

How to Publish Your Manuscript

From title to references

From submission to revision

Wageningen University and Research Center, 26 October 2010

Dr. Philippe MAB Terheggen, Senior Vice President, S&T Journals, Elsevier;
Prof. dr. Rik Leemans, Dept. Environmental Sciences, Wageningen University
and Research Center



Looking from a different perspective..

- [Http://www.youtube.com/watch?v=Weg_sHxghcg](http://www.youtube.com/watch?v=Weg_sHxghcg)



BOOKS are dead and boring
no longer can it be said that
we like to read
my friends and I

0:06 / 2:33

CC 360p

40,000

A screenshot of a web browser displaying a YouTube video player. The browser's address bar shows the URL "http://www.youtube.com/watch?v=Weg_sHxghcg". The page header includes the YouTube logo, a search bar, and navigation links for "Create Account", "Sign In", "Subscriptions", "History", and "Upload". The video player shows a video by "DorlingKindersley" uploaded on "15 March 2010". The video description reads: "At DK we have been doing a lot of thinking recently about the future and about how we are at the tipping point of how people will read and access information. It's an exciting time and we have real...". The video player controls show a progress bar at 0:06 / 2:33, a volume icon, a CC icon, and a 360p resolution setting. The video has 40,000 views. To the right of the video player, there are sections for "More From: DorlingKindersley" and "Related Videos", which includes "Guinness World Records, Gamer's Edition" and "Lopez Murphy for president - Truth (Upside - Down)".



Today

- Introduction
- Why do scientists publish?
- What do journal publishers do?
- Demonstrating Research Impact
- The review and editorial process
- What makes a good manuscript?
- Practical tips on before you write
- The article structure
- Publishing ethics



Elsevier has a long history of scientific publishing



- **The Publishing House of Elzevir was first established in 1580 by Lowys (Louis) Elzevir at the University of Leiden, Holland**



- **Keeping to the tradition of publishing established by Lowys Elzevir, Jacobus George Robbers established the modern Elsevier Company in 1880**

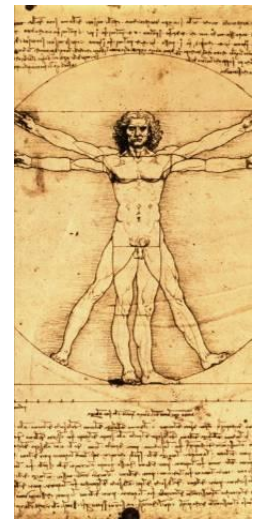


- **Among those authors who published with Elsevier are, Galileo, Erasmus, Descartes, Alexander Fleming, Julius Verne**

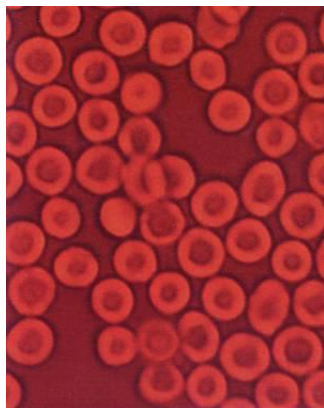
Some famous publications



- Galileo published in 1638 his “*Discorsi e dimostrazioni matematiche, intorno a due nuove scienze*” - his last work – with Elzevir despite being banned by the Inquisition and is recognized as the first important work of modern physics



- The publication of “*Gray’s Anatomy*” in 1858 was a landmark for the study of the human anatomy and in many ways for the whole of medicine



- The publication of the book, edited by Sir Alexander Fleming, about a revolutionary new antibiotic, “*Penicillin: Its Practical Application*” in 1946



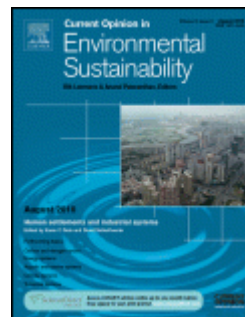
Elsevier now

A **global company** headquartered in Amsterdam, employing more than 7,000 people in 24 countries.

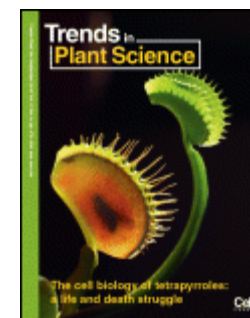
We publish around **2,000 journals** and close to 20,000 books and major reference works.

We are a **founding publisher** of global programs that provide free or low-cost access to science and health information in the developing world.

Many of the **Nobel laureates** have published with Elsevier and are Elsevier editors.



ScienceDirect

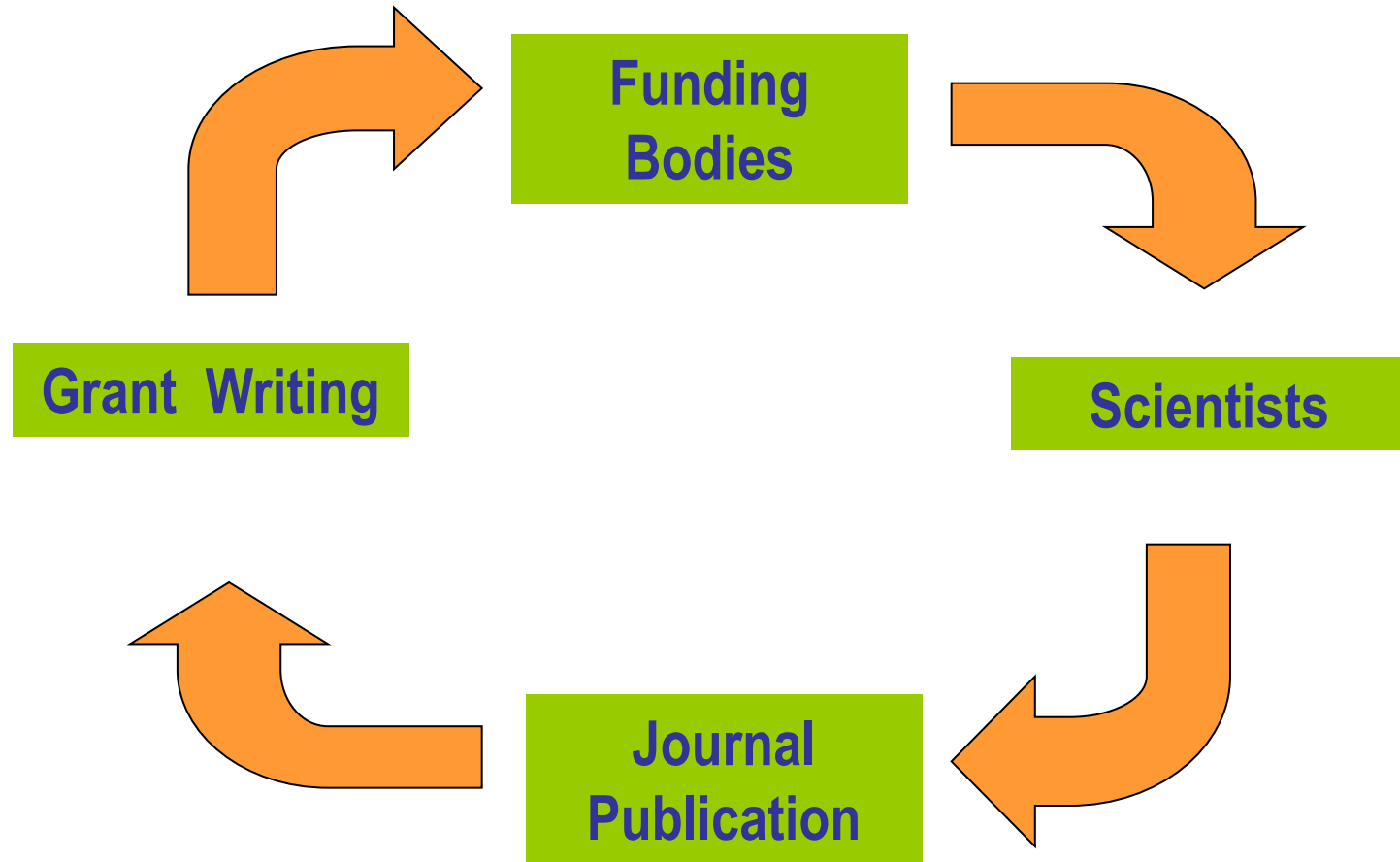


SCOPUS



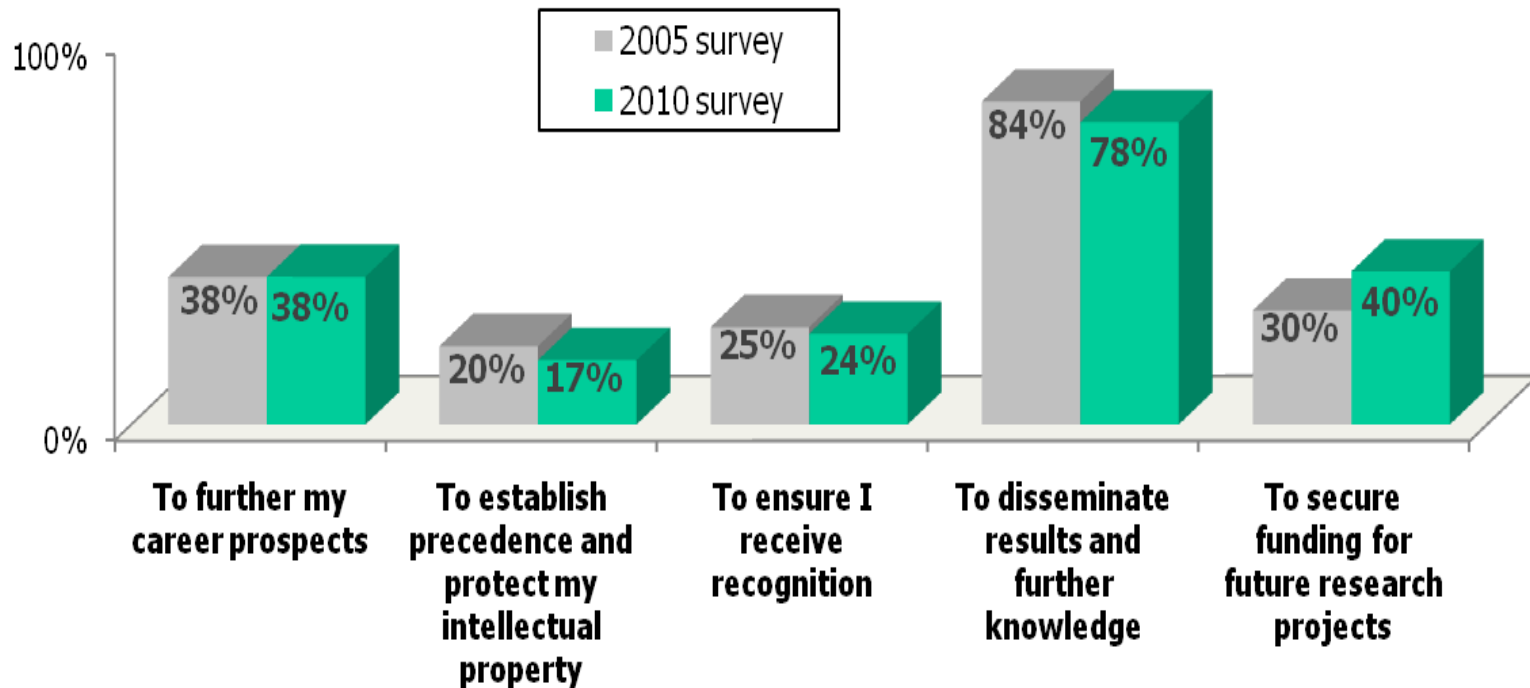
ELSEVIER

Publish or perish



Authors reasons for publishing

Researchers: which publishing objectives are most important to you?



Publishers exist to provide highly valued services to researchers



ELSEVIER

What services do publishers provide for?

Registration

The timestamp to officially note who submitted scientific results first

Certification

Perform peer-review to ensure the validity and integrity of submissions

Dissemination

Provide a medium for discoveries and findings to be shared

Preservation

Preserving the minutes and record of science for posterity

What services do publishers provide for?

Who was first?

The timestamp to officially note who submitted scientific results first

Make sure it is good

Perform peer-review to ensure the validity and integrity of submissions

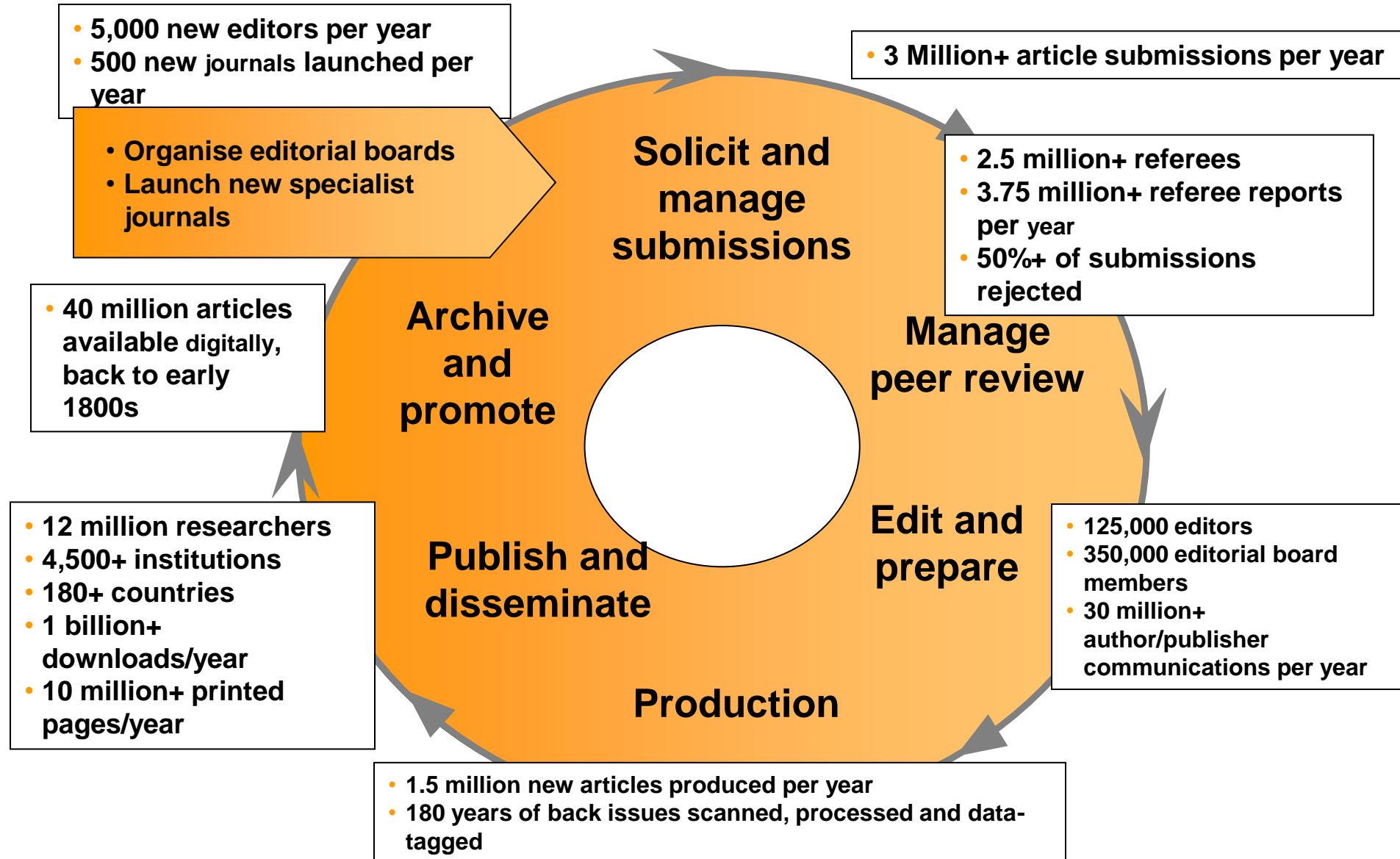
Get it to everyone

Provide a medium for discoveries and findings to be shared

Keep for ever

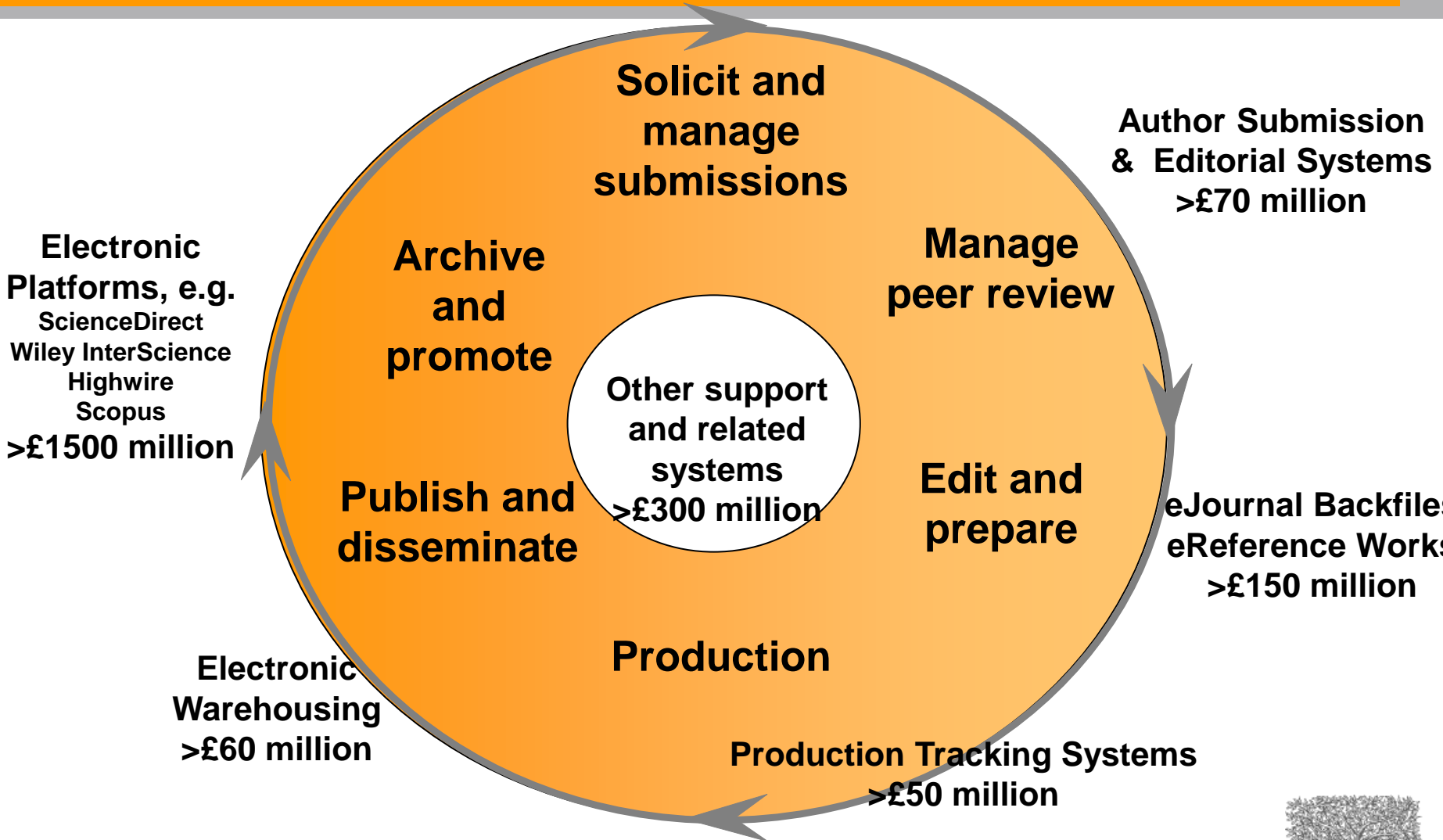
Preserving the minutes and record of science for posterity

What do journal publishers do?



Note: industry estimates based on known numbers for a subset of the industry that are then scaled to 100% based on the article share of the known subset.

Publishers have invested heavily to digitise



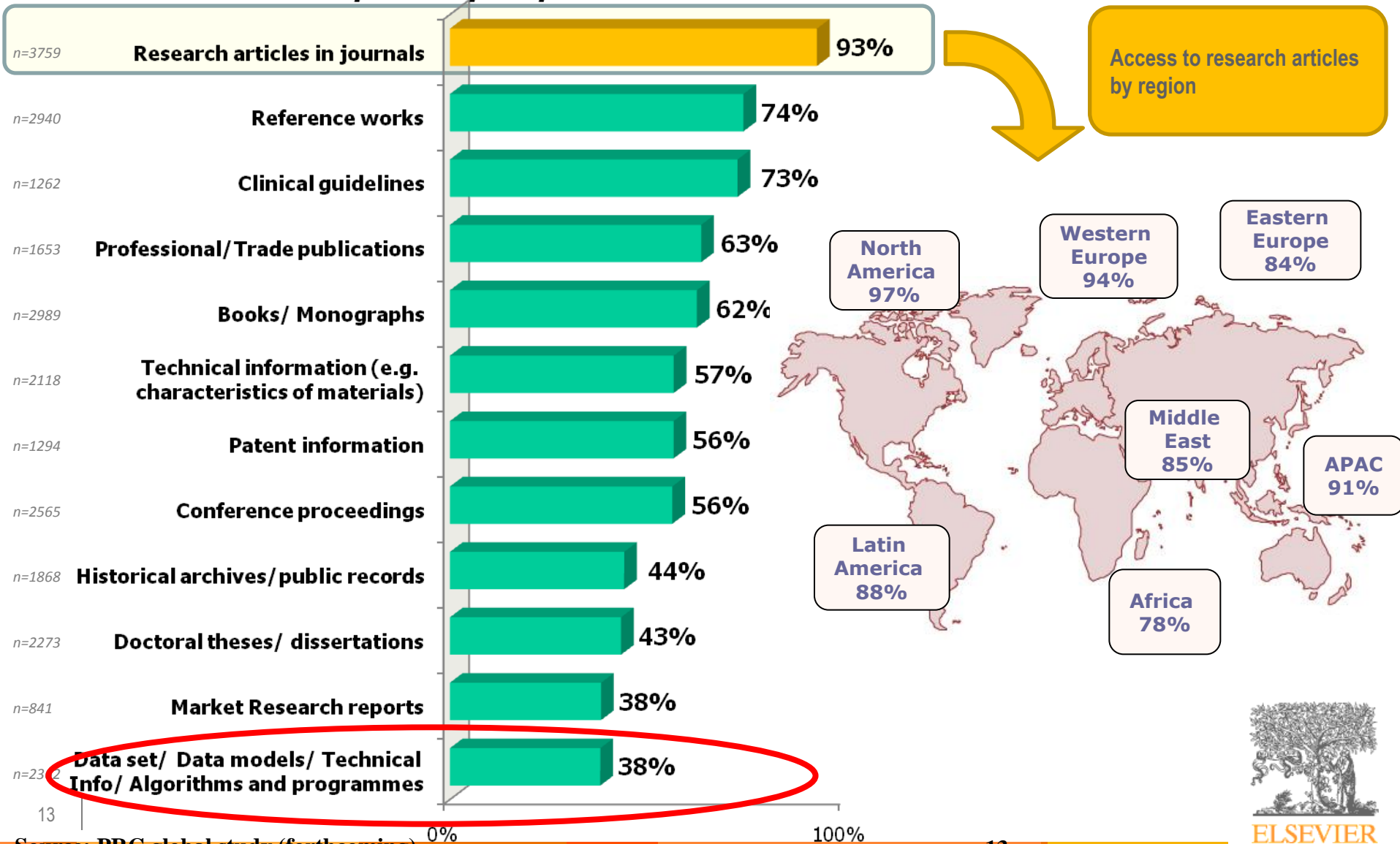
12 The STM industry has invested an estimated £2+ billion since 2000.



Figures in current (2009) UK pounds using gdp deflators

Researchers highly satisfied with journal access


% Very + Fairly easy to access



Access to research articles by region



Trends in journal publishing

- ❑ Rapid conversion from “print” to “electronic”
- ❑ Changing role of “journals” due to e-access, e.g.
 - Article of the future
 - Relevance of supplemental data, tools, software
- ❑ Increased usage of articles, at ever lower cost per article or journal.
- ❑ Authors, editors and reviewers connected by “EES”
- ❑ Emerged nations: Brazil, India, China
- ❑ New access models: 
 - Open Access (choice author) for *many hundreds of* Elsevier titles)
 - Authors invited to post final manuscripts on their websites
 - Delayed open access (e.g. Cell Press titles)
 - Repositories collaboration (PubMed Central, KB, NVSU)
 - Research4Life; Patient Research, Malaria Nexus
- ❑ The integration of information, tools, and data



Elsevier's Malaria Nexus



Malaria Nexus
Elsevier's Global Malaria Resource



IN ASSOCIATION WITH
Malaria World

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News

Parasite to prevention:
Advances in the
understanding of
malaria

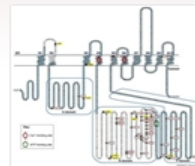
'Parasite to prevention'
conference takes place in less
than one week... From 20-22
October, the 'Parasite to
prevention' conference takes
place in Edinburgh, UK. [read](#)

[more](#)

Publisher's Update In the latest update to *Malaria Nexus*, we have a downloadable interview with Dr Abdoulaye Djimdé who is Associate Professor of Microbiology and Immunology in the Faculties of Medicine, Pharmacy and Odonto-Stomatology at the University of Bamako and Head of the Molecular Epidemiology and Drug Resistance Unit at the Malaria Research and Training Centre, University of Bamako, Mali. [read more](#)

Interview with Abdoulaye Djimdé Our latest interview is

Feature Articles Free Access



Artemisinins and the biological
basis for the PfATP6/SERCA
hypothesis *Trends in Parasitology*
Sanjeev Krishna, Serena Pulcini,
Farrah Fatih and Henry Staines
doi:10.1016/j.pt.2010.06.

Identification of inhibitors for putative malaria drug targets
among novel antimalarial compounds *Molecular and
Biochemical Parasitology*, Gregory J. Crowther, Alberto J.
Napuli, James H. Gilligan et al.
doi:10.1016/j.molbiopara.2010.08.

Glycerophospholipid acquisition in *Plasmodium* – A puzzling
assembly of biosynthetic pathways *International Journal
for Parasitology*, Volume 40, Issues 12, October 2010

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Journal of Insect Physiology

All aspects of insect physiology are published in this journal which will also accept papers on the physiology of other arthropods, if the referees consider the work to be of general interest. The coverage includes endocrinology (in relation to moulting, reproduction and metabolism), pheromones, neurobiology ... [click here for full Aims & Scope](#)

Editors: Contact the Editor
D.L. Denlinger
F. Pennacchio

Impact Factor was 2.155 → NOW 2.235
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Imprint: ELSEVIER

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Facts & Figures

Impact Factor: 2.235
5-Year Impact Factor: 2.363
Issues per year: 12

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Malaria Nexus
www.malariannexus.com

Parasitology and Entomology RSS feed

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- The effects of CO2 and chronic cold exposure on fecundity of female *Drosophila melanogaster***
Journal of Insect Physiology, In Press, Uncorrected Proof, Available online 30 September 2010
Jessie L.P. MacAlpine, Katie E. Marshall, Brent J. Sinclair

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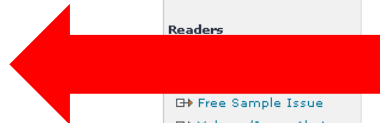
Editors

- Article Tracking for Editors
- Ethics Questions (PERK)

Reviewers

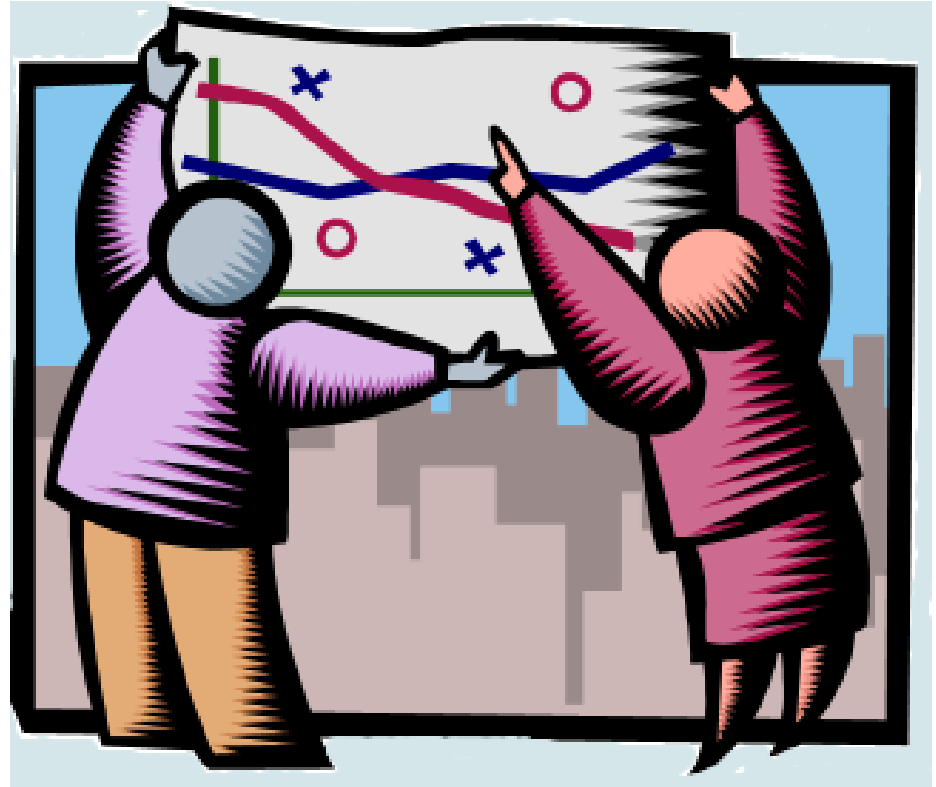
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Demonstrating Research Impact

- The range of metrics grows as a career progresses, and different measures may suit different fields or ages of publications. A single measure is never enough.



Impact Factor: established journal metric

Impact Factor

[the average annual number of citations per article published]



- For example, the 2009 impact factor for a journal would be calculated as follows:
 - A = the number of times articles published in 2007 and 2008 were cited in indexed journals during 2009
 - B = the number of "citable items" (usually articles, reviews, proceedings or notes; not editorials and letters-to-the-Editor) published in 2007 and 2008
 - 2000 impact factor = A/B
 - e.g. $\frac{600 \text{ citations}}{150 + 150 \text{ articles}} = 2$

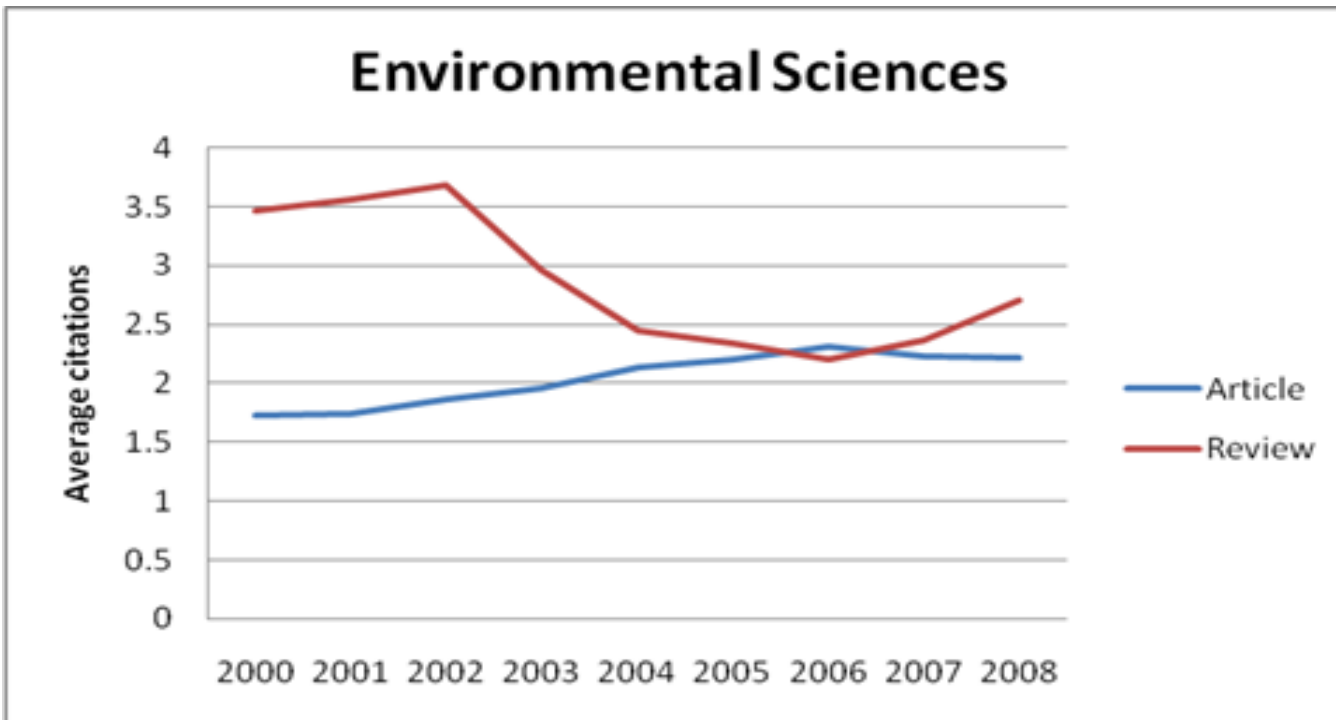
Many articles are never cited

Not all articles in high impact journals (e.g. about 20% in *Nature*, Impact Factor = 32.2) are cited!

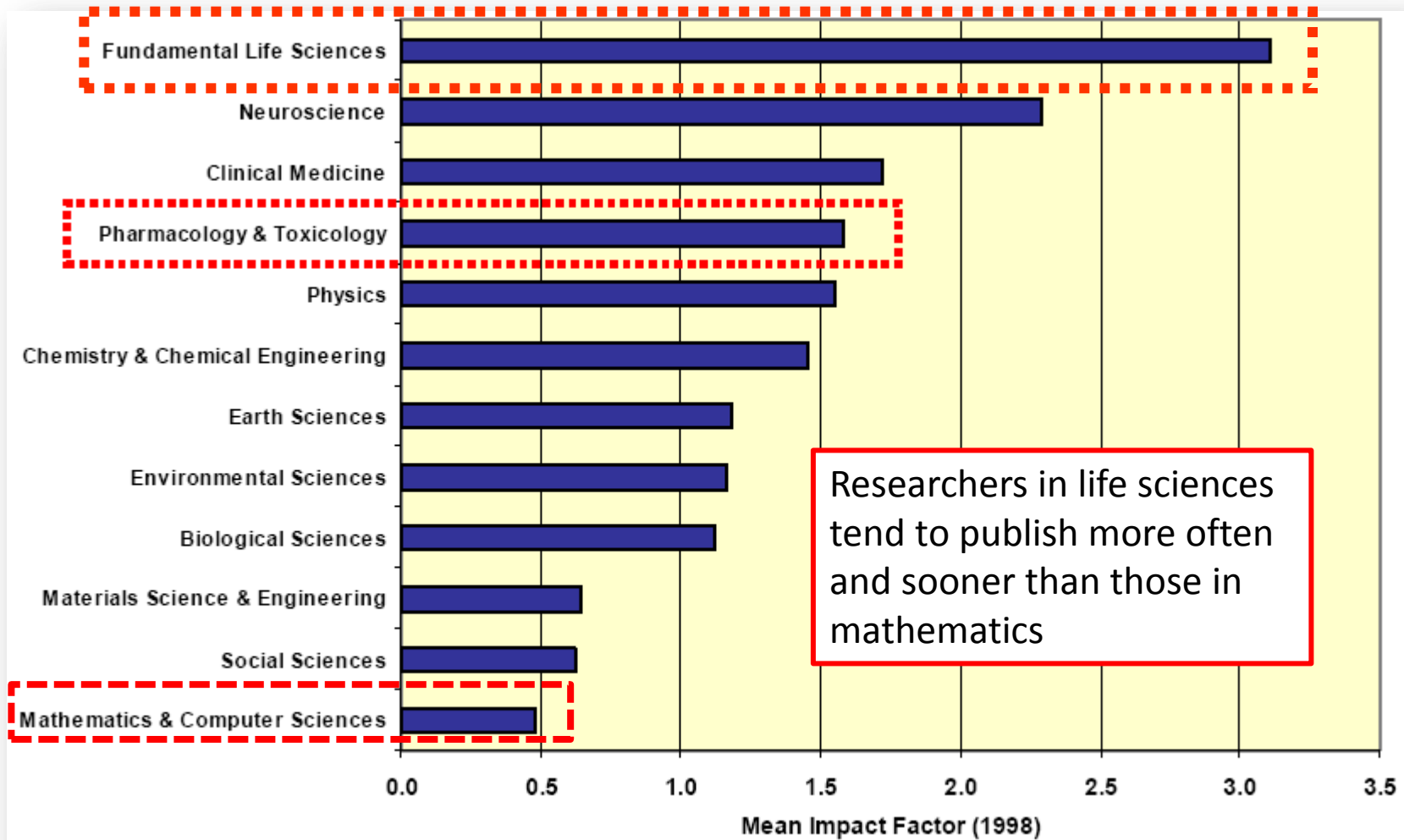
	Document (sort by relevance)	Author(s)	Date	Source Title	Cited By
1. <input type="checkbox"/>	Threaded for degradation Abstract + Refs View at Publisher Full Text	Eggleston, A.K.	2005	<i>Nature Structural and Molecular Biology</i> 12 (12), pp. 1029	0
2. <input type="checkbox"/>	What is science? Abstract + Refs View at Publisher Full Text	[No author name available]	2005	<i>Nature Structural and Molecular Biology</i> 12 (12), pp. 1021	0
3. <input type="checkbox"/>	A poor assessment Abstract + Refs View at Publisher Full Text Show Abstract	[No author name available]	2005	<i>Nature</i> 438 (7071), pp. 1051-1052	0
4. <input type="checkbox"/>	For quiet students, finding a voice is the first step towards taking a stand [1] Abstract + Refs View at Publisher Full Text	Cheung, P.	2005	<i>Nature</i> 438 (7071), pp. 1078	0
5. <input type="checkbox"/>	The grapes of rock Abstract + Refs View at Publisher Full Text Show Abstract	Witze, A.	2005	<i>Nature</i> 438 (7071), pp. 1073-1074	0
6. <input type="checkbox"/>	AIDS at Christmas time Abstract + Refs View at Publisher Full Text Show Abstract	[No author name available]	2005	<i>Nature</i> 438 (7071), pp. 1051	0
7. <input type="checkbox"/>	Network aims to make maths count in Africa [4] Abstract + Refs View at Publisher Full Text	Ball, J.	2005	<i>Nature</i> 438 (7071), pp. 1078	0
8. <input type="checkbox"/>	Dogged by doubts. Abstract + Refs View at Publisher	Cyranoski, D.	2005	<i>Nature</i> . 438 (7071), pp. 1059	0
9. <input type="checkbox"/>	First glimpse... Abstract + Refs View at Publisher	Marris, E.	2005	<i>Nature</i> . 438 (7071), pp. 1064-1067	0
10. <input type="checkbox"/>	The heat was on in 2005 Abstract + Refs View at Publisher Full Text	Henson, R.	2005	<i>Nature</i> 438 (7071), pp. 1062	0
11. <input type="checkbox"/>	India makes waves over tsunami warning system Abstract + Refs View at Publisher Full Text	Jayaraman, K.S.	2005	<i>Nature</i> 438 (7071), pp. 1060+1061	0
12. <input type="checkbox"/>	Diet book attacked for its high-protein advice Abstract + Refs View at Publisher Full Text	Dennis, C.	2005	<i>Nature</i> 438 (7071), pp. 1060+1061	0



Type of articles determine citation



Impact factors different in different fields



Metrics with weighting factors

- SCImago Journal Rank (SJR) , is a measure of the scientific prestige of scholarly sources: value of weighted citations per document. A source transfers its own 'prestige', or status, to another source through the act of citing it.
- *A citation from a source with a relatively high SJR is worth more than a citation from a source with a lower SJR.*
- Source Normalized Impact per Paper (SNIP) measures contextual citation impact by weighting citations based on the total number of citations in a subject field.
- *The impact of a single citation is given higher value in subject areas where citations are less likely, and vice versa.*

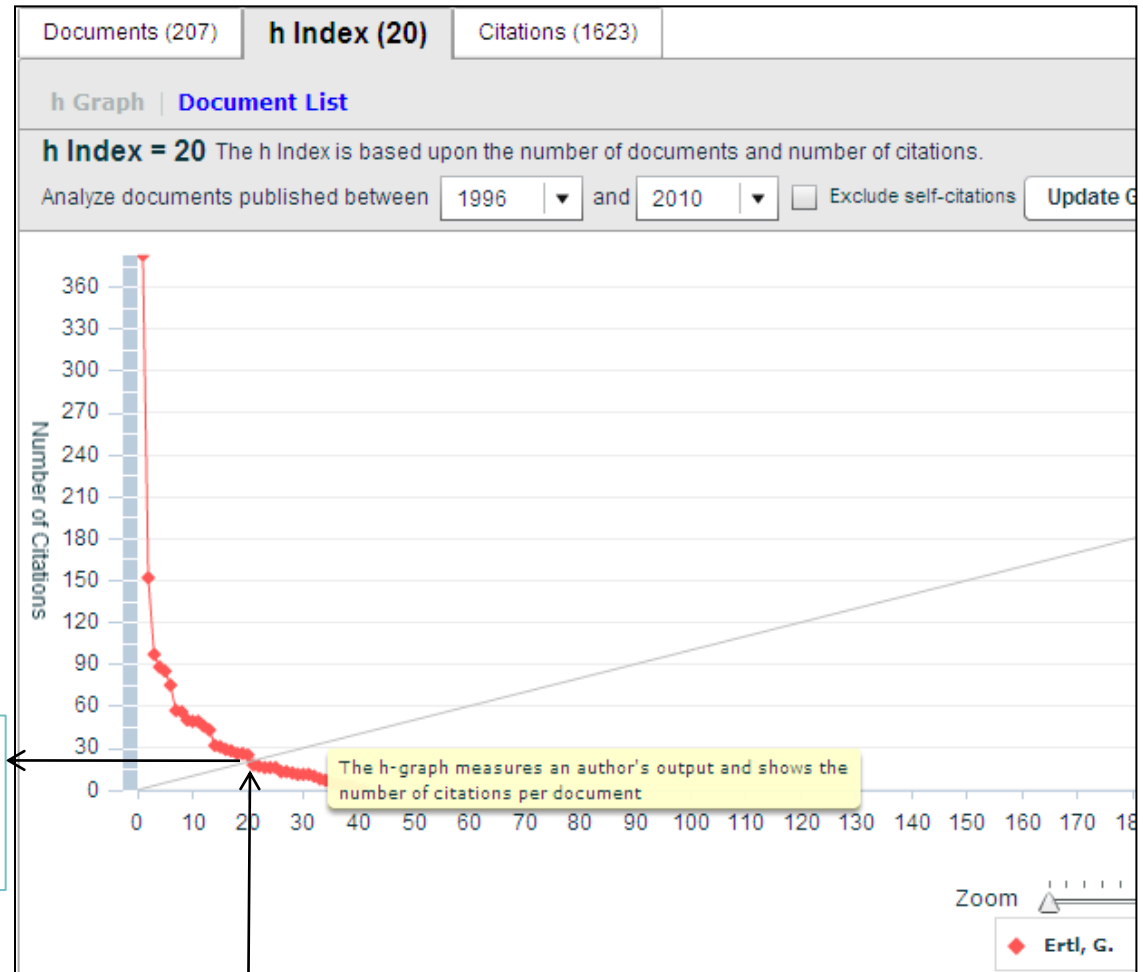
Journal versus individual metrics

Metrics such as the *impact factor* and immediacy index are *based on journal evaluation*; the *h-index* *accounts* for a researcher's body of work without the influence of other factors

H-index

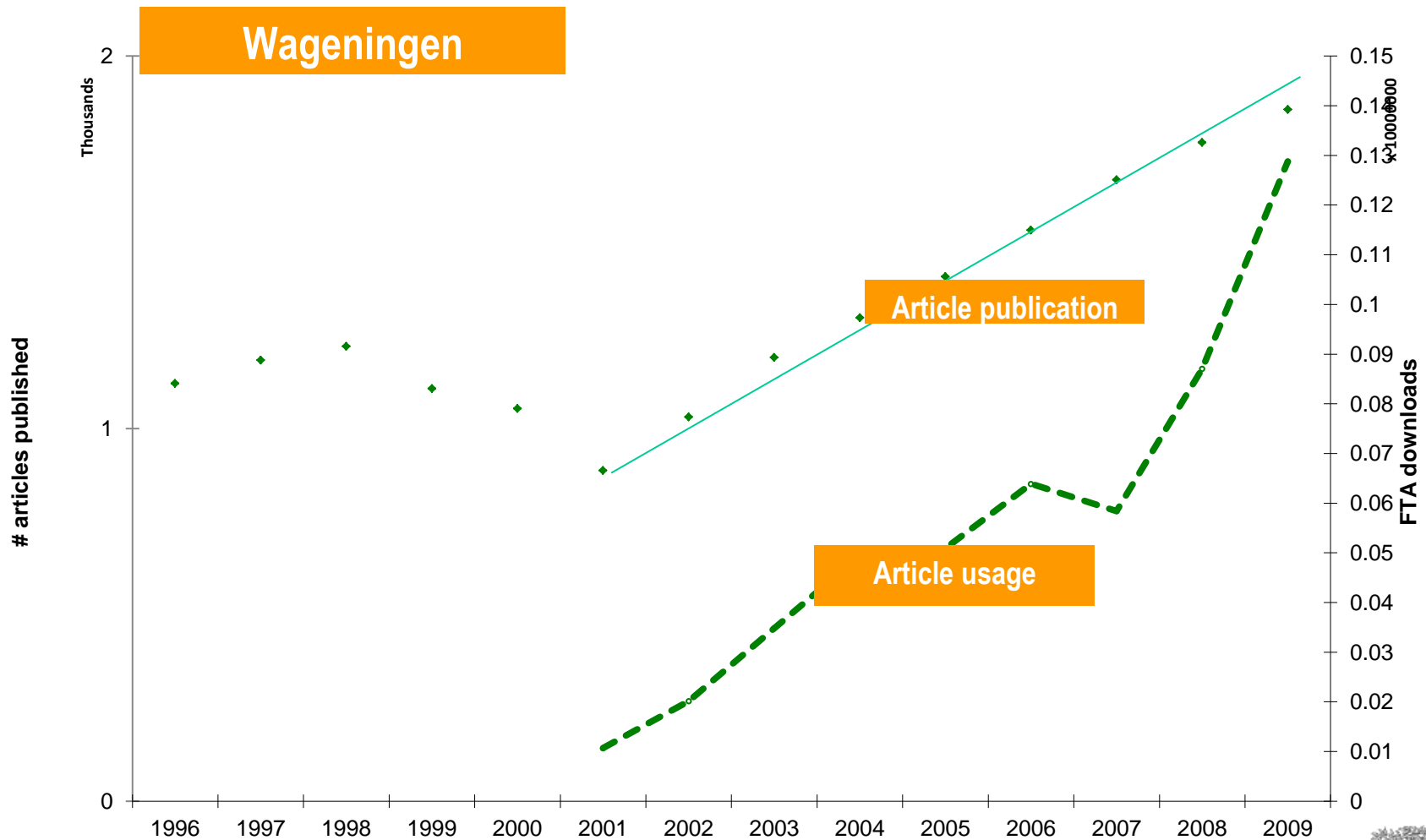
A scholar with an index of h has published h papers each of which has been cited by others at least h times

cited 20 times or more



20 papers

Downloads versus publication



Source: Scopus and
ScienceDirect (usage) data

SCOPUS

ScienceDirect™
makes sense.

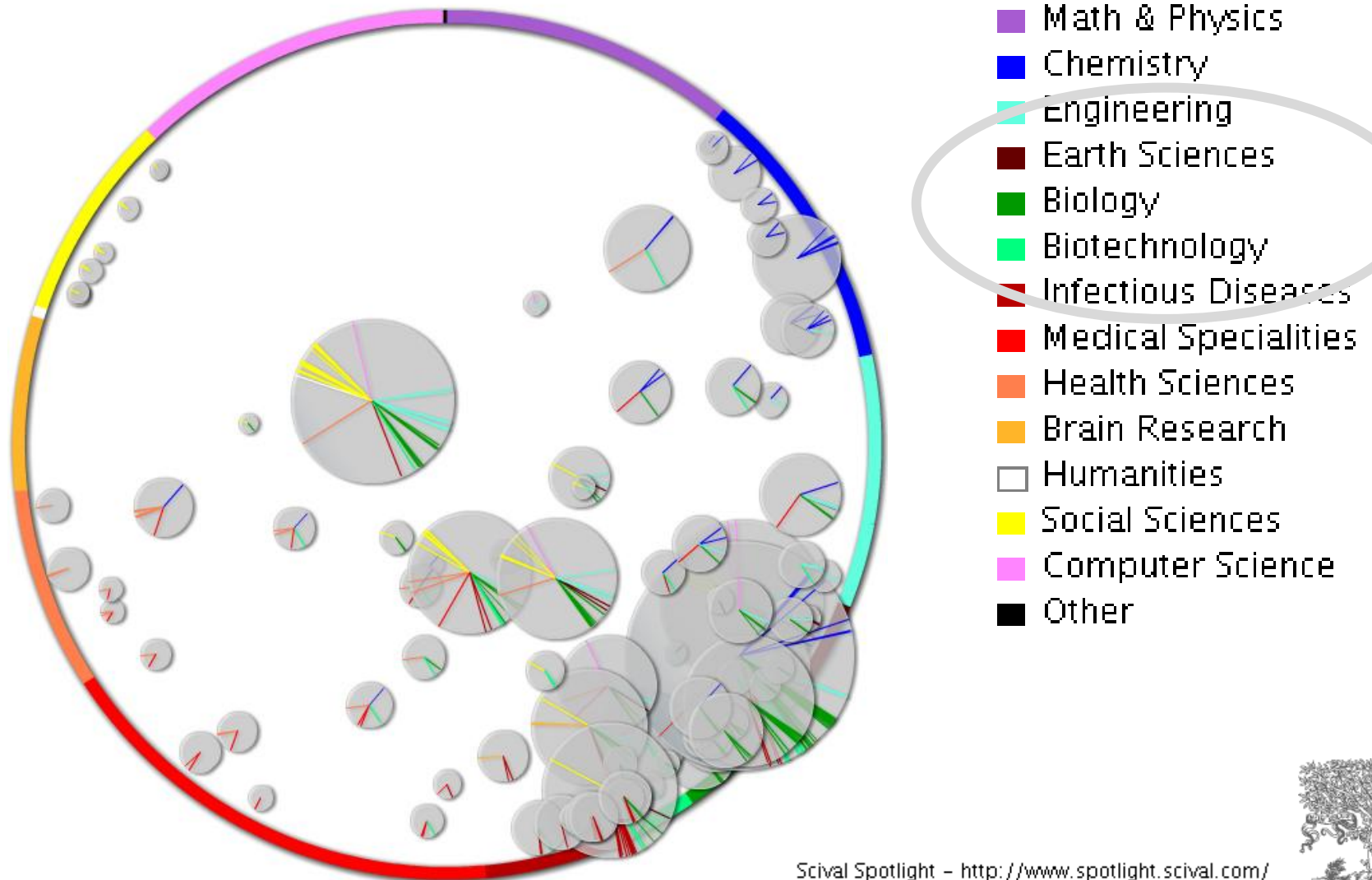


Where Wageningen authors publish

	2004	2005	2006	2007	2008
ELSEVIER	342	332	438	484	450
Springer	142	180	197	197	260
Wiley-Blackwell	147	203	192	204	196
American Chemical Society	70	74	65	68	81
Taylor & Francis	45	40	54	37	39
Oxford University Press	24	31	26	35	37
Cambridge University Press	24	24	14	31	44
American Society for Microbiology	24	21	16	27	37
Holtzbrinck	23	24	19	23	20
ROYAL NETHERLANDS SOC AGR SCI	19	11	13	22	25

As from 2009 onwards
published by Elsevier!

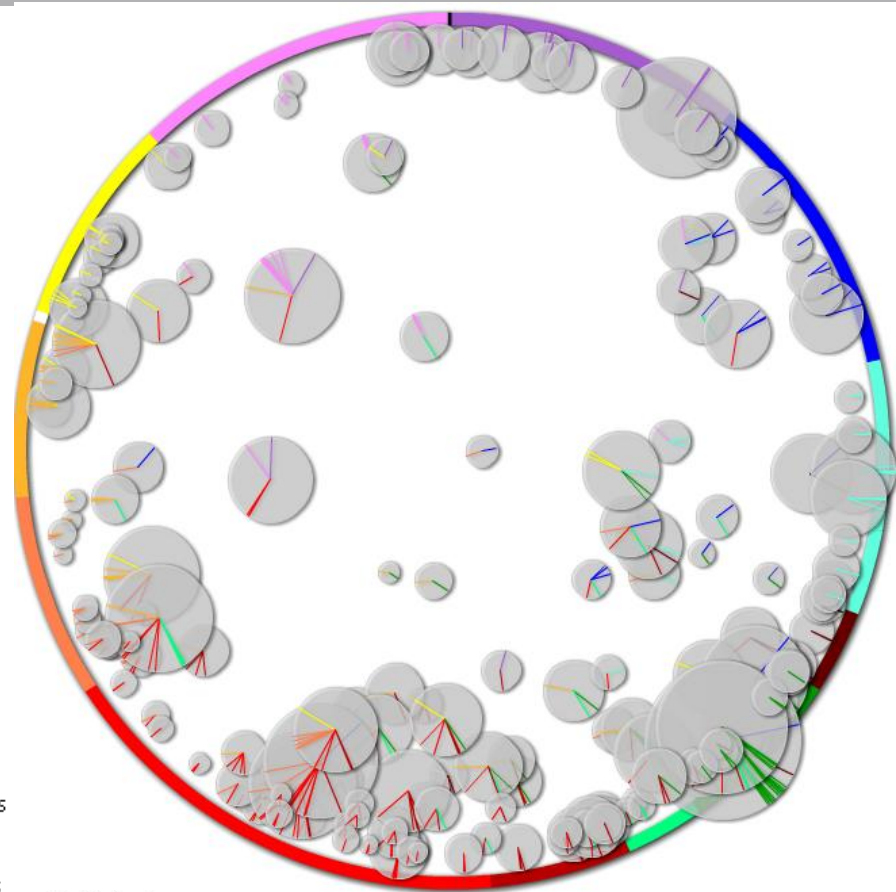
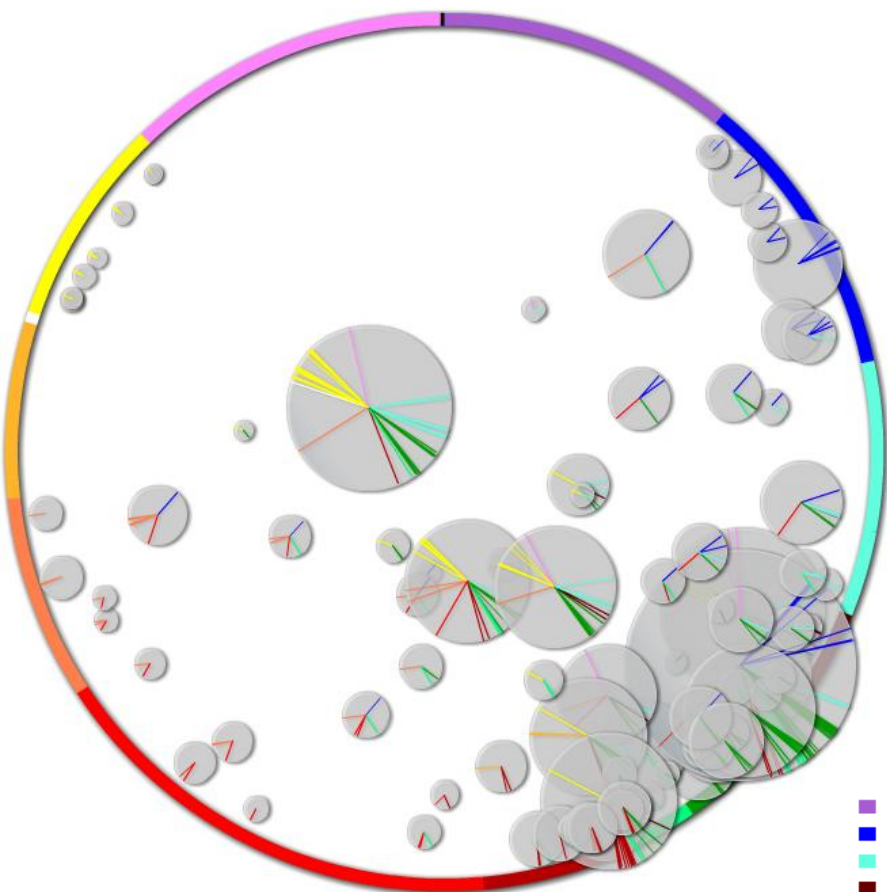
Competency Map for Wageningen University



Wageningen

&

UC Davies

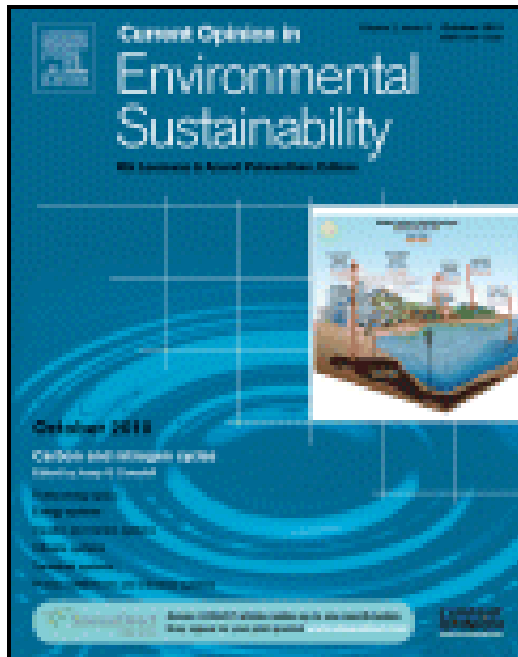


- Math & Physics
- Chemistry
- Engineering
- Earth Sciences
- Biology
- Biotechnology
- Infectious Diseases
- Medical Specialities
- Health Sciences
- Brain Research
- Humanities
- Social Sciences
- Computer Science
- Other



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Our star today: prof Rik Leemans

<http://www.youtube.com/watch?v=jd40qbcS-j8>

The image shows a screenshot of a YouTube video player. At the top, a browser window displays the URL <http://www.youtube.com/watch?v=jd40qbcS-j8>. The video player itself features a large video frame showing Prof. Rik Leemans. A blue banner with the text "coming soon!" is overlaid on the video. A yellow circular badge on the banner reads "Volume 1, Issue 1: Expected publication date: October 2009". The video player includes a progress bar at the bottom showing 2:20 / 2:48. To the right of the video frame is a sidebar with recommended videos. The YouTube logo and the tagline "Broadcast Yourself" are prominently displayed on the right side of the video player.