



# AUTHOR EDUCATION STRATEGIES BEYOND CULTURAL BOUNDARIES

Roohi Ghosh, ELS, Manager, Global Training, Editage. E-mail: roohig@cactusglobal.com  
Clarinda Cerejo, ELS, Editor-in-Chief, Editage Insights, Editage. E-mail: clarinda.cerejo@editage.com



## OBJECTIVES

The objectives of this poster are as follows:

- Discuss different training platforms that can be used for educating ESL (English as a second language) authors
- Share experience-based insights on similarities and differences in the teaching approach to be adopted for educating authors in Japan, South Korea, and China
- Provide practical tips that other training professionals can use for author education across countries

## BACKGROUND

Education on topics such as manuscript preparation, good publication practices, and new developments in the publishing industry can play a critical role in helping ESL authors stay ahead in the race to publish in reputable international journals. This poster, based on our long-standing experience with author education in Japan, South Korea, and China (see tables 1 and 2), will share insights on a successful author education strategy that transcends cultural boundaries.

Table 1: Editage workshops and webinars

Country	Number of training programs	Number of researchers trained
Japan	129+	4500+
South Korea	48+	3800+
China	11+	1000+
Other countries	16+	850+
Total	204+	10,150+

Table 2: Editage-authored written resources

Resource platforms	Description	URL / Publisher	Monthly unique visitors
Editage Insights	A one-stop learning and discussion platform for authors and journals, available in English, Simplified Chinese, Japanese, and Korean	www.editage.com/insights www.editage.cn/insights www.editage.jp/insights www.editage.co.kr/insights	25,000
ScienceNet blog	The largest online portal for researchers in China	http://blog.sciencenet.cn/u/editage	18,000
NAVER blog	A Korean knowledge and information platform for authors	http://blog.naver.com/editage_kr/	6500
Japanese Science Newspaper	Print newspaper for Japanese scientific researchers, published weekly	Details available at http://sci-news.co.jp/wp/	3000
DXY	The most active online forum for physicians and biomedical researchers in China	http://1.dxy.cn/talk/eddy2 http://1.dxy.cn/editage	2500

## OBSERVATIONS AND RECOMMENDATIONS

### Choosing the right training platform/format for the audience

#### Early-career researchers prefer

One-day interactive workshops, webinars, Q&A forums, infographics, blog posts, and animation videos

#### Senior researchers prefer

1-2 hour trainings, discussion-based articles, lecture videos, and interviews

### Choosing a topic

- Publication ethics is a very popular topic in Japan.
- In Japan and South Korea, participants want to learn about the western perspective. In China, this perspective should be shared, but it has to be made relevant to the situation in China.
- Localize the examples and case studies for the country you are presenting in. If specific examples are not available, use examples from the US or EU but not from another East Asian country.

### Setting expectations

- For workshops/webinars, share information beforehand on the language of delivery.
- For written content, specify the target audience for each segment.



### DID YOU KNOW?

In Turkey, "life sciences" and "social sciences" is used interchangeably by many and can be easily confused.

### Designing training material

#### Workshops and webinars

- Slides that use a lot of text are best avoided.
- Summary sheets are recommended to share key points.
- Share a print copy of the slide deck for workshops held in Japan and South Korea.

#### Written content

- Write in a way that will allow translation. Avoid clever titles with puns.
- Break up long posts (>800 words) with images, tables, and call-out boxes.
- Experiment with various formats—videos, slideshows, comic strips, infographics, tutorials, polls, and blog posts.

### Presenting workshops and webinars

- Talk slowly and pace the rate of changing slides.
- Participants in Japan arrive at least 15 min before the start time. Begin with the important points.
- For optimal learning, avoid conducting sessions for mixed groups of senior and early-career researchers.



### DID YOU KNOW?

Koreans find the American accent easier to understand than the British accent.

### Handling questions:

#### Workshops and webinars

- Unlike Chinese audiences, Japanese and South Korean audiences may not ask questions in public and may want to talk to the trainer personally.
- Be available to answer questions during breaks.

#### Written content

- Allow people to ask questions anonymously.
- Organize a live chat for interaction with an expert.
- State what types of questions are welcome (language preference, topics to be covered, expected response time).

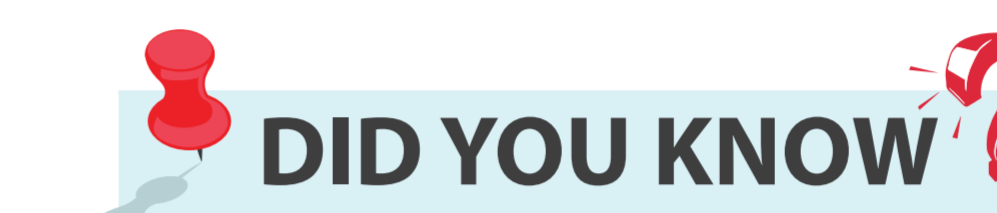
### Encouraging participation and audience interaction

#### Workshops and webinars

- Group activities work better than one-on-one activities in Japan.
- For webinars, since the technology platform may be new to the participants, it is essential to explain the steps for asking questions very clearly.
- Polls during webinars can be very effective to retain participant interest.

#### Written content

- Early-career researchers are more likely to follow and start commenting on a blog that already has comments from someone senior.
- Identify and allow sharing on the specific social media platforms used in the country you are writing for.
- Use quick interactive features, like polls, star ratings, and thumbs-up/thumbs-down ratings.



### DID YOU KNOW?

China doesn't have Facebook and Twitter; platforms with similar features are Sina Weibo and Renren, respectively. While Korea has Facebook, it's not very popular.

### Collecting feedback

#### Workshops and webinars

- Participants are more willing to share feedback in a webinar because of the feeling of anonymity afforded by the platform.
- To avoid misinterpretation, feedback forms should be in the local language.

#### Written content

- Use performance metrics (views, repeat visitors, social sharing, etc.) and user feedback to determine whether the content is search friendly, the topics are relevant, and the titles are appropriate.

## CONCLUSION

For optimal effectiveness, author education initiatives should be designed with due consideration to user preferences and cultural influence. We hope that the above insights and recommendations will help educators design more effective cross-cultural programs.



Editage workshops are interactive and educational events that are well-attended by researchers across different disciplines.



Editage Insights is a multilingual resource platform for authors and journals; it is also responsive to different device resolutions, allowing ease of reading on a desktop, laptop, tablet, or mobile phone.

This poster has also been accepted for presentation at the 2014 ISMTE (International Society of Managing & Technical Editors) Meeting.



Scan the code to download a PDF version of this poster  
http://www.editage.com/ease/author-education-strategies-beyond-cultural-boundaries.pdf