

What is peer review?

Peer review is designed to assess the validity, quality and often the originality of articles for publication. Its ultimate purpose is to maintain the integrity of science by filtering out invalid or poor quality articles.

From a publisher's perspective, peer review functions as a filter for content, directing better quality articles to better quality journals and so creating journal brands.

Running articles through the process of peer review adds value to them. For this reason publishers need to make sure that peer review is robust.