EURAM 2018
How to Write & Publish Your Research plus advice for first-time reviewers

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What to publish?

What DEFINITELY to publish:
- Original and significant research
- New approaches/methodologies that can be applied more widely
- Systematic reviews of a particular topic
- Work that advances the knowledge and understanding in the field

What NOT to publish:
- Work with no new information / method / theory
- Out of date work
- Duplications or partial duplications of previously published work

What to THINK CAREFULLY about publishing:
- Preliminary results (are they useful, or are they too inconclusive?)

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Basically, a "**good story**", which - in more academic terms - includes:

- **Methodologically sound**, **significant research** that represents a real contribution to the literature in your field

- **A topic of substantial interest and relevance** to a large proportion of the journal's readership

- **A structure that binds the results together** into an compelling narrative that presents something new

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Which audience is right for me?

Where do you read papers related to your research?

Which journals do you like the most?

What do your peers suggest?

Where were your references published?

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Identify the right audience for your paper

Core of your field (very important for peer recognition)

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!)

Don't limit yourself to the community represented by your department or the field-specific conferences that you attend.

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Review recent publications in **each candidate journal**. Find out the hot topics, the accepted types of articles, etc.

Ask yourself the following questions:

- ✓ Who is this journal's **audience**?
- ✓ Does my paper fit the **aims and scope** of this journal?
- ✓ What is the **average time to publication**?
- ✓ What is the journal's **standing in the target community**?

Narrow down your shortlist

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You've chosen a journal, now you have to prepare your manuscript...

Rule # 1!

Only submit to one journal at a time
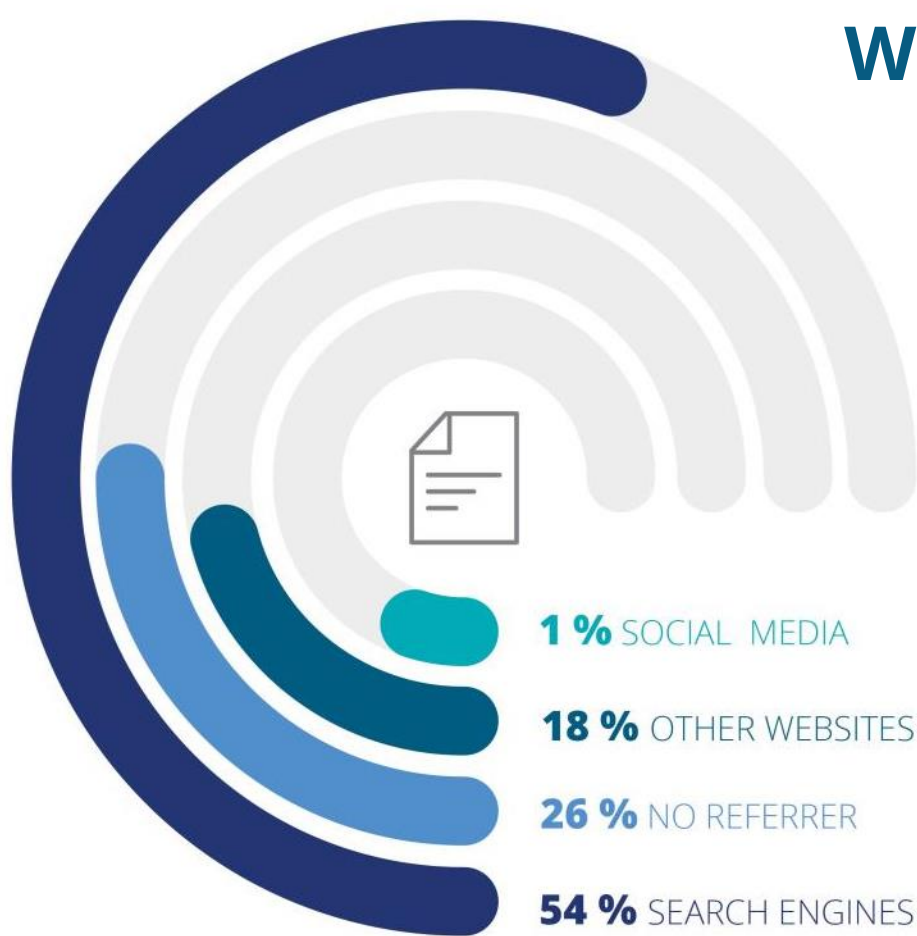
Rule #2

Read author instructions carefully and format your article correctly

How do I find an appropriate writing style?

1. The writing style depends on the community you are writing for: **understand it better by reading lots of papers in the journal you're submitting to**

2. Remember your audience and write for them: it's all about the readers, which **includes editors and reviewers** – they are busy and so the easier your work is to read, the better!

3. If in doubt: ask your supervisor and/or your colleagues for input.

Writing for **Discoverability & Impact**

How do readers find your content?

1 % SOCIAL MEDIA

18 % OTHER WEBSITES

26 % NO REFERRER

54 % SEARCH ENGINES

Making Risk Management Strategic: Integrating ... - Wiley Online Library
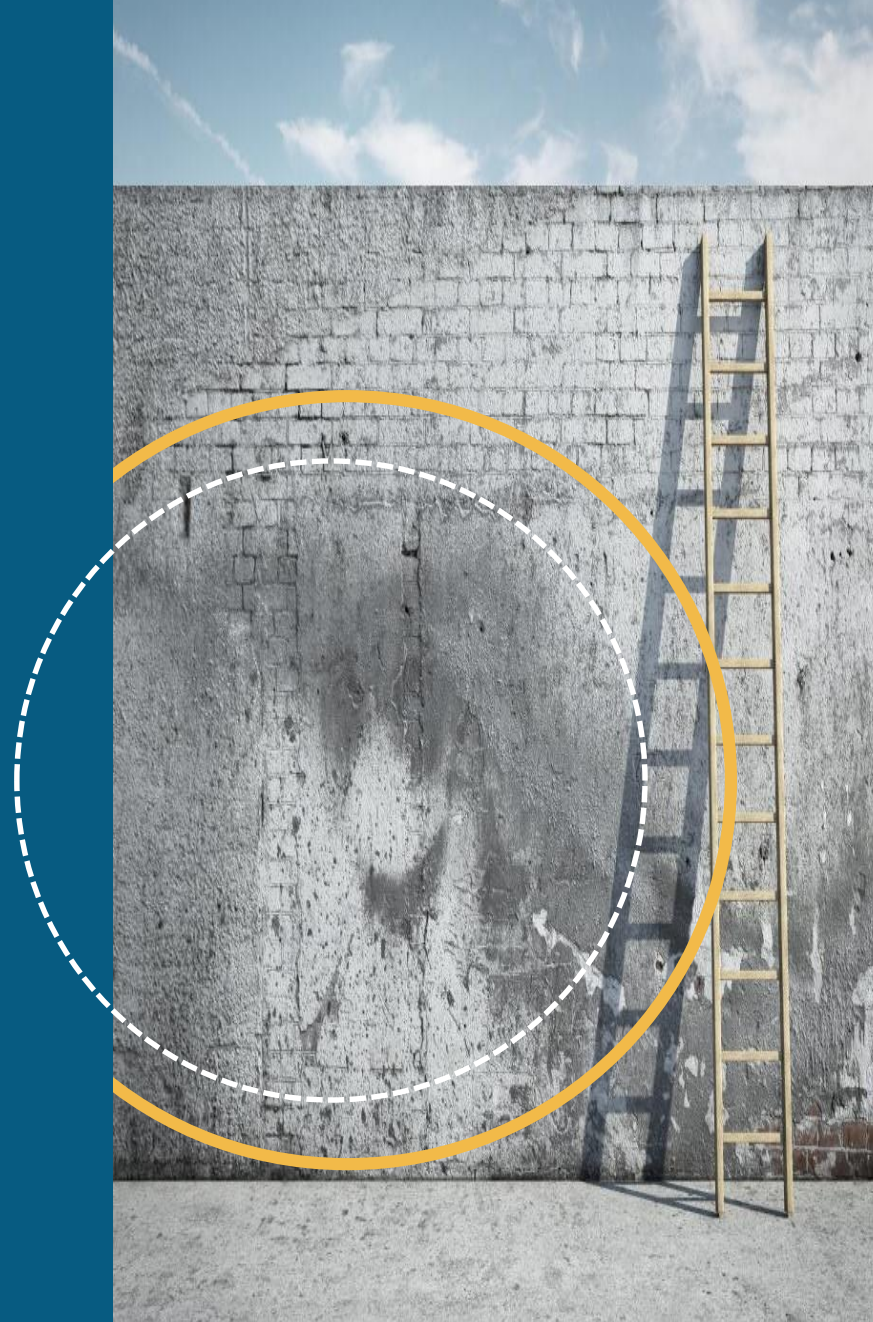https://onlinelibrary.wiley.com/doi/abs/10.1111/emre.12185
by J Sax
Jun 5, 2018 - Enterprise **risk management** (ERM) is an established **management** practice and is increasing in prominence as more firms spend substantial ...

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Keywords tips

- ✓ Choose **15-20 keywords/phrases**

- ✓ **Test keywords** using search tools

- ✓ Use keywords in:

  - ✓ **Title** (2-4)

  - ✓ **Abstract** (3-4)

  - ✓ **Sub-headings**

  - ✓ **Keyword fields** (5-7))

- ✓ Let keywords flow naturally

- ✓ Avoid overuse

Article title best practices

- ✓ 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 padding phrases** such as "effect of," "involvement of," "evidence of"

The purpose of the abstract is to aid scholars in finding your article. In search engines it is weighted more heavily than the body of your text.

- **Place essential findings and keywords in the first two sentences of your abstract**

  Only the first two sentences normally display in search engine results

- **Repeat your keywords 3-6 times**

  Don't forget the purpose of your abstract is to express the key points of your research, clearly, and concisely

Optimize your abstract

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Optimize your abstract

Title includes and leads with important keywords

Ocean Acidification and Its Potential Effects on Marine Ecosystems

Keywords

ocean acidification, climate change; carbonate saturation state; seawater chemistry; marine ecosystems; anthropogenic CO_2

Search term-style keywords provided

Abstract

Ocean acidification is rapidly changing the carbonate system of the world oceans. Past mass extinction events have been linked to ocean acidification, and the current rate of change in seawater chemistry is unprecedented. Evidence suggests that these changes will have significant consequences for marine taxa, particularly those that build skeletons, shells, and tests of biogenic calcium carbonate. Potential changes in species distributions and abundances could propagate through multiple trophic levels of marine food webs, though research into the long-term ecosystem impacts of ocean acidification is in its infancy. This review attempts to provide a general synthesis of known and/or hypothesized biological and ecosystem responses to increasing ocean acidification. Marine taxa covered in this review include tropical reef-building corals, cold-water corals, crustose coralline algae, Halimeda, benthic mollusks, echinoderms, coccolithophores, foraminifera, pteropods, seagrasses, jellyfishes, and fishes. The risk of irreversible ecosystem changes due to ocean acidification should enlighten the ongoing CO_2 emissions debate and make it clear that the human dependence on fossil fuels must end quickly. Political will and significant large-scale investment in clean-energy technologies are essential if we are to avoid the most damaging effects of human-induced climate change, including ocean acidification.

Search terms contextually repeated throughout abstract

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Main body text - Apply the principle of "chunking" throughout your manuscript

Section heading

Section heading

Sub-heading

Sub-heading

Sub-heading

This is hard to digest and remember

This is easier to digest and remember

Keep your lowest level sections below 600 words where possible

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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 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**

How an Editor Reads a Submission

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

- read the title

- read the abstract

- read the introduction/first section

- read the conclusions

- look over the graphics / tables

- check the references

"If I'm interested, the readers will be too!"

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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 research** by filtering out invalid or poor quality articles.

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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 plagiarism and fraud

84% of researchers believe that without peer review there would be no quality control in scientific communication

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

- **Reviewer comments,** but remember….. reviewers' recommendations are not a vote

The editor makes the final decision

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What does a Reviewer look at?

Is the 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 study participants properly protected?
- ✓ Was any portion fabricated, falsified, or plagiarized?

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Common review models

Type	Pros	Cons
Single Blind • Author Known • Reviewer Unknown	• Anonymity allows the reviewer to be honest • Knowing the author allows the reviewer to use their knowledge of previous research	• Potential for discrimination • Knowledge of the author may overshadow the quality of the work
Double-Blind • Author Unknown • Reviewer Unknown	• Prevents bias • Protection against criticism for both authors and reviewers	• Author still identifiable (writing style, topic, citations) • Knowledge of the author's identity could help the reviewer come to a more informed judgement
Open • Author Known • Reviewer Known *Reviewer comments are sometimes published alongside paper*	• Encourages accountability and civility • Reviewers are more motivated to do a thorough job	• Some reviewers might refuse to review • Reviewers could be reluctant to criticize the work of more senior researchers

Peer Review Process

Author submits article

Article assessed by editor

Rejected

Sent to reviewers

Author submits revised manuscript

Revisions required

Reviews assessed by editor

Further review needed?

Accepted

Rejected

Production → **Publication**

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Rules of Thumb

- The reviewers role is to **help improve** the paper

- Aim to **provide constructive feedback** for the author

- Consider the journal's requirements

- It is rare that any reviewer is completely right, and the author completely wrong, or vice versa.

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Ethical considerations

Timeliness → Be timely with your responses

Know when to say no →
- No time to spare
- Not your subject expertise

Conflict of Interest → Research can be a small world

Anonymity → Maintain your anonymity in accordance with the journal's review model

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Having peer review experience can benefit you by:

- **Enriching your own research** skills as you learn from others' work

- **Enhancing the focus of your own research**

- **Keeping you up to date** with the latest research in your field – and beyond

- **Improving your article writing** and presentation skills

- **Strengthening** your general ability to critique research

Why Become A Reviewer

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How to become a reviewer

- **Ask a colleague** who already reviews for a journal to recommend you

- **Network with editors** at professional conferences

- Become a **member of a learned society** and network with other members in your area

- **Contact journals** directly to inquire if they are seeking new reviewers

- Seek **mentorship** from senior colleagues

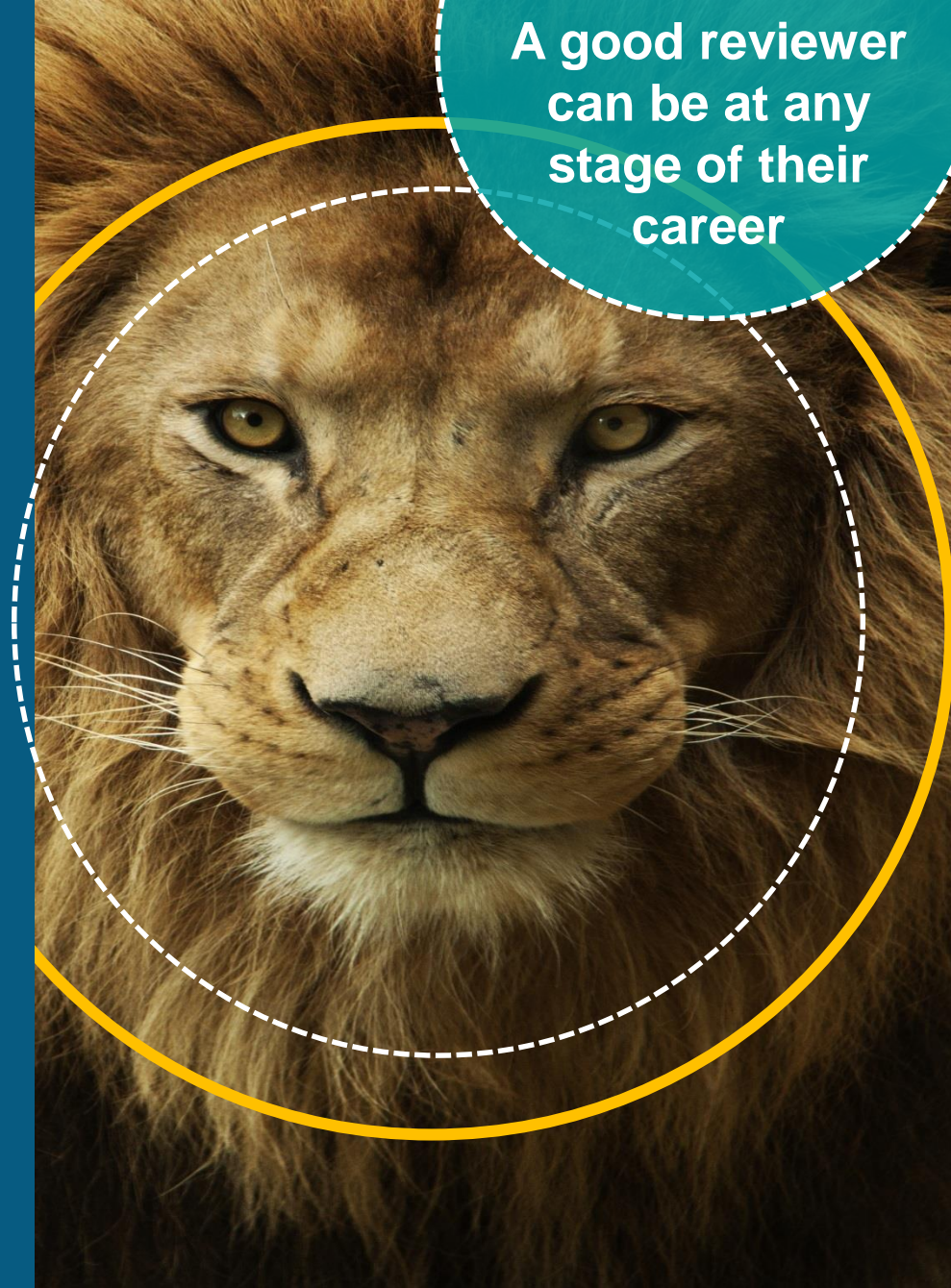- **Work for senior researchers** who may delegate peer review duties to you

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Anyone who is an expert in the article's research field can become a reviewer.

Confidence will come with experience, but you can also:

- Seek guidance from more experienced colleagues or a mentor

- Familiarize yourself with the process of peer review

- Take advantage of resources like journal mentoring schemes and resources like

  www.wileypeerreview.com

A good reviewer can be at any stage of their career

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Questions?

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