Agenda

- The academic publishing industry
- Publishing Ethics
- How to get published
- Manuscript language
- The peer-review process
- Open Access Publishing
- Getting your paper noticed
Let’s start off with a film…

http://youtu.be/75xKK2eGQNk
The African Journal of Emergency Medicine (AJEM) is the official journal of the African Federation for Emergency Medicine. It is an international, peer-reviewed journal aimed in particular at supporting emergency care across Africa. AJEM publishes original research, reviews, brief reports of scientific investigations, case reports as well as commentary and correspondence related to topics of scientific, ethical, social and economic importance to emergency care in Africa. Articles will be of direct importance to African emergency care, but may have originated from elsewhere in the world.

AJEM publishes manuscripts of international quality. This is ensured through a process of rigorous peer-review where manuscripts are evaluated for accuracy, novelty and importance. It is however recognised that African researchers in emergency care are disadvantaged in the available range of journals into which they can publish their work. The editorial team is aware that this is due to many reasons, including that developing world topics are often considered too basic for western Emergency Medicine journals, or that topics are concerned with conditions which are largely irrelevant to those audiences. Furthermore, the quality of submitted manuscripts is often lower than acceptable international journal standards due to inadequate research training. AJEM is dedicated to support all authors who wish to make an attempt at publication on an African Emergency care topic. In order to maintain and produce a high quality, international standard Emergency Medicine journal, AJEM has devised Author Assist. AJEM uses a team of experienced volunteers to help improve the quality of manuscripts before peer-review submission. In this capacity AJEM may, in suitable cases, be able to direct authors towards publication of suitably significant findings of an international interest in other international journals. AJEM's Author Assist functions independently from peer-review and assistance rendered does not constitute an automatic indication of publication, but rather a process to improve an author's chances in succeeding at peer review.

AJEM is uniquely tailored to the needs and requirements of emergency care workers dedicated to improving emergency medicine in Africa. It will be ideal reading material for physicians, nurses and pre-hospital care workers wishing to improve their knowledge on general emergency medicine, trauma care, paediatrics, injury and disease prevention, service improvement, policy and ethics, disaster preparedness and response, and all other aspects of emergency care. In keeping with the African Federation for Emergency Medicine, it is our aim to be recognised as the international voice of quality emergency medical care in Africa.
African Journal of Emergency Medicine

2012 2013 2014

African Journal of Emergency Medicine

SNIP  IPP  SJR
Origins of scholarly publishing

PHILOSOPHICAL
TRANSACTIONS:
GIVING SOME
ACCOMPT
OF THE PRESENT
Undertakings, Studies, and Labours
OF THE
INGENIOUS

Das Cover der Erstausgabe des Philosophical Transactions | CC BY 4.0: Philosophical Transactions/Wikimedia
Scholarly publishing today
Scientific, technical and medical (STM) publishing

2,000 STM publishers
1.4 million peer-reviewed articles
30,000 peer-reviewed journals
The publisher’s role

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

- Registration
- Certification
- Dissemination
- Preservation
- Use
Research in South Africa

SciVal Analysis, based on Scopus data
South Africa

Source: Scopus data up to 27 May 2015

Overall research performance

- Publications: 75,697
- Citations: 367,390
- Authors: 45,306
- Field-Weighted Citation Impact: 1.19
- Citations per Publication: 4.9

View list of publications
Published Articles South Africa

Benchmarking
Source: Scopus data up to 27 May 2015

Scholarly Output vs. Publication Year

Institutions and Groups
- South African Medical Research Council
- University of Cape Town

Countries and Groups
- South Africa

Elsevier Publishing Campus
Publishing Connect
## Biggest Institutions in terms of publishing

There are 26 Institutions in South Africa:

<table>
<thead>
<tr>
<th>Institution</th>
<th>Publications</th>
<th>Authors</th>
<th>Citations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. University of Cape Town</td>
<td>12,745</td>
<td>5,973</td>
<td>99,909</td>
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<tr>
<td>2. University of the Witwatersrand</td>
<td>9,522</td>
<td>4,698</td>
<td>65,025</td>
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<tr>
<td>3. University of Stellenbosch</td>
<td>9,039</td>
<td>4,334</td>
<td>51,380</td>
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<tr>
<td>4. University of Pretoria</td>
<td>8,770</td>
<td>4,772</td>
<td>33,088</td>
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<tr>
<td>5. University of KwaZulu-Natal</td>
<td>8,609</td>
<td>4,034</td>
<td>45,270</td>
</tr>
<tr>
<td>6. University of Johannesburg</td>
<td>4,480</td>
<td>1,918</td>
<td>19,967</td>
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<tr>
<td>7. North West University</td>
<td>3,449</td>
<td>1,851</td>
<td>11,311</td>
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<tr>
<td>8. University of The Free State</td>
<td>2,793</td>
<td>1,514</td>
<td>9,320</td>
</tr>
<tr>
<td>9. University of the Western Cape</td>
<td>2,568</td>
<td>1,277</td>
<td>11,998</td>
</tr>
<tr>
<td>10. Rhodes University</td>
<td>2,357</td>
<td>1,187</td>
<td>9,972</td>
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<tr>
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<tr>
<td>12. University of South Africa</td>
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<td>13. Nelson Mandela Metropolitan University</td>
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<td>19. Durban University of Technology</td>
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<tr>
<td>20. Human Sciences Research Council South Africa</td>
<td>554</td>
<td>225</td>
<td>2,804</td>
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</table>
## A look at quality

There are 26 institutions in South Africa.

<table>
<thead>
<tr>
<th>Institution</th>
<th>Publications</th>
<th>Authors</th>
<th>Field-Weight</th>
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<tbody>
<tr>
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<td>2. National Institute for Communicable Diseases</td>
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<tr>
<td>3. University of Cape Town</td>
<td>12,745</td>
<td>5,973</td>
<td>1.74</td>
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<tr>
<td>4. University of the Witwatersrand</td>
<td>9,522</td>
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<td>1.16</td>
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<td>1.14</td>
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<tr>
<td>13. University of Pretoria</td>
<td>8,770</td>
<td>4,772</td>
<td>1.04</td>
</tr>
<tr>
<td>14. Sasol Technology (Pty) Ltd.</td>
<td>171</td>
<td>159</td>
<td>1.03</td>
</tr>
<tr>
<td>15. MINTEK</td>
<td>183</td>
<td>123</td>
<td>0.93</td>
</tr>
</tbody>
</table>
Institutions collaborating with the University of Cape Town

Worldwide  All sectors  ← Filter for more (regional) detail or filter by field at the top of the page

2,302 collaborating institutions  7,765 co-authored publications

Elsevier Publishing Campus  Publishing Connect
Academic publishing
The publishing cycle

Solicit & manage submissions
30-60% rejected by > 13,000 editors

Manage Peer Review
557,000+ reviewers

Publish & Disseminate
>700 million downloads by > 11 million researchers in >120 countries!

Edit & prepare
365,000 articles accepted

12.6 million Production articles available

January 2015
Key stages of preparing a successful grant application

- Come up with a unique idea
- Find a matching funding opportunity
- Understand the funding agency
- Get the background information
- Write the technical portion
- Make sure the administrative parts are in order
- Submit and forget about it
Planning your article
Are you ready to publish?

Not ready
Work has no scientific interest

Ready
Work advances the field

- Outdated work
- Duplication of published work
- Incorrect conclusions
- Original results or methods
- Significant enhancement of published work
- Up-to-date review of a subject or field
Always keep in mind that…

…your published papers, are a permanent record of your research, are your passport to your community…
Your personal reasons for publishing?

Get funding?  Get promoted?  PhD degree?

However, editors, reviewers, and the research community don’t consider these reasons when assessing your work.
Choosing the right journal

Best practices

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

Articles in your reference list will usually lead you directly to the right journals.
Choosing the right journal
Journal Finder Tool

For Authors

Elsevier for authors

How to publish in an Elsevier journal

Every year, we accept and publish more than 250,000 journal articles. Publishing in an Elsevier journal starts with finding the right journal for your paper. If you already know which journal, you can enter the title directly in the search box below. Alternatively, click on the ‘Start matching’ button to find a suitable journal based on the abstract of your article.

Publishing process

Find a journal

Prepare your paper

Submit paper

Check status

Match your abstract to a journal

Search for a journal by name

The Elsevier publishing process step by step

1. Find the right journal
The first step is finding the right journal for your paper. Among the thousands of journals and books published by Elsevier are some of the world’s most prominent and respected medical, scientific and technological publications. These include The Lancet, Cell, Tetrahedron Letters and a host of others. Find a journal match for your abstract by clicking on the blue ‘Start matching’ button above.
Practical Advice

• Evaluate your research area
  - http://top25.sciencedirect.com/
  - Journals, authors, citations, publications per year (Scopus)

• Evaluate which journal is right for your article
  - Impact Factor
  - Alternative metrics (H-index, SNIP, SCImago)
  - Journal Analyser (Scopus)

• Find out more about the journals
  - Who are the editors?
  - Guide for authors
Guide for Authors

- Find it on the journal homepage of the publisher, e.g. Elsevier.com
- Keep to the Guide for Authors in your manuscript
- It will save your time
Bibliometric indicators

- Impact Factor
- Eigenfactor
- SJR
- SNIP
- H-Index
Choosing the right journal

The Impact Factor

- It indicates how many times the more recent papers in a journal are cited on average in a given year
- It is influenced by editorial policies of journals and turnover of research

The impact factor can give you a general guidance, but it should NOT be the sole reason to choose a journal.
Impact Factor
Citation rates to total journal impact

Multidisciplinary
Biochemistry, Genetics & Molecular Biology
Neuroscience
Immunology & Microbiology
Chemistry
Pharmacology, Toxicology & Pharmaceutics
Medicine
Chemical Engineering
Environmental Science
Agricultural & Biological Sciences
Psychology
Earth & Planetary Science
Materials Science
Physics & Astronomy
Nursing
Health Professions
Energy
Computer Science
Veterinary
Engineering
Mathematics
Economics, Econometrics & Finance
Social Sciences
Business, Management & Accounting
Arts & Humanities

Aggregate journal impact factors across 25 fields of research

Elsevier Publishing Campus
Publishing Connect
## Source Normalized Impact per Paper

<table>
<thead>
<tr>
<th>Year 3</th>
<th>Year 2</th>
<th>Year 1</th>
<th>Citing Year</th>
</tr>
</thead>
</table>

- Freely available online via Scopus
- Similar to Impact Factor, but considers 3 years
- Measures contextual citation impact
- Citations weighted by the likelihood of citation in the subject field of source

Devised at the University of Leiden, currently the most sophisticated journal performance indicator
The H-Index

- Available online via Scopus
- Rates individuals based on career publications
- Incorporates both quantity and quality
- Productivity and age constraints

Hirsch, J. (August 2005)
An index to quantify an individual’s scientific research output
Choosing the right journal

Do NOT just “descend the stairs”

Top journals

Field-specific top journals

Other field-specific journals

National journals

http://thewordthoughtsblog.blogspot.nl/2012_04_01_archive.html
Planning your article
Types of manuscripts

Full articles
• Substantial, complete and comprehensive pieces of research
  *Is my message sufficient for a full article?*

Letters or short communications
• Quick and early communications
  *Are my results so thrilling that they should be shown as soon as possible?*

Review papers
• Summaries of recent developments on a specific top
• Often submitted by invitation

Your supervisor or colleagues are also good sources for advice on manuscript types.
New types of manuscripts

- Adaptations and customizations to methods  
  (Example journal: MethodsX )

- Published datasets: available for sharing and reuse  
  (Example journal: Data in Brief)

- Articles that acknowledge the impact of software on research  
  (Example journal: SoftwareX)

Ask your supervisor and colleagues for advice on manuscript type. Sometimes outsiders see things more clearly than you.
Planning Your Article
What makes a strong manuscript?

- Clear and useful message
- A logical manner
- Readers grasp the research

Editors, reviewers and readers all want to receive well presented manuscripts that fit within the aims and scope of their journal.
Publishing Ethics
Why do we need originality and ethical conduct?

Unethical behavior by Researchers degrades the scientific record and the reputation of science and medicine in the broader community. It can unfairly affect the reputation and academic record of individual researchers/authors.

A Massive Case Of Fraud
Chemical & Engineering News
February 18, 2008

Journal editors are left reeling as publishers move to rid their archives of scientist's falsified research

William G. Schulz

A CHEMIST IN INDIA has been found guilty of plagiarizing and/or falsifying more than 70 research papers published in a wide variety of Western scientific journals between 2004 and 2007, according to documents from his university, copies of which were obtained by C&EN. Some journal editors left reeling by the incident say it is one of the most spectacular and outrageous cases of scientific fraud they have ever seen. …
The most serious issues to avoid

These are the 3 most common forms of ethical misconduct that the research community is challenged with:

1. **Fabrication**
   - Making up research data

2. **Falsification**
   - Manipulation of existing research data

3. **Plagiarism**
   - Previous work taken and passed off as one’s own
Conflicts of interest question
Indicate if any of the following are examples of conflicts of interest:

1. A University Researcher, who owns stock in a large oil company, conducts an experiment on the environmental effects of oil drilling.

2. A University Researcher, who is developing and testing a new technology, is also a consultant for a financial services firm that weighs investments in new technologies.

3. A Researcher submits an article to a journal for which the Editor-in-Chief is a Professor in the Researcher’s department.

4. A Doctor who abides by traditional healing procedures writes a paper on emerging current medical technologies.
Conflicts of interest answer

These are all present potential conflicts

They can take many forms:

- Direct financial - employment, stock ownership, grants, patents
- Indirect financial - honoraria, consultancies, mutual fund ownership, expert testimony
- Career and intellectual - promotion, direct rival
- Institutional
- Personal belief

The proper way to handle potential conflicts of interest is through transparency and disclosure.

At the journal level, this means disclosure of the potential conflict in your cover letter to the Journal Editor
A recent example of what can happen

Scientist who disputes consensus on warming has received $1.2 million

BY JUSTIN GILLIS
AND JOHN SCHWARTZ

For years, politicians wanting to block legislation on climate change have bolstered their arguments by pointing to the work of a few scientists who claim that greenhouse gases pose little risk to humanity.

One of the names they invoke most often is Wei-Hock Soon, known as Willie, a scientist at the Harvard-Smithsonian Center for Astrophysics who claims that variations in the sun’s energy can largely explain recent global warming. He has often appeared on conservative news programs, testified before Congress and in state capitals, and starred at conferences of people who deny the risks of global warming.

But newly released documents show the extent to which Dr. Soon’s work has been tied to funding he received from corporate interests.

He has accepted more than $1.2 million in money from the fossil-fuel industry over the last decade while failing to disclose that conflict of interest in most of his scientific papers. At least 11 papers he has published since 2008 omitted such a disclosure, and in at least eight of those cases, he appears to have violated ethical guidelines of the journals that published his work.

The documents show that Dr. Soon, in correspondence with his corporate funders, described many of his scientific papers as “deliverables” that he completed in exchange for their money. He used the same term to describe testimony he prepared for Congress.

Though Dr. Soon did not respond to questions about the documents, he has long stated that his corporate funding has not influenced his scientific findings.

The documents were obtained by Greenpeace, the environmental group, under the Freedom of Information Act. Greenpeace and an allied group, the Climate Investigations Center, shared them with several news organizations last week.

The documents shed light on the role of scientists like Dr. Soon in fostering public debate over whether human activity is causing global warming. The vast majority of experts have concluded that it is and that greenhouse emissions pose long-term risks to civilization.

Historians and sociologists of science say that since the tobacco wars of the 1960s, corporations trying to block legislation that hurts their interests have employed a strategy of creating the appearance of scientific doubt, usually with the help of ostensibly independent researchers who accept industry funding.

Fossil-fuel interests have followed this approach for years, but the mechanics of their activities remained largely hidden.

“The whole doubt-mongering strategy relies on creating the impression of scientific debate,” said Naomi Oreskes, a historian of science at Harvard University and the co-author of “Merchants of Doubt,” a book about such campaigns.

“Willie Soon is playing a role in a certain climate, PAGE 5
What does it mean to be an Author?

- An “author” is generally considered to be someone who has made substantial intellectual contributions to a published study.
- Being an author comes with credit but also with responsibility.
- Decisions about who will be an author and the order of authors should be made before starting to write up the project.
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

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
Authorship Policies

The correct answer depends on journal policy. Authorship policies vary across disciplines, cultures and journals.

Example, the International Committee of Medical Journal Editors who declared that an author must:

1. substantially contribute to conception and design, or acquisition of data, or analysis and interpretation of data AND
2. draft the article or revise it critically for important intellectual content AND
3. give their approval of the final version to be published all three conditions must be fulfilled to be an author

- Applying this set of policies to our example, only the researcher and her advisor would qualify as authors
- All others would qualify as “Acknowledged Individuals”
Authorship disputes

- Must be resolved by Authors
- Editors cannot adjudicate or act as judge
- Delay publication: Editor has to get agreement from all Authors about any changes
- After publication, can be published as a correction, but needs agreement from all Authors with justification
What is plagiarism?

“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

“Presenting the data or interpretations of others without crediting them, and thereby gaining for yourself the rewards earned by others, is theft, and it eliminates the motivation of working scientists to generate new data and interpretations.”

Professor Bruce Railsback, Department of Geology, University of Georgia
What may be plagiarised?

Work that can be plagiarised includes…

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

Higher Education Academy, UK
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
How can plagiarism be detected?

- 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
Paraphrasing

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

It is unacceptable:

- Using exact phrases from the original source without enclosing them in quotation marks
- Emulating sentence structure even when using different words
- Emulating 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? Text re-cycling/self-plagiarism

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 word-for word and perhaps a figure or two without citing the first paper

Editors may conclude that you intentionally exaggerated your output
Consequences question

A researcher has plagiarized another author’s article
What are the potential consequences and what actions can the publisher or researcher’s institution/funding body take?
Consequences answer

Potential consequences can vary according to the severity of the misconduct and the standards set by the journal editors, institutions and funding bodies.

Possible actions include:
- Written letters of concern and reprimand
- Article retractions
- Some form of disciplinary action on the part of the researcher’s institute or funding body
Article Retraction

This article has been retracted at the request of the Editor-in-Chief.

The authors have falsified mathematical findings and have made unsubstantiated claims regarding Euclid's parallel postulate (Appl. Math. Lett., 23 (2010) 1137–1139, doi:10.1016/j.aml.2010.05.003). This article represents a severe abuse of the scientific publishing system. The scientific community has a strong view on this matter and apologies are offered to readers of the journal that published during the submission process.

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Hungarian president resigns over doctorate plagiarism scandal
Pal Schmitt steps down after university revokes doctorate, saying Olympics thesis was mostly copied from two authors

Associated Press in Budapest
guardian.co.uk, Monday 2 April 2012 13:29 BST

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

The Hungarian president, Pal Schmitt, has announced he will resign after losing his doctorate in a plagiarism scandal.
Who is really responsible for Ethics?

All Stakeholders

Authors

Institutions/Companies/Agencies/Funding Bodies

Publishers/Journal Editors

All Elsevier journals are members of: COPE COMMITTEE ON PUBLICATION ETHICS

Elsevier Publishing Campus  Publishing Connect
How to get published
Structuring your article
General structure of a research article

- Title
- Abstract
- Keywords
- Introduction
- Methods
- Results and Discussion
- Conclusion
- Acknowledgements
- References
- Supporting materials
The process of writing – building the article

1. Title, Abstract, and Keywords
2. Conclusion
3. Introduction
4. Methods
5. Results
6. Discussion
7. Figures/Tables (your data)
Effective manuscript titles

- Attract reader’s attention
- Contain fewest possible words
- Adequately describe content
- Are informative but concise
- Identify main issue
- Do not use technical jargon and rarely-used abbreviations

Editors and reviewers do not like titles that make no sense or fail to represent the subject matter adequately. Additionally, if the title is not accurate, the appropriate audience may not read your paper.
Keywords

- Are the labels of the manuscript
- Are used by indexing and abstracting services
- Should be specific
- Should use only established abbreviations (e.g. DNA)

Check the Guide for Authors for specifics on which keywords should be used.

<table>
<thead>
<tr>
<th>Article title</th>
<th>Keywords</th>
</tr>
</thead>
<tbody>
<tr>
<td>“An experimental study on evacuated tube solar collector using supercritical CO2”</td>
<td>Solar collector; supercritical CO2; solar energy; solar thermal utilization</td>
</tr>
</tbody>
</table>
Abstract

- Summarize the problem, methods, results, and conclusions in a single paragraph
- Make it interesting and understandable
- Make it accurate and specific
  - A clear abstract will strongly influence whether or not your work is considered
- Keep it as brief as possible

Take the time to write the abstract very carefully. Many authors write the abstract last so that it accurately reflects the content of the paper.
Introduction

- Provide a brief context to the readers
- Address the problem
- Identify the solutions and limitations
- Identify what the work is trying to achieve
- Provide a perspective consistent with the nature of the journal

Write a unique introduction for every article. DO NOT reuse introductions.
Methods

- Describe how the problem was studied
- Include detailed information
- Do not describe previously published procedures
- Identify the equipment and materials used
Methods – ethics committee approval

- Experiments on humans or animals must follow applicable ethics standards
- Approval of the local ethics committee is required and should be specified in the manuscript, covering letter, or the online submission system
- Editors can make their own decisions on ethics
Results

- Include only data of primary importance
- Use sub-headings to keep results of the same type together
- Be clear and easy to understand
- Highlight the main findings
- Feature unexpected findings
- Provide statistical analysis
- Include illustrations and figures
Discussion

- Interpretation of results
- Most important section
- Make the discussion correspond to the results and complement them
- Compare published results with your own

Be careful not to use the following:
- Statements that go beyond what the results can support
- Non-specific expressions
- New terms not already defined or mentioned in your paper
- Speculations on possible interpretations based on imagination
Conclusion

- Be clear
- Provide justification for the work
- Explain how your work advances the present state of knowledge
- Suggest future experiments
Acknowledgments

- Advisors
- Financial supporters and funders
- Proof readers and typists
- Suppliers who may have donated materials
References

- Do not use too many references
- Always ensure you have fully absorbed the material you are referencing
- Avoid excessive self citations
- Avoid excessive citations of publications from the same region or institute
- Conform strictly to the style given in the Guide for Authors
Help with your article

- Writing an article is hard work – finding and sorting research, preparing references, sourcing feedback...
- You can get help from Mendeley (www.mendeley.com), a free reference manager and academic social network.
- The Mendeley Reference Manager generates citations and bibliographies in Word, OpenOffice, and LaTeX.
- You can also use Mendeley to connect with colleagues and securely share papers, notes, and annotations.
- You can also use Mendeley’s social network to identify potential collaborators.
How to get published
Using proper scientific language
Why is language important?

- Poor language quality can delay or block publication of work
- Proper English should be used throughout the manuscript
Do publishers correct language?

No!

It is the author’s responsibility...

Visit http://webshop.elsevier.com for translation and language editing services.
Language

You should use English throughout the manuscript, including figures.
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.”
Manuscript language: Overview

- Clear
- Objective
- Accurate
- Concise

Always read the journal’s Guide for Authors to check for any additional language specifications.
Manuscript language: Sentences

- Write direct, short, and factual sentences
- Convey one piece of information per sentence
- Avoid multiple statements in one sentence

The average length of sentences in scientific writing is only about 12-17 words.
Manuscript language: Tenses

**Present tense:**
Use for known facts and hypotheses

**Past tense:**
Use for experiments conducted and results
Manuscript language: Grammar

- Use active voice to shorten sentences
- Avoid contractions and abbreviations
- Minimize use of adverbs
- Eliminate redundant phrases
- Double-check unfamiliar words or phrases
The reviewing process

Publishing Connect
Peer review

- Helps to determine the quality, validity, significance, and originality of research
- Helps to improve the quality of papers
- Publishers are outside the academic process and are not prone to prejudice or favour
- Publishers facilitate the review process by investing in online review systems and providing tools to help Editors and Reviewers
What is peer review?

- Peer review places the reviewer, with the author, at the heart of scientific publishing.
- Reviewers make the editorial process work by examining and commenting on manuscripts.
- Without peer review there is no control in scientific communication.
- Reviewers are the backbone of the whole process.
Purpose of peer review

- Improves quality of the published paper
- Ensures previous work is acknowledged
- Determines the importance of findings
- Assesses the originality and significance of the work
- Highlights any omissions in the reference list and any ethics concerns
Why do reviewers review?

- Value from mentoring young researchers
- Enjoyment in reviewing
- General interest in the area
- Awareness of new research and developments before their peers
- Career development
- Help with own research or new ideas
- Association with journals and Editors
- Keep updated with latest developments
Role and tasks of reviewer

- The peer review process is based on trust
- The scientific publishing enterprise depends largely on the quality and integrity of the reviewers
- Reviewers should write reports in a collegial and constructive manner
- Reviewers should treat all manuscripts in the same manner
Confidential document

- Manuscripts are confidential documents where the data is and remains exclusive property of the author(s)
- Must be destroyed after the final decision from the Editor
- Shared responsibility for the review of the manuscript with a colleague must be disclosed to the Editors
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.
So how does it work?

**Author**
- START
- Submit a paper
- Revise the paper

**Editor**
- Basic requirements met?
  - [Yes]
    - Assign reviewers
  - [No]
    - Collect reviewers' recommendations
    - Make a decision
      - [Reject] REJECT
      - [Revision required]
      - [Accept]

**Reviewer**
- Review and give recommendation

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Publishing Connect

## A systematic approach for reviewing

<table>
<thead>
<tr>
<th>Article section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Writing</td>
<td>Clear and concise English</td>
</tr>
<tr>
<td>Title</td>
<td>Specific and reflecting the content of the manuscript</td>
</tr>
<tr>
<td>Abstract</td>
<td>Brief and describing the purpose of the work</td>
</tr>
<tr>
<td>Methodology</td>
<td>Full explained and relevant to the study</td>
</tr>
<tr>
<td>Figures</td>
<td>Justified and clear with fonts proportionate to the size of the figure</td>
</tr>
<tr>
<td>Tables</td>
<td>Can they be simplified or condensed? Should any be omitted?</td>
</tr>
<tr>
<td>Discussion</td>
<td>Discussion of the findings relating back to the study aims</td>
</tr>
<tr>
<td>Conclusion</td>
<td>Implications of the results obtained, and their place in a broader research context; not a summary of findings.</td>
</tr>
<tr>
<td>Trade Names/ Abbreviations/Symbols</td>
<td>Properly used where indicated</td>
</tr>
<tr>
<td>References</td>
<td>Are all previously published sources properly referenced?</td>
</tr>
</tbody>
</table>
Comments to the editors

Comment on novelty and significance

Recommend whether the manuscript is suitable for publication

Remember that confidential comments will not be disclosed to the author(s)
Comments to the authors

- Provide specific comments on the design
- Comment on the presentation of data, results and discussion
- Ensure comments to the author(s) are consistent with your recommendation to the Editors

“When reviewing, try to remember that you are an author too and be professional and constructive in your approach. That can be hard but don’t let your inner nitpicker get the upper hand. Leave 24 hours between reading the manuscript and writing your review, to allow time for your reasonable self to rise to the fore.”
Stephen Curry, Professor of Structural Biology, Imperial College London
Example of a reviewer checklist for editor’s eyes only

Reviewer’s recommendation  Accept / Minor Revision / Major Revision / Reject
Overall manuscript rating  1 → 100 (poor → perfect)

1. Is the subject matter suitable for publication in JCR? Y/N
2. Is the paper acceptable in its present form? Y/N
3. Is the paper better suited for another journal? Y/N
   If “Yes”, which other journal?
4. Does it contain material that might well be omitted? Y/N
5. Does it give adequate references to related work? Y/N
6. Is the English satisfactory? Y/N
7. Is the presentation of the work well organized? Y/N
8. Rate the paper using the following scale
   (4 = Very good, 3 = Good, 2 = Marginal, 1 = Poor)
   a. Originality  1 2 3 4
   b. Scientific quality  1 2 3 4
   c. Significance of findings  1 2 3 4
Rejection without external review

- The Editor-in-Chief evaluates submissions and determines whether they enter into the external review process or are rejected
- English language inadequate
- Prior publication of the data
- Multiple simultaneous submissions of the same data

“When your paper is submitted, we first of all look through it briefly to check the format and length, the clarity of the discussion, research methods and overall fit with the journal. This is a fairly quick process – around two weeks or so. If it passes this 'desk review' procedure, we then send it out for full review to subject experts.”

Robert Blackburn, Editor-in-Chief of the International Small Business Journal (ISBJ)
Review process (I)

- Articles are initially reviewed by at least two reviewers.
- When invited, the reviewer receives the abstract of the manuscript.
- The Editor generally requests that the article be reviewed within 2-4 weeks.
- Articles are revised until the reviewers agree, or until the Editor decides that the reviewer concerns have been adequately addressed.
- The reviewers’ reports help the Editors to reach a decision on a submitted paper.
Review process (II)

If report has not been received after 4 weeks, the editorial office contacts the reviewer.

If there is a notable disagreement between the reports of the reviewers, a third reviewer may be consulted.

The anonymity of the reviewers is maintained, unless a reviewer asks the Editor to have their identity made known.
Review process (III)

- Reviewers must not communicate directly with authors.
- All manuscripts and materials must be treated confidentially by Editors and reviewers.
- The aim is to have a first decision to the authors by 4-6 weeks (depending on the field) after submission.
- Meeting the schedule objectives requires a significant effort by all involved.
- Reviewers should treat authors as they themselves would like to be treated.
Journal article production

- **Preprint**
  Author submits manuscript

- **Manuscript accepted**

- **Document proof**
  Copy editing, Author proofing, preparation for publishing

- **Published journal article**
  Logo, pagination, branding

- **Electronic Warehouse**
  Published as print, HTML or PDF copy
Other publishing models

Traditional publishing
- Authors publish free of charge
- Institutions or individuals subscribe to journals

Open access publishing
- Author (or institution/funding agency) pays an article publication fee
- Article is made freely available to all online
- Some journals publish exclusively open access
- Other subscription journals offer open access options
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.
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.
# 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

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</tbody>
</table>

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Article publishing charges (APCs)

- Covers the cost involved when publishing an article
- Relate to gold open access publishing only
- Tends to be journal specific and vary between journals

"My research funds include sufficient amounts to pay to have my research articles published open access"

23% of surveyed researchers agreed or strongly agreed
53% of surveyed researchers disagreed or strongly strongly disagreed

How to pay an APC?
Generally, APC’s are not paid by the author

- Funding body’s who have an open access policy, may reimburse authors
- Prepaid deals between an institution/funder and a publisher
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
Promoting research

Promotion of research

- Conferences
- Newsletters
- Alerts
- Abstracting and indexing databases

Workflows and research tool examples

- Geofacets: assisting oil and gas exploration
- Patient Research: facilitating access to research for medical patients
- Clinical Pharmacology: identifying interactions between prescribed drugs
1. Preparing your article
2. Promoting your published article
3. Monitoring your article
Preparing 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
Preparing your article

Search Engine Optimization (SEO)
Preparing your article

AudioSlides

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Cuckoos in raptors’ clothing: barred plumage illuminates a fundamental principle of Batesian mimicry

Thanh-Lan Glückman, Nicholas I. Mundy

Animal Behaviour
Volume 86, Issue 6, December 2013, Pages 1165-1181

Cuckoos in raptors’ clothing: barred plumage illuminates a fundamental principle of Batesian mimicry

A fundamental principle of Batesian mimicry is that it pays to look like a local harmful species that is recognizable to other local species (receivers). Mimicking an aliotropic species confers no benefit, as it is
Preparing your article

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
You want to make sure your research gets the attention it deserves

- The volume of research articles is growing at an accelerated pace
- For most researchers, it’s a real challenge to keep up with the literature
- Your job: make sure your research doesn’t fall through the cracks!

7 hrs/week
average time spent on literature
Promoting your article

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
Promoting your article

3. Share links to your article
   - Customized short link with free access
   - Link from university website to boost SEO
Promoting your article

4. Online CV
Promoting your article

LinkedIn

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

Share your publications

Connect with research colleagues + join new communities
Monitoring your article

My Research Dashboard:
- Early feedback on downloads, shares and citations
- Data about the geographic locations and research disciplines of your readers
- Search terms used in ScienceDirect to find your publications
- A comparison of the performance of your article with other people’s articles
Monitoring your article

Altmetrics:

- Vaccines are not associated with autism: An evidence-based meta-analysis of case-control and cohort studies
- Does correcting myths about the flu vaccine work? An experimental evaluation of the effects of corrective information.
- Effectiveness of a provider-focused intervention to improve HPV vaccination rates in boys and girls.
- Early exposure to the combined measles-mumps-rubella vaccine and thimerosal-containing vaccines and risk of autism spectrum disorder.
- The annual impact of seasonal influenza in the US: measuring disease burden and costs.
- Mucosal immunization with an attenuated Salmonella vaccine partially protects white-tailed deer from chronic wasting disease.
- Safety and immunogenicity of dry powder measles vaccine administered by inhalation: A randomized controlled Phase I clinical trial.
Write a lay summary

Lay summaries:
- Are short summaries of an academic article
- Explain complex concepts and focus on the results and impacts
- Describe research in plain English
- Can be used in funding applications
- Make research accessible to a wide audience
- Improve public engagement with science to benefit wider society
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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.

College of Skills Training
Boost your publishing skills in journals and books

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Training for effective and efficient research skills

College of Career Planning
Get ahead in your academic career

College of Recommended Organizations
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- elsevier.com/reviewers
- elsevier.com/editors

- Understanding the Publishing Process with Elsevier – complete guide
- Publishing Ethics brochure – top reasons to publish ethically
- Get Published – top tips on writing, reviewing and grant writing etc.
- Get Noticed – new ways to promote your article and research
- Open access – definitions and options
- Career Planning Guide – download in 12 languages
Thank you

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