



**Publishing
Connect**

Partnering with the Global Research Community

***A Publisher's Guide to
Writing for Scholarly Publications
and understanding the Review
Process***

Liz Perill, Executive Publisher, Surgery

November 17th 2015

Rutgers



ELSEVIER

Agenda

- **Publisher's Guide to Writing a Manuscript**
- **What steps do I need to take before writing my paper?**
- **How to develop and submit my manuscript**
- **What Editors are looking for**
- **Tips about the Review process**
- **How to get your paper noticed**





Publisher's Guide to Writing a Manuscript



What steps do I need to take before I write my paper?



How can I ensure I am using proper scientific language?



How do I properly build my paper?



An international editor said:

“The following problems appear much too frequently”

- Submission of papers which are clearly out of scope
- Failure to format the paper according to the Guide for Authors
- Inappropriate (or no) suggested reviewers
- Inadequate response to reviewers
- Inadequate standard of English
- Resubmission of rejected manuscripts without revision

Paul Haddad, Editor, *Journal of Chromatography A*

Why should you publish

Publishing is essential to the scientific research process and to the advancement of knowledge. It is also necessary for career advancement

What to Publish:

- New and original research results
- Reviews of the literature
- Editorials, commentaries, and letters to the editor
- Conference papers that advance knowledge in a certain scientific field
- Case Reports with novel insights to patient care
- Videos of new or novel techniques and results

You need a complete story told and a strong manuscript to present to the scientific community

Multitask

- As you are doing your research be thinking ahead about the manuscript outline or meeting presentation
- Record your methods, animals, and reagents, vendors, etc as you run experiments
- As results are generated, begin to design figures and think about the best and clearest way to present your data
- Use lab meetings or other conferences to float “trial balloons” by your colleagues
- Once your “story” is complete, you can think about telling it to the world

Outline your manuscript

1. What is the question or purpose of your work? (Introduction)
2. What did you do? (Methods)
3. What did you find? (Results)
4. What does it mean? (Discussion)

Refer to the Journal's Guide for Authors
(GfA)

Follow the instructions!



Original
Research
Articles



Letters or short
communications



Review
papers

**Decide the most
appropriate type
of manuscript**

Paper Types

Short Communications

- Quick and early communications of significant, original advances
- Much shorter than full articles.

Research Paper

- Standard for disseminating completed research findings
- Typically 8-10 pages, 5 figures, 25 references
- Draft and submit your paper to appropriate journal
- Good way to build a scientific research career

Review paper

- Critical synthesis of a specific research topic
- Typically 10+ pages, 5+ figures, 80 references
- Typically solicited by journal editors
- Good way to consolidate a scientific research career

Journal Selection

It is not (only) the Impact Factor, it is (mainly) the right audience!

Consult the Journal homepage to learn:

- Aims and scope
- Editorial Board
- Accepted types of articles
- Readership
- Current hot topics
 - go through the abstracts of recent publications

TIP: Articles in *your references* will likely lead you to the right journal.

DO NOT gamble by submitting your manuscript to more than one journal at a time.

Consult the Journal Homepage

The Journal of Heart and Lung Transplantation

A Forum That Includes All Aspects of Pre-clinical and Clinical Science of the Failing Heart and Lung
The Official Publication of the International Society for Heart and Lung Transplantation (ISHLT)



 | RSS Feeds 

Login | Register ▾

Articles & Issues ▾ For Authors ▾ Journal Info ▾ Subscribe ▾ ISHLT ▾ Contact the Journal More Periodicals ▾

Search for in All Fields [Advanced Search](#)

On the Cover



 **New Issue Alert**

 **Free Trial Issue**

Journal Ranking

Impact Factor: 5.112

Ranking 2nd out of 26
Transplantation category

Ranking 5th out of 50
Respiratory System
category

Ranking 19th out of 122
Cardiac and
Cardiovascular Systems
category

© 2013 Journal Citation

Current Issue | [March 2014, Vol. 33, No. 3](#)

Featured

Scientific progress in heart and lung failure, mechanical circulatory support, and transplantation: Highlights from the *Journal of Heart and Lung Transplantation*

March 2014 (Vol. 33 | No. 3 | Pages 223-228)

Keyur B. Shah, Johanna M. Kwakkel-van Erp, Christina Migliore, Yishay Orr, Paul A. Corris, Allan R. Glanville, Mark S. Slaughter, Lori J. West, Mandeep R. Mehra

[Abstract](#) | [Full Text](#) | [PDF \(192 KB\)](#)

Abnormal nutrition impacts waitlist mortality in infants awaiting heart transplantation

March 2014 (Vol. 33 | No. 3 | Pages 229-230)

Stuart Berger, Julie Slicker

[Full Text](#) | [PDF \(112 KB\)](#)

"Please Sir, I want some more?"... Charles Dickens, *Oliver Twist*

March 2014 (Vol. 33 | No. 3 | Pages 231-232)

Adriana Luk, Heather J. Ross

[Full Text](#) | [PDF \(131 KB\)](#)

One generation's "junk" is another's treasure: The emerging role of microRNAs as therapeutic targets

March 2014 (Vol. 33 | No. 3 | Pages 233-234)

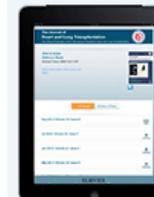
Access this journal on [ScienceDirect](#) ▶

 [Print or Share This Page](#)



Author Training Webcasts
www.elsevier.com/trainingwebcasts

The Journal of Heart and Lung Transplantation iPad app now available!



The Journal of Heart and Lung Transplantation iPad app now available! New FREE benefit to members and journal subscribers

Just click [here](#) for access instructions and details

ISHLT Consensus

[The 2013 International Society for Heart and Lung Transplantation Working Formulation for the standardization of nomenclature in the pathologic diagnosis of antibody-mediated rejection in heart transplantation](#)



What steps do I need to take before I write my paper?



How can I ensure I am using proper scientific language?



How do I properly build my paper?

Language does make a difference

“It is quite depressive to think that we are spending millions in grants for people to perform experiments, produce new knowledge, hide this knowledge in a often badly written text and then spend some more millions trying to second guess what the authors really did and found.”

FIRST, A SIMPLE TRUTH...

No matter how fascinating your experimental results or how intriguing your clinical observations, your work must be published if it's going to impact science and advance the field

Even if your discovery is brilliant, bad writing can render your findings unpublishable or delay publication until it is extensively revised

“It's not science until it's published!”

Do publishers correct language?

- We don't. It is the **author's responsibility** to make sure his/her paper is in its best possible form when submitted for publication
- Publishers often provide resources for authors.
 - Some publishers may perform technical screening prior to peer review.
 - <http://webshop.elsevier.com/languageservices>

NEW! Translation services

Lost in English translation? Write in your own language and get expert support. Our scientific professionals translate from eight different languages to English guaranteed **within 12 days**.

MORE ►



English language editing

Only 5 business days to have your manuscript edited in correct scientific English. Our history of scientific publishing ensures that your English is free of mistakes.

MORE ►



Manuscript Language – Overview



Accurate



Concise



Clear



Objective

Sentence Structure



Write direct and short sentences



One piece of information per sentence



Avoid multiple statements in one sentence

Tip: Read your manuscript out loud when proofreading. You will pick up on more errors and run-on sentences.

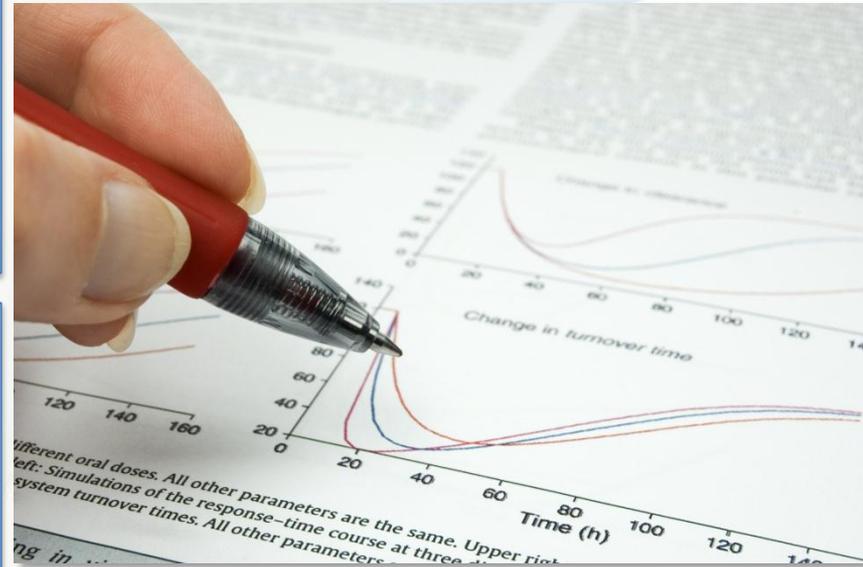
Tenses

Present tense:

for known facts & hypotheses

Past tense:

for experiments conducted & your
results

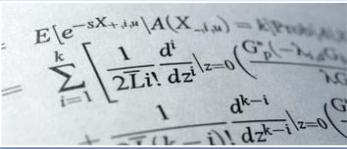




Use active voice to shorten sentences



Avoid abbreviations



Minimize use of adverbs



Eliminate redundant phrases



Double-check unfamiliar words or phrases



What steps do I need to take before I write my paper?



How can I ensure I am using proper manuscript language?



How do I properly build my paper?

Thought Questions

What are some characteristics of the best manuscript writing you have seen?

What is it that distinguishes a very good manuscript from a bad one?



How to develop and submit your Manuscript

What makes up a strong manuscript?

- Has a clear, useful, and exciting message
- Presented and constructed in a logical manner
- Reviewers and editors can *easily* grasp the significance

Make it easy on the editor and reviewers to understand your story

Research Article Structure

- Title
- Abstract
- Keywords

informative, attractive, effective

How do you search for a paper?

-
- Introduction
 - Methods
 - Results
 - Discussion

Make sure each section of the paper fulfills its purpose clearly & concisely

-
- Conclusions
 - Acknowledgements
 - References
 - Supplementary Data

We often write in this order:

- **Figures and tables**
- **Methods, Results and Discussion**
- **Conclusions and Introduction**
- **Abstract and title**

- A good title should contain the *fewest* possible words that *adequately* describe the content of a paper.
- Effective titles
 - Identify the main issue of the paper
 - Begin with the subject of the paper
 - Be accurate, unambiguous, specific, and complete
 - Are as short as possible

Abstract

- The advertisement for your article and freely available in PubMed, Medline, Embase, SciVerse Scopus, etc
- Most important section of the article —
Will be read by the most people
- Include important data (sample size, statistics) and results
- Can insert a figure or video in abstract
- Often best to write abstract last
- Make sure you cross reference with body of paper for consistency

Introduction is especially important!

A high proportion of “lack of novelty” rejections are made after reading abstract, introduction and conclusions.

- You are telling a story. Introduction sets the scene.
- What is the purpose of your work?
- State the reason you did the study as clearly as possible
- Do not attempt to summarize the whole field (it is not possible!)
- Quote what is necessary for background and give credit to previous works.

Introduction (Continued)

- Give a clear **motivation** for the work. *Explain why before explaining how.*
- Explain what is **novel** compared to what is already available in the *literature*
- High level description of your approach. Why is it *important?* Why is it *difficult?*
- What are the *alternatives?* Why is yours **different** or **better**?
- What are the gaps and how are you going to fill them? At the end of the introduction the *reader knows the problem* and the *solution you propose*

Describe how the problem was studied

- Often the easiest place to start writing the papers
- Describe how the research was done
- Methods or procedures used
- Study population and demographics (if needed)
- Give enough detail for critique and replication of procedures and confirmation of results
- When using methods that have been published before, reference the publication without repeating the description
- Identify the equipment and materials used
- Manufacturer name and location should be cited with brand name product or source of cells
- Describe the statistical methods used
- IRB approval should be addressed if appropriate and state receipt of informed consent for studies using human subjects or materials

Results

- Describe your findings in a logical sequence
- Should parallel your Methods section
- Don't repeat what you've already stated
- Emphasis is on the observations of your research -- NOT the implications
- Check *and recheck* your data for accuracy and consistency — make sure the numbers add up!
- Provide results of the statistical analysis
- Figures and tables are an excellent way to describe your results

Results: figures and tables

- Illustrations are critical because
 - Figures and tables are the most efficient way to present results
 - Captions and legends should be self-explanatory; figures should be able to stand alone
 - *What is the take home point?*
- Maximize space; make sure final versions of figures can be easily read
- Use consistent formatting between figures
 - Plots: labels, scale and symbols
 - Micrographs: scale bar, point out key features

Hussain, et al. *Synthesis, characterization and photocatalytic application of TiO₂ nanoparticles.* *Chem. Eng. J.* 157 (2010) 45-51

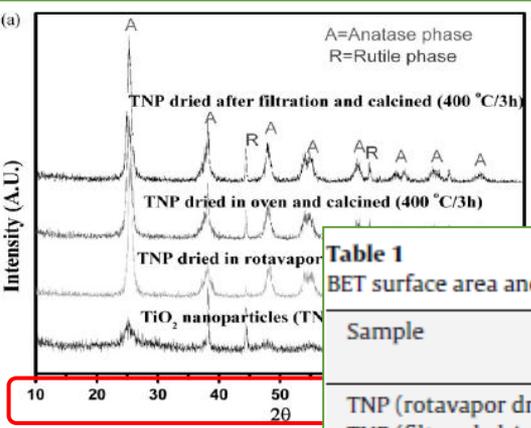


Table 1

BET surface area and crystalline phases of different TiO₂.

Sample	S _{BET} (m ² /g)	Anatase:rutile (%)
TNP (rotavapor dried and calcined)	151	80:20
TNP (filtered, dried and calcined)	130	71:29
TNP (oven dried and calcined)	121	69:31
TSC (glycine, 400 °C, 1:1)	85	55:45
TSC (glycine, 500 °C, 1:1)	90	60:40
TSC (urea, 500 °C, 1:3)	108	61:39
TSC (urea, 500 °C, 1:1)	65	58:42
TiO ₂ commercial (Aldrich, technical)	15	80:20
TiO ₂ commercial (Aldrich, anatase)	10	100:0
TiO ₂ commercial (degussa P25)	53	70:30

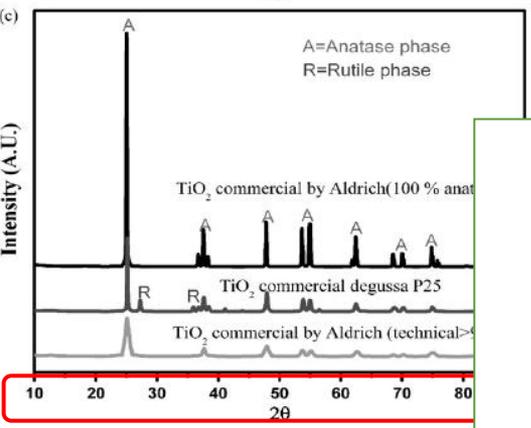
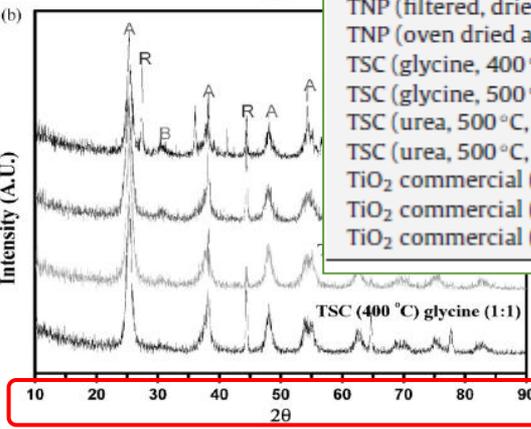


Fig. 3. XRD patterns of (a) TNP, (b) TSC, and (c) different commercial

Koga and Kitaoka. *One-step synthesis of gold nanocatalysts on a microstructured paper matrix for the reduction of 4-nitrophenol.* *Chem. Eng. J.* 168 (2011) 420-425

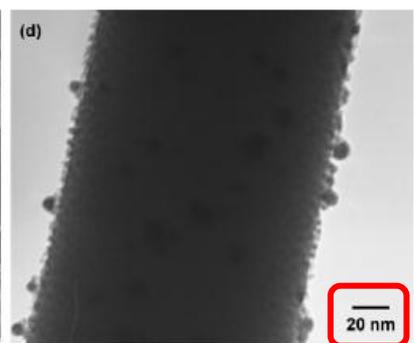
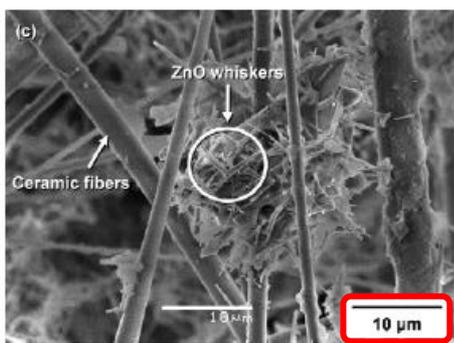
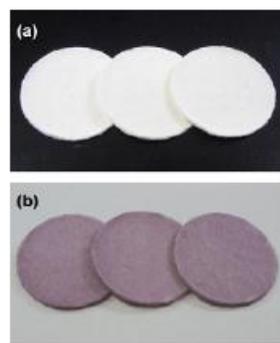


Fig. 1. Optical images of ZnO paper (a) and HAuCl₄-treated ZnO paper (b), SEM image of HAuCl₄-treated ZnO paper (c) and TEM image of ZnO whiskers picked up from HAuCl₄-treated ZnO paper (d). The size of each paper composite was 8 × 10² cm².

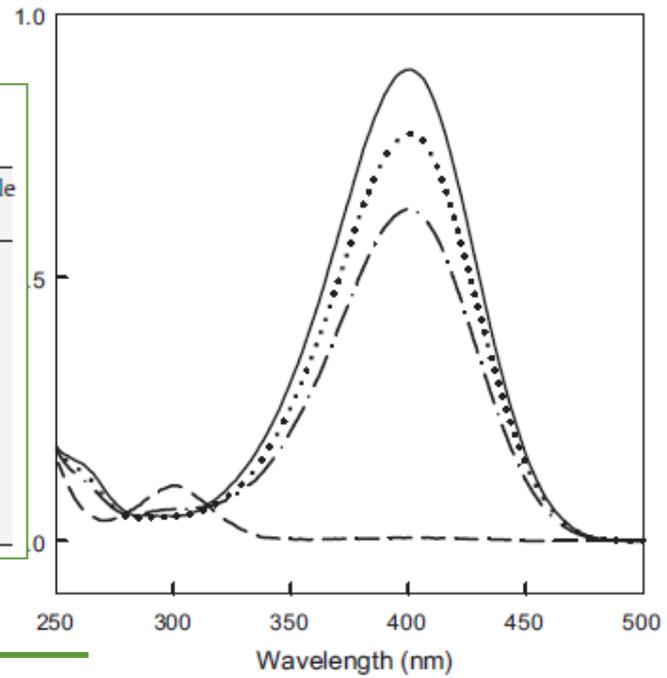
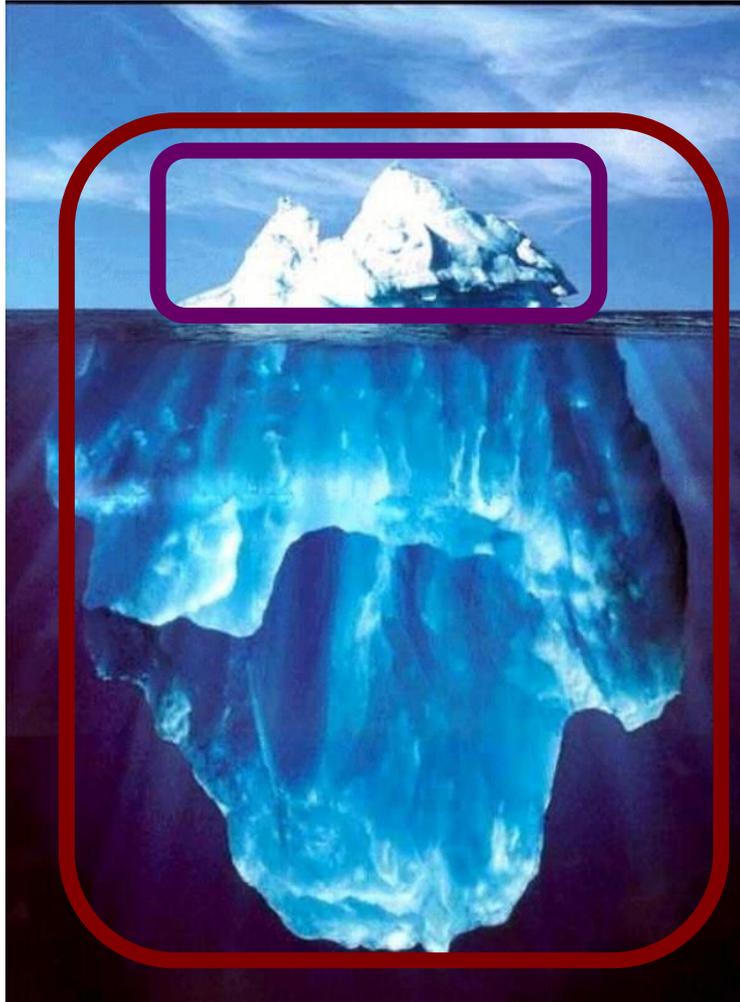


Fig. 6. UV-vis absorption spectra for the reduction of 4-NP to 4-AP: unreacted 4-NP (solid line), AuNPs@ZnO paper (dashed line), AuNPs@ZnO whiskers (dashed and dotted line) and Au/ZnO powders (dotted line). The reaction was carried out for 10 min under static condition. 4-NP: 1.5 μmol, NaBH₄: 1.5 mmol, Au: 5.0 μmol.

Results

Do not try to fit everything in!



**What ends up
in the paper**

Your work

Discussion

- Does not require complete review of the literature
- Place your study in context for the reader
 - Why are your findings new and different?
 - How are they relevant to advance the current field?
 - Make the Discussion correspond to the Results. But do not reiterate the results.
- Include:
 - Interpretation of results
 - Compare the published results with your own
 - What is the significance and implication of your work
 - Briefly describe any follow up studies you are preparing

Conclusions

How the work advances the field from the present state of knowledge

- Not the same as a summary!
- Give conclusions that are supported by your results
- Try to end in a positive tone
- Do not overreach. Statements such as “this method can potentially be used...” do not belong to the conclusions (and often irritate referees)

References

***Cite the main scientific publications
on which your work is based***

Do not use too many references

Always ensure you have fully absorbed
material you are referencing

Avoid excessive self-citations

Avoid excessive citations of publications
from the same region

Conform strictly to the style given in
the guide for authors



Acknowledgments

Ensures those who helped in the research are recognised



Advisors and
Undergrad.
Support



Financial
Supporters
and Funding
Bodies



Proofreaders
and Typists



Suppliers
who may
have
donated
materials

Acknowledgments

Very important:
Your chance to speak directly to the editor

- Often overlooked by authors
- You have spent months working on your paper. Do not hurry up now!
- Explain the main findings and motivation
- Highlight the novelty and significance of results
- State final approval of all co-authors
- State prior reviews, revisions, etc.
- Note special requirements
 - Referees names

State any conflicts of interest



What Editors and Publishers are looking for: what exactly happens after I submit my paper?

Peer-Review

- An essential part of the publishing process
- Helps uphold the quality and validity of the work and overall integrity of the Journal
- Article is assigned to Editor
- Editor typically assigns two or more peer-reviewers
- Reviewers are also authors, colleagues, scientists who directly contribute to the scientific literature themselves

Why do reviewers review

- Helps to ensure the rigorous standards of the scientific process
- Upholds the integrity of the journal
- Fulfills a sense of scientific obligation
- Reciprocates professional courtesy
- Establishes expertise
- Enhances personal academic accomplishments
- To stay current

Responsibilities of Reviewers

- Contribute to editorial decisions
- Promptness
- Confidentiality
- Uphold standards of objectivity
- Disclose any conflicts of interest

Accepted

- Very rare, but it happens



- Congratulations!

- Champagne for all

More often “With Revisions”

- Minor Revisions—almost there
- Major Revisions—NOT yet accepted but with complete responses to reviewers comments and suggestions may still be accepted for publication

Rejected

- Probability 40-90% ...
- Do not despair
 - It happens to everybody
- Try to understand WHY
 - Consider reviewers’ advice
 - Be self-critical
- If you submit to another journal, begin as if it were a new manuscript
 - Take advantage of the reviewers’ comments
 - They may review your manuscript for the other journal too!
 - Read the Guide for Authors of the new journal, again and again.

Common Reasons for Manuscript Revisions and Rejection

- Format not consistent with Guide for Authors
- Flawed methods or study design
- No IRB approval or exemption discussed
- Inappropriate statistical analysis
- Inconsistencies between abstract, manuscript, figures, and/or tables
- Stylistic, poor grammar, English language errors
- Unsubstantiated conclusions

What leads to acceptance???

Attention to details

Check and double check your work

Consider the reviewers' comments

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



Getting Your Paper Noticed

Using innovative online tools, search engine optimization and social media.

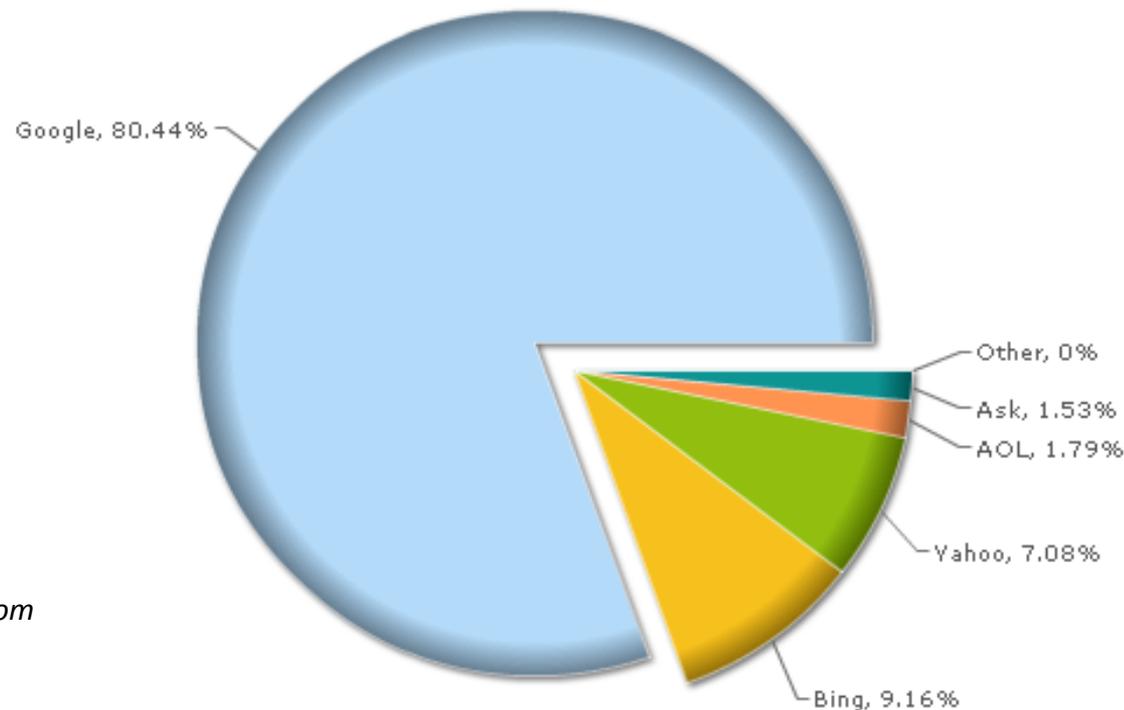
Simple but Effective

- Choose the right journal
- Make sure your abstract is crystal-clear about what and why. Don't assume people will understand.
- Spend quality time on your conclusions and references
- Don't forget your keywords
- Share your data and research
- Use easy to understand charts and professional illustrations to support your message.
- Use clear and correct manuscript language



80% of traffic from search engines is generated from Google...

Search Engines Market Share



www.statowl.com

What you can do to get your research noticed

Want your article at the TOP of the list?

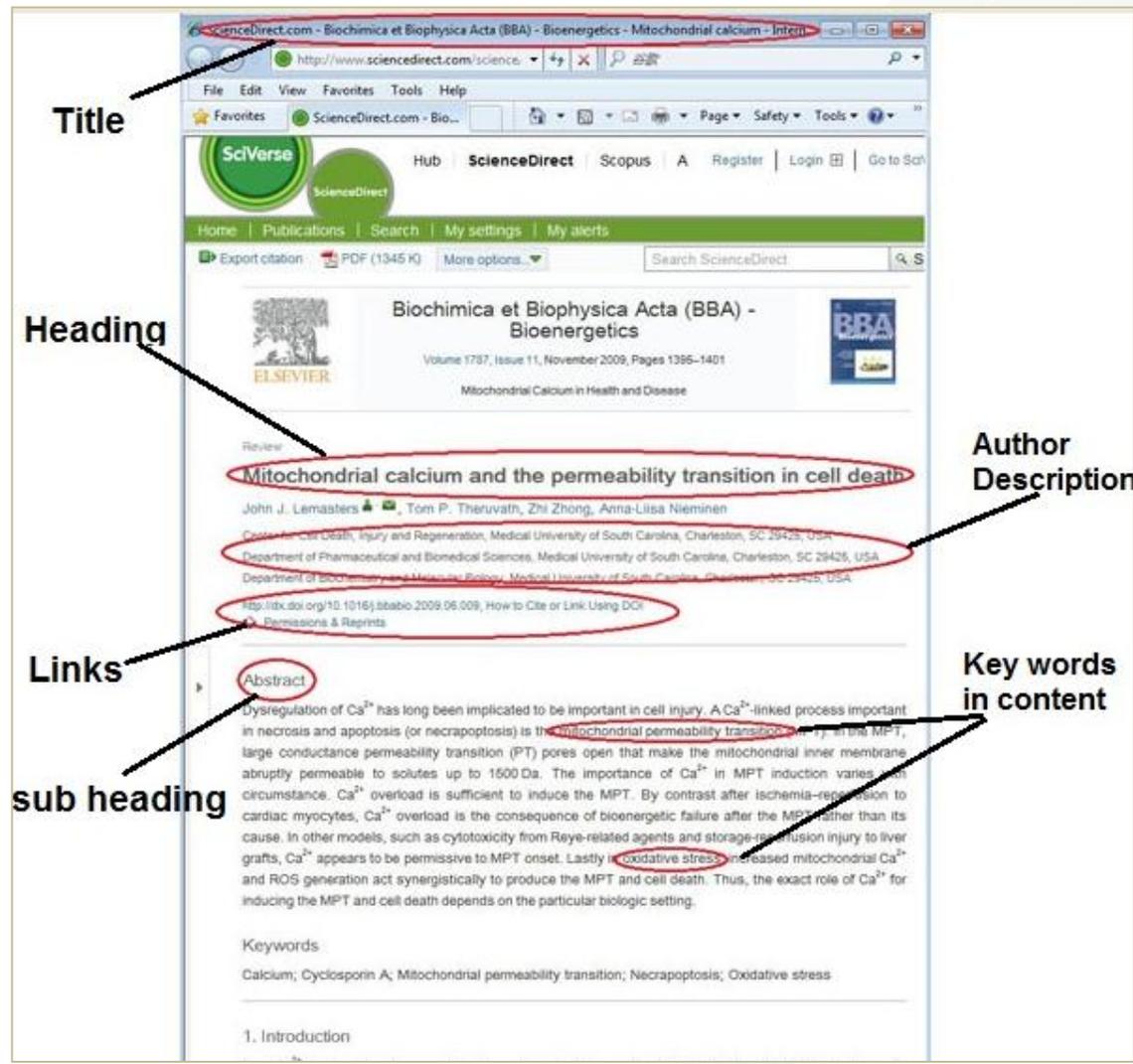


What you can do to get your research noticed

Give your article a strong presence

Use strong key words in:

- Title
- Heading / sub-headings
- Description tags
- Description of authors
- Main body text
- Abstract
- Graphics (tables & figures)



Title

Heading

Author Description

Links

sub heading

Key words in content

What you can do to get your research noticed

Share your knowledge!

Make your paper stand out from the crowd...



What you can do to get your research noticed

Getting Noticed

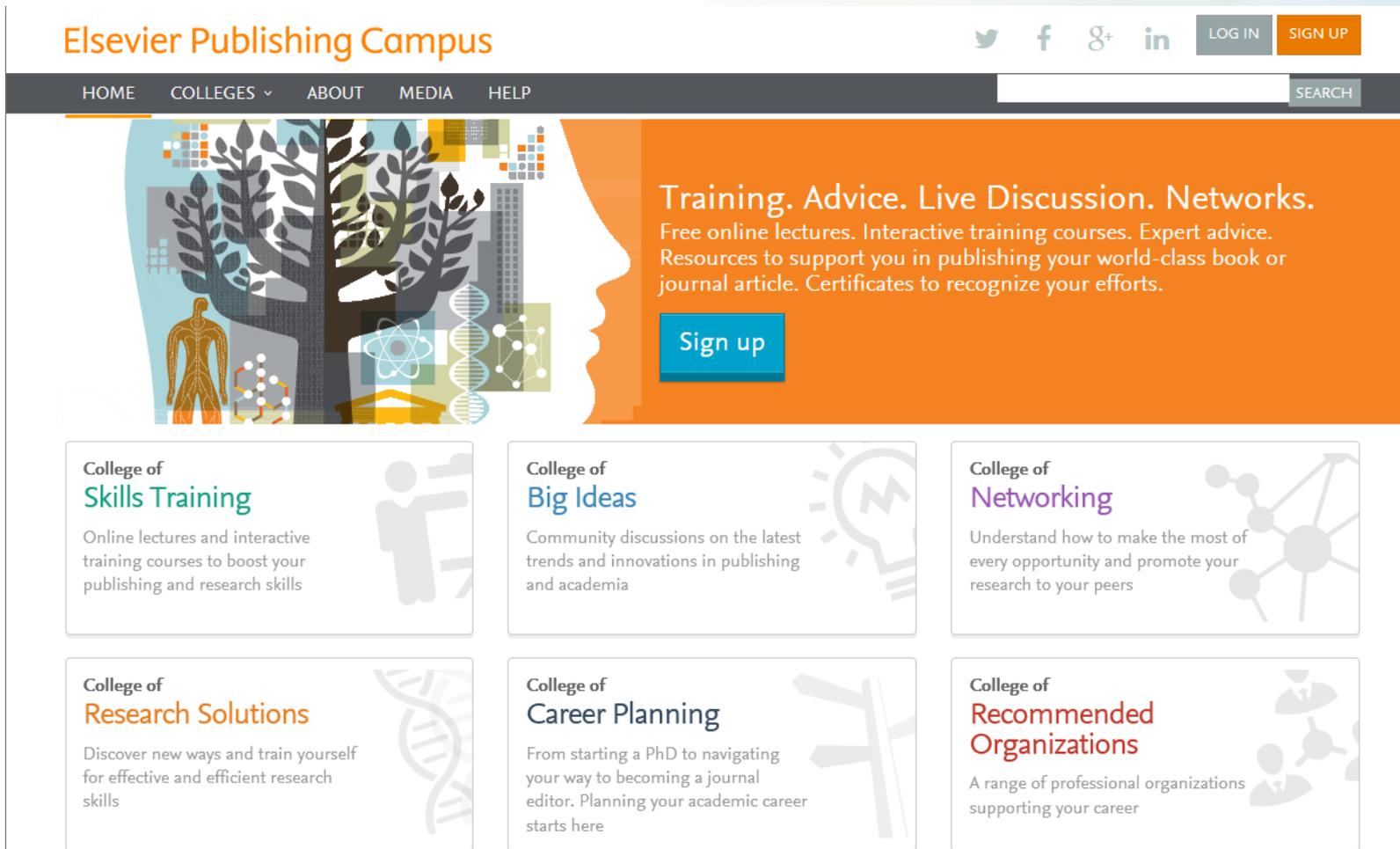
- Sharing research, accomplishments and ambitions makes you more visible
- With greater visibility, you get cited more, promote your research, and career



What you can do to get your research noticed

Elsevier publishing campus

Designed to give researchers free access to online lectures, interactive training and professional advice on a range of topics, Publishing Campus represents a new way for Elsevier to connect meaningfully with (early career) researchers.



The screenshot shows the Elsevier Publishing Campus website. At the top, there is a navigation bar with the site name "Elsevier Publishing Campus" in orange, followed by social media icons for Twitter, Facebook, Google+, and LinkedIn. To the right of these icons are "LOG IN" and "SIGN UP" buttons. Below the navigation bar is a search bar with a "SEARCH" button. The main content area features a large orange banner with the text "Training. Advice. Live Discussion. Networks." and a "Sign up" button. Below the banner are six cards, each representing a different "College" of resources: Skills Training, Big Ideas, Networking, Research Solutions, Career Planning, and Recommended Organizations. Each card includes a brief description and a representative icon.

Elsevier Publishing Campus

HOME COLLEGES ▾ ABOUT MEDIA HELP

LOG IN SIGN UP

SEARCH

Training. Advice. Live Discussion. Networks.
Free online lectures. Interactive training courses. Expert advice. Resources to support you in publishing your world-class book or journal article. Certificates to recognize your efforts.

[Sign up](#)

College of Skills Training
Online lectures and interactive training courses to boost your publishing and research skills

College of Big Ideas
Community discussions on the latest trends and innovations in publishing and academia

College of Networking
Understand how to make the most of every opportunity and promote your research to your peers

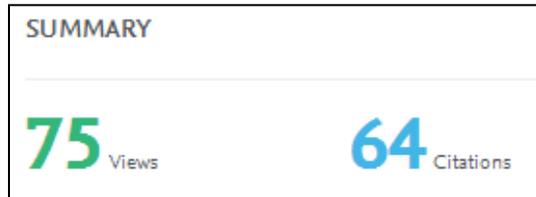
College of Research Solutions
Discover new ways and train yourself for effective and efficient research skills

College of Career Planning
From starting a PhD to navigating your way to becoming a journal editor. Planning your academic career starts here

College of Recommended Organizations
A range of professional organizations supporting your career

Metrics Overview of My Research Dashboard

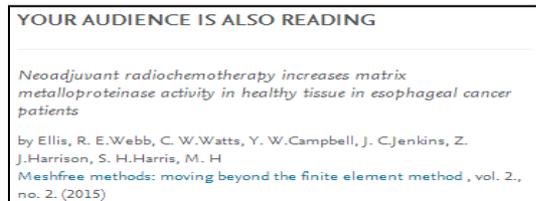
Views on SD & citation counts



Trend over time



Publication recommender



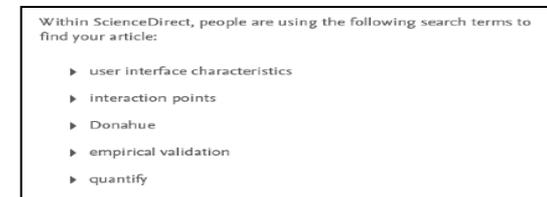
Publication rating



Geographic distribution



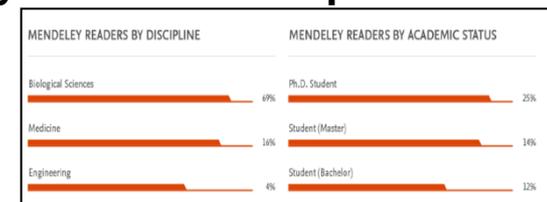
Search terms



Mendeley readership & sharing



Mendeley audience/discipline breakdown





BENEFITS OF PUBLISHING WITH ELSEVIER

Reach more readers

We'll publish your article on ScienceDirect, putting it in the hands of more than 35 million people around the world. We'll also add it to Scopus, the world's largest abstract and citation database of peer-reviewed literature.

Choose open access or subscription

You can choose from 1,600+ journals that offer open access options.

Make a splash

We help you promote your work by giving you a Share Link, with 90 days' unlimited free access your full article.

Benefit from peer review

Our Reviewer Recognition Program engages and rewards reviewers, and features peer review projects and experiments.

Improve your manuscript and celebrate the results

Our WebShop language and illustration services help you make sure your manuscript is the highest quality.

Enjoy state-of-the-art, innovative publishing services

Present your research powerfully with our content innovation services, such as AudioSlides, the Virtual Microscope, the Interactive Map Viewer and 3D Molecular Models.

Monitor the impact of your work

My Research Dashboard gives you real time feedback on how your publications are being downloaded, shared and cited.

Learn and develop

Elsevier's Publishing Campus supports you with free online training for your publishing and academic career.

Widen access to your research

Our access programs give your article the widest possible outreach, including to the general public – Research4Life, Patient access programs, ATLAS Award and our Postdoc Free Access Program.

Thank you for your attention!

Questions

Liz Perill
Executive Publisher
Health and Medical Sciences

Elsevier

e.perill@elsevier.com