

Introduction

This report outlines a ten-week internship that took place from April 29, 2025, to July 3, 2025, in the Journal Production department of Hogrefe Publishing in Göttingen, Germany. I applied in January 2025 for the internship; Hogrefe requires applicants to apply at least 3 months before. After sending my credentials, I got a call for an interview, which was conducted by the HR Manager and the Head of Journals. After the interview, the next step was to produce an academic writing piece that I sent to the Director of Journals. Once this process was completed, I got an email with an appointment at Hogrefe for an internship.

The employment focused on discerning pre- and post-publication workflows for scientific journals in psychology and psychiatry, performing journal reviews, assisting with editorial and marketing tasks, and supporting metadata and customer-service related activities. The report summarizes the steps of production from acceptance to online and print publication, describes the roles and responsibilities of editorial staff and production editors, highlights the role of technological elements such as HTML and XML, and recapitulates the tasks I conducted, including review of 15 journals, assistance to the Hogrefe Journals Brief, and metadata checks. It concludes with learning outcomes, comparisons to conventional publishing, and recommendations for future interns.

Hogrefe Verlag GmbH

According to the official website of Hogrefe, Hogrefe Verlag is based in Goettingen, Germany. It is the parent company and headquarters of the Hogrefe Publishing Group. Hogrefe is one of the leading academic publishers in the fields of psychology, psychiatry, and psychotherapy in Europe. They have published 2,500 books in twelve different languages. They have published 1,600 eBooks and 40 academic journals. They also offer 2,300 psychological tests in 24 languages. These are helpful in the fields of education, human resources, and clinical diagnostics. Founded 75 years ago, Hogrefe remains an independent, family-owned company. The Hogrefe Group operates across Europe, the USA, and Brazil.

Department and Role: Journal Production, Intern

Department of Journal Production is one of the most important segments in the process of publishing. In the department, the manuscripts that have gone through the process of scrutiny by peer review and have been accepted go through the final stage. They can be published online or in print. During my internship, I got to know about copyediting, typesetting, assigning the XML and HTML tags for online manuscripts, and proofreading.

Unfortunately, I have not seen all these activities directly, as Hogrefe Goettingen outsources for all these tasks, but I got a briefing from the production manager of the Journal at Hogrefe. After all these tasks, further communication between the publisher and author takes place until they finally reach a certain point where both parties agree on the output. Mainly, my task was to observe, but I performed a few tasks such as metadata checks, Journal updates, and compiling material for forming different reports for the Head of the Journals. Besides, I got the opportunity to contribute to the Journal Brief.

My ten weeks of internship can be divided into two parts.

Observational Tasks

Performative Tasks

Observational Tasks

Pre and Post-Production

The entire process of pre- and post-production consists of various stages. All these steps are interconnected. Hogrefe follows the conventional process, but it is modified according to the needs and convenience of Hogrefe. I got information on all these steps through direct observation, but there are a few tasks that I couldn't observe directly. But created my notes after getting a briefing on that. Below, all these steps are mentioned, observed directly, or learned through briefing.

According to Julianne Munson, Production Editor at Hogrefe Verlag, Hogrefe publishes books and 40 journals, among them 15 are scientific journals which are about Psychology, Psychotherapy, and Psychiatry. Pre-production begins with the acquisition of the manuscript. Each journal has an Editor-in-Chief, Managerial Editors, and Editorial Board. The editorial board is a set of researchers who assist the main team in reviewing and providing scientific support. The Editor-in-Chief is the main responsible person for the journal's submitted papers. He checks the paper and also makes sure that the paper is aligned with the journal's aims and objectives. After the paper's peer review, the Editorial Team will decide whether the paper should be accepted, rejected, or needs to be reviewed. Either the Editor or Editor-in-Chief corresponds with the author, as it is necessary for peer review. Everything takes place through "Double Blind", which means neither the author nor the reviewers know each other, which is important in order to keep the review unbiased.

Although there is another way known as "Single Blind", where reviewers know the identity of the author, it depends on the research field and policies of the journal which method they want to follow. At Hogrefe, authors need to register on the online platform. After the acceptance paper goes to the system, it follows a certain cycle. Each article gets a DOI.

DOI is an alphanumeric string, used as an identifier of a digital resource. There are other identity markers in the publishing industry besides DOI, such as an ISSN, which consists of numbers. The first number is the publisher's identity, the next number is the journal's identification number, while the last number is the identification of the article. ORCID is another digital identifier of a particular researcher or author; organizations identify the individuals through their ORCID ID.

At this stage, the manuscript has gone through peer review and has been accepted by the editor. The production department received the manuscript, and it became a part of the record of new production. From here, the production editor sends the manuscript for further steps, including copyediting, typesetting, and proofreading.

I have not observed the process of copyediting, typesetting, and proofing. As Hogrefe outsources all these tasks, they do not take place in their Goettingen office. However, I got to know about all these stages by taking notes.

Copyeditors check the manuscript and make sure that everything is clear, concise, and according to the Journal's needs. Citation style and formats are such things. Hogrefe has its own layout templates. The typesetter's job is to convert the correct and revised version of the manuscript according to the template. Everything in the paper, labels, figures, pie charts, tables, and numerical equations should follow the set pattern and place of the journal's format.

Hogrefe is completely aligned with the digitalized world of publishing; they use XML and HTML tagging. An electronic format always needs XML (coded machine element of the article) and makes it machine-readable. Once XML is done, the next step is the creation of a PDF form. XML makes it possible for the publisher to create HTML versions for metadata searches, online reading, and registration for DOI records. In short, it plays the key role in web presentation.

During this process, the production department coordinates with the author of the article, and keeps asking him for any changes, and also lets him know if they make any

changes themselves. During my internship, when I asked the Production Manager about the ethical considerations and potential censorship in Hogrefe Publishing, she explained such issues are usually uncommon but they are very much cautious that the research and content should be data driven and evidence-based. She mentioned a book manuscript by a Palestinian author, in which Israel's actions in Palestine are described as an act of genocide. According to her, Hogrefe requested him to remove the term, as according to them it is not proven. The revision was made prior to publication.

At the stage of proofing, corrections from the author are considered the final corrections for both online and print versions. The production department is also responsible for generating metadata for DOI registration. That includes the author's name, designation, and academic affiliation.

Once everything is determined and the HTML or PDF is ready, the next step is online publishing. Articles are published on Hogrefe's website and e-Content; there are different types of articles, like open-access articles and articles that can only be accessed after paying. Each journal gets an allocation of an issue. Hogrefe mainly relies on online publishing, but they do provide print issues. After the availability of articles online, a particular date is decided for the print publication.

Responsible people in Production

As pre- and post-production are a comprehensive process and have many stages, similarly, they require different people who can perform different tasks. During my internship, I have observed production managers directly; besides them, I have not seen any other individuals who are involved in the whole process, but luckily, the production editor explained the roles of different people in the whole process.

Editor-in-Chief

Editor-in-Chief is one of the key figures. He or she is completely responsible for the journal and submitted papers. The Editor-in-Chief evaluates whether the submitted paper is appropriate according to the aims and scope of the journal.

Managerial Editors

They receive new submissions and check the technical aspects of the papers. And forward it to the Editor-in-Chief, but they cannot decide on the paper, as there are hierarchical

roles in publishing; only the Editor-in-Chief can decide on it. Their task is of "Gate-Keeping".

Action Editors or Associate Editors

The main function of an Associate Editor is to create a coordination between the editorial board and the author, and also handles the assortment compiled by the reviewer.

Editorial Board

At Hogrefe, they are responsible for the content, and since Hogrefe mainly deals with Psychology, it is important for them that the team should be trained in the field.

Production Editor

The Production Editor has multiple functions. He is responsible for making sure that accepted manuscripts get technical transformation in order to be shaped as final papers; he also keeps track of copyediting and typesetting, and keeps an eye on proofs done by the author. He also manages DOI and metadata.

Copy Editor

Copy Editor checks the format; checks for the language and its use. The Copy Editor makes sure that the manuscript is integrated into the journal's citation style. Indicates heading level, such as <h1>, <h2>, for the typesetter.

Typesetter

The Typesetter's task is to create HTML tags, such as those used for the main heading and second heading, respectively. Similarly, <p> for paragraph and <i> for Italics, for bold, <u>, and so on. Besides, Typesetter also checks font, color, size, and makes sure that a manuscript follows the designated template, style of referencing, brand identity, or logo. In the case of Hogrefe, it is a "Kontinuum" of three different colored lines. That is used as their logo.

Branding and marketing are very important for any publication. Hogrefe is conscious of that.

Branding and Marketing

As mentioned earlier, the three-lined logo is the identifying logo of Hogrefe. For their marketing, they use various strategies. Such as producing flyers and web-based promotional

posts for the target audience. Email Newsletters are another way to engage and inform their customers about new publications. They attend conferences and use them as a platform for the promotion of their products.

When I was doing my internship, they signed an MOU with ResearchGate for 15 journals published in English. It will help Hogrefe to cover a wider audience. They use social media and online sources where they promote their products, and through social media campaigns and awareness sessions related to various psychological issues and phenomena, they do the marketing for themselves.

Customer Service

Gitta Moos works in Customer Service; she briefly elaborates on the tasks of the customer service department. They have customers all around the world; they receive requests from different parts of the world. They are the mediators between Hogrefe and its customers.

1. They make customers aware of the subscription, as Hogrefe works through a subscription model.
2. They check the status of orders of the customers who order books, journals, or psychological tests.
3. They assist customers in placing orders and queries regarding shipments.
4. Assisting with technical issues related to e-content access and downloads.
5. Customer Service also looks up the sales figures and inventory.
6. Customer Service co-ordinates with Amazon. Amazon serves as a platform where people can buy Hogrefe's published books.

Ms. Moos also described that online reception is more popular than print after COVID. She also explains they have two e-Book formats, e-Pub and PDF. E-Pub is accessible on Kindle and digital applications. She also mentioned that journals can be purchased through a subscription model. Customers get the information about new issues once they subscribe, and this subscription is annual-based, while Open Access journals are free for everybody.

Rights and Licenses process for translation of Hogrefe books

I did not get the chance to visit the Rights and Licenses department. But I get very brief information about the rights and licenses process for the translation of Hogrefe books.

For Commercial purposes, such as selling or intending to publish any book of Hogrefe in the translated form in the format of e-Book or print, Hogrefe deals with commercial rights through their foreign rights team. While if the translation is used for the sake of research purposes, Hogrefe has a different process. Hogrefe will hold the copyright of the translation in such cases. In both cases, it requires a certain contract that includes royalties, license fees, and data for research translations.

Performative Tasks

Studying the 15 Journals' Objectives and Scope

On the first day, Head of the journals Mr. Spencer McGrath asked me to study the aims and scopes of 15 journals. All of the journals are related to the field of psychology, psychiatry, and psychotherapy. There are journals such as the European Journal of Health Psychology (EJH), Journal of Media Psychology (JMP), Crisis, and many more. The journal that really intrigued me was Aviation Psychology. AS it was something new for me, and I had never thought aero-space and ergonomics could be studied in such a scientific way in the domain of psychology.

Updating data and KPIs

Checking and updating each journal's metadata; which includes updating the names of editorial board members along with managing editors and updating editors' profiles. It helped me to get first-hand experience to assess metadata quality, identify web-presentation issues, and communicate actionable corrections to staff. Besides, I also updated key performance indicators (KPIs), which include updating data of each journal, like names of editors, number of annual submitted articles, which articles got accepted, and which ones were not accepted. Through the e-content of each journal, I checked the number of downloads, maximum readership, and updated the Excel sheet of XL.

Creating Hogrefe's Monthly Newsletter

I have selected and created the Hogrefe monthly newsletter, Hogrefe Journals Brief, that includes Editor's Spotlight and Open Science articles for the monthly newsletter. I based my selection on three criteria suggested by Mr. McGrath, which are: relevance, which means how new and relevant the research subject is; diagrams, if the research paper contains any diagrams or tables; and lastly, research badges (Open Data, Open Data: Protected Access, Open Materials, Preregistered, Preregistered + Analysis Plan). These badges are allocated for

certain criteria; some articles have one or more research badges. There are certain rules for getting the research badge, determined by the American Psychological Association (APA).

According to the Center for Open Science, "Badges to acknowledge open science practices are incentives for researchers to share data, materials, or to preregister, and badges signal to the reader that the content has been made available and certify its accessibility in a persistent location."



<https://www.cos.io/initiatives/badges>

Newsletter is an important aspect in terms of marketing, and also it is important academically, as it can draw more readership and keep the journal's position at a high esteem within the research community.

Marketing Task

Hogrefe uses Publishing.One software for their marketing purposes. Publishing.One is used in the publishing industry for different purposes such as "Subscription Management, Content Creation & Delivery, Audience Engagement, Analytics & Reporting, Workflow Automation, Multi-Platform Support, Integration Capabilities, and Centralized Management". I performed one of the "Centralized Management" tasks by uploading new issue data through Publishing.One. The task made the Journal preview available on Hogrefe's website for all journals.

Book Metadata Task

I have done the task of updating Book Metadata by updating Hogrefe Publishing Title listing at Nielsen Book Data, the UK book information service. Nielson Book Data is a UK-based data service that provides information on bibliographic records for the publishing

industry. It can contain a wide range of databases of titles of books which are available in print, and the titles of upcoming books. Through this database, metadata such as author, ISBNs, publisher's details, and other information become available. It will help the customers, retailers, and libraries to access the information on titles. For publishers, Nielsen Book Data also serves as a platform of market analysis and sales measurement, and it functions as a tool that helps them to get sales insights, which becomes crucial for the purpose of marketing and distribution.

Editorial Development

My last task was the editorial development, and I consider this task one of the most exciting and productive ones, as it was not just limited to updating any data or creating XL sheets. It involves a lot of reading and analysis. Hogrefe received a society proposal from the Cognitive Behavioral Analysis System of Psychotherapy (CBASP) society. I reviewed the proposal and compiled the data of the profiles of the editor and editorial board members. I did a comparative study of existing societies, recently published books, and existing journals in the same field. This task is helpful to understand the proposal and will help Hogrefe consider whether to become its publishing partner or not.

Learning and Takeaways

The internship provided exposure to scientific scholarly publishing, and there are certain aspects that I learned that I consider important.

The importance of metadata quality: Currently, Publishing industries, especially the publishing houses that deal with scholarly content and academic research subjects, are highly dependent on various and accurate metadata.

Role of digitalization: Use of software such as "publishing.One" and markup languages such as HTML and XML are not only crucial but compulsory in the publishing process.

Role of different Stakeholders: A comprehensive understanding of stakeholders in the entire process of publishing. Observing them clarifies their functions better than just reading theoretically.

Difference between journals and books: Journal publishing has a different approach compared to publishing a book. Although more or less they have similar stakeholders and the basic structure is similar, there are various aspects that are different.

Similarities and Differences of Hogrefe Verlag with Conventional Publishing

Hogrefe has many features of traditional publishing houses, such as editorial peer review, copyediting, typesetting, print production for some journals, and commercial maneuvers that manage subscriptions and sales. The organization of the department is also parallel (editors, copyeditors, production), which shows common industry practice.

Differences are mainly technological and subject-matter driven: Hogrefe's strong emphasis on psychology and psychiatry affects the journal's approach and target readers. Operational differences include a modern and digital-based workflow, such as a comprehensive use of structured metadata and XML/HTML, which are essential for online publication. Previously, I studied the role of agents in the publishing industry; this role is irrelevant in scientific journal publishing.

Hogrefe for Future Interns

Hogrefe offers significant learning opportunities for interns interested in the publishing industry, especially in journal publishing and publishing in the fields of psychotherapy, psychology, and psychiatry. Future interns will experience an observational role in the beginning. With the passage of time, they can perform different tasks related to creating and updating data. They might get the chance to contribute to metadata, newsletter content, and marketing tasks. Future interns should have command of MS Office, Outlook, and Google Workspace. With the help of supportive and friendly staff, they can get themselves equipped to use different digital platforms. Above all, they should have the willingness to learn advanced technological tools. Personally, I think the time period of ten weeks is quite short, as there is a lot to learn.

Conclusion

My ten-week internship in Hogrefe's Journal Production department brought a practical understanding of the lifecycle of research paper publication. I gained awareness with pre- and post-publication phases, I acquired the knowledge about the importance of metadata and technical stuff such as HTML and XML, and eventually, I did a short course on HTML

on Coursera. I performed operational tasks that help the journal's quality and bring me more confidence in terms of working in an official environment in the field that I really like. My internship experience asserted that scientific publishers play a key role in the field of academia and are a significant resource for scholars and researchers.

References

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