Writing great papers in high impact journals
An Introduction for Researchers
Why publish?

"Enforcing the publish or perish rule, Dean McWit?"
Motivation for publication

**Fame**
Recognition by your peers

**Fortune**
Promotions, grant applications, research funding

**Responsibility**
To society, taxpayer-funded research, contribution to progress
BECAUSE MY BOSS TOLD ME TO!

Probably the most common driver....
Development of insect-resistant transgenic rice with Cry1C\(^*-\) free endosperm

Rongliang Ye, Haijun Huang, Zeng Yang, Tao Liu, Li Liu, Xianghua Li, Hao Chen and Yangjin Lin

Abstract

BACKGROUND: Yellow rice bran (YRB) has been reported to be a potential feedstock for livestock and chicken diets. However, the Cry1C\(^*-\) free endosperm transgenic rice is not well developed. The objective of this study was to develop Cry1C\(^*-\) free endosperm transgenic rice plants with increased grain yield and improved insect resistance.

RESULTS: A range of 60 independent transgenic events were selected. A variety of single-copy transgenic lines were chosen for further experiments. Phenotypically, the selected Cry1C\(^*-\) free endosperm transgenic rice plants exhibited increased grain yield and insect resistance. In addition, the grain yield of the top Cry1C\(^*-\) free endosperm transgenic rice plant was significantly higher than that of the wild-type rice, and the yield was even higher than that of the horses.

CONCLUSIONS: These results indicated that Cry1C\(^*-\) free endosperm rice has the potential for widespread utility in the production of high-quality seeds.

© 2009 Society of Chemical Industry

1 INTRODUCTION

The development of insect-resistant transgenic rice is of great significance for sustainable agriculture. The Cry1C\(^*-\) gene, which encodes a cryotoxin expressed at the endosperm, is a promising candidate for the development of insect-resistant rice. The Cry1C\(^*-\) gene has been shown to be effective in controlling beneficial insects, such as rice blast, brown planthopper, and rice leafhopper. However, the Cry1C\(^*-\) gene is not suitable for use in rice production due to its limited expression in the endosperm. In this study, we developed a novel Cry1C\(^*-\) free endosperm transgenic rice plant with increased grain yield and improved insect resistance.

The Cry1C\(^*-\) gene was introduced into the rice genome by Agrobacterium-mediated transformation. The transgenic rice lines were selected using a marker-assisted selection protocol. The Cry1C\(^*-\) gene was expressed specifically in the endosperm, resulting in a significant increase in grain yield and improved insect resistance.

The results of this study demonstrate that Cry1C\(^*-\) free endosperm transgenic rice is a promising candidate for the development of insect-resistant rice. Further studies are needed to validate the potential of this technology in the production of high-quality seeds.
Role of the publisher

Publication with a reputable publisher assumes:
- Peer review
- A bar for acceptance

Editorial processes adhere to industry agreed ethical standards
Among leaders within the field

Ensures a version of record is available in perpetuity
Digitization of legacy material. Maintaining the completeness of the academic record

Provisions for:
- Copy editing
- Typesetting
- Author tools
- Provision of electronic editorial offices
- Funding of Receiving editors

Provides a searchable platform
- A&I servicing
- Article linking
- Promotion/marketing

Event sponsorship
- Grants and awards
- Author/referee workshops
- Development of new services/technologies to assist researchers
Abstract

[1] We present the first detailed 2D seismic tomographic image of the trench-outer rise, fore- and back arc of the Tonga subduction zone. The study area is located approximately 100 km north of the collision between the Louisville hotspot track and the overriding Indo-Australian plate where ~80 Ma old oceanic Pacific plate subducts at the Tonga Trench. In the outer rise regions, the upper oceanic plate is pervasively fractured and most likely hydrated as demonstrated by extensional bending-related faults, anomalously large horst and graben structures, and a reduction of both

1. Introduction

[2] The amount of volatiles stored within the subducting oceanic lithosphere play a crucial role in arc volcanism and metamorphism of the overlying mantle wedge. At depths between ~60–80 km, dewatering of subducting oceanic crust largely occurs by metamorphism of the oceanic crust to amphibolite and eclogite facies, which leads to hydration of the mantle wedge [ANCORP Working Group, 1999; Rueske et al., 2004; Hacker et al., 2003]. At depths of 100–120 km, eclogitization is complete [Hacker et al., 2003]. The subducting lithospheric mantle dehydrates at an elevated temperature which results in partial melting of the overriding mantle, and which generates magmas that buoyantly rise to form the associated island arc [Ullman and Trommsdorff, 1995; Rueske et al., 2004]. Thus, the amount of water subducted dictates the generation of arc magmas, the rheology of the mantle wedge, and the global circulation of water [e.g., Hacker, 2008].
I'm going to write a journal article!
A step-by-step guide to journals publishing

1. Writing your paper
2. Submission and peer review
3. Production and Copyright
4. Becoming Famous
1. Writing your paper
Q: What type of paper do I want to write?

• **Full / Original article** (sometimes called a “transaction” or may even be “magazine article” in some areas): a substantial and significant completed piece of research

• **Letters / Rapid Communications / Short communications**: quick and early communication of significant and original advances. Much shorter than full articles (check limitations).

• **Review papers / Perspectives**: summarize recent developments on a specific topic. Highlight important previously reported points. *Not the place to introduce new information.* Often invited.

• **Conference papers**: Excellent for disseminating early or in progress research findings. Typically 5-10 pages, 3 figures, 15 references.
1. Decide which type of paper you are going to write

2. The writing style depends on the community you are writing for: understand it better by reading lots of papers in the area

3. Remember your audience, it’s all about the readers, which includes editors and reviewers!

4. If in doubt: ask your supervisor and your colleagues for advice!
Paper structure and content

Each section has a clearly defined purpose; there are best practices to 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

- **ABSTRACT** - needs to be well structured

- **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 because of the way in which scientists look for relevant literature to cite 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
- Put something important and new at the beginning.
- 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
- 200 words maximum, some journals have a word limit
What makes a good abstract?

In early 2007 it was determined that the compound melamine, suspected of having been involved in the deaths of numerous pets, had been fed to hogs intended for human consumption. This report describes a method for the analysis of melamine in porcine muscle tissue using solid-phase extraction (SPE) and high-performance liquid chromatography/tandem mass spectrometry (HPLC/MS/MS). Melamine was extracted in 50% acetonitrile in water. Homogenates were centrifuged and supernatants were acidified and washed with methylene chloride. The aqueous extracts were cleaned up using mixed-mode C8/strong cation exchange SPE and then concentrated, fortified with a stable isotope-labeled analog of melamine, and analyzed by HPLC/MS/MS. Gradient HPLC separation was performed using an ether-linked phenyl column with ammonium acetate/acetic acid and acetonitrile as the mobile phase. Multiple reaction monitoring (MRM) mode of two precursor-product ion transitions for melamine and one for the internal standard was used. A five point calibration curve ranging from 50 to 2000 ng/mL of melamine in solvent was used to establish instrument response. The method was validated by analysis of seven replicate porcine muscle tissue samples fortified with 10 ng/g of melamine. The mean recovery for the seven replicates was 83% with 6.5% relative standard deviation and the calculated method detection limit was 1.7 ng/g. Copyright © 2007 John Wiley & Sons, Ltd.

State why the research is important to a broader non-scientific audience

Introduce the procedure simply

Describe the experiment in detail

Offer a brief overview of the results
Think “structured” abstract format

**RATIONALE:** Oxygen triple isotope compositions give key information for understanding physical processes during isotopic fractionation between the geo-, hydro-, bio-, and atmosphere. For detailed discussion of these topics, it is necessary to determine precise $^{17}$O-excess values of terrestrial silicate/oxide minerals with respect to Vienna Standard Mean Ocean Water (VSMOW).

**METHODS:** Water was fluorinated in an electrically heated Ni-metal tube into which water and BrF$_5$ were loaded for the quantitative extraction of oxygen. Silicate/oxide minerals were fluorinated by heating with a CO$_2$ laser in an atmosphere of BrF$_5$. The extracted oxygen was purified and isotope ratios of the oxygen triple isotope compositions were determined using a Finnigan MAT253 isotope ratio mass spectrometer.

**RESULTS:** The oxygen triple isotope compositions of meteoric water and terrestrial silicate/oxide minerals fall on statistically distinguishable fractionation lines, defined as $[\ln(\delta^{17}O + 1) = \lambda \ln(\delta^{18}O + 1) + \Delta]$, where $\lambda$ and $\Delta$ correspond to the slope and intercept, respectively. The fractionation line for meteoric water has $\lambda = 0.5285 \pm 0.0005$ and $\Delta = 0.03 \pm 0.02\%$ and for terrestrial silicate/oxide minerals has $\lambda = 0.5270 \pm 0.0005$ and $\Delta = -0.070 \pm 0.005\%$, at the 95% confidence limit.

**CONCLUSIONS:** All the analyzed terrestrial silicate/oxide minerals including internationally accepted reference materials (NBS-28, UWG-2, and San Carlos olivine) have a negative $^{17}$O-excess with respect to VSMOW. We propose that it is necessary to specify if the determined $\delta^{17}$O values of terrestrial and extraterrestrial samples are expressed as the difference from VSMOW or the terrestrial silicate mineral-corrected value.
The chlorogenic acids of *Gardeniae Fructus* used traditionally as a Chinese herbal medicine (zhizi) have been investigated qualitatively by liquid chromatography/multi-stage mass spectrometry (LC/MS²). Twenty-nine chlorogenic acids were detected and twenty-five characterised to regioisomer level on the basis of their fragmentation, twenty-four for the first time from this source. Assignment to the level of individual regioisomers was possible for three caffeoylquinic acids, three dicafeoylquinic acids, three sinapoylquinic acids, four caffeoyl-sinapoylquinic acids, two feruloyl-sinapoylquinic acids, one p-coumaroyl-sinapoylquinic acid, three (3-hydroxy, 3-methyl)glutaroylquinic acids, two (3-hydroxy, 3-methyl)glutaroyl-feruloylquinic acids, one (3-hydroxy, 3-methyl)glutaroyl-dicafeoylquinic acid, and one (3-hydroxy, 3-methyl)glutaroyl-caffeoyl-feruloylquinic acid. Six (3-hydroxy, 3-methyl)glutaroyl-caffeoylquinic acids were detected and two were tentatively assigned as 3-cafeoyl-4-(3-hydroxy, 3-methyl)glutaroylquinic acid and 3-cafeoyl-5-(3-hydroxy, 3-methyl)glutaroylquinic acid. The (3-hydroxy, 3-methyl)glutaroyl residue modifies the mass spectral fragmentation behavior and elution sequence compared with the chlorogenic acids that contain only a cinnamic acid residue(s). Fourteen of these twenty-nine chlorogenic acids have not previously been reported from any source. Copyright © 2010 John Wiley & Sons, Ltd.

Why? What is the significance of this study? Why is *Gardeniae Fructus* important?

Straight into a shopping list of the results and characterized acids
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.

- Section heading

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.
...in your body text, write in short sentences...

... and Use tables and information boxes to organise important details when possible

<table>
<thead>
<tr>
<th></th>
<th>abc</th>
<th>abc</th>
<th>abc</th>
</tr>
</thead>
<tbody>
<tr>
<td>xyz</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>xyz</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>xyz</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>xyz</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Box 1
The times they are a-changin’...

Chaucer 49

Dickens 20

JK Rowling 12

REFERENCES
More mistakes are found in the references than any other part of the manuscript

• 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
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:

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

Let Wiley Editing Services provide you with expert help to ensure your manuscript is ready for submission.

- **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...
  - Read more

- **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...
  - Read more

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

- **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...
  - Read more
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!
2. Submission and Peer Review
Which journal to approach first?
Choosing a journal

- Where do you read papers related to your research?
- Which journal do you like the most?
- Where were your references published?
- What do your peers suggest?
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...
Only submit to **ONE** journal at a time
Online Submission

• Create an account in the journal’s online submission system

• 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
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...

Log In

Log in here if you are already a registered user.

User ID: 
Password: 

Password Help. Enter your e-mail address to receive an e-mail with your account information.

E-Mail Address: 

New User?
Register here

Resources
- User Tutorials
- Home Page
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
The editorial workflow

Manuscript submitted

Editors examine and make Initial editorial decision
largely based on:

- Language
- Formatting / completeness
- Scope
- Is the article type correct
- Significance
- Readership
- Impact

Manuscript rejected

Manuscript sent back to author for alteration before resubmission

Send to peer review

Ensures that the article is in a suitable state for peer review
Peer Review
On what basis are peer reviewers chosen?

**Journal’s reviewer database**
Current and past authors / referees, bibliographic searches, keyword, interests, publication history.

**Suggestions from authors**
Very helpful!
Not just the biggest names please – others as well
Also list people with conflicts of interest who should not be asked to review

**Suggestions from other reviewers**
Can provide leads to further candidates

**Suggestions from our Advisory Board Members**
Especially in difficult cases, appeals or disputes

**Editor’s own knowledge of the community**
Contacts from conferences, prominent scientists, regular authors, etc.
Why be a peer reviewer?

Access to latest research before it is published

Duty

To keep the peer review mechanism buoyant

To enhance ones gravitas as an expert

To glean recognition by the editors

Pedagogical altruism – to encourage and help develop author’s ideas

Visa application (becoming more common)
## Typical Reviewer questionnaire

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

### Manuscript Structure

<table>
<thead>
<tr>
<th>Length of article is:</th>
<th>Select...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of tables are:</td>
<td>Select...</td>
</tr>
<tr>
<td>Number of figures are:</td>
<td>Select...</td>
</tr>
</tbody>
</table>

### Decision

- Accept
- Minor Revision
- Major Revision
- Reject
Peer Review Outcomes

Acceptance
• Without changes (rare)

Rejection
• 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…
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...
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!
How to respond to reviewers comments

• Answer **Politely**
  - Insulting the reviewers or editors will not help
  - Reviewers should have also been polite, and editors filter out insulting/unhelpful comments

• Answer **Completely**
  - Make necessary changes but do not feel obliged to make all changes
  - Worst Mistake = ignore a point

• Answer **with Evidence**
  - Where you disagree, support your argument with evidence

http://exchanges.wiley.com/blog/2015/07/30/how-todeal-with-reviewer-comments/

Williams HC (2004) How to reply to referees’ comments when submitting manuscripts for publication *Journal of the American Academy of Dermatology* 51, 79-83
3. Production and Copyright Ethics
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

Peer review

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
COPYRIGHT TRANSFER AGREEMENT

Date: __________________ Contributor name: __________________

Contributor address: _________________________________________

Manuscript number (if known): _________________________________

Re: Manuscript entitled ________________________________________

___________________________________________________________

for publication in ___________________________________________

published by ________________________________________________

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

PENALTIES CAN BE SEVERE!
Ethics Resources

Wiley’s Best Practice Guidelines on Publishing Ethics

• 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
Ethical Guidelines

✓ 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
4. Becoming Famous
Manuscript published!

GAME OVER?
Maximize the impact of your published research!

Here are seven promotional tools to help ensure your work gets seen, read and cited.

- Search Engine Optimization (SEO)
- Email
- Conferences
- Multimedia
- Publicity
- The Wider Web
- Social Media
That old classic - citation tracking

“These cited references are authors’ acknowledgments of their debt to the published research findings of others”
Citation universes

- Web of Science: ~11,500
- Scopus: ~16,500
Vitamin C for preventing and treating the common cold

Overview of attention for article published in Cochrane database of systematic reviews, January 2013

**SUMMARY**

Vitamin C for preventing and treating the common cold

**Published in**
Cochrane database of systematic reviews, January 2013

**DOI**
10.1002/14651858.CD000080.pub4

**Pubmed ID**
23640782

**Authors**
Hemila H, Chalker E

**Abstract**
Vitamin C (ascorbic acid) for preventing and treating the common cold has been a subject of much... (Show)

**About this score**
In the top 5% of all research outputs scored by Altmetric

**Mentioned by**
33 peer audits

**Twitter demographics**

The data shown below were collected from the profiles of 224 tweeters who shared this research output. Click here to find out more about how the information was compiled.
The main goal of the AuthorAID site is to allow early career researchers in developing countries to find mentors who can help them to progress in their research careers. Finding committed mentors is therefore essential to the success of the project.

What sort of potential mentor is AuthorAID looking for?
- An experienced researcher, with a track record of publications
- Someone who is diplomatic and can encourage and support early-career researchers in developing countries
- Someone who is committed and enthusiastic and who is not looking for academic gain

What skills do I need?
We’re seeking experienced researchers who may be able provide advice on some or all of the following:
- Research methods and analysis
- Appropriate journals for submitting manuscripts (including both international and regional journals)
- Manuscript preparation
- Writing style
- The peer review process and responding to referees’ comments
- Presentations and posters
- Preparing grant proposals
- Scientific communication in general

How does the mentoring process work?
Setting up a mentoring relationship can be done entirely online, via the following steps:
- Register for AuthorAID at www.authoraid.info and indicate that you are interested in becoming a mentor
- Fill in your AuthorAID profile with as much detail as possible so that potential mentees can find you
- Wait for potential mentees to contact you via the AuthorAID messaging system, or use our Member Search to find a potential mentee
- Start a conversation and establish rapport with your potential mentee using AuthorAID’s messaging system
- If you both agree to mentoring, follow a link to set up a formal online learning agreement and obtain a collaborative online mentoring workspace

Need more help?
Visit http://www.authoraid.info/help and see the AuthorAID guidelines for more information. For a general example of how AuthorAID might work, follow Rahim on his Mentoring Journey at: www.authoraid.info/help/the-mentoring-journey.

If you have specific questions, please feel free to contact us at: authoraid@inasp.info

Join AuthorAID now! | www.authoraid.info/
Open Access
What are my options?
Understanding Open Access

Wiley Video

https://www.youtube.com/watch?v=o2HMouOV-Lg
Types of Open Access

• **Gold** - Authors publish in an OA journal or ‘Hybrid’ OA journals and their article is made immediately available on the publisher’s website. The author (or their institution/funder) pays an Article Publication Charge.

• **Green** - Authors self-archive the accepted, peer reviewed manuscript for free public use in their institutional repository, in a central repository (e.g., PubMed Central), or on some other OA website, usually after an embargo period.
<table>
<thead>
<tr>
<th>Pay to publish (Authors, funders or institutions pay an Article Publication Charge - APC)</th>
<th>No payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Article goes through Wiley’s editorial processes</td>
<td>Article goes through Wiley’s editorial processes</td>
</tr>
<tr>
<td>Article deposited by Wiley into PubMed Central</td>
<td>Self-deposited (archived) in institutional or subject repository</td>
</tr>
<tr>
<td>Final edited, corrected and formatted PDF version archived</td>
<td>Author accepted version of the document archived</td>
</tr>
<tr>
<td>Wiley Online Library contains Open Access and Subscription articles in the one place and integrated links to all other documents</td>
<td>Repository responsible for maintenance of archive and for integration of articles with other documents</td>
</tr>
<tr>
<td>Article immediately accessible online after publication under CC license that allows reuse (often non-commercial)</td>
<td>Embargo period of up to 24 months usually applies (12 months for STM) under normal license restrictions</td>
</tr>
</tbody>
</table>
Definitions in Open Access

- **Hybrid open access** – also hybrid journal. Subscription-based journals which also publish articles as Gold OA (OnlineOpen)
- **Born Gold** - those journal titles launched exclusively as open access. PLOS, Biomed Central, Hindawi, Wiley
- **APC** - Article Publication Charge. The fee charged by a publisher to make an article OA

- **Submitted Version** or Pre-print. The author's version of the paper that has not been peer-reviewed, nor had any other value added to it by Wiley (such as formatting, copy editing, etc.)
- **Accepted Author Manuscript (AAM)** or Postprint. The accepted version of a research article after it has been peer reviewed. The AAM may include edits or changes made during the peer-review process but has not been copy edited or formatted or had any other value added by the publisher.
- **Version of Record** (VoR): The definitive published version of the article that appears in the journal. The VoR has had value added by Wiley such as copyediting, formatting, etc.
Why choose Open Access?

- Increase the potential audience for your article, which can translate into: higher readership, increased citations and greater visibility of your work.
- Enables you to easy comply with funding agency and/or institutional mandates.
- With Gold OA, you retain Copyright and license your article under a Creative Commons – allowing you to own and freely share their research output.
Global growth of Gold Open Access
Open Access in Spain

July 2011 – primarily publicly-funded research to be made OA (accepted version) no later than 12 months after the official date of publication.

Wiley self-archiving policy

Authors may self-archive a version of their paper on their personal website, in recognized not for profit subject-based preprint servers or repositories such as ArXiv, (full list below) or in their company/ institutional repository or archive.

Submitted Version (preprint)

"This is the pre-peer reviewed version of the following article: [FULL CITE], which has been published in final form at [Link to final article]. Authors are not required to remove preprints posted prior to acceptance of the submitted version.

Accepted Version (postprint)

Following an embargo period of 12 months for scientific, technical or medical journals, 24 months for social sciences and humanities journals.

Wiley has specific agreements with some funding agencies.

“This is the accepted version of the following article: [full citation], which has been published in final form at [Link to final article].
Beware Predatory journals
Get me off your f*ing mailing list
How to publish a Book
An Introduction for Researchers
• A step-by-step guide to book publishing

1. The proposal
2. Writing the book
3. Production
4. Becoming Famous
The Proposal

Author prepares and submits book proposal

Wiley arranges external review process, then shares feedback

Project is presented to the Wiley publications committee

If approved, a contract is offered and signed
Writing a proposal

• A good proposal takes **time and thought** to complete
• The information provided helps to carry out a **thorough market assessment** and project costing
• An invaluable process to **focus your ideas** and clarify your vision for the book
• Provides the **framework** for the entire book

Do you plan to write or edit this book?
Writing a proposal

- Author and Title overview
- Subject matter
- The Market
  - Competition
- Manuscript Information
- Reviews
- Textbook specific information
- Revisions
Author and Title information

Tentative book title (and subtitle)

Author/editor details
• Contact details
• Brief biography
• Why are you the ideal person to write/edit this book?
• List your previous works

If you’re planning an edited book, it is not necessary to have signed up individual chapter authors at this stage
Subject Matter

Give a short summary of your vision for the book, including:

• A **detailed** description of the book you want to write including the topics it will cover and what makes it **unique**

• An explanation of **why** you feel the book should be published. How will it **benefit the reader**?

• Proposed contents list. If the book is edited, provide a tentative list of contributors and their affiliations
The Market

Identify the readership for your book

- Level
- Prerequisite knowledge
- Reader profile and how the book serves them?

Primary Market (those audiences you feel need this book)
Secondary Market (those audiences with an occasional need for this book)

Competition: list existing related books
Manuscript information

• How many (printed) pages would you expect the book to contain?
• How long do you estimate it will take for delivery of the completed manuscript?
• List any special physical features you would expect to include.
Reviews

Give an international list of at least six people qualified to give an opinion on your book proposal (include email address if known).
Other

Textbooks:
• Give some information about the course the book is written for: level/student numbers/length of course

Revisions:

Please list up specific changes / differences between the old and new edition of your book and how these changes will enhance this edition
Writing the book

Manuscript preparation

Wiley Editors provide support and advice

Final manuscript is submitted to Wiley
Preparing your manuscript

- Writing for SEO
- Abstracts and keywords
- Chapter titles and headings
- Artwork
- Tables
- Equations
- Code
Publisher support

The commissioning editor is on hand through the process to provide support as necessary.

You also have a dedicated project editor to assist you with all practical issues relating to development of the manuscript. The Project Editor will be able to advise you on issues such as formatting, figure development etc., and will also provide feedback on sample material as you work on your manuscript.
Final submission

- The final version of all chapters
- The names of all main authors and co-authors with complete postal address
- Final version of each image file (see Artwork Guidelines).
- A full Table of Contents and any preliminary material
- A complete set of permission grants, labelled clearly (see Permissions Guidelines).
- Abstracts and keywords for each chapter for inclusion in the online version of your book (see Abstract and Keyword Guidelines).
Production

Wiley - copyediting, typesetting, and cover design

Author checks proofs, making corrections where necessary

Printing and publication
Electronic Formats

Online books

eBooks (and enhanced ebooks)

eMobi

ePub
Maximize the impact of your book

1. Online Booksellers
   Take advantage of the power of Amazon

2. SEO (Search Engine Optimization)
   Make your book more discoverable online

3. Social Media
   Share with your network and beyond

4. The Wider Web
   Increase your web outreach

5. Conferences
   Make the most of meeting your fellow professionals

6. Publicity
   Talk to the media through your local press office or the Wiley Newswire

7. Email
   Personally share links with or recommend your book to colleagues

8. Multimedia
   Record (and share) your views on the significance of your book
Book citation index

- Launched in 2011
- Citation of books and chapters
- E-feed licence

- Selection Process
  - Original research
  - Single/multi-authored or edited
  - Series/monograph

- Does not include undergraduate textbooks, encyclopedias or popular science