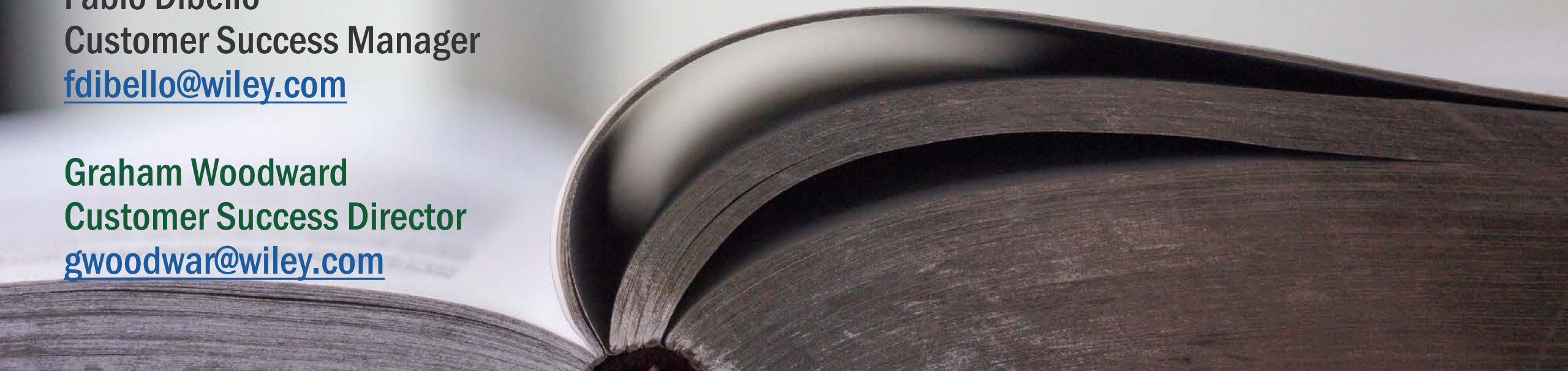


Author Workshop: How to publish in Wiley Open Access Journals

Fabio Dibello
Customer Success Manager
fdibello@wiley.com

Graham Woodward
Customer Success Director
gwoodwar@wiley.com





Agenda

- Author workflow: how to submit a manuscript to an open access journal and getting the APC covered through an existing agreement with your institution

- Publication tips for authors:
 - Why publish
 - Submission and review: what to expect?
 - Writing tips
 - Tools for authors: Author Services and Wiley Editing Services



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Who are we?



Our history

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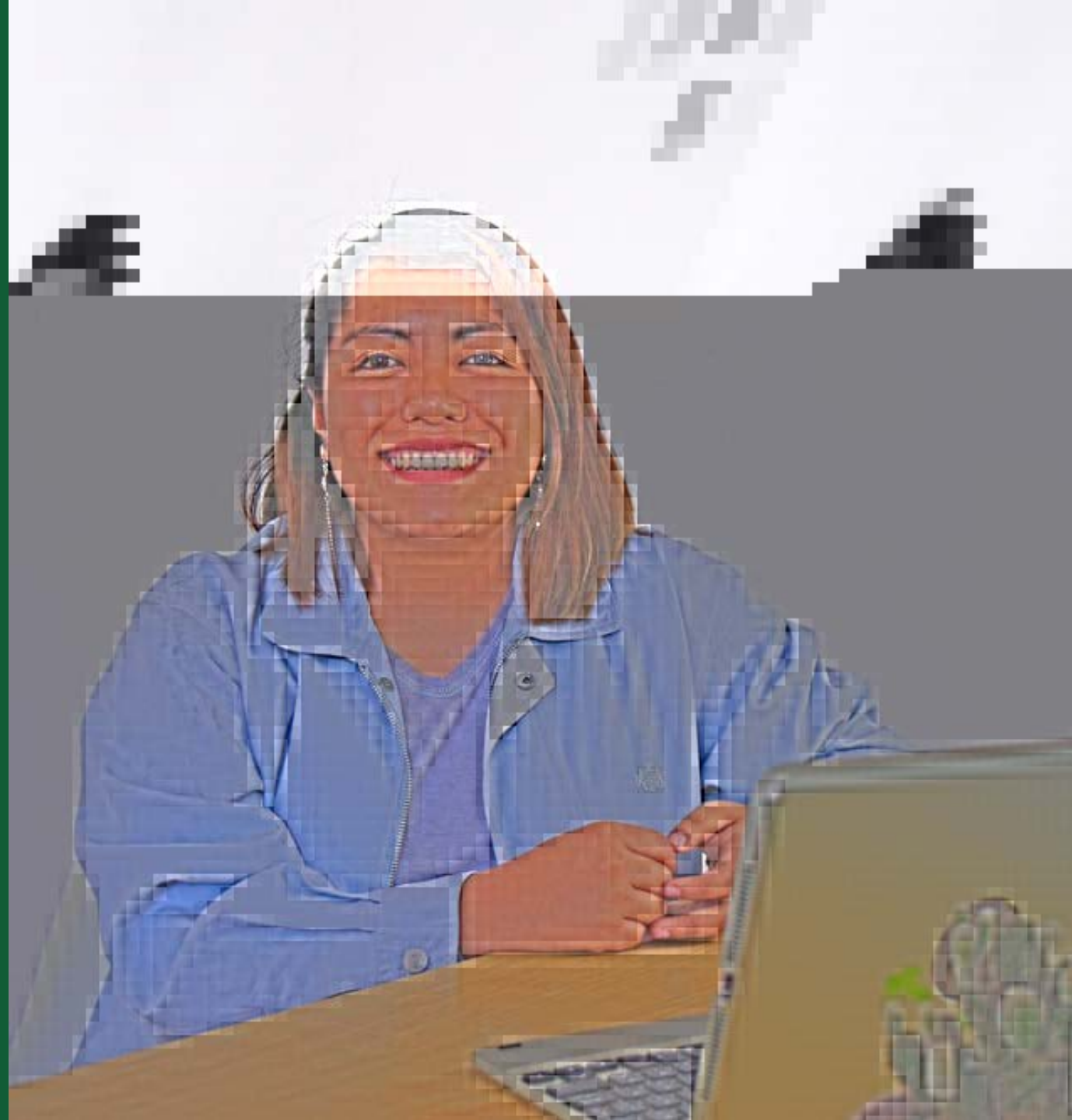
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Open access

What is open access and
what are the benefits?



Types of journals

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- Free to publish but need to be subscriber to read

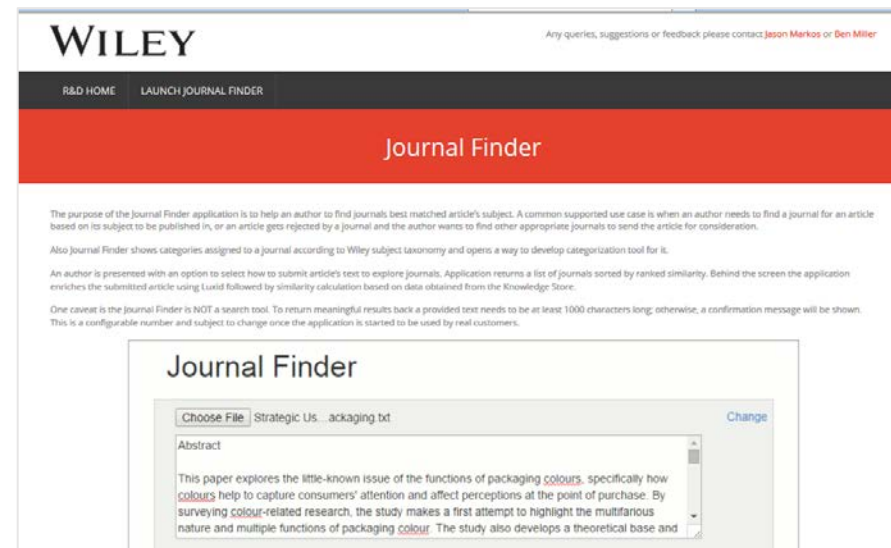
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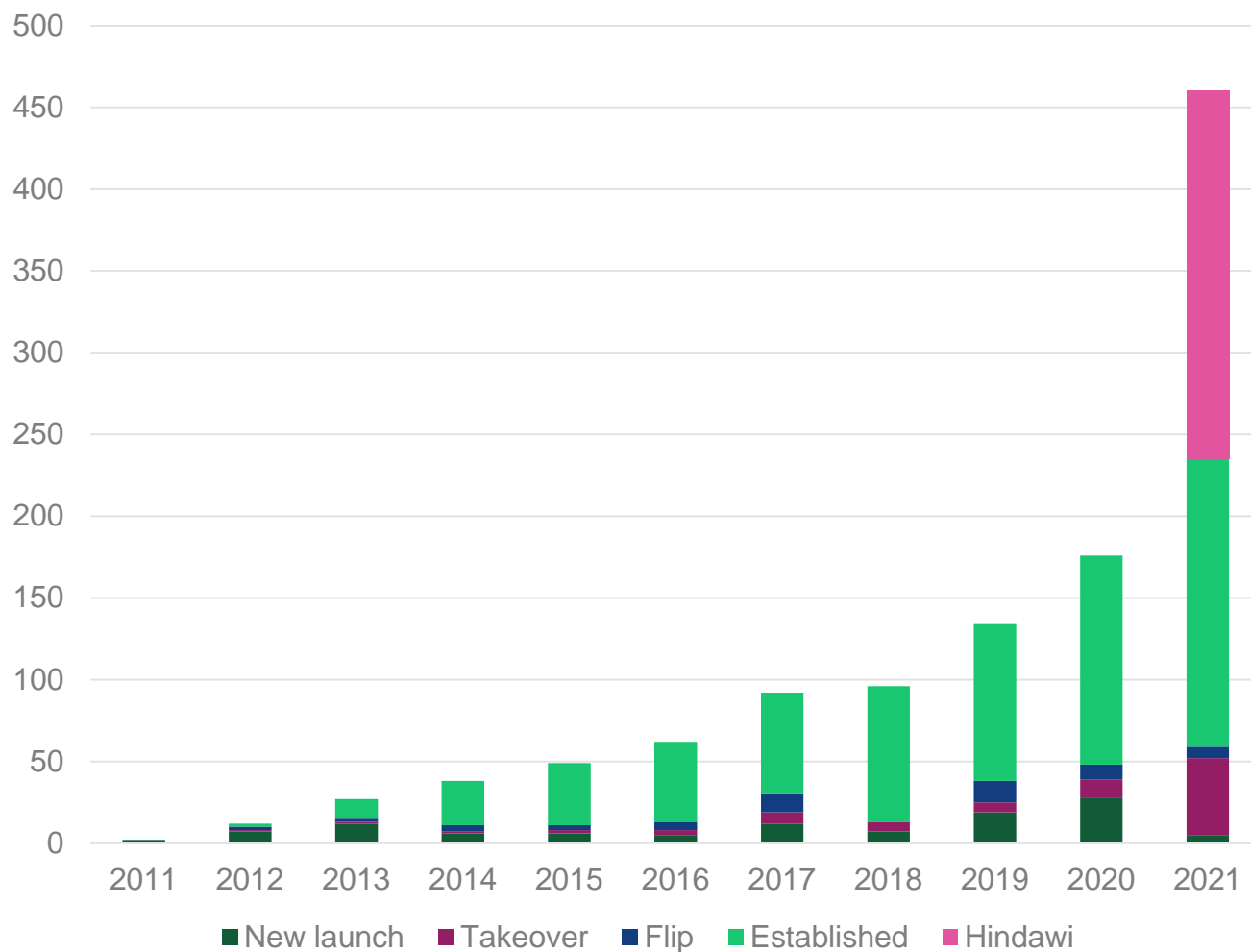
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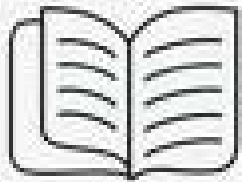
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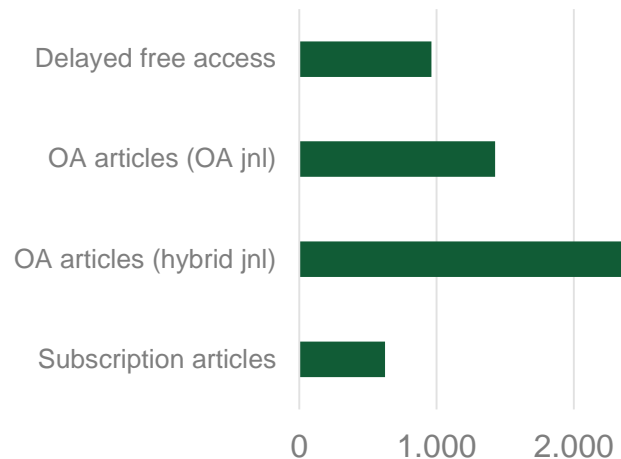
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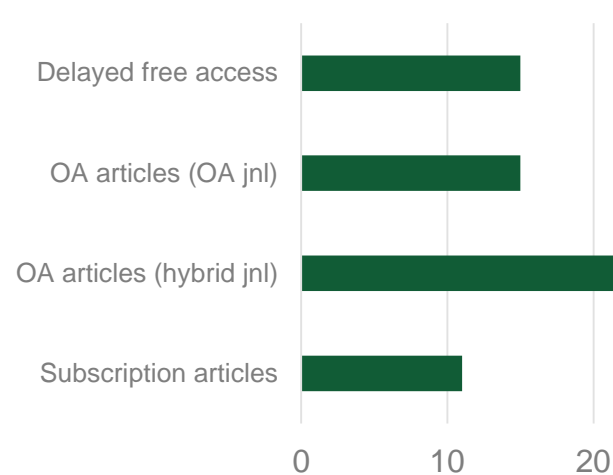
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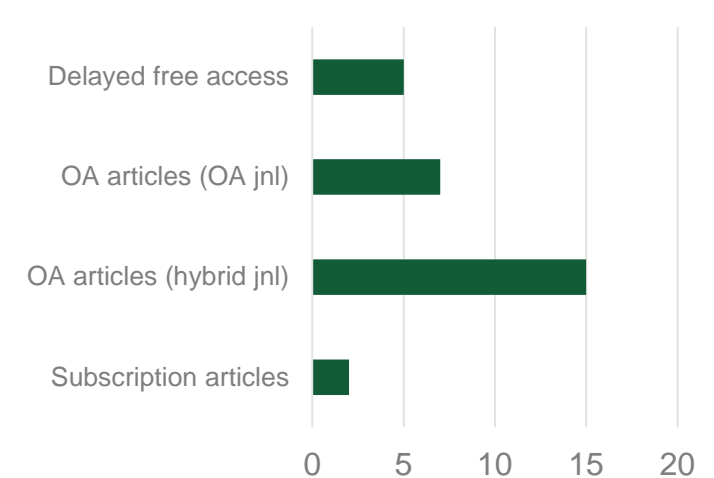
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Author workflow

How to submit a manuscript to an open access journal and getting the APC covered through an existing agreement with your institution



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Journal of Field Robotics

Test article

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Status: In Production

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● Accepted
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Rapid Communications in Mass Spectrometry

Optimization of compound-specific chlorine stable isotope analysis of chloroform using Taguchi design of experiments

DOI: doi.org/10.1002/rcm.8922

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- Berhane Abrha Asfaw
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Kaori Sakaguchi-Söder

Anat Bernstein

Hagar Siebner Responsible corresponding author

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Optimization of compound-specific chlorine stable isotope analysis of chloroform using Taguchi design of experiments

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Journal of Adolescent & Adult Literacy

Test article

DOI: 10.1002/jaal.81557

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DOI: 10.1002/jaal.81557

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International Journal for Numerical Methods in Biomedical Engineering
Test article
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International Journal for Numerical Methods in Biomedical Engineering
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Test article
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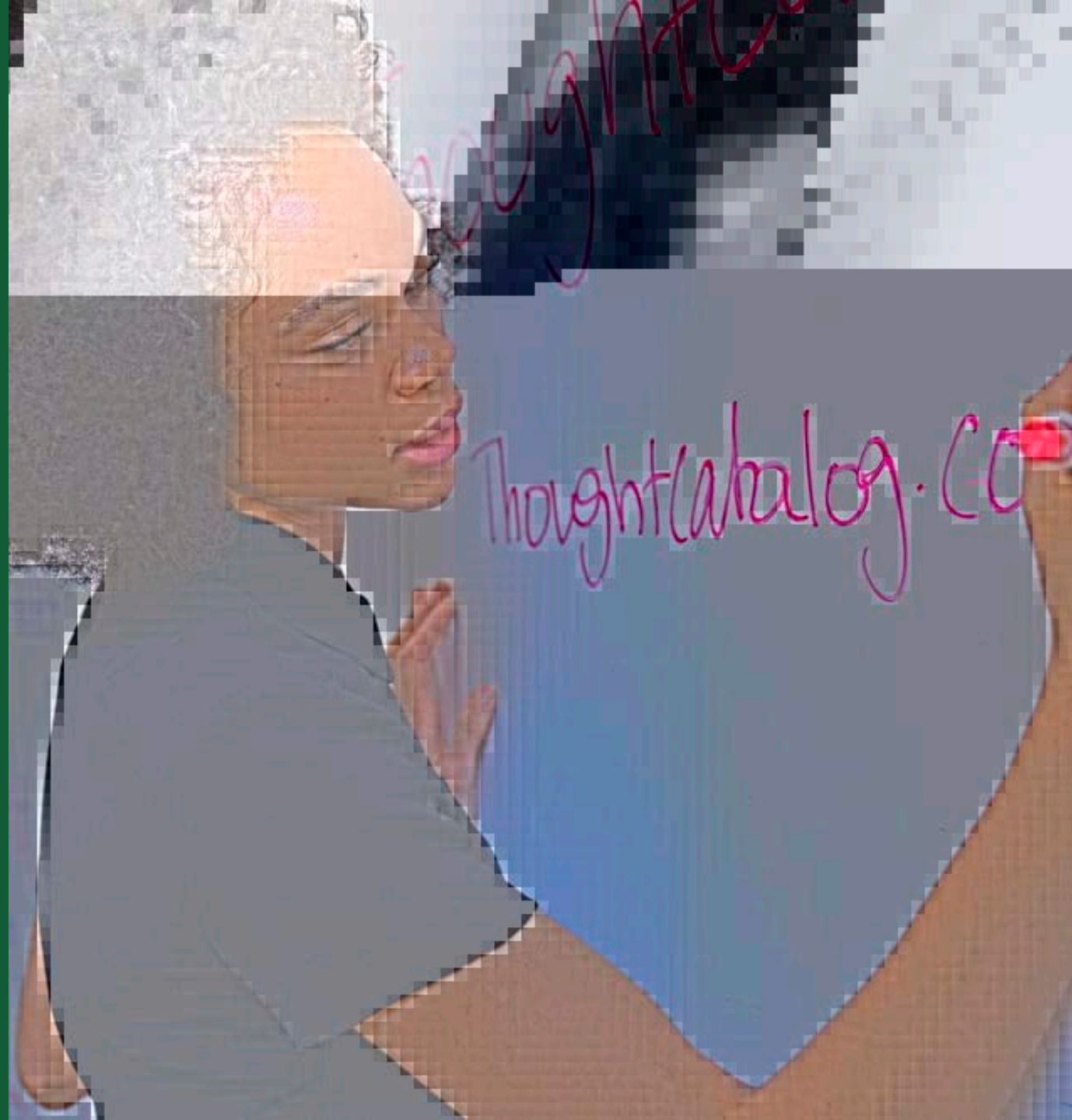
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Publication tips

Get advice from our experts





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Why publish?

What to expect before getting started



Why publish?

Fame

- Recognition by peers

Fortune

- Promotions
- Grant applications

Establish precedence

Responsibility

- Taxpayer-funded research

Making your research public






- “If your research does not generate papers, it might just as well not have been done.”

— George Whitesides

- Papers provide the shoulders that others can stand on



Why journals?

-  **Registration:** Recording author precedence and merit
-  **Validation:** Quality control via peer-review
-  **Dissemination:** Sharing results and methods
-  **Archiving:** Maintaining records of publication
-  **Search and Navigation:** Increasing the discoverability

What to publish?

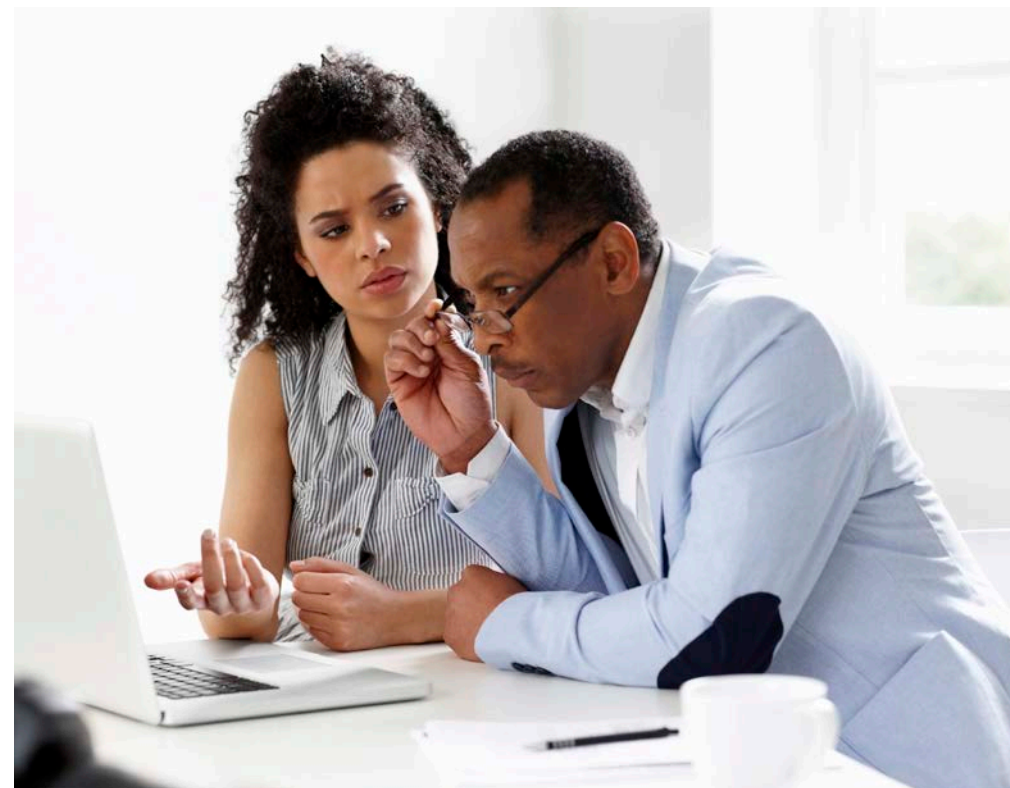
ORIGINAL RESEARCH ARTICLES

- Share new results
- Rapid Communications, Letters, Full Papers,....

LITERATURE REVIEWS

- Discuss knowledge accumulated in published literature
- Reviews, mini-reviews, overviews, perspectives, essays,...

Seek advice from colleagues and coauthors



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Where to publish?

- Journal Impact Factor is **not everything!**
- What are the implications of your research?
- Whom do you want to reach with this publication?
Whom can you (realistically) reach?
- How important will others find your research?
 - In your field?
 - In related fields?
- Where do **you** read papers related to your research?
Which do **you** like the most?
- What is the scope of your candidate journal?
- Who reads your candidate journal?
- What is the format of your candidate journal?



Where to submit?



What is the journal's copyright policy?



Is that **subscription based** or **open access**?



How fast is their submission to publication time?



Does the journal allow you to comply with **your funder's mandates**?



Do not submit to several journals at the same time



Beware of predatory journals

PREDATORY JOURNALS

- Use the open access publication model (most open access journals are okay)
- **Do not provide legitimate** writing, **peer-review**, and publishing services
- Send frequent spam messages
- Sometimes use names of researchers without their consent
- Look carefully at the publishing company, the affiliated scholarly society and the journal indexation

INFORM/DEFEND YOURSELF

- Beall's List of Predatory Journals and Publishers: <https://beallslist.weebly.com/>
- Cabells' Journal Blacklist: <https://www2.cabells.com/about-blacklist>
- Stop Predatory Journals: <https://predatoryjournals.com/>
- Useful Appraisal Tool: <https://thinkchecksubmit.org/>



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Submission and review

What to expect during this process?



Disclaimer:

**There is no universal formula,
because every paper is different
and different disciplines have
different standards.**

Submission

- Submissions are made via a **journal's online submission system** (ScholarOne, Editorial Manager)
- Authors are required to **respond to submission questions**, recommend reviewers, declare any conflict of interest, etc.
- Authors have an opportunity to provide a **cover letter**.
- Manuscripts go through an **initial checklist** to make sure they are complete (files provided) and the Author Guidelines have been followed (format, length, language, etc.)
- Manuscripts are **checked for plagiarism** using special software (iThenticate)



What editors look for?

ALL JOURNALS

- Scope
- Format (Communication, full paper, review...)
- Understandability
- Compliance to guidelines, ethical behavior

Editors are not always qualified to evaluate the technical merits of manuscripts.

This is the job of the referees.

MOST JOURNALS

- Novelty
- Importance (in specific field / in related disciplines)
- Interest



What is the peer-review process?

Peer review is the critical assessment of manuscripts submitted to journals by experts who are **not part of the editorial staff**.

- International Committee of Medical Journals Editors

WHAT IT SHOULD DO

- Filter out bad/uninteresting work
- Make as sure as possible the work is reported correctly
- Make sure results are interpreted correctly, and convincingly
- Improve the quality of publication

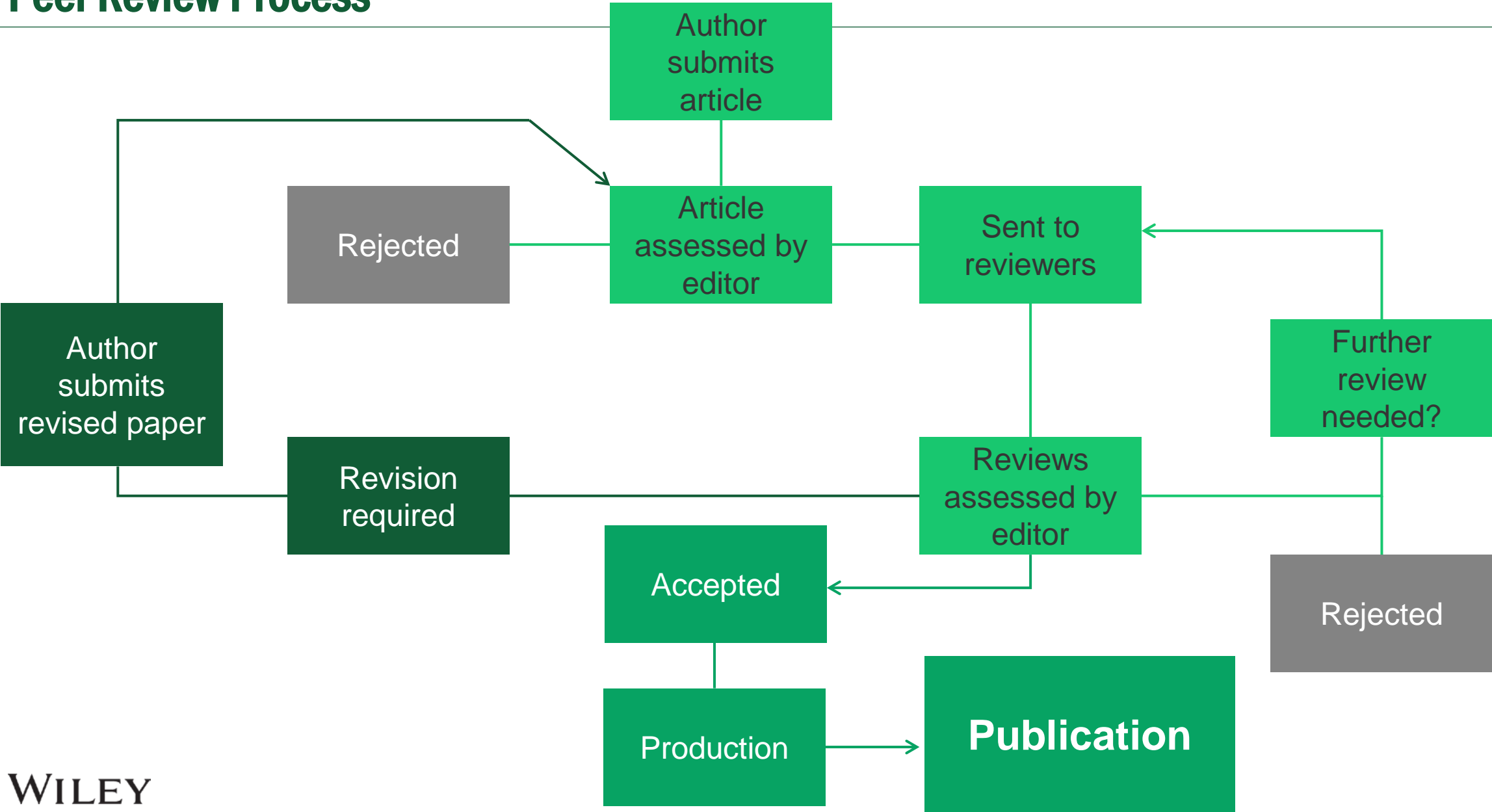
WHAT IT CANNOT DO (*)

(*) AUTOMATICALLY

- Detect fabrication
- Prevent duplicate publication
- Pick the most interesting papers
- Ensure quality
- Ensure the article is right for the journal



Peer Review Process





Most Common Peer-Review Types

1

Single blind:

Reviewers know authors' identities.

2

Double blind:

Completely anonymous.

3

Open:

All identities are known.



What do reviewers look for?

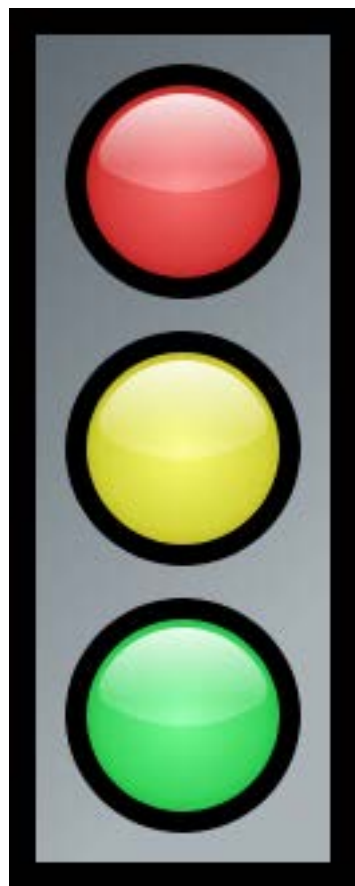
ALL JOURNALS

- Well conducted studies (appropriate methods, reproducible work, well-reported findings)
- Well supported conclusions

MOST JOURNALS

- Novelty/Advance in the field

Accept, reject, or revise?



REJECTION

- Without external referee reports (Editor)
- Based on reports

REVISION

- Reconsideration or resubmission after major revisions

ACCEPTANCE

- Without changes (rare)
- With minor changes

The decision is the Editor's job.

possible

The reviewer's recommendation is not a vote – It's advice!

Revision

Carefully consider referee comments

- Not all changes have to be made...
- ...but need convincing arguments for changes not made

Prepare revision

- Revise manuscript
 - Highlight changes in manuscript
- **Point-by-point response** to all referee criticisms
 - Changes made
 - Why changes not made
- Response may go back to referees!
 - Need to convince editor and referees



The peer-review process is not a private conversation between authors and referees. Try to work your answers to the reviewers in the revised manuscript!

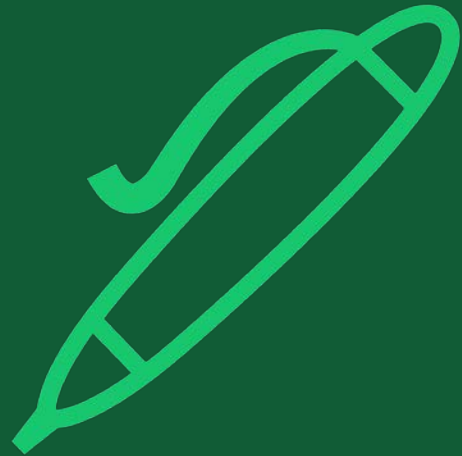


Rejection – not the end of the world!

- Most scientists have been rejected – do not take it personally
- Try to understand why the paper was rejected
- Note that you have received the benefit of the Editors and reviewers' time: take their advice seriously!
- Re-evaluate your work
- If you resubmit, begin as if you are going to write a new article
- Consider offers to transfer for your manuscript to another related journal



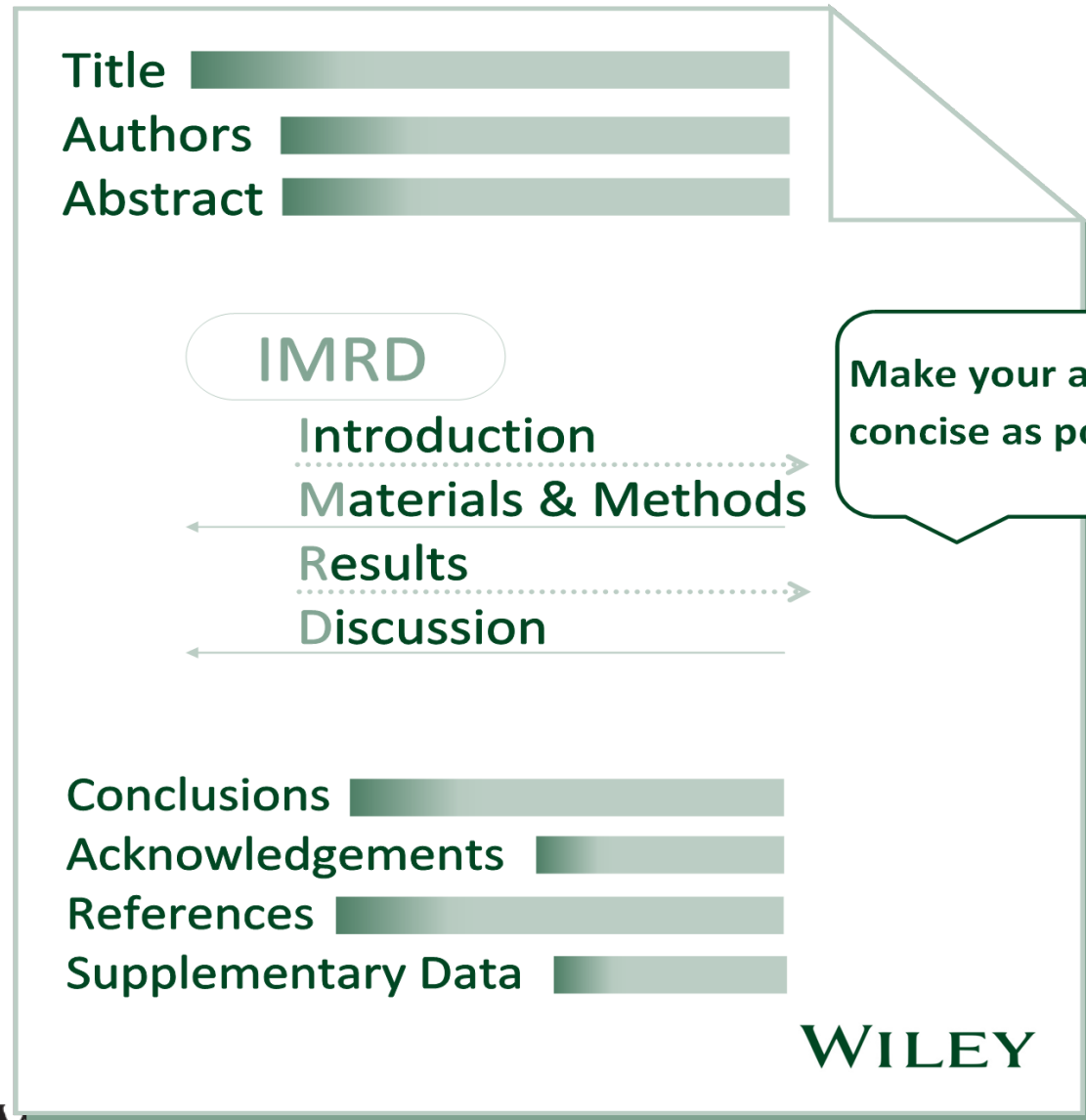
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Writing tips

Step-by-step recommendations

General structure of a scientific article



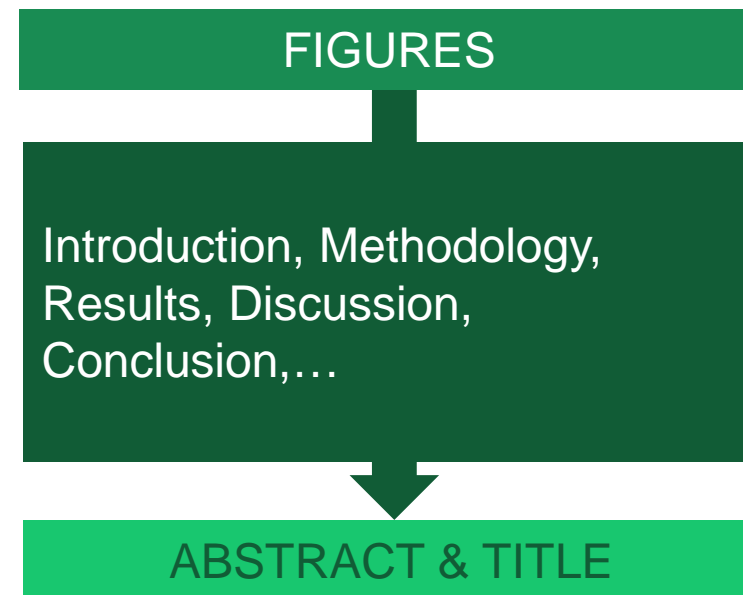
1. Have something to say
2. Say it
3. Stop as soon as you have said it.

Billings, J., An address to our medical literature. *British Medical Journal* 1881, 262-268

Writing strategy

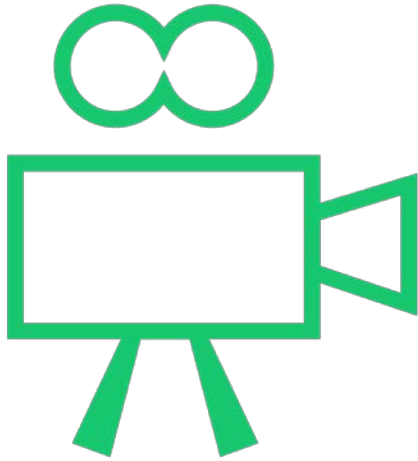
- Write down, in any order, all important ideas that occur to you concerning the paper
- Sort all your ideas into three major sections:
 - Introduction
 - Results and Discussion
 - Conclusions
- Organize each of these sections on yet finer scale

George M. Whitesides, "Writing a Paper" *Adv. Mater.* 2004, 16, 1375



Figures and tables: your paper's storyboard

Your figures can help you create your article's flow



Think of them like the storyboard for a movie:

- Start from your data
- Construct the actual figures and tables
- Use them to set discreet “scenes” to make your main message compelling and easy to understand

The A,B,C of good scientific writing

Original

Of the 16.9-fold genome coverage, the majority was from 454 sequencing by synthesis of paired and unpaired reads, with the remaining coverage from Sanger dye primer sequencing of paired reads.

Improved

Of the 16.9-fold genome coverage, 74% was from 454 sequencing by synthesis of paired and unpaired reads. Sanger dye primer sequencing of paired reads was used for the remaining 26% (Supplementary Table 1 and Supplementary Note).

Be accurate

- Avoid vague language and be precise/specific
- Say **exactly** what you mean and avoid over/under statements

The
ABC of
writing
style

a

Accurate

b

Brief

C

Clear

The A,B,C of good scientific writing

Original

We prepared our experiment thoroughly and the chromatography column was cooled down with great care to 4°C before it was utilized.

Improved

We cooled the chromatography column to 4°C before use.

Be brief

- Make the discussion concise but informative. **Focus on the important and unexpected results.** Not on small details.
- Use as few words as possible while retaining meaning without sacrificing *scientific details*

The
ABC of
writing
style

a

Accurate

b

Brief

C

Clear

The A,B,C of good scientific writing

Original

Perception of umami is through detection of the carboxylate anion of glutamic acid.

Improved

Humans perceive umami through detection of the carboxylate anion of glutamic acid.

Be clear

- Use simple words and **avoid jargon**
- Use verb tense consistently throughout the paper
- Where possible, **use verbs instead of noun forms**

The
ABC of
writing
style

a

Accurate

b

Brief

C

Clear

The core of the article

INTRODUCTION

- Introduce the reader to **what** is really relevant to your research and explain **why**.
- Provide the necessary background information.
- **Put the study into context.** Make sure that the cited literature reflects the current state of knowledge in the field.

MATERIALS AND METHODS

- **Characterize methods and materials fully, in extensive details**, and according to journal requirements
- Be **transparent** with editors, reviewers, and readers about impurities, missing data, problems encountered
- Already published techniques should simply be referred to

RESULTS & DISCUSSION

- Focus on the important and unexpected results. Not on small details.
- **Stand proudly on the shoulder of giants.** Don't sell an old idea as a new one; cite the source.
- Tell your main results as **a logical easy-to-understand story** (this is not necessarily the order in which you performed the investigation).
- Discuss all results, and any limitations in your data
- Salami are for eating, not publishing
"Salami slicing": Fragmentation of results into multiple papers



Abstract



You have 20 seconds to explain your work to a scientist who is unfamiliar with it.



SHORT, STAND-ALONE SUMMARY OF YOUR RESEARCH

- Don't cram the abstract with details. Tell the audience that the butler did it in the 1st sentence!
- Stand alone. Use plain language, avoid citations and non-standard abbreviations
- **Include keywords**
- In 7-10 sentences: Key results, what you did, unanswered questions, broader view/implications

Title

1st IMPRESSION COUNTS!

- Include only one key message of the study
- **Completely understandable on first reading**
- **Simple and specific** to describe the content.
- Be concise, use less words possible.
- Not too technical, no jargon.
- Include keywords

J. Mamm., 65(1):131–135, 1984

SYLVILAGUS NUTTALLII: A SEMIARBOREAL LAGOMORPH

B. J. VERTS, STEVEN D. GEHMAN, AND KRIS J. HUNDERTMARK

Better as:

“Tree-climbing behavior by mountain cottontail rabbits”

OR

“Mountain cottontail rabbits can climb trees”

Keywords

KEY TO SEO

- Choose 5-10 keywords / phrases
- Test your keywords with free tools
- Use keywords in:
 - The title (2-4)
 - The abstract (3-4)
 - Subtitles
 - The fields reserved for keywords (5-7)
- Use the keywords in a natural way
- Avoid excessive use

Geo

Open Access

Geography and
Environment


Assessing the needs of older people in urban settings: integration of emotive, physiological and built environment data

Nigel Walford¹, Judith Phillips², Ann Hockey³ and Susan Pratt⁴

Design of the built environment for navigability and walkability is an increasingly important aspect of urban planning. This focus derives in part from increasing interest in lifestyles and behaviours, including level of physical activity and health outcomes. Geographical information systems and virtual realities are playing a significant role in advancing this agenda: examples exist of integrating qualitative data (words about or visual images of places) and quantitative data (numerical descriptions of places). However, there remain opportunities for exploring alternative ways of linking different types of data (physiological measurements, emotional response, street walkability and urban design quality) to address issues of urban planning and renewal. Using a case study approach this paper explores the application of geographic information science and systems to participatory approaches in built environment planning with the aim of exploring older people's response to an unfamiliar urban environment. It examines different ways of combining temporally and spatial referenced qualitative and quantitative data. The participants in the study were a group of 44 older people (60+) from Swansea, Wales, who viewed a filmed walking route around Colchester, England. While viewing the film they gave an oral commentary and physiological readings were made, which have been integrated with primary data collected on the built environment along the walking route. Proximity and inverse distance weighting approaches for combining these datasets produce complementary results in respect of older people's physiological and emotive response to variation in the walkability and design quality of a walking route through an unfamiliar town centre. The results reveal participants experienced an elevated average heart rate close to Colchester Town railway station and expressed a comparatively negative emotional response to this location. Conversely participants experienced lower average heart rate, indicating reduced stress, in Brook Street where the overall Urban Design Quality score was relatively low.

References

STAND PROUDLY ON THE SHOULDERS OF GIANTS

- Cite the main scientific publications on which your work is based.
- Make sure that the cited literature is up to date and reflects the current state of knowledge in the field.
- **Do not “cherry pick”** papers that support your viewpoint only; acknowledge contrasting hypotheses.
-  Do not inflate the manuscript with too many references – it doesn't make it a better manuscript!
- Avoid excessive self-citations.

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

- [1] Selected reviews on NHC catalysis: a) K. Zeitler, *Angew. Chem. Int. Ed.* **2005**, *44*, 7506; b) D. Enders, O. Niemeier, A. Henseler, *Chem. Rev.* **2007**, *107*, 5606; c) N. Marion, S. Diez-González, S. P. Nolan, *Angew. Chem. Int. Ed.* **2007**, *46*, 2988; d) V. Nair, S. Vellalath, B. P. Babu, *Chem. Soc. Rev.* **2008**, *37*, 2691; e) E. M. Phillips, A. Chan, K. A. Scheidt, *Aldrichimica Acta* **2009**, *42*, 55; f) J. L. Moore, T. Rovis, *Top. Curr. Chem.* **2010**, *291*, 77; g) A. T. Biju, N. Kuhl, F. Glorius, *Acc. Chem. Res.* **2011**, *44*, 1182; h) K. Hirano, I. Piel, F. Glorius, *Chem. Lett.* **2011**, *40*, 786; i) P.-C. Chiang, J. W. Bode, *TCIMeru* **2011**, *149*, 2; j) V. Nair, R. S. Menon, A. T. Biju, C. R. Sinu, R. R. Paul, A. Jose, V. Sreekumar, *Chem. Soc. Rev.* **2011**, *40*, 5336; k) Z. Q. Rong, W. Zhang, G. Q. Yang, S.-L. You, *Curr. Org. Chem.* **2011**, *15*, 3077; l) H. U. Vora, T. Rovis, *Aldrichimica Acta* **2011**, *44*, 3; m) D. T. Cohen, K. A. Scheidt, *Chem. Sci.* **2012**, *3*, 53; n) X. Bugaut, F. Glorius, *Chem. Soc. Rev.* **2012**, *41*, 3511; o) A. Grossmann, D. Enders, *Angew. Chem. Int. Ed.* **2012**, *51*, 314; p) J. Douglas, G. Churchill, A. D. Smith, *Synthesis* **2012**, *44*, 2295; q) J. Izquierdo, G. E. Hutson, D. T. Cohen, K. A. Scheidt, *Angew. Chem. Int. Ed.* **2012**, *51*, 11686; r) S. J. Ryan, L. Candish, D. W. Lupton, *Chem. Soc. Rev.* **2013**, *42*, 4906; s) S. D. Sarkar, A. Biswas, R. C. Samanta, A. Studer, *Chem. Eur. J.* **2013**, *19*, 4664; t) S. J. Connon, *Angew. Chem. Int. Ed.* **2014**, *53*, 1203; u) J. Mahatthananchai, J. W. Bode, *Acc. Chem. Res.* **2014**, *47*, 696; v) M. N. Hopkinson, C. Richter, M. Schedler, F. Glorius, *Nature* **2014**, *510*, 485; w) M. Binanzer, S.-Y. Hsieh, J. W. Bode, *J. Am. Chem. Soc.* **2011**, *133*, 19698; x) Z. Fu, J. Xu, T. Zhu, W. Leong, Y. R. Chi, *Nature Chem.* **2013**, *5*, 835; y) K. Namitharan, T. Zhu, J. Cheng, P. Zhang, X. Li, S. Yang, B.-A. Song, Y. R. Chi, *Nature Commun.* **2014**, *5*, 1982; z) D. M. Flanigan, F. Romanov-Michailidis, N. A. White, T. Rovis, *Chem. Rev.* **2015**, DOI: 10.1021/acs.chemrev.5b00060.



Language and presentation

- Make sure you set the language on your word processing software to English.
 - Carry out at least one spell-check.
 - Ask a colleague in your field to proof-read your manuscript.
 - Ask a native or fluent English speaker to proof-read your manuscript.
- Editors and reviewers are impressed by a well-presented manuscript**
- Be **consistent** with heading/subheading format. Use the Style function of word-processing software.
 - Be consistent with formatting in the text. Certain scientific terms (e.g., genes, species names, etc.) require italics.
 - Ensure the manuscript is free from typos and careless mistakes.
 - Be consistent in formatting in figures/graphics.
 - Ensure **abbreviations are defined** in the first instance, and then used consistently thereafter. Note, the abstract should stand-alone.



Poor cover letter: wasted opportunity

Explain to the editor:

- Why work is significant
- What is the major advance
- Why the journal is the right one
- Disclose conflicts of interest
- List related papers in press and prepare to provide copies!
- Provide reviewers suggestions

The cover letter should take shape from the paper's intro & conclusion

**Dear Editor of JOURNAL B,
We would like to submit our
manuscript *****. We hope
you will find it suitable for
JOURNAL A.**

Get the journal/editor's names right!
Especially if not 1st choice...



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