

Editorial for Volume 1, Issue 1 of ENT Discovery

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ENT Discovery (ENTD) is a new otolaryngology journal created by the Department of Otolaryngology of Fudan University of Shanghai, China—one of China's leading Otolaryngology centers. ENTD, as an English language journal, can have a global impact, yet can serve as a voice for Chinese and regional authors as well.

ENTD debuts at an exciting time in the world of scholarly publishing.

Open access (OA) has become increasingly impactful as both a mode of disseminating information and as a business model in scholarly publishing. OA, at its core, is a social justice movement that addresses disenfranchised readers who cannot afford the cost of access to scholarly publications. OA benefits the author by increasing the reach of the publication. However, OA comes with a new business model requiring funding from the author or the author's institution to fund publication. Both established and emerging journals are learning to adapt to this evolving paradigm shift in medical publishing.

At the same time, artificial intelligence (AI) has come on to the scholarly publishing scene. There are potential negative and positive aspects to AI. A source of concern is the inappropriate use of AI to generate scholarly

content. However, there are significant benefits of AI to the author, reviewer, editor and publisher. For the editor and the journal, AI is able to identify duplicate submissions by authors. Further, AI can also assess the validity of an author's identity, institutional affiliation and to assess if an author is an otolaryngologist. These tools will increase the ability to identify nefarious submissions by paper mills. Reviewers must be vigilant to not use AI to create a review since by placing a manuscript into a natural language model (NLM), the confidentiality of the submission is lost—thereby breaking a trust between the author and the journal. Reviewers may use AI to improve the language of an already written review.

ENTD is partnering with an experienced publisher which will facilitate the submission process, the review process and the reach of the publication to readership.

Scholarly publishing continues to represent the best in medicine and is based on an altruistic peer review process intended to identify the most impactful clinical and translational science, with the goal of efficiently sharing knowledge to the world. Going forward, ENTD will contribute to this important goal.

Acknowledgments

The author sincerely acknowledges the Editorial Board Members for their valuable feedback and gratefully acknowledges Higher Education Press for their support in publishing this work.

Ethical statement

Not applicable.

Conflicts of interest

The author has no conflicts of interest to disclose.

Funding source

Not applicable.

Data availability statement

No datasets were generated or analyzed in this editorial.

Author contributions

Samuel H. Selesnick: Conceptualization; writing—original draft, writing—reviewing and editing.