

Publication Workshop:

Maximizing Your Chances of Getting Your Papers
Published in the Best International Journals: Strategies for
Success (Regardless of Where You Do Your Science)!



The Workshop Leaders

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“The Old Guy”

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“The Young Guy”

Developmental Dynamics

QuickTime™ and a
Animation decompressor
are needed to see this picture.

The Workshop

Why publish? How to choose your journal wisely.

How to write clearly.

What's ethical conduct in publishing? A short overview.

Case histories in publication ethics: What would you do?

Why Publish? How to Choose Your Journal Wisely.

Why Publish?

Publication Provides an Opportunity to Tell Your Story

Once upon a time. . .

Why Tell Your Story?

Primary reason: To report the **solution** of an important scientific or medical problem (to **advance** one's field)

Publication

Validates your work through peer review (your study is not officially part of the scientific record until it undergoes peer review)

Provides a record that's readily available worldwide

Provides a record that's permanently available

Why Publish?

Secondary reason: To advance one's career

Having two reasons to publish can result in a **conflict of interest**: primary reason is comprised to achieve the secondary reason = **Research Misconduct**

But an Author is Not Alone When it
Comes to Conflicts of Interest

Publishing Protagonists

Authors



Editors

Reviewers



Readers



For Publishing to Truly Advance the
Field, **All** Protagonists Need to Act
Ethically at All Times

Where to Tell Your Story? That is,
How Do You Choose Where to
Publish?

Two Choices Need to be Made for Publication

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 (Totally Your Choice)

What to consider?

- A. Fit between your paper and the journal's scope
- B. Reputation of the journal and its editorial board
- C. Customer service of the journal

A. 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

A good fit means that your paper is more likely to be read by the readers in your field

Your goal in publication is to showcase your work: Showcasing your work advances both your field and your career

B. Reputation of the Journal

IMPACT FACTOR:

A good strategy is to submit to the journal with the highest impact factor in your field that you think will likely accept your paper in some form or fashion (don't aim way too high or low)

Choosing a Highest Impact Journal Can Be Like Fighting with a Double-edged Sword: it Cuts Both Ways!



Journals with the highest impact factor:

Have the highest non-review and rejection rates

Have a high “page-pressure” rate resulting in severe limitations in number of pages, figures, and references; much of the data becomes supplementary

Frequently require several additional experiments, resulting in a delayed resubmission

Because of the limitations, not enough data are always presented to convince skeptical and perhaps jealous scientists (all scientists are skeptical and focus on flaws)

However, Journals with the highest impact factor are widely read and cited, and the science published in them is generally assumed to be better

Mitigating Factors for Choosing the Highest Impact Journals

Common knowledge/bias 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, in the top third)

The scientific quality of the editorial board

Citation half life

Author's previous success or lack thereof with a particular journal

Customer service

C. Customer Service of the Journal

How quickly do they review? How quickly do they publish?

How fairly do they review?

How helpful are their reviews?

Are there costs to publish (page and color) or other limitations like number of pages, number of figures, number of references?

Are they open access? If so, when? Are you sure they will be in business decades later?

Do you like the quality of their product (e.g., figure reproduction)

How Do They Decide to Accept or Reject Your Story? How Do They Choose What to Publish?



"I wish I could be as calm as JB when it comes to making decisions."

Actually,

They choose based on **fit**: is the study of high interest to their readers? Is it of **broad interest**?

They choose based on the **importance** of the advance in the field: is the study of high impact?

They choose based on **excellence**

But they may be **biased**

Sources of Negative Bias

“Poor” or “sloppy” writing:

Grammatical (minor if understandable); typos (not professional)

Lack of clarity (major)

Lack of **salesmanship** (the higher the impact factor of the journal, the bigger the problem): If the study isn't sold to the editors/reviewers in the cover letter and manuscript, its strengths are easily overlooked; it then may be viewed as mediocre

Salesmanship. You Basically Have Two Chances

At Submission

1. Use the Title, Abstract, and Introduction to announce that an important problem in the field has been solved
2. Use **the augmentative core**--the Results, Discussion, and Methods--to construct a sound scientific argument to convince **skeptical** scientists that the claim to have solved an important scientific problem is **credible**
3. Use the byline, Acknowledgments, and Literature Cited to give credit where credit is due

A Few Tips: Constructing Your Manuscript

- Choose a **title** that states the major result of the study (not what you did, but what you learned)
- In your **abstract**, briefly summarize the topic of your study, its importance, what's known and unknown about the topic, your **hypothesis**, and what you learned by testing your hypothesis
- Use an **outline** to develop a logical series of major headings for your Results and Discussion sections, stated as findings and conclusions, respectively; also use conclusions as title sentences for figure legends

Also Include a Cover Letter

“Dear Sir or Madame: . . .”

A Bad Cover Letter

We are pleased to submit our article . . .

The method of this experimental work is not very modern, but we hope this study is quite original.

Therefore we are encouraged and hope to find the audience for our research.

Instead, tell me you have solved an important problem!

Ancient Chinese Proverbs



Ancient Chinese Proverbs

Confucius says:

Modesty is attended with profit, arrogance brings on destruction.

The man(**uscript**) of worth is really great without being proud; the mean man(**uscript**) is proud without being really great. (GCS edited)

Unfortunately, modesty is unlikely to get your manuscript published in a western journal, so “toot your own horn,” without being arrogant (don’t use hyperbole; keep credible)



And, Make Sure that You Write
Clearly, Concisely, and
Persuasively

More about this, from the “old guy,” shortly

An Old Example of Good Writing: Clear and Powerful!

“Dick-and-Jane”-type sentences: “Look Dick, see Spot.”

Look reader, see my great result!



Your Second and Final Chance to Influence Their Choice

At Resubmission

Be professional and respectful, but you can challenge (with cogent and concise logic and facts) reviewers' and editor's comments and decisions when you believe that they are in error or unreasonable

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

Don't Burn Your Bridges!



Peer review and the editorial process: it's not always perfect, but it's the best we have

Publication Provides an Opportunity to Tell Your Story

And they all lived happily every after. . .

A Place to Go for More

To download free online full text sample issues of “**The Anatomical Record**” and “**Developmental Dynamics**” and fill in the online survey form, please visit us at the website at <http://bit.ly/KurtGary> now!

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“The Anatomical Record” “Developmental Dynamics” 両誌の無料サンプル号をオンラインでお読みいただけます。アクセスはこちら → <http://bit.ly/KurtGary>