



ELSEVIER



How to write great papers and get published

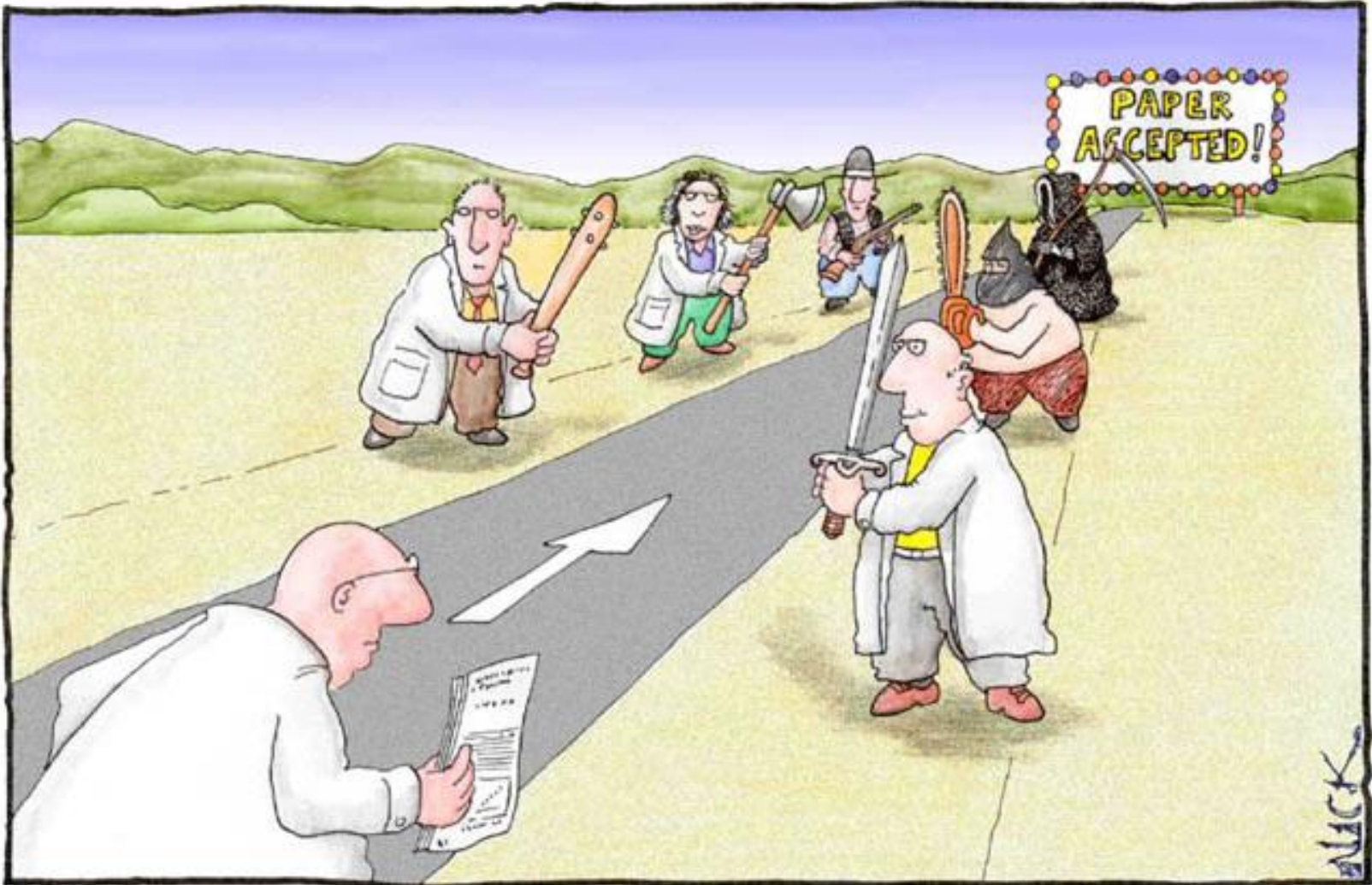
Understanding and benefiting from the publishing process



UNIVERSIDAD
PABLO DE OLAVIDE
SEVILLA

Presented by: Anthony Newman, Senior Publisher
Location/Date: Sevilla, November 2016

Why are you here?



Workshop Outline

- How to get Published
 - Scholarly publishing overview
 - What to publish
 - Select your journal/readers/audience carefully
 - Typical article structure
- Surviving Peer Review/Social Media/OA/Ethics
 - The review and editorial process and your response
 - Promoting your research using social media
 - Open Access or Not?
 - Publishing ethics

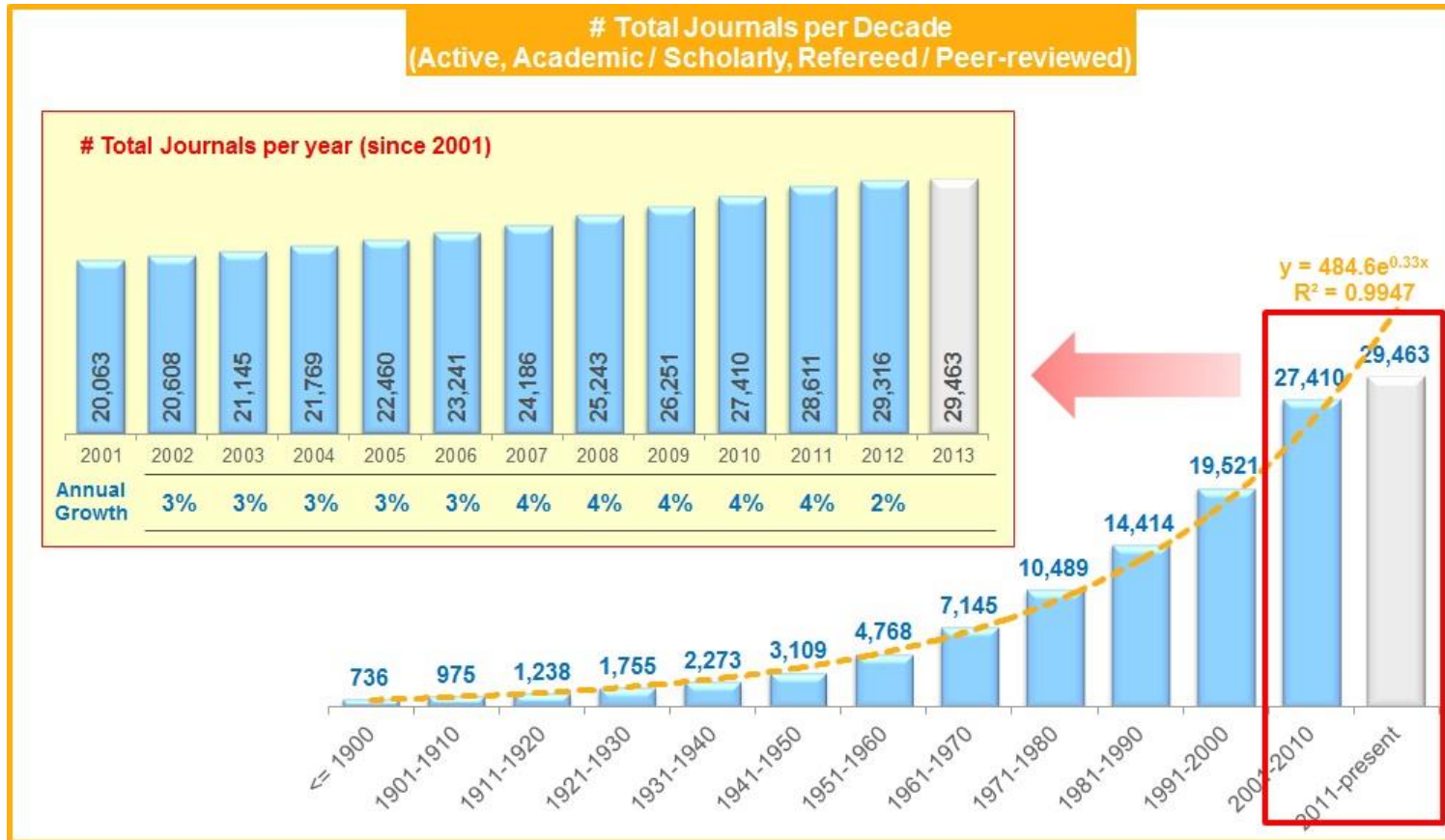
Questions and Answers



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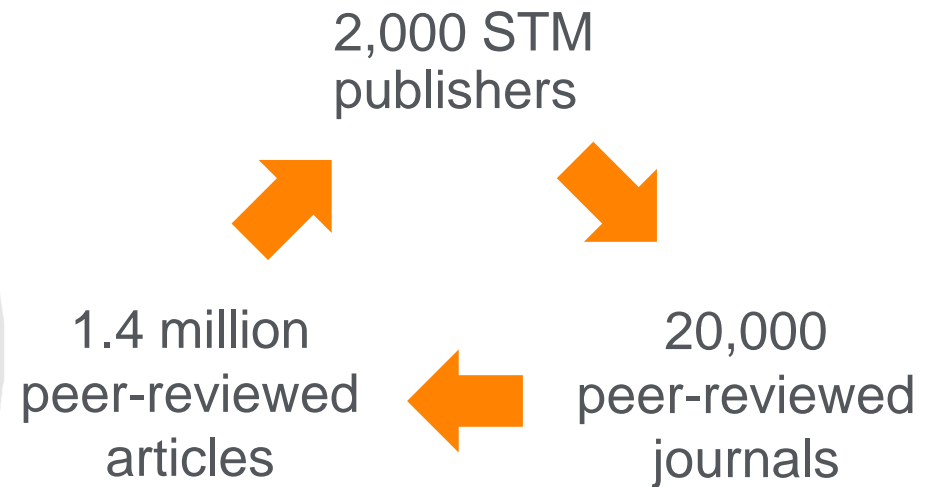
Scholarly Publishing Overview

Peer-reviewed journal growth 1990-2013



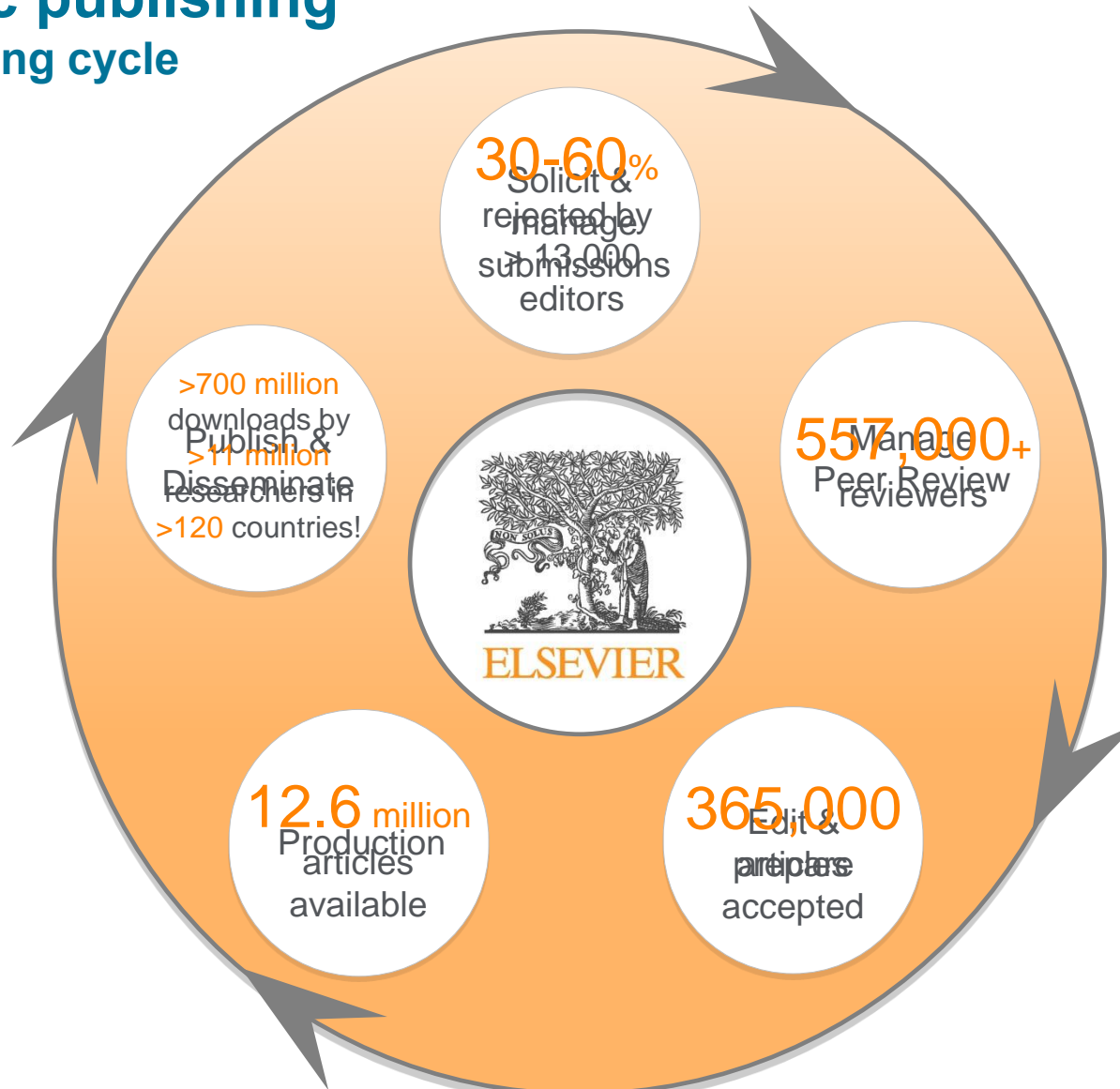
Scholarly publishing today

Scientific, technical and medical (STM) publishing



Academic publishing

The publishing cycle



Trends in publishing

- **Rapid conversion from “print” to “electronic”**
 - 1997: print only
 - 2009: 55% e-only (mostly e-collections)
25% print only
20% print-plus-electronic
 - 2014: 95+% e-only (in life sciences field over 99%)
 - 2018: ???
- **Changing role of “journals” due to e-access**
- **Increased usage of articles (more downloads), but less in-depth use**
 - at lower cost per article
- **Electronic submission**
 - Increased manuscript inflow
- **Experimentation with new publishing models**
 - E.g. “author pays” models, “delayed open access”, etc.



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Why to publish
and
What to publish

Your personal reason for publishing



However, editors, reviewers, and the research community don't consider these reasons when assessing your work – the content counts!

Why publish?

Publishing is one of the necessary steps embedded in the scientific research process. It is also necessary for graduation and career progression.

What to publish:

- ✓ New and original results or methods
- ✓ Reviews or summaries of particular subject
- ✓ Manuscripts that advance the knowledge and understanding in a certain scientific field

What NOT to publish:

- ✗ Reports of no scientific interest
- ✗ Out of date work
- ✗ **Duplications** of previously published work
- ✗ Incorrect/unacceptable conclusions

You need a **STRONG, EFFECTIVE** manuscript to present your contributions to the scientific community.



A good manuscript has

- good **CONTENT**
✓ **useful and exciting**

and has

- a good **PRESENTATION** of the data
✓ **clear and logically constructed**

What is a strong manuscript?

- ✓ Has a novel, clear, useful, and exciting message
- ✓ Presented and constructed in a logical manner
- ✓ Reviewers and editors can grasp the scientific significance easily



**Editors and reviewers are all busy scientists.
Make things easy to save their time.**



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How to get your
article published
Before you start writing

Refine your searching – be strategic!

Too many researchers have abandoned all the value of libraries when they stopped going there physically!

There is more than 

Learn what online resources are available at your institute, and learn to search in a clever way.

Ask your library experts for help.

Haglund and Olson, 2008:

“... researchers have difficulties in identifying correct search terms. Searches are often unsuccessful.”

Use the advanced search options

- Within Google and Google Scholar use the advanced searches and check out the Search Tips.
- In ScienceDirect, Scopus, WoS, PubMed and other databases use proximity operators:
 - w/n ← Within - (non order specific)
 - pre/n ← Precedes - (order specific)

E.g. wind w/3 energy

Google **Advanced Search** [Advanced Search Tips](#) [About Google](#)

Use the form below and your advanced search will appear here

Find web pages that have...

all these words:

this exact wording or phrase: [tip](#)

one or more of these words: OR OR [tip](#)

But don't show pages that have...

any of these unwanted words: [tip](#)

Need more tools?

Results per page:

Language:

File type:

Search within a site or domain:

(e.g. youtube.com, edu)

[Date, usage rights, numeric range, and more](#)

Google scholar **Advanced Scholar Search** [Advanced Search Tips](#) [About Google Scholar](#)

Find articles with **all** of the words 10

with the **exact phrase**

with **at least one** of the words

without the words

where my words occur

Author Return articles written by

e.g., "P.J. Hayes" or McCarthy

Publication Return articles published in

e.g., J Biol Chem or Nature

Date Return articles published between -

e.g., 1996

Subject Areas

Return articles in all subject areas.

Return only articles in the following subject areas:

- Biology, Life Sciences, and Environmental Science
- Business, Administration, Finance, and Economics
- Chemistry and Materials Science
- Engineering, Computer Science, and Mathematics
- Medicine, Pharmacology, and Veterinary Science
- Physics, Astronomy, and Planetary Science
- Social Sciences, Arts, and Humanities

Find out what is being cited and from where

Search Alerts Lists My Scopus

TITLE-ABS-KEY (protein folding) Edit Save Set alert Set feed

84,986 document results View secondary documents View 638 patent results Search your library Analyze search results Sort on: Date Cited by Relevance

Search within results... Export Download View citation overview View Cited by Add to List More... Show all abstracts

Refine
Limit to Exclude

Year
 2016 (132)
 2015 (3,290)
 2014 (4,036)
 2013 (4,364)
 2012 (4,548)

Author Name
 Fersht, A.R.
 Scheraga, H.A.
 Uversky, V.N.
 Schmid, F.X.
 Baker, D.

Subject Area
 Biochemistry, Genetics and

<input type="checkbox"/> Gene ontology: Tool for the unification of biology 1	Ashburner, M., Ball, C.A., Blake, J.A., (...), Rubin, G.M., Sherlock, G.	2000 Nature Genetics	12503
Full Text View at Publisher			
<input type="checkbox"/> Mfold web server for nucleic acid folding and hybridization prediction 2	Zuker, M.	2003 Nucleic Acids Research	6200
Full Text View at Publisher			
<input type="checkbox"/> Protein folding and association: Insights from the interfacial and thermodynamic properties of hydrocarbons 3	Nicholls, A., Sharp, K.A., Honig, B.	1991 Proteins: Structure, Function and Genetics	5004

Search Alerts Lists My Scopus

TITLE-ABS-KEY (protein folding) AND (LIMIT-TO (AFFILCOUNTRY , "United Kingdom")) Edit Save Set alert Set feed

8,209 document results View secondary documents View 638 patent results Analyze search results Sort on: Date Cited by Relevance

Search within results... Export Download View citation overview View Cited by Add to List More... Show all abstracts

Refine
Limit to Exclude

Year
 2016 (3)
 2015 (295)
 2014 (295)
 2013 (384)
 2012 (426)

Author Name
 Fersht, A.R. (265)
 Radford, S.E. (141)
 Vendruscolo, M. (124)
 Clarke, J. (103)
 Dobson, C.M. (85)

Subject Area
 Biochemistry, Genetics and

<input type="checkbox"/> SCOP: A structural classification of proteins database for the investigation of sequences and structures 1	Murzin, A.G., Brenner, S.E., Hubbard, T., Chothia, C.	1995 Journal of Molecular Biology	4725
Full Text View at Publisher			
<input type="checkbox"/> Protein secondary structure prediction based on position-specific scoring matrices 2	Jones, D.T.	1999 Journal of Molecular Biology	2853
Full Text View at Publisher			
<input type="checkbox"/> Protein misfolding, functional amyloid, and human disease 3	Chiti, F., Dobson, C.M.	2006 Annual Review of Biochemistry	2762
Full Text View at Publisher			
<input type="checkbox"/> Protein folding and misfolding 4	Dobson, C.M.	2003 Nature	2274
Full Text View at Publisher			
<input type="checkbox"/> Analysis of the accuracy and implications of simple methods for predicting the secondary structure of globular proteins 5	Garnier, J., Osguthorpe, D.J., Robson, B.	1978 Journal of Molecular Biology	2215
Full Text View at Publisher			

Find out who is being cited

Scopus

Scopus SciVal Library catalogue Anthony Newman Logout Help

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TITLE-ABS-KEY (protein folding) AND (LIMIT-TO (PUBYEAR , 2015) OR LIMIT-TO (PUBYEAR , 2014) OR LIMIT-TO (PUBYEAR , 2013) OR LIMIT-TO (PUBYEAR , 2012) OR LIMIT-TO (PUBYEAR , 2011) OR LIMIT-TO (PUBYEAR , 2010) OR LIMIT-TO (PUBYEAR , 2009) OR LIMIT-TO (PUBYEAR , 2008) OR LIMIT-TO (PUBYEAR , 2007) OR LIMIT-TO (PUBYEAR , 2006))

41,477 document results

Search within results...

Refine

Limit to Exclude

Year

- 2015 (1,534)
- 2014 (3,838)
- 2013 (4,341)
- 2012 (4,520)
- 2011 (4,529)
- 2010 (4,589)
- 2009 (4,666)
- 2008 (4,595)
- 2007 (4,405)
- 2006 (4,460)

Author Name

- Uversky, V.N. (104)
- Dobson, C.M. (96)
- Vendruscolo, M. (83)
- Pande, V.S. (73)
- Kautman, R.J. (70)
- Grubbebe, M. (69)
- Kelly, J.W. (68)
- Thirumatal, D. (64)
- Soheraga, H.A. (63)
- Ferant, A.R. (63)

Subject Area

1	Protein misfolding, functional amyloid, and human disease	Chiti, F., Dobson, C.M.	2006 Annual Review of Biochemistry	2521
Full Text View at Publisher				
2	Signal integration in the endoplasmic reticulum unfolded protein response	Ron, D., Walter, P.	2007 Nature Reviews Molecular Cell Biology 8 (7), pp. 519-529	2242 Cited by
Full Text View at Publisher Show abstract Related documents				
3	Folding DNA to create nanoscale shapes and patterns	Rothemund, P.	2006 Nature	1874
Full Text View at Publisher				
4	Soluble protein oligomers in neurodegeneration: Lessons from the Alzheimer's amyloid β -peptide	Haass, C., Selkoe, D.J.	2007 Nature Reviews Molecular Cell Biology	1852
Full Text View at Publisher				
5	High-resolution crystal structure of an engineered human β 2-adrenergic G protein-coupled receptor	Cherezov, V., Rosenbaum, D.M., Hanson, M.A., (...), Kobilka, B.K., Stevens, R.C.	2007 Science	1836
Full Text View at Publisher				
6	Global, In Vivo, and Site-Specific Phosphorylation Dynamics in Signaling Networks	Olsen, J.V., Blagoev, B., Gnad, F., (...), Mortensen, P., Mann, M.	2006 Cell	1697
Full Text View at Publisher				
7	A "silent" polymorphism in the MDR1 gene changes substrate specificity	Kimchi-Sarfaty, C., Oh, J.M., Kim, I.-W., (...), Ambudkar, S.V., Gottesman, M.M.	2007 Science	1215
Full Text View at Publisher				
8	Alzheimer's disease	Querfurth, H.W., LaFerla, F.M.	2010 New England Journal of Medicine	1135
Full Text View at Publisher				

Strategic Information gathering

- Make sure your idea/concept is original at the beginning of your research, not at the time of writing!
- There are many tools available such as SCOPUS, WoS, Google Scholar, PubMed.
- Use what you have available. Become skilled in using these effectively.....
- Referees of papers in Elsevier journals get 1 month personal free access to Scopus.

Questions to answer before you write

Think about WHY you want to publish your work.

- ✓ Is it **new and interesting**?
- ✓ Is it a current **hot topic**?
- ✓ Have you **provided solutions** to some difficult problems?
- ✓ Are you **ready** to publish at this point?

If all answers are “yes”, then start preparations for your manuscript



What type of manuscript?

- Full articles/Original articles;
- Letters/Rapid Communications/Short communications/Case reports;
- Review papers/perspectives

Self-evaluate your work: Is it sufficient for a full article? Or are your results so thrilling that they need to be shown as soon as possible?

Ask your supervisor and colleagues for advice on manuscript type. Sometimes outsiders see things more clearly than you.



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Identifying the right
journal

And writing for it

Select the best journal for submission

- Look at **your references** – these should help you narrow your choices.
- **Review** recent publications in **each “candidate journal”**. Find out the hot topics, the accepted types of articles, etc.
- Ask yourself the following questions:
 - ✓ Is the journal **peer-reviewed** to the right level?
 - ✓ Who is this journal’s **audience**?
 - ✓ How **fast** does it make a decision or publish your paper?
 - ✓ What are the various **Impact metrics** for the journal?
 - ✓ Do you want/need to publish Open Access?
 - ✓ Does it really exist or is **dubious**? (check for example Beall’s List of Predatory Open Access Publishers)
<http://scholarlyoa.com/publishers/>

Choose the right journal

Investigate all candidate journals to find out

- Aims and scope
- Accepted types of articles
- Readership
- Current hot topics
 - go through the abstracts of recent publications)

Home > Journals > Biochemical Pharmacology

Biochemical Pharmacology

Editor-in-Chief: S.J. Enna
View Editorial Board

Supports Open Access

ISSN: 0006-2952

[Guide for Authors](#)

[Submit Your Paper](#)

[Track Your Paper](#)

[Order Journal](#)

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Journal Metrics

Source Normalized Impact per Paper (SNIP): 1.299

Biochemical Pharmacology publishes original research findings, Commentaries and review articles related to the elucidation of cellular and tissue function(s) at the biochemical and molecular levels, the modification of cellular phenotype(s) by genetic, transcriptional/translational or drug/compound-induced modifications, as well as the pharmacodynamics and pharmacokinetics of xenobiotics and drugs, the latter including both small molecules and biologics. The journal's target audience includes scientists engaged in the identification and study of the mechanisms of action of xenobiotics, biologics and drugs and in the drug discovery and development process. All areas of cellular biology and cellular, tissue/organ and whole animal pharmacology fall within the scope of the journal. Drug classes covered include anti-infectives, anti-inflammatory agents, chemotherapeutics, cardiovascular, endocrinological, immunological, metabolic, neurological and psychiatric drugs, as well as research...

[Read more](#)

Research Update

- Targeting transcription factors by small compounds—Current strategies and future implications Review Article
 Pages 1-13
 Judith Hagenbuchner, Michael J. Ausserlechner
[▶ Abstract](#) | [▶ Graphical abstract](#) | [▶ PDF \(1767 K\)](#)

Bibliometric indicators

**Impact
Factor**

Eigenfactor

SJR

SNIP

H-Index



What is the Impact Factor (IF)?

Impact Factor

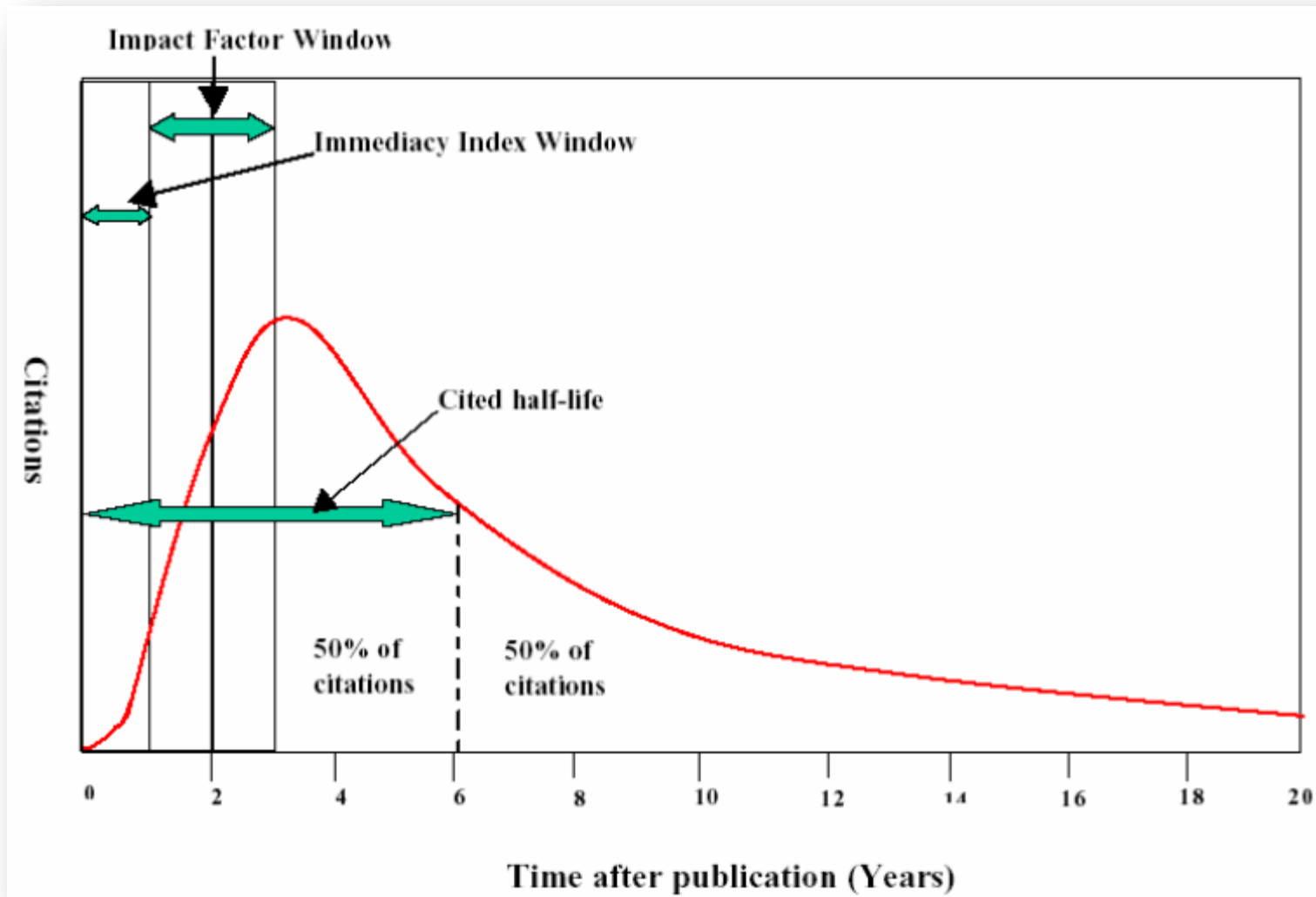
[the average annual number of citations per article published]

For example, the 2014 impact factor for a journal is calculated as follows:

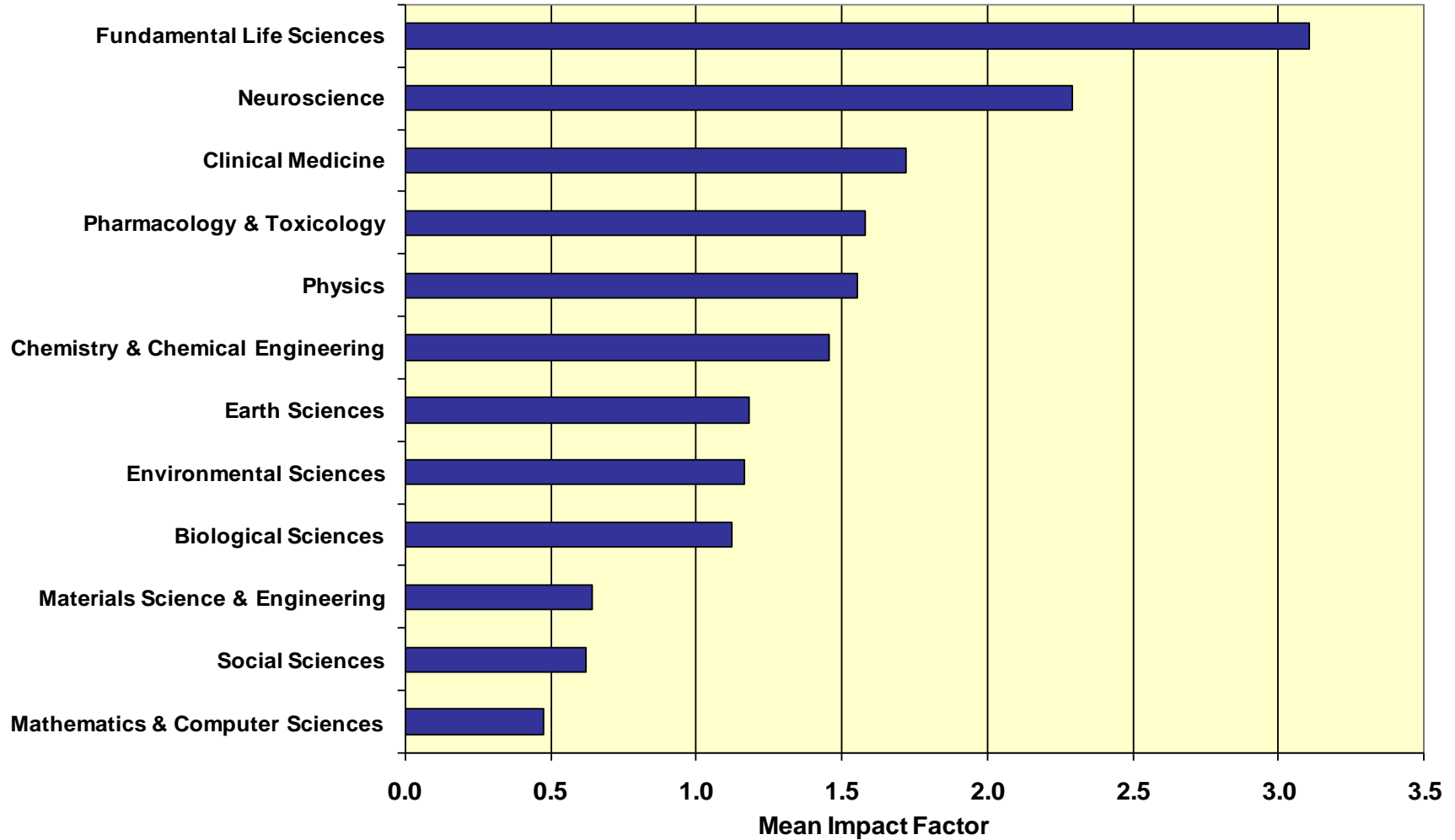
- A = the number of times articles published in 2012 and 2013 were cited in indexed journals during 2014
- B = the number of "citable items" (usually articles, reviews, proceedings or notes; not editorials and letters-to-the-Editor) published in 2012 and 2013
- 2014 impact factor = A/B
- e.g. **600 citations** = **2.000**
150 + 150 articles



Impact Factor and other bibliometric parameters



Influences on Impact Factors: Subject Area



Search

Alerts

Lists

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Compare journals Search for and choose up to 10 journals to analyze and compare.

Export Print E-mail

science Journal Title Limit to: All Subject areas

Show: SJR IPP SNIP ISBN

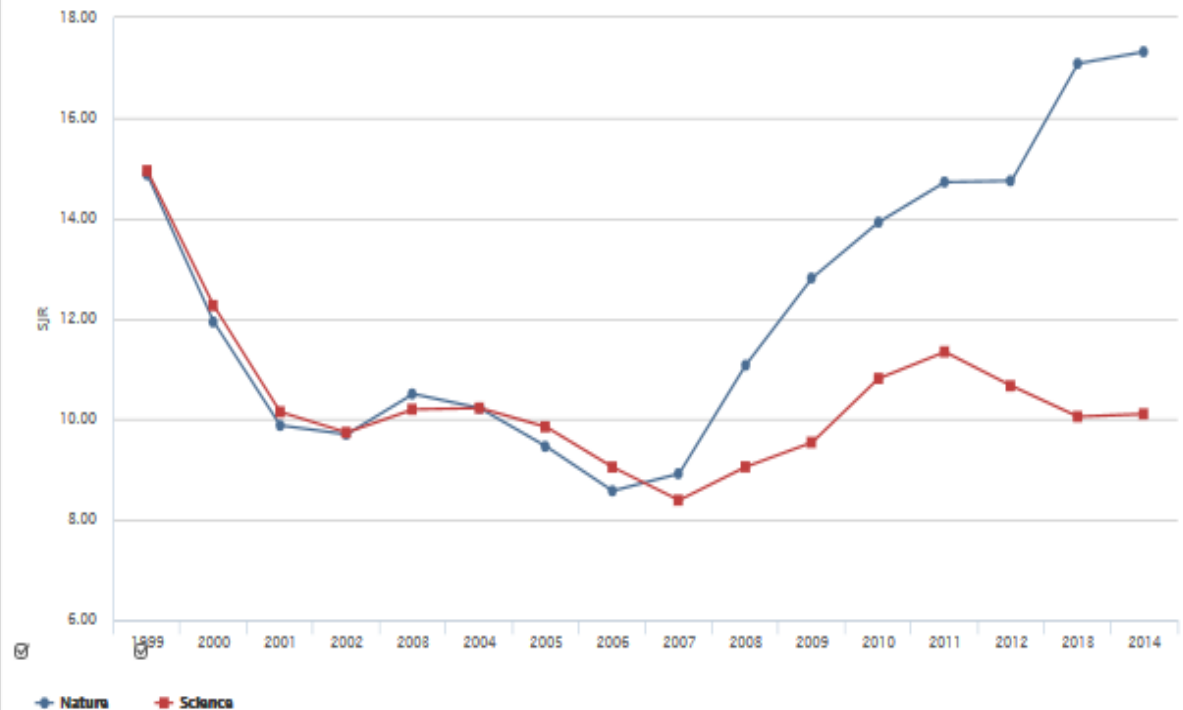
1550 sources found About Compare Journals calculations

Journal	SJR
<input type="radio"/> San Francisco Estuary and Watershed Science	0.157
<input type="radio"/> Saudi Journal of Biological Sciences	0.410
<input type="radio"/> Scandinavian Journal of Caring Sciences	0.608
<input type="radio"/> Scandinavian Journal of Medicine and Science in Sports	1.226
<input checked="" type="radio"/> Science	10.107
<input type="radio"/> Science and Education	0.904
<input type="radio"/> Science and Engineering Ethics	0.421
<input type="radio"/> Science and Engineering of Composite Materials	0.266
<input type="radio"/> Science and Global Security	0.301
<input type="radio"/> Science and Justice - Journal of the Forensic Science S...	0.759
<input type="radio"/> Science and Public Policy	0.444
<input type="radio"/> Science and Society	0.212
<input type="radio"/> Science and Sports	0.201
<input type="radio"/> Science and Technology Libraries	0.325
<input type="radio"/> Science and Technology of Advanced Materials	0.760
<input type="radio"/> Science and Technology of Atomic, Molecular, Conden...	0.179
<input type="radio"/> Science and Technology of Energetic Materials	0.230
<input type="radio"/> Science and Technology of Nuclear Installations	0.592
<input type="radio"/> Science and Technology of Welding and Joining	1.709
<input type="radio"/> Science and Technology Studies	0.323
<input type="radio"/> Science as Culture	0.396

Chart Table

SJR IPP SNIP Citations Documents % Not cited % Reviews

SCImago journal rank by year



Search

Alerts

Lists

My Scopus

Compare journals Search for and choose up to 10 journals to analyze and compare.

Export Print E-mail

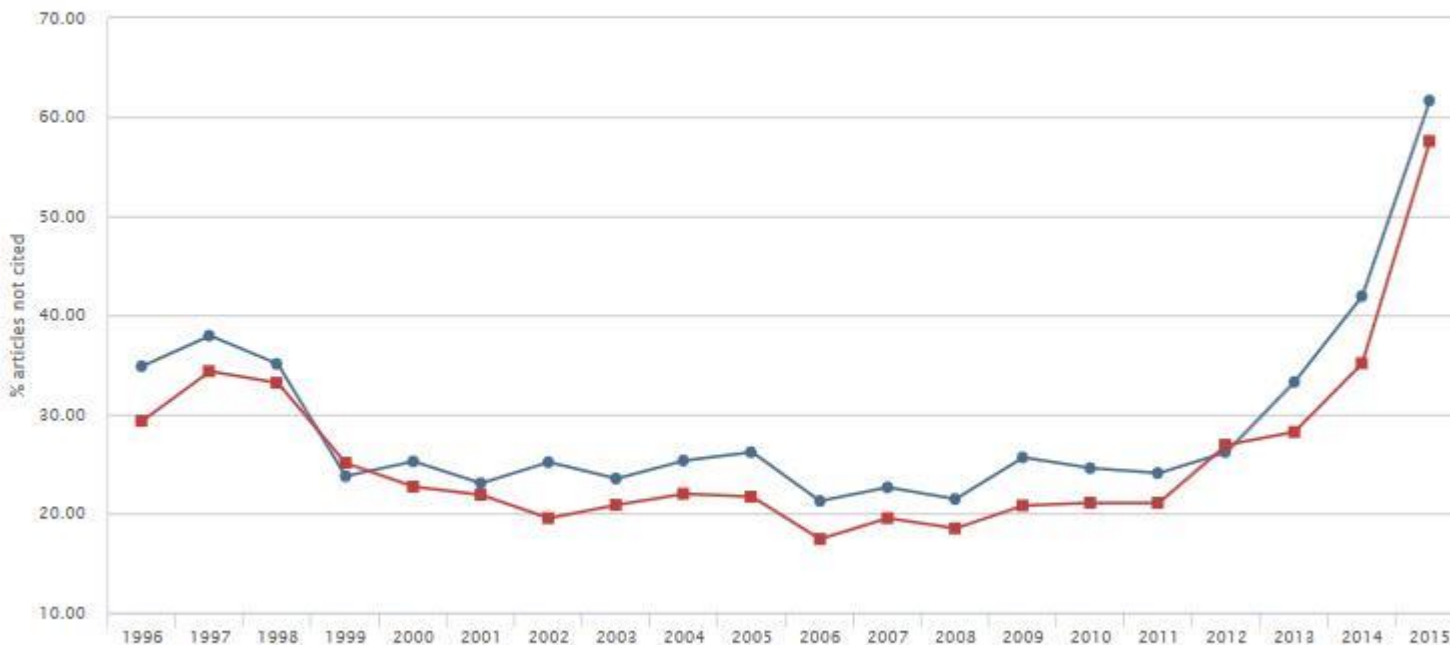
science Journal Title Limit to: All Subject areas

Show: SJR IPP SNIP IPFA

1550 sources found About Compar

SJR IPP SNIP Citations Documents % Not cited % Reviews

Percent of published documents not cited by year Exclude journal self citations



Journal

- San Francisco Estuary and Watershe
- Saudi Journal of Biological Sciences
- Scandinavian Journal of Caring Scler
- Scandinavian Journal of Medicine an
- Science
- Science and Education
- Science and Engineering Ethics
- Science and Engineering of Compos
- Science and Global Security
- Science and Justice - Journal of the F
- Science and Public Policy
- Science and Society
- Science and Sports
- Science and Technology Libraries
- Science and Technology of Advance
- Science and Technology of Atomic, M
- Science and Technology of Energetic
- Science and Technology of Nuclear I
- Science and Technology of Welding and Joining
- Science and Technology Studies
- Science as Culture

Nature Science

1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014

Nature Science

1.709
0.323
0.396

Identify the right audience for your paper

- ✓ Identify the sector of readership/community for which a paper is meant
- ✓ Identify the interest of your audience
- ✓ Get advice from your university library team on where to publish
- ✓ Ask your supervisor or colleagues for recommendations



Your Journals list for this manuscript

So you now have a list of candidate journals for your manuscript.....

- ✓ All authors of the submission agree to this list and the sequence of journals
- ✓ Write your draft as if you are going to submit to the first journal on your list. Use its Guide for Authors - these differ per journal

✗ DO NOT gamble by submitting your manuscript to more than one journal at a time.

International ethics standards prohibit multiple/simultaneous submissions, and editors DO find out! (Trust us, they DO!)

Read the 'Guide to Authors'- Again and again!

- Stick to the Guide for Authors in your manuscript, **even in the first draft** (text layout, nomenclature, figures & tables, references etc.). In the end it will save you time, and also the editor's.
- Editors (and reviewers) do not like wasting time on poorly prepared manuscripts. It is a sign of disrespect.



Home > Journals > Biochemical Pharmacology

Biochemical Pharmacology

Editor-in-Chief: S.J. Enna
View Editorial Board

Supports Open Access

ISSN: 0006-2952

- Guide for Authors
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Journal Metrics

Source Normalized Impact per Paper (SNIP): 1.299

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The journal's target audience includes scientists engaged in the identification and study of the mechanisms of action of xenobiotics, biologics and drugs and in the drug discovery and development process. All areas of cellular biology and cellular, tissue/organ and whole animal pharmacology fall within the scope of the journal. Drug classes covered include anti-infectives, anti-inflammatory agents, chemotherapeutics, cardiovascular, endocrinological, immunological, metabolic, neurological and psychiatric drugs, as well as research...

Read more

Read the 'Guide to Authors'- Again and again!

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> Submit your paper

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> Order journal

> View articles

> Abstracting

> Editorial board

Browse journals > Biochemical Pha... > Guide for authors

Guide for Authors

Author information pack

INTRODUCTION

- Scientific Checklist

- Types of papers

BEFORE YOU BEGIN

- Ethics in publishing

- Policy and ethics

- Conflict of interest

- Submission declaration and verification

- Changes to authorship

- Institutional e-mail address

- Copyright

- Role of the funding source

- Funding body agreements and policies

- Open access

- Green open access

- Language (usage and editing services)

- Submission

- Classification

PREPARATION

- Language

- Use of Word processing Software

- Article structure

- Materials and methods

- Results

- Discussion

- Essential Title Page Information

- Abstract

- Graphical Abstract

- Keywords

- Chemical compounds

- Acknowledgements

- Nomenclature and abbreviations

- Genbank

- Math formulae

- Footnotes

- Artwork

- Tables

- References

- Video data

- Database linking

- AudioSlides

- Submission checklist

AFTER ACCEPTANCE

- Use of the Digital Object Identifier

- Online proof correction

- Offprints

Author Inquiries

Common problems with submissions:

An international editor says...

*“The following problems appear **much too frequently**”*

- *Submission of papers which are clearly out of scope*
- *Failure to format the paper according to the Guide for Authors*
- *Inappropriate (or no) suggested reviewers*
- *Inadequate response to reviewers*
- *Inadequate standard of English*
- *Resubmission of rejected manuscripts without revision*

– Paul Haddad, Editor, *Journal of Chromatography A*

Why is language important?

Save your editor and reviewers the trouble of guessing what you mean

Complaint from an editor:

“[This] paper fell well below my threshold. I refuse to spend time trying to understand what the author is trying to say. Besides, I really want to send a message that they can't submit garbage to us and expect us to fix it.

My rule of thumb is that if there are *more than 6 grammatical errors* in the abstract, then I don't waste my time carefully reading the rest.”

Scientific Language – Overview

Write with clarity, objectivity, accuracy, and brevity.

Key to successful scientific writing is to be alert for common errors:

- ✘ Sentence construction
- ✘ Incorrect tenses
- ✘ Inaccurate grammar
- ✘ Not using English

Check the Guide for Authors of the target journal for language specifications

Scientific Language – Sentences

- ✓ Write direct and short sentences – more professional looking.
- ✓ One idea or piece of information per sentence is sufficient.
- ✗ Avoid multiple statements in one sentence – they are confusing to the reader.

Authorship: Who is allowed to be an Author?

- Policies regarding authorship can vary
- Most common example: the International Committee of Medical Journal Editors (“Vancouver Group”) declared that an author must:
 1. **substantially contribute** to conception and design, or acquisition of data, or analysis and interpretation of data;
 2. **draft** the article or **revise** it critically for important intellectual content; and
 3. **give their approval** of the final full version to be published.
 4. agreement to be **accountable for all aspects of the work** in ensuring that questions related to accuracy or integrity of any part of the work are appropriately investigated and resolved.

ALL four conditions must be fulfilled to be an author!

All others would qualify as “Acknowledged Individuals”

Authorship - Sequence & Abuses

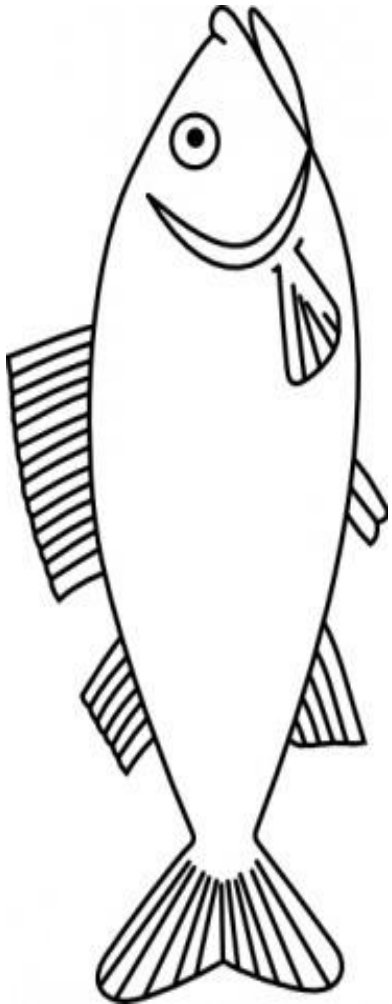
- General principles for who is listed first:
 - First Author
 - Conducts and/or supervises the data generation and analysis and the proper presentation and interpretation of the results
 - Puts paper together and submits the paper to journal
 - Corresponding author
 - The first author or a senior author from the institution
 - Particularly when the first author is a PhD student or postdoc, and may move to another institution soon.
- Abuses to be avoided:
 - ✗ Ghost Authorship: leaving out authors who should be included
 - ✗ Gift Authorship: including authors who did not contribute significantly



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Typical article
structure

Typical Structure of a Research Article



- Title
- Abstract
- Keywords

- Main text (IMRAD)
 - Introduction
 - Methods
 - Results
 - And
 - Discussions

- Conclusion
- Acknowledgement
- References
- Supplementary Data

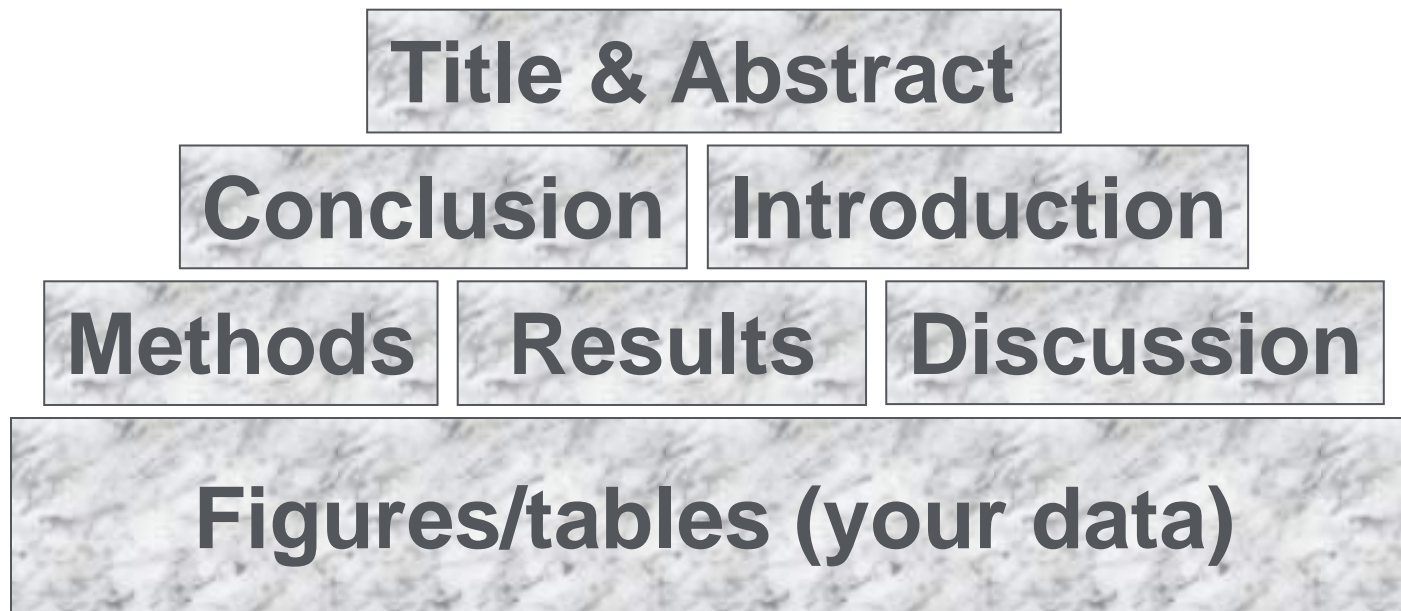
Make them easy for indexing and searching! (informative, attractive, effective)

Journal space is not unlimited.

Your reader's time is scarce.

Make your article as concise as possible - more difficult than you imagine!

The process of writing – building the article



Title

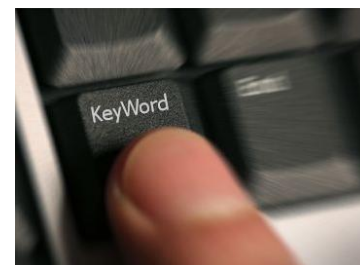
A good title should contain the **fewest** possible words that **adequately** describe the contents of a paper.

Effective titles

- ✓ Identify the **main** issue of the paper
- ✓ **Begin** with the subject of the paper
- ✓ Are accurate, unambiguous, specific, and complete
- ✓ Are as **short** as possible
 - ✓ Articles with **short, catchy titles** are often better cited
- ✗ Do not contain rarely-used abbreviations
- ✓ Attract readers - Remember: readers are the potential authors who will cite your article

Keywords

In an “electronic world”, keywords determine whether your article is found or not!



Avoid making them

- ✘ too general (“drug delivery”, “mouse”, “disease”, etc.)
- ✘ too narrow (so that nobody will ever search for it)

Effective approach:

Look at the keywords of articles relevant to your manuscript

Play with these keywords, and see whether they return relevant papers, neither too many nor too few – a good guideline.

Abstract

Tell readers what you did and the important findings

- One paragraph (between 50-250 words) often, plus Highlight bullet points
- **Advertisement for your article**, and should encourage reading the entire paper
- A clear abstract will strongly influence if your work is considered further

Graphite intercalation compounds (GICs) of composition $C_xN(SO_2CF_3)_2 \cdot \delta F$ are prepared under ambient conditions in 48% hydrofluoric acid, using K_2MnF_6 as an oxidizing reagent. The stage 2 GIC product structures are determined using powder XRD and modeled by fitting one dimensional electron density profiles.

A new digestion method followed by selective fluoride electrode elemental analyses allows the determination of free fluoride within products, and the compositional x and δ parameters are determined for reaction times from 0.25 to 500 h.

What has been done

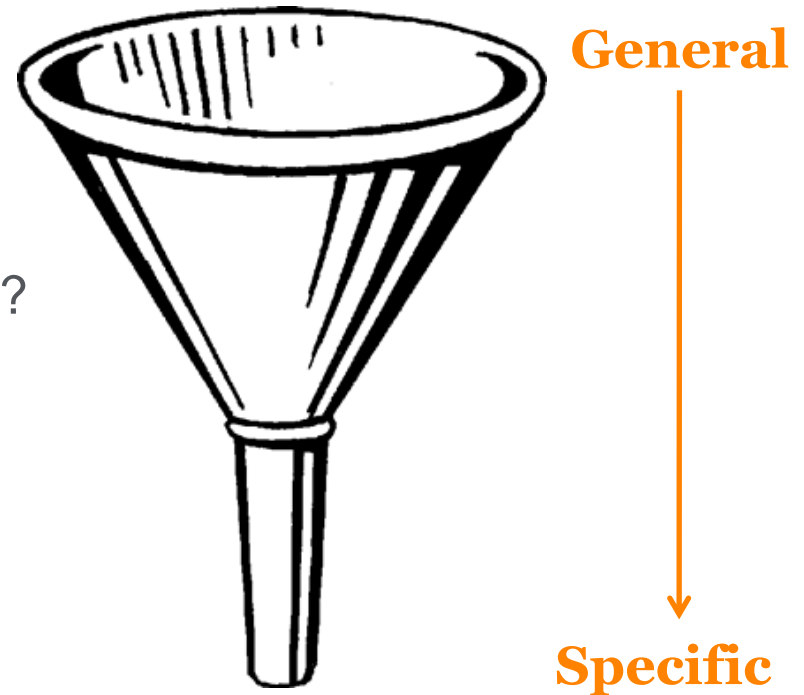
What are the main findings

Introduction

The place to convince readers that you know why your work is relevant, also for them.

Answer a series of questions:

- What is the problem?
- Are there any existing solutions?
- Which one is the best?
- What is its main limitation?
- What do you hope to achieve?



Pay attention to the following

- ✓ Before you present your new data, put them into perspective first
- ✓ Be brief, it is not a history lesson
- ✗ Do not mix introduction, results, discussion and conclusions. Keep them separate
- ✗ Do not overuse expressions such as “novel”, “first time”, “first ever”, “paradigm shift”, etc.
- ✓ Cite only relevant references
 - Otherwise the editor and the reviewer may think you don't have a clue what you are writing about!

Methods / Experimental

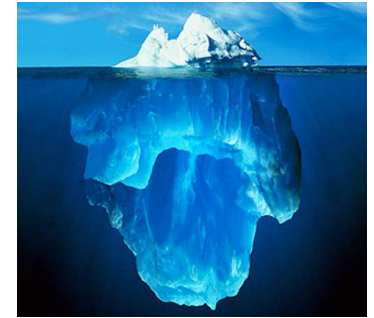
- ✓ Include all important details so that the reader can repeat the work.
 - Details that were previously published can be omitted but a general summary of those experiments should be included
- ✓ Give vendor names (and addresses) of equipment etc. used
- ✓ All chemicals must be identified
- ✗ Do not use proprietary, unidentifiable compounds without description. State purity and/or supplier if it is important.
- ✓ Present proper control experiments
- ✗ Avoid adding comments and discussion
- ✓ Write in the past tense
 - Most journals prefer the passive voice, some the active.
- ✓ Consider use of Supplementary Materials
 - Documents, spreadsheets, audio, video, ...

Reviewers will criticise incomplete or incorrect method descriptions, and may even recommend rejection

Results – what have you found?

The following should be included

- ✓ the **main findings**
 - Thus not *all* findings. Decide what to share.
 - Findings from experiments described in the Methods section
- ✓ Highlight findings that **differ** from findings in previous publications, and **unexpected** findings
- ✓ Results of the **statistical analysis**

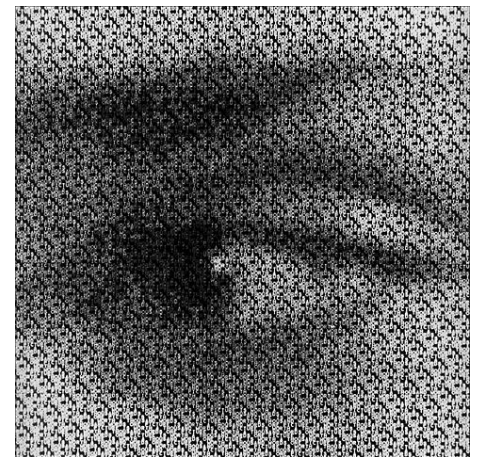


Results – Figures and tables

Illustrations are critical, because:

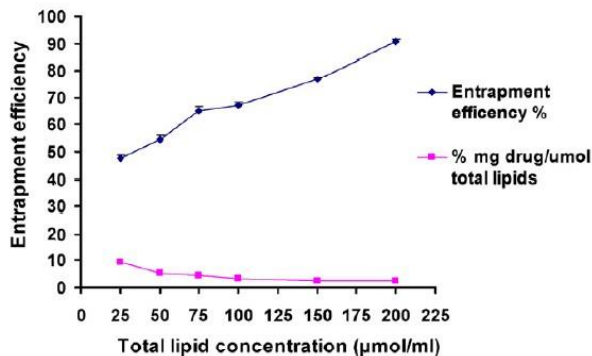
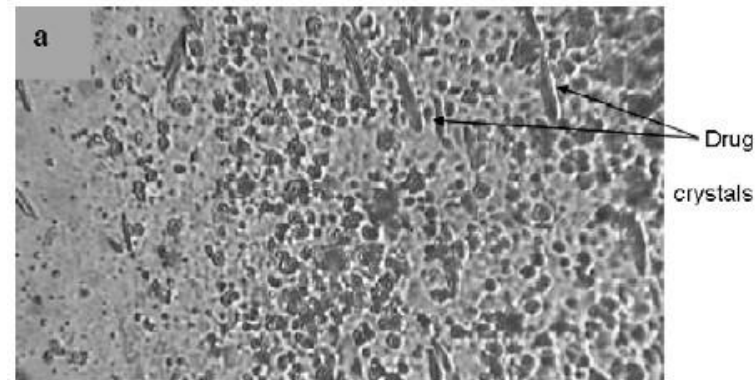
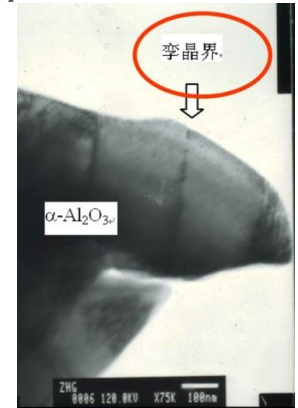
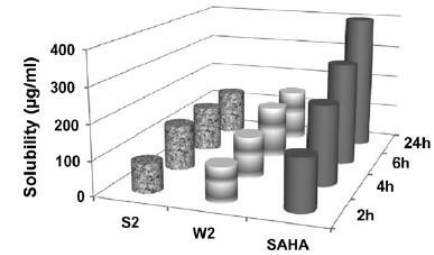
- Figures and tables are the most efficient way to present results
- Results are the driving force of the publication
- Captions and legends must be detailed enough to make figures and tables self-explanatory
- Figures and tables should not need further explanation or description in text. Less writing and less reading. Let your figures do the work instead of words.

*"One Picture is Worth a
Thousand Words"
Sue Hanauer (1968)*



Results – appearance counts!

- ✓ Un-crowded plots
 - ✓ 3 or 4 data sets per figure; well-selected scales; appropriate axis label size; symbols clear to read; data sets easily distinguishable.
- ✓ Each photograph must have a scale marker of professional quality in a corner.
- ✓ Text in photos / figures in English
 - ✗ Not in French, German, Chinese, Korean, ...
- ✓ Use colour ONLY when necessary.
 - ✗ If different line styles can clarify the meaning, then do not use colours or other thrilling effects.
- ✓ If used, colour must be visible/distinguishable when printed in black & white.
- ✗ Do not include long boring tables!



Discussion – what do your results mean?

- It is the most important section of your article. Here you get the chance to SELL your data! Many manuscripts are rejected because the Discussion is weak.
- **Check for the following:**
 - ✓ Do your results relate to the original question or objectives outlined in the Introduction section?
 - ✓ Do you provide interpretation for each of your results presented?
 - ✓ Are your results consistent with what other investigators have reported? Or are there any differences? Why?
 - ✓ Are there any limitations?
 - ✓ Does the discussion logically lead to your conclusion?
- **Do not:**
 - ✗ Make statements that go beyond what the results can support
 - ✗ Suddenly introduce new terms or ideas

Conclusions

- ✓ Present global and specific conclusions
- ✓ Indicate uses and extensions if appropriate
- ✓ Suggest future experiments and indicate whether they are underway
- ✗ Do not summarise the paper
 - The abstract is for that purpose
- ✗ Avoid judgments about impact
 - Others can comment, you should not.

References: get them right!

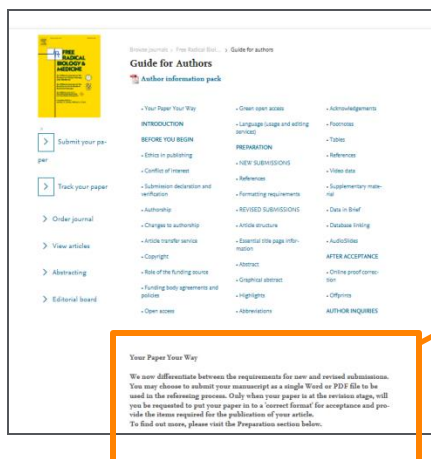
- ✓ Please **adhere to the Guide for Authors** of the journal
- ✓ It is your responsibility, not of the Editor's, to format references correctly!
- ✓ Get help, save time - use Reference management software
- ✓ Check
 - Referencing style of the journal
 - The spelling of author names, the year of publication
 - Punctuation use
- ✗ Avoid citing the following if possible:
 - Personal communications, unpublished observations, manuscripts not yet accepted for publication
 - Articles published only in the local language, which are difficult for international readers to find

Some Publishers are helpful !

"Imagine if contributors could submit their papers to a journal without worrying about formatting the manuscript, including those pesky references, to exacting specifications?" *Kelvin J.A. Davies, 2012*

Called *Your Paper Your Way*, introduced to the journal *Free Radical Biology & Medicine* and now offered in more than 730 Elsevier journals.

More than half of authors find it easier and more helpful. Reviewers are equally happy as figures and tables can be put in the right place by authors to allow easier review.



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We now differentiate between the requirements for new and revised submissions. You may choose to submit your manuscript as a single Word or PDF file to be used in the refereeing process. Only when your paper is at the revision stage, will you be requested to put your paper in to a 'correct format' for acceptance and provide the items required for the publication of your article. To find out more, please visit the Preparation section below.

www.elsevier.com/authors/journal-authors/your-paper-your-way

Reference Management Software helps

- Many journals are helpful in formatting the journal reference style for you (e.g. Elsevier's Your Paper Your Way service).
- If the publisher is not offering this service it is your responsibility to format references correctly!



THOMSON REUTERS
ENDNOTE



zotero

en.wikipedia.org/wiki/Comparison_of_reference_management_software

Supplementary Material

- Data of secondary importance for the main scientific thrust of the article
 - e.g. individual curves, when a representative curve or a mean curve is given in the article itself
- Or data that do not fit into the main body of the article
 - e.g. audio, video,
- Original figure before color correction or trimming for clarity
- Not part of the printed article
 - Will be available online with the published paper
- Must relate to, and support, the article

Cover Letter

Yo

- Submitted
- Mention v
- Note spe

Professor H. D. Schmidt
 School of Science and Engineering
 Northeast State University
 College Park, MI 10000
 USA

January 1, 2008

Dear Professor Schmidt,

Enclosed with this letter you will find an electronic submission of a manuscript entitled "Mechano-sorptive creep under compressive loading - a micromechanical model" by John Smith and myself. This is an original paper which has neither previously nor simultaneously in whole or in part been submitted anywhere else. Both authors have read and approved the final version submitted.

Final approval from all authors

Mechano-sorptive is sometimes denoted as accelerated creep. It has been experimentally observed that the creep of paper accelerates if it is subjected to a cyclic moisture content. This is of large practical importance for the paper industry. The present manuscript describes a micromechanical model on the fibre network level that is able to capture the experimentally observed behaviour. In particular, the difference between mechano-sorptive creep in tension and compression is analysed. John Smith is a PhD-student who within a year will present his doctoral thesis. The present paper will be a part of that thesis.

Journal
 (interest)

Explanation of importance of research

Three potential independent reviewers who have excellent expertise in the field of this paper are:

- Dr. Fernandez, Tennessee Tech, email1@university.com
- Dr. Chen, University of Maine, email2@university.com
- Dr. Singh, Colorado School of Mines, email3@university.com

Suggested reviewers

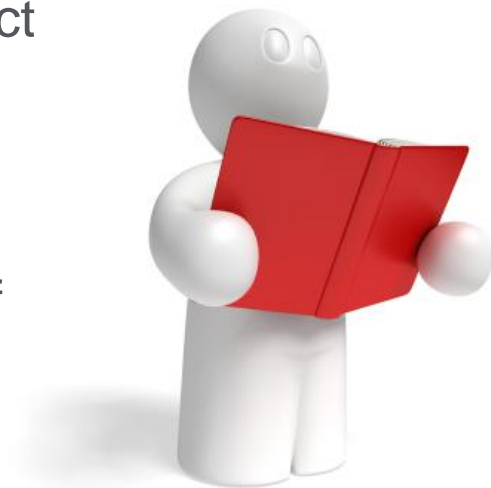
I would very much appreciate if you would consider the manuscript for publication in the *International Journal of Science*.

Sincerely yours,

A. Professor

Suggest potential reviewers

- Your suggestions will help the Editor to move your manuscript to the review stage more efficiently.
- You can easily find potential reviewers and their contact details from articles in your specific subject area (e.g., your references).
- The reviewers should represent at least two regions of the world. And they should not be your supervisor or close friends.
- Be prepared to suggest 3-6 potential reviewers, based on the Guide to Authors.



Do everything to make your submission a success

- **No one gets it right the first time!**
 - ✓ Write, and re-write
- Suggestions
 - ✓ After writing a first version, take several days of rest. Come back with a critical, fresh view.
 - ✓ Ask colleagues and supervisor to review your manuscript. Ask them to be highly critical, and ***be open to their suggestions.***
 - ✓ Make changes to incorporate comments and suggestions. Get all co-authors to approve version to submit.

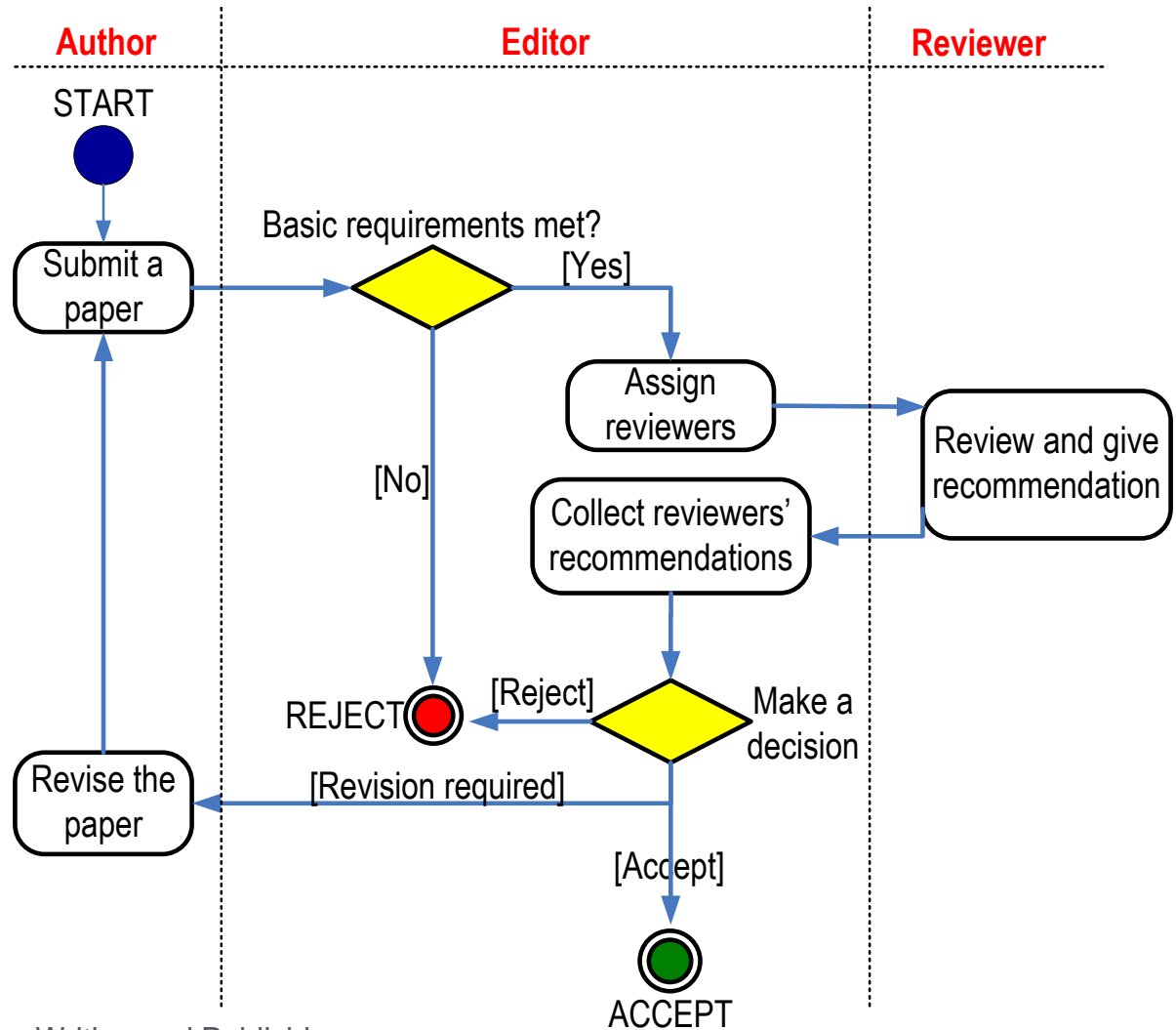
Then it is the point in time to submit your article!



Elsevier Publishing Campus

The peer review process

The Peer Review Process is not a black hole!



Initial Editorial Review or Desk Reject

Many journals use a system of initial editorial review. Editors may reject a manuscript without sending it out for review.

Why?

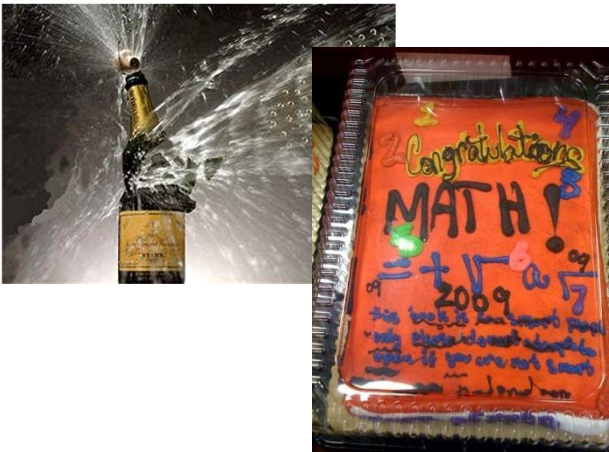
- The peer-review system is **grossly overloaded** and editors wish to use reviewers only for those papers with a good probability of acceptance.
- It is a **disservice** to ask reviewers to spend time on work that has clear and evident deficiencies.



First Decision: “Accepted” or “Rejected”

Accepted

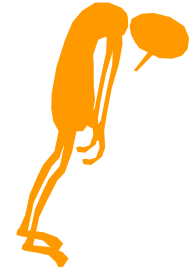
- Very rare, but it happens



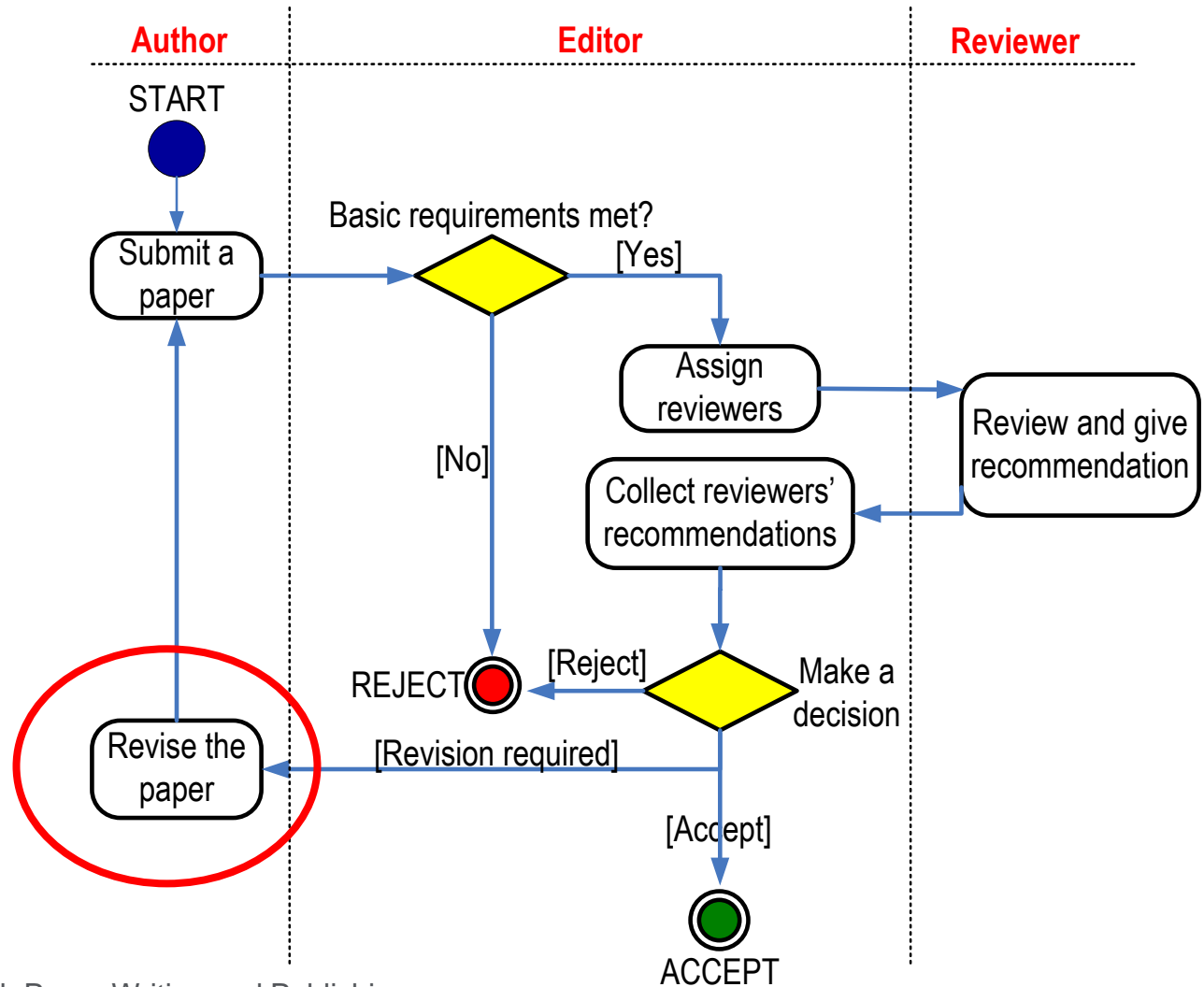
- Congratulations!
 - Cake for the department
 - Now wait for page proofs and then for your article to be online and in print

Rejected

- Probability 40-90% ...
- Do not despair
 - It happens to everybody
- Try to understand WHY
 - Consider reviewers' advice
 - Be self-critical
- If you submit to another journal, begin as if it were a new manuscript
 - Take advantage of the reviewers' comments and revise accordingly
 - They may review your manuscript for the next journal too!
 - Read the Guide for Authors of the new journal, again and again.



The Peer Review Process – revisions



First Decision: “Major” or “Minor” Revision

- Major revision
 - The manuscript may finally be published in the journal
 - Significant deficiencies must be corrected before acceptance
 - Usually involves (significant) textual modifications and/or additional experiments
- Minor revision
 - Basically, the manuscript is worth being published
 - Some elements in the manuscript must be clarified, restructured, shortened (often) or expanded (rarely)
 - Textual adaptations
 - “Minor revision” does NOT guarantee acceptance after revision, but often it is accepted if all points are addressed!

Manuscript Revision

- Prepare a detailed Response Letter
 - ✓ Copy-paste each reviewer comment, and type your response below it
 - ✓ State specifically which changes you have made to the manuscript
 - ✓ Include page/line numbers
 - ✗ No general statements like “Comment accepted, and Discussion changed accordingly.”
 - ✓ Provide a *scientific* response to comments to accept,
 - ✓ or a convincing, solid and polite rebuttal when you feel the reviewer was wrong.
 - ✓ Write in such a manner, that your response can be forwarded to the reviewer without prior editing
- Do not do yourself a disfavour, but cherish your work
 - You spent **weeks** and **months** in the lab or the library to do the research

.....Why then run the risk of avoidable rejection by not taking manuscript revision seriously?

Increasing the likelihood of acceptance

All these various steps are not difficult.

- ✓ You have to be consistent.
- ✓ You have to check and recheck before submitting.
- ✓ Make sure you tell a logical, clear, story about your findings.
- ✓ Especially, take note of referees' comments. They improve your paper.

This should increase the likelihood of your paper being accepted, and being in the 30% (accepted) not the 70% (rejected) group!

What leads to acceptance ?

- ✓ **A**ttention to details
- ✓ **C**heck and double check your work
- ✓ **C**onsider the reviewers' comments
- ✓ **E**nglish must be as good as possible
- ✓ **P**resentation is important
- ✓ **T**ake your time with revision
- ✓ **A**cknowledge those who have helped you
- ✓ **N**ew, original and previously unpublished
- ✓ **C**ritically evaluate your own manuscript
- ✓ **E**thical rules must be obeyed

– Nigel John Cook
Editor-in-Chief, *Ore Geology Reviews*



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Your Paper is Published – What now?

- Your paper becomes visible online in the journal website, such as ScienceDirect, Springer Link etc. and in databases as SCOPUS, PubMed, etc.
- There are many things you can do to draw attention to your great research just online...
- Think Social Media! Check out the [Publishing Campus](#) for suggestions.

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Animation video (YouTube)

<https://www.youtube.com/watch?v=zRXnbKtHkHM>

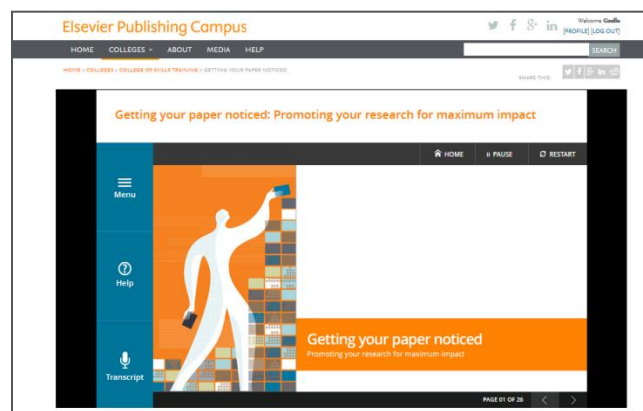
- www.publishingcampus.com: College of Networking / Getting Noticed



Brochure



Factsheet



Online lectures and interactive courses



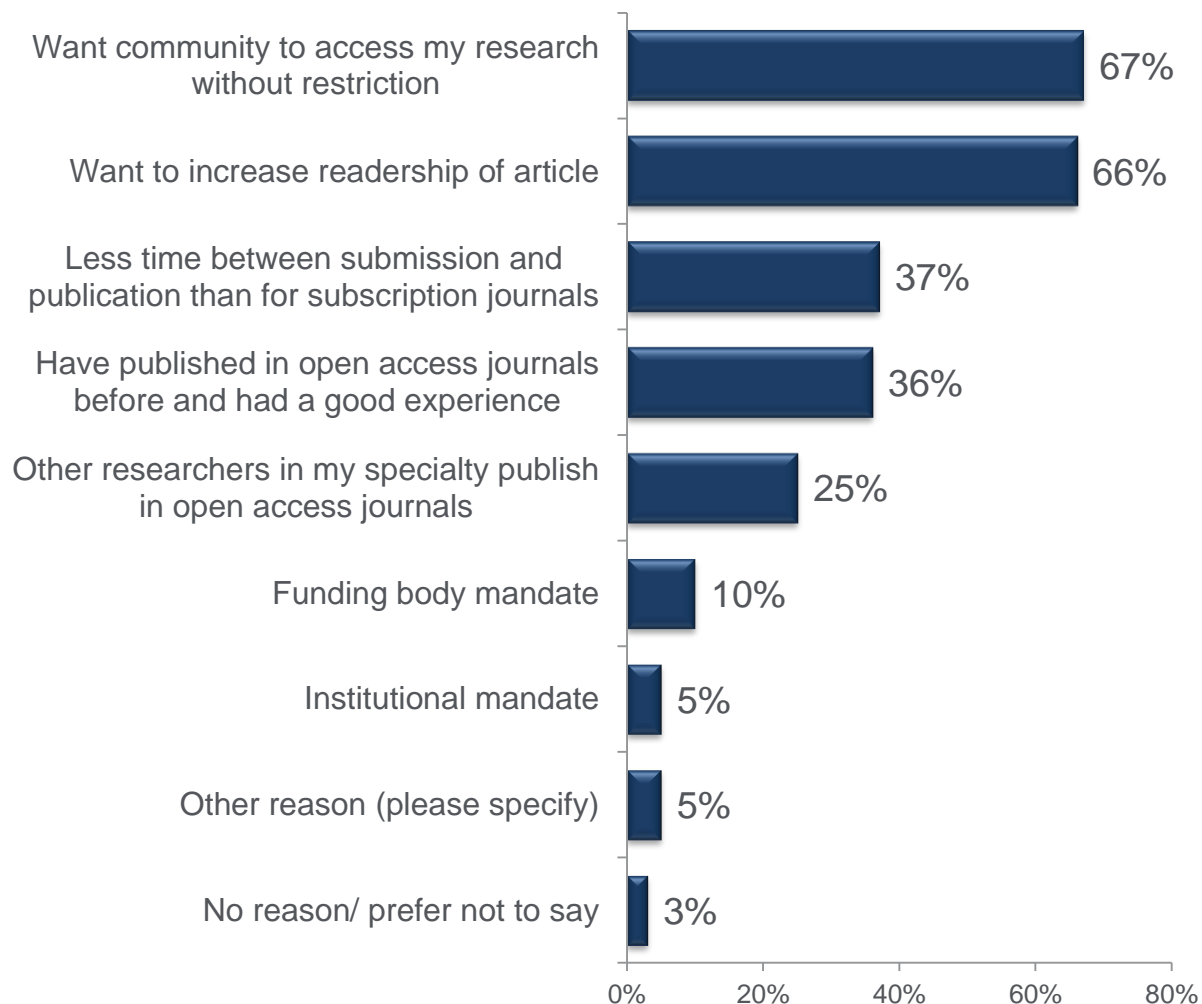
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Open access
publishing

What is the difference?

	Gold Open Access	Green Open Access
Access	<ul style="list-style-type: none"> Free public access to the final published article Access is immediate and permanent 	<ul style="list-style-type: none"> Free public access to a version of your article Time delay may apply (embargo period)
Fee	<ul style="list-style-type: none"> Open access fee is paid by the author, or on their behalf (for example by a funding body) 	<ul style="list-style-type: none"> No fee is payable by the author, as costs are covered by library subscriptions
Use	<ul style="list-style-type: none"> Determined by your user licence 	<ul style="list-style-type: none"> Authors retain the right to use their articles for a wide range of purposes Open versions of your article should have a user license attached
Options	<ul style="list-style-type: none"> Publish in an open access journal Publish in a journal that supports open access (also known as a hybrid journal) 	<ul style="list-style-type: none"> Link to your article. Selected journals feature open archives Self-archive a version of your article

Why publish in an open access journal?



14%

have been asked by their departmental head or funding organization to publish open access

Tips for publishing gold open access

- **Find the right journal:** Look for reputable journals
- **Collect key info:** Check your funding body and institution's policies
- **Make your article OA:** Select a license and pay an OA fee
- **Publish OA:** Share the final version of your article!

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Publication Ethics

Author Responsibilities

As authors we have lots of rights and privileges, but also we have the responsibility to be ethical.

Ethics Issues in Publishing

Scientific misconduct

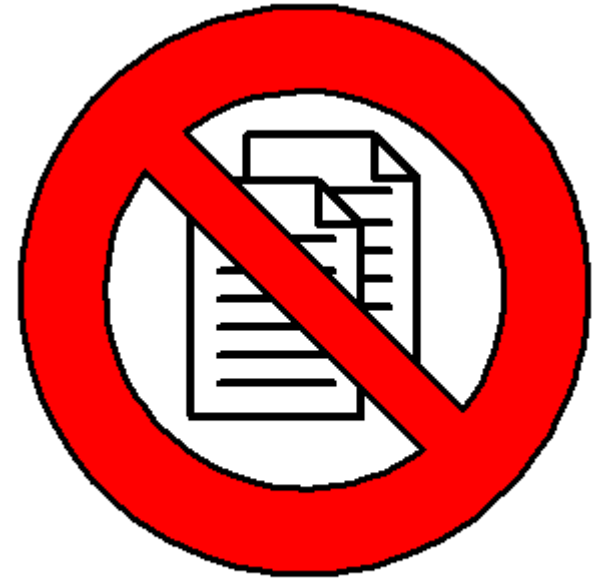
- Falsification of results or images

Publication misconduct

- Plagiarism
 - Different forms / severities
 - The paper must be original to the authors
- Duplicate publication
- Duplicate submission
- Appropriate acknowledgement of prior research and researchers
- Appropriate identification of all co-authors
- Conflict of interest

Plagiarism

- A short-cut to long-term consequences!
- Plagiarism is considered a serious offense by your institute, by journal editors, and by the scientific community as a whole.
- Plagiarism may result in academic charges, but will certainly cause rejection of your paper.
- Plagiarism will hurt your reputation in the scientific community.



No Copying

Duplicate Publication

- Duplicate Publication is also called Redundant Publication, or Self Plagiarism
- Definition: Two or more papers, without full cross reference, share the same hypotheses, data, discussion points, or conclusions
- ✘ An author should not submit for consideration to another journal a previously published paper.
 - ✓ Published studies do not need to be repeated unless further confirmation is required.
 - ✓ Previous publication of an abstract during the proceedings of conferences does not preclude subsequent submission for publication, but full disclosure should be made at the time of submission.
 - ✓ Re-publication of a paper in another language is acceptable, provided that there is full and prominent disclosure of its original source at the time of submission.
 - ✓ At the time of submission, authors should disclose details of related papers, even if in a different language, and similar papers in press.
 - ✓ This includes translations

Plagiarism Detection Tools

Elsevier is participating in 2 plagiarism detection schemes:

- TurnItIn (aimed at universities)
- iThenticate (aimed at publishers and corporations)



Manuscripts are automatically checked against a database of 30+ million peer reviewed articles which have been donated by 200+ publishers, including Elsevier.

More traditional approach also happens:

- Editors and reviewers
- Your colleagues
- Readers
- "Other" whistleblowers
 - "The walls have ears", it seems ...



Publication ethics – Self-plagiarism

2003

Biological Pharmacology

Corticotropin-releasing hormone (CRH) and immunomodulation of the fetus

Annales Mikoyanov^a, Ilsema Zvonkova^a, Katerina Kozlova^a, Viktoria Malinova^a, Andrius Ruzickas^b, George P. Chrousos^c, Andrius Vaisnys^d

^aDepartment of Pharmacology, Faculty of Medicine, Sofia University "St. Kliment Ohridski", Sofia, Bulgaria; ^bDepartment of Endocrinology, Faculty of Medicine, Sofia University "St. Kliment Ohridski", Sofia, Bulgaria; ^cDepartment of Endocrinology, Harvard Medical School, Boston, MA, USA; ^dDepartment of Endocrinology, Faculty of Medicine, Sofia University "St. Kliment Ohridski", Sofia, Bulgaria

The hypothalamic corticotropin-releasing hormone (CRH) system is involved in several biological functions including the regulation of the immune system. In this study, we investigated the role of CRH in the regulation of the immune system in the fetus. We found that CRH levels in the fetal plasma and amniotic fluid were significantly higher in the CRH-overexpressing group compared to the control group. This suggests that CRH plays a role in the regulation of the immune system in the fetus. The CRH-overexpressing group showed a higher percentage of CD4+ T cells and a lower percentage of CD8+ T cells compared to the control group. This indicates that CRH may have an immunomodulatory effect on the fetal immune system. The CRH-overexpressing group also showed a higher percentage of CD4+ T cells and a lower percentage of CD8+ T cells compared to the control group. This suggests that CRH may have an immunomodulatory effect on the fetal immune system.

Regulation and regulation of immunomodulation (CRH)

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CRH system and immunomodulation in the fetus

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2004

Participation of Maternal and Fetal CRH in Early Phases of Human Implantation: The Role of Antiamines

A. Mikoyanov^a, I. Zvonkova^a, K. Kozlova^a, V. Malinova^a, A. Ruzickas^b

^aDepartment of Pharmacology, Faculty of Medicine, Sofia University "St. Kliment Ohridski", Sofia, Bulgaria; ^bDepartment of Endocrinology, Faculty of Medicine, Sofia University "St. Kliment Ohridski", Sofia, Bulgaria

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Same colour left and right = Same text



doi:10.1016/j.sigpro.2005.07.019 Cite or Link Using DOI
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RETRACTED: Matching pursuit-based approach

Available online 24 August 2005.

This article has been retracted at the request of the Editor-in-Chief and Publisher. For more information, please visit <http://www.elsevier.com/locate/withdrawalpolicy>.

Reason: This article is virtually identical to the previously published article "A matching pursuit-based approach for SNR improvement in ultrasonic NDT of highly scattering materials", *Independent Nondestructive Evaluation International*, volume 38 (2005) 453 – 458 authored by N. ...

An article in which the authors committed plagiarism: it will not be removed from ScienceDirect ever. Everybody who downloads it will see the reason for the retraction...

the echoes issuing from the flaws to be detected. Therefore, it cannot be cancelled by classical time averaging or matched band-pass filtering techniques.

Many signal processing techniques have been utilized for signal-to-noise ratio (SNR) improvement in ultrasonic NDT of highly scattering materials. The most popular one is the split spectrum processing (SSP) [1–3], because it makes possible real-time ultrasonic test for industrial applications, providing quite good results. Alternatively to SSP, wavelet transform (WT) based denoising/detection methods have been proposed during recent years [4–8], yielding usually to higher improvements of SNR at the expense of an increase in complexity. Adaptive time-frequency analysis by basis pursuit (BP) [9,10] is a recent technique for decomposing a signal into an optimal superposition of elements in an over-complete waveform dictionary. This technique and some other related techniques have been successfully applied to denoising ultrasonic signals contaminated with grain noise in highly scattering materials [11,12], as an alternative to the WT technique, the computational cost of the BP algorithm being the main drawback.

In this paper, we propose a novel matching pursuit-based signal processing method for improving SNR in ultrasonic NDT of highly scattering materials, such as steel and composites. Matching pursuit is used instead of BP to reduce the complexity. Despite its iterative nature, the method is fast enough to be real-time implemented. The performance of the proposed method has been evaluated using both computer simulation and experimental results, even when the input SNR (ENR) is lower than 0dB (the level of echoes from the microstructures is above the level of the echoes).

2. Matching pursuit

Matching pursuit was introduced by Mallat and Zhang [13]. Let us suppose an approximation of the ultrasonic backscattered signals $x[n]$ as a linear expansion in terms of functions $g_i[n]$ chosen from an over-complete dictionary. Let H be a Hilbert

space. We define the over-complete dictionary as a family $D = \{g_i; i=0, 1, \dots, L\}$ of vectors in H , such as $\|g_i\| = 1$.

The problem of choosing functions $g_i[n]$ that best approximate the analysed signal $x[n]$ is computationally very complex. Matching pursuit is an iterative algorithm that offers sub-optimal solutions for decomposing signals in terms of expansion functions chosen from a dictionary, where ℓ^1 norm is used as the approximation metric because of its mathematical convenience. When a well-designed dictionary is used in matching pursuit, the non-linear nature of the algorithm leads to compact and sparse signal models.

In each step of the iterative procedure, vector $g_i[n]$ which gives the largest inner product with the analysed signal is chosen. The contribution of this vector is then subtracted from the signal and the process is repeated on the residual. At the m th iteration the residue is

$$r^m[n] = \begin{cases} x[n] & m = 0, \\ x[n] - \sum_{k=0}^{m-1} a_{k,m} g_{k,m}[n], & m \neq 0, \end{cases} \quad (1)$$

where $a_{k,m}$ is the weight associated to optimum atom $g_{k,m}[n]$ at the m th iteration.

The weight a_i^m associated to each atom $g_i[n] \in D$ at the m th iteration is introduced to compute all the inner products with the residual $r^m[n]$:

$$a_i^m = \frac{\langle r^m[n], g_i[n] \rangle}{\langle g_i[n], g_i[n] \rangle} = \frac{\langle r^m[n], g_i[n] \rangle}{\|g_i[n]\|^2} = \langle r^m[n], g_i[n] \rangle. \quad (2)$$

The optimum atom $g_{k,m}[n]$ (and its weight $a_{k,m}$) at the m th iteration are obtained as follows:

$$g_{k,m}[n] = \underset{g \in D}{\operatorname{argmin}} \|\langle r^{m-1}[n] \rangle\|^2 = \underset{g \in D}{\operatorname{argmax}} |\langle r^{m-1}[n] \rangle|. \quad (3)$$

The computation of correlations $\langle r^m[n], g_i[n] \rangle$ for all vectors $g_i[n]$ at each iteration implies a high computational effort, which can be substantially reduced using an updating procedure derived from Eq. (1). The correlation updating procedure [13] is performed as follows:

$$\langle r^{m+1}[n], g_i[n] \rangle = \langle r^m[n], g_i[n] \rangle - a_{k,m} \langle g_{k,m}[n], g_i[n] \rangle. \quad (4)$$

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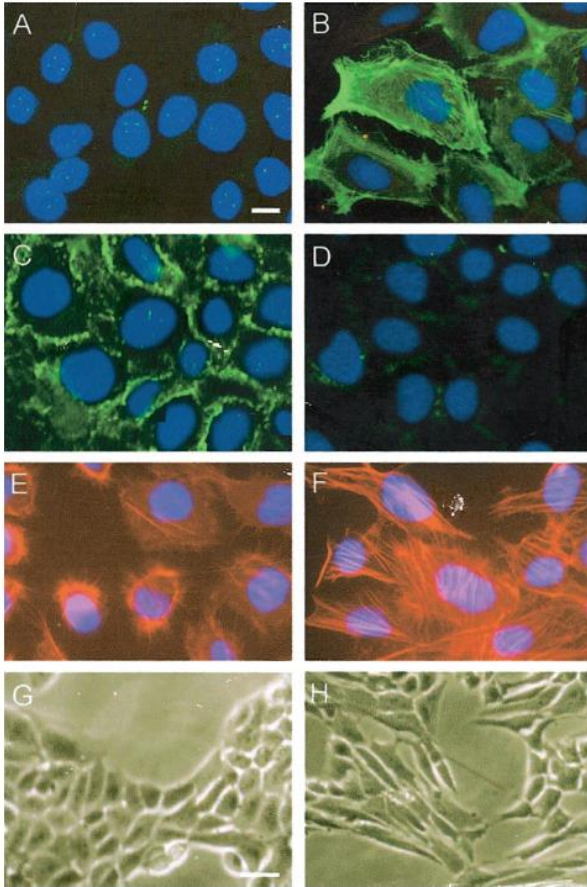
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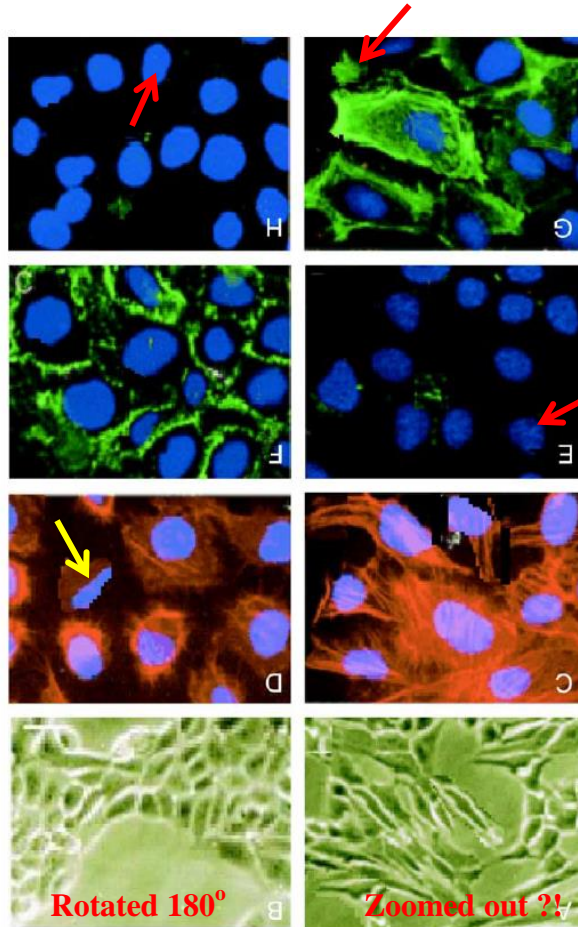


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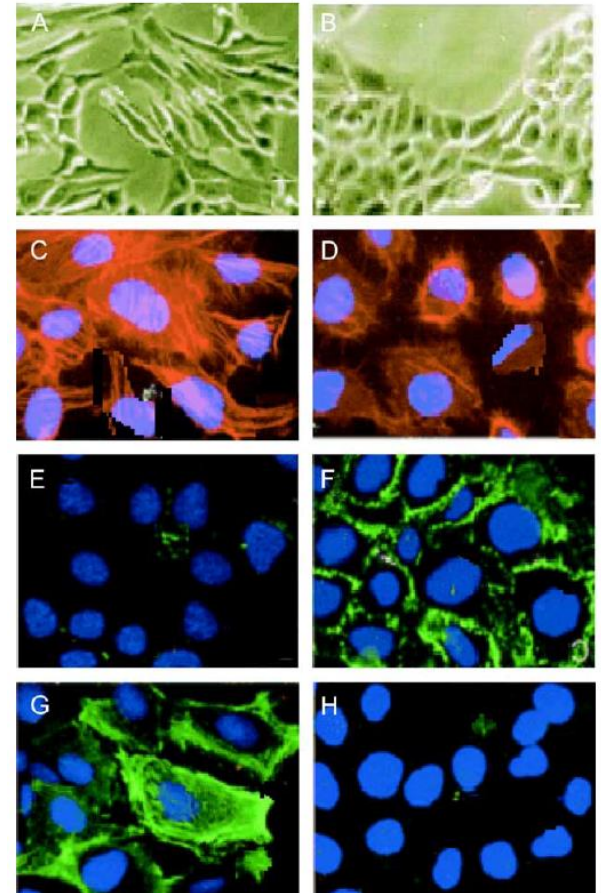
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