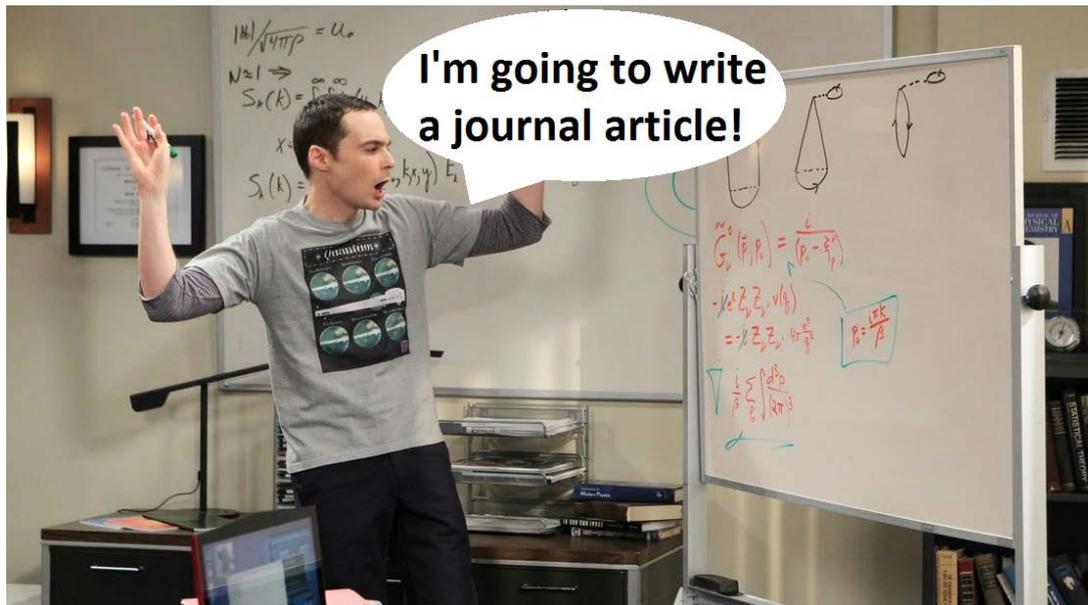
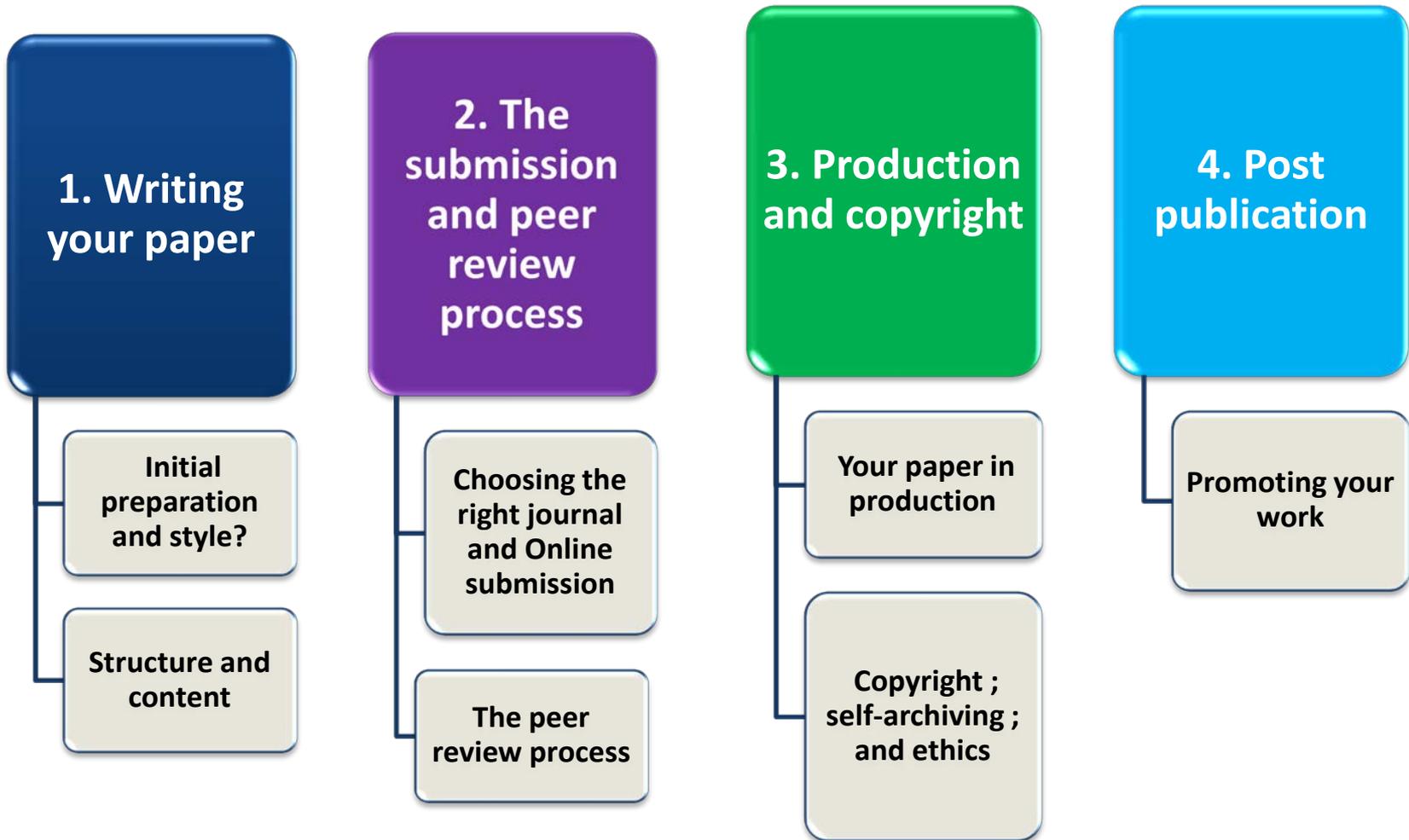


...before we start...

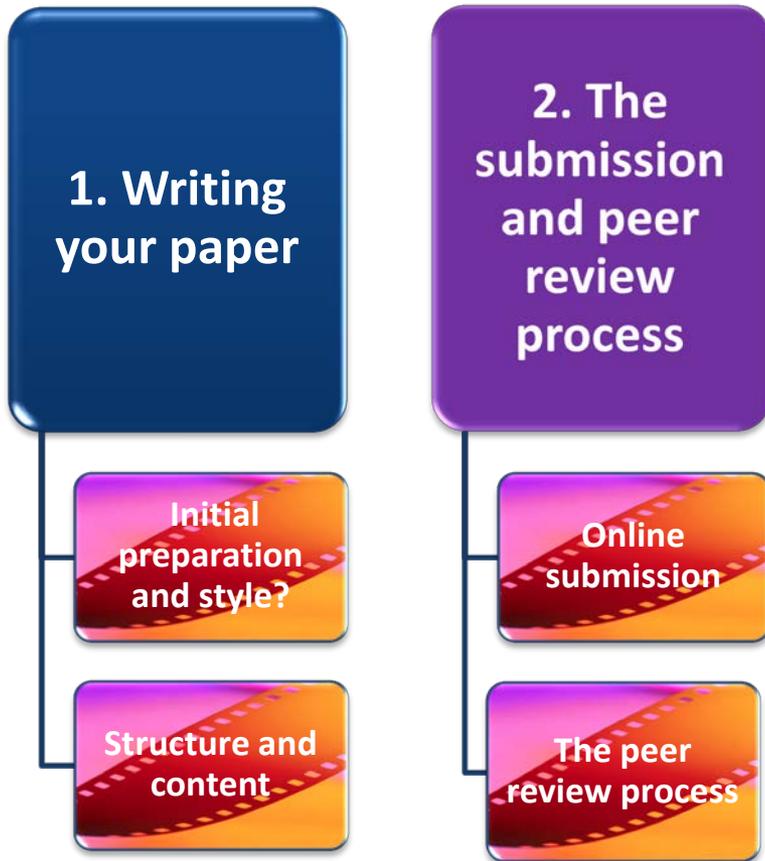
- Two 40 minute sessions with break for coffee in the middle...
- Slides will be circulated after the presentation
- Questions are welcome at anytime
- Let me know if anything is unclear as I can rephrase
- At the end of the presentation you should feel like this...



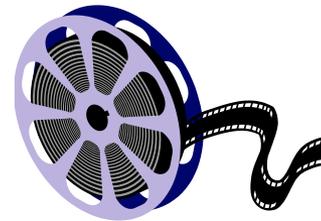
Publishing in high impact journals: a step by step guide



PARTS 1. and 2.



- We will watch four short videos that outline the key parts of each of the processes given directly from a Wiley Editor's point of view.



Part 1. Writing your paper

(Initial points to consider and writing style)

There are several initial questions to ask yourself based on the quantity and “quality” of data/information/research you have assembled, in our **first video** we will answer some of those questions and also talk about the general style expected in a scientific research article.

Some of the paper types we will talk about and you may consider are -

- **Full / Original article** (sometimes called a “transaction” or may even be “magazine article” in some areas): a substantial and significant completed piece of research (**these are the type of papers we are generally discussing today in high impact journals**)
- **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.



Vid 1.

Part 1. Writing your paper

SUMMARY (Initial points to consider and writing style)

Writing a good manuscript will NOT be easy. Be prepared to work hard on it.

- Decide which type of paper you are going to write
- The writing *style* depends on the community you are writing for, understand it better by reading lots of papers in the area
- Use a spell checker

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

If in doubt: ask your supervisor and your colleagues for advice!



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

<http://wileyeditingservices.com/en/>

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Let your research do the talking

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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...

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Manuscript Formatting

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

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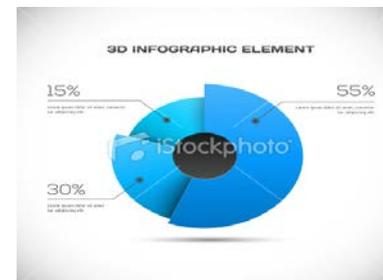
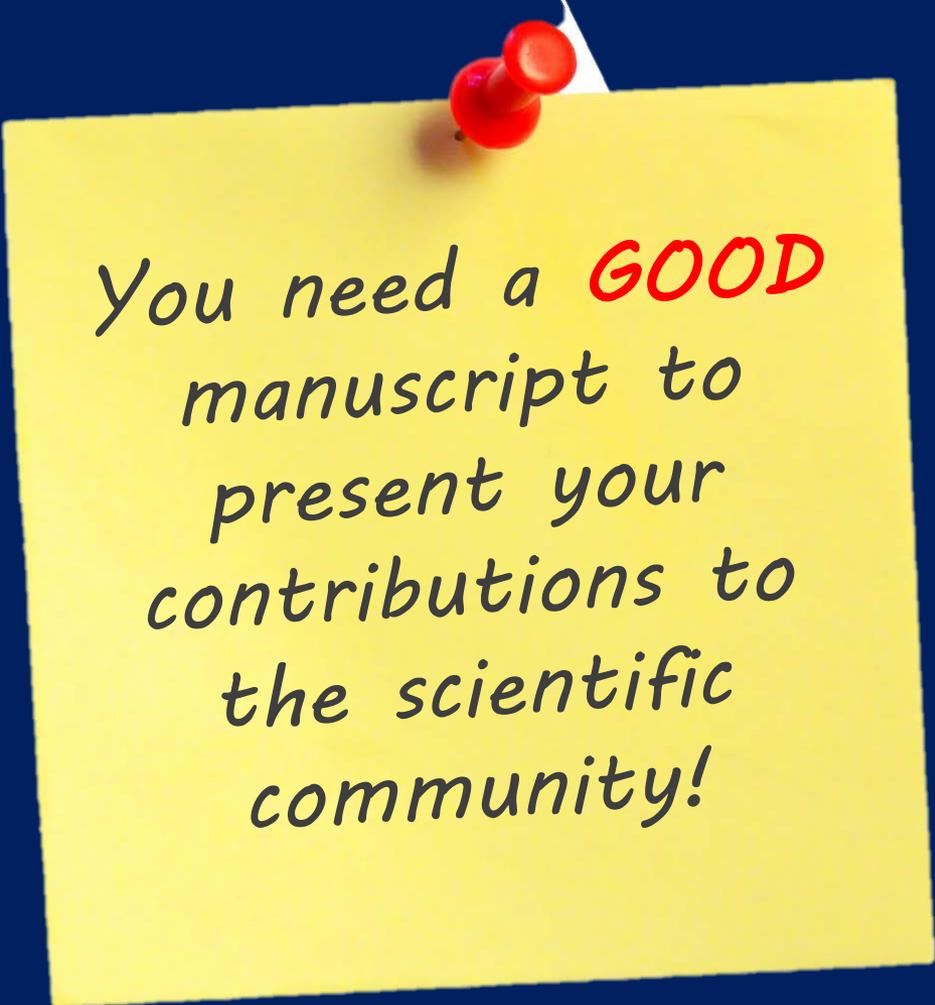


Figure Preparation

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

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Show the readers you care about your research by taking care writing your paper



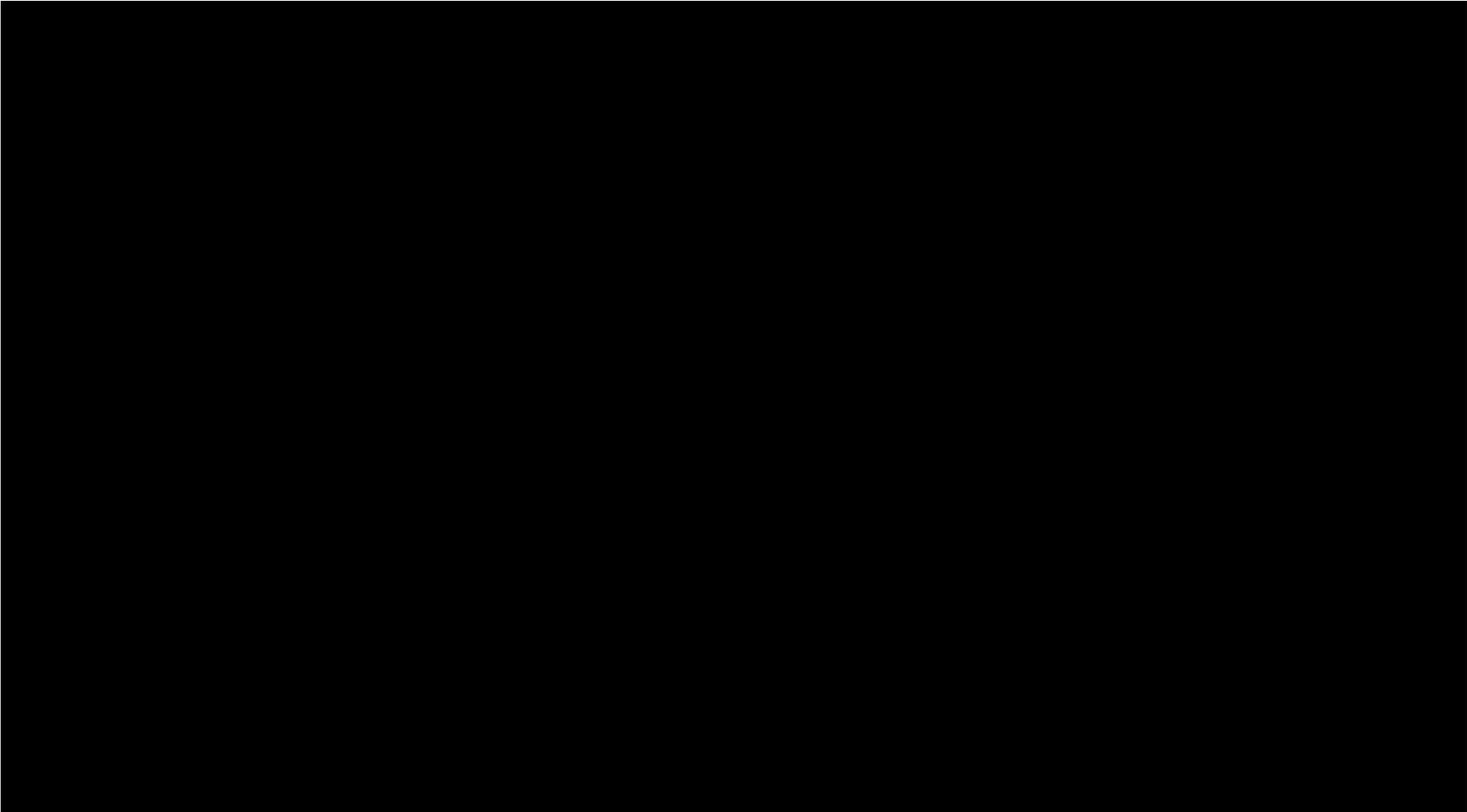
You need a **GOOD** manuscript to present your contributions to the scientific community!

Part 1. Writing your paper (structure and content)

In our second video we will talk about the typical format of an original research article:

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

...and what to include in each section



Vid 2.

Part 1. Writing your paper

SUMMARY (structure and content)

- Each section has a clearly defined purpose and there are some best practice rules to follow
- A good title is important to attract readers and should include keywords, *we will look at some further tips about this in the next slides*
- Make sure your author list is complete and ordered correctly
- The Abstract needs to be well structured, *again we will look further into this now*
- Write in a clear concise scientific style...*more tips to follow*
- Check References (Bibliography) carefully

The Title This is your opportunity to attract the readers' attention

- An explicit title can help get you citations because of the way in which scientists look for relevant literature to cite
- When writing or optimizing titles, think of how your paper will be found, once published...
- Work with editors to optimize your title before peer review
- You can apply the same ideas to sub-titles and section titles throughout the paper

Some guidelines for good titles

- Keywords up front, and optimised for search engines (N.B. Google et al.)
- State a key finding, or frame a question
- Short – *typically* up to 15 words
- Punctuation to 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!
 - > Will help you orient yourself to the main topic

For editorial “What’s in a title” see:

<http://onlinelibrary.wiley.com/doi/10.1002/bies.201190063/full>

In the abstract:

- 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.

Example structure of an abstract

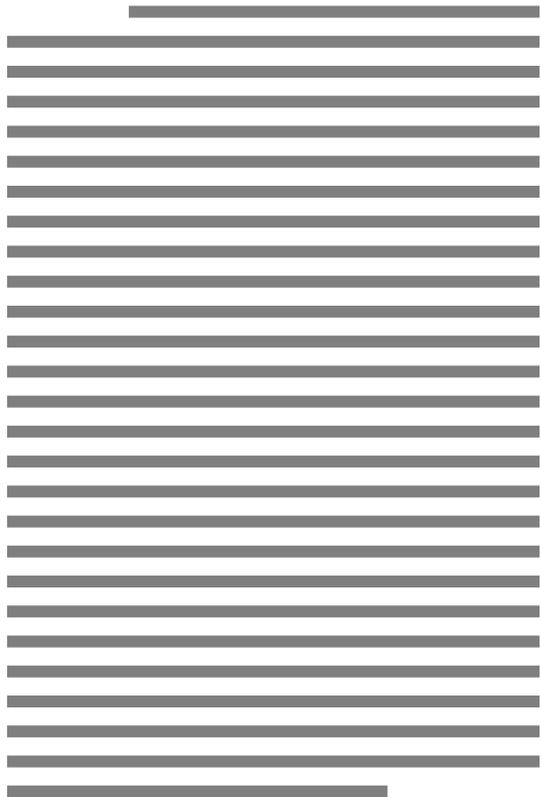
Most important insight We show that skt-1 is the key regulatory factor in the signal transduction pathway that causes bone to grow in response to mechanical forces.

As much background as necessary, and as little as possible The mechanoreception signal transduction pathway (MSTP) begins with a G-protein complex that senses forces of compression, tension and shearing in the actin cytoskeleton of osteoblasts...

Placing of the insight in the context of future prospects The discovery that skt-1 controls the response of bone growth to mechanical stress has potential implications for accelerating bone repair by directly intervening in the MSTP at this point.

Apply the principle of “chunking” throughout your manuscript

Section heading



This is hard to digest and remember...

Section heading

Sub-heading



Sub-heading



Sub-heading



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

Keep your lowest level sections below 600 words; better 300, if possible.

WILEY

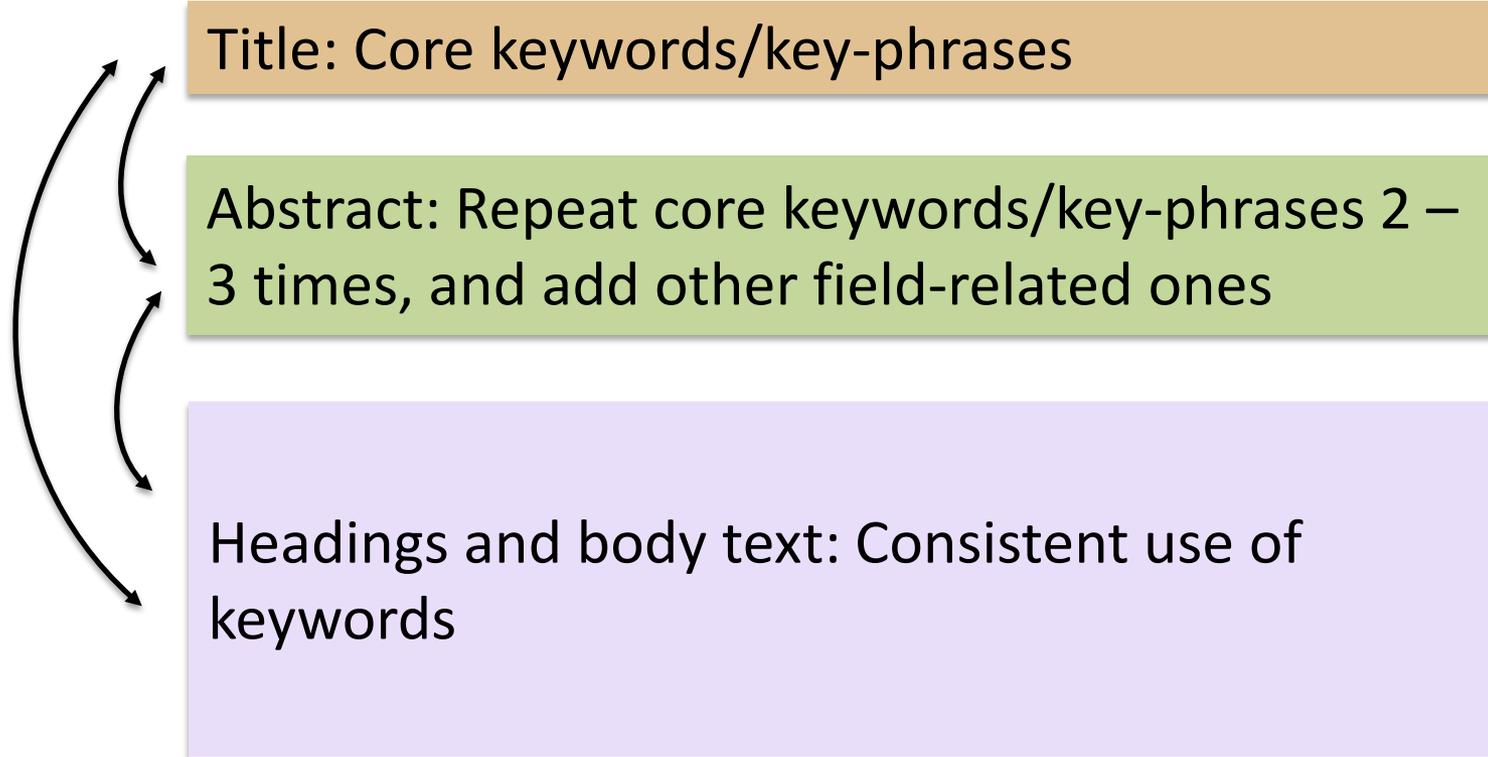
A little “Googleology”

- 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



Google



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?

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

The times they are a-changin'...



(1343 – 1400)

Chaucer 49

Dickens 20



(1812 - 1870)



(1965 -)

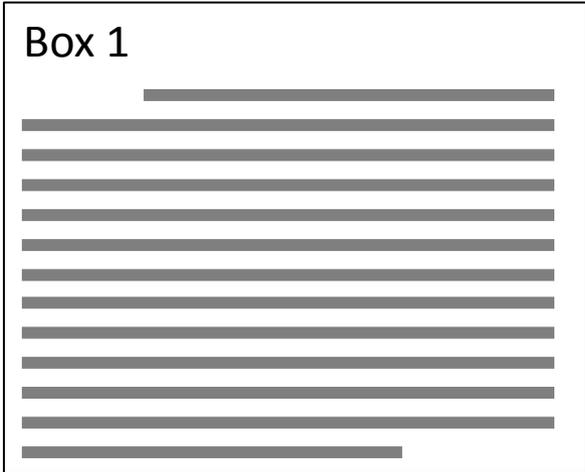
JK Rowling 12

Mean sentence length in number of whole words. Sources, respectively: Sherman LA. 1803. *Analytics of Literature: A Manual for the Objective Study of English Prose and Poetry*. Ginn & Company, Boston; Gunning R. 1964. *How To Take The Fog Out Of Writing*, Dartnell Corp.; analysis of “Harry Potter and the Sorcerer's Stone” by JK Rowling in *The Lexile Framework for as a Framework Reading Measurement and Success*

Use tables and information boxes to organise important details when possible

	<i>abc</i>	<i>abc</i>	<i>abc</i>			
<i>xyz</i>						
<i>xyz</i>						
<i>xyz</i>						
<i>xyz</i>						

Box 1



REFERENCES

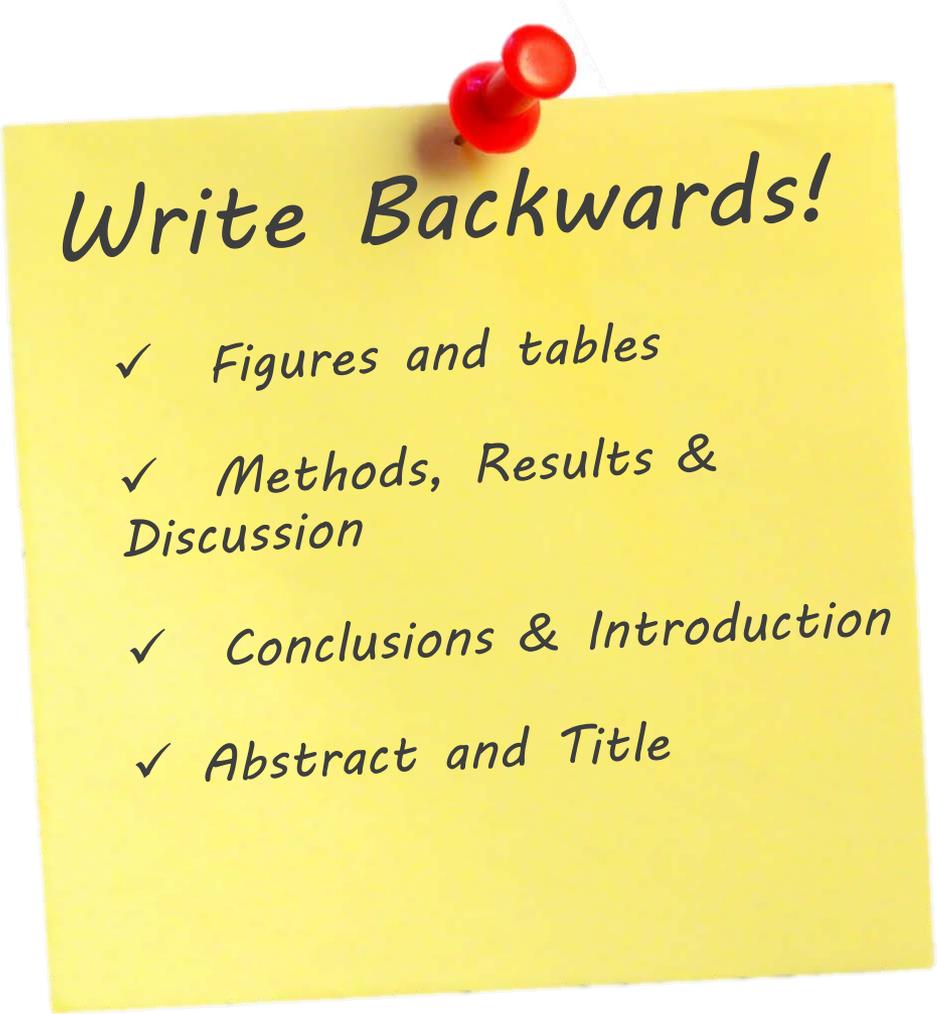
More mistakes are found in the references than any other part of the manuscript

- 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

At one point you may get frustrated...



...so here's a tip



Write Backwards!

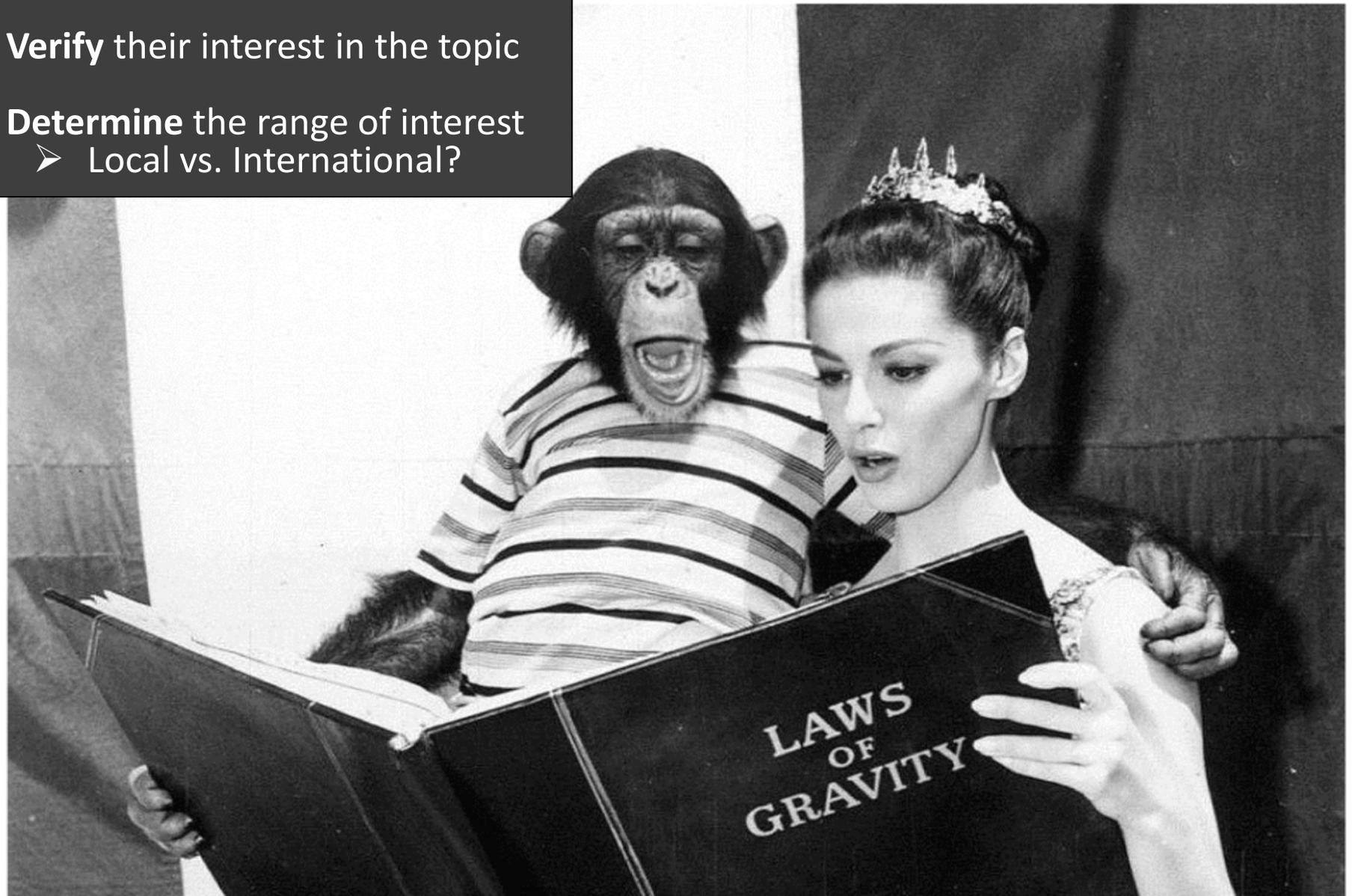
- ✓ *Figures and tables*
- ✓ *Methods, Results & Discussion*
- ✓ *Conclusions & Introduction*
- ✓ *Abstract and Title*

Part 2. The submission and peer review process (Choosing the right journal)

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. Turnaround times and acceptance rates
4. Ask yourself the following questions:
 - Is the journal peer-reviewed?
 - Who is this journal's audience?
 - What is the journal's Impact Factor?

Choosing the right audience

- **Identify** the audience
- **Verify** their interest in the topic
- **Determine** the range of interest
 - Local vs. International?



Research each journal – Overview, Author Guidelines etc

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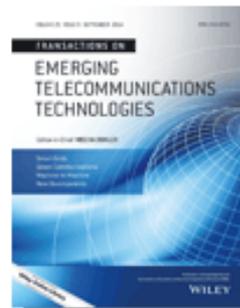
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EMERGING TELECOMMUNICATIONS TECHNOLOGIES

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Edited By: Mischa Dohler

Impact Factor: 1.354

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- To attract cutting-edge publications from leading researchers and researchers around the world

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[Author Guidelines](#)

Part 2. The submission and peer review process (online submission)

Log In

Create An Account

- 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:  Log In

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

E-Mail Address:  Go



New User?

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Vid 3.

Part 2. The submission and peer review

SUMMARY process (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

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 remember...



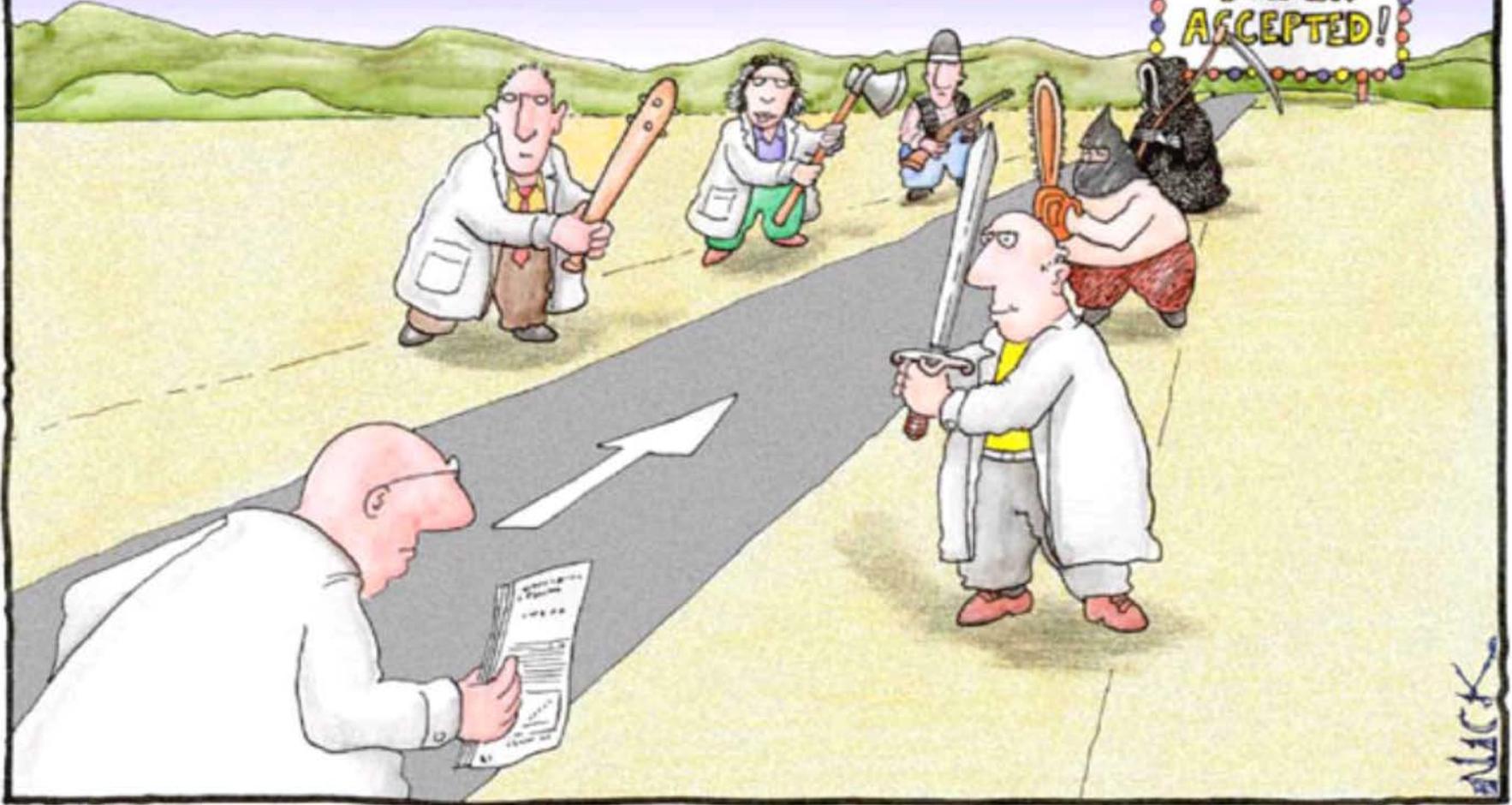
Decide on one
journal.

DO NOT submit
to multiple
journals.

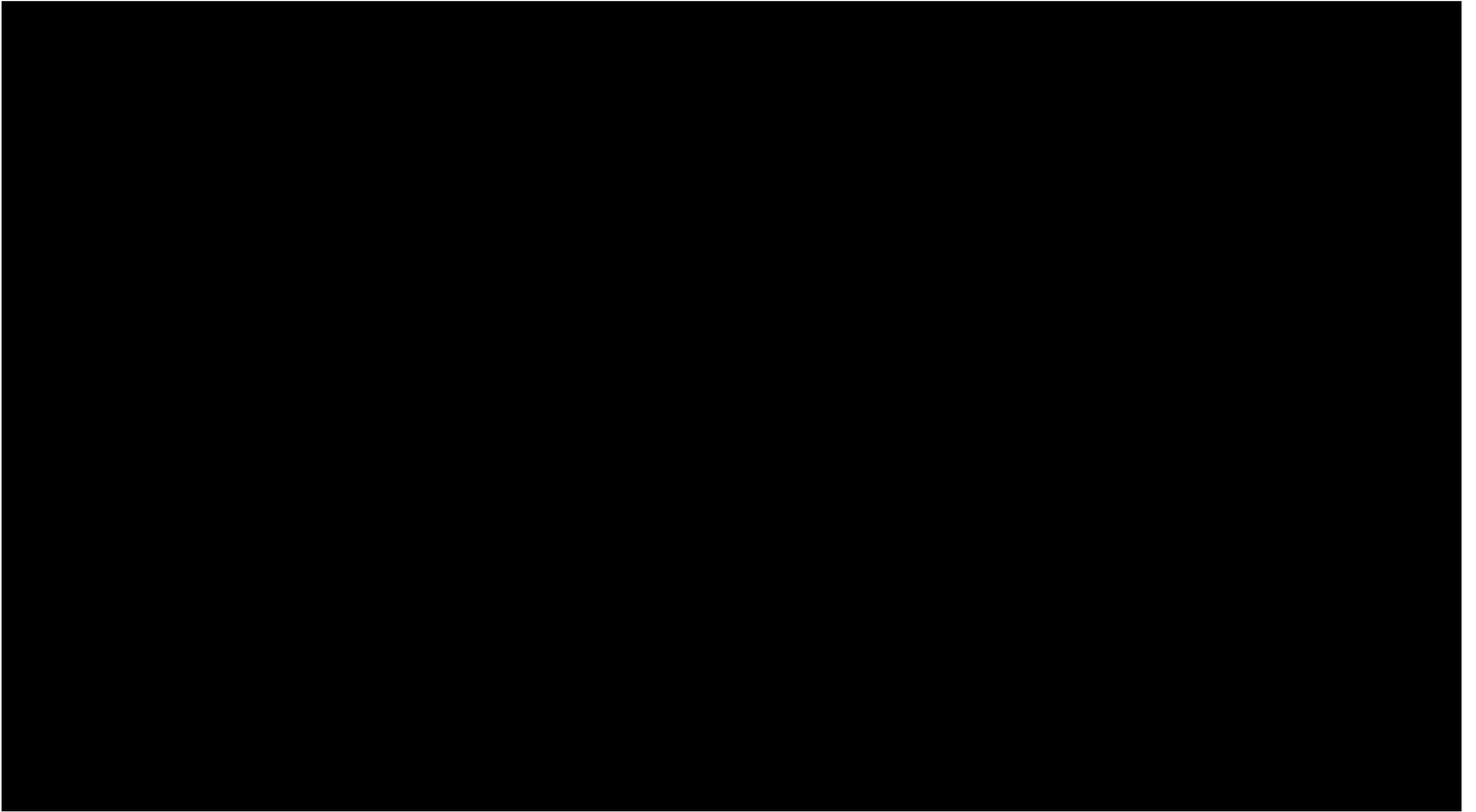
Part 2. The submission and peer review process (peer review)

Yes, it's time for peer review...

It may feel a little like this...



Our final video will talk through how best to survive the peer review process...



Vid 4.

Typical Reviewer questionnaire

Novelty
 Concise
 Comprehensive
 Accuracy
 Abstract
 Citations
 Language

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

Structure

Manuscript Structure	
Length of article is:	<input type="text" value="Select..."/>
Number of tables are:	<input type="text" value="Select..."/>
Number of figures are:	<input type="text" value="Select..."/>

Decision

req Recommendation	
<input type="radio"/>	Accept
<input type="radio"/>	Minor Revision
<input type="radio"/>	Major Revision
<input type="radio"/>	Reject

Part 2. The submission and peer review

SUMMARY process (peer review)

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

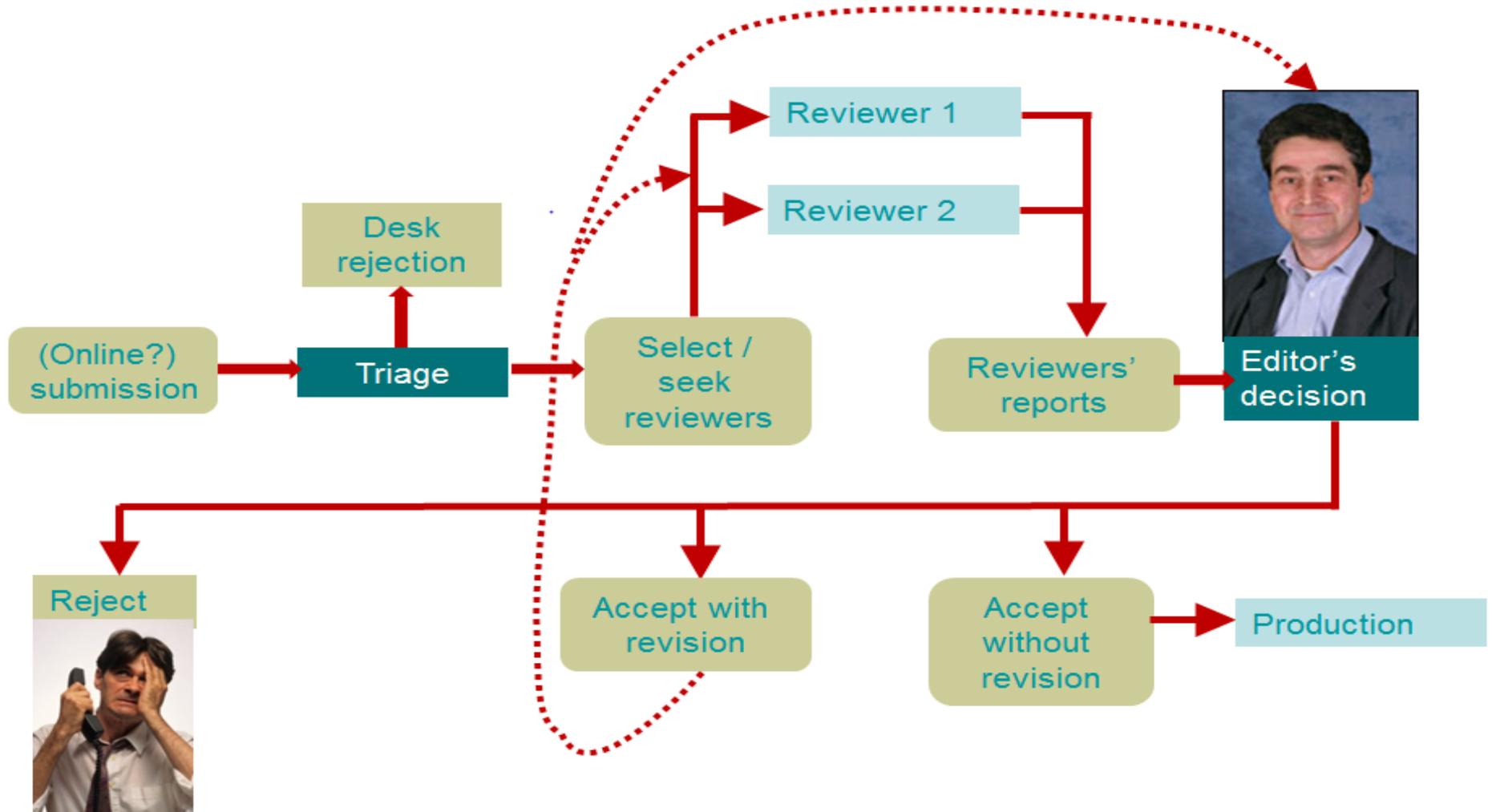
With minor changes or major changes – address these methodically and list clearly how you have addressed each point. If you feel a point is not correct you can challenge it...

Common Reasons for Rejection

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

Remember that the majority of papers in peer-reviewed journals are rejected, so don't be too disappointed if your paper is rejected...

Peer Review Process Illustrated



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!

Part 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

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 _____

_____ (the "Contribution")

for publication in _____ (the "Journal")

published by _____ ("Wiley-Blackwell").

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- **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.

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Accepted Version (postprint)

- Authors may self-archive the peer-reviewed (**but not final**) version of their paper on their own personal website, in their company/institutional repository or archive, and in approved not for profit subject-based repositories such as PubMed Central, **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, details available [here](#). The version posted may not be updated or replaced with the VoR and must contain the text This is the accepted version of the following article: [full citation], which has been published in final form at [Link to final article]. In addition, authors may also transmit, print and share copies with colleagues, provided that there is no systematic distribution of the submitted version, e.g. posting on a listserve, network or automated delivery.

Ethics: 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

Not sure about something?



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6. Social Media: Share your work with a link on **Twitter, Facebook, LinkedIn**, and other accounts. Engage with the Journal's Society Social Media accounts, too.
7. Blogs, Websites or Listservs: Let your editor 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.

ADDITIONAL RESOURCES

Further reading and resources for authors

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- ❖ *Best Practice Guidelines on Publication Ethics: A Publisher's Perspective, 2nd Edition* by Wiley (<http://exchanges.wiley.com/ethicsguidelines>)
- ❖ *Writing a Paper* by Andrew Gelman
(http://andrewgelman.com/2009/07/30/advice_on_writing)
- ❖ *How to Write a Paper, 4th Edition*, edited by George M Hall (<http://www.wiley.com>)
- ❖ *Basics of Research Paper Writing and Publishing* by Michael Derntl
(<http://www.pri.univie.ac.at/~derntl/papers/meth-se.pdf>)
- ❖ *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>)
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(www.stm-assoc.org/storage/Scientific_Publishing_in_Transition_White_Paper.pdf)

QUESTIONS



James Sullivan, Senior Journals Publishing
Manager, Physical Sciences, WILEY

jsullivan@wiley.com

Lastly...

Good Luck!