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**How to Get Published:  
Helping You on Your Publishing Journey**

**Martin Wells – Journals Editor**

# The Agenda – Helping you on your publishing journey

## - So you're thinking of writing a paper?

- Preparing to publish
- Find an appropriate journal
- Identify your target audience
- Navigating online submission
- Straight from the Editor: Tips for writing better papers

## - The peer review process

## - Publishing ethics

## - Open Access

## - Post-Acceptance: The journey continues



**So you're  
thinking of  
writing a paper?**

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1. **Registration** – Establish your ownership and priority
2. **Certification** – Acknowledgement of the quality of the work through publication in a specific journal
3. **Dissemination** – Inform your peer group (and others)
4. **Archiving** – Provide a permanent record of your work – “the minutes of science”
5. **Career** – Publication record is important for career progression
6. **Participation** – Be part of the scientific debate.

**Authors:  
why do they  
publish?**





# What to publish?



## What **DEFINITELY** to publish:

- Original and significant results or methods
- Reviews or summaries of a particular subject area or topic.
- Basically: work that advances the knowledge and understanding in a certain scientific field, or provides a valuable resource

## What **NOT** to publish:

- Reports of little scientific interest (but see below)
- Out of date work
- **Duplications or part-duplications** of previously published work

## What to **THINK CAREFULLY** about publishing:

- Preliminary results (are they useful, or are they too inconclusive?)
- Replication of results but in a different system
- Ask yourself: where could I best publish these?

Basically, a “**good story**”, which - in more scientific terms - is:



Scientifically sound, significant results that also represent a significant contribution (to the literature) in an area of research, and that would be of substantial interest and relevance to a large proportion of the journal's readership.



A scientific narrative that structures and binds the results together into an integrative picture that presents something new, be it an empirical observation, a proof, or an explicit hypothesis/model of predictive value.

What does the editor want to publish?





Knowing  
whether you  
have a “good  
story”

**Easy:**

- Your supervisor says “I think we’ve got a good story here...” :-)
- You have solved a discrete and important “puzzle”
- Discovery of something completely novel and discrete, e.g. a new method, a new application

**Hard:**

- Incremental progress demonstrating improvements to existing results : is the work useful to know about?
- Circumstantial “evidence” in support of a hypothesis

**Bottom line:**

If in doubt, start writing immediately!



# Which type of manuscript?

- ✓ **Full articles / Original articles**: the most important papers. Often substantial and significant **completed pieces 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**. Always consult with editor before submission.
- ✓ **Conference papers**: Excellent for disseminating early or in progress research findings. Typically 5-10 pages, 3 figures, 15 references.

**Ask your supervisor and your colleagues** for advice on manuscript type. Sometimes outsiders can see things more clearly than you.



# Summary

- Are you ready? - Do you have significant and original results, or are you providing a useful resource for the community?
- Think about the type of manuscript you are going to write – What results do you have? What do you want to achieve?



# Choosing the right journal

**A**

**The  
audience**

**B**

**Find  
journal**

**C**

**Online  
submission**





# Identifying your audience...

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# Which audience do I want to reach?

**Identify** the audience

**Verify** their interest in the topic

**Determine** the range of interest

# Identify the right audience for your paper

**Core of your field** (very important for peer recognition and citation)

**Community somewhat outside** (broadening recognition of your research and research area)

**Communities at interfaces** between your discipline and other disciplines  
(could initiate interesting trans-disciplinary collaboration!)

Basically: **don't limit yourself** to the community represented by your lab or the field-specific meetings that you attend. Think broad!



# Which audience is right for me?

Where do you read papers related to your research?

Which journals do you like the most?

Where were your references published?

What do your peers suggest?

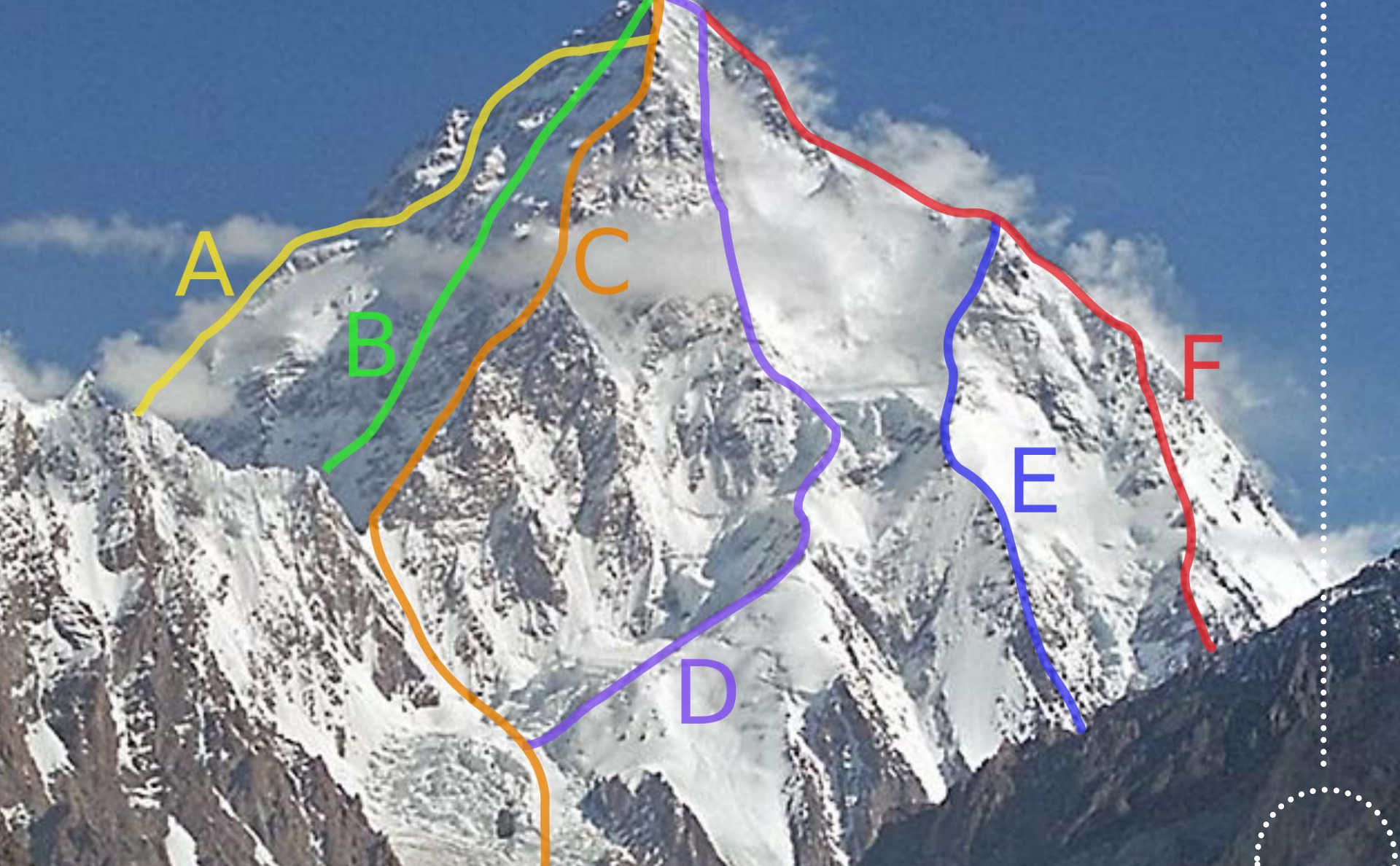




**Find a suitable  
journal....**

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Which journal to approach first?



- ✓ **Prestige**
- ✓ **Speed**
- ✓ **Audience**
- ✓ **Author Services / Experience**
- ✓ **Aesthetics**
- ✓ **Cost**
- ✓ **Likelihood of acceptance**

**Evaluating  
the target  
journal**



# Summary

- **Identify your Audience – Ask yourself questions: what do you want to achieve? Who do you want to reach? Think broadly wherever possible.**
- **Self-Examination – Use the process of audience identification to compile a list of appropriate journals which meet your needs.**
- **Scope – Be sure that your paper is within the scope of the target journal.**
- **Create a Submission ‘Action Plan’ – Prioritise your submission focus.**





# You now have a list of Journals! It is time to prepare your manuscript for submission...

Read the author instructions and format your article appropriately – all major journals will have online instructions...





# Straight from the Editor – Top Tips!

**Tip 1:  
Impeccable  
presentation**

**Tip 2:  
Clearly explain  
the novelty**

**Tip 3:  
Structure (1)**

**Tip 4:  
Get to the  
point!**

**Tip 5:  
Look beyond the  
Impact Factor!**

## Straight from the Editor – Top Tips!

**One Paper, One  
Idea**

**Rationalise  
Everything!**

**Structure (2)**

**Linear  
Narrative**



**Navigating  
online  
submission...**

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**Do not ignore your Covering Letter – You will be selling yourself short!**

**Write for the EDITOR!**

**‘Sell’ your work**

**WHY** did you submit the manuscript to **THIS journal**?

- State in a few sentences what the paper is about (not abstract)
- Mention what would make your manuscript special to the journal
- Why does it fit the scope of the journal? Why is it novel?
- Why will it be of interest to reviewers?

**Mention special requirements**

**Clarify any point that may raise question**

**A good cover letter may accelerate the editorial process**

# Cover letter



**Create an account** in the journal's online submission system (this is needed for each specific journal)

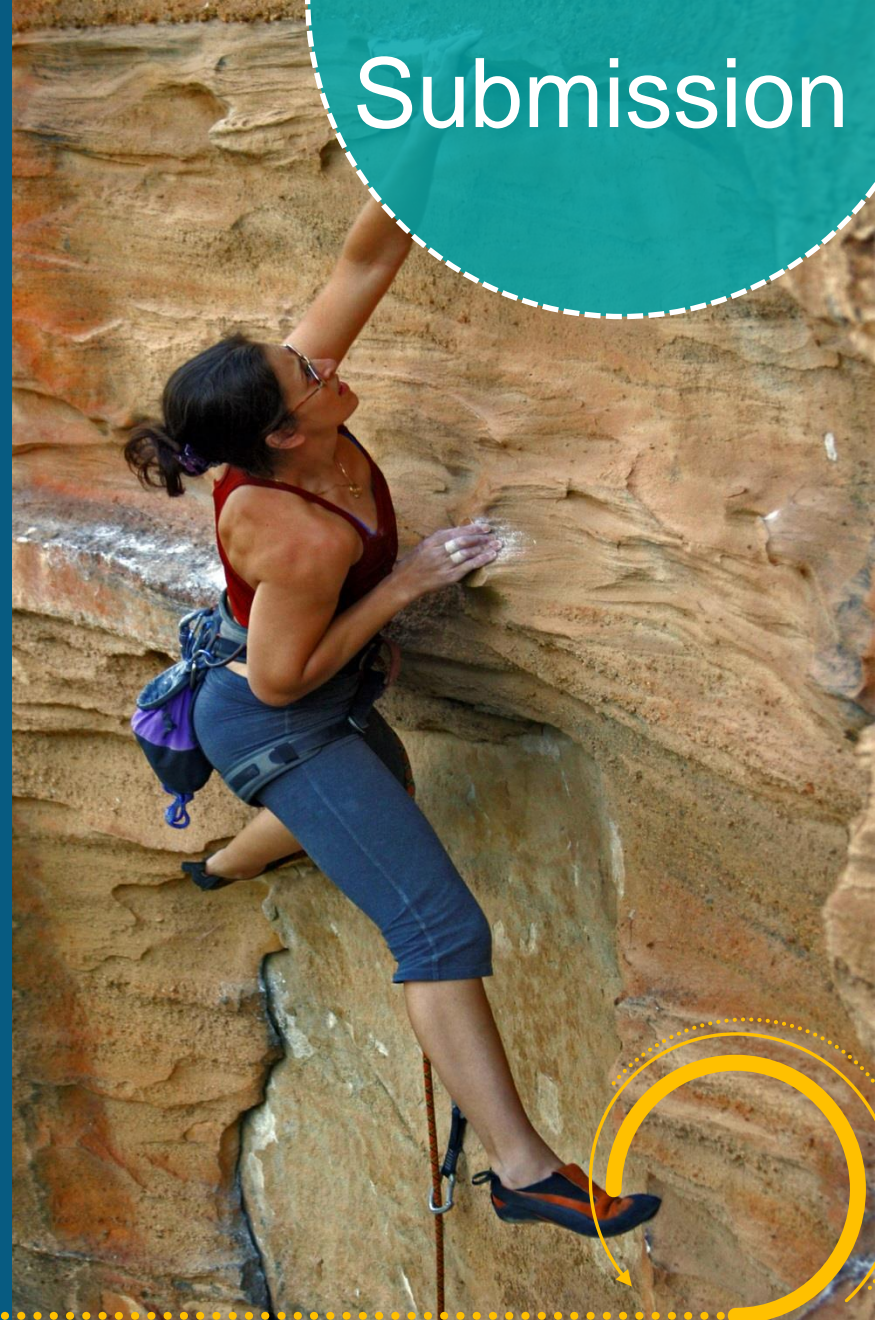
**Carefully follow the process through** - make sure the author list you input is complete, it should match the names on the manuscript.

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...

**Contact the Editorial Office first with any queries**

# Submission





And (please) remember...

Decide on ONE  
journal

DO NOT  
submit to  
multiple  
journals

# Summary

- **Novelty, Novelty, Novelty:** Clearly describe the novelty of your work in your abstract (refine your approach using the ‘one sentence sales pitch’)
- **Cover Letter:** Address the Editor directly.
- **Submission Guidelines:** Follow all submission instructions and guidelines to the letter.
- **Submit to one journal at a time.**







**The peer  
review  
process.....**

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# What is Peer Review?.....

It is the process of **screening a submitted manuscript**. The manuscript will be reviewed by professionals in the same field before it is published in a journal.

The process is designed to assess the validity, quality and often the originality of articles for publication. Its ultimate purpose is to **maintain the integrity of science** by filtering out invalid or poor quality articles.



# Why Peer Review Is Important

- ✓ Improves the quality of papers published
- ✓ Helps assess the importance of findings
- ✓ Determines the originality of the paper
- ✓ Can potentially detect fraud
- ✓ A better system has been identified

**84% of researchers believe that without peer review there would be no scientific communication**

**90% of researchers feel that peer review improves the quality of their published paper**



Is your article **within scope for the journal?**

- ✓ Is the topic addressed by the research relevant and interesting?
- ✓ What does it add to the subject area?

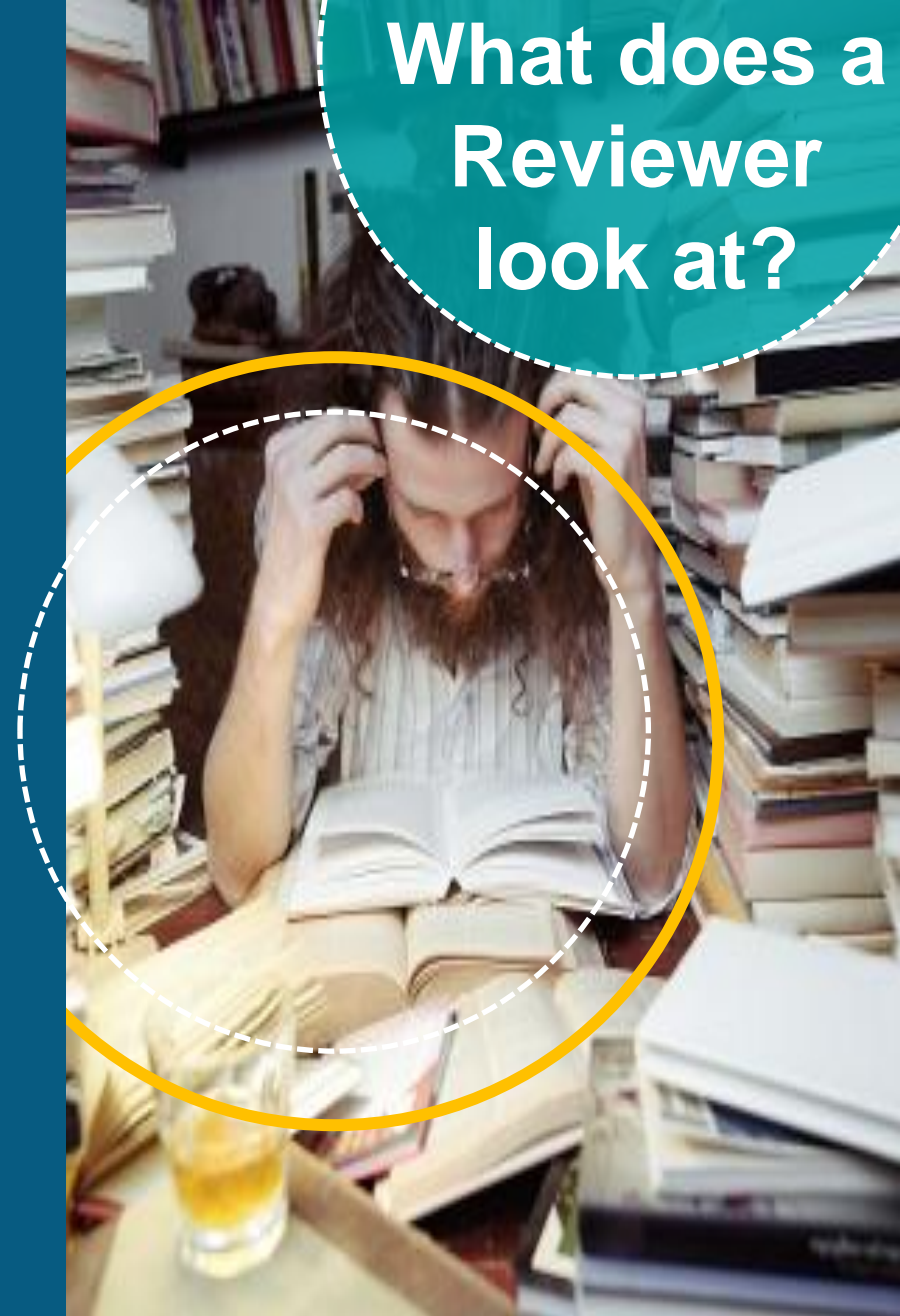
Is it of **sufficient quality** e.g.

- ✓ Does it give a clear statement of aims and achievements?
- ✓ Are the methods used appropriate?

Does the paper meet **ethical guidelines?**

- ✓ Were any human, or animal, participants properly protected?
- ✓ Was any portion fabricated, falsified, or plagiarized?

**What does a Reviewer look at?**





# How to Read a Referee Report

## As an author...

- Treat it as a discussion of your paper
- Don't take it personally
- Be self-critical
- Remember that everyone is human!

# How to Read a Referee Report

Editors and authors read referee reports differently!

*Accept, but only with major alterations*

Accept, **but only with major alterations**

Editor/Reviewer



Needs revision and further review

**Accept**, but only with major alterations

Author



Referee said "yes" but not accepted?



# How Does An Editor Use Peer Review?

Editors base their decisions on:

- The journal's aims and audience
- The state of knowledge in the field
- The level of competition for acceptance and page space
- **Reviewer comments, but remember..... reviewers' recommendations are not a vote**

**The editor makes the final decision**

# How an Editor Reads a Submission

When a manuscript lands on my desk, I...

- read the title, authors / affiliations
- read the abstract
- read the cover letter
- read the conclusions
- look over the graphics / tables
- check the references / acknowledgments

**“If I’m interested, the readers will be too!”**



# What Editors Look For

Is the paper  
suitable for  
the journal?  
Is it too  
specialised?

Is the  
research  
significant?

Is it different  
to prior work?

Does the  
paper adhere  
to the  
ethical  
guidelines?

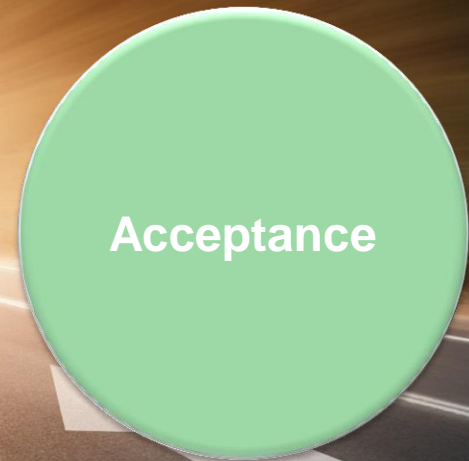
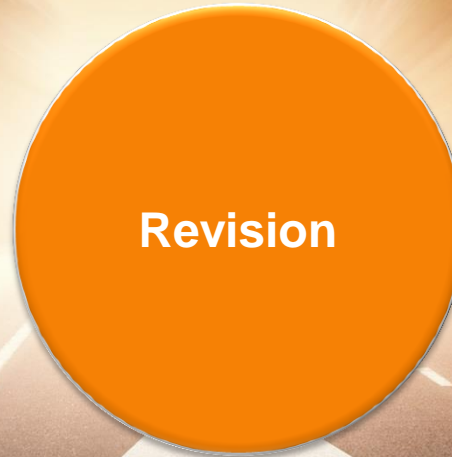
# Summary

- **Be Objective** – Treat the process as a discussion of your work and always be looking to improve. Focus on where your article has been criticised and always aim to improve.
- **Editor's Decision is Final** – The Editor makes the final decision, the reviewers are simply providing support. It is not a vote!
- **Novelty and Scope** - Editors are looking for novel material which fits well within the aims and scope and will be interesting to readers.





# The decision has been made, now what?

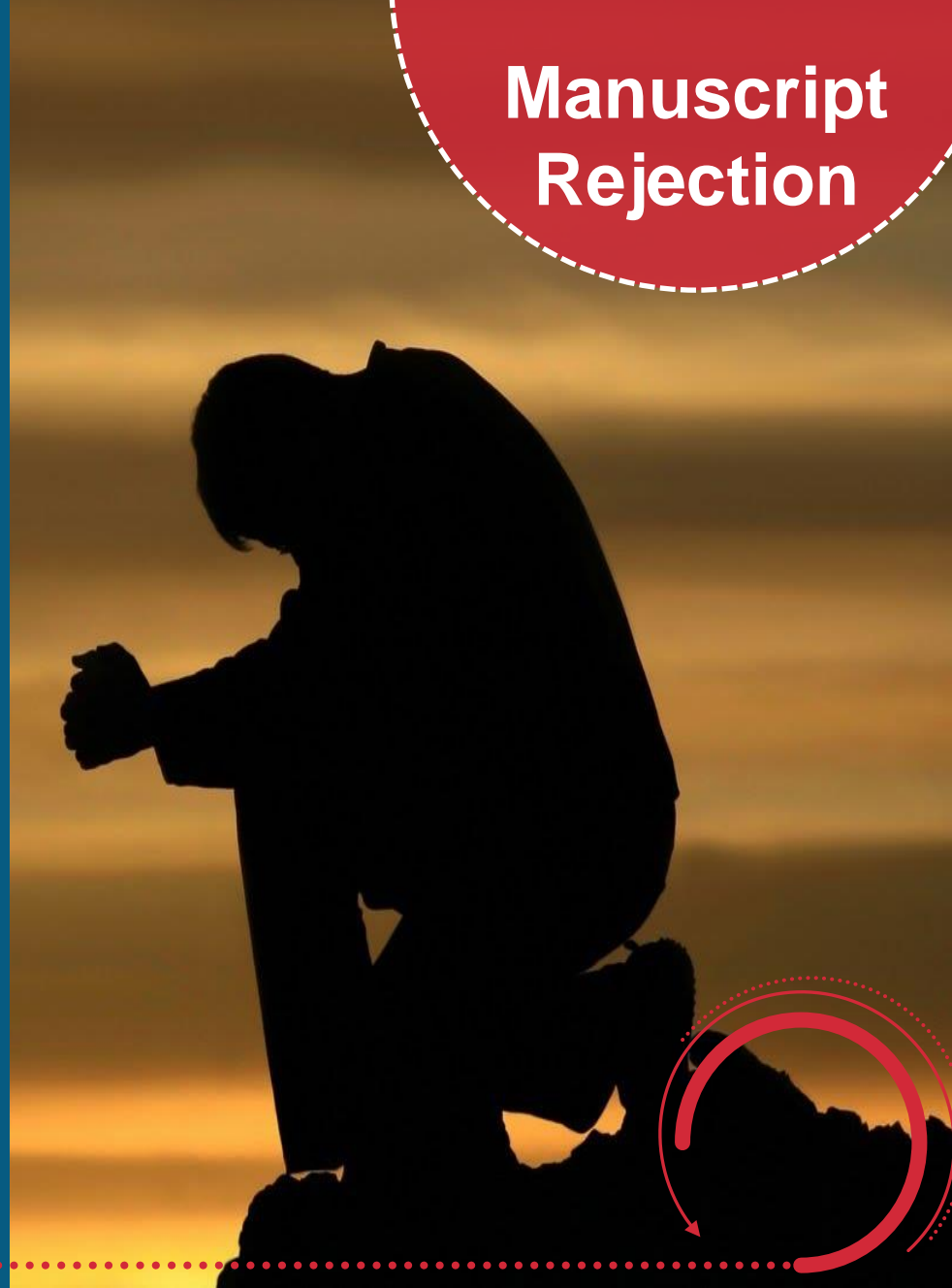


# Manuscript Rejection

**This is an opportunity to improve  
your paper – take it!**

Make the changes recommended by the  
referees because an unchanged paper...

- may be sent to the same referees  
by the next journal
- is likely to get the same or similar  
comments even from different  
referees





# Common Reasons for Rejection

- ✓ Paper **does not fit within a journal's scope**
  - ✓ Findings **cannot be generalized**
- ✓ Results **do not clearly show practical, clinical, or theoretical implications**
- ✓ **Wrong methodology** was used
- ✓ Manuscript is **poorly written**, include spelling errors or jargon
  - ✓ Figures, tables, and images are **not clearly labeled**
- ✓ **High competition** for page space

A man with glasses and a beard, wearing a white shirt and a dark suit jacket, stands with his arms crossed. Behind him is a dark chalkboard with a white chalk drawing of a hand. A red dashed circle highlights the man's torso and the chalkboard drawing. A red solid circle highlights the chalkboard drawing. A red speech bubble with a dashed border contains the text "Rejection is disappointing, but it is part of the process".

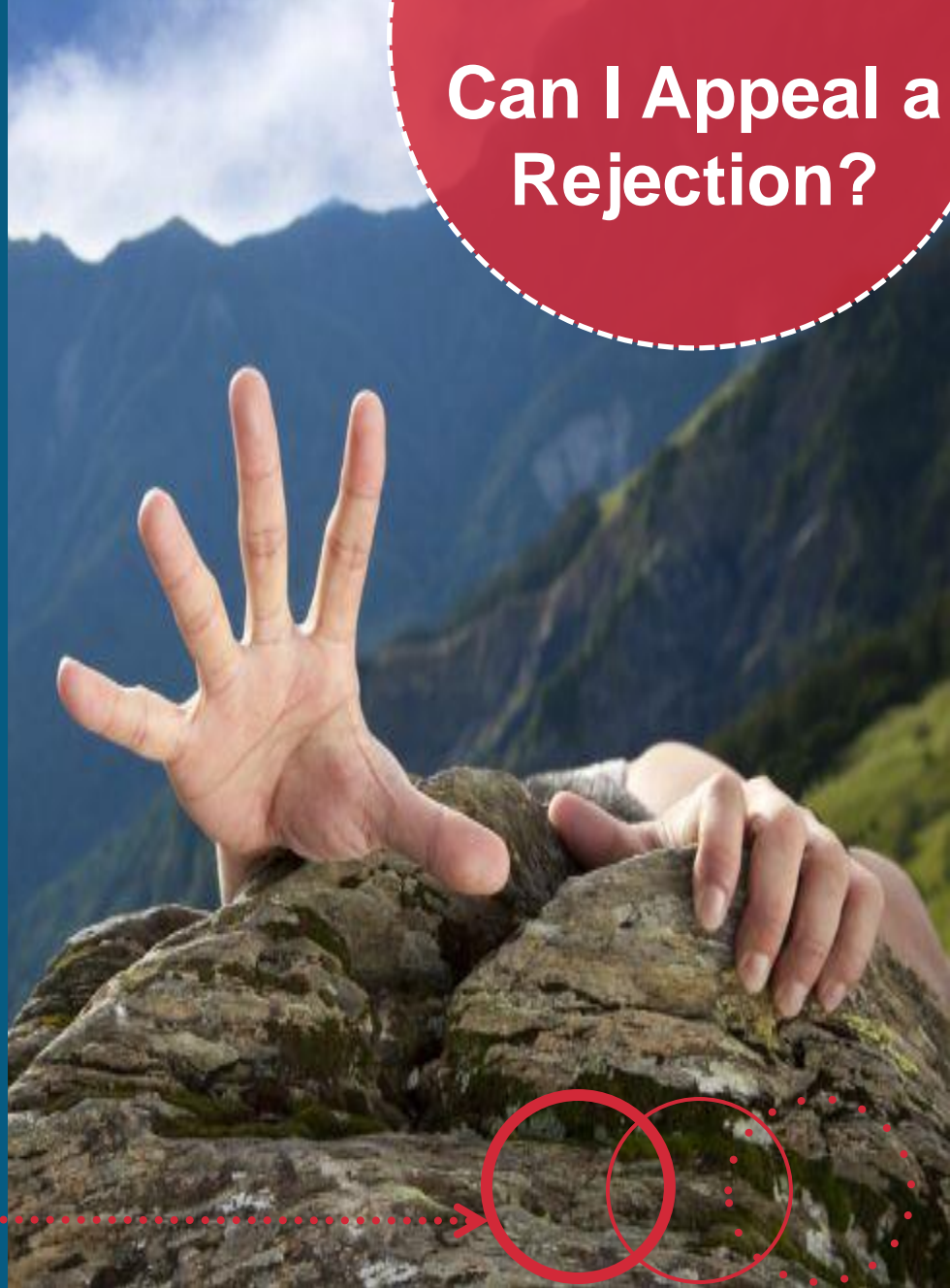
Rejection is disappointing, but it is part of the process

Peer review adds value for everyone in the community but it's not perfect!

You can appeal a rejection if you have **solid scientific reasons** for doing so, for example:

- a referee has misunderstood the concept of the paper
- a referee has scientifically inaccurate reasoning

Can I Appeal a Rejection?





Write a detailed letter to the editor with **point-by-point responses** to the reviewers comments

Include evidence, citations, and data to **back up your claims**

**Keep it objective**, avoid making things personal

**Leave it a day or two!**

**But think strategically! Is an appeal the right use of your time and energy?  
Look again at your submission plan.**

# How Do I Appeal a Rejection?



# Manuscript Revision

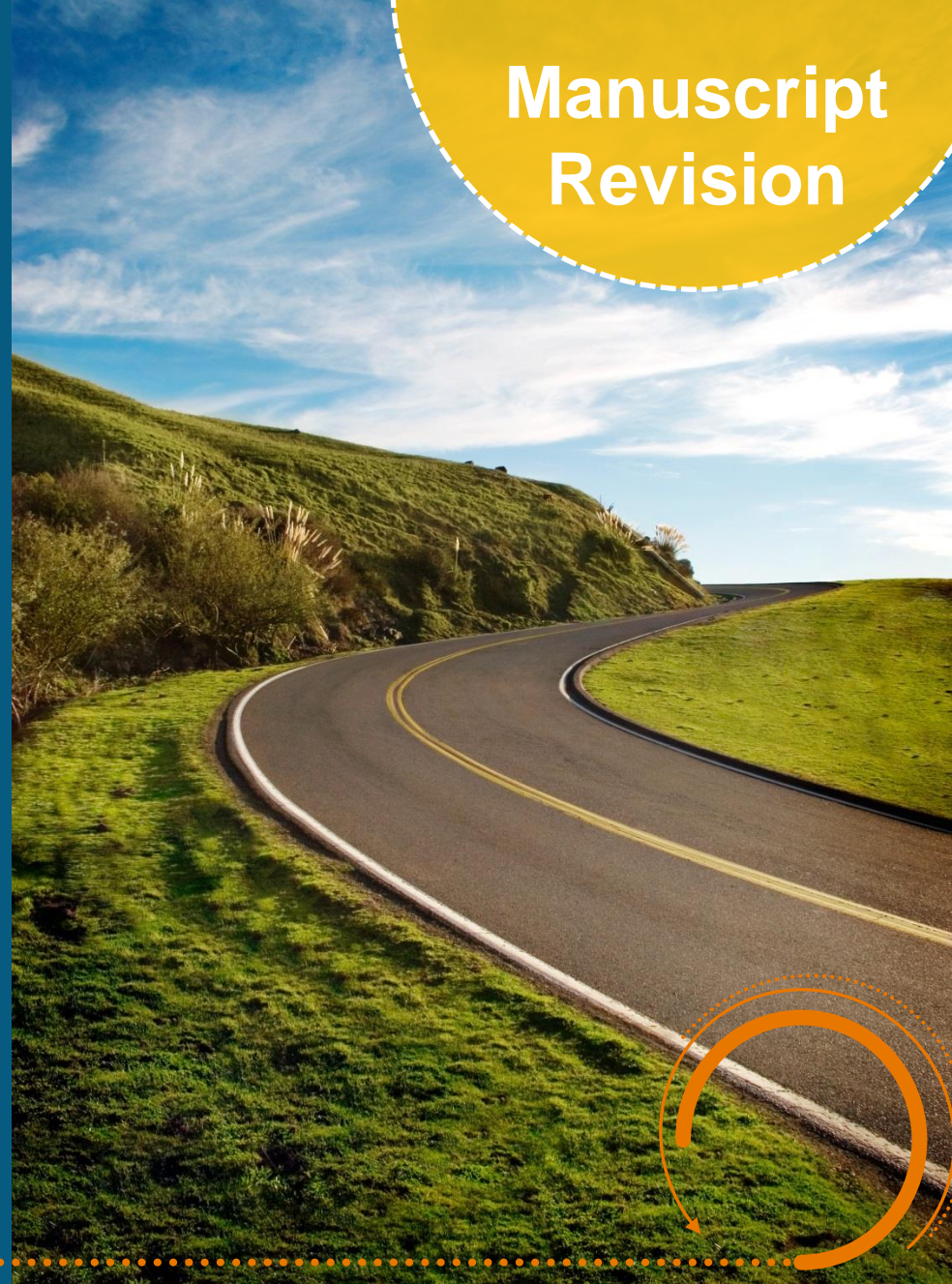
The comments of the referees should be used to **refine your work and improve the manuscript**

If you disagree with the comment, still consider revising the article in some way to clarify your argument

Take time to **respond to all comments**, it could save further peer review

Don't just do the things specifically mentioned

**Remember, reviewers are readers too!**





# Before you respond REMEMBER

1

A request for revisions should be considered an opportunity. Take it!

2

Do not get angry or defensive

3

Editors and Reviewers are just trying to help

4

We all make errors that need to be addressed

5

When in doubt, seek advice from your supervisor or colleagues

6

Rejection or criticism does not automatically mean that your work is not good

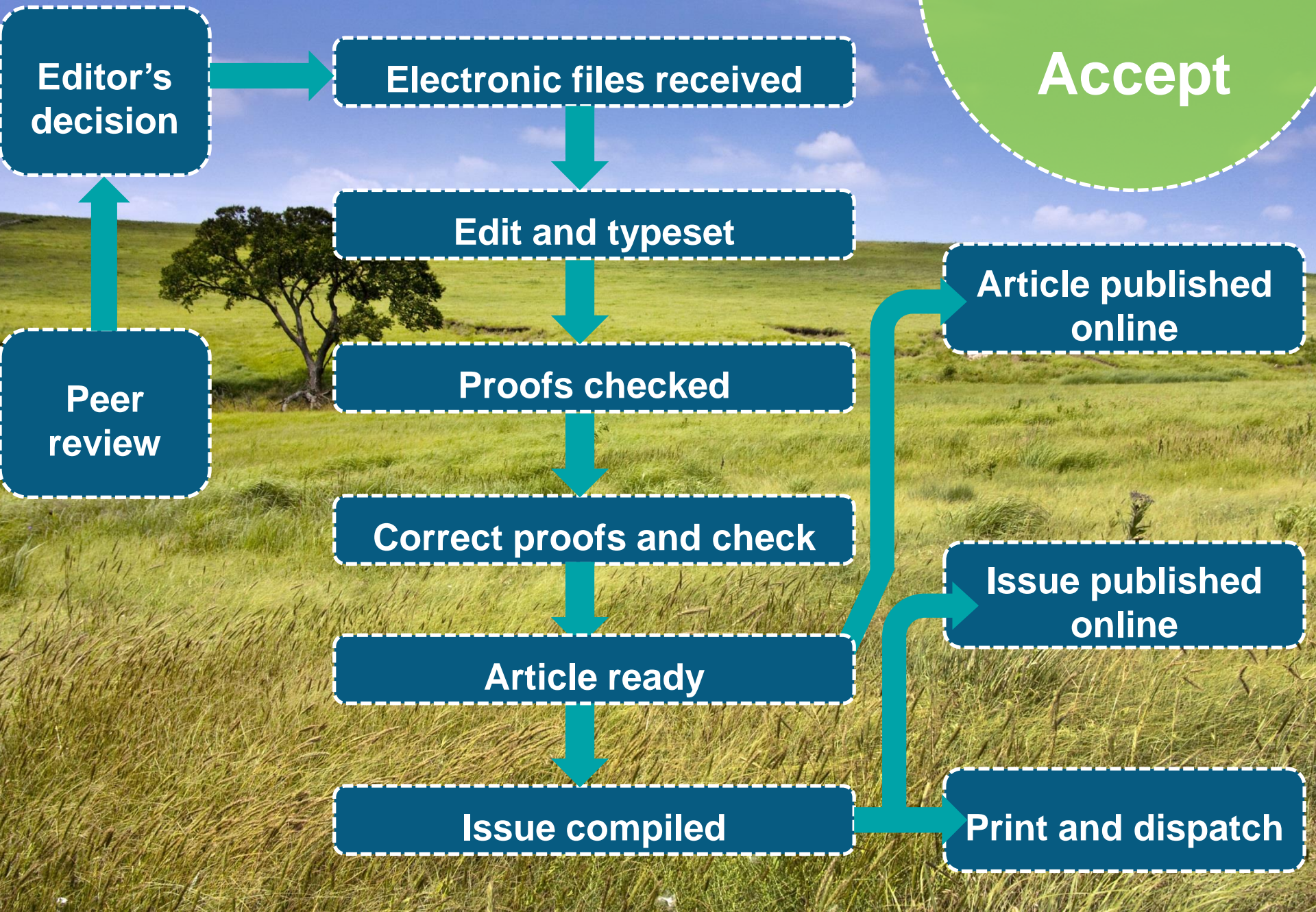
A man in a light blue shirt and yellow harness is skydiving, smiling and looking towards the camera. He is positioned upside down against a clear blue sky. Below him, a rugged, brown mountain range stretches across the horizon. In the top right corner, there is a green circular graphic with a dashed white border. Inside this circle, the word "Accept" is written in white, bold, sans-serif font. A faint, larger version of the word "Accept" is visible in the background within the same green area.

**Accept**



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# Publishing Ethics

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# Academic Publishing Depends on Trust!

**Editors**

**Authors**

**Referees**

**There are ethical responsibilities for all actors in  
the publication process**



## 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



- 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**

## Author responsibilities



## 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**



# Definitions

**Fraud** – making up a report, not disclosing data, or changing data

**Duplicate submission**

- submitting the same article to more than one journal at the same time
- submitting two highly related papers without disclosure cross-referencing

**Duplicate publication** – publishing the same paper twice

**Inadequate citing**

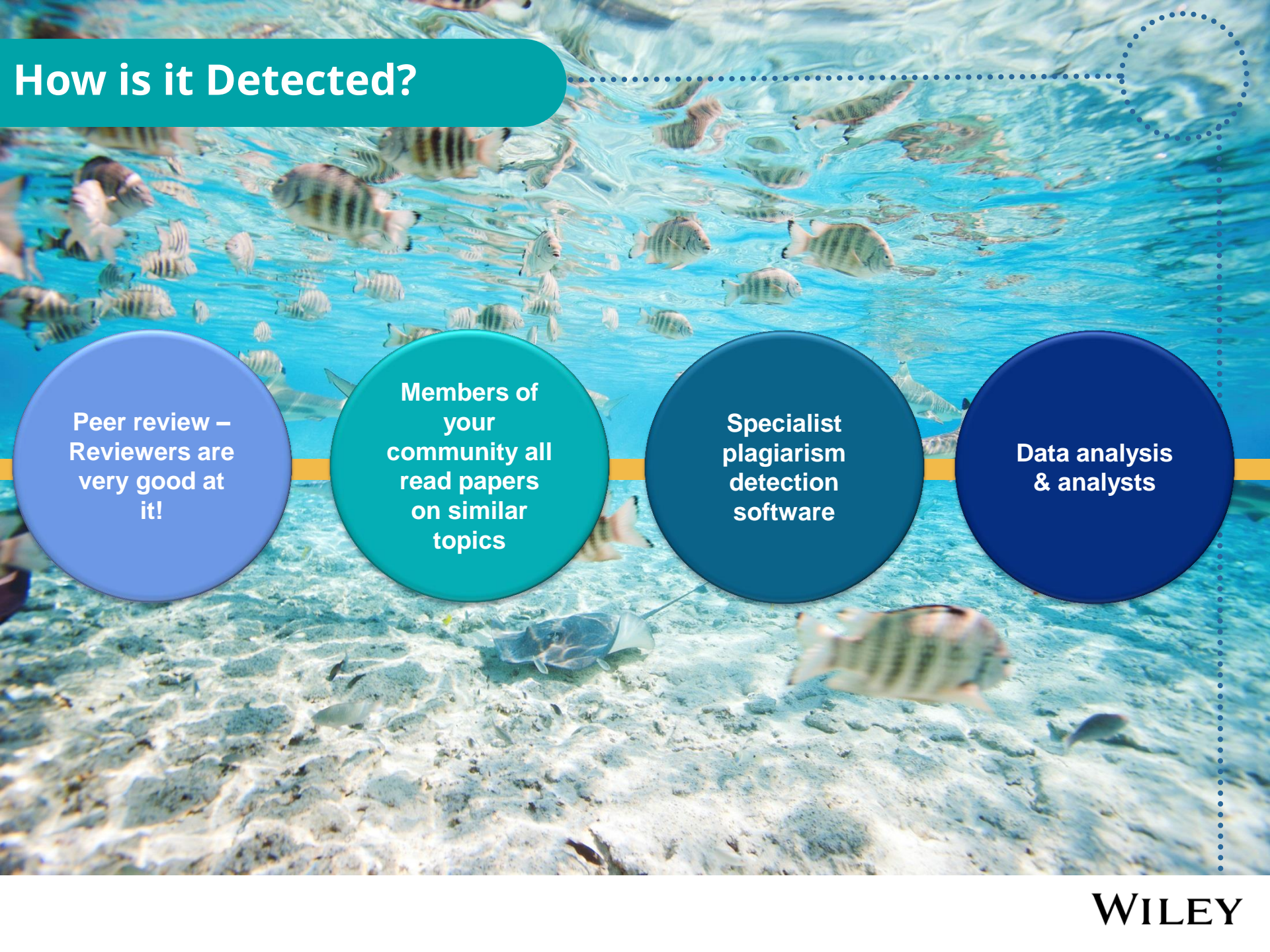
- not citing appropriate previous works on the same subject
- not acknowledging another researcher's contribution

**Plagiarism** – submitting a whole (or parts of a) published work as your own

**Self-plagiarism** – republishing your own work without proper citation

**PENALTIES CAN BE SEVERE!**





# How is it Detected?

Peer review –  
Reviewers are  
very good at  
it!

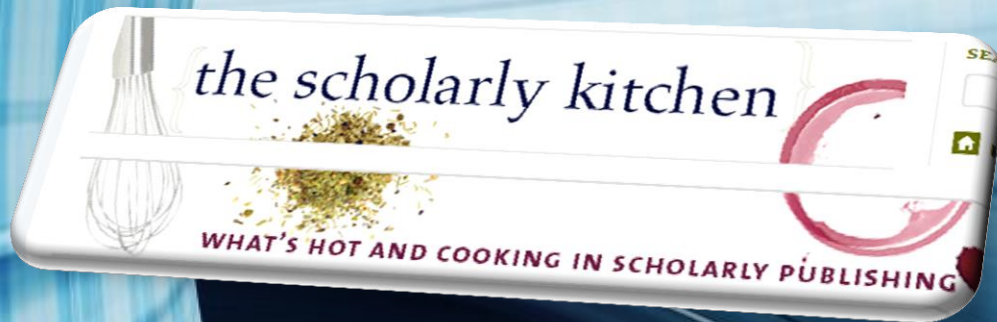
Members of  
your  
community all  
read papers  
on similar  
topics

Specialist  
plagiarism  
detection  
software

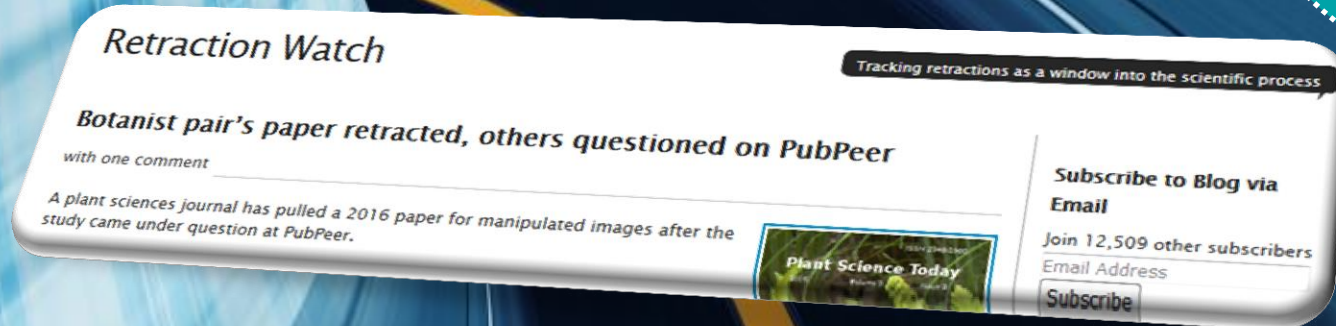
Data analysis  
& analysts



# How is it Detected?



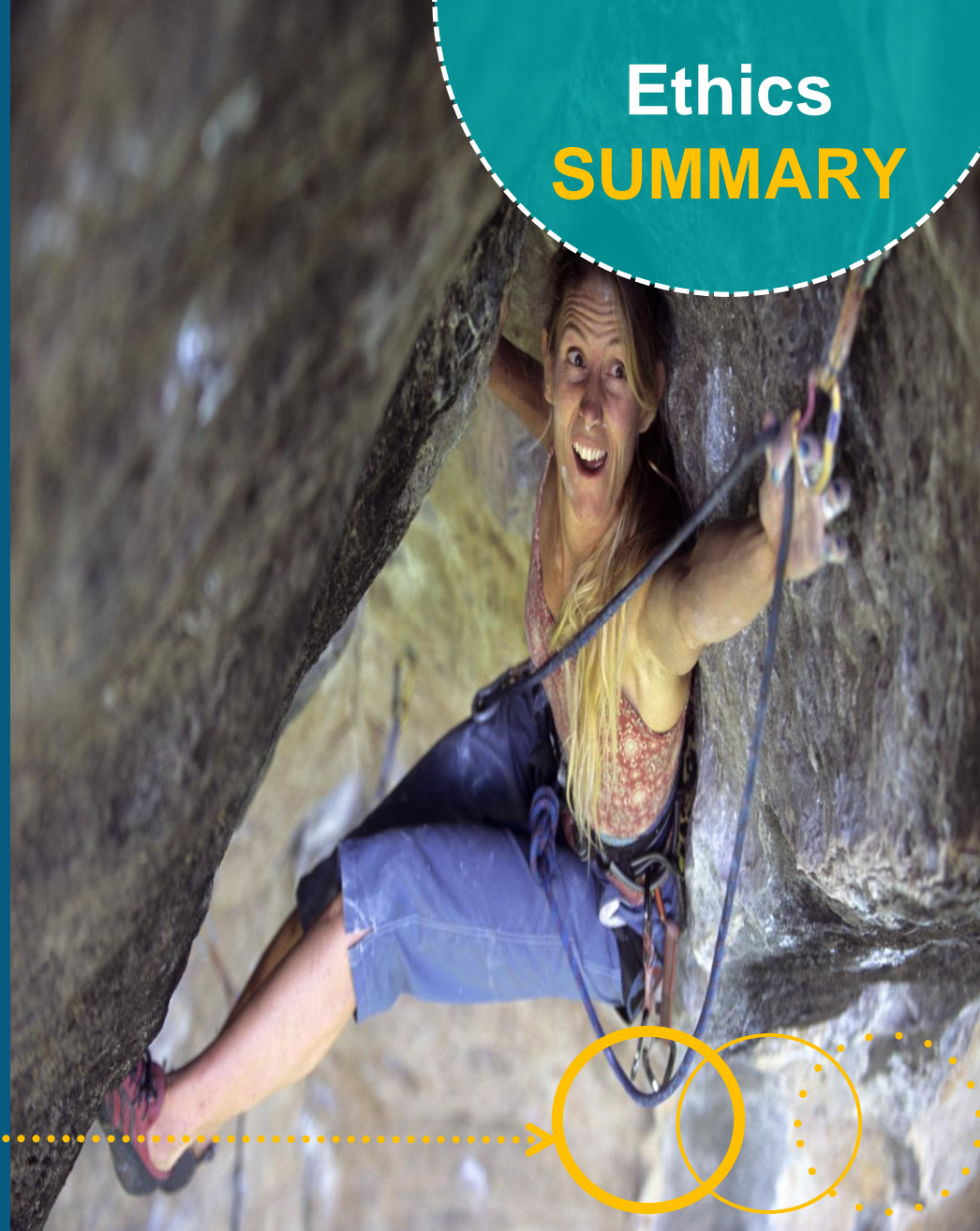
**The Internet!!**  
Bloggers and commentators are keen to catch unethical behaviour **they are always watching!**



# A few golden rules

- ✓ Articles should always be submitted to one journal at a time
- ✓ The same article should not be published in more than one place
- ✓ Several articles based on the same research must each make a unique contribution
- ✓ Acknowledge all those that have contributed to the work

## Ethics SUMMARY





# Ethics resources

A background image of a majestic, snow-capped mountain peak, likely Mount Everest, under a clear blue sky. The foreground shows a rocky, scree-covered slope. A decorative dotted yellow line starts from the top left, curves around the mountain, and extends vertically down the right side of the slide.

[Publicationethics.org](http://Publicationethics.org)



<http://exchanges.wiley.com/ethicsguidelines>





**Open Access....**

**WILEY**



# Open Access



**Gold Open Access**  
**Pay to Publish**



**Green Open Access**  
**Self-Archiving**

free, immediate,  
permanent online  
availability of published  
research, combined with  
the rights to share and  
use the content

# Wiley offers three Open Access options

## Pay-to-Publish Open Access

### Wiley Open Access

Fully open access journals

### Fully Open Access Journals (launched 2011)

Program of fully open access journals. Every article is published open access

### OnlineOpen

Hybrid open access journals

### Open Access Option (launched 2004)

Hybrid model enables authors to make their article fully open in a subscription journal thus providing choice for authors to publish open access in the journal of their preference

## Self-Archiving Open Access

### Self-Archiving

Peer-reviewed versions on personal website

### Self-Archiving

Allows peer reviewed (but not final) versions of a paper to be hosted on a personal website, or an institutional website after an embargo period

Publishing Open Access with Wiley

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Make your article **free to read** / **free to download** / **free to share** on Wiley Online Library and PubMed Central and PMC mirror sites if applicable

The author, author's funding agency, or the author's institution pays a fee to ensure that the article is made open access

Authors retain copyright and publish under a Creative Commons license

Compliance with funder requirements unless otherwise stated

The screenshot shows the Wiley Online Library homepage. At the top, the 'Wiley Online Library' logo is on the left, and a large yellow banner on the right says 'Gold Open Access'. Below the logo is a teal navigation bar with links for 'Publications', 'Browse By Subject', 'Resources', and 'About Us'. A central banner reads 'WILEY ENABLES DISCOVERY' with the tagline 'Share knowledge across disciplines, professions and borders' and an image of a compass and molecular models. The main content area is divided into three columns: 'SEARCH' (with a search bar and filters), 'BROWSE' (a list of subject categories), and 'RESOURCES' (links to training, research, librarians, societies, authors, and open access). On the right side, there are three vertical boxes: 'TRAINING AND TUTORIALS' (self-paced tutorials available 24/7), 'REGISTER FOR ALERTS' (with RSS and email icons), and 'OPEN ACCESS' (with a padlock icon). A large yellow circle is drawn over the 'RESOURCES' column, specifically highlighting the 'Open Access' section.

Wiley Online Library

Publications Browse By Subject Resources About Us

WILEY ENABLES DISCOVERY  
Share knowledge across disciplines, professions and borders

SEARCH  
[Search Bar]  
All content Publications  
Advanced search Saved search

PUBLICATIONS A - Z  
A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z 0-9

BROWSE  
Agriculture, Aquaculture & Food Sciences  
Architecture & Planning  
Art & Applied Arts  
Business, Economics, Finance & Accounting  
Chemistry  
Computer Science & Information Technology  
Earth, Space & Environmental Sciences  
Humanities  
Law & Criminology  
Life Sciences  
Mathematics & Statistics  
Medicine  
Nursing, Dentistry & Healthcare  
Physical Sciences & Engineering  
Psychology  
Social & Behavioral Sciences  
Veterinary Medicine

RESOURCES  
Training  
Tutorials, webinars and user guides  
For researchers  
Personalization options and email alerts  
For librarians  
Product and access information  
For societies  
Get the most out of publishing with us  
For authors  
Resources and online services  
Open Access  
Publish open access in our subscription journals with the OnlineOpen option or choose from our full open access program: Wiley Open Access.

TRAINING AND TUTORIALS  
Self-paced tutorials available 24/7

REGISTER FOR ALERTS  
RSS @

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 on:

- Personal website
- Institutional repository
- PubMed Central (PMC)

For more information on our self-archiving policy, visit  
[wileyauthors.com/selfarchiving](http://wileyauthors.com/selfarchiving)



Wiley Supports  
Green Open  
Access



# Navigating Open Access Publishing

Whether publishing open access in a hybrid journal or in a fully open access journal, we provide several resources to help authors navigate open access publishing:

- ✓ **Understanding Open Access video**
- ✓ **and Funder Open Access policy finder**
- ✓ **Compliance Road Maps**
- ✓ **Publishing Decision Tree for RCUK funded authors**



## Author choice of Creative Commons Licenses

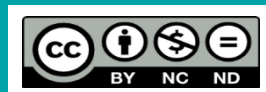
- ✓ **Author retains copyright**
- ✓ **Encourages sharing and reuse**
- ✓ **Author chooses one of three license types**



**CC-BY**



**CC-BY-NC**



**CC-BY-NC-ND**

[wileyauthors.com/license](http://wileyauthors.com/license)



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

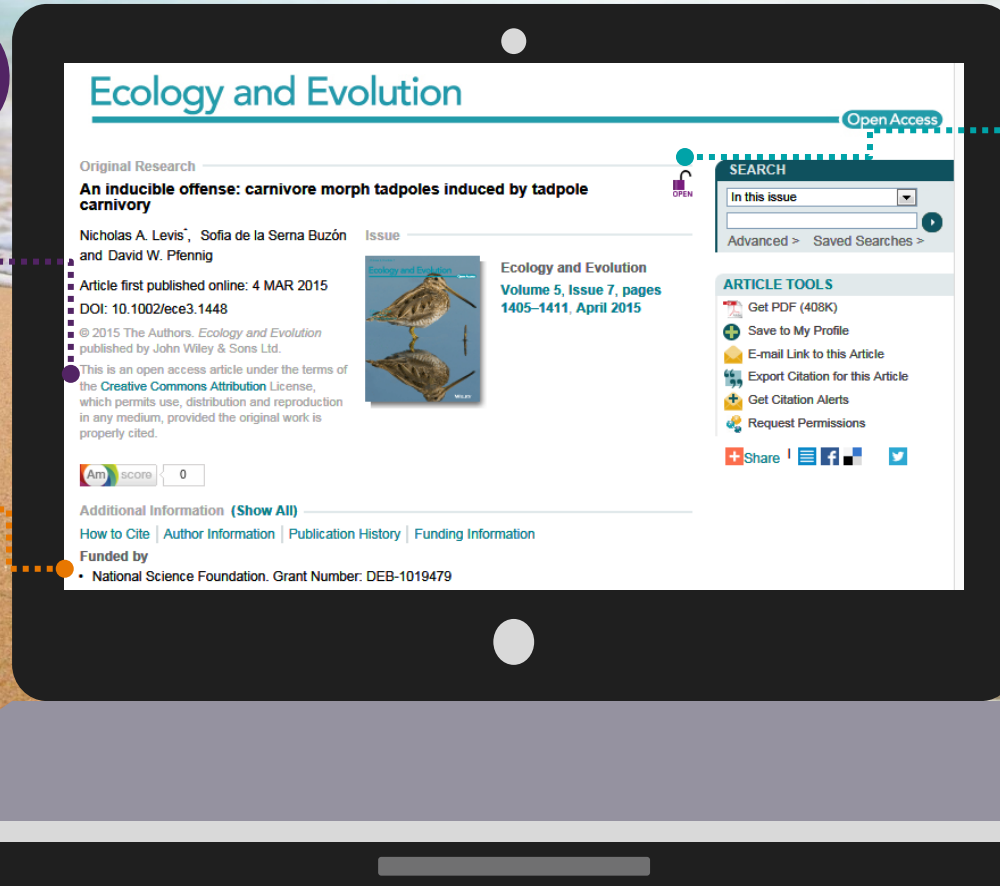
Payment of  
Open Access  
Fees



# How Will Your Open Access Article Appear?

Open access  
license information

Funding  
Body



Open access  
label



**Open access articles are 4x more likely to appear in Wiley's top 1,000 articles on a rolling basis**

**High-quality and authoritative publishing standards**

- Maintain the rigor of your work through traditional peer review and clear editorial policies
- Dedicated editors and international editorial board members

**Retain copyright for the articles you publish under a Creative Commons License**

**Increase the potential audience for your article, which can translate to:**

- Higher readership
- Increased citations
- Greater visibility of your work

**Publish quickly and efficiently**

**Automatically comply with open access mandates**

# Why Publish Open Access?



# Join the Open Access Conversation

[www.wileyopenaccess.com](http://www.wileyopenaccess.com)



@wileyopenaccess



WileyOA

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**After  
Acceptance....**

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# How to measure impact

**Get  
Read**

**Usage**

Uses article views and downloads to track the reach of a paper online.

**Get  
Shared**

**Altmetrics**

Collects mentions in social media and web-based media to track online attention.

**Get  
Cited**

**Citations**

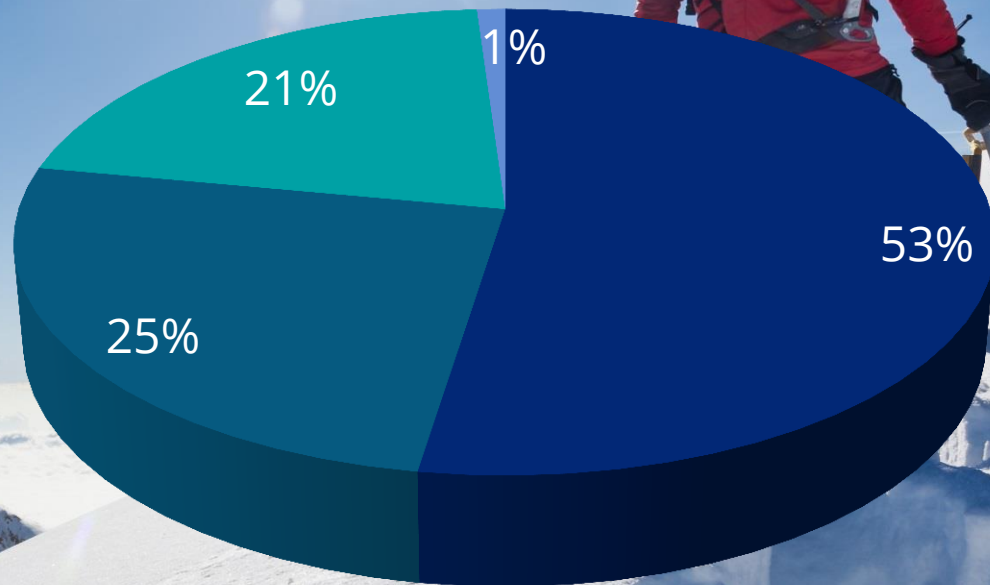
Captures references to a published source to track validation of one's research by others.



# The importance of search engine optimization (SEO)

## Visits to Wiley Online Library June 2014-July 2015

- Search Engines
- Other Websites
- Typed/Bookmarked
- Social Networks





# SEO in 4 easy steps

1

**Use keywords** - Choose relevant keywords and key phrases and use throughout article

2

**Choose a smart title** - Must be descriptive and incorporate key phrases related to your topic

3

**Write a good abstract** - Express key points and findings from your article in simple terms

4

**Build links** - Create a network of inbound links and citations to your article



# Keyword best practices

- [illegible]

- Keep it to **15 words** or less
- Use **keywords and phrases**
- Place the **main concept at the beginning**
- Do **not** use abbreviations or acronyms
- Avoid using phrases such as “effect of,” “involvement of,” “evidence of”

**Title best practices**






- Capture **key points in simple language**
- Use **keywords**
- Place **essential findings first**
- 7-10 sentences:
  - ✓ **Why did you do research/what is key conclusion?**
  - ✓ **What were your research aims and methods for gathering data?**
  - ✓ **How are findings valuable for your field?**

**Abstract best practices**





Link to paper from  
your institution's  
website

Link to your article  
via Social Media

Cite your  
previous work when  
appropriate

**Tips for building links**



**64% of authors have  
promoted their own  
published work in the  
past 12 months.**

*-2015 Wiley author survey*



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# Self-promotional author toolkit

## Maximize the impact of your published research!

7 promotional tools to help ensure your work gets seen, read and cited.



www

### SEO

- ✓ Are your title and abstract clear and searchable? Have you used the most relevant keywords?
- ✓ Have you looked at off-page SEO strategies, such as link building, to promote your article?



### Conferences

- ✓ Think about simple messages to promote your article at your next conference – whether networking with colleagues, or presenting formally.



### Publicity

- ✓ Is your latest research newsworthy? Have you shared it with your local press office?
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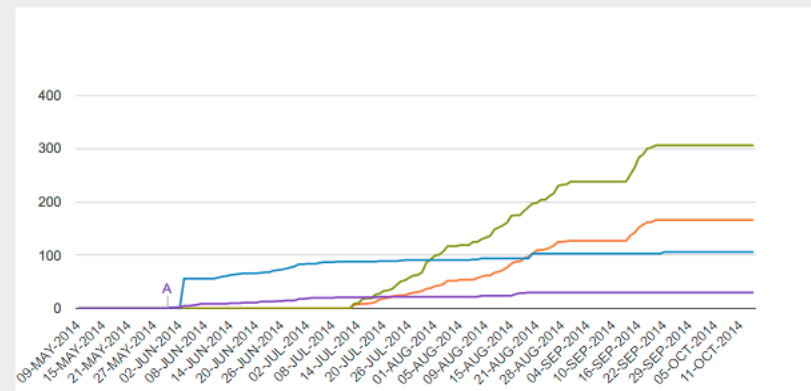
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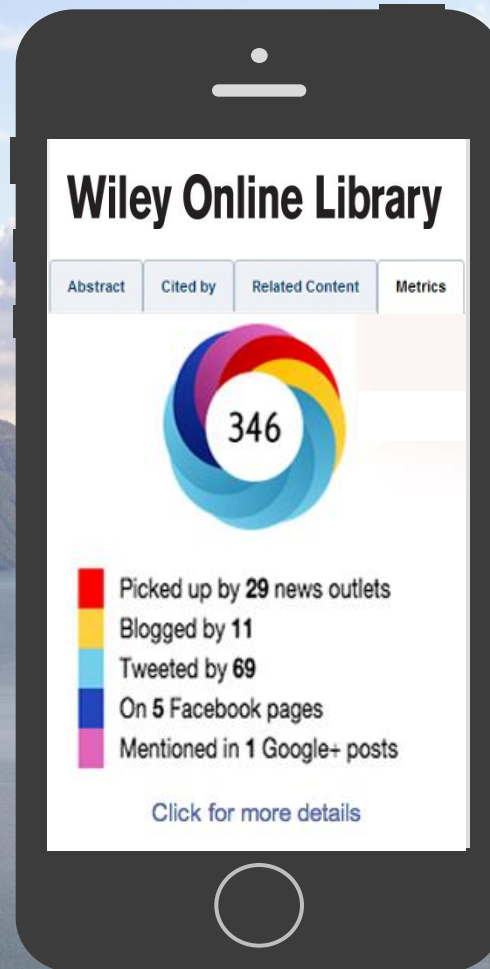
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