

Author Seminar

Publishing in journals, conference proceedings and books

Politecnico di Bari, 22 maggio 2019

SPRINGER NATURE

Springer Nature overview

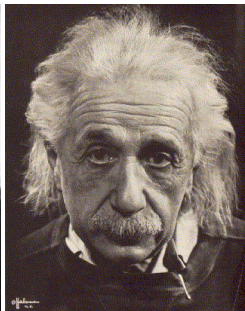
- 175 years in academic publishing
- 13,000 employees in over 50 countries worldwide
- 3000 journals (with 350k articles) and 12,000 books annually
- Largest open access publisher (600 journals)
- SpringerLink & Nature.com have over 250 million downloads/year
- Most Nobel laureates have published in Springer Nature journals

J.P. Pavlov
Medicine



1904

Albert Einstein
Physics



1921

Niels Bohr
Physics



1922

Otto Hahn
Chemistry



1944

**Pierre-Gilles
de Gennes**
Physics



1991

Gerard 't Hooft
Physics



1999

Kurt Wüthrich
Chemistry



2002

Publishers' ranking

by number of journals

Publisher	# Titles	Share # Titles
Springer Nature	1,747	16.5%
Elsevier	1,629	15.4%
Wiley	1,204	11.4%
Taylor & Francis	1,114	10.5%
Sage	573	5.4%
OUP	255	2.4%
CUP	213	2.0%
WK Health	202	1.9%
IEEE	154	1.5%
de Gruyter	105	1.0%
Total	7,196	67.9%

by number of articles

Publisher	# Articles	Share # Articles
Elsevier	386,187	25.2%
Springer Nature	247,388	16.1%
Wiley	152,849	10.0%
Taylor & Francis	77,414	5.1%
ACS	44,604	2.9%
IEEE	36,609	2.4%
Sage	34,632	2.3%
RSC	34,546	2.3%
OUP	33,021	2.2%
WK Health	30,950	2.0%
Total	1,078,200	70.4%

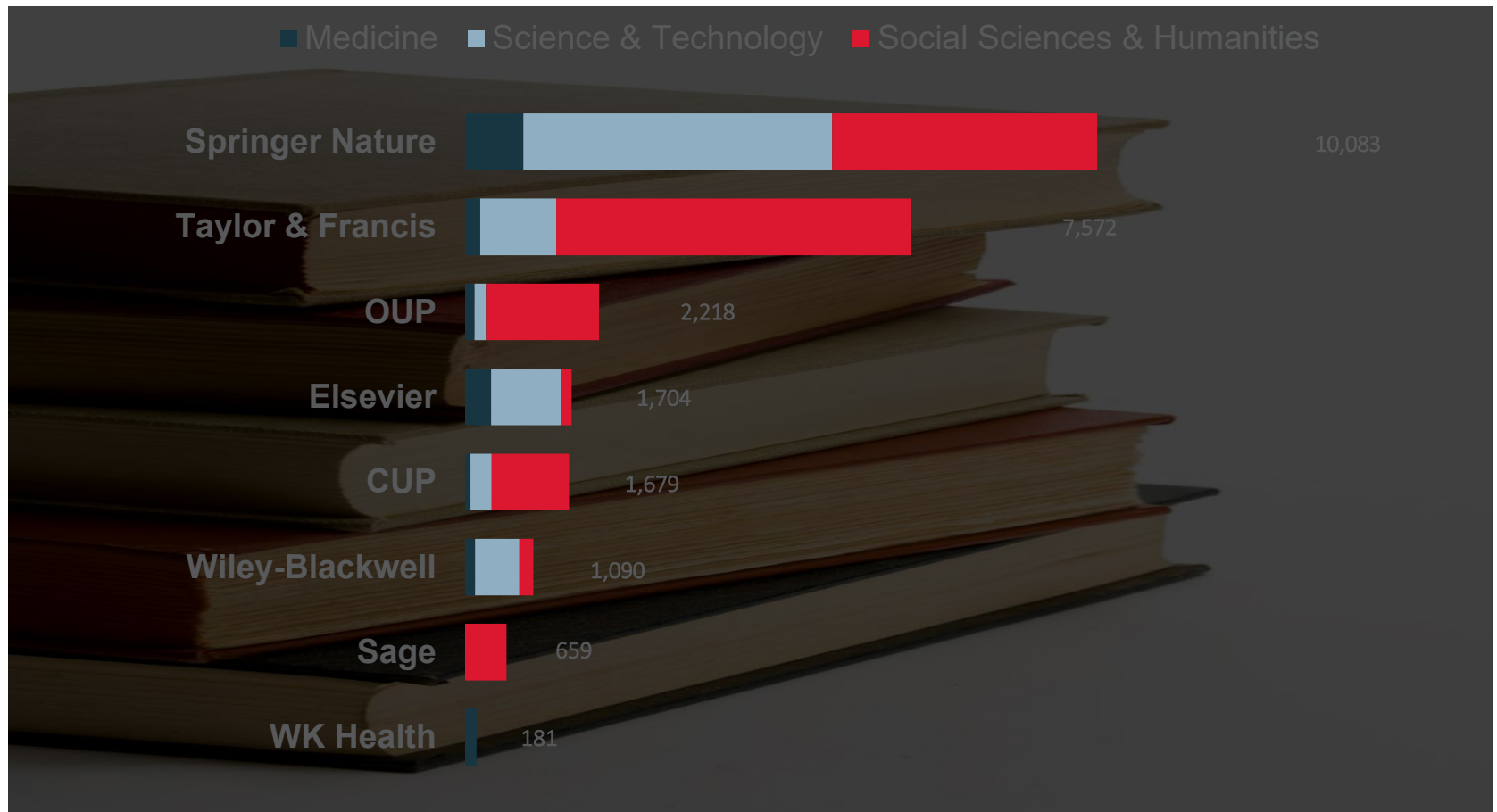
by number of citations

Publisher	# Cites	Share # Cites
Elsevier	16,282,847	26.7%
Springer Nature	7,402,839	12.1%
Wiley	7,235,510	11.9%
ACS	2,931,122	4.8%
OUP	2,246,803	3.7%
Taylor & Francis	1,757,734	2.9%
WK Health	1,539,385	2.5%
IEEE	1,354,340	2.2%
APS	1,272,641	2.1%
Sage	1,201,724	2.0%
Total	43,224,945	70.9%

Source: JCR 2017; excluded are non-English language and review journals; for the key publishers: active journals only

BOOK PUBLISHERS by number of titles

Springer Nature is largest scholarly book publisher in the world!



2017 data from www.puballey.com; only books available through YBP approval plans; if a book is published simultaneously in hard- and paperback editions, only the hardback edition was included

Agenda

- Perché pubblicare
- Come strutturare il proprio paper
- Come scegliere la rivista in cui pubblicare
- Procedura di sottomissione
- Publishing Ethics
- Peer-review
- Libri

Why should you publish?

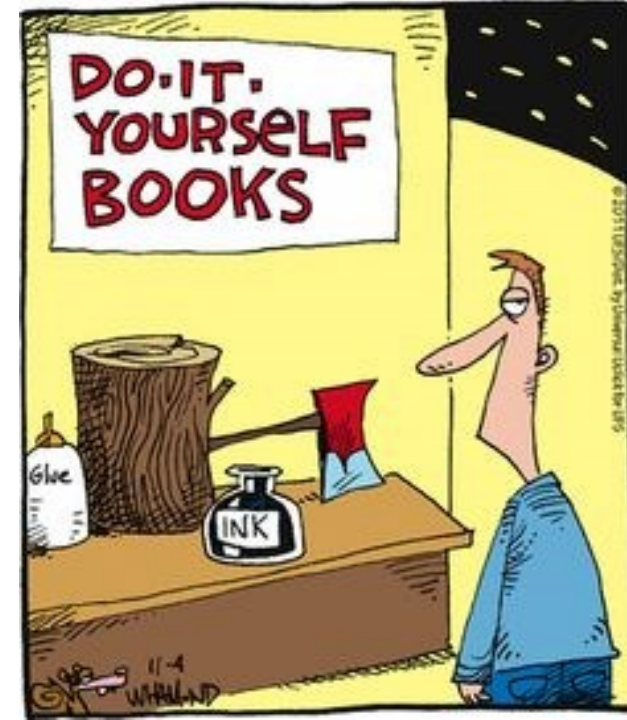
Your research is NOT complete until it has been published

- Present new and original results or methods
- Exchange ideas, communicate with peers -> Advance (not repeat) scientific knowledge and enhance scientific progress
- Credibility of results
- Grant writing, research funding
- Recognition and career advancement
- Personal prestige and satisfaction



Why not just blogging or self-publishing?

- Quality control, copyright protection, search optimization
- Professional publishing services (Abstracting & Indexing etc.)
- State of the art technology
- Global marketing, global visibility



Be an effective communicator

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

Logical manuscript
structure

Efficient publication
strategy

Successful journal
submission

Paper's manuscript structure



Your readers have 4 key questions

Methods

What did you do?

Results

What did you find?

Introduction

Why did you do the study?

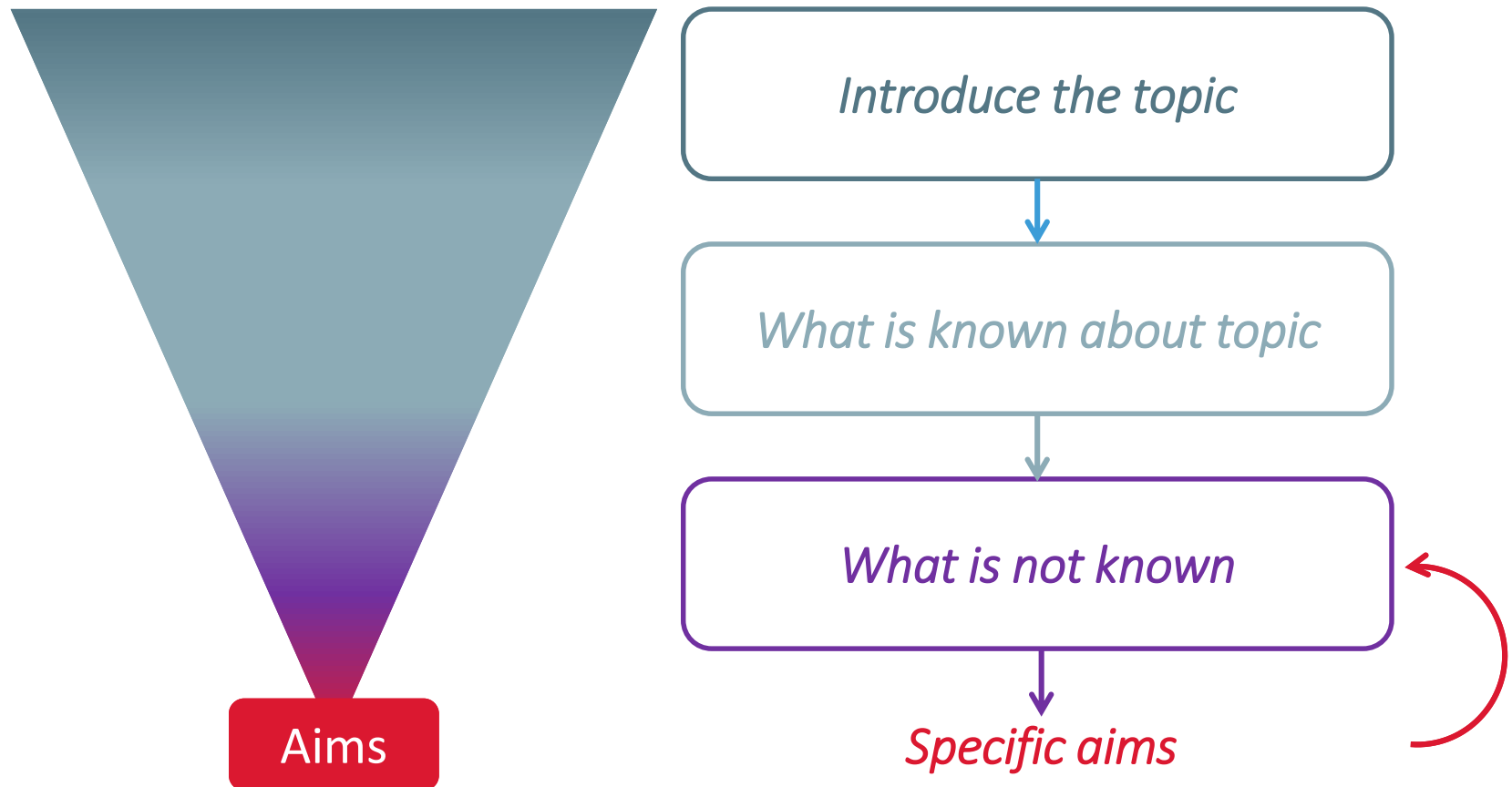
Discussion

How does the study advance the field?



Introduction

Why does your study need to be done?



Methods

What did you do?

Researchers in
your field

- Reproduce your findings
- Build on your research

Peer reviewers

- Evaluate your study design
- Validate your results

Methods

What do they need to know?

Who/what was used in the study

- Samples or participants
- Materials

How you conducted the study

- Methodology and techniques
- Discuss specific conditions

How you analyzed your data

- Quantification methods/software
- Statistical tests

Guide your readers through your findings

One figure at a time

Results

Clear subheading 1

- Introduce experiment (figure 1)
- Discuss obtained data
- Summarize key finding

Clear subheading 2

- Introduce experiment (figure 2)
- Discuss obtained data
- Summarize key finding

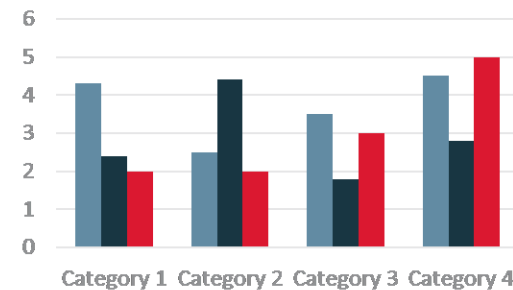


Figure 1. Descriptive figure caption

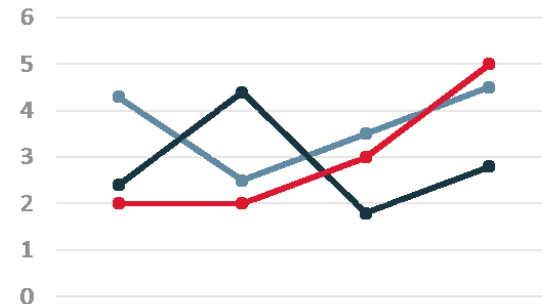
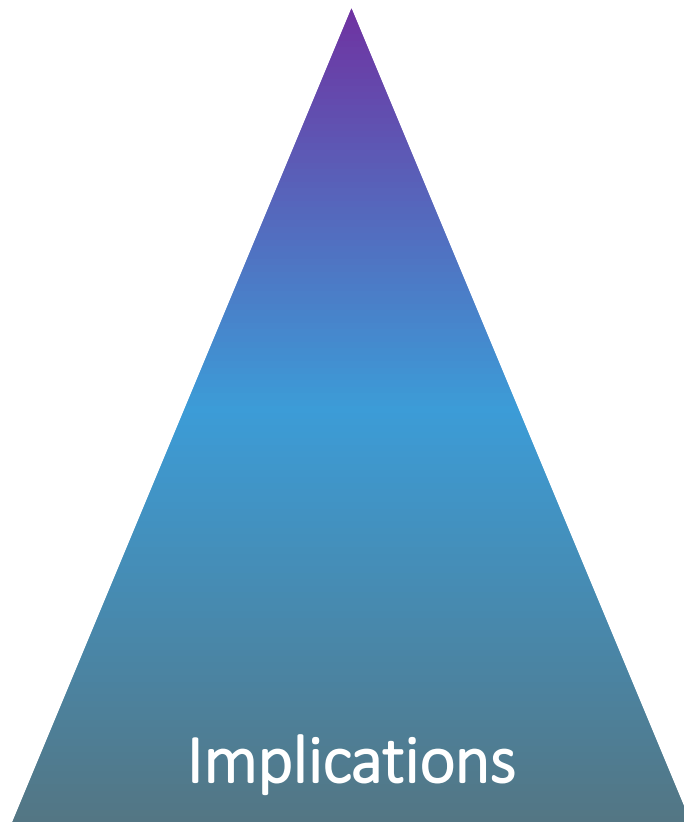


Figure 2. Descriptive figure caption

Discussion

How your study contributes to the field



Summarize what you did

Interpret your findings

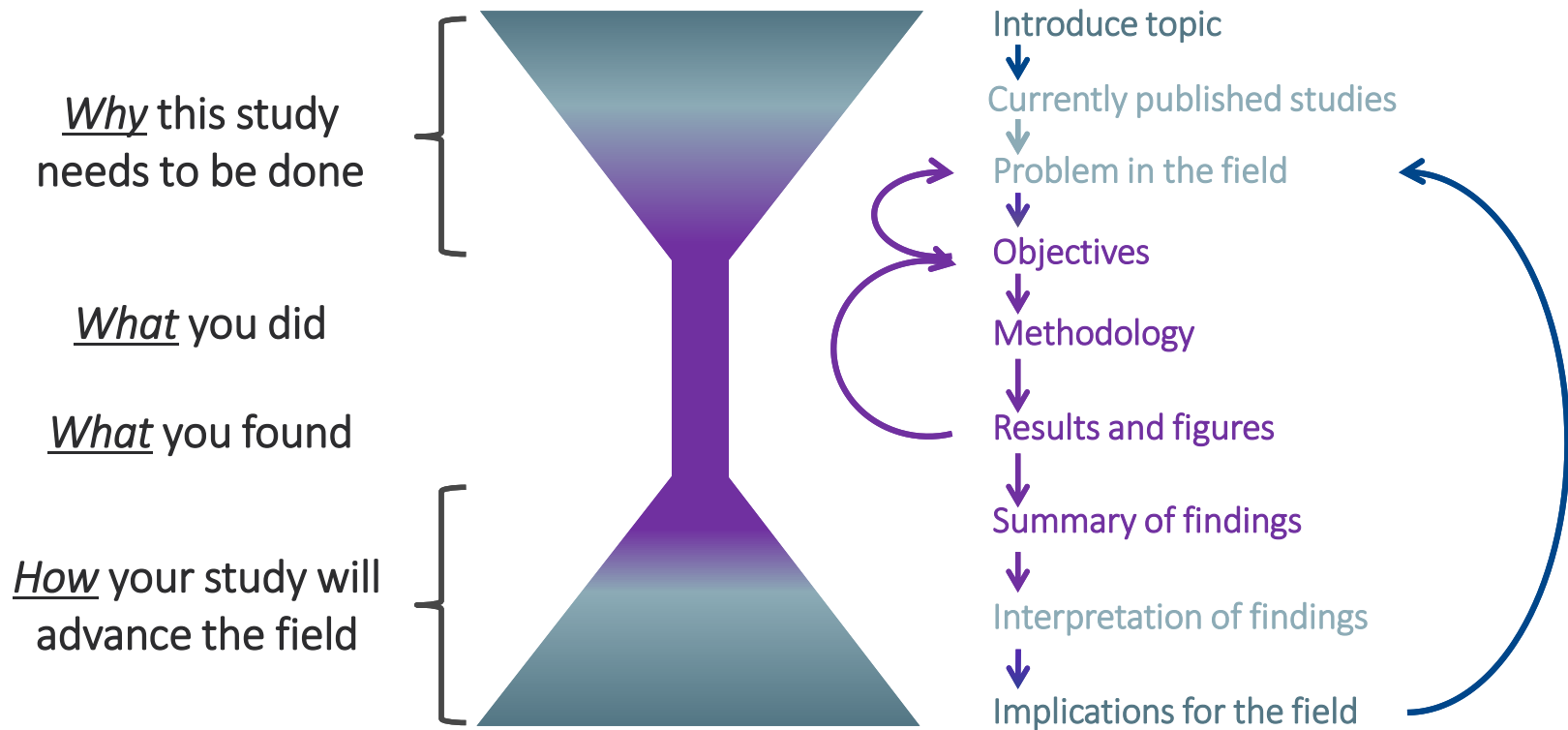
- Similarities & differences
- Unexpected/negative results
- Limitations

Why important to the field

- Main conclusion
- Implications

Logically linking your ideas

Answer the *four key questions* for your reader



Logically link your ideas throughout your manuscript

Title – Get your reader's attention

Should include...

- ✓ What's important
- ✓ Keywords for indexing
- ✓ Conciseness (<20 words)

Should avoid...

- ✗ Questions
- ✗ Describing methodology
- ✗ Abbreviations

Your title should be a concise summary of what's most important

Abstract – Good first impression

What do you readers want to know?

Why did the study need to be done?

Introduce topic and problem

What did you do?

Your aims and methodology

What did you find?

Key results

How study will advance the field?

Conclusions and implications

Efficient publication strategy



Choose the appropriate journal

*Is the journal with the highest **impact factor** the best choice?*

Yes, but not necessarily

It is the journal that will best reach your target audience to maximize ***your impact*** in the field and among the community



Impact Factor – Points to consider

- There is much debate over the Impact Factor (IF) in the scientific community, particularly with regard to the fairness of the system:
 - 20% of papers get 80% of cites
 - 50% of papers are never cited
 - A small number of journals publish the bulk of significant scientific results
 - Not all citations have the same value

- Compare the IF only with journals within the same discipline because the average IF varies among different disciplines

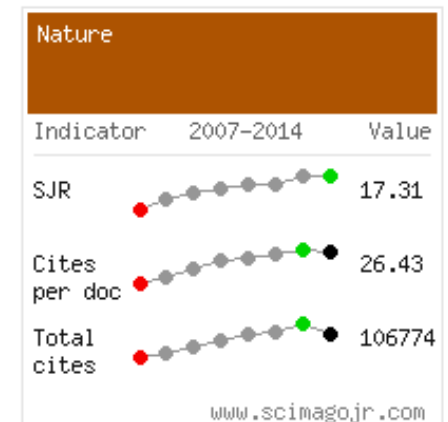
Alternative metrics



h5 index



SCImago Journal Rank is calculated through a mathematical algorithm in which citations value is corrected by the prestige of citing journals.



Choose the appropriate journal

Where are the findings relevant?

Worldwide

Choose an *international* journal to reach a worldwide audience

Locally

Choose a *regional* journal to reach a local audience

Choose the appropriate journal

For whom are the findings relevant?

Your field only

Choose an *specialized* journal to reach readers in your field

Your and other fields

Choose a *broad-focused* journal to reach readers across disciplines

Choose the appropriate journal

How much accessibility do you need?

Subscription

Only academics with access to the journal can read your article

Open access

Freely available to everyone worldwide / but fee to be paid!

Choose the appropriate journal

- Check carefully the **journal Aims&Scope**
- Check whether the journal has a society affiliation
- Check **Editorial Board reputation** and **articles' quality**
- Consider where **collaborating / competing** researchers publish their work
- Make a **honest evaluation** of your manuscript
- Is your work an **original or review paper**?
- Talk to **colleagues** about their experiences with the journal: peer review timeframe and quality, communication with journal editors
- Check **publisher site**, you can find useful information in the 'for authors' section

Benefits of open access

- Fulfill funder or institutional *mandates*
- Increase *accessibility* to your findings worldwide
- Increase the number of *readers* (and hopefully *citations*) of your article
- Allows you to retain the *copyright* to your work
- *Fewer restrictions* on contents' reproduction

Gold vs Green



Gold: Publishers version of your article is available upon publication

Green: Author self archives the accepted version of the article in a repository after embargo period.

Not all journals are good

How to identify a trustworthy journal?

Reputable publisher

well-known publisher / transparent journal
webpage / easy to contact

Editorial board

International and familiar / transparent peer
review process

Indexed

Indexed by common databases

Authors

Do you recognize the authors?

Fees (OA journals)

Clearly mentioned / Paid only after acceptance

- ✓ ***– Appropriate journal***
- ✓ ***– Logically organized manuscript***

Ready to submit!

Successful journal submission



Draw journal editors' attention!

*Journal editors are full-time professors, they have limited time, do impress them with a **Cover Letter**.*

Significance and
relevance of study

Suitable to be published by
their journal

Interesting to their readers?

Clear and concise writing style?

Cover letter – What to include (~1 page)

Introduce your manuscript

- Manuscript title
- Article type

Why study is important

- Brief background & aims

What you found

- 1 or 2 key findings

Why suitable for the journal

- Conclusion
- Interest to the readership

- Include/exclude reviewers
- Confirm compliance with publication ethics

Publication ethics

Original and unpublished

NO double-submissions

NO manipulation / falsification of data

Permissions

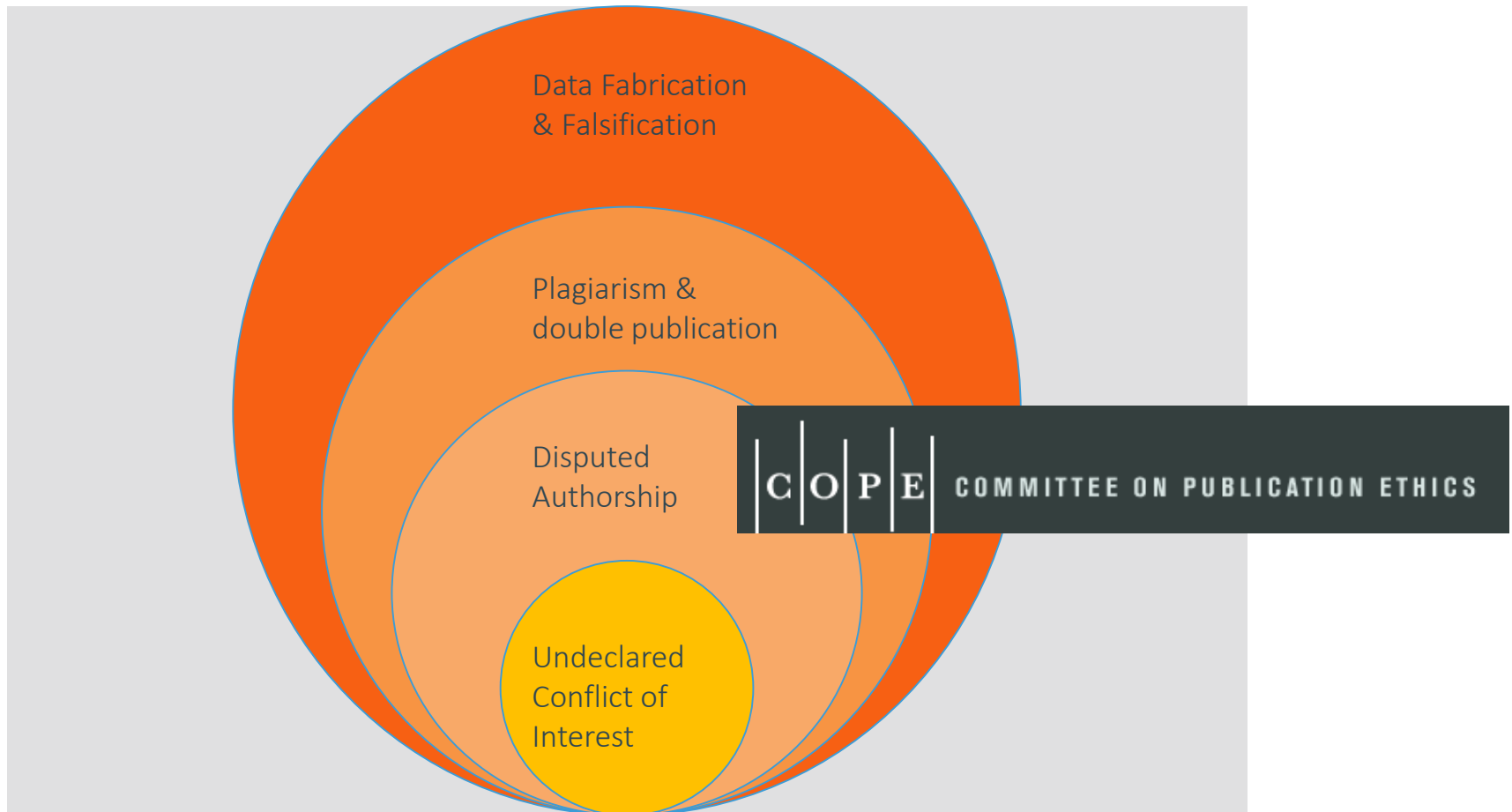
Authors agree on contents / authorship

Conflicts of interest

Source of funding

Authorship acknowledgments

Publication ethics – most common misconducts



Predatory publishers

predatory open access publishing involves charging publication fees to authors without providing the editorial services associated with legitimate journals

- Accepting articles quickly without peer review
- Notifying authors of article fees only after papers are accepted
- Aggressively campaigning for academics to submit articles or serve on editorial boards
- Appointing fake academics to editorial boards
- Mimicking the name or web site of more established journals
- Fake impact factors.

Scholarly Open Access

Critical analysis of scholarly open-access publishing

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LIST OF PUBLISHERS

Beall's List:

Potential, possible, or probable predatory scholarly open-access publishers

This is a list of questionable, scholarly open-access publishers. We recommend that scholars read the available reviews, assessments and descriptions provided here, and then decide for themselves whether they want to submit articles, serve as editors or on editorial boards. The criteria for determining predatory publishers are [here](#).

We hope that tenure and promotion committees can also decide for themselves how importantly or not to rate articles published in these journals in the context of their own institutional standards and/or geocultural locus. We emphasize that journal publishers and journals change in their business and editorial practices over time. This list is kept up-to-date to the best extent possible but may not reflect sudden, unreported, or unknown enhancements.

- o [Abhinav](#)
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- o [Academic and Scientific Publishing](#)
- o [Academic Journals](#)
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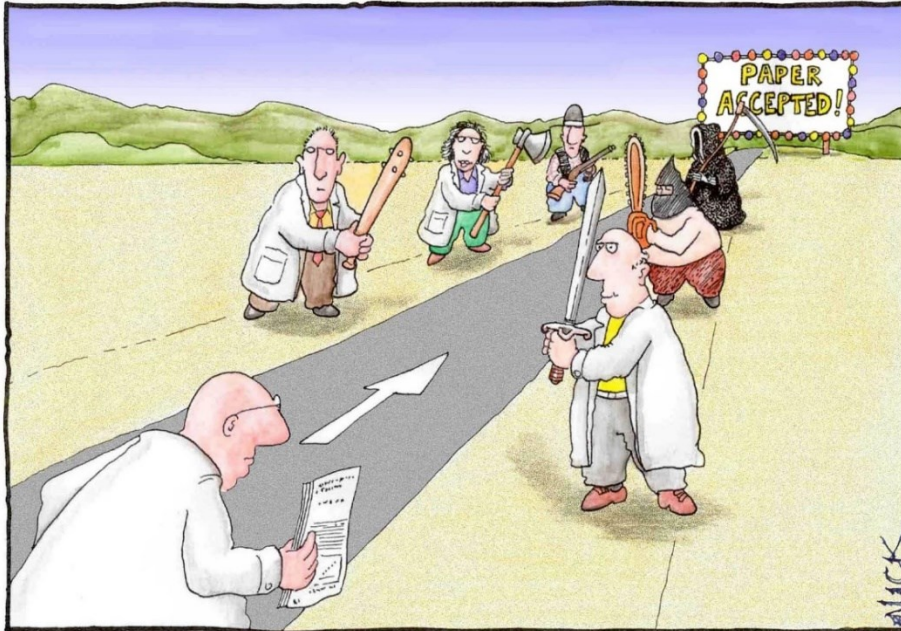
Publishers	
Year	Number of publishers
2011	18
2012	23
2013	225
2014	477
2015	693
2016	923



Peer review



Peer review is a positive process



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

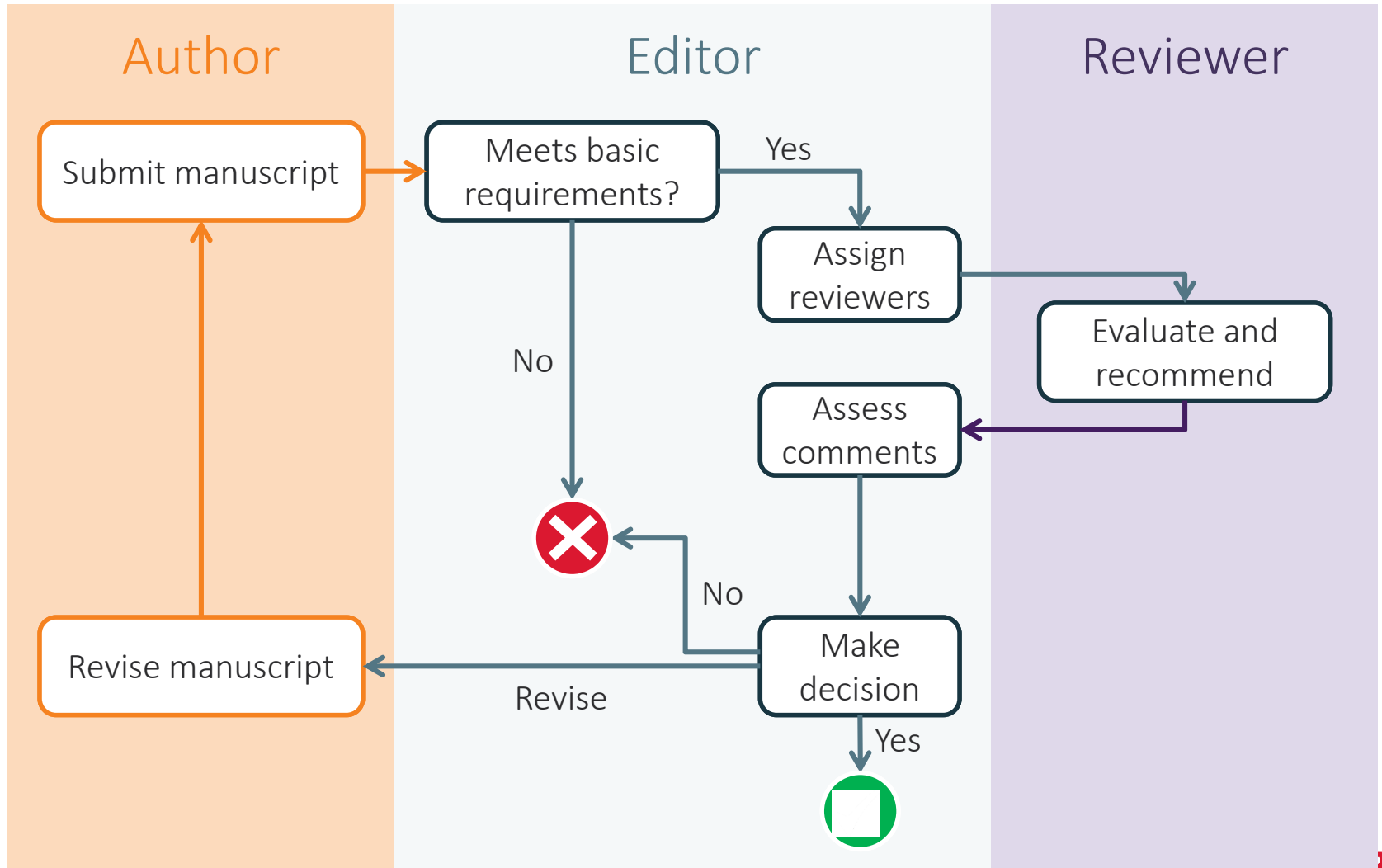
Experts give advice on how to *improve* your study and your manuscript

Ensures only *relevant* studies are published

Peer review helps to *advance* the field

- Peer review is employed to maintain **high quality** of published contents and provide **credibility**.
- Nearly every manuscript requires (often major) revisions (acceptance rates varies across disciplines and journals).
- Peer-review is not always effective in reporting **plagiarism** (iThenticate).
- Sound peer review timeframe is 3/4 months, 2 months to first decision (but varies across disciplines) + 3 weeks to online-first publication.
- If you receive reviewers' comments, **do address all comments carefully** (and do not take offence!).
- Reviewers opinion is advisory only, **the E-i-C has the final say** (and he is free to make immediate rejections for low quality or "out of scope").

The journey of your manuscript



Writing response letters

Clearly discuss all of your revisions

Most common
mistake

Only state that revisions have been done,
not what the revisions were

Journal editors are very busy!

Make revisions
easy to review

- ✓ Briefly state what was revised
- ✓ In manuscript, highlight revised text

Writing response letters

Do you agree or disagree?

- Why do you agree/disagree?
- Support disagreement

What revisions were done?

- State new experiments
- How revised the text & figures

Where can revisions be found?

- Page and line numbers
- Updated figure numbers

SINGLE BLIND Peer Review

- The names of reviewers **are not** revealed to authors (**blind**)
- The names of authors **are revealed** to reviewers



DOUBLE BLIND Peer Review

- Both the **authors** and the **reviewers** are **blind**
- The names of reviewers and authors **are not revealed** to each other

OPEN Peer Review

- Names of authors and reviewers **are revealed** to each other
- Most journals offer reviewers the option to remain anonymous (**HYBRID PEER REVIEW**)



If at first you don't succeed...

Relax, revise, and resubmit

And we can help!

The Transfer Desk

Has your manuscript ever been rejected because it was too interdisciplinary or too specialized, not sufficiently novel or because it didn't exactly match a journal's aims and scope? Manuscripts that are scientifically sound can be rejected for various reasons other than quality, which can be very frustrating. Our Transfer Desk can help!



<https://www.springer.com/gp/authors-editors/journal-author/the-springer-transfer-desk>

Promote your article after publication

Don't wait for people to find it!

Present at conferences

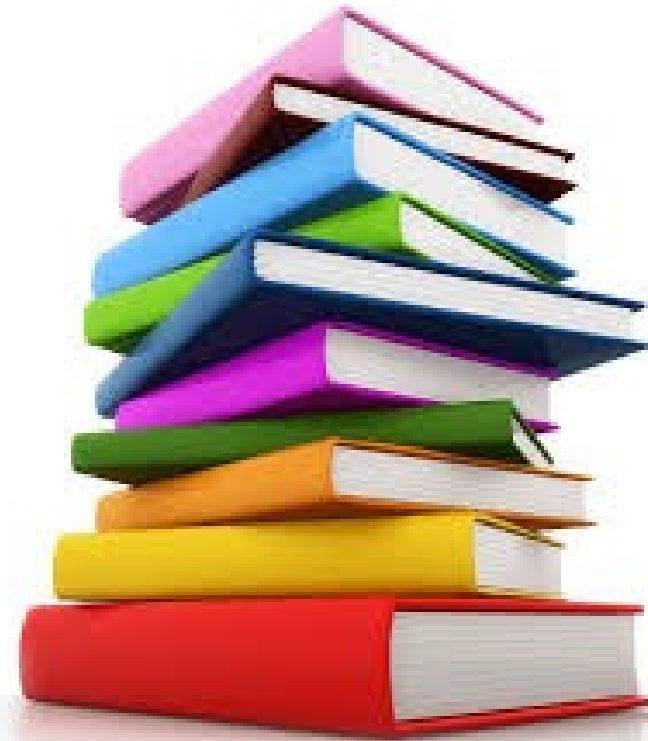
Promote on social media

- LinkedIn & Twitter
- Use *content sharing*  SharedIt



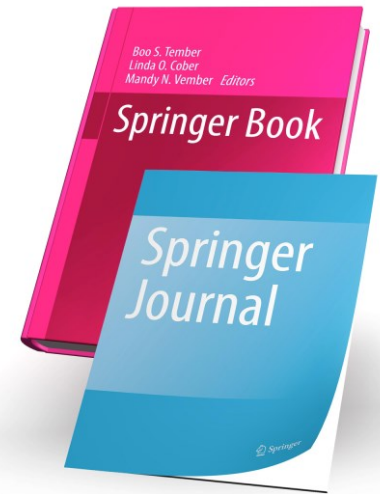
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Books



Books or Journals?

- An academic book is a **complete, state-of-the-art** scholarly work on a topic.
- **Book chapters** fulfil a similar role to **review articles**, with books representing a united **collection** of manuscripts on related topics.
- Books include large bibliographies, recommended readings, summaries, exercises (textbooks), index



Journal articles are published **timely** and the scientific results can be quickly spread

Types of books

Monographs

- Scientific presentation of a field or topic, usually with new scientific results, usually written by one or only a few authors.

Textbooks

- Systematically and didactically well prepared introduction to a certain (scientific) field. With examples, exercises, summaries, glossaries, usually written by one or few authors.

Contributed Volumes

- A collection of chapters around a specific topic written by more authors and edited by a team. Different voices to present a field in a unified and consistent way.

SpringerBriefs

- Concise summaries of research and practical applications across a wide spectrum of fields. Featuring compact volumes of 70 to 125 pages. A unique Springer product.

Conference proceedings

Proceedings or Journals?

Pros

- Old, international, well-reputed conferences in CompSci / Engineering have higher status than many journals.
- Higher visibility and greater impact – direct contact with your peers.
- More timely.

Cons

- Hard deadlines and page limits (usually shorter papers than journal articles).
- Reviews are less detailed – no major revision.
- Sometimes journals value more for your career and funding.
- Proceedings are not given IF (Scopus indexing only!).

What a good conference looks like ...

- Competitive acceptance rate, approx. < 50/60% (fluctuations depending on country and discipline).
- Focused/narrow scope.
- International, well-esteemed program/steering committee.
- Reviewing information clearly mentioned on conference website (2 reviewers per paper etc.).
- Registration information clearly mentioned well in advance.
- Well-known keynote speakers announced well in advance.

I have an idea for a book ... how do I get start?



How to prepare a book proposal submission

- A short description (1-2 pages) of the planned publication, aims & scope, main emphasis, main target group (and how this group will benefit from the book, prerequisites needed to understand the book.
- A tentative Title and Table of Contents.
- Author(s) CV.
- Information about your intended writing schedule.
- A few sample chapters*.

* For edited volumes sample chapters are not mandatory, a full outline/preface, extended table of contents and (if any) research project website are enough for a preliminary acceptance.

When you submit a book (proposal)

Submit proposal to Springer

Review process (series editors and/or
external referees)

If approved, Springer invites authors
to prepare final manuscript
according to our guidelines

Submit manuscript

Editing, typesetting and formatting

Proof-reading: minor changes and
corrections

Book published!

Benefits for Authors/Editors

- Authors/Editors sign an agreement with Springer: they either receive royalties or a flat fee remuneration (depending on discipline/type of publication/number of pages).
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- Sound science, peer-reviewed like normal books.
- Videos will have ISBN, on the segment level DOIs, and full metadata (abstract, keywords, references).
- Sold in topic-wise packages on SpringerLink (not Youtube!).
- Playing time between 25 and 45 min (divided up in chapter-like segments)
- Videos include both transcripts and captions.
- Video provided by Author; speaking by the Author.




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