

The background is a vibrant red with several overlapping, semi-transparent curved shapes in varying shades of red. A dotted line of small dark red dots curves across the upper right portion of the image.

WILEY

Alice Wood
awood@wiley.com

Writing great papers in high impact journals

An Introduction for Researchers



Central Roles of the Publisher



Why publish?

MCHUMOR.com by T. McCracken



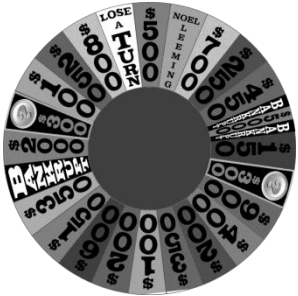
“Enforcing the publish
or perish rule, Dean McWit?”

Motivation for publication



Fame

Recognition by your peers



Fortune

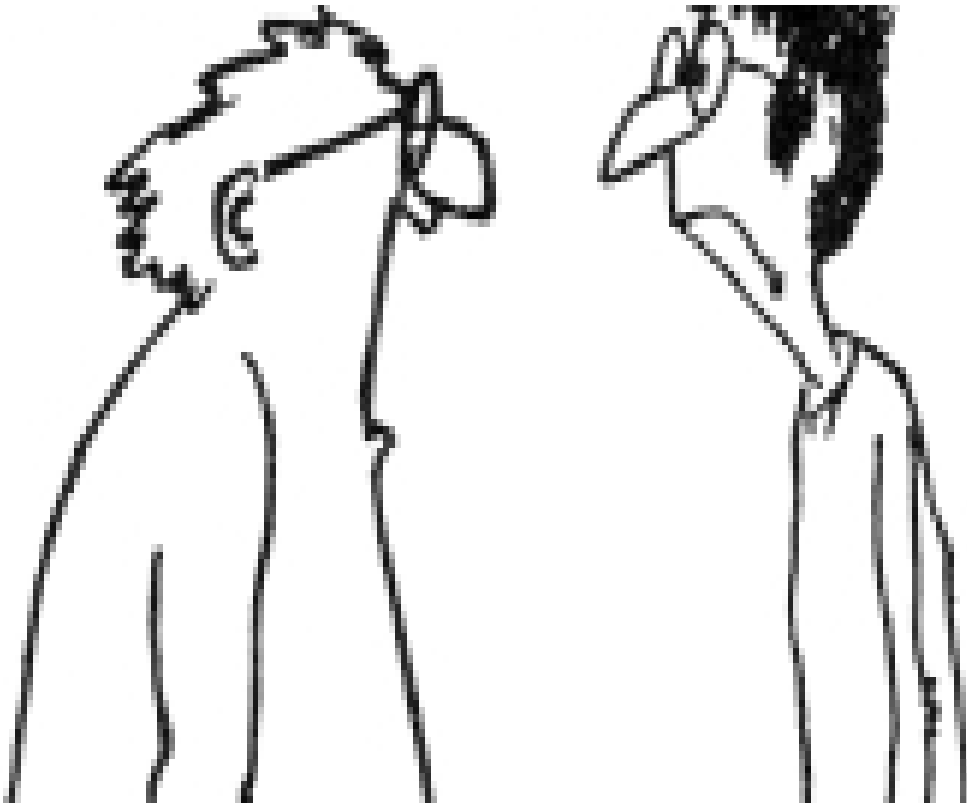
Promotions, grant applications, research funding



Responsibility

To society, taxpayer-funded research, contribution to progress

Probably the most common driver....



BECAUSE MY
BOSS TOLD
ME TO!

I'm going to write
a journal article!

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

$$N \gg 1 \Rightarrow$$

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

$$x =$$

$$S_k(k) =$$

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

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

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

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

$$p_0 = \frac{ik}{\beta}$$

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

A step-by-step guide to journals publishing



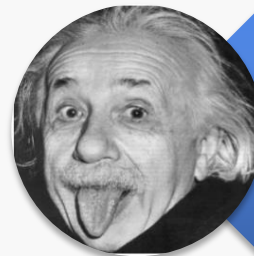
1. Writing your paper



2. Submission and peer review



3. Production and Copyright



4. Becoming Famous

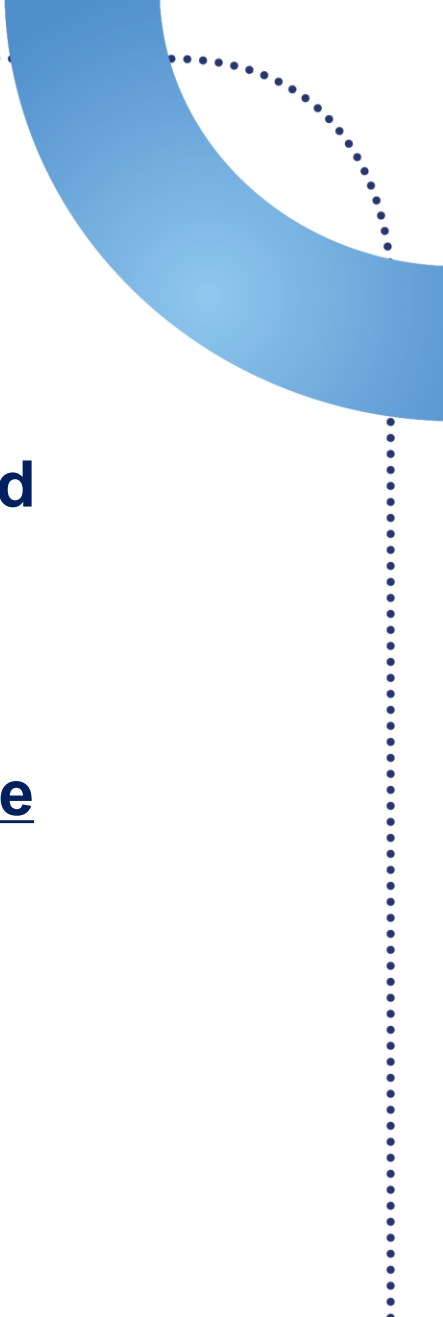
1.

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

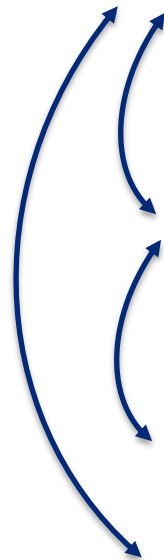
A little “Googleology”

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?



...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

A rectangular box with a blue border. Inside the box, the text "Box 1" is written in the top left corner. Below the text, there are ten horizontal grey bars of varying lengths, representing lines of text. The bars are arranged in a block, with the top bar being the longest and the bottom bar being the shortest.

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.

Let Wiley Editing Services provide you with expert help to ensure your manuscript is ready for submission.



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Save yourself valuable time formatting to a specific journal style. A skilled expert will check your manuscript to the specified journal style...

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Figure Preparation

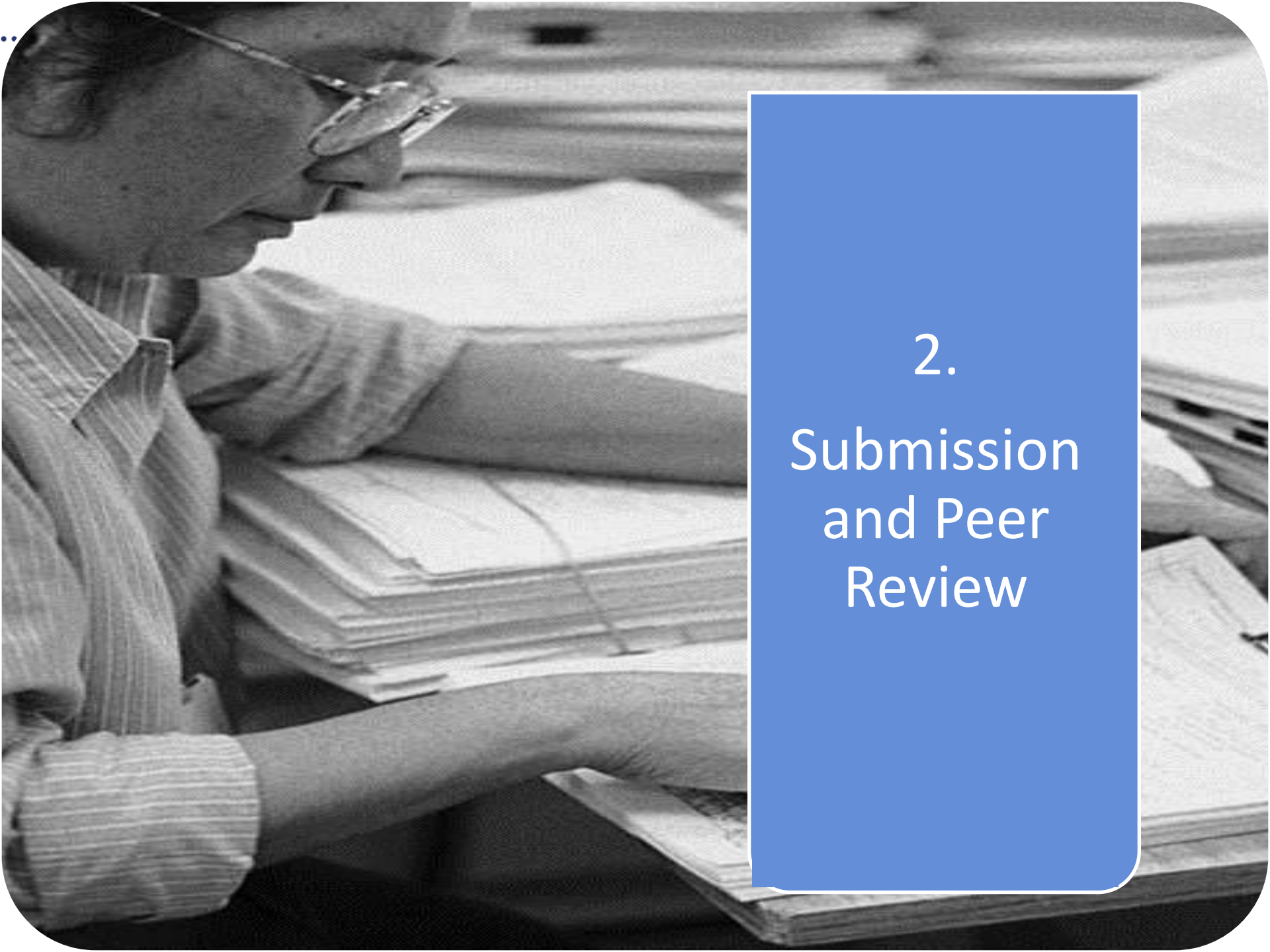
Improve the visual presentation of your research. Using the Wiley Figure Preparation service allows you to generate publication-ready figures from your original files...

[Read more](#)



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?



Deciding Where to Publish

Where does your boss want you to publish?

Know your target audience

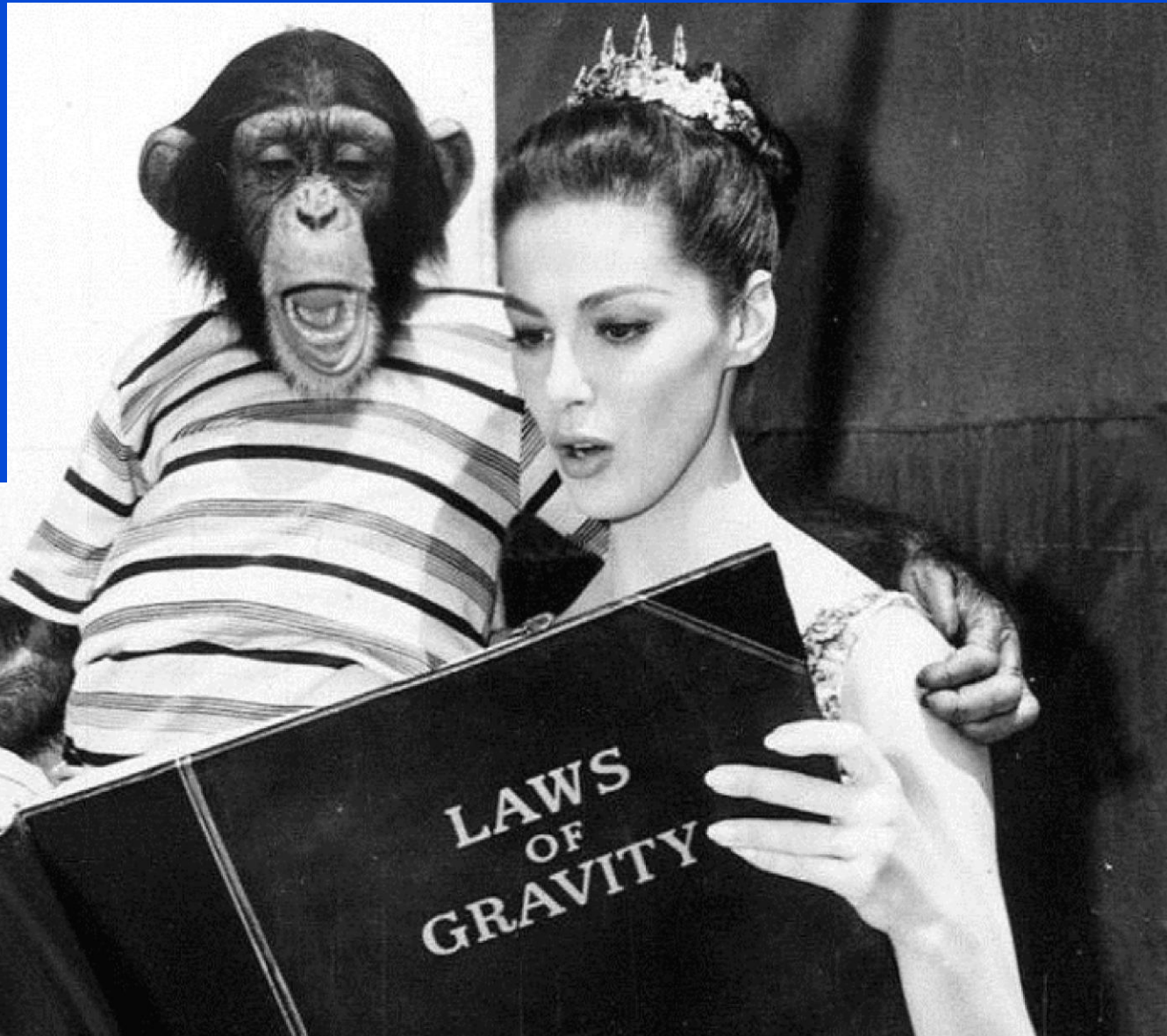
Journal requirements

Look for a factor

Look at the literature

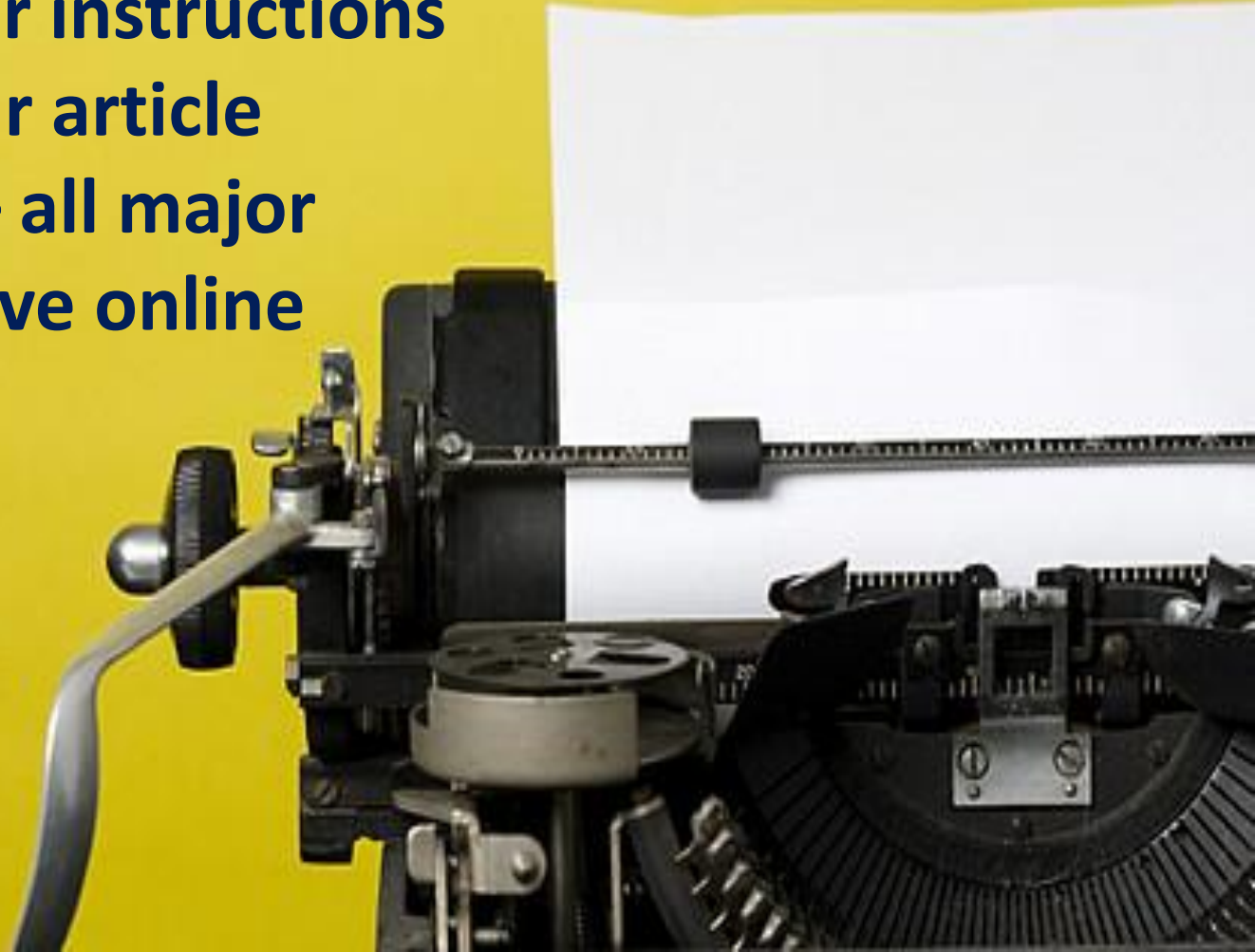
Which audience do I want to reach?

- **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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Opportunist...

July 2014

Volume 25, Issue 7

June 2014

Volume 25, Issue 6

Special Issue: Optical Wireless Communication

May 2014

Volume 25, Issue 5

Transactions on Emerging Telecommunications Technologies

Transactions on Emerging Telecommunications Technologies formerly known as *European Transactions on Telecommunications (ETT)*, has aims:

- To attract cutting-edge publications from leading researchers and researchers around the world

- 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...


Log In


Log in here if you are already a registered user.

User ID:

Password:  Log In

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

E-Mail Address:  Go



New User?

[Register here](#)

Resources

- [User Tutorials](#)
- [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**

Peer review process



Why Peer Review Is Important

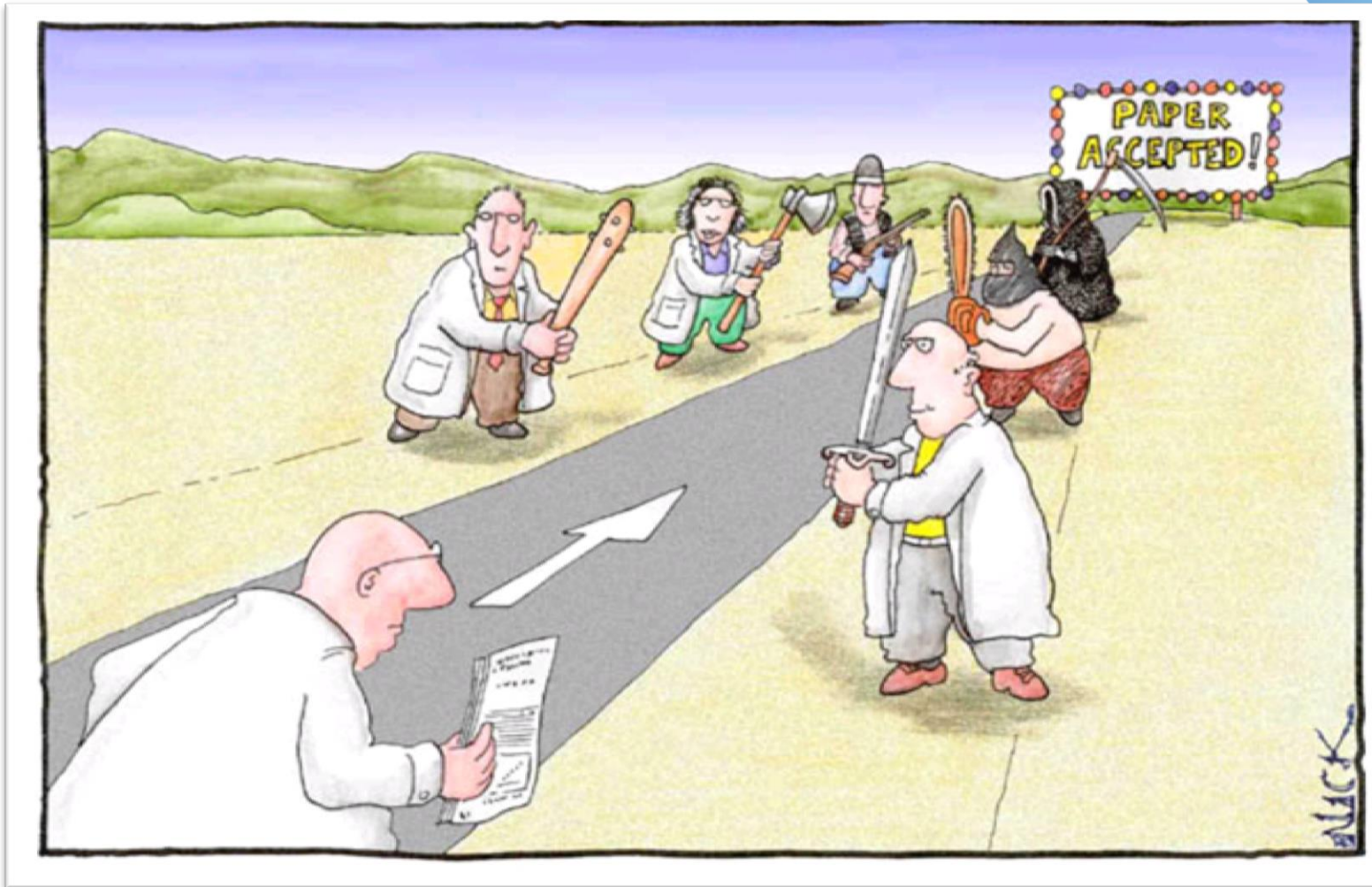
- ✓ Improves the quality of papers published
- ✓ Helps assess the importance of findings
- ✓ Determines the originality of the paper
- ✓ Can potentially detect plagiarism and fraud
- ✓ A better system has not yet been identified

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

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



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)


EVOLVING REVIEWER RECOGNITION

Exploring new approaches to recognition and reward to motivate reviewers and improve science


Throughout 2015, we ran a pilot partnership with **Publons** using 11 journals (or 9,658 reviews). To date, 31% of reviews (from 1,568 unique reviewers) “opted in” to have data transferred to Publons. With 66% of these reviewers claiming their review(s) and receiving recognition from Publons. During our pilot, reviewer acceptance rates improved for all 11 journals.



Average claimed opt-in rate across all publisher and journal integrations with Publons is 18%. **Our pilot's rate is 17%.**




Easily record and control verified reviews



Showcase reviews for funding applications and promotions



Discuss papers post publication and get credit



Editor tools to credit reviewers and monitor review activity



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...

How Does An Editor Use Peer Review?

Editors base their decisions on:

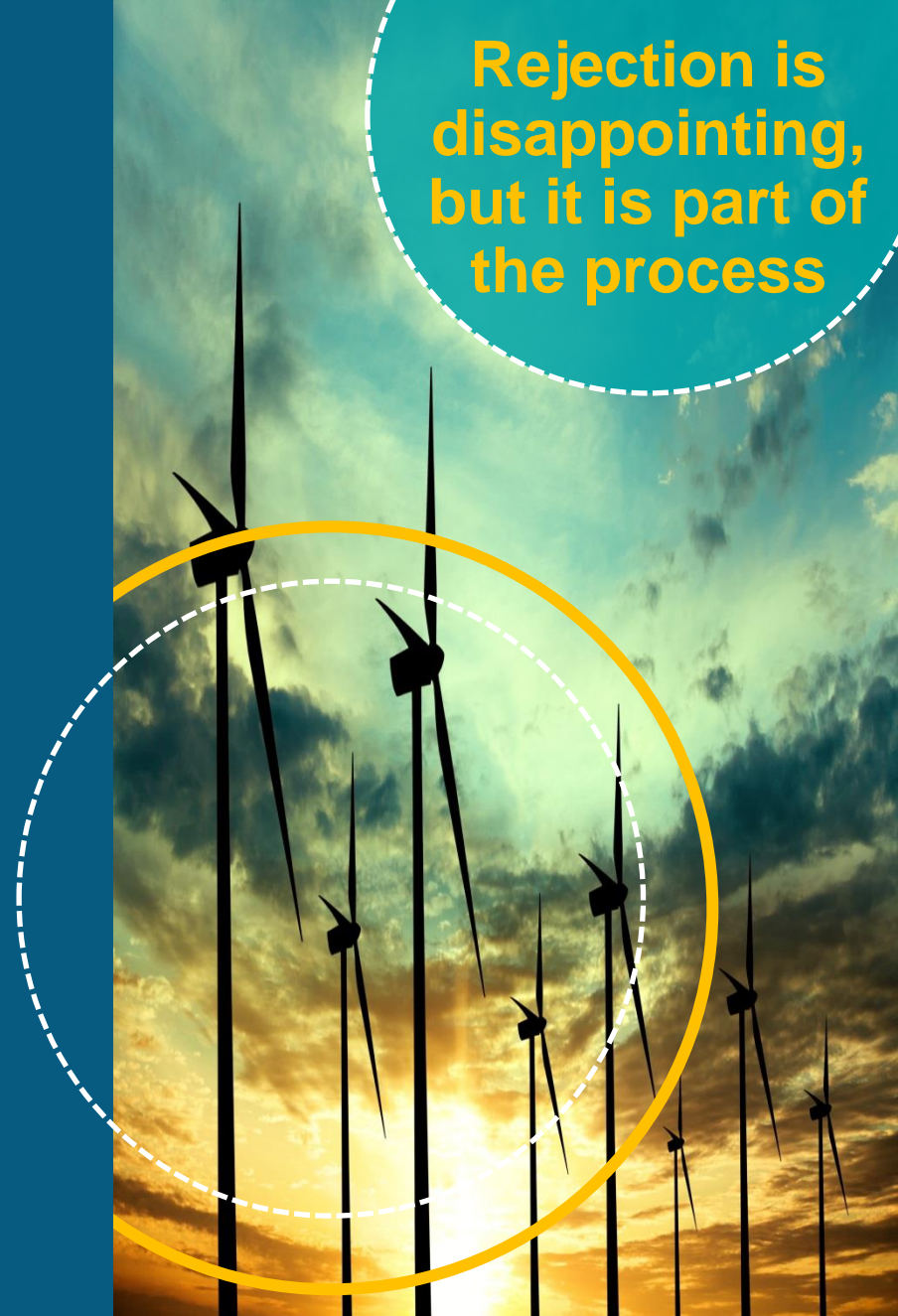
- The journal's aims and audience
- The state of knowledge in the field
- The level of competition for acceptance and page space
- **Reviewer comments, but remember..... reviewers' recommendations are not a vote**

**The editor
makes the final
decision**

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

Rejection is disappointing, but it is part of the process



Tips to survive Peer Review

Accept feedback as a learning experience

Remember very few submissions are accepted unconditionally

Understand that editors and reviewers are trying to help improve your paper

Seek help with language and statistics if you need it

Persistence pays! Answer questions and address revisions quickly

Celebrate your accomplishment!
You are one step closer to being published

Manuscript Revision

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

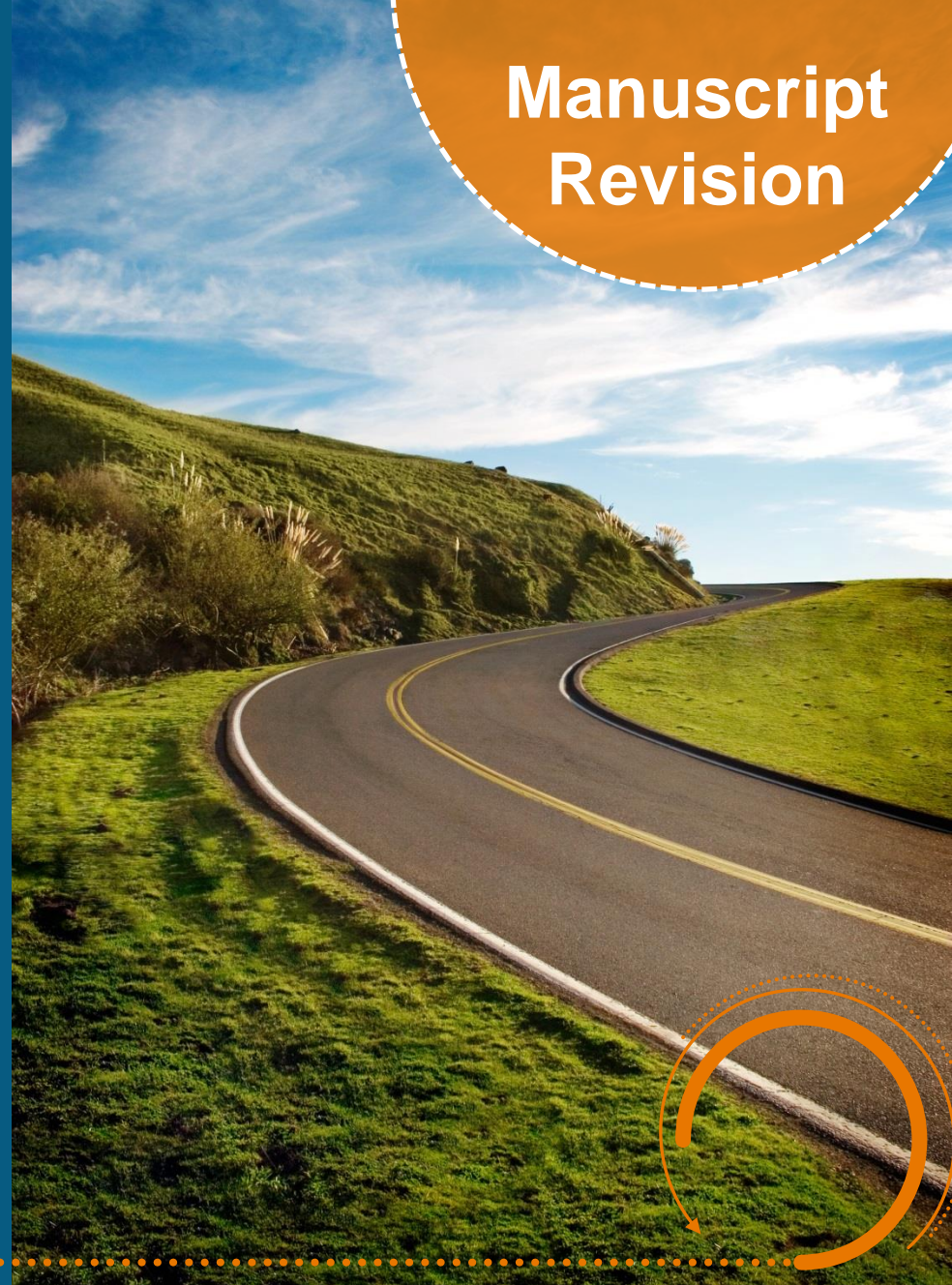
Answer **Politely**

Answer **Completely**

Where you disagree, support your argument with evidence

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

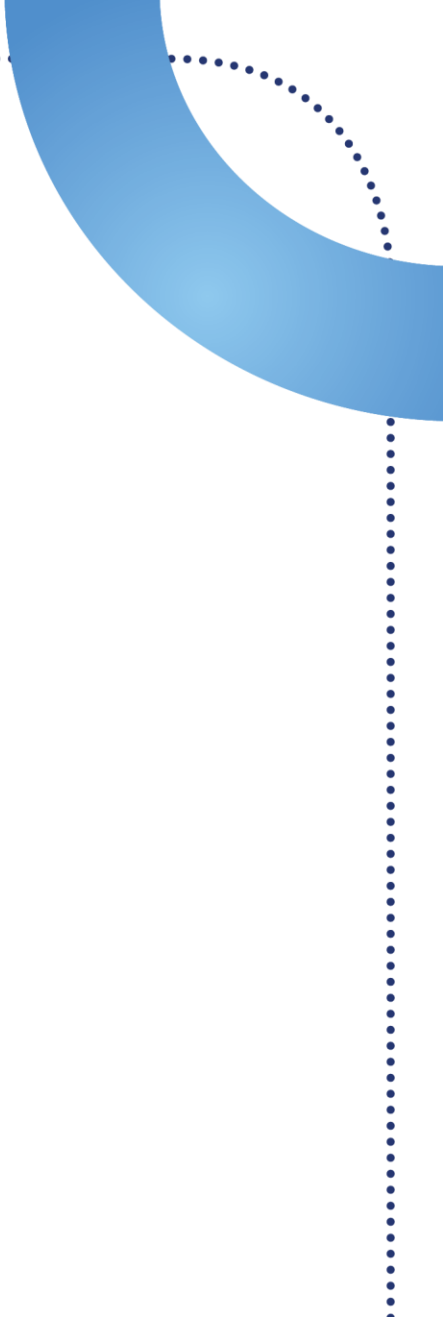
Remember, reviewers are readers too!



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").

Dear Contributor(s):

Thank you for submitting your Contribution for publication. In order to expedite the editing and publishing process and enable Wiley-Blackwell to disseminate your Contribution to the fullest extent, we need to have this Copyright Transfer Agreement signed and returned as directed in the Journal's instructions for authors as soon as possible. If the Contribution is not accepted for publication, or if the Contribution is subsequently rejected, this Agreement shall be null and void. **Publication cannot proceed without a signed copy of this Agreement.**

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

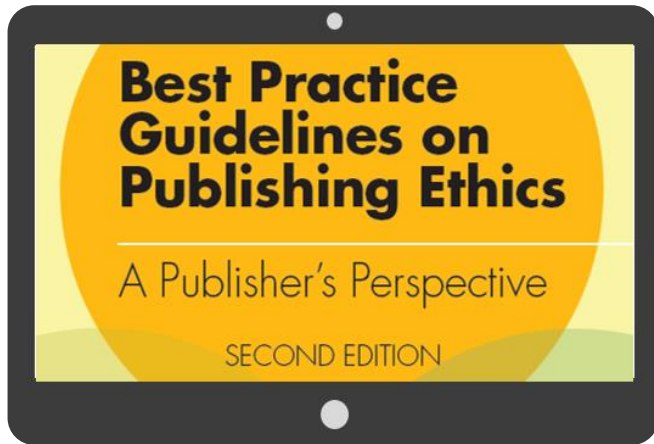
Examples of ethical misconduct that are not tolerated:

- Falsifying data
- Fabricating data
- Plagiarism
- Multiple concurrent submissions
 - Image manipulation
- Authorship misrepresentation
 - Duplicate publication

PENALTIES CAN BE SEVERE!

PUBLISHING ETHICS RESOURCES

Raising the bar on ethical challenges in research publishing



In 2014, Wiley released a second edition of “**Best Practice Guidelines on Publishing Ethics: A Publisher’s Perspective**”, originally published in 2006. These multidisciplinary guidelines provide resources and practical advice on ethical concerns that arise in academic publishing for editors, authors, and researchers among other audiences.

Benefits

Support

Offers a centralized location for authors to find guidance and get advice from real people.

Reduction in misconduct

Helps authors avoid committing scientific misconduct and breach of publishing ethics.

Clarity

Provides understanding around ethical boundaries in a rapidly changing world of scientific research and publishing.



Wiley also has an internal Intellectual Property Group which provides guidance on escalated issues

Ethics resources

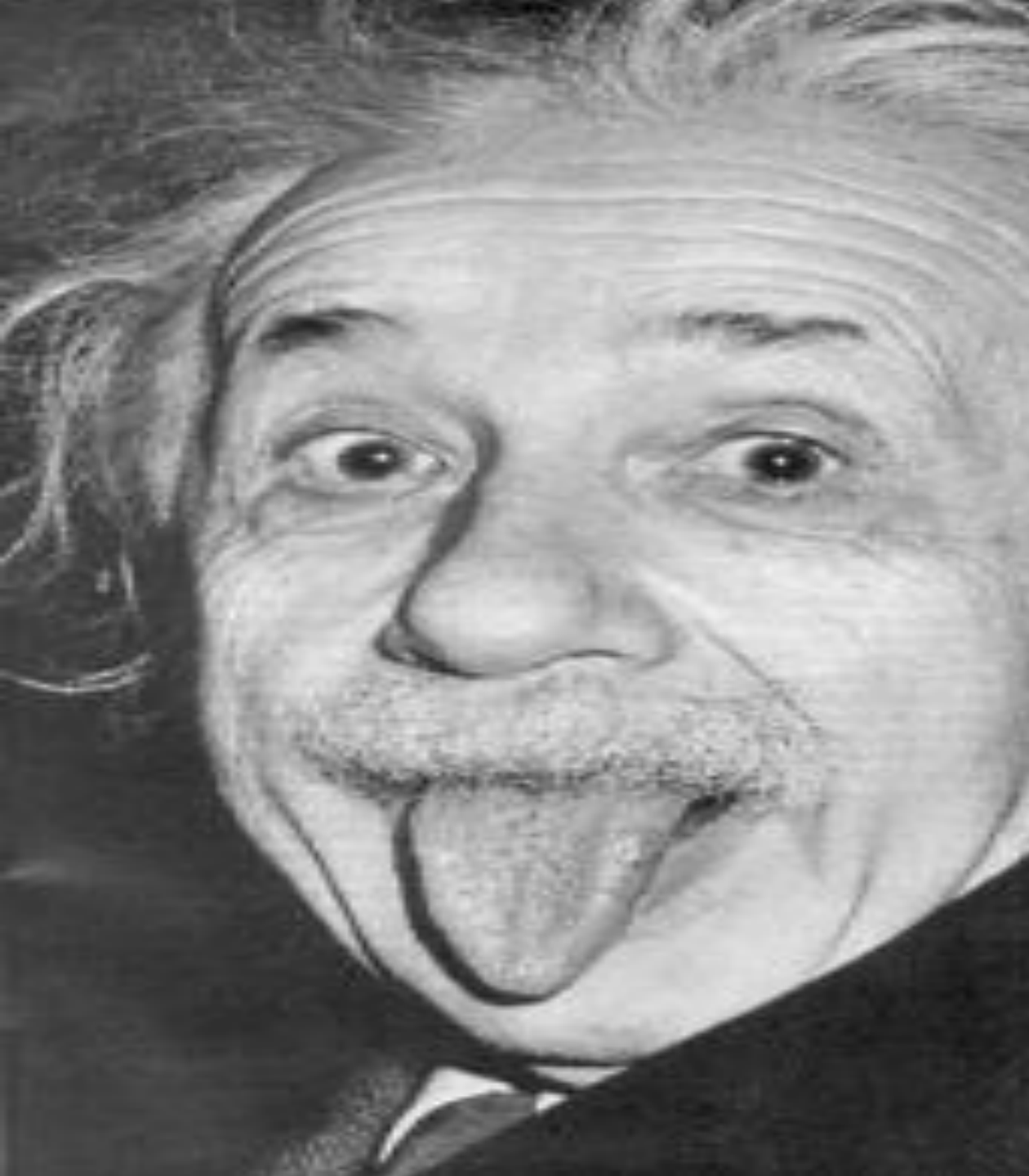


publicationethics.org

<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?**

Self-promotional author toolkit

Maximize the impact of your published research!

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



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?
- ✓ No permission is required from Wiley for any press release, but we ask that you wait until the article is published online, refer to the relevant journal in the opening paragraph, and link to the final published version of the paper on Wiley Online Library.



Social Media / Networking

- ✓ If you run a blog, post about your article.
- ✓ Share a link to your article on Twitter, LinkedIn, Facebook or other social media platforms.
- ✓ Engage with any existing Society / College social media accounts.
- ✓ Join academic social networking sites such as ResearchGate and Academia.edu.



The Wider Web

- ✓ Update your faculty or professional website with an entry about your article.
- ✓ Register for your unique ORCID iD and add your article details to your profile.
- ✓ Find a Wikipedia page on a topic related to your article, and add a reference to your paper.



Multimedia

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- ✓ Have you looked at off-page SEO strategies, such as link building, to promote your article?

97% of authors stated they are likely or very likely to use the toolkit

How to measure impact

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

**Get
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Altmetrics

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

**Get
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Citations

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

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Open Access

What are my options?



Understanding Open Access

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Open Access



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Wiley offers three Open Access options

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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 person website, or an institutional website after an embargo period

Publishing Open Access with Wiley

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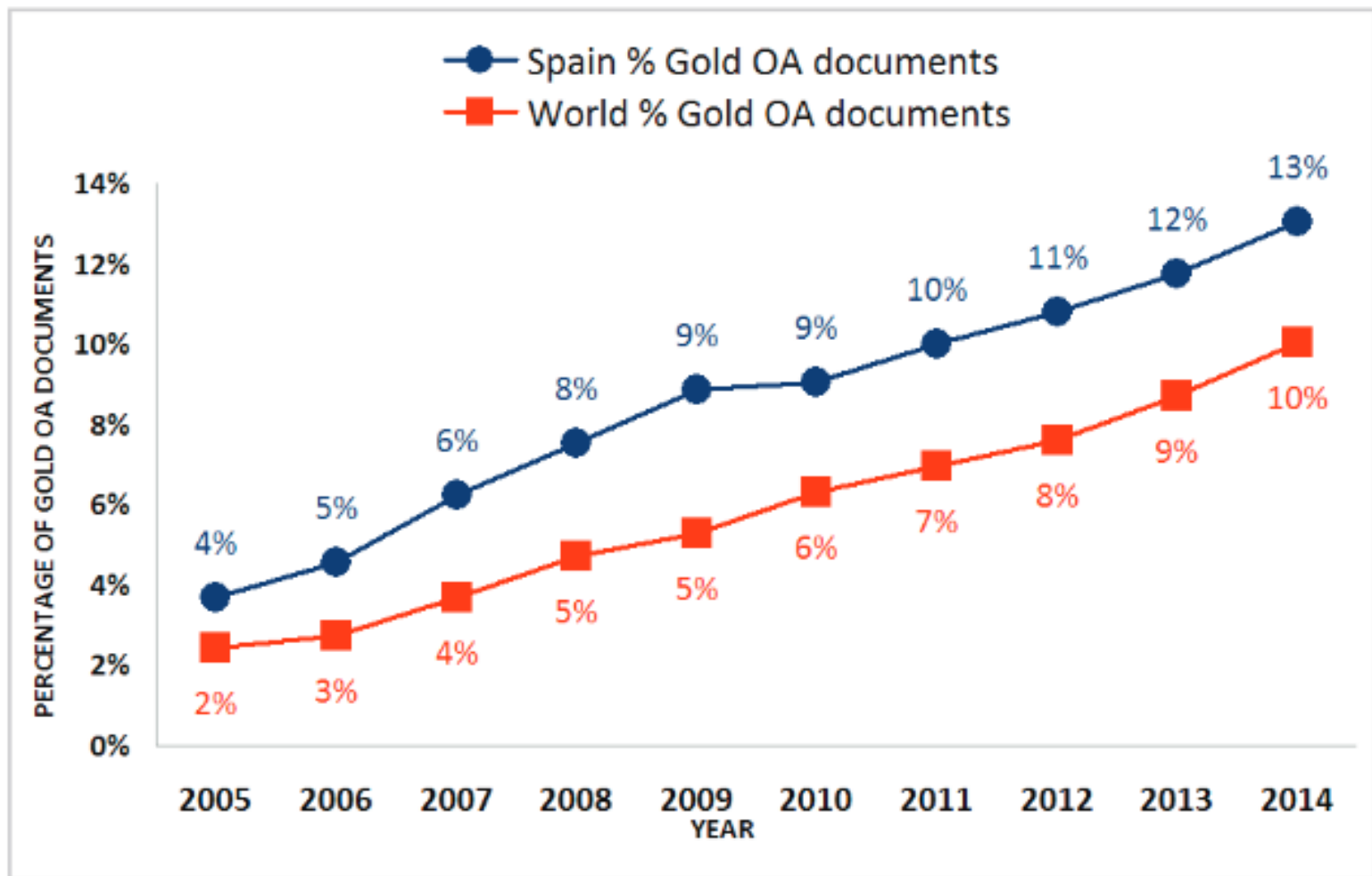


Figure 1. Share of papers published by Spain in gold Open Access journals compared with the global share according to *Web of Science* during the 2005-2014 period

Torres-Salinas, Daniel; Robinson-García, Nicolás; Aguillo, Isidro F. (2016). "Bibliometric and benchmark analysis of gold open access in Spain: big output and little impact". *El profesional de la información*, v. 25, n. 1, pp. 17-24.

<http://dx.doi.org/10.3145/epi.2016.ene.03>

Table 1. Total number and share of papers authored by Spanish institutions published in Open Access journals indexed in the *Web of Science* by scientific area during the 2005-2014 period

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	Total
Arts & Humanities											
No. OA documents	132	137	334	474	667	685	811	750	998	784	5,772
% OA documents	16	16	28	25	28	30	32	28	32	30	28
Clinical, Pre-clinical & Health											
No. OA documents	614	894	1,446	1,674	2,367	2,016	2,225	2,492	2,716	3,163	19,607
% OA documents	5	6	9	9	12	10	10	11	11	14	10
Engineering & Technology											
No. OA documents	148	106	188	287	459	616	648	900	943	983	5,278
% OA documents	2	1	2	2	3	4	4	6	6	7	4
Life sciences											
No. OA documents	598	867	1,149	1,456	1,690	1,977	2,539	3,106	3,467	3,845	20,694
% OA documents	4	5	6	6	7	8	9	11	12	14	9
Physical sciences											
No. OA documents	254	356	467	585	835	1,068	1,247	1,533	1,652	1,747	9,744
% OA documents	2	2	3	3	5	6	6	7	8	8	5
Social sciences											
No. OA documents	208	259	450	708	710	849	1,040	989	1,050	1,059	7,322
% OA documents	10	10	13	14	14	14	15	14	14	15	14

Torres-Salinas, Daniel; Robinson-García, Nicolás; Aguillo, Isidro F. (2016). "Bibliometric and benchmark analysis of gold open access in Spain: big output and little impact". *El profesional de la información*, v. 25, n. 1, pp. 17-24.

<http://dx.doi.org/10.3145/epi.2016.ene.03>

Navigating Open Access Publishing

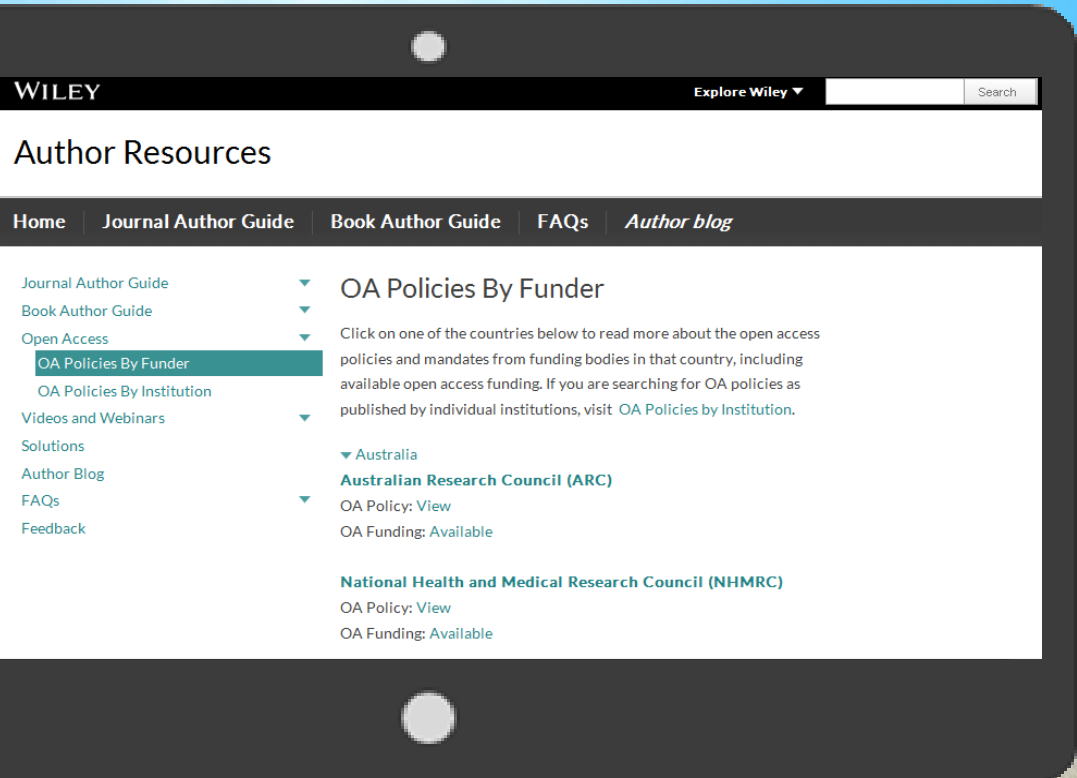
Whether publishing open access in a hybrid journal or in a fully open access journal, we provide several resources to help authors navigate open access publishing:

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- ✓ **Publishing Decision Tree for RCUK funded authors**



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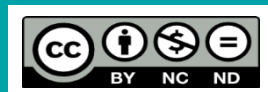
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➤ **Societies**

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Payment of
Open Access
Fees



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After an embargo period:

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Permits authors to self-archive on:

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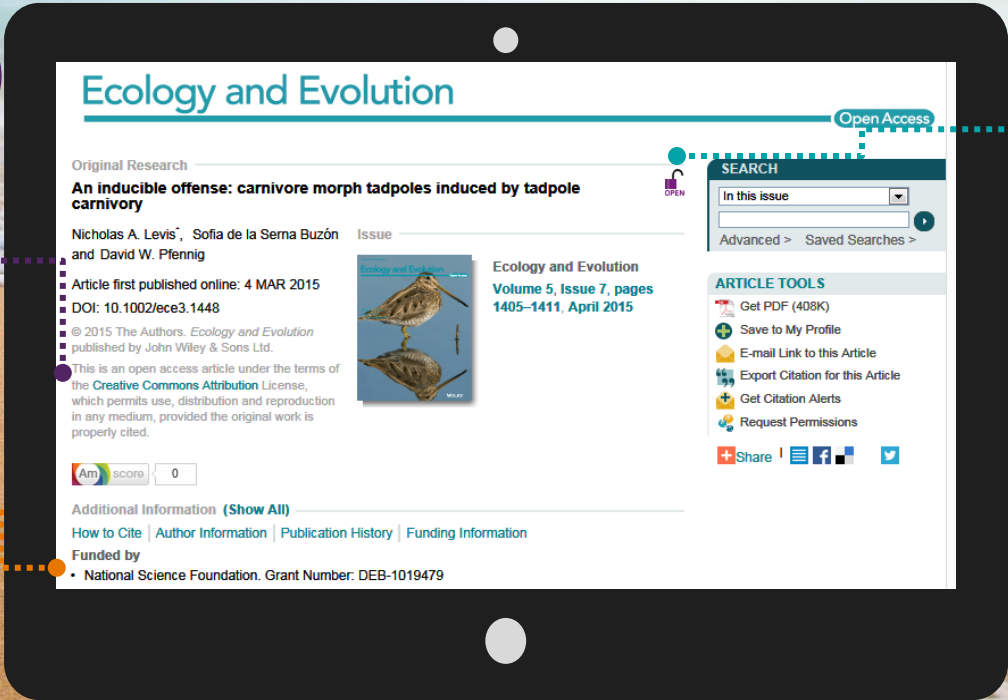
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A hiker wearing a blue jacket, purple pants, and a large brown backpack is standing on a rock in a mountain valley. The hiker is holding a trekking pole. The background shows a vast landscape with snow-dusted mountains and a valley with a river or stream. The sky is blue with scattered white clouds.

Questions?

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Altmetrics



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That old classic - citation tracking

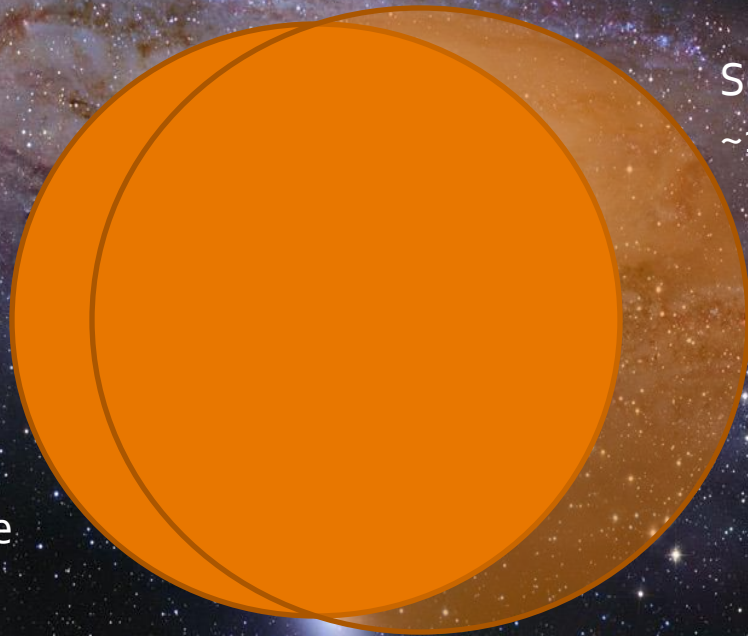
“These cited references are authors’ acknowledgments of their debt to the published research findings of others”



Citation universes

Web of Science
~11,500

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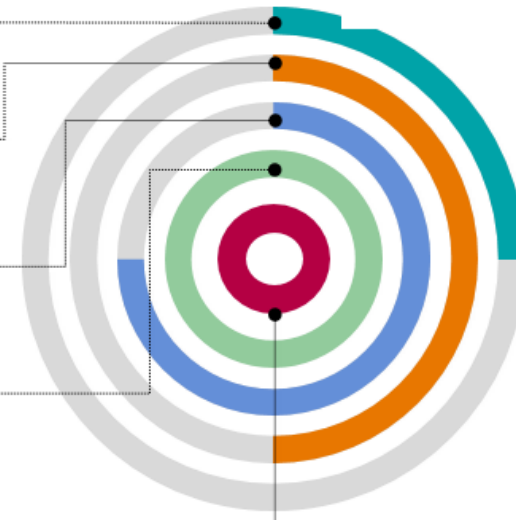
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e.g. Twitter, Facebook, Google+



Government Policy Documents

e.g. Climate change, public health



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87% Of survey respondents indicated they would use altmetrics to gauge the popularity of an article

77% Of survey respondents indicated they would use altmetrics to network with other researchers

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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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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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How to publish a Book

An Introduction for Researchers



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A step-by-step guide to book publishing



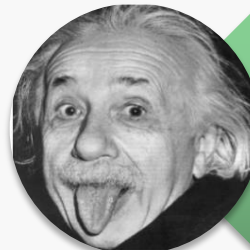
1. The proposal



2. Writing the book



3. Production

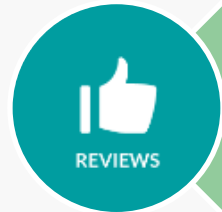


4. Becoming Famous

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



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- 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

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- 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:

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- 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?

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Secondary Market (those audiences with an *occasional* need for this book)

Competition: list existing related books



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- How long do you estimate it will take for delivery of the completed manuscript?
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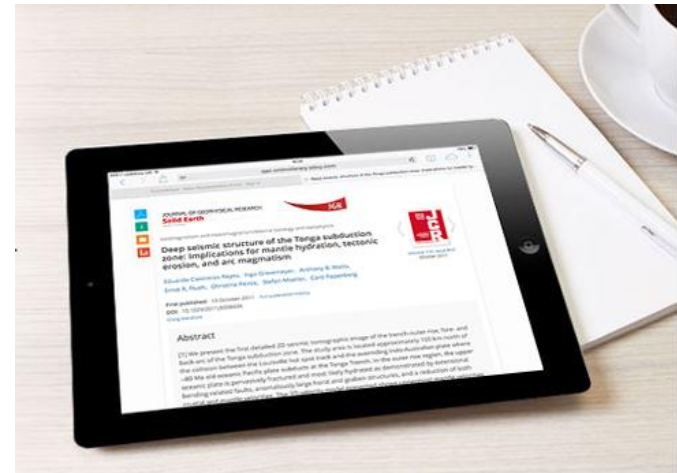
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