



Writing a Great Paper and Getting it Published

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Agenda

Table of Contents

- **The origins of scientific publishing**
- Steps to take before writing a paper
- How to develop and submit a manuscript
- What editors and publishers are looking for
- How to deal with referee comments
- Publishing ethics, plagiarism, rights and permissions, and duplicate publishing



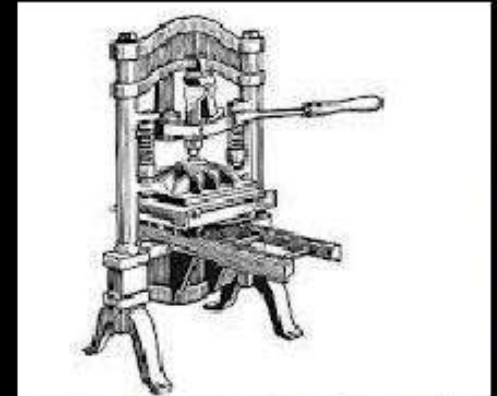
PUBLISHER



What my friends think I do



What my mom thinks I do



What society thinks I do



What authors think I do



What I think I do



What I really do

Origins of scholarly publishing



1439

Gutenberg and moveable type



1580

Founding of the House of Elzevir



Henry Oldenburg (1618- 1677)

Founding Editor and Commercial Publisher of the first scientific journal



March 6, 1665

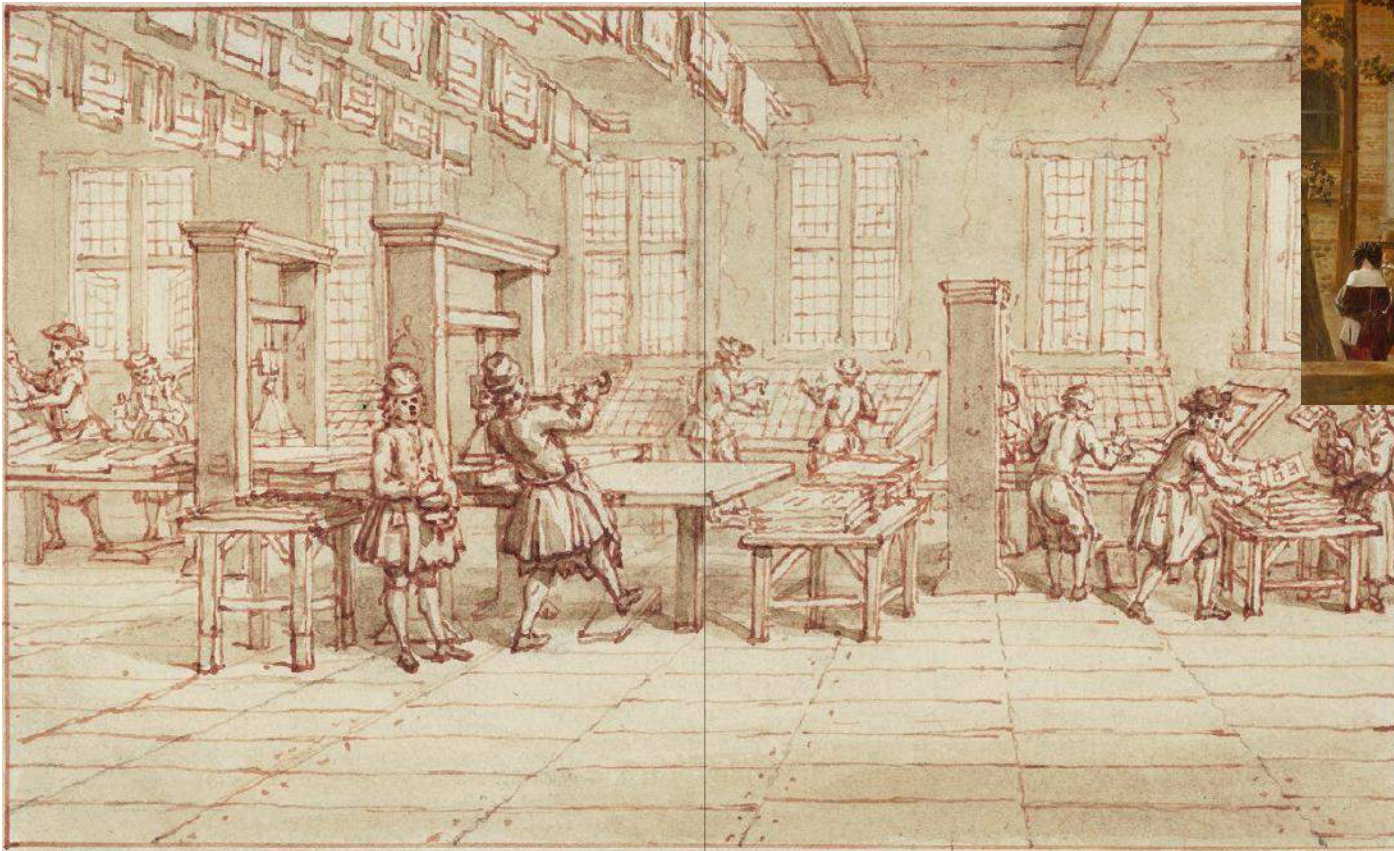
Philosophical Transactions of the Royal Society

First true scholarly journal



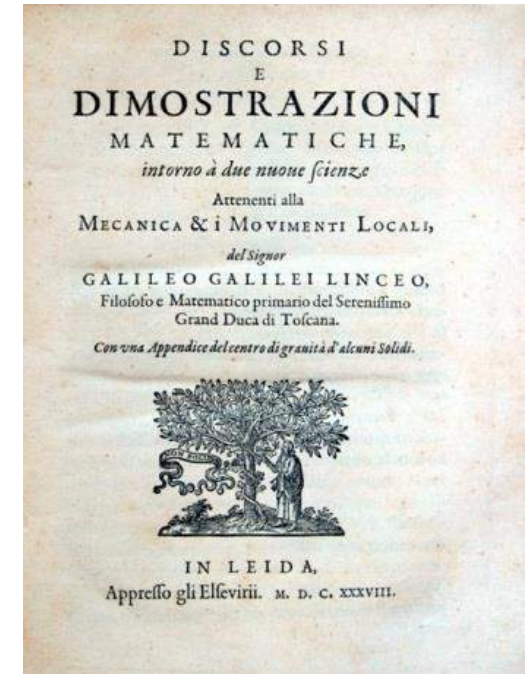
Elsevier has a long history of scientific publishing

The Publishing House of Elzevir was first established in 1580 by Lowys (Louis) Elzevir at the University of Leiden, Holland



Elsevier has a long history of scientific publishing

- The Publishing House of Elzevir was first established in 1580 by Lowys (Louis) Elzevir at the University of Leiden, Holland
- Keeping to the tradition of publishing established by Lowys Elzevir, Jacobus George Robbers established the modern Elsevier Company in 1880
- Among those authors who published with Elsevier are, Galileo, Erasmus, Descartes, Alexander Fleming, Julius Verne





ELSEVIER



WELCOME TO THE GATHERING PLACE

Computer Networks and ISDN Systems 30 (1998) 107–117

**COMPUTER
NETWORKS**
and
ISDN SYSTEMS

Volum

The anatomy of a large-scale hypertextual Web search engine ¹

Sergey Brin ², Lawrence Page ^{*,2}

Computer Science Department, Stanford University, Stanford, CA 94305, USA

Abstract

In this paper, we present Google, a prototype of a large-scale search engine which makes heavy use of the structure present in hypertext. Google is designed to crawl and index the Web efficiently and produce much more satisfying search results than existing systems. The prototype with a full text and hyperlink database of at least 24 million pages is available at <http://google.stanford.edu/>

To engineer a search engine is a challenging task. Search engines index tens to hundreds of millions of Web pages involving a comparable number of distinct terms. They answer tens of millions of queries every day. Despite the importance of large-scale search engines on the Web, very little academic research has been done on them. Furthermore, due to rapid advance in technology and Web proliferation, creating a Web search engine today is very different from three years ago. This paper provides an in-depth description of our large-scale Web search engine — the first such detailed public description we know of to date.

Apart from the problems of scaling traditional search techniques to data of this magnitude, there are new technical challenges involved with using the additional information present in hypertext to produce better search results. This paper addresses this question of how to build a practical large-scale system which can exploit the additional information present in hypertext. Also we look at the problem of how to effectively deal with uncontrolled hypertext collections where anyone can publish anything they want. © 1998 Published by Elsevier Science B.V. All rights reserved.

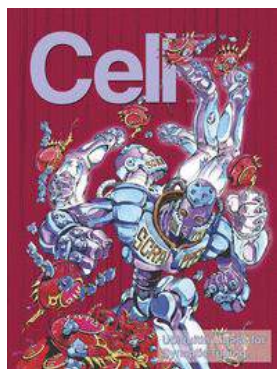
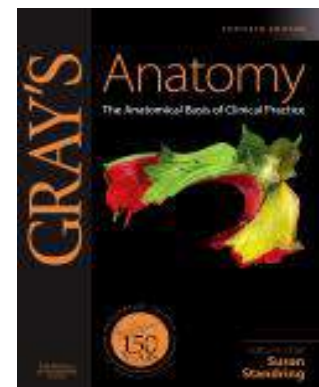
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Scholarly Publishing Today



What's behind ScienceDirect?



Agenda

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10 tips for writing a truly terrible journal article

1. Refuse to read the previous literature published in your field
2. Take the lazy route and plagiarize
3. Omit key article components
4. Disrespect previous publications
5. Overestimate your contribution
6. Excel in ambiguity and inconsistency
7. Apply incorrect referencing of statements
8. Prefer subjective over objective statements
9. Give little care to grammar, spelling, figures and tables
10. Ignore editor and reviewer comments

Editor Bert Blocken highlights some of the major mistakes early career researchers make when preparing and submitting a manuscript to a scientific journal

<https://www.elsevier.com/authors-update/story/publishing-tips/10-tips-for-writing-a-truly-terrible-journal-article>

Determine if you are ready to publish

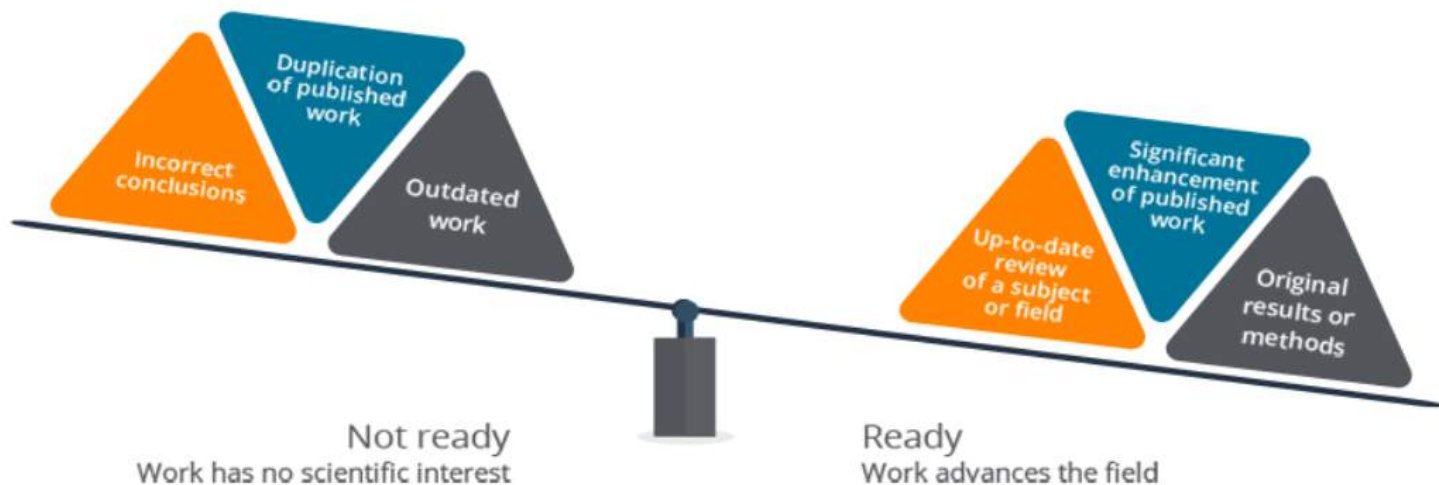
You should consider publishing if you have information that advances understanding in a specific research field

This could be in the form of:

- Presenting new, original results or methods
- Rationalizing, refining, or reinterpreting published results
- Reviewing or summarizing a particular subject or field

Planning your article

Are you ready to publish?



Choosing the right journal

On the homepages you will find:

- Journal aims and scope
- Types of articles accepted
- Recently published articles
- **References in your own article will often lead you to the correct journal**

DO NOT submit manuscripts to more than one journal at a time

Home > Journals > Journal of Colloid and Interface Science



ISSN: 0021-9797

Journal of Colloid and Interface Science

> Supports Open Access

Editor-in-Chief: [M. Malmsten](#)

> View Editorial Board

The *Journal of Colloid and Interface Science* publishes original fundamental principles of colloid and interface science, novel applications of these in advanced materials, nanotechnology, environmental technologies, catalysis, and related fields.

[Read more](#)

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[Silver nanoparticles as antimicrobial agent: a case study on E. coli as a model for Gram-negative bacteria](#) Ivan Sondi | Branka Salopek-Sondi

Submit Your Paper



View Articles

Guide for Authors



Submit Your Paper



View Articles

Guide for Authors



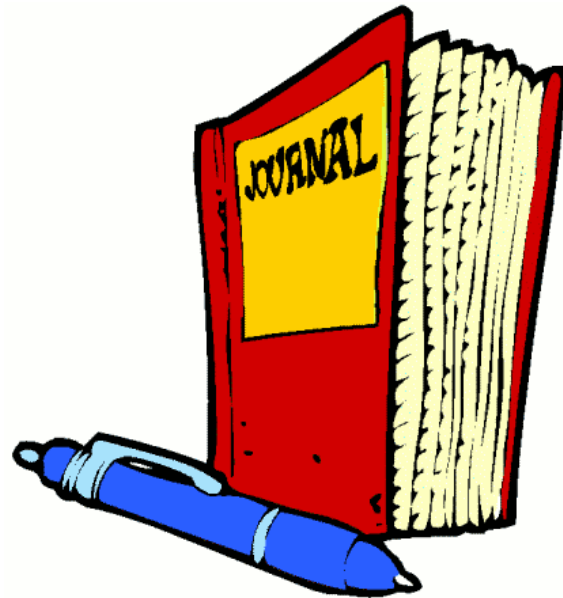
Abstracting/ Indexing

How is a journal organized?

- People
 - Editor
 - Editorial/advisory board
 - Publisher

- Aims and scope

- Quality



Journal organization: People

- What are the responsibilities of an editor?
 - Responsible for scientific quality
 - Checks papers and decides which papers get published
 - Coordinates the peer-review process
 - Communicates with authors and reviewers
 - Defines aim & scope of journal (with publisher)
 - Advises on strategy and direction of journal
 - Usually professor at esteemed university
 - Often a team of editors



Journal organization: People

- What is the role of an Editorial Board or Advisory Board?
 - Members are ...
 - ...appointed by publisher and editors
 - ...experts in a subfield of the journal
 - ...can be consulted when needed
 - ...sometimes involved in review process
 - The Board
 - ... advises on topics for special issues and review papers
 - ... advises on strategy and future direction of journal
 - ... represent authors and readers of the journal



Journal organization: People

- What are the responsibilities of a publisher?
 - Organization:
 - Overall management of journal
 - Providing the editorial infrastructure (peer-review process)
 - Arranging the publication of accepted manuscripts
 - Distribution and promotion of journal to readers/libraries
 - Tagging and archiving of all published articles
 - Dealing with ethical and copyright issues
 - Appointing editors and editorial board



The Publisher's Role

How do Publishers add value to the scientific and health community?



Registration

The timestamp to officially note who submitted scientific results first



Certification

Perform peer-review to ensure the validity and integrity of submissions



Dissemination

Provide a medium for discoveries and findings to be shared



Preservation

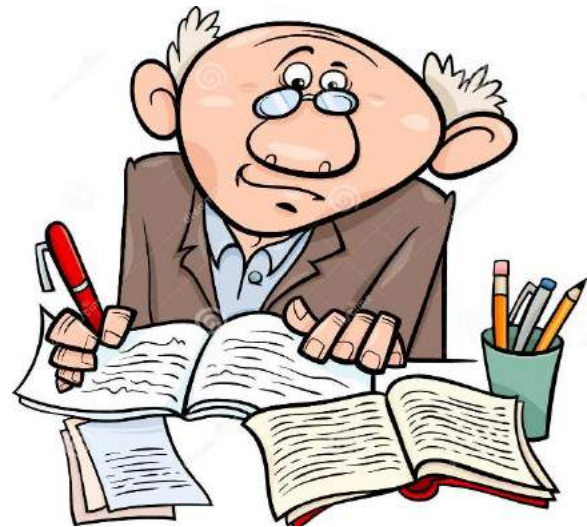
Preserving the minutes and record of science for posterity



Use

Editorial process

- The editorial process selects suitable articles for publication and publishes papers in one standard format.
- The key step is the peer-review process



Peer-review process

- Essential filter to separate science from speculation and to determine scientific quality
- Publishers have ensured the sustainability of journals and the peer-review system for over 300 years. They stand outside the academic process and are not prone to prejudice or favor.
- Helps to determine the validity, significance and originality of research
- Helps to improve the quality of papers
- Protects the author's work and claim to authorship

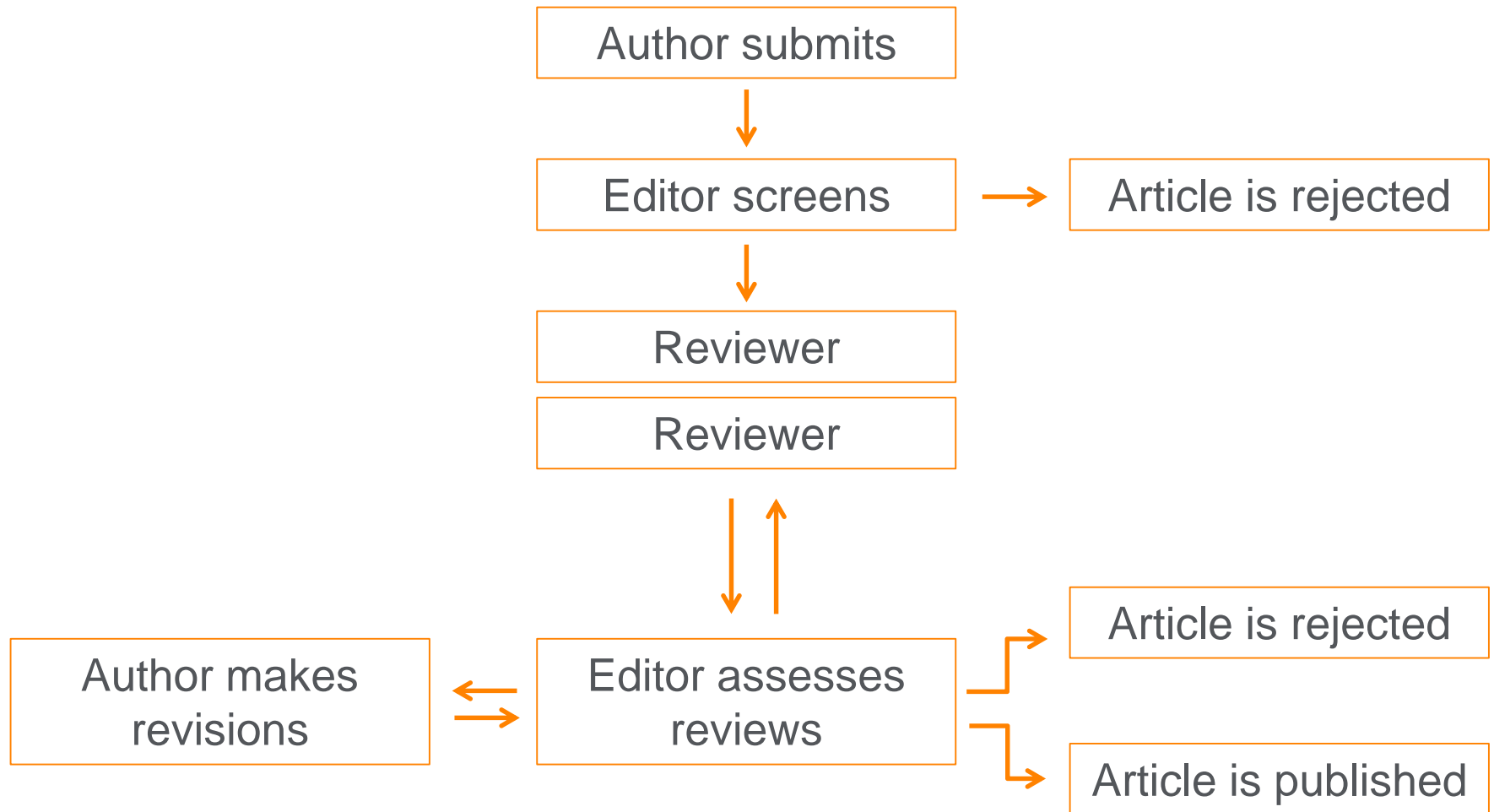


Peer-review process

- Generally editors do a first check (topic, language, completeness,...). They are allowed to desk-reject.
- After initial check, they will send out for review, usually to a few referees. Review process takes several weeks. Many invited reviewers decline invitation, adding to review times.
- Editor receives referee-reports and takes a decision based on them.
- In case of doubt, they may consult another referee or review themselves.
- Editor informs author



Peer-review process



Editorial process

- When papers are rejected, the author may submit to another journal. However, it is advisable to improve the manuscripts following comments from editor/reviewers.
- When papers are accepted, but revisions are required, improve manuscript according to comments editor/reviewers..
- After acceptance, manuscripts is typeset according to journal requirements.
- Manuscripts is available online >> uncorrected proofs >> corrected proofs
- Proofs are returned to author and editor for corrections. After corrections, paper is fully published and fully citable.

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What type of manuscript are you planning?

Types of manuscripts



Full articles

- Substantial, complete and comprehensive pieces of research
Is my message sufficient for a full article?



Letters or short communications

- Quick and early communications
Are my results so thrilling that they should be shown as soon as possible?



Review papers

- Summaries of recent developments on a specific topic
- Often submitted by invitation

Use the right process to write a paper

1. Collect elements of paper

- Prepare an outline to start writing a first draft:
 - Determine the central message, the research questions
 - Prepare draft versions of plots, figures, tables, images
 - Summarize main findings and group in a logical way
 - Select references



Use the right process to write a paper

2. Write the first draft

- Write a first draft with outline, figures and tables as your guides
 - Write in your own style, quickly and without editing
 - Do not care about language quality

- Read your first draft and add notes
 - Read it as a critical reader (not as the author)
 - Is the main message clear to new readers?



Use the right process to write paper

3. Rewrite and improve

- Revise the text
- Improve the order and logic of the scientific content
- Identify gaps and improve unclear parts
- Remove double/redundant text
- Optimize the readability (clear, concise, short sentences)
- Correct language errors
- Is the text consistent and coherent? (important when multiple authors write the text)
- Get feedback from co-workers and colleagues



**How can I ensure I am using proper
Manuscript language?**

Do publishers correct language?

No. It is the author's responsibility to make sure his paper is in its best possible form when submitted for publication. However:

- Publishers often provide resources for authors who are less familiar with the conventions of international journals. Please check your publishers' author website for more information.
- Some publishers may perform technical screening prior to peer review.
- Visit <http://webshop.elsevier.com> for translation and language editing services.

Manuscript Language: tenses

Use of tense

Abstract and Summary: past tense

Introduction: present tense

Methods & Materials and Results: past tense

Discussion: both past and present tense

Write direct and short sentences.

Long sentences confuse readers.

Short sentences look more professional

Nowadays, the **average length** of sentences in scientific writing is about **12-17 words**.

One idea or piece of information per sentence is sufficient.

Avoid multiple statements in one sentence.

Say it simple

Avoid jargon or complicated words and sentence construction. When you have a choice of words, choose the simplest:

- **use** rather than **utilize**
- **spending** rather than **expenditure**
- **need** rather than **necessity**

Omit phrases/words such as:

- As already stated
- It has been found that
- It has long been known that
- It is interesting to note that
- It is worth mentioning at this point
- It may be said that
- However, nevertheless, despite the fact that,

“We tracked several colonies of *Apis mellifera* (honeybees) to see how far they travel to food. The honeybees flew up to 25 meters ...”

Exercises: Simplify and improve these passages

Remove unnecessary words

They are actively addressing the problem and are in process of planning a series of tutorials.

They are ~~actively~~ addressing the problem and ~~are in process of~~ planning a series of tutorials.

They are addressing the problem and planning a series of tutorials.

The speaker reminded us three different times of the fact that he has been studying nanoparticles for the past 15 years.

The speaker reminded us three ~~different~~ times ~~of the fact~~ that he has been studying nanoparticles for ~~the~~ ~~past~~ 15 years.

The speaker reminded us three times that he has been studying nanoparticles for 15 years.

We estimated that as much as 12-18% (depending on the tissue) of inter-species differences in gene expression levels might be explained, at least in part, by changes in DNA methylation patterns.

Estimated - as much as - 12-18% (a range) - depending on the tissue - might be - at least in part

Differences in DNA methylation could explain 12-18% of differences in gene expression.

Exercises: Simplify and improve these passages

Simplify

It is a procedure that is often used

This procedure is often used

These approaches use different kinds of methodology

These approaches use different methods

There are seven steps that must be completed

Seven steps must be completed

This is a problem that is...

This problem is...

These results are preliminary in nature

These results are preliminary

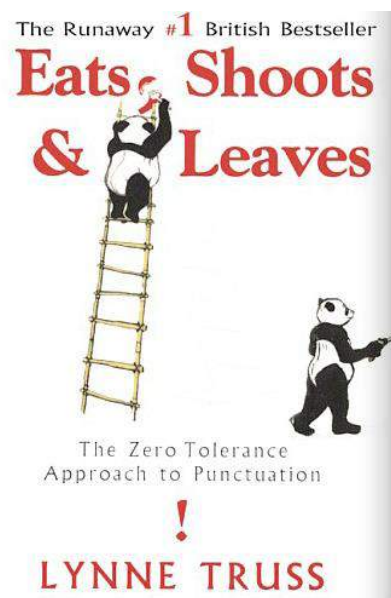
Use single words instead of phrases

Instead of	Use
A number of	Many, several
A small number of	A few
Are in agreement	Agree
Are found to be	Are
At present	Now
At the present time	Now
Prior to	Before
Subsequent to	After
Based on the fact that	Because
By means of	By
Despite the fact that	Although
Due to the fact that	Because
During that time	While
Has been shown to be	Is
If it is assumed that	If
In consequence of this fact	Therefore, consequently
In the near future	Soon

Punctuation

Eats, Shoots & Leaves

The Zero Tolerance Approach to Punctuation



The erythrocytes, which are in the blood, contain hemoglobin.

The erythrocytes that are in the blood contain hemoglobin.

(Wrong. This sentence implies that there are erythrocytes elsewhere that don't contain hemoglobin.)

Quiz

What is the general structure of a research article

Article Structure

- Scientific articles all have a precise structure that should be followed:
 - Title
 - Authors
 - Abstract
 - Keywords
 - Main text
 - Introduction
 - Methods
 - Results and discussion
 - Conclusion
 - Acknowledgements
 - References
 - Supplementary material

Article Structure



Title
Abstract
Keywords

Main text (IMRAD)

- Introduction
- Methods
- Results
- And
- Discussions

Conclusion
Acknowledgment
References
Supplementary Data

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

Make your article as concise as possible.

Article Structure

Title, Abstract, Keywords

Conclusion

Introduction

Methods

Results

Discussion

Figures/Tables (your data)

Article Structure

The title must be:

- Interesting, concise and informative
- Accurate for use in indexing systems and databases
- Allow potential readers to judge your paper
- Some journals encourage declarative titles, but descriptive titles remain the norm
- Declarative: “Selective elimination of messenger RNA prevents an incidence of untimely meiosis”
- Descriptive: “Mechanism of DNA translocation in a replicative hexameric helicase”
- Delete trivial phrases e.g. “Notes on ...” or “A study of...”
- Titles that end with a question mark are seldom acceptable.

Quiz

Simplify this..... and lets see how many citations can you get or lose when people read your title

“Effect of 367 KJ heat on avian protein encapsulated in CaCO_3 in presence of H_2O ”

Example 1

Original title:

Preliminary observations on the effect of Zn element on anticorrosion of zinc plating layer

Revised title:

Effect of Zn on anticorrosion of zinc plating layer

Comments:

Long title distracts readers. Remove all redundancies such as "studies on," "the nature of," etc. Never use expressions such as "preliminary." Be precise.

Example 2

Original title:

Action of antibiotics on bacteria

Revised title:

Inhibition of growth of *Mycobacterium tuberculosis* by streptomycin

Comments:

Titles should be specific. Think about "how will I search for this piece of information" when you design the title.

Who is the first author?

General principles for who is listed first

First Author:

- Conducts and/or supervises the data analysis and the proper presentation and interpretation of the results
- Puts paper together and submits the paper to journal

Co-Author(s):

- Makes intellectual contributions to the data analysis and contributes to data interpretation
- Reviews each paper draft
- Must be able to present the results, defend the implications and discuss study limitations

Abuses to be avoided

- Ghost Authors: leaving out authors who should be included
- Gift Authors: including authors when they did not contribute significantly

Abstract

Freely available in electronic abstracting & indexing services [PubMed, Medline, Embase, Scopus etc]

- This is the **advertisement of your article**. Make it interesting, and easy to be understood without reading the whole article.
- You must be **accurate** and **specific**!
- A clear abstract will strongly influence whether or not your article is further considered.
- Keep it as **brief** as possible!!!
- It is your opportunity to **sell** your article

What has been done

What are the main findings

Keywords

- **Used by indexing and abstracting services**
- They are the labels of your manuscript.
- Use only established abbreviations (e.g. DNA)
- Check the 'Guide for Authors' (number, label, definition, thesaurus, and other special requests)

How to SEO your articles

Keywords

Using keyword tools, such as the popular [Google AdWords keyword tool](#), you can find which keywords are most popular in searches. Based on this information, you can inform your decision of which keywords (and synonyms of those keywords) to use in your article title, sub-heading, description tags, abstract and throughout the main text of your article. Using a strong keyword in your title is better than, for example, only using it in the description tag

In addition to the keywords tool from Google, check out **Google Insights** and **Google Trends**. With the latter two, you can see the popularity of keywords over a period of time and by geographic location, which may or may not be relevant for you and to your article. Until now, Google offers the most tools for SEO.



Search Engine Optimization (SEO)

ScienceDirect



CAN HELP YOUR READERS FIND YOUR PAPER!

MAKE YOUR TITLE SHORT AND USE KEYWORDS

Top tips: making your article visible with SEO

Jane Doe ✉, John Smith ✉

[+ Show more](#)

Abstract

Include key information to explain what your readers can find in your article.

Keywords

Choose your keywords carefully and use terms and phrases consistently where relevant.

Introduction

In a recent survey of 4,668 researchers, 95 percent said they find the information they need in journal articles, and 39 percent start their searches with a full text service like ScienceDirect.

BE CONSISTENT: USE KEYWORDS THROUGHOUT THE ARTICLE

Keywords, keywords, keywords, keywords, keywords, keywords, keywords, keywords, keywords, keywords, keywords, keywords

USE Subheadings

CHOOSE YOUR KEYWORDS CAREFULLY



LINK, LINK AND LINK SOME MORE

CAPTION EVERYTHING

Figure 1: Everything!

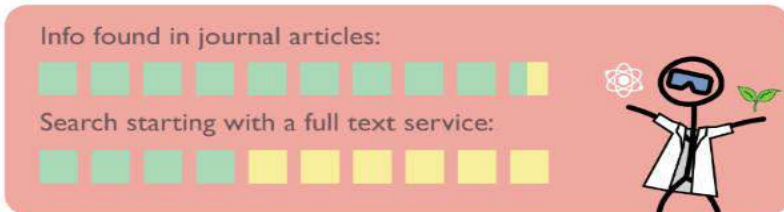


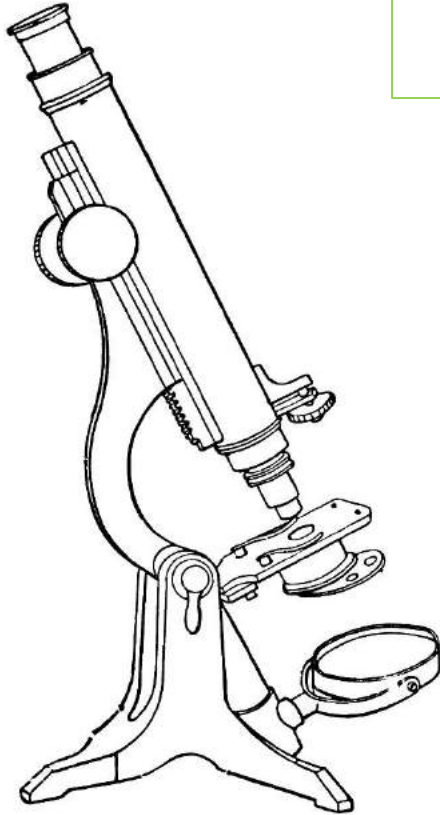
Figure 1 | Why it's important to get your SEO right.

Introduction

Provide context to convince readers that you clearly know why your work is useful

- **Be brief**
- **Clearly address the following:**
 - What is the problem, what are your aims, what is your hypothesis, what is the significance of your work
 - What was done before (balanced literature, cite a couple of original and important works, including recent review articles, Editors hate many references irrelevant to the work, or inappropriate judgments on your own achievements)
 - What did you do
 - What did you achieve
- **Try to be consistent with the nature of the journal**

Methods



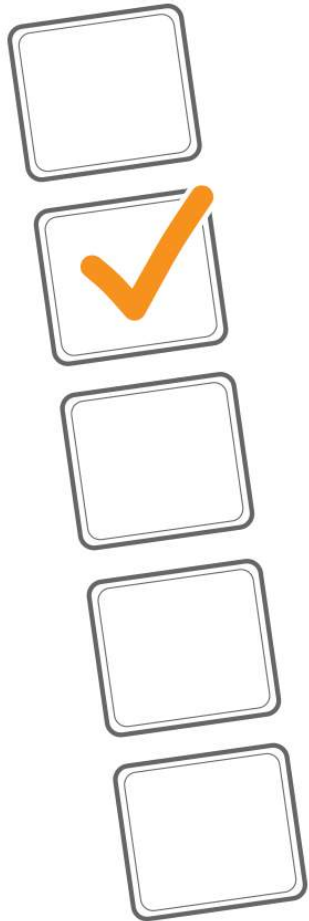
Describe how the problem was studied

Identify equipment and materials used

Include detailed information, reproducible

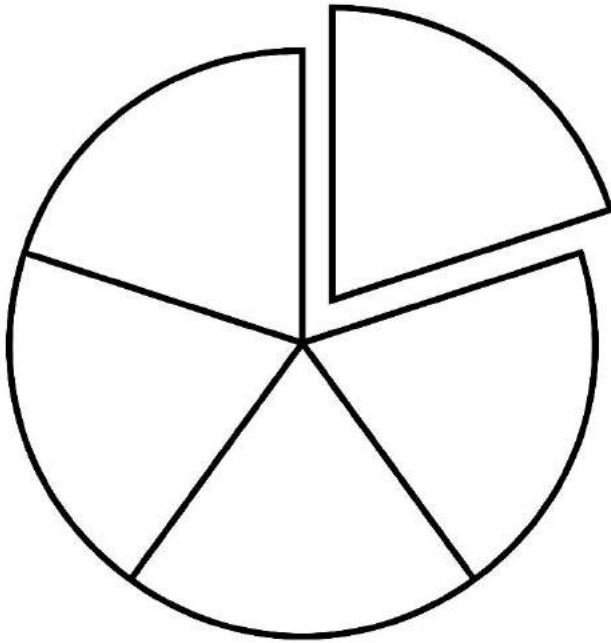
Do not describe previously published procedures

Methods – ethics committee approval



- Experiments on humans or animals must follow ethics standards
- Required approval should be specified in:
 - the manuscript,
 - covering letter, or
 - online submission system
- Editors can make their own decisions on ethics

Results: what have you found?



Include illustrations
and figures

Include only data
of primary importance

Highlight the
main findings

Should be clear and
easy to understand

Discussion



Interpretation of Results

- Most important section. Here you get the chance to SELL your data!

The discussion should correspond to the results

- Do NOT ignore work in disagreement with yours – confront it and convince the reader that you are correct or better
- Discuss the limitations and implications of your results

Compare published results
with your own

Conclusion

How the work advances the field from the present state of knowledge

- Should be clear
- Justify your work in the research field
- Suggest future experiments

In summary, we have demonstrated that the mercaptoacetamide-based HDACIs possess favorable solubility, lipophilicity, permeability and plasma stability features as compared to recently FDA approved drug Vorinostat (SAHA). Based on these findings, we assume that these compounds could sufficiently be absorbed by the intestinal tract. However, further studies are needed in order to determine the pharmacokinetic disposition of these compounds.

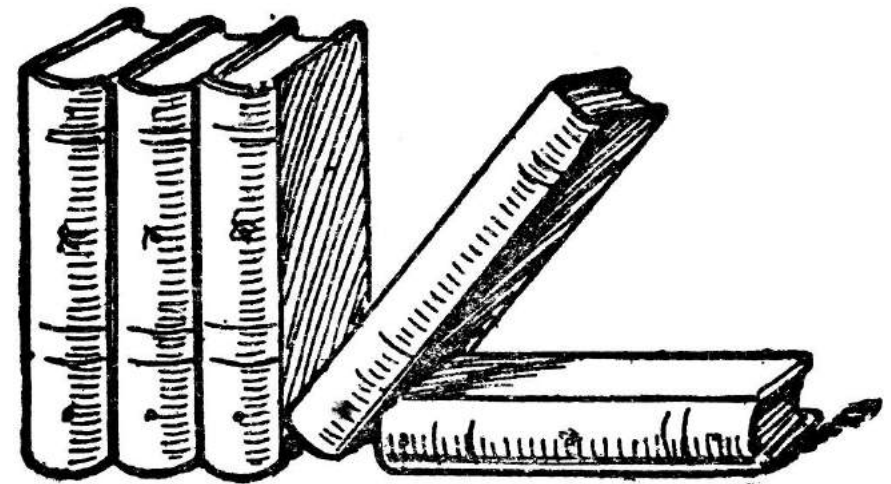
References

Cite the main scientific publications on which your work is based

Ensure you've absorbed the material you reference

Do not use too many references

Avoid excessive self citations



Conform to the style in the journal's Guide for Authors

Acknowledgments

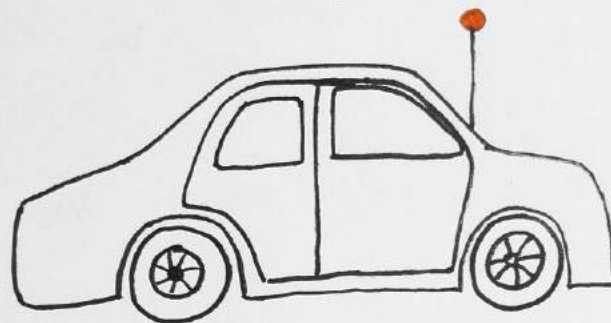
Ensures those who helped in the research are recognised

Include individuals who have assisted with your study, including:

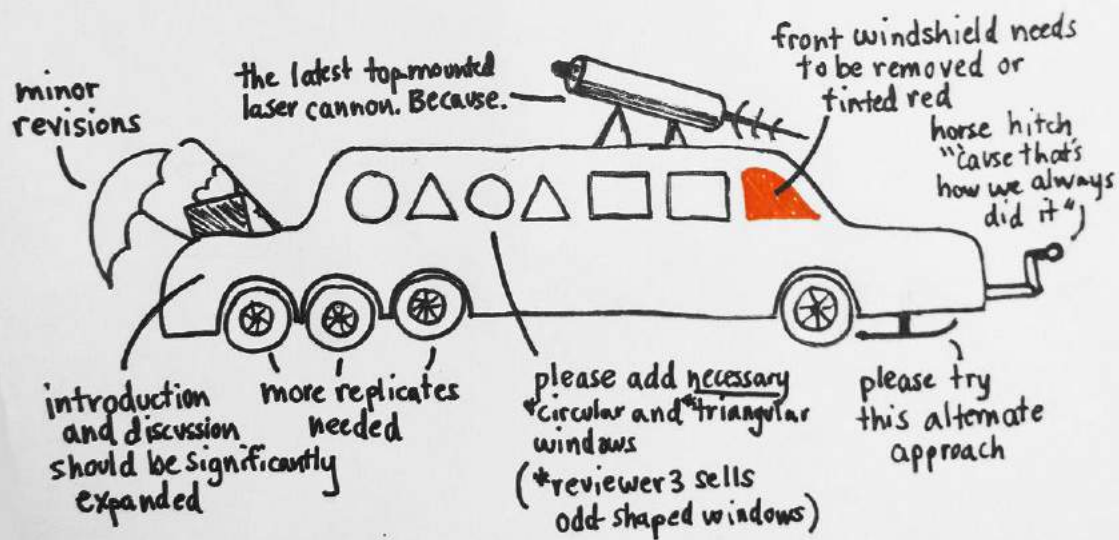
- Advisors
- Financial supporters
- Proof-readers
- Suppliers who may have given materials

Submission

Your manuscript as submitted



... and after peer review and revision



REDPEN/BLACKPEN <http://redpenblackpen.jasonya.com>

Submit a cover letter with the manuscript

- Never underestimate the importance of a cover letter addressed to the editor or editor-in-chief of the target journal
- Cover letter gives authors an important opportunity to convince them that their research work is worth reviewing
- A good cover letter first outlines the main theme of the paper; second, argues the novelty of the paper; and third, justifies the relevance of the manuscript to the target journal
- **Avoid pasting portions of abstract in cover letter**

Cover Letter

- Your chance to present your work
- Submitted to the Editor
- Mention who you are
- Note special features

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

Suggested reviewers

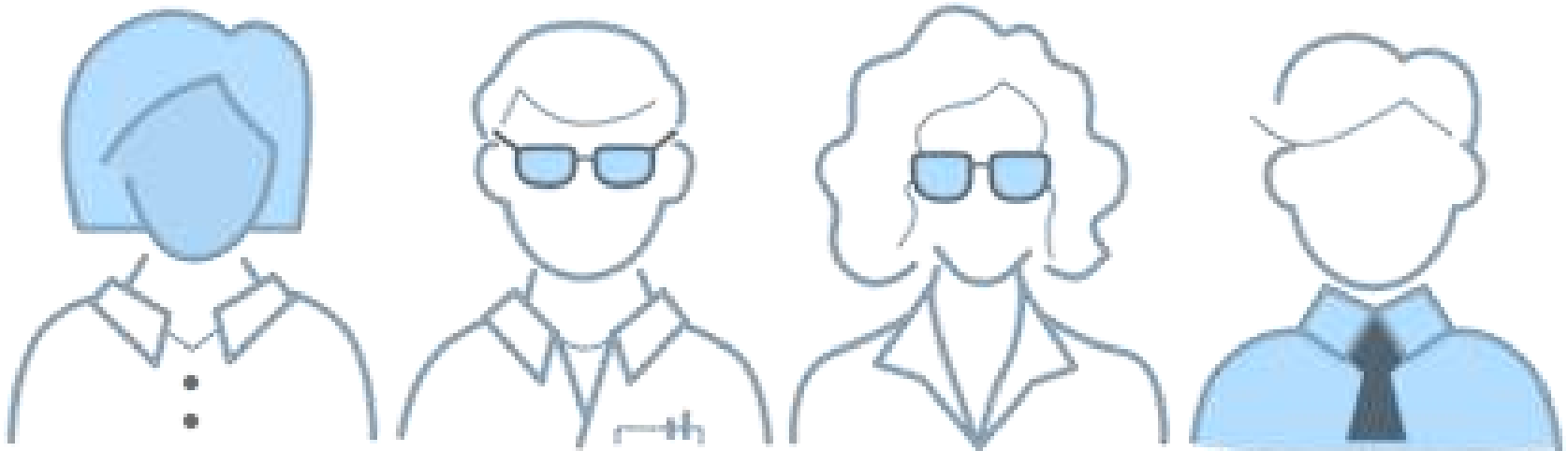
Before submission

- Check the manuscript as thoroughly as possible before submission
- Ask colleagues and supervisors to review your manuscript

Finally, **SUBMIT** your manuscript with a cover letter and await a response...

Choosing the right journal - How would you do it?

- Discuss briefly with your neighbors:
 - Find criteria (at least 1) on how to rate a journal
 - Explain briefly (max. 2 sentences) why you choose each criteria.
 - Can you think of one or two journals that fit your criteria and you would like to publish in.



Choosing the right journal – Best Practice

- Aim to reach the intended audience for your work
- Choose only one journal, as simultaneous submissions are prohibited
- Supervisor and colleagues can provide good suggestions
- Shortlist a handful of candidate journals, and investigate them:
 - Aims
 - Scope
 - Accepted types of articles
 - Readership
 - Current hot topics

Articles in your reference list will usually lead you directly to the right journals.

Choosing the right journal – Bibliometric Indicators

**Impact
Factor**

Eigenfactor

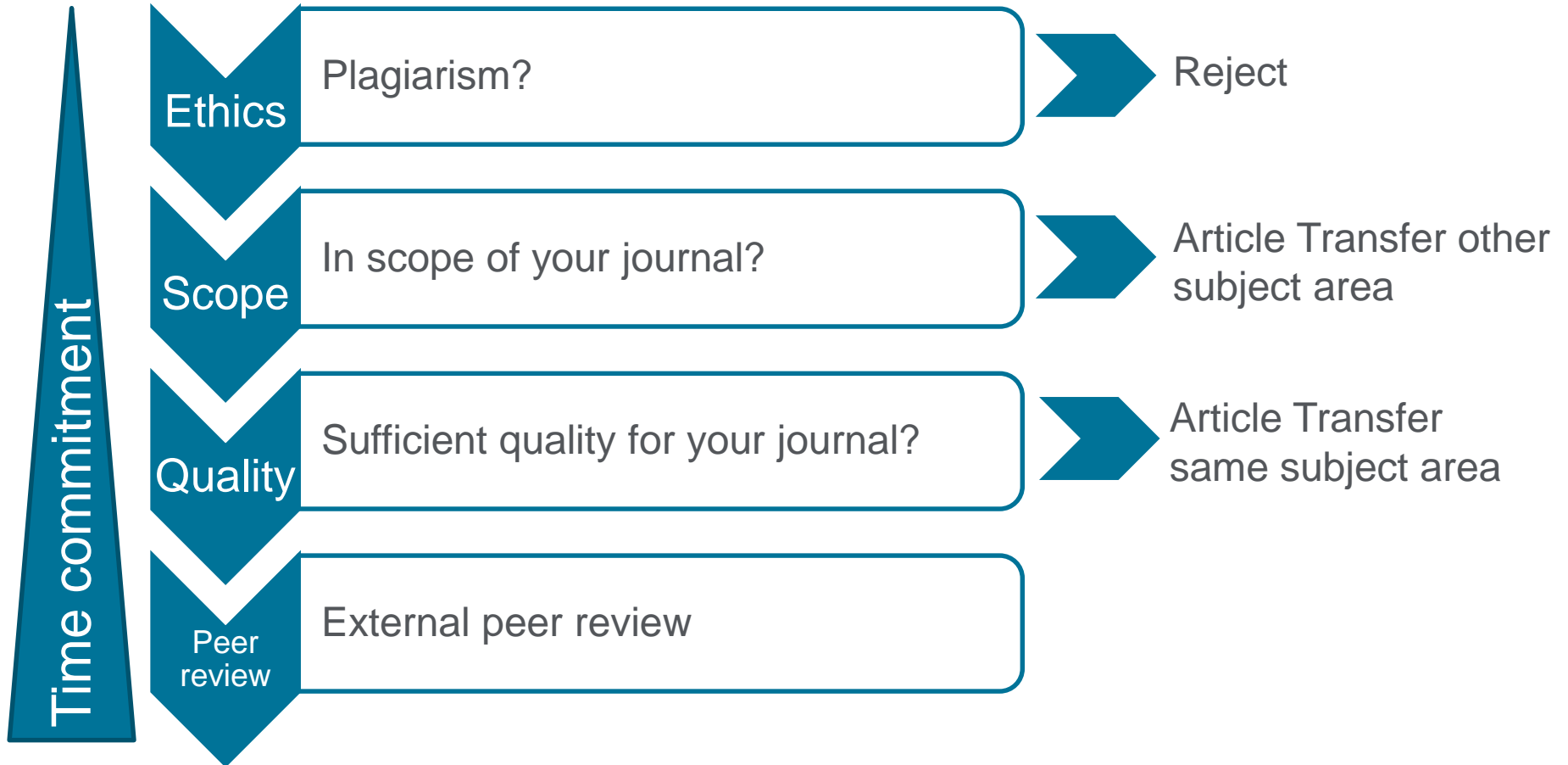
SJR

SNIP

CiteScore



Overview



CrossCheck

- Consists of database of published content and text similarity-detecting software from Iparadigms
- Huge database: 42 million+ articles from 175,000+ journals and books from 590+ publishers
 - Comparison: 89 million DOIs in Crossref, i.e. CrossCheck is not yet an exhaustive database
- ***Expert interpretation still essential: CrossCheck shows similarity but not context or intent***

CrossCheck "Document Viewer"

Match Overview

All Sources

The screenshot displays the iThenticate document viewer interface. The main window shows a document titled "Schmidtetal.pdf" with a table of contents and the start of the "1. Introduction" section. The introduction text discusses multiphase fluid systems and thermal convection. A sidebar on the right, titled "Match Overview", lists nine matches with their respective word counts and similarity percentages. A callout box labeled "Match Overview" points to the sidebar, and another callout box labeled "All Sources" points to the "Publications" match at the bottom.

Match ID	Source	Words	Similarity
1	CrossCheck	71 words	2%
2	CrossCheck	61 words	2%
3	Internet	39 words	1%
4	CrossCheck	20 words	1%
5	CrossCheck	19 words	<1%
6	CrossCheck	17 words	<1%
7	CrossCheck	17 words	<1%
8	CrossCheck	17 words	<1%
9	Publications	15 words	<1%

What do I *initially* look at?

Henk Busscher

(Editor *Colloids and Surfaces B: Biointerfaces*)

Title

- Do I understand what the paper will be about
- Informative and appealing to a large group of readers
- *“A poorly chosen title is a missed opportunity to connect with your audience”*

Abstract

- In line with title
- Indicate the general significance of the research
- Aim of the study
- Results described in sufficient detail
- Conclusion, preferably in broader perspective
- *“It excites me and I want to read the introduction”*



What do I *initially* look at?

Introduction

- Not about what **you** know (*“knowledge exhibition”*)
- Does it identify gaps in the current literature
- Does it explain an urgency to fill these gaps
- What will the paper yield to fill that gap
- A clear aim
- *“I want to finish reading the whole paper before doing anything else!”*

Figures and Tables

- Clear, standard deviations with explanations
- *“We are an exact science journal. Data should not only be electron micrographs, histological images or photographs of test tubes”*

Results and discussion

I want to see what data the authors add (**RESULTS**) and how it fits in and forwards the field (**DISCUSSION**)

References

Majority of the references to the field or to the journal?

Cover letter

Agenda

Table of Contents

- The origins of scientific publishing
- Steps to take before writing a paper
- How to develop and submit a manuscript
- What editors and publishers are looking for
- **How to deal with referee comments**
- Publishing ethics, plagiarism, rights and permissions, and duplicate publishing



“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)
- “Minor revision” does NOT guarantee acceptance after revision, but often it is accepted if all points are addressed!

Revision

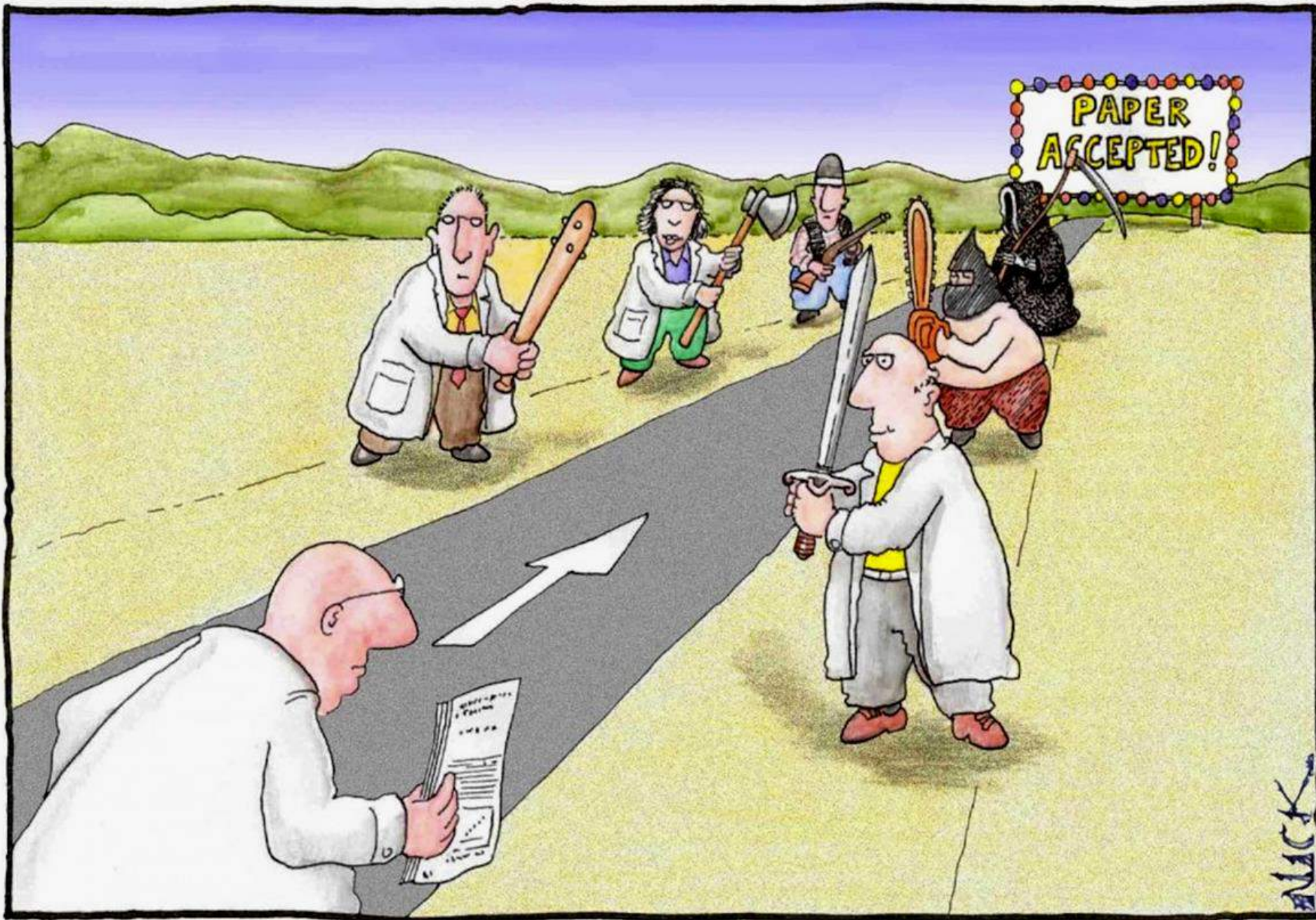
- The revision process requires two major documents:
- The first is the revised manuscript highlighting all the modifications made following the recommendations received from the reviewers.
- The second is a letter listing the authors' responses illustrating they have addressed all the concerns of the reviewers and editors.
- These two documents should be drafted carefully. The authors of the manuscript can agree or disagree with the comments of the reviewers (typically agreement is encouraged) and are not always obliged to implement their recommendations, but they should in all cases provide a well-argued justification for their course of action.

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*



Ethical considerations when peer reviewing

Expertise

Does the manuscript fall within your expertise? If not, it is better to leave it to someone else and decline to review (in this case, it is always useful for the editor if you could recommend alternative candidates!)

Timeliness

Can you return a the review within the specific deadline? Remember that other peoples research careers might depend on it.

Take it seriously

Your review should really help the authors to improve the quality of their research and contribute to the overall quality of the journal!

Avoid bias

Do not review a manuscript if you have a strong (positive or negative) feeling about the authors.

Ethical considerations when peer reviewing

Do not be intimidated by the task

It is very likely that you have been invited to review because someone values your expertise in the field.

Respect confidentiality

Do not talk about the manuscript, the results or methods with outsiders!

Review anonymously?!

Some discussion right now: BMJ requires all reviewers to be identified, Nature Neurosciences recommends anonymous reviews

Comments to the Reviewers

“When reviewing, try to remember that you are an author too and be professional and constructive in your approach. That can be hard but don’t let your inner nitpicker get the upper hand.”

Stephen Curry, Professor of Structural Biology, Imperial College London

<https://www.scopus.com/authid/detail.uri?authorId=7203018468>

Decision: “Accepted” or “Rejected”

Accepted

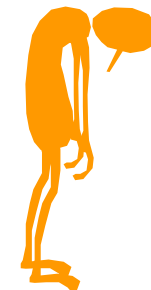
- Very rare, but it happens



- **Congratulations!**
 - Cake for the department
 - Now wait for page proofs and then for your article 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
 - Read the *Guide for Authors* of the new journal, again and again.



Agenda

Table of Contents

- The origins of scientific publishing
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- How to develop and submit a manuscript
- Overview of the review process
- What editors and publishers are looking for
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- Publishing ethics, plagiarism, rights and permissions, and duplicate publishing



Issues with ethics in publishing

Fabrication

- Making up research data

Falsification

- Manipulation of existing research data

Plagiarism

- Plagiarism takes many forms, from “passing off” another’s paper as the author’s own paper, to copying or paraphrasing substantial parts of another’s paper (without attribution), to claiming results from research conducted by others

Not disclosed Conflict of interest

- Cover letter

Authorship issues

- No ghost or gift authors

Duplicate publication

- Submit to only one journal

Peer review manipulation

- Fake peer review

Sharing guidelines

What may be plagiarised?


Work that can be plagiarised includes...

- Words (language)
- Ideas
- Findings
- Writings
- Graphic representations
- Computer programs
- Diagrams
- Graphs
- Illustrations
- Information
- Lectures
- Printed material
- Electronic material
- Any other original work

Higher Education Academy, UK



Conflicts of Interest

- **Conflicts of interest can take many forms:**
 - Direct financial
 - Employment, stock ownership, grants, patents
 - Indirect financial
 - Honoraria, consultancies, mutual fund ownership
 - Career & intellectual
 - Promotion, direct rival
 - Personal belief
- 
- The proper way to handle potential conflicts of interest is through transparency and disclosure
 - At the journal level, this means disclosure of the potential conflict in your cover letter to the journal editor

Submissions

- You must only submit your manuscript to one journal at a time and wait to hear a decision before considering submitting the paper to another journal

- Multiple, redundant, or concurrent publication issues
 - Ideally, the situation should be avoided where manuscripts that describe essentially the same research are published in more than one journal or primary publication
 - Duplication of the same paper in multiple journals of different languages should be avoided
 - “Salami slicing”, or creating several publications from the same research, is manipulative and discouraged

Fake Peer Review

Retraction Watch

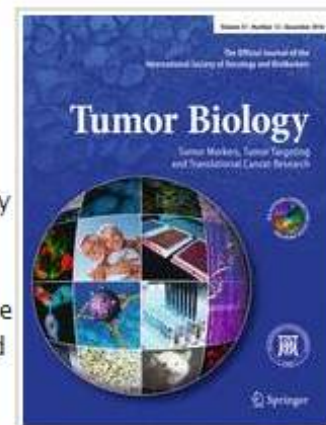
Tracking retractions as a

A new record: Major publisher retracting more than 100 studies from cancer journal over fake peer reviews

with 9 comments

Springer is [retracting 107 papers](#) from one journal after discovering they had been accepted with fake peer reviews. Yes, 107.

To submit a fake review, someone (often the author of a paper) either makes up an outside expert to review the paper, or suggests a real researcher — and in both cases, provides a fake email address that comes back to someone who will invariably give the paper a glowing review. In this case, Springer, the publisher of *Tumor Biology* through 2016, told us that an investigation produced “clear evidence” the reviews were submitted under the names of real researchers with faked emails. Some of the authors may have used a third-party editing service, which may have supplied the reviews. The [journal is now published by SAGE](#).



The retractions follow another sweep by the publisher last year, when *Tumor Biology* [retracted 25 papers](#) for compromised review and other issues, mostly authored by researchers based in Iran. With the latest bunch of retractions, the journal has now retracted the most papers of any other journal indexed by [Clarivate Analytics' Web of Science, formerly part of Thomson Reuters](#). In 2015, its impact factor — 2.9 — ranked it 104th out of 213 oncology journals.

Here's more from Springer's official statement, out today:



After the retractions as a result of fake peer review (amongst others) in 2015 and 2016 that involved Tumor Biology, the decision was made to screen new papers before they are released to production.

Sharing Guidelines

Preprint

- Authors can share their preprint anywhere at any time.

Accepted manuscript

- If accepted for publication, authors should link from the preprint to their formal publication via its Digital Object Identifier (DOI). Millions of researchers have access to the formal publications on ScienceDirect, and so links will help your users to find, access, cite, and use the best available version.
- Authors can update their preprints on arXiv or RePEc with their accepted manuscript.

Sharing Guidelines

Published Journal Article

- Elsevier will send you a Share Link when your article is published: a personal, customized short link that provides free access to your article for 50 days. This means you can invite colleagues and peers to access your article on ScienceDirect, sharing it by email and social media.

Sharing Published Articles

- If you are an author, please share a **link** to your article rather than the full-text. Millions of researchers have access to the formal publications on ScienceDirect, and so links will help your users to find, access, cite, and use the best available version
- Theses and dissertations which contain embedded PJAs as part of the formal submission can be posted publicly by the awarding institution with DOI links back to the formal publications on ScienceDirect
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- No final PDFs on **ResearchGate** or **Sci-Hub**

See www.elsevier.com/sharing-articles

What to do with your lay summary

- Submit with a funding application
- Publish on your personal website or blog
- Share on social media
- Send to your press office or communications team

Writing the lay summary

- 250-400 words
- Short sentences of 20-30 words
- Short paragraphs of 2-3 sentences
- Engaging, accessible style
- Simple language, plain English



Other Researcher Tools



Elsevier Researcher Academy

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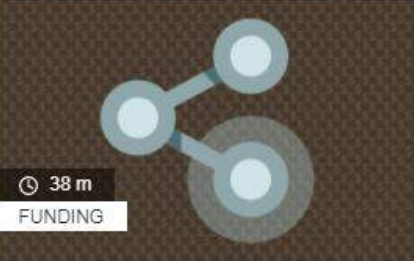


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10 tips for writing a truly terrible journal article

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Discover how metrics can boost funding and networking opportunities

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Beginners' guide to writing a manuscript in LaTeX

Everything you need to know about using LaTeX to ensure your formula-heavy manuscript has a professional polish.

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Top matching keywords

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Impact Factor

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Acceptance rate

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Time to publication

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- Get Published – top tips on writing, reviewing and grant writing etc.
- Get Noticed – new ways to promote your article and research
- Open access – definitions and options
- Career Planning Guide – download in 12 languages



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Additional Reading

- How to Review a Paper - <http://www.sciencemag.org/careers/2016/09/how-review-paper>
- How to become good at peer review: A guide for young scientists
<https://violentmetaphors.com/2013/12/13/how-to-become-good-at-peer-review-a-guide-for-young-scientists/>
- Moher D and Jadad AR. “How to peer review a manuscript”-
<http://www.bmj.com/sites/default/files/attachments/resources/2011/07/moher.pdf>
- Nature Neuroscience’s guide for reviewers -
(<http://www.nature.com/neuro/referees/index.html>)
- Striving for excellence in peer review -
(<http://www.nature.com/neuro/journal/v12/n1/full/nn0109-1.html>)



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