

Step-by-step guide to prepare a successful paper for publication

60 min

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SPRINGER NATURE

Today's Presentation

1. Why publish?
2. Effective writing
3. Preparing your manuscript
4. How to choose your target journal
5. Submitting your manuscript

Why publish?

1.0

Why publish? To exchange ideas globally...



Research Cycle & Necessity to Publish

Why publish? To exchange ideas globally...



Research Cycle & Necessity to Publish

Publishing step... Your real goal?

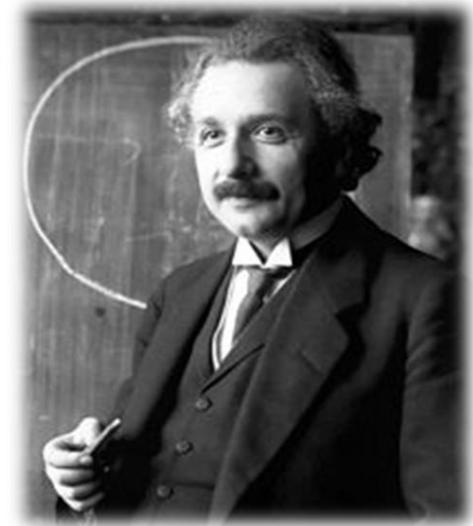
*Your goal is not only to be published,
but also to be widely read and cited in your field!*

*Improve readability!
Be an effective communicator!*

Effective communication... Write always simple!

“If you can’t explain something simply,
you didn’t understand it well...”

– Albert Einstein



- ✓ Write to **express** not **impress**
- ✓ Consider your audience... They may **not** be from your field
- ✓ Follow **K.I.S.S.** method of writing

Keep It Simple Short



Effective writing

2.0

Effective communication.... Always ask yourself “What is the **Red Thread**”?

“Red thread” is used to refer to a text that has a context, where the reader can read the whole text without “loosing the thread = train of thought”.

The text, from beginning to end, has to have a context, a flow.

To keep the “**red thread**”, keep these checkpoints in mind:

1. Before you start to write, identify your purpose and the main topic.
2. Keep to the topic when writing and don't fall out on to too many sidetracks (= detours).
3. ***All the sentences and paragraphs should be connected with the aim and purpose of the text.***



Sewing

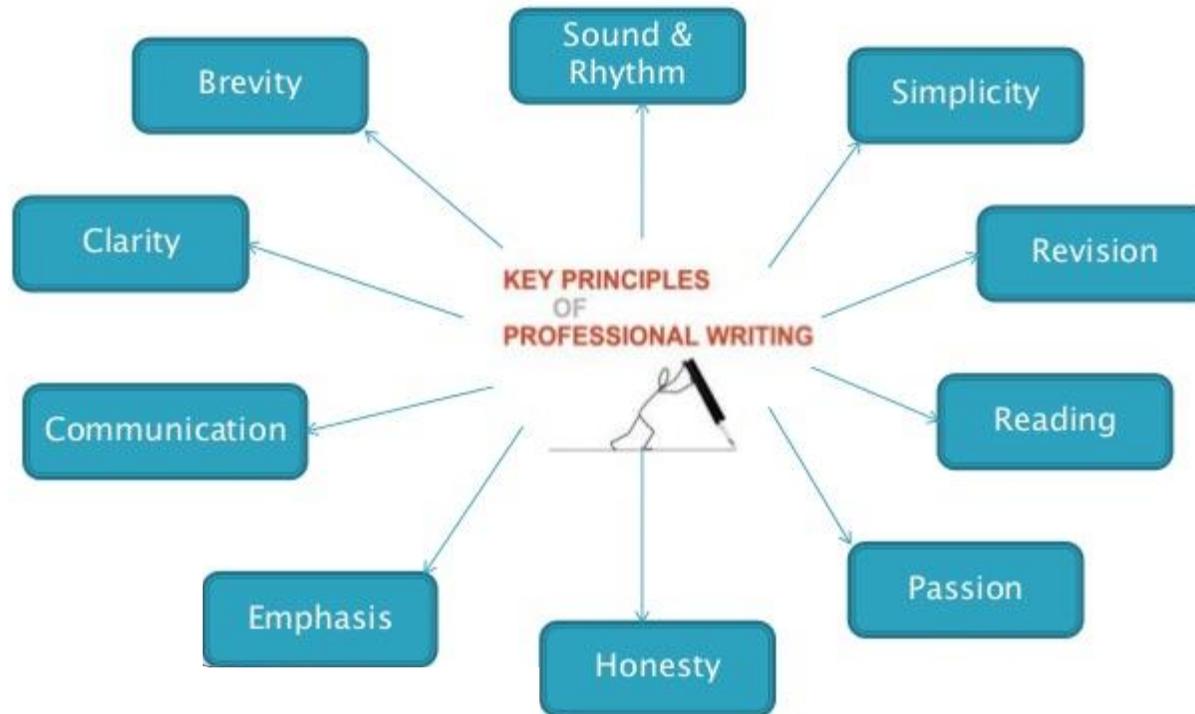
Effective writing to improve readability!

It is writing which has a logical flow of ideas and is cohesive.

This means it holds together well because there are links between sentences and paragraphs.

Writing which is cohesive works as a unified whole and is easy to follow because it uses language effectively to maintain a focus and to keep the reader 'on track'.

Principles of effective writing



Effective writing to improve readability!

Use short sentences

Limit your sentences to 10 – 15 words
One idea per sentence

Use active voice => simple, direct, and easier to read

It promotes simple, straightforward writing.
As such, most scientific journals encourage the use
of the active voice over the passive voice

Active: Vitamin A increases the risk of hair loss.

Passive: The risk of hair loss is increased by vitamin A.

Effective writing to improve readability!

Use short sentences

Limit your sentences to 10 – 15 words
One idea per sentence

Active: Volatile organic compounds (VOCs) emitted from industries and vehicle exhausts can induce a series of environmental problems, including photochemical smog, broken ozonosphere, and environmental pollution.

Passive: A series of environmental problems, including photochemical smog, broken ozonosphere, and environmental pollution, can be induced by volatile organic compounds (VOCs) emitted from industries and vehicle exhausts.

Effective writing to improve readability!

Use short sentences

Limit your sentences to 10 – 15 words
One idea per sentence

However, you should aim to make the language of your article as reader-friendly as possible.

Therefore, it is acceptable to use the passive voice when it is required!

Sentence structure

Which sentence (better) suggests that you will get a raise?

1. You deserve a raise, but the budget is tight.
2. The budget is tight, but you **deserve a raise.**

Stress position



Readers focus at the **end of the sentence** to determine what is important.

Logical flow of ideas

The stress position also introduces the topic of the next sentence

Topic position

The budget is tight, but you deserve a raise. Your salary will increase at the beginning of next year.

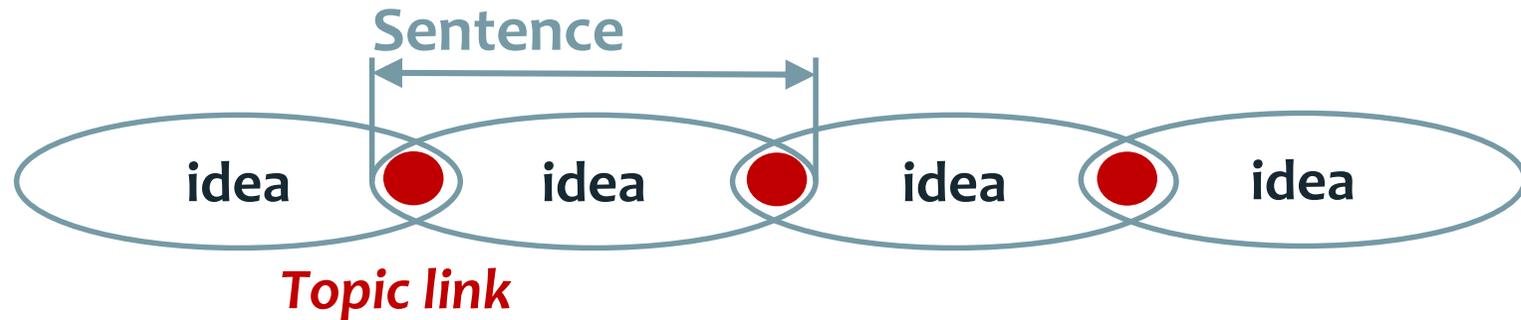
Stress position

Topic position

Stress position

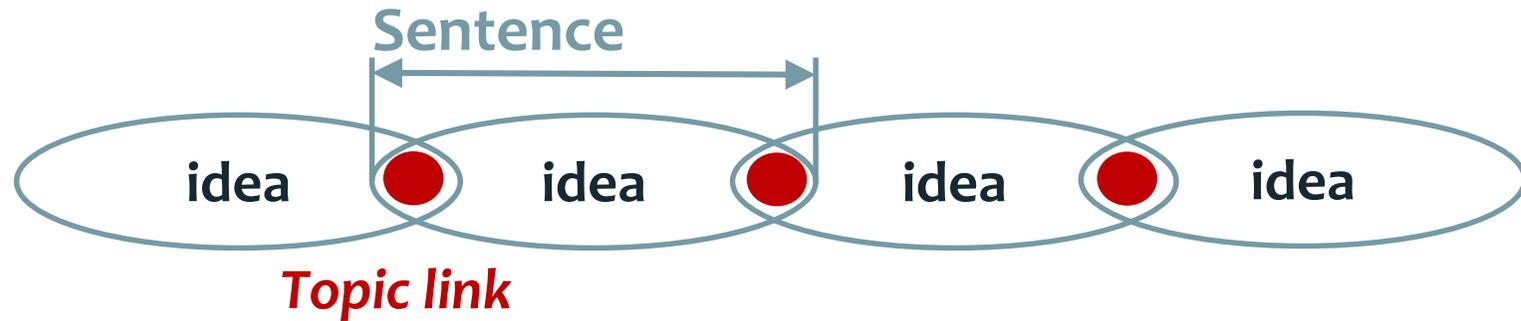
The topic position introduces the idea of each sentence

Logical flow of ideas



TiO₂ surface modification of the scaffold considerably improved its **catalytic efficiency**. **The increased efficiency** was prominent early in the reaction but **decreased over time**. **The lack of long-term effects** of TiO₂ surface modification was likely due to the reaction being conducted in an **aqueous environment**. **Evaluating additional solvents** to improve the catalytic efficiency over time is **currently being investigated**.

Logical flow of ideas



TiO₂ surface modification of the scaffold considerably improved its catalytic efficiency. The increased efficiency was prominent early in the reaction but decreased over time. The lack of long-term effects of TiO₂ surface modification was likely due to the reaction being conducted in an aqueous environment. Evaluating additional solvents to improve the catalytic efficiency over time is currently being investigated.

SS

Logical flow within your manuscript

Topic sentence

Lung cancer is the leading cause of cancer mortality for men and women. Despite smoking prevention and cessation programs and advances in early detection, the 5-year survival rate for lung cancer is only 16% with current therapies. Although lung cancer incidence rates have risen in the United States, more lung cancer is now diagnosed when considered together in former- and never-smokers than in current smokers. Thus, even if all of the national anti-smoking campaign goals are met, lung cancer will remain a major public health problem for decades. New ways to treat or prevent lung cancer are therefore needed.

Support

Stress sentence



Topic sentence

One potential therapeutic target for lung cancer is the Wnt signaling pathway. The canonical Wnt signaling pathway in mammals consists of a family of secreted lipid-modified Wnt protein ligands that bind to a family of 7-pass transmembrane Frizzled (Fzd) receptors, as reviewed...

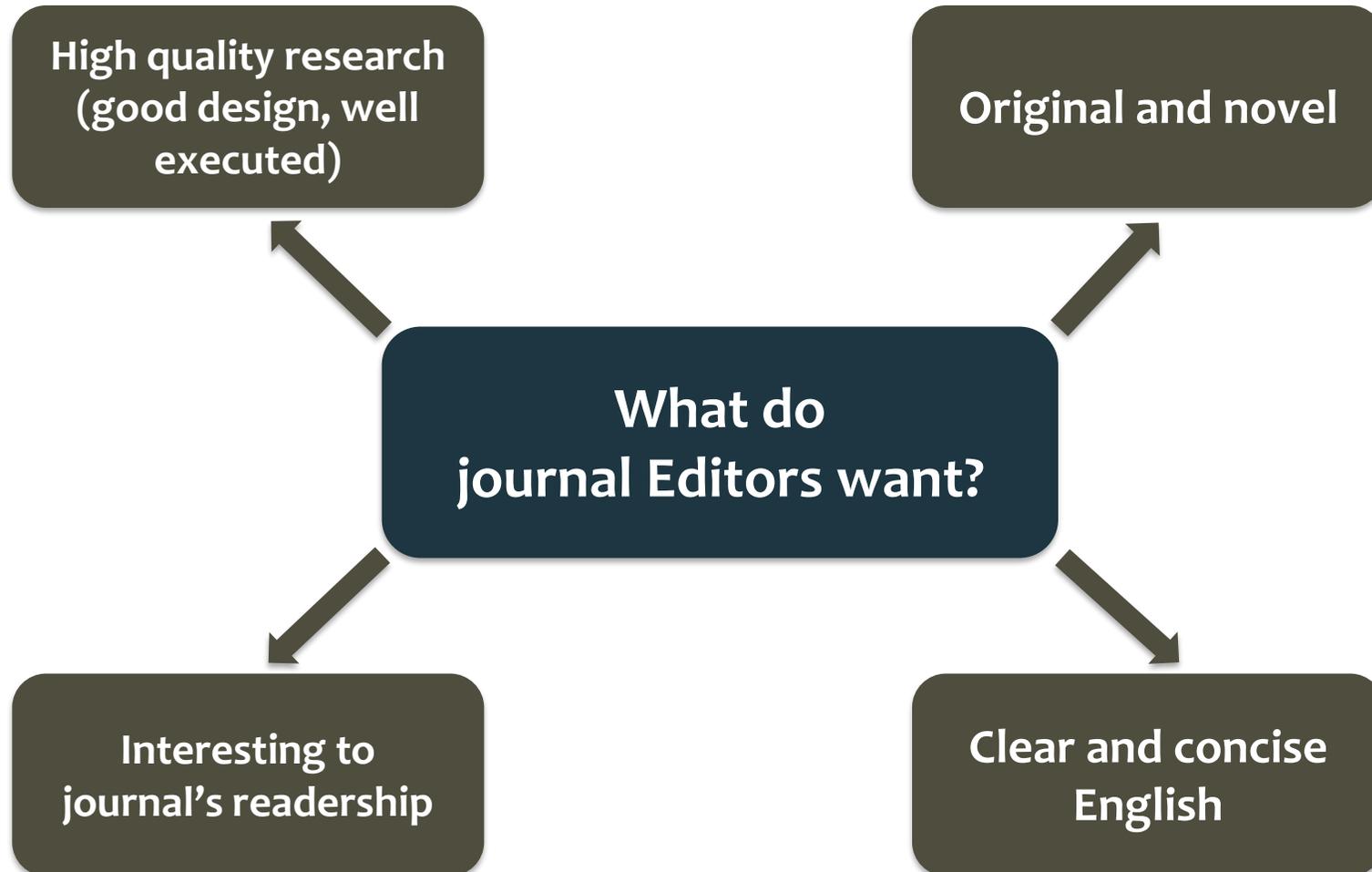
Preparing your manuscript

3.0

Before you start... Six steps!

- Think about **why** you want to publish your work, and **whether** it's publishable
- Decide what **type** of the manuscript to write
- Choose the **target** journal
- Pay attention to journal **requirements** in the Guide for Authors
- Pay attention to the **structure** of the paper
- Understand publication **ethics** to avoid violations

Before you start... Ask yourself “what do Editors want?”



Before you start... Read to improve your writing

How?

What to do

Structure & style

Journal quality

Argument

Get new ideas

What *not* to do

Before you start... Qualities of publishable findings

- ***New*** – Nobody has published such findings before
- ***Useful*** – Findings have important, practical use, or solve an important problem in the field

Before you start... Identify hot topics!



**Look for clues —
unexplained findings,
controversies**

**Read the literature,
including related
fields**

Attend International Conferences & Meetings

Before you start... Logically organize your ideas

You need to answer **4 key questions** for your readers:

1. **Why** did your study need to be done?
2. **What** did you do?
3. **What** did you find?
4. **How** will your study advance the field?

Introduction

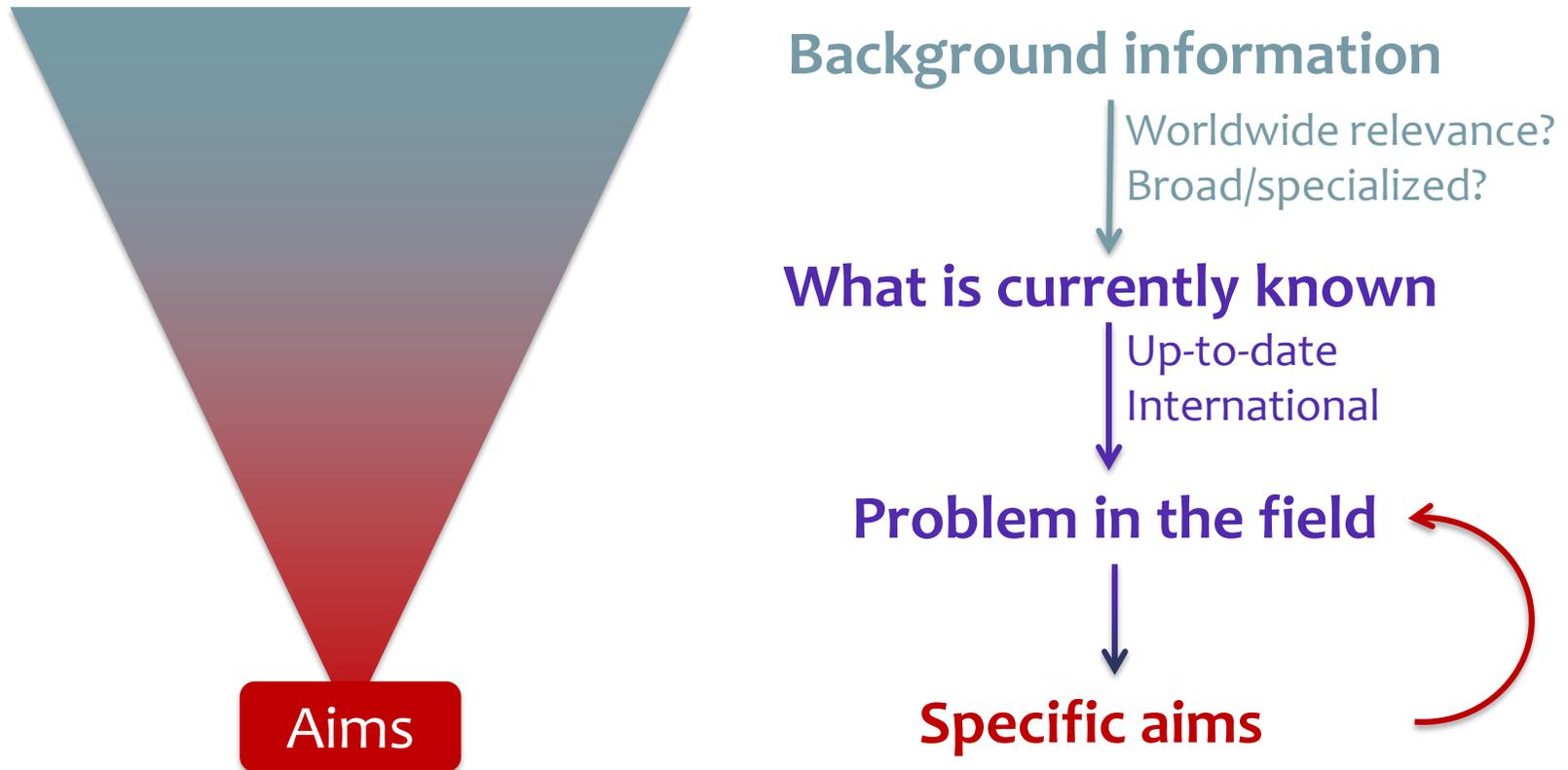
Methods

Results

Discussion

Introduction

Why does your study need to be done?



Methods

What did you do?

What/who was used

- **Samples or participants**
- **Materials**
 - *Where purchased*

How it was done

- **General methods**
- **Specific techniques**
 - *Discuss controls*

How it was analyzed

- **Quantification methods**
- **Statistical tests**
 - *Consult a statistician*

Results

What did you find?

Logical presentation

1. Initial observation
2. Characterization
3. Application

Example:

1. Fabricate new membrane for water treatment
2. Evaluate physical and chemical properties (e.g., under different temperatures/pressures)
3. Efficacy in removing particulate contamination

Results

What did you find?

Logical presentation

1. Initial observation
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Subsections

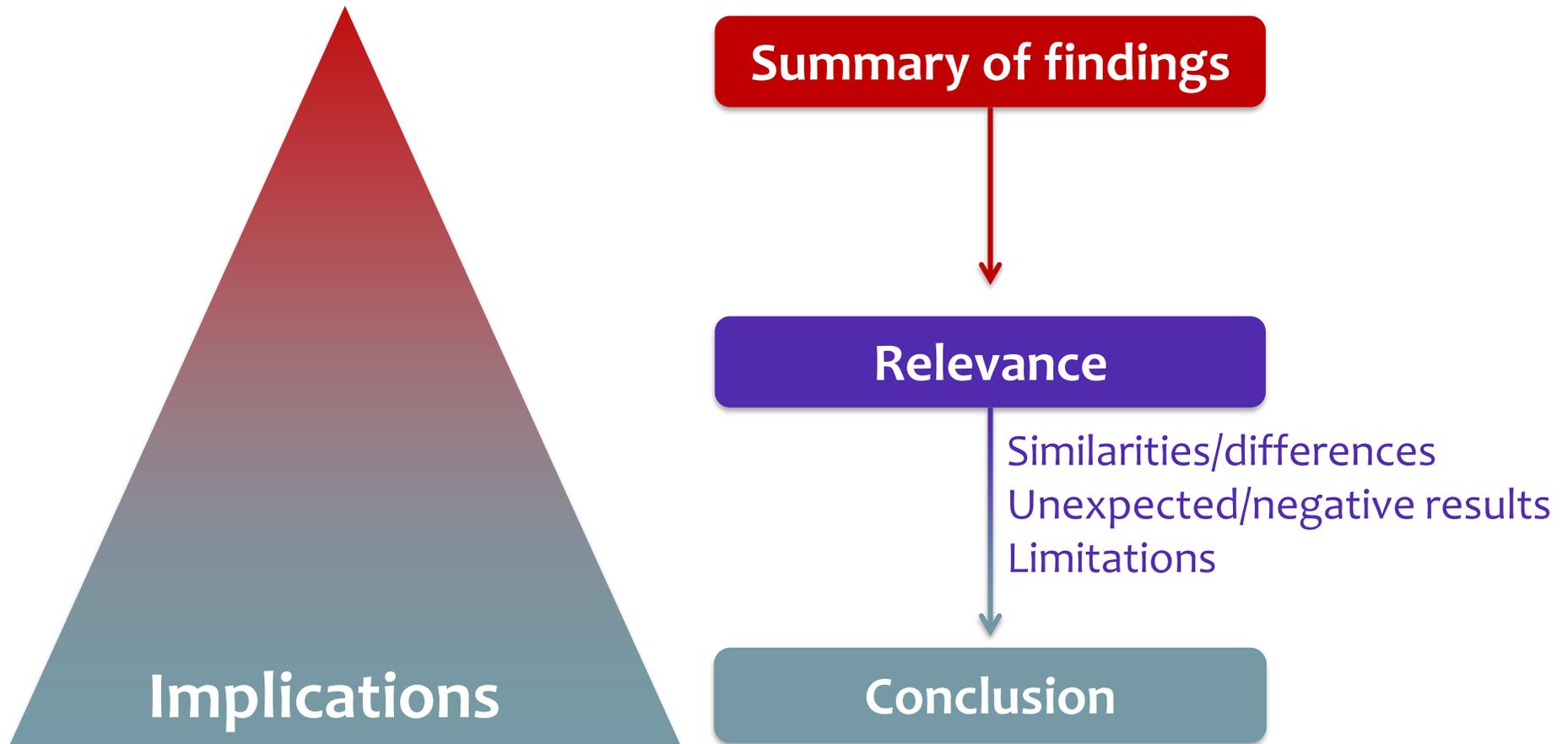
Each subsection
corresponds to
one figure

Factual description

**What you found, *not*
what it means**

Discussion

How your study contributes to the field?



Discussion

Strong conclusions... *What do you want your readers to remember about your study?*

In conclusion, polymeric nanoparticles could be used as a generic carrier of hydrophobic drugs for efficient delivery. Compared with drug administration alone, these nanoparticles mediated a higher and more rapid uptake of the encapsulated drug by nanoparticle-cell contact-mediated transfer. A contact-mediated mechanism of delivery into the cytosol could enable effective delivery of anticancer drugs directly to the intracellular molecular targets. Further understanding of this contact-based transfer mechanism will be important to exploit this novel delivery system for the administration of hydrophobic chemotherapeutic drugs to improve cancer therapy.

Discussion

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Conclusion

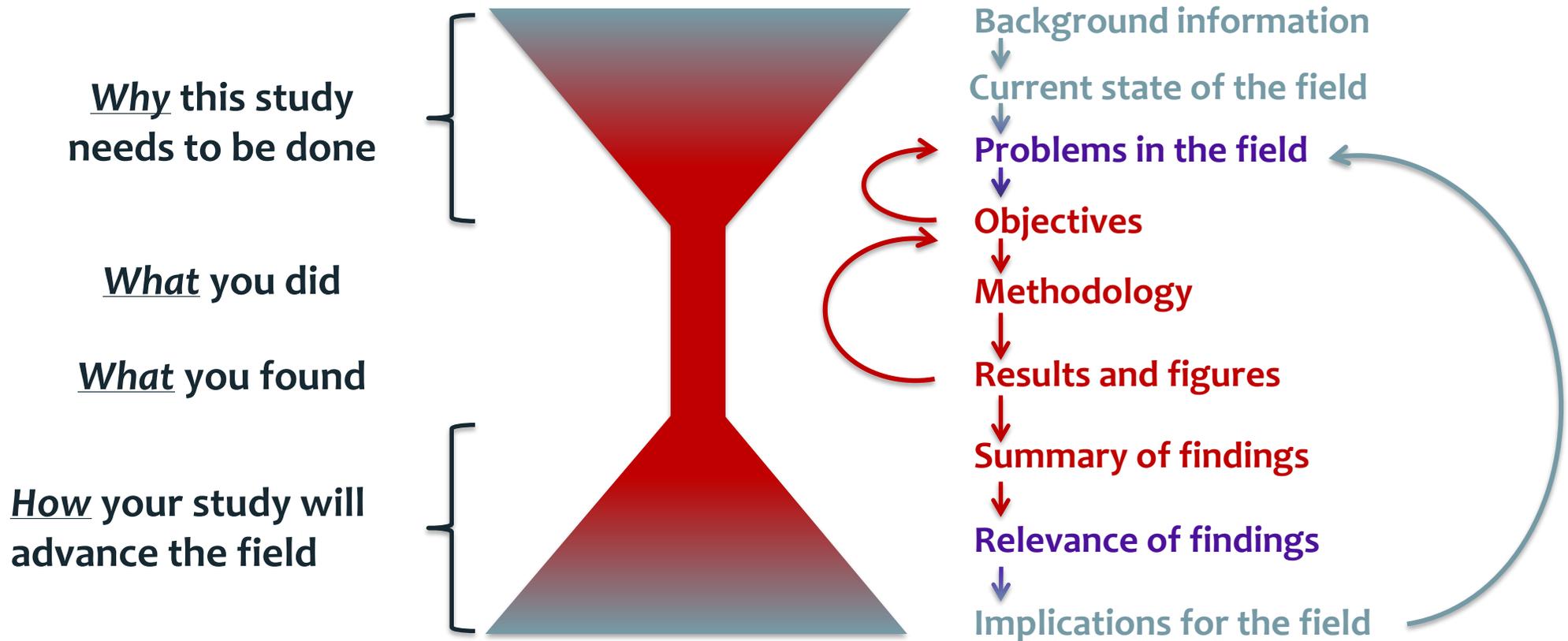
Key finding

Implications

Future directions

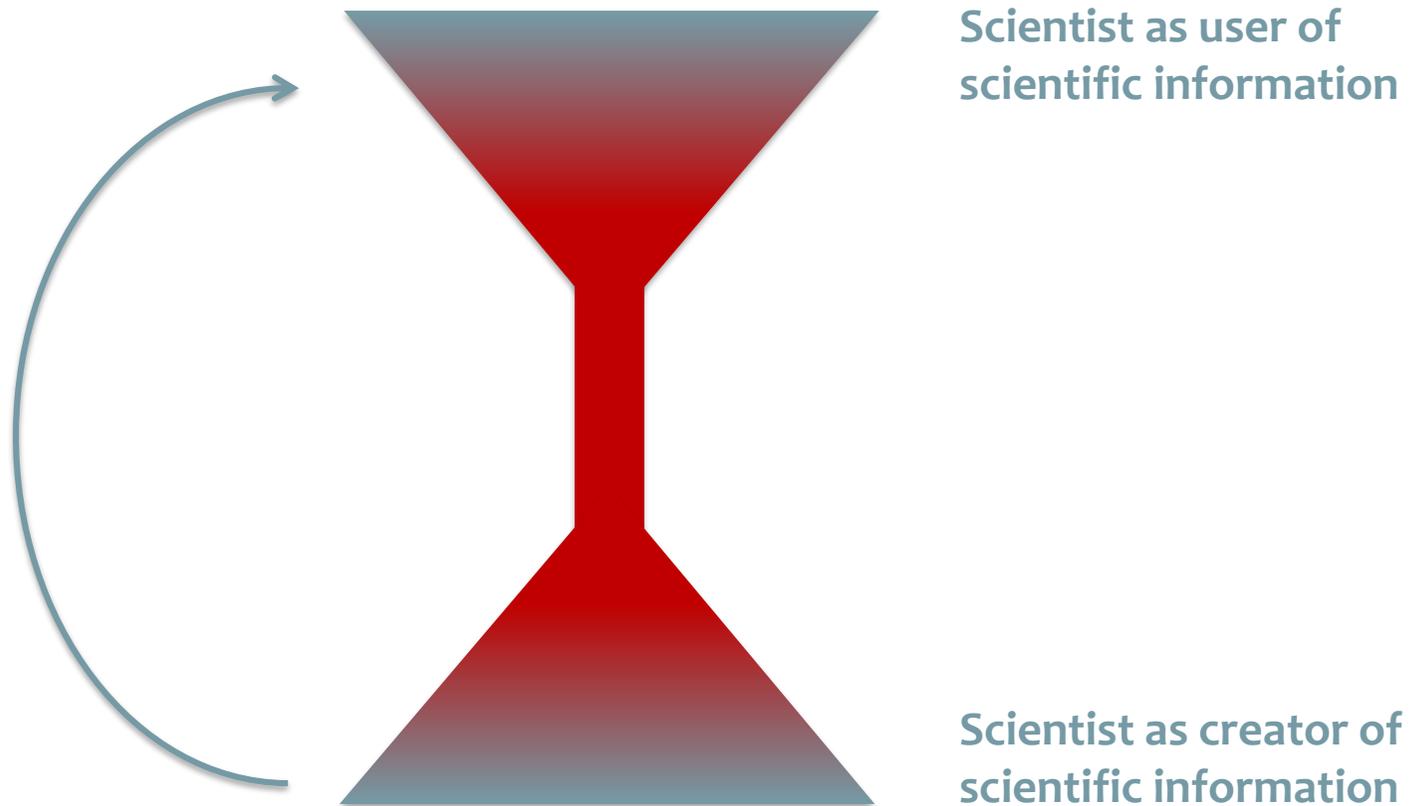
Linking your ideas

Answer the *four key questions* for your reader



Logically link your ideas throughout your manuscript

Research cycle and Necessity to publish



Who is hungry?



First *impressions*
are important!

First impression!



✓ You only get **one chance** to make a **good first** impression



Bill Gates

✓ If you **can't** make it good, at least make it **look** good

Title – First impression of your paper

Keywords

Summary of your study = Title

Abstract – First impression of your paper

Aims

Importance of your topic

Results

Significance of your study

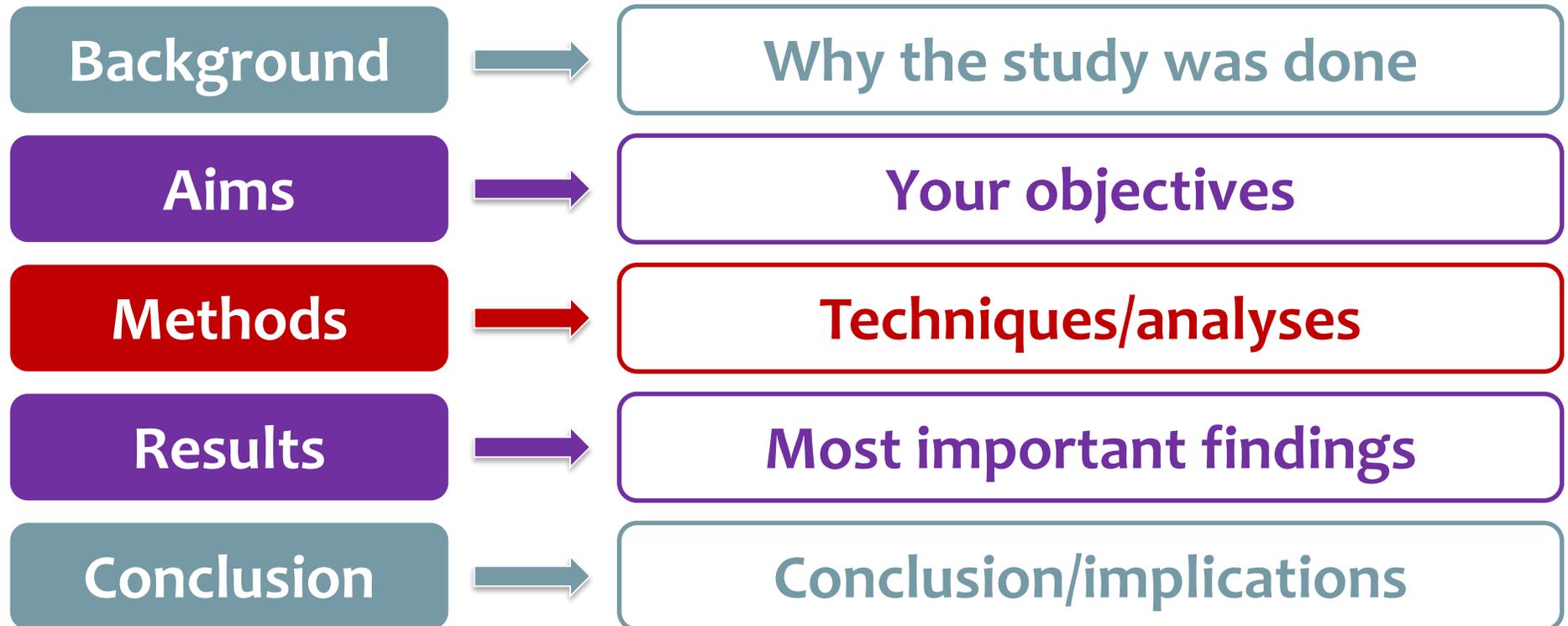
Conclusions

Relevance of your study

Clarity of your writing

Abstract – First impression of your paper

Concise summary of your paper



Abstract – First impression of your paper

In the Tahe oilfield in China, heavy oil is commonly lifted using the light oil blending technology. However, due to the lack of light oil, the production of heavy oil has been seriously limited. Here, we aimed to reduce light oil usage and maintain heavy oil production using a new compound technology of light oil blending and electric heating. We developed a pressure and temperature coupling model based on mass, momentum and energy conservation. The heat-transfer parameters and pressure drop are calculated by using the Hasan–Kabir and Hagedorn–Brown methods, respectively. This model also considers the effects of blending light and heavy oils as well as heating the electric rods. Our calculations demonstrate that electric heating coupled with light oil blending is much more effective than either alone. In conclusion, our study shows that the amount of light oil used can be reduced by combining the electric heating technology. This novel method should improve heavy oil production in regions lacking light oil.

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Why study needs to be done

What you did

What you found

How study contributes to the field

How to choose your target journal?

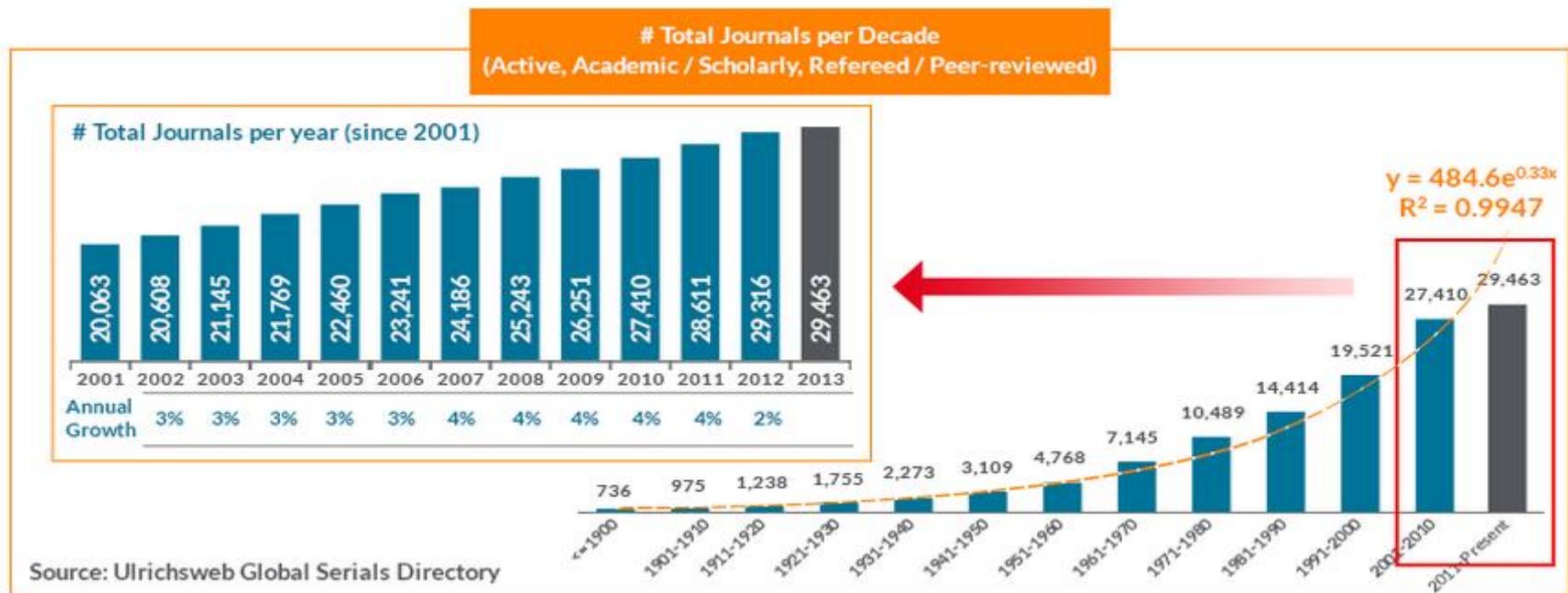
4.0

Finding the right journal

How many journals are there?

Total journals

>30,000



Finding the right journal

How many journals are there?

Total journals

Springer journals

DOAJ

Open Access journals

2800

10,586¹

8739²

Too many to choose from!

1. DOAJ.org (accessed 29/5/15)
2. <http://ip-science.thomsonreuters.com/cgi-bin/jrnlst/jlresults.cgi?PC=D> (accessed 29/5/15)

Springer Journal Selector

A free online tool to find suitable journals for your manuscript

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Enter your abstract or article description

When the solar irradiance propagates between the outer magnetospheric regions and the ionosphere, dynamic processes of the magnetosphere-ionosphere-thermosphere system are affected at the lower end of their paths by the interaction of radiation with the neutral troposphere. The main target of this work is to investigate the relationship between the diurnal magnetic field variations resulting from solar activities and the variation in the troposphere

Find your target journal

- Only journals with an Impact Factor
- Only journals with Open Access options

Find your target journal

Research summary

Springer Journal Selector

Recommended journals

We recommend the following journals

SORT RESULTS BY ▼ Match				
	Title	Impact Factor	Frequency	Model
	Acta Geophysica	Impact Factor : 0.91	Frequency : Continuous	Model: Hybrid
	Space Science Reviews	Impact Factor : 5.519	Frequency : Continuous	Model: Hybrid
	Cosmic Research	Impact Factor : 0.244	Frequency : Semimonthly	Model: N/A
	Surveys in Geophysics	Impact Factor : 4.125	Frequency : Continuous	Model: Hybrid
	Radiophysics and Quantum Electronics	Impact Factor : 0.955	Frequency : Monthly	Model: N/A
	J. Geodesy	Impact Factor : 2.808	Frequency : Continuous	Model: N/A

Filter by:

- Impact factor
- Publishing frequency
- Open access

Filter your results to find the best match

Impact Factor Show only journals with an Impact Factor
 0 0.5 1 1.5 2 3 5 7 10+

Frequency

Publishing model Any Open Access Hybrid

Springer Journal Selector

Space Science Reviews

Impact Factor: 5.519 *

Frequency: Continuous

Aims & Scope :

As an international key journal on scientific space research, its purpose is to provide a comprehensive synthesis of the various branches of space research. The emphasis is on scientific results and instruments in the fields of astrophysics, physics of planetary systems, solar physics, and physics of magnetospheres & interplanetary matter. Space Science Reviews publishes invited papers and topical volumes, engaging guest editors whose expertise matches the topic at hand. Commonly used title ab

Journal's aims & scope, IF, and publication frequency

- Published recently?
- Cited in your paper?



Similar articles from this journal



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+ Observations of Stratosphere-Troposphere Coupling During Major So...

Published 2012 - Jun

Factors to consider

Aims and scope

Readership

The screenshot displays the homepage of the Journal of Nanoparticle Research. At the top, it features the journal's logo and title, along with a 'Read Online' button. Below this, there is a section for 'ABOUT THIS JOURNAL' and 'EDITORIAL BOARD'. A central metrics table provides key performance indicators:

Speed	Usage	Impact
31 No. of days from submission of the manuscript to first decision	441,265 No. of downloads	2.184 Impact Factor 2014
19 No. of days from 'accept to Online First' publication	177.0 Usage Factor	0.834 (2007 - 2014) Source Normalized Impact per Paper
	136 No. of articles (abstracts on social media platforms)	0.627 (2007 - 2014) Storage Journal Rank
		47 All index
		96% Journal Author satisfaction (survey results published with Springer again)

Navigation options on the right include 'View Open Access Articles', 'All volumes & issues', and 'Editorial March 2014: Looking Forward'. A sidebar for authors and editors lists '2014 Impact Factor' (2.184), 'Aims and Scope', 'Submit Online', 'Open Choice - Your Way to Open Access', 'Instructions for Authors', and 'Author Academy: Training for Authors'. A 'SERVICES FOR THE JOURNAL' section includes 'Contacts', 'Download Product Flyer', 'Shipping dates', 'Order back issues', 'Bulk Orders', and 'Article Reprints'.

... *The first interdisciplinary journal devoted to Nanoparticle science and technology* ...

- An interdisciplinary journal devoted to Nanoparticle science and technology
- Focuses on concepts, properties, phenomena, and processes related to particles, tubes, layers, macromolecules, clusters and other finite structures of the nanoscale size range
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The **Journal of Nanoparticle Research** is a monthly peer-reviewed journal that explores the specific concepts, properties, phenomena and processes of structures at the nanoscale.

Coverage includes synthesis, assembly, transport, reactivity, and stability, and emphasizes realization and application of systems, structures and devices with novel functions obtained via precursor nanoparticles.

The **Journal** fosters the interdisciplinary dissemination of knowledge by encouraging synergetic approaches originating from a wide range of disciplines, such as Physics, Chemistry, Biology and Health Care.

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ABSTRACTED/INDEXED IN

Science Citation Index Expanded (SciSearch), Journal Citation Reports/Science Edition, SCOPUS, INSPEC, EMBASE, Chemical Abstracts Service (CAS), Google Scholar, EBSCO, CSA, Academic OneFile, Academic Search, CEABA-VtB, CSA Environmental Sciences, Current Contents/Physical, Chemical and Earth Sciences, Ei-Compendex, Ethicsweb, Gale, INIS Atomindex, OCLC, PASCAL, ReadCube, Referativnyi Zhurnal (VINITI), SCImago, Summon by ProQuest

Perspective articles have a wide breadth of appeal because they evaluate research, industrial and societal trends centered around nanotechnology. See the bigger picture!

Related subjects » Characterization & Evaluation of Materials - Inorganic Chemistry - Nanotechnology - Optics & Lasers - Physical Chemistry

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Metrics

Top Journal

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Please send me information on new Springer publications in Nanotechnology.

ADDITIONAL INFORMATION

How to stay informed of new content

Nano's Global Leadership & Service Award...

Factors to consider

Aims and scope

Readership

Indexing

Metrics

Author guides

The screenshot shows the homepage of the Journal of Nanoparticle Research. The page features a header with the journal title, a 'Read Online' button, and a 'RECOMMEND TO LIBRARIAN' button. Below the header are social media sharing options for Facebook, Twitter, and LinkedIn. A navigation menu on the right includes links for 'View Open Access Articles', 'All volumes & issues', 'Editorial March 2014: Looking Forward', and 'FOR AUTHORS AND EDITORS'. A '2014 Impact Factor' of 2.184 is displayed. A central menu lists key features: 'Aims and Scope', 'Submit Online', 'Open Choice - Your Way to Open Access', 'Instructions for Authors', and 'Author Academy: Training for Authors'. A 'Free App' section promotes the journal's availability on iOS and Android. A red-bordered box highlights a detailed description of the journal's interdisciplinary focus, its peer-reviewed nature, and its coverage of various nanoscale phenomena. A green-bordered box highlights the 'ABSTRACTED/INDEXED IN' section, listing numerous academic databases such as Science Citation Index Expanded, CAS, and ISI/Alphacis.

Journal of Nanoparticle Research
An Interdisciplinary Forum for Nanoscale Science and Technology
Editor-in-Chief: Mihail C. Roco
ISSN: 1388-0784 (print version)
ISSN: 1572-898X (electronic version)
Journal no. 11051

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Coverage includes synthesis, assembly, transport, reactivity, and stability, and emphasizes realization and application of systems, structures and devices with novel functions obtained via precursor nanoparticles.

The Journal fosters the interdisciplinary dissemination of knowledge by encouraging synergistic approaches originating from a wide range of disciplines, such as Physics, Chemistry, Biology and Health Care.

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Factors to consider

Journal of Nanoparticle Research
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- An interdisciplinary journal devoted to Nanoparticle science and technology
- Focuses on concepts, properties, phenomena, and processes related to particles, tubes, layers, macromolecules, clusters and other finite structures of the nanoscale size range
- Covers synthesis, assembly, transport, reactivity, and stability, and emphasizes realization and application of systems, structures and devices with novel functions obtained via precursor nanoparticles
- 98% of authors who answered a survey reported that they would definitely publish or probably publish in the journal again
- Free app available on iTunes and Google Play Store

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Coverage includes synthesis, assembly, transport, reactivity, and stability, and emphasizes realization and application of systems, structures and devices with novel functions obtained via precursor nanoparticles.

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Impact factor

The screenshot displays the homepage of the Journal of Nanoparticle Research. At the top, it features the journal's logo, a 'Read Online' button, and a 'RECOMMEND TO LIBRARIAN' button. Below this is a social media sharing section with icons for Facebook, Twitter, LinkedIn, and Print. The main content area is divided into several sections:

- Journal Metrics 2014:** A purple box containing a table of key performance indicators:

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19 No. of days from accept to Online First publication	177.0 Usage Factor	0.834 (2014-2014) Source Normalized Impact per Paper (Springer Journal Rank)
	136 No. of articles (downloaded on local/intranet platform)	0.627 (2014-2014) (Springer Journal Rank)
		47 Alt index
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- Free App:** A blue box stating: 'Journal of Nanoparticle Research Now available as an app for iOS and Android devices'.
- Journal Description:** A red box containing a list of bullet points and a paragraph describing the journal's focus on interdisciplinary research in nanoparticle science and technology.
- ABSTRACT EDITORIAL BOARD:** A green box listing various scientific databases and indices where the journal is indexed.

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Relevant references

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But *after* evaluating the *novelty* and *relevance* of your findings

Submitting your manuscript

5.0

- Appropriate journal***
- Logically organized manuscript***
- Effective writing (clear, concise)***

Ready to submit!

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relevance of study

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journal

Interesting to their readers?

Clear and concise writing style?

Write an impressive cover letter

Dear **Dr Lippman,** → **Editor's name**

Please find enclosed our manuscript entitled **"Evaluation of the Glasgow prognostic score in patients undergoing curative resection for breast cancer liver metastases,"** which we would like to submit for publication as an **Original Article** in the *Breast Cancer Research and Treatment*.

→ **Manuscript title**

→ **Article type**

The Glasgow prognostic score (GPS) is of value for a variety of tumours. Several studies have investigated the prognostic value of the GPS in patients with metastatic breast cancer, but few studies have performed such an investigation for patients undergoing liver resection for liver metastases. Furthermore, there are currently no studies that have examined the prognostic value of the modified GPS (mGPS) in these patients. The present study evaluated the mGPS in terms of its prognostic value for postoperative death in patients undergoing liver resection for breast cancer liver metastases.

Give the background to the research

A total of 318 patients with breast cancer liver metastases who underwent hepatectomy over a 15-year period were included in this study. The mGPS was calculated based on the levels of C-reactive protein and albumin, and the disease-free survival and cancer-specific survival rates were evaluated in relation to the mGPS. Prognostic significance was retrospectively analyzed by univariate and multivariate analyses. Overall, the results showed a significant association between cancer-specific survival and the mGPS and carcinoembryonic antigen level, and a higher mGPS was associated with increased aggressiveness of liver recurrence and poorer survival in these patients.

What was done and what was found

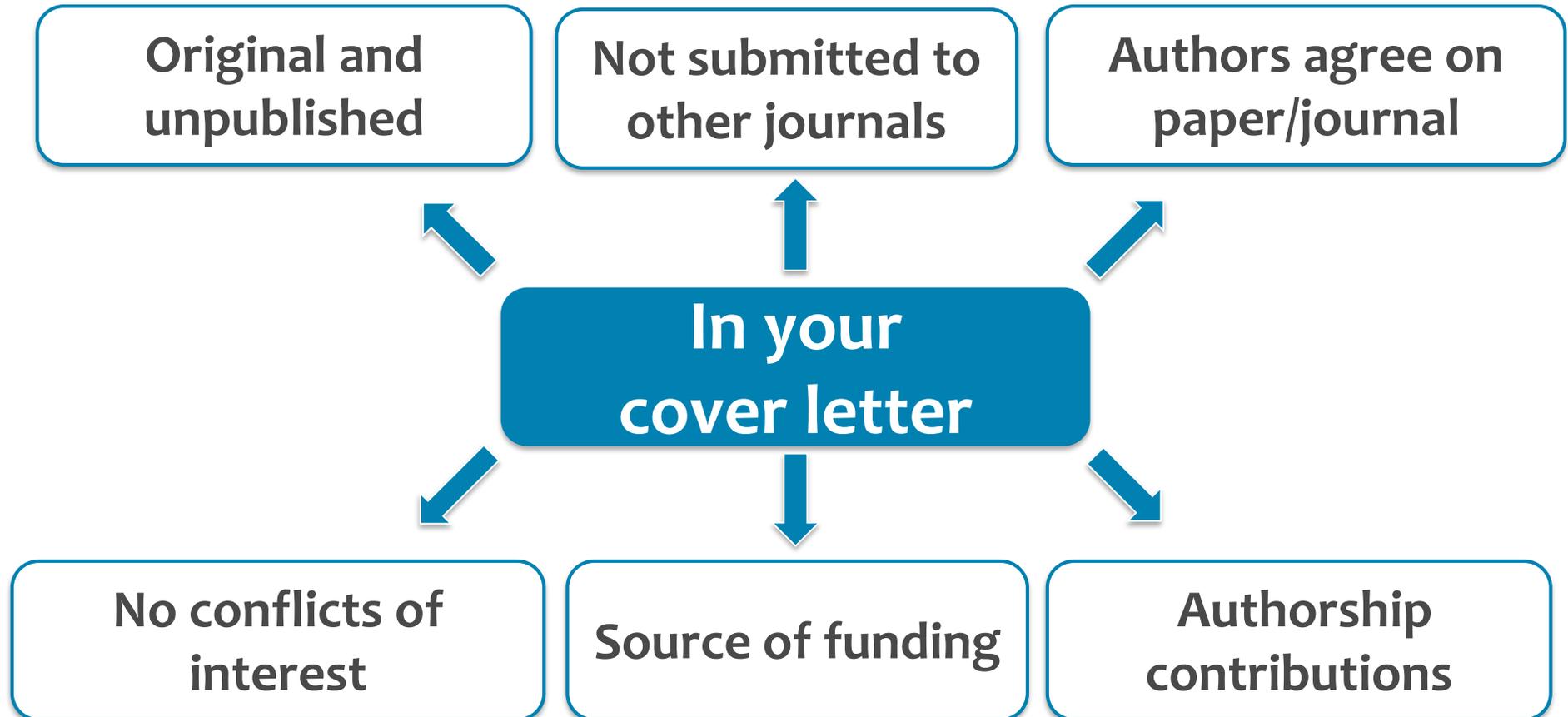
This study is the first to demonstrate that the preoperative mGPS, a simple clinical tool, is a useful prognostic factor for postoperative survival in patients undergoing curative resection for breast cancer liver metastases. This information is immediately clinically applicable for oncologists treating such patients. As a premier journal covering the broad field of cancer, we believe that the *Breast Cancer Research and Treatment* is the perfect platform from which to share our results with the international medical community.

Interest to journal's readers

Recommend and/or exclude reviewers

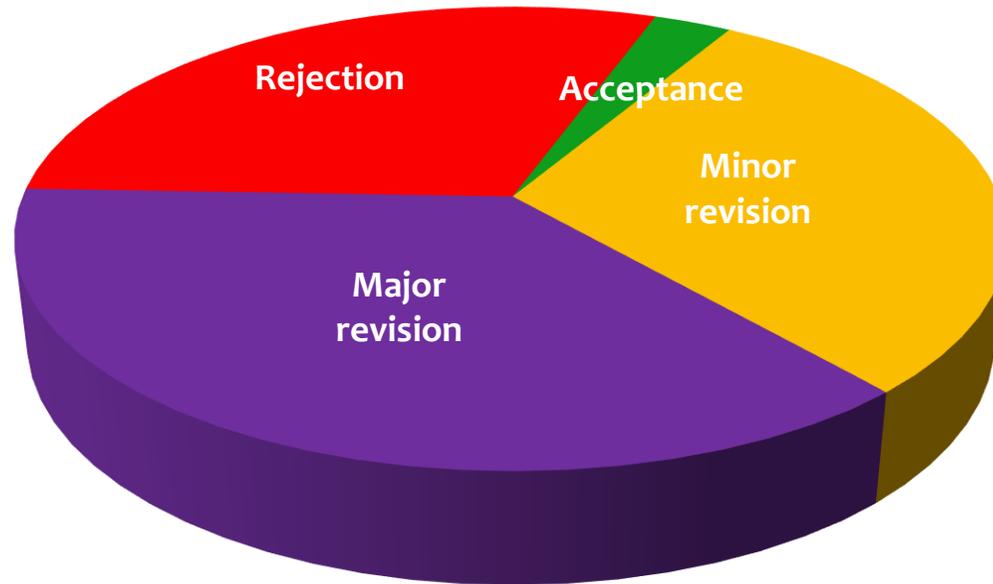
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Publishing ethics (read: Springer Editorial Policy)



Read Springer Editorial Policy:
<https://www.springer.com/us/editorial-policies>

Peer review always improves



- ✓ Few papers are accepted without revision
- ✓ Rejection and revision are integral
- ✓ Peer review should be a positive experience

Reviewers



Point-by-point response

Polite &
professional

Respond to every
comment

Revision

Easy to see
changes

Refer to line and page numbers

Use a different color font

Highlight the Text

Point-by-point response

Dear Dr. _____: **[address editor by last name]**

Thank you for your consideration of our manuscript entitled _____ **[insert manuscript title]**. We have reviewed the comments of the reviewers and have thoroughly revised the manuscript. We found the comments helpful, and believe our revised manuscript represents a significant improvement over our initial submission.

In response to the reviewers' suggestions we have **[summarize the key changes here]**

Agreement

Reviewer Comment: *In your analysis of the data you have chosen to use a somewhat obscure fitting function (regression). In my opinion, a simple Gaussian function would have sufficed. Moreover, the results would be more instructive and easier to compare to previous results.*

Response: **We agree with the reviewer's assessment of the analysis.** Our tailored function makes it impossible to fully interpret the data in terms of the prevailing theories. In addition, in its current form it would be difficult to tell that this measurement constitutes a significant improvement over previously reported values. **We have redone the analysis using a Gaussian fitting function.**

Disagreement

Reviewer Comment: *In your analysis of the data you have chosen to use a somewhat obscure fitting function (regression). In my opinion, a simple Gaussian function would have sufficed. Moreover, the results would be more instructive and easier to compare to previous results.*

Response: **We agree** with the reviewer that a simple Gaussian fit would facilitate comparison with the results of other studies. **However**, our tailored function allows for the analysis of the data in terms of the Smith model [Smith et al, 1998]. **We have added two sentences to the paper (page 3 paragraph 2) to explain the use of this function and Smith's model.**

Understanding reviewer comments

“The English needs to be improved”

“Your writing is difficult to understand”

Grammar & Spelling

Long, complex sentences and paragraphs

Gaps in the logic

Poor manuscript organization

Too much information

Revision

Conduct additional experiments and analyses as suggested

✓ *If this is impossible, you **must** explain **why***

You **can disagree with reviewers, but provide evidence**

✓ *Cite **published** work*

Comply with deadlines

✓ *Extensions **are** granted*

Rejection... reasons?

**Inappropriate journal
selected**

Unlucky timing

Rejection... the content?

Incomplete data

Inappropriate methodology

Weak research motivation

Poor analysis

Inaccurate conclusions

Rejection... the manuscript?

**Journal requirements
not met**

**Publication
ethics ignored**

**Poor grammar
and style**

Lack of detail

**Inappropriate data
presentation**

**A well-written cover
letter missing?**

Summary of Today's Presentation

Six steps before writing your manuscript:

- Think about **why** you want to publish your work, and **whether** it's publishable
- Decide what **type** of the manuscript to write
- Choose the **target** journal
- Pay attention to journal **requirements** in the Guide for Authors
- Pay attention to the **structure** of the paper
- Understand publication **ethics** to avoid violations

Answer four key questions when writing your manuscript:

- **Why** this study needs to be done? **INTRODUCTION**
- **What** you did? **METHODS**
- **What** you found? **RESULTS**
- **How** your study will advance the field – Implications? **DISCUSSION/CONCLUSIONS**

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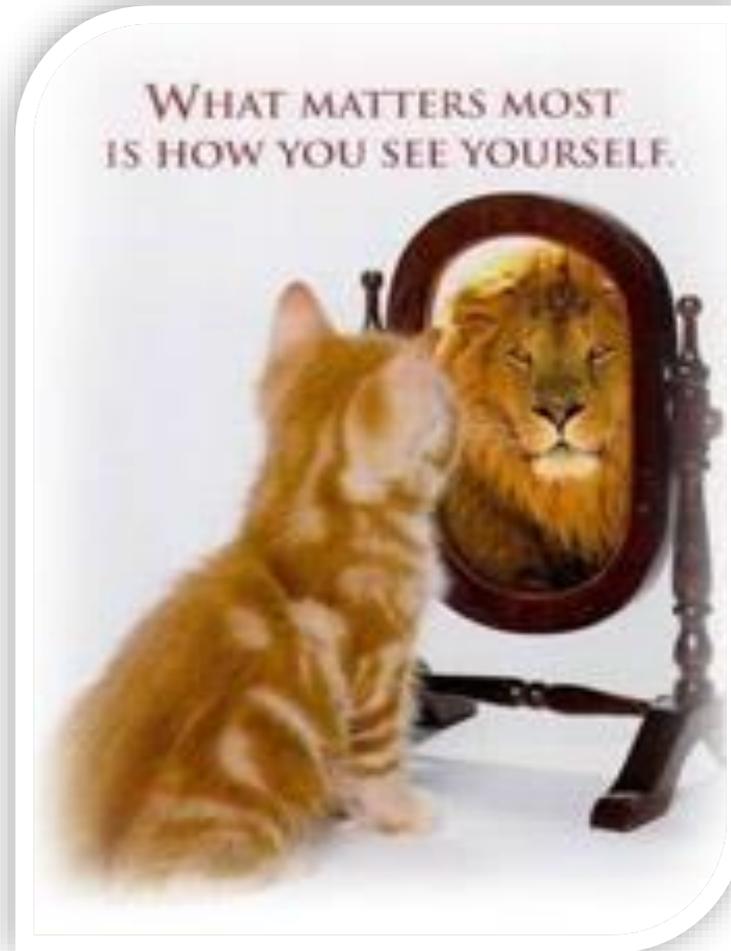
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Thank you...

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