengage/HighWire/publishers



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publisher services

Thank you!

Marion Morrow, Director, Sales & Marketing

Cenveo Publisher Services (UK & Europe)

marion.morrow@cenveo.com

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TheIPRegistry.org

- hassle free IP address updating for access authentication

IP-intrusion.org

- exposing cyber-crime and sharing information

Due Diligence Bureau

- fulfil your legal obligations and demonstrate compliance



developer of [theIPRegistry.org](https://theipregistry.org) and [IP-intrusion.org](https://ip-intrusion.org) and [Due Diligence Bureau](https://duediligencebureau.com)

Andrew Pitts, CEO, PSI Ltd

PSI is a known and trusted 3rd party partner company within the publishing industry. PSI enables publishers, libraries and membership societies to work together, securely and confidentially, towards common goals of facilitating legitimate access to scholarly content, eradicating the misuse of IP addresses, and combating cybercrime.

Guest Post: Think Sci-Hub is Just Downloading PDFs? Think Again

They're phishing, hacking, and password-cracking to steal personal and research data from the world's academic institutions. Andrew Pitts takes a hard look at Sci-Hub as, "Corrupt cybercriminals, not Robin Hood."

By **SCHOLARLY KITCHEN** | SEP 18, 2018 | **64 COMMENTS**



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Technology Solutions for Collaboration in the Academic Research Community



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[Due Diligence Bureau](#)



PSI OA Metrics Generator

Know who is reading your content, know where your readership is based



PSI Gap Analysis

Access a databank of customers subscribing to the content of over 170 of the world's largest publishers



PSI LogFileLeads

Develop your details and turnaround your turnarounds

Are you worried about your content appearing on Pirate sites like Sci-Hub?



Are you confident that you are using the right IP addresses to provide access for your customers? (N.B. Historically 58% of the IP addresses held by publishers are incorrect!)



Do you need to provide authors with meaningful data about who is reading your journals?



Copyright Clearance Center
Partner: PUBLIX

Would you like to take action to minimise the impact of cyber-crime?



Source: © iStockphoto.com
© 2014 Pearson Education, Inc.

Do your customer service staff struggle to process hundreds of IP updates every month?

2001:0db8:85a3:0000:0000:8a2e:0370:7334

Are you concerned about the large fines that could be imposed on you if you fail to demonstrate compliance with anti-bribery legislation?



Would you like to know which potential customers already subscribe to similar content from other publishers and which are trying to access your content but being turned away?



Would you like to identify who is reading your OA content?



developer of [theIPregistry.org](https://www.thelPregistry.org) and [IP-intrusion.org](https://www.IP-intrusion.org) and [Due Diligence Bureau](https://www.DueDiligenceBureau.com)



TheIPRegistry.org – Update

- Verified users currently maintaining the organisation profiles for over 1000 different content subscribing organisations
- These subscribing organisations come from 178 different countries
- On average theIPRegistry.org receives around 800 IP updates every month
- Approx. 20% of the IP updates we receive directly from publishers require some form of moderation due to errors in the data



theIPRegistry.org

TheIPRegistry.org is the only registry that checks and verifies IP addresses to eliminate the errors that commonly occur

- TheIPRegistry.org now holds pre-populated profiles for over 72,000 content subscribing organisations worldwide
- There are over 1.5 billion verified IP addresses stored in the IP registry

Example

The example below shows an IP range provided to the IP registry by a publisher allowing libraries to register their own IPs directly to the authentication system.

Agents can manipulate licenses to confuse and conceal the real customers.

Mistakes can open access to the wrong customers, or to more customers than are licensed, removing new sales opportunities.

150.241.222.100 - 155.241.222.105

PSI Org ID	Standard Name	Alias 1	Alias 2	Country Code	Organisation Type	Url	Ringgold Identifier	Root	Hierarchy Size	IP Status
CHNGSOH0539533	301 Military Hospital	301PLAGH	The PLA General Hospital	CHN	HOS	www.301hospital.com.cn		Yes	0	A
USAASOUN435022	Ablene Christian University	Abilene Christian Univ	ACU	USA	UNI	http://www.acu.edu/		Yes	0	G
POLASOUN33462	Academy of Sciences of Poland	Wydział Sztuki		POL				Yes	0	G
USAASORC439271	Advanced Biotechnology Center	Advanced Biotech		USA	RCE	http://www.aic.org		Yes	0	G
USAC30PH493558	Advanced Biotechnology Center	ABT, Inc		USA	RCE	http://www.abtinc.com		Yes	0	G
USAC30PH493558	Advanced Biotechnology Center	ABT, Inc		USA	RCE	http://www.abtinc.com		Yes	0	G
USAC30PH493558	Advanced Biotechnology Center	ABT, Inc		USA	RCE	http://www.abtinc.com		Yes	0	G
USAC30PH493558	Advanced Biotechnology Center	ABT, Inc		USA	RCE	http://www.abtinc.com		Yes	0	G
USAC30PH493558	Advanced Biotechnology Center	ABT, Inc		USA	RCE	http://www.abtinc.com		Yes	0	G
USAC30PH493558	Advanced Biotechnology Center	ABT, Inc		USA	RCE	http://www.abtinc.com		Yes	0	G

Showing 1 to 10 of 995 entries

150.241.222.100 - 150.241.222.105

PSI Org ID	Standard Name	Alias 1	Alias 2	Country Code	Organisation Type	Url	Ringgold Identifier	Root	Hierarchy Size	IP Status
ESPC50RC6607257	Basque Centre for Climate Change	Centro Vasco para el Cambio Climático		ESP	RCE	http://www.bccresearch.org/		Yes	0	G

Showing 1 to 1 of 1 entries

TheIPRegistry.org will eliminate this kind of error!

PSI IP Intrusion Service Database

Exposing cyber-crime and sharing information across the academic research community

The story so far

January 2017 - Request for Proposals circulated by AAP (Association of American Publishers)

April 2017 - PSI's proposal submitted to AAP

July 2017 - PSI asked to move ahead with project by AAP

January 2018 - Launch of IP-intrusion.org

June 2018 - ALPSP Awards for Innovation in Publishing 2018 shortlist announced to include IP-intrusion.org

January 2019 - Success story at UCL London following pilot library release

February 2019 - Blocklist made available to all libraries for FREE via theIPregistry.org. 60 downloads by 50 different content subscribing organisations so far...

April 2019 - Publisher reports reduction in number of intrusions following introduction of new EZproxy security feature that calls out to PSI blocklist for validation



A community liaison hub where publishers and libraries can exchange information and warn each other about threats via *IP-intrusion.org* in **REAL** time

Publishers using *IP-intrusion.org*:

- ◆ AAAS ◆ ACS ◆ ACSESS ◆ AMA ◆
- AWS ◆ APS ◆ ASME ◆ ASTM ◆ Elsevier
- ◆ IEEE ◆ Microbiology Society ◆ OCLC
- ◆ Royal Society ◆ SAE International ◆
- SPIE ◆ Taylor & Francis ◆

PSI Due Diligence Bureau

With DDB publishers can demonstrate compliance

History of DDB

July 2011 - Macmillan Publishers fined £11 million “in recognition of sums it received which were generated through unlawful conduct”.

July 2012 – OUP agrees to pay £1,895,435 in relation to “unlawful conduct related to subsidiaries”.

October 2014 – International Association of Scientific, Medical and Technical Publishers (STM) releases *Principles and Policies for Publishers and Subscription Agents – Compliance with Anti-Corruption Programme*.

October 2014 – STM recommends PSI’s Due Diligence Bureau “as part of a voluntary compliance mechanism for members”.

Spring 2015 – Launch of DDB

Spring 2018 – DDB celebrates 3 year anniversary and adds new service features, including training video, at request of publishers.

Spring 2019 – Publishers using DDB report passing auditors’ proof of compliance checks with flying colours.

The service offers peace of mind, allowing publishers to demonstrate compliance and protect their reputation



For further information please contact:

info@PSIregistry.org

Other PSI products available include:

- ✓ **PSI Gap Analysis Tool** – access a databank of customers subscribing to the content of over 150 STM publishers
- ✓ **PSI OA Metrics Generator** – generating COUNTER compliant, open access usage metrics for OA publishers and university repositories
- ✓ **PSI LogFileLeads** – the log file analysis sales tool



Photo by [Crew](#) on [Unsplash](#)