I'm going to write a journal article!
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>Category</th>
<th>PROS</th>
<th>CONS</th>
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<tbody>
<tr>
<td>Conference Paper:</td>
<td>Excellent for sharing early or in progress research findings; normally get a quick answer</td>
<td>&quot;yes&quot; or &quot;no&quot; response</td>
</tr>
<tr>
<td>Typically follow a template e.g. 5-10 pages, 3 figures, 15 references</td>
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<tr>
<td>Letter or Rapid/Short Communication:</td>
<td>Early communication of significant and original advances; normally get a quick answer</td>
<td>&quot;yes&quot; or &quot;no&quot; response</td>
</tr>
<tr>
<td>Much shorter than full articles (check limitations)</td>
<td></td>
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<tr>
<td>Full original article (Journal paper):</td>
<td>Reviewers' feedback helps you to improve your paper</td>
<td>Can be a longer process</td>
</tr>
<tr>
<td>a substantial and significant completed piece of research</td>
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<tr>
<td>Review paper:</td>
<td>Reviewers' feedback helps you to improve your paper</td>
<td>Can be a longer process; often by invitation</td>
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<tr>
<td>summarize developments on a specific topic. Highlight important previously reported points. Not the place to introduce new information...</td>
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[http://www.uic.edu/~shewah305](http://www.uic.edu/~shewah305)
(B) Is there a scientific writing style I should follow?

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
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

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

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

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
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STEP 2.
Submission and peer review
2. Submission and peer review

(A) Choosing a journal

(B) Online submission

(C) 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?

(A) Choosing a 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. 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…
Author Guidelines
Step 2.

• 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.’
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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</table>

## Manuscript Structure

<table>
<thead>
<tr>
<th>Length of article is:</th>
<th>Select...</th>
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</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>

## Recommendation

- 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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  - Ethics

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STEP 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...
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").

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.**
What is Open Access?

Open Access enables the free, immediate, permanent online availability of your published research, combined with the rights to share and use the content.

Gold Open Access = Pay to Publish

Green Open Access = Self-archiving (no charge)
Publishing Open Access with Wiley

Wiley offers three options

**Fully Open Access Journals** (launched 2011)
Program of fully open access journals, that started in that publishing model. Every article is published open access without exception.

**Open Access Option** (launched 2004)
Hybrid model enables authors to make their article fully open in an existing subscription journal thus providing choice for authors to publish open access in the journal of their preference.

**Self-Archiving (NO COST)**
Allows peer reviewed (but not final) versions of a paper to be hosted on a person website, or an institutional website after an embargo period; *this is part of your standard Copyright Transfer Agreement*.
Open Access at Wiley in 2016

1,377 hybrid journals offer this option; Author pays a fee of $3,000

57 open access journals; Author fees vary but are generally less than $3,000
Payment of Open Access Fees

Payments are covered by:

- **Authors**
  - Out of grant funds
  - APC waivers and discounts for certain countries

- **Funders**
  - Provide dedicated funds for open access publishing

- **Institutions**
  - Cover costs centrally with open access funds and/or arrangements with publishers

- **Societies**
  - Some societies cover costs of journal APCs themselves
Open Access Policy Finder

Helping authors to locate the open access policy and funding support they need: [www.wileyopenaccess.com](http://www.wileyopenaccess.com)

- Provides OA policies by funder and/or institution
- Browse OA policies by country
- Advises on availability of OA APC funding
- Highlights Wiley OA Account
Join the Open Access Conversation

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www.facebook.com/WileyOA
How Will Your Open Access Article Appear?

- Open access license information
- Funding Body

Open access label
Wiley Supports Green Open Access

Self-archiving open access policy

After an embargo period:
- 12 months for STM journals
- 24 months for SSH journals

Permits authors to self-archive work:
- Personal website
- Institutional repository
- PubMed Central (PMC)
Wiley's Self-Archiving Policy

Definition of terms

• **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.
Submitted Version (preprint)

• Authors may self-archive the submitted 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. The submitted version may not be updated or replaced with the final published version of record (VoR) The version posted must acknowledge acceptance for publication and, following publication of the final paper, contain the text: "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]."
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.
GOT ETHICS?
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!
• **A Publisher’s Perspective, Second Edition**
  now available FREE at [http://exchanges.wiley.com/ethicsguidelines](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
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 😊
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.
Tracking the “impact” of your article
"These cited references are authors’ acknowledgments of their debt to the published research findings of others"
Flexible and multi-shift induced dimension reduction algorithms for solving large sparse linear systems

Martin B. van Gijzen, Gerard L. G. Sleijpen, and Jens-Peter M. Zemke

Article first published online: 1 MAY 2014
DOI: 10.1002/mla.1935

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Additional Information (Show All)
How to Cite | Author Information | Publication History

Abstract | Article | References | Cited By

TWEET
Preconditioning @precon_articles
Multilevel preconditioning and low-rank tensor iteration for spacetime simultaneous discretizations of parabolic PDE http://t.co/yt84D24ZD
25 Aug 14 09:27

TWEET
Preconditioning @precon_articles
Tuned preconditioners for inexact two-sided inverse and Rayleigh quotient iteration http://t.co/AkoBEmbgG
18 Aug 14 13:56

TWEET
Preconditioning @precon_articles
On preconditioners for the Laplace double-layer in 2D http://t.co/ywm9Idmopd
4 Jul 14 13:56
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/
Further reading and resources for authors

- Wiley Author Services ([http://authorservices.wiley.com](http://authorservices.wiley.com))
- Writing Scientific Research Articles: Strategies and Steps by Margaret Cargill and Patrick O’Connor ([http://www.wiley.com](http://www.wiley.com))
- Peer Review and Manuscript Management in Scientific Journals: Guidelines for Good Practice by Irene Hames ([http://www.wiley.com](http://www.wiley.com))
QUESTIONS

James Sullivan, Senior Journals Publishing Manager, Physical Sciences, WILEY
jsullivan@wiley.com
Lastly...

Good Luck!
Acknowledgements

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• Thanks to Brian Giblin and Paul Trevorrow, Journal Editors at Wiley, for additional slides

James Sullivan 15th May 2015 (Wiley)