

How to Write Great Papers

From title to references

From submission to acceptance

Presented by: Anthony Newman, Executive Publisher, Elsevier
Jan-Albert Majoor, Account Development Manager, Elsevier

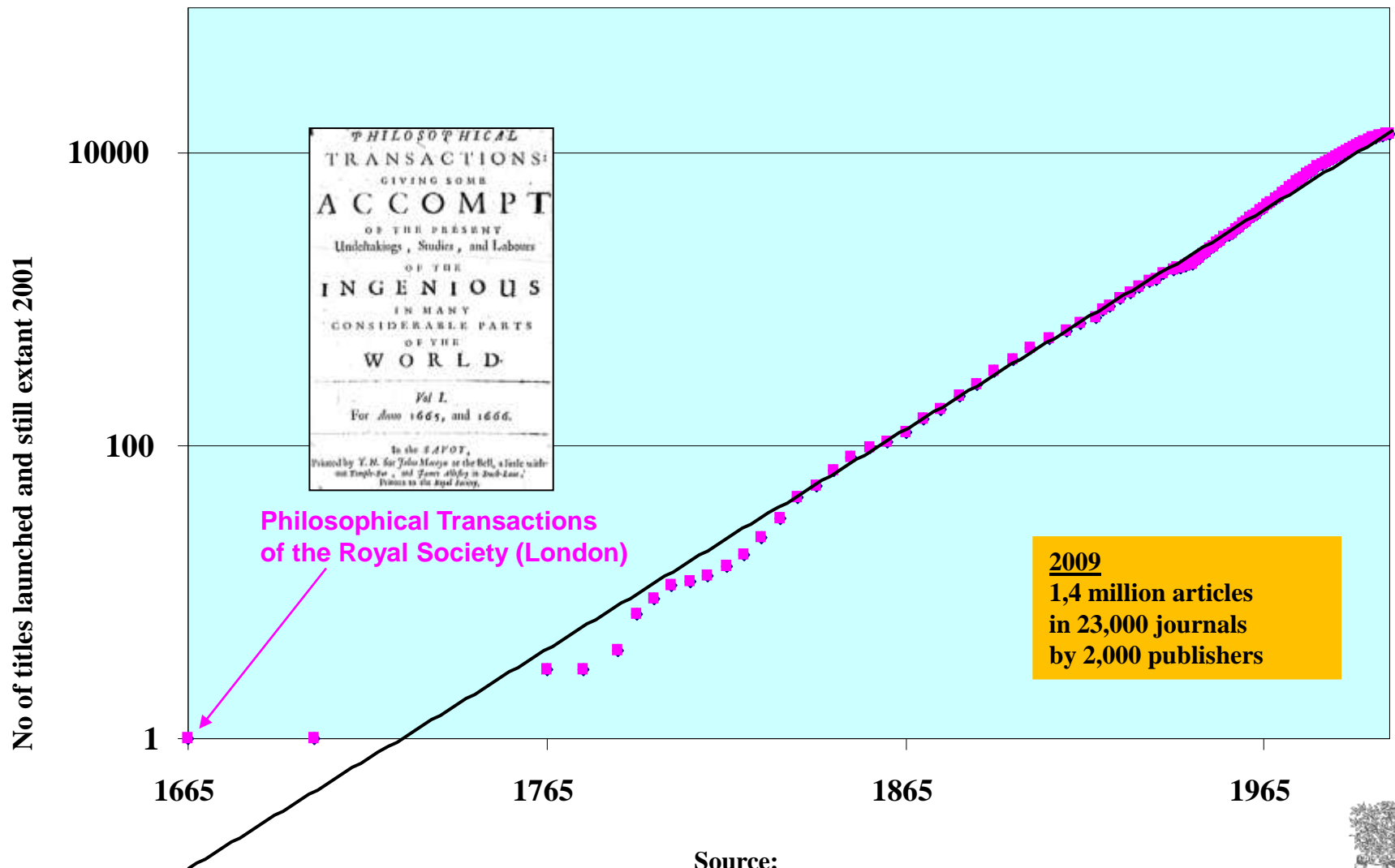
Location/Date: France
June 2013



Workshop Outline

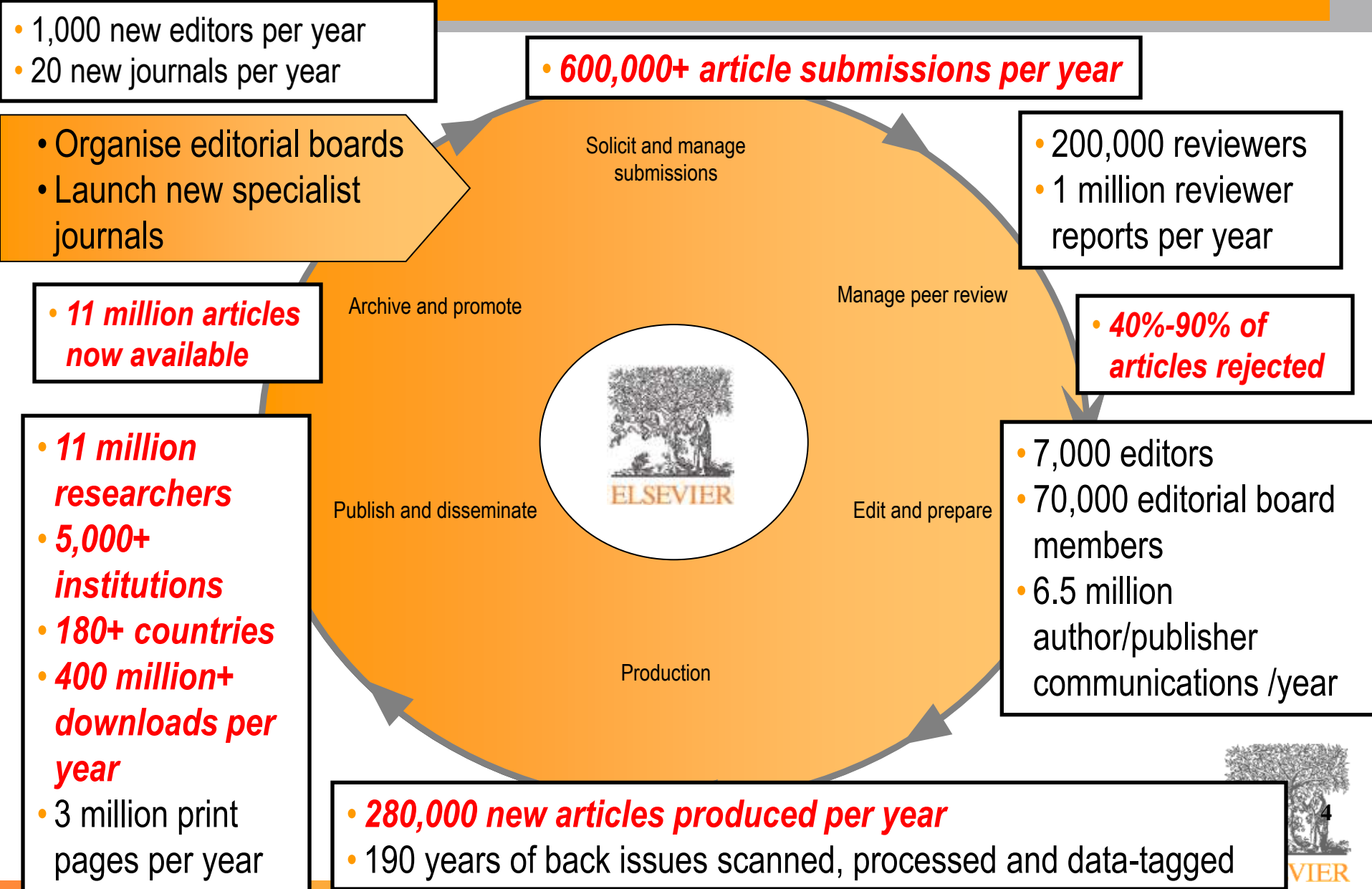
- **How to get Published**
 - Before you begin
 - Select your audience
 - The article structure
 - The review and editorial process
- **What not to do... (author ethics)**

Peer –Reviewed Journal Growth 1665-2001



Source:
M A Mabe The number and growth of journals
Serials 16(2).191-7, 2003

Elsevier Journal publishing volume



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
 - 2012: 95+% e-only
- **Changing role of “journals” due to e-access**
- **Increased usage of articles**
 - at lower cost per article
- **Electronic submission**
 - Increased manuscript inflow
- **Experimentation with new publishing models**
 - E.g. “author pays” models, “delayed open access”, etc.

Open Access

Gold Open Access



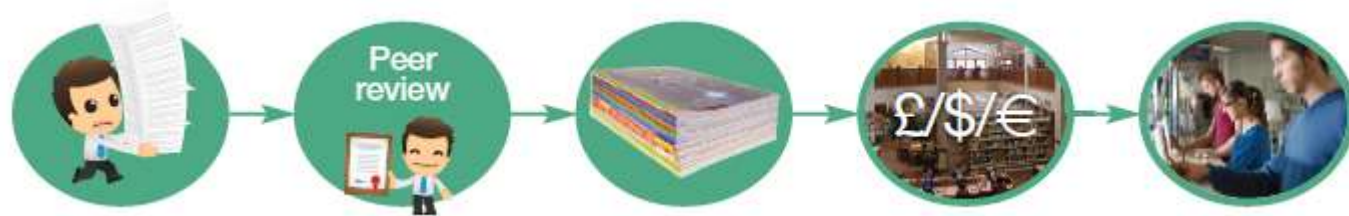
Gold Open Access

- After acceptance, research is made immediately, permanently open access
- Readers can copy and reuse the content as defined by user licenses.
- Costs are covered by a open access publication fee
- Some funding bodies & institutions will reimburse authors for such fees.

Benefits of Gold

- Immediate open access
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- Authors retain copyright
- Share the final published article

Green Open Access



Green Open Access

- After publication and acceptance in a subscription journal author publish in a journal
- The article is immediately available to subscribers
- After a delayed period of time (an embargo) authors can post their manuscript to an institutional repository for public use
- Applies to the accepted author manuscript and preprint versions
- Cost of publication are covered and dependent on the subscription model.



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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**

**Keep your
AAM**

See your journal's posting policy

**Make your
article OA**

Select a license and pay an OA fee

Publish OA

Share the final version of your article!

Complying with new polices



Three key funder developments:

- **Research Councils UK**
- **European Commission - Horizon 2020**
 - Every EU country to develop their own policy
- **Office of Science and Technology Policy (US)**



Publishing with Open Access

Our Open Access Options include:

- ➔ Open Access Journals
- ➔ Open Access Articles
- ➔ Open Archive

- Elsevier's open access publication fees are market based & provide competitive prices which range from 500-5000 USD.
- Offer authors a choice of user licenses, including Creative Commons.
- Developed a number of institutional and funding body agreements to help streamline processes and manage open access policies.

Open Access Journals

Open Access Journals



Open Access Articles

Open Archive

What are they?

A journal where all articles are freely available to all with permitted re-use.

- Maintains rigorous peer review
- No subscription charges
- Exclusive license agreement
- Choice of user licenses
- Open access publication fee

Elsevier publishes over 38 Open Access Journals

and still adding more..



Open Access Articles

Open Access Journals

Open Access Articles



Open Archive

What are they?

Subscription journal which offers an open access option. Open Access articles are freely available to subscribers and the general public with permitted re-use.

- Allows authors to publish open access in high quality, indexed journals
- Maintains rigorous peer review
- Exclusive license agreement
- Choice of user licenses
- Open access publication fee

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Open Archive

Open Access Journals

Open Access Articles

Open Archive



What are they ?

Articles which are made open access after an embargo period. These articles are freely available to subscribers and the general public with permitted re-use.

- Length of embargo period is journal specific
- Provides free access to archived material

Elsevier has 82 journals that feature Open Archives



Your personal reason for publishing



- However, editors, reviewers, and the research community don't consider these reasons when assessing your work.

Always keep in mind that ...

.... your published papers, as a permanent record of your research, are your passport to your community !



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** manuscript to present your contributions to the scientific community

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




Practical Advice - Information

- Find out what's Hot
 - <http://info.scopus.com/topcited/>
 - <http://top25.sciencedirect.com/>
 - Almetrics Application
- How do I look?
 - Scopus Author Profile
 - ORCID & H-Index
- Evaluate which journal is right for your manuscript
 - Impact Factor
 - Journal Analyzer (Scopus)
 - SNIP & SJR (www.journalmetrics.com)



IF & SNIP & SJR

Find out what's hot



Hub | ScienceDirect | Scopus | SciTopics | Applications

Anthony Newman is logged in | Logout | Go to Scival Suite

Brought to you by The Scopus Team

Search | Sources | Analytics | My alerts | My list | My settings

Live Chat | Help

Quick Search Search

Library catalogue

Scopus: 58,639

More... Web Patents SelectedSources Search your library

Your query: TITLE-ABS-KEY("protein folding") | Edit | Save | Set alert | Set feed | View search history

Document results: 58,639 | Show all abstracts

Go to page 1 of 2932 Go Next >

With selected:

☐ All ☐ Download PDF ☐ Export ☐ Print ☐ Email ☐ Create bibliography ☐ Add to My List ☐ View citation overview

☐ Page ☐ View citations ☐ View references

Sort by Citations

Document title	Author(s)	Date	Source title	Citations
Gene ontology: Tool for the unification of biology	Ashburner, M., Ball, C.A., Blake, J.A., Botstein, D., Butler, H., Cherry, J.M., Davis, A.P., (.), Sherlock, G.	2000	Nature Genetics 25 (1), pp. 25-29	5584
Structure, Function and				4628
(4), pp. 281-295				
Molecular Biology 247				3685
540				
Research 31 (13), pp. 3604				

View at publisher | Full Text | Show abstract | Related documents

Scopus: 554

More... Web Patents SelectedSources

Your query: TITLE-ABS-KEY("protein folding") AND (LIMIT-TO(AFFILCOUNTRY, "Taiwan")) | Edit | Save | Set alert | Set feed | View search history

Document results: 554 | Show all abstracts

Go to page 1 of 28 Go Next >

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☐ Page ☐ View citations ☐ View references

Sort by Citations

Document title	Author(s)	Date	Source title	Citations
The energy landscape of a fast-folding protein mapped by Ala -Gly substitutions	Burton, R.E., Huang, G.S., Daugherty, M.A., Calderone, T.L., Oas, T.G.	1997	Nature Structural Biology 4 (4), pp. 305-310	154
On the role of surface tension in the stabilization of globular proteins	Lin, T.-Y., Timasheff, S.N.	1996	Protein Science 5 (2), pp. 372-381	141
Japanese encephalitis virus infection initiates endoplasmic reticulum stress and an unfolded protein response	Su, H.-L., Liao, C.-L., Lin, Y.-L.	2002	Journal of Virology 76 (9), pp. 4162-4171	125
Effects of buried charged groups on cysteine thiol ionization and reactivity in Escherichia coli thioredoxin: Structural and functional characterization of mutants of Asp 26 and Lys 57	Dyson, H.J., Jeng, M.-F., Tennant, L.L., Slaby, I., Lindell, M., Cui, D.-S., Kuprin, S., Holmgren, A.	1997	Biochemistry 36 (9), pp. 2622-2636	111

View at publisher | Full Text | Show abstract | Related documents

Search within results

Search

Refine results

Limit to Exclude

Year

2011 (33) >

2010 (52) >

2009 (55) >

2008 (43) >

2007 (51) >

View more | View fewer

Author Name

Yu, C. (40) >

Kumar, T.K.S. (28) >

Chen, J. (42) >

Find out what's hot



TOP25 Hottest Articles : based on usage FTA (option to refine on subject area & period).
Altmetrics: social media impact (free application).



select your interest

Physics and Astronomy

[all journals]

browse top 25 archive

Current: January to December 2012 full year

Top 25 Hottest Articles

Physics and Astronomy
January to December 2012 full year

RSS Blog This! Print Show condensed

- Kinetics of adsorption of metal ions on inorganic materials: A review** - Review article
Advances in Colloid and Interface Science, Volume 162, Issue 1-2, February 2011, Page 39-58
Sen Gupta, S.; Bhattacharyya, K.G.
Cited by SciVerse Scopus (12)
- TiO₂ photocatalysis and related surface phenomena** - Review article
Surface Science Reports, Volume 63, Issue 12, December 2008, Pages 515-582
Fujishima, A.; Zhang, X.; Tryk, D.A.
Cited by SciVerse Scopus (1394)
- The surface science of titanium dioxide** - Review article
Surface Science Reports, Volume 48, Issue 5-8, January 2003, Pages 53-229
Diebold, U.
Cited by SciVerse Scopus (1588)

Altmetric for Scopus

Score in context: 33

Put this article in the top 5% of all articles ranked by attention

Mentioned by: 38 tweeters, 10 Facebook users

Readers on: 65 Mendeley, 1 CiteULike, 0 CrossRef

Actions

Twitter	Facebook	Score	Demographics
So far Altmetric has seen 40 tweets from 39 accounts with an upper bound of 26,348 combined followers.			
Natural (Paw) @natpawo 3,767 followers			Antithrombotic Therapy and Prevention of Thrombosis, 9th ed. http://it.co/bbeEgum 1 Feb 12
Physician Assistant @PhysicianAsst 1,241 followers			Guideline update: Antithrombotic Therapy and Prevention of Thrombosis: http://it.co/YAC002m Exec. Summary 1 Feb 12
Patrick Loomis @patrickloomis 193 followers			RT @natpawo: Antithrombotic Therapy and Prevention of Thrombosis, 9th ed. http://it.co/bbeEgum 1 Feb 12
Patrick Loomis @patrickloomis 193 followers			Antithrombotic Therapy and Prevention of Thrombosis, 9th Evidence-Based Clinical Practice Guidelines http://it.co/pwN7qfj 1 Feb 12

How do I look?



VS.



- Group of files/data
- Associated with one name
- “Computed”

- Unique
- Associated with one person
- “Asserted”



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How do I look?

SciVerse | Hub | ScienceDirect | Scopus | Applications

Search | Sources | Analytics | My alerts | My list | My settings

Document search | **Author search** | Affiliation search | Advanced search

Author: Last Name: Catlow
E.g., smith

Initials or First Name: C.R.A.
E.g., j.l.

☐ Show exact matches only

Affiliation: University College of London
E.g., university of toronto

Search

Subject Areas ⓘ

☒ Life Sciences ☒ Physical Sciences

☒ Health Sciences ☒ Social Sciences & Humanities

Search

? Search tips

Enter affiliation and select subject area in order to limit the number of results



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How do I look?

Author Evaluator - Veronesi, Umberto

Veronesi, Umberto (ID 35249427700) [Details](#)

Documents (472)

h Index (56)

Citations (17714)

[h Graph](#) | [Document List](#)

h Index = 56 The h Index is based upon the number of documents and number of citations.

Analyze documents published between

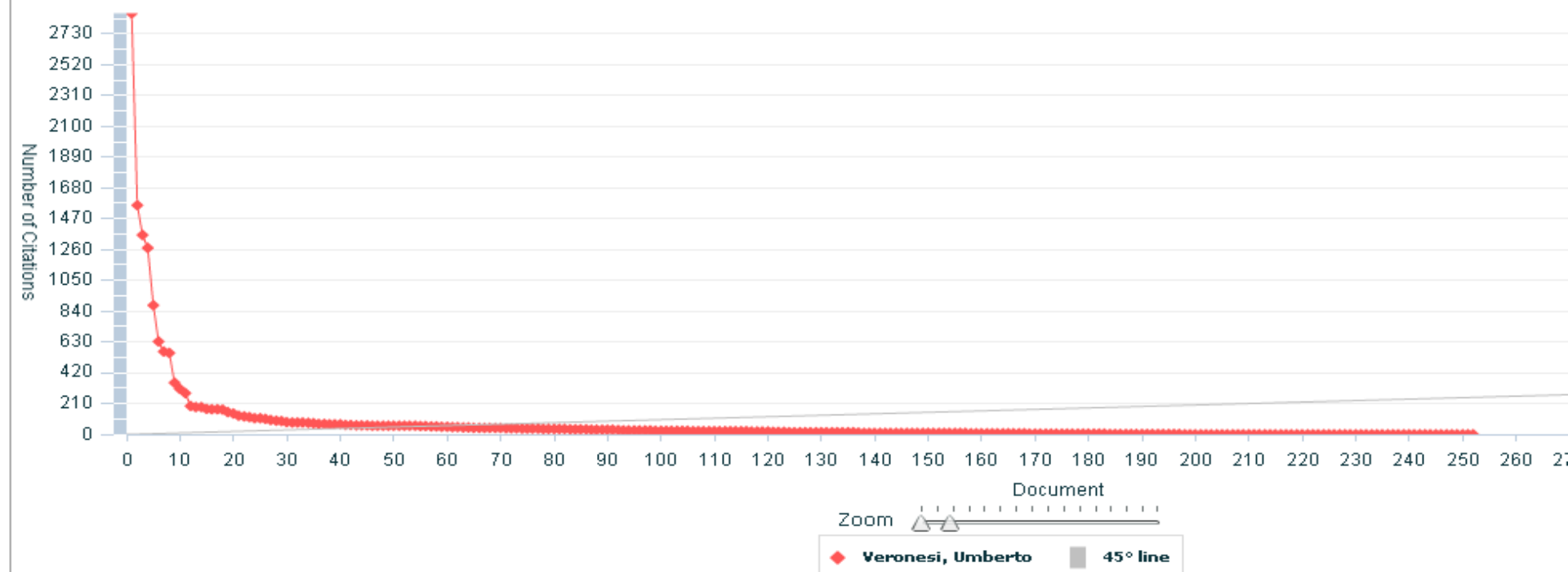
1996

and

2012

☐ Exclude self-citations

[Update Graph](#)



How do I look? ORCID: Author Profile 2.0



- Open
- Researcher &
- Contributor
- ID

The Challenge:

- The scholarly record is broken
- Name ambiguity is an issue

The Solution:

- Establish a researcher identifier registry (partnership between Univs, Publishers, funding bodies...)

The Benefits:

- Current authors can claim already published work
- New authors can establish unique identifier

ORCID Launches Registry *October 16, 2012*

ORCID (Open Researcher and Contributor ID) is excited to announce the launch of its Registry (<http://orcid.org>), where researchers can distinguish themselves by creating a unique personal identifier.

"ORCID addresses a problem shared by individuals and organizations across the research community: reliably connecting research with researchers," said Laure Haak, Executive Director of...

[Read more >](#)

Launched 16 October 2012

How do I look? Scopus2ORCID

<http://orcid.scopusfeedback.com>

The first screenshot shows the Scopus profile for Jacob A D Smith. The second screenshot shows the Scopus2ORCID interface with a list of publications. The third screenshot shows the ORCID profile for Josiah Carberry.

Scopus2ORCID interface showing a list of publications:

Publication Title	Year	Journal Title
Preparation of a new copyright	2011	Journal of Copyright
Preparation of a new copyright	2011	Journal of Copyright
Preparation of a new copyright	2011	Journal of Copyright
Preparation of a new copyright	2011	Journal of Copyright
Preparation of a new copyright	2011	Journal of Copyright
Preparation of a new copyright	2011	Journal of Copyright
Preparation of a new copyright	2011	Journal of Copyright
Preparation of a new copyright	2011	Journal of Copyright
Preparation of a new copyright	2011	Journal of Copyright
Preparation of a new copyright	2011	Journal of Copyright

- Linked from Scopus Author Feedback Wizard and also linked from ORCID
- Import Scopus Author Information

Evaluate which journal is right for your manuscript

What is the Impact Factor (IF)?

Impact Factor

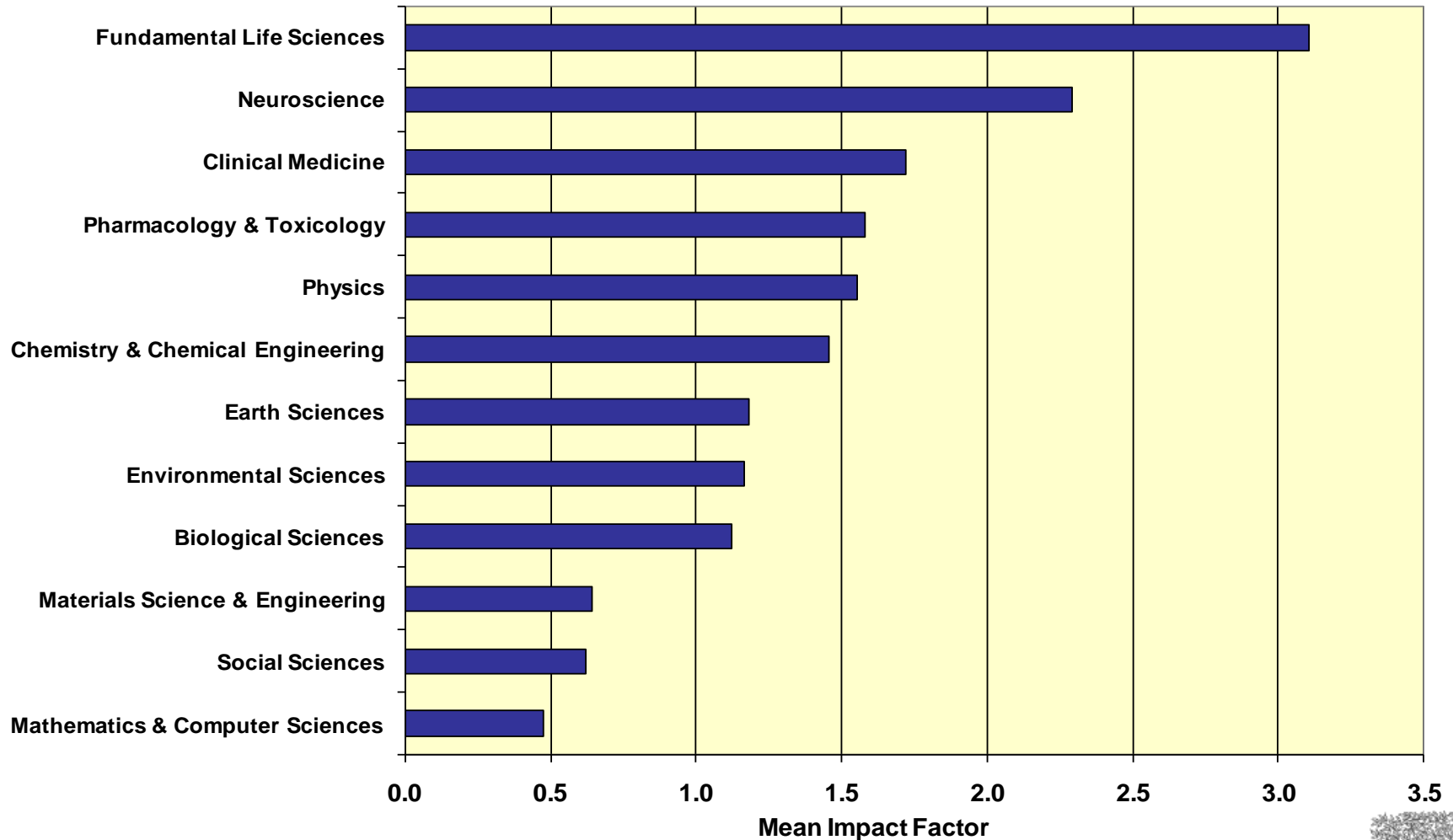
[the average annual number of citations per article published]

- For example, the 2011 impact factor for a journal is calculated as follows:
 - A = the number of times articles published in 2009 and 2010 were cited in indexed journals during 2011
 - B = the number of "citable items" (usually articles, reviews, proceedings or notes; not editorials and letters-to-the-Editor) published in 2009 and 2010
 - 2011 impact factor = A/B
 - e.g. **600 citations** = **2.000**
150 + 150 articles



Evaluate which journal is right for your manuscript

Influences on Impact Factors: Subject Area



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Quick Search

Search

Journal Analyzer

Search science

Limit by Subject Area

Show ☒ SJR ☐ SNIP

Results: 1362 Sources Found (0)

Journal Title

Sadhana - Academy Proceedings in

Safety Science

Sahara J

Saudi Journal of Biological Sciences

Scandinavian Journal of Caring Sci

Scandinavian Journal of Laboratory

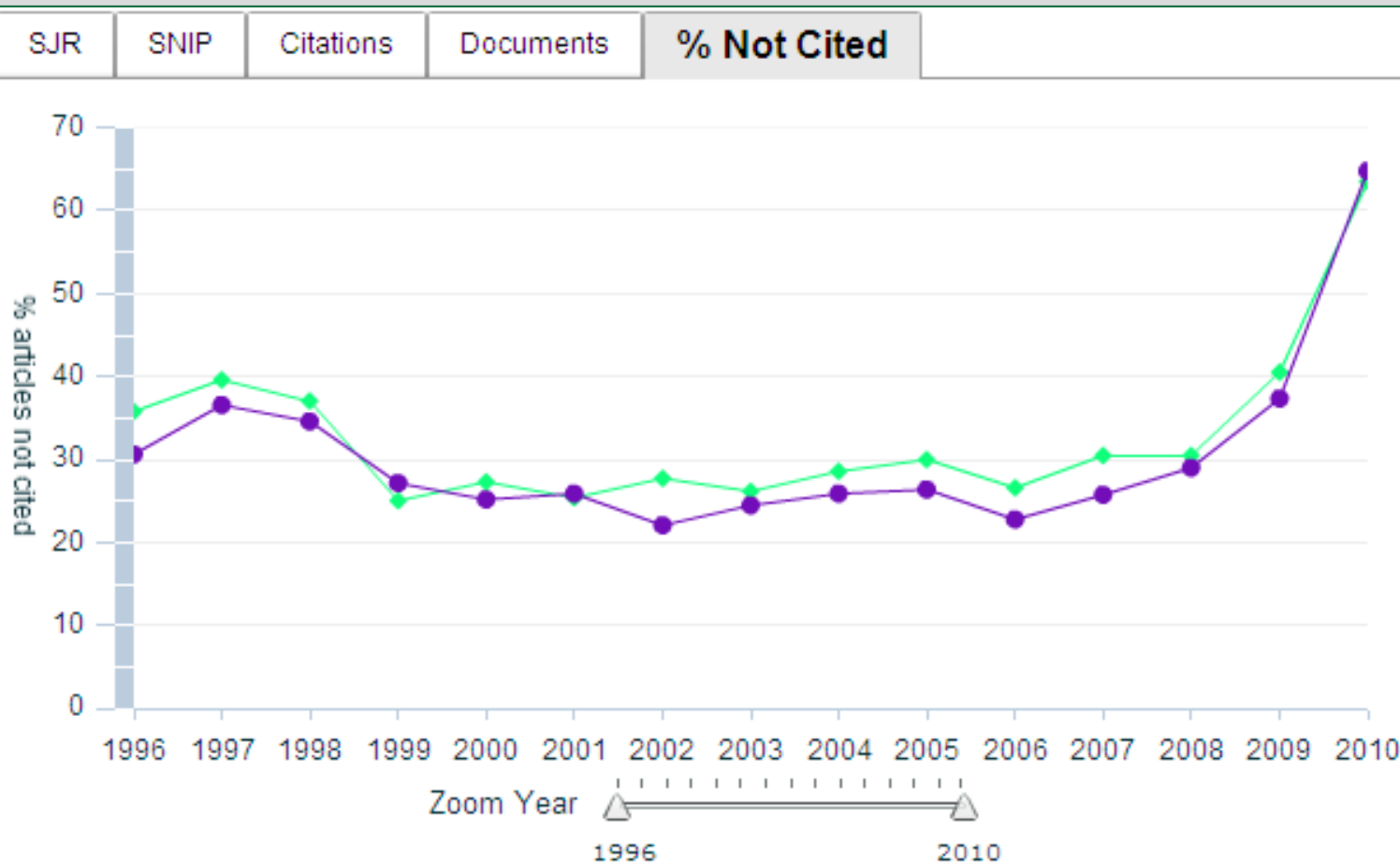
Scandinavian Journal of Medicine a

Science

Science China Chemistry

Science China Earth Sciences

Calculations Last Updated: 22 Oct 2010



Note: Scopus does not have complete citation information for articles published before 1996.

Calculations Last Updated: 19 Oct 2010

Journals In Chart

Exclude journal self citations

✕ Clear chart

Use the research tools available – be strategic!

- Find out what is being downloaded.
- Find out what is being cited.
- Find out who is being cited.
- Check what research is about to be published.
- If asked to collaborate – check them out.

Use Strategy as well as Science

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;
- 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.**

Select the best journal for submission

- Look at **your references** – these will 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**?
 - Who is this journal's **audience**?
 - What is the journal's **Impact Factor**?
- **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!)

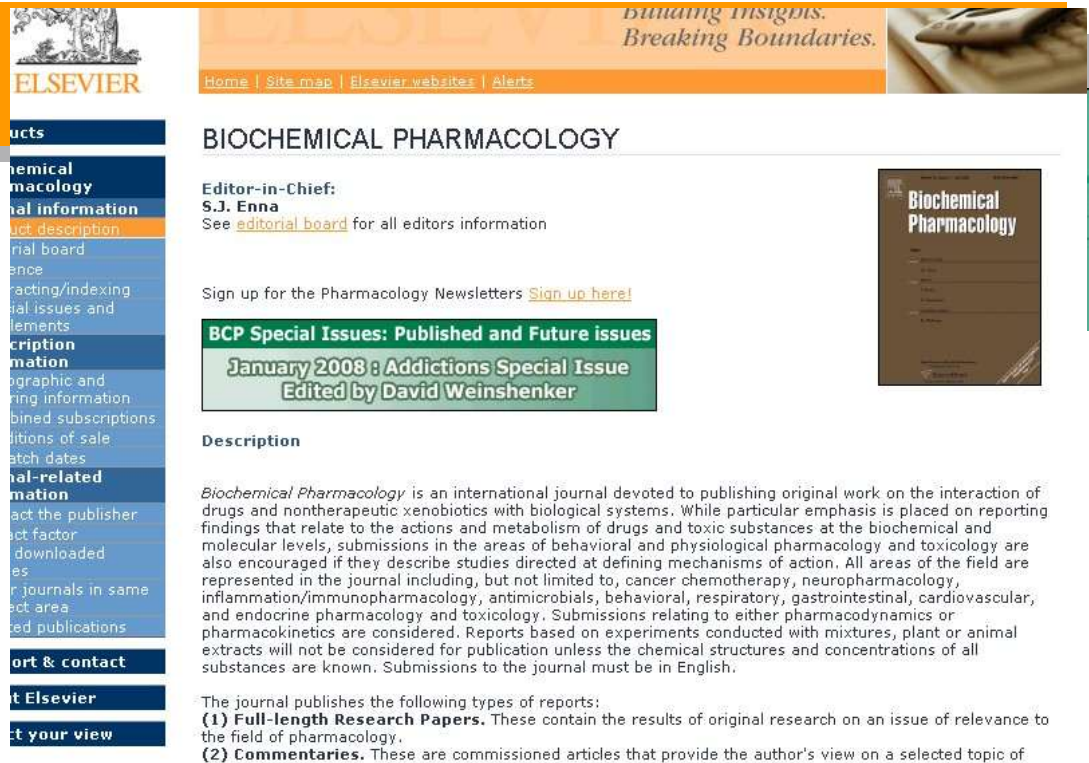
Identify the right audience for your paper

- **Identify the sector of readership/community for which a paper is meant**
- **Identify the interest of your audience**
- **Is your paper of local or international interest**



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)



BIOCHEMICAL PHARMACOLOGY

Editor-in-Chief:
S.J. Enna
See [editorial board](#) for all editors information

Sign up for the Pharmacology Newsletters [Sign up here!](#)

BCP Special Issues: Published and Future issues

January 2008 : Addictions Special Issue
Edited by David Weinschenker

Description

Biochemical Pharmacology is an international journal devoted to publishing original work on the interaction of drugs and nontherapeutic xenobiotics with biological systems. While particular emphasis is placed on reporting findings that relate to the actions and metabolism of drugs and toxic substances at the biochemical and molecular levels, submissions in the areas of behavioral and physiological pharmacology and toxicology are also encouraged if they describe studies directed at defining mechanisms of action. All areas of the field are represented in the journal including, but not limited to, cancer chemotherapy, neuropharmacology, inflammation/immunopharmacology, antimicrobials, behavioral, respiratory, gastrointestinal, cardiovascular, and endocrine pharmacology and toxicology. Submissions relating to either pharmacodynamics or pharmacokinetics are considered. Reports based on experiments conducted with mixtures, plant or animal extracts will not be considered for publication unless the chemical structures and concentrations of all substances are known. Submissions to the journal must be in English.

The journal publishes the following types of reports:
(1) **Full-length Research Papers.** These contain the results of original research on an issue of relevance to the field of pharmacology.
(2) **Commentaries.** These are commissioned articles that provide the author's view on a selected topic of

Volume 54, Issue 2, Pages 193-318 (August 2007)

Article List	Full Abstracts
<input checked="" type="checkbox"/> Display Selected Articles <input checked="" type="checkbox"/> E-mail Articles <input checked="" type="checkbox"/> Export Citations	
1. Editorial Board <i>Page IFC</i> PDF (582 K)	
2. Cloning, expression, purification and functional characterization of recombinant human <i>Pages 193-203</i> Seema Garde, Jennifer E. Fraser, Najib Nematpoor, Rebecca Pollex, Catherine Morin, A. Chandra Panchal and Madhulika B. Gupta SummaryPlus Full Text + Links PDF (397 K)	

[SummaryPlus](#) |

Tip: An international editor says...

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

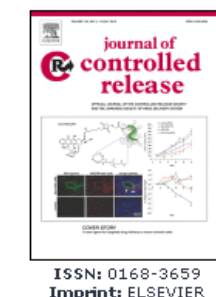
- *Submission of papers which are clearly out of scope*
- *Failure to format the paper according to the Guide for Authors*
- *Inappropriate (or no) suggested reviewers*
- *Inadequate response to reviewers*
- *Inadequate standard of English*
- *Resubmission of rejected manuscripts without revision*

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



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

- Keep 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.



Actions

- Submit Article
- Order Journal
- Free Sample Issue
- Recommend to Friend
- Bookmark this Page

Guide for Authors

Official journal of the [Controlled Release Society](#), and of the Japan Society of Drug Delivery System



SCOPE OF THE JOURNAL

- Contact details for submission

BEFORE YOU BEGIN

- Ethics in Publishing
- Conflict of interest
- Submission declaration and verification
- Copyright
- Retained author rights
- Role of the funding source
- Funding body agreements and policies
- Language and language services
- Submission

Additional information

PREPARATION

- Use of wordprocessing software
- Article structure
- Essential title page information
- Abstract
- Graphical abstract
- Keywords
- Abbreviations
- Acknowledgements
- Artwork
- Electronic artwork

- Tables
 - References
 - Video data
 - Supplementary data
 - Submission checklist
 - Additional information
- #### AFTER ACCEPTANCE
- Use of the Digital Object Identifier
 - Proofs
 - Offprints

AUTHOR INQUIRIES

SCOPE OF THE JOURNAL

The journal publishes papers innovative, original research involving the controlled release and delivery of drugs and other biologically active agents. The terms "controlled release" and "delivery" are used in their broadest sense to include mechanisms such as diffusion, chemical and enzymatic reactions, dissolution,

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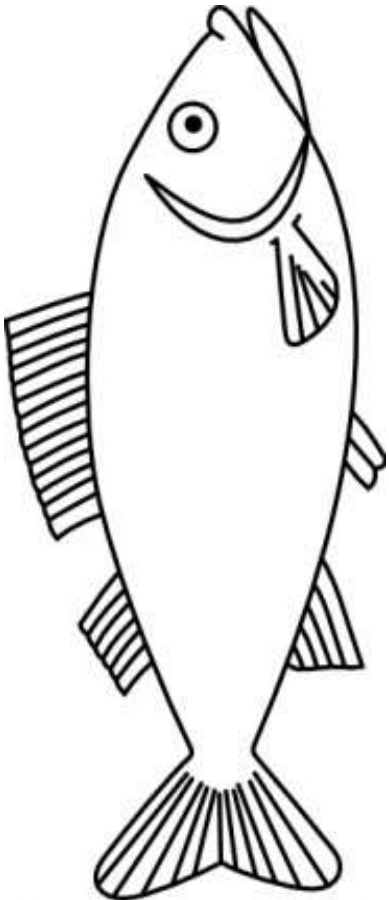
[Guide for Authors](#)

[Artwork instructions](#)

[Authors Rights](#)

[Funding Bodies Compliance](#)

Tip: General 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, more importantly, your reader's time is scarce.
Make your article as concise as possible.**

- Conclusion
- Acknowledgement
- References
- Supplementary Data



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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

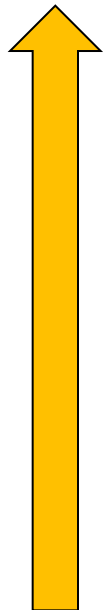
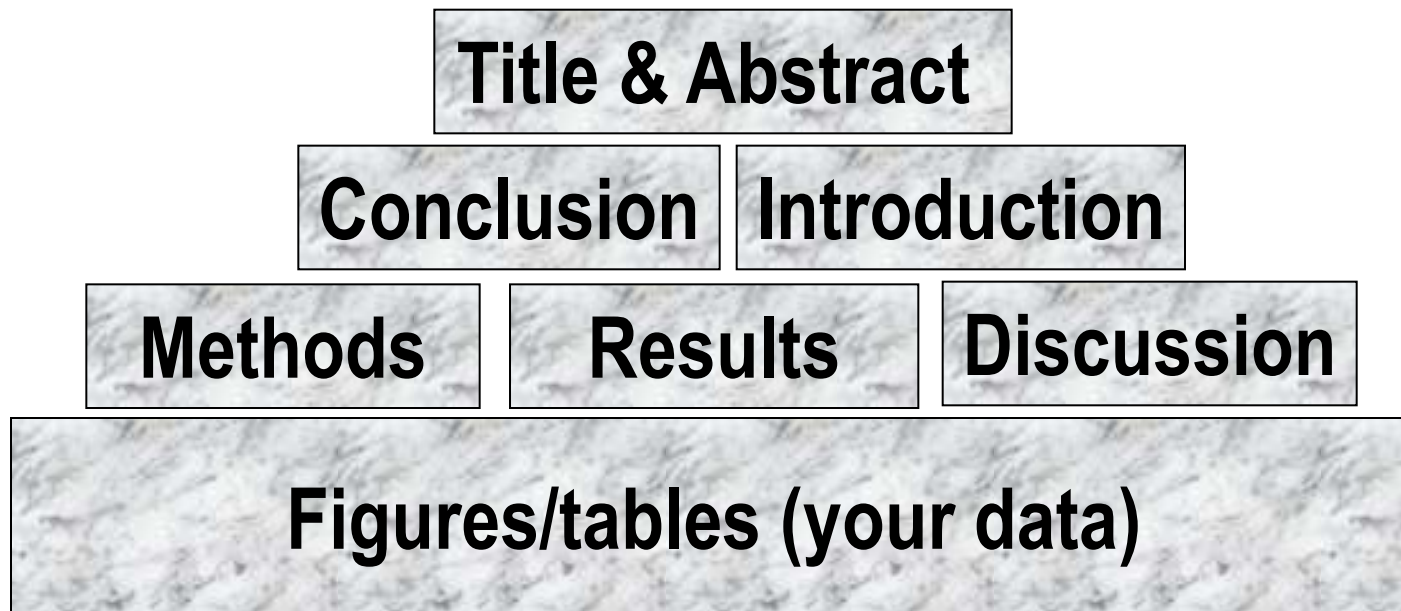
Scientific Language – Sentences

- Write direct and short sentences
- One idea or piece of information per sentence is sufficient
- Avoid multiple statements in one sentence

An example of what NOT to do:

“If it is the case, intravenous administration should result in that emulsion has higher intravenous administration retention concentration, but which is not in accordance with the result, and therefore the more rational interpretation should be that SLN with mean diameter of 46nm is greatly different from emulsion with mean diameter of 65 nm in entering tumor, namely, it is probably difficult for emulsion to enter and exit from tumor blood vessel as freely as SLN, which may be caused by the fact that the tumor blood vessel aperture is smaller.”

Tip: The process of writing – building the article



Authorship

- Policies regarding authorship can vary
- One 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. **ALL three** conditions must be fulfilled to be an author!

All others would qualify as “Acknowledged Individuals”

Authorship - Order & 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

Acknowledged Individuals

Recognize those who helped in the research, but do not qualify as authors (you want them to help again, don't you?)

Include individuals who have assisted you in your study:

Advisors

Financial supporters

Lab Technicians

Proofreaders/Typists

Suppliers who may have given materials



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Author names: common problems

- **Different Spellings**
 - Järvinen / Jaervinen / Jarvinen
 - Lueßen / Lueben / Luessen
 - van Harten / Vanharten / Van
- **First/Last Names**
 - Asian names often difficult for Europeans or Americans
- What in case of marriage/divorce?

Be consistent!

If you are not, how can others be?

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 <u>redundancies</u> such as “observations on”, “the nature of”, etc.
Action of antibiotics on bacteria	Inhibition of growth of mycobacterium tuberculosis by streptomycin	Titles should be <u>specific</u> . 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?” – <i>the Editor-in-chief</i>

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

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
- 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

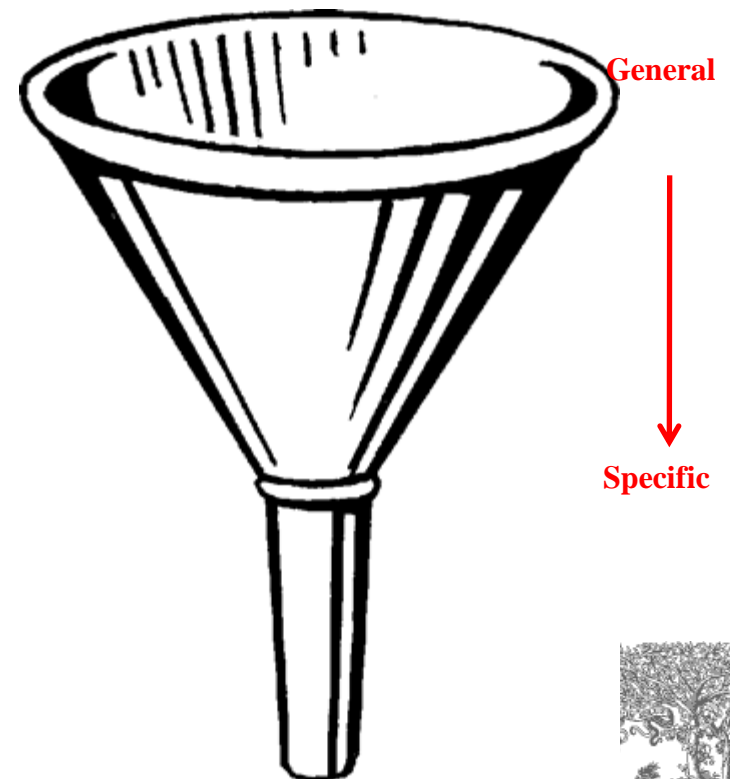
What are the main findings

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 where 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
- **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 criticize incomplete or incorrect descriptions, and may even recommend rejection

Ethics Committee approval

- **Experiments on humans or animals must follow applicable ethics standards**
 - e.g. most recent version of the Helsinki Declaration and/or relevant (local, national, international) animal experimentation guidelines
- **Approval of the local ethics committee is required, and should be specified in the manuscript**
- **Editors can make their own decisions as to whether the experiments were done in an ethically acceptable manner**
 - Sometimes local ethics approvals are way below internationally accepted standards

Results – what have you found?

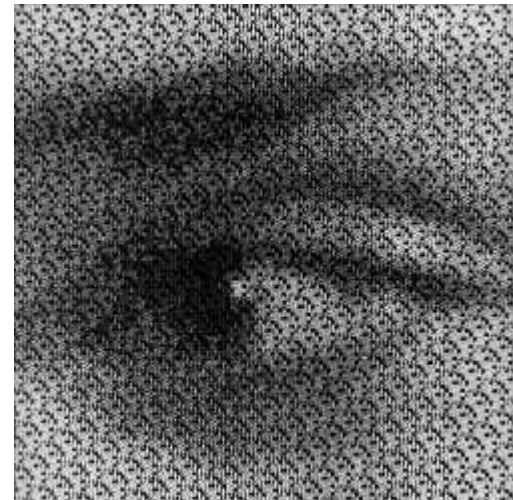
- The following should be included
 - the **main findings**
 - Thus not *all* findings
 - Findings from experiments described in the Methods section
 - Highlight findings that **differ** from findings in previous publications, and **unexpected** findings
 - Results of the **statistical analysis**



Results – Figures and tables

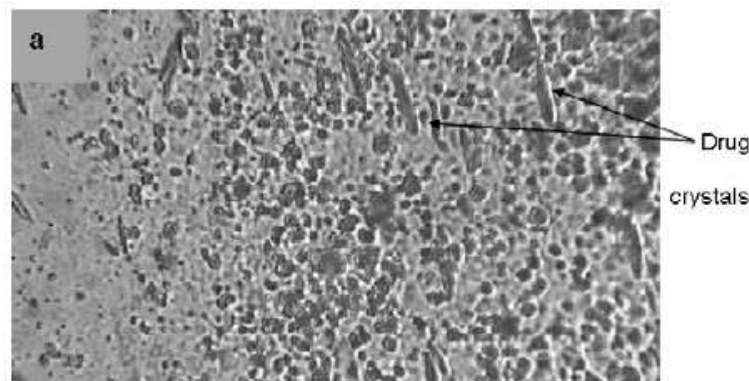
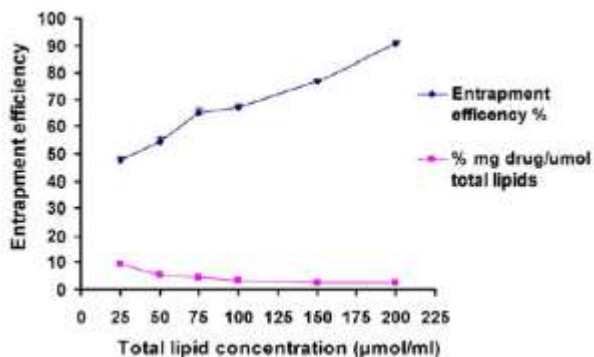
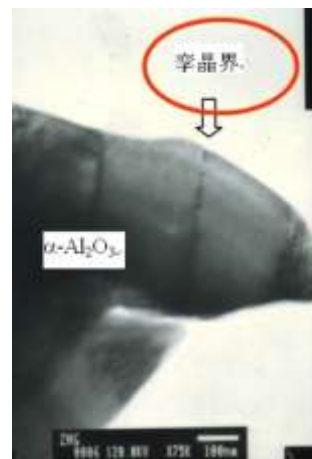
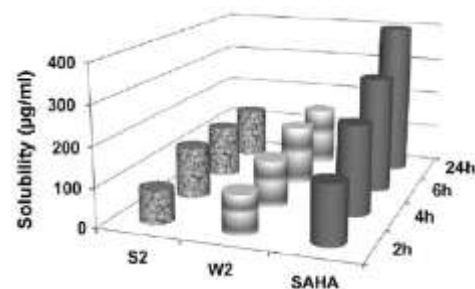
- **Illustrations are critical, because**
 - Figures and tables are the most efficient way to present results
 - Results are the driving force of the publication
 - Captions and legends must be detailed enough to make figures and tables self-explanatory
 - No duplication of results described in text or other illustrations

*"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 color *ONLY* when necessary.
 - If different line styles can clarify the meaning, then never use colors or other thrilling effects.
- Color must be visible and distinguishable when printed in black & white.
- Do not include long boring tables!



Discussion – what do the 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:**
 - How 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 summarize the paper**
 - The abstract is for that purpose
- **Avoid judgments about impact**

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!
- Check
 - Referencing style of the journal
 - The spelling of author names, the year of publication
 - Punctuation use
 - Use of "et al.": "et al." translates to "and others",
- **Avoid citing the following if possible:**
 - Personal communications, unpublished observations, manuscripts not yet accepted for publication
 - Editors may ask for such documents for evaluation of the manuscripts
 - Articles published only in the local language, which are difficult for international readers to find

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,
- **Not part of the printed article**
 - Will be available online with the published paper
- **Must relate to, and support, the article**

Typical mean length of a full article

- Not the same for all journals, even in the same field
- “...25- 30 pages is the ideal length for a submitted manuscript, including **ESSENTIAL** data only.”
 - Title page
 - Abstract 1 paragraph
 - Introduction 1.5-2 manuscript pages (double-spaced, 12pt)
 - Methods 2-4 manuscript pages
 - Results & Discussion 10-12 manuscript pages
 - Conclusions 1-2 manuscript pages
 - Figures 6-8
 - Tables 1-3
 - References 20-50
 - **Letters or short communications** usually have a stricter size limitation, e.g. 3,000 words and no more than 5 figures/tables.

Abbreviations

- Abbreviations must be defined **on the first use** in **both** abstract and main text.
- Some journals do not allow the use of abbreviations in the abstract.
- Abbreviations that are **firmly established** in the field do not need to be defined, e.g. DNA.
- Never define an abbreviation of a term that is only used once.
- Avoid acronyms, if possible
 - Abbreviations that consist of the initial letters of a series of words
 - Can be typical “lab jargon”, incomprehensible to outsiders

Cover Letter

Your cover letter should:

- **Submit**
- **Mention**
- **Note special**
- **conflicts**

Suggested reviewers

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.

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.

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

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

Sincerely yours,

A. Professor

Final approval from all authors

Explanation of importance of research



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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.

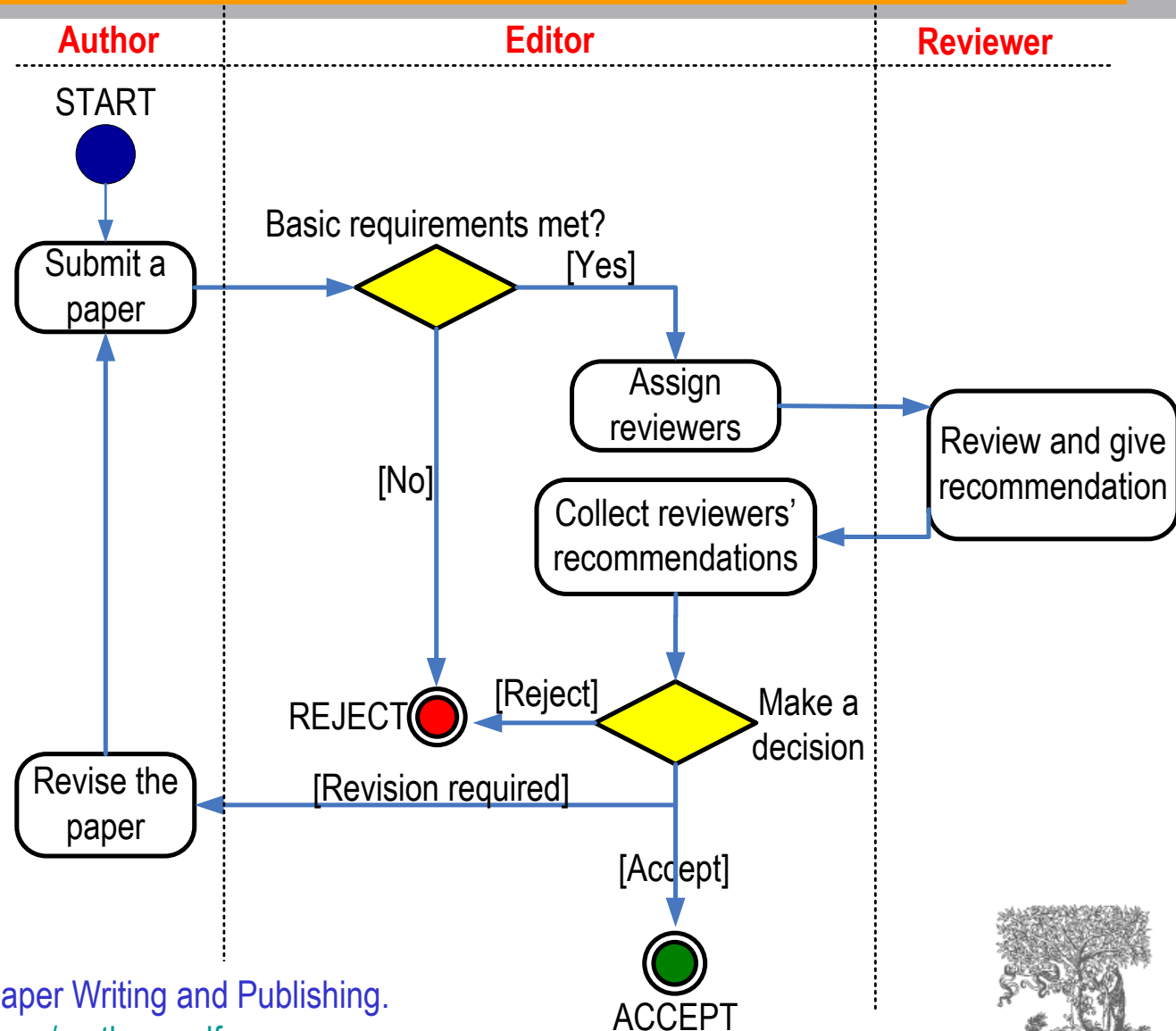


Do everything to make your submission a success

- **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!

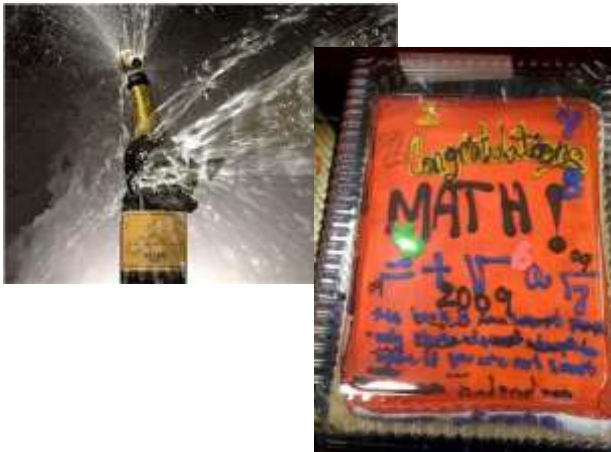
The Peer Review Process – not a black hole!



First Decision: “Accepted” or “Rejected”

Accepted

- Very rare, but it happens

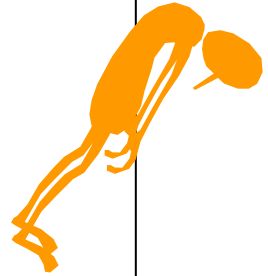


- **Congratulations!**

- 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
 - They may review your manuscript for the other journal too!
 - Read the Guide for Authors of the new journal, again and again.



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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

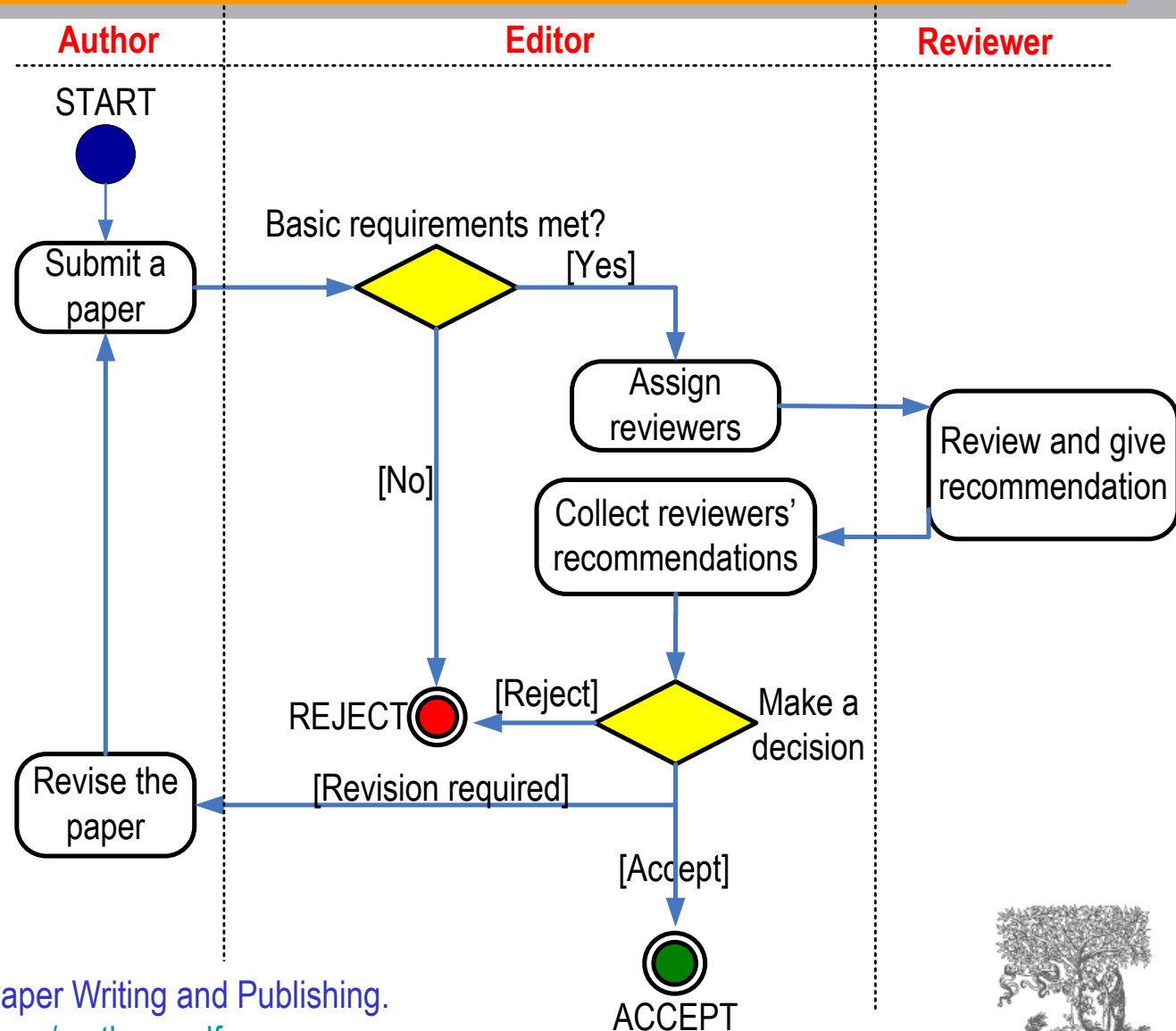
- **Minor revision**

- 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!



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The Peer Review Process – not a black hole!



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 disfavours, but cherish your work

- You spent **weeks** and **months** in the lab or the library to do the research
- It took you **weeks** to write the manuscript.....



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



Rejection: not the end of the world

- Everyone has papers rejected – do not take it personally.
- You are allowed to get angry for a few minutes. Then move on!
- Try to understand why the paper was rejected and what you need to do to improve it.
- As you have received the benefit of the editor's and reviewers' time; take their advice seriously!
- Re-evaluate your work and decide whether it is appropriate to submit the paper elsewhere – perhaps to the next journal on your 'candidate journals' list.
- Be persistent!



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.

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



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What leads to acceptance ?

- Attention to details
- Check and double check your work
- Consider the reviewers' comments
- English must be as good as possible
- Presentation is important
- Take your time with revision
- Acknowledge those who have helped you
- New, original and previously unpublished
- Critically evaluate your own manuscript
- Ethical rules must be obeyed

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

What NOT to do (Publishing Ethics)

When it comes to publishing ethics abuse, the much used phrase “Publish or Perish” has in reality become “Publish AND Perish”!



Ethics Issues in Publishing

Scientific misconduct

- Falsification of results

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

Publish *AND* Perish! – if you break ethical rules

- International scientific ethics have evolved over centuries and are commonly held throughout the world.
- Scientific ethics are not considered to have national variants or characteristics – there is a *single ethical standard* for science.
- Ethics problems with scientific articles are on the rise *globally*.

M. Errami & H. Garner
A tale of two citations
Nature 451 (2008): 397-399



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.
- 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



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Duplicate Publication

- Two or more papers, without full cross reference, share the same hypotheses, data, discussion points, or conclusions
- An author should not submit for consideration in 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)



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



**cross
check**
Powered by iThenticate

2004

**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 P
<http://www.elsevier.com/locate/withdrawalpolicy>.

Reason: This article is virtually identical to the previously published article
 algorithm for SNR improvement in ultrasonic NDT", *Independent Nonde*
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, when the input SNR (SNR_{in}) is lower than 0dB (the level of echoes from 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 adaptive model.

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

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

where a_{km} is the weight associated to optimum atom $g_{km}[n]$ 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 $g_{km}[n]$ (and its weight a_{km}) at the m th iteration are obtained as follows:

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

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:

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

Publication ethics – How it can end

theguardian

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Hungarian president resigns over doctorate plagiarism scandal

Pal Schmitt steps down after university revokes doctorate, saying Olympics thesis was mostly copied from two authors

Associated Press in Budapest
guardian.co.uk, Monday 2 April 2012 13.29 BST



The Hungarian president, Pal Schmitt, who has announced his resignation.
Photograph: Matej Divizna/EPA

The Hungarian president, Pal Schmitt, has announced he will resign after losing his doctorate in a plagiarism scandal.

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24 February 2011 Last updated at 11:38 GMT

German minister loses doctorate after plagiarism row

Germany's defence minister has been stripped of his university doctorate after he was found to have copied large parts of his work from others.



Mr Guttenberg failed to name sources for parts of his PhD thesis

Karl-Theodor zu Guttenberg, an aristocrat who lives in a Bavarian castle, admitted breaching standards but denied deliberately cheating.

Analysis revealed that more than half of his thesis had long sections lifted word-for-word from the work of others.

So far the German Chancellor, Angela Merkel, has stood by the minister.

The University of Bayreuth decided that Mr Guttenberg had "violated scientific duties to a considerable extent".

It deplored the fact that he had lifted sections of text without attribution.

Last week Mr Guttenberg said he would temporarily give up his PhD title while the university investigated the charges of plagiarism. He admitted that he had made "serious mistakes".

His thesis - Constitution and Constitutional Treaty: Constitutional Developments in the US and EU - was completed in 2006 and published in 2009.

Chancellor Merkel insisted on Monday that she was standing by her defence minister, who was seen as something of a rising star in her conservative coalition.

Related Stories

Germany's Baron without a title
Plagiarism row minister drops PhD
German minister denies plagiarism

Figure Manipulation – some things are allowed

As long as they don't obscure or eliminate info present in the original image



Must be disclosed in the figure legend



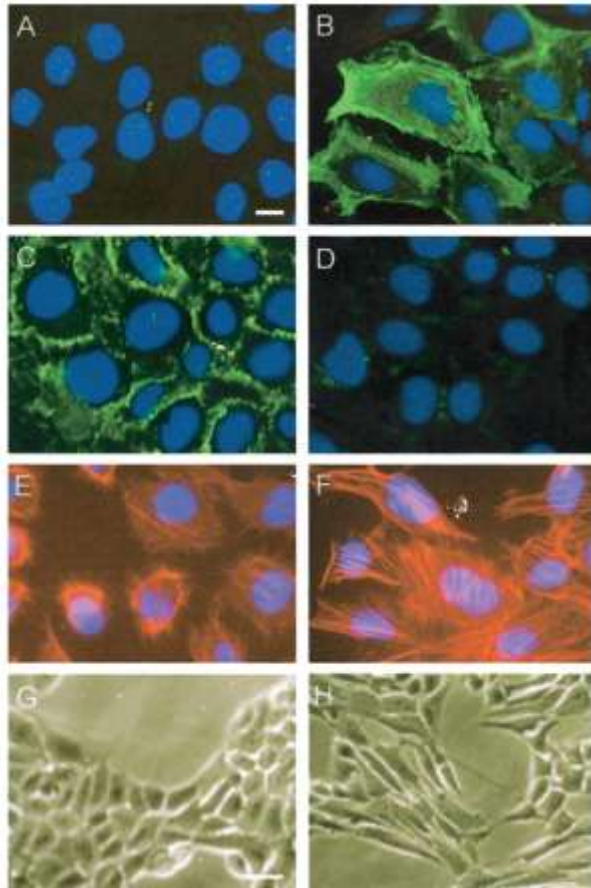
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Figure Manipulation

Example - Different authors and reported experiments

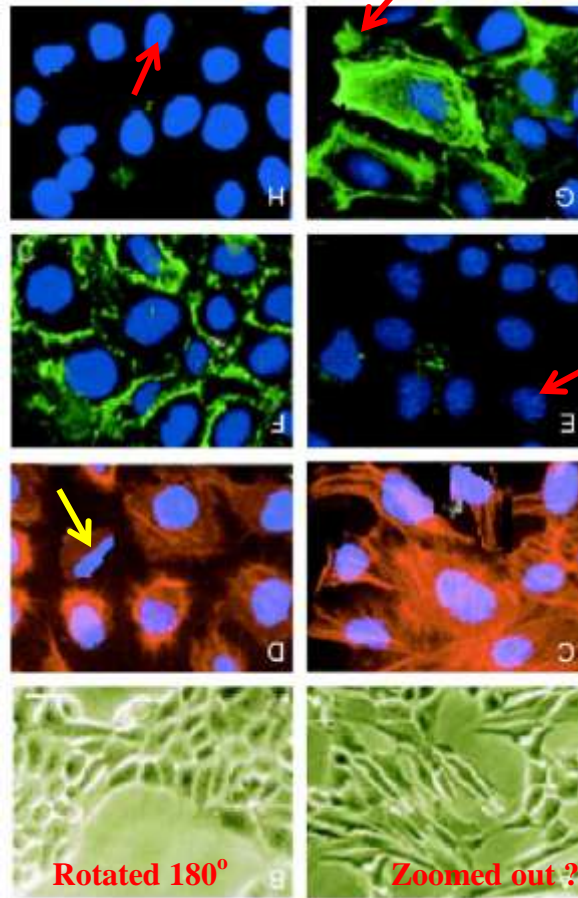


Am J Pathol, 2001

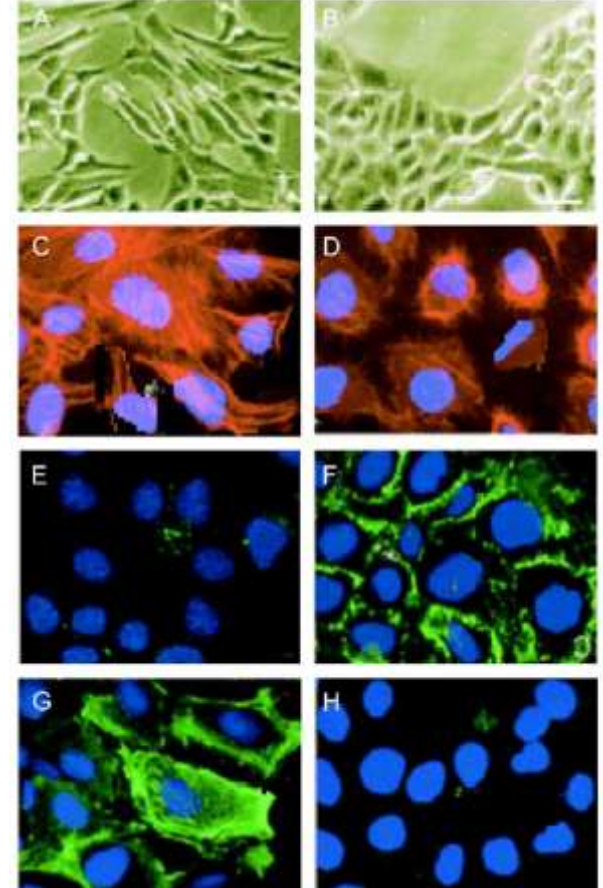


Life Sci, 2004

Rotated 180°



Life Sci, 2004



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- EDANZ Editing training materials. 2006
- Jullian Eastoe. Co-editor, Journal of Colloid and Interface Science
- Peter Thrower. Editor-in-chief, Carbon
- Roel Prins. Editor-in-chief, Journal of Catalysis
- Nigel Cook. Editor-in-chief, Ore Geology Reviews.
- Frans P. Nijkamp, Journal of Ethnopharmacology
- Wilfred CG Peh. Editor, Singapore Medical Journal
- Malcolm W. Kennedy. Professor, Institue of Biomedical and Life Sciences, University of Glasgow, UK

Further reading for you

- Mark Ware Consulting Ltd, Publishing and E-learning Consultancy. Scientific publishing in transition: an overview of current developments. Sept., 2006. www.stm-assoc.org/storage/Scientific_Publishing_in_Transition_White_Paper.pdf
- Ethical Guidelines for Journal Publishing, Elsevier.
http://www.elsevier.com/wps/find/intro.cws_home/ethical_guidelines#Duties%20of%20Authors
- International Committee of Medical Journal Editors. Uniform Requirements for Manuscripts Submitted to Biomedical Journals: Writing and Editing for Biomedical Publication. Feb. 2006
<http://www.publicationethics.org.uk/guidelines>
- <http://www.icmje.org/index.html#ethic>
- <http://www.onlineethics.org/>
- <http://owl.english.purdue.edu/owl/>
- <http://www.physics.ohio-state.edu/~wilkins/writing/index.html>
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