Author Workshop

Presented By
Jing Zhang, Publisher, Elsevier
Laney Zhou, Executive Publisher, Elsevier
Date: 9 July 2015
OUTLINE

How to Get published in an Academic Journal

• Introduction to scholarly publishing
• Structuring your article
• Using proper scientific language

Authorship & Responsibilities
Publishing Ethics
Get noticed
How to Get published in an Academic Journal

Introduction to scholarly publishing
Elsevier Overview

• The world’s leading provider of science and health information.
• Global business with offices around the world.
• Elsevier serves a global network of:

---

- 2,000 Journals
- 7,000 Editors
- 70,000 Editorial Board Members
- 550,000 Reviewers
- 600,000 Authors

• Its products reach more than 12 million researchers in 4,500 institutions, 5 million students, and 15 million doctors, nurses and health professionals.

[http://www.elsevier.com/]
What do we provide?

- **ScienceDirect**: Access peer-reviewed full-text articles through SciVerse ScienceDirect

- **Scopus**: Access the largest abstract and citation database of peer-reviewed literature

- **CLINICAL KEY**: Provides clinicians with the fastest, most clinically relevant answer from Elsevier’s medical and surgical content

- **pharmapendium®**: Access to critical information, including documents on drug safety and approval

- **GEOFACETS**: Thousands of georeferenced geological maps and trusted scientific insights for geoscientists

- **illumin8**: Insights from scientific, patent, web and news content that drive innovation

---

**Planning and performance**

- **SciVal**: Establish, execute and evaluate research strategies

- **Evolve**: An interactive classroom environment for nursing and health professions students

- **MEDai**: Harness information to make smarter decisions about population management, patient care and more
Why Publish?

• To register the Originality - that they were the first to discover the answer to a problem. This helps to establish a name for themselves in their community.

• Scientists publish the details of important experiments so that others can try to reproduce the results and their work can be repeated and/or their experimental procedures can be reviewed.

• To inform other scientists working in the same discipline. So these colleagues can either stop looking, incorporate this new finding in their own analysis, or move onto the next stage of the problem.

• To promote peer review and comment. Everyone is blind to their own faults. Different eyes may see problems that the first researcher has missed.
Academic publishing
The publishing cycle

30-60% solicit & manage submissions by >13,000 editors
>700 million downloads by >11 million researchers in >120 countries!
557,000+ manage peer reviewers
12.6 million production articles available
365,000 edit & prepare accepted articles

Publish & Disseminate

Publishing Connect

Elsevier Publishing Campus
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
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.
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 topic
• 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.
Choosing the right journal

What to consider?

- **Reputation**! - editor/board/journal
- Audience
- Referee standard
- Editorial & production speed
- Impact factor (citation rate), Eigenfactor, SNIP, SJR

- Supervisor and colleagues can provide good suggestions
- Articles in your reference list will usually lead you directly to the right journals.
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.
Choosing the right journal
Journal Finder Tool

For Authors
- Journal authors' home
  - Author Rights
  - Ethics
  - Agreements
  - Open access
  - Author services
  - Authors' Update
  - Early career researchers
  - Book authors' home
  - Sharing your article
  - Journal and article metrics
  - Promote your article

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

Start matching or Search for a Journal

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.
<table>
<thead>
<tr>
<th>Journal title</th>
<th>Impact Factor</th>
<th>Open Access</th>
<th>Editorial Times</th>
<th>Acceptance</th>
<th>Production Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation Research Part D</td>
<td>1.628</td>
<td>Available</td>
<td>8 weeks</td>
<td>-</td>
<td>6 weeks</td>
</tr>
<tr>
<td>Urban Climate</td>
<td>-</td>
<td></td>
<td>10 weeks</td>
<td>67%</td>
<td>14 weeks</td>
</tr>
<tr>
<td>Journal of Cleaner Production</td>
<td>3.590</td>
<td>Available</td>
<td>7 weeks</td>
<td>47%</td>
<td>23 weeks</td>
</tr>
<tr>
<td>Energy for Sustainable Development</td>
<td>2.380</td>
<td>Available</td>
<td>9 weeks</td>
<td>14%</td>
<td>17 weeks</td>
</tr>
<tr>
<td>Energy Policy</td>
<td>2.896</td>
<td>Available</td>
<td>19 weeks</td>
<td>22%</td>
<td>12 weeks</td>
</tr>
</tbody>
</table>
Preparing your manuscript
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
Structure Your Article
General structure of a research article

- Title
- Abstract
- Keywords

- Introduction
- Methods
- Results and Discussion (IMRAD)

- Conclusion
- Acknowledgements
- References
- Supporting Materials

Read the Guide for Authors for the specific criteria of your target journal.
(Effective) 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
- Avoid words with broad meaning
- 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

- is freely available in electronic abstracting & indexing services [PubMed, Medline, Embase, SciVerse Scopus, ....]
- 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

We tackle the general linear instantaneous model (possibly underdetermined and noisy) where we model the source prior with a Student $t$ distribution. The conjugate-exponential characterisation of the $t$ distribution as an infinite mixture of scaled Gaussians enables us to do efficient inference. We study two well-known inference methods, Gibbs sampler and variational Bayes for Bayesian source separation. We derive both techniques as local message passing algorithms to highlight their algorithmic similarities and to contrast their different convergence characteristics and computational requirements.

Our simulation results suggest that typical posterior distributions in source separation have multiple local maxima. Therefore we propose a hybrid approach where we explore the state space with a Gibbs sampler and then switch to a deterministic algorithm. This approach seems to be able to combine the speed of the variational approach with the robustness of the Gibbs sampler.

What has been done

What are the main findings
The process of writing – building the article

- Title, Abstract, and Keywords
- Conclusion
- Introduction
- Methods
- Results
- Discussion
- Figures/Tables (your data)
Introduction

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

Provide a brief context to the readers

Sample 1st paragraph of an Introduction

1. Introduction

The environmental pollution and the energy crisis have brought serious problems to the world environment and sustainable development. The applications of solar energy to electricity generation and heat collection/refrigeration become important, and have received considerable attention [1], [2], [3], [4], [5], [6], [7] and [8]. The solar collector is the heart of these solar energy utilization systems. During the last two decades a number of researchers have worked on developing new and more efficient solar collector or improving existing ones [9], [10] and [11]. For example, the performance of a water-in-glass evacuated tube solar heater is investigated and factors influencing the operation of water-in-glass collector tubes are discussed. The results show the existence of inactive region near the sealed end of the tube which might influence the performance of the collector [12].

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

Sample 1st paragraph of an Experimental Set-Up section

2. Experimental set-up

In order to study the CO₂-based collector characteristics well, a closed CO₂ loop including the collector is necessary. The CO₂ loop is designed and it consists of a solar collector array, flow regulating valve (throttling valve), heat exchanging system, and feed pump. The details of the experimental set-up are shown in Fig. 1. The solar collector is used to heat CO₂ fluid contained in heating channels and increase CO₂ temperature. The supercritical CO₂ flows through the valve, which can be used to adjust the CO₂ flow rate for the present study. The CO₂ flowing out of the valve is cooled in the heat exchanging system. After that, it is pumped by the feed pump, back into the higher pressure condition in the solar collector. As shown in Fig. 1 the experimental set-up is a closed cycle of CO₂ fluid, which is mainly comprised of evacuated solar collector arrays, a throttling valve, heat exchangers 1 and 2 (CO₂/water heat exchanger), liquid CO₂ feed pump, and measurement and data acquisition system.
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
5. Discussion

In this section, a mechanism for the production of pulsations is suggested. The results are then compared with those obtained in previous work on pulsating granular materials, and some suggestions for further work are made.

5.1. A mechanism for producing silo quake

Using the background on stick–slip friction in granular materials discussed earlier, one can compare the experimental observations in this study with those in previous studies to qualitatively explain the physical mechanism for stick–slip motion. The dynamic arch which forms in such flows is part of a force chain—that is, a particle contact network through which stresses are transmitted [28]. The arch is fragile, and consequently when the material below it has discharged enough so that the arch is unsupported from below, a slow creep typically observed in adhesive stick–slip flow begins. During this creep, the adhesive friction forces become progressively weaker and weaker, and eventually the arch will break. Once the arch collapses, complete slip occurs, a quake is observed, and a new arch is created. This quake can set up structural vibrations of decaying amplitude that then collapse the newly formed arch; in this manner, a series of self-sustained pulsations results. This is the pulsation process observed in this study, where the discharge rate is fast enough (between 1 and 8 cm/s) that it does not affect the $f_p$ unlike in Wensrich’s study [8] and [9].
Conclusion

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

Sample Conclusion

6. Conclusion

This study has shown that stick-slip motion generates silo music and silo quake. Silo music is driven by the stick-slip pulsating motion of the granular material during discharge and is associated with a resonance in the air column above the bed. When the pulsating motion disappears, so does the silo music. Over the range of discharge rates studied here (equivalent to average velocities of descent through the tube of 1–8 cm/s), the pulsation frequency was independent of discharge velocity. Both silo music and flow pulsations stopped abruptly when the bed height fell below a critical value. The critical height could be changed by placing an overload in the case of crushed glass, but not in the case of the smooth glass beads. This may be rationalized, although only speculatively at this point, by differences in stress chain behavior.
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
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
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.”
Do publishers correct language?

No!
It is the author’s responsibility...

...but resources are available
Manuscript language: Overview

- Clear
- Objective
- Accurate
- Concise

Always read the journal’s Guide for Authors to check for any additional language specifications.
Are you using proper manuscript language?

- Proper English is important so editors and reviewers can understand the work
- Use short, concise sentences, correct tenses, and correct grammar
- Refer to the journal’s Guide for Authors for specifications
- Have a native English speaker check your manuscript or use a language editing service
Thank you

Information about publishing in journals
www.elsevier.com/authors

Visit Elsevier Publishing Campus
www.publishingcampus.com

Elsevier Publishing Campus
Publishing Connect
Authorship & Responsibilities
An “author” is generally considered to be someone who has made **substantial intellectual** contributions to a published study.
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

Publishing Connect
Contributor statement example:

*Increased fasting serum glucose concentration is associated with adverse knee structural changes in adults with no knee symptoms and diabetes.*

Miranda L. Davies-Tuck, Yuanyuan Wang, Anita E. Wluka, Patricia A. Berry, Graham G. Giles, Dallas R. English, Flavia M. Cicuttini
Maturitas - August 2012 (Vol. 72, Issue 4, Pages 373-378, DOI: 10.1016/j.maturitas.2012.05.013)

- Drs. Cicuttini, Wluka, Giles and English were involved in study design and inception.
- Dr. Davies-Tuck, Dr. Wang, Dr. Wluka, Dr. Berry, and Dr. Cicuttini were involved in subject recruitment, data collection, statistical analyses and interpretations.
- All authors were involved in manuscript preparation and revision.
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
Key author responsibilities

- Report only real data
- Originality
- Declare any conflicts of interest
- Submit to one journal at a time
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.

Publishing Connect
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.
Submission question
These are all present potential conflicts

- A researcher is ready to submit her paper and decides to submit to Science, Nature and Cell at the same time.
- A researcher has had his paper rejected by Science and decides to submit it to Nature. Failing that, he plans to submit it to Cell. Failing that, he plans to submit to each journal in his discipline until it is accepted.

The first scenario is not acceptable to most research communities and journals

The second scenario is acceptable but authors should heed the advice of referees and editors concerning improvements.
Submissions answer

Multiple, redundant, or concurrent publication issues

- Should be avoided where manuscripts that describe essentially the same research are published in more than one journal or primary publication.
- An author should avoid submitting a previously published paper for consideration in another journal.
- Duplication of the same paper in multiple journals of different languages should be avoided.
- “Salami Slicing”, or creating several publications from the same research, is manipulative and discouraged.
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
Plagiarism
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
Plagiarism high amongst ethics issues

Sample of cases reported to Elsevier Journals publishing staff in 2012
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
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
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

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
Who is really responsible for Ethics?

All Stakeholders

Authors

Institutions/Companies/Agencies/Funding Bodies

Publishers/Journal Editors

All Elsevier journals are members of: COPE

Publishing Connect
Get noticed
Promoting your researcher for maximum impact
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
1. Preparing your article

2. Promoting your published 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

AudioSlides

Cuckoos in raptors' clothing: barred plumage illuminates a fundamental principle of Batesian mimicry
Thanh-Lan Gluckman, Nicholas I. Mundy

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 allopatric species confers no benefit, as it is
Preparing your article

Graphical Abstracts

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

Publishing Connect
Promoting your article

- Conference: Prepare to network
- Also connect online – social network
Promoting your article

Social media: Twitter
- 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
Promoting your article

Share your publications

Connect with research colleagues + join new communities

Publishing Connect
Elsevier Publishing Campus

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

- **College of Big Ideas**
  Discuss trending topics in publishing and academia

- **College of Networking**
  Make the most of every opportunity

- **College of Research Solutions**
  Training for effective and efficient research skills

- **College of Career Planning**
  Get ahead in your academic career

- **College of Recommended Organizations**
  Reach your potential with support from global resources

publishingcampus.com
Article of the Future
Thank you

Visit Elsevier Publishing Campus
www.publishingcampus.com

For more information on publishing ethics:
www.elsevier.com/ethics

For writing/submission tips and author services:
www.elsevier.com/authors

Elsevier Publishing Campus
Publishing Connect