

JRRD 2012 Editorial Board Meeting

Baltimore, MD

July 2012

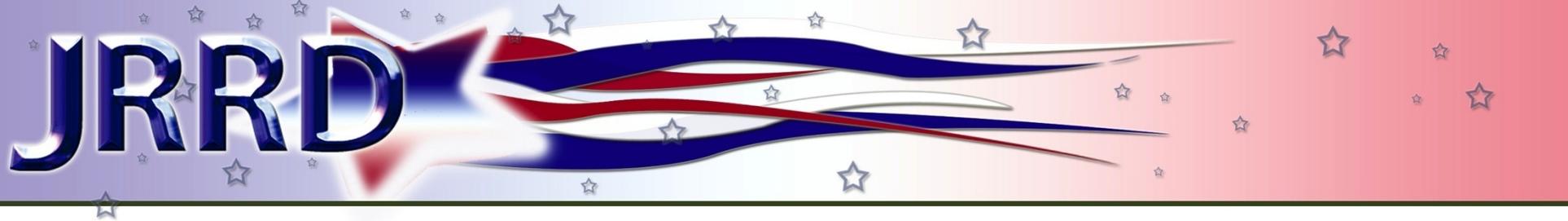
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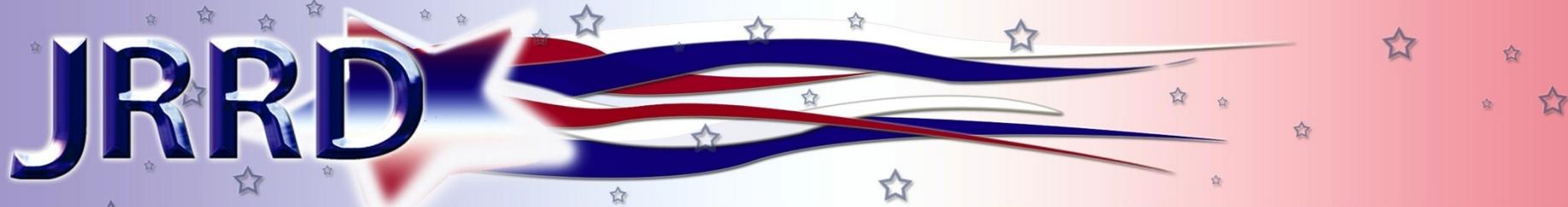
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JRRD Mission

To responsibly evaluate and disseminate scientific research findings impacting the rehabilitative healthcare community



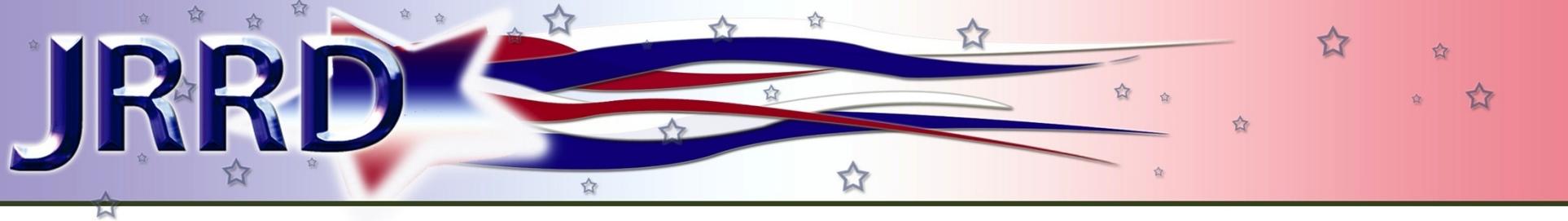


Concepts We Will Cover Today

- 🔥 **Star-Spangled 200 – History through text and pictures**
- 🔥 **Editorial Items and Stats**
- 🔥 **JRRD 180 – Our Video**
- 🔥 **Value-added Material**
- 🔥 **GPO and ePub**
- 🔥 **The JRRD Web site**
- 🔥 **Conclusions and Thanks**

Please note: This PP is best appreciated with speakers turned on!

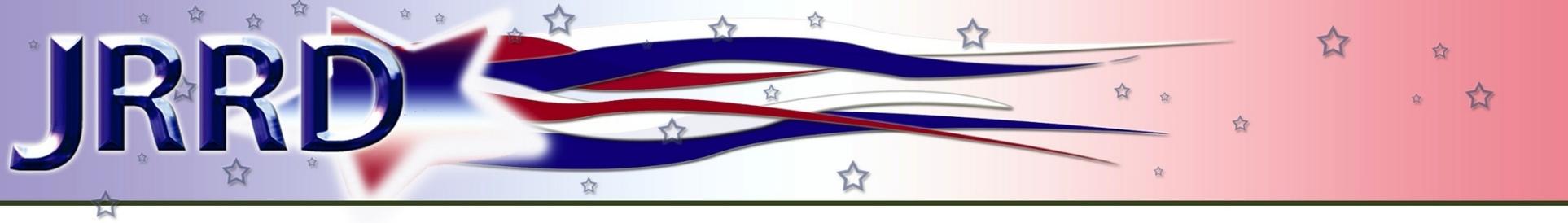




Star-Spangled 200 History – Ken Frager, JRRD PAO

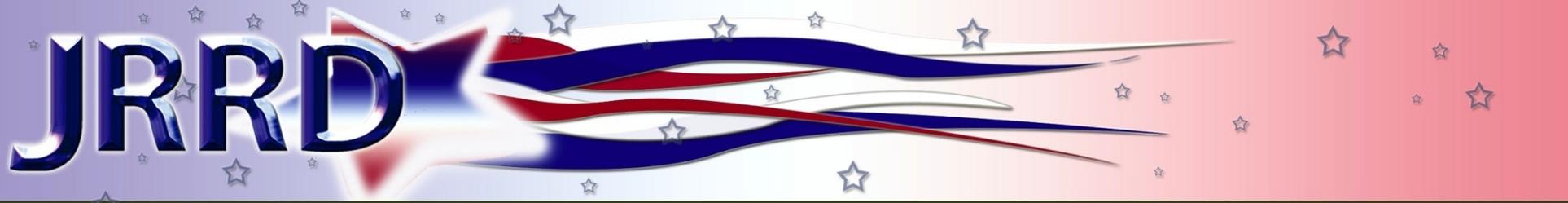
- No place in the United States is better prepared to serve as a portal to the understanding of the significance of the War of 1812. Maryland's rich War of 1812 history includes the Star-Spangled Banner and our National Anthem.
- Sailabration 2012 was one piece of the Star-Spangled 200 effort, a 3-year commemoration of Maryland's unique contributions to the defense and heritage of the nation, including the birth of the Star-Spangled Banner.
- Maryland played a pivotal role during the War of 1812, particularly during 1814 when the British captured and burned Washington, D.C. and then made their way toward Baltimore.





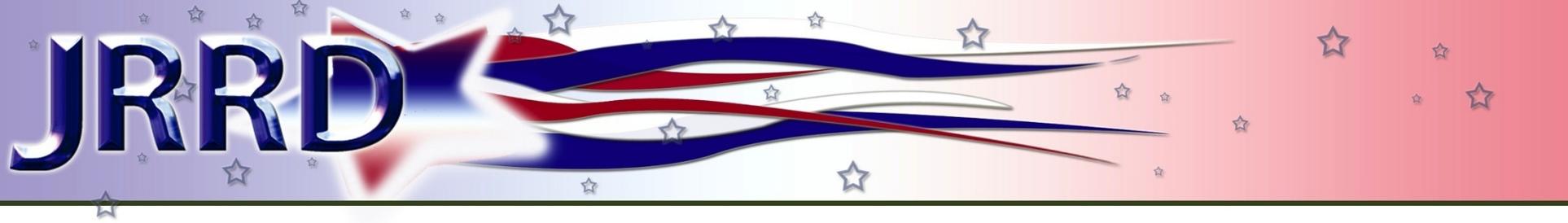
- In the summer of 1812, American troops attempted to invade and conquer Canada. The poorly planned campaign ended in defeat and the withdrawal of the Americans. However, two American frigates, the *USS Constitution* and the *USS United States*, gained victories in naval battles, boosting American morale and contributing to President Madison's re-election. The *USS Constitution* remains in Baltimore's Inner Harbor.
- In response, the British gradually established and tightened a blockade of the American coast south of New York, impairing trade and undermining the American economy.
- American attempts to invade Canada during the spring and summer of 1813 were somewhat more successful than the previous year's, yet they ended in stalemate. By the end of the season, the British blockade had extended north to Long Island.





- In April 1814, Napoleon was overthrown, freeing some 14,000 experienced British troops for battle in America. The British who were sent to America planned a three-pronged strategy: (1) to attack New York along the Hudson River and Lake Champlain in order to divide New England from the rest of the country, (2) to attack the Chesapeake region - the center of government and pro-war sentiment, and (3) to attack New Orleans to block and control the Mississippi River.
- The British planned to attack Baltimore by land at North Point and by sea at Fort McHenry, which stood in defense of the Baltimore Harbor.
- The British harassed citizens, burned towns and farms, and overwhelmed the scant American naval forces and militia. With the Americans distracted and largely unprepared, the British entered the nation's capital and burned several public buildings, causing the President, his family, and Cabinet to flee Washington. In September, however, an all-out land and sea defense of Baltimore forced the withdrawal of the British from the Chesapeake region.

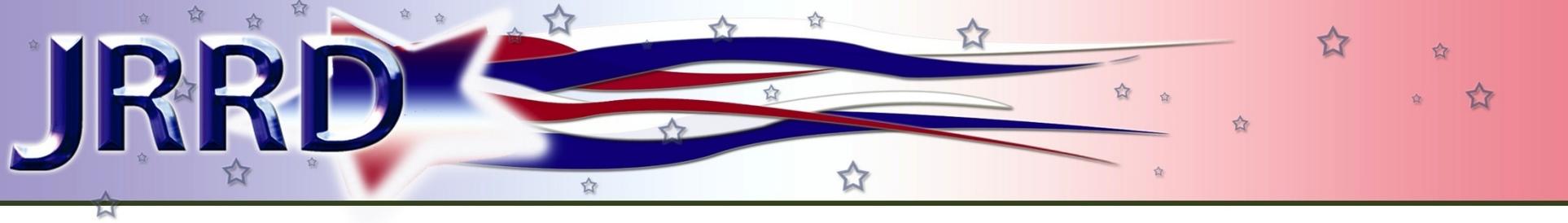




It was during the bombardment of Fort Mchenry (September 1814) that Francis Scott Key, a Maryland-born attorney brought by truce ship to negotiate the release of an American prisoner, was inspired to write the words to what became the United States' National Anthem.

The same month, the British fleet in Lake Champlain was destroyed, leading to the British retreat into Canada. This defeat convinced the British to agree to a peace treaty, known as the Treaty of Ghent, with very few conditions. In January 1815, with neither side aware that the treaty had been signed the previous month, the British decisively lost the Battle of New Orleans. David had defeated Goliath.

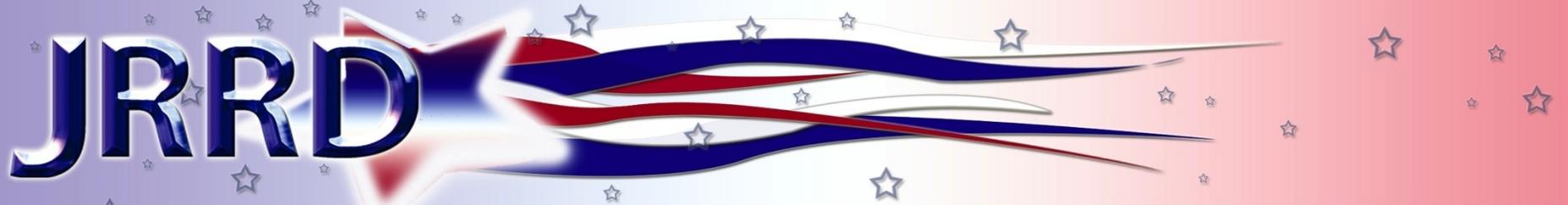




JRRD Updated Design

- 📖 **Color as subsection indicators**
- 📖 **Icons for value-added material**
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New Hardcopy/PDF INSTANT Navigation

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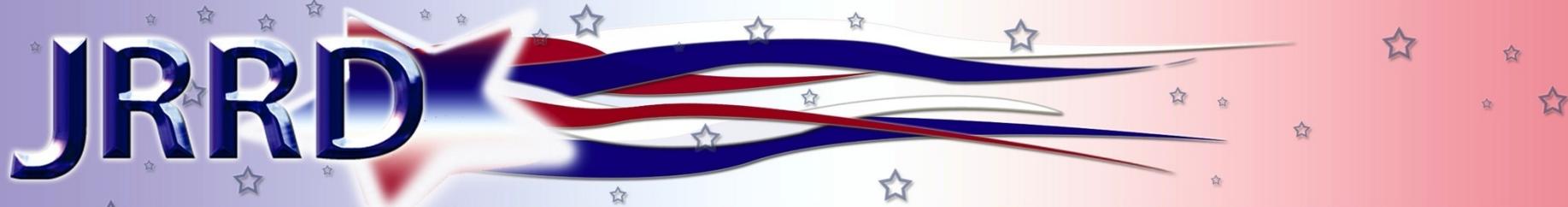
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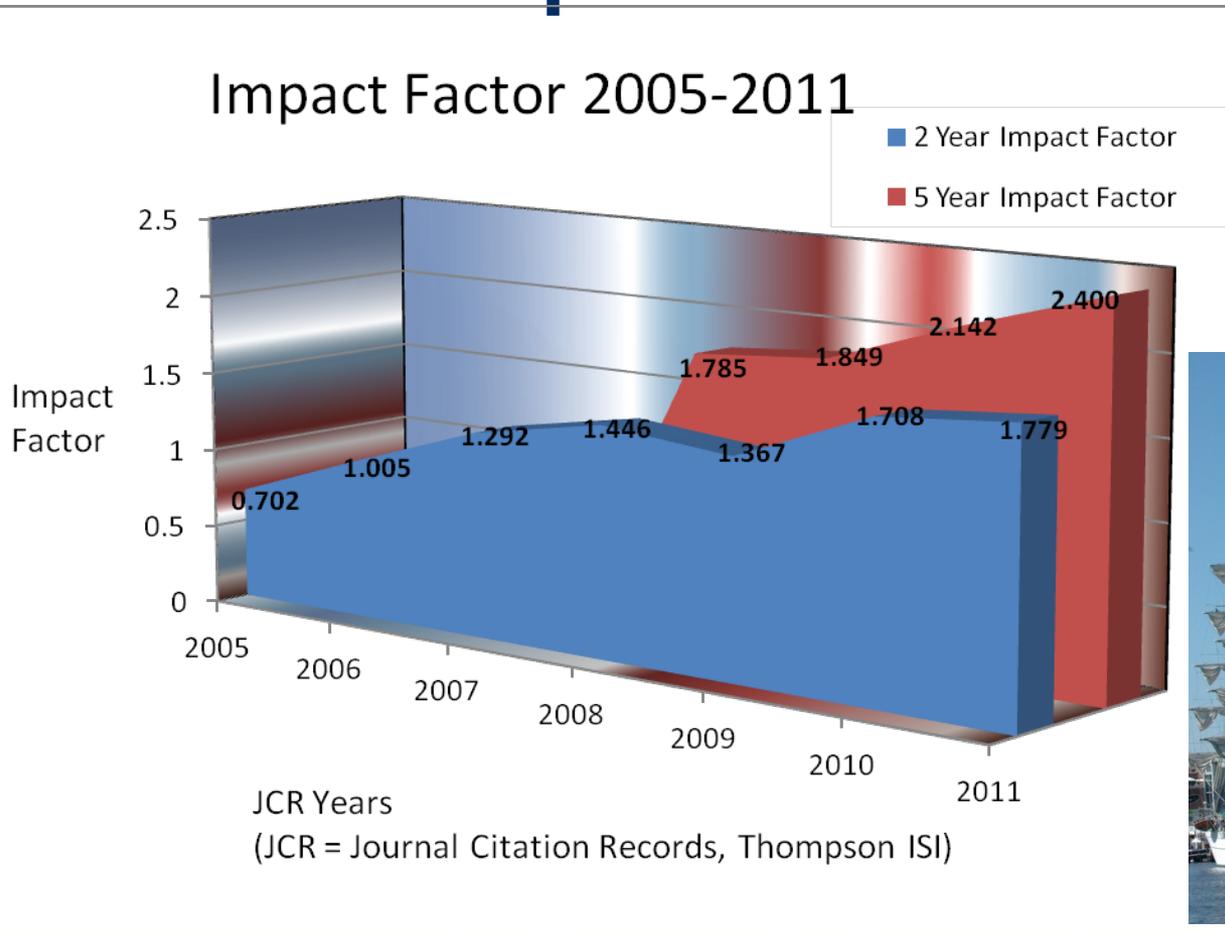
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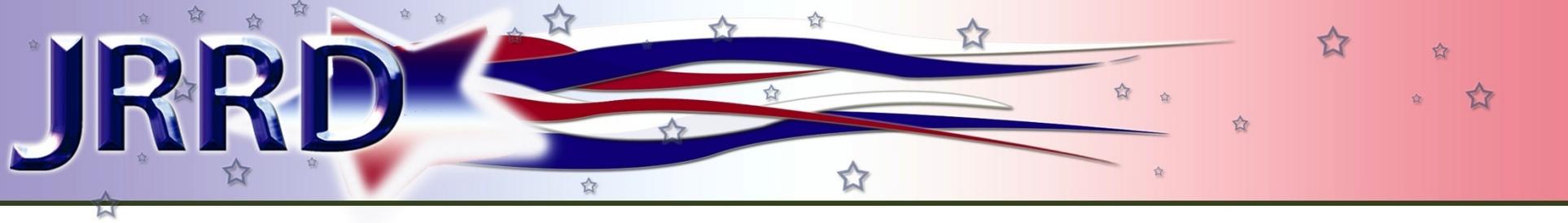
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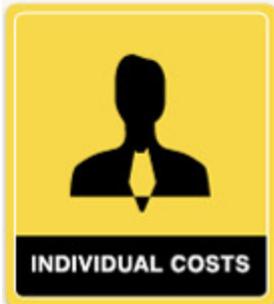
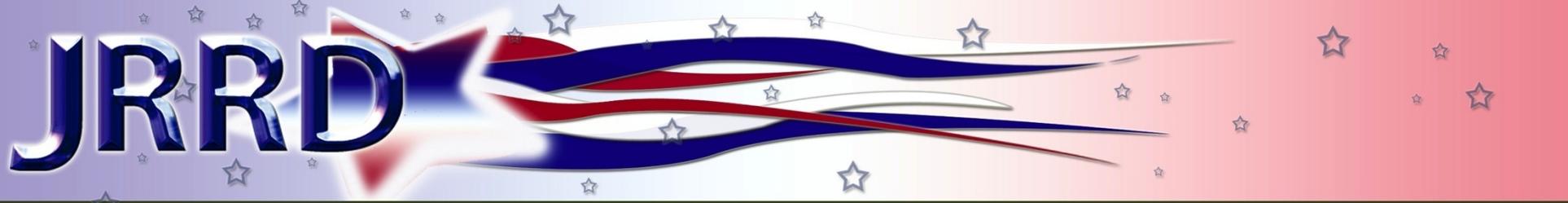


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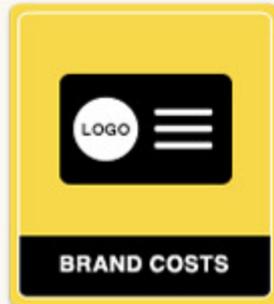


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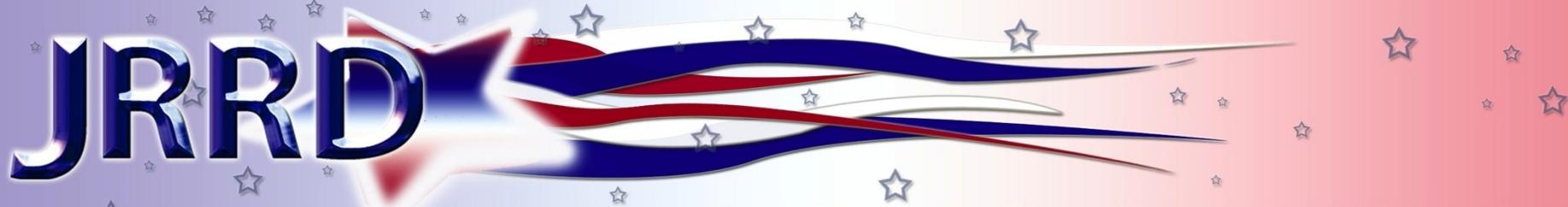
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Due to the growing research population and a pressure to 'publish or perish,' an increasing number of researchers have taken to cutting corners, resulting in falsified research, fraudulent data and plagiarism. This research misconduct creates a ripple effect of costly damages to individuals, organizations and the general public. iThenticate's new report, "True Costs of Research Misconduct," explores reasons for the dramatic rise in research misconduct and defines four types of costs that are associated with misconduct.

<http://www.ithenticate.com/Portals/92785/docs/ithenticate-misconduct-report-2012.pdf>

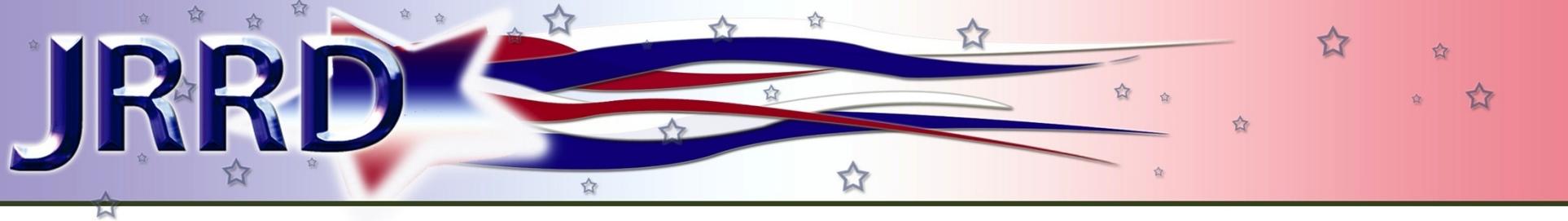




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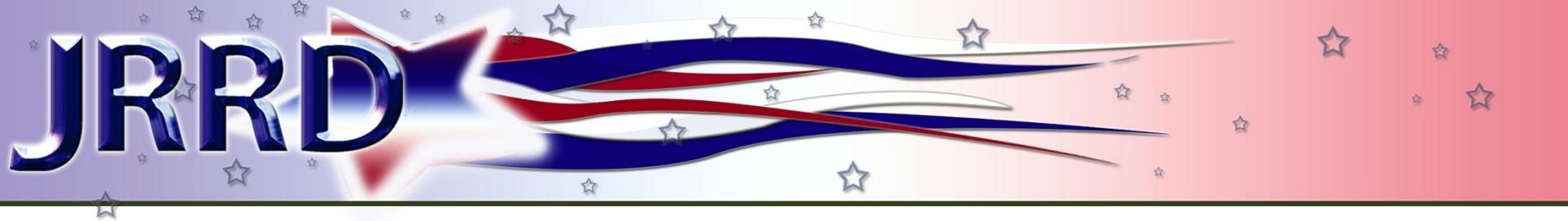




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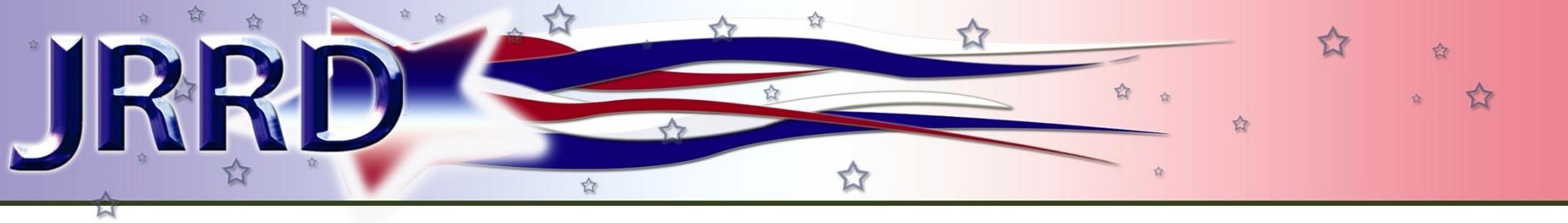


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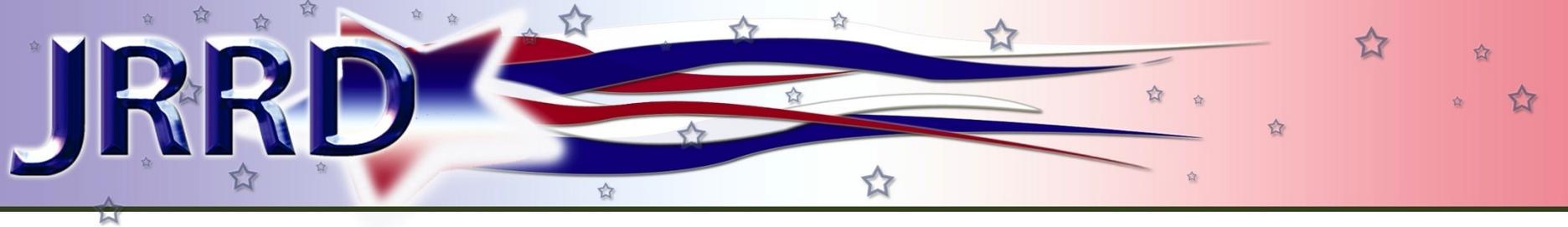
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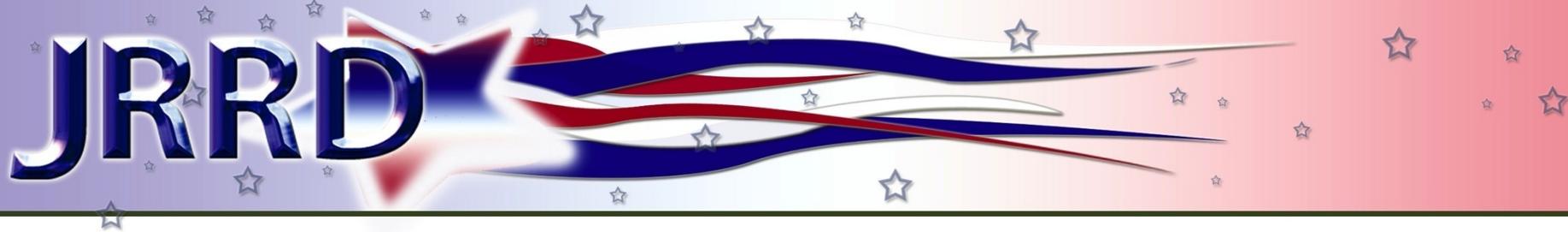
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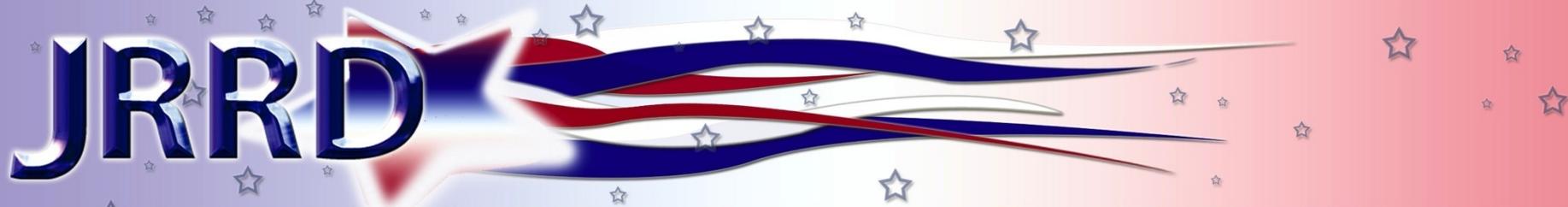




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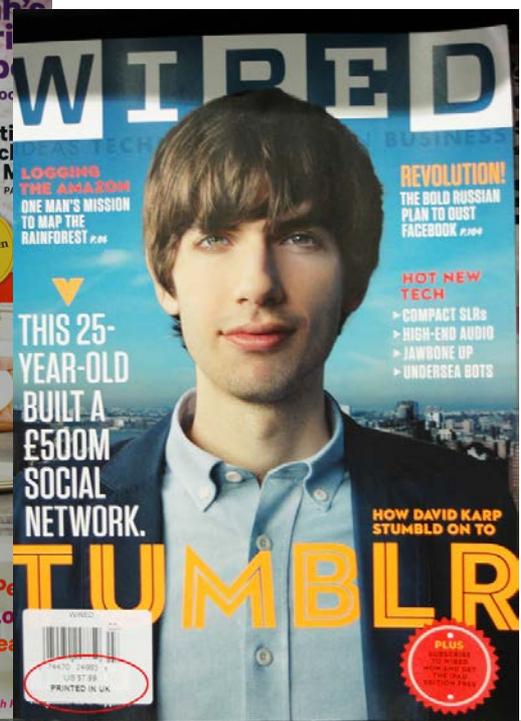


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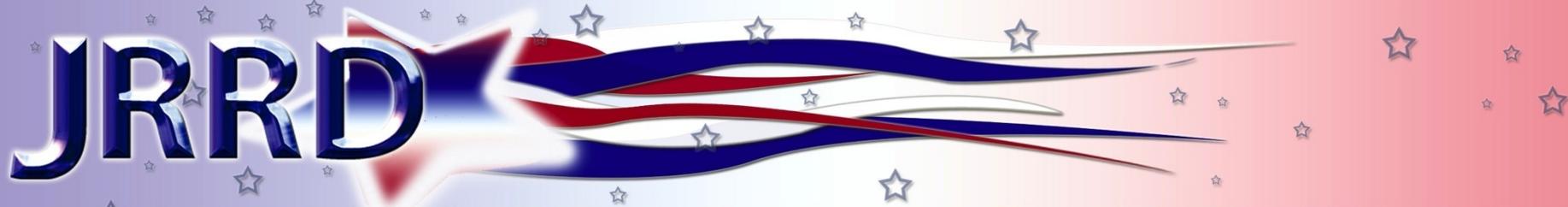
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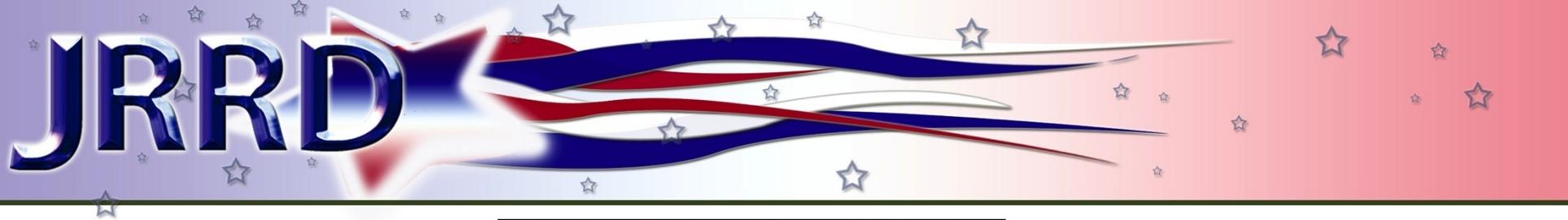
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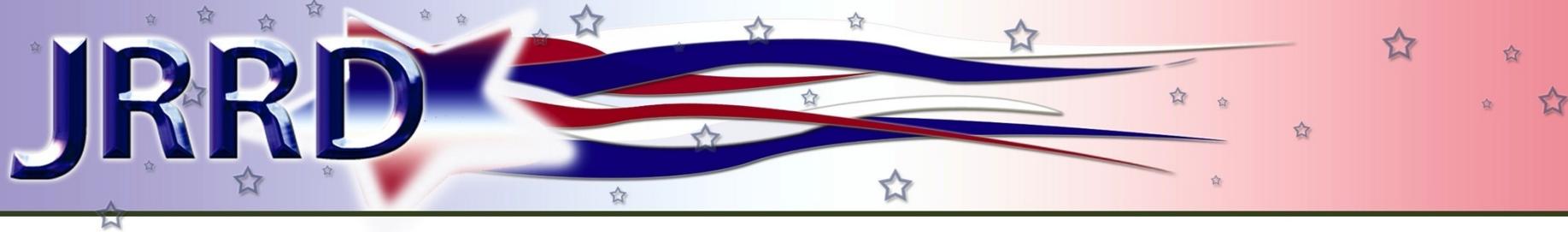


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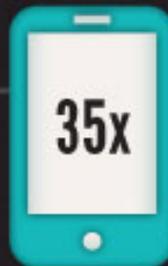


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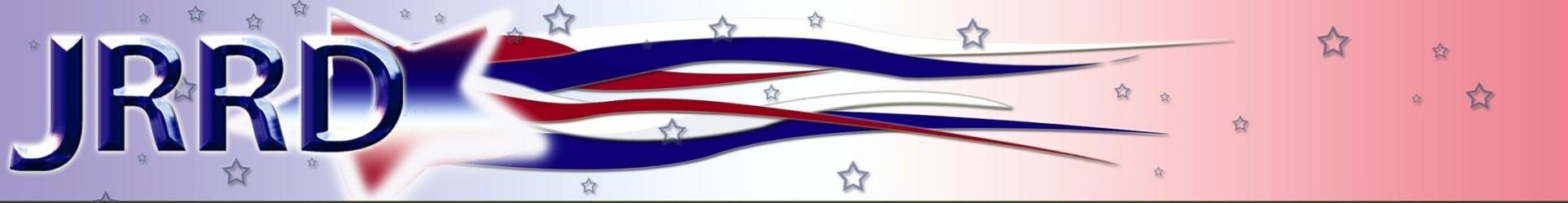


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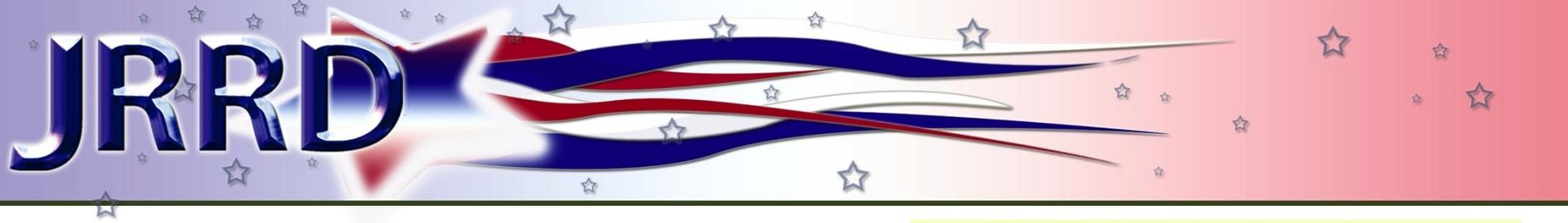
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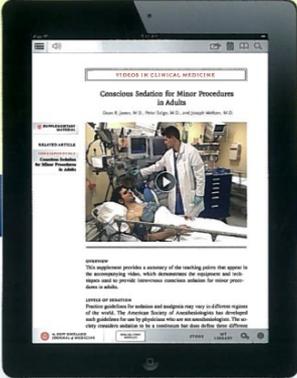
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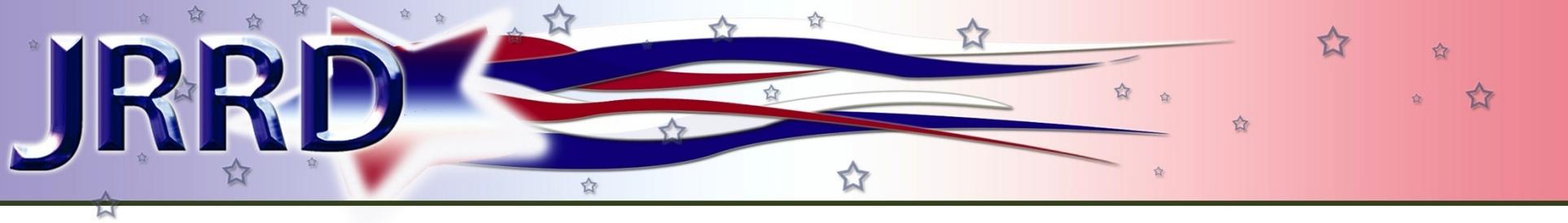
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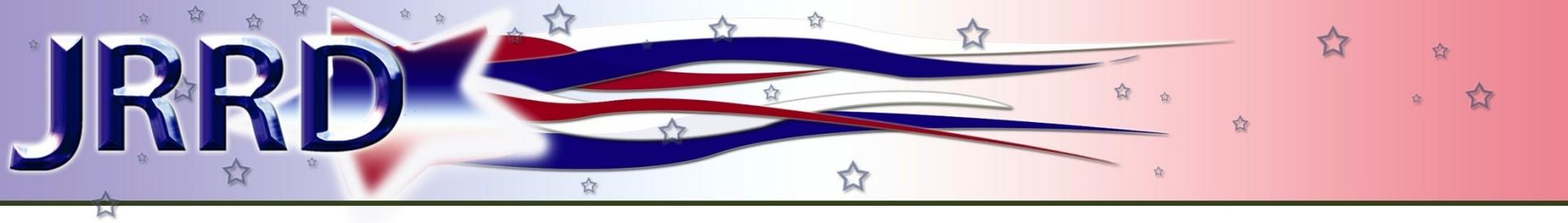
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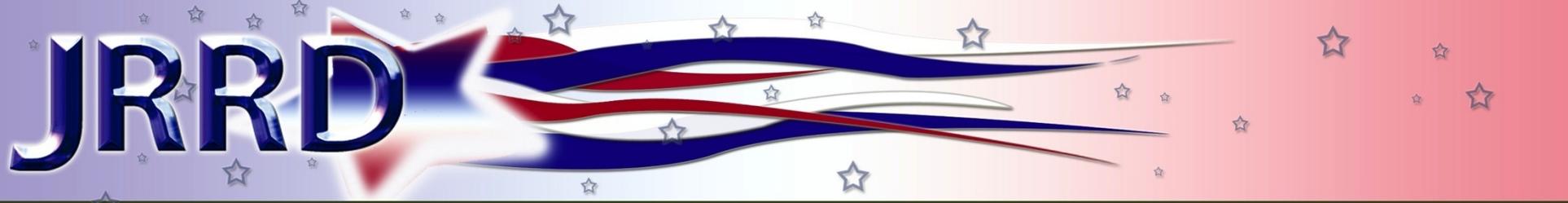




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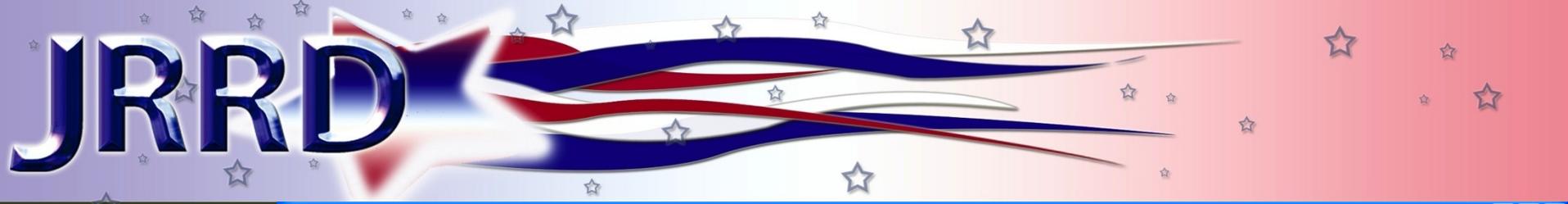
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Archeo by U.S. Army Veteran Bob Loewer
2011 National Veterans Creative Arts Festival (see inside cover).

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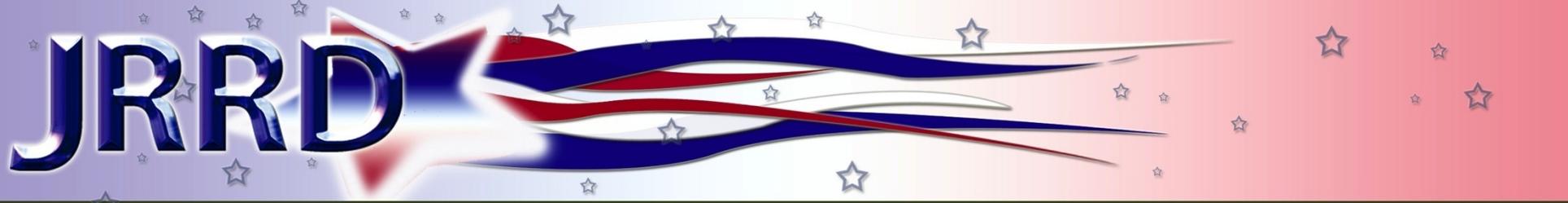
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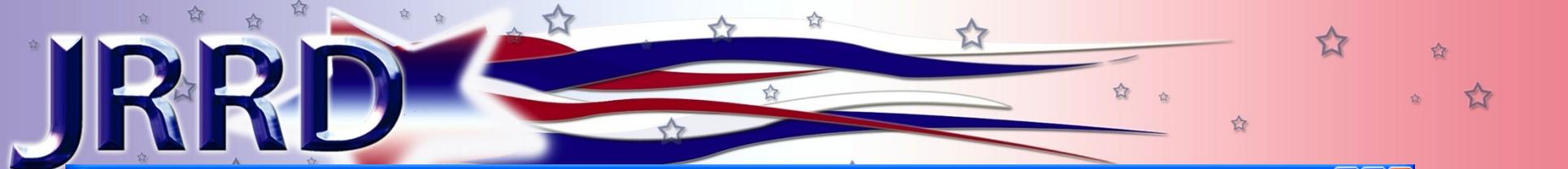
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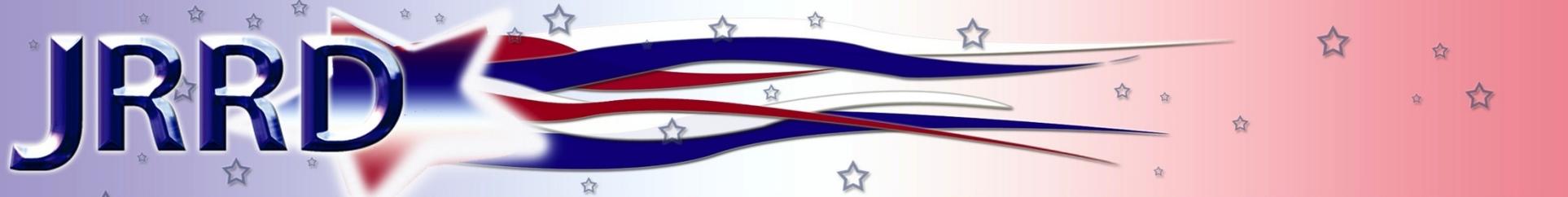
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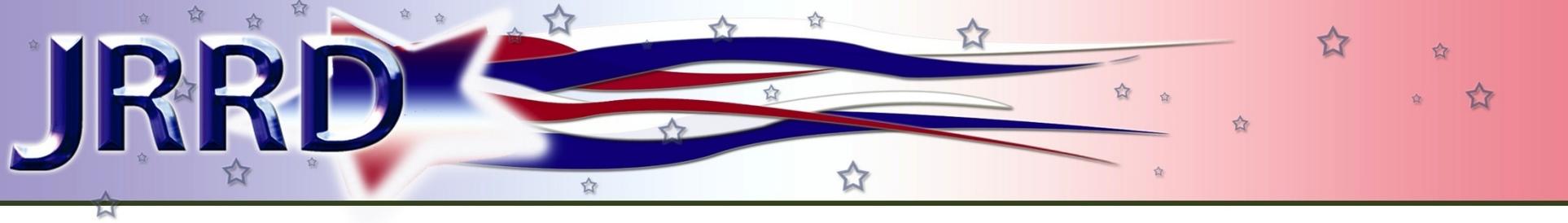
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JRRD at a Glance in Chinese

目前退伍軍人建康行政署的脊椎傷患一族到底是哪些人？

作者: Catherine M. Curtin, MD 等

退伍軍人建康行政署是負責對脊椎傷患的退伍軍人提供綜合性照顧的，不過這一族類人的結構也在變化中。他們較前為長壽，也因此產生了新的醫療挑戰。如關節炎、骨質疏鬆及心血管疾病等。此外，近年戰爭的新傷者和更多的女性加入軍隊已影響了脊椎傷患退伍軍人的人口結構。此研究針對界定目前有脊椎傷患的退伍軍人，並著重在健康照顧的使用和有脊椎傷患的女性退伍軍人。此資訊可協助對這樣一種複雜人口結構的資源分配，以期達成最適當的健康照顧。



Asian Influence Rising Rapidly

NEWS IN FOCUS

SCIENCE INVESTMENT

Research in Asia heats up

US indicators reveal challenges and opportunities as science momentum shifts to China.

BY EUGENIE SAMUEL REICH

It is a mantra that plays readily to US competitive fears: Asia, led by China, is on track to displace the United States as the world's science and technology powerhouse. That message is loud and clear in the 2012 edition of *Science and Engineering Indicators*, a nearly 600-page snapshot of the state of global research that looks at education, academic infrastructure, the knowledge-based workforce and international markets. Yet some policy experts say that the trends reveal opportunities for partnerships that could benefit the United States.

"Our country needs to worry about science and innovation when so much is being

done, which produced the report aims to assess one of the US government's main research funding agencies, the National Science Foundation (NSF).

The report, released on 17 January, finds that by 2009, the combined research and development (R&D) investment from a group of ten Asian economies including China and India, had caught up with that of the United States (see "Rising Influence"). "One hopes that the new data will help to reinforce the message that the US government (as well as industry) needs to keep R&D investments at the top of its priorities, despite current fiscal constraints," says Claude Cantozas, vice president for research at the Massachusetts Institute of Technology in Cambridge.

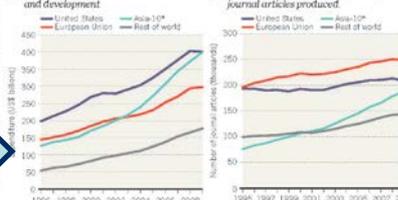
Yet Ron Hira, an engineer and science-policy expert at the Rochester Institute of Technology in New York, says that the real problem is that the United States invests too little in R&D, but that its ability to channel that investment into high-tech manufacturing has been declining since 2000. Hira says that India and China have been more proactive in protecting and fostering high-tech industries. In the United States, "we have a surplus of researchers doing endless postdocs," he says. "The worry is how that translates into economic growth."

Henry Sauerbann, who studies science and innovation at the Georgia Institute of Technology in Atlanta, says that the United States may need to alter its perspective. The indicators suggest that intellectual property and trained personnel are increasingly likely to come from Asia and developing countries. The United

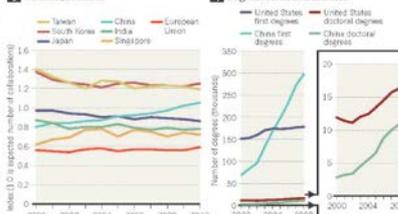
RISING INFLUENCE

Research and development investment in ten Asian economies has tripled in the past 15 years. It has the number of journal articles. Collaborations between US and Asian researchers have been roughly constant since 2000, suggesting that the United States could do more to take advantage of Asian research. The trend is set to continue, with the number of science degrees in China rising rapidly.

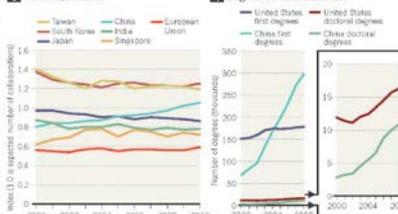
1 Spending on research and development



2 Number of science and engineering journal articles produced



3 US collaborations



*Main: ID: China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand

States should take advantage of Asian ideas and expertise rather than thinking of itself as a producer of value that may be lost, says Sauerbann. For example, US researchers could make greater efforts to read Chinese publications and collaborate with Chinese institutions. "Increasingly we see China paying for research and putting it out there for everyone to use. That's an opportunity."

Caroline Wagner, a science-policy expert at Ohio State University in Columbus, says that it is important to be aware that much of

the science done in developing countries is not captured by the report, which covers only research published in journals that are indexed by Thomson Reuters — fewer than 10% of the world total, she estimates. The remainder is likely to be in languages other than English, and benefits its country of origin — through research on Brazilian fruit trees or lungans in China, for example — but not necessarily other members of the global economy, such as the United States. "There's an awful lot of unseen science," she says.

NEWS/ANALYSIS

SCIENCE INDICATORS 2012

Report Notes China's Influence In Emerging Asian Science Zone

Pumping money into research has made China a scientific force to be reckoned with. A new report from the U.S. National Science Foundation (NSF) documents the impact of that investment on how scientists interact.

"We're seeing the beginning of an Asian science zone," says NSF's Rolf Lehmann, who oversees the *Biennial Science and Engineering Indicators* report. The 2012 edition, a 575-page compendium of global trends in science

and engineering released this week, provides a glimpse of that new landscape, including a sharp rise in intra-Asian collaborations and the growing share of top-cited papers by Chinese authors. The report also traces the impact of China's sustained investment in engineering, on everything from university graduates to high-tech trade surpluses.

Indicators also shows how Asia's influence is being felt in the United States. The

large number of Asian students who remain after being trained at U.S. universities, for example, has led to a steady rise in the percentage of the U.S. scientific workforce that is foreign-born. And a growing share of R&D jobs at U.S. companies are now located overseas.

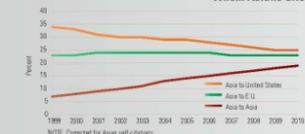
In addition to these international trends, the report adds texture to perennial U.S. science policy debates such as the level of federal and state support for research and how to ensure that the country is producing enough scientists and engineers. The full report is available at nsf.gov/statistics/indicators/.

—JEFFREY MERVIS

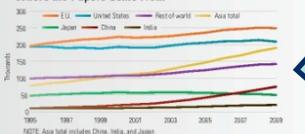
INTERNATIONAL DATA

PUBLICATIONS

Whom Asians Cite



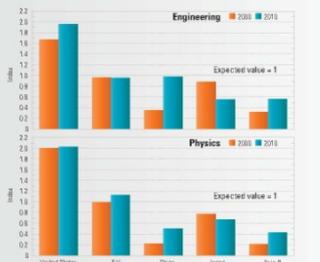
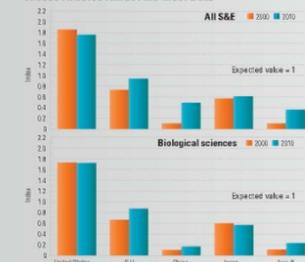
Where the Papers Come From



Closer to home. Asian scientists are almost as likely to cite their regional colleagues as U.S. or European scientists, a remarkable shift from a decade ago. (Many articles cannot be assigned to a geographic location.)

All join in. The 27-country European Union has widened its lead in generating the most science and engineering articles. But Asia, fueled by China's rising contribution, has nearly caught up to the runner-up, the United States.

Whose Articles Attract the Most Buzz

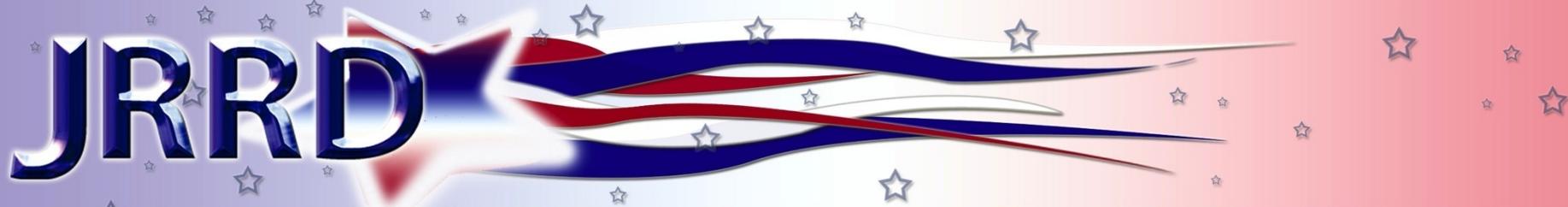


A surge in quality. U.S. scientists still rule the roost, but the quality of Chinese science has risen sharply, especially in engineering. The graphs show the number of most highly cited articles—the top 1% cited—and by field—from each country or region, normalized by that country's share of global output. Countries with an index larger than one are punching above their weight. China's output in engineering has reached the world's standard after a threefold rise in the past decade.

Asia in BLUE USA in GRAY

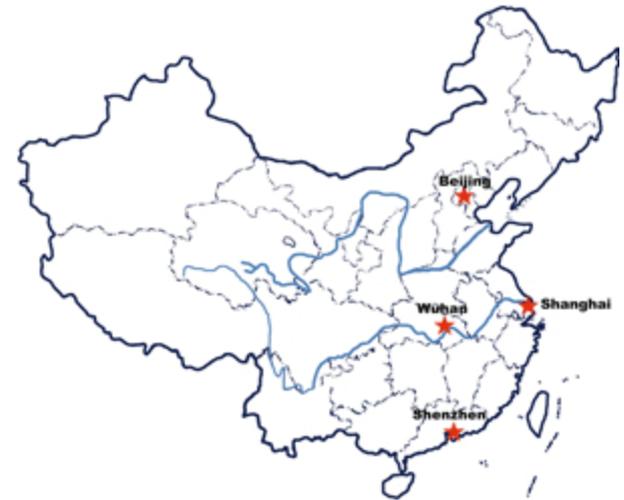
Asia in Gold USA in Blue





Academic Journal Exhibition (AJE) China Book Tour

- ❖ JRRD has partnered with The Charlesworth Group through LinkedIn.
- ❖ The tour covers approximately 70% of the Chinese print subscription market.
- ❖ Exhibitions will be located in prominent universities, public libraries, and the BIBF (19th *Beijing International Book Fair*).



Shanghai June 10-30, 2012

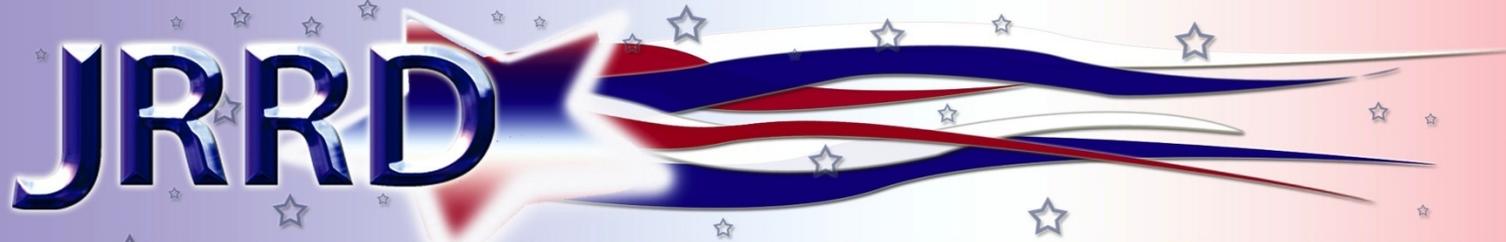
Wuhan July 13-17, 2012

Shenzhen July 2012

Beijing August 29, 2012 - September 2, 2012



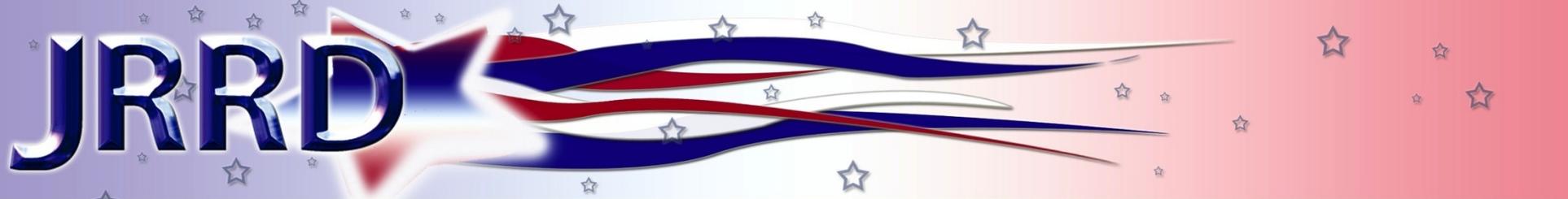
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in the 21st Century



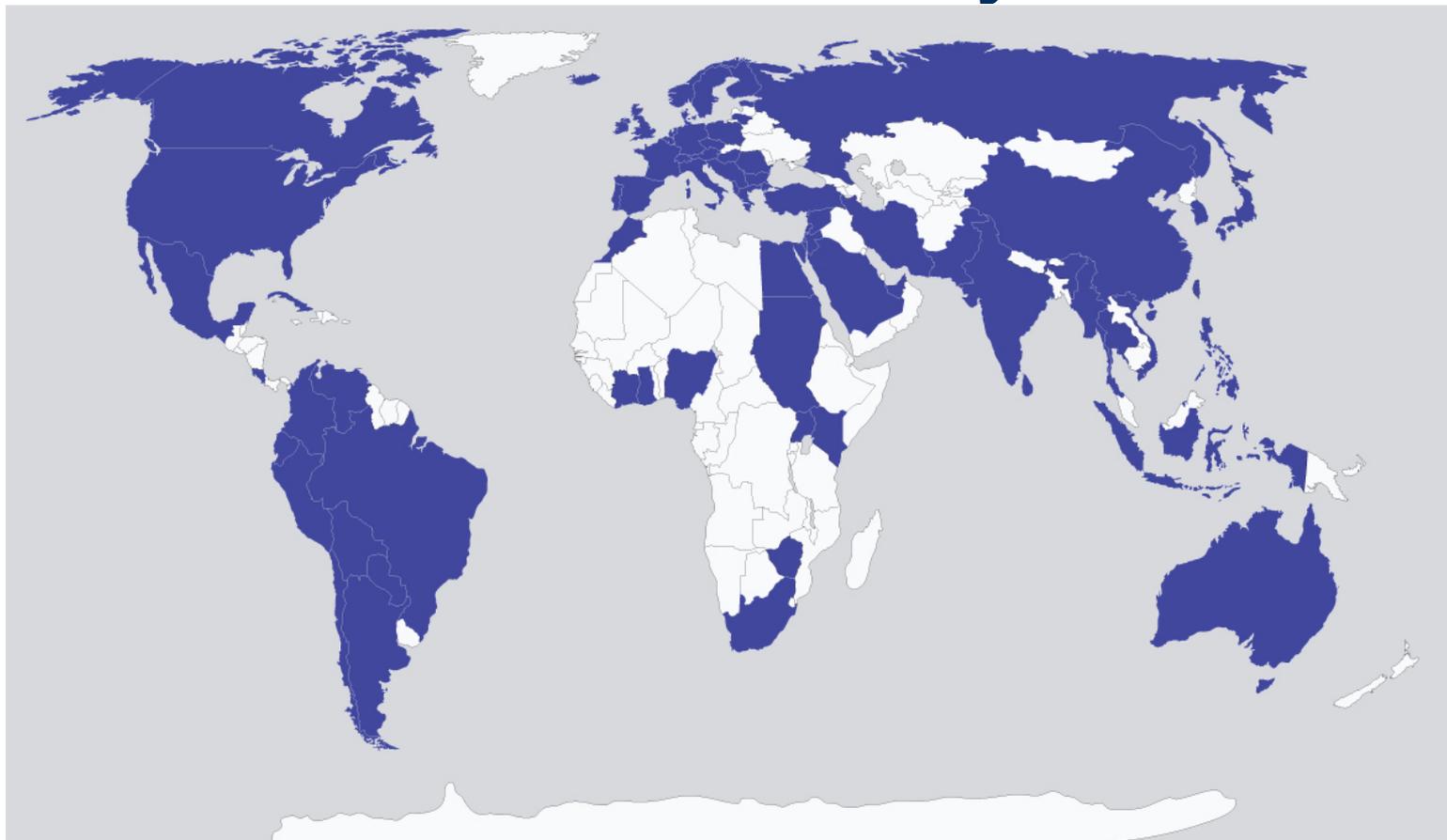
Veteran Artwork Gallery

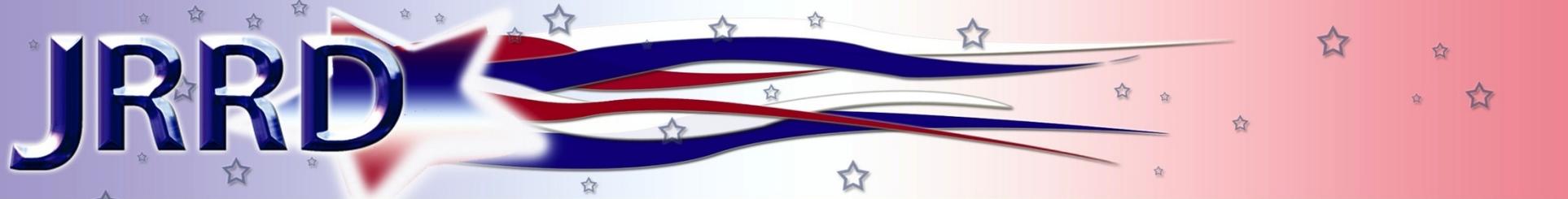
-  <http://www.flickr.com/photos/jrrdeditor/show/>
-  Please click on the above link and view the 24 entries for the 2013 JRRD cover competition.
-  After you view the show, click on “Show info” (upper right-hand side) to obtain the corresponding numbers that relate to each photo you like.
-  Email your **FIVE (5)** top picks to:
Johanna.gribble@va.gov by August 3, 2012.





2011 - JRRD Accessed by 91 Countries



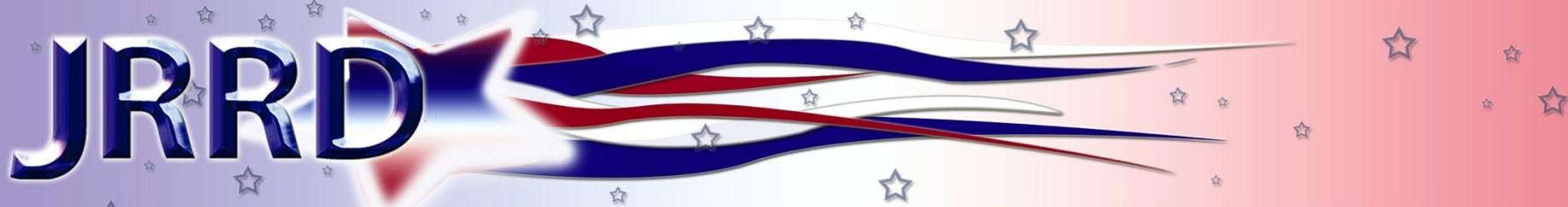


2012 - JRRD Accessed by 171 Countries

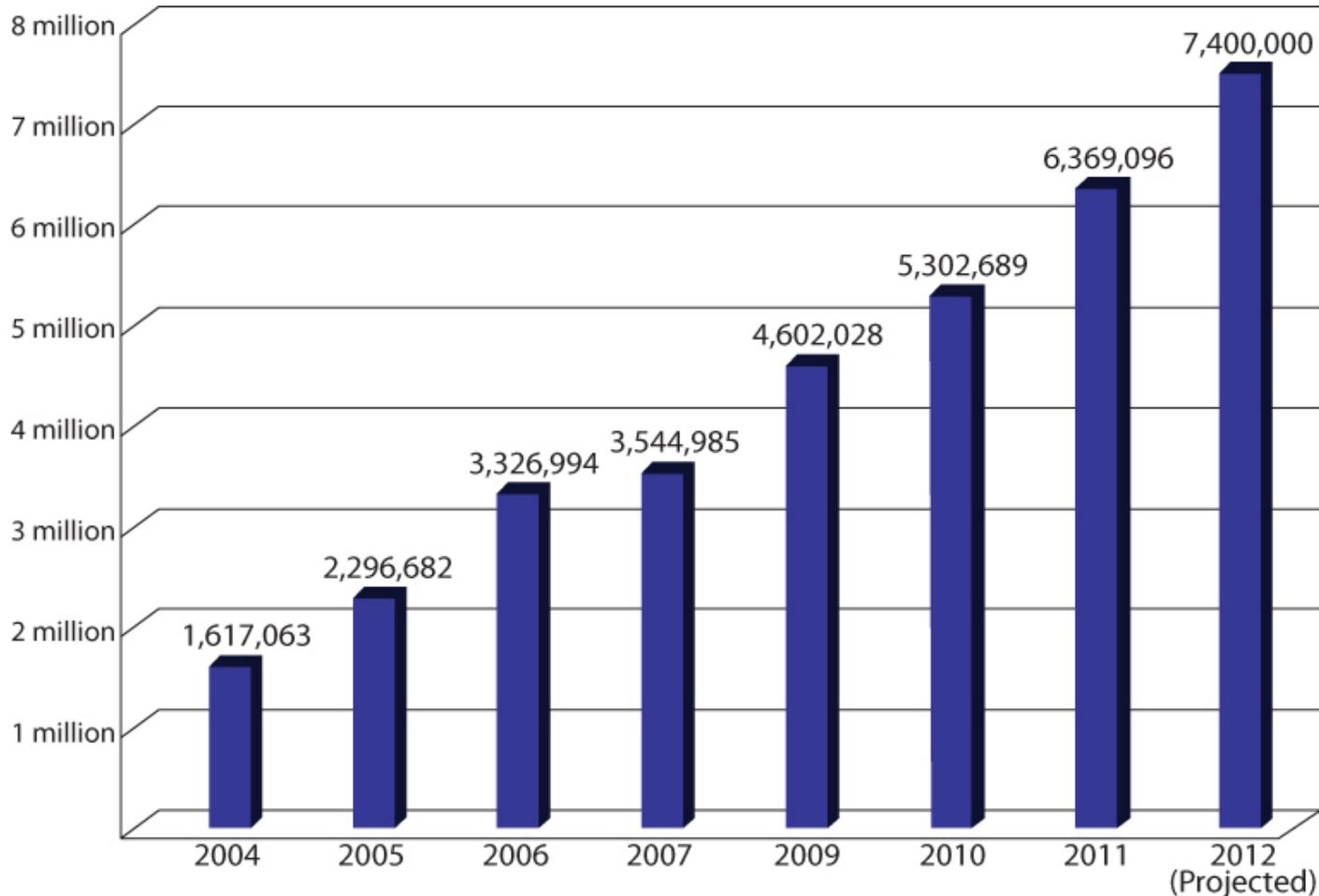


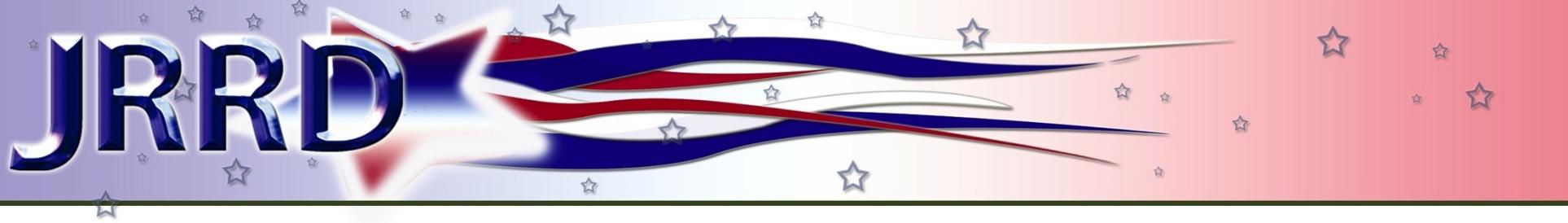
Speaking 134 Different Languages





JRRD Downloads 2004 - 2012





JRRD Web Site Traffic

 **11 Different Platforms**

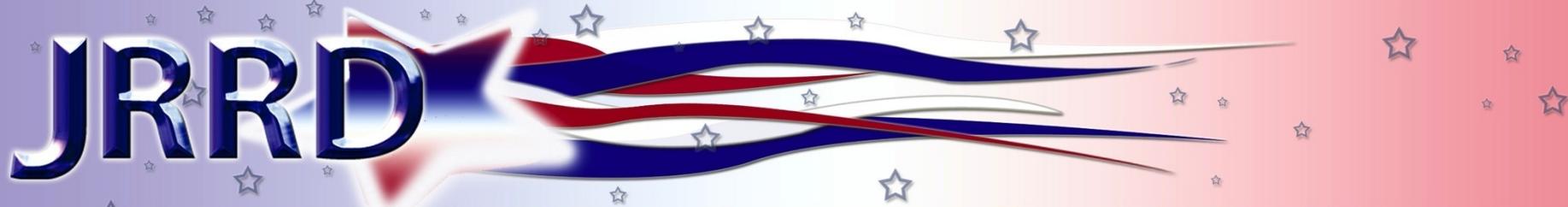


 **13 Different Browsers**



 **Mobile Traffic up 81%**



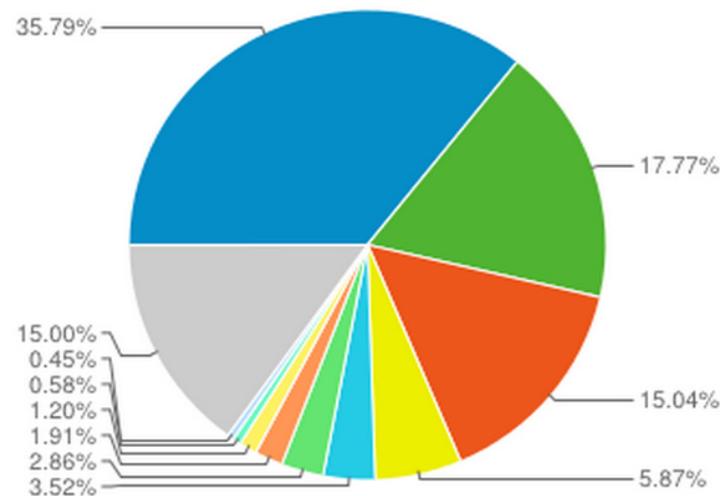


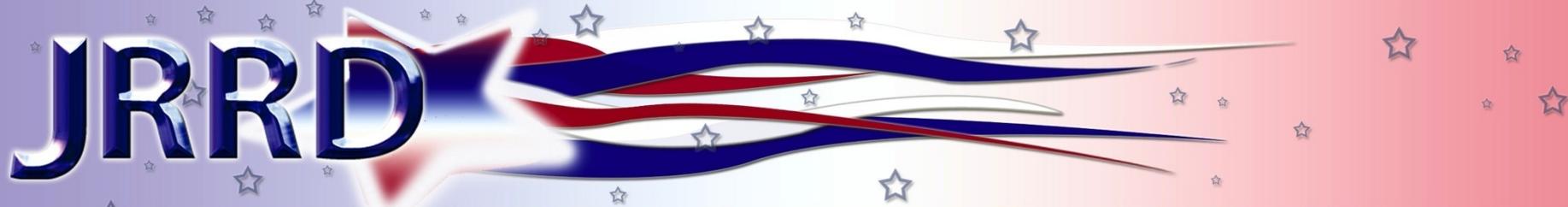
JRRD Web Site Traffic

Google Referrals up 10%

PubMed is now the 2nd largest referral source

1.	google / organic	47,316	35.79%
2.	ncbi.nlm.nih.gov / referral	23,489	17.77%
3.	(direct) / (none)	19,883	15.04%
4.	index.va.gov / referral	7,765	5.87%
5.	bing / organic	4,648	3.52%
6.	yahoo / organic	3,779	2.86%
7.	research.va.gov / referral	2,530	1.91%
8.	google.com / referral	1,588	1.20%
9.	freemedicaljournals.com / referral	764	0.58%
10.	facebook.com / referral	596	0.45%

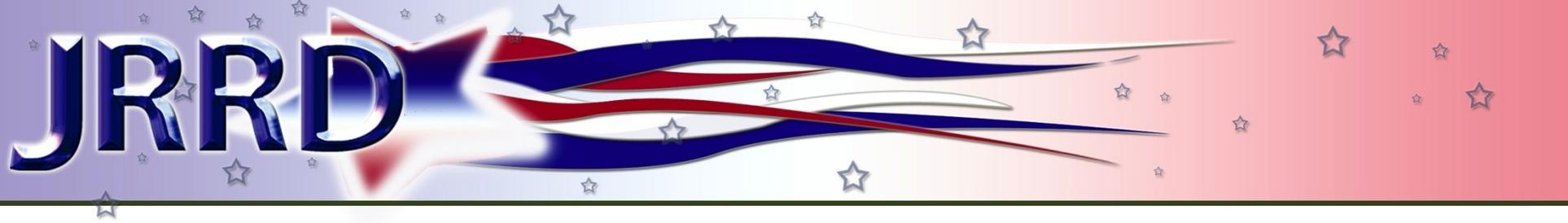




JRRD Web Site Technology

- 📺 Video: **6,569** views on YouTube (2011: 4,995)
- 📺 Facebook: nearly **800** Fans (2011: 659)
- 📺 Twitter: **275** tweets, 596 following, **85** followers (2011: 119 tweets, 85 following, 24 followers)
- 📺 RSS Feed: **9,687** views per month (2011: 3,498)
- 📺 PodCasts: **1,533** views per month (2011: 932)
- 📺 PowerPoint Image sides (includes JSPs):
 - 📺 2009: 12 per month
 - 📺 2010: 2,395 per month
 - 📺 **2011, 2012 over 6,000 per month**

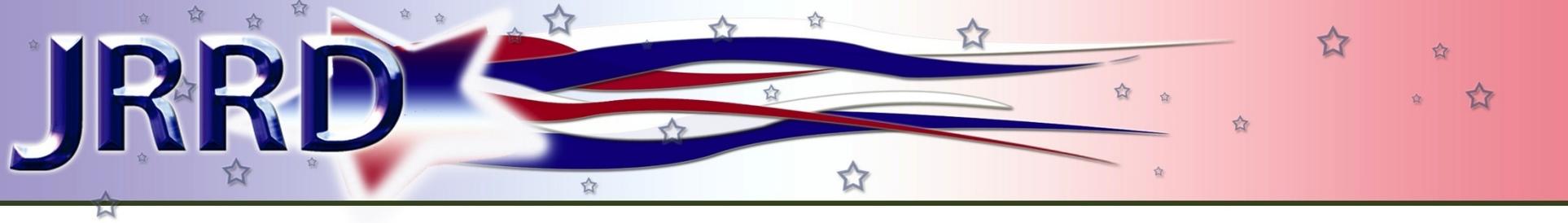




Conclusions

- 🕯️ JRRRD is continuing to improve in:
 - 🕯️ Metrics
 - 🕯️ Outreach
 - 🕯️ Presentation
 - 🕯️ Dissemination
 - 🕯️ Quality
- 🕯️ JRRRD is facilitating new ways of content dissemination while utilizing government funds prudently.





Thank you!!!

- 🕯️ Our thanks for taking the time to read and listen to this presentation.
- 🕯️ Please remember to vote on the artwork!
- 🕯️ Many thanks for your assistance during the past year with editorial issues great and small.
- 🕯️ Thanks to the RR&D Service for providing universal support of all our endeavors.
- 🕯️ Thanks to the team for all their hard work and continuing dedication to JRRD!

