Welcome to Today’s Workshop

I am honored to provide guidance to you, librarians and scientists,
To help you publish your research in international journals of science and medicine

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Topics for Today

- Publishing your science
- Writing clearly
- Ethics and case studies

Important Relationship

Librarians

Subscibe to journals

Scientists

Read and publish in journals

You should talk together
Bibliography

Two Topics:
1. Why Publish?
2. How to Choose Your Journal Wisely

Why Publish?
- Publication provides an opportunity to tell your story

Once upon a time in Brasil...

Why Tell Your Story?
- Primary reason
  - To report the solution of an important scientific or medical problem
  - The outcome: To advance one's field
**Peer-Reviewed Publications**

- Validate your work through peer review
  - Your study is not officially part of the scientific record until it undergoes peer review
  - Provides a record that is available worldwide
  - Provides a record that is permanent

**Why Publish?**

- Secondary reason
  - To advance one’s career
  - Having two reasons to publish can result in a conflict of interest
    - Primary reason conflicts with achieving the secondary reason
      - May contribute to research misconduct

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**Publishing Protagonists**

Authors

Editors

Reviewers

Readers

For publishing to advance a field, all protagonists need to act ethically at all times

**Where to Tell Your Story?**

- Choosing a journal
Two Choices are Made

- You (the authors) choose where to submit (i.e., which journal)
- They (the journals) choose what to publish (i.e., which papers)
- But, YOU actually have some control over both choices!

Picking Where to Submit (Your Choice)

- What to consider?
  - Fit between your paper and the journal's scope
  - Reputation of the journal and its editorial board
  - Customer service of the journal

Fit between Your Paper and the Journal's Scope

- A good fit means that
  - Your paper is more likely to be accepted by the journal
  - Your paper is more likely to be read by the readers in your field
  - Your goal in publication is to showcase your work
  - Showcasing advances both your field and your career

Reputation of a Journal

- Impact factor
- Common knowledge in the field of a journal's quality (not necessarily the same as impact factor)
- Ranking in the field (e.g., 3rd out of 10 journals)
- Scientific quality of the editorial board
- Citation half-life
- Author’s previous success or lack thereof with a particular journal
- Customer service
### Be Aware

- Journals with the highest impact factor have
  - The highest non-review and rejection rates
  - High “page-pressure” rate, resulting in severe limitations in number of pages, figures, and references; much of the data becomes supplementary

### Be Aware

- Journals with the highest impact factor
  - Reviews frequently require additional experiments, which delays resubmission
  - However, journals with the highest impact factor are widely read and cited
    - The science published in them is generally assumed to be better
    - And have notable instances of scientific misconduct

### Customer Service of the Journal

- How quickly does a journal review?
  - How quickly does journal publish?
- How fairly does the journal manage review?
  - How helpful are the journal’s reviews?
- Are costs levied to publish pages or color figures?
- Are the number of pages, figures, or references limited?
- Do you like the quality of the product (e.g., figure reproduction)

### You Have Two Opportunities to Sell Your Paper

- At submission
  - Use the Title, Abstract, and Introduction to announce that an important problem in the field is solved
  - Use the Results, Methods, and Discussion to construct a sound scientific argument to convince skeptical scientists
  - Use the Acknowledgments and Literature Cited to give credit where credit is due
Two Tips

- Write a Title that states the major result of the study (not what you did, but what you learned)
- In the Abstract, briefly summarize the topic of your study, its importance, what is known and unknown about the topic, your hypothesis, and what you learned by testing your hypothesis

Also Include a Cover Letter

“Dear Sir or Madam: . . .

A Poor Cover Letter

- “We are pleased to submit our manuscript . . .
- The method of our study is not modern, but we hope this study is quite original
- Therefore, we are encouraged and hope to find an audience for our research”

A Good Cover Letter

- Introduces
  - The topic
  - The major result
  - The meaning (impact) of the major result
  - Assurance that the manuscript has not been published before AND is not submitted to another journal
You Have Two Opportunities to Sell Your Paper

- Second opportunity is at revision submission
  - Be professional and respectful, but you can challenge (with cogent and concise logic and facts) reviewers’ and editor’s comments
  - Respond to all criticisms with an appropriate revision or a reasonable explanation as to why a revision was not done
  - To some degree, this is a negotiation process, but the scientific standards (as interpreted by the editors) of the journal must be met

Potential Outcomes

- Enthusiastic Reviewer
- Unenthusiastic Reviewer

You have a HUGE influence on which outcome is your outcome

Muito Obrigado
How to Write Clearly

The study of writing is NOT a waste of time!

Hook the Reader

- Excite editors and reviewers
  - Why?
    - So that they want your manuscript published
- Excite readers
  - Why?
    - So that they want to read your publication

The Bottom Lines

What Makes Excitement?

- Excitement is
  - Novelty
  - New discovery
  - More thorough insight
  - Innovation
  - New methods, reagents, transgenic mouse
  - Substantive, clear (understandable) results
  - Scientific controversy
Expectations About Manuscripts

- Editors, reviewers, and readers
  - An interesting story that
    - Revolves around the hypothesis or question
    - Conclusion that answers the hypothesis or question

Outline

- Critical self-evaluation
- Write clearly

Critical Self-Evaluation

- Does the reviewer have to work to understand your manuscript?
  - No
  - Yes
Definition of Clear Writing

- “Clear writing is writing that is incapable of being misunderstood” *

- Quintilian, a Roman rhetorician, who lived in the first century A.D.

* Zeiger. Essentials of Writing Biomedical Research Papers. 2000

Writing Clearly (for Understanding)

- Goals
  - Unambiguous writing
    - Creates the least confusion
  - Logical story
    - Creates a storyline
  - Clear, simple, informative figures and tables
    - Makes the results obvious
  - Place your study and results in context
    - Brings focus on significance and impact

Guides for Writing Clearly

- To write for understanding...
  - Target the audience and hook them
  - Be a credible writer

Analogy: The First Date

- You want a second date
- Make the first impression a good impression!
  - Title and Abstract
    - Captivate the imagination of the reviewers
      - Clear writing
      - Significance
      - Impact
    - Gives reviewers something to look forward to; not dread!
To attain clear understanding, clear writing is required.

- The study of writing is **NOT** a waste of time!
- Proper grammar (word choice, sentence structure, paragraph organization, and punctuation) are essential
- Tools to attain understanding

**Keywords**

- Most important words
  - Why?

<table>
<thead>
<tr>
<th>Clear Keywords</th>
<th>Vague Keywords</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rats</td>
<td>Animals</td>
</tr>
</tbody>
</table>

**Unclear Word Choice**

- Example: “Change”
  - What does “change” mean?
    - Who knows?
      - Increased/decreased?
      - Longer/shorter?
      - Heavier/lighter?
    - *Etc.*

**Vague Words to Avoid**

- Modifying words (adjectives, adverbs)
  - Adjective: ‘Sick’ (sick baby)
  - Adverb: ‘Very’ (very big)
- Jargon (“out there”)
  - Where?
- Euphemisms (“to pass away”; die)
Pretentious Writing

"I'm disinclined to acquiesce to your request..."

- *No*

  - Captain Barbossa to Elizabeth Swann

* Pirates of the Caribbean - The Curse of the Black Pearl, 2003

Words must agree!

Words are not to be contradictory!

Putting Words Together: Sentences

- Noun verb completer
  - Jack and Jill ran up the hill
- About 20 words or less
- Use parallel construction
  - “drug A (1) increases blood pressure, (2) heart rate, and (3) breathing rate
    - Describe in the same order
Putting Sentences Together: Paragraphs

- Fundamental unit of telling a story
  - One topic = one paragraph
  - If you change the topic, new paragraph

Return Key
Creates a new paragraph. Wow!

Paragraph Analogy

NOT!

Guide for Paragraphs

- Begin with a powerful topic sentence
- Follow with details about the topic
  - Using logically organized sentences
- Repeat keywords, verbatim
- Use transition words to connect sentences
- Use consistent order (parallel construction)
- Use consistent tense and point of view
Creative Use of Punctuation

- How many of you use these punctuation symbols in one sentence?
- Why do you use them in one sentence?
- Consequence of using them?
  - Long sentences
  - Unclear meaning
- Solution: replace with a period (full stop)