Getting Your Paper Published: An Editor's Perspective

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Outline

• The role of the journal publisher
• The publication process
  o Choosing the right journal
  o Writing your paper
  o Handling revisions and rejections
• Getting your paper noticed
• Author and publication ethics
• Questions and answers
The Journal Publishing Cycle

- Solicit and manage submissions
- Manage peer review
- Edit and prepare
- Publish and disseminate
- Archive and promote use
- Production
The Publication Process
- Choosing the right journal
Choosing the right journal

- Ensure your paper is not rejected without review
- Aim to reach the intended audience for your work.
- Supervisor and colleagues can provide good suggestions.
- Check your reference list.
Choosing the right journal

Journal Author Name Estimator

Welcome to Jane

Have you recently written a paper, but you’re not sure to which journal you should submit it? Or maybe you want to find relevant articles to cite in your paper? Or are you an editor, and do you need to find reviewers for a particular paper? Jane can help!

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Additional information about Jane
Choosing the right journal
Journal Finder Tool

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Paper title
Enter your paper title here

Paper abstract
Copy and paste your paper abstract here.
Choosing the right journal

- Investigate your shortlist:
  - Aims
  - Scope
  - Accepted types of articles
  - Editors and board members
  - Recent papers
  - Handling times
  - Impact factor
Preparing your manuscript

Guide for Authors

- Find it on the journal homepage of the publisher.
- Keep to the Guide for Authors in your manuscript.
The Publication Process
- Tips for writing and structuring your article
The process of writing – building the article

Title & Abstract

Conclusion

Introduction

Methods

Results

Discussion

Figures and Tables (your data)
Titles and Keywords

- Include critical keywords
- Informative and concise
- Identify main issue
- Do not use technical jargon and rarely-used abbreviations
- Critical for discoverability on search engines
- Are the labels of the manuscript
- Are used by indexing and abstracting services
Abstract

- A clear abstract will strongly influence whether or not your work is considered by a journal and whether it is read after publication.
- The Abstract is: the known, the unknowns, what you did, and why it matters.
- Make it interesting and understandable.
- Make it accurate and specific.
- Keep it as brief as possible.
- Get feedback from others- inside and outside of your field of expertise.
Cover Letter

- Briefly identify the problem and the novelty of the work
- Explain why your manuscript should be considered by the journal in terms of its significance and context
- Suggest reviewers and indicate their expertise; list reviewer exclusions (if any)

DO NOT:

- Repeat the entire Abstract
- Indicate the wrong journal
- Write to the wrong editor; if you do not know who will receive your letter, “Dear Editor” will suffice
Introduction

• Sets up the reader to understand the background of your work
• Address the problem
• Identify the solutions and limitations
• Identify what the work is trying to achieve
• Provide a perspective consistent with the nature of the journal
Results and Figures

• Be sure your figure format is consistent with what is published in your target journal and your field.

• Include only the essential information in the figures; leave the rest for supplemental figures.

• Be careful with loading controls and “beautifying” images and blots.

• Many journals are now scanning figures of accepted papers to identify manipulation.

• Include clear and useful figure legends, which state how many replicates were used.
Discussion and Conclusion

• Interpretation of results not just repeating results

• Make the discussion correspond to the results and complement them

• Compare published results with your own; show how your work advances the field

• Do not overstate your results or make conclusions that are not supported by the data
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 to the style given in the Guide for Authors
The Publication Process
- Handling revisions and rejections
Responding to Reviewer Comments

- Read the comments carefully and consider how each can be addressed in a revision.
- Begin drafting a response letter
  - Be polite and respectful
  - Be thorough: address every comment (even if you don’t add new data).
  - Answer with evidence, especially if you do not agree with the reviewer.
- Other tips:
  - Include all of the reviewers’ comments in your response
  - Consider including a marked copy so the reviewers’ job is easier
Handling Rejections

- Read the letter and comments
- Step away for a bit and then read them again
  - Consider each comment critically and carefully
- Re-write and re-submit
  - Never submit the same version of the article elsewhere
  - Always use the reviewers comments
- When is rebuttal an option?
  - Did you get a fair review?
  - Are the criticisms unfair or inappropriate for the journal?
Specific Scenarios

- Two reviewers disagree
  - May have different perspectives on the subject or conflicting views
  - When in doubt-- Ask the Editor
- The reviewer is wrong
  - Make your case with evidence and citations
  - May suggest that your paper needs clarification
  - Use the Editor as the judge
- Comments you don’t understand
  - Consult with colleagues for advice
  - When in doubt-- Ask the Editor
Getting your paper noticed
Getting noticed

- Sharing research, accomplishments and ambitions makes you more visible
- With greater visibility, you get cited more and promote your research and career
Preparing your article
Search Engine Optimization (SEO)
Preparing your article

AudioSlides

Animal Behaviour
Volume 86, Issue 8, December 2013, Pages 1166-1181

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

Thanh-Lan Gluckman, Nicholas I. Mundy

DOI: 10.1016/j.anbehav.2013.09.020

Highlights

- We quantified barred plumage in Old World parasitic cuckoos and sympatric raptors.
- We test whether distribution overlap predicts similarity in barred plumage.
- Cuckoos match sympatric raptors and similarity is rarely influenced by habitat.
- There is no match for any aspect of patterning in cuckoos and allopatric raptors.
- This conforms to Batesian mimicry and cuckoo–hawk mimicry may be widespread.

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
Monitoring your article

Altmetric:

• Compiles mentions of article in a variety of social media
• Each category contributes a different amount to the score. Newspaper articles > blog posts > tweets.
• Found on Scopus, ScienceDirect, and many journal homepages
Monitoring your article

Mendeley Stats

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

Data in Brief

MethodsX

Publishing Connect

Elsevier Publishing Campus
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
Publication Ethics
Authorship: Do’s and don’ts

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

Ghost Authors:
- Leaving out authors who should be included

Scientific Writers and Gift Authors:
- Including authors when they did not contribute significantly
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, unfabricated data
- Originality; be sure to reference work
- Declare any conflicts of interest
- Submit to one journal at a time
- Save all the relevant data from your published article.
Thank you! I welcome your questions.
Useful Links

- For writing and submission tips and author services: www.elsevier.com/authors
- Elsevier’s Journal Finder
  http://journalfinder.elsevier.com/
- JANE: http://biosemantics.org/jane/
- Additional journal finder tools:
  http://guides.library.duq.edu/wheretopublish
- “Yelp for Journals”
  http://www.nature.com/news/rate-that-journal-1.17225
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- Cell Press Blog: Cell CrossTalk
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