How to publish a world class paper

Increase your chances of getting published

Arnout Jacobs, Director of Strategy

Elsevier Workshop
August 2010

Outline of presentation

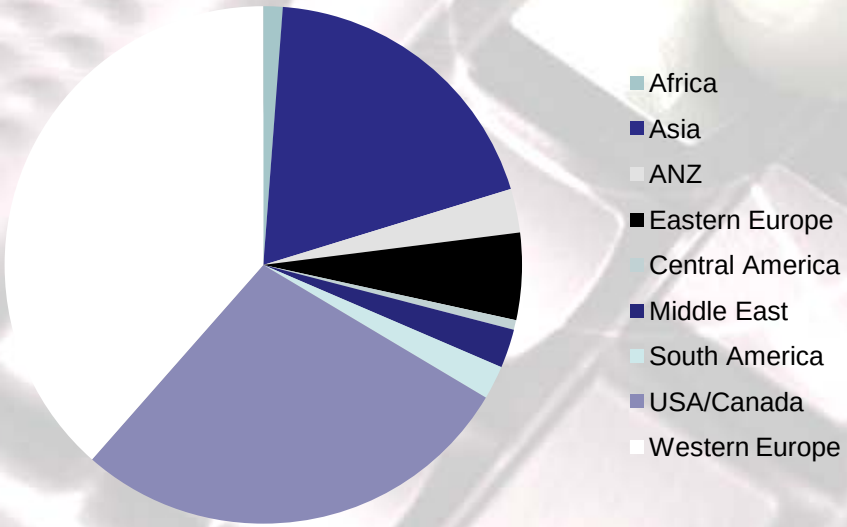
1. Trends in publishing
2. Consequences for the publishing process
3. Essential manuscript elements
4. Tips to increase chance of acceptance

Trends in scientific publishing

- Globalisation
- Rationalisation
- Reading behavior

Globalisation and growth

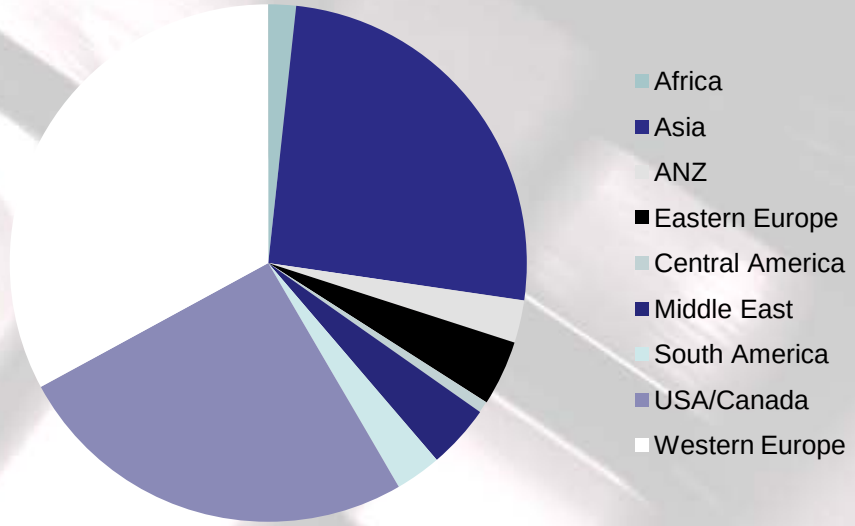
1999



- 600K articles
- Asia: 19%
- USA/Canada: 28%
- Western Europe: 38%

- 1.2M articles
- Growth rate 7.2% CAGR last 10 years
- Asia: 25%
- USA/Canada: 25%
- Western Europe: 32%

2009



Globalisation

- In 10 years, publications in English-language journals have doubled
- Driver: technology. Internet makes it possible to read and submit internationally
- Europe and North America's share is declining slowly
- Especially Asia is growing (India, China, but also Malaysia, Thailand)
- Ever newer regions are coming up (Middle East, South America)
- This is reflected in editorial boards and reviewer lists

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Applied Physics Letters (628)	Kang, E.T. (336)	2009 (5,708)	...ational University of ...apore (37,134)	Engineering (11,733)
Lecture Notes in Computer Science Including Subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics (624)	Li, L.W. (334)	2008 (5,533)	...al University Hospital, S... ...ore (2,765)	Physics and Astronomy (7,170)
Journal of Applied Physics (568)	Wee, A.T.S. (286)	2007 (5,140)	Yon... ...o Lin School of Medic... (2,406)	Medicine (6,722)
Annals of the Academy of Medicine Singapore (512)	Liu, G.R. (254)	2006 (4,962)	Nationa... University of Singapo...e, Faculty of Medicine (1,480)	Computer Science (6,067)
Proceedings of SPIE the International Society for Optical Engineering (329)	Chung, T.S. (249)	2005 (4,558)	Nanyang Technological Univers... (1,444)	Biochemistry, Genetics and Molecular Biology (5,779
Singapore Medical Journal (327)	Ge, S.S. (247)	2004 (4,292)	Institu... of Materials Rese... and Engineering, A-S... Singapore (1,151)	Materials Science (5,661)
Langmuir (228)	Neoh, K.G. (243)	2003 (3,342)	...al Institute of ...ation, ...gapore (1,000)	Chemistry (4,234)
Physical Review B Condensed Matter and Materials Physics (211)	Ramakrishna, S. (233)	2002 (2,785)	Institute for Infocomm Research, A-Star, Singapore (914)	Mathematics (3,738)
Industrial and Engineering Chemistry Research (199)	Ong, C.K. (219)	2001 (2,555)	Institute of Microelectronics, A-Star, Singapore (780)	Chemical Engineering (2,758)
Journal of Physical Chemistry B (174)	Vittal, J.J. (211)	2000 (2,110)	Date Storage Institute, A-Star, Singapore (621)	Social Sciences (2,441)
Physical Review A Atomic Molecular and Optical Physics (166)	Wong, T.Y. (203)	1999 (1,938)	Singapore General Hospital (595)	Agricultural and Biological Sciences (1,806)
IEEE Electron Device Letters (163)	Tiekink, E.R.T. (201)		Institute of High Performance Computing, Singapore (557)	Environmental Science (1,345)
Biomaterials (162)	Leong, M.S. (200)		Singapore-MIT Alliance (492)	Pharmacology, Toxicology and Pharmaceutics (1,30
Journal of Biological Chemistry (154)	Yeo, Y.C. (189)		University of Melbourne (401)	Business, Management and Accounting (1,075)
Journal of Membrane Science (149)	Lee, T.H. (179)		IEEE (371)	Immunology and Microbiology (1,058)
Thin Solid Films (148)	Ng, P.K.L. (171)		Institute of Molecular and Cell Biology, A-Star, Singapore (351)	Neuroscience (944)
Materials Research Society Symposium Proceedings (146)	Lu, L. (170)		Tan Tock Seng Hospital (347)	Decision Sciences (821)
Microwave and Optical Technology Letters (144)	Chua, S.J. (170)		Singapore Eye Research Institute (325)	Economics, Econometrics and Finance (800)
Raffles Bulletin of Zoology (143)	Lee, T.H. (160)			Earth and Planetary Sciences (614)
Physical Review E Statistical Nonlinear and Soft Matter Physics (131)	Tan, K.C. (160)			Energy (518)
Aiche Annual Meeting Conference Proceedings (131)	Tan, K.K. (159)			Psychology (496)
Drying Technology (127)	Saw, S.M. (158)			Arts and Humanities (360)
IEEE Transactions on Magnetics (124)	Watt, F. (154)			Dentistry (250)
Physical Review Letters (124)	Gupta, M. (153)			Health Professions (217)
	Lee, J.Y. (146)			Nursing (206)

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Biomaterials (162)	Chung, T.S. (136)	2009 (1,135)	National University of Singapore (7,647)
Journal of Membrane Science (149)	Liu, G.R. (94)	2008 (1,081)	Yong Loo Lin School of Medicine (520)
Thin Solid Films (143)	Watt, F. (92)	2007 (1,039)	National University Hospital, Singapore (472)
Nuclear Instruments and Methods in Physics Research Section B Beam Interactions with Materials and Atoms (119)	Kang, E.T. (85)	2006 (1,093)	Nanyang Technological University (329)
Chemical Engineering Science (116)	Lu, L. (77)	2005 (930)	National University of Singapore, Faculty of Medicine (329)
Journal of Magnetism and Magnetic Materials (100)	Wee, A.T.S. (75)	2004 (925)	Institute of Materials Research and Engineering, A-Star, Singapore (308)
Journal of Chromatography A (97)	Wong, T.Y. (73)	2003 (810)	Institute of High Performance Computing, Singapore (174)
Tetrahedron Letters (95)	Ramakrishna, S. (70)	2002 (679)	National Institute of Education, Singapore (168)
Journal of Materials Processing Technology (88)	Gupta, M. (63)	2001 (590)	Singapore-MIT Alliance (126)
Ophthalmology (88)	Li, Y. (62)	2000 (233)	University of Melbourne (117)
Automatica (81)	Lee, H.K. (58)	1999 (196)	Singapore General Hospital (114)
Journal of Organometallic Chemistry (78)	Neoh, K.G. (58)		Date Storage Institute, A-Star, Singapore (101)
Biochemical and Biophysical Research Communications (74)	Kawi, S. (55)		Singapore Eye Research Institute (85)
Journal of Alloys and Compounds (74)	Khoo, B.C. (53)		Institute of Microelectronics, A-Star, Singapore (84)
Journal of Colloid and Interface Science (72)	Osipowicz, T. (52)		Singapore National Eye Centre (81)
Polymer (70)	Fuh, J.Y.H. (52)		Institute of Molecular and Cell Biology, A-Star, Singapore (79)
European Journal of Operational Research (70)	Rahman, M. (48)		Institute of Chemical and Engineering Sciences, A-Star,
Journal of Crystal Growth (65)	Wang, Q.G. (48)		
Chemical Physics Letters (63)	Lai, M.O. (47)		
American Journal of Ophthalmology (63)	Lee, J.Y. (47)		
Building and Environment (62)	Vittal, J.J. (47)		
Applied Surface Science (59)	Bettiol, A.A. (47)		
International Journal of Solids and Structures (53)	Ng, S.C. (46)		

Highly cited NUS articles with Elsevier

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	Document (sort by relevance)	Author(s)	Date	Source Title	Cited
1.	**A review on polymer nanofibers by electrospinning and their applications in nanocomposites** Abstract + Refs | View at Publisher | Full Text | Show Abstract	Huang, Z.-M., Zhang, Y.-Z., Kotaki, M., Ramakrishna, S.	2003	*Composites Science and Technology* 63 (15), pp. 2223-2253	1062
2.	**Classification, subtype discovery, and prediction of outcome in pediatric acute lymphoblastic leukemia by gene expression profiling** Abstract + Refs | View at Publisher | Full Text | Show Abstract	Yeoh, E.-J., Ross, M.E., Shurtleff, S.A., Williams, W.K., Patel, D., Mahfouz, R., Behm, F.G., (...), Downing, J.R.	2002	*Cancer Cell* 1 (2), pp. 133-143	858
3.	**Unbiased Mapping of Transcription Factor Binding Sites along Human Chromosomes 21 and 22 Points to Widespread Regulation of Noncoding RNAs** Abstract + Refs | View at Publisher | Full Text | Show Abstract	Cawley, S., Bekiranov, S., Ng, H.H., Kapranov, P., Sekinger, E.A., Kampa, D., Piccolboni, A., (...), Gingeras, T.R.	2004	*Cell* 116 (4), pp. 499-509	596
4.	**A global map of p53 transcription-factor binding sites in the human genome** Abstract + Refs | View at Publisher | Full Text | Show Abstract	Wei, C.-L., Wu, Q., Vega, V.B., Chiu, K.P., Ng, P., Zhang, T., Shahab, A., (...), Ruan, Y.	2006	*Cell* 124 (1), pp. 207-219	375
5.	**Implantable applications of chitin and chitosan** Abstract + Refs | View at Publisher | Full Text | Show Abstract	Khor, E., Lim, L.Y.	2003	*Biomaterials* 24 (13), pp. 2339-2349	353
6.	**Aligned biodegradable nanofibrous structure: A potential scaffold for blood vessel engineering** Abstract + Refs | View at Publisher | Full Text | Show Abstract	Xu, C.Y., Inai, R., Kotaki, M., Ramakrishna, S.	2004	*Biomaterials* 25 (5), pp. 877-886	309
7.	**Mind bomb is a ubiquitin ligase that is essential for efficient activation of notch signaling by delta** Abstract + Refs | View at Publisher | Full Text | Show Abstract	Itoh, M., Kim, C.-H., Palardy, G., Oda, T., Jiang, Y.-J., Maust, D., Yeo, S.-Y., (...), Chitnis, A.B.	2003	*Developmental Cell* 4 (1), pp. 67-82	287
8.	**Electrospinning of nano/micro scale poly(l-lactic acid) aligned fibers and their potential in neural tissue engineering** Abstract + Refs | View at Publisher | Full Text | Show Abstract	Yang, F., Murugan, R., Wang, S., Ramakrishna, S.	2005	*Biomaterials* 26 (15), pp. 2603-2610	281
9.	**Differential requirements for Runx proteins in CD4 repression and epigenetic silencing during T lymphocyte development** Abstract + Refs | View at Publisher | Full Text | Show Abstract	Taniuchi, I., Osato, M., Egawa, T., Sunshine, M.J., Bae, S.-C., Komori, T., Ito, Y., Littman, D.R.	2002	*Cell* 111 (5), pp. 621-633	274
10.	**Comparative full-length genome sequence analysis of 14 SARS coronavirus isolates and common mutations associated with putative origins of infection** Abstract + Refs | View at Publisher | Full Text | Show Abstract	Ruan, Y., Wei, C.L., Ee, L.A., Vega, V.B., Thoreau, H., Yun, S.T.S., Chia, J.-M., (...), Liu, E.T.	2003	*Lancet* 361 (9371), pp. 1779-1785	273
11.	**Fused deposition modeling of novel scaffold architectures for tissue engineering applications** Abstract + Refs | View at Publisher | Full Text | Show Abstract	Zein, I., Hutmacher, D.W., Tan, K.C., Teoh, S.H.	2002	*Biomaterials* 23 (4), pp. 1169-1185	271
12.	**Performance of layered Li(Ni1/3Co1/3Mn1/3)O2 as cathode for Li-ion batteries** Abstract + Refs | View at Publisher | Full Text | Show Abstract	Shaju, K.M., Subba Rao, G.V., Chowdari, B.V.R.	2002	*Electrochimica Acta* 48 (2), pp. 145-151	264

Rationalisation

Technology allows users and publishers to measure key performance indicators:

- Impact per article
- Usage of journals and articles
- Editors get measured by value of content
- Librarians do not want content that does not get used

→ Pressure is high to focus on quality not quantity

Reading behavior

1999

- Accessible journals limited
- Read a small number of journals thoroughly
- Regional focus
- Limited number of established Abstracting services

2009

- Access exploded
- Scan many journals
- International focus default
- Many ways to find articles (search, A&I, links, …)

Readers read from a wider variety of sources, though often on a more superficial level

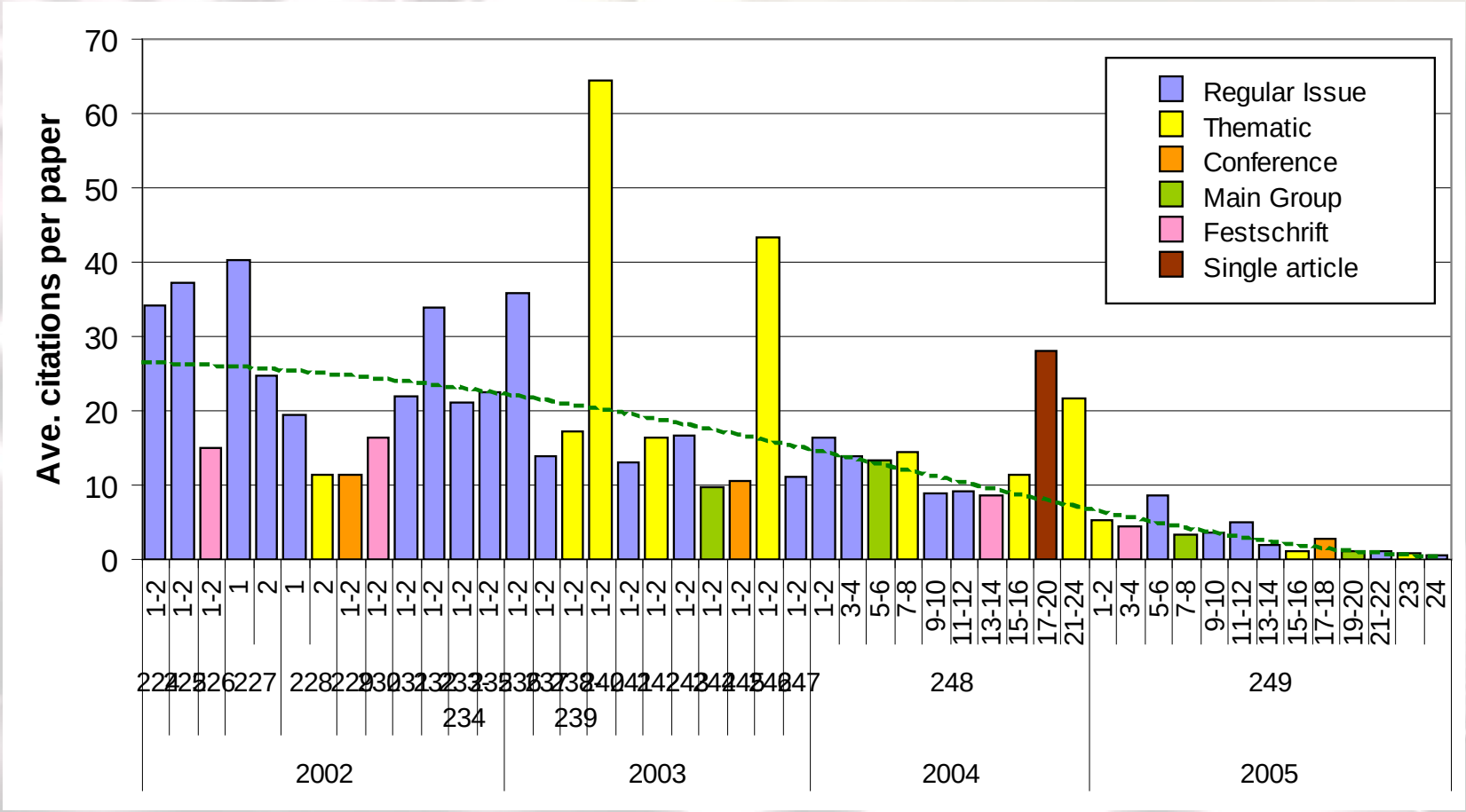
Consequences for the publishing process

The new landscape

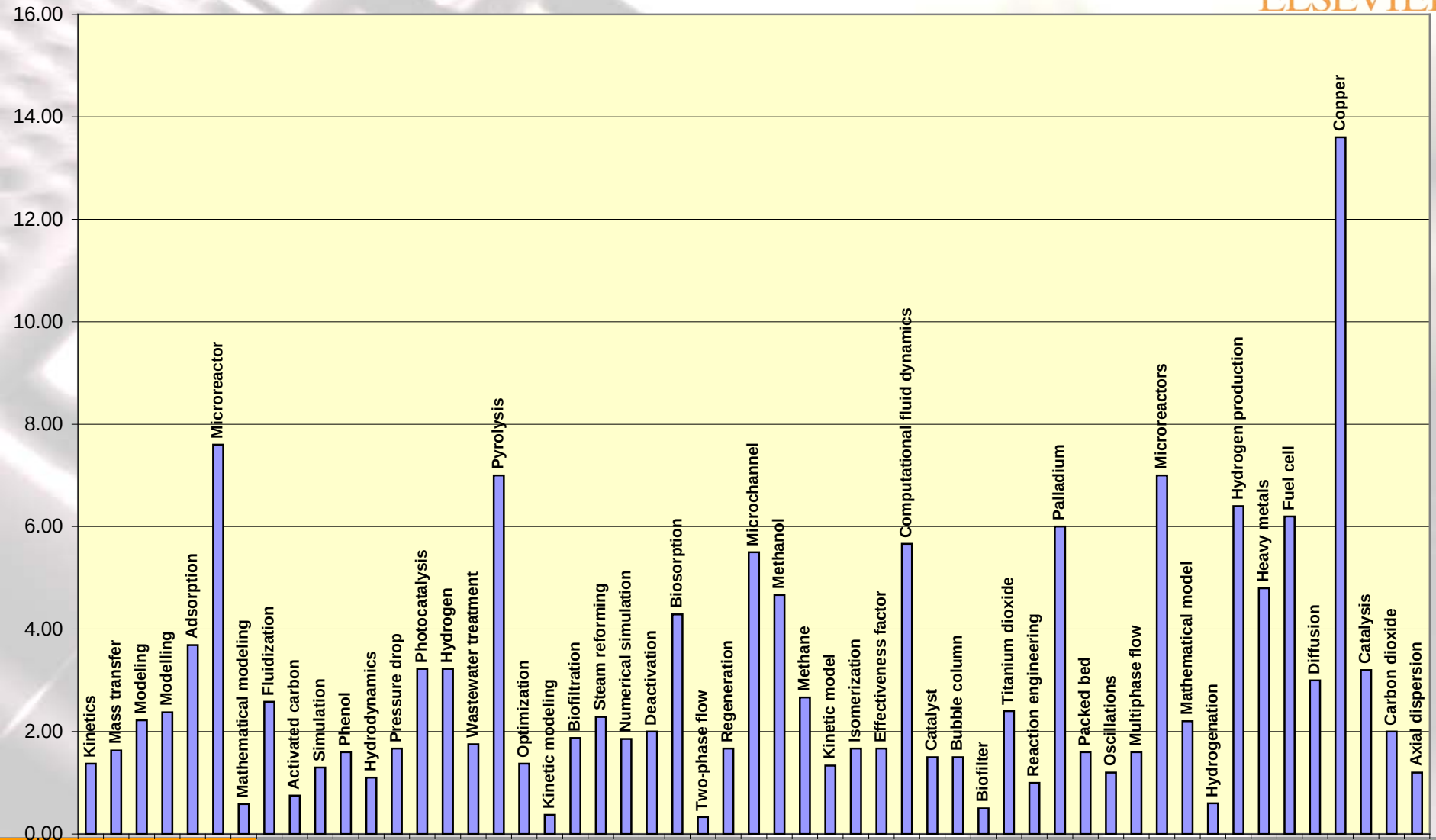
- Growth in submissions is higher than what journals can absorb
- Editors must deliver articles that will be used and cited
- Editors deal with more content than before

Therefore, getting your manuscript accepted can be an arduous process

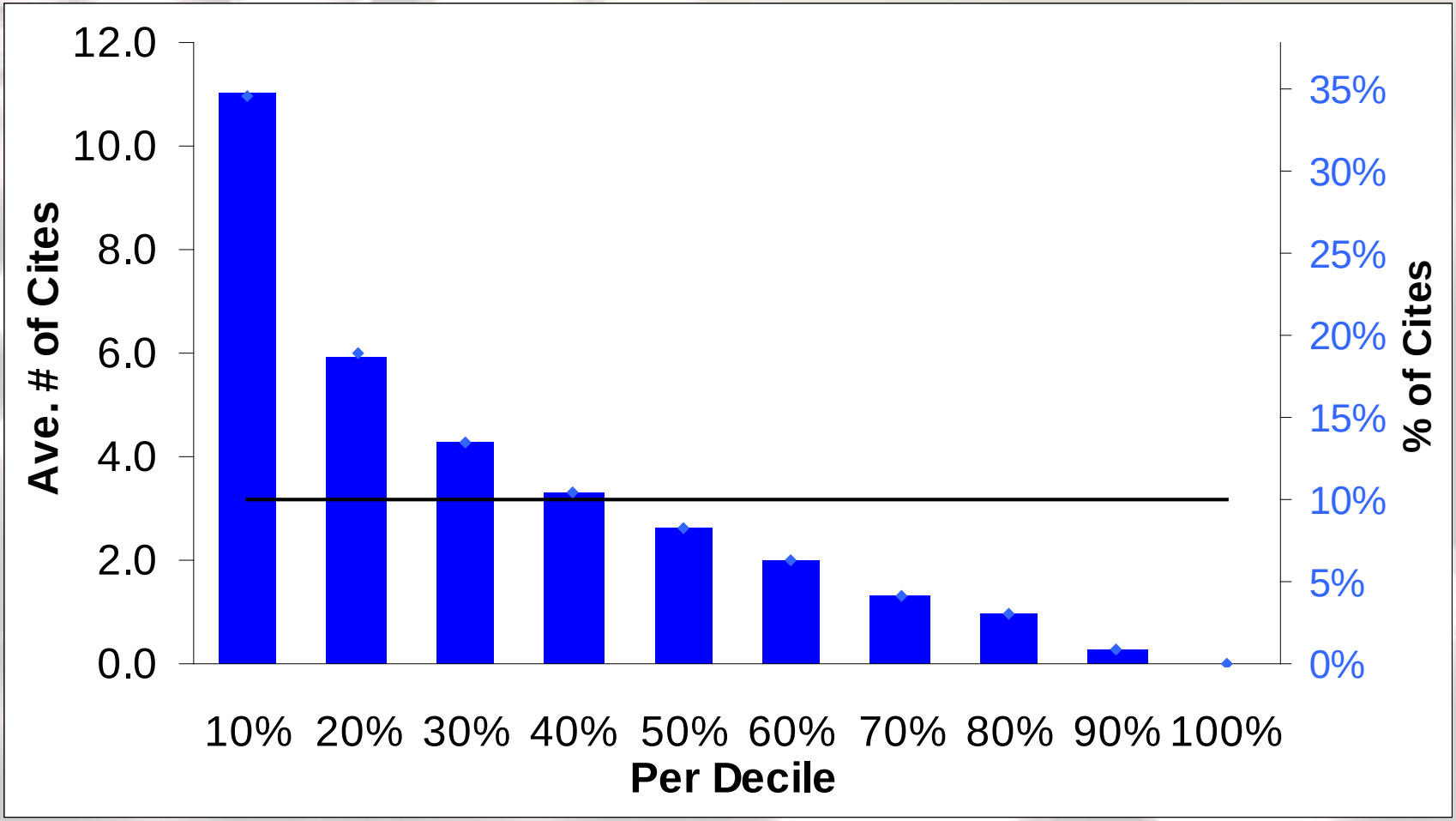
Journals get analyzed in many ways



Study average cites per keyword



Study citation distribution



Publishers do not want zero-cited articles

Editors now regularly analyze citations per article

"The statistic that 27% of our papers were not cited in 5 years was disconcerting. It certainly indicates that **it is important to maintain high standards when accepting papers**... nothing would have been lost except the CV's of those authors would have been shorter…"

– Marv Bauer, Editor, *Remote Sensing of Environment*

What are the top-cited papers?

	Document (sort by relevance)	Author(s)	Date	Source Title	Cited By
1.	Evaluation of the MODIS LAI algorithm at a coniferous forest site in Finland Abstract + Refs | View at Publisher | Full Text	Wang, Y., Woodcock, C.E., Buermann, W., Stenberg, P., Voipio, P., Smolander, H., Häme, T., (...), Myneni, R.B.	2004	*Remote Sensing of Environment* 91 (1), pp. 114-127	27
2.	Estimation of land surface temperature-vegetation abundance relationship for urban heat island studies Abstract + Refs | View at Publisher | Full Text	Weng, Q., Lu, D., Schubring, J.	2004	*Remote Sensing of Environment* 89 (4), pp. 467-483	24
3.	Remote sensing of vegetation and land-cover change in Arctic Tundra Ecosystems Abstract + Refs | View at Publisher | Full Text	Stow, D.A., Hope, A.,	2004	*Remote Sensing of*	23
4.	An evaluation of MODIS and SeaWiFS bio-optical algorithms in the Baltic Sea Abstract + Refs | View at Publisher | Full Text			*Environment* 89 (3), pp. 326-350	
5.	Upscaling ground observations of vegetation water content, canopy height, and leaf area index during SMEX02 using aircraft and Landsat imagery Abstract + Refs | View at Publisher | Full Text	Anderson, M.C., Neale, C.M.U., Li, F., Norman, J.M., Kustas, W.P., Jayanthi, H., Chavez, J.	2004	*Remote Sensing of Environment* 92 (4), pp. 447-464	21
6.	Evaluation of MODIS LAI, fAPAR and the relation between fAPAR and NDVI in a semi-arid environment using in situ measurements Abstract + Refs | View at Publisher | Full Text	Fensholt, R., Sandholt, I., Rasmussen, M.S.	2004	*Remote Sensing of Environment* 91 (3-4), pp. 490-507	21
7.	Land cover mapping of North and Central America - Global Land Cover 2000 Abstract + Refs | View at Publisher | Full Text	Latifovic, R., Zhu, Z.-L., Cihlar, J., Giri, C., Olthof, I.	2004	*Remote Sensing of Environment* 89 (1), pp. 116-127	21
8.	Identifying species of individual trees using airborne laser scanner	Holmgren, J., Persson, Å.	2004	*Remote Sensing of Environment* 90 (4), pp.	20

Are there certain topics that seem to get cited a lot?

What are the non-cited papers?

	Document (sort by relevance)	Author(s)	Date	Source Title	Cited B
1.	Estimated surface-wave contributions velocity measurements of the ocean Abstract + Refs | View at Publisher				
2.	Structure and influence of tropical riv Great Barrier Reef: Application and pe airborne sea surface salinity mapping system Abstract + Refs | View at Publisher | Full Text	J.L., Steinberg, C.R., Prytz, A.		204-220	
3.	Linescan camera evaluation of SSM/I 85.5 GHz sea ice retrieval Abstract + Refs | View at Publisher | Full Text	Garrity, C., Lubin, D., Kern, S., Pedersen, L.T.	2002	*Remote Sensing of Environment* 83 (3), pp. 472-487	0
4.	Airborne remote sensing of breaking waves Abstract + Refs | View at Publisher | Full Text	Hwang, P.A., Wright, W., Krabill, W.B., Swift, R.N.	2002	*Remote Sensing of Environment* 80 (1), pp. 65-75	0
5.	Satellite and ground observations of the evolution of Typhoon Herb near Taiwan Abstract + Refs | View at Publisher | Full Text	Chen, K.S., Wang, J.T., Mitnik, L.M.	2001	*Remote Sensing of Environment* 75 (3), pp. 397-411	0
6.	A simple physical model of vegetation reflectance for standardising optical satellite imagery Abstract + Refs | View at Publisher | Full Text	Dymond, J.R., Shepherd, J.D., Qi, J.	2001	*Remote Sensing of Environment* 75 (3), pp. 350-359	0
7.	Educational outreach activities for Landsat-7 Abstract + Refs | View at Publisher | Full Text	Merry, C.J., Stockman, S.	2001	*Remote Sensing of Environment* 78 (1-2), pp. 217-220	0
8.	OCTS-derived chlorophyll-a concentration and oceanic structure in the Kuroshio frontal region off the Joban/Kashima coast of Japan Abstract + Refs | View at Publisher | Full Text	Yokouchi, K., Takeshi, K., Matsumoto, I., Fujiwara, G., Kawamura, H., Okuda, K.	2000	*Remote Sensing of Environment* 73 (2), pp. 188-197	0
9.	GOES-8 imagery as a new source of data to conduct ocean feature tracking	Breaker, L.C., Krasnopolsky, V.M.,	2000	*Remote Sensing of Environment* 73 (2), pp.	0

Can you distinguish any trends in the articles that do not get cited?

Publishers need quality

WANTED

- Originality
- Significant advances in field
- Appropriate methods and conclusions
- Readability
- Studies that meet ethical standards

NOT WANTED

- Duplications
- Reports of no scientific interest
- Work out of date
- Inappropriate methods or conclusions
- Studies with insufficient data

Essential manuscript elements

Article structure

- Title
- Authors
- Abstract
- Keywords

Need to be accurate and informative for effective indexing and searching

- Main text (IMRaD)
  - **I**ntroduction
  - **M**ethods
  - **R**esults
  - **D**iscussion (Conclusion)

Each has a distinct function

- Acknowledgements
- References
- Supplementary material

Title

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

DO	DON'T
Convey main findings of research	Use unnecessary jargon
Be specific	Use uncommon abbreviations
Be concise	Use ambiguous terms
Be complete	Use unnecessary detail
Attract readers	Focus on part of the content only

Title

Slower processing is correlated with higher levels of depressed mood, fatigue, lower verbal fluency, fewer words and digits recalled and poorer recall of visual-spatial information in MS patients

Relationships between information processing, depression, fatigue and cognition in multiple sclerosis

Authors and affiliations

Be consistent with spelling, full versus short names, full versus short addresses

Surnames: Pérez-García / Pérez / García

Middle Initial: Use consistently or not at all

First Names: Dave / David

Affiliation: Faculty of Medicine / Faculty of Medical and Health Sciences

Abstract

The quality of an abstract will strongly influence the editor's decision

A good abstract:

- Is precise and honest
- Can stand alone
- Uses no technical jargon
- Is brief and specific
- Cites no references

Use the abstract to "sell" your article

Keywords

Keywords are important for indexing: they enable your manuscript to be more easily identified and cited

Check the Guide for Authors for journal requirements

- **Keywords should be specific**
- **Avoid uncommon abbreviations and general terms**

Keywords

Failure to replicate the association between *NRG1* and schizophrenia using Japanese large sample

Masashi Ikeda [a,*,1], Nagahide Takahashi [b,c,1], Shinichi Saito [c], Branko Aleksic [a,c], Yuichiro Watanabe [d], Ayako Nunokawa [d], Yoshio Yamanouchi [a], Tsuyoshi Kitajima [a], Yoko Kinoshita [a], Taro Kishi [a], Kunihiro Kawashima [a], Ryota Hashimoto [e,f], Hiroshi Ujike [g], Toshiya Inada [h], Toshiyuki Someya [d], Masatoshi Takeda [e,f], Norio Ozaki [c], Nakao Iwata [a]

Keywords: Schizophrenia; Neuregulin 1; Association study; False positive; Linkage disequilibrium

Bad keywords: Psychiatric disorder, *NRG1*, LD, SNPs, Japanese large sample, association

Introduction

Provide the necessary background information to put your work into context

It should be clear from the introduction:

- Why the current work was performed
  - aims
  - significance
- What has been done before
- What was done in your research (in brief terms)
- What was achieved (in brief terms)

Introduction

DO

- Consult the Guide for Authors for word limit
- "Set the scene"
- Outline "the problem" and hypotheses
- Ensure that the literature cited is balanced, up to date and relevant
- Define any non-standard abbreviations and jargon

Introduction

DON'T

- Write an extensive review of the field
- Cite disproportionately your own work, work of colleagues or work that supports your findings while ignoring contradictory studies or work by competitors
- Describe methods, results or conclusions other than to outline what was done and achieved in the final paragraph
- Overuse terms like "novel" and "for the first time"

Introduction

Essential roles of caspases and their upstream regulators in rotenone-induced apoptosis

Jihjong Lee [a], Ming-Shyan Huang [b], I-Chi Yang [c], Tsung-Ching Lai [d], Jui-Ling Wang [d], Victor Fei Pang [a], Michael Hsiao [d,*], Mark Y.P. Kuo [c,e,*]

Rotenone is a naturally occurring plant compound derived from the root and bark of some Luguminosae *species… Administration of rotenone has been shown to lead to biochemical, anatomical, and behavioral symptoms resembling Parkinson's disease due to neurotoxicity [1–3]. Previous studies have shown that… However, other studies contradict these findings… Understanding the exact mode of action of rotenone should provide additional useful information toward its possible application in oral cancer treatment. In this report, we…*

Methods

The Methods section must provide sufficient information so that a knowledgeable reader can reproduce the experiment

List suppliers of reagents and manufacturers of equipment, and define apparatus in familiar terms:

"using an AD 340C plate reader (Beckman Coulter)"

OR

"using a plate reader (Beckman Coulter AD 340C)

NOT

"using a Beckman Coulter AD 340C."

Unless the Guide for Authors states otherwise, use the past tense; the present tense is usually only used in methodology-type papers

Results

The main findings of the research

DO	DON'T
•Use figures and tables to summarize data	•Duplicate data among tables, figures and text
•Show the results of statistical analysis	•Use graphics to illustrate data that can easily be summarized with text
•Compare "like with like"	

Graphics

"Readers… often look at the graphics first and many times go no further. Therefore, the reviewer should be particularly sensitive to inclusion of clear and informative graphics."

– Henry Rapoport, Associate Editor, *Journal of Organic Chemistry*

Graphics

Figures and tables are **the most effective way to present results**

BUT:

- Captions should be able to stand alone, such that the figures and tables are understandable without the need to read the entire manuscript
- The data represented should be easy to interpret
- Colour should only be used when necessary

Graphics

Table 2. Colour codes and notations of the soil layers

Habitat	Depth (cm)	Colour codes	Colour notation
Woodland	0-5	10YR4/2	Dark grayish brown
	5-10	2.5Y5/3	Light olive brown
	10-15	2.5Y6/3	Light yellowish brown
	15-20	2.5Y6/4	Light yellowish brown
	20-30	2.5Y6.5/3	Light yellowish brown -Light olive brown
	30-40	2.5Y5/3	Light olive brown
	40-50	2.5Y5/3	Light olive brown
	50-60	2.5Y6/3	Light yellowish brown
	60-70	2.5Y5/4	Light olive brown
	70-80	2.5Y6.5/3	Light yellowish brown -Light olive brown
	80-90	2.5Y6.5/3	Light yellowish brown -Light olive brown
	90-100	2.5Y5/3	Light olive brown
Wetland	0-5	2.5Y4/2	Dark grayish brown
	5-10	2.5Y5.5/2	Grayish brown -Dark grayish brown
	10-15	2.5Y5/2	Grayish brown
	15-20	2.5Y4/1.5	Dark gray -Dark grayish brown
	20-30	2.5Y4/2.5	Dark grayish brown -Olive brown
	30-40	2.5Y4/2.5	Dark grayish brown -Olive brown
	40-50	2.5Y4/2	Dark grayish brown
	50-60	2.5Y4/2	Dark grayish brown
	60-70	2.5Y4/2	Dark grayish brown
	70-80	2.5Y4/2	Dark grayish brown
	80-90	2.5Y4/2	Dark grayish brown
	90-100	2.5Y4/2	Dark grayish brown
Grassland	0-5	2.5Y4/2	Dark grayish brown
	5-10	5Y5/2	Olive gray
	10-15	5Y6/2	Light olive gray
	15-20	5Y6/2	Light olive gray
	20-30	5Y6/2	Light olive gray
	30-40	5Y6.5/2	Light olive gray -Olive gray
	40-50	5Y6/2	Pale olive
	50-60	5Y6/2	Pale olive
	60-70	5Y6/2	Light olive gray -Pale olive
	70-80	5Y6/2	Light olive gray -Pale olive
	80-90	5Y6/2	Pale olive
	90-100	5Y6/2	Pale olive

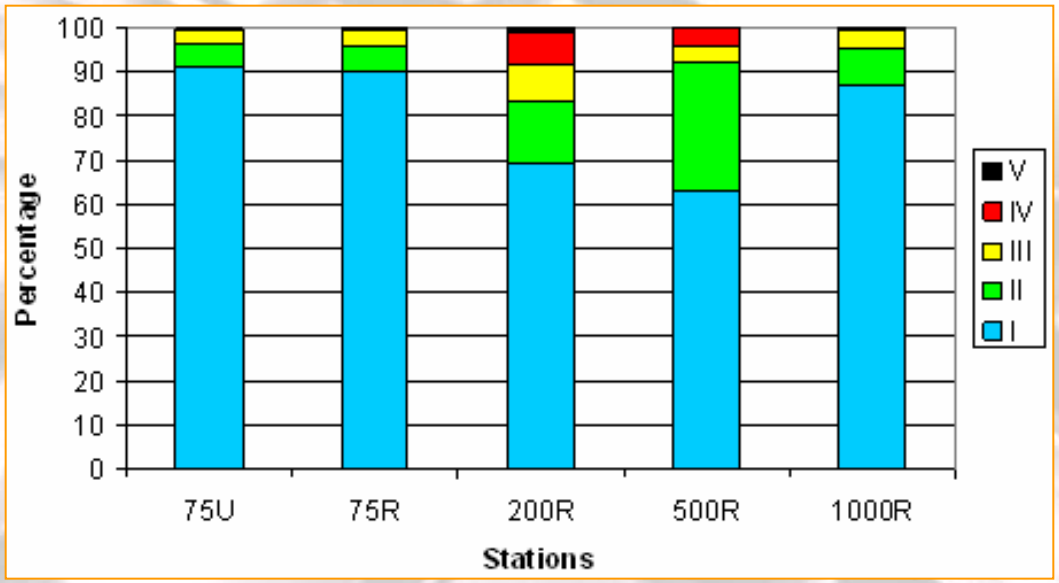
Illustrations should only be used to present essential data

The information in the table can be presented in one sentence:

'The surface soils were dark grayish brown, grading to light olive brown (woodland), light olive brown (wetland), and pale olive (grassland) at 100 cm.'

Summarize results in the text where possible

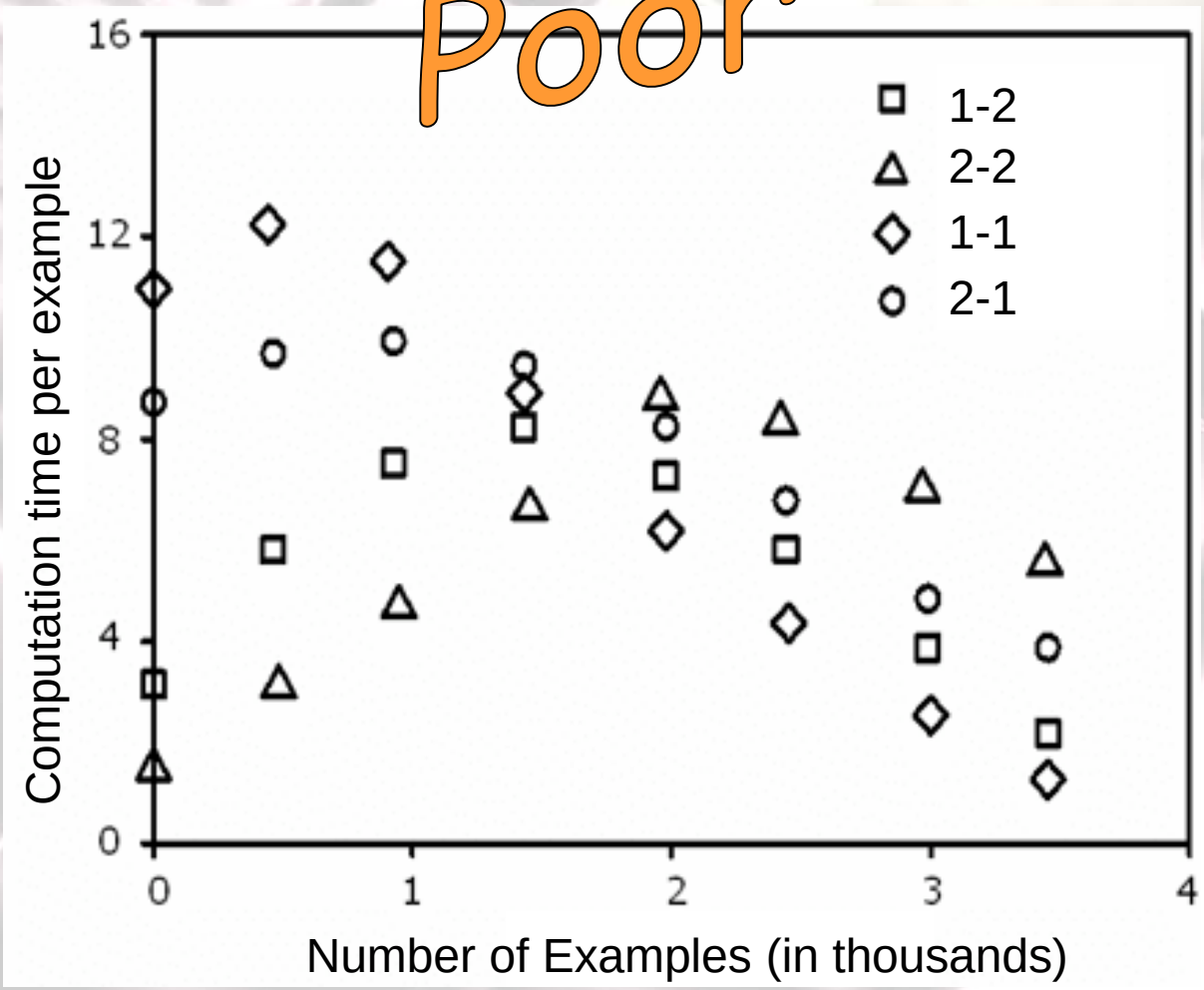
Graphics



The figure and table show the same information, but the table is more direct and clear

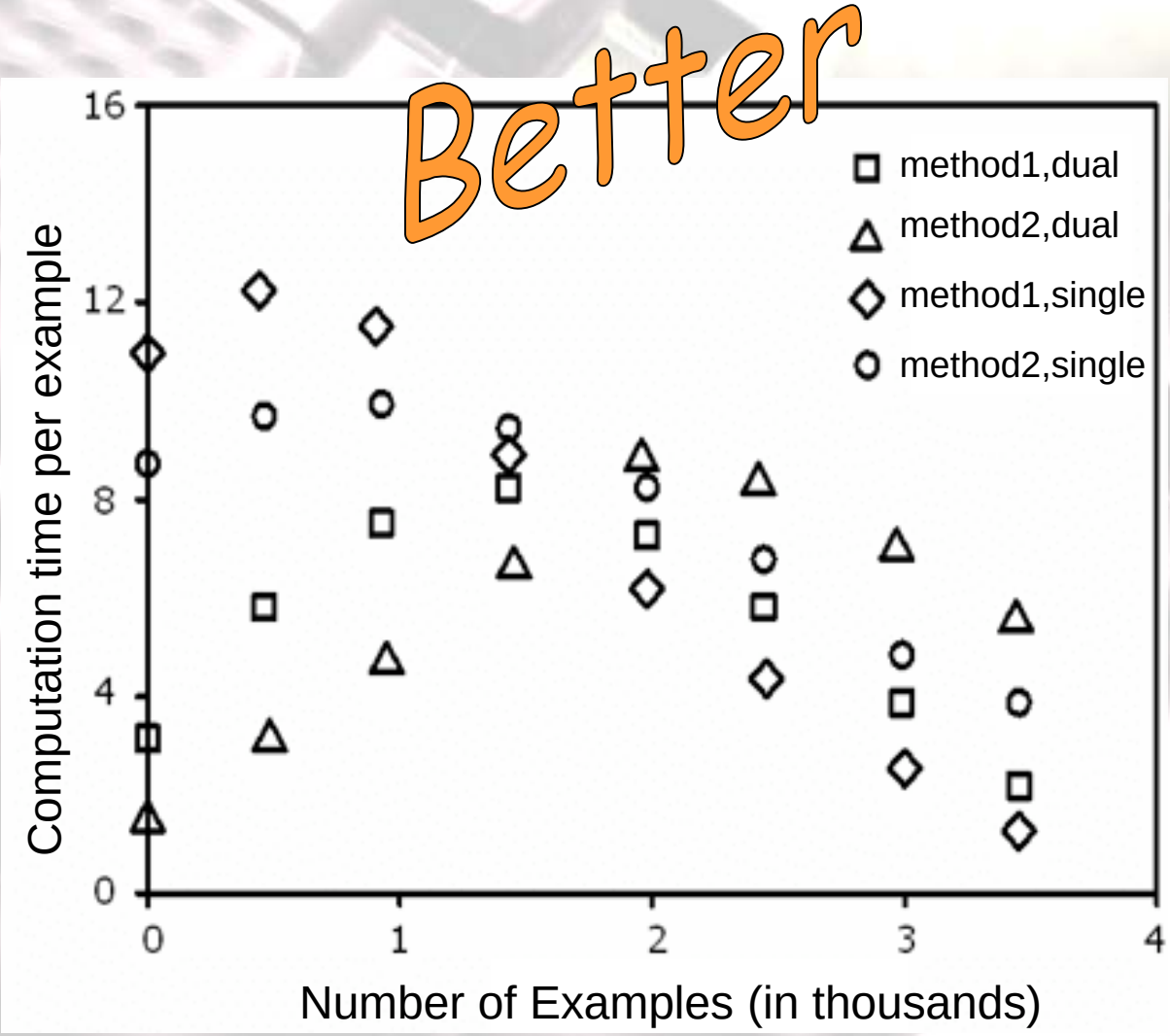
	ECOLOGICAL GROUP				
Station	**I**	**II**	**III**	**IV**	**V**
75U	91.3	5.3	3.2	0.2	0.0
75R	89.8	6.1	3.6	0.5	0.0
200R	69.3	14.2	8.6	6.8	1.1
500R	63.0	29.5	3.4	4.2	0.0
1000R	86.7	8.5	4.5	0.2	0.0

Graphics



- **Legend is poorly defined**
- **Graph contains too much data**
- **No trend lines**

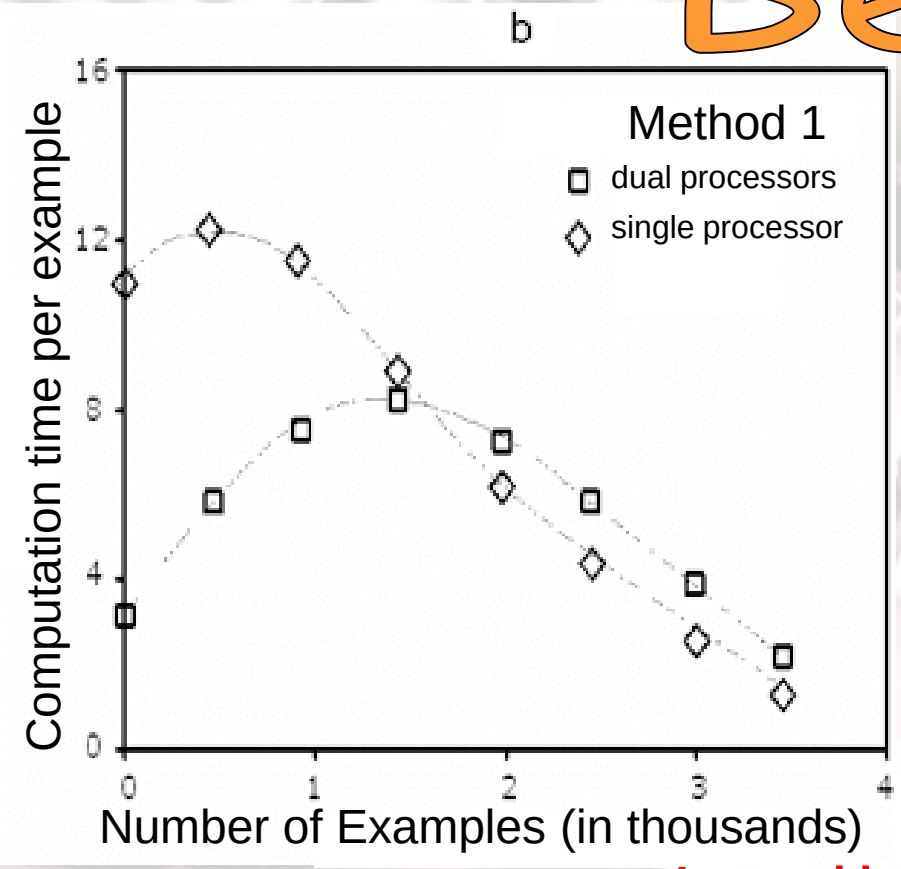
Graphics

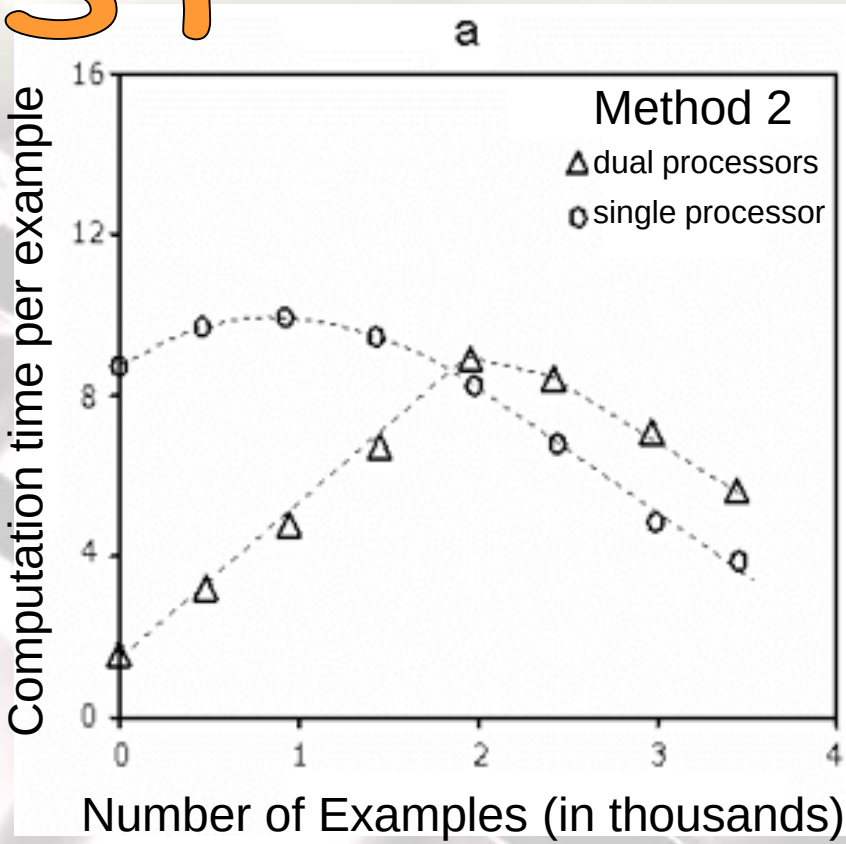


- **Legend is well defined but there is still too much data and no trendlines**

Graphics

Best





- **Legend is clear**
- **Data is better organized**
- **Trend lines are present**

Discussion

Describe

- How the results relate to the study's aims and hypotheses
- How the findings relate to those of other studies
- All possible interpretations of your findings
- Limitations of the study

Avoid

- Making "grand statements" that are not supported by the data

  Example: "This novel treatment will massively reduce the prevalence of malaria in the third world"

- Introducing new results or terms

Discussion

Essential roles of caspases and their upstream regulators in rotenone-induced apoptosis

Jihjong Lee [a], Ming-Shyan Huang [b], I-Chi Yang [c], Tsung-Ching Lai [d], Jui-Ling Wang [d], Victor Fei Pang [a], Michael Hsiao [d,*], Mark Y.P. Kuo [c,e,*]

Discussion

In the present study, rotenone treatment caused significant apoptosis in SAS cells, as demonstrated by flow cytometric detection of sub-G_1 DNA content, TUNEL labeling, DNA fragmentation, caspase-3 activation, and PARP cleavage. Shimizu et al. suggested that rotenone and other inhibitors of mitochondrial electron transport do not cause apoptosis, but induce necrotic cell death [11]. However, others have shown that cells treated with rotenone undergo apoptosis [12]. The ability of rotenone to induce apoptosis or necrosis may depend upon the cell type studied, since cellular demise by apoptotic mechanisms occurs readily in many cell types, but in other cells is more difficult to induce [13].

Conclusion

Put your study into **CONTEXT**

Describe how it represents an advance in the field

Suggest future experiments

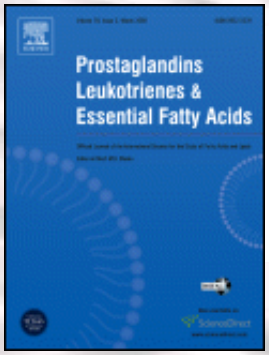
BUT

Avoid repetition with other sections

Avoid being overly speculative

Don’t over-emphasize the impact of your study

Conclusion



Influence of very long-chain n-3 fatty acids on plasma markers of inflammation in middle-aged men

Hayati M. Yusof*, Elizabeth A. Miles, Philip Calder

In summary, findings from the present study are in general accordance with previous studies that suggest…. There is a need to establish dose-dependent effects of EPA and DHA separately and in different population groups. If findings from this study are applicable to consumption of fish, then intake at the upper level of the current UK guideline range [42] may not influence cardiovascular risk factors in fairly healthy, normolipidemic and middle-aged males.

The Conclusion should put your study into CONTEXT

Acknowledgements

Acknowledge anyone who has helped you with the study, including:

- Researchers who supplied materials or reagents, *e.g.* vectors or antibodies
- Anyone who helped with the writing or English, or offered critical comments about the content
- Anyone who provided technical help

State why people have been acknowledged and ask their permission

Acknowledge sources of funding, including any grant or reference numbers

References

Check the Guide for Authors for the correct format

Check

- Spelling of author names
- Punctuation
- Number of authors to include before using “et al.”
- Reference style

Avoid

- Personal communications, unpublished observations and submitted manuscripts not yet accepted
- Citing articles published only in the local language
- Excessive self-citation and journal self-citation

Tips to increase chances of getting accepted

Which journal?

- Consider:
  - Aims and scope (check journal websites and recent articles)
  - Types of articles
  - Readership
  - Current hot topics (go through recent abstracts)
  - Asking colleagues for advice

Audiences are journal-specific

- Do you want to reach specialists, multidisciplinary researchers, or a general audience? You will need to adjust information and writing style accordingly
- Is the readership worldwide or local?
- Journals, even in similar subjects, reach readers with different backgrounds
- Each journal has its own style; read other articles to get an idea of what is accepted

Format

- Consult and apply the list of guidelines in the “Guide for Authors”
- Ensure that you use the correct:
  - Layout
  - Section lengths (stick to word limits)
  - Nomenclature, abbreviations and spelling (British vs. American)
  - Reference format
  - Number/type of figures and tables
  - Statistics

Who judges your article?

- Someone like you!
- Chief editor has the final say
- Reviewers check the manuscript in detail
- All are based in a university and are fulltime researchers
- Checking articles is an activity outside of their normal job
- They’re very very busy…

Main reasons for rejection

1. Out of scope (main reason by far)
2. Hard to understand
3. Fails to indicate relevance
4. Not original
5. Formal criteria
6. Problems with methods, results sections
7. Missing context
8. Editorial balance

Final checks

Revision before submission can prevent early rejection

What can I do to ensure my paper is in the best possible state prior to submission?

- Ask colleagues to take a look and be critical
- Check that everything meets the requirements set out in the Guide for Authors!
- Check that the scope of the paper is appropriate for the selected journal – change journal rather than submit inappropriately

Final checks

Revision before submission can prevent early rejection

What can I do to ensure my paper is in the best possible state prior to submission?

- If necessary, get a colleague or approved editing service to improve the language and ensure that the manuscript possesses the three “C”s {Clear, Concise, Correct}
- Ensure that the literature cited is balanced and that the aims and purpose of the study, and the significance of the results, are clear
- Use a spellchecker

Cover letter

- **This is your chance to speak to the editor directly**
- **Keep it brief, but convey the particular importance of your manuscript to the journal**
- **Suggest potential reviewers**

This is your opportunity to convince the journal editor that they should publish your study, so it is worth investing time at this stage

Cover letter

Include:

- Editor name – Address to journal editor, not generic
- First sentence – provide title, author list and journal name
- Briefly describe:
  - your research area and track record
  - the main findings of your research
  - the significance of your research
- Confirm the originality of the submission
- Confirm that there are no competing financial interests

Post-referee revision

Carefully study the reviewers' comments and prepare a detailed letter of response

- Respond to all points; even if you disagree with a reviewer, provide a polite, scientifically solid rebuttal rather than ignore their comment
- Provide page and line numbers when referring to revisions made in the manuscript
- Perform additional calculations, computations, or experiments if required; these usually serve to make the final paper stronger

Post-referee revision

The reviewer is clearly ignorant of the work of Bonifaci et al. (2008) showing that the electric field strength in the ionization zone of the burned corona is less than the space charge free field before the corona onset….

Thank you for your comment. However, we feel that the assumption in our model is supported by recent work by Bonifaci et al. (2008), who showed that the electric field strength in the ionization zone of the burned corona is less than the space charge free field before the corona onset

Post-referee revision

- State specifically what changes you have made to address the reviewers' comments, mentioning the page and line numbers where changes have been made
- Avoid repeating the same response over and over; if a similar comment is made by multiple people explain your position once and refer back to your earlier response in responses to other reviewers or the editor

Post-referee revision

Clearly differentiate responses from reviewers' comments by using a different font style

Reviewer's Comments: It would also be good to acknowledge that geographic routing as you describe it is not a complete routing solution for wireless networks, except for applications that address a region rather than a particular node. Routing between nodes requires further machinery, which detracts from the benefits of geographic routing, and which I don't believe you have made practical.

Author's reply: We agree and will add an appropriate caveat. Note that for data-centric storage (name-based exact-match and range queries for sensed events), the storage and query processing mechanisms "natively" address packets geographically – without a "node-to-location" database.

Dr. Ramesh Govindan,
Professor, Computer Science Department, University of Southern California

Accepting rejection

Don’t take it personally!

- Try to understand why the paper has been rejected
- Evaluate honestly – will your paper meet the journal’s requirements with the addition of more data or is another journal more appropriate?
- Don’t resubmit elsewhere without significant revisions addressing the reasons for rejection and checking the new Guide for Authors

Conclusion: Getting Accepted

What gets you accepted?

Attention to details
Check and double check your work
Consider the reviews
English must be as good as possible
Presentation is important
Take your time with revision
Acknowledge those who have helped you
New, original and previously unpublished
Critically evaluate your own manuscript
Ethical rules must be obeyed

– Nigel John Cook, Editor-in-Chief, *Ore Geology Reviews*

Appendix:
Ethical Issues

Unethical behavior “can earn rejection and even a ban from publishing in the journal”

Terry M. Phillips, Editor, *Journal of Chromatography B*

Unethical behavior includes:

- Multiple submissions
- Redundant publications
- Plagiarism
- Data fabrication and falsification
- Improper use of human subjects and animals in research
- Improper author contribution

Multiple submissions

Multiple submissions save your time but waste editors'

The editorial process of your manuscripts will be completely stopped if the duplicated submissions are discovered

"It is considered to be unethical…We have thrown out a paper when an author was caught doing this. I believe that the other journal did the same thing"

James C. Hower, Editor, *International Journal of Coal Geology*

Redundant publication

An author should not submit for consideration in another journal a previously published paper

- Published studies do not need to be repeated unless further confirmation is required
- Previous publication of an abstract during the proceedings of conferences does not preclude subsequent submission for publication, but full disclosure should be made at the time of submission

Redundant publication

- Re-publication of a paper in another language is acceptable, provided that there is full and prominent disclosure of its original source at the time of submission
- At the time of submission, authors should disclose details of related papers, even if in a different language, and similar papers *in press*

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

Plagiarism

"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"

Bruce Railsback, Professor, Department of Geology, University of Georgia

For more information on plagiarism and self-plagiarism, please see:
http://facpub.stjohns.edu/~roigm/plagiarism/

Paraphrasing

- **Original (Gratz, 1982):**

  Bilateral vagotomy resulted in an increase in tidal volume but a depression in respiratory frequency such that total ventilation did not change.

- **Restatement 1:**

  Gratz (1982) showed that bilateral vagotomy resulted in an increase in tidal volume but a depression in respiratory frequency such that total ventilation did not change.

Ronald K. Gratz. *Using Other's Words and Ideas*.
Department of Biological Sciences, Michigan Technological University

Paraphrasing

- **Original (Buchanan, 1996):**

  What makes intentionally killing a human being a moral wrong for which the killer is to be condemned is that the killer did this morally bad thing not inadvertently or even negligently, but with a conscious purpose – with eyes open and a will directed toward that very object.

- **Restatement 2:**

  Buchanan (1996) states that we condemn a person who intentionally kills a human being because he did a "morally bad thing" not through negligence or accident but with open eyes and a direct will to take that life.

Ronald K. Gratz. *Using Other's Words and Ideas*.
Department of Biological Sciences, Michigan Technological University

Data fabrication and falsification

- Fabrication is making up data or results, and recording or reporting them
- Falsification is manipulating research materials, equipment, processes; or changing / omitting data or results such that the research is not accurately represented in the research record

“The most dangerous of all falsehoods is a slightly distorted truth”

G.C. Lichtenberg (1742–1799)

Unethical research

- Experiments on human subjects or animals should follow related ethical standards, namely, the Helsinki Declaration of 1975, as revised in 2000 (5)

- If doubt exists concerning the compliance of the research with the Helsinki Declaration, authors must explain the rationale for their approach and demonstrate approval from the institutional review body

Improper author contribution

Authorship credit should be based on

1. Substantial contributions to conception and design, or acquisition of data, or analysis and interpretation of data
2. Drafting the article or revising it critically for important intellectual content
3. Final approval of the version to be published

Authors should meet conditions 1, 2, and 3. Those who have participated in certain substantive aspects of the research project should be acknowledged or listed as contributors. Check the Guide for Authors and ICMJE guidelines: http://www.icmje.org/