

How to Write Great Papers and Get Published

*Understanding and benefiting from
the publishing process*

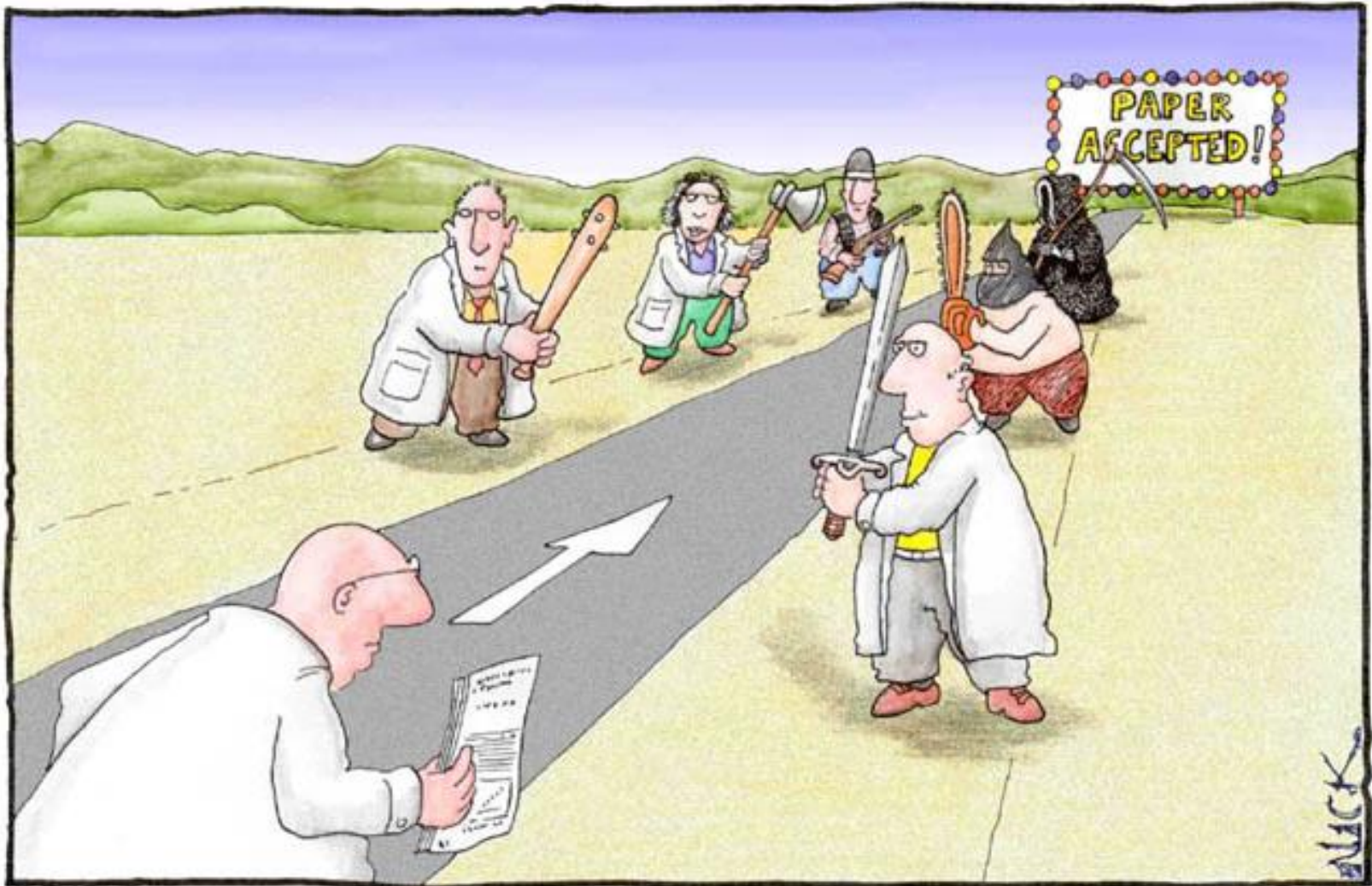


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Presented by: Anthony Newman, Senior Publisher
Location/Date: Madrid, March 2016



Why are you here?

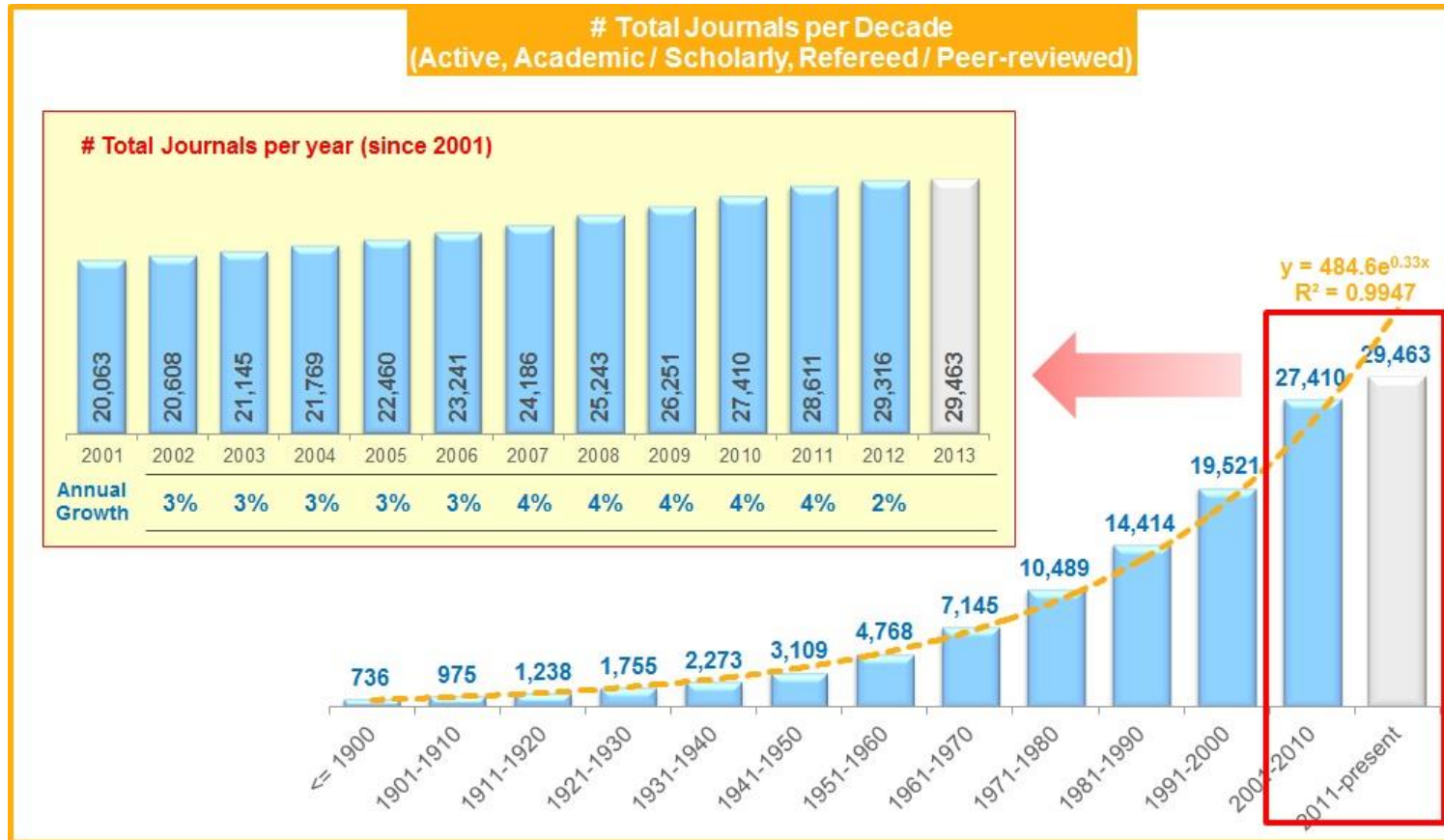


Workshop Outline

■ How to get Published

- Scholarly publishing overview
- What to publish
- Select your journal/readers/audience carefully
- Typical article structure
- The review and editorial process and your response
- Promoting your research
- Open Access or Not?
- Publishing ethics

Peer-reviewed journal growth 1990-2013

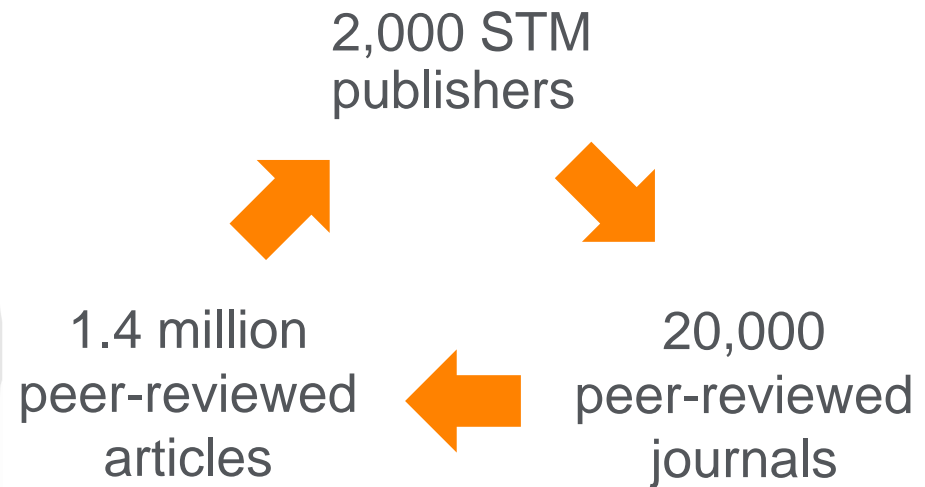


Scholarly publishing today

Scientific, technical and medical (STM) publishing



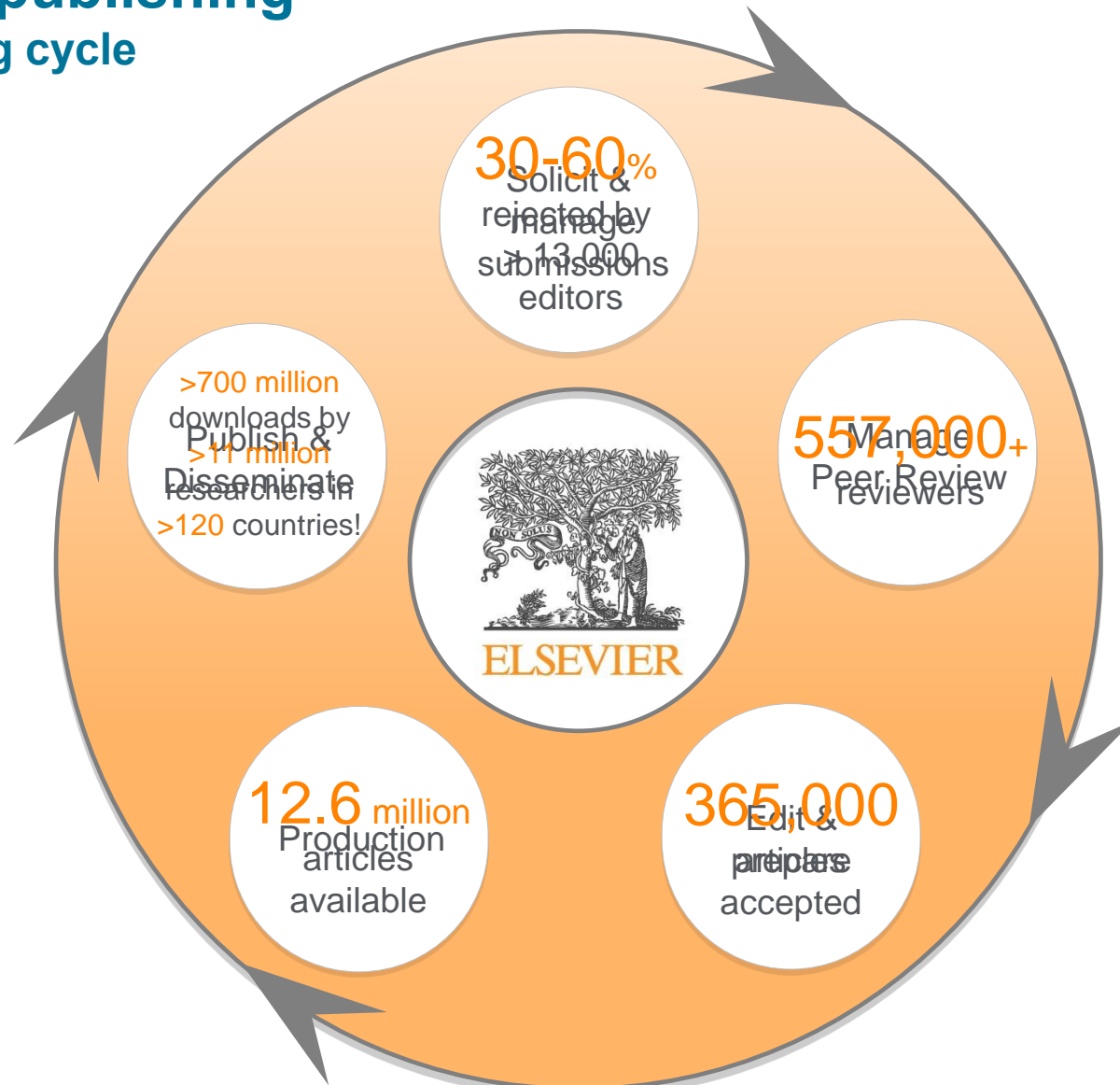
Publishing Connect



Elsevier Publishing Campus

Academic publishing

The publishing cycle



Trends in publishing

- **Rapid conversion from “print” to “electronic”**
 - 1997: print only
 - 2009: 55% e-only (mostly e-collections)
25% print only
20% print-plus-electronic
 - 2014: 95+% e-only (in life sciences field over 99%)
 - 2017: ???
- **Changing role of “journals” due to e-access**
- **Increased usage of articles (more downloads), but less in-depth use**
 - at lower cost per article
- **Electronic submission**
 - Increased manuscript inflow
- **Experimentation with new publishing models**
 - E.g. “author pays” models, “delayed open access”, etc.

Your personal reason for publishing



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

Why publish?

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

What to publish:

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

What NOT to **publish**:

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



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

A good manuscript has

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

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

What is a strong manuscript?

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



**Editors and reviewers are all busy scientists –
make things easy to save their time**



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How To Get Your Article Published

Before you start writing



Refine your searching – be strategic!

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

There is more than 

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

Ask your library experts for help.

Haglund and Olson, 2008:

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



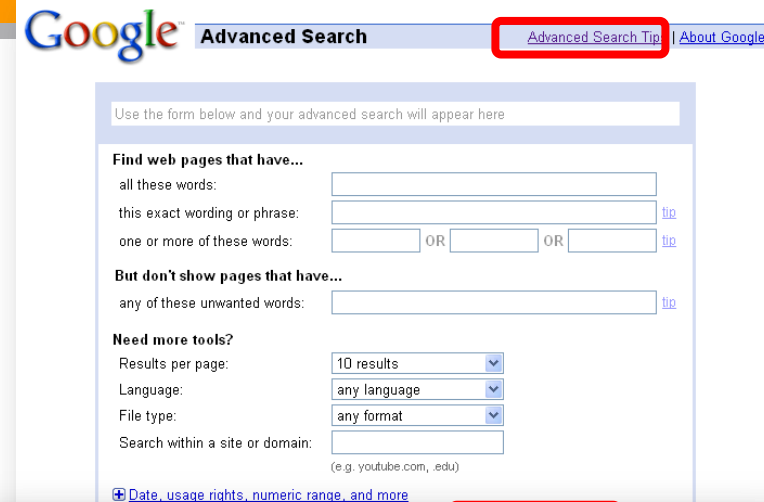
Use the advanced search options

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

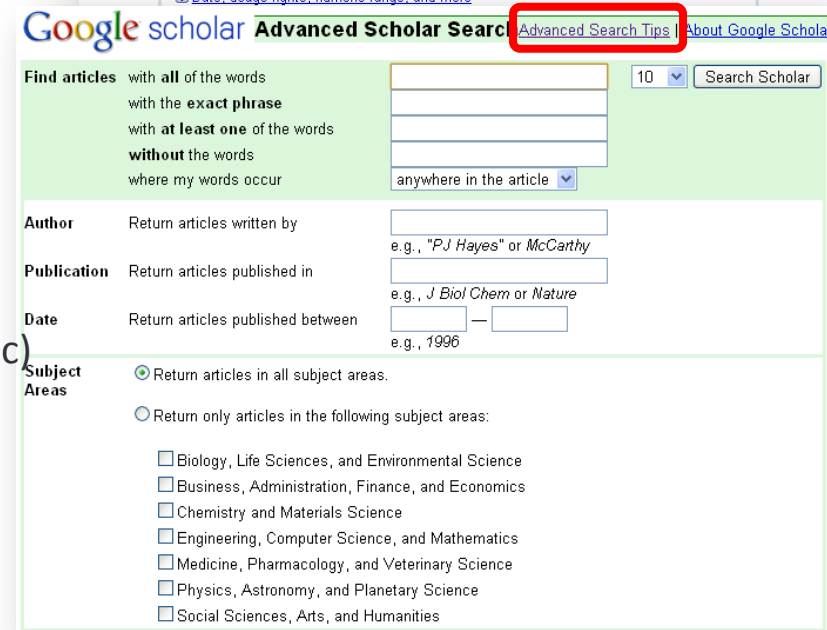
- In ScienceDirect, Scopus, WoS, PubMed and other databases use proximity operators:

- w/n ← Within - (non order specific)
- pre/n ← Precedes - (order specific)

E.g. wind w/3 energy



The screenshot shows the Google Advanced Search page. The 'Advanced Search' link is highlighted with a red box. The form includes fields for 'Find web pages that have...' (all these words, this exact wording or phrase, one or more of these words) and 'But don't show pages that have...' (any of these unwanted words). It also has a 'Need more tools?' section with dropdowns for 'Results per page' (10 results), 'Language' (any language), and 'File type' (any format), plus a 'Search within a site or domain' field. A link for 'Data, usage rights, numeric range, and more' is at the bottom.



The screenshot shows the Google Scholar Advanced Scholar Search page. The 'Advanced Search Tips' link is highlighted with a red box. The form includes a 'Find articles' section with options for 'with all of the words', 'with the exact phrase', 'with at least one of the words', 'without the words', and 'where my words occur'. It also has a 'Subject Areas' section with a radio button to 'Return articles in all subject areas' and a list of subject areas to choose from: Biology, Life Sciences, and Environmental Science; Business, Administration, Finance, and Economics; Chemistry and Materials Science; Engineering, Computer Science, and Mathematics; Medicine, Pharmacology, and Veterinary Science; Physics, Astronomy, and Planetary Science; and Social Sciences, Arts, and Humanities.

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Medicine and Dentistry

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1. **Imperfect information in a quality-competitive hospital market** • Article
Journal of Health Economics, Volume 29, Issue 4, July 2010, Pages 624-636
Gravelle, Hugh; Sivey, Peter
[Cited by Scopus \(7\)](#)
2. **Effects of vitamin D supplements on bone mineral density: a systematic review and meta-analysis** • Article
The Lancet, Volume 383, Issue 9912, January 2014, Pages 140-155
Reid, I.R.; Bolland, M.J.; Grey, A.
[Cited by Scopus \(21\)](#)
3. **Comparative efficacy and tolerability of 16 antipsychotic drugs in schizophrenia: a multiple-treatments meta-analysis** • Article
The Lancet, Volume 382, Issue 9896, September 2013, Pages 981-992
Leucht, S.; Cipriani, A.; Spinelli, L.; Mavridis, D.; Grey, D.; Richter, F.; Samara, M.; Barbui, C.; Engel, R.R.; Geddes, J.R.; Kissling, W.; Stapf, M.P.; Lässig, B.; Salanti, G.; Davis, J.M.
[Cited by Scopus \(21\)](#)
4. **Childhood obesity: public-health crisis, common sense cure** • Review article
The Lancet, Volume 380, Issue 9331, August 2012, Pages 473-482
Ebbeling, C.B.; Pawlak, D.B.; Ludwig, D.S.
[Cited by Scopus \(156\)](#)
5. **The effects of violent video game habits on adolescent hostility, aggressive behaviors, and school performance** • Article
Journal of Adolescence, Volume 27, Issue 1, February 2004, Pages 6-22
Gentile, Douglas A.; Lynch, Paul J.; Linde, Jennifer R.; Walsh, David A.
[Cited by Scopus \(224\)](#)
6. **Exercise induces Hippocampal BDNF through a PGC-1 α /FND6C6 Pathway** • Article
Cell Metabolism, Volume 10, Issue 6, November 2013, Pages 649-659
Wann, Christine D.; White, James P.; Salogiannis, J.; Laznik-Bogoslavski, D.; Wu, J.; Ma, D.; Lin, Jialie D.; Greenberg, Michael E.; Spiegelman, Bruce M.
[Cited by Scopus \(4\)](#)
7. **Asthma** • Review article
The Lancet, Volume 382, Issue 9901, October 2013, Pages 1360-1372
Martinez, F.D.; Vercelli, D.
[Cited by Scopus \(2\)](#)
8. **An empirical comparison of methods for meta-analysis of diagnostic accuracy showed hierarchical models are necessary** • Article
Journal of Clinical Epidemiology, Volume 51, Issue 11, November 2008, Pages 1096-1103
Harbord, R.M.; Whiting, P.; Sterne, J.A.C.; Egger, M.; Deeks, J.J.; Shang, A.; Bachmann, L.M.
[Cited by Scopus \(43\)](#)
9. **Global and regional mortality from 235 causes of death for 20 age groups in 1980 and 2010: a systematic analysis for the Global Burden of Disease Study 2010** • Article
The Lancet, Volume 380, Issue 9899, December 2012, Pages 2095-2128
Lozano, R.; Naghavi, M.; Foreman, K.; Lim, S.; Shibuya, K.; Aboyans, V.; Abraham, J.; Adair, T.; Aggarwal, R.; Ahn, S.Y.; Almazan, M.A.; Alvarez, M.; Anderson, H.R.; Anderson, L.M.; Andrews, K.G.; Atkinson, C.; Baddour, L.M.; Barker-Collo, S.; Bari, A.
[Cited by Scopus \(402\)](#)
10. **Electronic cigarettes for smoking cessation: a randomised controlled trial** • Article
The Lancet, Volume 382, Issue 9908, November 2013, Pages 1629-1637
Bullen, C.; Howe, C.; Laugesen, M.; McRobbie, H.; Parag, V.; Williams, J.; Walker, N.
[Cited by Scopus \(19\)](#)
11. **The empirical status of cognitive-behavioral therapy: A review of meta-analyses** • Article
Clinical Psychology Review, Volume 26, Issue 1, January 2006, Pages 17-31
Butler, Andrew C.; Chapman, Jason E.; Forman, Evan M.; Beck, Aaron T.
[Cited by Scopus \(913\)](#)
12. **Social determinants of health inequalities** • Article
The Lancet, Volume 365, Issue 9454, March 2005, Pages 1099-1104
Macken, Sir



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Year

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

Author Name

- ☐ Fersht, A.R. (281)
- ☐ Scheraga, H.A.
- ☐ Uversky, V.N.
- ☐ Schmid, F.X.
- ☐ Baker, D.

Subject Area

- ☐ Biochemistry, Genetics and

☐ Gene ontology: Tool for the unification of biology

Ashburner, M., Ball, C.A., Blake, J.A., 2000 Nature Genetics (...), Rubin, G.M., Sherlock, G.

12503

[Full Text](#)

[View at Publisher](#)

☐ Mfold web server for nucleic acid folding and hybridization prediction

Zuker, M.

2003 Nucleic Acids Research

6200

[Full Text](#)

[View at Publisher](#)

☐ Protein folding and association: Insights from the interfacial and thermodynamic properties of hydrocarbons

Nicholls, A., Sharp, K.A., Honig, B.

1991 Proteins: Structure, Function and Genetics

5004

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Year

- ☐ 2016 (3)
- ☐ 2015 (295)
- ☐ 2014 (295)
- ☐ 2013 (384)
- ☐ 2012 (426)

Author Name

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

Subject Area

- ☐ Biochemistry, Genetics and

☐ SCOP: A structural classification of proteins database for the investigation of sequences and structures

Murzin, A.G., Brenner, S.E., Hubbard, T., Chothia, C.

4725

[Full Text](#)

[View at Publisher](#)

☐ Protein secondary structure prediction based on position-specific scoring matrices

Jones, D.T.

1999 Journal of Molecular Biology

2853

[Full Text](#)

[View at Publisher](#)

☐ Protein misfolding, functional amyloid, and human disease

Chiti, F., Dobson, C.M.

2006 Annual Review of Biochemistry

2762

[Full Text](#)

[View at Publisher](#)

☐ Protein folding and misfolding

Dobson, C.M.

2003 Nature

2274

[Full Text](#)

[View at Publisher](#)

☐ Analysis of the accuracy and implications of simple methods for predicting the secondary structure of globular proteins

Garnier, J., Osguthorpe, D.J., Robson, B.

1978 Journal of Molecular Biology

2215

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Year

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

Author Name

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

Subject Area

1 Protein misfolding, functional amyloid, and human disease Chiti, F., Dobson, C.M. 2006 Annual Review of Biochemistry 2521

2 Signal integration in the endoplasmic reticulum unfolded protein response Ron, D., Walter, P. 2007 Nature Reviews Molecular Cell Biology 8 (7), pp. 519-529 2242 Cited by

3 Folding DNA to create nanoscale shapes and patterns Rothmund, P. 2006 Nature 1874

4 Soluble protein oligomers in neurodegeneration: Lessons from the Alzheimer's amyloid β -peptide Haass, C., Selkoe, D.J. 2007 Nature Reviews Molecular Cell Biology 1852

5 High-resolution crystal structure of an engineered human β 2-adrenergic G protein-coupled receptor Cherezov, V., Rosenbaum, D.M., Hanson, M.A., (...), Kobilka, B.K., Stevens, R.C. 2007 Science 1836

6 Global, In Vivo, and Site-Specific Phosphorylation Dynamics in Signaling Networks Olsen, J.V., Blagoev, B., Gnäd, F., (...), Mortensen, P., Mann, M. 2006 Cell 1697

7 A "silent" polymorphism in the MDR1 gene changes substrate specificity Kimchi-Sarfaty, C., Oh, J.M., Kim, I.-W., (...), Ambudkar, S.V., Gottesman, M.M. 2007 Science 1215

8 Alzheimer's disease Querfurth, H.W., LaFerla, F.M. 2010 New England Journal of Medicine 1135

Strategic Information gathering

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

Questions to answer before you write

Think about **WHY** you want to publish your **work**.

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

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



What type of manuscript?

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

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

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

Select the best journal for submission

- Look at **your references** – these should help you narrow your choices.
- **Review** recent publications in **each “candidate journal”**. Find out the hot topics, the accepted types of articles, etc.
- Ask yourself the following questions:
 - Is the journal **peer-reviewed** to the right level?
 - Who is this journal’s **audience**?
 - How **fast** does it make a decision or publish your paper?
 - What is the journal’s **Impact Factor**?
 - Does it really exist or is **dubious**? (check for example Beall’s List of Predatory Open Access Publishers)
<http://scholarlyoa.com/publishers/>
- **DO NOT gamble by submitting your manuscript to more than one journal at a time.**
 - International ethics standards prohibit multiple/simultaneous submissions, and editors DO find out! (Trust us, they DO!)

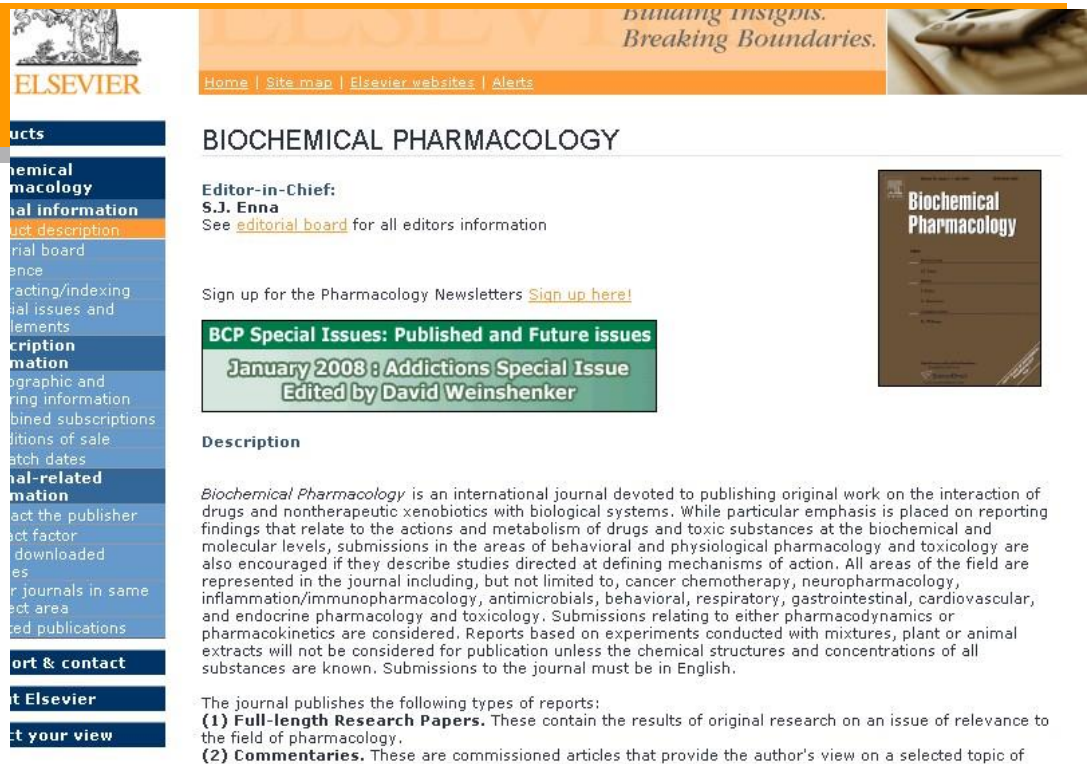
Identify the right audience for your paper

- **Identify the sector of readership/community for which a paper is meant**
- **Identify the interest of your audience**
- **Get advice from your university library team on where to publish**



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)



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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)

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| 2. Cloning, expression, purification and functional characterization of recombinant human Pages 193-203 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) | |

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Bibliometric indicators

**Impact
Factor**

Eigenfactor

SJR

SNIP

H-Index



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What is the Impact Factor (IF)?

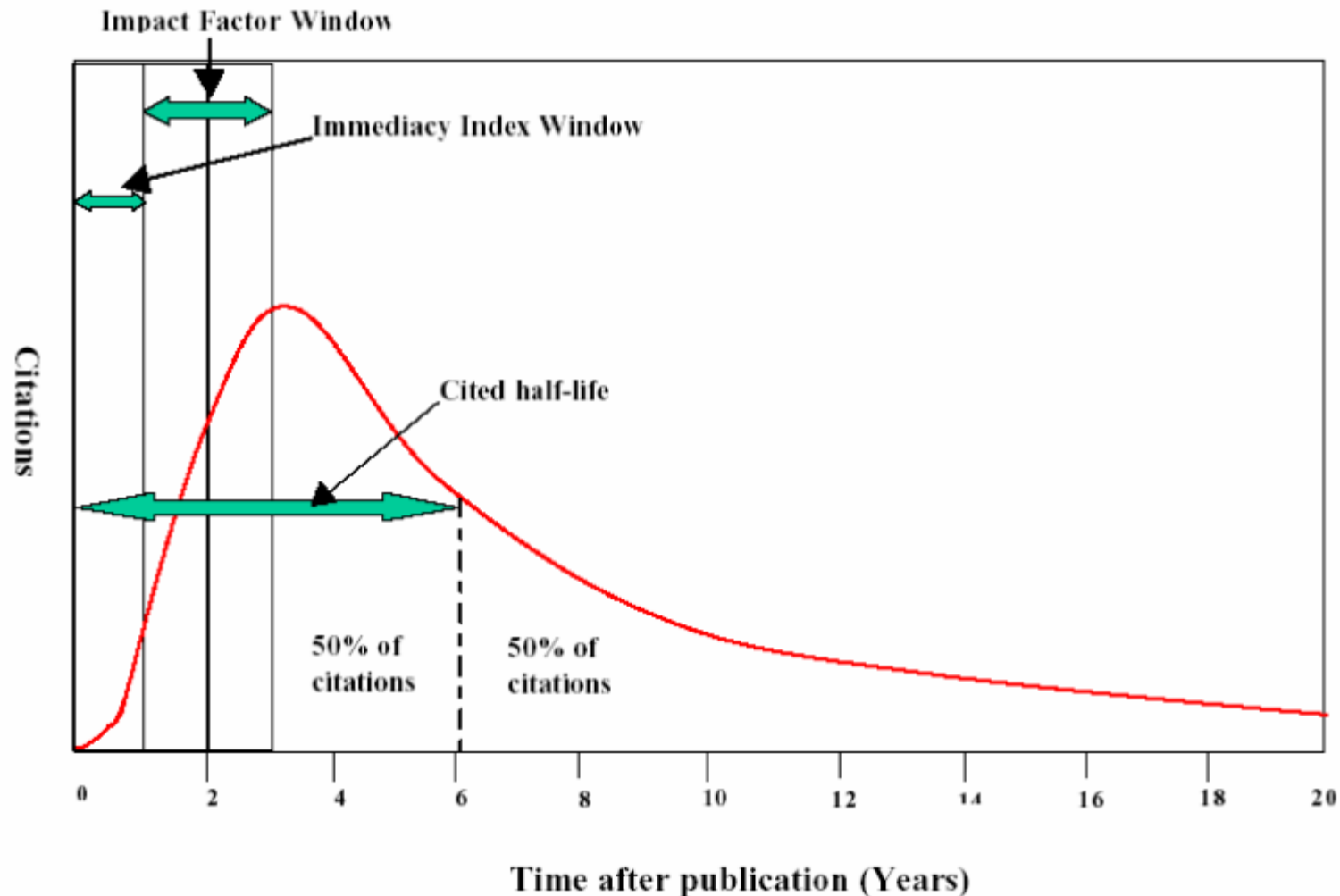
Impact Factor

[the average annual number of citations per article published]

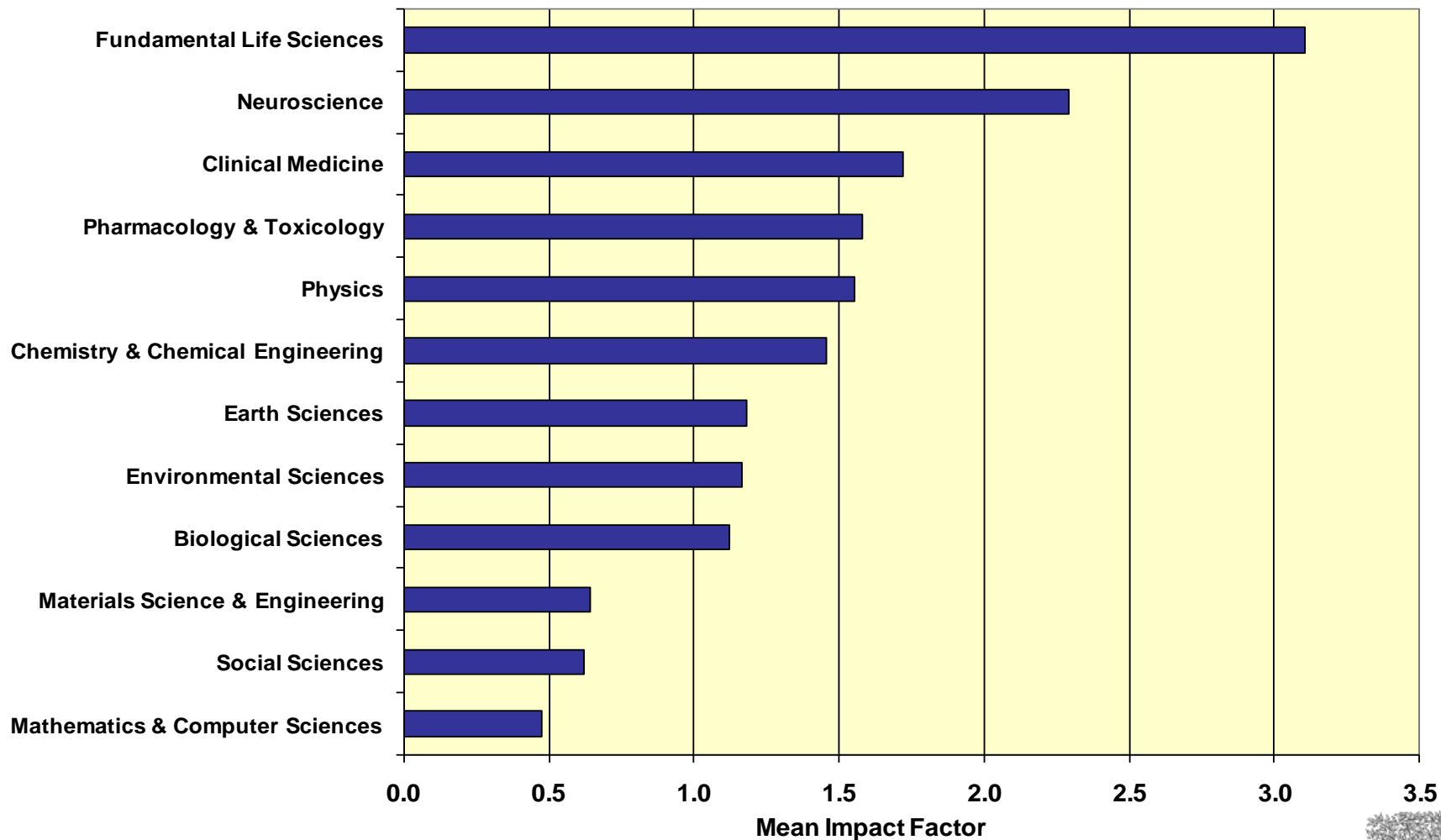
- For example, the 2013 impact factor for a journal is calculated as follows:
 - A = the number of times articles published in 2011 and 2012 were cited in indexed journals during 2013
 - B = the number of "citable items" (usually articles, reviews, proceedings or notes; not editorials and letters-to-the-Editor) published in 2011 and 2012
 - 2013 impact factor = A/B
 - e.g. **600 citations** = **2.000**
150 + 150 articles



Impact Factor and other bibliometric parameters



Influences on Impact Factors: Subject Area



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| <input type="checkbox"/> Scandinavian Journal of Caring Sciences | 0.608 |
| <input type="checkbox"/> Scandinavian Journal of Medicine and Science in Sports | 1.226 |
| <input checked="" type="checkbox"/> Science | 10.107 |
| <input type="checkbox"/> Science and Education | 0.904 |
| <input type="checkbox"/> Science and Engineering Ethics | 0.421 |
| <input type="checkbox"/> Science and Engineering of Composite Materials | 0.266 |
| <input type="checkbox"/> Science and Global Security | 0.301 |
| <input type="checkbox"/> Science and Justice - Journal of the Forensic Science S... | 0.759 |
| <input type="checkbox"/> Science and Public Policy | 0.444 |
| <input type="checkbox"/> Science and Society | 0.212 |
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| <input type="checkbox"/> Science and Technology of Advanced Materials | 0.760 |
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| <input type="checkbox"/> Science and Technology of Nuclear Installations | 0.592 |
| <input type="checkbox"/> Science and Technology of Welding and Joining | 1.709 |
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Chart Table

SJR IPP SNIP Citations Documents % Not cited % Reviews

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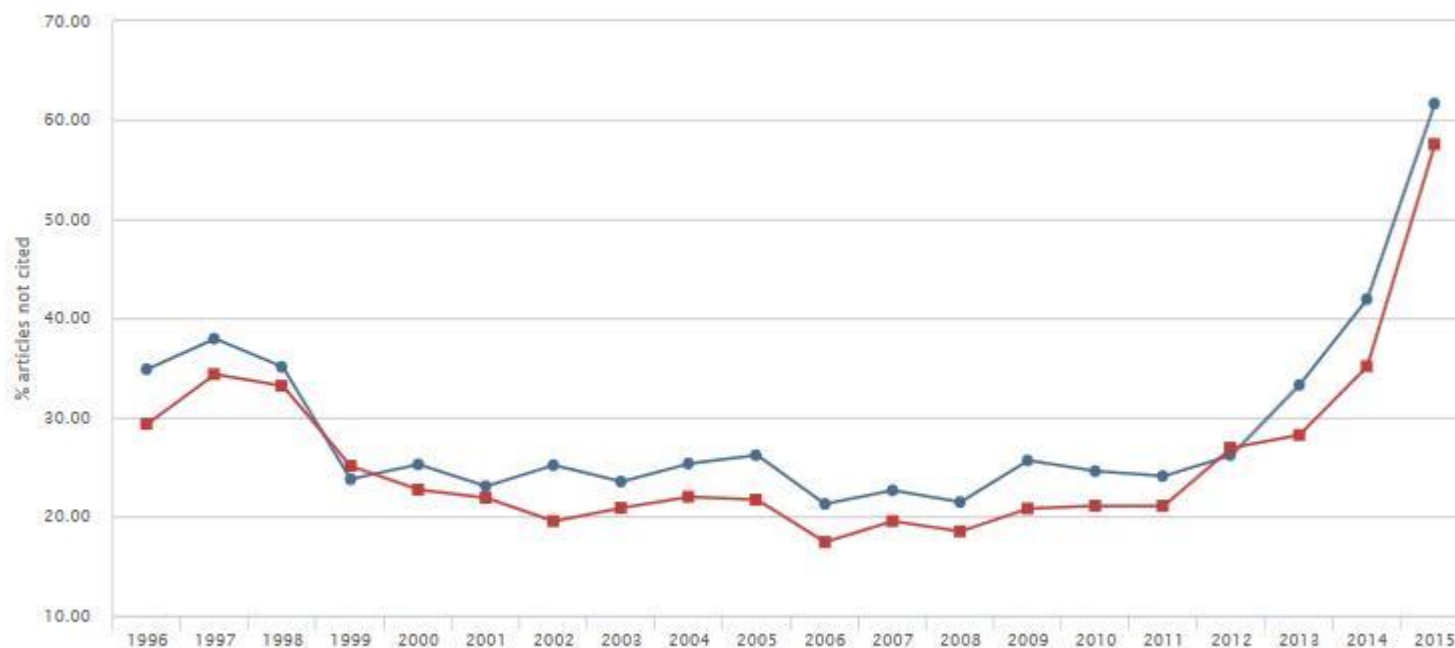
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0.396

Nature

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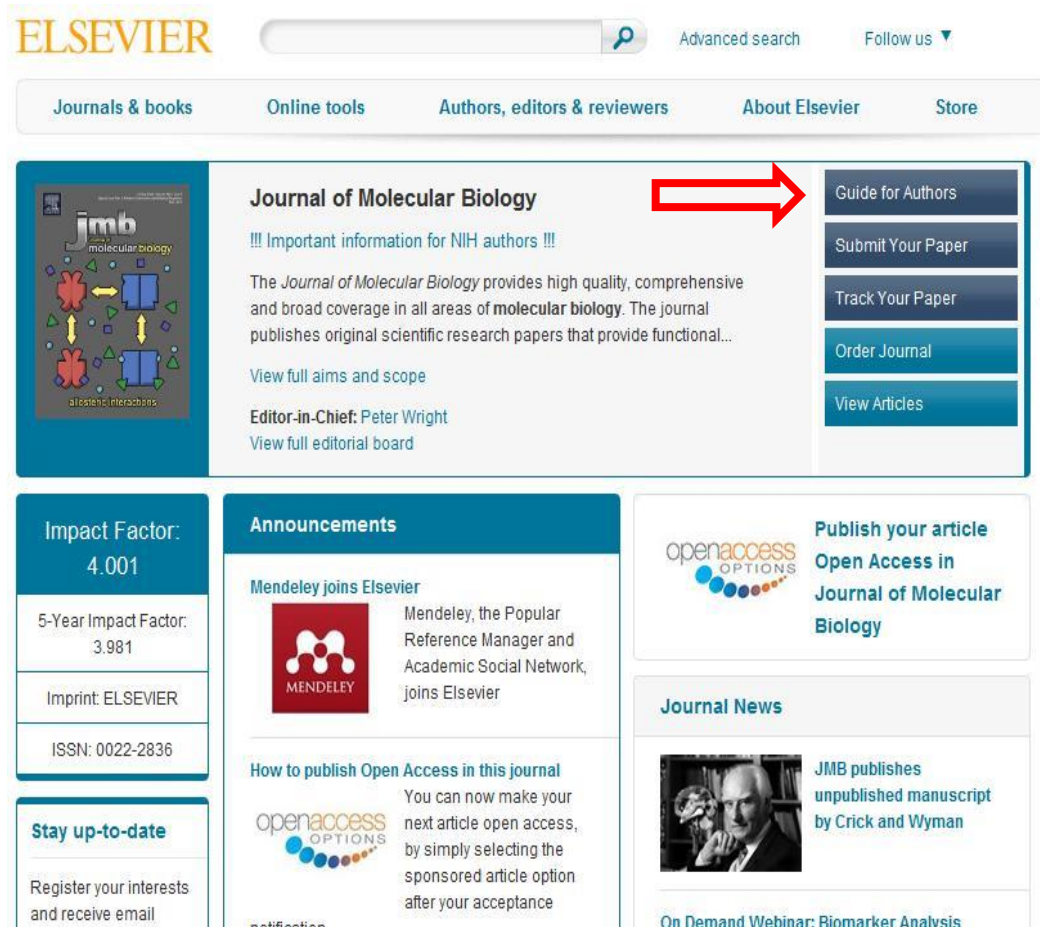
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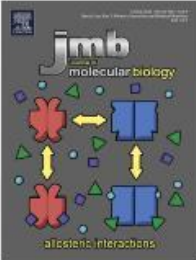
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| | | |
|--|---|--|
| INTRODUCTION <ul style="list-style-type: none">• Editorial policy• Sharing of reagents and data• Sequence data• Structural data• NMR assignments• Cell lines• Types of paper• Contact details for submission | <ul style="list-style-type: none">• Open access• Language (usage and editing services)• Submission PREPARATION <ul style="list-style-type: none">• Use of wordprocessing software• Article structure• Subdivision• Essential title page information• Abstract• Graphical abstract• Highlights• Keywords• Abbreviations• Introduction• Results• Discussion• Materials and methods | <ul style="list-style-type: none">• Database linking• Accession numbers• Glossary• Acknowledgements• Footnotes• Artwork• Color artwork• Tables• References• Journal abbreviations source• Supplemental data• Additional information AFTER ACCEPTANCE <ul style="list-style-type: none">• Use of the Digital Object Identifier• Proofs• Offprints AUTHOR INQUIRIES |
|--|---|--|

Advertisement

Understanding the Publishing Process in Scientific Journals



How to write a scientific article

Innovation

Open access solutions

Impact Factor and other quality measures

Authors' rights and responsibilities



Common problems with submissions:

An international editor says...

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

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

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



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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 – more professional looking.
- One idea or piece of information per sentence is sufficient.
- Avoid multiple statements in one sentence – they are confusing to the reader.

Authorship: Who is allowed to be an Author?

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

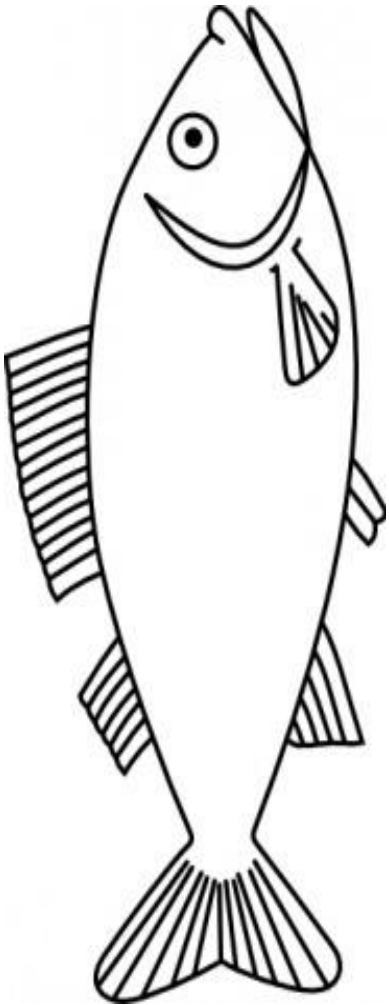
ALL four conditions must be fulfilled to be an author!

All others would qualify as “Acknowledged Individuals”

Authorship - Sequence & Abuses

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

Typical Structure of a Research Article



- Title
- Abstract
- Keywords

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

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

Journal space is not unlimited.

Your reader's time is scarce.

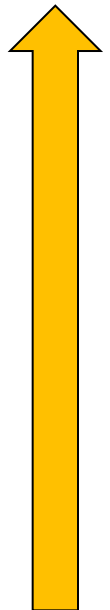
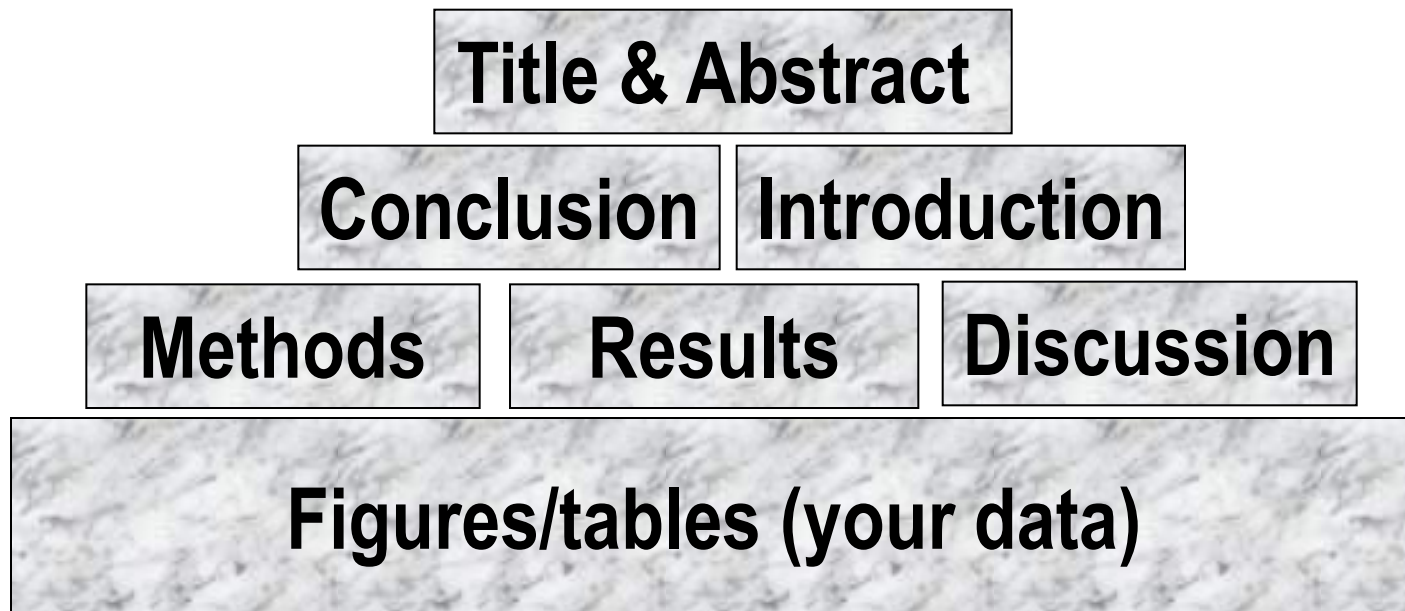
**Make your article as concise as possible
- more difficult than you imagine!**

- Conclusion
- Acknowledgement
- References
- Supplementary Data



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The process of writing – building the article



Title

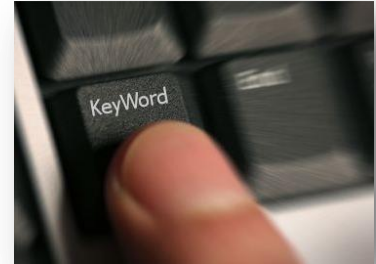
- A good title should contain the **fewest** possible words that **adequately** describe the contents of a paper.
- **Effective titles**
 - Identify the main issue of the paper
 - Begin with the subject of the paper
 - Are accurate, unambiguous, specific, and complete
 - Are as short as possible
 - Articles with short, catchy titles are often better cited
 - Do not contain rarely-used abbreviations
 - Attract readers - Remember: readers are the potential authors who will cite your article

Title: Examples

| Original Title | Revised | Remarks |
|--|---|---|
| Preliminary observations on the effect of Zn element on anticorrosion of zinc plating layer | Effect of Zn on anticorrosion of zinc plating layer | <u>Long title</u> 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 – a good guideline.

Abstract

Tell readers what you did and the important findings

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

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

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

What has been done

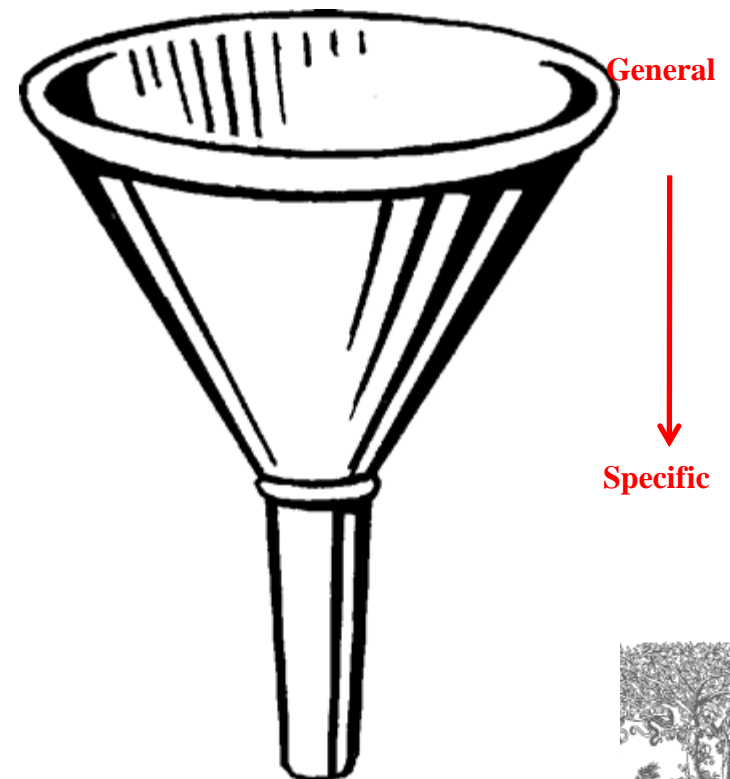
What are the main findings

Introduction

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

Answer a series of questions:

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



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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. State purity and/or supplier if it is important.
- **Present proper control experiments**
- **Avoid adding comments and discussion**
- **Write in the past tense**
 - Most journals prefer the passive voice, some the active.
- **Consider use of Supplementary Materials**
 - Documents, spreadsheets, audio, video,

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

Results – what have you found?

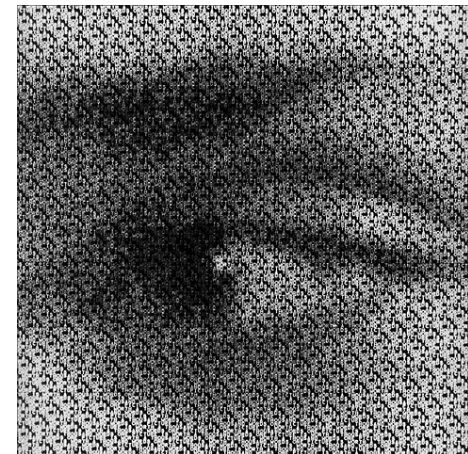
- The following should be included
 - the **main findings**
 - Thus not *all* findings. Decide what to share.
 - Findings from experiments described in the Methods section
 - Highlight findings that **differ** from findings in previous publications, and **unexpected** findings
 - Results of the **statistical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



Results – Figures and tables

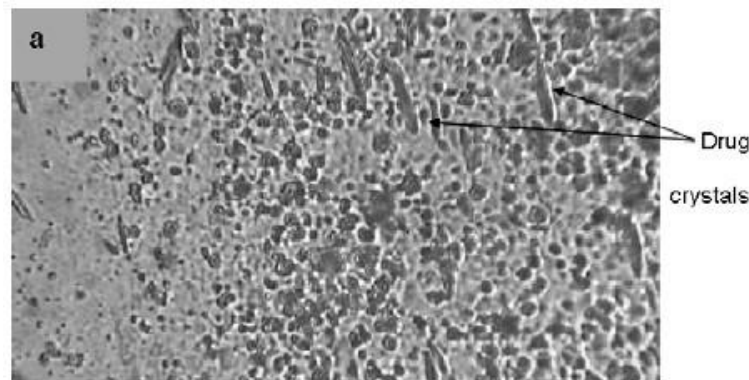
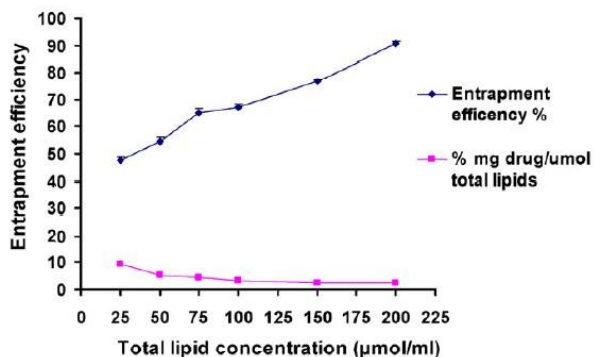
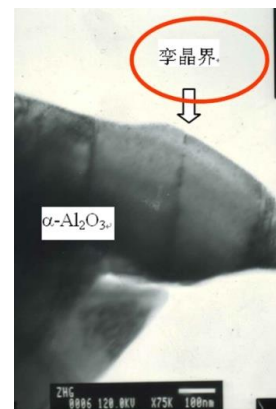
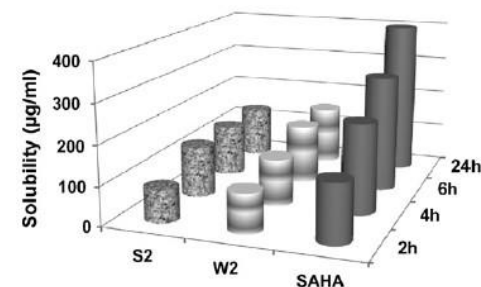
- **Illustrations are critical, because:**
 - Figures and tables are the most efficient way to present results
 - Results are the driving force of the publication
 - Captions and legends must be detailed enough to make figures and tables self-explanatory
 - Figures and tables should not need further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

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



Results – Appearance counts!

- Un-crowded plots
 - 3 or 4 data sets per figure; well-selected scales; appropriate axis label size; symbols clear to read; data sets easily distinguishable.
- Each photograph must have a scale marker of professional quality in a corner.
- Text in photos / figures in English
 - Not in French, German, Chinese, Korean, ...
- Use color *ONLY* when necessary.
 - If different line styles can clarify the meaning, then never use colors or other thrilling effects.
- If used, color must be visible/distinguishable when printed in black & white.
- Do not include long boring tables!



Discussion – what do your results mean?

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

Conclusions

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

References: get them right!

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

Some Publishers are helpful !

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

Called Your Paper Your Way, introduced to the journal Free Radical Biology & Medicine and now offered in more than 640 Elsevier journals. More than half of authors find it easier and more helpful. Reviewers are equally happy as figures and tables can be put in the right place by authors to allow easier review.

Your Paper Your Way

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

To find out more, please visit the Preparation section below.



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Reference Management Software helps

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



THOMSON REUTERS
ENDNOTE



zotero

en.wikipedia.org/wiki/Comparison_of_reference_management_software



Supplementary Material

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

Cover Letter

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.

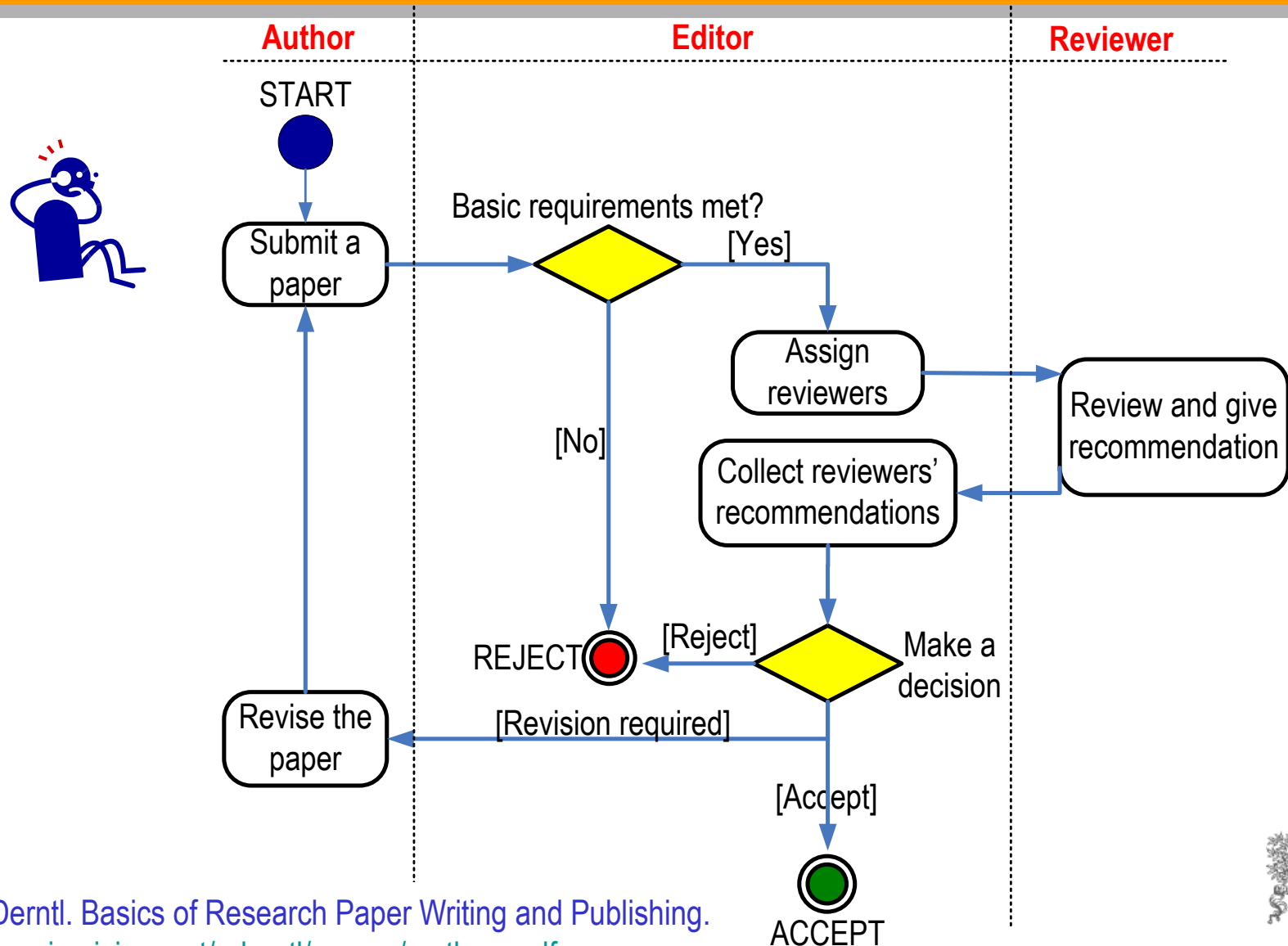


Do everything to make your submission a success

- **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!



Initial Editorial Review or Desk Reject

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

Why?

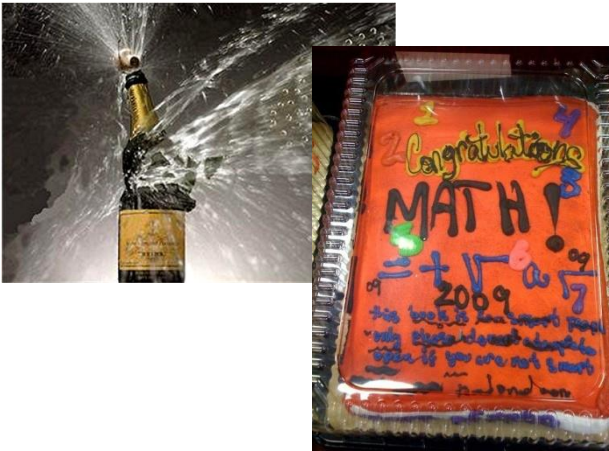
- The peer-review system is **grossly overloaded** and editors wish to use reviewers only for those papers with a good probability of acceptance.
- It is a **disservice** to ask reviewers to spend time on work that has clear and evident deficiencies.



First Decision: “Accepted” or “Rejected”

Accepted

- Very rare, but it happens

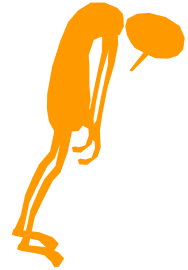


- **Congratulations!**

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

Rejected

- Probability 40-90% ...
- Do not despair
 - It happens to everybody
- Try to understand WHY
 - Consider reviewers' advice
 - Be self-critical
- If you submit to another journal, begin as if it were a new manuscript

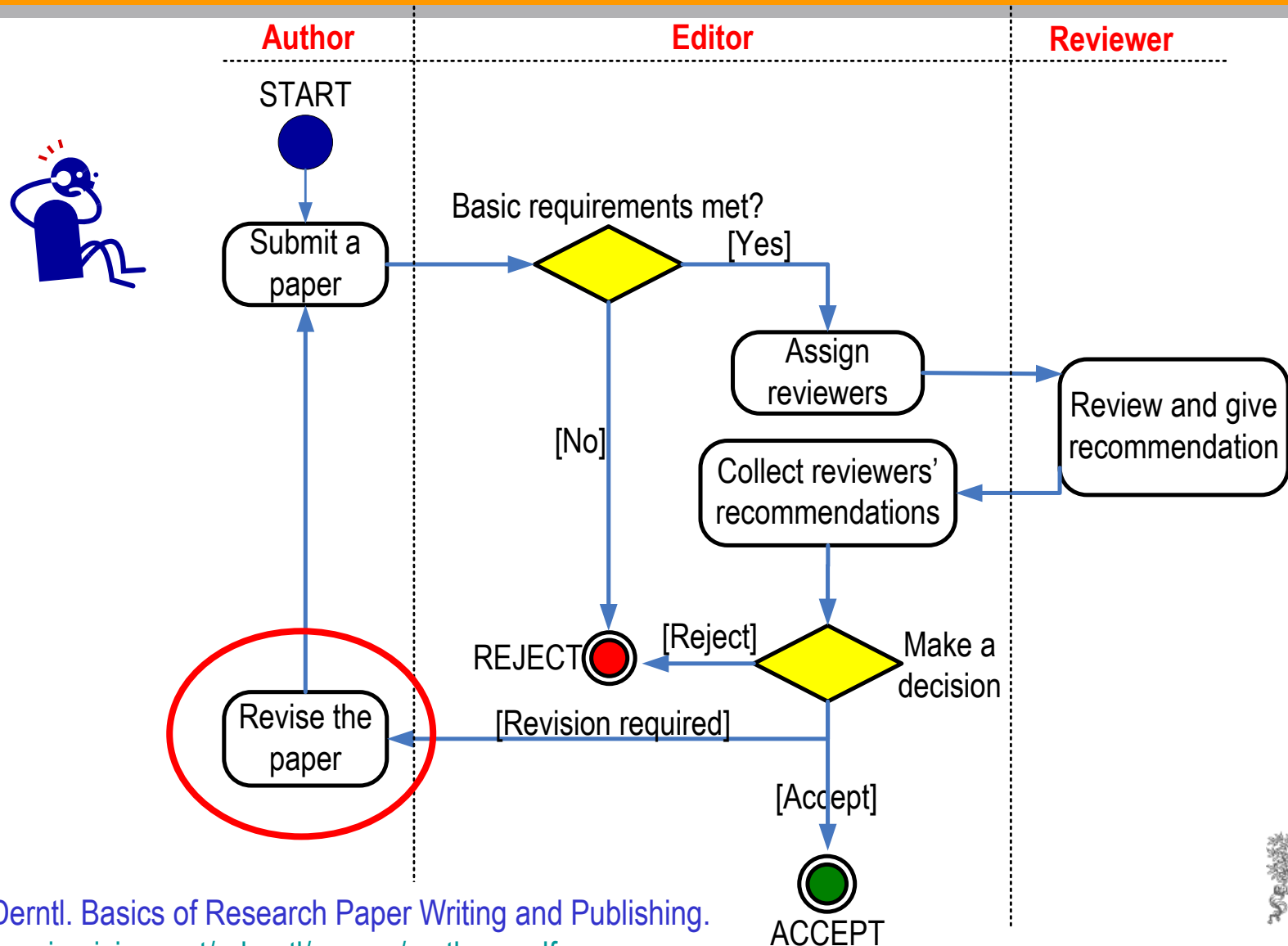


- Take advantage of the reviewers' comments and revise accordingly
- They may review your manuscript for the next journal too!
- Read the Guide for Authors of the new journal, again and again.



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The Peer Review Process – revisions



First Decision: “Major” or “Minor” Revision

- **Major revision**

- The manuscript may finally be published in the journal
- Significant deficiencies must be corrected before acceptance
- Usually involves (significant) textual modifications and/or additional experiments

- **Minor revision**

- Basically, the manuscript is worth being published
- Some elements in the manuscript must be clarified, restructured, shortened (often) or expanded (rarely)
- Textual adaptations
- “Minor revision” does NOT guarantee acceptance after revision, but often it is accepted if all points are addressed!



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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?*



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Increasing the likelihood of acceptance

All these various steps are not difficult.

You have to be consistent.

You have to check and recheck before submitting.

Make sure you tell a logical, clear, story about your findings.

Especially, take note of referees' comments. They improve your paper.

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

What leads to acceptance ?

- 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*



Your Paper is Published – What now?

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

Elsevier Publishing Campus | Publishing Connect

Open access publishing

What is open access?

Free and permanent access to scholarly research

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

Gold open access

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

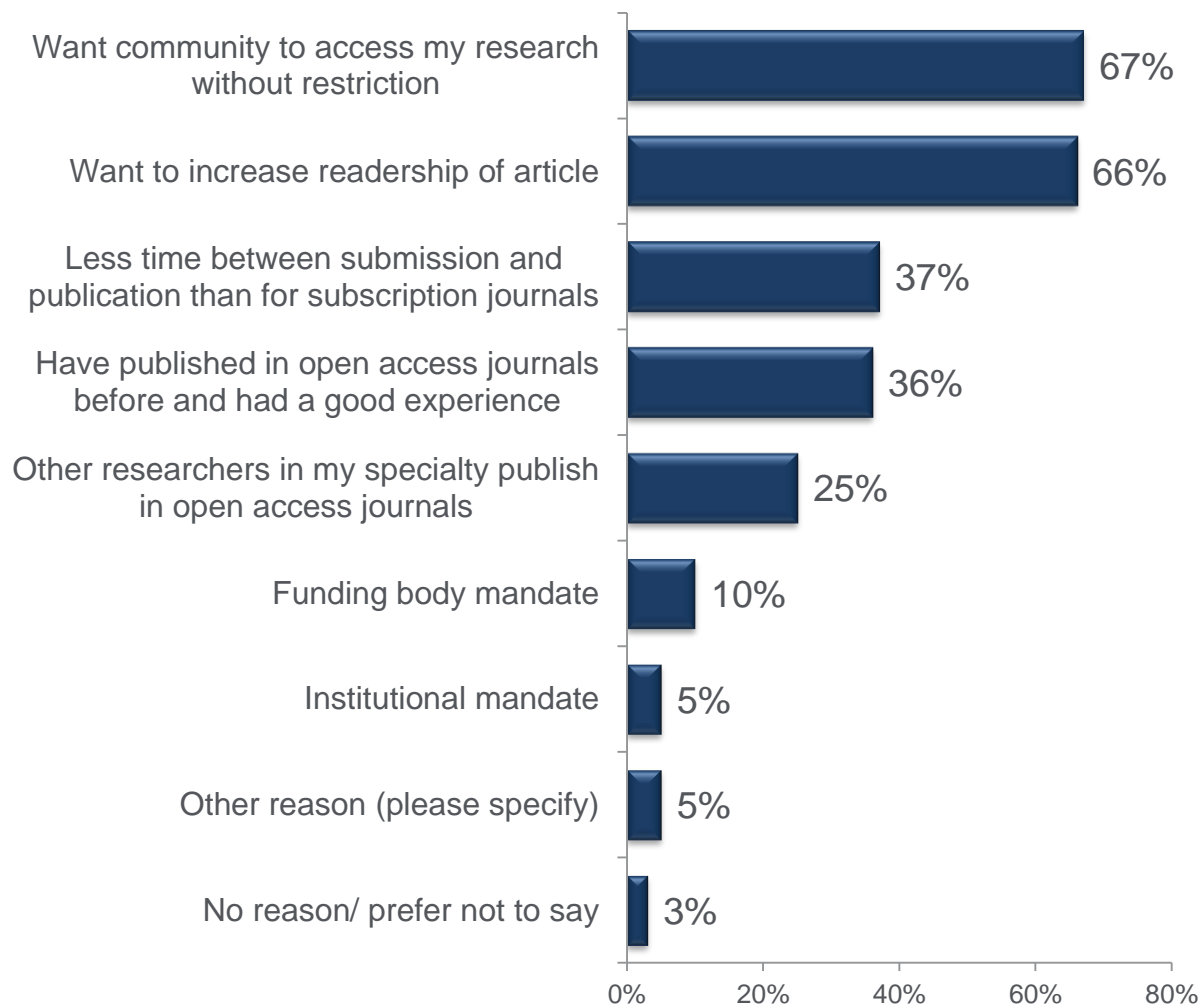
Green open access

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

What is the difference?

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

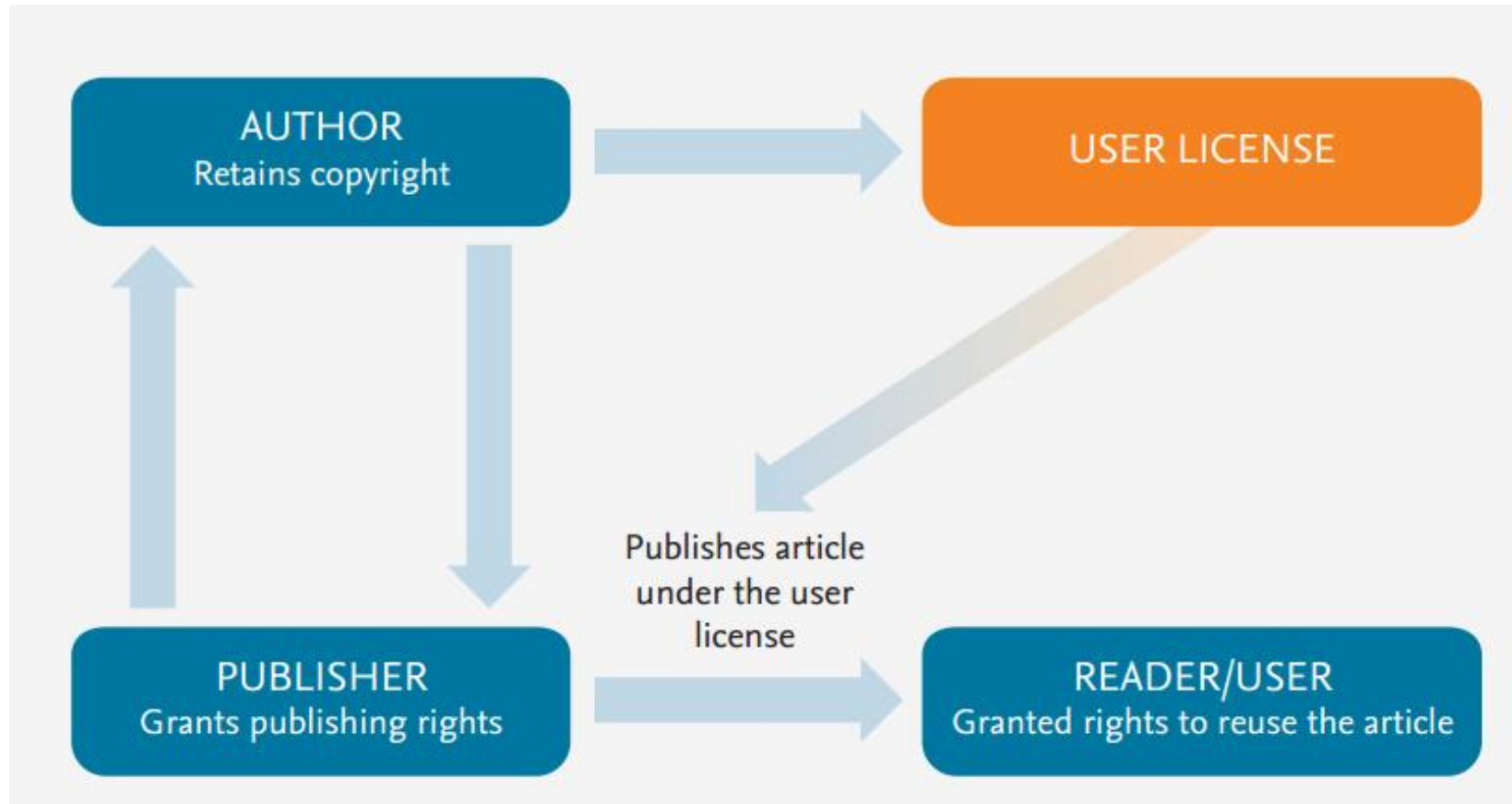
Why publish in an open access journal?



14%

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

Understanding the fine print



Copyright

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

Authors retain:

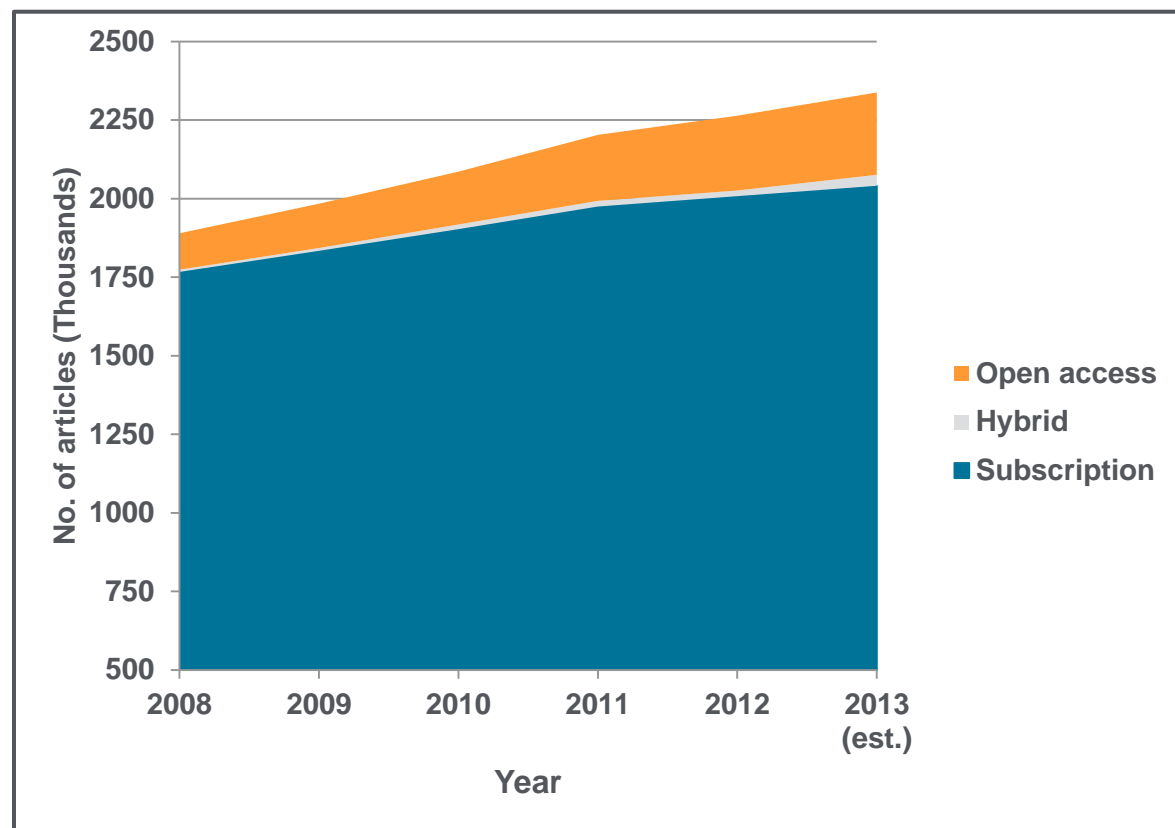
- Copyright of the article
- Patent trademark and other intellectual property rights in the article

Publisher gets:

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

What is the uptake of open access?

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



Subscription content:

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

Open access content:

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

Elsevier and open access

Gold open access

Expanding our gold options:

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

Improving our systems

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

Green open access

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

220+

Open access journals

1600+

Offer gold open access options

2

Creative Commons licenses offered including CC BY

\$500- \$5000

(US Dollars)
Price range of our OA fees

Global approach to open access policy

North America

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

Latin America

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

Europe

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

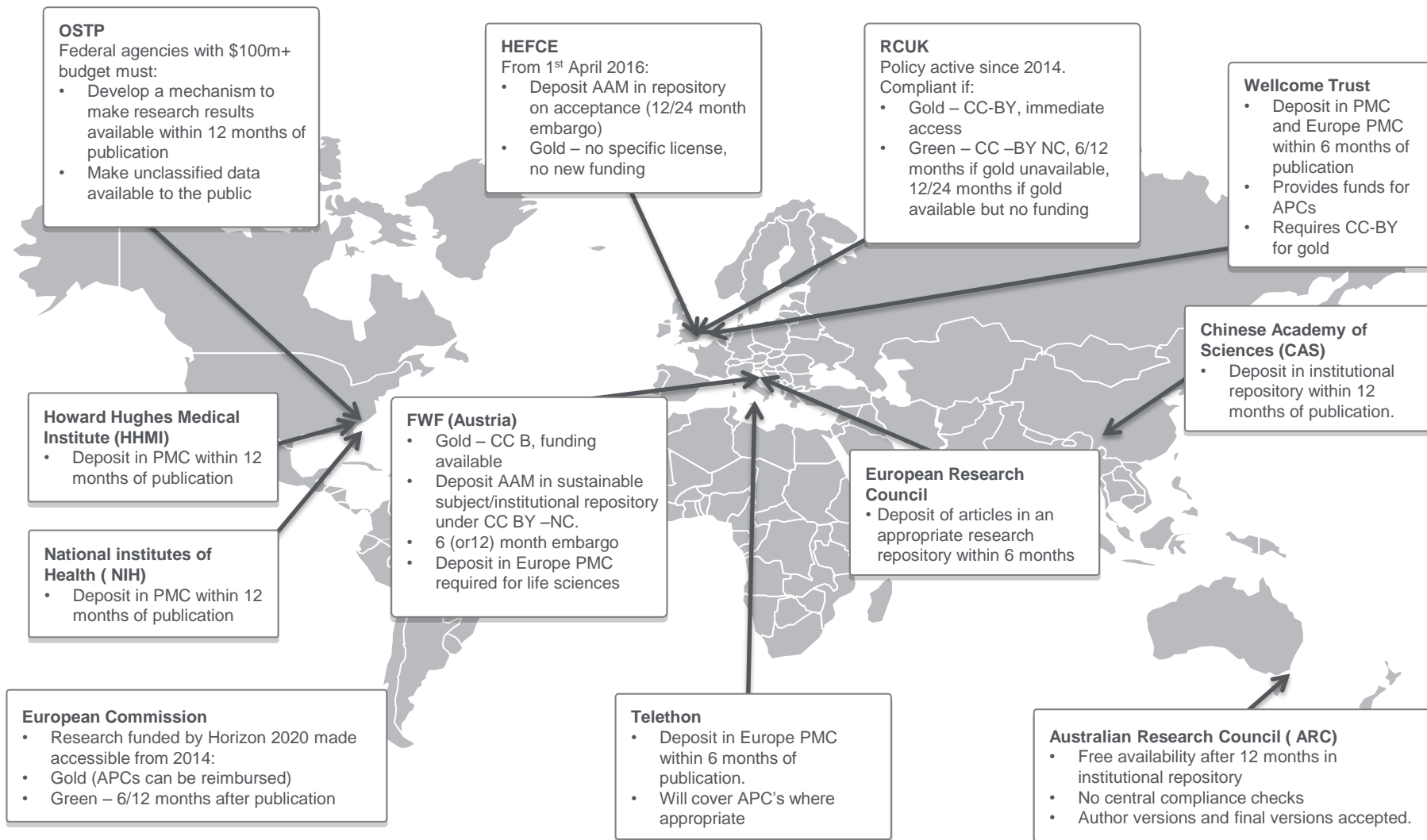
Africa

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

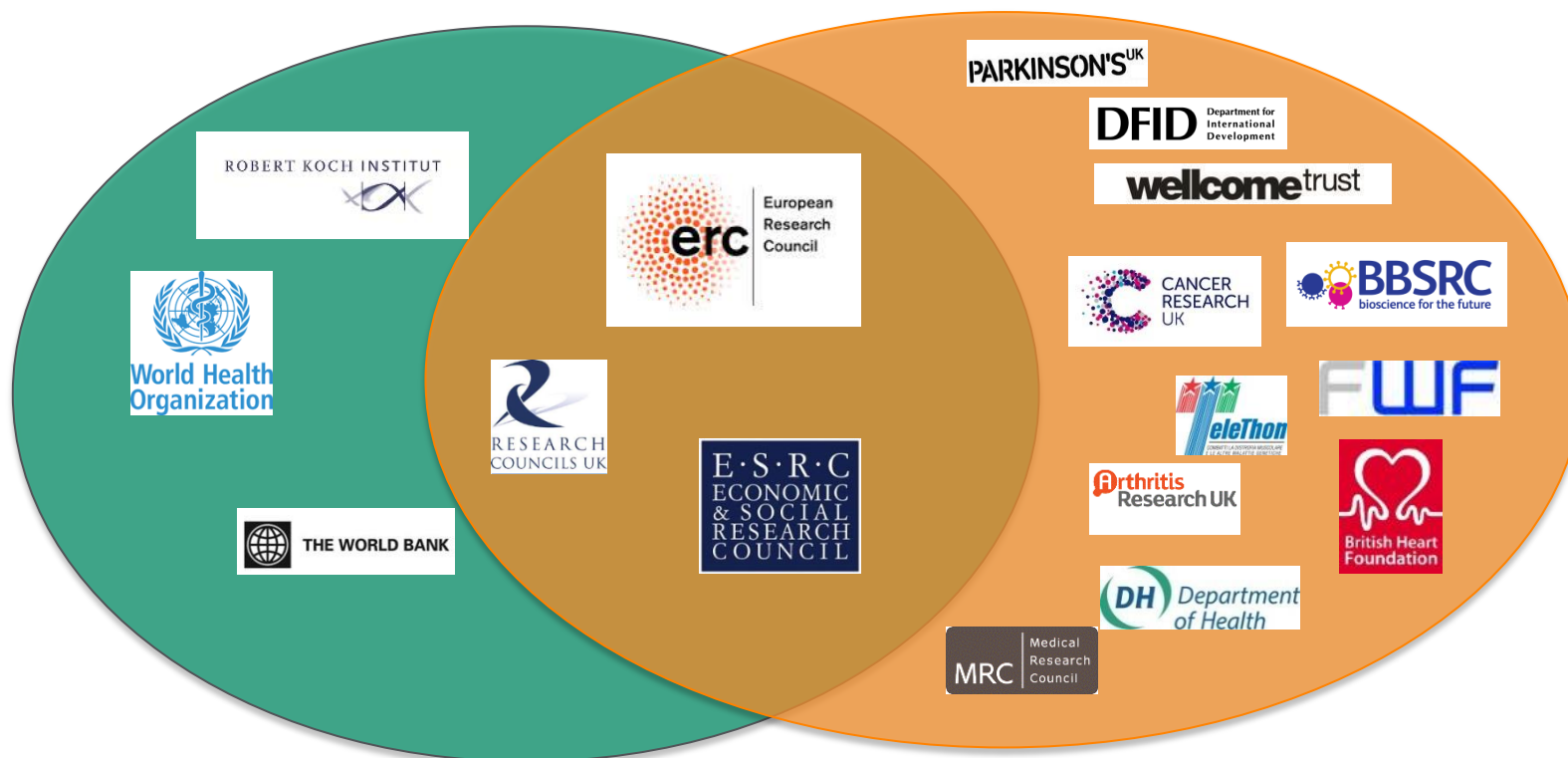
Asia Pacific

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

Funding body open access mandates and policies



Facilitating open access policies



Green agreements

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

*Mixed agreement
combination of both
green and gold*


Gold agreements

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

Publishing Connect

Elsevier Publishing Campus

Tips for publishing gold open access

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

Author Responsibilities

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

Ethics Issues in Publishing

Scientific misconduct

- Falsification of results or images

Publication misconduct

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



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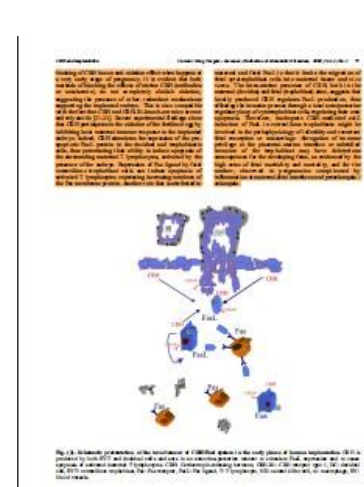
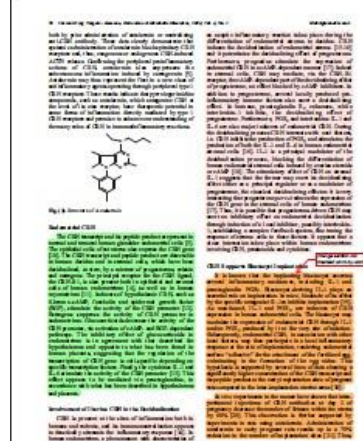
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RETRACTED: Matching pursuit-based approach



Available online 24 August 2005.

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

Reason: This article is virtually identical to the previously published article "A matching pursuit-based approach for SNR improvement in ultrasonic NDT", *Independent Nondestructive Testing*, 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 0 dB (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 and sparse signal models.

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

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

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:

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

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

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

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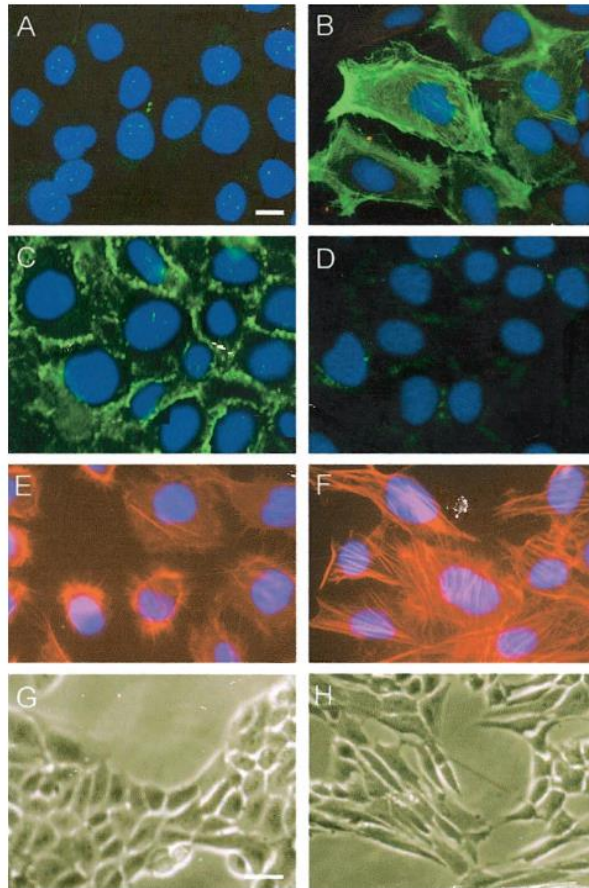
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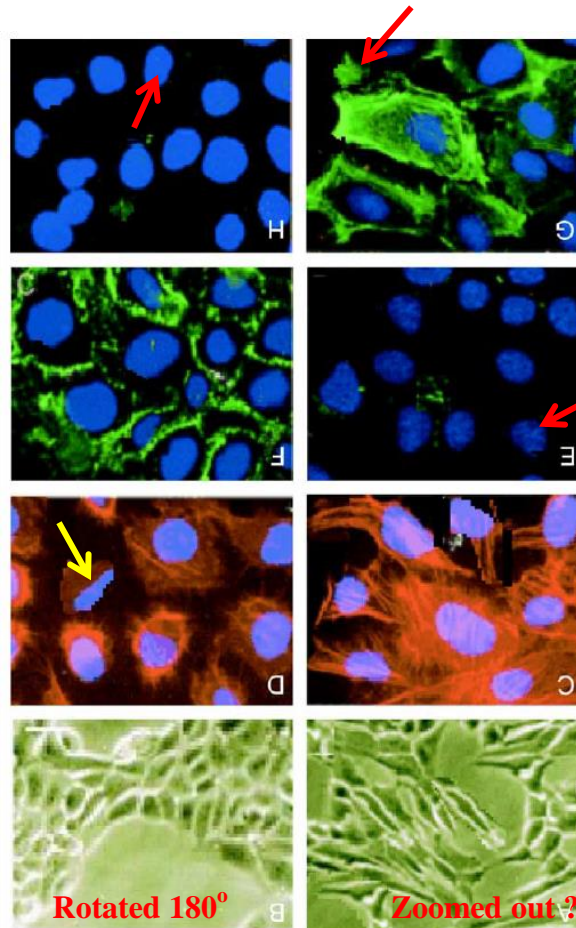
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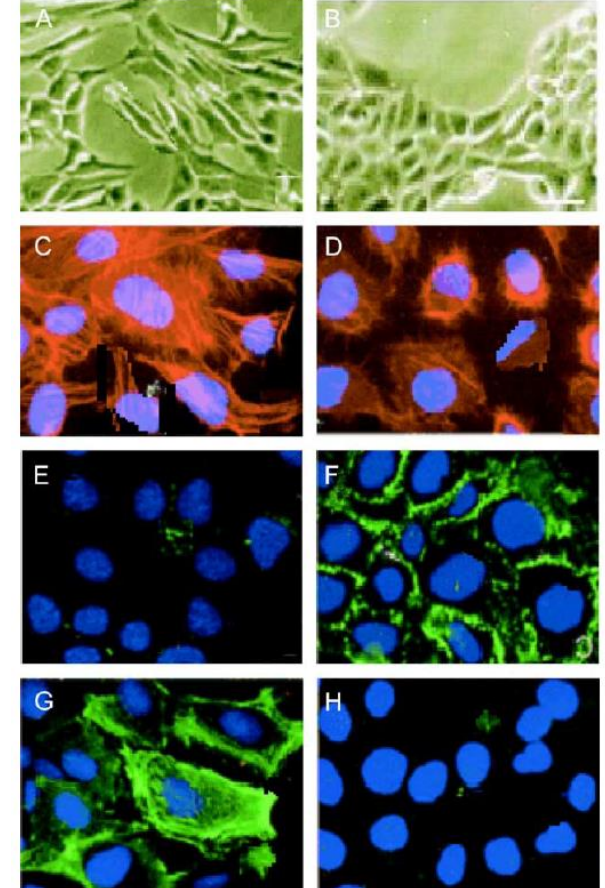
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