

# 期刊编辑如何应对新时代?

## —————从几个视角看问题

1. 科技投入/产出的最新指标 (2010 S&E Indicators)

(1) R&D; (2) Researcher; (3) Publications

2. 21世纪出版行业的困惑和探索 (2009-2010 SSP会议要览)

3. 版权意识, 学术风范与国际形象

最后谈一点个人看法: 从中国的发展想到我们科技期刊, 如何在软实力方面与国家的发展相匹配? 价值观需要我们做些实际有效的工作, 强国首先强自己! 作为英文编辑, 注重自身修炼, 实际肯干, 早日在国际平台上用实力赢得自尊和话语权!

张月红 (Helen ZHANG),

浙江大学学报英文版(A/B/C)

**Editorial Board Member of Learned Publishing ( UK & USA )**

2010年S&E Ind.报告指出全球R&D投入在世界的分布（2008年报告为\$8130亿美元；2010报告为\$11070亿）

Figure 4-12

**National R&D expenditures and share of world total, by region: 2007**

(Billions of U.S. PPP dollars)



PPP = purchasing power parity

NOTES: Foreign currencies converted to dollars through purchasing power parities. Sources track R&D for 126 countries. Some country figures are estimated.

SOURCES: United Nations Educational, Scientific and Cultural Organization (UNESCO), Institute for Statistics, <http://www.uis.unesco.org>, accessed October 2009; and Organisation for Economic Co-operation and Development, Main Science and Technology Indicators (2009/1).

Science and Engineering Indicators 2010

<http://www.nsf.gov/statistics/seind10/figures.htm>

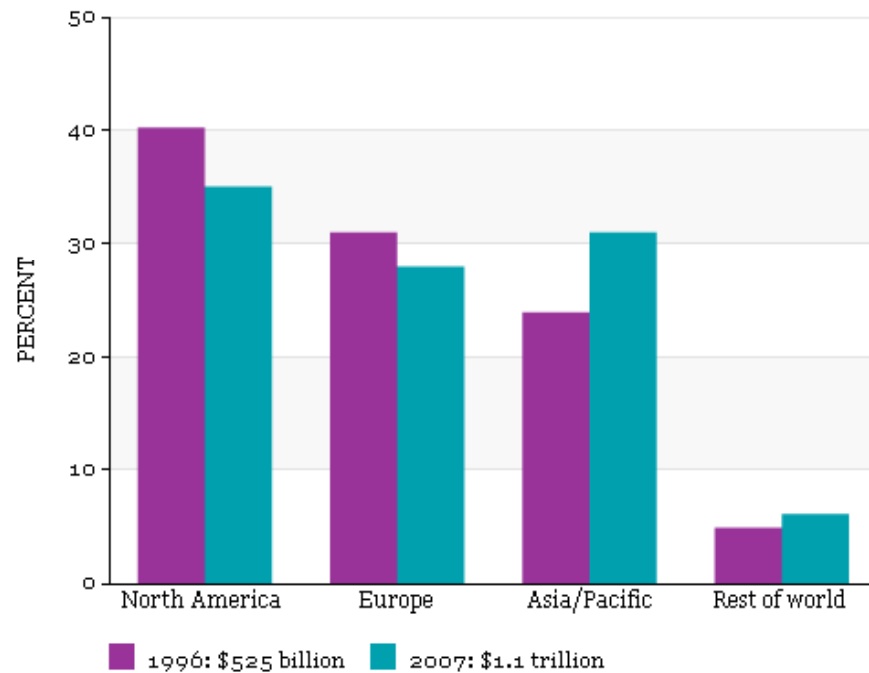
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## Geography of S&T: Globalization of Capabilities

[Chart](#) | [Data](#) | [Download](#)

Location of estimated worldwide R&D expenditures: 1996 and 2007



### R&D distribution

The distribution of R&D expenditures has shifted from 1996 to 2007. Asia's share has risen to nearly one-third, driven mostly by China's rapid R&D growth.

Next

**1996**（全球R&D总和\$5250亿）  
**2007**（全球R&D总和\$11000亿）  
亚洲的增长了1/3，中国是主力

SEI 2010: [Global Patterns of R&D Expenditures](#), Chapter 4.

Share

# 全球R&D概况:1997-2007年美国, 欧盟-27, 亚洲-8 R&D年均增长消费%比 (中国约24%)

## KEY SCIENCE AND ENGINEERING INDICATORS: 2010 DIGEST

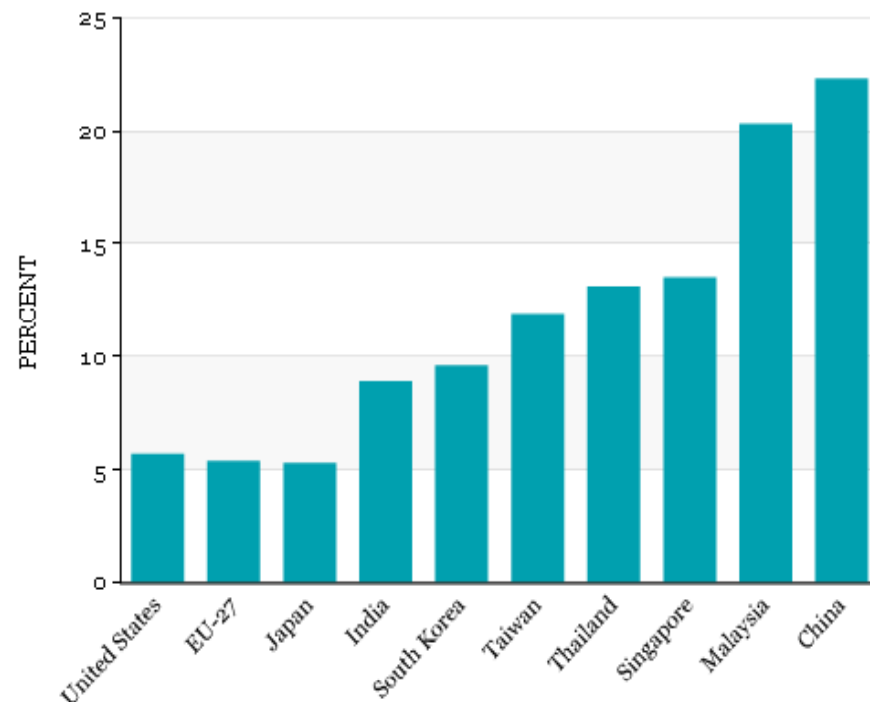
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### Global R&D: Measuring Commitment to Innovation

[Chart](#) | [Data](#) | [Download](#)

Average annual growth of R&D expenditures for United States, EU-27, and Asia-8 economies: 1996 - 2007



### Growth

Growth of R&D expenditures in the United States and the EU-27 averaged 5% - 6% annually over the period 1996 - 2007. Comparable R&D growth rates of the Asia-8 economies often exceeded 10%, and in China's case 20%.

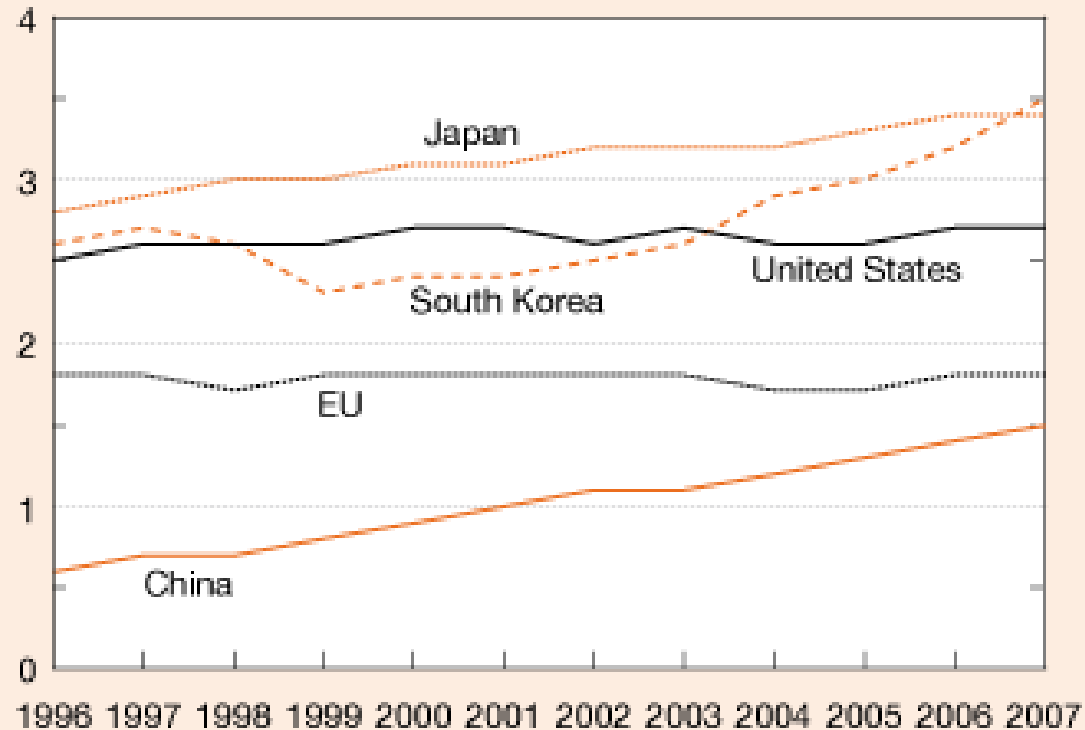
Asian R&D growth reflects rising private spending by domestic and foreign firms as well as increased public R&D spending, designed to support strategic policies that aim to raise economic competitiveness through the development of knowledge-intensive economies.

[Next Theme](#)

1996-2007（12年），与美，日，韩，欧盟等家的比较，中国GDP中R&D的平均投入比约为**1.5%**

Figure O-3  
R&D expenditures as share of economic output of selected countries: 1996–2007

Percent of GDP



EU = European Union; GDP = gross domestic product

NOTE: EU includes all 27 member states.

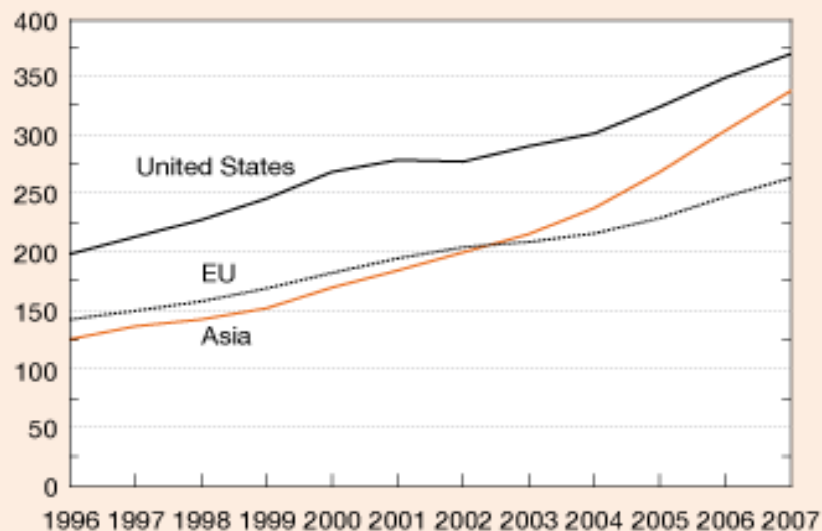
SOURCE: Organisation for Economic Co-operation and Development, *Main Science and Technology Indicators* (2009/1 and previous years).

*Science and Engineering Indicators 2010*

## 1996-2007年美国，欧盟，亚洲三区的R&D投入比

Figure O-2  
R&D expenditures for United States, EU, and Asia:  
1996-2007

Dollars (billions)



EU – European Union

NOTE: Asia includes China, India, Japan, Malaysia, Singapore, South Korea, Taiwan, and Thailand. EU includes all 27 member states.

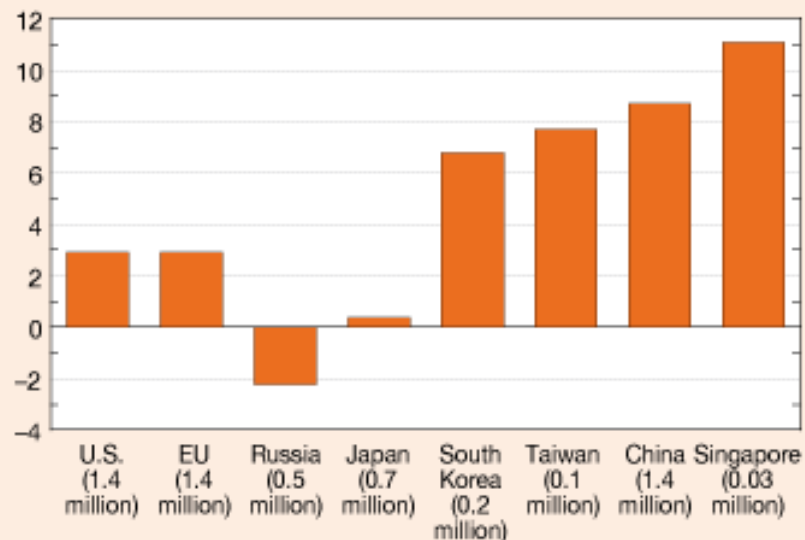
SOURCES: Organisation for Economic Co-operation and Development, *Main Science and Technology Indicators* (2009/1 and previous years); United Nations Educational, Scientific, and Cultural Organization (UNESCO) Institute for Statistics, [http://stats.uis.unesco.org/unesco/tableviewer/document.aspx?ReportId=143&1F\\_Language=eng](http://stats.uis.unesco.org/unesco/tableviewer/document.aspx?ReportId=143&1F_Language=eng); and National Science Foundation, Division of Science Resources Statistics, special tabulations.

*Science and Engineering Indicators 2010*

12年期（1995-2007）间不同国家&地区科技研究人员年均增长比（中国现在12年里科研人员增长到140万）

Figure O-11  
Average annual growth in number of researchers in selected regions/countries/economies: 1995–2007

Percent



EU = European Union

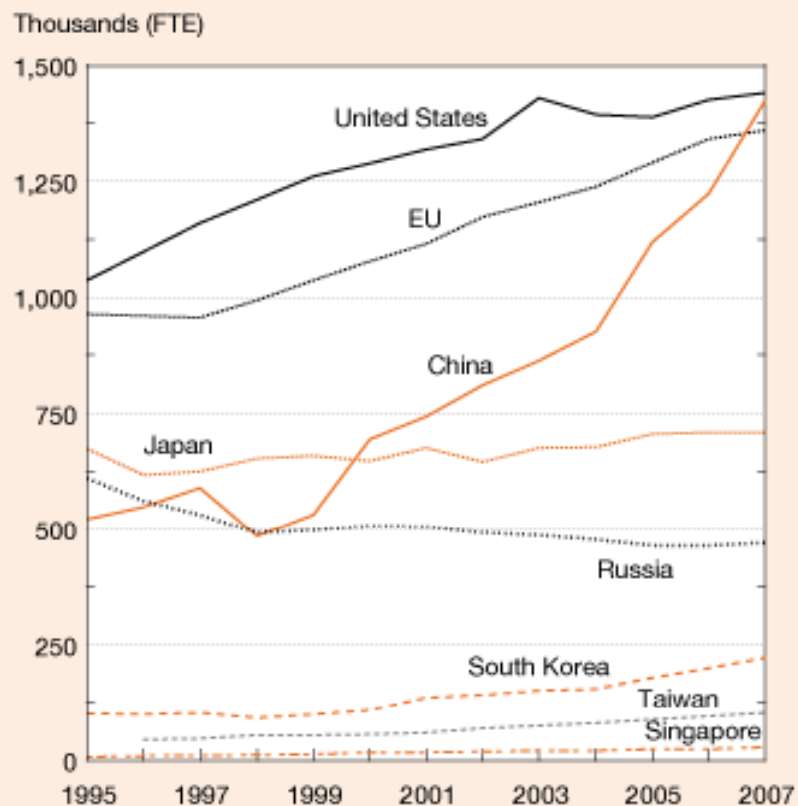
NOTES: Researchers are full-time equivalents. Time span is 1996–2007 or closest available year. Number of researchers in 2007 or most recent year in parentheses. U.S. data for 2007 estimated based on 2004–06 growth rate. EU includes all 27 member states.

SOURCE: Organisation for Economic Co-operation and Development, *Main Science and Technology Indicators* (2009/1 and previous years); and National Science Foundation, Division of Science Resources Statistics, special tabulations.

*Science and Engineering Indicators 2010*

12年期间不同国家/地区  
科技人员增长数量比  
中国与美国几乎相等，  
约140万

Figure O-10  
Researchers in selected regions/countries/  
economies: 1995–2007



EU = European Union; FTE = full-time equivalent

NOTES: Researchers are full-time equivalents. Time span is 1995–2007 or closest available year. U.S. data for 2007 estimated based on 2004–06 growth rate.

SOURCE: Organisation for Economic Co-operation and Development, *Main Science and Technology Indicators* (2009/1 and previous years).

*Science and Engineering Indicators 2010*

# 2008年中国成为第二大文章产出国， 而1995年排14

## KEY SCIENCE AND ENGINEERING INDICATORS: 2010 DIGEST

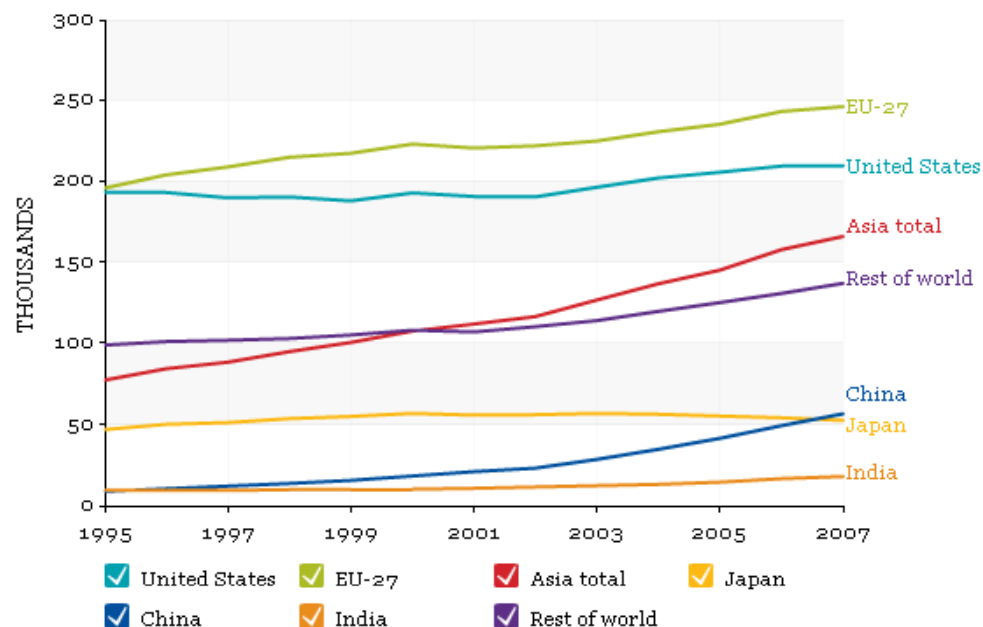
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### Research Outputs: Publications and Patents

Chart | Data | Download

Science and engineering articles, by selected countries/regions: 1995 - 2007



### Publications

The EU-27 leads the world in numbers of S&E articles published, but the United States continues to be the top country producer.

China, with a rapidly developing science base, produced 8% of the world's research publications in 2008, becoming the second largest single-country producer. It ranked 14th in 1995, with 2% of world share.

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## 2008年中国成为第二大文章产出国， 而1995排14

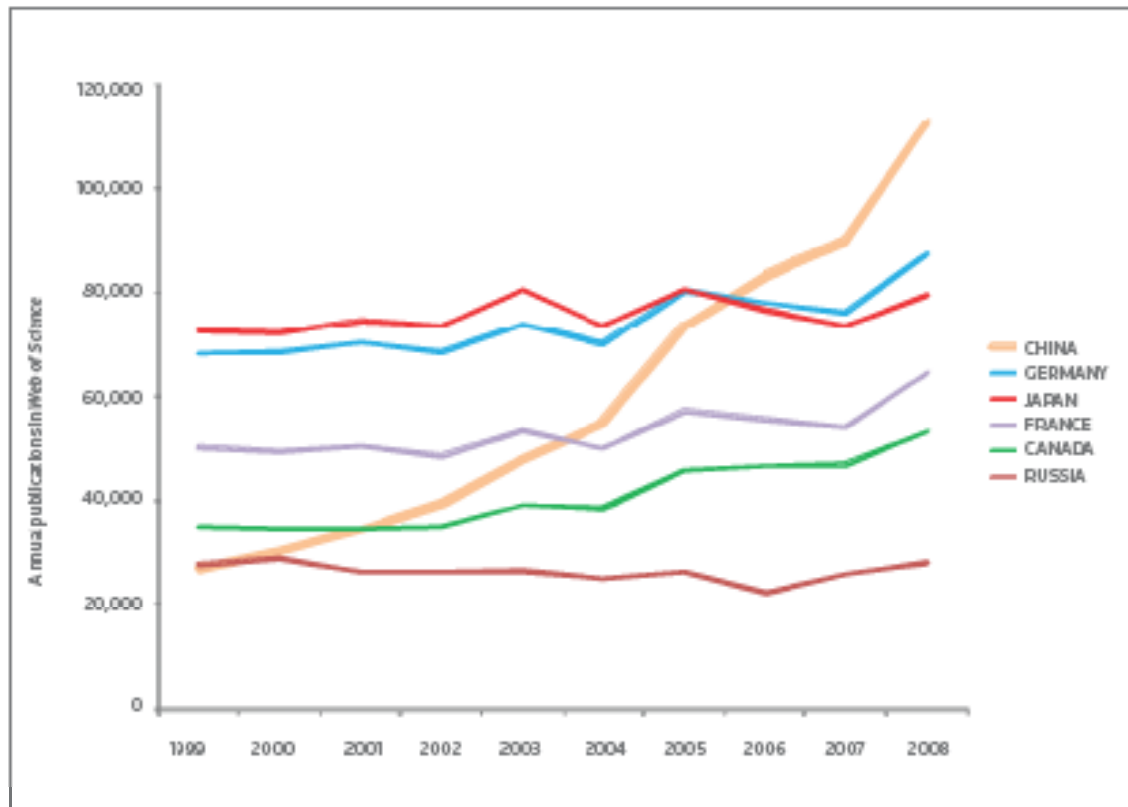
SEI 2010: [S&E Article Output](#), Chapter 5.

Share

相对中国研究论文10年增加了4倍（from 2-11.5万），美国的论文10年增加了30%（from 26.5 to 34万）

FIGURE 1

China's research output has increased dramatically since 1999 while most nations remained fairly stable. During the same period the USA increased its output from 265,000 to 340,000 publications per year, an increase of around 30% compared to China's more than four-fold growth.



## 23个国家/地区在不同领域发表的文章比

### KEY SCIENCE AND ENGINEERING INDICATORS: 2010 DIGEST

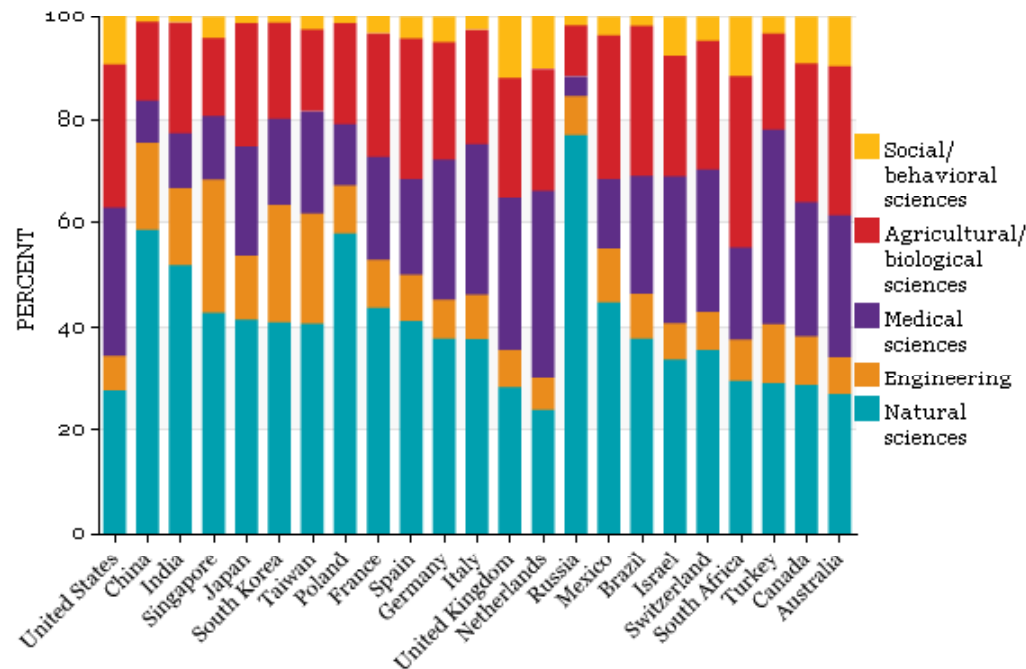
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## Research Outputs: Publications and Patents

[Chart](#) | [Data](#) | [Download](#)

Field shares of research articles, by selected locations: 2007



NOTE: Natural sciences include astronomy, chemistry, physics, geosciences, mathematics, and computer sciences.  
SEI 2010: [S&E Article Output](#), Chapter 5.

### Research portfolios

The distribution of a country's research publications across different fields broadly reflects its research priorities and relative strengths, as well as its ability to absorb advances achieved elsewhere.

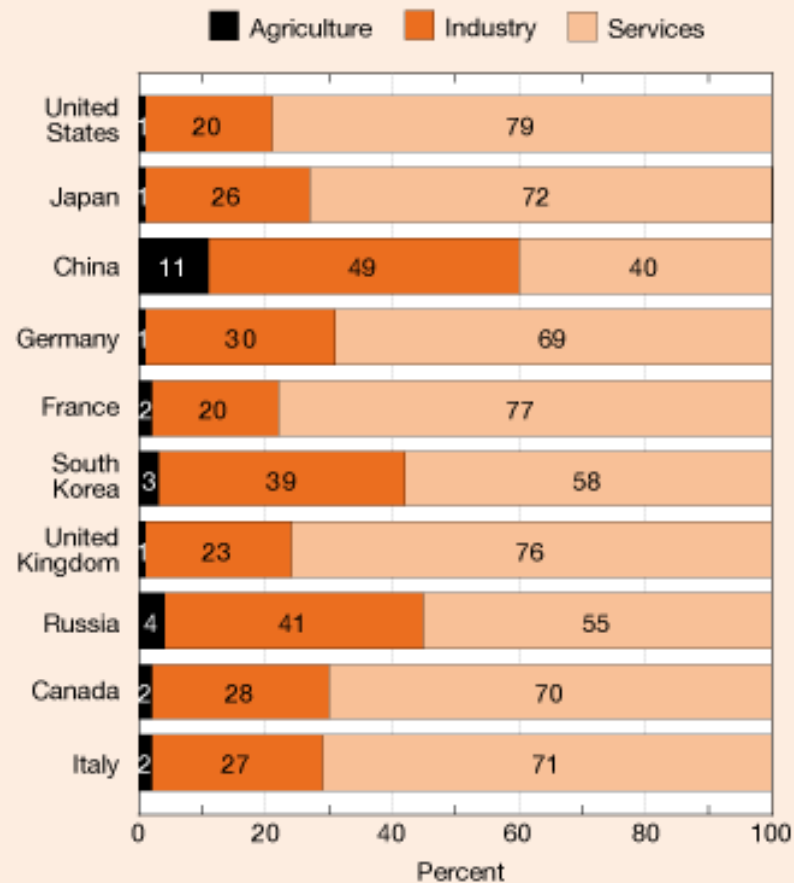
More than half of U.S. articles report on research in the medical and life sciences. In contrast, more than half of the research articles published by Asian scientists and engineers are in the natural sciences and engineering.

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Share

## 2008年不同国家GDP在农业，工业，服务业的分配比

Figure 4-14  
Composition of gross domestic product for selected countries, by sector: 2008



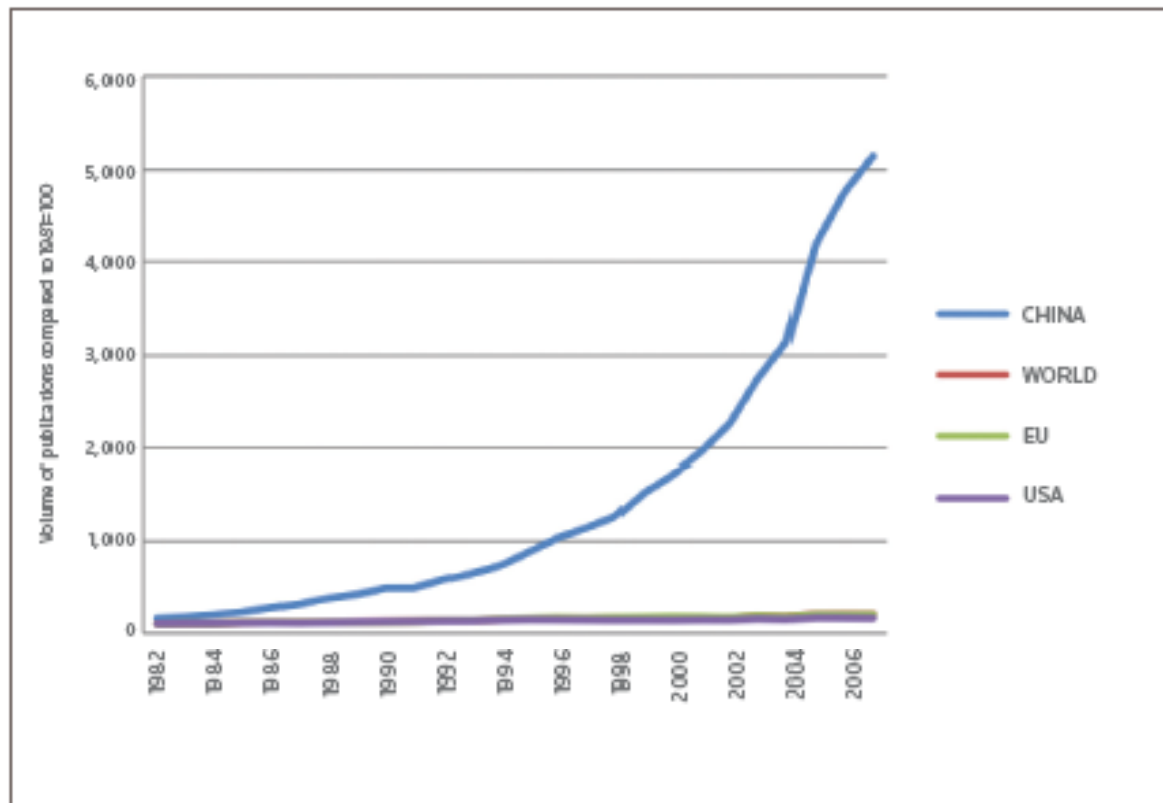
NOTES: Data for Russia are 2007. Data cover the 10 largest R&D performing countries.

SOURCE: Central Intelligence Agency, *The World Factbook*, <http://www.cia.gov/library/publications/the-world-factbook/index.html>, accessed 25 February 2009.

*Science and Engineering Indicators 2010*

其它地区的平缓曲线衬托出中国近年来的持续快速增长的势头

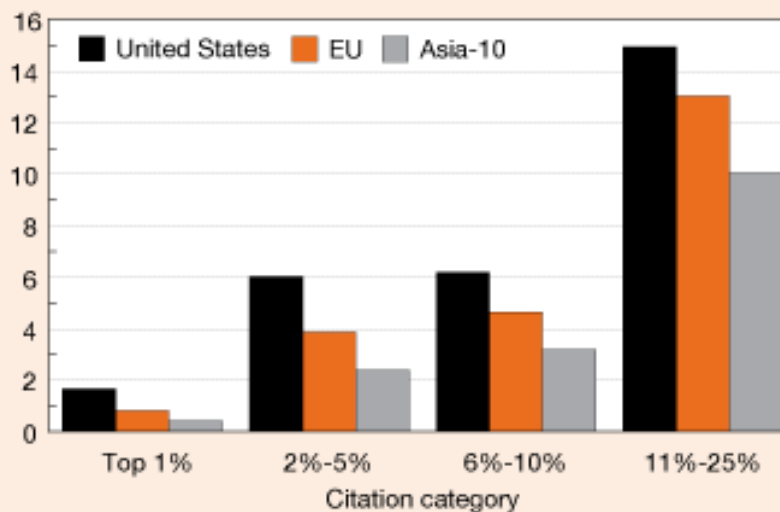
FIGURE 2  
China's recent year-by-year growth dwarfs that displayed  
by the US and the world overall



2007年美国，欧盟，亚洲-10经济区发表的文章最高被引百分比，显然，亚洲文章在Top 1%，2%-5%；11%-25%中均居下端)

Figure O-21  
Share of region's/country's papers among world's most cited S&E articles: 2007

Percent in category



EU = European Union

NOTES: See glossary for countries included in Asia-10. EU includes all 27 member states.

SOURCES: Thomson Reuters, Science Citation Index and Social Sciences Citation Index, [http://thomsonreuters.com/products\\_services/science/](http://thomsonreuters.com/products_services/science/); The Patent Board™; and National Science Foundation, Division of Science Resources Statistics, special tabulations.

Science and Engineering Indicators 2010

# 不同学科的文章中引用美国专利约一半在科技文章中的引用概况，引用专利意味学科创新思考？

## KEY SCIENCE AND ENGINEERING INDICATORS: 2010 DIGEST

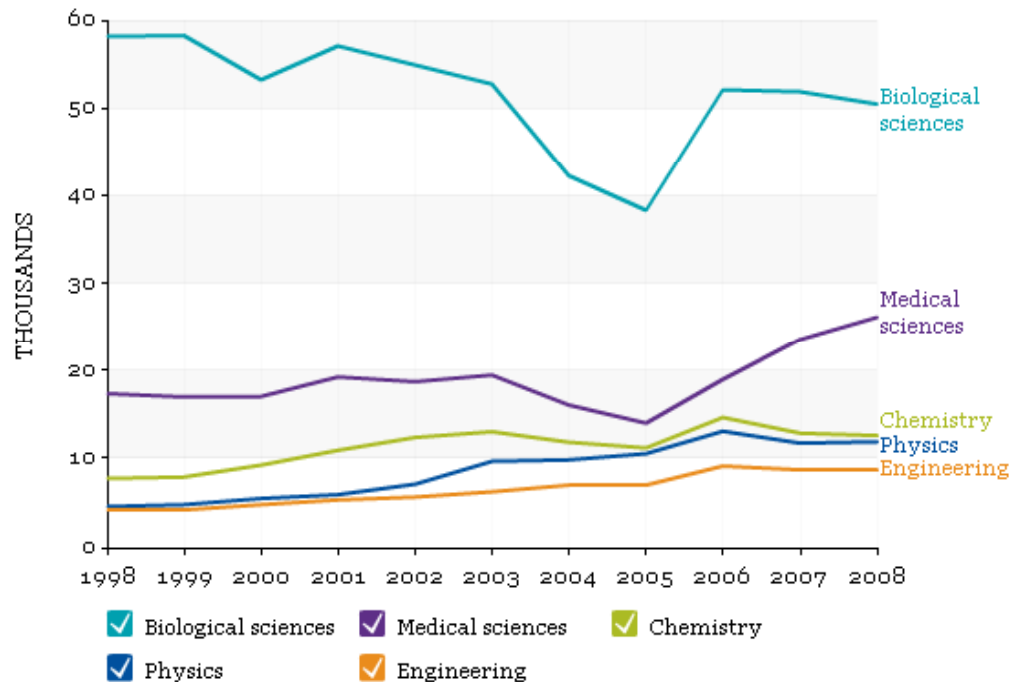
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### Research Outputs: Publications and Patents

[Chart](#) | [Data](#) | [Download](#)

Citations in U.S. patents to S&E articles, by selected article field: 1998 - 2008



NOTE: Citation counts lag articles' publication year; for example, articles cited in 2008 patents were published in 1998-2003.

SFI 2010: [Patent-to-Literature Citations](#). Chapter 5.

### Science-patent linkage

Patents list the prior scientific and technological knowledge on which they are built. Increasingly, U.S. patent applications have cited scientific articles as one such source.

Article citations have risen from 92,000 in 1998 to 110,000 in 2008, with 68% of these patent citations being to literature in the biological and medical sciences. About half of the 2008 citations were to non-U.S. articles.

Over 60% of the U.S. - authored articles cited on U.S. patents have academic scientists and engineers as authors, indicating the link between academic research and valuable inventions.

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# 美国，日本的专利发明领先， 中国， 印度略显一般

## KEY SCIENCE AND ENGINEERING INDICATORS: 2010 DIGEST

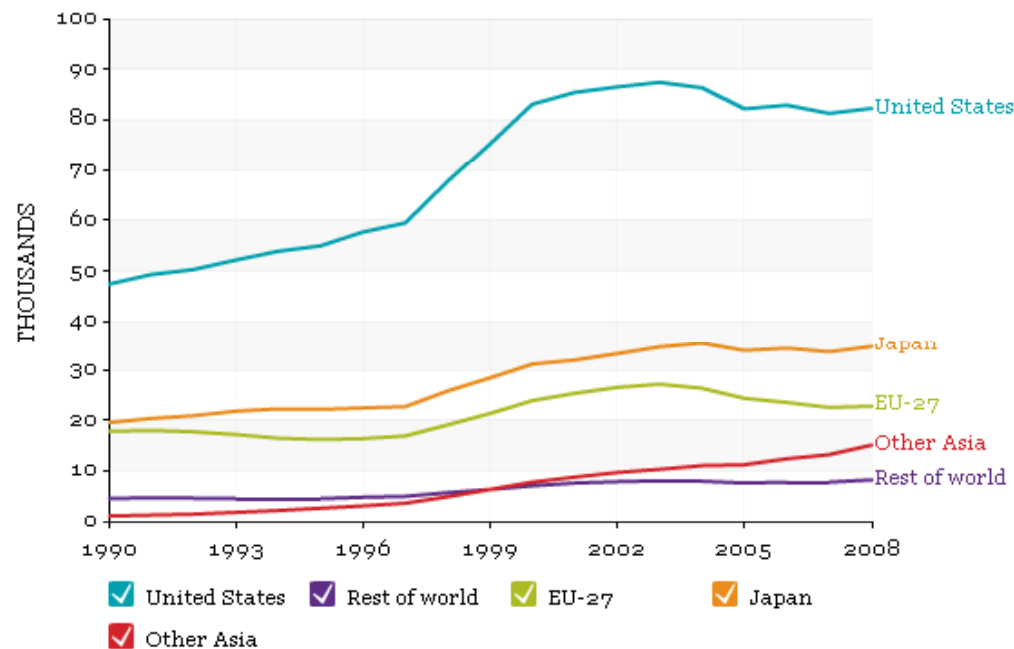
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### Research Outputs: Publications and Patents

[Chart](#) | [Data](#) | [Download](#)

U.S. patents granted, by country/region of inventor: 1990 - 2008



NOTES: "Other Asia" is China, India, Indonesia, South Korea, Philippines, Singapore, Taiwan, Thailand, Vietnam. Three-year moving average.  
SEI 2010: [Global Trends in Patenting](#), Chapter 6.

### Patents

Patents protect the property rights of inventors. Patent awards are rising as knowledge-intensive economic activity expands worldwide.

Inventors from around the globe seek patent protection in the United States because of its large and open market. U.S. patents awarded to foreign inventors offer a broad indication of the distribution of inventive activity around the globe.

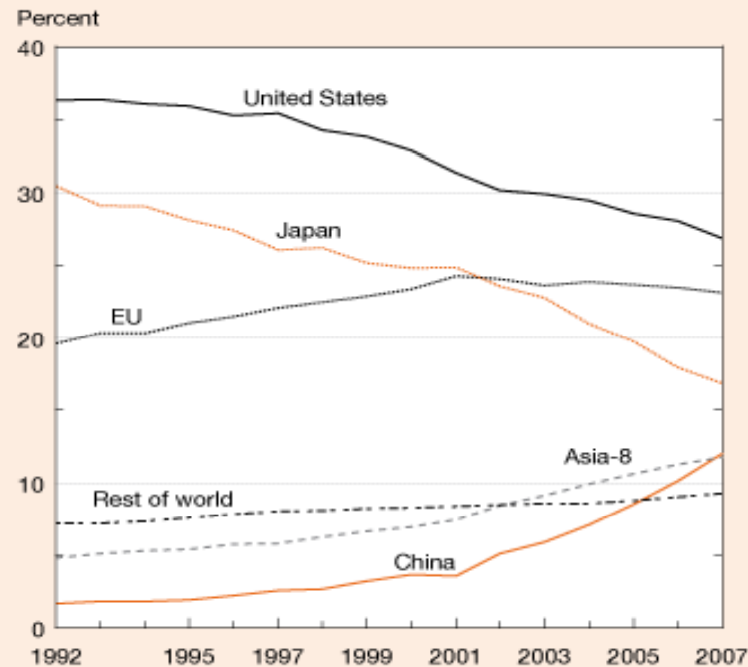
Inventors in the United States, the EU-27, and Japan produce almost all of these patents. U.S. patenting by Asian inventors is on the rise, driven by activity in Taiwan and South Korea, but Chinese and Indian patenting remains modest.

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1992-2007年间，亚洲10个经济区（中，日，新，印，马，韩，泰，台，印度尼，菲）发表的文章引用国家和本土的百分比。

Figure O-19  
Citations in Asia-10 S&E articles, by cited region/  
country: 1992-2007



EU = European Union

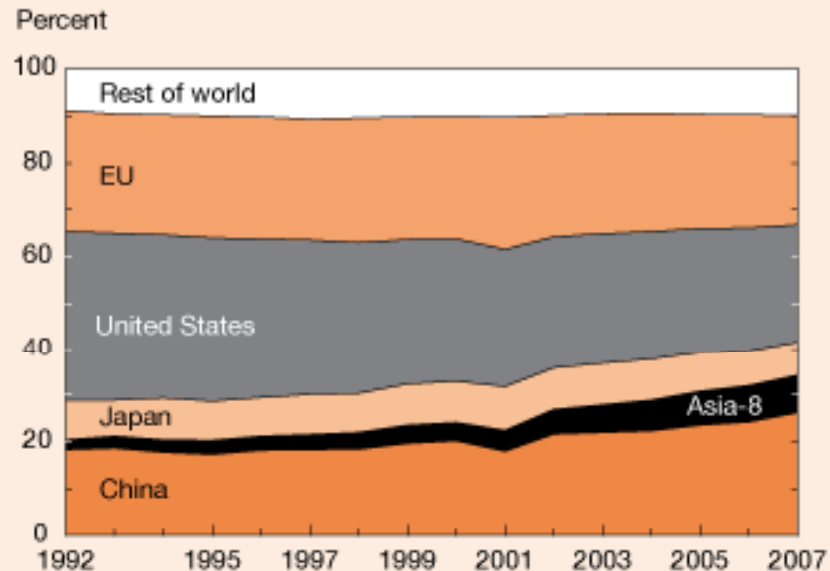
NOTES: See glossary for countries included in Asia-8 and Asia-10. EU includes all 27 member states. Articles classified by year that they entered the database and assigned to region/country on basis of authors' institutional address(es). For articles with collaborating institutions from multiple countries/ economies, each country/economy receives fractional credit on basis of proportion of its participating institutions.

SOURCES: Thomson Reuters, Science Citation Index and Social Sciences Citation Index, [http://thomsonreuters.com/products\\_services/science/](http://thomsonreuters.com/products_services/science/); The Patent Board™; and National Science Foundation, Division of Science Resources Statistics, special tabulations.

Science and Engineering Indicators 2010

1992-2007年间，在中国发表的文章中引用其他国家及本土的百分比

Figure O-20  
Citations in China S&E articles, by cited region/  
country: 1992-2007



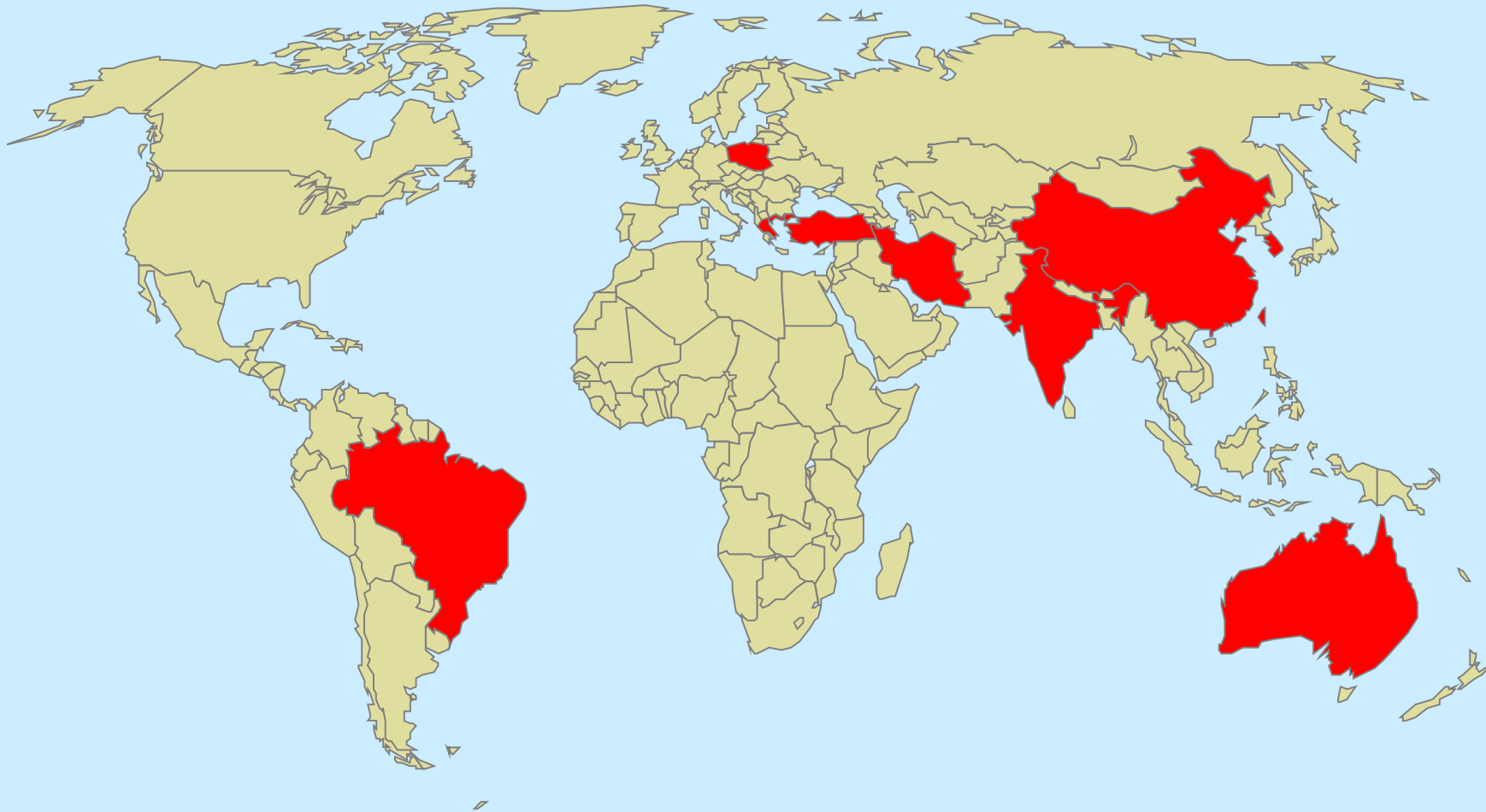
EU = European Union

NOTES: See glossary for countries included in Asia-8. EU includes all 27 member states. Articles classified by year that they entered the database and assigned to region/country on basis of authors' institutional address(es). For articles with collaborating institutions from multiple countries/economies, each country/economy receives fractional credit on basis of proportion of its participating institutions.

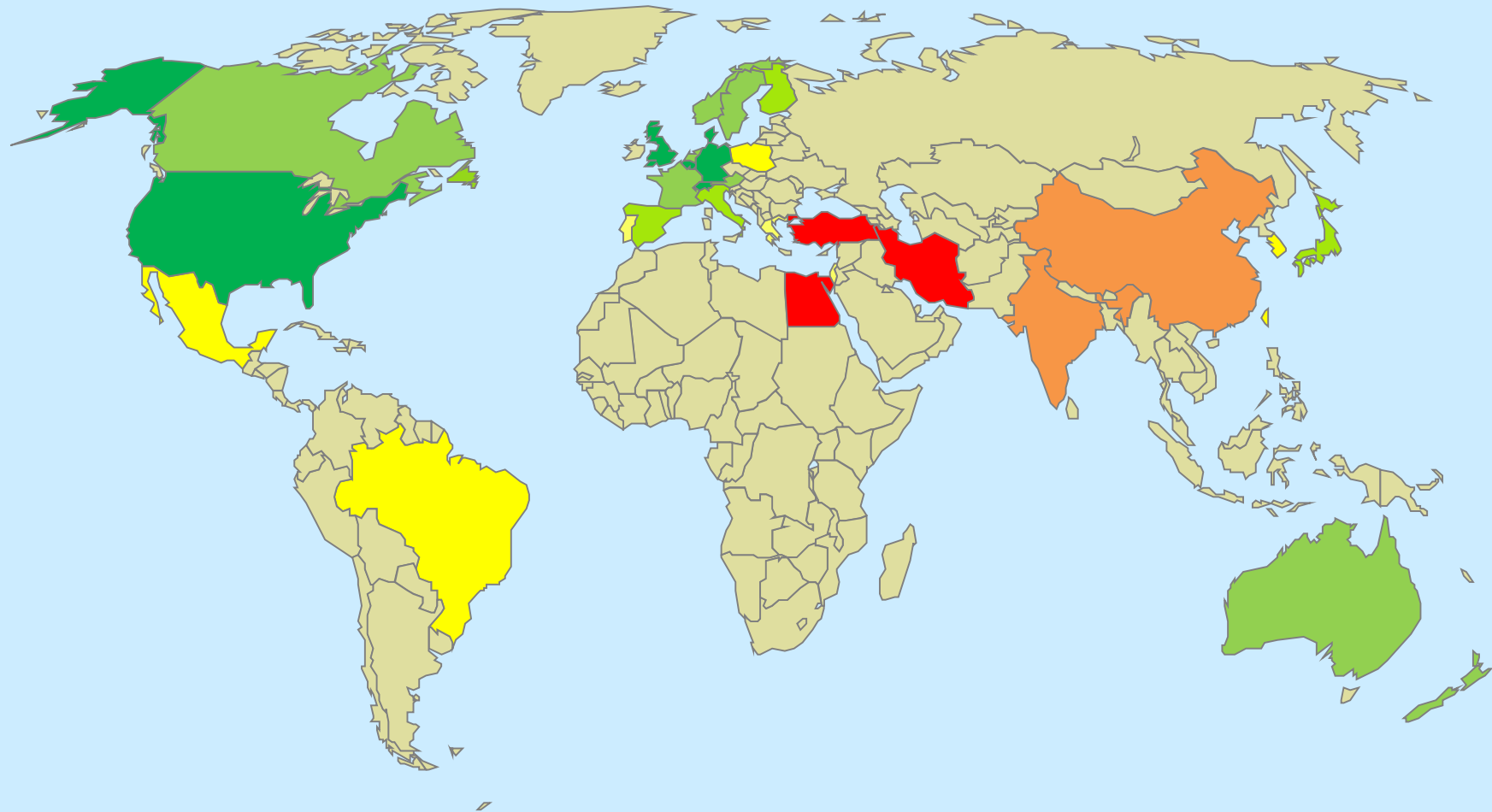
SOURCES: Thomson Reuters, Science Citation Index and Social Sciences Citation Index, [http://thomsonreuters.com/products\\_services/science/](http://thomsonreuters.com/products_services/science/); The Patent Board™; and National Science Foundation, Division of Science Resources Statistics, special tabulations.

*Science and Engineering Indicators 2010*

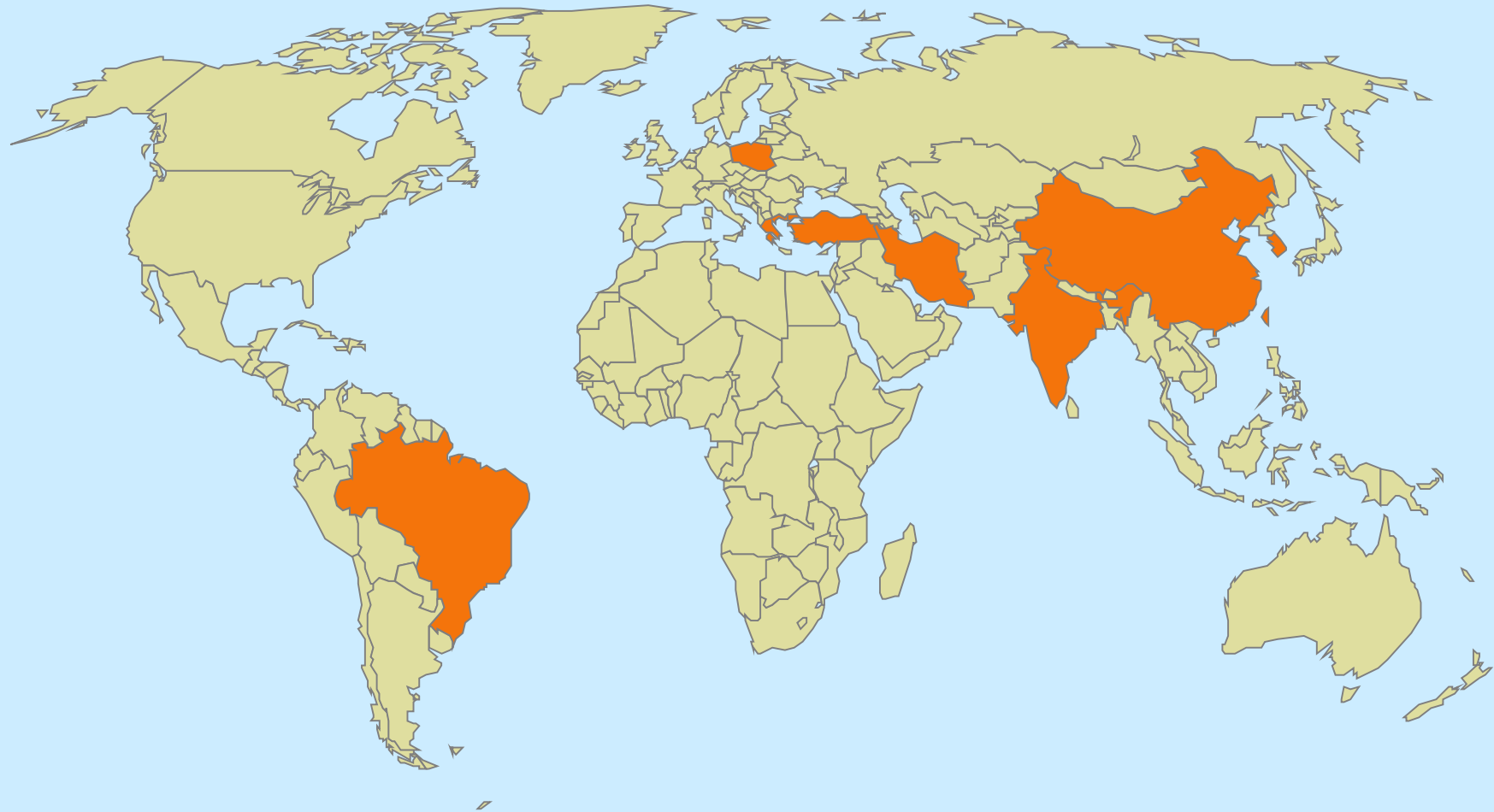
EXPECT MORE SUBMISSIONS RELATIVE TO  
OTHER COUNTRIES FROM THESE “HOT  
SPOTS”



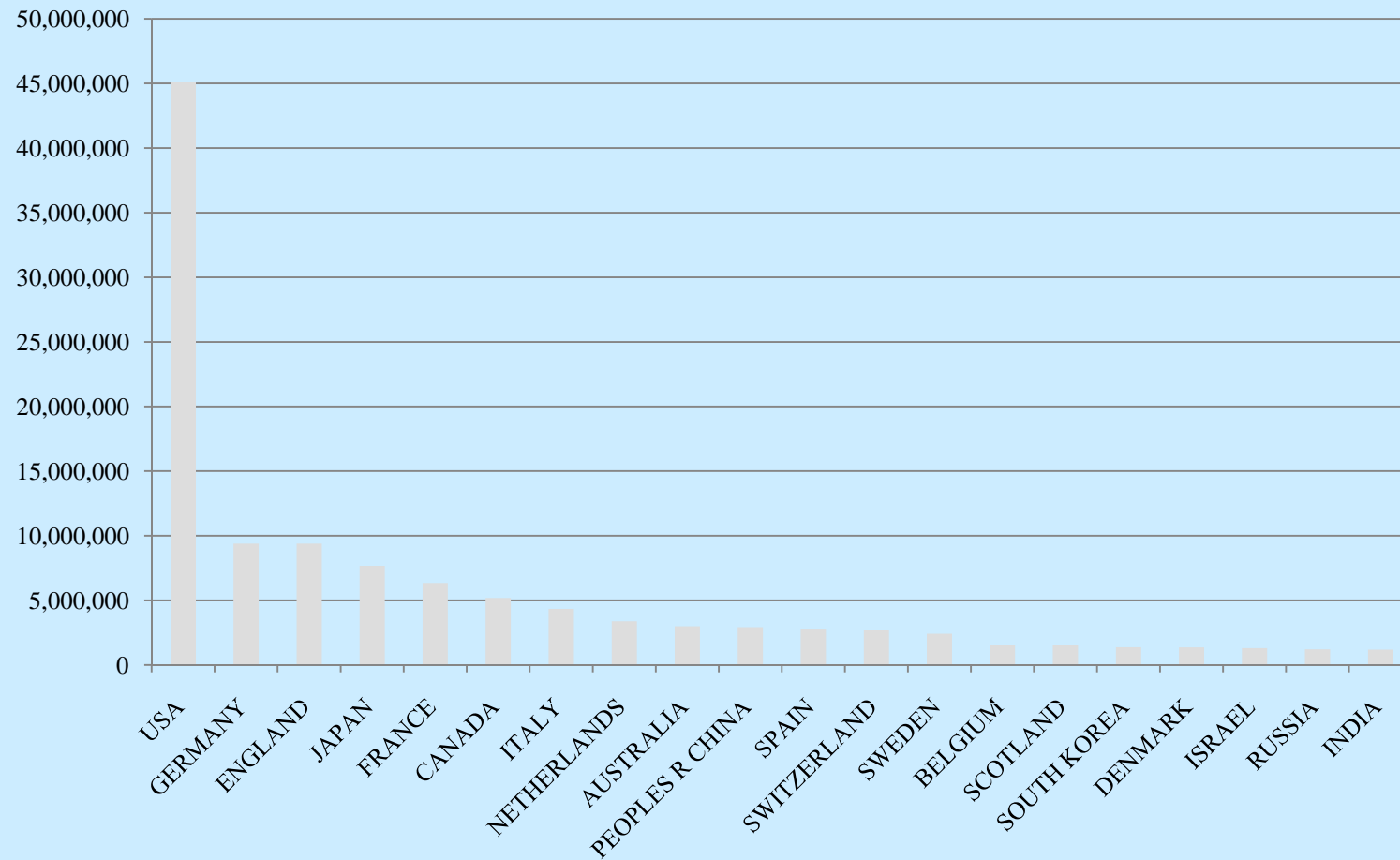
# 2002-2008 ACCEPTANCE RATIOS COUNTRIES WITH MORE THAN 10,000 SUBMISSIONS



**PEER REVIEW CHALLENGES COMING?  
COUNTRIES WITH GROWING SUBMISSIONS AND LOWER  
ACCEPTANCE RATES**



# ESSENTIAL SCIENCE INDICATORS – TOP 20 COUNTRIES (ALL FIELDS) RANKED BY **TOTAL NUMBER OF CITATIONS (No.10)(1998 – 2008)**



当今的作者和读者喜欢什么样的出版人？

-----简介国际学术出版学会（SSP）2010年会关注要点

2009年主题：*Advancing Scholarly Communities in the now Brave world*

尽管经济危机的阴霾一时还笼罩在全球主要产业的上空，但2009年5月在美国巴尔的摩,召开的第三十一届学术出版年会(2009 Annual Conference of Society of Scholarly Publishing)却在显现信息产业技术创新的强劲动力，似乎H1N甲型流感也没有影响它参会的人数，据说达历年最高，五百多位来自美英各个学术专业协会和图书馆学会，国际科技出版公司，大学出版社，数字出版集团，学术期刊编辑等美国，英国，加拿大及日本，印度和中国的注册代表几乎全部到会。从会前预热的6场专题研讨会到正式的主分会场约22场，几乎场场爆满，参会代表的紧张与专注及讨论气氛的热烈与集中似乎传递着一个信号，即信息业的勇敢创新可能是推动经济的再发展的一个新动力，也是当今时代变革科技交流模式的一大亮点。

2010年会关注什么？

*A Golden Opportunity: A Shared Vision for Publishers, Librarians and Users*

## **Session 1A - From a Production Industry to a Technology Industry..**

### **学术出版的变革：从产品工业到技术工业**

**The scholarly publishing industry is transitioning from a production industry to an information technology industry with varying levels of success. How has the dramatic shift in how publishers can distribute content and how researchers can use content impacted the organizational hierarchy of the publishing staff, affected costs, and reshaped the publishing business strategy? How do publishers decide who to partner with in transforming and distributing their data and content to researchers in its most valuable form? Which technologies are going to make your content immediately relevant to the greatest number of people? Join us to gain insight from publishers that have implemented or are in the process of implementing new technologies and methods for content distribution into their publishing strategies. The speakers will discuss best practices for managing the changes that the new technologies can bring.**

**Track: *Business Innovation* (产业创新)**

**Moderator: Ian Potter, Global Business Development Manager, ScholarOne - Thomson Reuters**

**Speakers/Organizers:**

**Jim King, Director, American Chemical Society**

**Keith Wollman, Online Publisher, Cell Press**

**Session 1B- The Rise of Applications: The Future of Science Communication? (科学家, 出版者, 网络构建新交流模式)**

**Jun 3, 2010 10:45 AM to 12:15 PM**

**Scientists, publishers, and Web developers have begun to forge a new communication tool set. Science is moving rapidly beyond publications to interactive applications for both the Web and mobile devices. These emerging applications allow scientists to interact with each other and with vast data sets over the Internet-and via the mobile Web-as never before. This session will present the best new applications in science and medicine, presented first-hand by their developers. Participants will learn about how these applications were created and how scientists and medical professionals are using them.**

**Track: *Technology***

## **Session 1C- An Inside Look at Today's Health Science Libraries**

**Jun 3, 2010 10:45 AM to 12:15 PM** （今天图书馆的功能）

**If you've seen one library, you've seen one library. That axiom could be no more true than in today's times. Libraries are facing many challenges and opportunities due to reduced budgets, mobile technologies, changes in scholarly communications, and assuming new institutional roles. Come hear three large academic health sciences center library directors share their insights into their worlds - today's libraries. In addition to the traditional responsibility of selecting and organizing collections, librarians are now in the business of organizing people. They foster collaborative work environments, guide learning via educational technologies and knowledge management, and help to formulate curricula and provide instruction. Don't miss out on being able to get your questions answered about what is happening in libraries that affects your world.**

**Track: *Library***

**Session 1D-Semantic Societies:... (语义学会功能?)**

**Jun 3, 2010 10:45 AM to 12:15 AM**

**New technologies look set to increasingly impact not just on publishing, but on the entire scholarly communications process. The survival of traditional publishers in this rapidly evolving environment will depend on their ability to identify what their customers most need and keep delivering this. Through Project Breathing Space - an experiment that applies semantic technology to research articles - TBI Communications and their partners (Publishing Technology, the European Respiratory Society and the American Thoracic Society) aim to assess the usefulness of a semantic approach for the readers of journal content**

**Track: *Collaborative Issues.***

**Moderator:**

**Claire Winthrop, Publishers Communication Group**

**Speakers/Organizers:**

**Charlie Rapple, Group Marketing Manager, Publishing Technology**

## **Session 2A-Mobile strategies for STM publishers, what's hot, what not! (手机阅读的把门人)**

**The handheld device has grown in features and applications over the last couple of years. It is very important for publishers to determine what applications they should build for their user community and who should they partner with to accomplish their goal of getting their information into the hands (literally) by any means necessary! Join us for a very lively and exciting discussion about Mobile strategies for STM publishers**

**Track: *Business Innovation***

## **Session 2B-Re-inventing Reference:This is NOT Your Grandmother's Encyclopedia! (再创参考文献功能)**

**Reference works must be engaging if they're going to be useful or profitable. Mash-ups, data visualizations, search technologies, and APIs now enable publishers and end-users to recombine content-engage with- and derive value from, materials that have previously existed in static circumscription. But how should publishers be investing in their reference content? Can they unlock the value of relationships found in and between their previously published works? How can they make their content more accessible to end-users or combine content, technology, and user interactions together to create a compelling, and complete, reference environment? See how publishers are revitalizing their approach to reference offerings. Then, consider new ways to expose, deploy, and derive new value from your [re-invented] reference content.**

**Track: *Technology***

**Session 2C-In Search of Sustainability: Evolving Subscription & Access Business (在搜索的支持下进化订购和开放业务)**

**Jun 3, 2010 2:00 PM to 3:30 PM**

**In light of the continuing strain on library budgets and the economic downturn, the question of the sustainability of the traditional subscription model has been brought even more to the forefront. -Over the last decade, the Open Access movement has helped drive change in the way publishers provide access to scholarly content. Looking beyond open access and the "big deal" to other emerging models, this panel asks if there is a model that offers the potential for long-term sustainability. Touching first on current subscription models, librarians and publishers on this panel will discuss alternatives models (both established and up-and-coming), the potential impacts on both libraries and publishers, and ways that the two communities might work more closely together to shape a different economic pattern.**

**Track: *Library***

## **Session 2D-The Next Asia: Opportunities and Challenges for a New Globalization (亚洲是全球21世纪新的机遇和挑战)**

**Jun 3, 2010 2:00 PM to 3:30 PM**

**The next two decades will bring changes even more dramatic to Asia than those of the recent past. Asia, with the majority of the world's population and some of the most dynamic and innovative business climates presents many opportunities and challenges for publishers. Publishers are experimenting with different methods and forms to deliver their information to market. The Next Asia: Opportunities and Challenges for a New Globalization, this session discusses prospects for greater consumer participation and closer cooperation among the economies of China, India, Japan and other regional players. The session will highlight both opportunities and also local developments publishers should be aware of. Come see senior level experts give their take on how to prepare for The Next Asia**

**Track: *Collaborative Issues* (合作问题)**

***Speakers/Organizers:***

***Eric Newman, , Independent Publishing Consultant***

***John Inglis, Executive Director and Publisher, Cold Spring Harbor Laboratory Press***

***Randy Kiefer, , Institute for Operations Research and the Management Sciences (INFORMS)***

***Mikiko Tanifuji, General Manager of Scientific Information Office, National Institute for Materials Science***

## **Session 3A-Good Intentions, Unfortunate Results.** (好的意图, 不幸的结果, 如二级出版商产生) ..

**The push is to get scientific content into the literature as quickly as possible. To meet that need publishers are expanding ahead-of-print and e-only products, and they are inventing new ways to organize, present, and cite content. However, some of these new methods have unintended consequences that leave secondary publishers and libraries--and ultimately end users--confounded. The result can be chaos, lost readers, and incorrect--or lack of--citations. This presentation will focus on best-practices for electronic publication and include examples of the unintended problems that result from some of the new practices.**

**Track: *Business Innovation***

## **Session 3B-Semantic Technology: New Tools & New Rules for Search+Visualization** (语义技术对搜索/可视提出新工具和新规范)

**Jun 3, 2010 4:00 PM to 5:30 PM**

Due to the explosion of content available for researchers it is very natural for the researchers to cry "Uncle" as they are overwhelmed with information overload. The colliding worlds of the researcher, the libraries, the grant funding organizations and the publishers has created many new challenges in the market place. Researchers are under great pressure to publish as tenure and respect in their field demand it. Secondly, the average age of an R01 grant recipient has increased from 39 - 43. Article growth is at 3 - 4% per year while libraries and publishers are under great pressure to add more content while curtailing cost. Grant Funding organizations are under great pressure for approving applications that will yield greater results. Further publishers are under pressure by open access journals and governmental mandates. Join us as we will present several case studies that demonstrate how semantic technology is being utilized in many applications that are bringing knowledge discovery and new efficiencies to all of the players in the industry. Participants attending this session will come away with a firm understanding of semantic technology and it will transform the industry.

**Track: *Technology***

## 强化版权意识应对学术不端行为是期刊编辑的责任

前言：对于期刊作者来讲，一稿多投与一稿多用的理由，剽窃与引用的界限，作者署名的许可与变更等诸多学术规范和学术道德问题均涉及到一个敏感且严肃的话题—— Copyright（版权）！期刊编辑们如何应对？除了具有期刊编辑职业的责任心外，我们还需要什么？强化Copyright（版权）意识，学习现代的版权理论来应对当前出版改革时代中的版权问题！

一段时间，对于版权保护和开放存储的争论非常激烈。虽然现在这些问题仍未能彻底解决，但作者和读者间已达成一定的共识，且形成了一些能兼顾双方要求的体制。很显然，网络的出版正在将个人授权行为向持续性的标准化条款发展，因此签订存取协议和出版商间产权转让的规范化条款的出台已刻不容缓。

Copyright（版权）是当今出版业的热点话题之一

-----期刊编辑在实际工作中所遇到的版权问题

## 现在：版权的新观念，新机遇，和新威胁（**New copyright concepts and Threats to copyright**）

### 1) 版权的新观念 **New copyright concepts:**

\* The database right 数据库权 \*Communication Right—信息传媒权

2) 开放存取—政府性的倾向，尤其支持在教育领域里的开放阅览（Open access – in particular the Government's threat to allow free copying for educational purposes.）

3) 图书馆的变革,政府有意让图书馆有盈利去支持再发展

4) 数字权限管理**DRM**（Digital Right Management）数字化信息的特点决定了必须有另一种独特的技术，来加强保护这些数字化节目内容的版权，该技术就是数字权限管理技术，是机会还是危机（is this a threat or an opportunity）？

5) 数字化的快速集约化发展，如 **Google, Amazon and Microsoft**（Mass digitization – there is a severe threat from the likes of Google, Amazon and Microsoft to digitize whole copyright works and, where they have no licence and the work is still in copyright）

### (3) 将来：创作共用许可约定（Creative Commons licensing are just another permutation of a traditional copyright licence）

\* 版权意识强大（Copyright is now too strong）；

\* 信息使用的一些其他约束（Other constraints on the use of information）；

\* 技术契约途径（Technical and contractual approaches）

\* 版权竞争法；（Copyright and competition law）

\* 开创共用许可约定（Creative Commons licensing）

## 今天我们需要版权吗（**Do we need copyright today**）？又将如何应对版权（**Can copyright cope**）？

### 3. 结合实际谈谈期刊编辑遇到的版权问题和强化版权意识的必要性

(1) 中国主要版权机构（**China Copyright organizations**）和一篇最新版权文章的读后感

\***The National Copyright Administration of China (NCAC)** is the primary agency responsible for the administration and enforcement of copyright. It operates as the sister agency of the General Administration of Press and Publications (GAPP),

\***Copyright Institute of China (CIC)**, which was founded in 1990 ;

\***Copyright Society of China (CSC)** ;

我国著作权法自1991年6月1日起施行。2001年10月进行了修正。

一篇文章的读后感

**Sanford G. THATCHER:** *China's copyright dilemma, Learned Publishing, 2008 21, 278–284*

The domestic law that came into effect in 1991 and was revised in 2001 has much in common with US law, its distinctive Chinese character is evident in some of the wording and provisions it includes, perhaps most obviously in the requirement for an infringer to offer an apology to a copyright owner (Article 46). The Chinese copyright law is a blend of the European and Anglo-American approaches.

? Many of their professors (at least 60%, according to the government-owned *China Daily*) practice plagiarism in the belief that emulation of experts in their fields is the way to advance in their careers. Plagiarism is further encouraged by a system that pays professors based on the number, rather than quality, of the articles they publish.

**License to publish**的签署，可以从三个方面（见下）使我们在保护作者的著作权和刊物的学术声誉两个方面有了一定威慑力！

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## ***CrossCheck-预防针***：针对各种学术不端行为，学术期刊的应对

*JZUS (A&B)*通过的国际同行评议和CrossCheck的检查，力求维护了科学研究的公正性 & 权威性，保护作者的原创版权

**自2008年10月浙江大学学报（英文版）正式成为CrossCheck来自中国的第一家会员， CrossCheck 成为*JZUS (A&B)*严正期刊学术声誉的第三只眼睛**

针对近几年震撼科学界和出版界一系列的学术不端行为，CrossRef首创并与iParadigms共同开发的一个全新的，用于帮助学术出版者验证出版文档原创性的最新工具——CrossCheck，于2008年6月19日正式向全球发布。其功能由两部分组成：一个基于全球学术出版物所组成的庞大数据库和一个基于网页的检验工具。这个基于网页的工具可用于编辑过程中去鉴别相似文档，生成对比报告，并通过分析去判断是否存有学术剽窃行为。CrossCheck的主要目的在于帮助学术界和出版界严正全球学术风气，防止学术剽窃和欺诈，保护学术研究 & 文字出版者的原创版权。正是由于CrossCheck的诞生，全球范围内的出版者们得以共同协作，严厉杜绝学术界的一些造假和剽窃等浮躁行为，使得CrossCheck在众多的参评者中一举得冠，赢得全球学术与专业出版者协会（ALPSP）颁发的2008年度最佳创新奖。



## 通力合作确保出版内容的原创性



**CrossCheck**是由CrossRef和iParadigms联合创立的检测投稿原创性的系统。该系统优于现有的任何论文剽窃检测工具，它通过一个综合且权威的数据库检测稿件的原创性，该数据库包括高质量的学术出版物全文和网络资源。**CrossCheck**还荣获全球学术和专业出版者协会（ALPSP）授予的“出版创新奖”。

### 如何操作？

**CrossCheck**操作简单，只需依照下面三个步骤即可保证您所出版内容的原创性。

#### 1. 添加内容

首先，允许**CrossCheck**将您所出版的内容收入其索引并添加至数据库。该数据库是**CrossCheck**检测系统的基础。您存入该数据库的内容将非常安全，其他**CrossCheck**会员只有在保证其稿件中出现的重复内容未侵犯您的利益的情况下，才有权浏览您的原文。

即使您尚未准备开始检测稿件是否重复，将其存入**CrossCheck**数据库也可防止他人非法引用该稿件。



*Learned Publishing*, 23: 9–14  
doi:10.1087/20100103

## Introduction

CrossCheck (<http://www.crossref.org/>) is an international project intended to help publishers cope with the increasingly high incidence of plagiarism.<sup>1</sup> CrossCheck helps to protect the original authors' copyrights, and helps to improve authors' behaviour by identifying instances of academic plagiarism. It is led by the Publishers International Linking Association (CrossRef); several global publishing groups are participating.<sup>2</sup> In 2008 CrossCheck won the ALPSP Award for Publishing Innovation.<sup>3</sup>

In October 2008 the *Journal of Zhejiang University – Science (A & B)*,<sup>3</sup> which is supported by the National Natural Science Foundation of China, became the first member of CrossCheck in China.<sup>4</sup> CrossCheck is used as part of the journal's review process. Each paper is CrossChecked twice: the first check takes place before it is sent to international reviewers; a second check takes place just before 'online-first' publication, to ensure that no potential plagiarism is missed owing to the inevitable time-lag in updating the CrossCheck database. The date of the latest CrossCheck is included on the first page for each journal paper (Figure 1) for the information of readers, authors, and databases. The majority of authors behave correctly, submitting papers that bear little or no similarity to other published papers. However, around 22.8% of papers appear to contain unreasonable copying or self-plagiarism, and about a quarter of these give rise to serious suspicions of plagiarism and copyright infringement; in some cases, the similarity with the plagiarized original was as high as 83%.

Four distinct types of plagiarism were identified, which we consider sufficiently serious to be considered as a form of academic misconduct:

## CASE STUDY

# CrossCheck: an effective tool for detecting plagiarism

Helen (Yuehong) ZHANG  
*Zhejiang University Press*

**ABSTRACT** The plagiarism detection service CrossCheck has been used since October 2008 as part of the paper reviewing process for the *Journal of Zhejiang University – Science (A & B)*. Between October 2008 and May 2009 662 papers were CrossChecked; 151 of these (around 22.8% of submitted papers) were found to contain apparently unreasonable levels of copying or self-plagiarism, and 25.8% of these cases (39 papers) gave rise to serious suspicions of plagiarism and copyright infringement. Four types of copying or plagiarism were identified, in an attempt to reach a consensus on this type of academic misconduct.



Helen Zhang

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Alan Singleton, the editor-in-Chief of “Learned Publishing” commented here “Well, we have two pieces on plagiarism – one from Kirsty Meddings of CrossRef, “Credit where credit’s due: plagiarism screening in scholarly publishing” LP, 23:5–8; and another a case study in China that is using it (CrossCheck), 23:9–14; apparently to some effect – a nice counter to any that might have thought they were not taking it seriously. There’s more to come on plagiarism in subsequent issues in 2010.

张月红 来源：科学时报 发布时间：2009-5-6 22:43:9C:

1. [科学网-透过几种现象看学术不端\(张月红\)](#)

2. 2009年5月15日 [... 透过几种现象看学术不端\(张月红\) ...](#)

3. 前段时间，上下口诛笔伐学术不端行为的浪潮波及全球，触疼了国人尤其是学者的神经。事实上，历史的进程见证了科技作为第一生产力加速社会发展；历史的文明同样也在叙说着一种客观现象，即创造精神财富和推进科学进步的知识群体也是社会的一部分，他们中有些人或许能突破科学的禁区，但未必能抵御与生俱来的各种利益诱惑，严守学术操守的底线。因此，保护科研原创成果和强化作者版权意识，是人类社会主观上不断陶冶情操、提升学术修养，客观上实施遏制举措的长期使命，这不是一朝一夕的工程。

4. CrossCheck (<http://www.crossref.org/crosscheck>) 是应对近年来频频发生的学术丑闻，由国际出版链接协会 (PILA) 牵头，与几家全球出版集团共同参与实验的一个世界范围内防止学术剽窃等的功能性的国际项目。它由于具有保护原创作者的著作权，严正学术道德，杜绝学术剽窃等功能，一举赢得2008年度全球最佳出版创新奖。《浙江大学学报》(英文版) 在国家自然科学基金重点期刊项目的资助下，于2008年10月申请成为中国第一家CrossCheck的会员，开始把它作为学术审稿的“第三只眼睛”，用CrossCheck对每篇文章在国际审稿和即将发表前先后进行两次检查。几个月的工作过程中，通过CrossCheck对不同体裁论文相似度标准的初步分析和确定，实事求是地说，大多数投向《浙江大学学报》的论文作者是秉着严谨治学的态度的，其论文相似度比较低。然而，确有20%的文章由于各种原因具有一定程度不合理的抄用他人之句和自我抄袭等表现，其中约5%的文章甚至严重涉及剽窃和版权之嫌，个别文章甚至达50%以上的相似度。分析这些问题后，可以归纳出五种不合理的现象与大家共同探讨。

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## Estrogen receptor expression in adrenocortical carcinoma

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**Abstract:** Objective: Adrenocortical carcinoma (ACC) is a rare but highly malignant tumor, and its diagnosis is mostly delayed

### 3 机遇与危机

大多数的学会组织表达了对学会期刊出版前景的担忧,希望 ALPSP 等要经常给会员定期提供讨论的平台,探讨和交流经验,共同应对各种变革对期刊生存的影响。对此,英国工程研究院工程出版社(PEP)的 Paul Williams 列举了两个抓住机遇的例子:如 PEP 出版的 Professional Engineering 和 Environmental Engineering 两本杂志,均属于英国环境工程学会下的期刊,原来都没有太大的影响力。这两种杂志在成本方面依托原单位,随着改革的压力,PEP 明确提出要两刊提高财政收入和影响力,要了解对手在出版和商业上的竞争力,敢于改革出版的商业模式,用期刊管理上的自由来促进创新,几年来,Professional Engineering 利润所得已连续在学会成员中排名第一,Environmental Engineering 收入翻了十倍。两者的在学会的地位都有了巨大的提高。这两个例子证实,只要期刊认识到自身的潜力并付诸于实质性的改革,就可提高影响力。这个例子也从侧面反映学会工作的特点以及注重改革的必要性。

国际光学工程学会(SPIE)总结了这几年把出版会议专辑放在了首位的体会。同以往瞄准会议上专家发言出书不一样,SPIE 主动策划、组织会议,从而寻求更多的出版契机。

世界银行出版集团(World Bank Publications) Carlos Rossel 提出,即使绝大部分或所有的出版物都可免费获取,也有机会通过交叉链接开发出出版物的开放存取空间,从而使读者能很方便地获取所需要的东西。这样他们也愿意付费获取。

whether our audience will want it.)”。

Hannay 的建议概括如下:使用新词汇;学习新知识;不要图安逸;关心外面世界发生的各种动态,尤其在技术手段方面,要多学,多听,学会接受。这个世界是交流的世界,是崇尚功能和内容并举的世界,不能一味孤立地去做期刊。出版商要努力为读者带来效益,给他们带来效益,就意味着可以盈利。《自然》是以盈利为目的的商业组织;它的有些做法已获利,有些尚未获利。可以借鉴《自然》杂志已有的一些做法,试用一些开放软件。

会议最后,9月12日晚19:00-22:00全体代表的晚宴中,还穿插了2008年度ALPSP出版创新奖和最佳新刊奖的颁奖活动:


CrossRef/iParadigms 开发的 CrossCheck,其功能为严正学术风气,彻查学术剽窃赢得了2008年的最新出版创新奖;同时2008年牛津大学出版社为大学生新创的网络在线电子期刊“Bioscience Horizons”获得了本奖项的荣誉奖;

爱思唯尔2007年创办的 Journal of Informetrics 荣获了本年度的最佳新刊奖;同年创刊的 ACS Nano 获得了本奖项的荣誉奖;

可见2008年度ALPSP没有主题的国际研讨会在结束时还不忘撞击时代的主题——21世纪出版业的创新是时代的潮流!

最后,ALPSP 的网站(<http://www.alpsp.org>)提醒同行们,2009年脚步已悄悄接近,明年的会议内容将会是什么呢?

参考文献



*Thanks for your attention*