

Writing for publication



What prevents you...



What prevents YOU writing for
publication?

What prevents us writing for publication?



What prevents us from writing for publication? (based on Newnes and Jones, 2005)

Newnes and Jones (2005)

1. Originality is paramount
2. Missing the 'Wow' factor
3. Public scrutiny
4. Feel unworthy
5. Unwilling to describe the ordinary
6. Too many non-useful rules
7. Being wrong/getting caught out
8. Gender and cultural issues
9. Be willing to play!
10. Get a friend

A priority



Is there something about which you would really like to write about and publish ?

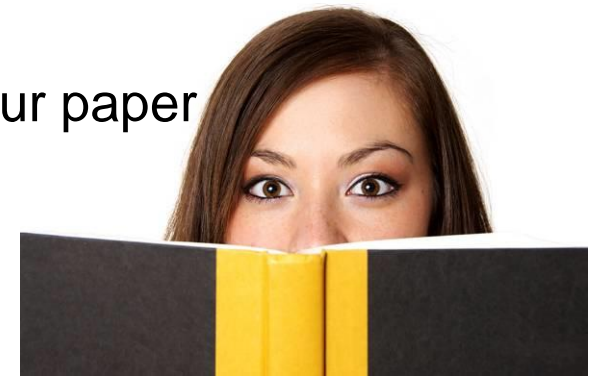
Two things to keep in mind to-day

- (a) The thing (s) I would like to write about.
- (b) 'Attending a writing for publication workshop' article.

Aims of the rest of the session



- A brief introduction to Emerald and their journals Especially SCN
- Why publish in journals?
- To encourage you to share your knowledge, i.e. to get you **writing**
- To ‘demystify’ the publishing process
- Additional tips, insider knowledge and the answers to key questions to maximize your chances of publication including:
 - Tips on how to structure your paper
 - To encourage you to look at your work through the eyes of an editor/peer reviewer
 - How to deal with reviews and revisions of your paper



A brief introduction to Emerald

Company history



- Emerald Group Publishing Limited
- Founded in 1967 in Bradford, West Yorkshire
- Three core markets: Public, Corporate, Academic
- 250+ journals, 240+ book series, 300 stand-alone texts
- Over 21 million Emerald articles were downloaded in 2011 – more than 50,000 a day!

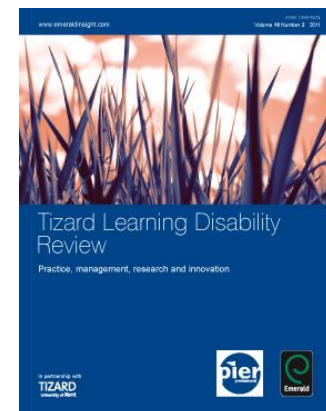
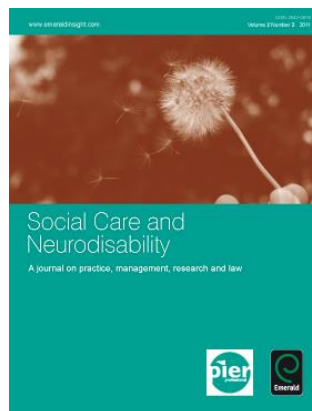
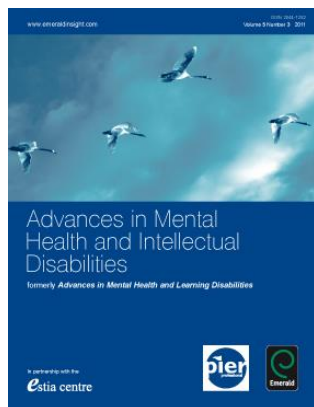


**Potential readership
of 15 million**

A brief introduction to Emerald Health and Social Care Collection



- Acquisition of Pier Professional (2011) (Pavilion Journals)
- Creation of Health and Social Care Collection
- Sub collection of Learning/Intellectual Disability titles
- Content delivers high-quality, up-to-date, peer-reviewed research and evidence-based practice with the overall aim of considering social impact and improving practice.

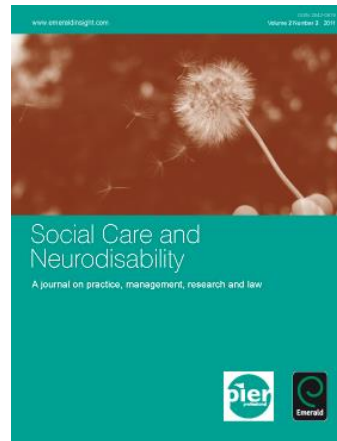


Why publish in journals?

Take an idea

Publish it

Reach an audience



Why publish in journals?

Being published means:

- Your paper is **permanent** – enters the ‘body of knowledge’ for your subject area
- Your paper appears in both the **print and electronic** versions of the journal
- Your paper is **improved** by suggestions from reviewers and/or the editor via the review process
- Your paper is actively **promoted** by the publisher – reaching a large audience
- Your submission is **trustworthy** – material that has been published carries a quality stamp

Why publish in journals?

What's in it for me?

- Work in print – name in print
- Share your ideas – develop your career
- Prove success – support/influence future decisions
- Demonstrate your knowledge – gain external recognition
- Highlight new initiatives – gain internal recognition



Why publish in journals?

What do previous authors say?



Career

80% of our authors published with a view to career progression and personal development

Altruism

85% published for esteem and receive internal and external recognition



Subject Development

70% wanted to share knowledge and experience

Own Business

50% published for company recognition and to promote their business

Recent testimonial

(published paper in Health & Social Care title)

“I just wanted to let you know that your advice paid off - Thank you!

As a result of publishing my paper I won an Award (£2,500) that has enabled me to produce marketing and promotional materials, hire meeting rooms and generally kick start the organization under its own constitution.”

Getting started

www.emeraldinsight.com



Research you can use

How to get started?

What do I write about?

- Have you completed a project that concluded successfully?
- Are you wrestling with a problem with no clear solution?
- Do you have an opinion or observation on a subject?
- Have you given a presentation, briefing or conference paper?
- Are you working on a Doctoral or Master's thesis?
- Do you have a new idea or initiative?

If so, you have the basis for a publishable paper



How to select the right journal?



- A good choice of journal can enhance the impact of your work and your reputation
- Factors to consider are relevant readership, recent articles, most communicative, societies and internationality, likelihood of acceptance, circulation, time from submission to publication
- What type of paper are you planning to write i.e. practice paper, research paper, case study, review, viewpoint? Check first what type of paper the journal accepts.
- Are rankings important to you?
Citations are a good, but not complete, guide to quality
- Usage is a better measure of *utility*
- Be **political** (e.g. national vs international) and **strategic** (e.g. five articles in 'low ranked' journals vs one in 'top ranked' journal)

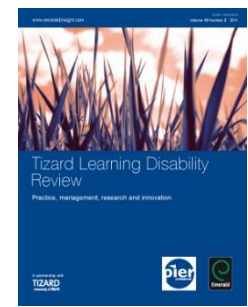
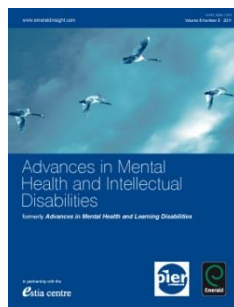
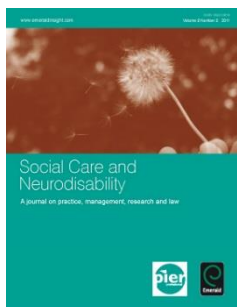
How to select the right journal

Target to avoid desk reject



“Many papers are rejected simply because they don’t fulfil journal requirements. They don’t even go into the review process.”

- Identify a few possible target journals/series but be **realistic**
- Follow the Author Guidelines – scope, type of paper, word length, references style, etc
- Find out where to send your paper (editor, online submission e.g. Scholar One). Check author guidelines which can be found in a copy of the journal/series or the publisher’s web site
- Send an outline or abstract and ask if this looks suitable and interesting (or how it could be made so)
- **Read** at least one issue of the publication – visit your library for access
- Include a cover letter – opportunity to speak directly to the editor, convince them of the importance of your paper to the journal



Maximising your chances of success

Author guidelines

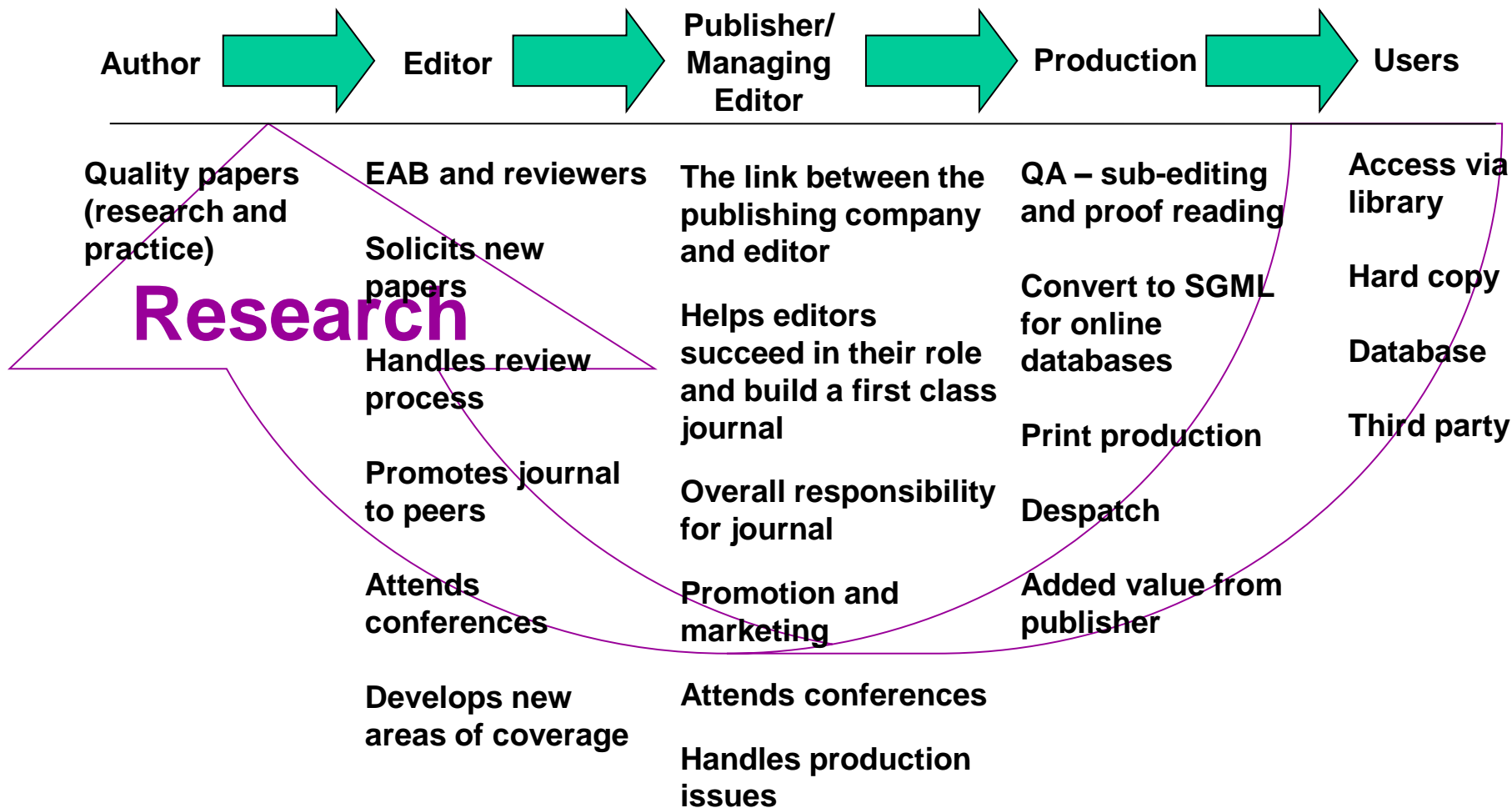


The screenshot shows the Emerald website interface. At the top, there is a navigation bar with links for Home, Text View, Contact Us, Site Map, Support, Register, and Administration. The Emerald logo and tagline "Research you can use" are on the left. A sidebar on the left contains a "Login" section, a "Welcome" message from Emerald Group Publishing Limited, and a search bar. The main content area features a breadcrumb trail: Home > Product Information > Journal list > Journal of Mental Health Training, Education and Practice Information - Author Guidelines. Below this is a header for the journal, including its ISSN (1755-6228) and links for Table of Contents, Latest Issue RSS, and RSS. A search box is also present. The "Author Guidelines" section is highlighted in green. It states that the journal highlights critical workforce issues in mental health services and provides an evidence base for workforce development, education, and training. It lists peer-reviewed submission areas: overviews of research with practical implications, descriptions of innovations, reports of original research, and summaries of useful information. A "Submissions" section provides contact information for Di Bailey (di.bailey@ntu.ac.uk) and Peter Ryan (p.ryan@mdx.ac.uk). A "Copyright" section begins with the text: "Articles submitted to the journal should not have been published before in their current or substantially similar form, or be under..."

Every journal has detailed notes and guidelines

Maximizing your chances of success

Understand the journal supply chain



Structuring Your Paper



Standard journal article structure

- Abstract (structured format for submission to Emerald titles)
- Introduction
- Literature Review
- Research methodology/approach
- Findings
- Discussion
- Conclusion

Structuring your paper:

What is the purpose of the paper?



- **Purpose Statements**

- **What** is the significance of the paper?
- **Why** is it important and original?
- **Who** will be interested, who is the intended **audience**?
- **What next:** what are the implications for practice, what are the further research questions

- **Purpose Statements** – should also be central to the article's composition. It will help you develop the structure, and provide a focus.
- **Thesis Statements** – a statement of purpose that does not merely state coverage but which also sets out an argument.

Structuring your paper:

Abstracts



The abstract helps ‘sell’ your article

Editors: are busy!

The abstract is their first contact with your paper and can sometimes make a decision at that point whether or not it is suitable for their journal.

Readers (online): The abstract is often all a reader will see until they pay for the article.

Might not go further if the abstract doesn’t tell them clearly what the paper is about.

A good abstract might make them want to read the full-text article.

Always ensure that you are **clear, honest, concise and have covered all the major points.**

Structuring your paper:

The Introduction



- **What is the importance of the introduction?**

It provides context and set out the paper's main aims:

Why the topic is important, what it contributes to the body of knowledge, background to the research, what the structure of the paper will be, what made you decide to research this topic/write the article?

- **How long should the introduction be?**

The introduction should be long enough to develop the purpose statement and set out the background to the topic:

It should not overwhelm or be out of proportion to the rest of the paper

- **When should the introduction be written?**

It is probably wise to write the introduction first.

But always revisit it as you write.

Structuring your paper:

The body of the paper



- **The Body of the Paper**
 - Literature review
 - Research methodology or approach
 - Findings
- **Literature review**
 - Quote those papers from which your own research follows
 - Make it clear what the position was prior to your own paper, and how your paper adds to it
 - Make sure that the citations are up to date
 - Cite only your own articles in so far as they are directly relevant to your research/approach
 - Any work that is not your own **MUST** be referenced

Structuring your paper:

The body of the paper



- **Research methodology or approach**
 - Indicate the main methods used
 - Demonstrate that the methodology is robust, and appropriate to the objectives
 - Focus on telling the specifics
- **Findings**
 - Significant facts
 - Research narrative

Structuring your paper:

Writing the Conclusion



Writing the Conclusion

- **Do...**
 - Summarize and conclude, restating the main argument, and presenting key conclusions and recommendations
 - Say to what extent your original questions have been answered
 - State how your findings/new framework, etc. apply to theory and to the world of practice
 - State the limitations of your research
 - State what are the implications for further research
- **Don't...**
 - Start a new topic or introduce new material
 - Make obvious statements
 - Contradict anything you said earlier

How to increase electronic dissemination



- Use a **short descriptive** title containing main keyword – don't mislead
- Write a clear and descriptive abstract containing the main keywords and following any instructions as to content and length
- Provide **relevant and known** keywords – not obscure new jargon
- Make your references **complete and correct** – vital for reference linking and citation indices
- All of this will make your paper more discoverable which means more dissemination and possibly more citation



Maximising your chances of success

What makes a good paper?



HINT: Editors and reviewers look for ...

- Originality – what's **new** about subject, treatment or results?
- Relevance to and extension of existing knowledge
- Research methodology – are conclusions valid and objective?
- Evidence based
- Clear implications for practice. (the 'so what?' factors!)
- Clarity, structure and quality of writing – does it communicate well?
- Sound, logical progression of argument
- Theoretical and practical implications
- Recency and relevance of references
- Internationality/Global focus
- **Adherence to the editorial scope and objectives** of the journal
- A good title, keywords and a well written abstract

Reviews and Revision



The review and revision process

Timetable



- There are many different forms of review: Editor Review, Open Review, Double Blind Peer Review.
- The Editor(s) do an initial read to determine if the subject matter and research approach is appropriate for the journal (approx. 1 week)
- The Editor(s) identify and contact two reviewers (approx. 1 week)
- Reviewers usually have 6-8 weeks to complete their reviews
- The Editor(s) assess the reviewers' comments and recommendations and make a decision (approx. 2 weeks)
- **Expected time from submission to review feedback: 3-3.5 months**



The review and revision process

Receiving feedback

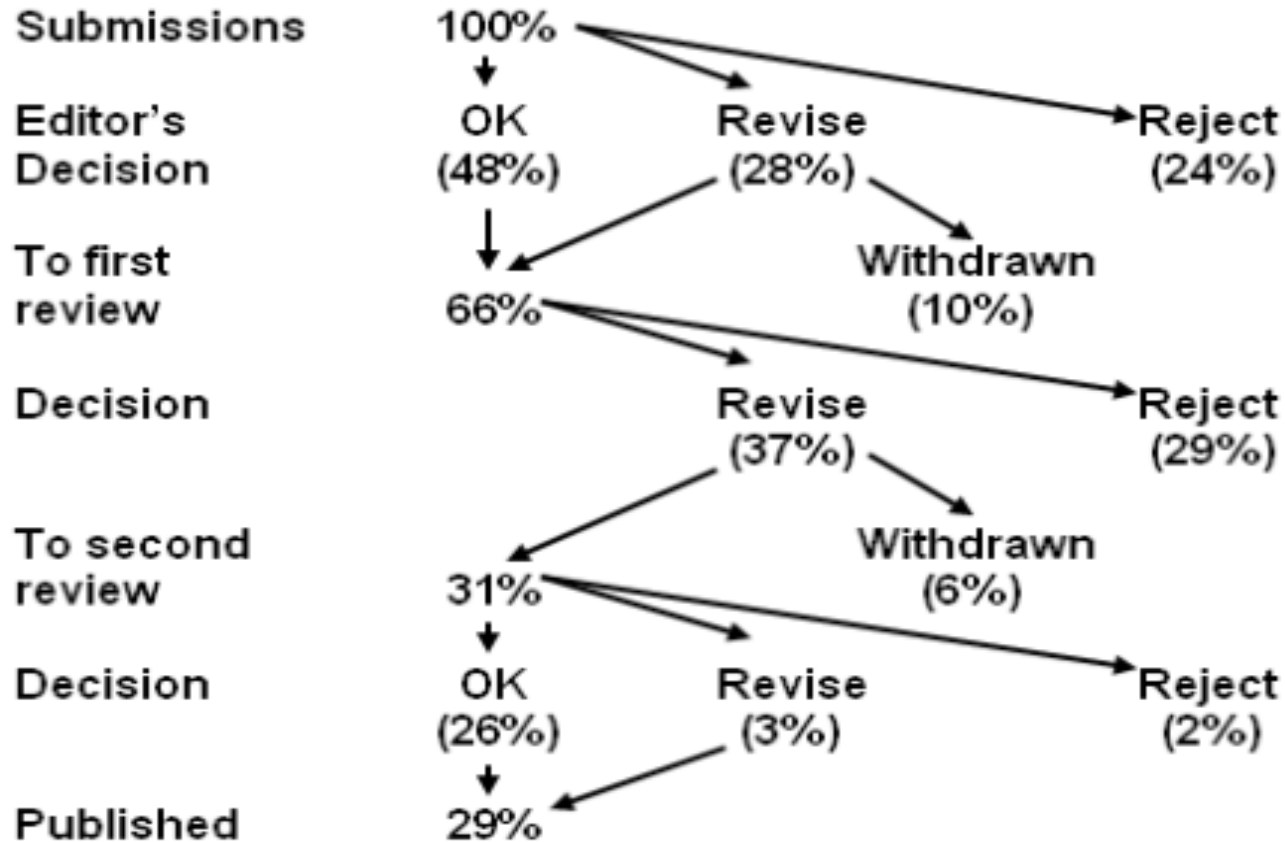


- **A request for revision is good news!** It really is
- You are now in the publishing cycle. Nearly every published paper is revised at least once
- Don't panic!
- Even if the comments are sharp or discouraging, they **aren't** personal

- **If your paper is rejected:**
- **Don't give up!**
Everybody has been rejected at least once
- **Ask why**, and listen carefully!
Most editors will give detailed comments about a rejected paper. Take a deep breath, and listen to what is being said
- **Try again!**
Try to improve the paper, and re-submit elsewhere. Do your homework and target your paper as closely as possible
- **Keep trying!**

Process of acceptance for a journal

– just one example



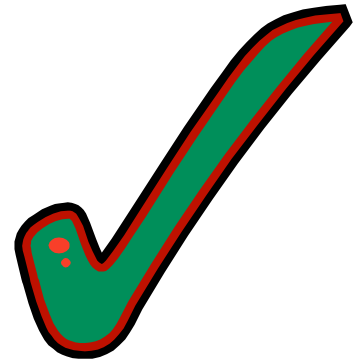
n = 86

The Review and Revision Process

How to revise your paper



- **Acknowledge** the editor and set a revision deadline
- **Clarify understanding** if in doubt –
‘This is what I understand the comments to mean...’
- **Consult with colleagues** or co-authors and tend to the points as requested
- Meet the revision **deadline**
- Attach a **covering letter** which identifies, point by point, how revision requests have been met (or if not, why not)



The Review and Revision Process

Example – agreeing with the reviewers comments



Dear Editor,

Let us open by thanking the two reviewers for their insightful comments. They gave us clear guidance and some positive critiques. Following their suggestions, we spent more time reading and came to the revision process better prepared. We enjoyed the process and think that the reviewers' comments have tremendously affected the revised draft. Both reviewers should now clearly see the difference they made to the revised manuscript. In the following lines we detail the changes in line with the reviewers' comments.

[L L L]
[SEP SEP]

Reviewer: 1 [L] [SEP]

Again, we would like to express our appreciation for your extremely thoughtful suggestions. As you will see below we have been able to revise and improve the paper as a result of your valuable feedback. [L L L]
[SEP SEP]

You highlighted that we did not spend enough time discussing the implications of our arguments for current understandings of Drucker's work. We agree with your suggestion and have added in two additional paragraphs in the conclusion (p.30-1), and a few comments within the paper (i.e p.11), that are devoted to outlining the implications of our analysis. We have kept our discussion brief to ensure we maintain the commitment to the appropriate page and word length, but what we do outline should make clear what this perspective on Drucker makes relevant for management practitioners and scholars alike.

How To Get Your Article Published

From title to references
From submission to revision



www.emeraldinsight.com

Research you can use



References & Acknowledgements

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http://www.elsevier.com/wps/find/intro.cws_home/ethical_guidelines#Duties%20of%20Authors
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<http://sparks.informatics.iupui.edu>
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What will we cover?

- Who are publishers and what do we do?
- Practical tips before you write
- What makes a good manuscript?
- The article structure
- The review and editorial process
- Author ethics

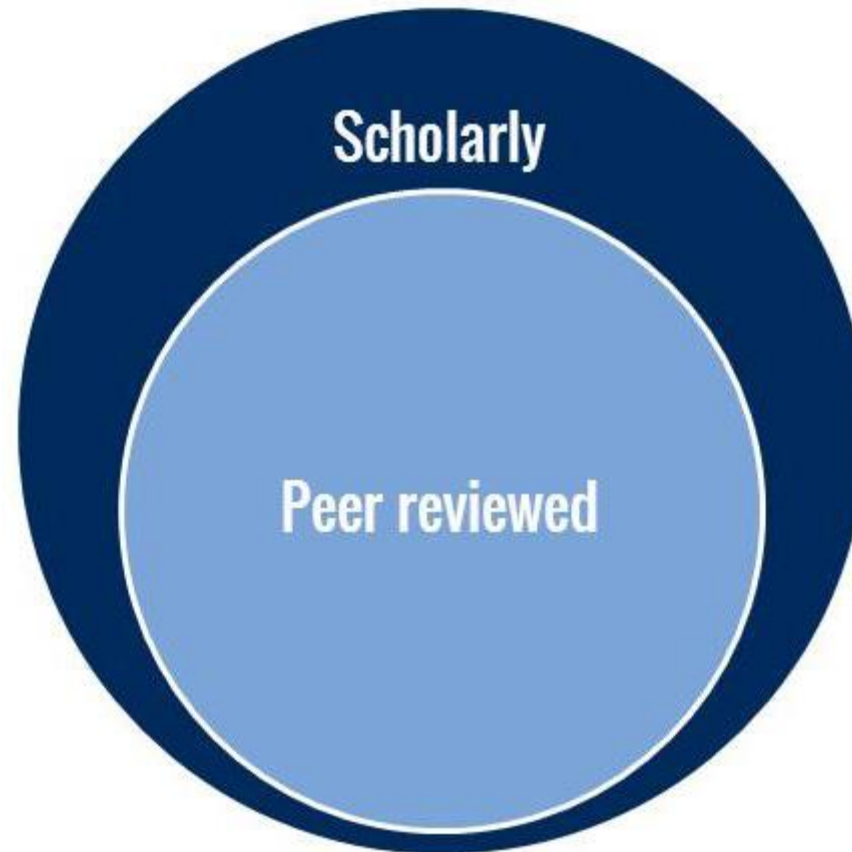


- Peer-Reviewed Journals

- When it comes to scholarly journals, the terms *peer-reviewed* and *refereed* are interchangeable. Before publication, peer-reviewed/refereed journals go through a highly critical and rigorous review process by other scholars in the author's field or specialty.

- Scholarly Journals

- Although peer-reviewed journals are always scholarly in nature, scholarly journals are not always peer-reviewed.
- Scholarly journals are research focused, reporting results of original research and experimentation. However, whereas peer-reviewed journals require a strict "peer-approval" for publishing, a scholarly journal that is not peer-reviewed only requires the approval of an editorial board.



Elsevier and Publishing

- 7,000 editors
- 70,000 editorial board members
- 7 million author/publisher communications / year

- 9.8 million articles now available

Solicit and manage submissions

- 40 – 90% of articles rejected

Manage peer review

- 500,000 reviewers
- 600,000 authors publishing
- 2,000 journals
- 19,000 books
- 2,000 new books per year

Edit and prepare

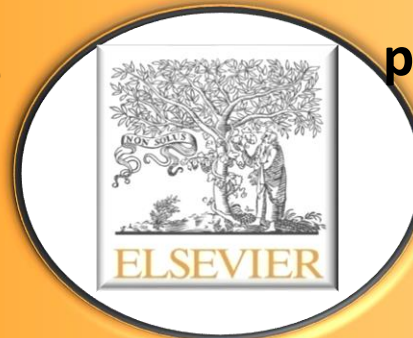
Production

Archive and promote use

Publish and disseminate

- 30 Million Researchers
- 180+ countries
- 480 million+ downloads per year

- 450,000 new articles produced each year
- 185 years of back issues scanned, processed and data-tagged



Why publish?

Publishing is one of the necessary steps embedded in the scientific research process. It is also necessary for graduation and career progression.

What to publish:

- New and original results or methods
- Reviews or summaries of particular subject
- Manuscripts that advance the knowledge and understanding in a certain scientific field

What NOT to publish:

- Reports of no scientific interest
- Out of date work
- **Duplications** of previously published work
- Incorrect/unacceptable conclusions

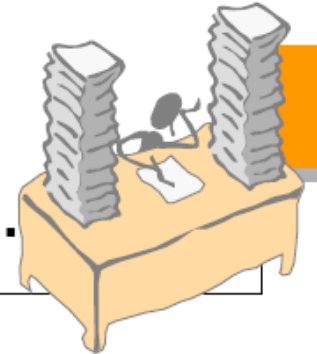


You need a GOOD manuscript to present your contributions to the scientific community

The Process

More submissions

→ **STRESS** for editors and reviewers..



Editors and reviewers are the **most precious resource** of a journal!

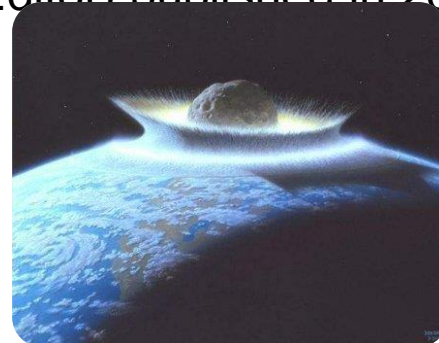
- Editors and reviewers are practicing scientists, even leaders in their fields. They are **not professional** journal staff – they do journal work **on top of** their own research, writing and teaching.
- They are busy people who work for journals **to contribute to science**.
- Editors may receive a small payment, but reviewers are **UNPAID**.
- Every manuscript takes up their precious time!
Nowadays they are working **even harder!**

What is the Impact Factor (IF)?

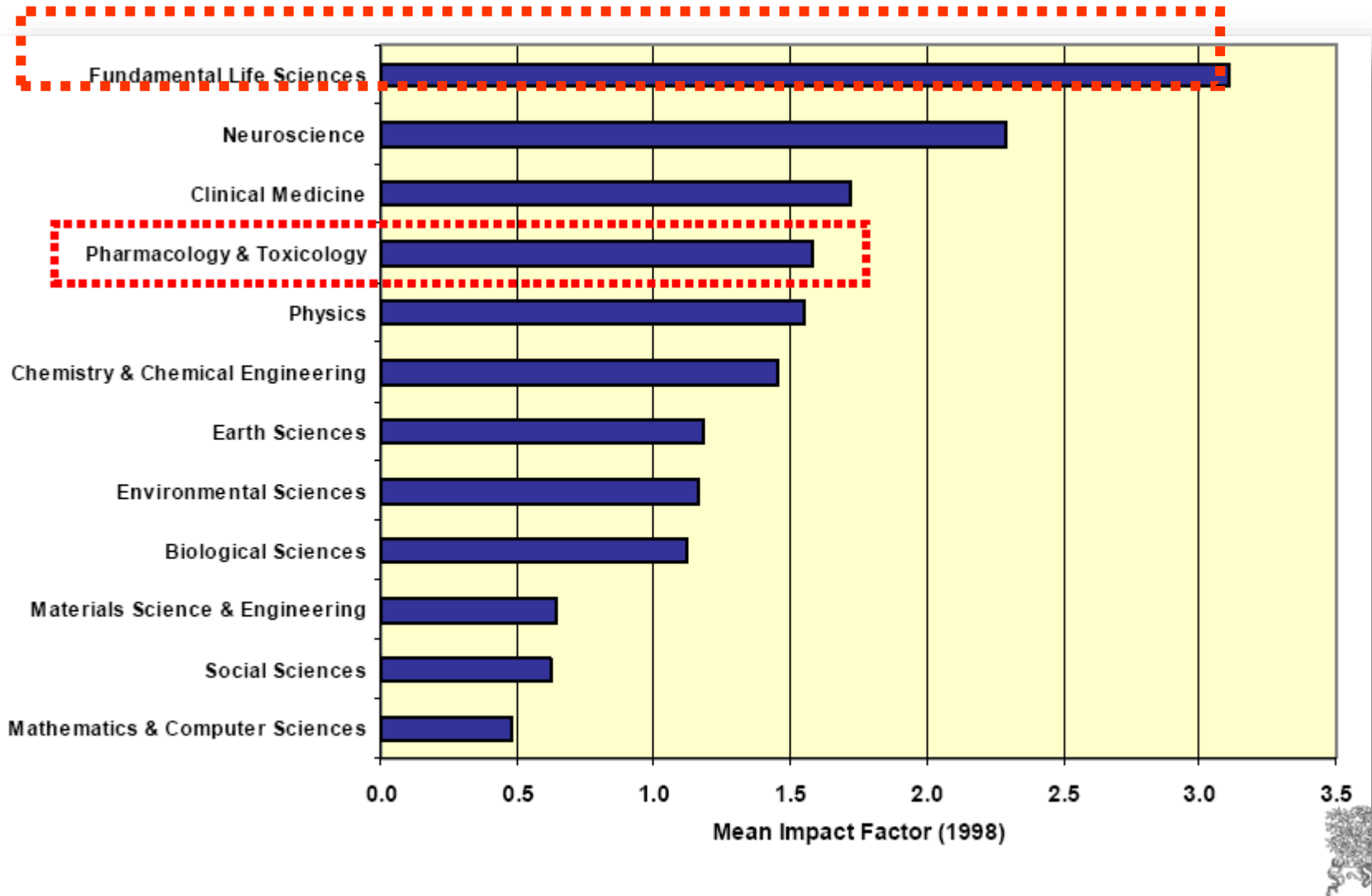
Impact Factor

[the average annual number of citations per article published]

- For example, the 2008 impact factor for a journal is calculated as follows:
 - A = the number of times articles published in 2006 and 2007 were cited in indexed journals during 2008
 - B = the number of "citable items" (usually articles, reviews, proceedings or notes; not editorials and letters-to-the-Editor) published in 2006 and 2007
 - 2008 impact factor = A/B
 - **e.g. 600 citations = 2**
150 + 150 articles



Subject Area Influence on Impact Factors



How To Get Your Article Published

Before you start



Before you start.....



Don't Panic!



The Hitchhiker's Guide To The Galaxy

Questions to answer before you write

Think about WHY you want to publish your work.

- Is it **new and interesting**?
- Is it a current **hot topic**?
- Have you **provided solutions** to some difficult problems?
- Are you **ready** to publish at this point?



If all answers are “yes”, then start preparations for your manuscript

What type of manuscript?



- **Full articles** / Original articles: the most important papers. Often substantial and significant **completed pieces 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**.



Self-evaluate your work. Is it sufficient for a full article? Or are your results so thrilling that they should be shown as soon as possible?

Ask your supervisor and your colleagues for advice on manuscript type. Sometimes outsiders can see things more clearly than you.

Identify the right audience for your paper



- Identify the audience
- Verify their interest in the topic
 - “Knock-down of mdr-1 activity in transiently transfected HEK cells” in *Pharmazeutische Industrie*?
- Determine the range of interest - local vs international?
 - “A bioequivalence study of ibuprofen tablets marketed in Southern Kosovo”



An international editor says...



*“The following problems appear **much too frequently**”*

- Submission of papers which are clearly out of scope*
- Failure to format the paper according to the Guide for Authors*
- Inappropriate (or no) suggested reviewers*
- Inadequate response to reviewers*
- Inadequate standard of English*
- Resubmission of rejected manuscripts without revision*

– Paul Haddad, Editor, Journal of Chromatography A

Select the best journal for submission



- Look at **your references** – these will help you narrow your choices.
- **Review** recent publications in **each candidate journal**. Find out the hot topics, the accepted types of articles, etc.
- Ask yourself the following questions:
 - Is the journal **peer-reviewed**?
 - Who is this journal's **audience**?
 - What is the **average time to print**?
 - What is the journal's **Impact Factor**?
- Decide on **one** journal. DO NOT submit to multiple journals.

What makes a good manuscript?

- Contains a clear, useful, and exciting scientific message.
- Flows in a logical manner that the reader can follow.
- Is formatted to best showcase the material.
- Is written in a style that transmits the message clearly.





A Word about Your Words

This is NOT creative writing class.

Journal space is precious.

Be concise.

If clarity can be achieved in n words, never
use $n+1$.

More difficult than you imagine!

What makes a good manuscript?

It is all about the reader. (Remember editors and reviewers are in this group!)

- Writing a good manuscript is **NOT** easy. Be prepared to work hard on it.
 - **Cherish your work** – if you do not take care, why should the journal?
 - There is **no secret recipe for success** – just some simple rules, dedication, and hard work.
 - **Editors and reviewers** are all busy scientists, just like you – make things easy to **save their time!**



Presentation is critical!

The general structure of a full article

- Title
- Authors
- Abstract
- Keywords
- Main text (IMRAD)

- Introduction
- Methods
- Results
- And
- Discussion (Conclusions)
- Acknowledgements
- References
- Supplementary material



Write Backwards!

- Write in the following order:
 - Figures and tables
 - Methods, Results and Discussion
 - Conclusions and Introduction
 - Abstract and title
- Each section has a definite purpose.



Developing Your Title

- This is your opportunity to attract the reader’s attention.
 - Remember: readers are the potential authors who will cite your article

- Keep it informative and concise.
 - Reviewers will check whether the title is specific and whether it reflects the content of the manuscript.
 - Editors hate titles that make no sense or fail to represent the subject matter adequately.

- Avoid technical jargon and abbreviations.
 - You wish to have a readership as large as possible, right?

- Discuss with your co-authors.

The Abstract

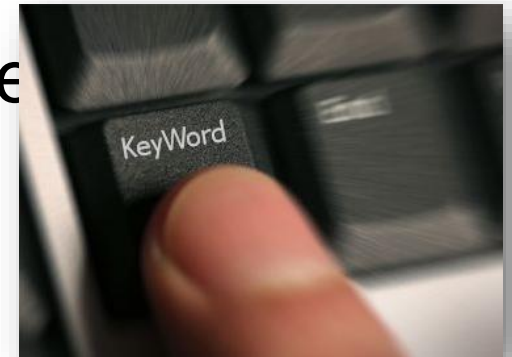
- Should stand alone!
- Consider it the advertisement of your article. Should tell the prospective reader what you did and highlight the key findings.
 - Avoid using jargon and uncommon abbreviations.
- You must be accurate and specific!
 - Use words which reflect the precise meaning
- A clear abstract will strongly influence whether or not your work is further considered.
- Follow word limitations (50-300 words)!!!



Keywords



- These are the labels of your manuscript and critical to correct indexing and searching.
 - Shouldn't be too broad or too narrow (think Google ...)
- Use only those abbreviations that are firmly established in the field.
 - e.g. DNA
- Check the Guide for Authors!
 - Number, label, definition, thesaurus, range, and other special requests



The Introduction

- Your chance to convince readers of the importance of your work.
- Describe the problem. Are there any existing solutions? What are their main limitations? And what do you hope to achieve?
- Provide a perspective consistent with the nature of the journal.
- Introduce the main scientific publications on which your work is based.
 - Cite a couple of original and important works, including recent review articles
- Editors hate references irrelevant to the work, or inappropriate judgments on your own achievements.
 - They will think that you have no sense of purpose at all!



Pitfalls of The Introduction

- Too wordy
 - Never use more words than necessary.
 - Do not turn this section into a history lesson. Readers will lose interest.
- A mixed bag of introduction with results, discussion, and conclusion thrown in for good measure.
 - Always keep sections separate to ensure the manuscript flows logically from one section to the next.
- Has the “used-car salesman feel” of oversell
- Excessive use of expressions such as “novel”, “first time”, “first ever”, “paradigm-changing” (use these sparingly!)



The Methods Section

- Details, details, details - a knowledgeable reader should be able to reproduce the experiment.
- However, use references and Supplementary Materials for previously published procedures.
 - Do not repeat the details of established methods.
 - A general summary with reference is sufficient.
- Reviewers will criticize incomplete or incorrect descriptions.
 - and may even recommend rejection



Results



3. Results

3.1. Factors affecting entrapment efficiency of flurbiprofen in niosomal formulations

3.1.1. Effect of surfactant structure

To investigate the influence of surfactant structure on flurbiprofen entrapment efficiency, niosomal formulations of different spans were prepared from proniosomes with the same total lipid concentration (100 $\mu\text{mol/ml}$). Results listed in Table 3 show that Sp 60 has significant higher entrapment efficiency than other span types ($P < 0.05$). This could be due to the surfactant chemical structure. All span types have the same head group and different alkyl chain. Increasing the alkyl chain length is leading to higher entrapment efficiency (Hao et al., 2002). The entrapment efficiency followed the

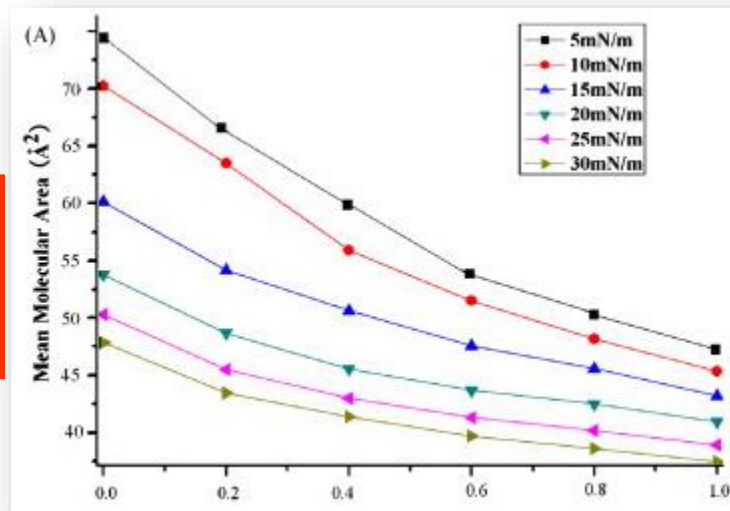


Table 1.

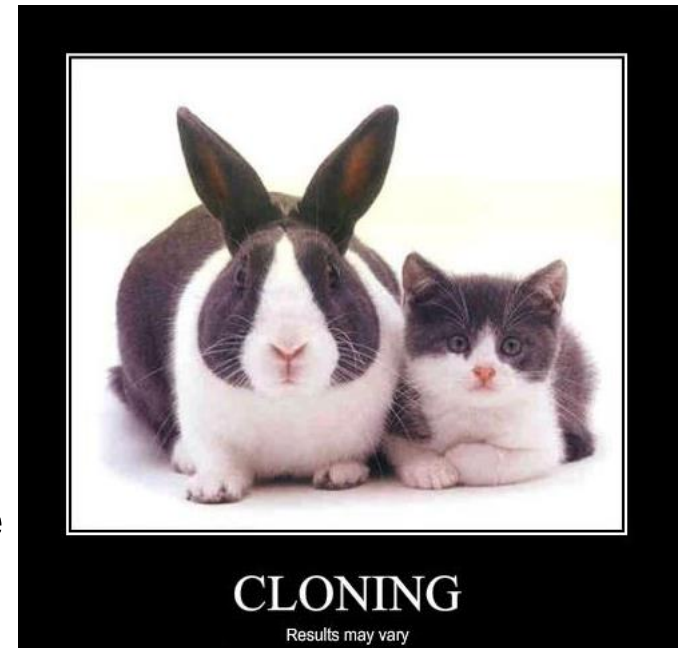
Performance of our approach compared with Kruithof's approach

PDB code	Ho. of atoms	Kruithof's approach			MetaMol		
		Ho. of triangles	Computing time (s)	FPS (1024 × 1024)	Ho. of triangles	Computing time (s)	FPS (1024 × 1024)
7tmn	33	23,424	1.1	800	7,116	0.02	200
1grm (Gramicidin A)	272	310,488	16.1	130	73,416	1.7	50
1g6x	509	481,856	28.7	95	146,476	3.6	25
1cbs	1091	1,664,184	93.1	30	325,076	8.2	12
1j4n	1852	2,165,268	137.4	25	558,372	15.4	7

Results



- Only representative results, essential for the Discussion, should be presented.
 - Show data of secondary importance in Supplementary Materials.
- Do not “hide” data in the hope of saving it for a later paper.
 - You may lose evidence to support your conclusion.
- Use sub-headings to keep results of the same type together
 - Easier to review and read.
- Tell a clear and easy-to-understand story.



Appearance counts!

- Un-crowded plots: 3 or 4 data sets per figure; well-selected scales; appropriate axis label size; symbols clear to read and data sets easy to discriminate.
- Each photograph must have a scale marker of professional quality on one corner.
- Use color ONLY when necessary. If different line styles can clarify the meaning, never use colors or other thrilling effects.
- Color needs to be visible and distinguishable when printed out in black & white.
- Do NOT ‘selectively adjust’ any image to enhance visualization of results.
- Do not include long boring tables!

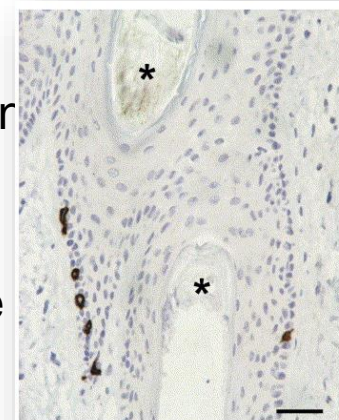
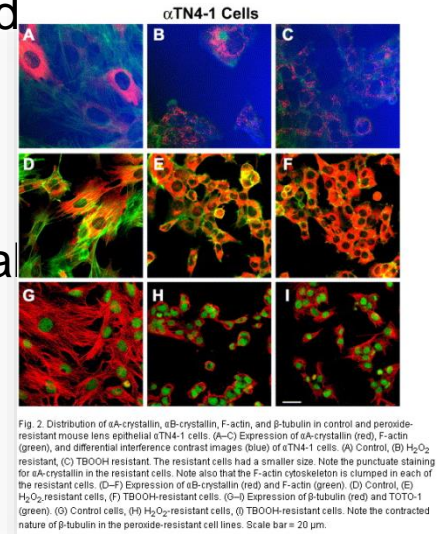


Fig. 5. Immunoperoxidase staining (adult scalp hair follicle using a monoclonal antibody selective for cytokeratin 20 (clone IT-K₂₀.10, Progen, Heidelberg, Germany). Merkel cells clustered within deep infundibulum are decorated. (*) Hair shaft. Bar 20 μm.

Discussion – What the results mean

- It is the most important section of your article. Here you get the chance to **SELL** your data!
 - Many manuscripts are rejected because the Discussion is weak
- Make the Discussion corresponding to the Results.
 - But do not reiterate the results
- You need to compare the published results with yours.
 - Do NOT ignore work in disagreement with yours – confront it and convince the reader that you are correct or better



More Pitfalls to be Aware of:

- Statements that go beyond what the results can support
- Unspecific expressions such as “higher temperature”, “at a lower rate”.
 - **Quantitative descriptions are always preferred.**
- Sudden introduction of new terms or ideas
- Speculations on possible interpretations are allowed. But these should be rooted in fact, rather than imagination.
- Check the organization, number and quality of illustrations, the logic and the justifications.

Revision of Results and Discussion is not just paper work. You may need to do further experiments, derivations, or simulations.

Sometimes you cannot clarify your idea in words because some critical items have not been studied substantially.



Scientific Language - Tenses

- Present tense for known facts and hypotheses:
“The average life of a honey bee is 6 weeks”
- Past tense for experiments you have conducted:
“All the honey bees were maintained in an environment with a consistent temperature of 23 degrees centigrade...”
- Past tense when you describe the results of an experiment:
“The average life span of bees in our contained environment was 8 weeks...”

Conclusions



In summary, we have demonstrated that the mercapto-acetamide-based HDACIs possess favorable solubility, lipophilicity, permeability and plasma stability features as compared to recently FDA approved drug Vorinostat (SAHA). Based on these findings, we assume that these compounds could sufficiently be absorbed by the intestinal tract. However, further studies are needed in order to determine the pharmacokinetic disposition of these compounds.

compounds

order to determine the pharmacokinetic disposition of these

Conclusions

- Tells how your work advances the field from the present state of knowledge!
- Without clear Conclusions, reviewers and readers will find it difficult to judge the work, and whether or not it merits publication in the journal.
- Do NOT repeat the Abstract, or just list experimental results.
 - Trivial statements of your results are unacceptable in this section.
- Provide a clear scientific justification for your work, and indicate possible applications and extensions.
 - You should also suggest future experiments and/or point out those





Acknowledgements

Recognize those who helped in the research (you want them to help again, don't you?)

Include individuals who have assisted you in your study:

- Advisors

- Financial supporters

- Proofreaders

- Typists

- Suppliers who may have given materials

References



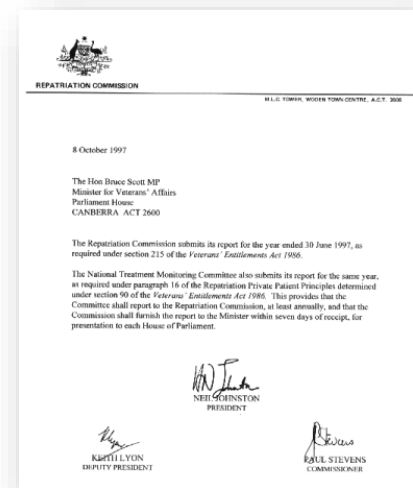
- More mistakes are found in the references than any other part of the manuscript.
- It is one of the most annoying problems, and causes great headaches among editors...
 - Cite the main scientific publications on which your work is based
 - Do not inflate the manuscript with too many references – it doesn't make it a better manuscript!
 - Avoid excessive self-citations
 - Avoid excessive citations of publications from the same region





Cover letter – your chance to speak to the Editor directly

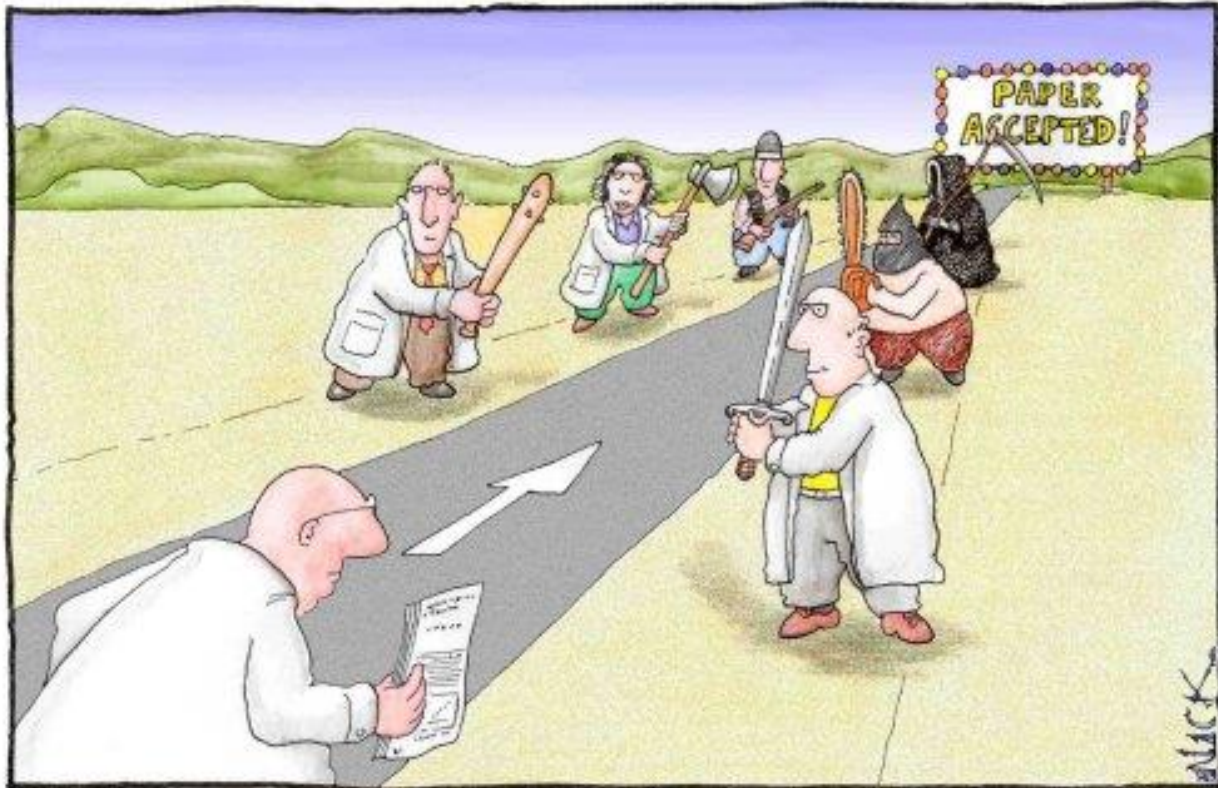
- View it as a job application letter; you want to “sell” your work...
- WHY did you submit the manuscript to THIS journal?
 - Do not summarize your manuscript, or repeat the abstract
 - Mention what would make your manuscript special to the journal
- Mention special requirements, e.g. if you do not wish your manuscript to be reviewed by certain reviewers, and any conflicts of interest.
- Albeit that 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.



Suggest potential reviewers

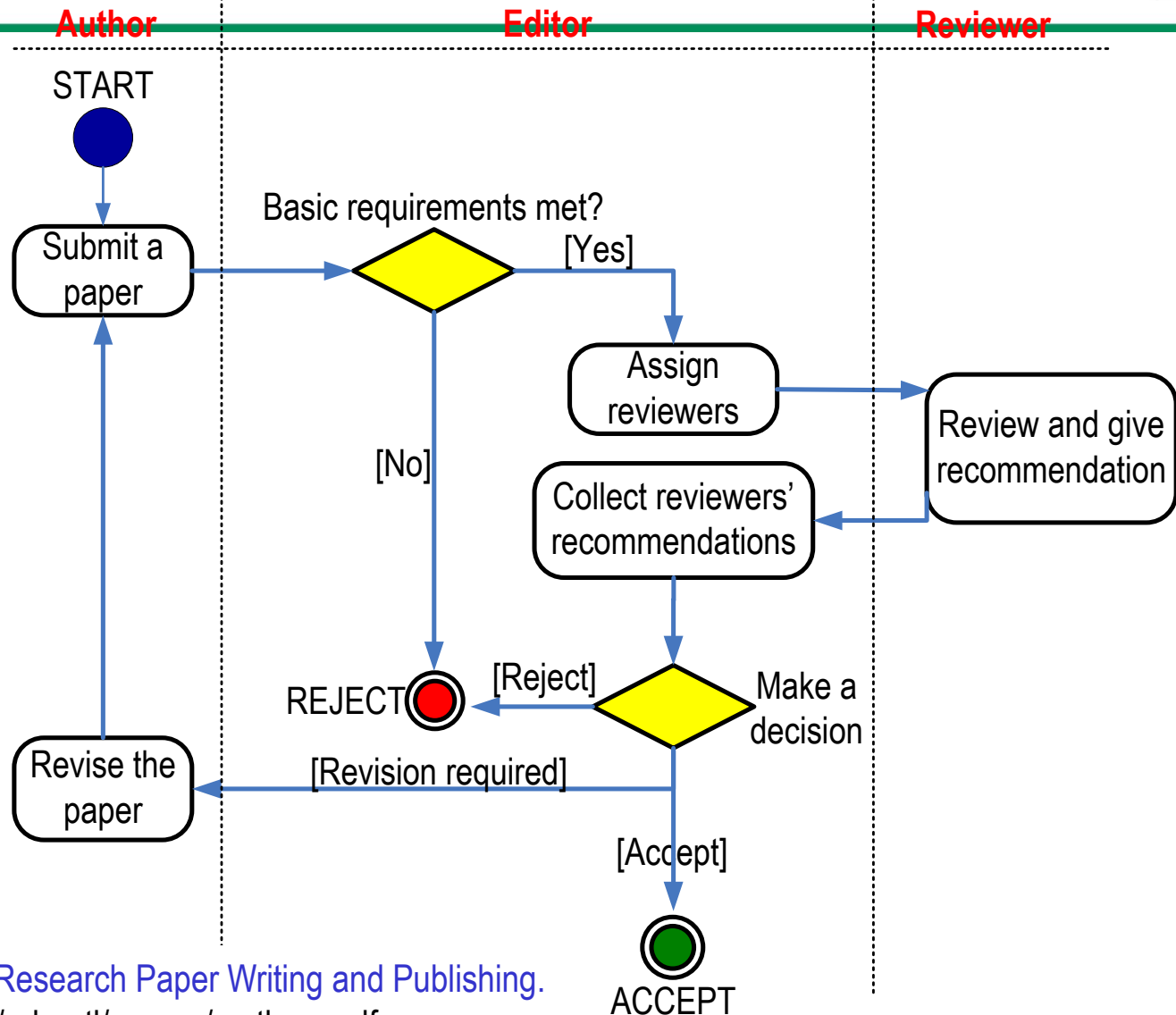
- Your suggestions will help the Editor to move your manuscript to the review stage more efficiently.
- You can easily find potential reviewers and their contact details from articles in your specific subject area (e.g., your references).
- The reviewers should represent at least two regions of the world. And they should not be your supervisor or close friends.
- Be prepared to suggest 3-6 potential reviewers.





Most scientists regarded the new streamlined peer-review process as 'quite an improvement.'

Submission is not a “black hole”



Initial Editorial Review

Many journals use a system of initial editorial review. Editors may reject a manuscript without sending it for review

Why?

- The peer-review system is **grossly overloaded** and editors wish to use reviewers only for those papers with a good probability of acceptance.
- It is a **disservice** to ask reviewers to spend time on work that has clear and evident deficiencies.



Revision before submission – *checklist*



Reasons for early rejection: **content** **(aims and scope)**

- Paper is of limited interest or covers local issues only (sample type, geography, specific product, etc.).
- Paper is a routine application of well-known methods
- Paper presents an incremental advance or is limited in scope
- Novelty and significance are not immediately evident or sufficiently well-justified

What should you check?

- Is your work of interest to an international audience?
- Does the work add significant value to an existing method?
- Is the perspective consistent with the journal?
- Are the right conclusions drawn from the results?
- Does your work add to the existing body of knowledge? – Just because it has not been done before is no justification for doing it now. And just because you have done the study does not mean that is very important!

Revision before submission – *checklist*



Reasons for early rejection:

Preparation

- Failure to meet submission requirements
- Incomplete coverage of literature
- Unacceptably poor English

What should you check?

- Read the Guide for Authors again! Check your manuscript point by point. Make sure every aspect of the manuscript is in accordance with the guidelines. (Word count, layout of the text and illustrations, format of the references and in-text citations, etc.)
- Are there too many self-citations, or references that are difficult for the international reader to access?
- Did the first readers of your manuscript easily grasp the essence? Correct all the grammatical and spelling mistakes.

- Consider reviewing as a procedure in which several peers discuss your work. Learn from their comments, and join the discussion.
- Nearly every manuscript requires revision.
- Bear in mind that editors and reviewers **mean to help** you improve your article
 - Do not take offense.
- Minor revision **does NOT guarantee** acceptance after revision.
 - Do not count on acceptance, but address all comments carefully
- Revise the **whole** manuscript
 - not just the parts the reviewers point out

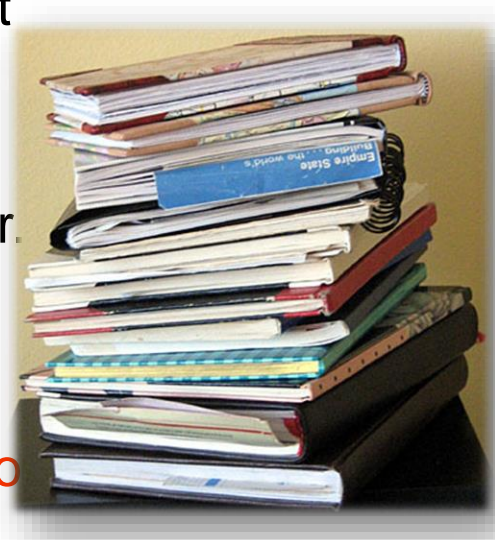
Revision after submission

Carefully study the comments and prepare a detailed letter of response.



- A second review of the revised manuscript is common. Cherish the chance of discussing your work directly with other scientists in your community. Please prepare a detailed letter of response.
- Cut and paste **each** comment by the reviewer. Answer it directly below. Do not miss any point.
- State **specifically** what changes (if any) you have made to the manuscript. Give page and line number.
 - *A typical problem – Discussion is provided but it is not clear what changes have been made.*
- Provide a **scientific response** to the comment you accept; or a **convincing, solid and polite rebuttal** to the point you think the reviewer is wrong.
- Write in a way that your responses can be given to the reviewer.

- Never treat publication as a lottery by resubmitting a rejected manuscript directly to another journal without any significant revision!!! It will not save any of your time and energy...
- The original reviewers (even editors) may eventually find it, which can lead to animosity towards the author.
- A possible strategy
 - In your **cover letter**, declare that the paper was rejected and name the journal.
 - **Include** the referees' reports and **a detailed letter of response**, showing how each comment has been addressed.
 - **Explain why** you are resubmitting the paper to this journal, e.g., this journal is a more appropriate journal; the manuscript has been improved as a result of its previous review; etc.



Important to remember

- Preparation is important but do not spend too much time on your preparations
- Submit to the right journal (scope and prestige)
- Submit to one journal only
- Check the English
- Pay attention to structure
- Pay attention to journal requirements
- Be honest



Questions?



Or for questions later, please contact a.newman@elsevier.com

APPENDIX – not part of presentation

Publishing Ethics

Literature searching suggestions

Links

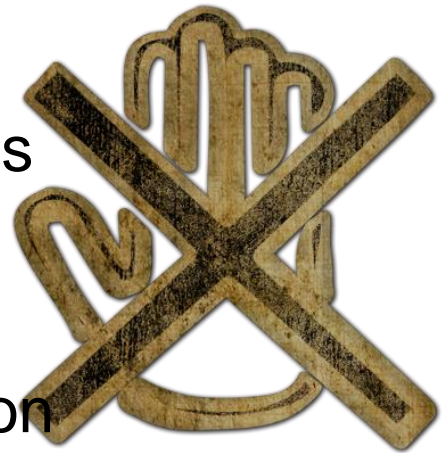
References



Publish *AND* Perish! – if you break ethical rules



- International scientific ethics have evolved over centuries and are commonly held throughout the world.
- Scientific ethics are not considered to have national variants or characteristics – there is a *single ethical standard* for science.
- Ethics problems with scientific articles are on the rise *globally*.



RETRACTED: Matching pursuit-based approach for

N. Ruiz-Reyes^a, P. Vera-Candeas^a, J. Curpián-Alonso^a, J.C. Cuevas

Available online 24 August 2005.

This article has been retracted at the request of the Editor-in-Chief and Publisher. <http://www.elsevier.com/locate/withdrawalpolicy>.

Reason: This article is virtually identical to the previously published article "A matching pursuit-based approach for SNR improvement in ultrasonic NDT", *Independent Nondestructive Testing International*, volume 38 (2005) 453 – 458 authored by N. Ruiz-Reyes, P. Vera-Candeas, J. Curpián-Alonso, J.C. Cuevas-Martínez and J.C. Cuevas-Martínez.

The article of which the authors committed plagiarism: it won't be removed from ScienceDirect. Everybody who downloads it will see the reason of retraction...

the echoes issuing from the flaws to be detected. Therefore, it cannot be cancelled by classical time averaging or matched band-pass filtering techniques.

Many signal processing techniques have been utilized for signal-to-noise ratio (SNR) improvement in ultrasonic NDT of highly scattering materials. The most popular one is the split spectrum processing (SSP) [1–3], because it makes possible real-time ultrasonic test for industrial applications, providing quite good results. Alternatively to SSP, wavelet transform (WT) based denoising/detection methods have been proposed during recent years [4–8], yielding usually to higher improvements of SNR at the expense of an increase in complexity. Adaptive time-frequency analysis by basis pursuit (BP) [9,10] is a recent technique for decomposing a signal into an optimal superposition of elements in an over-complete waveform dictionary. This technique and some other related techniques have been successfully applied to denoising ultrasonic signals contaminated with grain noise in highly scattering materials [11,12], as an alternative to the WT technique, the computational cost of the BP algorithm being the main drawback.

In this paper, we propose a novel matching pursuit-based signal processing method for improving SNR in ultrasonic NDT of highly scattering materials, such as steel and composites. Matching pursuit is used instead of BP to reduce the complexity. Despite its iterative nature, the method is fast enough to be real-time implemented. The performance of the proposed method has been evaluated using both computer simulation and experimental results, even when the input SNR (SNR_{in}) is lower than 0dB (the level of echoes from the microstructures is above the level of the echoes).

2. Matching pursuit

Matching pursuit was introduced by Mallat and Zhang [13]. Let us suppose an approximation of the ultrasonic backscattered signals $s[n]$ as a linear expansion in terms of functions $g_i[n]$ chosen from an over-complete dictionary. Let H be a Hilbert

space. We define the over-complete dictionary as a family $D = \{g_i; i = 0, 1, \dots, L\}$ of vectors in H , such as $\|g_i\| = 1$.

The problem of choosing functions $g_i[n]$ that best approximate the analysed signal $s[n]$ is computationally very complex. Matching pursuit is an iterative algorithm that offers sub-optimal solutions for decomposing signals in terms of expansion functions chosen from a dictionary, where l^1 norm is used as the approximation metric because of its mathematical convenience. When a well-designed dictionary is used in matching pursuit, the non-linear nature of the algorithm leads to compact adaptive signal models.

In each step of the iterative procedure, vector $g_i[n]$ which gives the largest inner product with the analysed signal is chosen. The contribution of this vector is then subtracted from the signal and the process is repeated on the residual. At the m th iteration the residue is

$$r^m[n] = \begin{cases} s[n] & m = 0, \\ r^{m-1}[n] + \alpha_{k(m)} g_{k(m)}[n], & m \neq 0, \end{cases} \quad (1)$$

where $\alpha_{k(m)}$ is the weight associated to optimum atom $g_{k(m)}[n]$ at the m th iteration.

The weight α_i^m associated to each atom $g_i[n] \in D$ at the m th iteration is introduced to compute all the inner products with the residual $r^m[n]$:

$$\alpha_i^m = \frac{\langle r^m[n], g_i[n] \rangle}{\langle g_i[n], g_i[n] \rangle} = \frac{\langle r^m[n], g_i[n] \rangle}{\|g_i[n]\|^2} = \langle r^m[n], g_i[n] \rangle. \quad (2)$$

The optimum atom $g_{k(m)}[n]$ (and its weight $\alpha_{k(m)}$) at the m th iteration are obtained as follows:

$$g_{k(m)}[n] = \underset{g_i[n] \in D}{\operatorname{argmin}} \|\langle r^m[n], g_i[n] \rangle\|^2 = \underset{g_i[n] \in D}{\operatorname{argmax}} |\alpha_i^m|. \quad (3)$$

The computation of correlations $\langle r^m[n], g_i[n] \rangle$ for all vectors $g_i[n]$ at each iteration implies a high computational effort, which can be substantially reduced using an updating procedure derived from Eq. (1). The correlation updating procedure [13] is performed as follows:

$$\langle r^{m+1}[n], g_i[n] \rangle = \langle r^m[n], g_i[n] \rangle - \alpha_{k(m)} \langle g_{k(m)}[n], g_i[n] \rangle. \quad (4)$$

Ethics Issues in Publishing

Scientific misconduct

- Falsification of results

Publication misconduct

- Plagiarism
 - Different forms / severities
 - The paper must be original to the authors
- Duplicate submission
- Duplicate publication
- Lack of acknowledgement of prior research and researchers
- Inappropriate identification of all co-authors
- Conflict of interest



Data fabrication and falsification



“The most dangerous of all falsehoods is a slightly distorted truth.”

G.C.Lichtenberg (1742-1799)

Fabrication is making up data or results, and recording or reporting them.

“... the fabrication of research data ... *hits at the heart of our responsibility to society*, the reputation of our institution, the trust between the public and the biomedical research community, and our personal credibility and that of our mentors, colleagues...”

“It can *waste the time of others*, trying to replicate false data or designing experiments based on false premises, and can lead to therapeutic errors. It can never be tolerated.”



Professor Richard Hawkes
Department of Cell Biology and Anatomy, University of Calgary

Plagiarism

- A short-cut to long-term consequences!
- Plagiarism is considered a *serious offense* by your institute, by journal editors, and by the scientific community.
- Plagiarism may result in *academic charges*, but will certainly cause rejection of your paper.
- Plagiarism will *hurt your reputation* in the scientific community.



No Copying

Multiple submissions

- Multiple submissions save you time but waste editor's and reviewer's time
- The editorial process of your manuscripts will be completely stopped if the duplicated submissions are discovered.



“It is considered to be unethical...We have thrown out a paper when an author was caught doing this. I believe that the other journal did the same thing.”

James C. Hower

Editor, *the International Journal of Coal Geology*

- Do not send your manuscript to a second journal UNTIL you receive the final decision of the first journal

Duplicate Publication

- Two or more papers, without full cross reference, share the same hypotheses, data, discussion points, or conclusions
- An author should not submit for consideration in another journal a previously published paper.
 - Published studies do not need to be repeated unless further confirmation is required.
 - Previous publication of an abstract during the proceedings of conferences does not preclude subsequent submission for publication, but full disclosure should be made at the time of submission.
 - Re-publication of a paper in another language is acceptable, provided that there is full and prominent disclosure of its original source at the time of submission.
 - At the time of submission, authors should disclose details of related papers, even if in a different language, and similar papers in press.
 - This includes translations

On literature searching:

“Many studies have reported that researchers are overwhelmed by the amount of material to review and feel that they do not find all the information on the topic for which they are searching ... with one study finding that a third of physicians “felt they could not cope with the information flow” ... only 10% of the researchers responding that they are very confident they are finding everything”



*Information seeking behavior of academic scientists,
Hemminger, B.M., D.Lu, K.T.L. Vaughan, and S.J. Adams,
J. Am. Soc. Information Sc. and Tech., 58(14):2205-2225,
2007*

Search Methodology of Researchers

- “The search methodology of the researchers can be characterized by “trial and error.” They have no planned search strategy, but start at random, experimenting both with the actual words and sources to use.
- ... they never use manuals, etc., for instructions. The idea of contacting the library for help does not occur to them. They have little or no knowledge of the finer points of many information sources
- ... researchers seldom use the library Web page as starting point ... , and instead use bookmarks/shortcuts added by themselves ...
- ... researchers have difficulties in identifying correct search terms. Searches are often unsuccessful.”

(Haglund and Olson, 2008)



Practical Advice

- Find out what's Hot
 - <http://info.scopus.com/topcited/>
 - <http://top25.sciencedirect.com/>
- Find the trends of the subject area
 - Search tips (including alerts)
 - Journals, authors, publications per year (Scopus)
- Evaluate which journal is right for your article
 - Impact Factor
 - Subject Specific Impact Factor (<http://tinyurl.com/scopusimpact>)
 - SCImago Journal & Country Ranking (<http://scimagojr.com/>)
 - Journal Analyzer
 - *h*-Index
- Find out more about the journals
 - Who are the editors?
 - Guide for authors
 - Article of the future

<http://beta.cell.com/erickson/>



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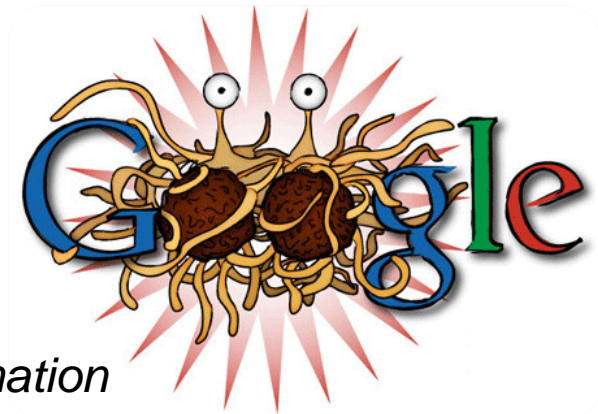
SJR SCImago
Journal & Country
Rank



Use databases to find if your results are new and original



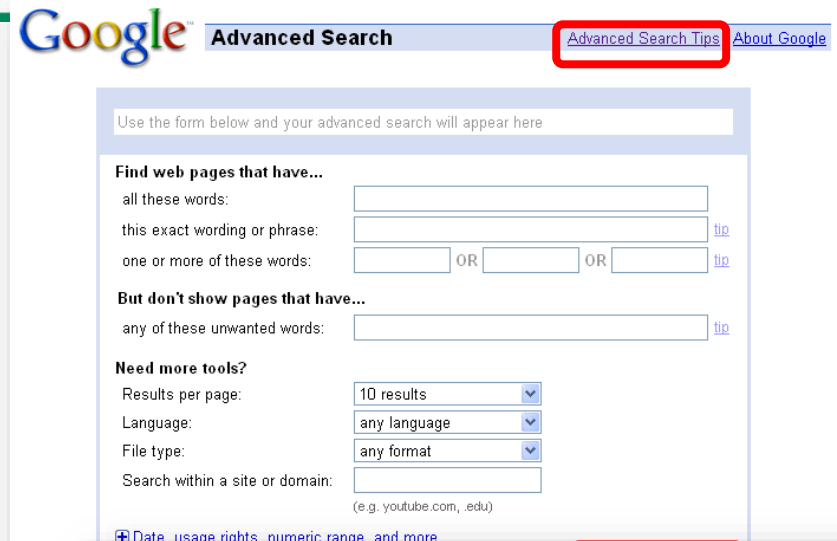
- “For many researchers, especially in the sciences, Google is the first choice for information-all kinds of information.”
- “Some [researchers] even state having moved from subject specific databases to Google.”



The impact on university libraries of changes in information behavior among academic researchers: a multiple case study, L. Haglund and P. Olson, J. Acad. Librarianship, 34(1):52-59, 2008

Use the advanced search options

- Within Google and Google Scholar use the advanced searches and check out the Search Tips.



Google **Advanced Search** [Advanced Search Tips](#) [About Google](#)

Use the form below and your advanced search will appear here

Find web pages that have...

all these words:

this exact wording or phrase: [tip](#)

one or more of these words: OR OR [tip](#)

But don't show pages that have...

any of these unwanted words: [tip](#)

Need more tools?

Results per page:

Language:

File type:

Search within a site or domain:

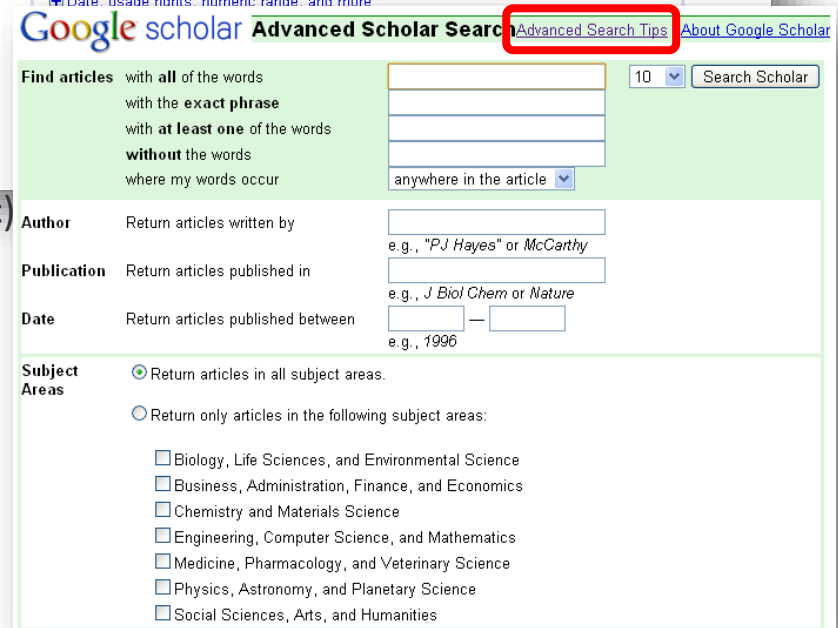
(e.g. youtube.com, .edu)

[Data](#) [usage rights](#) [numeric range](#) [and more](#)

- In ScienceDirect and Scopus, use proximity operators:

- w/n ← Within - (non order specific)
- pre/n ← Precedes - (order specific)

E.g. wind w/3 energy



Google scholar **Advanced Scholar Search** [Advanced Search Tips](#) [About Google Scholar](#)

Find articles with **all** of the words

with the **exact phrase**

with **at least one** of the words

without the words

where my words occur

Author Return articles written by

e.g., "P.J Hayes" or McCarthy

Publication Return articles published in

e.g., J Biol Chem or Nature

Date Return articles published between —

e.g., 1996

Subject Areas

Return articles in all subject areas.

Return only articles in the following subject areas:

- Biology, Life Sciences, and Environmental Science
- Business, Administration, Finance, and Economics
- Chemistry and Materials Science
- Engineering, Computer Science, and Mathematics
- Medicine, Pharmacology, and Veterinary Science
- Physics, Astronomy, and Planetary Science
- Social Sciences, Arts, and Humanities

Practical Advice Continued

- Find out what's Hot
 - <http://info.scopus.com/topcited/>
 - <http://top25.sciencedirect.com/>
- Find the trends of the subject area
 - Search tips (including alerts)
 - Journals, authors, publications per year
- Evaluate which journal is right for your article
 - Impact Factor
 - Subject Specific Impact Factor (<http://tinyurl.com/scopusimpact>)
 - SCImago Journal & Country Ranking (<http://scimagojr.com/>)
 - Journal Analyzer
 - *h*-Index
- Find out more about the journals
 - Who are the editors?
 - Guide for authors
 - Article of the future

<http://beta.cell.com/erickson/>



IF

SJR SCImago
Journal & Country
Rank



Your paper is worthless if no one reads, uses, or cites it



A research study is meaningful **only if...**

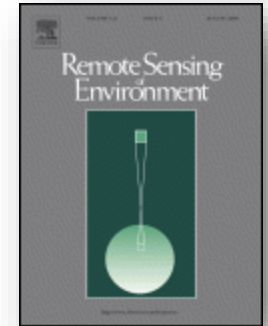
- it is clearly described, so
- someone else can use it in his/her studies
- it arouses other scientists' interest and
- allows others to reproduce the results.

By submitting a manuscript you are basically trying to sell your work to your community...

Journal publishers and editors want to bring down the number of uncited articles as much as possible



Editors now regularly analyze citations per article.



“The statistic that 27% of our papers were not cited in 5 years was disconcerting. It certainly indicates that **it is important to maintain high standards when accepting papers**... nothing would have been lost except the CV's of those authors would have been shorter...”

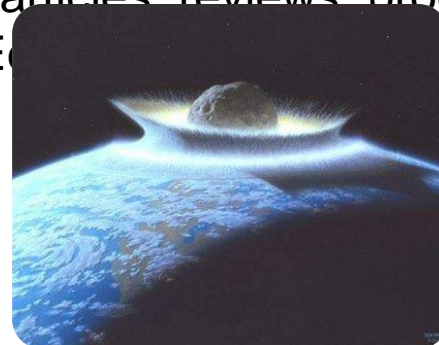
– Marv Bauer, Editor, *Remote Sensing of Environment*

Is this a prestigious journal?

Impact Factor

[the average annual number of citations per article published]

- For example, the 2008 impact factor for a journal would be calculated as follows:
 - A = the number of times articles published in 2006 and 2007 were cited in indexed journals during 2008
 - B = the number of "citable items" (usually articles, reviews, proceedings or notes; not editorials and letters-to-the-Editor) published in 2006 and 2007
 - 2008 impact factor = A/B
 - e.g. **600 citations** = 2
150 + 150 articles



Also a prestigious journal publishes non cited articles



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

3. <input type="checkbox"/> South Africa doubles budget for medical research and AIDS. [No author name available]	1999 <i>Nature</i> 402 (6764), pp. 850	0
Abstract + Refs View at Publisher		
4. <input type="checkbox"/> Top BSE official forced to step down in UK Dickson, D.	1999 <i>Nature</i> 402 (6764), pp. 849	0
Abstract + Refs View at Publisher		
5. <input type="checkbox"/> Japan to bring in mandatory tests for GM foods Uozum, Y.	1999 <i>Nature</i> 402 (6764), pp. 846	0
Abstract + Refs View at Publisher		
6. <input type="checkbox"/> Threat to research in Spanish universities [3] Vazquez-Boland, J.A.	1999 <i>Nature</i> 402 (6764), pp. 852	0
Abstract + Refs View at Publisher		
7. <input type="checkbox"/> NSF under fire in survey of customer satisfaction Smaglik, P.	1999 <i>Nature</i> 402 (6764), pp. 846	0
Abstract + Refs View at Publisher		
8. <input type="checkbox"/> Concern as Germany cuts funds to agricultural research centres Schlrmeler, O. , Dalton, R. , MacIwain, C.	1999 <i>Nature</i> 402 (6764), pp. 845-846	0
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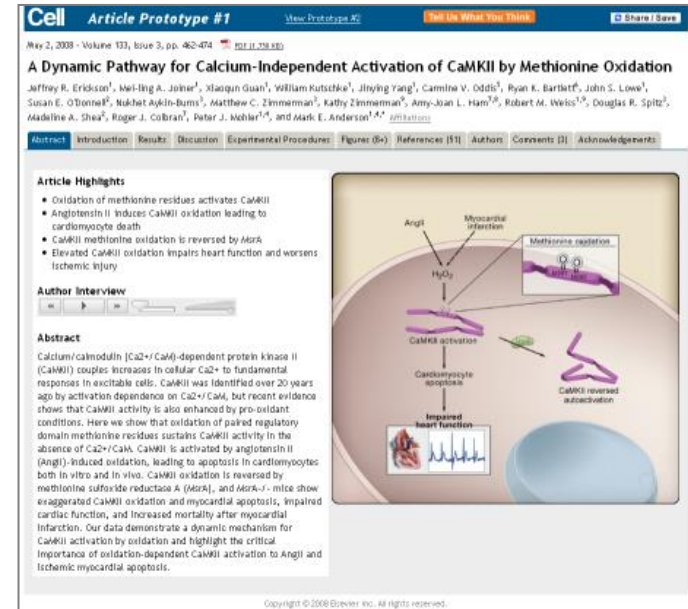
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A Dynamic Pathway for Calcium-Independent Activation of CaMKII by Methionine Oxidation

Jeffrey R. Erickson¹, Wei-ling A. Jahn¹, Xiaojun Guan¹, William Kutschke¹, Jinying Yang¹, Camille V. Odds¹, Ryan K. Bartlett¹, John S. Lowe¹, Susan E. O'Donnell², Mukesh Akin-Burns³, Matthew C. Zimmerman³, Kathy Zimmerman³, Amy-Juan L. Han^{2,3}, Robert M. Weiss^{1,4}, Robert M. Weiss^{1,4}, Douglas R. Spitz^{1,2}, Madeline A. Shea², Roger J. Colbran¹, Peter J. Mohler^{1,5}, and Mark E. Anderson^{1,4}

Article Highlights

- Oxidation of methionine residues activates CaMKII
- Angiotensin II induces CaMKII oxidation leading to cardiomyocyte death
- CaMKII methionine oxidation is reversed by MsrA
- Elevated CaMKII oxidation impairs heart function and worsens ischemic injury

Author Interview

Abstract
Calcium/calmodulin (Ca²⁺/CaM)-dependent protein kinase II (CaMKII) couples increases in cellular Ca²⁺ to fundamental responses in excitable cells. CaMKII was identified over 20 years ago by activation dependence on Ca²⁺/CaM, but recent evidence shows that CaMKII activity is also enhanced by pro-oxidant conditions. Here we show that oxidation of a paired regulatory domain methionine residue sustains CaMKII activity in the absence of Ca²⁺/CaM. CaMKII is activated by angiotensin II (AngII)-induced oxidation, leading to apoptosis in cardiomyocytes both in vitro and in vivo. CaMKII oxidation is reversed by methionine sulfide reductase A (MsrA), and MsrA^{-/-} mice show exaggerated CaMKII oxidation and myocardial apoptosis, impaired cardiac function, and increased mortality after myocardial infarction. Our data demonstrate a dynamic mechanism for CaMKII activation by oxidation and highlight the critical importance of oxidation-dependent CaMKII activation to AngII and ischemic myocardial apoptosis.

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