



Publishing Scientific Research

Diana Alkema

Senior Account Development & Library Marketing Specialist

Haifa University, Israel

January 19, 2016

Agenda for today

- Introduction
- Available tools and useful links
- Journals
 - Trends
 - How to publish scientific articles
 - Ethics
- Defining impact in academic publishing
- Open Access publishing
- Publishing books
 - Different types
 - How to go about a book project

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- Business & Management
- Economics & Finance
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- History
- Literature, Cultural and Media Studies
- Political Science & International Studies
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Springer – some key numbers

- Founded in 1842: more than **170 years** of publishing experience
- More than **13000 employees** worldwide, over 50 countries
- Over 10.000 new book titles published in 2015
- Over 2800 English-language journals
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- South Africa
- Sustainable development
- Sustainability
- Vulnerability
- Remote sensing
- Management
- Ecosystem services

YEAR PUBLISHED



CURRENTLY DISPLAYING: "Tourism"



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SEARCH RESULTS

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14514 ARTICLES 33287 AUTHORS 12728 INSTITUTIONS 3469 PUBLICATIONS



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Back Matter - The Economics of Tourism Destinations

The Economics of Tourism Destinations (2012) , January 01, 2012

By Candela, Guido; Figini, Paolo

www.authormapper.com

1998 2015

COUNTRY (see all 38)

United States	28
United Kingdom	21
Australia	12
Kenya	10
Canada	8

INSTITUTION (see all 160)

University College London	5
International Livestock Research Institute	4
Maliasili Initiatives	3
University of Botswana	3
Chinese Academy of Sciences	2

AUTHOR (see all 237)

Homewood, Katherine	6
Trench, Pippa Chenevix	6
Kristjanson, Patti	3
Nelson, Fred	3
Spiteri, Arian	3

The Prospect of wildlife tourism

Journal of Forestry Research (2004) 15: 243-245 , September 01, 2004

By Liu, Yuan; Zhang, Wei; Tang, Xiao-dong

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The paper extends an overview of the worldwide development of wildlife tourism, introduced the conception of wildlife tourism and its components, and analyzed the development of international wildlife tourism and its international trends. The

[more ..](#)

Pathways of Human Sprawl in Wilderness Buffer Zones

Population and Environment (2006) 27: 285-306 , July 07, 2006

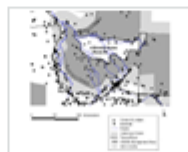
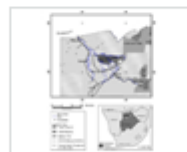
By Vanderpost, Cornelis

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Intensification of human sprawl in buffer zones of globally important African wilderness areas is of worldwide concern. The paper identifies two major conflicting (yet potentially reconcilable) pathways of rural sprawl in African wilderness buffer

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Table		

Nature-Based Tourism

Global Risk Governance (2008) 1: 155-178 , January 01, 2008

By Kuenzi, Caroline; McNeely, Jeff

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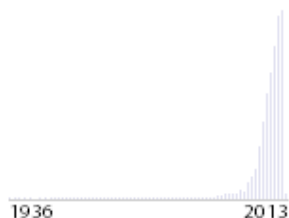
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... chapter intends to explore whether and how [African](#) political and legal regional bodies ...

... What lies behind the sustained idea of "Pan [African](#) Unity", beginning with the early 1900s ...

... identities form and possibly conflict among



Journal of African American Studies

The Sixth Zone: The African

table. But for a large proportion of the

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SAMPLE SEARCHES

`\sqrt{{{1}\over {N-3}}`

`\frac{\{\alpha_{\gamma}\}}`

`\tilde{\beta}`

`\hbox{PE}`

`"\epsilon" AND "2\pi"`

`"\bar{\delta}_q" OR "\frac{dw}{dz}"`

SAMPLE RESULT

Self-intersections of random walks on lattices

Acta Mathematica Hungarica (2002) 96:187-220, August 01, 2002

$$P\left(E_n^{(d)}, \text{i.o.}\right) = 0 \quad \text{or} \quad 1$$

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```
P\left( {E_n^{\left( d \right)} , \{\text{i}\}\{\text{o}\}\{\text{.}\}} \right) = 0\quad \{\text{or}\}\quad \{\text{1}\}
```



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result

Translating Nucleic Acid Aptamers to Antithrombotic Drugs in Cardiovascular Medicine

Journal of Cardiovascular Translational Research (2010) 3:704-716, November 29, 2010



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
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5

results

Statistical issues in health impact assessment at the state and local levels

Air Quality, Atmosphere & Health (2009) 2:47-55, March 17, 2009



$$\mu^c | \hat{\beta}^c, \tilde{\beta}, S_{W,c}^2, \sigma_B^2$$


$$\sim N \left(\frac{S_{W,c}^2}{S_{W,c}^2 + \sigma_B^2} \tilde{\beta} + \frac{\sigma_B^2}{S_{W,c}^2 + \sigma_B^2} \hat{\beta}^c, \frac{S_{W,c}^2 \sigma_B^2}{S_{W,c}^2 + \sigma_B^2} \right),$$

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$$\mu^c \sim N \left(\tilde{\beta}, \sigma_B^2 \right)$$

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Publishing Scientific Research

Nathalie Jacobs

Senior Publishing Editor

Haifa University, Israel

January 19, 2016

Springer – who we are, what we do

The team of editors working in physics, earth sciences, chemistry and engineering at Springer



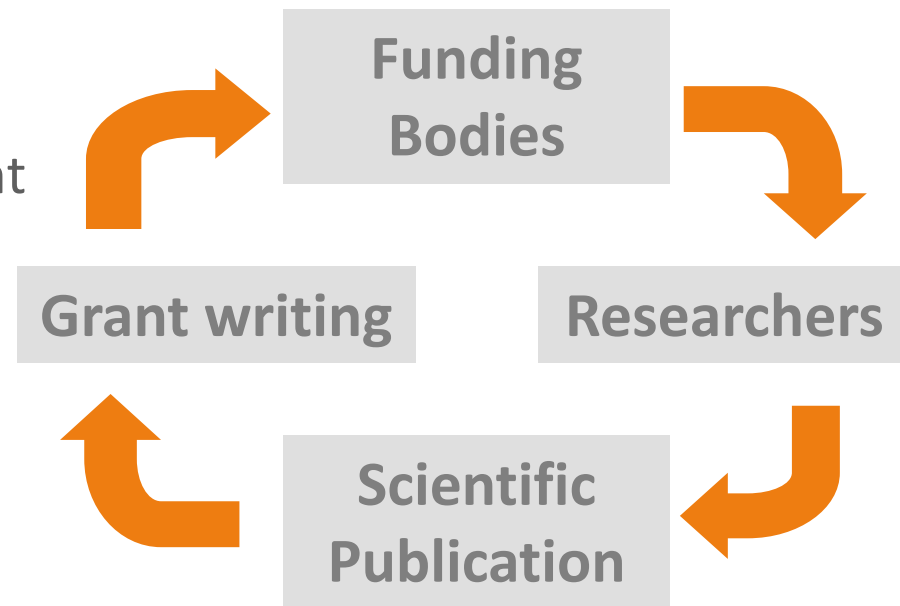
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Your research is NOT complete until it has been published

- 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 you should publish – in English

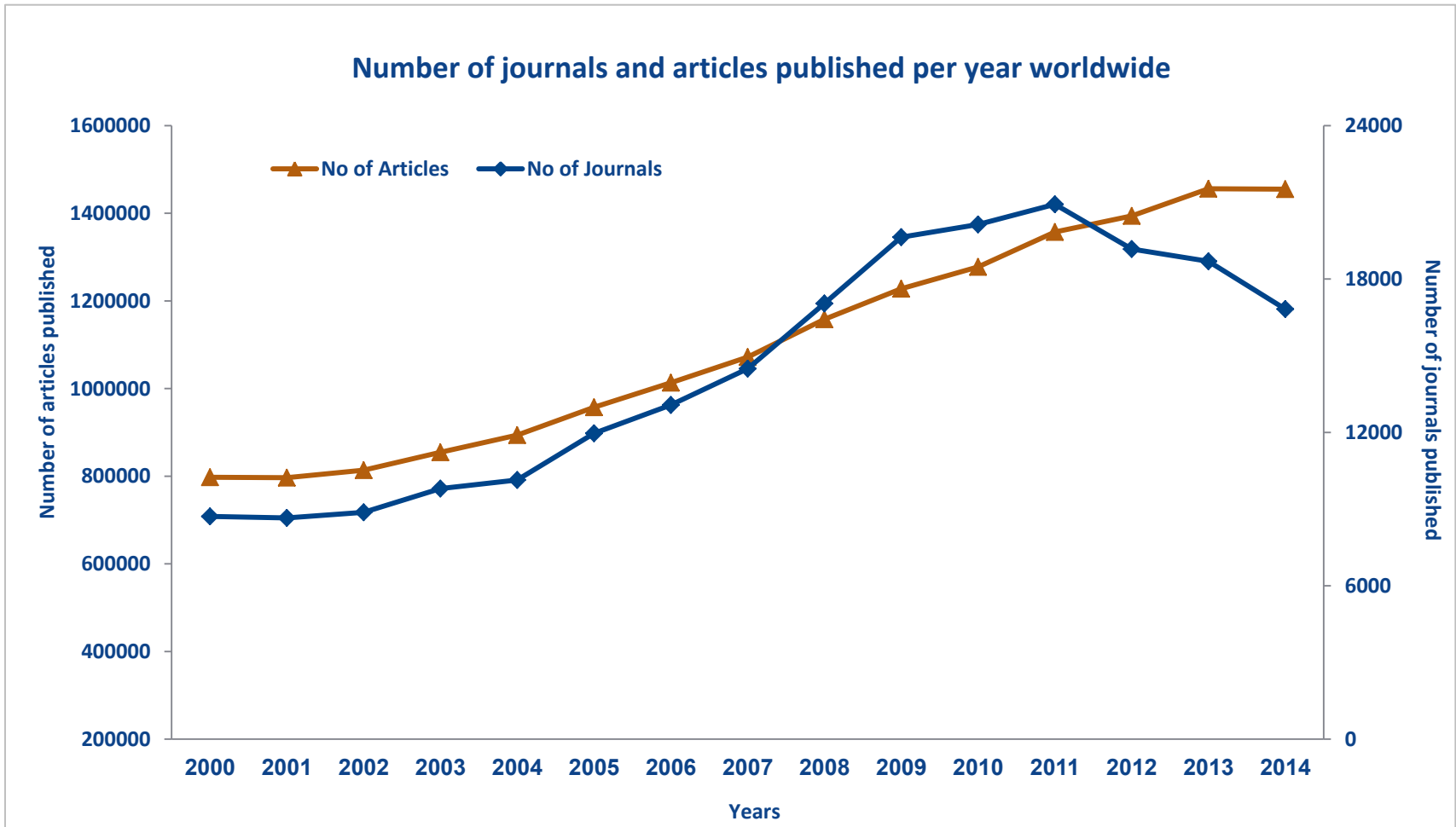
- It is currently the international language of science
- It fosters (international) collaborations
- Scientists will want to hear from other scientists around the world
- Allows you to become an effective science communicator
- The number of your publications is linked to career advancement and funding success





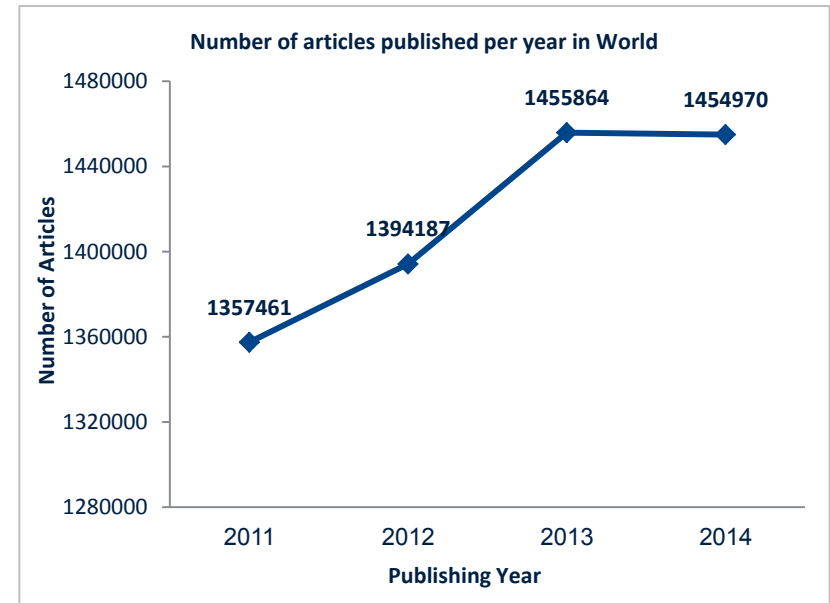
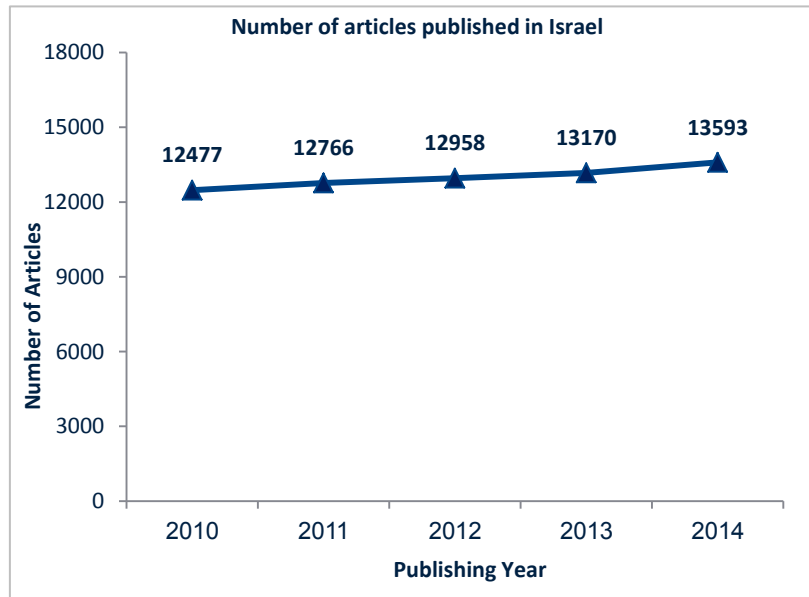
Publishing scientific articles

Increased competition



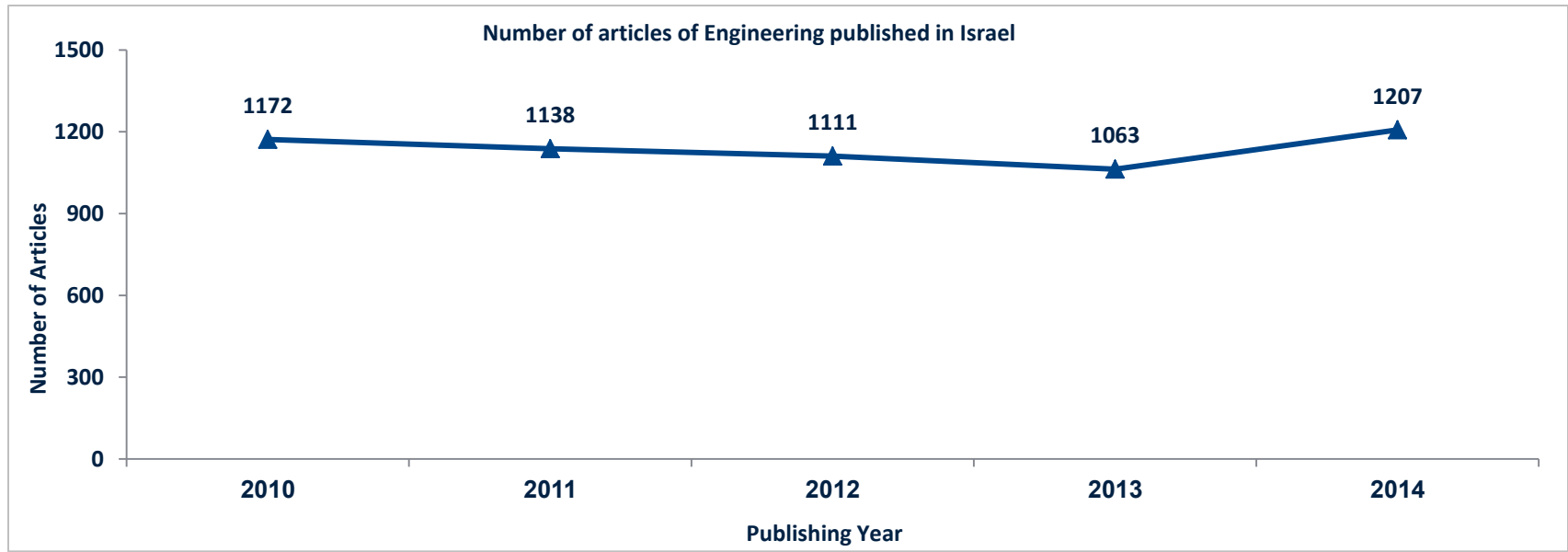
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Article output by country



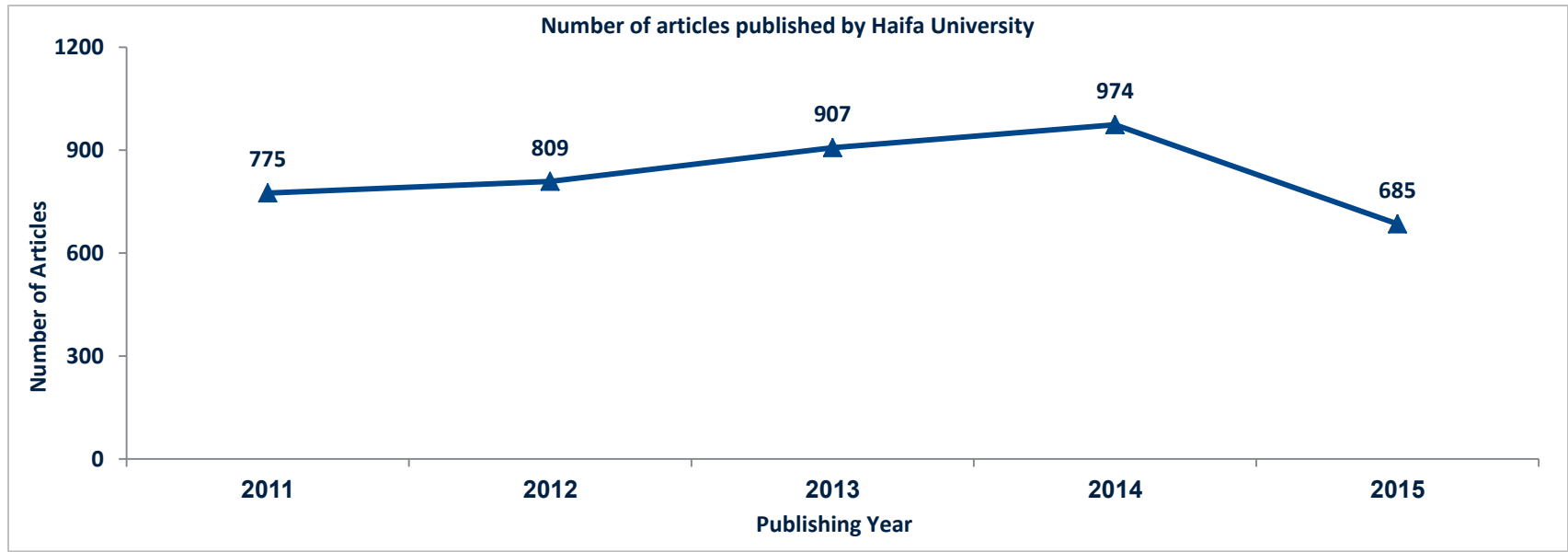
- Increase of 9% in the count of articles published in the last 5 years in Israel
- Average increase of 2% in the count of articles published over the last 5 years

Article output by country & subject area (Engineering)



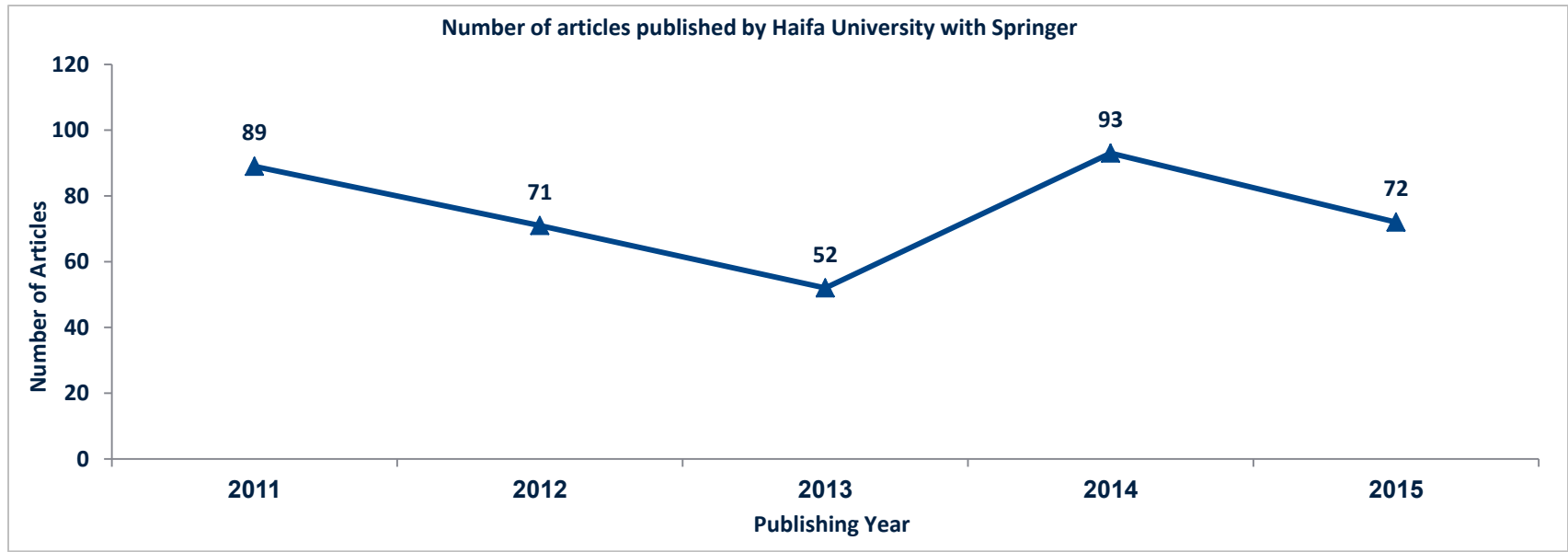
- A total of 5,691 Engineering articles were published in Israel over the last 5 years

Article output by Institution



- A total of 4,150 articles were published by Haifa University over the last 5 years

Article output by Institution with Springer



- A total of 377 articles were published by Haifa University with Springer over the last 5 years

Types of journals

- **Letters journal** - Rapid communication of interim work, peer-reviewed, a good way to get time sensitive, preliminary or ongoing research initially published and get feedback
- **Traditional academic research journal** - The main venue for primary research, rigorously peer-reviewed
- **Review journal** - Publishes overviews of research, perspective on the state of a field and/or where it is heading, usually peer-reviewed, may contain commissioned material
- **Professional journal** - Mainly review and how-to articles, heavily edited, not necessarily peer-reviewed, but the audience may be who you want to reach with your research outcome: practitioners



Types of journals – NEW: Megajournals

- A **mega journal** is a peer-reviewed academic open access journal designed to be much larger than a traditional journal by exerting low selectivity among accepted articles.
- It was pioneered by PLOS ONE
- Broad coverage of different subject areas
- Accepting articles for publication based on whether they are technically sound rather than selecting for perceived importance



Before you begin

- **To Write = To Read**
- Know the status quo of your field of research
- Make sure you have access to the most up-to-date scientific literature, scientific communication is about advancing - not repeating - scientific knowledge (remember your library provides access to most of the scientific publications, e.g. on <http://link.springer.com>)
- Work on your writing style, develop concise writing skills as well as specialized vocabulary
- Refine your skills by reviewing papers of colleagues. This will help you form a strong framework for your own research writing
- Determine a feel of the (kind of) journal you wish to publish in

What journal editors want

- **Good quality science!**
- Work which will stand up to peer review (quality / language)
- **Novel** to the scientific community, original research
- Research that is **interesting** to the journal's readership (so also make sure to choose the right journal!)
- Active research areas (many citations)
- Clear concise writing



“Thank you for your article submission, the results are new and interesting.

Unfortunately the new results are not interesting, and the interesting results are not new.”

How to choose the right journal

- Choose the journal **after** completion of the research, but **before** writing the article so you can write it according to the instructions for authors of the journal
- Consider your **audience** (aims and scope of the journal, regional / global visibility)
- Consider the **costs** (publishing in traditional - subscription based - journals is in most cases free to the author, however, in Open Access publishing there is an Article Processing Fee)
- **Read** the journal, the product page and the submission guidelines
- Talk to **colleagues** about their experiences with the journal
- Make use of the expertise of your **library staff**

How to choose the right journal (cont.)

- Check where **collaborating / competing research groups** and researchers publish their work
- Is an **Impact Factor** important to you? Or are you more concerned about **usage / visibility**?
- Follow the **references** in your own paper. Where were the original papers published and read?
- Check **publisher sites**, you can often find useful information in the 'for authors' section
- Use **tools** such as the Journal Selector on www.springer.com/authors
- **Avoid** journals with no clear submission and reviewing process

Getting ready to submit

- Get the agreement from all co-authors on what is submitted and to which journal
- Prepare a **cover letter**
- **Language** editing
- Read the guidelines for the journal very carefully and make sure that you conform to the **author instructions** in terms of set up, reference style, etc.
- NEVER submit your paper to more than one journal at the same time, that would be violating **publishing ethics**



Getting ready to submit – Prepare a cover letter

- This is your chance to **sell** your manuscript to the Editor in Chief (EiC)
- Remember that the EiC receives an increasing amount of manuscripts, so be clear and concise
- Address the EiC personally in your letter
- Give the background to your research
- Explain the importance of your article in relation to the scope of the Journal
- Emphasize the **key take away points** - the **USPs**, the Unique Selling Points - from your article
- Recommend reviewers, it will be very much appreciated
- Exclude reviewers and include the reason (e.g. members from a competing research group)

Structuring your manuscript

You are telling a story

BEGINNING → MIDDLE → END

Expanded **IMRaD** model

- Title
- Abstract
- Key words
- **Introduction**
- **Methods**
- **Results**
- **Discussion**
- References
- Acknowledgments



The 'write' order

For maximum clarity and consistency, write your manuscript in this order:

Methods

Results

Write **during** the research

Introduction

Discussion

Write **after** selecting your target journal

Title

Abstract

Write last

How to structure your article (cont.)

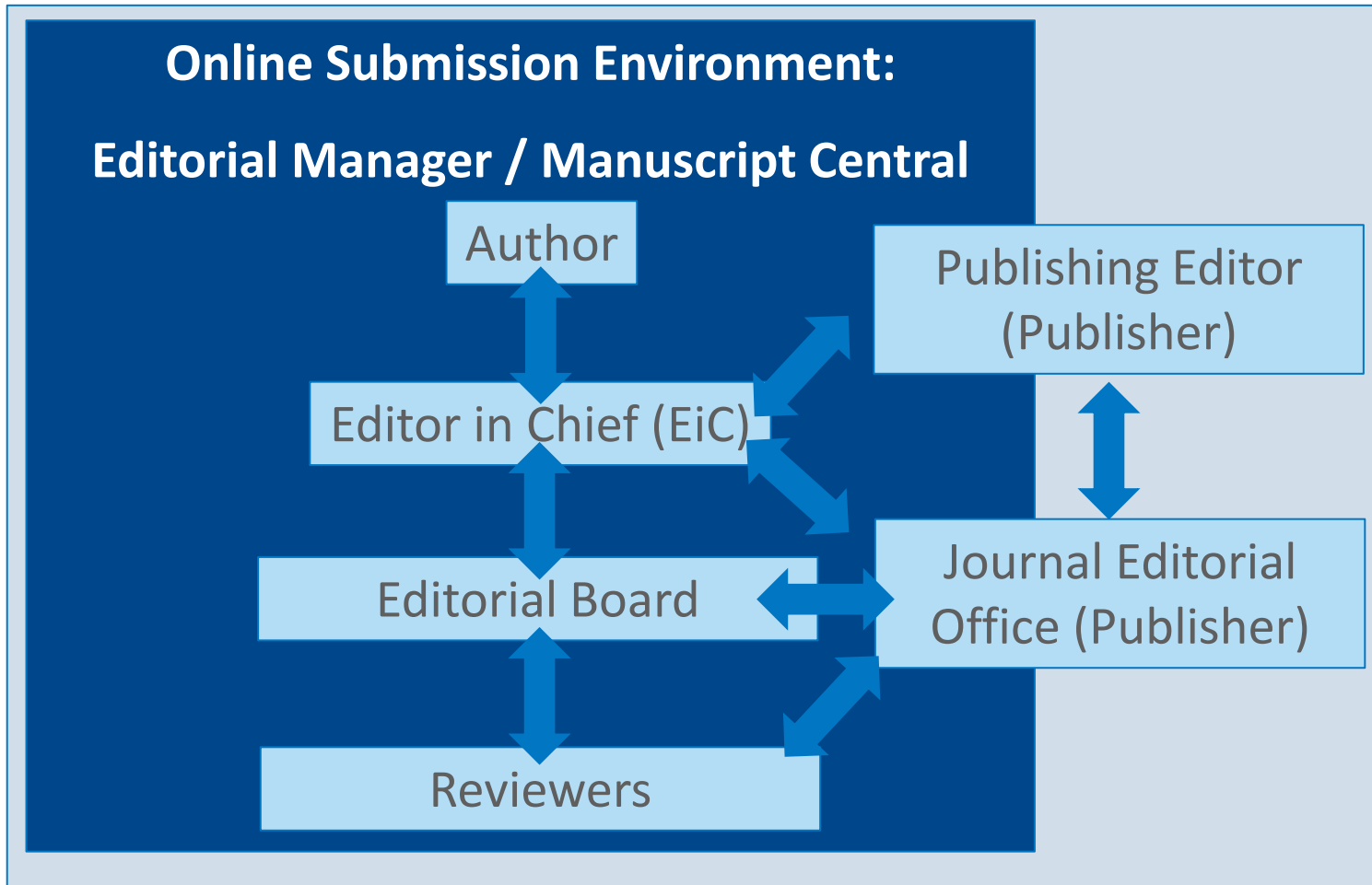
Title + Authors + Abstract + Keywords
= Discoverability!

Title	Read first and most. Keep it short and to the point. Must reflect the content of the paper.
Authors	Correct spelling, consistency in affiliation.
Abstract	100-300 word summary of objective and results. Includes key message of paper.
Keywords	Synonyms relevant as search terms e.g. in Google. Ideally not words from the title because title words are automatically keywords.
Introduction	Explain i) why the work was conducted ii) what methodology was employed iii) why you chose this particular methodology iv) How the methodology accomplished the hypothesis set out in your abstract.
Methodology	Written clearly and concisely so that someone can follow how you did your research and can reproduce it.

How to structure your article (cont.)

Analysis/Results	Present the results clearly and carefully.
Discussion	Discuss the results here. If the results were not what you were expecting this is where you can provide insights or speculations as to what happened and/or what you could have done differently.
Conclusions	Write down your conclusions from the study.
Acknowledgements	Acknowledge the people and institutions who have made your research possible e.g. funding.
References	Properly cite your referenced material; use the style of the journal.
Supplementary Material	List any supplementary materials, appendices.

Submitting your article – what happens next



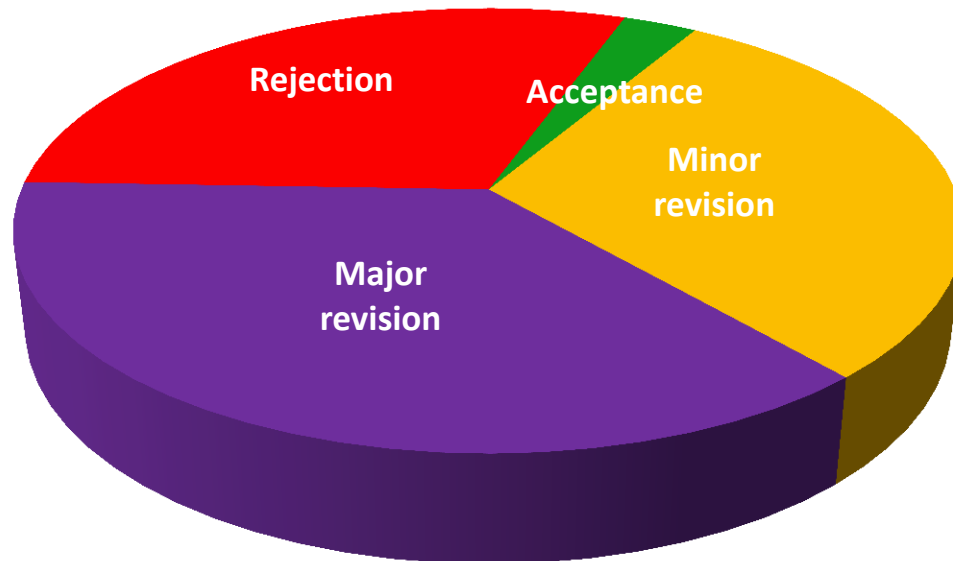
Peer review - What it is

- Peer review is a process of **self-regulation**. When you submit an article, other experts in the field evaluate your article, your research and methodology, to determine if your paper is suitable for publication
- Peer review is employed to maintain a **high quality** standard of published papers and to provide **credibility**



Peer review – How to deal with the feedback

- Nearly every manuscript requires revisions, often two or three revisions
- If you receive reviewer comments for re-submission, **act** on them
- Consider peer review feedback as advice to help you improve your article, do **NOT** take offense
- Minor revision does not guarantee acceptance after revision; address **all** comments carefully



Very few manuscripts get accepted without the need for any revision

(Daniel McGowan, Edanz, 2012)

Peer Review – Different types

- Peer review, depending on the discipline, can be:
 - Open (both authors and reviewers known)
 - Blind (reviewers do not know who the authors are)
 - Double blind (both authors and reviewers anonymous)
- Peer review can be:
 - Done before (traditionally anonymously)
 - Open / Publically
 - After publication



Publishing ethics

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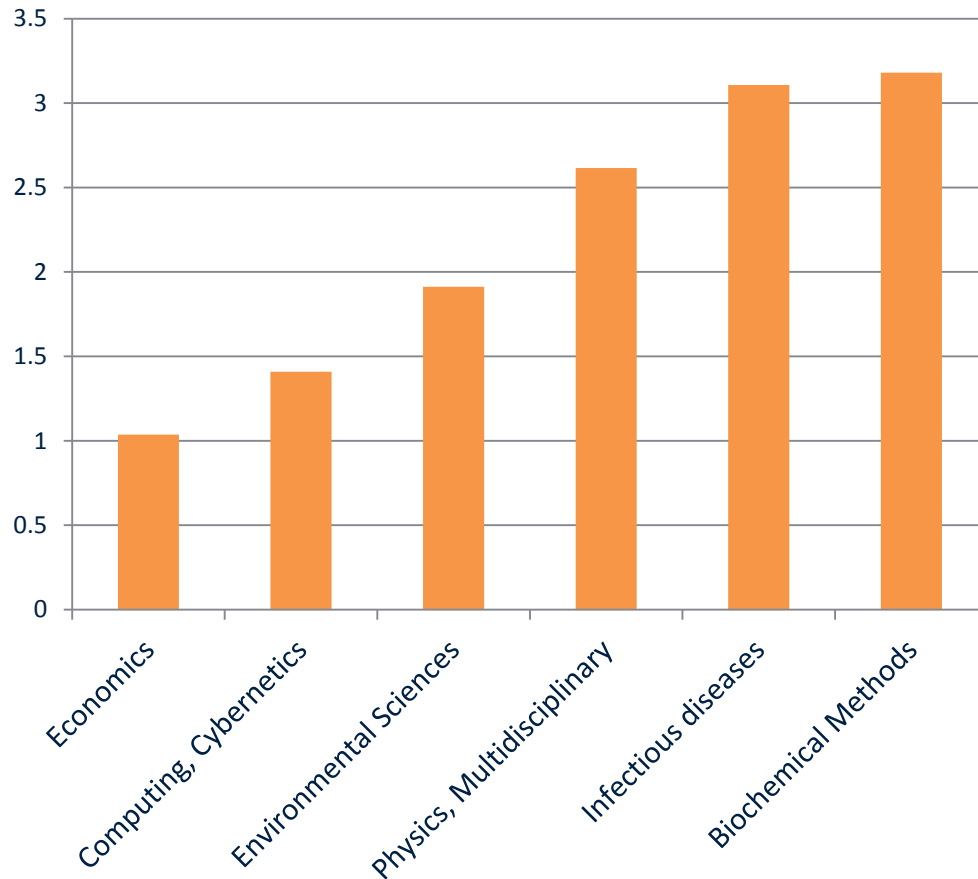
C O P E COMMITTEE ON PUBLICATION ETHICS



Defining impact in academic publishing

Journal Impact Factor – Points to consider

Average Impact Factors by field in 2010



$$2014 \text{ IF} = \frac{\text{\#citations in 2014 to articles published in 2012 \& 2013}}{\text{\#papers published in 2012 \& 2013}}$$

- Highly discipline specific
- Larger in more populated disciplines
- Short term. Depends on how “hot” the topic is
- Prone to manipulation

Impact Factor – Other ISI databases by Web of Science

- Science Citation Index Expanded (SCI-E)
- Science Citation Index (SCI) - Subset of SCI-E, must be in top 10% of SCI-E categories to apply
- Social Science Citation Index (SSCI)
- Arts & Humanities Citation Index (A&HCI) - No Impact Factor (IF)
- Conference Proceedings Citation Index- Science (CPCI-S) - No IF
- Conference Proceedings Citation Index- Social Science & Humanities (CPCI-SSH)
- Book Citation Index, Science (BKCI-S) - No IF
- Book Citation Index, Social Sciences & Humanities (BKCI-SSH) - No IF
- Journal Citation Report (JCR) - Publishes the IF
- Other discipline-specific databases like BIOSIS, Zoological Abstracts, etc

Defining impact in academic publishing - Google Scholar

- Visit <http://scholar.google.com/scholar/citations.html> for more information
- Google **Author citations** are available since 2011
 - Authors should set up their profile at <http://scholar.google.com> and claim their articles
 - Provides citation information for authors and calculates the *h*-index
 - Most author analyses limited to authors with profiles
- Google Scholar **Journal citation** database with rankings available since May 2012
 - Journal ranking
 - No quality selection, only need 100 articles in previous five years
 - *h*5-index for journals

Defining impact in academic publishing - Microsoft Academic Search

- Author citation database available since 2010
- Author profiles
- Author citations
- Author *h*-index
- More author profiles than in Google
- Analyses done on all authors, not just authors with profiles
- Interesting graphic analysis capabilities: key relationships between and among subjects, content, and authors
- Visit <http://academic.research.microsoft.com> for more information

Other impact metrics

- **SJR** (SCImago Journal Ranking) is a prestige metric based on the idea that **not all citations are equal**, but a citation from a source with a relatively high SJR is worth more than a citation from a source with a lower SJR.
- **SNIP** (Source Normalized Impact per Paper) measures **contextual citation** impact by weighting citations based on the total number of citations **in a subject field**
- ***h*-index** is intended to measure simultaneously the **quantity** of scientific output and its **impact** (in terms of citations). A scholar with an index of *h* has published *h* papers each of which has been cited in other papers at least *h* times. Can be applied to individuals (grows over time), departments, journals
- **Article level metrics** look at citations, number of downloads, alternative metrics look at mentions in blogs, in media outlets, in social networks, number of bookmarks (www.altmetric.com)

Defining impact in academic publishing - Article Level Metrics

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December 2013, Volume 35, Issue 6, pp 2183-2192

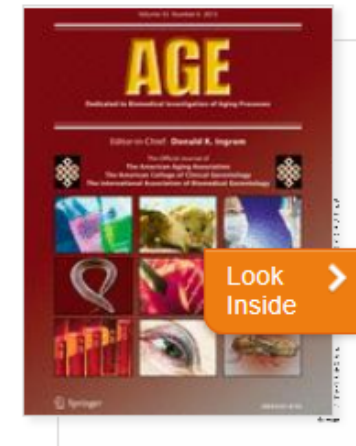
Coffee, but not caffeine, has positive effects on cognition and psychomotor behavior in aging

Barbara Shukitt-Hale, Marshall G. Miller, Yi-Fang Chu, Barbara J. Lyle, James A. Joseph

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Abstract

The complex mixture of phytochemicals in fruits and vegetables provides protective health benefits, mainly through additive and/or synergistic effects. The presence of several bioactive compounds, such as polyphenols and caffeine, implicates coffee as a potential nutritional therapeutic in aging. Moderate (three to five cups a day) coffee consumption in humans is associated with a significant decrease in the risk of developing certain chronic diseases. However, the ability of coffee supplementation to improve cognitive function in aged individuals and the effect of the individual components in coffee, such as caffeine, have not been fully evaluated. We fed aged rats (19 months) one of five coffee-supplemented

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Defining impact in academic publishing - Article Level Metrics



Coffee, but not caffeine, has positive effects on cognition and psychomotor behavior in aging.

Blogs Twitter Facebook Google+ Score Demographics Help

So far Altmetric has seen 1 blog post.

Coffee, but not caffeine, has positive effects on cognition and psychomotor behavior in aging
 Science Alerts Social Network
 The complex mixture of phytochemicals in fruits and vegetables provides protective health benefits, mainly through additive and/ ..

27-Oct-2013

Score in context

Is one of the highest ever scores in this journal (ranked #1 of 181)

show more...

Mentioned by

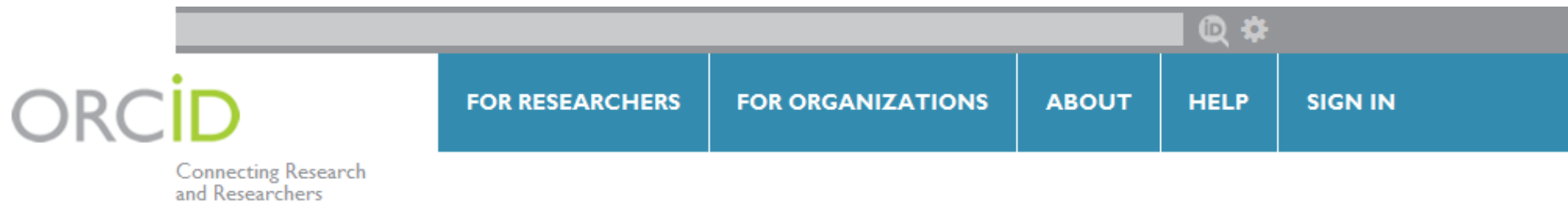
- 1 blog
- 279 tweeters
- 11 Facebook users
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Questions about Journals?





Open Access publishing

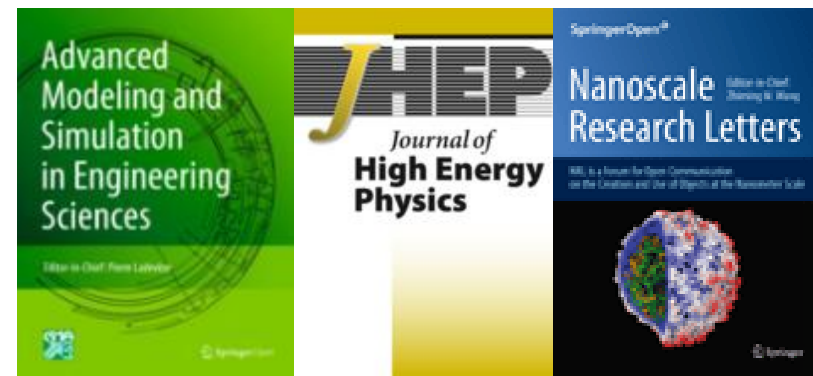
Current Publishing Models

- Subscription model
 - Free to publish
 - Pay to read
 - Copyright usually transferred to Publisher
- Open Access (OA) model
 - Free for anyone to read
 - Pay to publish, APC
 - Authors keep copyright to their work



Open Access at Springer

- Springer has always believed in offering authors the choice between models and was an early adopter of open access
- Two options:
 - BioMed Central (2000) and SpringerOpen (2010) – Publication in full open access journals
 - Springer OpenChoice in hybrid journals (since 2004)
- Always rigorous peer review
- Authors are asked to cover APC after acceptance
- In case of hybrid journals journal prices will be adapted in order to avoid the so-called “double dipping” depending on the percentage of open access articles



Who pays – Full Open Access Journals

- The **author** (via research grant or institutional funds)
- **Membership Program:** To remove this burden from the individual authors, SpringerOpen and BMC journals offer to institutions a Membership Program. Currently 566 members in 56 countries

Example of support member: Weizmann Institute

- Paid through other schemes
 - A society **sponsors** a journal
 - **SCOAP3** - a consortium of high-energy physics funding agencies, laboratories and libraries
- **Waived** (economic hardship, invitation from EiC)

What Open Access is

- The differences between traditional publishing (in subscription journals) and Open Access are in costs and in copyright
- **Costs**
 - Traditional: Publishing is free to the author / reader pays
 - Open Access: Article is free to the reader/ author pays to publish
- **Copyright**
 - Traditional: Copyright is generally with the publisher
 - Open Access: Copyright remains with the author
- There are various types of Open Access publishing models (hybrid etc.) and different publishers have different policies – Check with the publisher!
- **The rise of the so-called predatory publishers (700 in 2015!)
<http://scholarlyoa.com/2015/01/02/bealls-list-of-predatory-publishers-2015>**

10 YEARS
2003-2013

The success story of Open Access

- Directory of Open Access Journals (DOAJ) at www.doaj.org is maintained by Lund University in Sweden and now contains nearly 10,000 journals





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book publishing options

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Edited volume

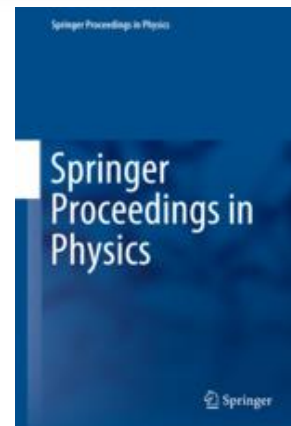
Also known as a contributed volume. Invited works. Multiple authors. Organized thematically. Often interdisciplinary.



Proceedings

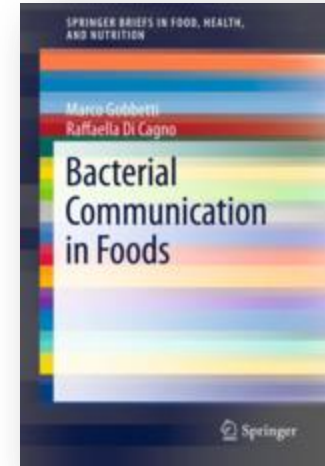
Collection of academic papers published in the context of a conference.

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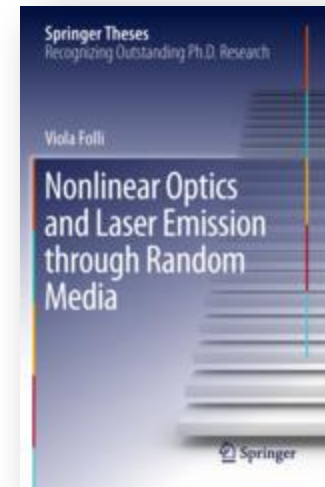
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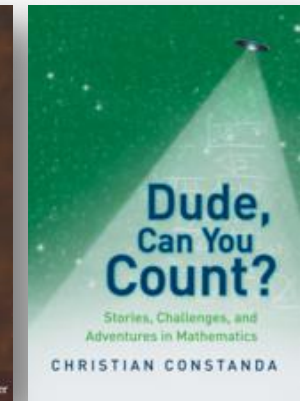
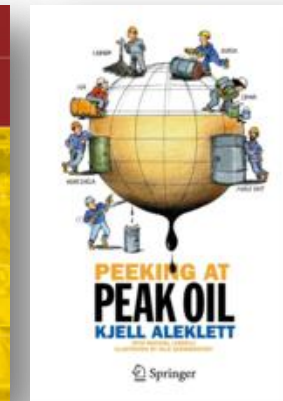
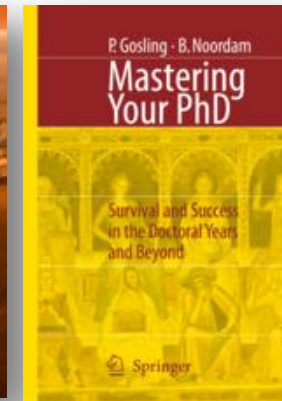
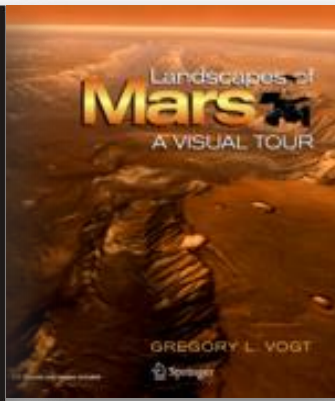
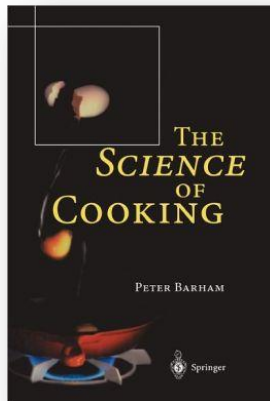


Professional texts

Written for industry or commerce, often as a manual, guide, data compendium, written for use by professionals.

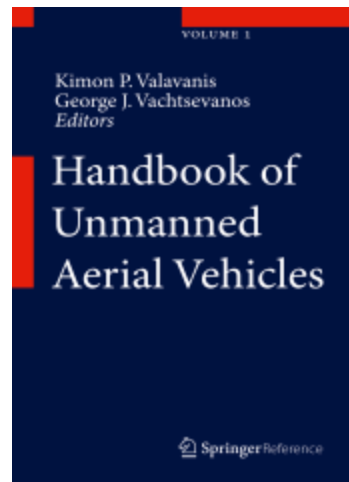
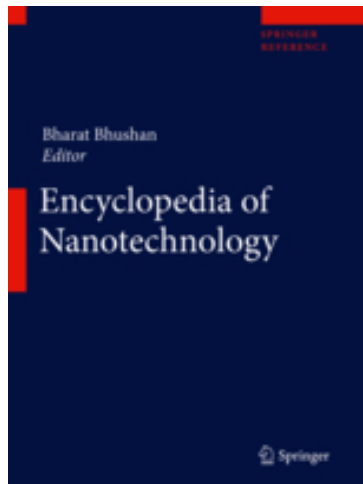
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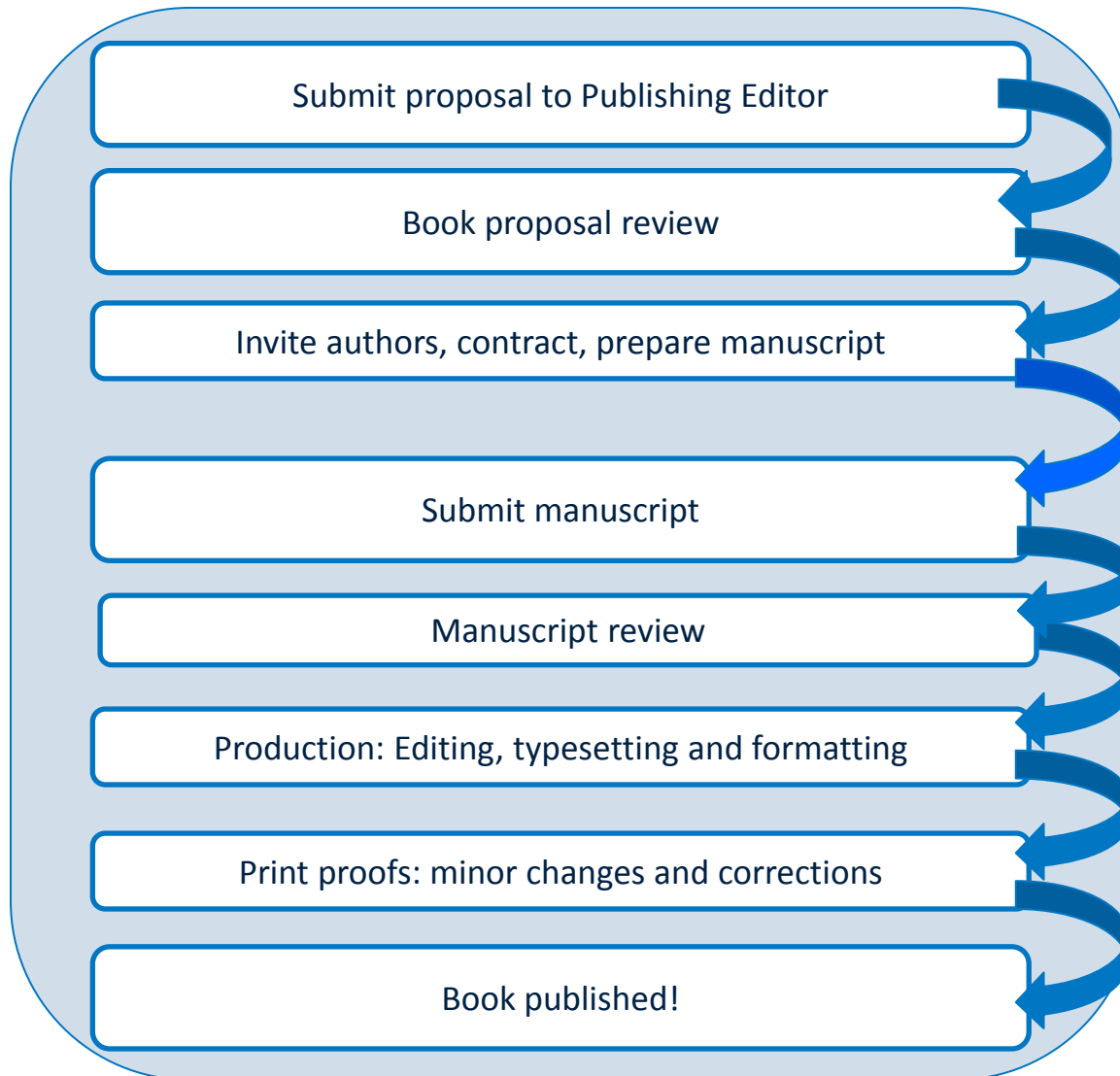
- I have an idea for a book
- How do I get started?



The book proposal

- **Working Title**
- **Author/Editor** information
- **Synopsis:** What is it about? Background information. What is the approach of this book to the subject? Motivations and goals. Timeliness and relevance.
- **Outline** of the contents. If edited, who are the contributors envisaged ?
- Who is your **audience**?
 - Students, researchers, engineers
- Why is this book **needed**?
 - Unique Selling Points
- **Keywords:** what would you type on Google search to find your book?
- **Competitive/Related Literature**
- Optional: additional Information (sample chapters, etc...)

The book publication process



Contact the Springer Publishing Editor in your subject area (<http://www.springer.com/gp/authors-editors/contact-a-springer-publishing-editor>; or just google “contact editor Springer”)

Time of production process (in months):

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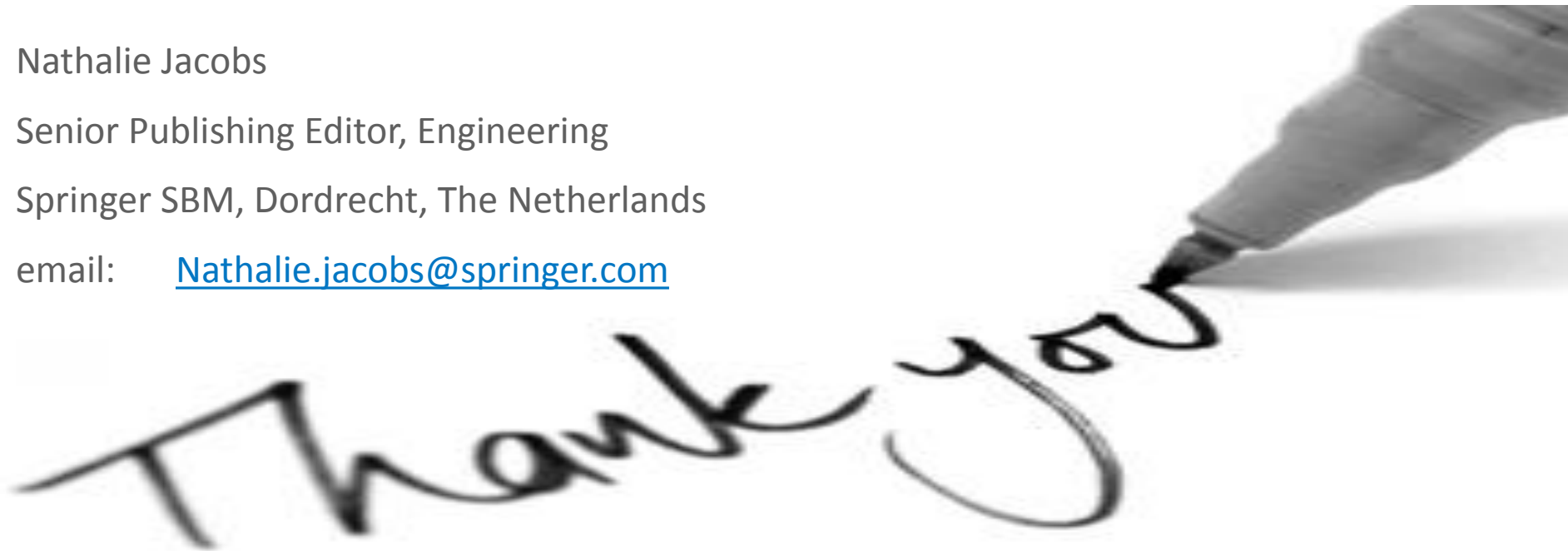


Nathalie Jacobs

Senior Publishing Editor, Engineering

Springer SBM, Dordrecht, The Netherlands

email: Nathalie.jacobs@springer.com



Diana Alkema

Senior Account Development & Library Marketing Specialist

Springer SBM, Dordrecht, The Netherlands

E-mail: Diana.alkema@springer.com

