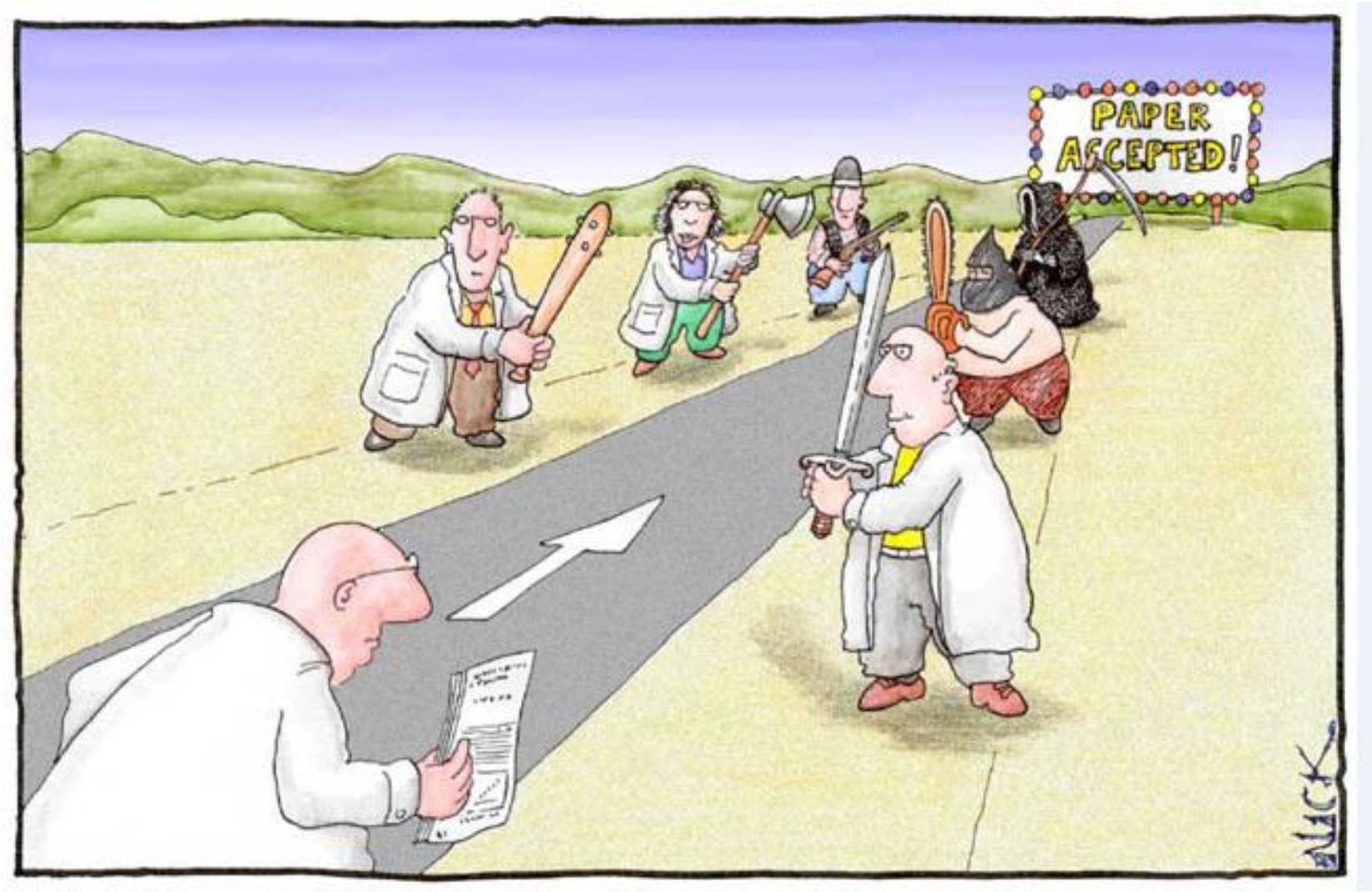
ELSEVIER

How to write great papers and get published

Understanding and benefiting from the publishing process

Presented by: Anthony Newman, Senior Publisher
Location/Date: Hungarian Academy of Sciences, Budapest, June 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
  - The review and editorial process and your response
  - Promoting your research
  - Open Access or Not?
  - Publishing ethics

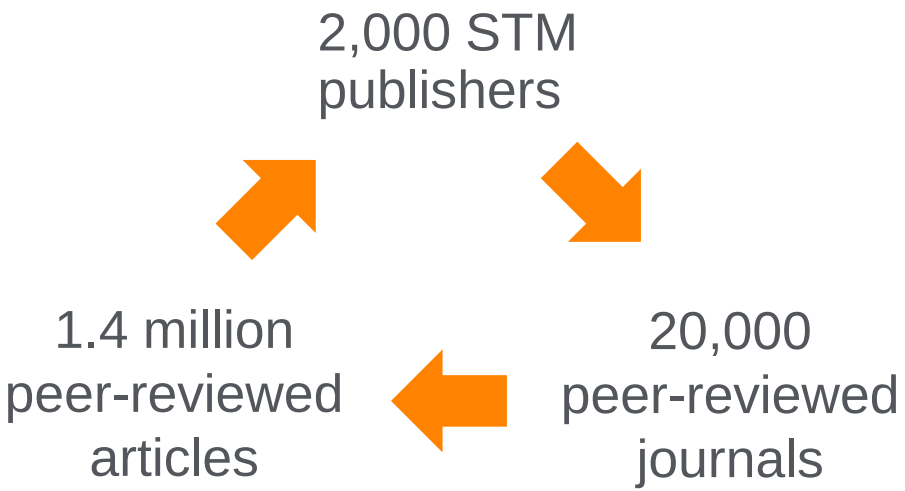
Elsevier Publishing Campus

Scholarly Publishing Overview

Peer-reviewed journal growth 1990-2013

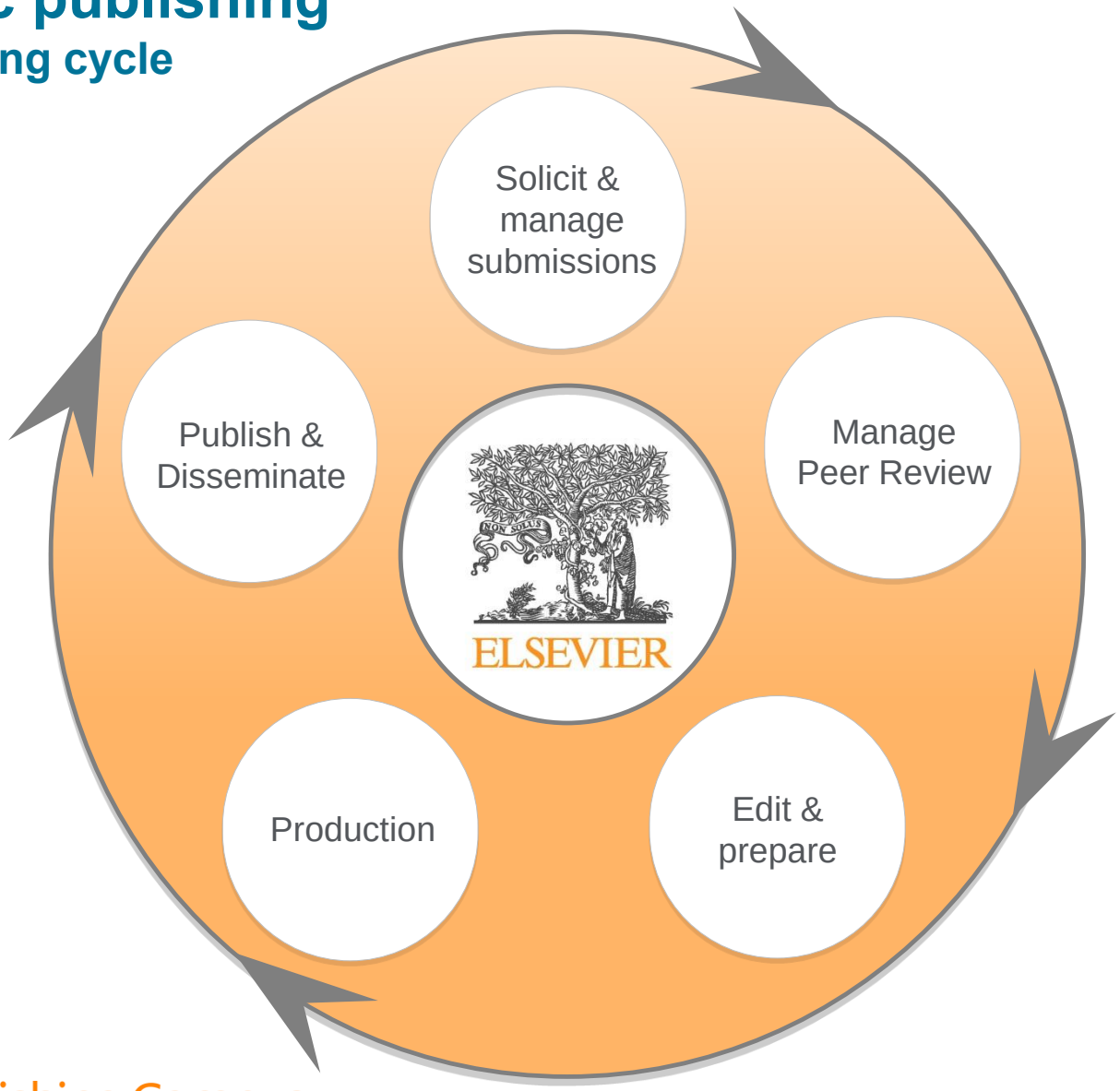
Scholarly publishing today

Scientific, technical and medical (STM) publishing



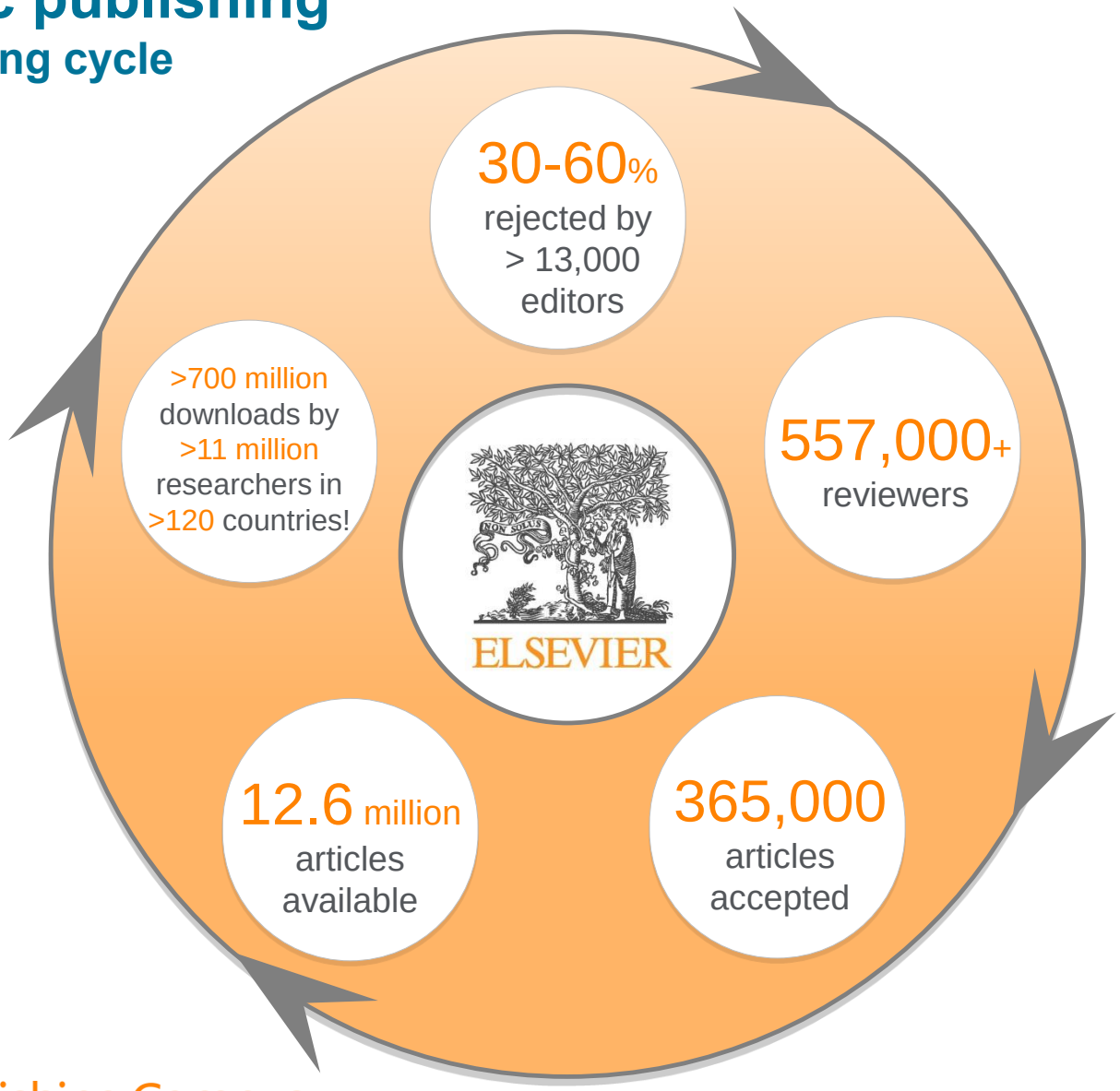
Academic publishing

The publishing cycle



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%)
  - 2017: ???
- **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.

Elsevier Publishing Campus

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.

Elsevier Publishing Campus

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 Google

Learn what online resources are available at your institute, and learn to search in a clever way.
Ask your library experts for help.

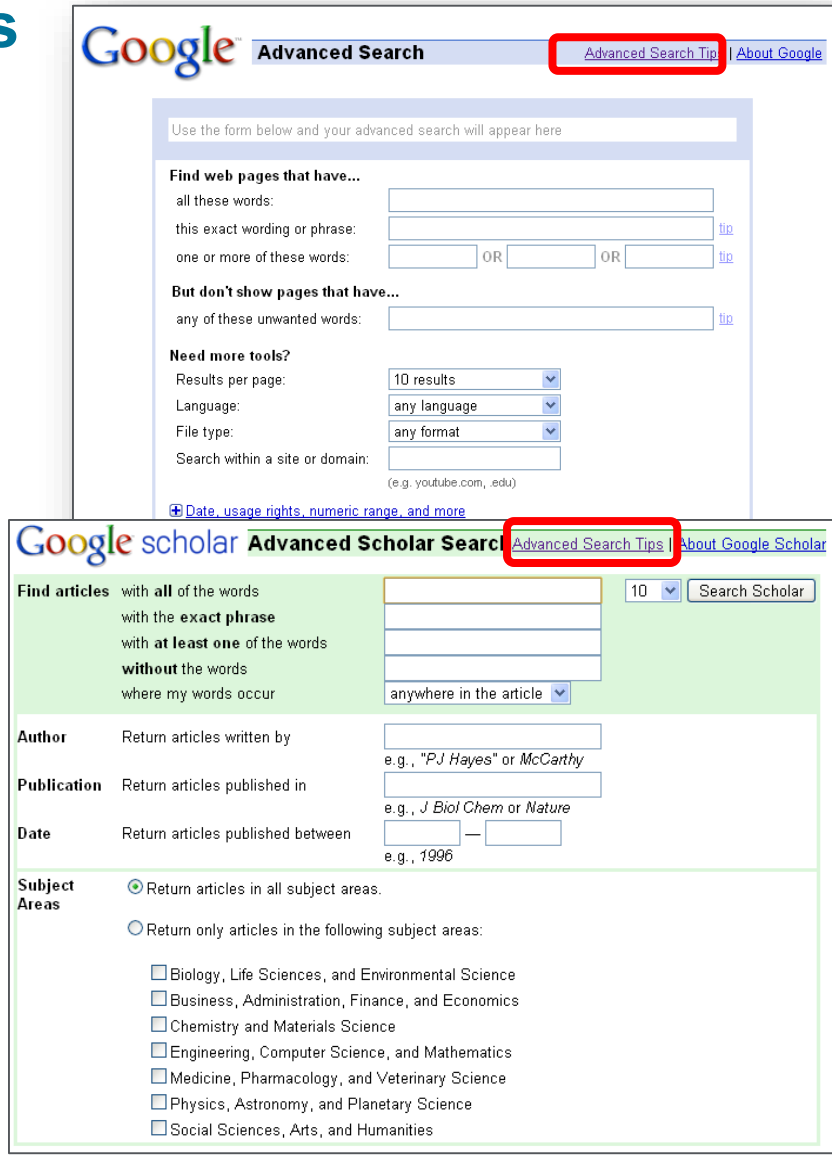
Haglund and Olson, 2008:
"… researchers have difficulties in identifying correct search terms. Searches are often unsuccessful."

Use the advanced search options

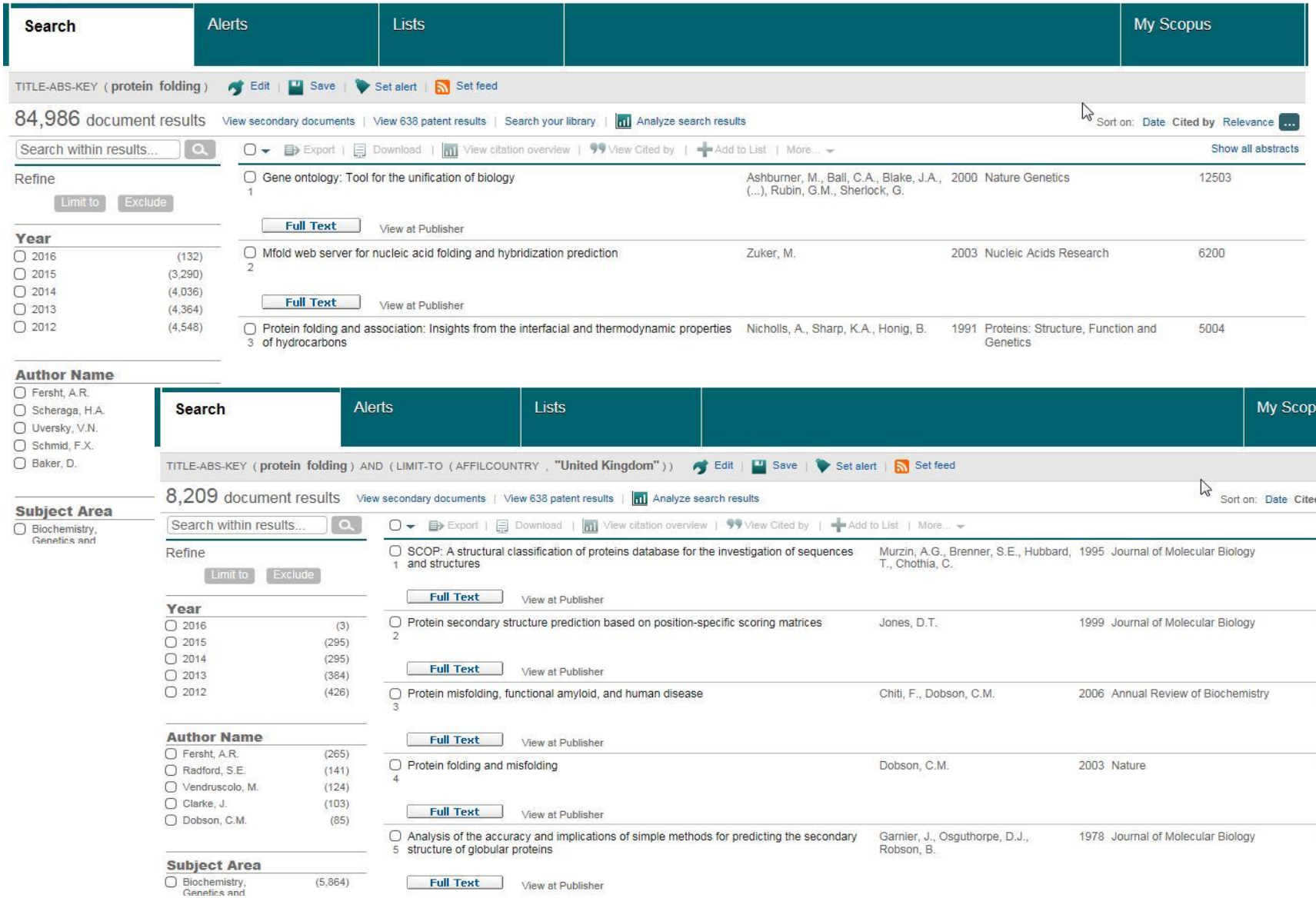
- Within Google and Google Scholar use the advanced searches and check out the Search Tips.

- In ScienceDirect, Scopus, WoS, PubMed and other databases use proximity operators:
  - w/n ← Within - (non order specific)
  - pre/n ← Precedes - (order specific)

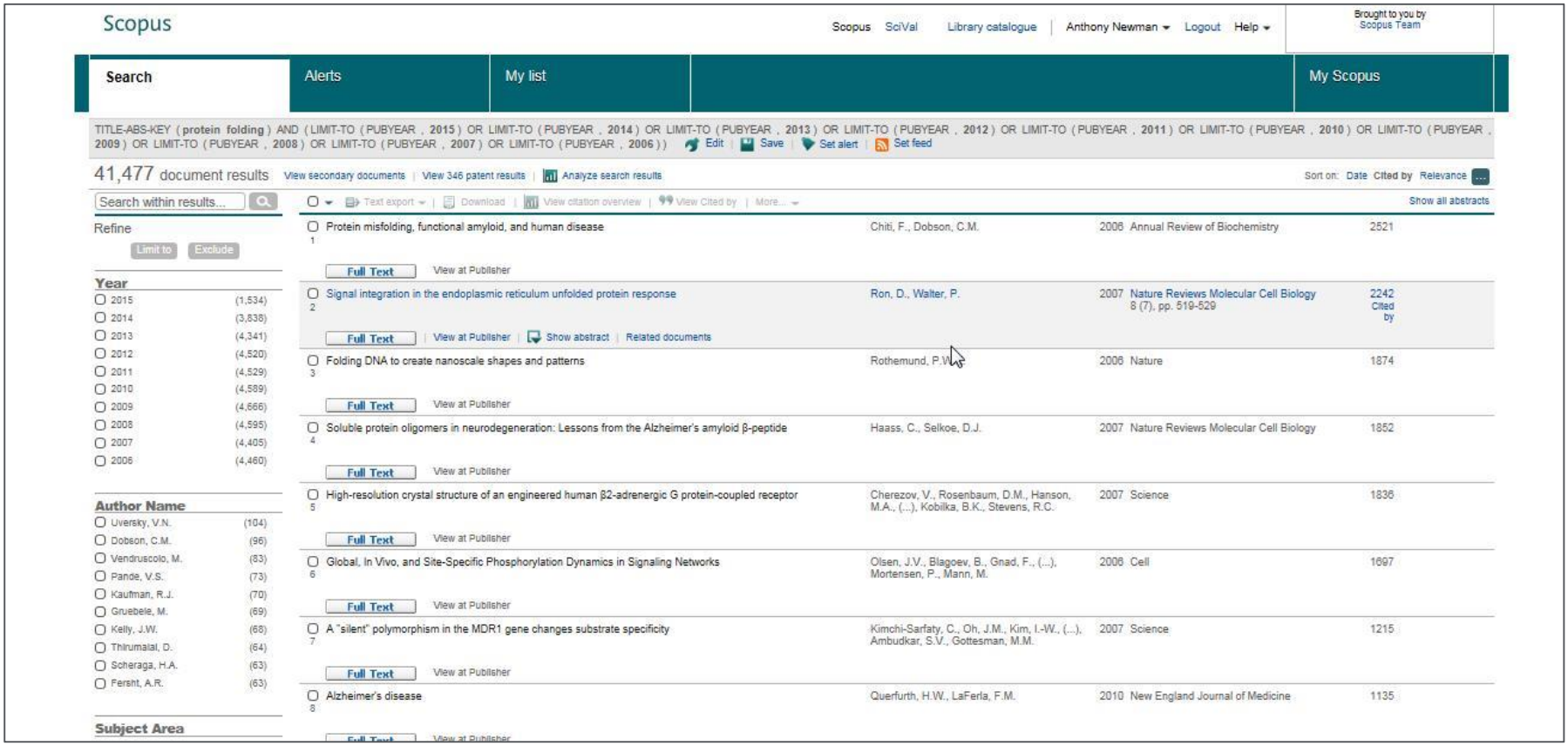
  E.g. wind w/3 energy



Find out what is being cited and from where



Find out who is being cited



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.

Elsevier Publishing Campus

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/

- ✗ **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!)

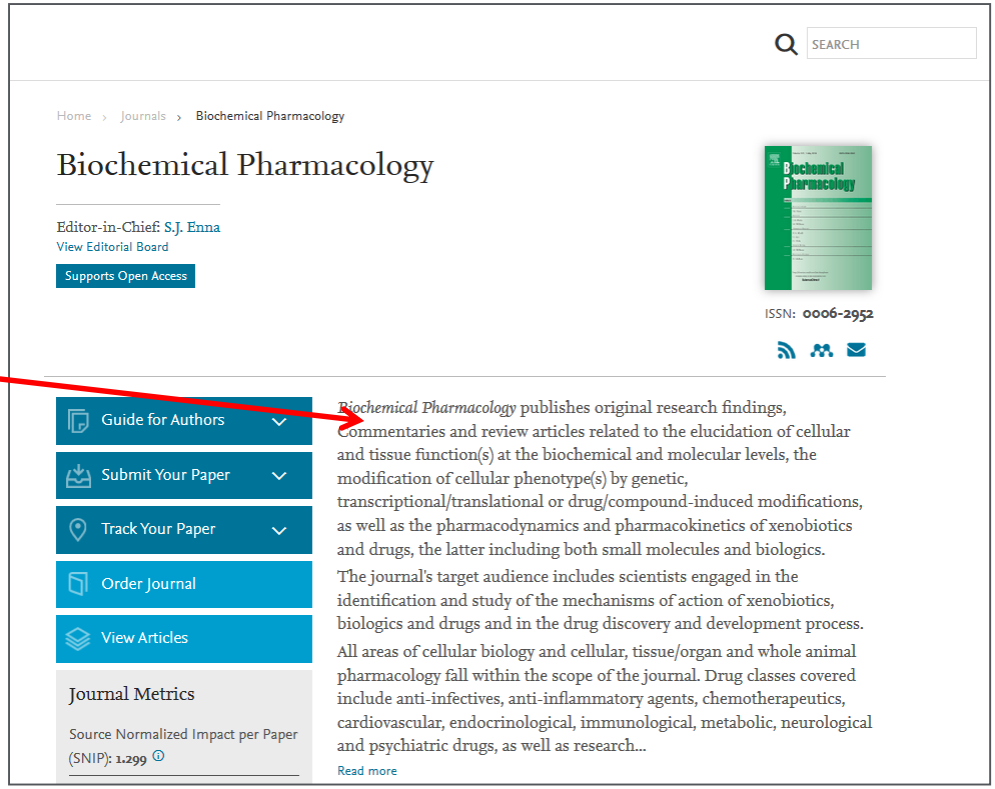
Identify the right audience for your paper

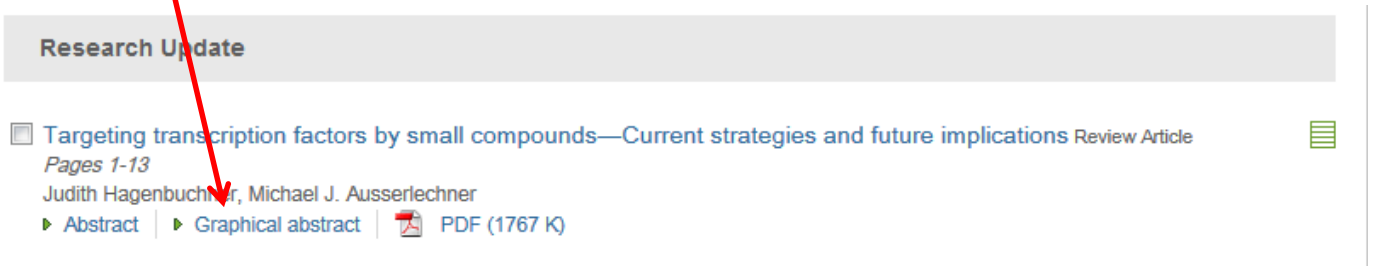
- ✓ Identify the sector of readership/community for which a paper is meant
- ✓ Identify the interest of your audience
- ✓ Get advice from your university library team on where to publish
- ✓ Ask your supervisor or colleagues for recommendations

Choose the right journal

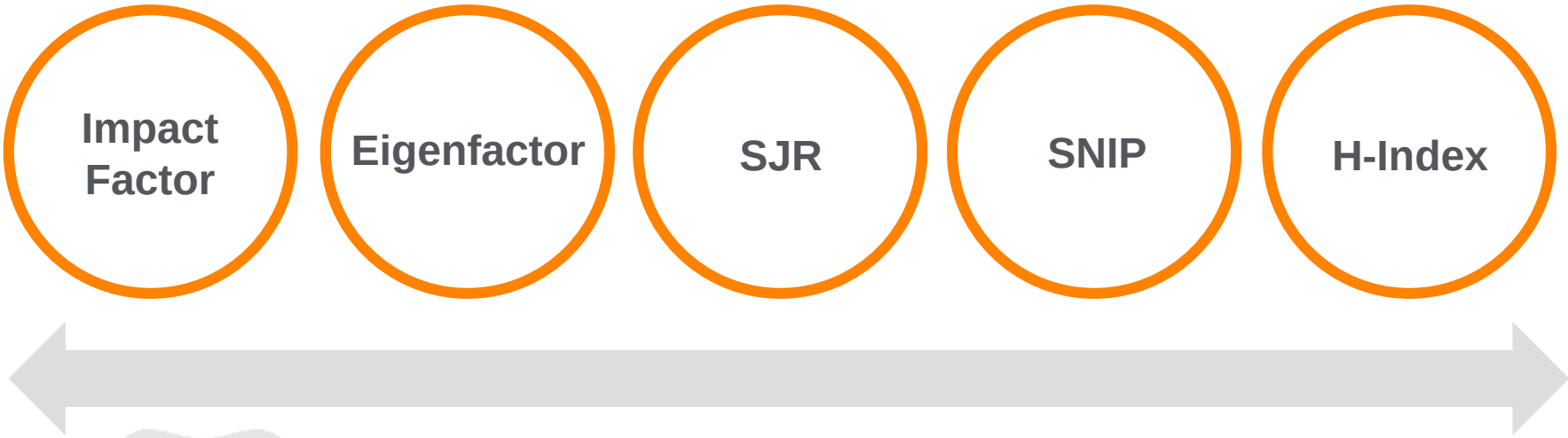
Investigate all candidate journals to find out

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





Bibliometric indicators



What is the Impact Factor (IF)?

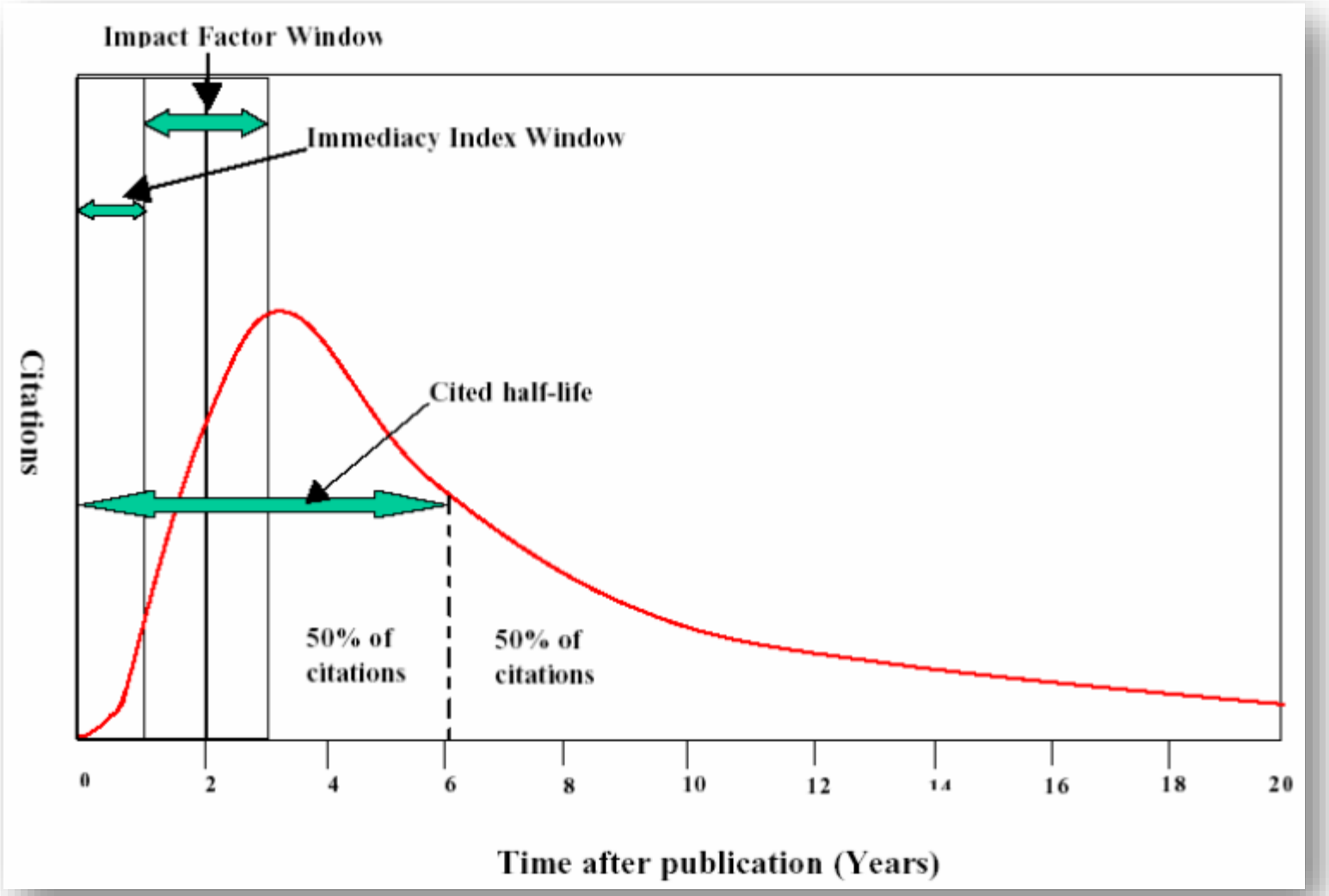
Impact Factor

[the average annual number of citations per article published]

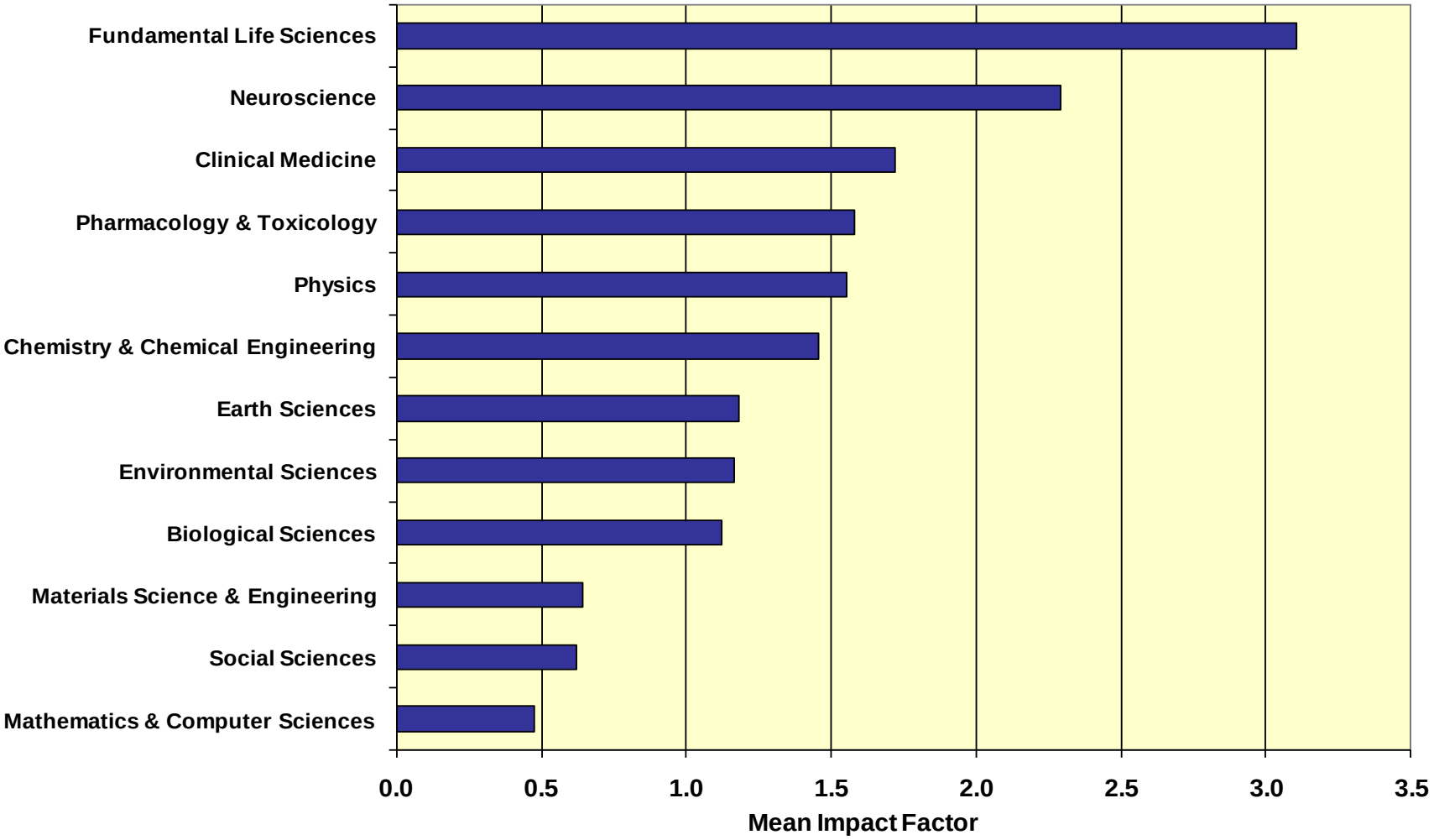
For example, the 2014 impact factor for a journal is calculated as follows:

- *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. $\frac{\text{600 citations}}{\text{150 + 150 articles}}$ = 2.000**

Impact Factor and other bibliometric parameters



Influences on Impact Factors: Subject Area



ELSEVIER

Scopus

Scopus SciVal Library catalogue | Register Login Help

Brought to you by Scopus Team

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 ISSN

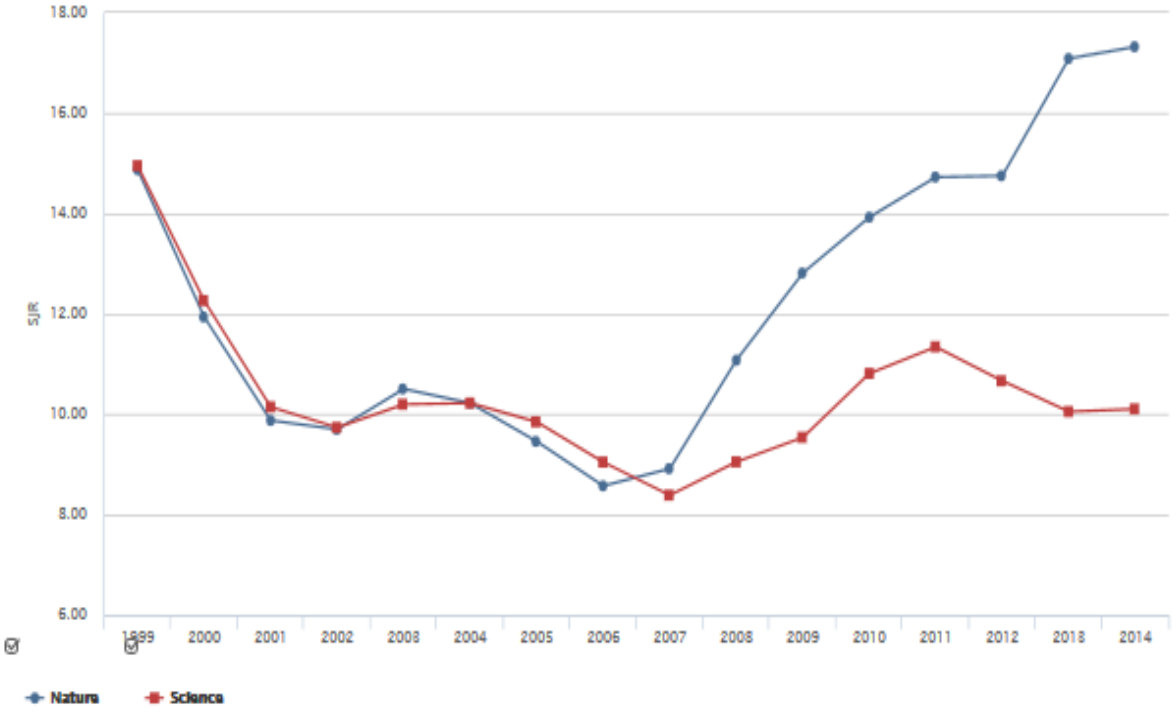
1550 sources found About Compare journals calculations

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

Chart | Table

SJR | IPP | SNIP | Citations | Documents | % Not cited | % Reviews

SCImago journal rank by year



ELSEVIER

Scopus

Scopus SciVal Library catalogue | Register Login Help

Brought to you by Scopus Team

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

1550 sources found About Compar

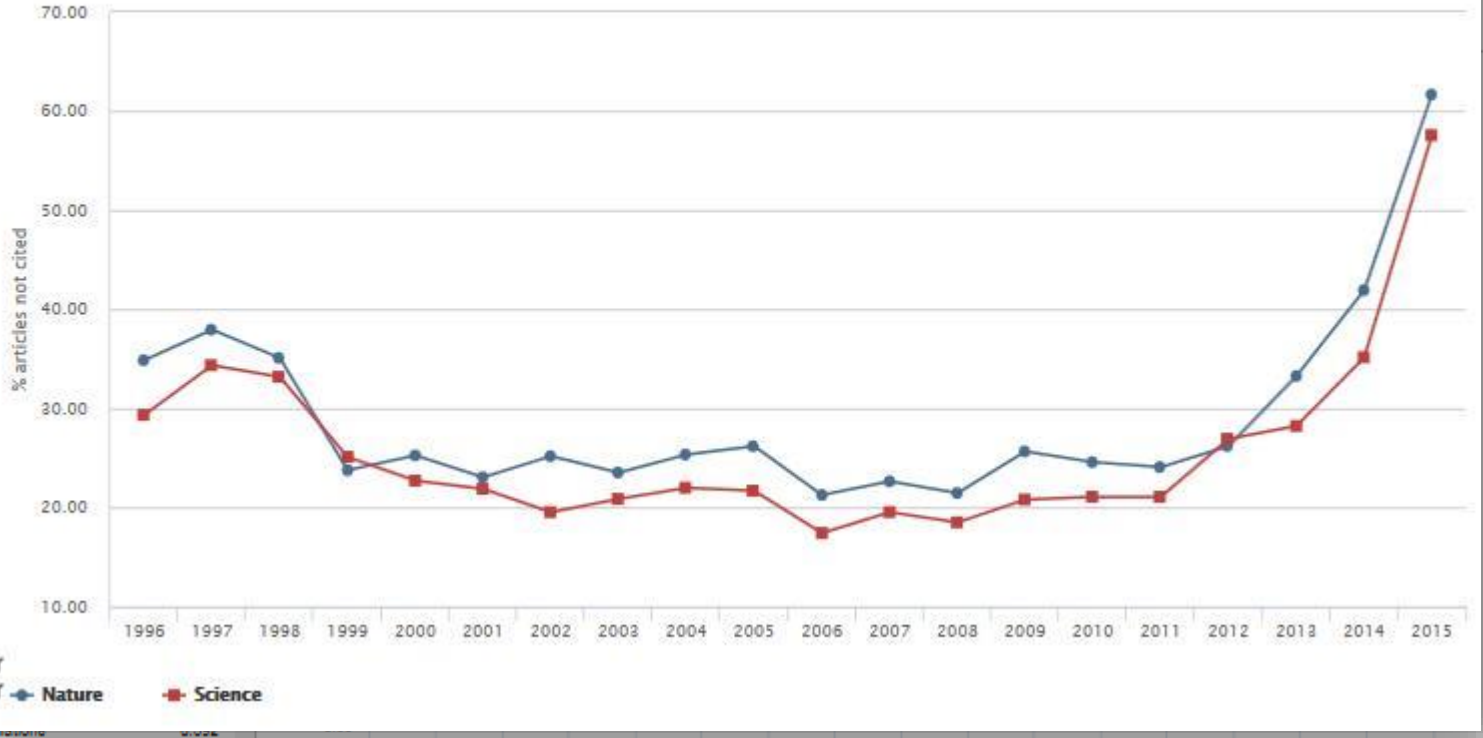
Journal

- San Francisco Estuary and Watershe
- Saudi Journal of Biological Sciences
- Scandinavian Journal of Caring Scier
- 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 1.709
- Science and Technology Studies 0.323
- Science as Culture 0.396

SJR | IPP | SNIP | Citations | Documents | % Not cited | % Reviews

Percent of published documents not cited by year

Exclude journal self citations



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

✓ 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

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.

Read the ‘Guide to Authors’- Again and again!

ELSEVIER

Submit your paper

Track your paper

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

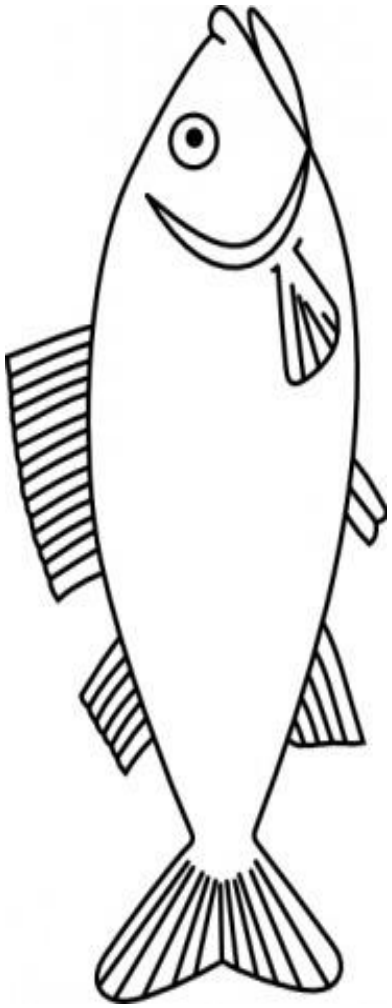
- General principles for who is listed first:
  - First Author
    - Conducts and/or supervises the data generation and analysis and the proper presentation and interpretation of the results
    - Puts paper together and submits the paper to journal
  - Corresponding author
    - The first author or 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

Elsevier Publishing Campus

Typical article structure

Typical Structure of a Research Article



- Title
- Abstract
- Keywords

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

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

Journal space is not unlimited.

Your reader's time is scarce.

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

- Conclusion
- Acknowledgement
- References
- Supplementary Data

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

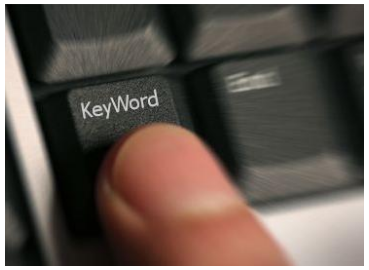
- ✓ Identify the **main** issue of the paper
- ✓ **Begin** with the subject of the paper
- ✓ Are accurate, unambiguous, specific, and complete
- ✓ Are as **short** as possible
  - ✓ Articles with **short, catchy titles** are often better cited
- ✗ Do not contain rarely-used abbreviations
- ✓ Attract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

Title: Examples

Original Title	Revised	Remarks
Preliminary observations on the effect of Zn element on anticorrosion of zinc plating layer	Effect of Zn on anticorrosion of zinc plating layer	Long title distracts readers. Remove all redundancies such as "observations on", "the nature of", etc.
Action of antibiotics on bacteria	Inhibition of growth of mycobacterium tuberculosis by streptomycin	Titles should be specific. Think to yourself: "How will I search for this piece of information?" when you design the title.
Fabrication of carbon/CdS coaxial nanofibers displaying optical and electrical properties via electrospinning carbon	Electrospinning of carbon/CdS coaxial nanofibers with optical and electrical properties	"English needs help. The title is nonsense. All materials have properties of all varieties. You could examine my hair for its electrical and optical properties! You MUST be specific. I haven't read the paper but I suspect there is something special about these properties, otherwise why would you be reporting them?" – *the Editor-in-chief*

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*x*N(SO2CF3)2 · *δ*F are prepared under ambient conditions in 48% hydrofluoric acid, using K2MnF6 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

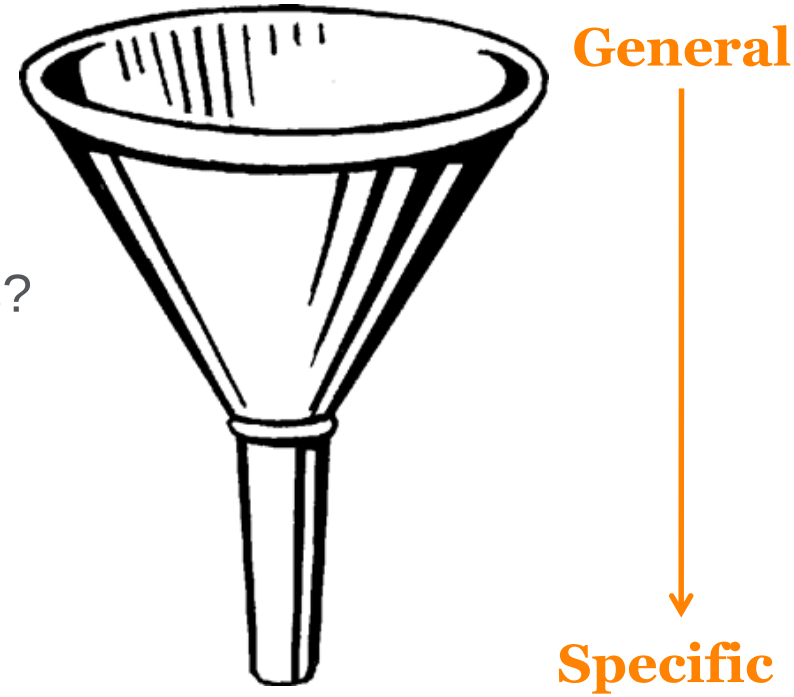
What are the main findings

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

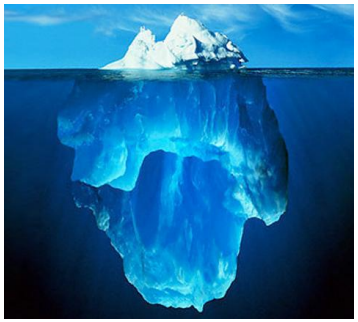
- ✓ Before you present your new data, put them into perspective first
- ✓ Be brief, it is not a history lesson
- ✗ Do not mix introduction, results, discussion and conclusions. Keep them separate
- ✗ Do not overuse expressions such as “novel”, “first time”, “first ever”, “paradigm shift”, etc.
- ✓ Cite 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

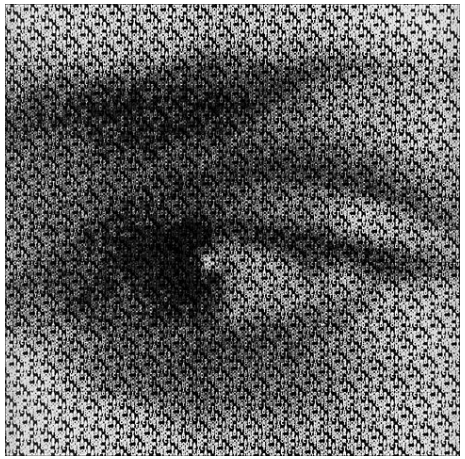
✓ Results of the **statistical analysis**

Results – Figures and tables

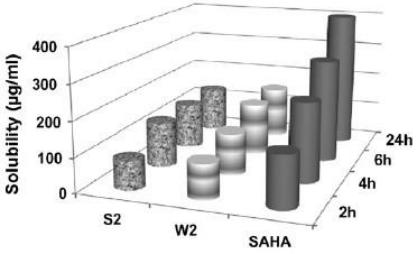
Illustrations are critical, because:

- 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.

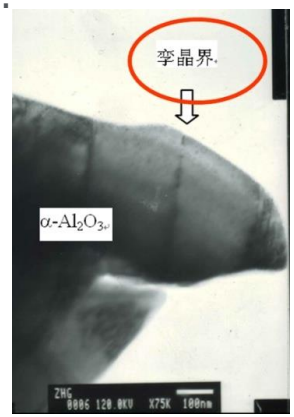
"One Picture is Worth a Thousand Words"
Sue Hanauer (1968)

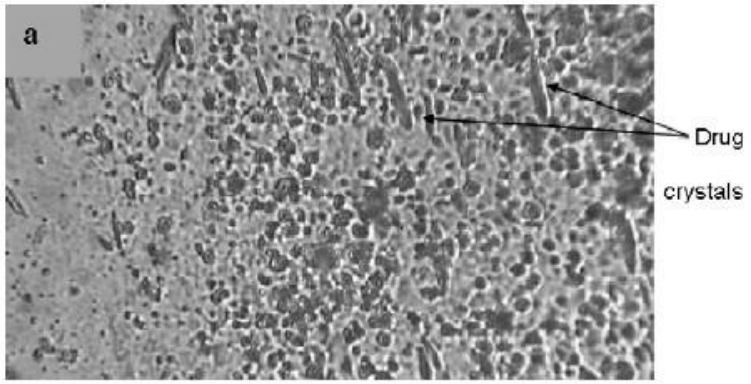


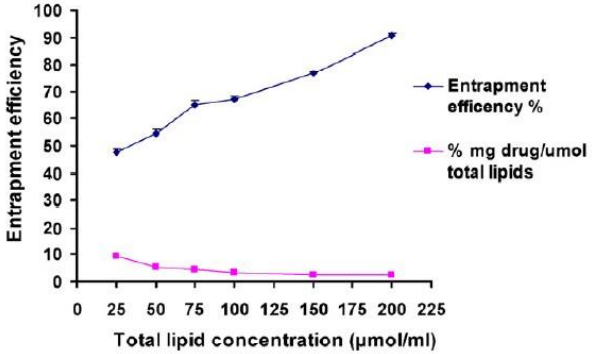
Results – appearance counts!



- ✓ 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 never 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!

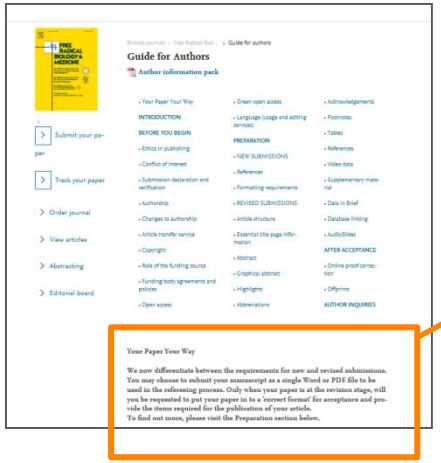
- ✓ Please **adhere to the Guide for Authors** of the journal
- ✓ It is <u>your</u> responsibility, not of the Editor's, to format references correctly!
- ✓ Get help, save time - use Reference management software
- ✓ Check
  - Referencing style of the journal
  - The spelling of author names, the year 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.



Your Paper Your Way

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

MENDELEY

BibSonomy

Reference Manager Version 12
THOMSON REUTERS

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 Lett

- Submitted
- Mention w
- Note spec

ournal

interest)

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 en electronic submission of a manu
entitled "Mechano-sorptive creep under compressive loading – a microme
model" by John Smith and myself. This is an original paper which
previously nor simultaneously in whole or in part been submitted
Both authors have read and approved the final version submitted.

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 networ level that is able to capture the experimentally observed behaviour. In particular, th difference between mechano-sorptive creep in tension and compression is analyse John Smith is a PhD-student who within a year will present his doctoral thesis. T present paper will be a part of that thesis.

Three potential independent reviewers who have excellent expertise in the 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

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

ely yours,

A. Professor

Final approval from all authors

Explanation of importance of research

Suggested reviewers

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

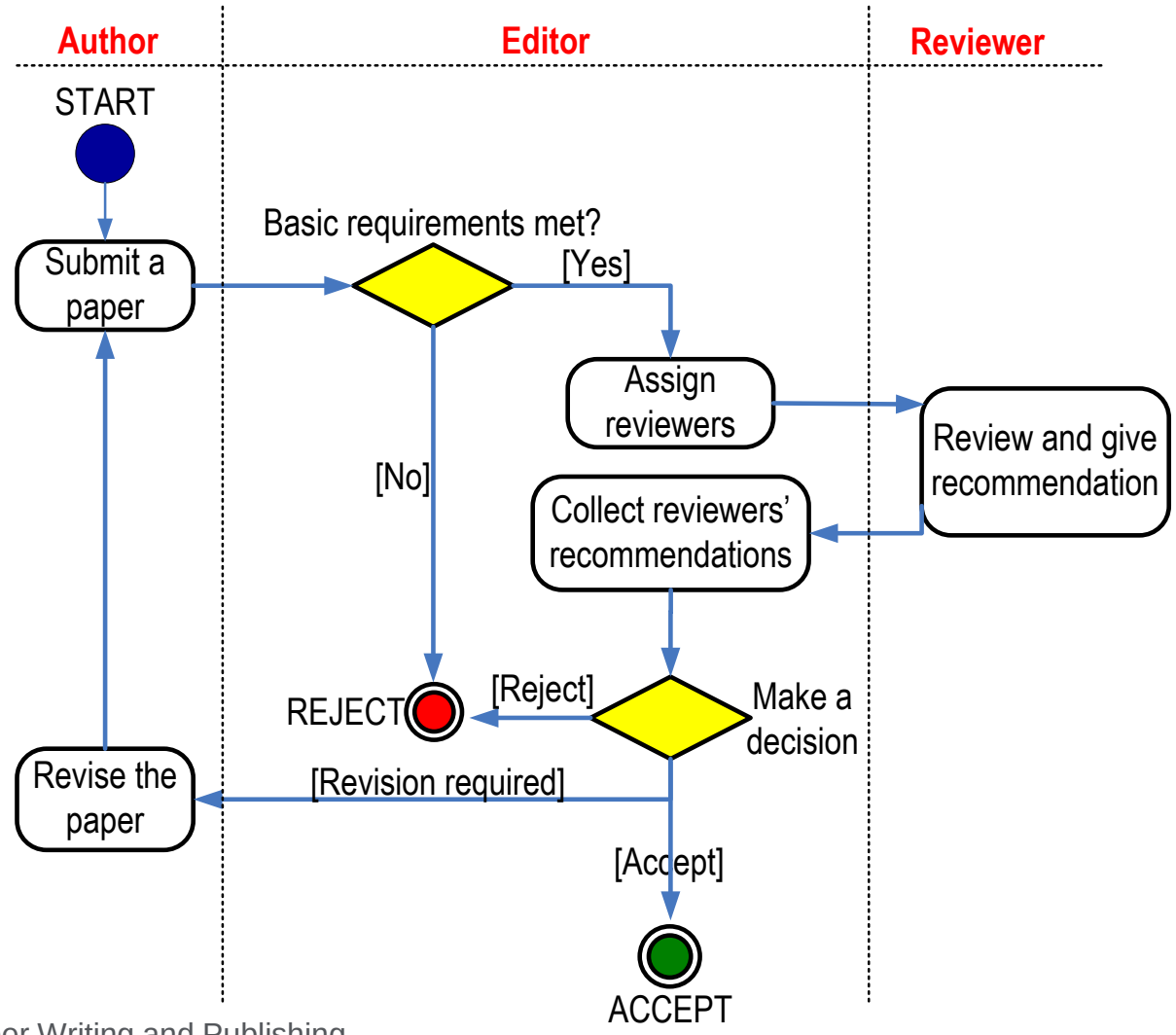
- **No one gets it right the first time!**
  - ✓ **Write, and re-write ….**
- Suggestions
  - ✓ After writing a first version, take several days of rest. Come back with a critical, fresh view.
  - ✓ Ask colleagues and supervisor to review your manuscript. Ask them to be highly critical, and ***be open 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!



Michael Derntl. Basics of Research Paper Writing and Publishing.
http://dbis.rwth-aachen.de/~derntl/papers/misc/paperwriting.pdf

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?

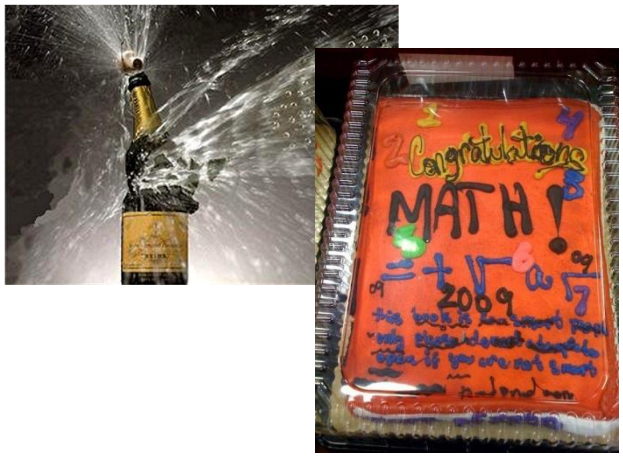
- The peer-review system is grossly overloaded and editors wish to use reviewers only for those papers with a good probability of acceptance.

- 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

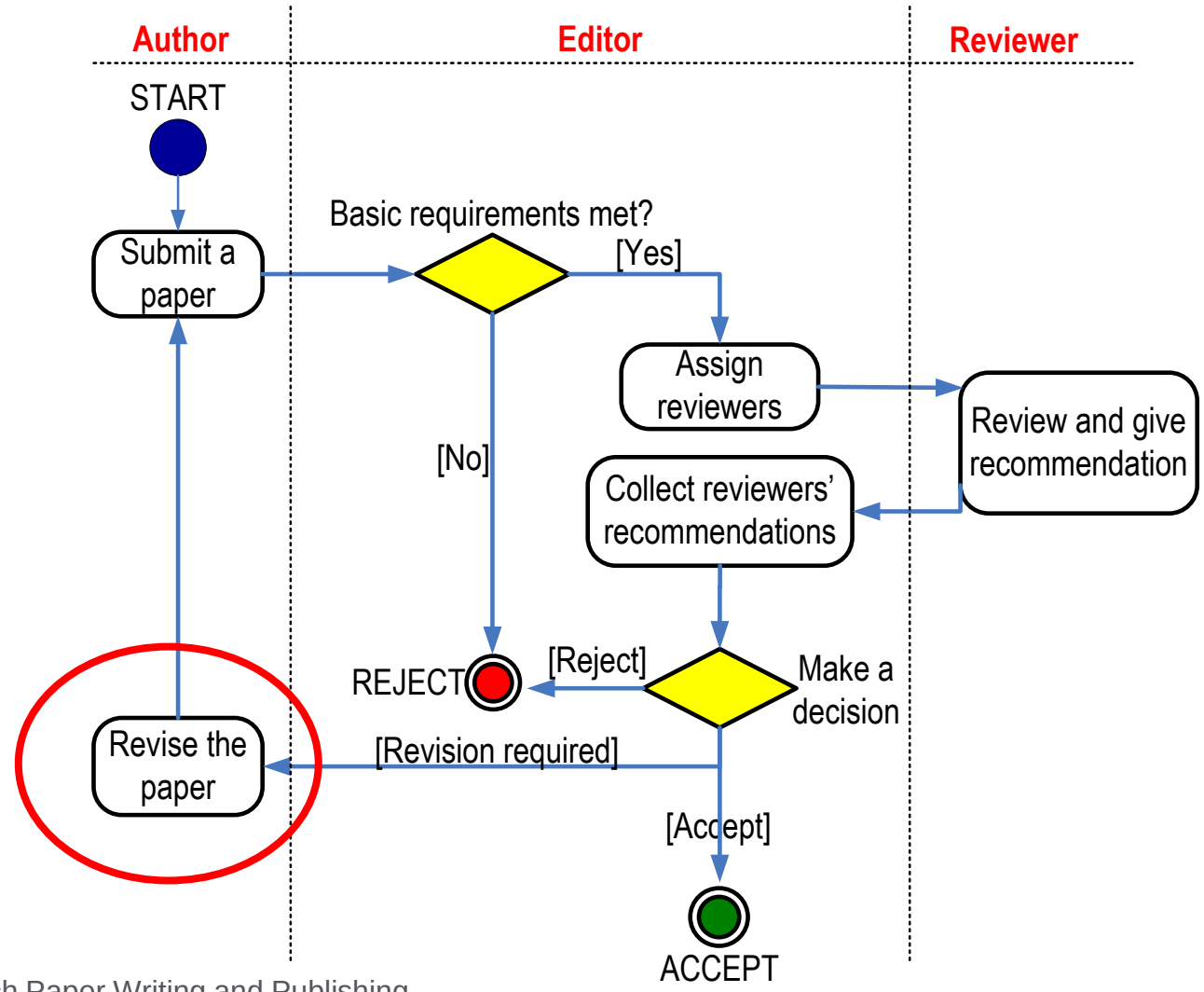


- Congratulations!
  - Cake for the department
  - Now wait for page proofs and then for your article to be online and in print

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



Michael Derntl. Basics of Research Paper Writing and Publishing.
http://dbis.rwth-aachen.de/~derntl/papers/misc/paperwriting.pdf

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*

Elsevier Publishing Campus

Promoting your article

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.

More information

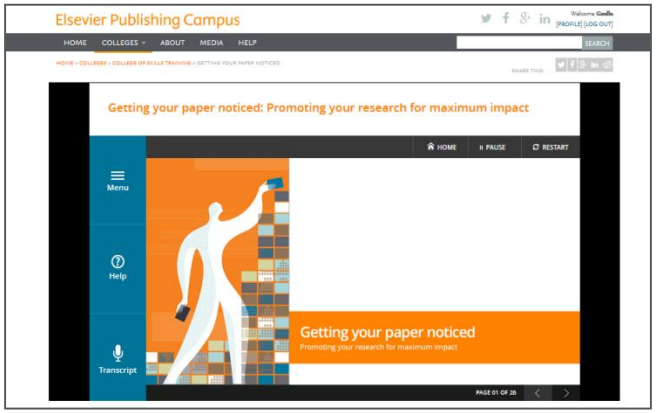
- www.elsevier.com/promote-your-work

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

Elsevier Publishing Campus

Elsevier Publishing Campus

Open access publishing

What is open access?

Free and permanent access to scholarly research

combined with **clear guidelines (user licenses) for users to re-use the content.**

Gold open access

- After submission and peer review, an article publishing charge (APC) is payable
- Upon publication everyone can immediately and permanently access the article online

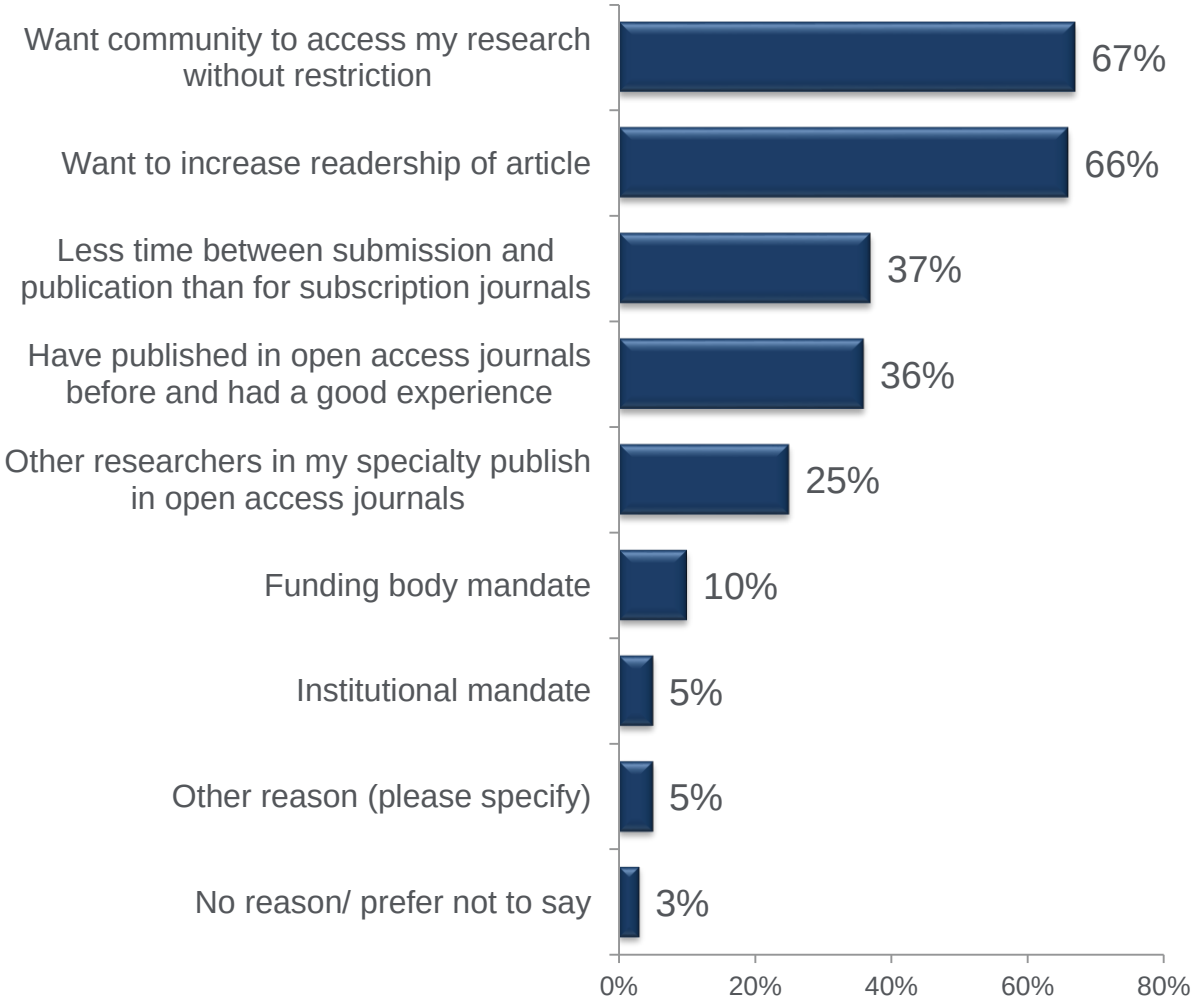
Green open access

- After submission and peer review in a subscription journal, the article is published online
- Subscribers have immediate access and the article is made open access either through author self-archiving, publisher deposit or linking.

What is the difference?

	Gold Open Access		Green Open Access
Access	▪ Free public access to the final published article ▪ Access is immediate and permanent		▪ Free public access to a version of your article ▪ Time delay may apply (embargo period)
Fee	▪ Open access fee is paid by the author, or on their behalf (for example by a funding body)		▪ No fee is payable by the author, as costs are covered by library subscriptions
Use	▪ Determined by your user licence		▪ 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	▪ Publish in an open access journal	▪ Publish in a journal that supports open access (also known as a hybrid journal)	▪ Link to your article. ▪ Selected journals feature open archives ▪ Self-archive a version of your article

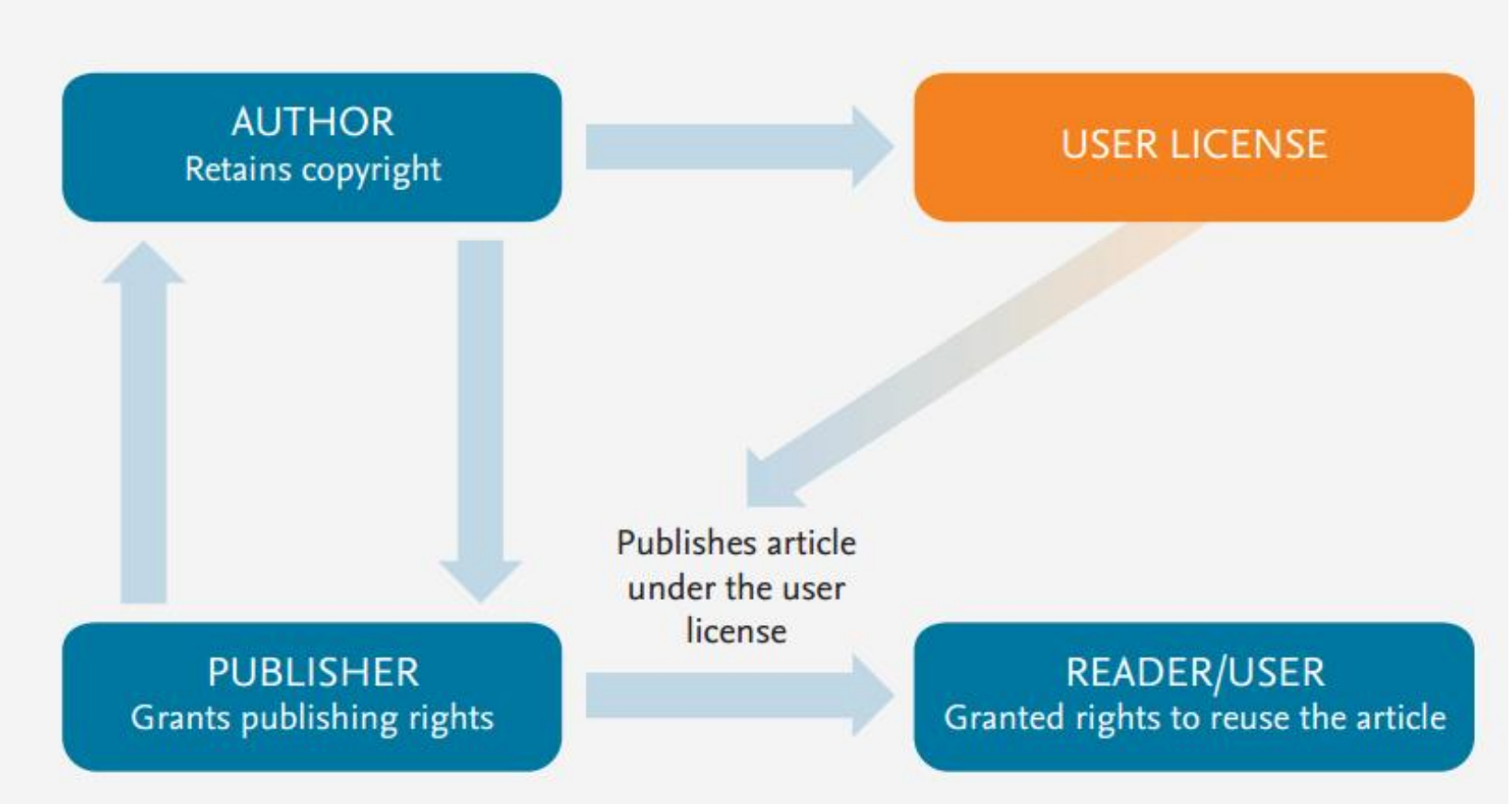
Why publish in an open access journal?



14%

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

Understanding the fine print



Copyright

- Describes the rights related to the publication and distribution of research
- Publisher's need publishing rights
- This is determined by a publishing agreement between the author and publisher
  - In subscription journals, it is normal to transfer copyright to the publisher
  - In open access, authors retain copyright and grant publishers a license to publish their article.

Authors retain:

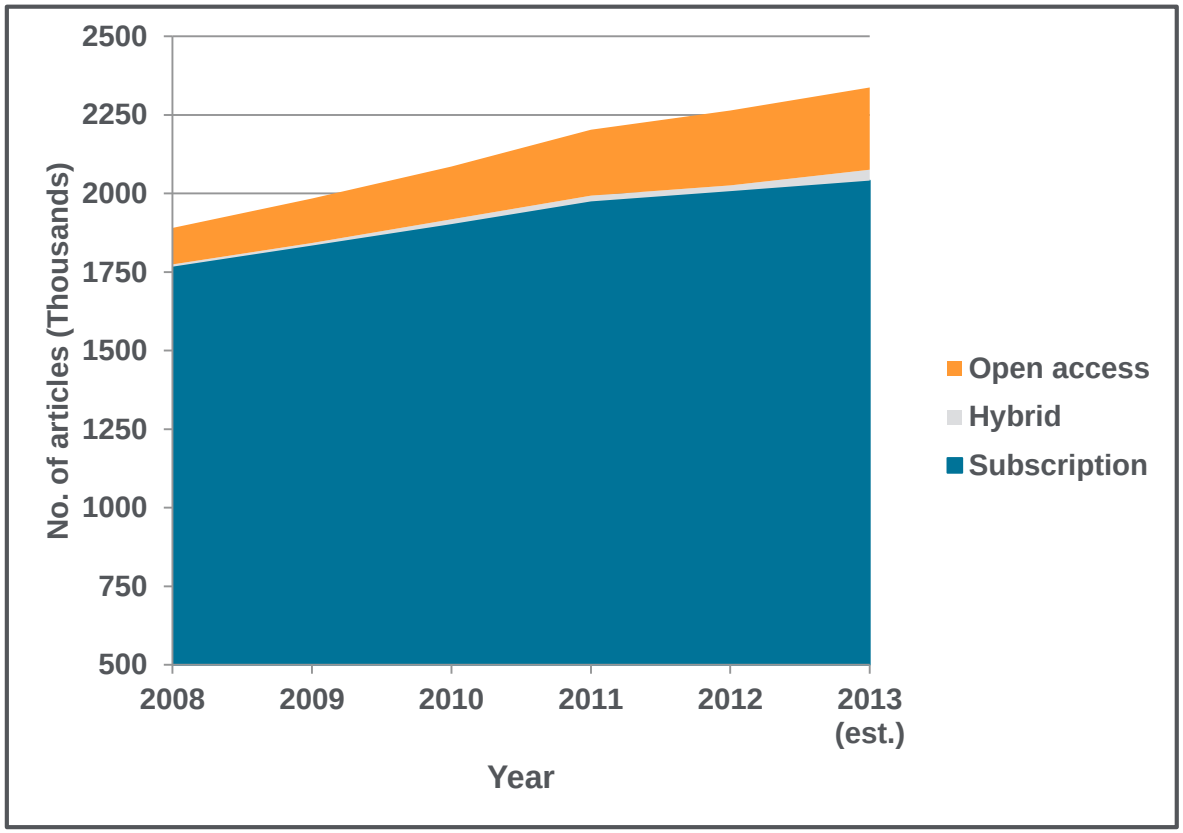
- Copyright of the article
- Patent trademark and other intellectual property rights in the article

Publisher gets:

- An exclusive right to publish and distribute an article.
- Are able to adapt the article for latest technology even after publication.

What is the uptake of open access?

There were in 2013, estimated worldwide 2,041,106 published subscription and 297,596 published open access articles



Subscription content:

- Continues to grow year on year at approx. 3-4%
- Amounts to a total article share of approx. 87.3% in 2013
- In 2013, Elsevier published over 330,000 articles which included an increase of 20,000 extra subscription articles

Open access content:

- Currently growing at approx. 20% in 2013
- Amounts to a total article share (hybrid + ‘’pure’’ Gold) of approx.8.2% in 2013
- The total article share of all immediately accessible OA articles is 12.7% including subsidized open access
- In 2013, Elsevier published over 6,000 gold open access articles

Elsevier and open access

Gold open access

Expanding our gold options:

- Launching new open access journals
- Rolled out gold options in our established journals (over 1600 hybrid titles)
- Waiving policy in place for authors

Improving our systems

- Making the author publishing experience easier
- Improving open access labelling
- Working with our society partners

Green open access

- Linking can be done immediately on all platforms via our Share Link service and/or with the article's permanent address (DOI)
  - 97 journals feature open archives
  - CHORUS
- All journals enable the option to self-archive
  - Elsevier embargos typically range from 12 – 24 months, with some longer or shorter.
- Piloting ways to facilitate green open access:
  - Agreements with funders and institutions
  - New repository tools such as embed PDF and metadata pilots

220+
Open access journals

1600+
Offer gold open access options

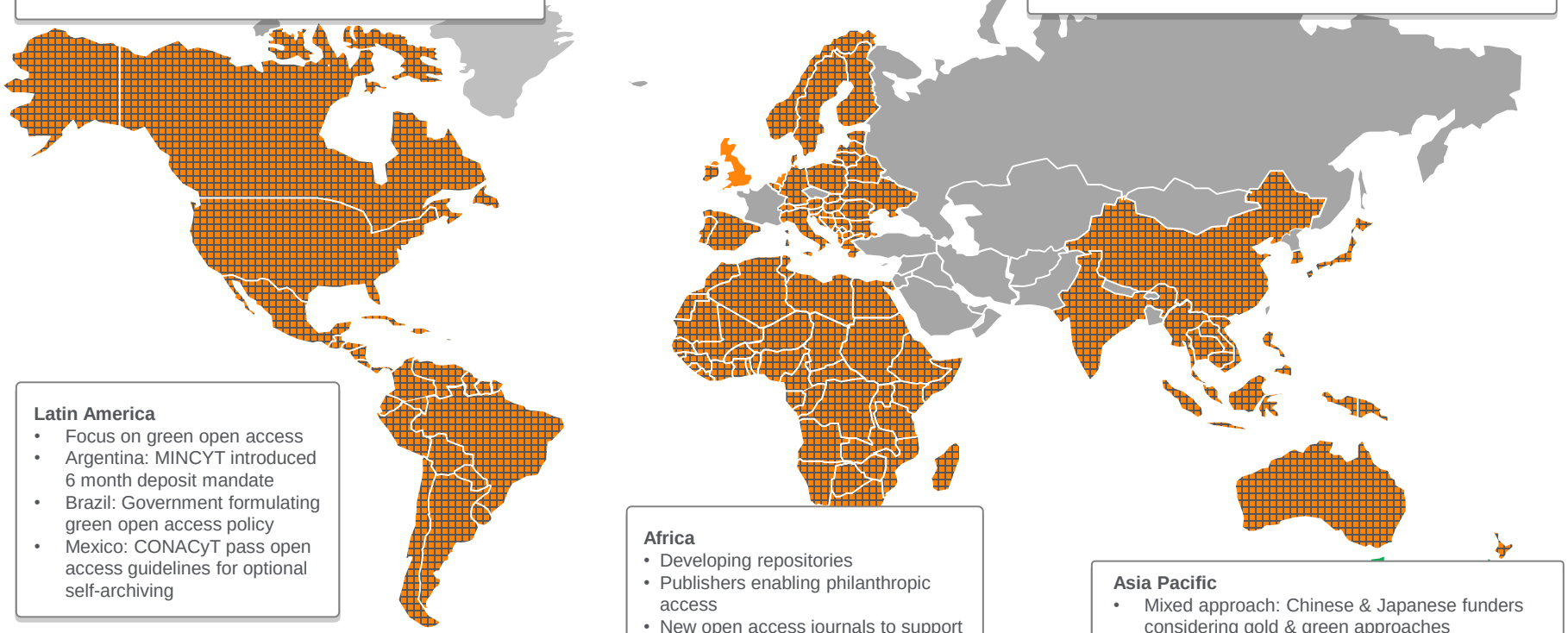
2
Creative Commons licenses offered including CC BY

$500- $5000
(US Dollars)
Price range of our OA fees

Global approach to open access policy

North America
- US Federal Agencies formulating policy on public access
  - Publishers have developed CHORUS to assist
- NIH Policy: 12 month deposit mandate to PubMed Central
- CIHR Canada: Gold open access or 12 month deposit mandate to Canada PubMed Central

Europe
- Focused on a mix of gold & green open access
- UK funder mandates focused on gold (Research Councils UK & Wellcome Trust)
- Green open access mandates in Italy, Spain & Sweden
- All EU members formulating open access policies at either national, funder or institutional level.

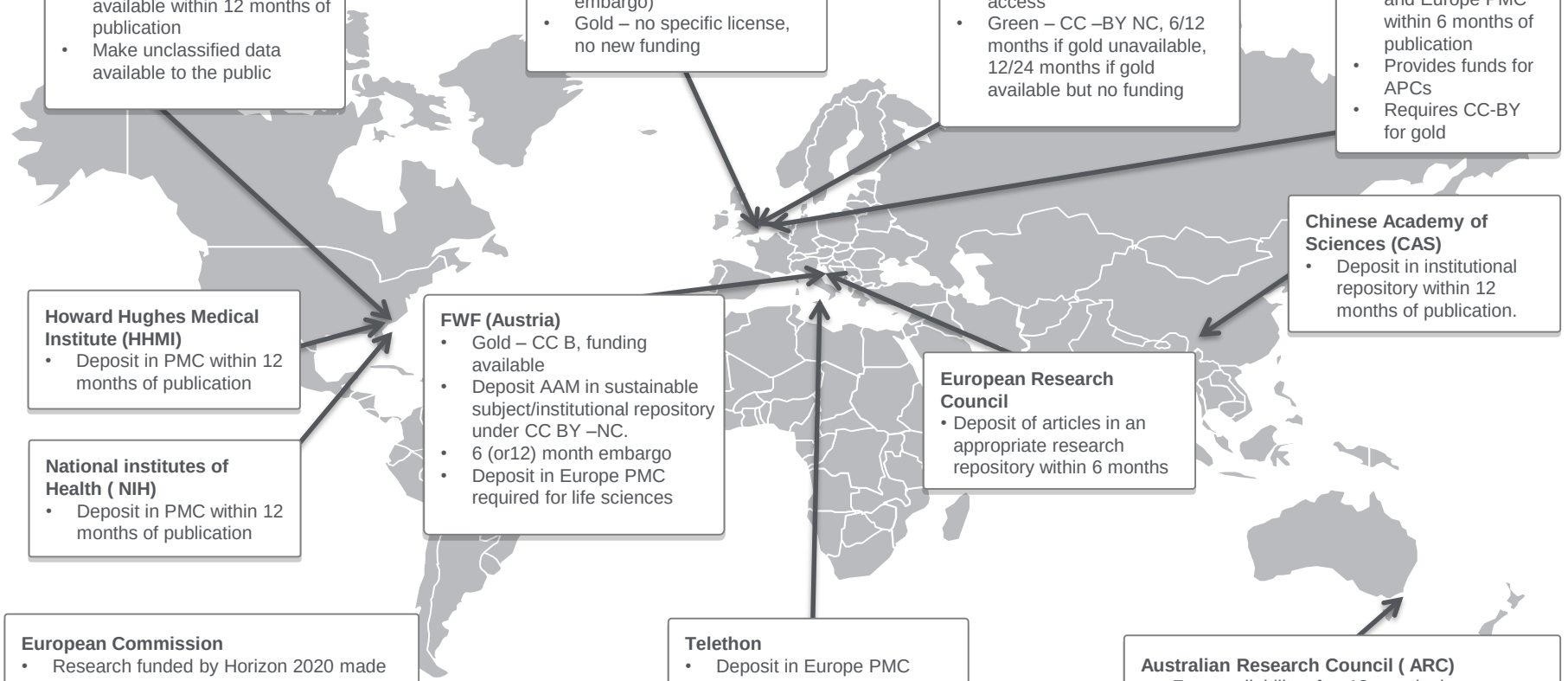


Latin America
- Focus on green open access
- Argentina: MINCYT introduced 6 month deposit mandate
- Brazil: Government formulating green open access policy
- Mexico: CONACyT pass open access guidelines for optional self-archiving

Africa
- Developing repositories
- Publishers enabling philanthropic access
- New open access journals to support local research needs
- Some institutions have open access mandates, but no policies from any funders or Governments

Asia Pacific
- Mixed approach: Chinese & Japanese funders considering gold & green approaches
- ARC & NHMRC in Australia have 12 month self-archive mandate, as does A*Star in Singapore
- Other funders considering policy

Funding body open access mandates and policies



OSTP
Federal agencies with $100m+ budget must:
- Develop a mechanism to make research results available within 12 months of publication
- Make unclassified data available to the public

HEFCE
From 1st April 2016:
- Deposit AAM in repository on acceptance (12/24 month embargo)
- Gold – no specific license, no new funding

RCUK
Policy active since 2014.
Compliant if:
- Gold – CC-BY, immediate access
- Green – CC –BY NC, 6/12 months if gold unavailable, 12/24 months if gold available but no funding

Wellcome Trust
- Deposit in PMC and Europe PMC within 6 months of publication
- Provides funds for APCs
- Requires CC-BY for gold

Chinese Academy of Sciences (CAS)
- Deposit in institutional repository within 12 months of publication.

Howard Hughes Medical Institute (HHMI)
- Deposit in PMC within 12 months of publication

National institutes of Health (NIH)
- Deposit in PMC within 12 months of publication

FWF (Austria)
- Gold – CC B, funding available
- Deposit AAM in sustainable subject/institutional repository under CC BY –NC.
- 6 (or12) month embargo
- Deposit in Europe PMC required for life sciences

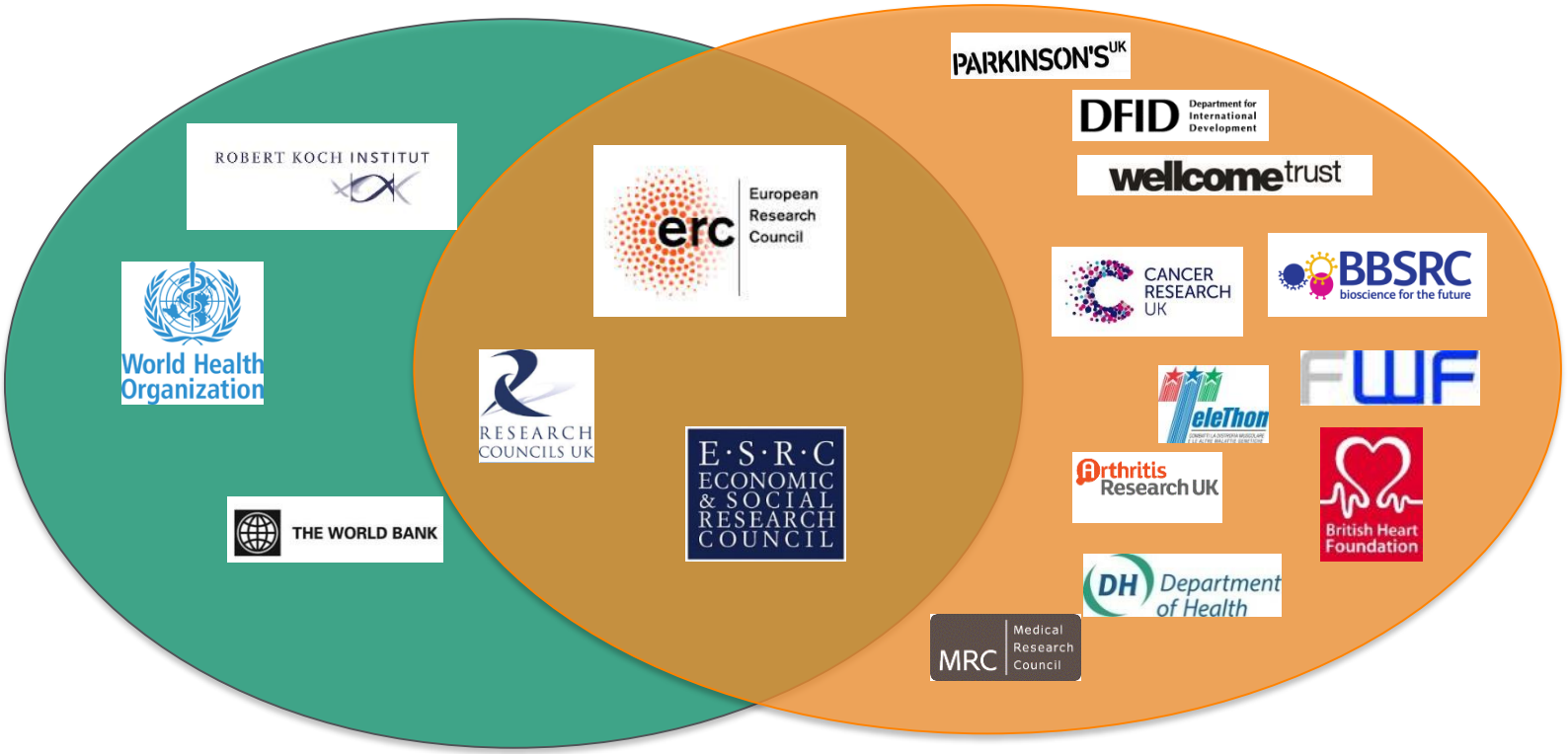
European Research Council
- Deposit of articles in an appropriate research repository within 6 months

European Commission
- Research funded by Horizon 2020 made accessible from 2014:
- Gold (APCs can be reimbursed)
- Green – 6/12 months after publication

Telethon
- Deposit in Europe PMC within 6 months of publication.
- Will cover APC's where appropriate

Australian Research Council (ARC)
- Free availability after 12 months in institutional repository
- No central compliance checks
- Author versions and final versions accepted.

Facilitating open access policies



Green agreements
- Facilitates sustainable green open access
- **Immediate internal posting** on repositories
- **Public access** to the author accepted manuscript **after embargo**

Mixed agreement combination of both green and gold

Gold agreements
- Help establish automation of workflows to streamline author experience
- Can include reporting to funding organisation on uptake
- Compliance is higher when combined with clear funding for APCs.

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!

Elsevier Publishing Campus

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.

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:

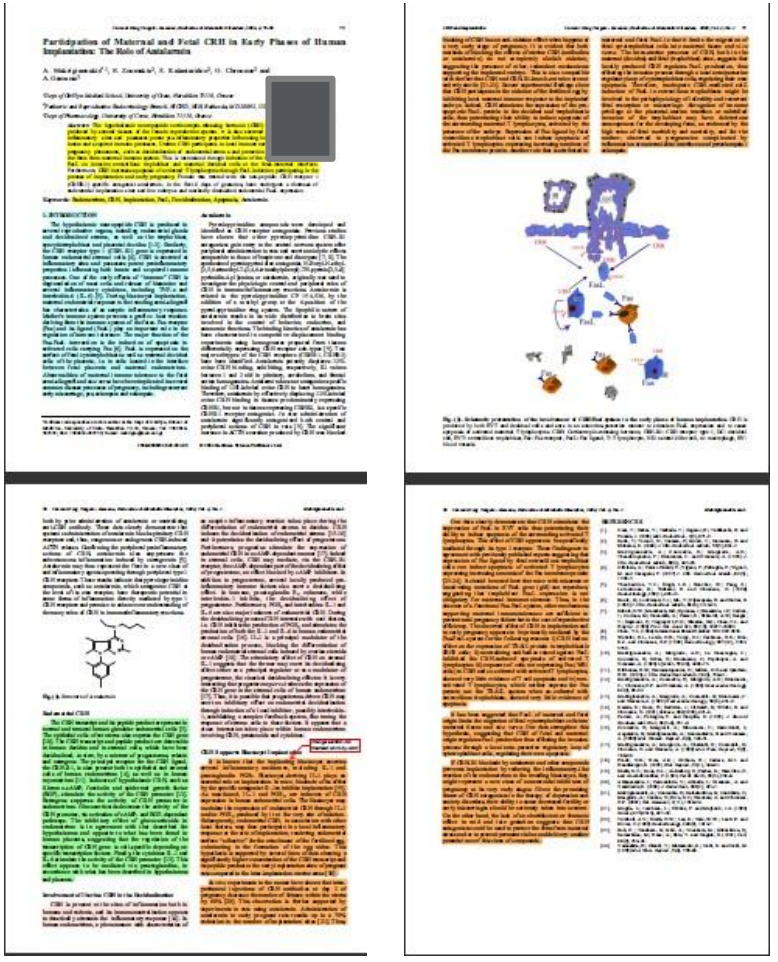
- Editors and reviewers
- Your colleagues
- Readers
- "Other“ whistleblowers
  - “The walls have ears", it seems ...

Publication ethics – Self-plagiarism

2003

Same colour left and right = Same text

2004



ELSEVIER

ScienceDirect®

doi:10.1016/j.sigpro.2005.07.019 Cite or Link Using DOI

RETRACTED: Matching pursuit-based approach f

Available online 24 August 2005.

This article has been retracted at the request of the Editor-in-Chief and P
http://www.elsevier.com/locate/withdrawalpolicy.

Reason: This article is virtually identical to the previously published articl
algorithm for SNR improvement in ultrasonic NDT" , *Independent Nonde*
International, volume 38 (2005) 453 – 458 authored by

Signal Processing
Volume 86, Issue 5, May 2006, Pages 962-970

RETRACTED

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 co taminated with grain noise in highly scatteri 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 pursuit-based signal processi proving SNR in ultraso scattering materials, such Matching pursuit is used instead of BP to reduce the complexity. De its iterative nature, the method is fast enough to be real-time implemented. The perfor ce of the proposed method has been evaluated u both computer simulation and exp al results, even when the input SNR (SNRin) is lowe than 0dB (the level of echo ucrostructures is above the level of 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 $\mathbf{H}$ be a Hilbert space. We define the over-complete dictionary as a family $D = \{g_i;\ i = 0, 1, \ldots, L\}$ of vectors in $\mathbf{H}$, 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 s terms of expansion functions chose rom a d ary, where l^2 norm is used as the a imation metric because of its mathem al con ience. When a well-designed dictio y is u in pur-suit, the non-linea ture of the algorithm leads to compact a ive mode

In each of the it ive procedure, vector $g_i[n]$ wh gives the larges er product with the analysed signal is osen. The contribution of this ve then subt ed from the signal and the process is repeated on the residual. At the mth iteration the sidue is

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

where a_{d_m} is the weight associated to optimum atom $g_{d_m}[n]$ at the mth iteration.

The weight a_i^m associated to each atom $g_i[n] \in D$ at the mth 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 $g_{d_m}[n]$ (and its weight a_{d_m}) at the mth iteration are obtained as follows:

$$g_{d_m}[n] = \arg\min_{g_i \in D} \|r^{m+1}[n]\|^2 = \arg\max_{g_i \in D} |a_i^m|^2 = \arg\max_{g_i \in D} |a_i^m|. \quad (3)$$

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:

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

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…

Figure Manipulation – some things are allowed

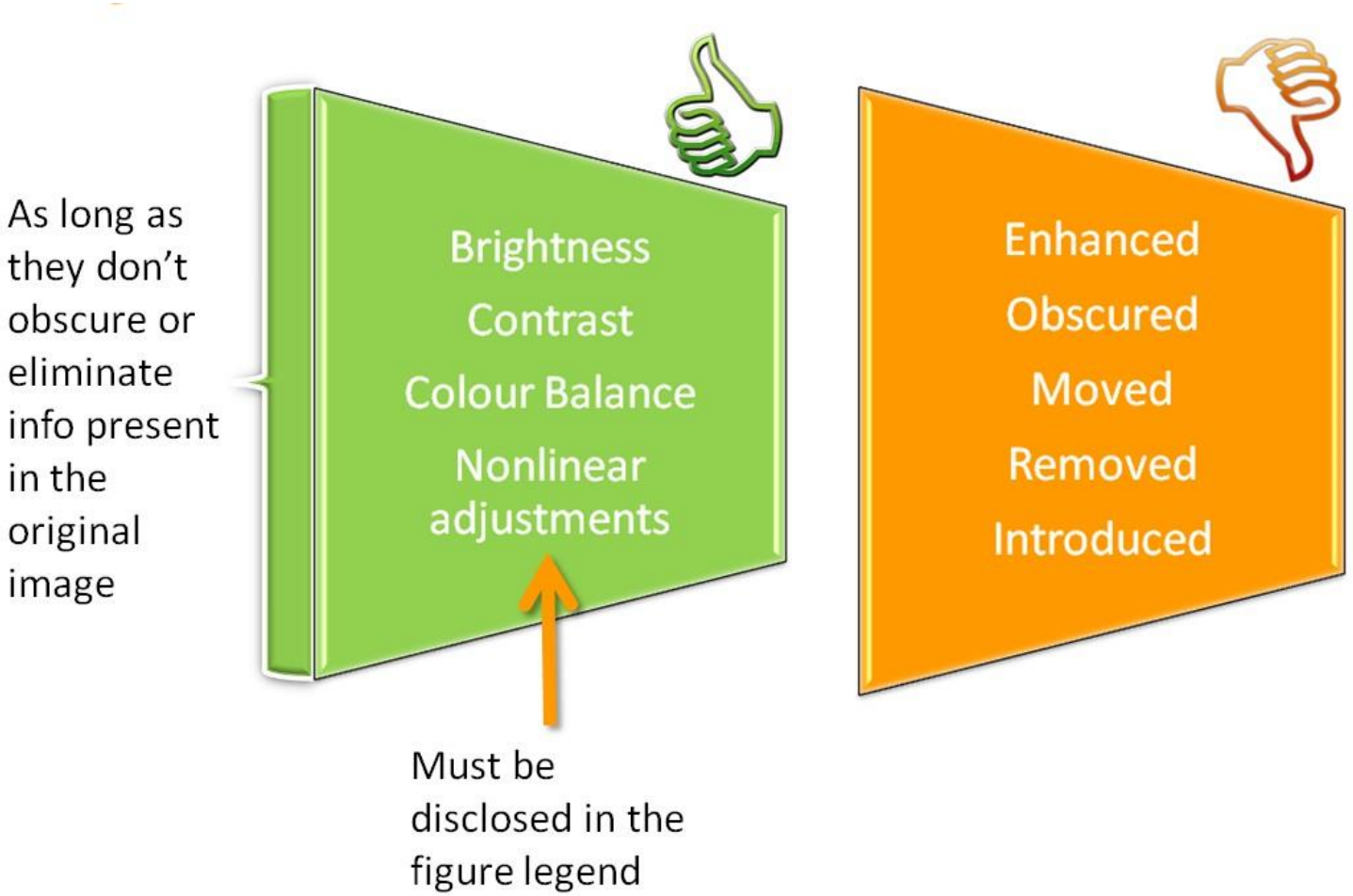
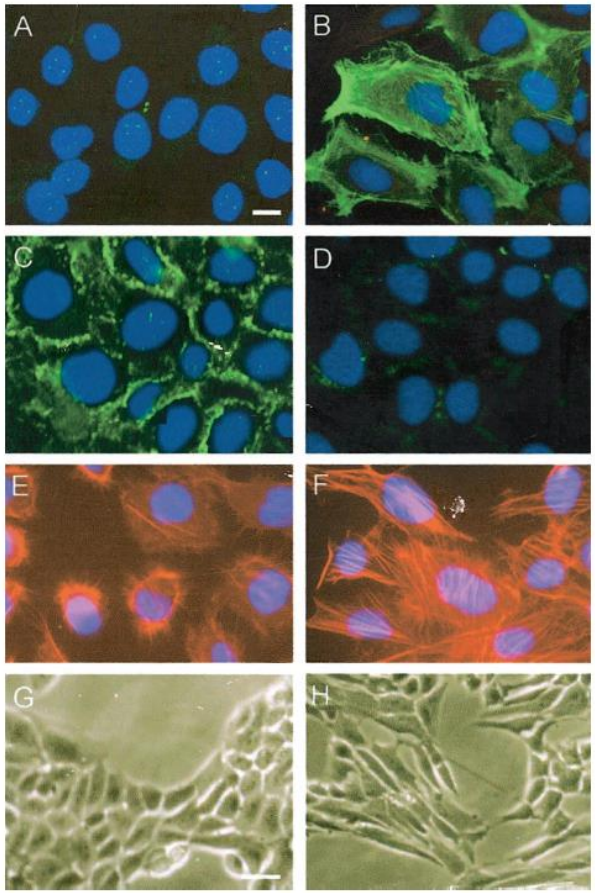
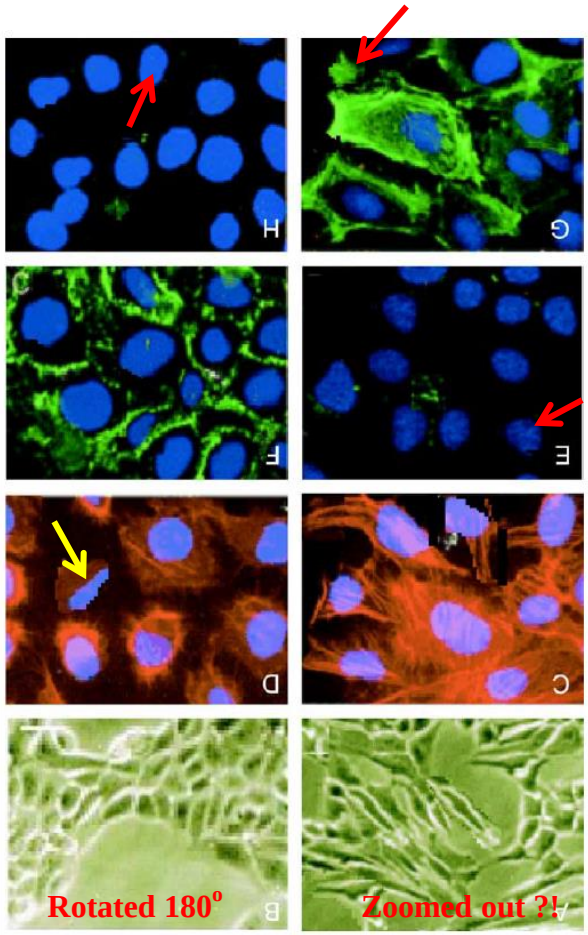


Figure Manipulation:
Example - Different authors and reported experiments

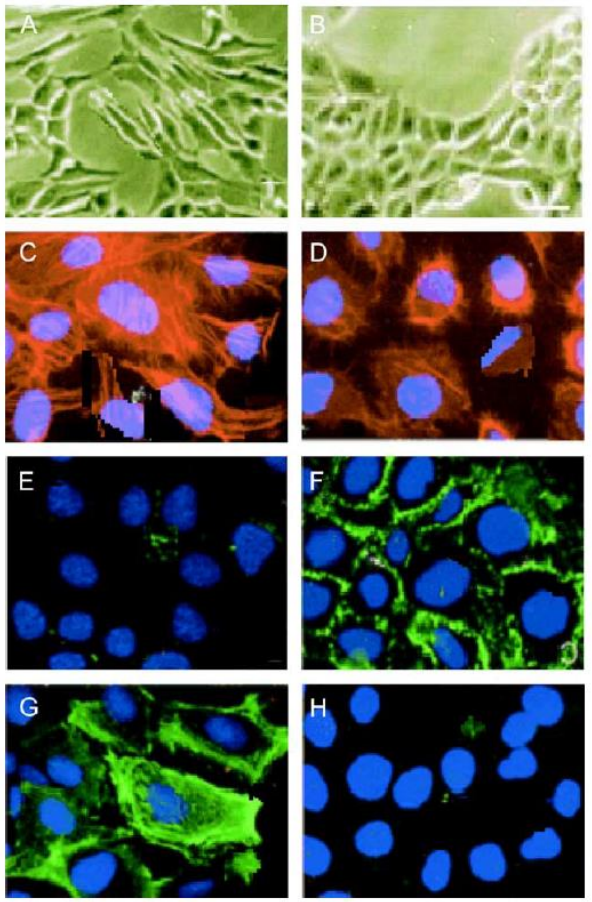
Am J Pathol, 2001



Images worked on, added to, rotated 180°, to become:



Life Sci, 2004



Questions?

Or for questions later, please contact a.newman@elsevier.com

This set of slides as a PDF will be available through the university. There is full permission granted to distribute them as long as they are not edited.

Elsevier Publishing Campus

Training. Advice. Discussion. Networking.

Packed with free online lectures and interactive courses, together with expert advice and resources to help on your way to publishing a world-class book or journal article.

College of
Skills Training
Boost your publishing skills in journals and books

College of
Big Ideas
Discuss trending topics in publishing and academia

College of
Networking
Make the most of every opportunity

College of
Research Solutions
Training for effective and efficient research skills

College of
Career Planning
Get ahead in your academic career

College of
Recommended Organizations
Reach your potential with support from global resources

publishingcampus.com

Download your personalized Certificate of Completion for this workshop now!

Enter the unique code: **HCGUHI**

https://www.publishingcampus.elsevier.com/workshops

As a new visitor, you will be prompted to register before completing a short survey about the workshop and downloading your certificate.

Trouble shooting?
Send email to publishingcampus@elsevier.com