

The background is a solid red color with several large, overlapping, semi-transparent red curved shapes that create a sense of depth and movement. A thin, dark red dotted line curves across the upper right portion of the image.

WILEY

Alice Wood
awood@wiley.com

Writing great papers in high impact journals

An Introduction for Researchers



Why publish?

MCHUMOR.com by T. McCracken



“Enforcing the publish
or perish rule, Dean McWit?”

Motivation for publication



Fame

Recognition by your peers



Fortune

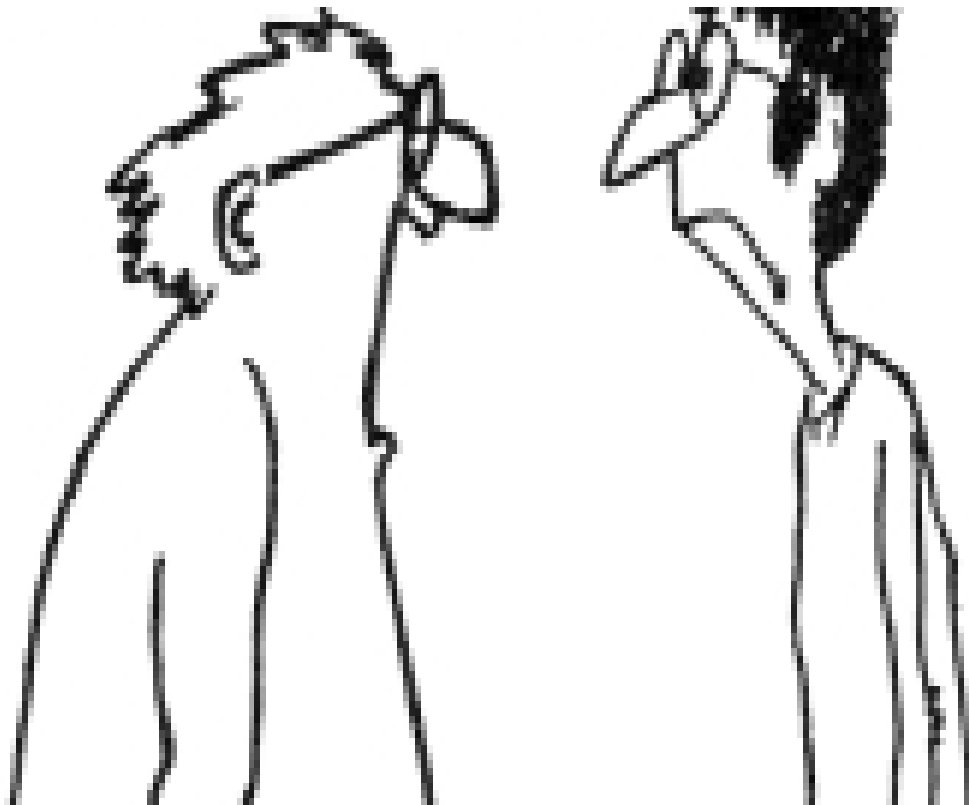
Promotions, grant applications, research funding



Responsibility

To society, taxpayer-funded research, contribution to progress

Probably the most common driver....



BECAUSE MY
BOSS TOLD
ME TO!

The common argument...



Research Article



Received 13 October 2008 Revised 29 December 2008 Accepted 26 January 2009 Published online in Wiley InterScience, 28 May 2009

[www.interscience.wiley.com] DOI 10.1002/plb.1788

Development of insect-resistant transgenic rice with Cry1C^{*}-free endosperm

Rongjian Ye,¹ Haiqun Huang,² Zhou Yang, Taiyu Chen, Li Liu, Xianghua Li, Hao Chen and Yongjun Lin¹

Abstract

BACKGROUND: Yellow stem borer (*Pyrausta nubilalis* Walker), striped stem borer (*Chilo suppressalis* Walker) and leaf folder (*Cnaphaloceros medinalis* Guenee) are three lepidopteran pests that cause severe damage to rice in many areas of the world. In this study, novel insect-resistant transgenic rice was developed in which Bt protein expression was nearly absent in the endosperm. The resistant gene, cry1C^{*}, driven by the rice rbcS promoter (small subunit of ribulose-1,5-bisphosphate carboxylase/oxygenase), was introduced into Zhonghua 11 (*Oryza sativa* L. ssp. japonica) by Agrobacterium-mediated transformation.

RESULTS: A total of 83 independent transformants were obtained, 19 of which were characterized as single-copy foreign gene insertion. After preliminary screening of the 11 families of these 19 transformants in the field, six highly insect-resistant homozygous lines were selected. These six homozygous transgenic lines were field tested for resistance to leaf folders and stem borers, and for their agronomic performance. The Cry1C^{*} protein levels in leaves and endosperms were measured by ELISA. Subsequently, the elite transgenic line R3 was selected; this line not only possessed high resistance to leaf folders and stem borers, normal agronomic performance, but also Cry1C^{*} expression was only 2.6 ng g⁻¹ in the endosperm.

CONCLUSION: These results indicated that R3 has the potential for widespread utility in rice production.
© 2009 Society of Chemical Industry

Keywords: cry1C^{*}; leaf folders; stem borers; insect resistance; transgenic rice

1 INTRODUCTION

Rice is one of the world's most important food crops. Yellow stem borer (*Pyrausta nubilalis* Walker), striped stem borer (*Chilo suppressalis* Walker) and leaf folder (*Cnaphaloceros medinalis* Guenee) are three major pests of rice that cause severe yield losses in most rice-producing countries. For a long time, control of these pests has relied upon the use of large amounts of chemical insecticides, leading to considerable environmental pollution and representing a health hazard to farmers, as well as significantly increasing the costs of rice production. *Bacillus thuringiensis* (Bt) is an ideal biological insecticide alternative to chemical insecticides because of its safety to the user and environment. Owing to limited field stability, the inability to reach cryptic insects and a narrow spectrum of activity, Bt products currently represent only a small portion of the insecticide market.

Plant transgenic approaches provide access to an unlimited gene pool for the transfer of desirable genes between any two species of interest, irrespective of their evolutionary or taxonomic relation. Genes coding Bt insecticidal crystal proteins can be introduced into plants for insect control. Bt genes were first introduced and expressed in tobacco¹ and tomatoes.² Since then, insect-resistant crops containing Bt genes have been developed at very fast pace. In 2006, the estimated global area of Bt crops reached 32.1 million ha.³ These crops have benefited the growers and environment by greatly reducing the use of chemical insecticides.⁴

During the last two decades, considerable research efforts have been invested to introduce insecticidal crystal protein genes into rice by transgenic approaches.^{5–11} However, some novel problems have arisen, one of which is promoter usage. Constitutive promoters are widely used in insect-resistant transgenic rice to express Bt genes, such as the 35S/CAMV promoter,¹² the ubiquitin promoter¹³ and the Actin1 promoter.¹⁴ However, compared with the temporal- or spatial-specific expression of the toxin, constitutive expression of foreign proteins in transgenic plants may cause adverse effects, such as the metabolic burden imposed on plants for constant synthesis of foreign gene products, and these may increase the potential risk of resistance of the target insects to Bt. There is also concern about the food safety of genetically modified plants.^{15–17} Therefore, in certain circumstances, it is desirable to use expression-specific promoters which only express the foreign gene in specific plant tissues or organs.¹⁸

Correspondence to: Rongjian Ye, National Key Laboratory of Crop Genetic Improvement and National Center of Supercomputing in Agricultural Science, Huazhong Agricultural University, Wuhan 430090, PR China. E-mail: yongjunlin@mail.hzau.edu.cn

¹ These authors contributed equally to this work.

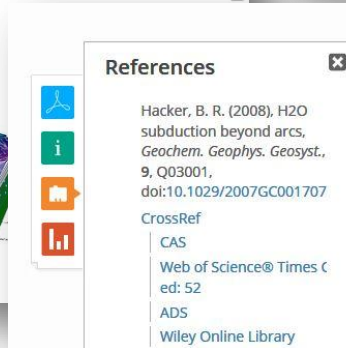
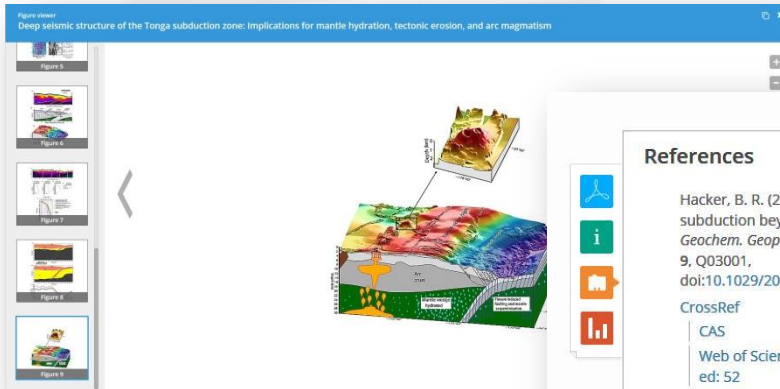
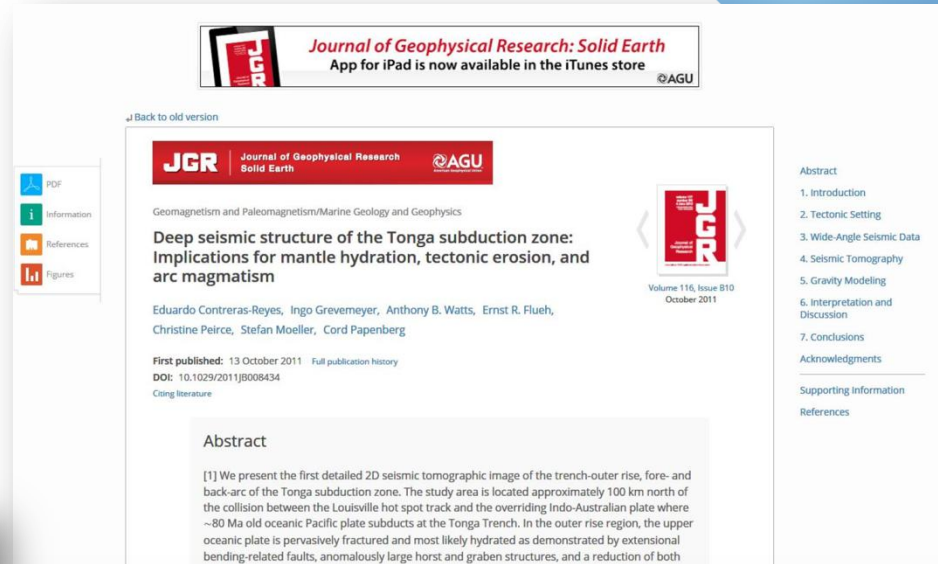
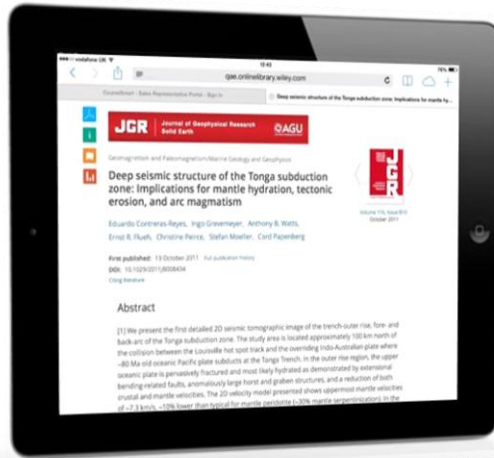
National Key Laboratory of Crop Genetic Improvement and National Center of Supercomputing in Agricultural Science, Huazhong Agricultural University, Wuhan 430090, PR China



Role of the publisher



Wiley's Anywhere Article



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; Ruepke *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 a elevated temperature which results in partial melting of the overriding mantle, and which generates magmas that buoyantly rise to form the associated island arc [Ulmer and Trommsdorff, 1995; Ruepke *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!

$$|h_b|/\sqrt{4\pi\rho} = u_0$$

$$N \gg 1 \Rightarrow$$

$$S_k(k) = \int_{-\infty}^{\infty} \int_{-\infty}^{\infty} f(x,y) e^{ikx + iky} dx dy$$

$$x =$$

$$S_k(k) = \int_{-\infty}^{\infty} \int_{-\infty}^{\infty} f(x,y) e^{ikx + iky} dx dy$$

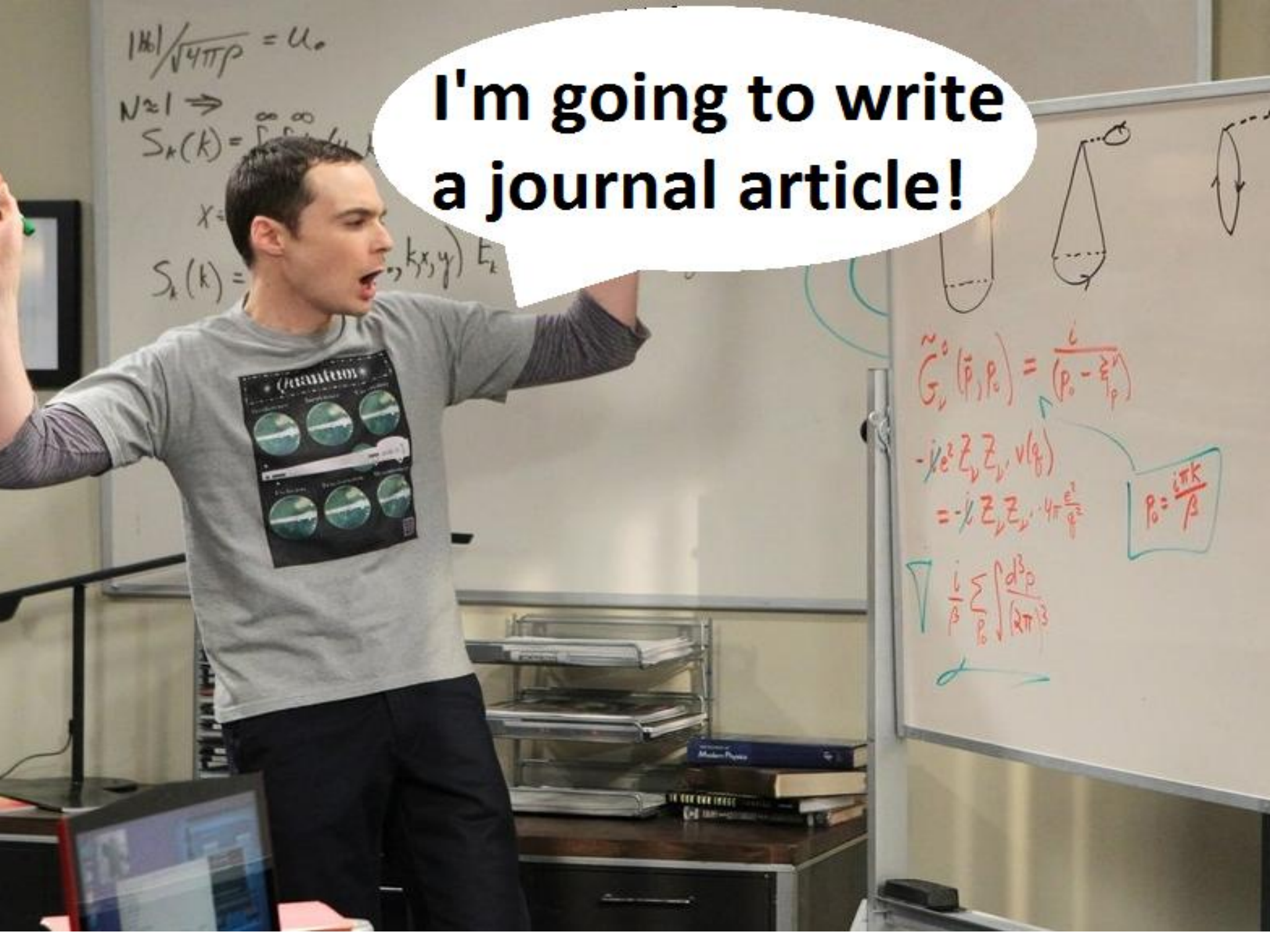
$$\tilde{G}_v^0(\vec{p}, p_0) = \frac{c}{(p_0 - \epsilon_p^v)}$$

$$-i\epsilon^2 Z_v Z_v v(q)$$

$$= -i Z_v Z_v \cdot 4\pi \frac{e^2}{q^2}$$

$$p_0 = \frac{i\hbar K}{\beta}$$

$$\frac{c}{\beta} \sum_p \int \frac{d^3 p}{(2\pi)^3}$$



A step-by-step guide to journals publishing



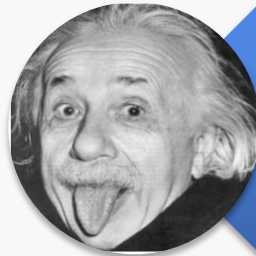
1. Writing your paper



2. Submission and peer review



3. Production and Copyright



4. Becoming Famous



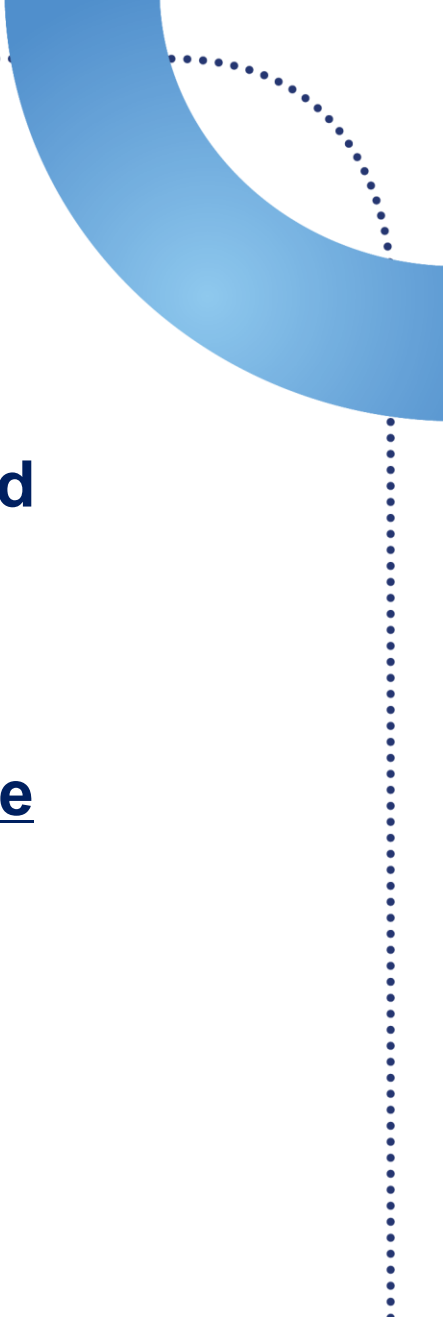
1.

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 $[\ln(\delta^{17}\text{O} + 1) = \lambda \ln(\delta^{18}\text{O} + 1) + \Delta]$, where λ and Δ correspond to the slope and intercept, respectively. The fractionation line for meteoric water has $\lambda = 0.5285 \pm 0.0005$ and $\Delta = 0.03 \pm 0.02\text{‰}$ and for terrestrial silicate/oxide minerals has $\lambda = 0.5270 \pm 0.0005$ and $\Delta = -0.070 \pm 0.005\text{‰}$, 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 $\delta^{17}\text{O}$ values of terrestrial and extraterrestrial samples are expressed as the difference from VSMOW or the terrestrial silicate mineral-corrected value. Copyright © 2012 John Wiley & Sons, Ltd.

What makes a bad abstract?

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/MS⁴). 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 dicaffeoylquinic 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-dicaffeoylquinic 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-caffeoyl-4-(3-hydroxy, 3-methyl)glutaroylquinic acid and 3-caffeoyl-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?

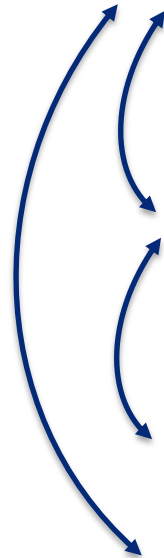
Straight into a shopping list of the results and characterized acids

A little “Googleology” Deutschland

- 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?



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

... and 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

The times they are a-changin'...



(1343 – 1400)

Chaucer 49

Dickens 20



(1812 - 1870)

JK Rowling 12



(1965 -)

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*



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

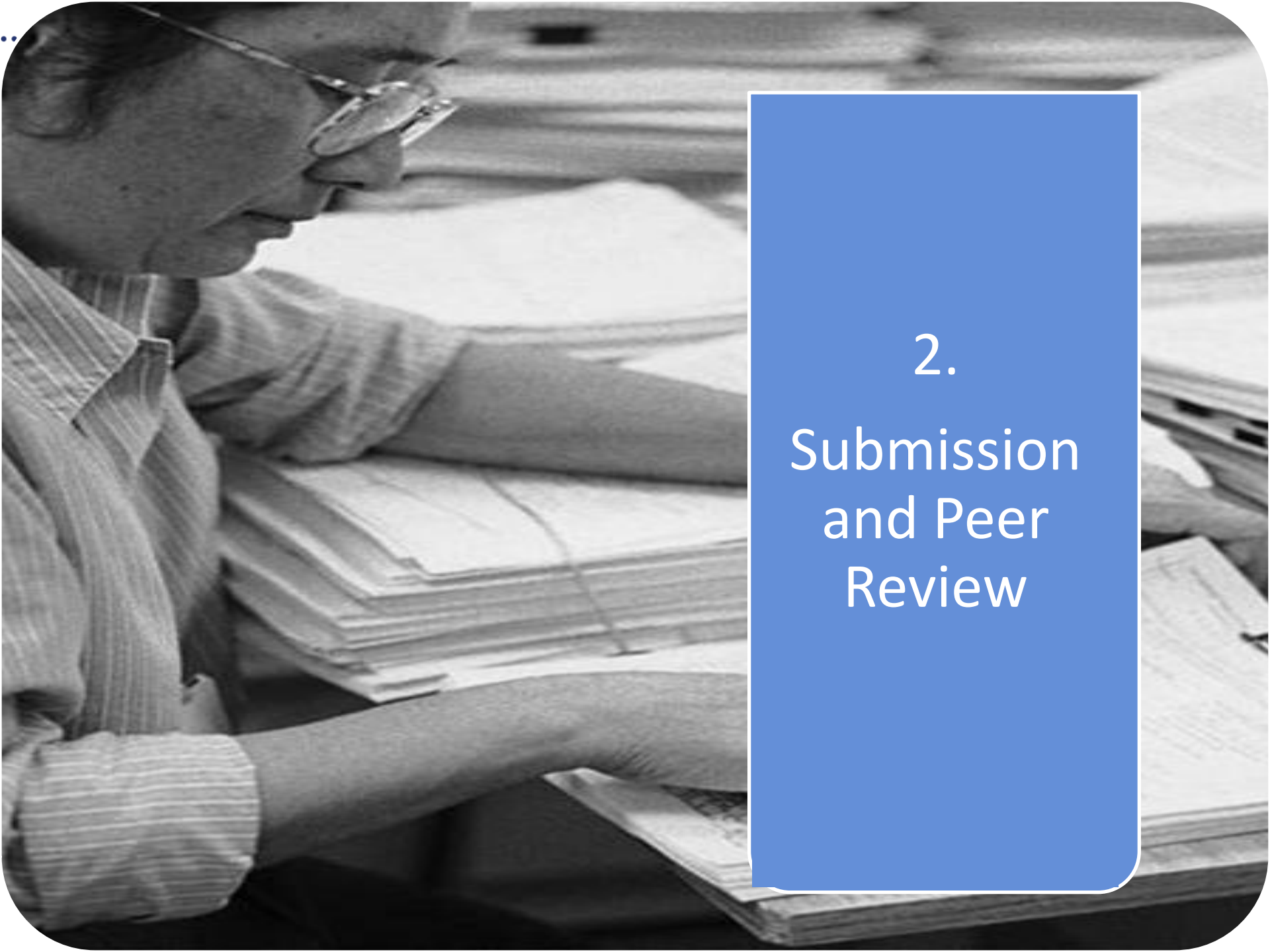
Improve the visual presentation of your research. Using the Wiley Figure Preparation service allows you to generate publication-ready figures from your original files...

[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?

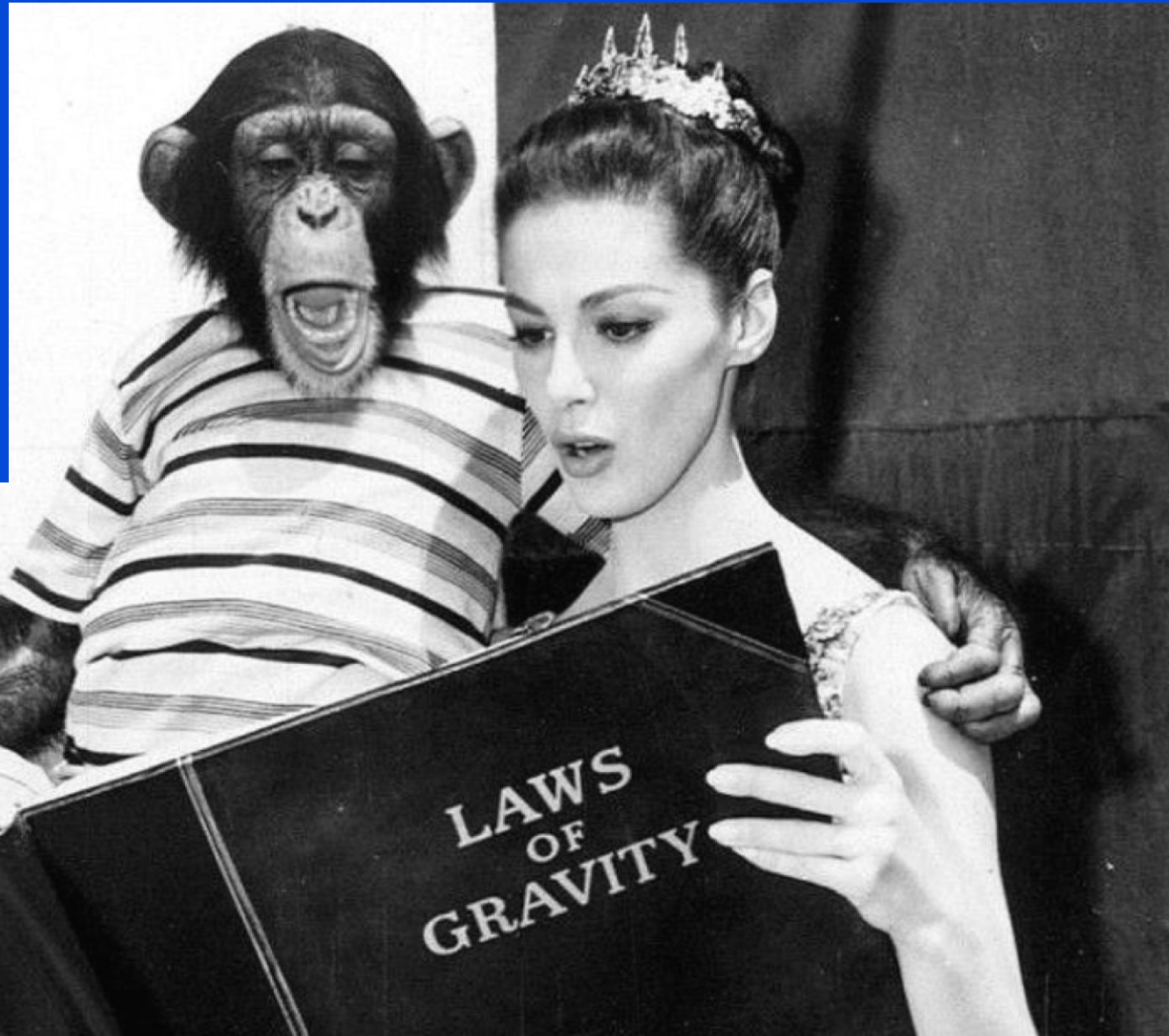
etc.

- Which journal do you like the most?
- Where were your articles published?
- What do your peers say?

Where does your boss want you to publish?

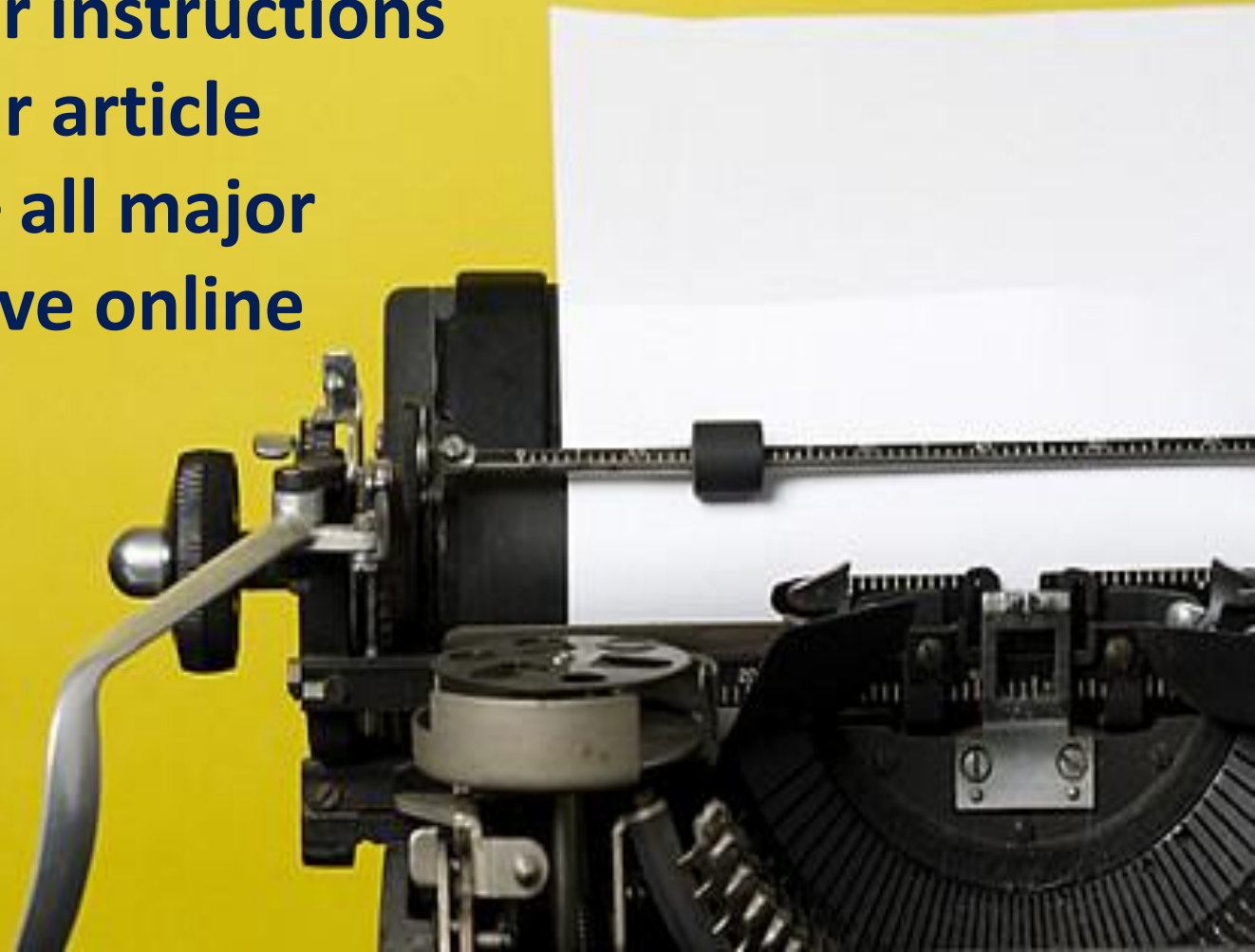
Which audience do I want to reach?

- **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...



[Get New Content Alerts](#)

[Get RSS feed](#)

[Save to My Profile](#)

[Get Sample Copy](#)

[Recommend to Your Librarian](#)

JOURNAL MENU

[Journal Home](#)

FIND ISSUES

[Current Issue](#)

[All Issues](#)

FIND ARTICLES

[Early View](#)

[Most Accessed](#)

[Most Cited](#)

GET ACCESS

[Subscribe / Renew](#)

FOR CONTRIBUTORS

[OnlineOpen](#)

[Author Guidelines](#)

[Submit an Article](#)

ABOUT THIS JOURNAL

[Overview](#)

[Editorial Board](#)

[Permissions](#)

[Advertise](#)

[Contact](#)

EMERGING TELECOMMUNICATIONS TECHNOLOGIES

Transactions on Emerging Telecommunications Technologies

Copyright © 2014 John Wiley & Sons, Ltd



Edited By: Mischa Dohler

Impact Factor: 1.354

ISI Journal Citation Reports © Ranking: 2013: 31/78 (Telecomm)

Online ISSN: 2161-3915

Recently Published Issues | [See all](#)

Current Issue: September 2014

Volume 25, Issue 9

Opportunist...

July 2014

Volume 25, Issue 7

June 2014

Volume 25, Issue 6

Special Issue: Optical Wireless Communication

May 2014

Volume 25, Issue 5

Transactions on Emerging Telecommunications Technologies

Transactions on Emerging Telecommunications Technologies formerly known as *European Transactions on Telecommunications* (ETT), has aims:

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

- To become a highly cited source of research findings in emerging fields



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


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?

[Register here](#)

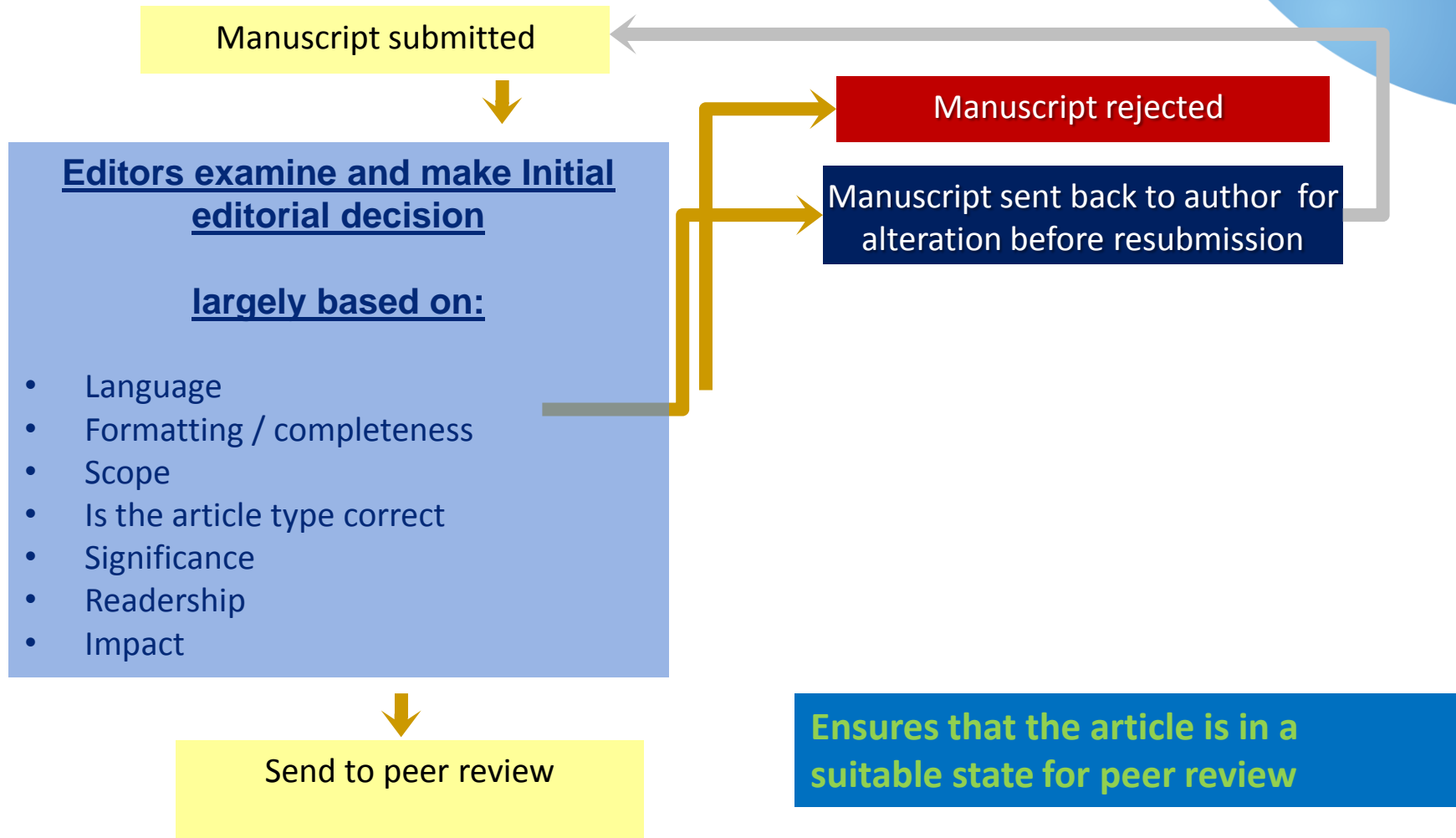
Resources

- [User Tutorials](#)
- [Home Page](#)

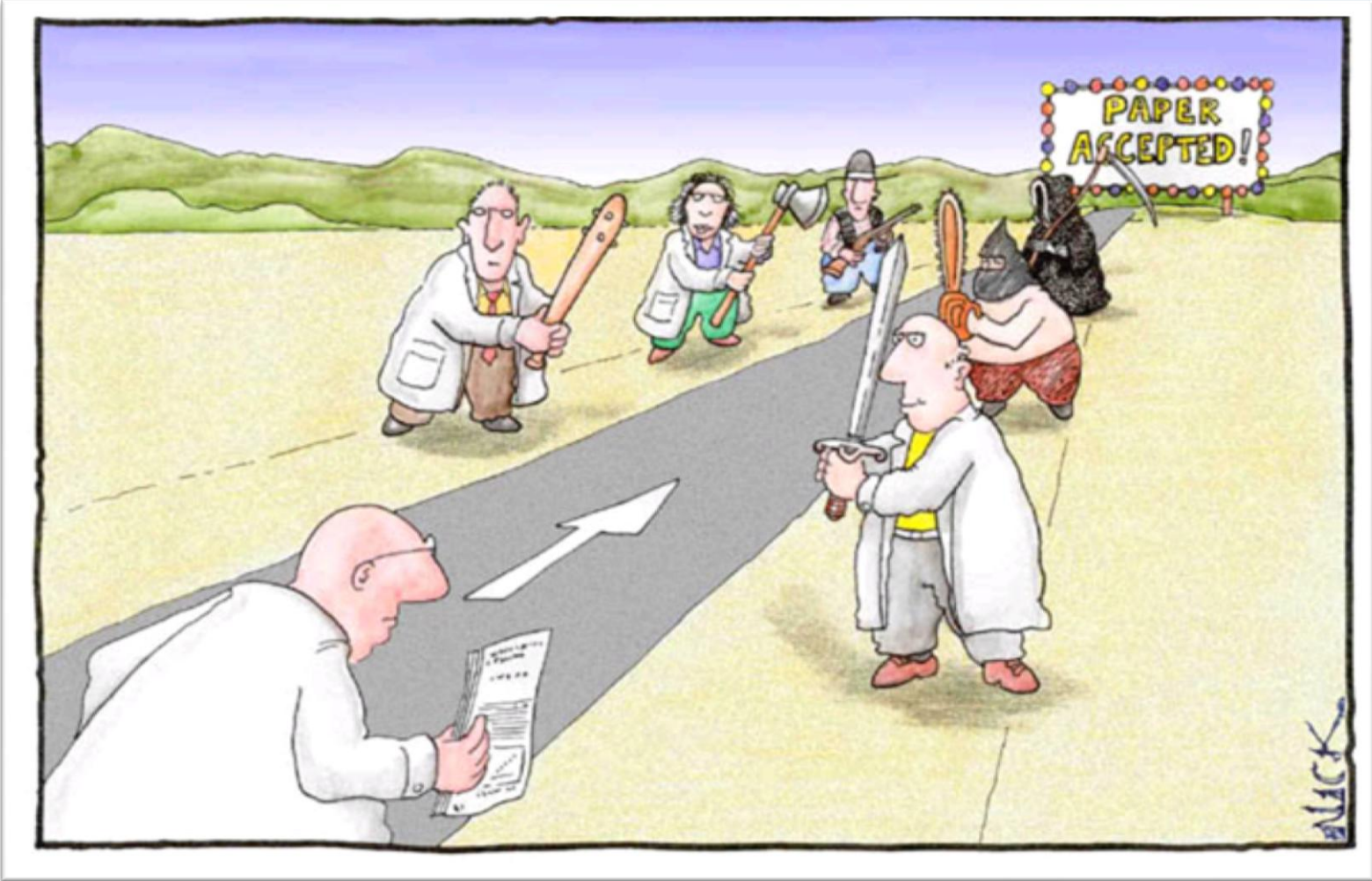
Writing a good Cover Letter

- **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



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

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

Manuscript Structure	
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..."/>

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

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-to-deal-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 _____

_____ (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.**

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

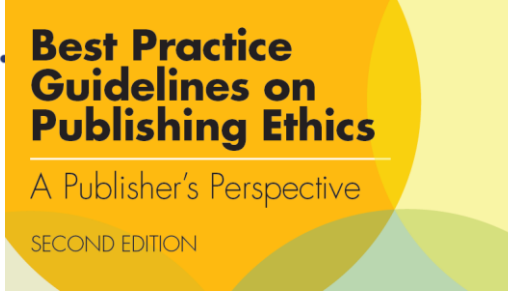
Ethical Misconduct

Examples of ethical misconduct that are not tolerated:

- Falsifying data
- Fabricating data
- Plagiarism
- Multiple concurrent 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

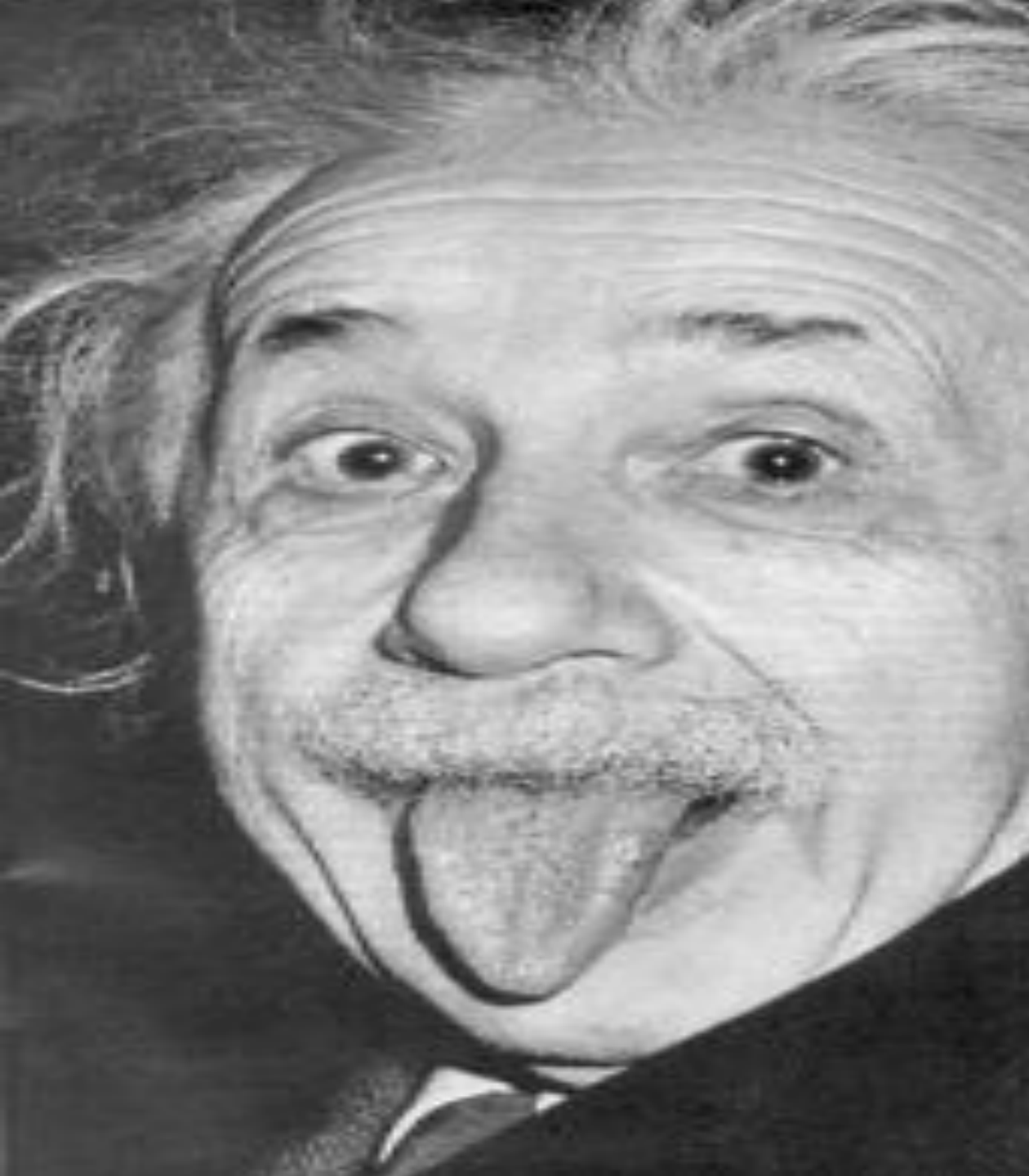


publicationethics.org

<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?**

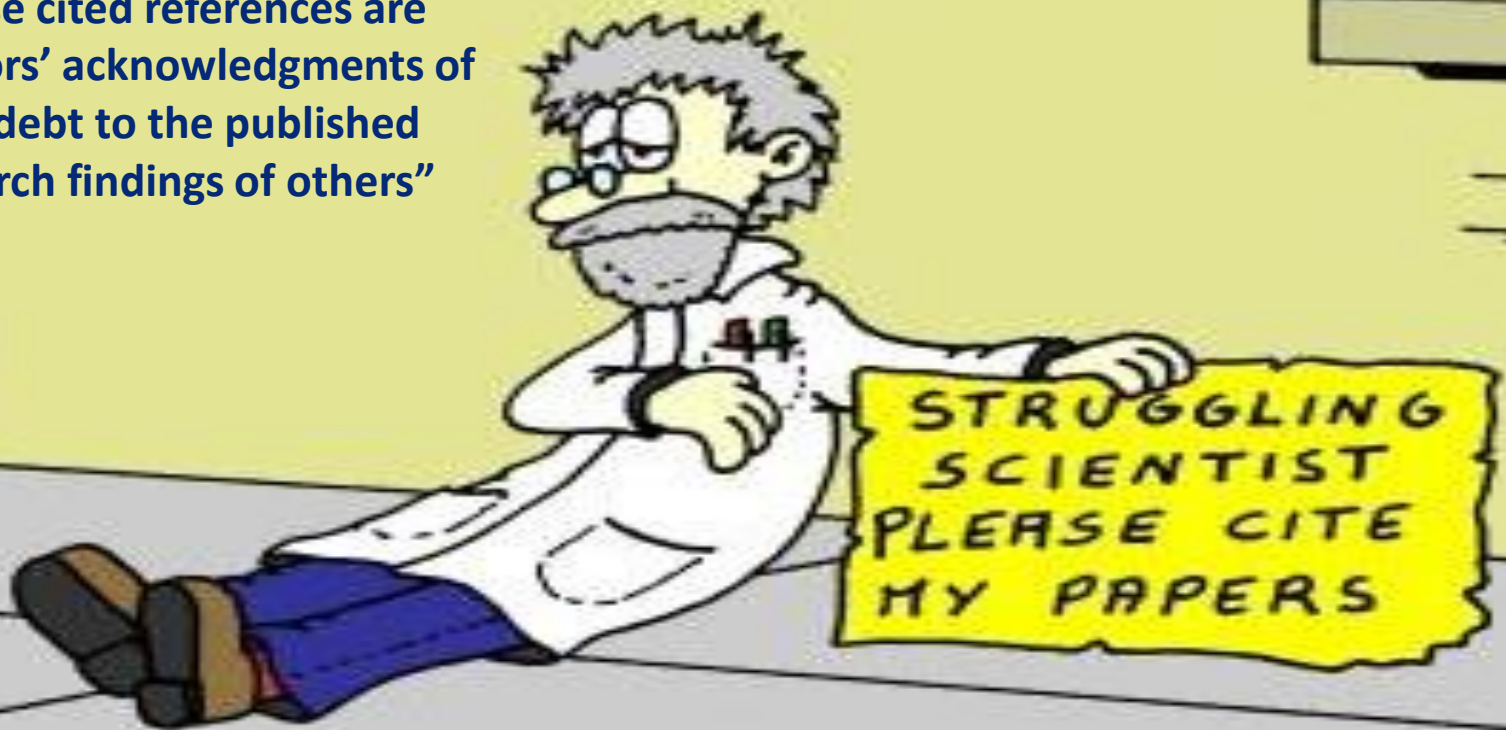
Maximize the impact of your published research!

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



That old classic - citation tracking

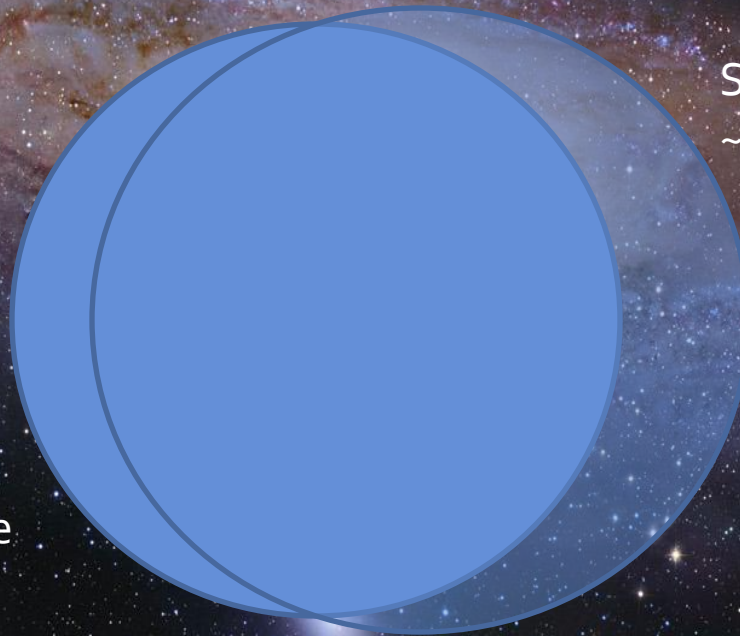
“These cited references are authors’ acknowledgments of their debt to the published research findings of others”



Citation universes

Web of Science
~11,500

Scopus
~16,500



Home > Evidence Based Medicine > Evidence-Based Health Care > The Cochrane Library > Abstract

DATABASE TOOLS

- Save to My Profile
- Recommend to Your Librarian

DATABASE MENU

Database Home

FIND ARTICLES

- Browse by Topic
- Browse by Review Group
- Highlighted Reviews
- View Current Issue

OTHER RESOURCES

- Other Reviews (DARE)
- Search Trials (CENTRAL)
- Methods Studies (CMR)
- Technology Assessments (HTA)
- Economic Evaluations (EED)

Intervention Review

Vitamin C for preventing and treating the common coldHarri Hemilä^{1*}, Elizabeth Chalker²

Database Title

The Cochrane Library

Editorial Group: [Cochrane Acute Respiratory Infections Group](#)

Published Online: 31 JAN 2013

Assessed as up-to-date: 29 NOV 2012

DOI: 10.1002/14651858.CD000980.pub4

Copyright © 2013 The Cochrane Collaboration.
Published by John Wiley & Sons, Ltd.

Additional Information (Show All)

[How to Cite](#) | [Author Information](#) | [Publication History](#)**SEARCH**

Title, Abstract, Keywords

Search >
[Medical Terms \(MeSH\) >](#)
[Search Manager >](#)**ARTICLE TOOLS**

- Save to My Profile
- Export Citation for this Article
- E-mail Link to this Article
- Submit Comments
- Request Permissions

Share | **Abstract** | **Article** | **Figures** | **Tables** | **References** | **Other Versions** | **Cited By**[View Full Article \(HTML\)](#) | [Enhanced Article \(HTML\)](#) | [Summary \(59K\)](#) | [Standard \(960K\)](#) | [Full \(1108K\)](#)**Abstract**

Vitamin C for preventing and treating the common cold

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

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

MORE...

Mentioned by

23 news outlets

SUMMARY

News

Blogs

Twitter

Facebook

Wikipedia

Google+

More...

Title	Vitamin C for preventing and treating the common cold
Published in	Cochrane database of systematic reviews, January 2013
DOI	10.1002/14651858.cd000980.pub4
Pubmed ID	23440782
Authors	Hemilä H, Chalker E
Abstract	Vitamin C (ascorbic acid) for preventing and treating the common cold has been a subject of... [show]

[View on publisher site](#)[Alert me about new mentions](#)**TWITTER DEMOGRAPHICS**

MENDELEY READERS

SCORE IN CONTEXT

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.](#)

Make a difference

Sign up to become an AuthorAID mentor

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 publishers 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 (eg: PubMed Central), or on some other OA website, usually after an embargo period.



Pay to publish

(Authors, funders or institutions pay an Article Publication Charge - APC)

No payment

Article goes through Wiley's editorial processes

Article goes through Wiley's editorial processes

Article deposited by Wiley into PubMed Central

Self-deposited (archived) in institutional or subject repository

Final edited, corrected and formatted PDF version archived

Author accepted version of the document archived

Wiley Online Library contains Open Access and Subscription articles in the one place and integrated links to all other documents

Repository responsible for maintenance of archive and for integration of articles with other documents

Article immediately accessible online after publication under CC license that allows reuse (often non-commercial)

Embargo period of up to 24 months usually applies (12 months for STM) under normal license restrictions

Definitions in Open Access

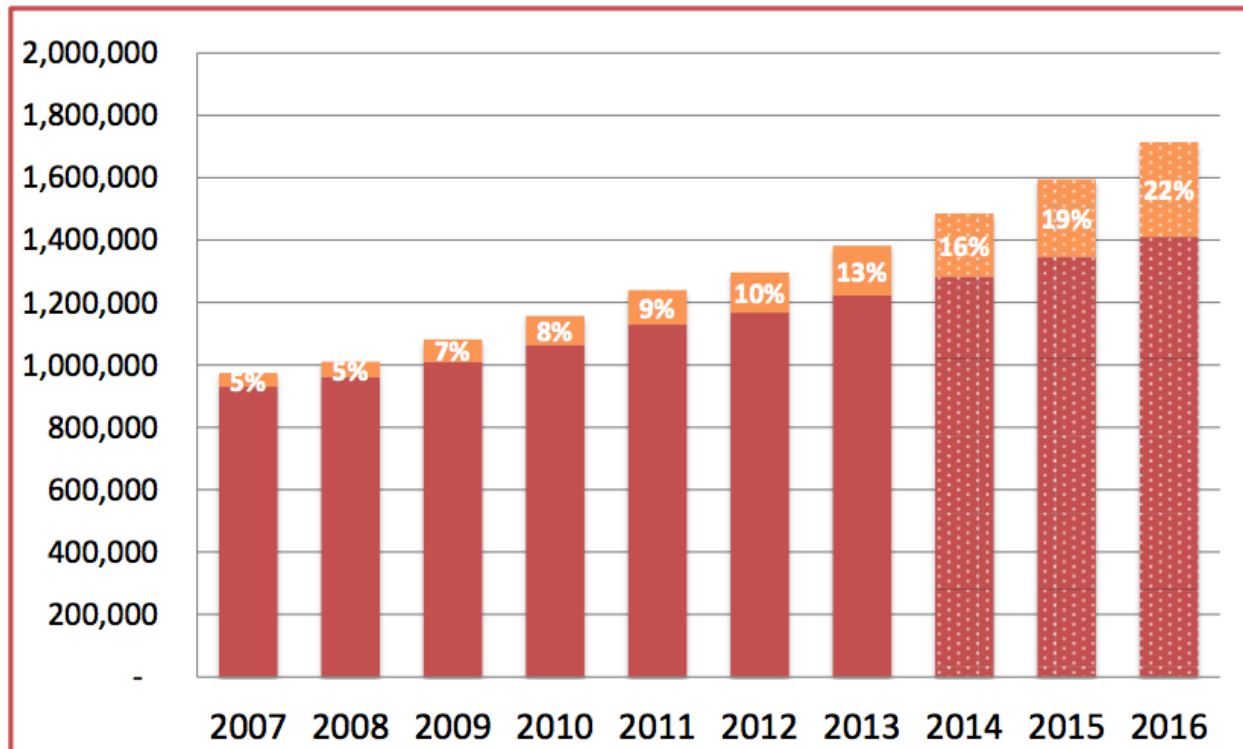
- **Hybrid open access** – also hybrid journal. Subscription-based journals which also publish articles as Gold OA (OnlineOpen)
- **Born Gold** - those journal titles launched exclusively as open access. PLOS, Biomed Central, Hindawi, Wiley
- **APC** - Article Publication Charge. The fee charged by a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

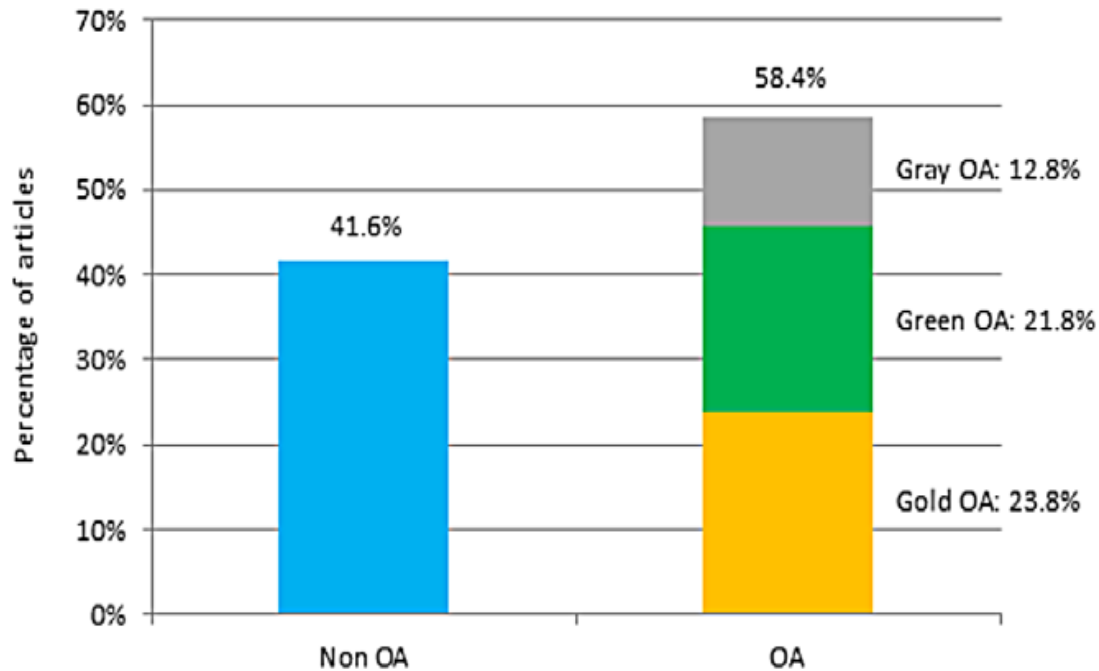
- Increase the potential audience for your article, which can translate into: higher readership, increased citations and greater visibility of your work.
- Enables you to easily comply with funding agency and/or institutional mandates.
- With Gold OA, you retain Copyright and license your article under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

Global growth of Gold Open Access

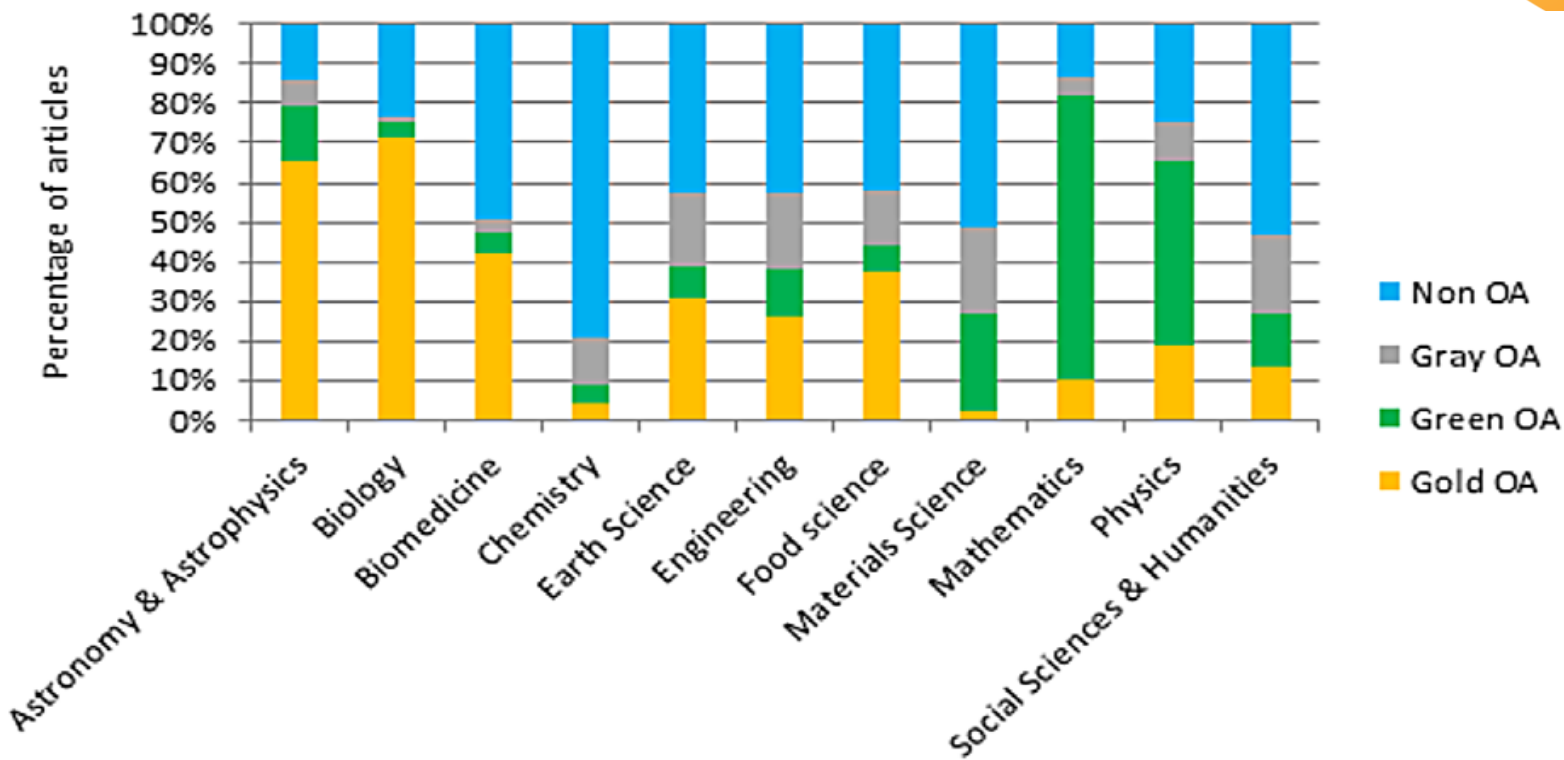


Open Access in Spain

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



Borrego, Á. (2015), Measuring compliance with a Spanish Government open access mandate. *Journal of the Association for Information Science and Technology*. doi: 10.1002/asi.23422



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

<http://www.theguardian.com/australia-news/2014/nov/25/journal-accepts-paper-requesting-removal-from-mailing-list>

How to publish a Book

An Introduction for Researchers



WILEY

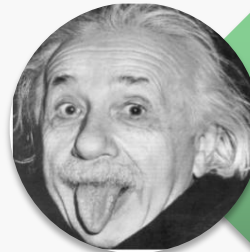
- **A step-by-step guide to book publishing**

1. The proposal

2. Writing the book

3. Production

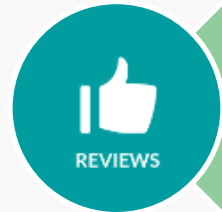
4. Becoming Famous



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 informaton

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

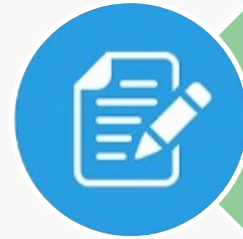
Textbooks:

- 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

A decorative dotted line runs horizontally across the top of the page. On the right side, a large green curved shape, resembling a stylized 'W' or a partial circle, is positioned. A vertical dotted line descends from the top right corner of the page.

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 chapter
- 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

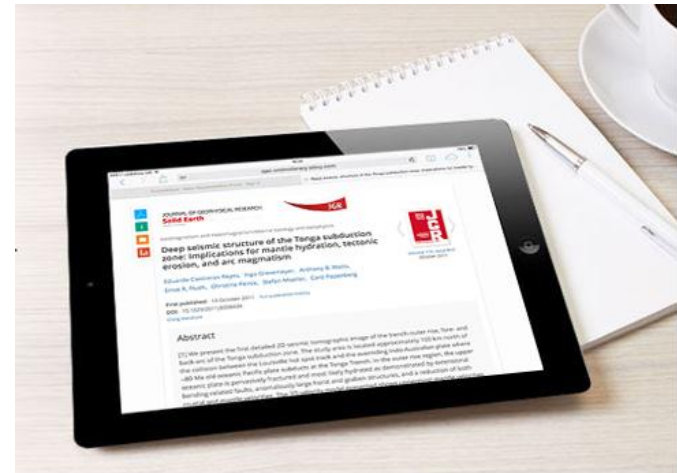
Online books



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

