

Letter to the Editor

To the Editor

RE: Peters R, Ebrall P. Embracing Tomorrow through Information Democracy. *Chiropr J Aust* 2011; 41:153-4.

I just read with interest the editorial by Dr. Peters and Dr. Ebrall published in the December 2011 issue of the *Chiropractic Journal of Australia* (41:153-154). I was expecting to find an acknowledgement of the full indexing of *CJA* (and its predecessor, the *Journal of the Australian Chiropractic Association*) by the Index to Chiropractic Literature (ICL).

You wrote:

We really have the power to transform chiropractic literature from being an obscure collection of articles tucked away in what one reader recently verbalised to the Assistant Editor as "that blue magazine" to where every article and every author becomes a player on the global stage, indexed and instantly available by the sheer power of the internet.

And yet, on your editorial page, you state:

CJA is fully indexed by the InfoRMIT, the British Library Complementary Medicine Index, the Cumulative Index to Nursing and Allied Health Literature (CINAHL), MANTIS and the Index to Chiropractic Literature ...

I applaud your decision to offer *CJA* electronically to your members. But in your editorial you imply that indexing is lacking. I just checked our statistics and you may be interested to learn that your journal records have received the third highest number of clicks through database searches and the ICL Web pages, exceeded only by clicks to ICL's Facebook page and to Google Books. Further, our Site Meter indicates that Australians are quite heavy ICL users.

ICL has a global reach and we have discovered a way to make all the database records accessible through Google. We host an Open Access Library, a Facebook page, a Twitter account, a LinkedIn group and an embryonic YouTube channel. Since December 2011 we can even offer our users the capability to translate search results into 50 languages!

ICL is a free service and an international effort. It is produced by the Chiropractic Library Collaboration, a subgroup of the Association of Chiropractic Colleges. I am Chair of this Collaboration, and Co-Editor of ICL along with Phyllis Harvey (Palmer College of Chiropractic). The Chair of our Index Committee is Annette Osenga (Life Chiropractic College West). Our indexers are from Canada, the United States, England and New Zealand, and we work very hard to ensure that the peer reviewed journals created by the chiropractic profession are fully indexed (with abstracts, subject headings and links to full text where available), and that indexing is done on a timely basis. I invite you to check out the indexing of your journal at <http://www.chiroindex.org>.

Yours sincerely,

Anne Taylor-Vaisey MLS
Reference Librarian
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Co-Editor and Web Editor, Index to Chiropractic Literature

In Reply

The writer raises several matters that are highly relevant to information literacy and we thank her for this. We also hasten to say it certainly was not our intention to appear to overlook the indexing of the Journal in the Index to Chiropractic Literature (ICL), a process which is greatly valued.

The editorial was to some extent driven by two matters of specific relevance to indexing; the perceived lack of visibility of the Journal outside Australia, and the elitism of some within the research community who have an unhealthy reliance on the indexing system known as PubMed.

It is of interest to note that Australian's generate the third highest number of clicks within ICL, and in turn this raises the question as to why North America is lower, especially in light of the greater number of chiropractors, academics and researchers in that region? This finding goes to the heart of the question of visibility which may in turn reflect a diminished level of information literacy in that community.

Notwithstanding this, the Journal is delighted with the number of quality manuscripts now being submitted by writers based in North America and we feel that the recent developments with ICL will enhance visibility leading to higher readership and increased submissions. The point we attempted to make was that by implementing our own changes we hoped to contribute to this shift in consciousness.

The second matter is more sensitive and thus more difficult to address. On more than one recent occasion the Journal has had a manuscript withdrawn so it could be submitted to a journal that was indexed in PubMed. Indeed, we are aware of an academic or two in Australasia who wish to be perceived as 'researchers' and who have stated they prefer not to submit to a journal that is not indexed in PubMed.

Added to this is the Australian Government's measurement system of university performance which tried, and failed, to 'score' the quality of published research based on a range of measures that largely do not exist in the chiropractic literature, such as 'journal impact factor'. In turn this induced a sense of paranoia within the research community which was addressed through a range of manufactured outcomes to the extent the Government has significantly refined the way it now takes its measures of research performance.

It is this colourful milieu that drives a journal to evolve and it is rewarding to us as editors to note the parallel evolution of ICL. Perhaps it is the significance of ICL's invigoration that we need to better understand and embrace. For example, your move to make all records available through Google Books is ground-breaking.

LETTERS

As a progressive journal we welcome this new opportunity to work more closely with the Chiropractic Library Collaboration with a view to maximising the seemingly endless opportunities that are unfolding for information distribution. The next obvious step is to work towards each CJA paper being available in full text through ICL at no cost. A search and a click can place the paper on one's desktop, anywhere, anytime. That is immensely powerful for the advancement of chiropractic.

The most important thing in this changing world remains the engagement of our audience, and to this end this Journal continues to hold ICL in the highest regard and unreservedly expresses its commitment to work in partnership to achieve true information democracy by advancing the dissemination of knowledge.

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WIN! WIN! WIN!

When professionally conducted, Community Spinal Health Checks represent:

a Win for the Community
a Win for Chiropractic
a Win for the Australian Spinal Research Foundation



It is generally accepted that only 12% of the Australasian population have ever visited a Chiropractor. This unique statistic highlights the staggering potential to increase the awareness and usage of chiropractic care as an important contributor to health and wellness in the community.

Community Spinal Health Checks provide an ideal opportunity to introduce members of the general public to the benefits of Chiropractic in a safe, professional and non pressured environment.

A greater awareness of chiropractic care and its benefits is created with the public, which leads to greater direct participation with the chiropractic industry.

Recipients of Community Spinal Health Checks are invited to consider a voluntary donation of \$20 to the Australian Spinal Research Foundation.

Given that only 12% of the Australasian population has experienced chiropractic care, the opportunity to increase the number of patients visiting individual chiropractic practices within a specific locality is immediately apparent.

The Australian Spinal Research Foundation has prepared a kit for conducting Community Spinal Health Checks and is seeking registrations from those practices genuinely interested in conducting health checks in the community to support Chiropractic, spinal research and their practice.

Simply call the Foundation on 07 3808 4098 to sign up and have any questions answered.

The Foundation is totally committed to ensuring Community Spinal Health Checks are conducted in a professional manner and within the Code of Conduct and guidelines of the various Registration Boards. The Foundation will immediately disassociate itself from any Community Spinal Health Check not conducted within these guidelines.

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