

Publishing Workshop

Become a Published Researcher: Your Plan for Success



Presentado : Pablo Secades, PhD. Consultor Plataformas de Investigación, Elsevier. p.secades@elsevier.com

Día y Hora: Universidad de Extremadura, Badajoz Martes, 22 de marzo, 2022 Hora: 10:00h





QUESTION 1

When was the 1st scholarly journal launched?



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Publishing Connect



	POSTMODERN CULTURE	Scholarly Publishing Timeline
Brief History	Votanie 1, Namber 1, September 1980 Votanie 1, Namber 2, September 2	 1323: Compagnie du Gai Sçavoir, the oldest learned society on record, is founded in Toulouse, France. 1660: The Royal Society of London is founded.
Peer	State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State State	 1665: Journal des Sçavans and Philosophical Transactions of the Royal Society of London are first published. Each journal used some form of peer review, although not exactly like today's version. Philosophical Transactions published famous scientists such as Newton, Hooke, van Leeuwenhoek, Faraday, and Darwin.
JOURNAL SCAVANS SCIENCE	in ord	 1731: Medical Essays and Observations, the first fully peer-reviewed journal, is launched by the Royal Society of Edinburgh.
ANNER AN DECEXAL NN ILLUSTRATED J	arXiv.org	 1743: The American Philosophical Society, the first scholarly society in what is now the US, is created. 1848: The American Association for the Advancement of Science is founded. AAAS publishes
Grant Grant Control of	the manacurantermanacurate	 the journal <i>Science</i> and is the largest general scientific society in the world. 1869: <i>Nature</i> publishes its first issue. 1880: <i>Science</i> publishes its first issue.
AN & B FORMATING AND	Biochimica et Biophysica Acta: The Story of a	 1990: Objecte publishes its instrustes. 1947: Elsevier, the longtime publishing giant, launches its first international journal, <i>Biochimica et Biophysica Acta</i>.
Medical E Days OBSERVATIONS	Biochemical Journal	 1990: <i>Postmodern Culture</i> becomes the first online-only journal with no printed version available. 1991: arXiv, the science pre-print server, is launched. 2003: The Public Library of Science (PLOS) is founded.
A Society in Educingh:	a tare and the state of the sta	2006: <i>PLOS ONE</i> , the wildly successful open access megajournal, begins publishing. In 2013, <i>PLOS ONE</i> published 31,500 articles!
	New The same start had over	 2010: The altmetrics manifesto, describing potential new ways to gauge the impact of research beyond citations and impact factors, is written. 2012: Several innovative and relatively new journals, including <i>F1000 Research, PeerJ</i>, and <i>eLife</i>,
The for the Star Star Star Star Star Star Star Star	PLOS ONE	are launched. These journals are experimenting with new forms of peer review, new business models, and new funding sources.

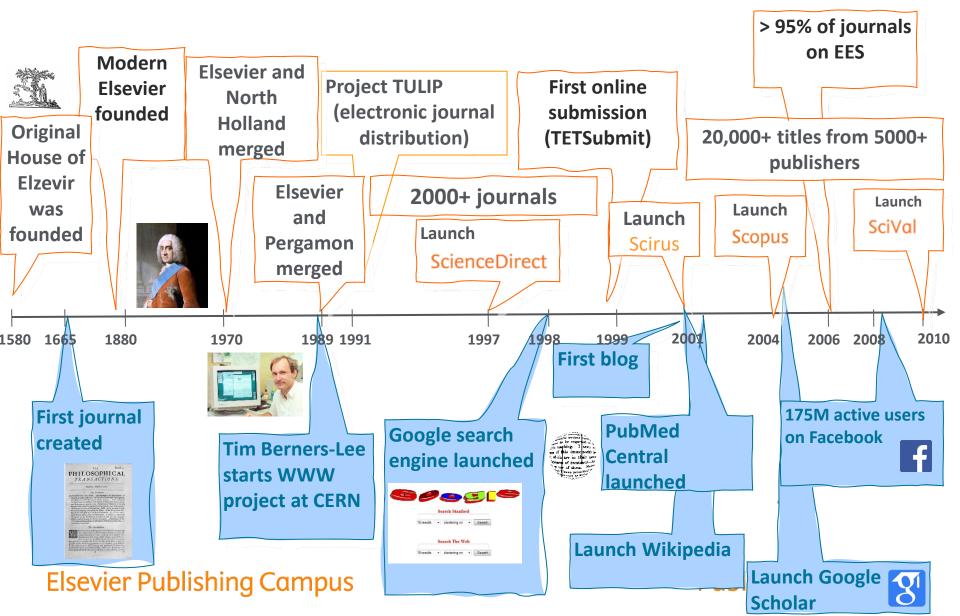
Source: https://www.aje.com/arc/scholarly-publishing-brief-history/

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Origins & development of Scholarly Publishing



Research Outputs Universidad de Extremadura (2016->2022)

Overall research performance

7,762 🔺	3,300 🔺	1.47
Scholarly Output 🕦	Authors	Field-Weighted Citation Impact ()
49.6% All Open Access		Yearly breakdown
D View list of publications		
85,733	11.0	59
Citation Count ①	Citations per Publication ()	h5-index 🛈
	holarly Output 🎄 Publication Year	
Sc	holarly Output 🕸 Publication Year	
	1700 -	
	1500 - 1400 -	
	1300 - 1200 -	Scholarly Output (2021*): 1,608 *Incomplete year
ti di	1100 -	
Scholarly Output	900 - 800 -	
Schol	700 - 600 -	
	500 - 400 -	$ \longrightarrow $
	300 -	University of Extremadura
	200 - 100 -	
Elsevier Publishing Campus		2021 2022
	Publication Year	

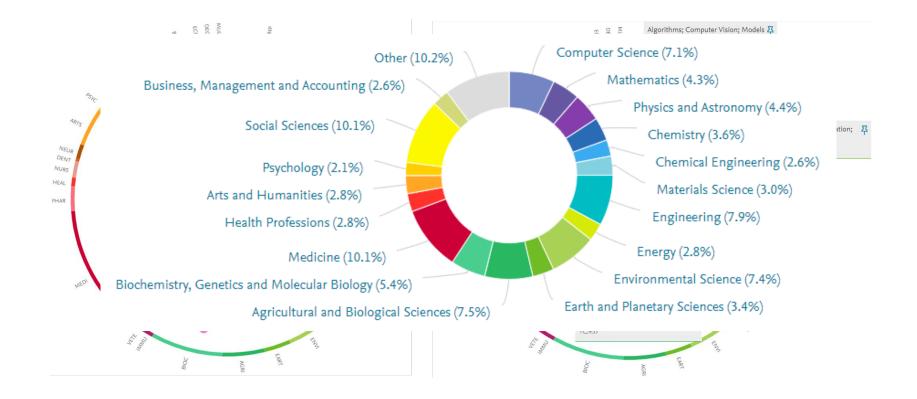
Publication Year

Research Outputs Universidad de Extremadura (2016->2022)

Topics & Topic Clusters

Between 2016 to >2021, researchers at Universidad de Salamanca have contributed to:

 1,054 Topic Clusters | Learn about Topics and Topic Clusters 4,555 Topics



Collaborations Universidad de Extremadura (2016->2021)





QUESTION 2

How many peer-reviewed scientific papers are published every year all over the world?

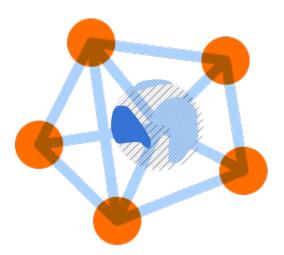


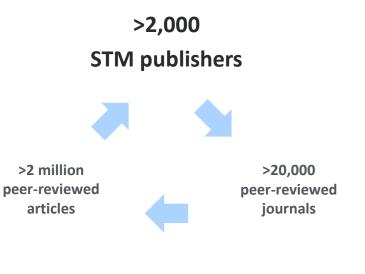
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Scholarly Publishing Today

Scientific, technical and medical (STM) publishing



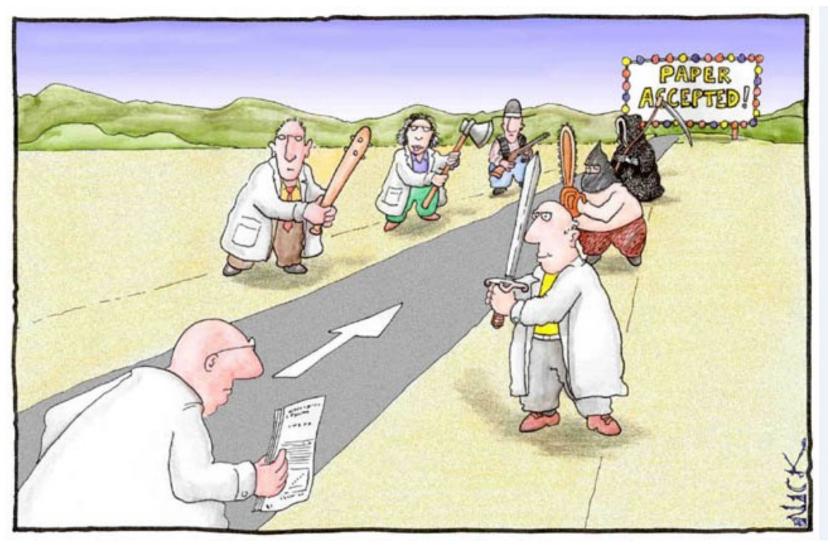


>3 million publications per year

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Why are you here?



Workshop Outline

• Overview of the submission and review process

 Preparing your manuscript for initial submission – what works, what doesn't

 Preparing your manuscript for re-submission after peer review – do's and don'ts



QUESTION 3

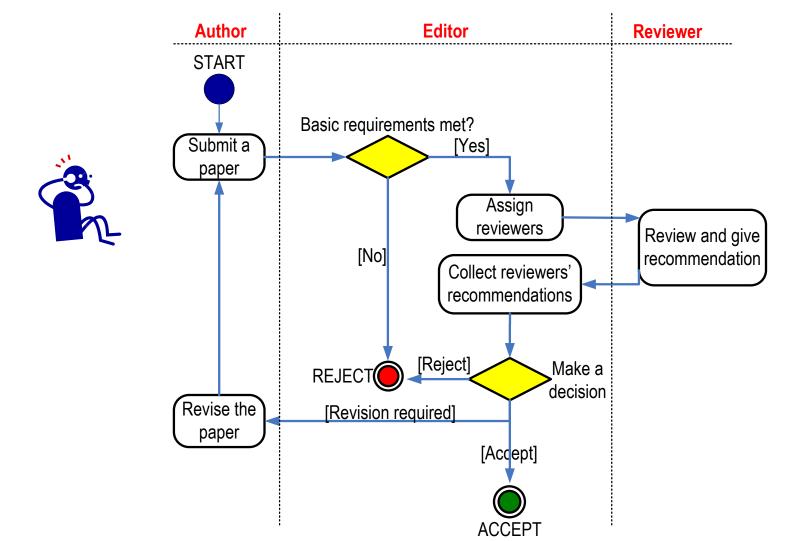
Have you ever submitted your research to an international peer-reviewed journal?



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The Peer Review Process



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

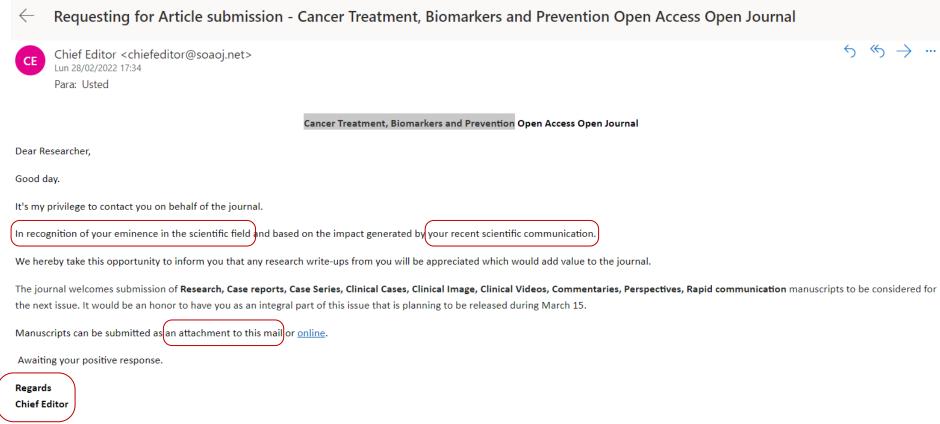
ELSEVIER

Select the best journal for submission..., not easy!

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

Select the best journal for submission..., not easy!

 ✓ Does it really exist or is dubious? (check for example <u>Beall's</u> <u>List</u> of Predatory Open Access Publishers)



Choose the right journal

Investigate all candidate journals. Find Out:

- Aims and scope
- Accepted types of articles
- Readership
- Article Types
- Go through the abstracts of recent publications



Home > Journals > Journal of Sea Research

ISSN: 1385-1101



Journal of Sea Research

In collaboration with NIOZ Royal Netherlands Institute for Sea Research (http://www.nioz.nl)

Editor-in-Chief: H.W. van der Veer

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The Journal of Sea Research is an international and multidisciplinary periodical on marine research, with an emphasis on the functioning of marine ecosystems in coastal and shelf seas, including intertidal, estuarine and brackish environments. As several subdisciplines add to this aim, manuscripts are welcome from the fields of marine biology, marine chemistry, marine sedimentology and physical oceanography, provided they add to the understanding of ecosystem processes.

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Hide full Aims & Scope

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- Aims and scope
- Accepted types of articles
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- Article Types
- Go through the abstracts of recent publications

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- ✓ Get advice from your **university library team** on where to publish
- ✓ Ask your **supervisor** or **colleagues** for recommendations



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Your Journals list for this manuscript

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

 \checkmark All authors of the submission agree to this list and the sequence of journals

CONOT 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!)



quest

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

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



Guide for Authors

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Journal of Sea Research

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Hide full Aims & Scope

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 standard of English
- Resubmission of rejected manuscripts without revision
- Inadequate response to reviewers



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Why publish and What to publish

Your personal reason for publishing



However, editors, reviewers, and the research community **don't consider**

these reasons when assessing your work – the content counts!

Questions to answer before you write

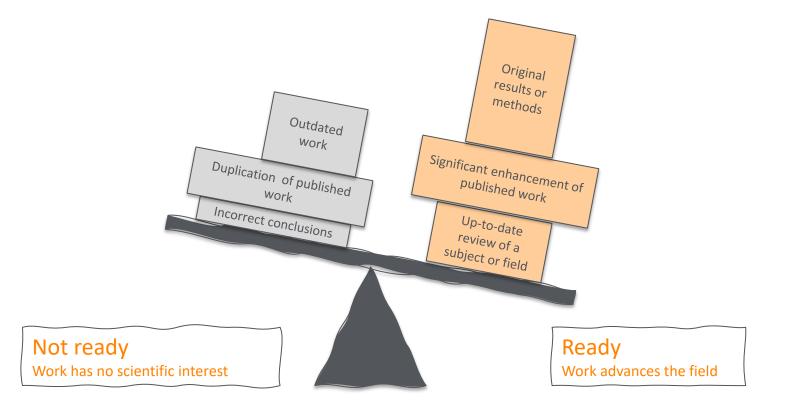
Think about **WHY** you want to publish your work.

- 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?



What to publish?



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What to publish?

Publishing is a necessary step embedded in the scientific research process crucial for graduation and career progression.

What to publish:

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

What NOT to publish:

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

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

A good manuscript has

- good CONTENT
 ✓ useful and exciting
- a good PRESENTATION of the data
 ✓ clear and logically constructed

Scientific significance must be EASY to grasp

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

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

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Submission checklist
BEFORE YOU BEGIN
- Ethics in publishing
Declaration of interest
- Submission declaration and

verification

Use of inclusive language

Contributors

- Changes to authorship

Copyright

· Role of the funding source

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 Peer review
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 Article structure
 Essential title page

Information

Abstract

Keywords

Tables
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Artwork

Video

Data visualization

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Why is language important?

Save editor and reviewers the trouble of guessing what you mean

Write with clarity, objectivity, accuracy, and brevity

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AUTHOR INQUIRIES



Scientific Language – Sentences

✓ Write direct and short sentences – more professional looking

✓ One idea or piece of information per sentence is sufficient

✓ Pay attention to punctuation

X Avoid multiple statements in one sentence – they are confusing to the reader.

- Let's eat grandpa!!
- Let's eat, grandpa...



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Typical article structure

Typical Structure of a Research Article

- Title
- Abstract
- Keywords
- Main text (IMRAD)
 - Introduction
 - <u>M</u>ethods
 - <u>R</u>esults
 - <u>A</u>nd
 - <u>D</u>iscussions
- Conclusion
- Acknowledgement
- References
- Supplementary Data

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

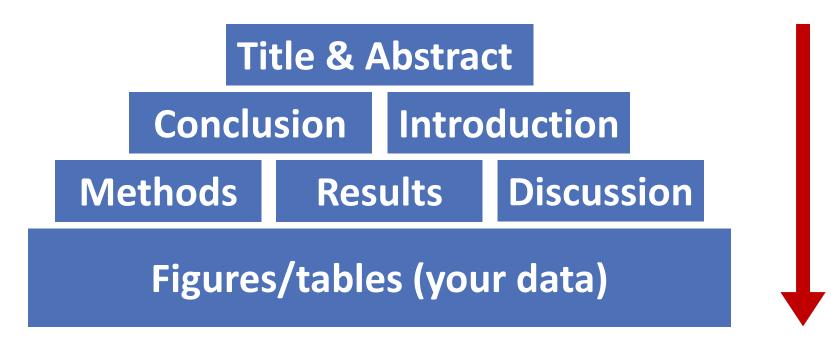
Journal space is not unlimited

Your reader's **time** is **scarce**.

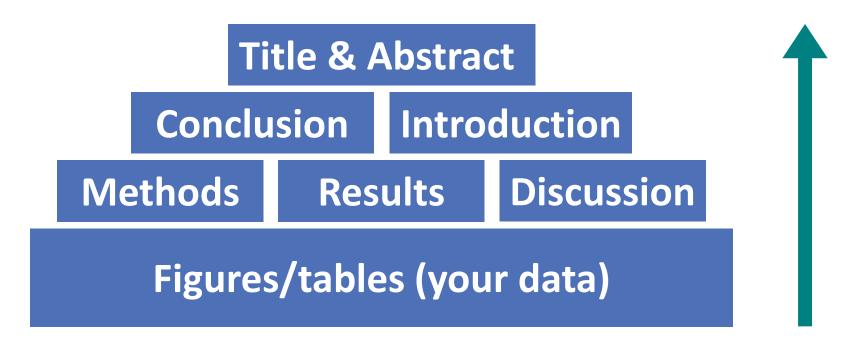
Make your article **as concise as possible** - more difficult than you imagine!

Article Type: different layout. Topic: Social sciences more discussion and less data.

The process of writing – building the article



The process of writing – building the article



Title (=poetry)

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



Title (=poetry)

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

Effective titles

> Mol Pharmacol. 2006 Dec;70(6):1841-3. doi: 10.1124/mol.106.031062. Epub 2006 Sep 25.

Baffled by bafilomycin: an anticancer agent that induces hypoxia-inducible factor-1alpha expression

✓ Articles with short, catchy titles are often better cited

✓ Attract readers - Remember: readers are the potential authors who will cite your article

Keywords

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



Abstract

- One paragraph (between 50-250 words), plus Highlight bullet points
- Advertisement for your article which encourages reading the entire paper
- A clear abstract will **strongly influence** if your work is considered further
- Tell readers what you did and the important findings

Graphite intercalation compounds (GICs) of composition $CxN(SO2CF3)2 \cdot \delta F$ are prepared under ambient conditions in 48% hydrofluoric acid, using K2MnF6 as an oxidizing reagent. The stage 2 GIC product structures are determined using powder XRD and modeled by fitting one dimensional electron density profiles.

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

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What are the main findings

What has been

done

Introduction

The place to convince readers why your work is relevant

Answer a series of questions:

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

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
- \checkmark Write in the past tense
 - Most journals prefer the passive voice, some the active
- Consider use of Supplementary Materials
 - Documents, spreadsheets, audio, video, ...

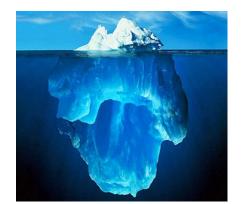
Reviewers will criticize incomplete or incorrect method descriptions, and may even recommend rejection

Results – what have you found?

The following should be included

✓ the main findings

• Thus not *all* findings. Decide what to share.



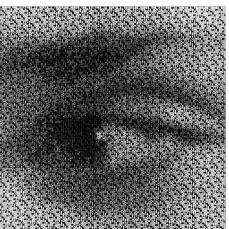
- Findings from experiments described in the Methods section
- ✓ Highlight findings that differ from findings in previous publications, and unexpected findings
- ✓ Results of the statistical analysis

Results – Figures and tables

Illustrations are critical, because:

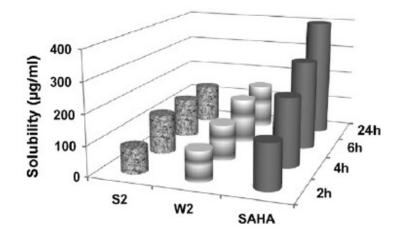
- Figures and tables are the most efficient way to present results
- Results are the **driving force** of the publication
- Captions and legends must be detailed enough to make figures and tables self-explanatory
- Figures and tables should not need further explanation or description in text. Less writing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

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



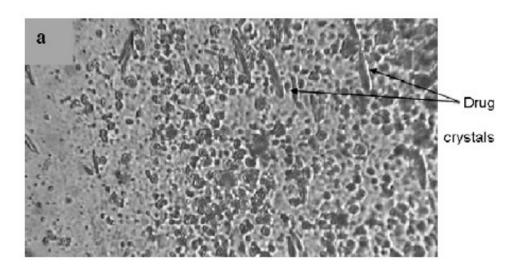
✓ Un-crowded plots

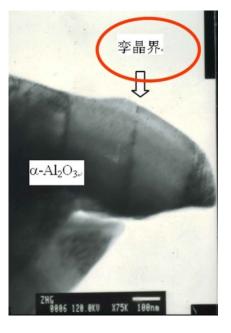
 ✓ 3 or 4 data sets per figure; well-selected scales; appropriate axis label size; symbols clear to read; data sets easily distinguishable



- ✓ 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, ...





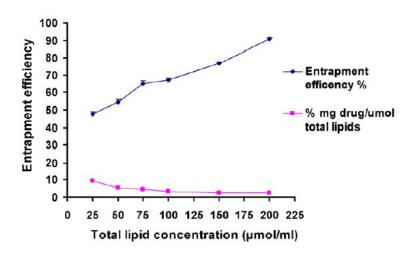
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- ✓ Use colour ONLY when necessary.
 - If different line styles can clarify the meaning,

then do not use colours or other thrilling effects.

 ✓ If used, colour must be visible/distinguishable when printed in black & white.



- ✓ 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

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- ✓ Use colour ONLY when necessary
 - If different line styles can clarify the meaning, then do not use colours or other thrilling effects
- ✓ If used, colour must be visible/distinguishable when printed in black & white
- X Do not include long boring tables!



Online peer review systems



Online peer review systems accept manuscript submissions and facilitate online peer review

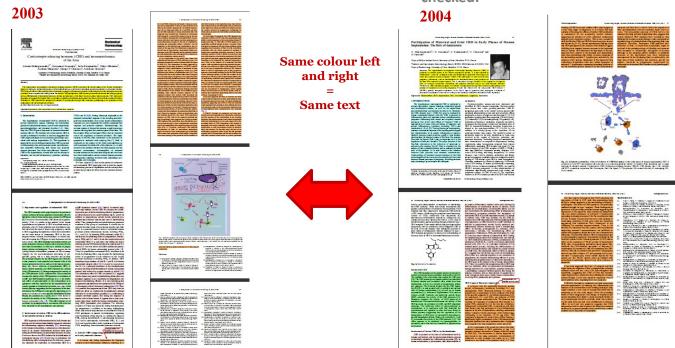
Online systems can handle hundreds of thousands of submissions and reviews per year



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Plagiarism software

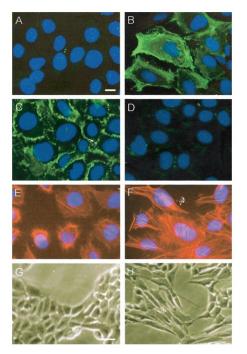
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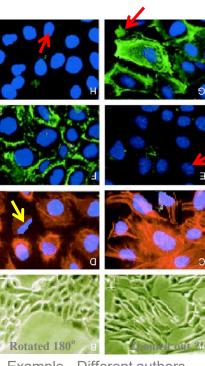


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Figure Manipulation:

Am J Pathol, 2001

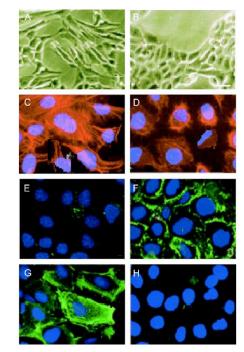




Images worked on, added to, rotated 180°, to become:

Example - Different authors and reported experiments

Life Sci, 2004

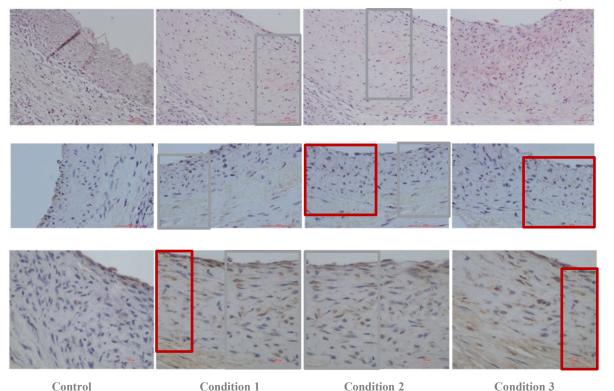


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Figure Manipulation:

Figure Manipulation – Example Same manuscript, different experiments



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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:
 - K 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

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- PREPARATION
- + NEW SUBMISSIONS
- . Peer review
- REVISED SUBMISSIONS
- + Article structure
- Essential title page
 Information
- Abstract
- Keywords

- Artwork
- Tables
- References
- Video
- Data visualization
- Supplementary
 material
- Research data
- AFTER ACCEPTANCE
- Online proof correction
- Offprints
- Author's Discount
- AUTHOR INQUIRIES

References: get them right!

- ✓ Please adhere to the Guide for Authors of the journal
- ✓ It is your responsibility, not of the Editor's, to format references correctly!
- ✓ Get help, save time use Reference management software

✓ Check

- Referencing style of the journal
- The spelling of author names, the year of publication
- Punctuation use
- **×** Avoid citing the following if possible:
 - Personal communications, unpublished observations, manuscripts not yet accepted for publication
 - Articles published only in the local language, which are difficult for international readers to find

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 <u>your</u> responsibility to format references correctly!



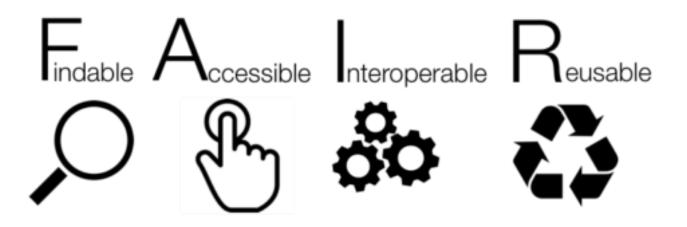
Comparison of Reference Management Software

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 figures 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

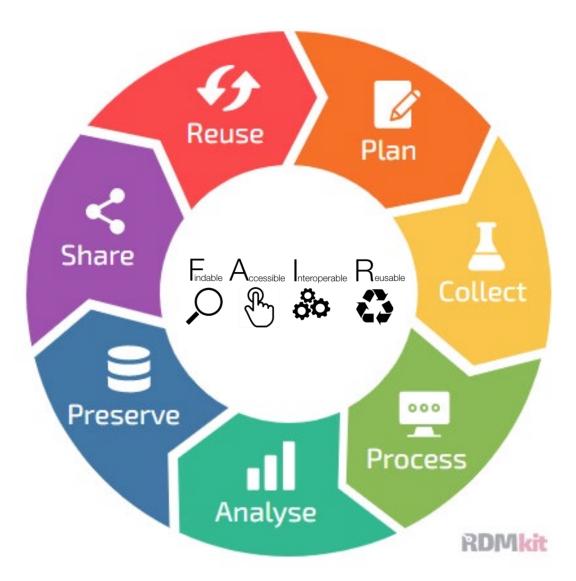
Sharing Data

Principles



Sharing Data

Data life cycle



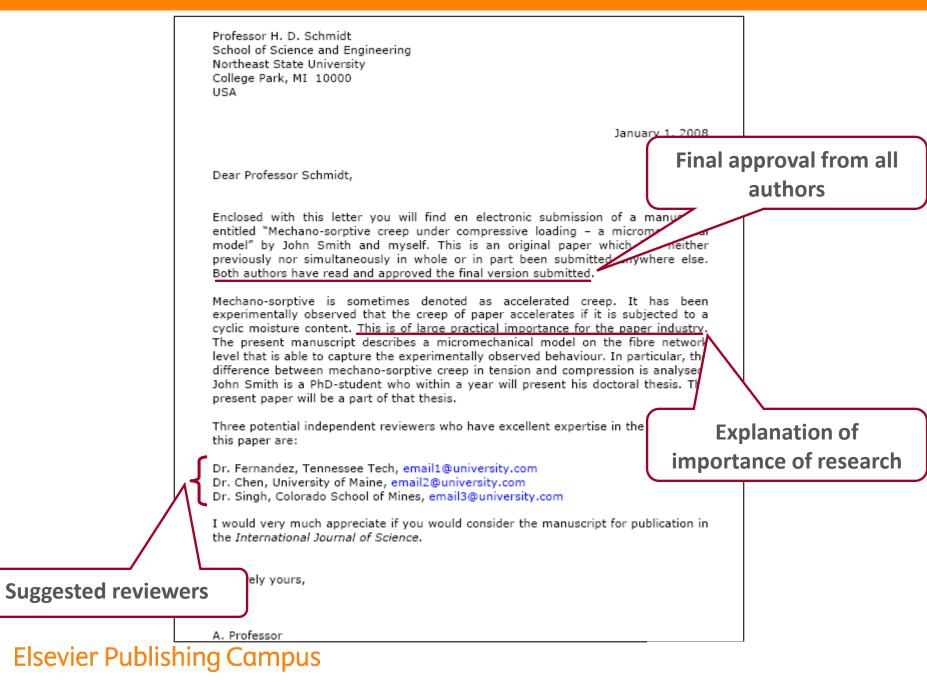
Elsevier Publishing Campus

RDMkit (elixir-europe.org)

Cover Letter

Your chance to speak to the editor directly

- Submitted along with your manuscript
- Mention what would make your manuscript special to the journal
- Note special requirements (suggest reviewers, conflicts of interest)



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, friends or collaborators.
- 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 <u>co-authors to approve</u> version to submit.

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



QUESTION 4

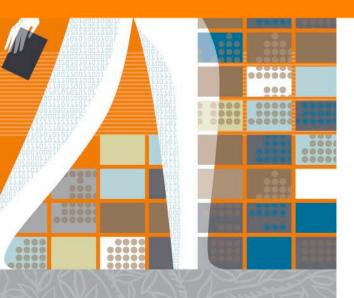
Have you ever acted as a reviewer for a peerreviewed journal?



Publishing Connect



Revising and Re-submitting Your Paper For Publication

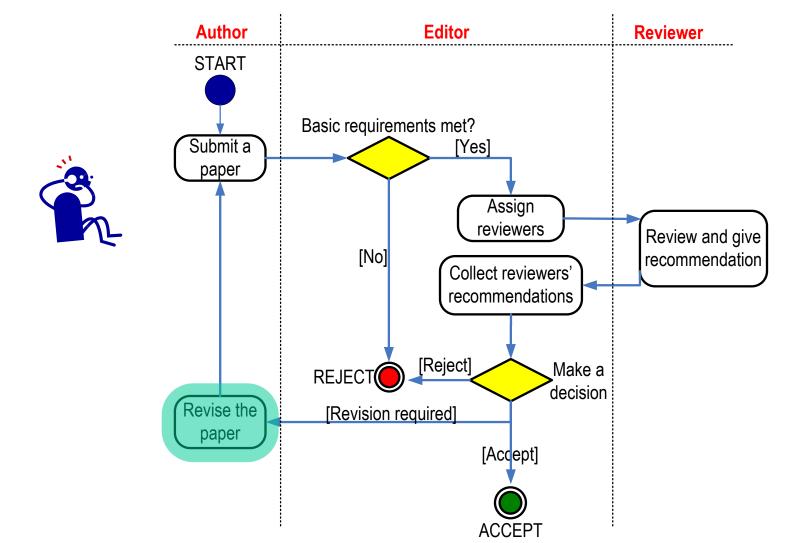


First Decision: "Accepted" or "Rejected"

Rejected

- Probability 40-90% ...
- Do not despair
 - It happens to everybody
- Try to understand WHY
 - Consider reviewers' advice
 - Be self-critical
- Revise intelligently
 - Take advantage of the reviewers' comments and revise accordingly
 - Read the Guide for Authors again.

The Peer Review Process – Revisions



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

First Decision: "Major" or "Minor" Revision

- Major revision
 - The manuscript could potentially be published in the journal HOWEVER -
 - Significant deficiencies must be corrected before re-review and potential acceptance
 - Usually involves (significant) textual modifications and/or additional experiments

First Decision: "Major" or "Minor" Revision

Follow These Steps:

✓ Be consistent

✓ Check and recheck before submitting

✓ Tell a logical, clear, story about your findings – AND their importance

✓ Take note of referees' comments. Thoroughly address them – it will improve your paper

This should increase the likelihood of your paper being accepted, and being accepted means being published!

What Leads to Acceptance ?

- \checkmark <u>A</u>ttention to details
- ✓ Check and double check your work
- ✓ <u>C</u>onsider the reviewers' comments
- ✓ English must be appropriate
- ✓ Presentation is important
- ✓ **T**ake your time with revision
- ✓ <u>A</u>cknowledge those who have helped you
- \checkmark New, original and previously unpublished
- ✓ <u>C</u>ritically evaluate your own manuscript
- ✓ Ethical rules must be obeyed

Three Golden Rules for Responding to Reviewers Comments

Rule 1: Answer completely

Rule 2: Answer politely

Rule 3: Answer with evidence

Williams H.C. (2004). How to reply to peer review comments when submitting papers for publication.

Journal of the American Academy of Dermatology, 51, 79–83.

Manuscript Revision

- Prepare a detailed **Response Letter**
 - ✓ Copy-paste <u>each</u> 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 reviewer comments...
 - ✓ or a convincing, solid and <u>polite</u> 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 "strike back" at reviewers or editors!

Manuscript Revision

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

Tips for Responding and Revising

- Take a deep breath answer politely and objectively
- Give point-by-point responses in detail!
- Provide succinct, well-reasoned responses not arguments!
- Pay attention to detail they are important!
- Take advantage of reviewer advice
- If reviewers are wrong, say so (politely), but provide strong evidence for your point-of-view
- Respect word count restrictions use supplementary material if needed

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Revising A Paper – More Tips

- If unsure, ask!
- Respond politely, promptly, and thoroughly if the time allotted is insufficient, contact the editor and ask for an extension
- Include a cover letter to the editor and make your case
- Remember it may well go out for peer review again it takes time!
- No one is immune from peer review and the necessity of thorough revision and explanation
- Revisions may require new experiments
- Always, always, follow authorship and ethics guidelines!
- The editor is NOT your enemy rather s(he) is ensuring that the journal publishes high quality science that advances the field

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editors look forward to clicking...



for your future manuscript

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QUESTIONS?

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