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Kirsty Meddings, CrossRef

COPE Seminar, 26th March 2010

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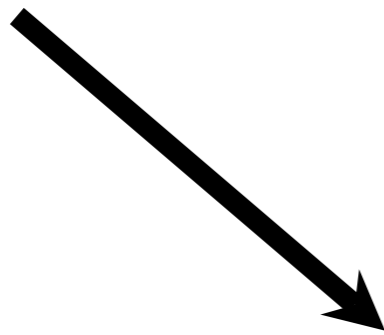
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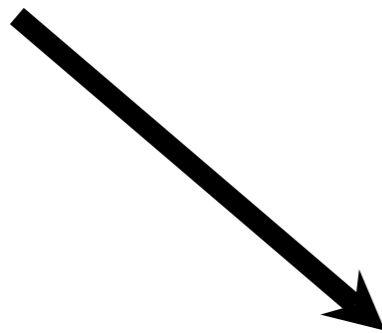
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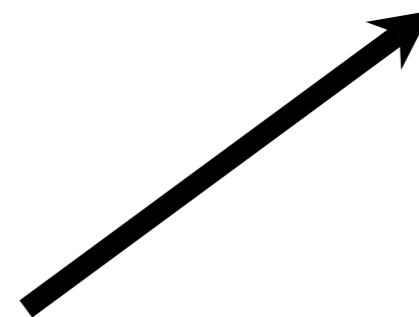
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**Genetic diversity and differentiation in populations of Japanese stone pine (*Pinuspumila*) in Japan**

Naoki Tani, Nobuhiro Tomaru, Masayuki Araki, and Kihachiro Ohba

**Abstract:** Japanese stone pine (*Pinuspumila* Regel) is a dominant species characteristic of alpine zones of high mountains. Eighteen natural populations of genetic diversity. The extent of genetic diversity within this species was high ( $H_T = 0.271$ ), and the genetic differentiation among populations was also high. In previous studies of *P. pumila* in Russia, the genetic variation within the species was also high, but the genetic differentiation among populations tended, as a whole, to be lower. Genetic relationships among populations reflect the geographic locations, as shown by unweighted pair-group method with arithmetic mean.

**Résumé :** *Pinuspumila* Regel constitue au Japon une espèce dominante et caractéristique des zones alpines de hautes montagnes. Les auteurs ont étudié la diversité génétique de cette espèce. Comparativement aux autres espèces conifériennes, la diversité génétique était élevée ( $H_T = 0,271$ ) et la différenciation génétique réalisée chez les populations russes de *P. pumila* ont aussi révélé un niveau élevé de diversité génétique, mais la différenciation de population tendait, dans l'ensemble, à être plus faible. Les relations génétiques observées parmi les populations, telles qu'estimées à partir d'arbres représentatifs de la proximité géographique des populations.

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## Profile



Ed Yong is an award-winning British science writer. Not Exactly Rocket

Science is his attempt to make the latest scientific discoveries interesting to everyone. He finds writing about himself in the third person strange and unsettling.



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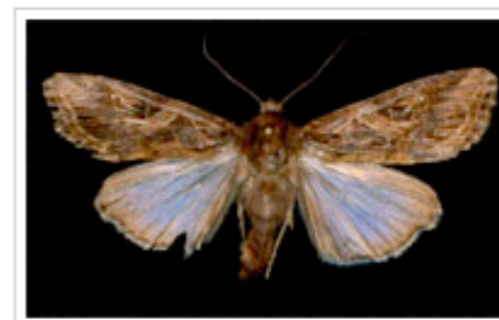
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"Ed Yong... is made of pure

MARCH 16, 2010

### Male moths freeze females by mimicking bats

Flying through the night sky, a moth hears the sound of danger - the ultrasonic squeak of a hunting bat. She freezes to make herself harder to spot, as she always does when she hears these telltale calls. But the source of the squeak is not a bat at all - it's a male moth. He is a trickster. By mimicking the sound of a bat, he fooled the female into keeping still, making her easier to mate with.



The evolutionary arms race between bats and moths has raged for millennia. Many moths have evolved to listen out for the sounds of hunting bats and some [jam those calls](#) with their own ultrasonic clicks, produced by organs called tymbals. In the [armyworm moth](#), only the males have these organs and they never click when bats are near. Their tymbals are used for deceptive seductions, rather than defence.

Ryo Nakano found that the male's clicks are identical to those of bats. When the males sung to females, Nakano found that virtually all of them mated successfully. If he muffled them by removing the tymbals, they only got lucky 50% of the time. And if he helped out the muted males by playing either tymbal sounds or bat calls through speakers, their success shot back up to 100%. Nakano says that this is a great example of an animal evolving a signal to exploit the sensory biases of a receiver.

*More on [bats vs. moths from me](#)*

Reference: *Biology Letters* <http://dx.doi.org/10.1098/rsbl.2010.0058>

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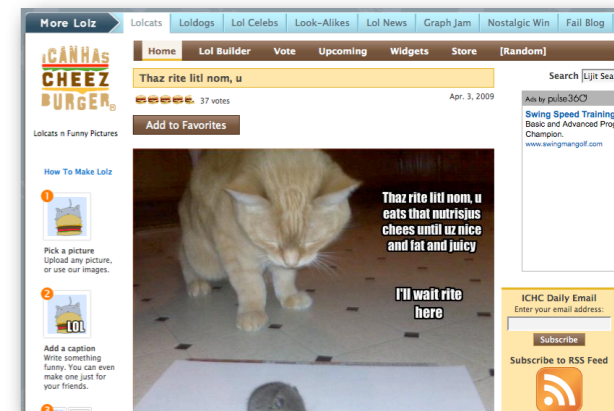
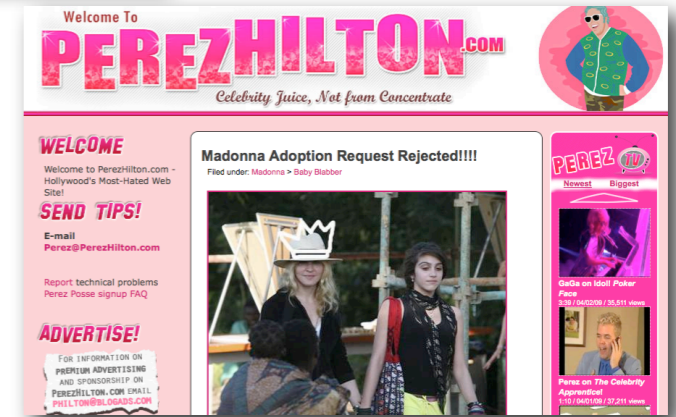
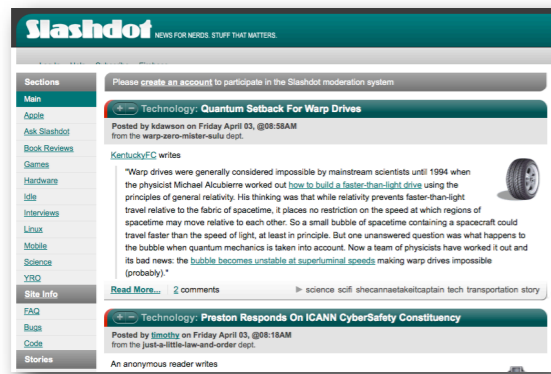
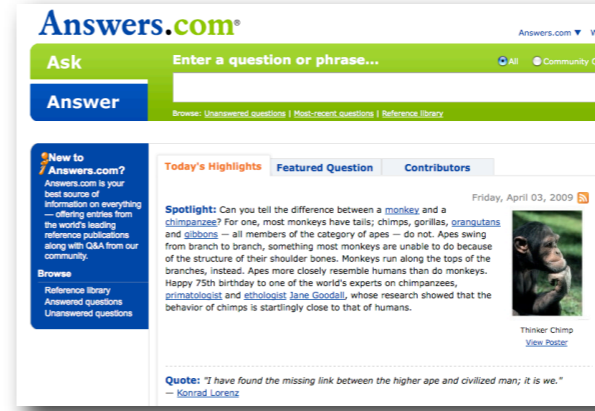


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The conventional marketing chain varies by area, but offers a village trader/ assembler of cocoa (usually a shopkeeper) will buy small quantities of fermented cocoa offered by local growers. There are few buyers for cocoa, limiting farmers' options. Smallholders consistently complain about buyers' unfair grading and weighing practices. Village traders/assemblers sell to itinerant traders who transport the beans to an area trader, or sell directly to an urban wholesaler if he is near enough to a town. Large cocoa growers bypass intermediaries and sell directly to exporters, but disadvantaged smallholder producers in remote areas are subject to the full marketing chain. There are a large number of intermediaries reflecting the need to assemble cocoa beans in rural areas (Collinson and Leon 2006).

In the ethical scheme Maquita's community trader/ assemblers purchase on preferential terms from smallholder growers who belong to affiliated grower associations. To become affiliated, an association should be based in remote areas, should be well organised and its members should possess smallholdings of less than approximately 7 ha. Maquita's traders have working capital to buy cocoa and they are responsible for grading and weighing the beans and paying a preferential price to smallholder members. Maquita checks the scales regularly for accuracy and the grower is present at weighing. The Maquita trader/ assembler ferments, dries, sorts and bags the beans. Maquita or its rural trader/assembler takes responsibility for transporting the beans. To obtain higher volumes Maquita also buys from third parties at non-preferential prices.

Maquita's profits are reinvested in the company, or are used to fund farmer training and socially motivated activities. Maquita's commercial performance is remarkable. From its first exports in 1992 Maquita has become one of the top five Ecuadorian cocoa exporters. Maquita usually obtains higher average export prices than its competitors because it concentrates on higher quality beans and exports directly to chocolate manufacturers in Europe (Collinson and Leon 2006). The skill of the Maquita's commercial manager should also not be overlooked.

Maquita has 12 main clients in North America and Europe, and sells to fair trade buyers, brokers to the conventional market, and more recently directly to chocolate manufacturers. The vast majority of the cocoa is sold to conventional markets.

*Peru\**  
Candela Peru has been operating in Madre de Dios, a province in the Amazonian region of South Eastern Peru, since the 1980s. Candela buys and sells brazil nuts in this

area, although it is relatively inaccessible and poorly integrated into the rest of the country. Rivers form the only internal routes of communication in the area. Brazil nuts have to be transported by air from Puerto Maldonado (the provincial capital) to Lima for export. During the 19th and beginning of the 20th century various waves of exploitation and cycles of colonisation and exploitation have occurred, based on gold, plants that make quinine, rubber and wood and, since the 1970s, brazil nuts. With agrarian reform the workers (migrant rural labourers from the mountains) became brazil nut collectors themselves with control of the natural resource through concessions.

Candela was an early supplier to the fair trade market, although the demand for fair trade brazil nuts has never been enough to account for all of Candela's output. Candela produces mainly for the conventional market and has found new markets and developed new product lines. In the past Candela sold approximately 10% of its output to ATOs, but by 1999 Candela entered the mainstream international market and its export earnings were determined by the international price. Overall, its aims are to bring greater financial returns to brazil nut gatherers, improve the transparency of the trade, provide preference to collectors on good terms, build business and technical capacity, and to provide a sufficient financial surplus to reinvest in its operations.

**Social and economic benefits for scheme participants in Ecuador**

Both schemes provide benefits to participants, although market considerations and the nature of the commodity influence the extent to which direct benefits can be passed on to producers. At present both products are generally sold onto conventional markets and do not command a fair trade premium as there is limited fair trade demand. In the Ecuadorian example, however, Maquita do buy at preferential prices from their associates because of efficiencies they make in their vertically integrated trading chain. Whilst fair trade has assisted Maquita to become established (currently sells mainly to conventional markets). The important point is that Maquita still operates in an ethical manner in relation to its associate smallholders and wherever possible provides them with benefits. However, consistently maintaining preferential prices for associates is sometimes tricky, as explained earlier, because Maquita's higher prices have often forced other local traders to raise their prices as well.

In Ecuador a variety of benefits accrue to smallholders that are associates of Maquita. These include a higher price paid for the cocoa and/or influence on local prices, a faster and more transparent weighing and grading system that offers better returns for producers, and market information and cash payments for their cocoa. Transport is provided

\* See Nelson and Galvez (2006) and Collinson, Burnatt, et al (2006) for details.

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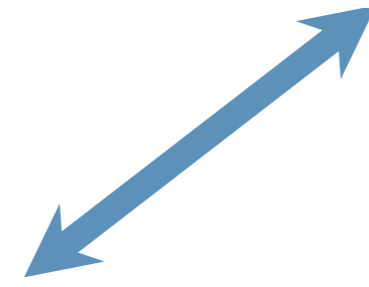
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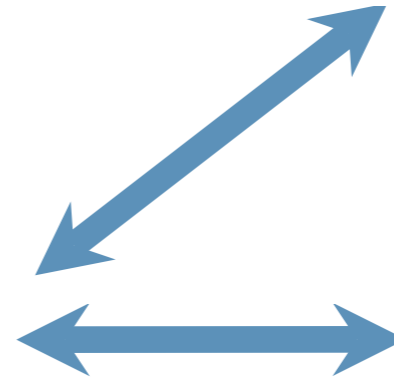
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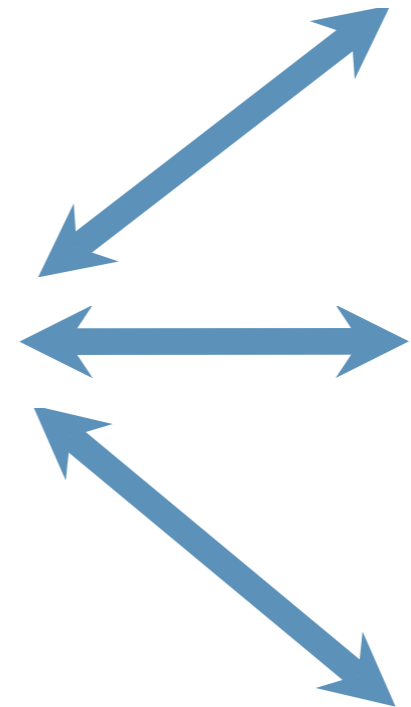
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Emulated through the creation of communal shops where goods could be bought in remote areas at cheaper prices. Shepherders in the conventional trading chain saw the MCH shops as competition and consequently refused to buy farmer's cocoa. In response, the farmers requested that MCH begin cocoa trading.

The conventional marketing chain varies by area, but offers a village trader/ assembler of cocoa (usually a shepherder) will buy small quantities of fermented cocoa offered by local growers. There are few buyers for cocoa, limiting farmers' options. Smallholders consistently complain about buyers' unfair grading and weighing practices. Village traders/assemblers sell to itinerant traders who transport the beans to an area trader, or sell directly to an urban wholesaler if he is near enough to a town. Large cocoa growers bypass intermediaries and sell directly to exporters, but disadvantaged smallholder producers in remote areas are subject to the full marketing chain. There are a large number of intermediaries reflecting the need to assemble cocoa beans in rural areas (Collinson and Leon 2009).

In the ethical scheme Maqita's community trader/ assembler purchase on preferential terms from smallholder growers who belong to affiliated grower associations. To become affiliated, an association should be based in remote areas, should be well organized and its members should possess smallholdings of less than approximately 7 ha. Maqita's traders have working capital to buy cocoa and they are responsible for grading and weighing the beans and paying a preferential price to smallholder members. Maqita checks the scales regularly for accuracy and the grower is present at weighing. The Maqita trader/ assembler ferments, dries, sorts and bags the beans. Maqita or its rural trader/assembler take responsibility for transporting the beans. To obtain higher volumes Maqita also buys from third parties at non-preferential prices.

Maqita's profits are reinvested in the company, or are used to fund farmer training and socially motivated activities. Maqita's commercial performance is remarkable. From its first exports in 1992, Maqita has become one of the top five Ecuadorian cocoa exporters. Maqita usually obtains higher average export prices than its competitors because it concentrates on higher quality beans and exports directly to chocolate manufacturers in Europe (Collinson and Leon 2009). The skill of the Maqita's commercial manager should also not be overlooked.

Maqita has 12 main clients in North America and Europe, and sells to fair trade buyers, brokers to the conventional market, and more recently directly to chocolate manufacturers. The vast majority of the cocoa is sold to conventional markets.

*Footnote:* Candela Perú has been operating in Madre de Dios, a province in the Amazonian region of South Eastern Peru, since the 1980s. Candela buys and sells brazil nuts in this area, although it is relatively inaccessible and poorly integrated into the rest of the country. Rivers form the only internal routes of communication in the area. Brazil nuts have to be transported by air from Puerto Maldonado (the provincial capital) to Lima for export. During the 19th and beginning of the 20th century various waves of exploitation and cycles of colonisation and exploitation have occurred, based on palm, plants that make quinine, rubber and wood and, since the 1970s, brazil nuts. With agrarian reform the workers (migrant rural labourers from the mountains) became brazil nut collectors themselves with control of the natural resource through concessions.

Candela was an early supplier to the fair trade market, although the demand for fair trade brazil nuts has never been enough to account for all of Candela's output. Candela produces mainly for the conventional market and has found new markets and developed new product lines. In the past Candela sold approximately 10% of its output to ATOs, but by 1999 Candela entered the mainstream international market and its export earnings were determined by the international price. Overall, its aims are to bring greater financial returns to brazil nut gatherers, improve the transparency of the trade, provide preference to collectors on good terms, build business and technical capacity, and to provide a sufficient financial surplus to reinvest in its operations.

**Social and economic benefits for scheme participants in Ecuador**

Both schemes provide benefits to participants, although market considerations and the nature of the commodity influence the extent to which direct benefits can be passed on to producers. At present both products are generally sold onto conventional markets and do not command a fair trade premium as there is limited fair trade demand. In the Ecuadorian example, however, Maqita do buy at preferential prices from their associates because of efficiencies they make in their vertically integrated trading chain. Whilst fair trade has assisted Maqita to become established (currently sells mainly to conventional markets). The important point is that Maqita still operates in an ethical manner in relation to its associate smallholders and wherever possible provides them with benefits. However, consistently maintaining preferential prices for associates is sometimes tricky, as explained earlier, because Maqita's higher prices have often forced other local traders to raise their prices as well.

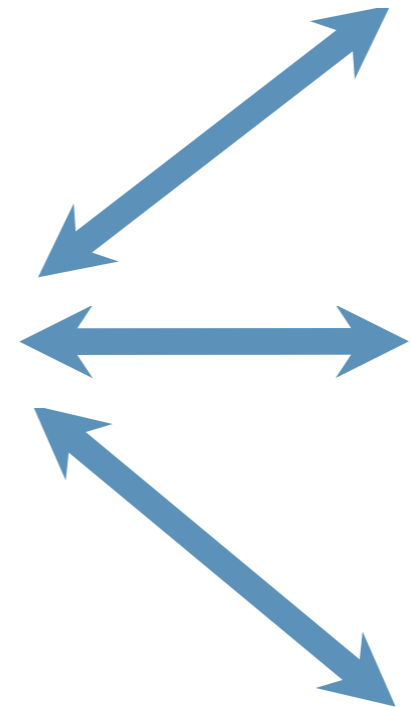
In Ecuador a variety of benefits accrue to smallholders that are associates of Maqita. These include a higher price paid for the cocoa and/or influence on local prices, a faster and more transparent weighing and grading system that offers better returns for producers, and market information and cash payments for their cocoa. Transport is provided

*Footnote:* See Nelson and Galvez (2008) and Collinson, Burnat, et al (2006) for details.



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In the ethical scheme Maqista's community trader/ assemblers purchase on preferential terms from smallholder growers who belong to affiliated grower associations. To become affiliated, an association should be based in remote areas, should be well organized and its members should possess smallholdings of less than approximately 7 ha. Maqista's traders have working capital to buy cocoa and they are responsible for grading and weighing the beans and paying a preferential price to smallholder members. Maqista checks the scales regularly for accuracy and the grower is present at weighing. The Maqista trader/ assembler ferments, dries, sorts and bags the beans. Maqista or its rural trader/assembler takes responsibility for transporting the beans. To obtain higher volumes Maqista also buys from third parties at non-preferential prices.

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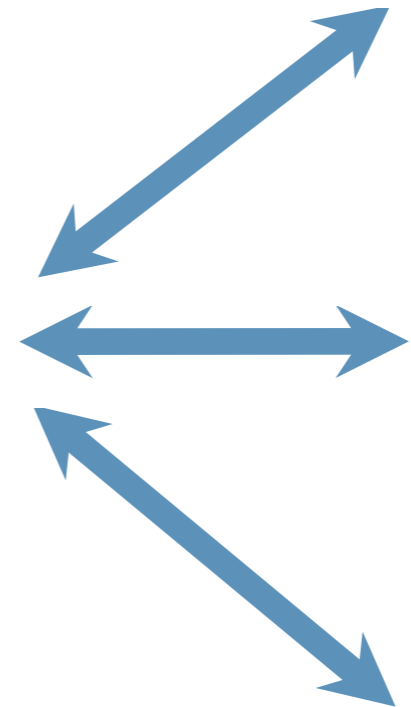
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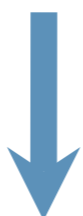
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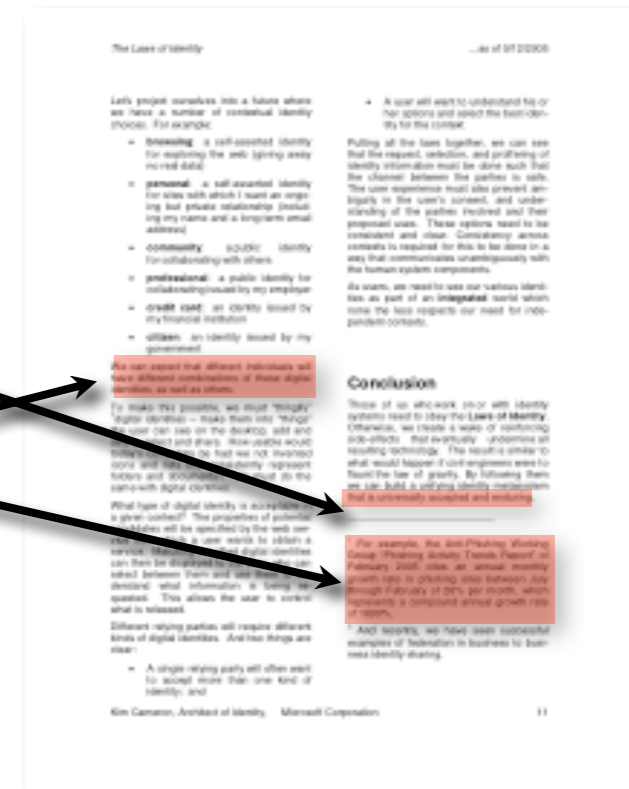
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2

The wide variety of definitions

testifies to the complexity of the concept,

2

which has not deterred researchers from working in this still rather nebulous and evasive area.

Early studies in experimental aesthetics led to several theories, the most comprehensive of which was formulated by Berlyne (1971;1972). Berlyne's research showed consistently that moderate complexity was preferred over simple or extremely

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**Trust, authority, and reputation are central to scholarly publishing, but the trust model of the Internet is almost antithetical to the trust model of academia.**

**Publishers have been so preoccupied with the brute mechanics of moving content to the online world that they have virtually ignored the challenge that the Internet trust model poses to the scholarly publisher. Publishers can learn much about approaches to handling Internet trust from the actions of major online players outside the publishing industry. Publishers should also benefit from watching the trust models that are being experimented with in the nascent realm of social software applications. Publishers once led the way in establishing the apparatus of trust during the transition from manuscript to print culture in early modern Europe. Ultimately, publishers should again take the lead in helping to establish new mechanisms of trust in what could reasonably be described as "the early modern Internet."**

1

Every day, Internet users are pelted with spam, hoaxes, urban legends, and scams - in other words, untrustworthy data. The Internet is largely without any infrastructure to help users identify authoritative and trustworthy content. Indeed, the history of the Internet is littered with examples of how technologists have underestimated the crucial role that social trust and authority play in communication. Authority is the sine qua non of academic publishers and librarians, and

**the trust model of the Internet is almost** completely **antithetical to the model**

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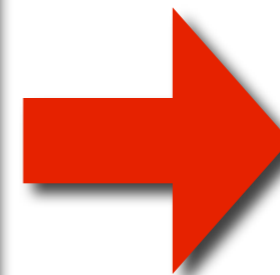
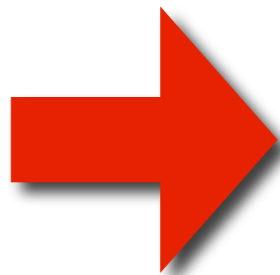
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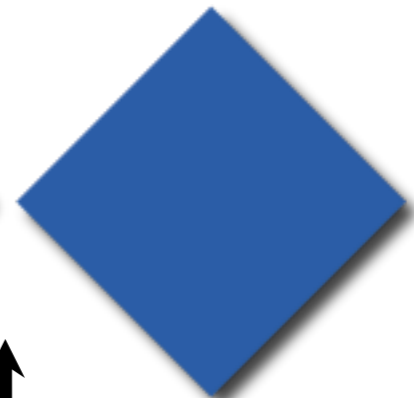
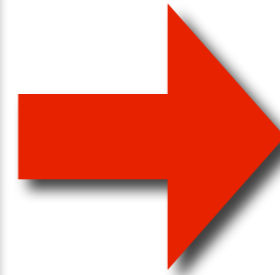
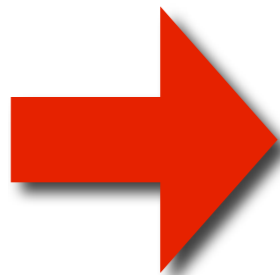




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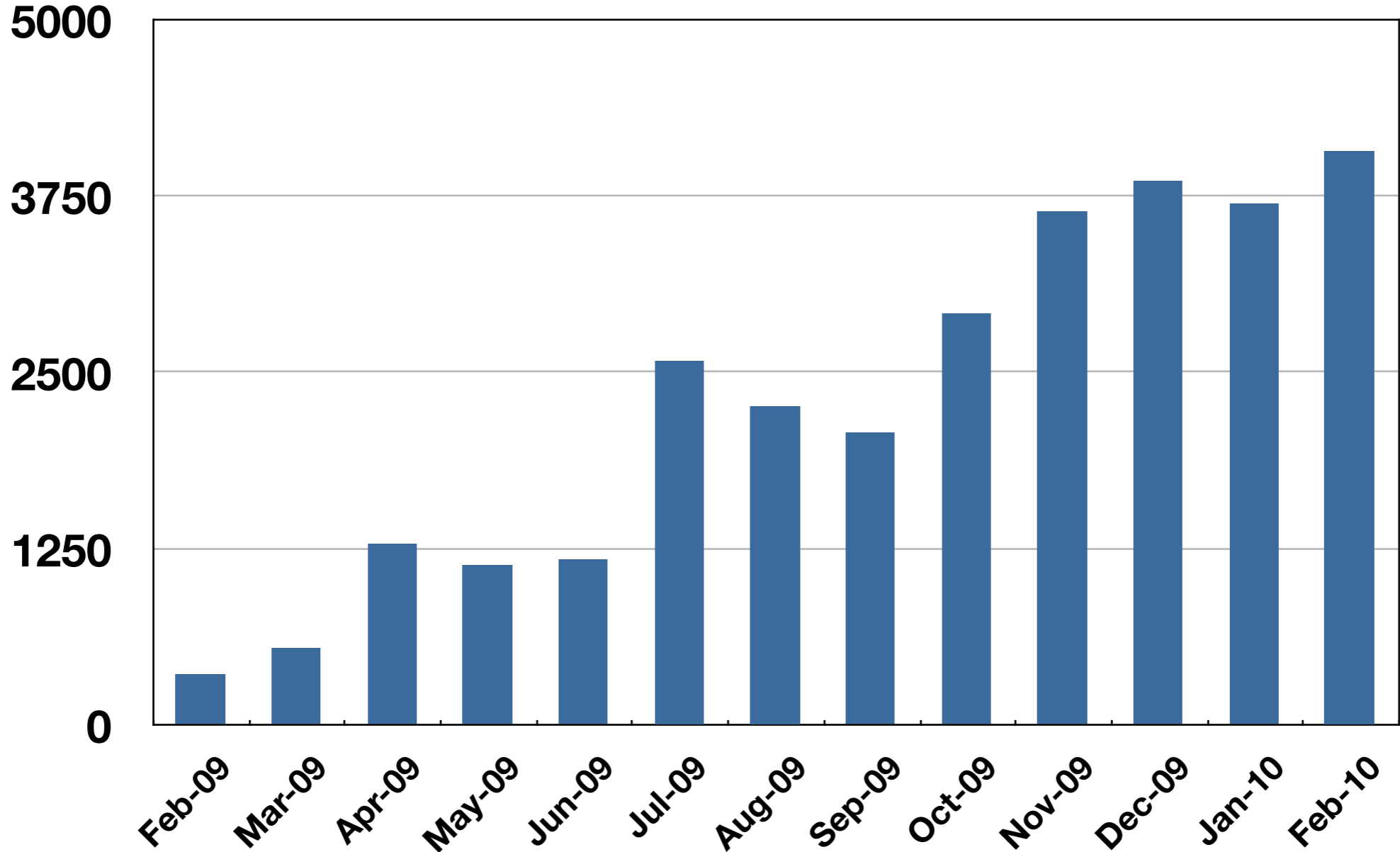
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## Publisher Pilots

## Publisher Feedback





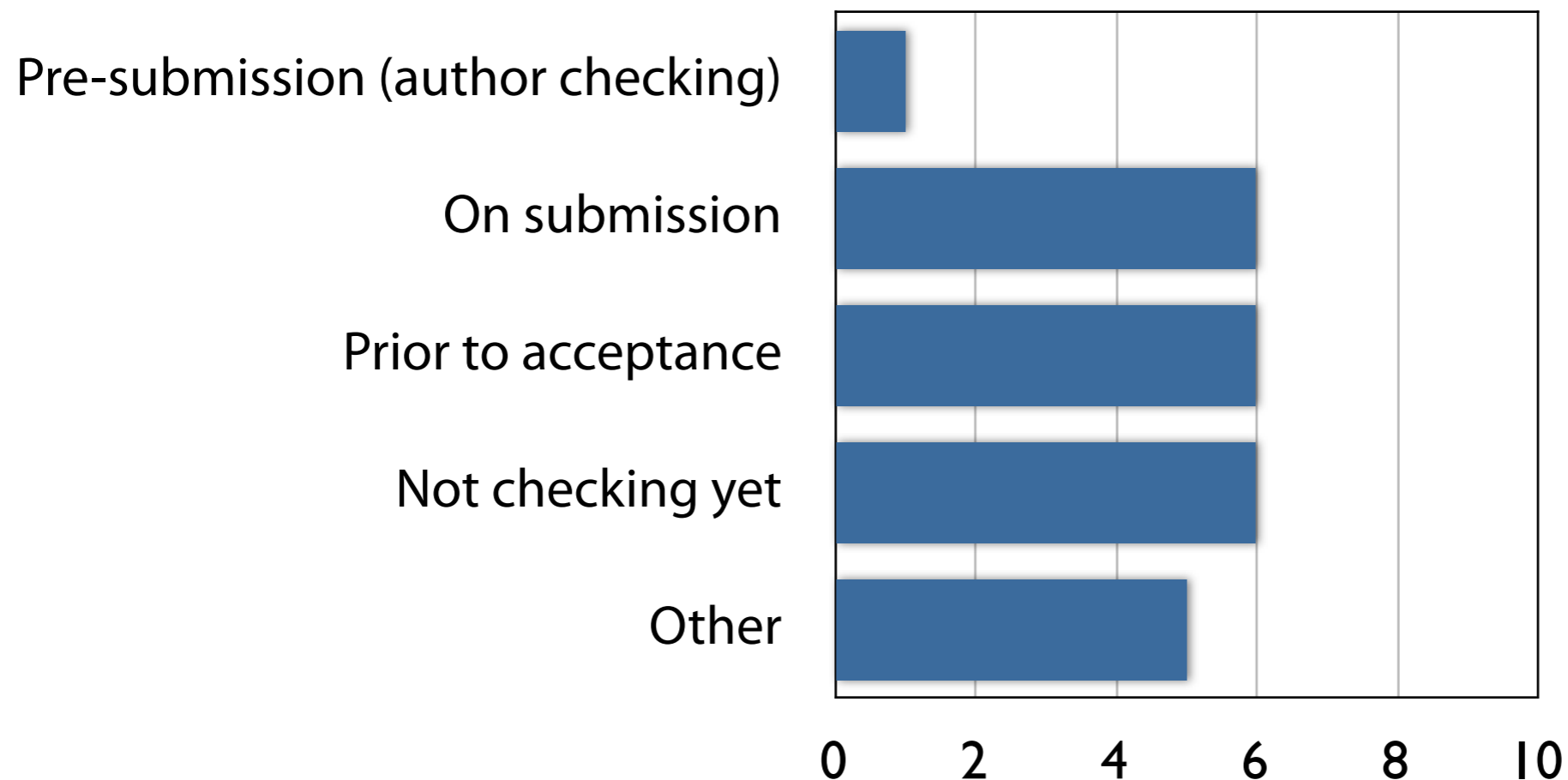
# CrossCheck Survey

October 2009

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October 2009

At which point in the editorial process are you checking manuscripts?



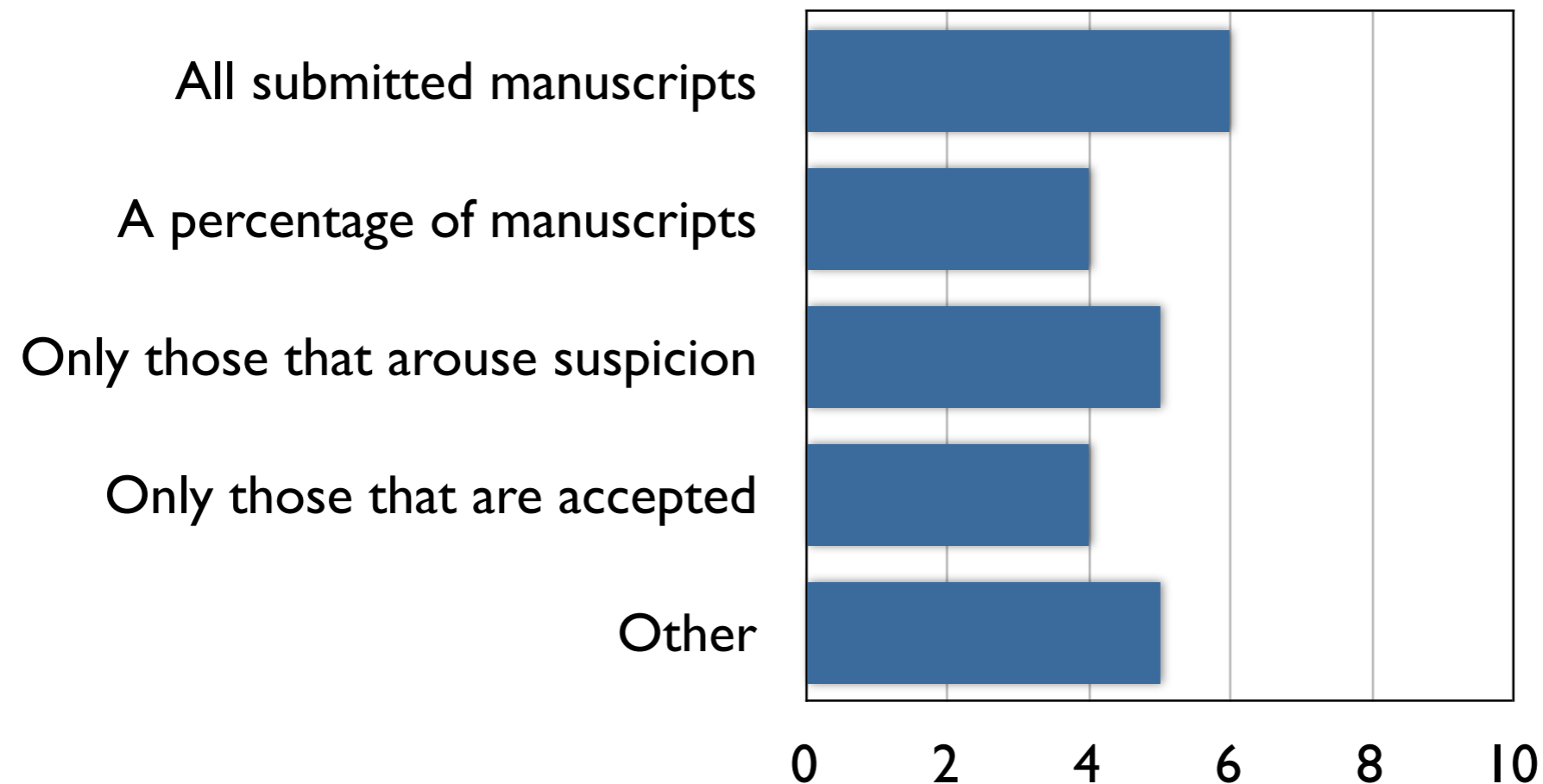
# CrossCheck Survey

October 2009

# CrossCheck Survey

October 2009

For your particular publication(s), what percentage of manuscripts are you checking or planning to check?



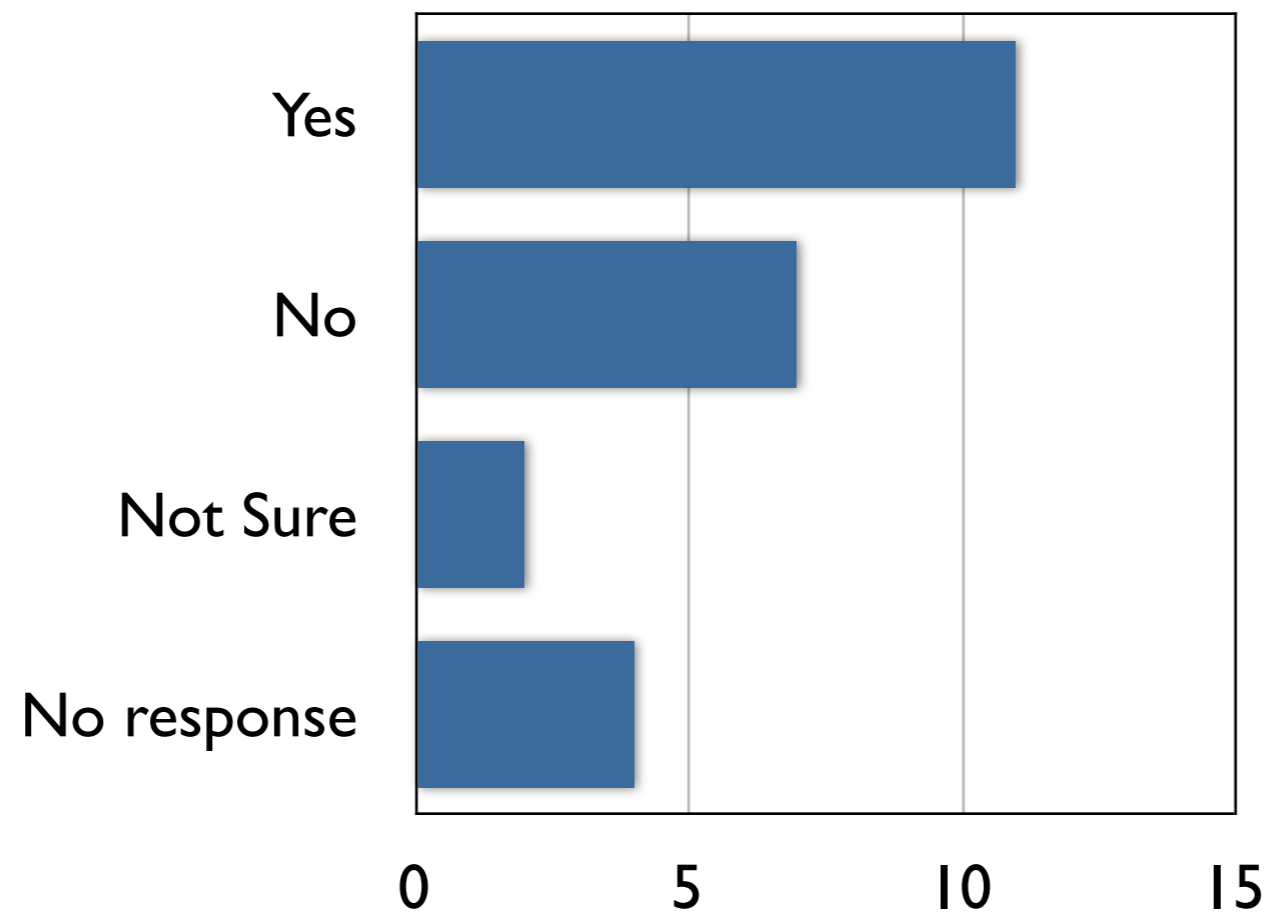
# CrossCheck Survey

October 2009

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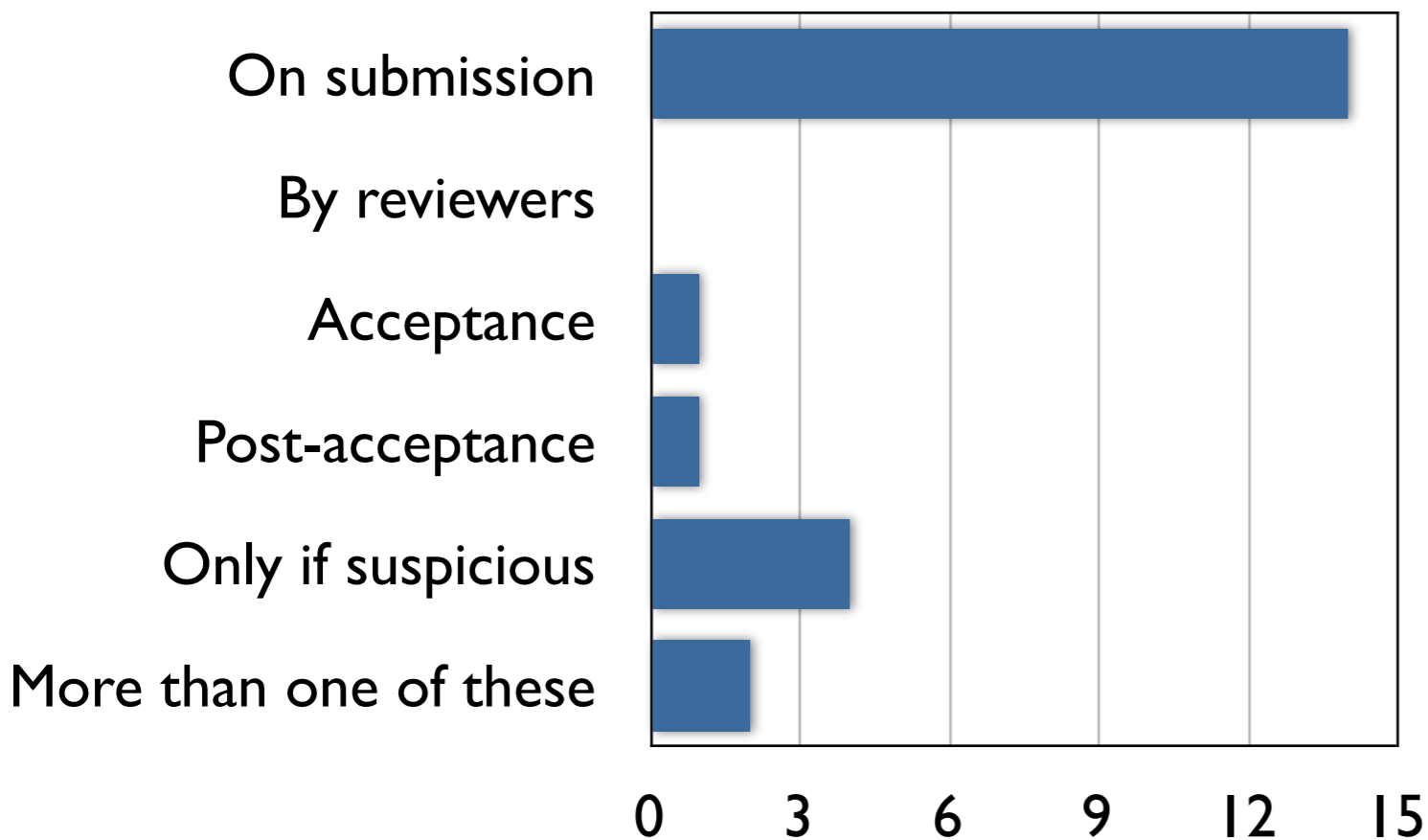
October 2009

Have you detected any plagiarised content using CrossCheck?

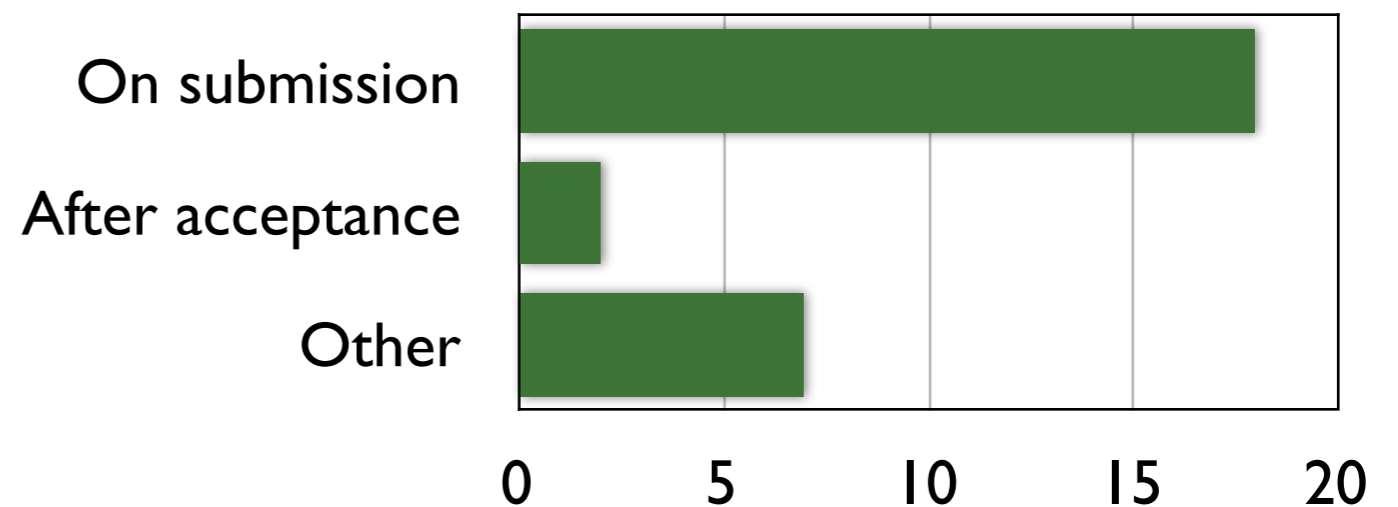


# Publisher Pilots

At which stage of the editorial process are you using CrossCheck?



■ Publisher A  
■ Publisher B



# Publisher Pilots

- 48% comfortable with iThenticate software after first use
  - Further 33% after two to five uses





# Publisher Pilots

50% of testers found  
suspected plagiarism using  
iThenticate



# Publisher Pilots

Based on testing, do you want to continue using iThenticate?

- 72% Yes
- 20% Maybe



# Positive Feedback

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“CrossCheck is a valuable tool... Previously I would use Google Scholar, then need to access the journal article to confirm suspicions of plagiarism, which was very time consuming.”

# Issues

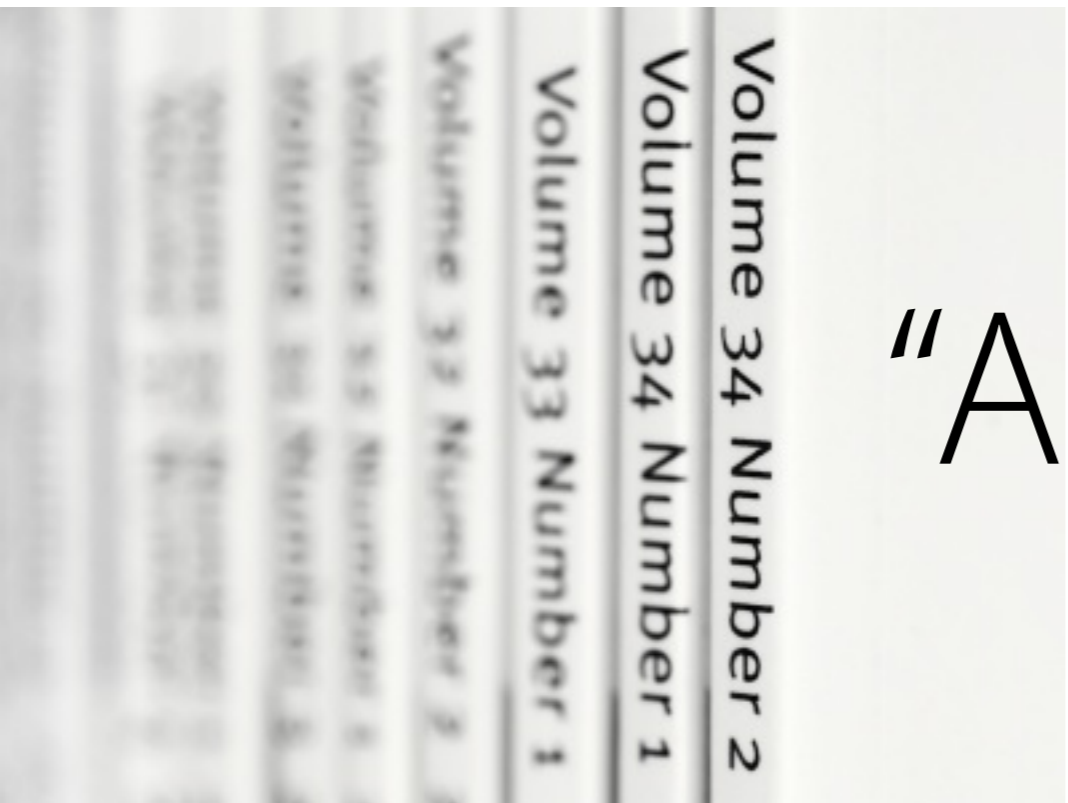
Title: Example Article Number One  
Authors: S. Smith

**8,274 words - 163 matches - 38 sources**

“In the long run it has saved enormous amounts of time.”







“A game changer”

# Why use CrossCheck?



# Why use CrossCheck?



- Deter would-be plagiarists from submitting to - or copying from - your publications
- Protect your reputation
- Increase trust in your content by validating its originality
- Promote the value of the publishing process



Thank You

[www.crossref.org/crosscheck.html](http://www.crossref.org/crosscheck.html)

[kmeddings@crossref.org](mailto:kmeddings@crossref.org)

