



Elsevier Publishing Campus
Publishing Connect

# Getting your article published

Insights to what editors, authors and readers want

Sheba Agarwal-Jans, PhD Microbiology Publisher, Elsevier

**Publishing Connect** 

# Role of scientific publications

Journal publishing has thrived for over 340 years but the fundamental role of Publishers remains unchanged.

#### Registration

The timestamp to officially note who submitted scientific results first

#### Certification

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

#### Dissemination

Provide a medium for discoveries and findings to be shared

#### **Preservation**

Preserving the minutes and record of science for posterity

# Origins of scholarly publishing



#### 1439

Gutenberg and moveable type



# Henry Oldenburg (1618- 1677)

Founding Editor and Commercial Publisher of the first scientific journal



#### 1580

Founding of the House of Elzevir



# **)** –

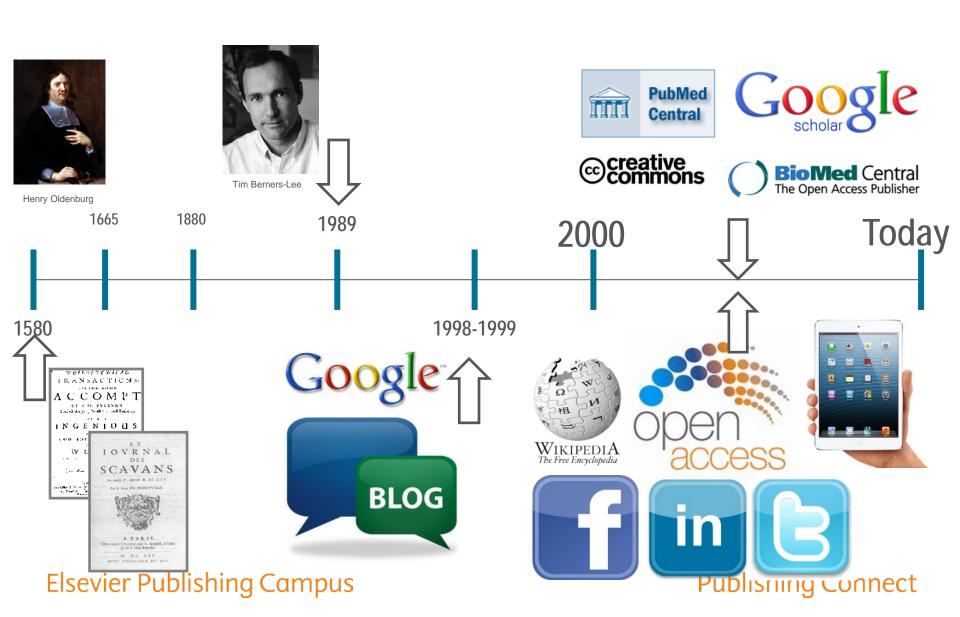
#### March 6,1665

Philosophical Transactions of the Royal Society

First true scholarly journal



# The Publishing Industry Over Time...





# The Innovation Age of Publishing

#### **\*** Publication process

- getting insights to researchers earlier, improving the submission, review and digital publication process.
- Your Paper, Your Way
- Article Transfer service
- Article based publishing

#### Peer review

Reviewer Recognition Program

#### **\*** Format of the article

- saving time, data linking, workflow solutions, improved discoverability
- Article of the future

#### **Access**

new ways of accessing and using articles

#### **Text mining & smart content**

#### Combining data

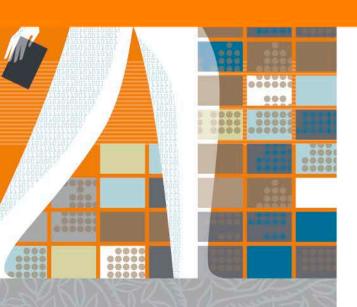
 tools for mapping research strengths at national or university level, search and discovery tools to find a researcher to collaborate with





Elsevier Publishing Campus | Publishing Connect

# Writing your paper



# Are you ready to write a paper?

You should consider publishing if you have information that advances understanding in a certain scientific field.

### This could be in the form of:

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



If you are ready to publish, a strong manuscript is needed next.

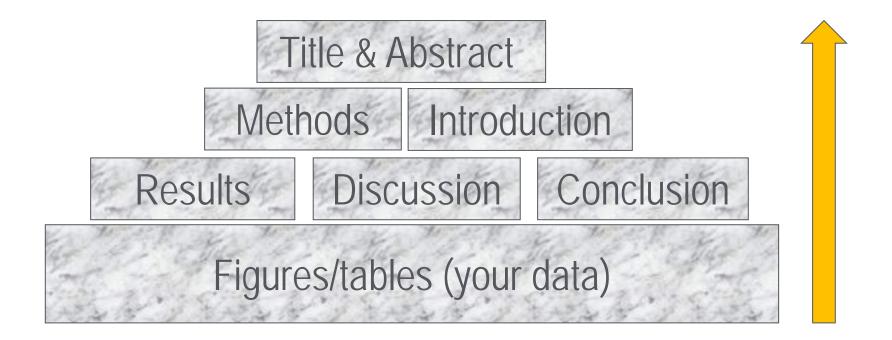
# A good manuscript...

- Contains a scientific message that is novel, clear, useful, and exciting.
- Conveys the authors' thoughts in a logical manner such that the reader arrives at the same conclusions as the author.
  - Make editor feel like he has learnt something useful!
- Is well-organized and focused, and best of all, SHORT.





# Building an article from the ground up



# Top tip!

Make a decision about which journal you would like to submit to first, even before beginning to write. In that way, you can follow the style of the journal, and shape the focus of the paper.

### Pay attention to...

- Novelty of data/interpretation
- **❖**Length
- Scientific language
  - Write with clarity, objectivity, accuracy, and brevity.
  - Sentence construction use active voice
  - Tenses
    - Present tense for known facts
    - Past tense for experiments conducted and results
  - Grammar
- Use English
- The style and requirements of the journal you have chosen to submit to
  - Read Guide for Authors!

# Top tip!

• Pick a "model" article from the journal and copy its style. There is a reason why it was published there!





Elsevier Publishing Campus Publishing Connect

# Choosing a journal

# **Impact factor**

The impact factor of a journal for a particular year is the average number of citations for that year, for articles published in the preceding two years

IF for year  $\mathcal{X} = \frac{\text{total citations in year } \mathcal{X} \text{ for articles published in years } \mathcal{X} - 1 \text{ and } \mathcal{X} - 2}{\text{total number of articles published in years } \mathcal{X} - 1 \text{ and } \mathcal{X} - 2}$ 

- Used in an attempt to describe the quality of a journal
  - The higher the impact factor, the better the journal
  - It is influenced by editorial policies of journals and turnover of research
    - Example in a "fast" area, there will be more recent citations
    - Reviews are better cited, so journals with only reviews will have a high IF

#### **Other Metrics**

- Eigen Factor
  - eigenfactor.org
- SJR
  - scimagojr.com
- SNIP
  - Scopus.com
- H-index
  - Scopus.com
  - a scholar with an index of *h* has published *h* papers each of which has been cited in other papers at least *h* times. Thus, the *h*-index reflects both the number of publications and the number of citations per publication.
- Altmetrics
  - http://altmetrics.org/

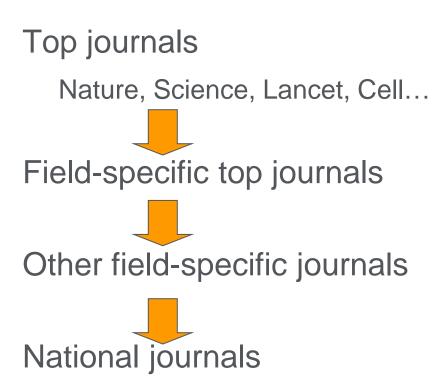
http://www.elsevier.com/journal-authors/journal-performance

# Where to publish?

# Do not just descend the Impact Factor stairs.



Elsevier Publishing Campus



**Publishing Connect** 

# What should I look for in a journal?

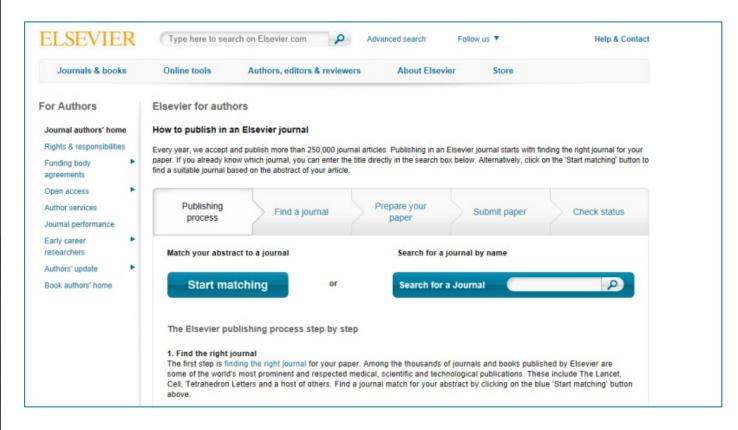
- A journal that is read by colleagues that work in the same field
- A journal that has the highest impact for that particular field (not necessarily the highest IF!)
- A journal that is fast in publishing
- A journal where the manuscripts are easy to prepare
- A journal that is easy to find on the web

# Where to publish?

- Investigate all candidate journals to find out
  - Aims and scope
  - Types of articles that are published
  - Readership
  - Current hot topics
- Ask help from your supervisor or colleagues
  - The supervisor (who is sometimes the corresponding author)
    has at least co-responsibility for your work. You are
    encouraged to chase your supervisor if necessary.
- Articles in your references will likely lead you to the right journal.

#### **Elsevier Journal finder tool**

Find the perfect Journal for your Article with Flsevier's new **JOURNAL FINDER** TOOL Succe



# Top tip!

- Narrow down to 3 potential journals
  - 1st choice = the "reach"
  - 2<sup>nd</sup> choice = the "backup"
  - 3<sup>rd</sup> choice = the "fall back"

### All done?



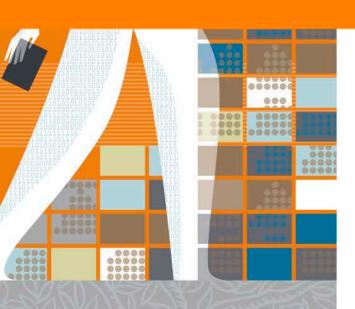




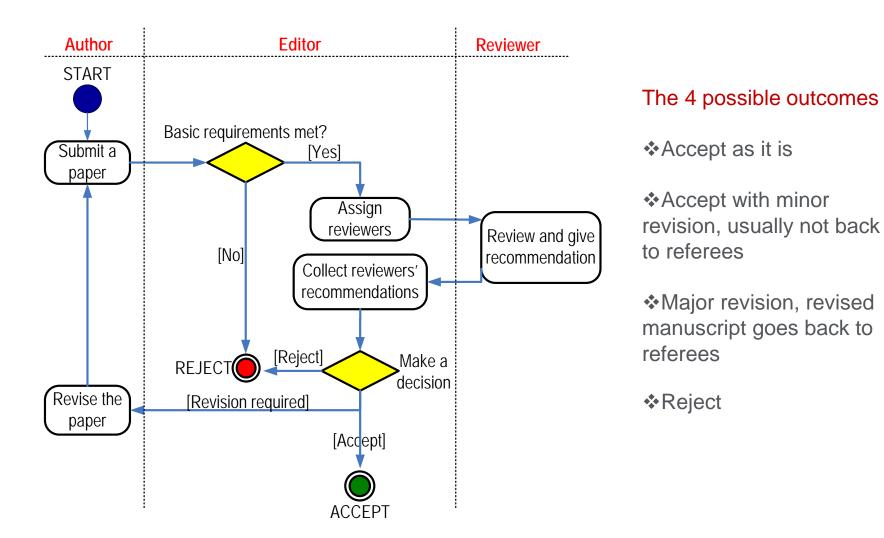


Elsevier Publishing Campus Publishing Connect

# The peer review process



#### Peer review



# When responding to reviewer comments...

- Look at review comments as a chance of discussing your work directly with other scientists in your community.
- Prepare a detailed Response Letter
  - Copy-paste each reviewer comment, and type your response below it
  - State specifically which changes you made to the manuscript
    - Include page/line numbers
    - No general statements like "Comment accepted, and Discussion changed accordingly."
  - Provide a scientific response to comments whether positive or negative
    - Convincing, solid and polite rebuttal when you feel the reviewer was wrong.





Elsevier Publishing Campus Publishing Connect

Ethics and you

# **Ethics Issues in Publishing**

#### Publication misconduct

- Plagiarism
  - Different forms / severities
- Duplicate submission
- Duplicate publication
- Inappropriate acknowledgement of prior research and researchers
- Inappropriate identification of all co-authors
- Conflict of interest





# **Plagiarism**

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

"Plagiarism is the appropriation of another person's ideas, processes, results, or words without giving appropriate credit, including those obtained through confidential review of others' research proposals and manuscripts."

Federal Office of Science and Technology Policy, 1999

Work that can be plagiarized includes -

Words (Language)
Ideas
Findings
Writings
Graphic Representations
Computer Programs
Diagrams

Graphs
Illustrations
Information
Lectures
Printed Material
Electronic Material
Any Other Original Work

# **Correct citation is key**

Crediting the work of others (including your advisor's or your own previous work) by citation is important for at least three reasons:

- To place your own work in context
- To acknowledge the findings of others on which you have built your research
- To maintain the credibility and accuracy of the scientific literature

# **Paraphrasing**

Paraphrasing is restating someone else's ideas while not copying their actual words verbatim.

# It is unacceptable to:

- Use exact phrases from the original source without enclosing them in quotation marks
- Emulate sentence structure even when using different words
- Emulate paragraph organization even when using different wording or sentence structure

Statement on Plagiarism
 Department of Biology, Davidson College.
 www.bio.davidson.edu/dept/plagiarism.html

# Can you plagiarise your own work?

A grey area, but best to err on the side of caution: always cite/quote even your own previous work

#### For example

You publish a paper and in a later paper, copy your Introduction wordfor word and perhaps a figure or two without citing the first paper

Editors may conclude that you intentionally exaggerated your output

# **Detection of plagiarism**

- CrossCheck Huge database of 30+ million articles, from 50,000+ journals, from 400+ publishers
- Software alerts Editors to any similarities between the article and this huge database of published articles
- Many Elsevier journals now check every submitted article using CrossCheck





# **Authorship**

Q

A <u>researcher</u> completes her work and has written the paper. Along the way, she consulted her <u>advisor</u> for guidance on the experiment, the data analysis, and writing and revising the final article. A <u>professor overseas</u> assisted her in analyzing the data only. A <u>lab assistant</u> had helped her in preparing the experimental design and maintaining and operating the equipment. <u>Two fellow grad students</u> read her paper and edited it though they had no hand in the experiment.

Who is listed as an author? Who is listed first?

# **Authorship**

- Policies regarding authorship can vary.
- One example: the International Committee of Medical Journal Editors ("Vancouver Group") declared that an author must:
  - 1. substantially contribute to conception and design, or acquisition of data, or analysis and interpretation of data;
  - 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. Agree to be accountable for all aspects of the work in ensuring that questions related to the accuracy of integrity of any part of the work are appropriately investigated and resolved.

http://www.icmje.org/

# **Authorship**

- Policies regarding authorship can vary.
- One example: the International Committee of Medical Journal Editors ("Vancouver Group") declared that an author must:
  - 1. substantially contribute to conception and design, or acquisition of data, or analysis and interpretation of data;
  - 2. draft the article or revise it critically for important intellectual content; and
  - 3. give their approval of the final full version to be published.
  - 4. Agree to be accountable for all aspects of the work in ensuring that questions related to the accuracy of integrity of any part of the work are appropriately investigated and resolved.
- Applying this set of policies to our example, <u>only the researcher and her</u> <u>advisor</u> would qualify as authors
- All others would qualify as "Acknowledged Individuals"

# **Authorship: Do's and don'ts**

#### General principles for who is listed first:

#### **First Author:**

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

#### Co-Author(s):

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

#### **Corresponding author:**

- The PI of the lab/owner of the grant
- Also the one who will be in the area of research for many years to come



#### Abuses to be avoided:

#### **Ghost Authors:**

Leaving out authors who should be included

#### Scientific Writers and Gift Authors:

Including authors when they did not contribute significantly

# **Ethics Issues in Publishing**

#### Publication misconduct

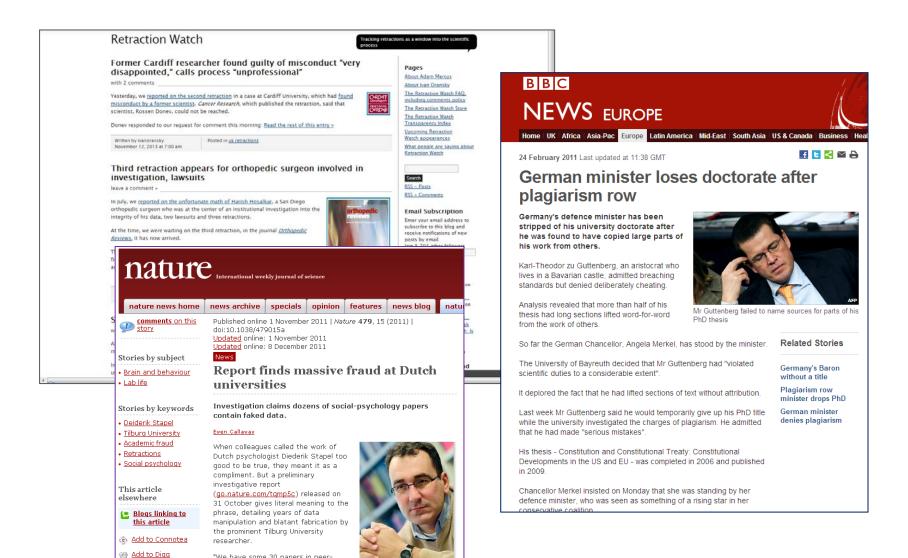
- Plagiarism
  - Different forms / severities
- Duplicate submission
- Duplicate publication
- Inappropriate acknowledgement of prior research and researchers
- Inappropriate identification of all co-authors
- Conflict of interest

#### Scientific misconduct

- Falsification of results (Manipulation of existing data)
- Fabrication (Making up data or results, and recording or reporting them)



# Ethics violations – How it can end ....



"We have some 30 papers in peerreviewed journals where we are

actually sure that they are fake, and



		şb.
vailable online 24 A	gust 2005.	
	een retracted at the request of the Editor-in-Chief and Publisher.com/locate/withdrawalpolicy.	ner. Please see
algorithm for SN <i>International,</i> vol	cle is virtually identical to the previously published article: "N Improvement in ultrasonic NDT", <i>Independent Nondestruc</i> me 38 (2005) 453 – 458 authored by N. Ruiz-Reyes, P. Vera- d J.C. Cuevas-Martínez.	tive Testing and Evaluation
<b>:</b>	, washidh (dhii (d) daad (daa (j) wah (d) daad (daad)	

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 (HP) [9,10] is a recent technique for decomposing a signal into an optimal superposition of elements in an overcomplete waveform dictionary. This technique and some other related techniques have been successfully applied to denoising ultrasonic signals ou taminated with grain noise in highly scattering materials [11,12], as an alternative to the W technique, the computational cost of algorithm being the main drawback.

In this paper, we propose a seel morning pursuit-based signal procession meet of our improving SNR in ultrassor NDT highly scattering materials, such the and completely. Description of the completely. Description is site and controlled the completely. Description is site and canture, the method is fast or upfly to be real-similar implementation. The performance of the proposed method has been evaluated to a soft or house simulation and expensional review, see when the imput SNR NRinkly's lower, an OdB (the level of echecically controlled in acconstructures is above the level of reclaes).

#### 2. Matching pursuit

Matching pursuit was introduced by Mailat and Zhang [13]. Let us suppose an approximation of the ultrasonic backscattered signals [6] as a linear expansion in terms of functions g,[6] chosen from an over-complete dictionary. Let H be a Hilbert space. We define the over-complete dictionary as a family  $D=\{g;\ i=0,1,\ldots,L\}$  of vectors in  $\mathbf{H},$  such as  $\|g_i\|=1.$ 

The problem of choosing functions g[w] that best approximate the analysed signal 4[n] is computationally very complex. Matching parsuit is an iterative algorithm that offers sub-optimal solutions for decomposing signals are some of expansion functions choose from a dimensity where f norm is used as the an commandometric because of its mathema call one wience. Then a well-designed diction y is und in softime pursuit, the non-linear atture of the algorithm leads to compact affects of the problem.

to compact also five to all mode?

In each or to of the integration of this vocal of the subdated from the signal and the process is recented on the residual. At the with integration the induces

$$[n] \begin{cases} x[n] + \alpha_{\text{dec}(\hat{\mathbf{x}}) \leftrightarrow \hat{\mathbf{x}}}[n], & m \neq 0, \end{cases} (1)$$

where  $\alpha_{dmi}$  is the weight associated to optimum atom  $g_{dmi}[n]$  at the with iteration.

The weight  $a_i^m$  associated to each atom  $g_i[n] \in D$ at the with iteration is introduced to compute all the inner products with the sessional  $r^m[n]$ :

$$a_i^{m} = \frac{(r^{m}[a], g_i[a])}{(g_i[a], g_i[a])} = \frac{(r^{m}[a], g_i[a])}{\|g_i[a]\|^2}$$
  
 $= k^{m}[a], g[a]).$  (2)

The optimum atom  $g_{(i+i)}[n]$  (and its weight  $a_{(i+i)}$ ) at the with iteration are obtained as follows:

$$g_{\ell m}[n] = \arg\min_{k \in D} \|\mathbf{p}^{m+1}[n]\|^2$$
  
 $= \arg\max_{k \in D} \|\mathbf{q}^{m}_{\ell}\|^2 = \arg\max_{k \in D} \|\mathbf{q}^{m}_{\ell}\|.$  (3)

The computation of correlations  $(r^m[n], g, [n])$  for all vectos  $g_i[n]$  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:

$$\langle r^{m+1}[n], g[n] \rangle = \langle r^m[n], g_i[n] \rangle$$
  
 $= \alpha_{(m)} \langle g_{j(m)}[n], g_i[n] \rangle.$  (4)

A retracted article will *not* be removed from ScienceDirect. Everybody who downloads it will see the reason of retraction.

# What are your responsibilities as an author?

- Report data that is
  - Real
  - Unfabricated
  - Original
- Declare any conflicts of interest.
- Ensure proper authorship.
- Submit to one journal at a time.
- Make sure to cite others' work carefully and properly.

# **Elsevier Publishing Campus**

Training. Advice. Discussion. Networking.

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



publishingcampus.com

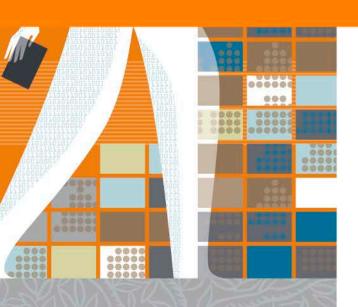
Further reading –
elsevier.com/authors
elsevier.com/reviewers
elsevier.com/editors





Elsevier Publishing Campus | Publishing Connect

# Open access publishing



## What is open access?

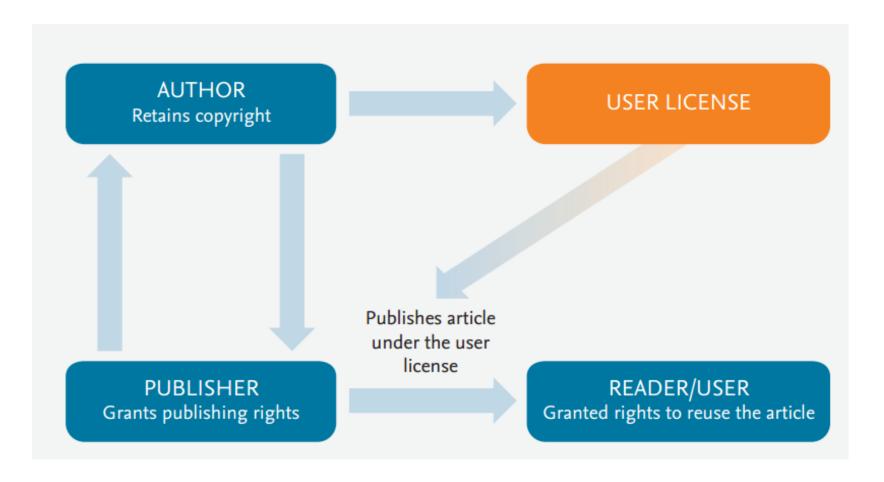
Free and permanent access to scholarly research combined with clear guidelines (user licenses) for users to re-use the content.

#### 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	Green Open Access		
Access	<ul><li>Free public access to the final published article</li><li>Access is immediate and permanent</li></ul>	<ul> <li>Free public access to a version of your article</li> <li>Time delay may apply (embargo period)</li> </ul>		
Fee	<ul> <li>Open access fee is paid by the author, or on their behalf (for example by a funding body)</li> </ul>	<ul> <li>No fee is payable by the author, as costs are covered by library subscriptions</li> </ul>		
Use	<ul> <li>Determined by your user licence</li> </ul>	<ul> <li>Authors retain the right to use their articles for a wide range of purposes</li> <li>Open versions of your article should have a user license attached</li> </ul>		
Options	<ul> <li>Publish in an open access journal</li> <li>Publish in a journal that supports open access (also known as a hybrid journal)</li> </ul>	<ul> <li>Link to your article.</li> <li>Selected journals feature open archives</li> <li>Self-archive a version of your article</li> </ul>		

#### Understanding the fine print



#### **User Licenses**



- Describes how readers can use your article which may include commercial reuse
- Know your OA policies some funders require specific licenses
- Be informed you can't necessarily change your mind

User License	Read, print, download	Redistribute or republish the final article (e.g. display in a repository)	Text & data mine	Translate the article	Reuse portions or extracts from the article in other works	'Sell ' or re-use for "commercial purposes"
Commercial license: CC-BY 4.0	1	1	1	1	1	✓
Non- commercial license: CC-BY-NC-ND 4.0	✓ ·	<b>✓</b>	*for private use only and not for distribution	✓ ·	✓ ·	X

# **Green OA – Funding body open access mandates and policies**

#### OSTP

Federal agencies with \$100m+ budget must:

- Develop a mechanism to make research results available within 12 months of publication
- Make unclassified data available to the public

#### **HEFCE**

From 1st April 2016:

- Deposit AAM in repository on acceptance (12/24 month embargo)
- Gold no specific license, no new funding

#### **RCUK**

Policy active since 2014. Compliant if:

- Gold CC-BY, immediate access
- Green CC –BY NC, 6/12 months if gold unavailable, 12/24 months if gold available but no funding

#### Wellcome Trust

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

#### Howard Hughes Medical Institute (HHMI)

Deposit in PMC within 12 months of publication

#### National institutes of Health ( NIH)

Deposit in PMC within 12 months of publication

#### FWF (Austria)

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

#### Chinese Academy of Sciences (CAS)

 Deposit in institutional repository within 12 months of publication.

#### European Research Council

 Deposit of articles in an appropriate research repository within 6 months

#### **European Commission**

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

#### **Telethon**

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

#### Australian Research Council (ARC)

- Free availability after 12 months in institutional repository
- No central compliance checks
- Author versions and final versions accepted.



#### 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



The journal has innovation at its core:

- Will publish every technically sound paper across all disciplines
- "Test bed" for innovation: will experiment with new platforms and test new ways to improve the author and reader experience
- Evolving with active feedback from the research community
- Will use Elsevier's vast network of experts and cutting-edge technology to ensure papers are handled quickly and are discoverable after publication

Heliyon

Campus

\$1250 (US Dollars)

### 2 choices

of Creative Commons licenses including CC BY

# All articles welcome

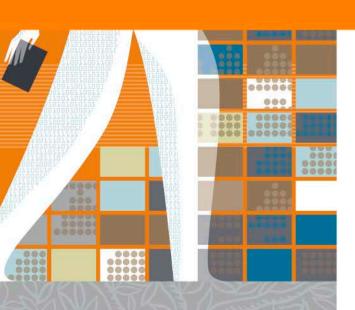
Publishes across all disciplines and article types inleuding





Elsevier Publishing Campus | Publishing Connect

# Getting your paper noticed





# Want your article at the TOP of the list?



# Three steps to getting your paper noticed



Preparing your article



2. Promoting your published article



3. Monitoring your article

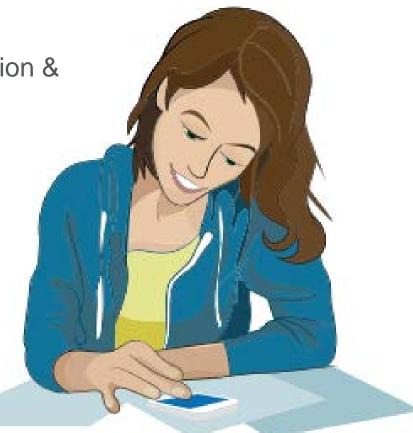
### Writing your article

Spend time on abstract and conclusion & references

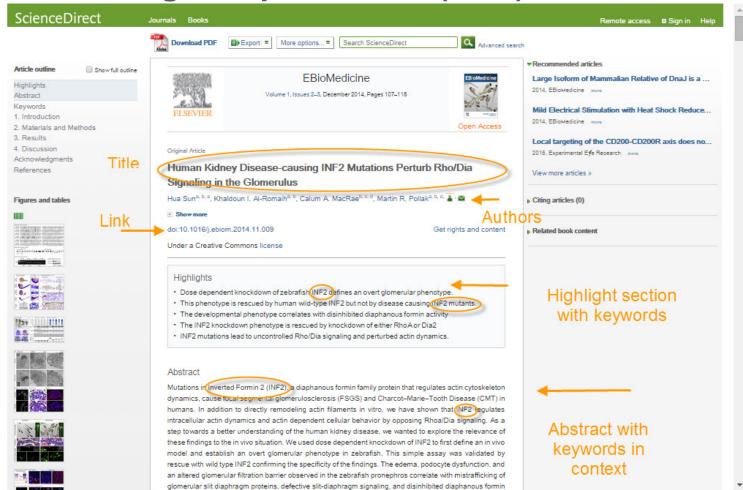
Sharing research data

Use easy to understand charts and professional illustrations

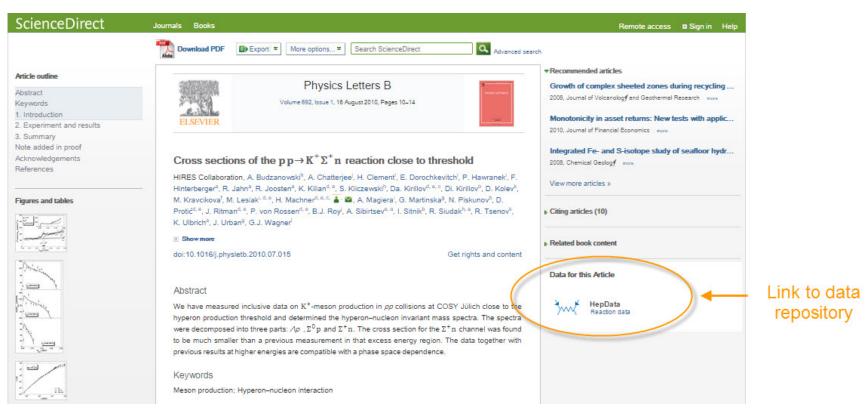
 Use clear and correct manuscript language



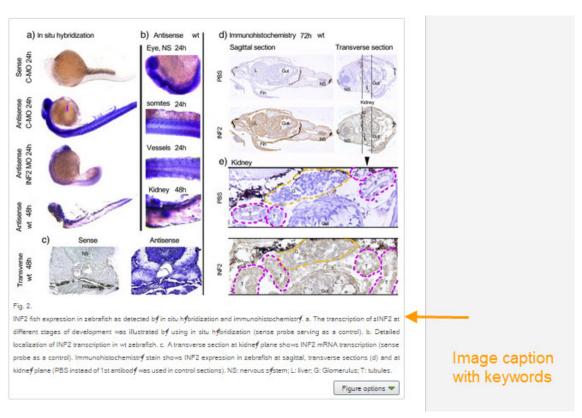
**Search Engine Optimization (SEO)** 



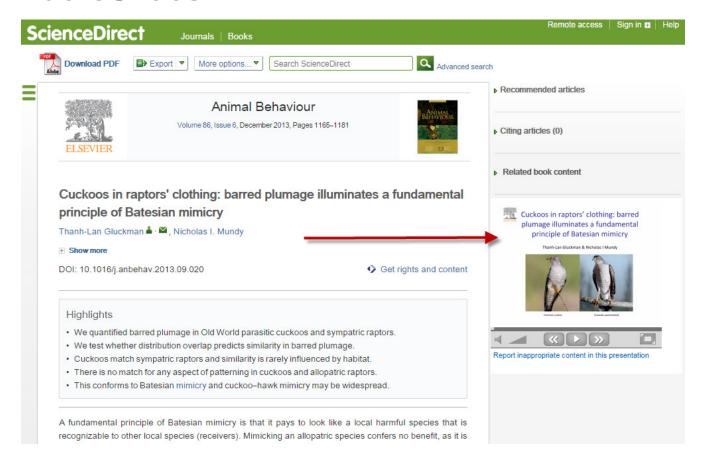
### **Search Engine Optimization (SEO)**



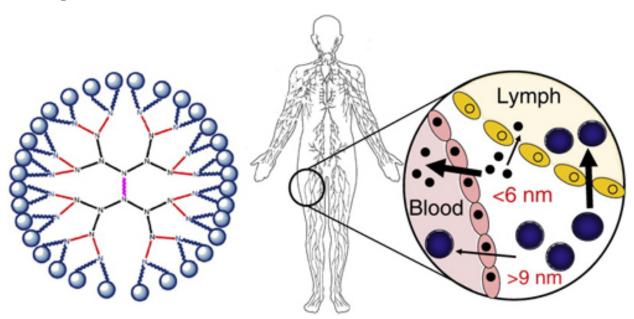
#### **Search Engine Optimization (SEO)**



#### **AudioSlides**



#### **Graphical Abstracts**



Targeting the lymphatics using dendritic polymers (dendrimers), Lisa M. Kaminskasa, Christopher J.H. Porter, Advanced Drug Delivery Reviews, http://dx.doi.org/10.1016/j.addr.2011.05.016

#### **Embedded video**



#### **Integrated digital content**

Abstract

Keywords

- 1. Introduction
- 2. Materials and methods
- 2.1. Study areas

Table 1



- 2.2. Sample collections
- 2.3. Molecular analyses
- 3. Results
- 3.1. Species distribution
- Table 2
- 3.2. Identification of the molecular forms of An. gambiae s.s.



4. Discussion

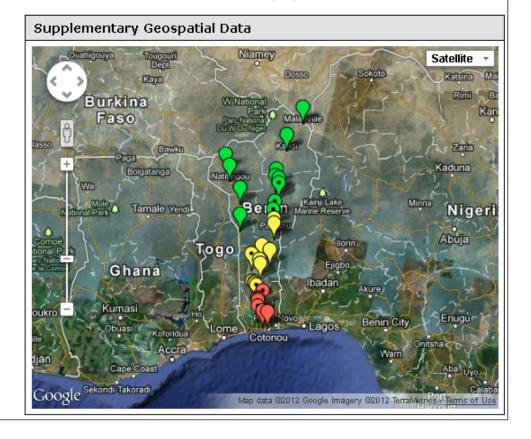
Acknowledgements

Appendix A. Supplementary data

upi0010 References

> A **NEW** open access ioumal

Factors that influence the distribution of these malaria vectors are discussed. This study underlines th need of further investigations of biological, ecological, and behavioral traits of these species and forms t better appreciate their vectorial capacities. Acquisition of entomological field data appears essential t better estimate the stratification of malaria risk and help improve malaria vector control interventions.



### **Publication of your article**

# ScienceDirect Scopus

Research Highlights

#### 1. Conferences

- Prepare to network
- Also connect online
- Online poster

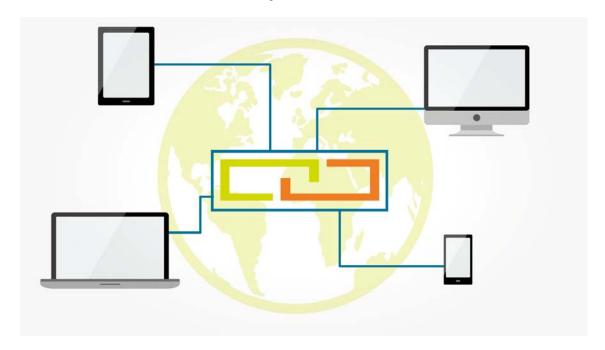
#### 2. Media relations

- Research statement
- Your institution's communication's channels
- Contact your editor or you can send an email to: researchcomm@elsevier.com



#### 3. Share links to your article

- Customized short link with free access
- Link from university website to boost SEO



#### 4. Online CV



#### in LinkedIn

- Share links to your articles, also in relevant groups
- Add images
- Add videos, AudioSlides
- Reposition the publication section





- Follow other researchers
- Post regularly and respond promptly
- Retweet
- Use images

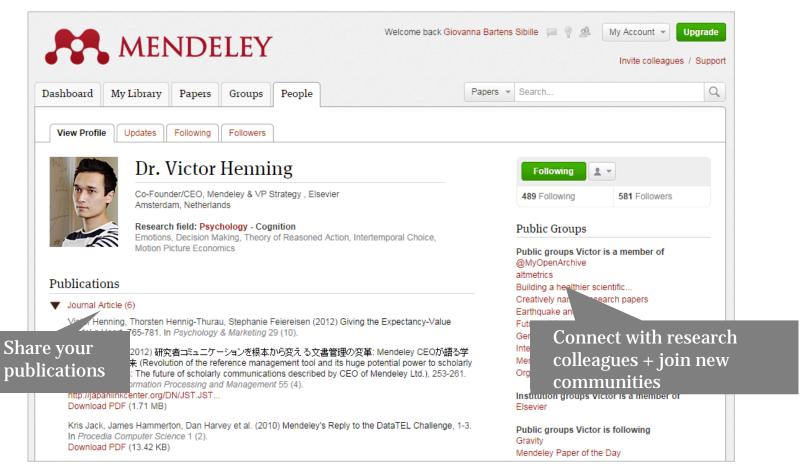
#### Social media: Facebook

- Create a 'fan' page
- Invite fellow researchers
- Share images, videos, AudioSlides
- Link to your articles
- Discuss and ask for feedback

### 6. Mendeley

- Scholarly collaboration network
- Free reference manager
- Fully-searchable library
- Cite as you write
- Read and annotate your PDFs

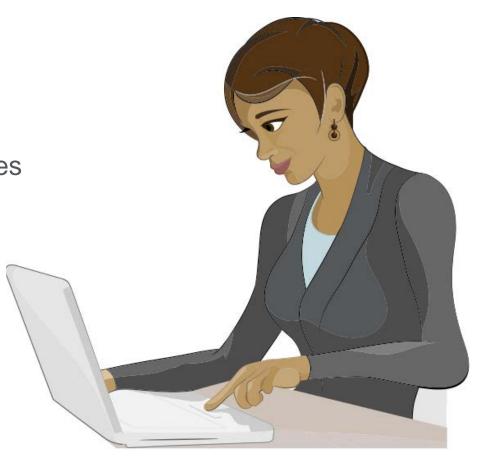




# Monitoring your article

#### My Research Dashboard:

- Early feedback on downloads, shares and citations
- Data about the geographic locations and research disciplines of your readers
- A comparison of the performance of your article with other people's articles



http://www.myresearchdashboard.com

### Monitoring your article

#### **Altmetrics:**





# **Elsevier Publishing Campus**

Training. Advice. Discussion. Networking.

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



publishingcampus.com

Further reading –
elsevier.com/authors
elsevier.com/reviewers
elsevier.com/editors





# Thank you

Elsevier Publishing Campus
Publishing Connect