



WILEY

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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

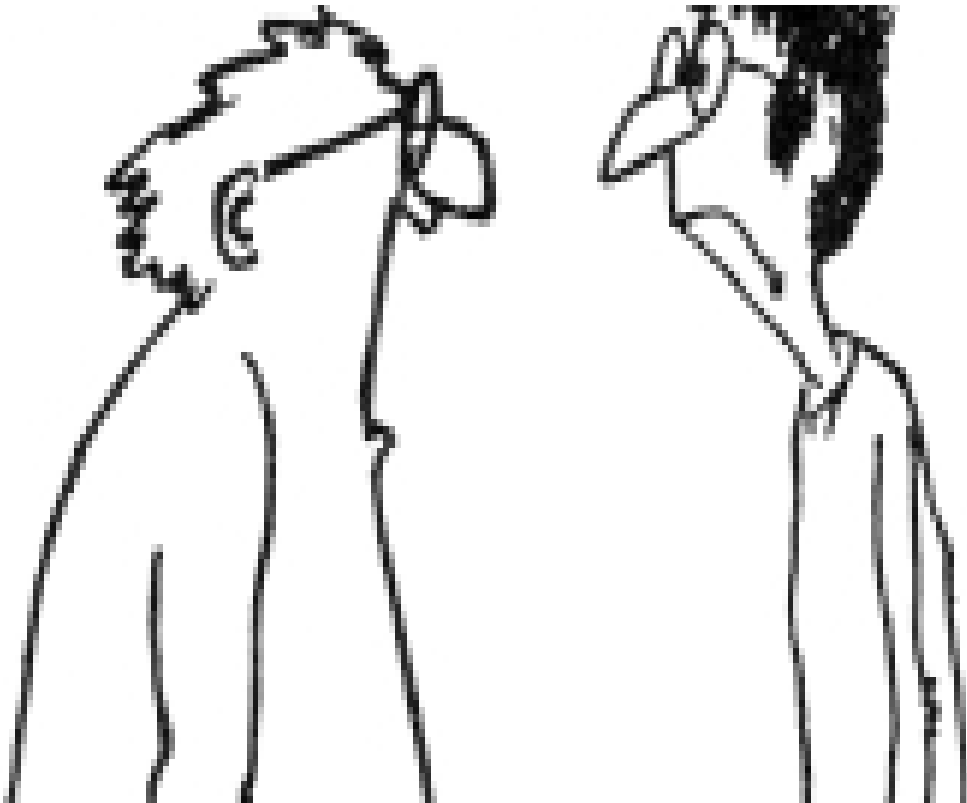
Promotions, grant applications, research funding



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.
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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 tobacco^{1,2} and tomatoes.³ 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 32.2 million ha.⁴ These crops have benefited the growers and environment by greatly reducing the use of chemical insecticides.¹

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 promoter^{13,14} and the Act1 promoter.¹⁵ 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.^{16–17} 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

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² These authors contributed equally to this work.

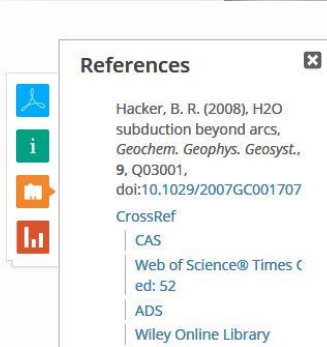
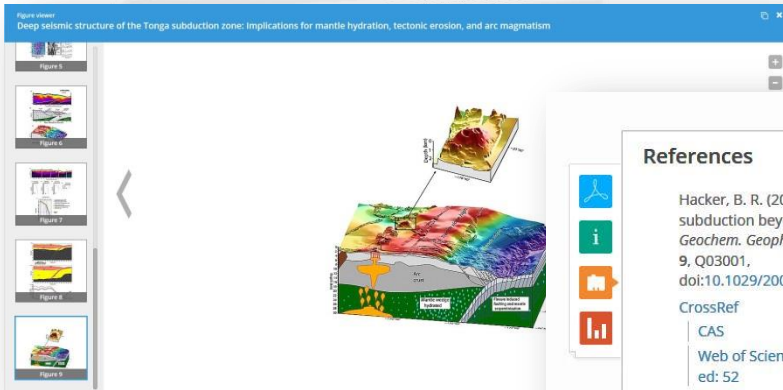
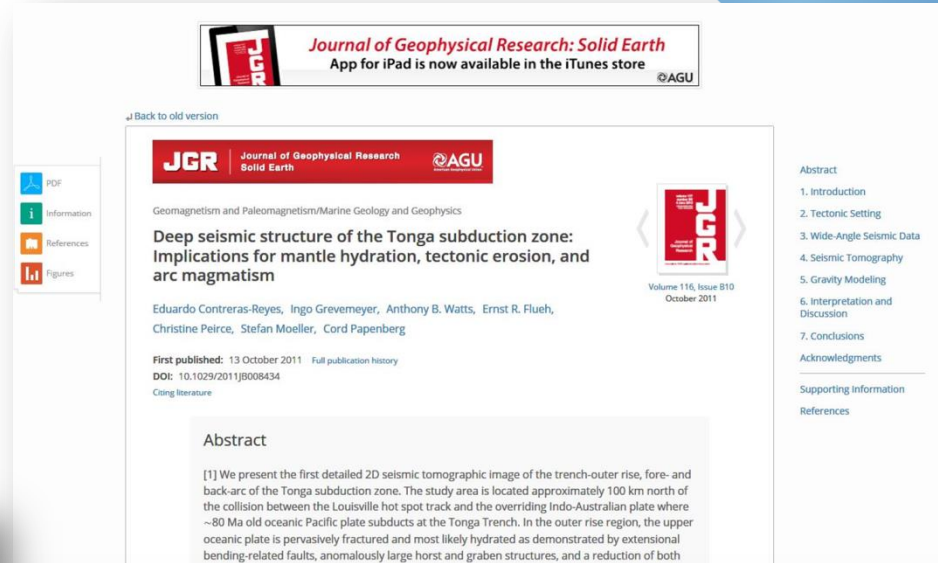
³ National Key Laboratory of Crop Genetic Improvement and National Center of Supercomputing Center for Agricultural Biotechnology, Huazhong Agricultural University, Wuhan 430090, PR China



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 an elevated temperature which results in partial melting of the overriding mantle, and which generates magmas that buoyantly rise to form the associated island arc [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!

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

$$N \gg 1 \Rightarrow$$

$$S_k(k) = \int_{-\infty}^{\infty} \int_{-\infty}^{\infty} f(x, y) E_k$$

$$x =$$

$$S_k(k) =$$

$$\rightarrow (k_x, y) E_k$$

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

$$-i\epsilon^3 Z_v Z_v v(q)$$

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

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

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

A step-by-step guide to journals publishing



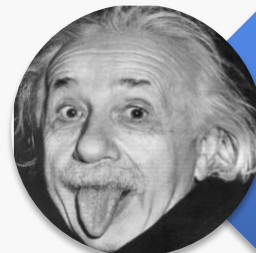
1. Writing your paper



2. Submission and peer review



3. Production and Copyright



4. Becoming Famous



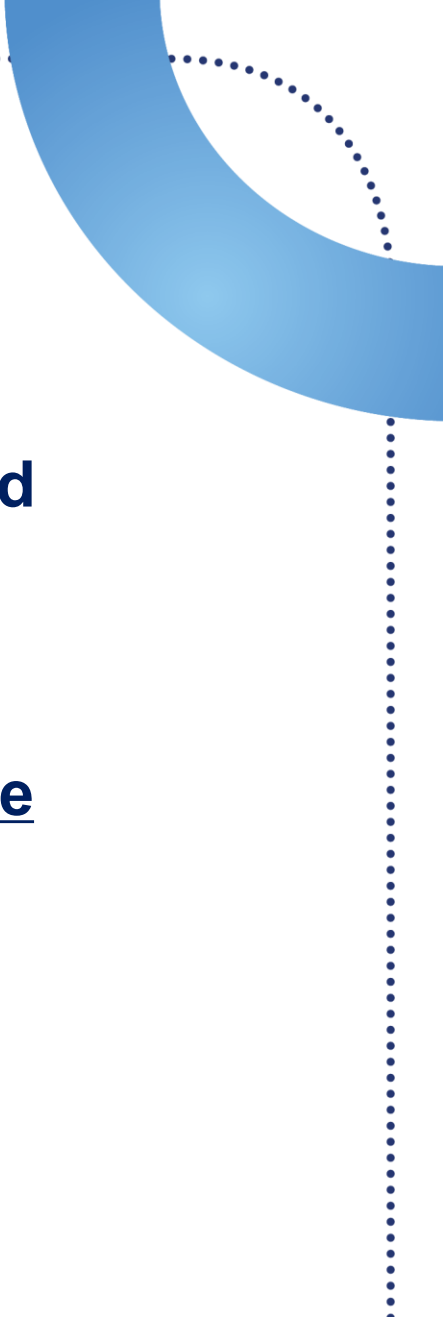
1.

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/MSⁿ). 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?

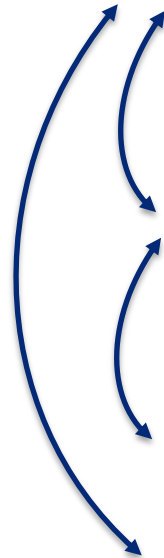
Straight into a shopping list of the results and characterized acids

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?



MAIN BODY

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



...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)



(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*



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.

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Figure Preparation

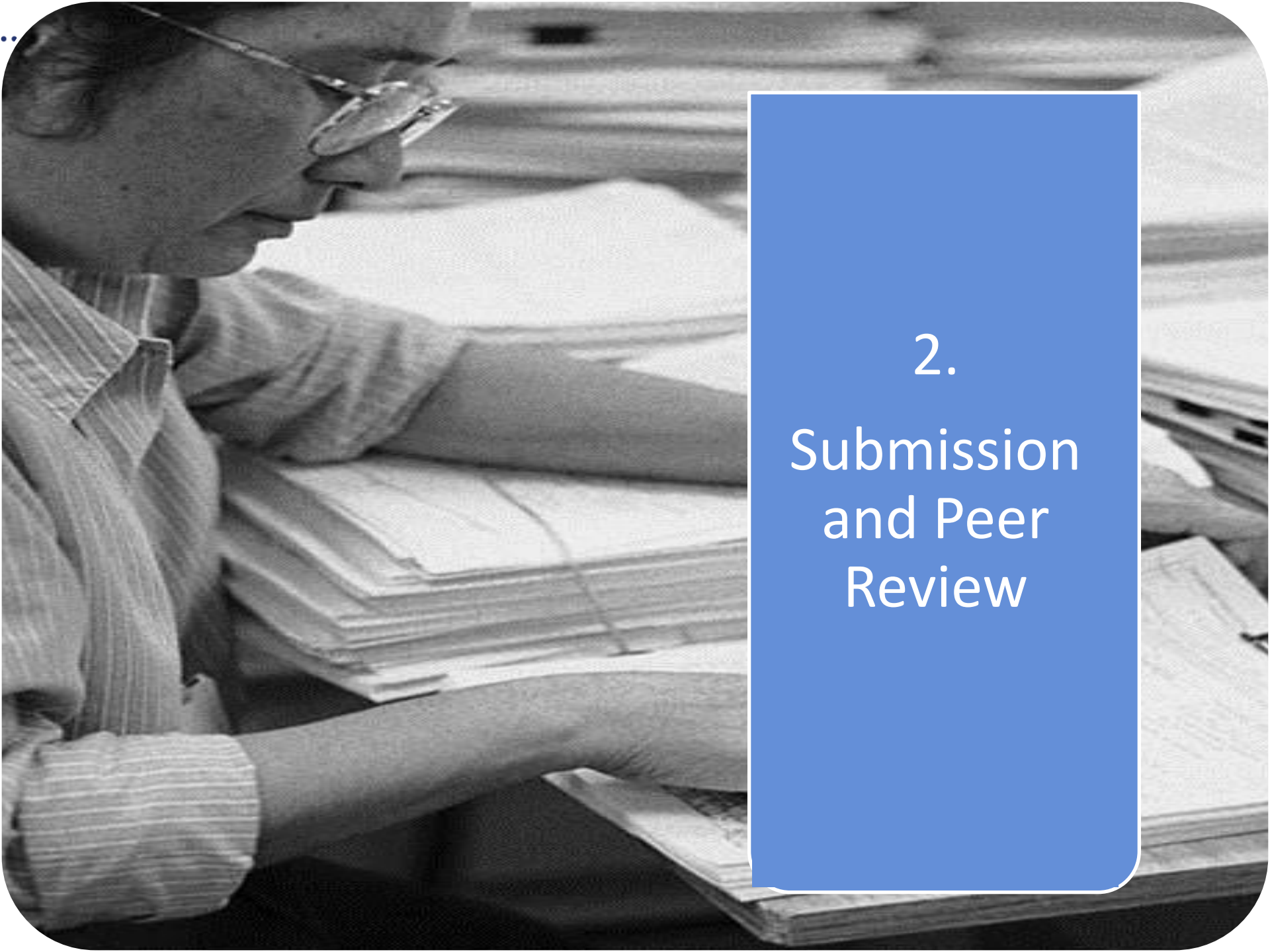
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Show the readers you care about your research by taking care writing your paper

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



2.

Submission and Peer Review

Which journal to approach first?



Choosing a journal

Where do you read papers related to your

research?

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

Where does your boss want you to publish?

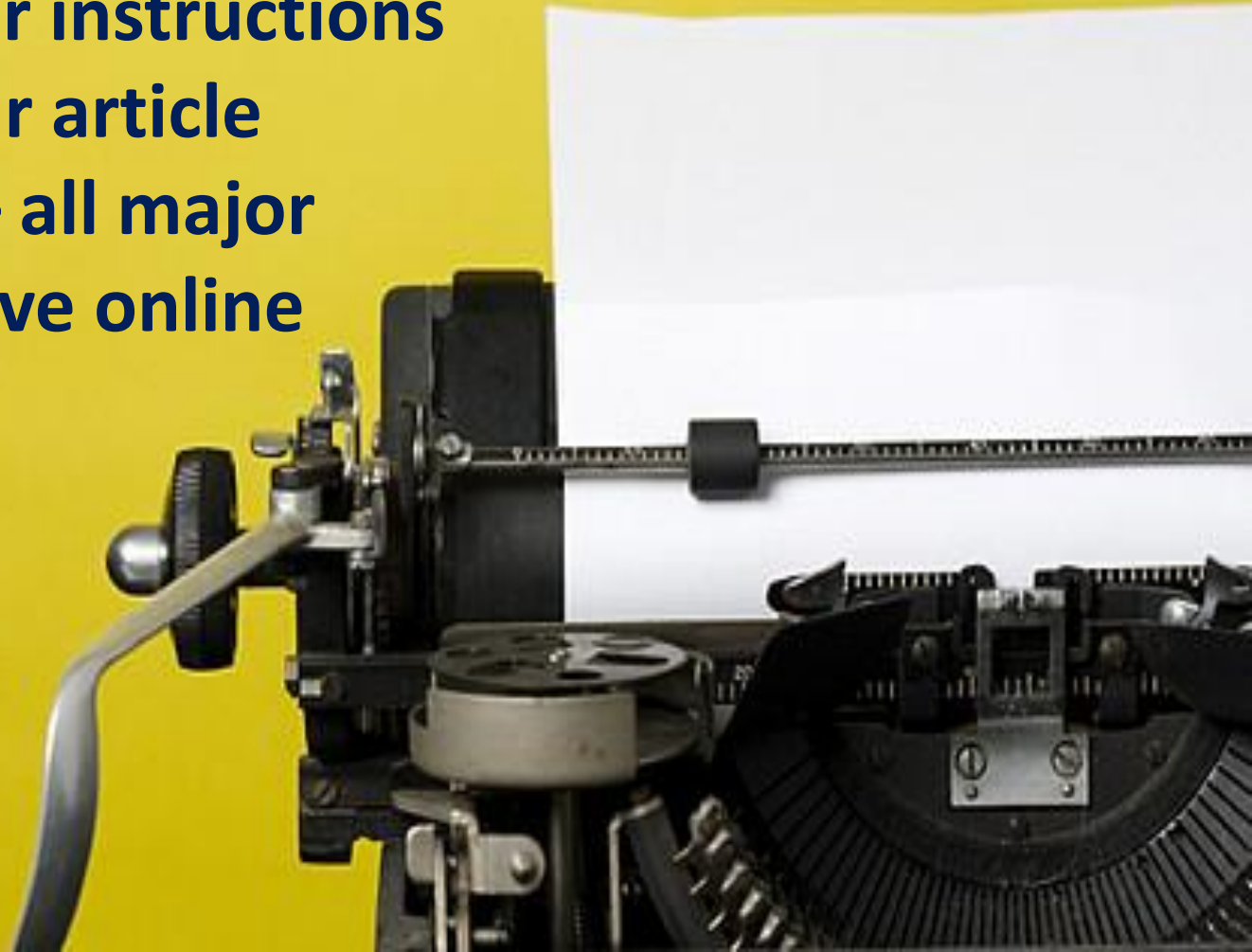
Which audience do I want to reach?

- **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...



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- 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...


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Password:  Log In

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

E-Mail Address:  Go



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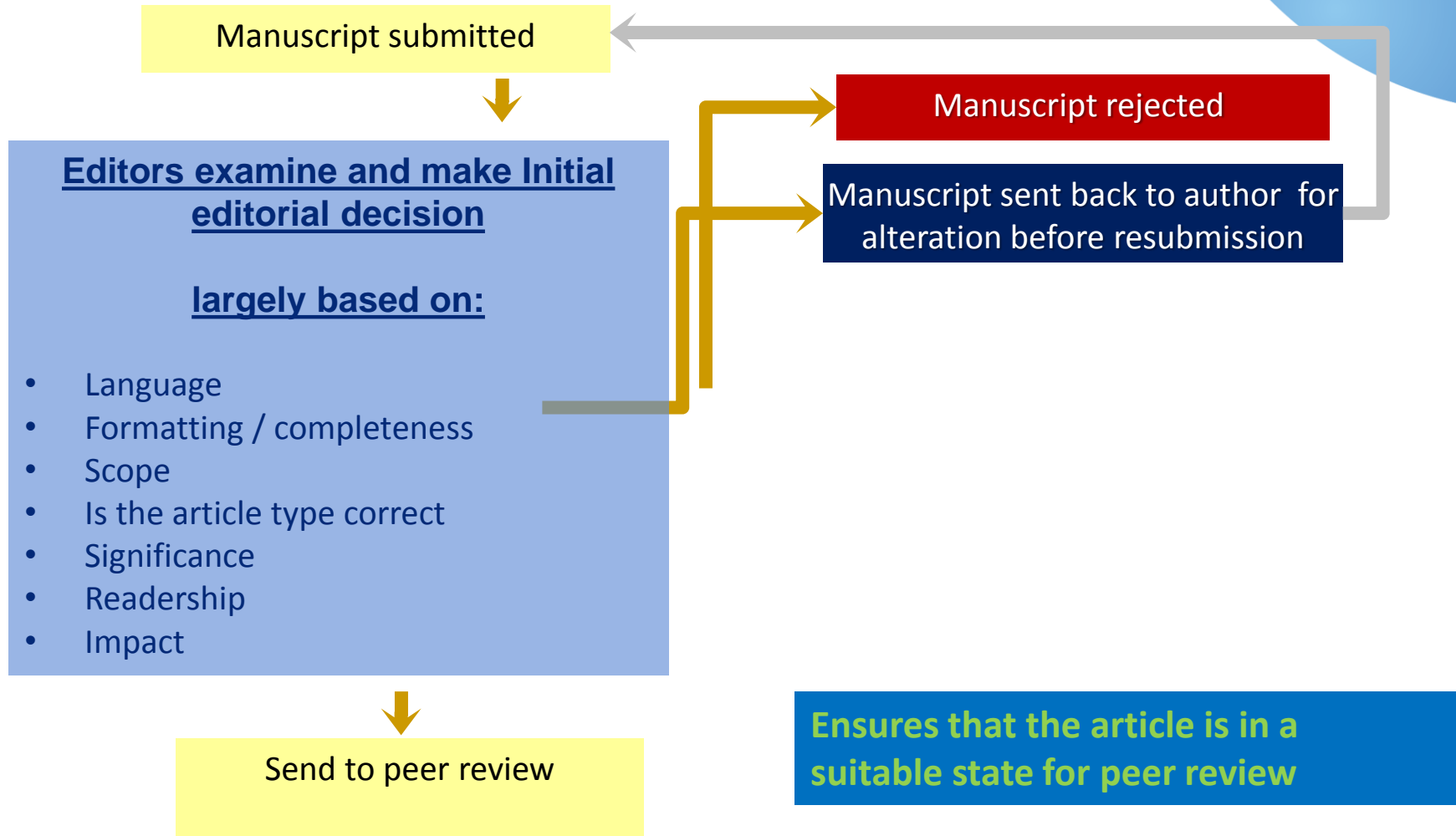
Resources

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- [Home Page](#)

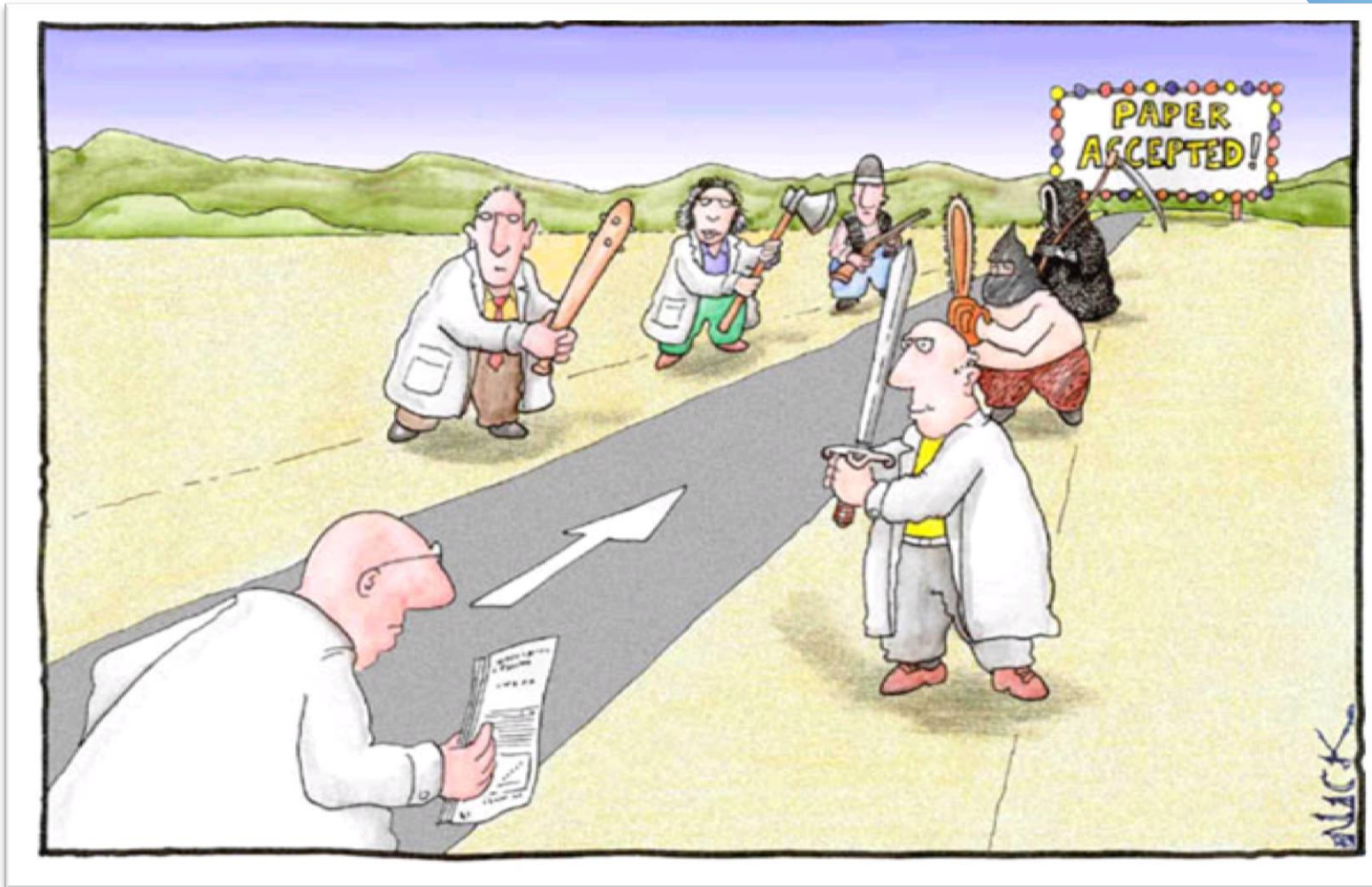
Writing a good Cover Letter

- **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:	Select... ▼
Number of tables are:	Select... ▼
Number of figures are:	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

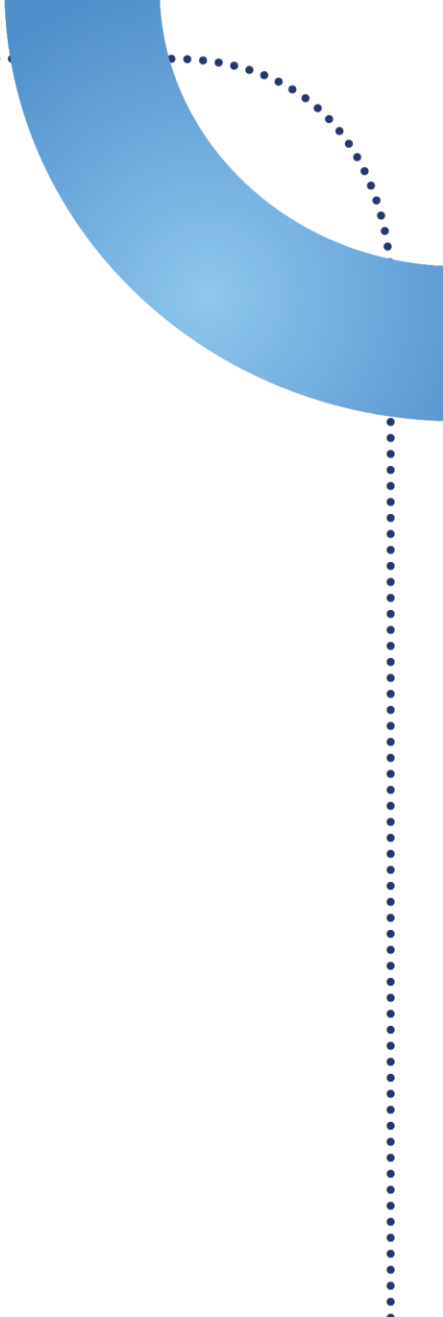
<http://exchanges.wiley.com/blog/2015/07/30/how-to-deal-with-reviewer-comments/>

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").

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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

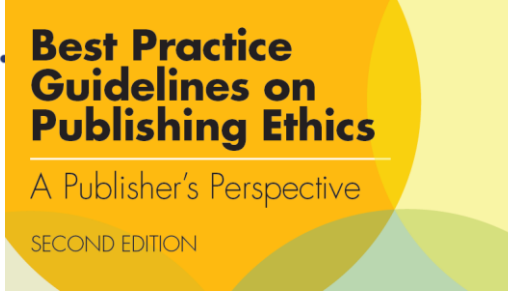
Ethical Misconduct

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

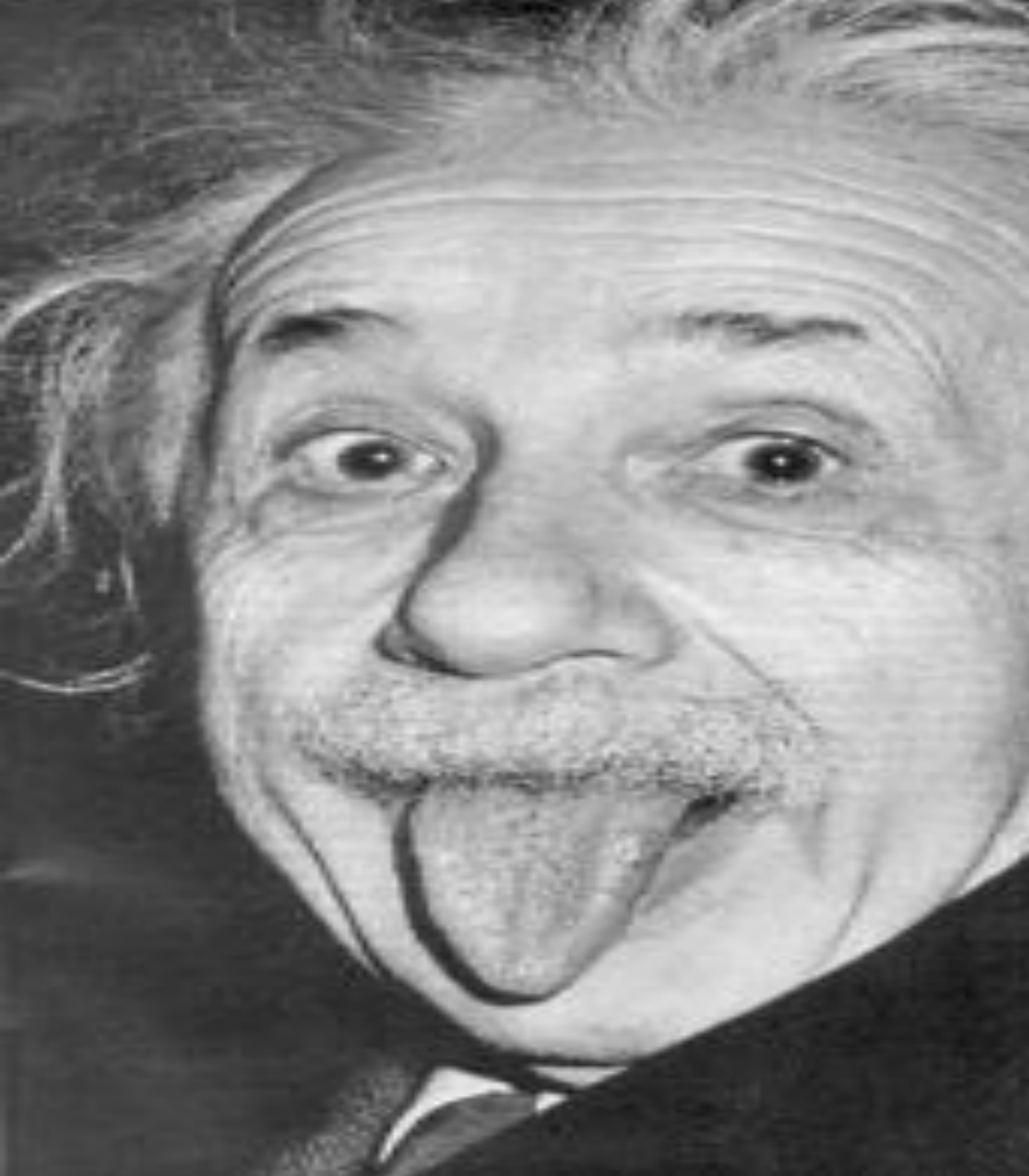


publicationethics.org

<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?**

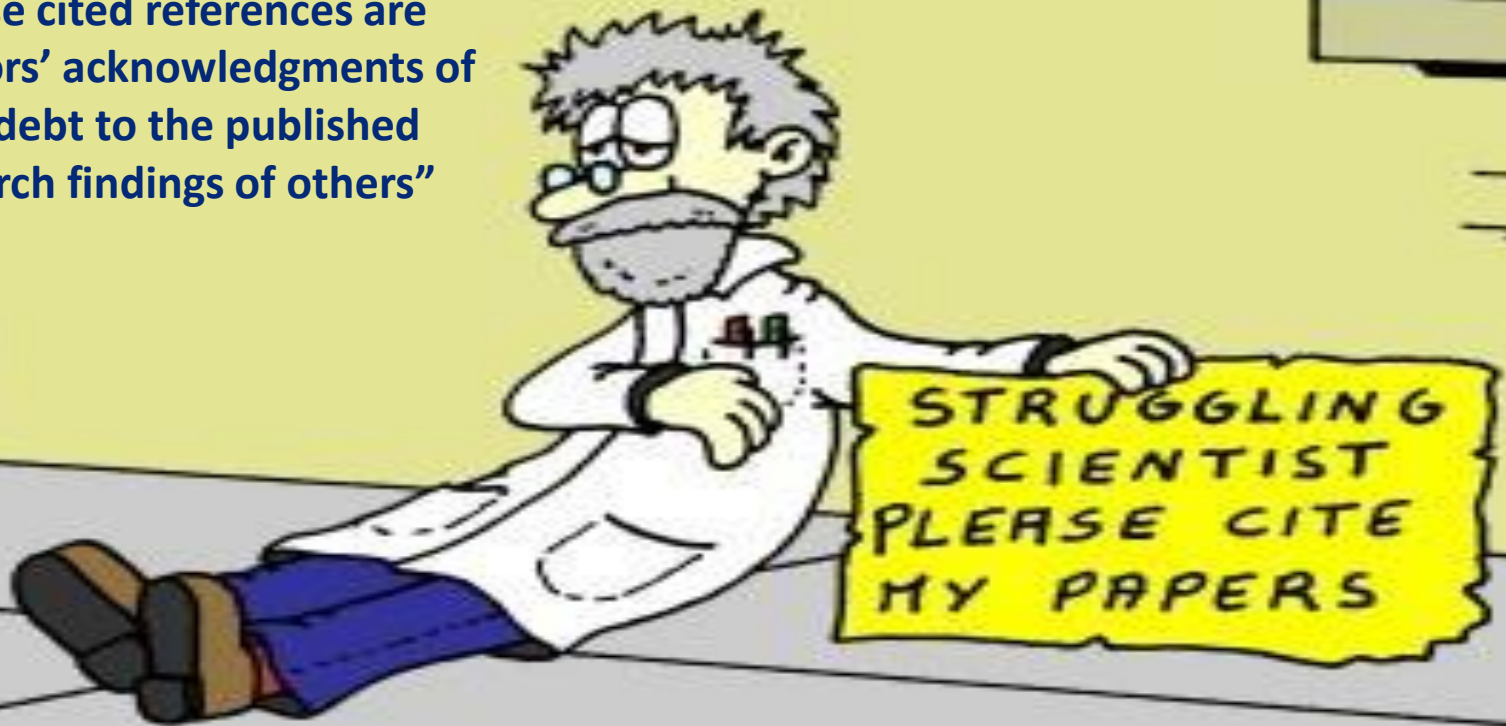
Maximize the impact of your published research!

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



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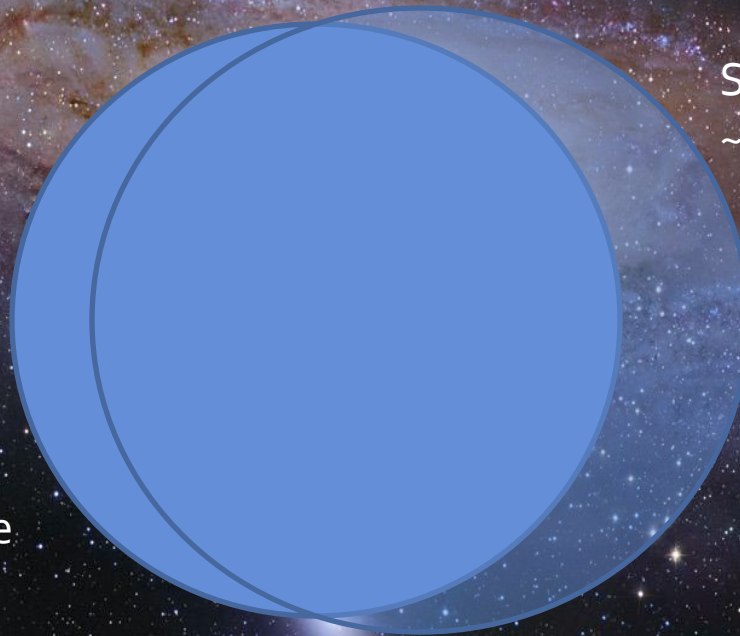
“These cited references are authors’ acknowledgments of their debt to the published research findings of others”



Citation universes

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- Economic Evaluations (EED)

Intervention Review

Vitamin C for preventing and treating the common cold

Harri 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

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Abstract

Vitamin C for preventing and treating the common cold

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



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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...
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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

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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.
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Article goes through Wiley's editorial processes

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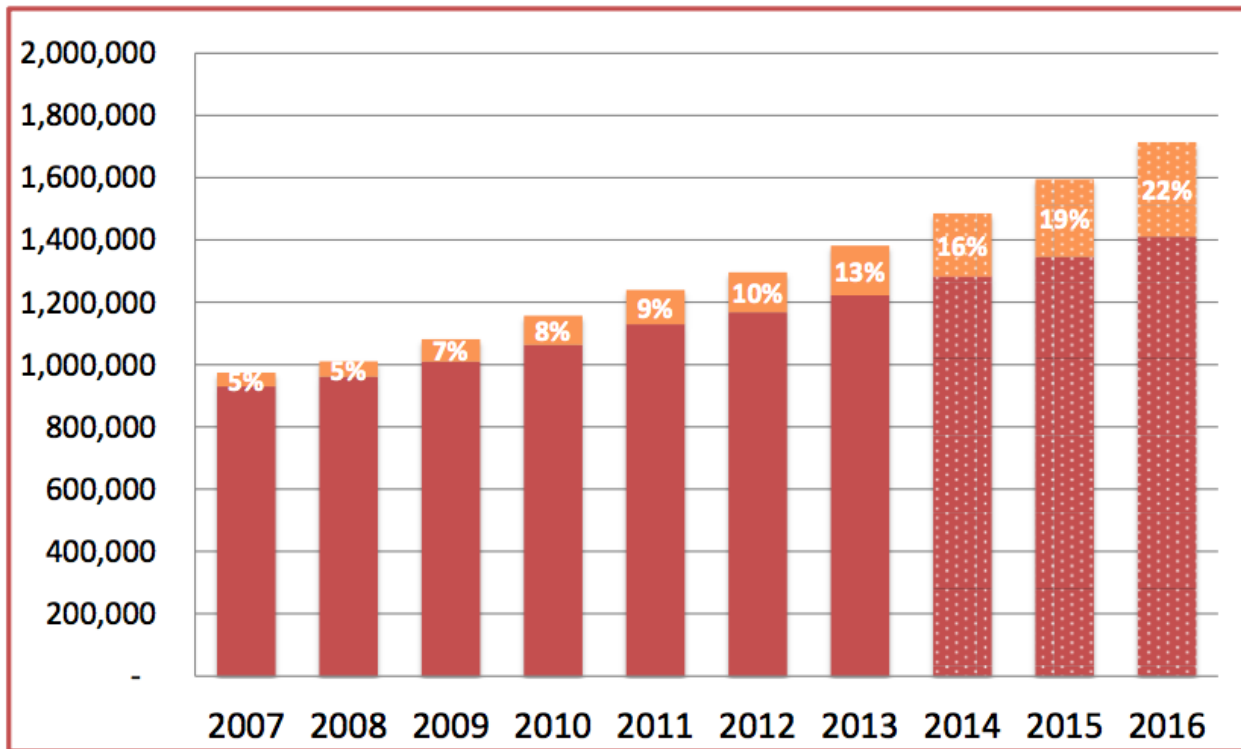
- **Hybrid open access** – also hybrid journal. Subscription-based journals which also publish articles as Gold OA (OnlineOpen)
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- **Accepted Author Manuscript (AAM)** or Postprint. The accepted version of a research article after it has been peer reviewed. 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.
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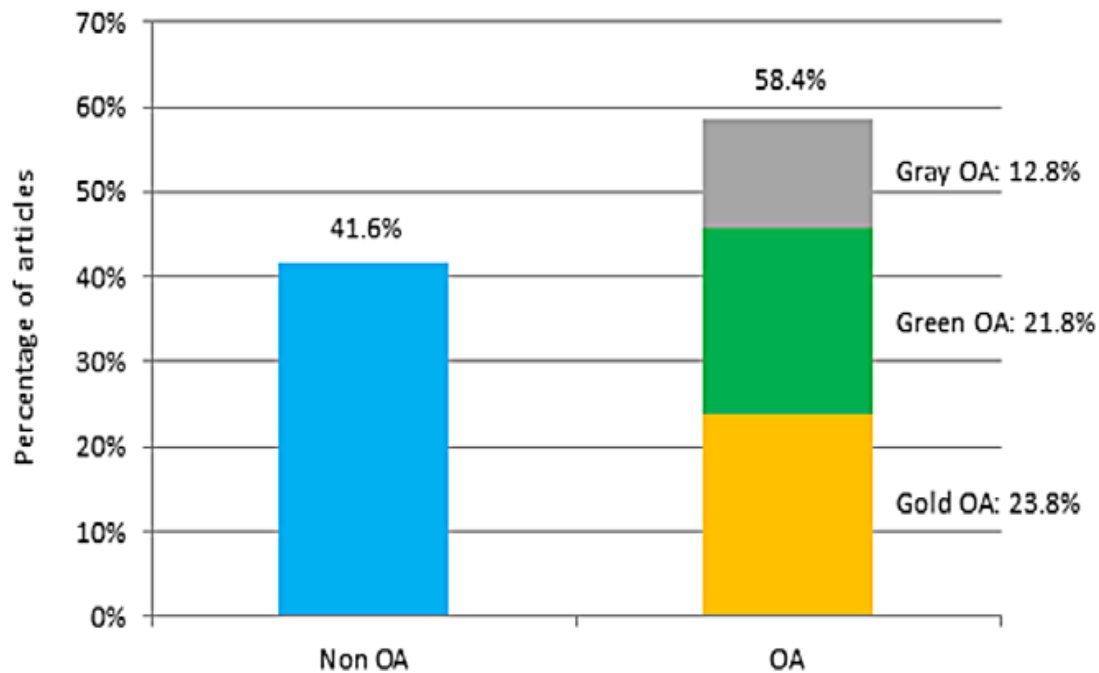
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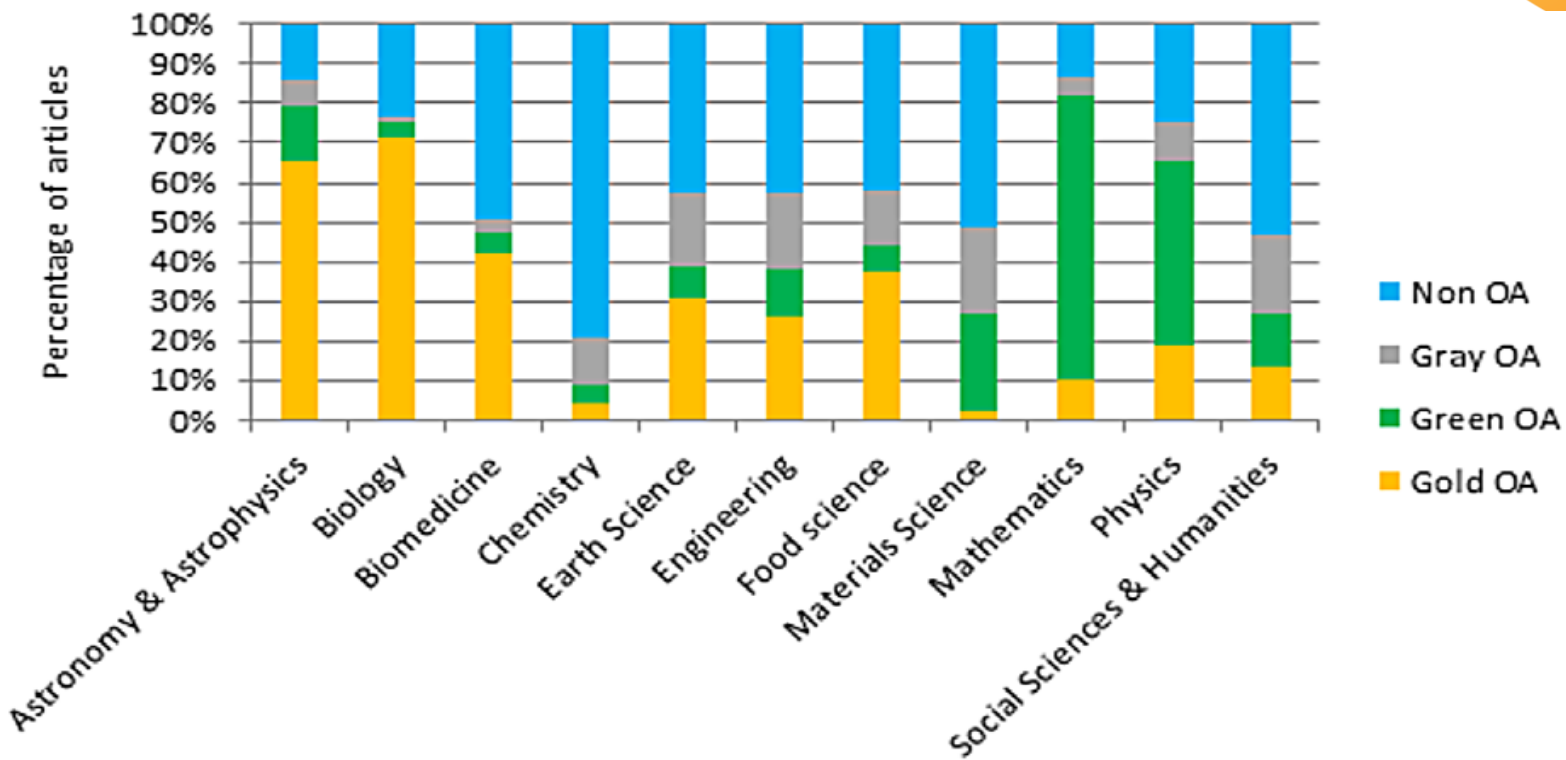


Open Access in Spain

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



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An Introduction for Researchers



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A step-by-step guide to book publishing



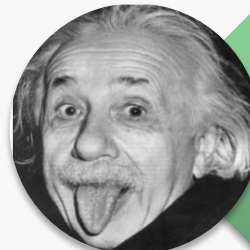
1. The proposal



2. Writing the book



3. Production

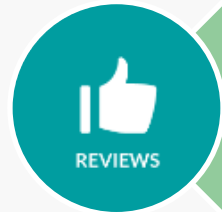


4. Becoming Famous

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?



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?
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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.

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



Other

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Writing the book



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and advice



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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.



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- Final version of each image file (see Artwork Guidelines).
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- 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).

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Author checks proofs, making corrections where necessary



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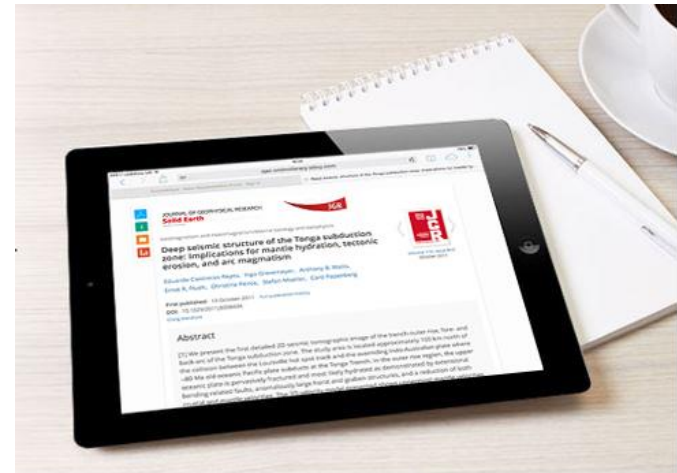
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