WILEY

Serving the Research Community

Branka Mrljes – Institutional Account Manager for Central and Easter Europe and Central Asia (CEECA)
Agenda

- About Wiley
- Publishing with Wiley
Leaders in Quality

We have evolved from being a producer of content in static form, to a provider of dynamic new types of products and services.

Our content, products, and services help researchers, professionals, educators and students around the world meet their needs and fulfill their aspirations.
Serving the Research Community

We publish in every major academic, scientific and professional field.
The World’s Largest Society Publisher

942 societies globally partner with Wiley to publish their journals, a total audience over 2 million members
Nobel Prize Winners

• Out of 869 Nobel Laureates, more than 479 have published with Wiley
Our Portfolio

The Cochrane Library
Independent high-quality evidence for healthcare decision making

Health Sciences

Healthcare Interdisciplinary Reviews
Nanomedicine and Nanobiotechnology

Physical Sciences & Engineering

Angewandte Chemie

Social Sciences & Humanities

The Journal of Finance
The Journal of the American Finance Association

Life Sciences

Encyclopedia of Life Sciences

WILEY
The home for Wiley content

Wiley Online Library

6 million articles
13.5 million unique visitors visit our journals each month

wileyonlinelibrary.com
1,500 journals

16,000+ online books

180+ multi-volume references and handbooks

Digital Output

- 17 Current Protocols
  (Laboratory Manuals featuring over 10,000 protocols)

11 databases
  (chemistry & evidence based medicine)
Wiley journals with Impact Factor (2014-15)

1,200 journals indexed

137,556 articles indexed

5,786,843 citations to Wiley titles

#1 in 24 JCR categories
CA – A Cancer Journal for Clinicians, is the highest-scoring journal in the 2014 Journal Citation Reports with an Impact Factor of 115.84.
So, you would like to publish with Wiley...
Publishing in high impact journals: a step by step guide

STEP 1. Writing your paper

STEP 2. Submission and peer review

STEP 3. Production and Copyright - Ethics

STEP 4. Becoming Famous 😊
STEP 1. Writing your paper
In this section we will look at the type of paper you may want to write (A). Then we will talk about the writing style and language you should use (B), and finally, the structure and content of a journal article (C).
(A) What type of paper do I want to write?

This will depend on the volume and quality of results or material you have assembled:

- Conference paper?
- Letter or Rapid/Short Communication?
- Full original article (Journal paper)?
- Review paper?
<table>
<thead>
<tr>
<th>Type</th>
<th>Pros</th>
<th>Cons</th>
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<tr>
<td>Conference Paper:</td>
<td>Typically follow a template e.g. 5-10 pages, 3 figures, 15 references</td>
<td>Excellent for sharing early or in progress research findings; normally get a quick answer</td>
</tr>
<tr>
<td>Letter or Rapid/Short Communication:</td>
<td>Much shorter than full articles (check limitations)</td>
<td>Early communication of significant and original advances; normally get a quick answer</td>
</tr>
<tr>
<td>Full original article (Journal paper):</td>
<td>a substantial and significant completed piece of research</td>
<td>Reviewers' feedback helps you to improve your paper</td>
</tr>
<tr>
<td>Review paper:</td>
<td>summarize developments on a specific topic. Highlight important previously reported points. Not the place to introduce new information...</td>
<td>Reviewers' feedback helps you to improve your paper</td>
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</table>
1. The writing style depends on the community you are writing for: understand it better by reading lots of papers in the area.

2. The style in most fields is generally rigorous and concise; not colloquial or too philosophical.

3. Remember your audience and write for them: it’s all about the readers, *which includes editors and reviewers* – they are busy and so the easier your work is to read, the better!

4. Working as part of a multi-national research group may be helpful.

5. If in doubt: ask your supervisor and your colleagues for advice!
ENGLISH LANGUAGE

Use a spell checker. If English is not your first language then ask a native speaker or colleague to check your work or consider using a professional English Editing service; these services use scientific experts:

Let your research do the talking

There should be no barriers to getting your research published, yet we know that manuscripts are often returned for English language and formatting issues.

**English Language Editing**

- Improve the chances of having your paper accepted; we give you direct access to native English speakers, experts in your area of research, who will provide extensive edits for language and style...

**Translation Service**

- Already have your manuscript in Portuguese, Spanish or Chinese? The Wiley Translation service will provide you an English language translation and a manuscript publication-ready...

**Manuscript Formatting**

- Save yourself valuable time formatting to a specific journal style. A skilled expert will check your manuscript to the specified journal style...

**Figure Preparation**

- Improve the visual presentation of your research. Using the Wiley Figure Preparation service allows you to generate publication-ready figures from your original files...

wileyeditingservices.com
Wiley Editing Services

Let your research do the talking.
Improve the chances of having your paper accepted

— Two levels of editing available
— Technical Specialists in your subject area
— Experts based at the highest profile US universities
Translation Services

Provides you with an English language translation and a manuscript publication-ready

— Experienced translators are all academics with advanced degrees
Manuscript Formatting

Saves your valuable time by formatting to a specific journal style

— Skilled experts to format manuscripts
— Adjust the citations, references, and layout of the document to the correct conventions
Figure Preparation

Improve the visual presentation of your research

— Publication ready figure files
— Correct size, resolution and layout to suit a specific journal
Show the readers you care about your research by taking care writing your paper.

You need a **GOOD** manuscript to present your contributions to the scientific community!
(C) Paper Structure and content

- Title
- Authors
- Abstract
- Keywords
- Main text (IMRAD)
  - Introduction
  - Methods
  - Results
  - And
  - Discussion (Conclusions)
- Acknowledgements
- References
- Supplementary material
OVERVIEW

Each section of a paper has a clearly defined purpose: there are best practices you can follow...

- **TITLE** - a good title is important to attract readers and should include keywords

- **AUTHORS** - Make sure your author list is complete and ordered correctly (don’t add or subtract names!)

- **ABSTRACT** - needs to be well structured (this may be the only part an Editor looks at before making an initial decision!)

- **MAIN BODY** - Write in a clear concise scientific style

- **REFERENCES (Bibliography)** – check carefully; use software
Some guidelines for good titles
This is your opportunity to attract a reader’s attention (including citations!)

• **An explicit title** can help attract citations e.g. state a key finding, or frame a question...

• **Keywords** up front, and optimised for search engines: think of how your paper will be found, once published (N.B. Google)

• **Short** – *typically* up to 15 words

• **Punctuation** - split into *main message/concept* and qualifier
  - *Cephalopod origin and evolution*: A congruent picture emerging from fossils, development and molecules

• **Consider a subtitle**, if permitted (included in search engine output!)

• **Try to think of the title *before you start writing***! Could help you orient yourself to the main topic

• [You can apply the same ideas to sub-titles and section titles throughout the paper]
Some guidelines for good abstracts
This is your opportunity to help Editors/reviewers (what’s this paper about?) AND search engines

• Most publishers make all abstracts free to access
• Some Editors may only have time to read your abstract before deciding to review (or not)
  • Put something important and new at the start
  • Put something important and new at the end
• Don’t make the middle part longer than necessary as background information for your intended readership.
• As with the TITLE be as concise as possible
A little “Googleology”

• 200 variables in the Google algorithm: you can only hope to influence 4 or so...

• Use of words in body text (frequency, proximity, context...)

• Terms in:
  • Title
  • Subtitle
  • Section headings
Choose and place keywords wisely

Title: Core keywords/key-phrases

Abstract: Repeat core keywords/key-phrases 2 – 3 times, and add other field-related ones

Headings and body text: Consistent use of keywords

Make sure the terms you use are consistent:
e.g. which one: “dorsoventral”, “dorso-ventral”, “dorsal-ventral”? Which is more used in the literature?
Apply the principle of “chunking” throughout your manuscript

This is hard to digest and remember... This is easier to digest and remember...

Keep your lowest level sections below 600 words; better 300, if possible.
... and use tables and information boxes to organise important details when possible

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<td>XYZ</td>
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</tbody>
</table>

...in your body text, write in short sentences...
The times they are a-changin’...

Chaucer 49
(1343 – 1400)

Dickens 20
(1812 - 1870)

JK Rowling 12
(1965 - )

It is one of the most annoying problems, and causes great headaches among editors.

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

Do not inflate the manuscript with too many references – it doesn’t make it a better manuscript!

Avoid excessive self-citations.

Avoid excessive citations of publications from the same region

More mistakes are found in the references than any other part of the manuscript.
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STEP 2.
Submission and peer review
In this section we will look at how to choose the right journal to submit to (A). Then we will talk about the Online submission process (B), and finally, the most important part: the Peer Review Process (C)
Which journal to approach first?
1. Look at your references – these will help you narrow your choices and come up with a shortlist.

2. Review recent publications in each candidate journal. Find out the hot topics, the accepted types of articles, etc.

3. Find out turnaround times and acceptance rates (if possible)

4. Ask yourself the following questions:
   - Is the journal peer-reviewed?
   - What is the journal’s Impact Factor?
   - Does it have the option to pay for open access?
Which audience do I want to reach?

- **Identify** the audience
- **Verify** their interest in the topic
- **Determine** the range of interest
  - Local vs. International?
You’ve chosen a journal, now you have to prepare your manuscript for submission...

Read the author instructions and format your article appropriately – all major journals will have online instructions...
Transactions on Emerging Telecommunications Technologies

Edited By: Mischa Dohler
Impact Factor: 1.354
ISI Journal Citation Reports © Ranking: 2013: 31/78 (Telecommunications)
Online ISSN: 2161-3915
Step 2. (B) Online submission

- Papers go through an initial checklist to make sure the author guidelines have been followed (format, length, language, figures etc.)
- Papers are also checked for plagiarism using special software...
Step 2. (online submission) SUMMARY

- Create an account in the journal’s online submission system (this is needed for each specific journal)

- Carefully follow the process through; make sure the author list you input is complete, it should match the names on the manuscript

- Journals usually have an editorial office that you can contact if you have any doubts in the first instance rather than going direct to the Editor
Writing a good Cover Letter

- Your opportunity to speak to the Editor directly:
- View it as a job application letter; you want to “sell” your work

- WHY did you submit the manuscript to THIS journal?
  —Do not summarize your manuscript, or repeat the abstract
  —Instead, mention what would make your manuscript special to the journal

- Mention special requirements, e.g., if you do not wish your manuscript to be reviewed by certain reviewers, and any conflicts of interest

- Most editors will not reject a manuscript only because the cover letter is bad, but a good cover letter may accelerate the editorial process of your paper
And (please) remember...

Decide on one journal.

**DO NOT** submit to multiple journals.
Yes, it’s time for peer review...
It may feel a little like this...

Most scientists regarded the new streamlined peer-review process as ‘quite an improvement.’
Peer Review Process Illustrated

1. (Online?) submission
2. Triage
3. Desk rejection
4. Select / seek reviewers
5. Reviewer 1
6. Reviewer 2
7. Reviewers' reports
8. Editor's decision
9. Accept with revision
10. Accept without revision
11. Production
12. Reject
Step 2. peer review

SUMMARY

Acceptance
Without changes (rare)

Rejection
Without external referee reports (editor), or based on referees’ reviews. Use this as a learning experience and don’t just resubmit the manuscript to another journal – improve it based on feedback.

Revision
With minor changes or major changes – address these methodically and list clearly how you have addressed each point. If you feel a point is not correct you can challenge it...
Typical Reviewer questionnaire

<table>
<thead>
<tr>
<th>Questionnaire</th>
<th>Yes</th>
<th>No</th>
<th>See Report</th>
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<tbody>
<tr>
<td>Does the manuscript contain new and significant information to justify publication?</td>
<td></td>
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<tr>
<td>Is the problem significant and concisely stated?</td>
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<tr>
<td>Are the experimental and/or theoretical methods described comprehensively?</td>
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<tr>
<td>Are the interpretations and conclusions justified by the results?</td>
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<tr>
<td>Is the summary (abstract) concise?</td>
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<tr>
<td>Are the Literature citations adequate?</td>
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<tr>
<td>Is the language acceptable?</td>
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</tbody>
</table>

**Manuscript Structure**

- Length of article is: [Select...]
- Number of tables are: [Select...]
- Number of figures are: [Select...]

**Decision**

- Accept
- Minor Revision
- Major Revision
- Reject
Common Reasons for Rejection

- Not New
- Not Interesting
- Not Important
- Not Valid
- Not Objective
- Not Appropriate
- Low Priority (for that journal)

Remember that the majority of papers in peer-reviewed journals are rejected, so don’t be too disappointed if your paper is rejected...keep trying and be persistent 😊
Survival Tips During Peer Review

- Seek help with language and statistics if you need it.

- Understand that Editors and reviewers are trying to improve your paper.

- Accept feedback as a learning experience.

- Persistence pays! Answer questions and address revisions quickly.

- Seek out Editors at conferences, ‘Meet the Editor’ sessions etc...

- Be polite! Responses may go back to reviewers!
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Step 3. Production and Copyright

- Once your paper is accepted then you will be notified, via the online submission system, by the Editor of the good news...then the paper leaves for production.

- Your part in this process is to check the proofs when they are generated and the quicker this is done the sooner the paper can appear online!

- You will also need to sign a copyright transfer form to allow the Publisher to publish the work...
Editor’s decision

Electronic files received

Edit and typeset

Proofs checked

Correct proofs and check

Article ready

Issue compiled

Article published online

Issue published online

Print and dispatch
Dear Contributor(s):

Thank you for submitting your Contribution for publication. In order to expedite the editing and publishing process and enable Wiley-Blackwell to disseminate your Contribution to the fullest extent, we need to have this Copyright Transfer Agreement signed and returned as directed in the Journal’s instructions for authors as soon as possible. If the Contribution is not accepted for publication, or if the Contribution is subsequently rejected, this Agreement shall be null and void. **Publication cannot proceed without a signed copy of this Agreement.**
GOT ETHICS?
Academic Publishing Depends on Trust!

There are ethical responsibilities for all actors in the publication process:

Editors

Authors

Referees
Editor responsibilities

- Ensure efficient, fair, and timely manuscript processing
- Ensure confidentiality of submitted manuscripts
- Make the final decision for accepting or rejecting
- Not use work reported in a submitted manuscript for their own research
- Ensure a fair selection of referees
- Act upon allegations of scientific misconduct
- Deal fairly with author appeals
Author responsibilities

- To gather and interpret data in an honest way
- To give due recognition to published work relating to their manuscript
- To give due acknowledgement to all contributors
- Notify the publisher of any errors
- To avoid undue fragmentation of work into multiple manuscripts (salami publishing)
- To ensure that a manuscript is submitted to only one journal at a time
Reviewer responsibilities

• Ensure confidentiality of manuscripts and respect privileged information

• Not to withhold a referee report for personal advantage

• Return to editor without review if there is a conflict of interest

• Inform editor quickly if not qualified or unable to review

• Judge manuscript objectively and in timely fashion

• Explain and support recommendations with arguments and references where appropriate

• Inform editor if plagiarized or falsified data is suspected
Ethical misconduct

Examples of ethical misconduct that are not tolerated:

- Falsifying data
- Fabricating data
- Plagiarism
- Multiple concurrent/dual submissions
  - Image manipulation
  - Authorship misrepresentation
  - Duplicate publication
• A Publisher’s Perspective, Second Edition
now available FREE at http://exchanges.wiley.com/ethicsguidelines

• Updated version of the first edition published by Wiley in 2006

• Provides guidance, resources, and practical advice on ethical concerns that arise in academic publishing for editors, authors, researchers and other audiences

• The uniquely multidisciplinary guidelines have been revised, updated, and reviewed by 30 editors and ethics experts

• Guidance added about whistle-blowers, animal research and clinical research – particularly around clinical trial registration

• Now also includes guidance on best practice for journals in human rights and confidentiality, and addresses how approaches differ between cultures
Ethics resources

publicationethics.org

http://exchanges.wiley.com/ethicsguidelines
Ethics SUMMARY: A few golden rules

✓ Articles should always be submitted to one journal at a time

✓ The same article should not be published in more than one place

✓ Several articles based on the same research must each make a unique contribution

✓ Acknowledge all those that have contributed to the work
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STEP 4.
Becoming Famous 😊
Manuscript published!

GAME
OVER?
Market your article
**Step 4. Becoming famous**

- **Email Signature**: Add the URL for your article or for the journal to your email signature.

- **Search Engine Optimization (SEO)**: Visit Wiley Author Services to learn SEO tips, how to track your accepted articles through production, how to nominate up to ten colleagues for free access, and much more.

  [96 % of Wiley Online Library users come via Google]

- **Blogs, Websites or Social Media**: Let your publisher-contact know if your article is mentioned on important sites in your field or is included in major outlets. If you know of upcoming news coverage and have a chance to weigh in, make sure that outlet has the article URL.
ChemistryViews: Tips for Writing Better Science Papers

Posted on September 20, 2013 by LLUCKING - Leave a comment

Have you ever had difficulties with scientific writing? Here are some tips to help you write better science papers.

writeforwiley.com
Further reading and resources for authors

- Wiley Author Services (http://authorservices.wiley.com)


- Writing a Paper by Andrew Gelman (http://andrewgelman.com/2009/07/30/advice_on_writing)


- Writing Scientific Research Articles: Strategies and Steps by Margaret Cargill and Patrick O’Connor (http://www.wiley.com)

- Peer Review and Manuscript Management in Scientific Journals: Guidelines for Good Practice by Irene Hames (http://www.wiley.com)

Acknowledgements

- James Sullivan, Senior Journals Publishing Manager, Physical Sciences, Wiley
- Andrew Moore, Editor-in-Chief of Wiley’s BioEssays journal,
- Brian Giblin and Paul Trevorrow, Journal Managers at Wiley, whose original presentations were used as the basis for many of these slides
Lastly...

Good Luck!