



WILEY

Workshop: How to Publish

March 2017

David Hewes – Journals Publishing Manager

How to Publish

Workshop Programme

- 1. Choose a Journal**
 - Aims and Scope
 - Impact Factors
- 2. Understand Open Access**
 - Gold versus Green
- 3. Prepare your manuscript**
 - Author Guidelines
 - Manuscript optimisation
- 4. Navigate Peer Review**
 - Rejection and Revision
 - Referee Reports
 - Ethical considerations
- 5. Promote Paper Post-publication**



Deciding Where to Publish



Know your target audience

Look at the journal requirements

Look beyond impact factor

Look at the literature

JOURNAL TOOLS

- Get New Content Alerts
- Get RSS feed
- Save to My Profile
- Get Sample Copy
- Recommend to Your Librarian

JOURNAL MENU

- Journal Home

FIND ISSUES

- Current Issue
- All Issues
- Virtual Issues

FIND ARTICLES

- Early View
- Most Accessed

GET ACCESS

- Subscribe / Renew

FOR CONTRIBUTORS

- For Referees
- Open Access
- Author Guidelines**
- Submit an Article

ABOUT THIS JOURNAL

- Overview**
- Editorial Board
- Permissions
- Advertise
- Contact

SPECIAL FEATURES

- Special Issues
- Wiley Job Network

Freshwater Biology

© John Wiley & Sons Ltd

Edited By: David Dudgeon
Impact Factor: 2.933
ISI Journal Citation Reports © Ranking: 2015: 11/104 (Marine & Freshwater Biology)
Online ISSN: 1365-2427

Recently Published Issues | [See all](#)

Current Issue: April 2017
Volume 62, Issue 4

March 2017
Volume 62, Issue 3

February 2017
Volume 62, Issue 2

January 2017
Volume 62, Issue 1

December 2016
Volume 61, Issue 12
Special Issue: *ECOLOGICAL PRINCIPLES IN ECOTOXICOL...*

Recently Published Articles

Carbon and nutrients of indigestible pollen are transferred to zooplankton by chytrid fungi
Maiko Kagami, Yasumichi Motoki, Hélène Masclaux and Alexandre Bec
Version of Record online: 20 MAR 2017 | DOI: 10.1111/fwb.12916

Freshwater Biology Editorial Team

Editor-in-Chief, Professor David Dudgeon is Chair Professor of Ecology and Biodiversity at the University of Hong Kong (HKU).

David is ably supported at *Freshwater Biology* by six international Associate Editors; Professor Stefan Bertilsson, Dr Benoît O.L. Demars, Dr Lisette de Senerpont Domis, Dr Thomas Mehner, Professor Belinda Robson, and Dr Alan D. Steinman.

SEARCH

In this journal

Advanced > Saved Searches >

Introduction to Publishing for Early Career Researchers in Latin America

10am Mexico • 11am Lima
1pm Santiago/Sao Paulo
Wednesday 2nd March

Improve your publishing success with a FREE Wiley webinar

Free Webinar

Read the **Aims and Scope** (Overview)
Follow the **Author Guidelines**

Which audience is right for me?

Where do you read papers related to your research?

Which journals do you like the most?

What do your peers suggest?

Where were your references published?



Identify the right audience for your paper

Core of your field (very important for peer recognition)

Community somewhat outside (broadening recognition of your research and research area)

Communities at interfaces between your discipline and other disciplines (could initiate interesting trans-disciplinary collaboration!)

Don't limit yourself to the community represented by your department or the field-specific conferences that you attend.

Selecting the right journal

Look at **your references** – these will help you narrow your choices and come up with a shortlist.

Review recent publications in **each candidate journal**. Find out the hot topics, the accepted types of articles, etc.

Ask yourself the following questions:

- ✓ Who is this journal's **audience**?
- ✓ Is my research **a good fit** with other papers in this publication?
- ✓ What is the journal's **standing in the target community**?

Decide on **one** journal.

DO NOT submit to multiple journals.





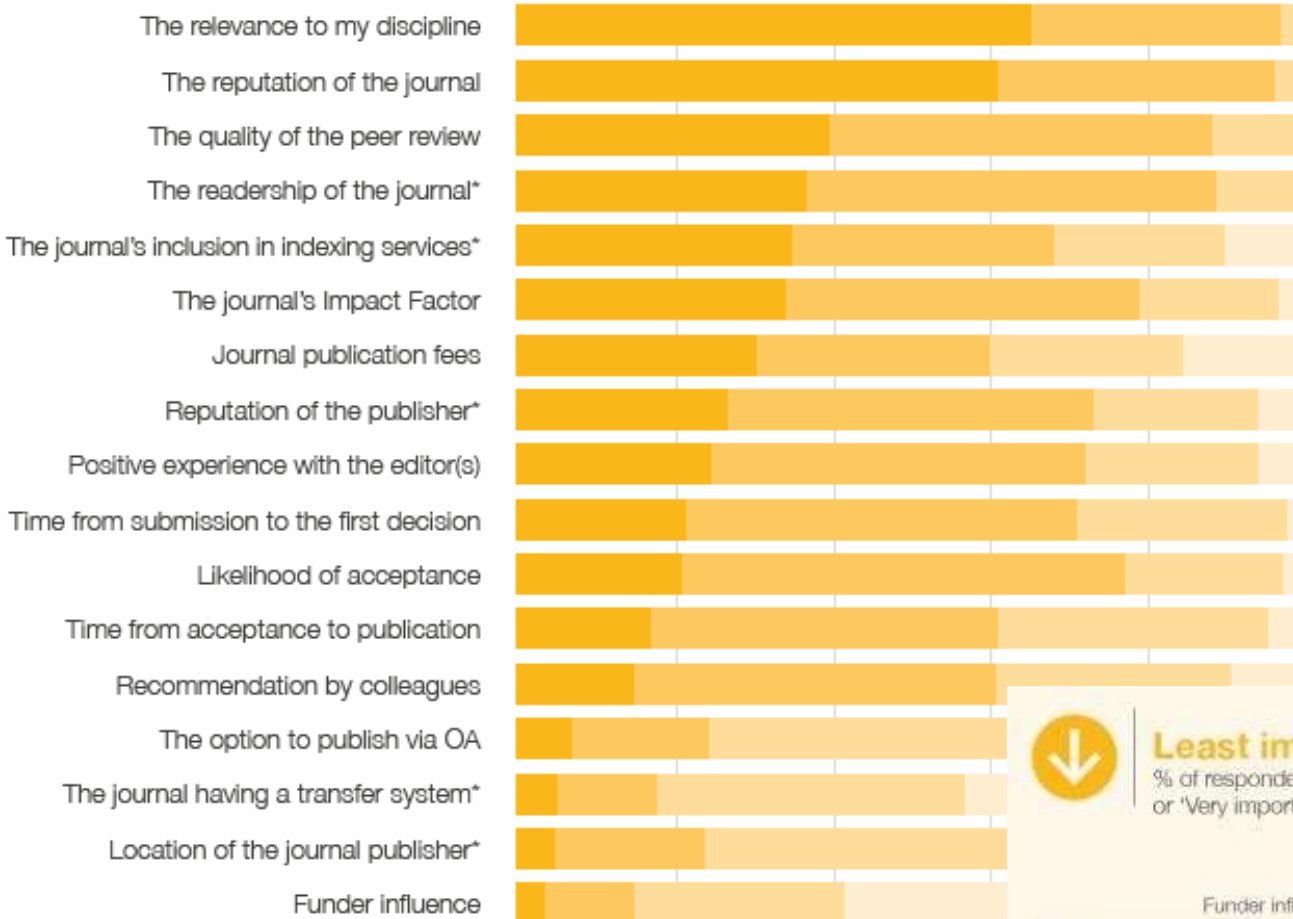
Interactive

What are the most important factors in deciding where to submit my manuscript?

Where to submit?

Base: 3,023

■ Very Important
 ■ Quite Important
 ■ Not very important
 ■ Not at all important



Least important factors
% of respondents who rated 'Important' or 'Very important'

	2015	2014
Funder influence	15%	14%
The journal having a transfer system*	18%	N/A
Location of the journal publisher*	24%	N/A
The option to publish OA	24%	25%

Evaluates the impact of a journal based on a citation as a **unit of 'quality'**

Based on ISI's Web of Science and released in an annual Journal Citation Report

Essentially a measure of **average** citations per article within a two-year period

2016 (Year x) Impact Factor

=
$$\frac{\text{Citations in } \mathbf{2016}(\text{Year } x) \text{ to Papers from } \mathbf{2015}(x-1) \text{ and } \mathbf{2014}(x-2)}{\text{Number of Citable Items in } \mathbf{2015}(x-1) \text{ and } \mathbf{2014}(x-2)}$$

Impact Factor:
definition and
terms



Impact Factor: Pros and Cons

Pro

- It is fundamentally a sound premise
- It is transparent
- After 50 years of use it is well-established

Con

- Target period (window) is not appropriate for all subject areas
- A citation is not necessarily a validation
- Differences in referencing behaviour between subjects
- Misused to judge author performance

Journal X publishes 50 papers in the IF window. ONLY ONE paper is cited. But that one paper is cited 500 times.

The Impact Factor is 10. Does that make Journal X a good journal?

A hiker wearing a blue jacket, purple pants, and a large brown backpack is standing on a rock in a mountain valley. The hiker is holding a trekking pole and looking out over a valley with snow-dusted mountains and a river. The sky is blue with scattered white clouds.

Questions?

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Wiley offers three Open Access options

Pay-to-Publish Open Access

Wiley Open Access

Fully open access journals

Fully Open Access Journals (launched 2011)

Program of fully open access journals. Every article is published open access

OnlineOpen

Hybrid open access journals

Open Access Option (launched 2004)

Hybrid model enables authors to make their article fully open in a subscription journal thus providing choice for authors to publish open access in the journal of their preference

Self-Archiving Open Access

Self-Archiving

Peer-reviewed versions on personal website

Self-Archiving

Allows peer reviewed (but not final) versions of a paper to be hosted on a person website, or an institutional website after an embargo period

Publishing Open Access with Wiley

WILEY

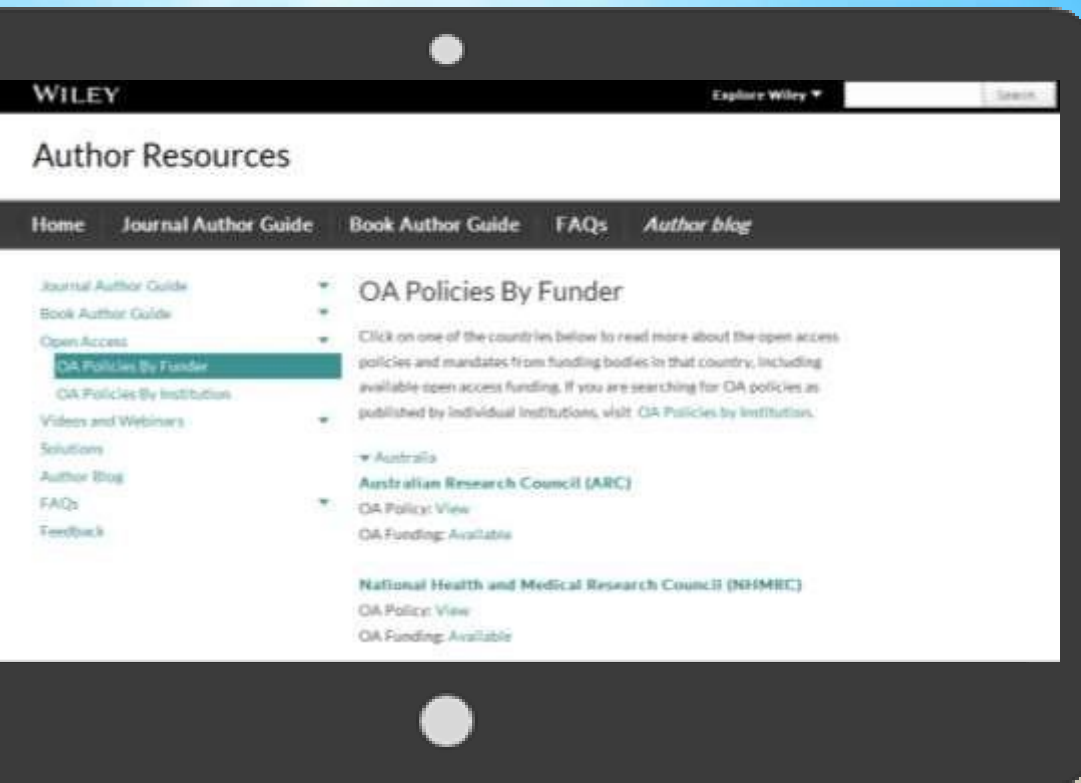
Open Access: Green vs Gold

Gold Open Access	Green Open Access
The author pays an article publication charge and the article is immediately freely available online for all to read, download, and share	The author self-archives a version of the subscription article in an online repository or website
Options 1. Fully open access journals 2. OnlineOpen (subscription journals that offer an open access option)	Options 1. Submitted version can be archived on acceptance 2. Accepted version can be archived with a 12-24 month embargo
License Open Access Agreement with a Creative Commons license	License Standard CTA or ELA
Charge Article Publication Charge - Amount varies by journal (More info)	Charge No charge
Learn more	Learn more



Open Access Policy Finder

Helping authors to locate the open access policy and funding support they need



Provides OA policies by funder and/or institution



Browse OA policies by country



Advises on availability of OA APC funding



Highlights Wiley OA Accounts

wileyauthors.com/compliancetool

Open access articles are 4x more likely to appear in Wiley's top 1,000 articles on a rolling basis

High-quality and authoritative publishing standards

- Maintain the rigor of your work through traditional peer review and clear editorial policies
- Dedicated editors and international editorial board members

Retain copyright for the articles you publish under a Creative Commons License

Increase the potential audience for your article, which can translate to:

- Higher readership
- Increased citations
- Greater visibility of your work

Publish quickly and efficiently

Automatically comply with open access mandates

Why Publish Open Access?



A hiker wearing a blue jacket, purple pants, and a large brown backpack is standing on a rock in a mountain valley. The hiker is holding a trekking pole and looking out over a valley with snow-dusted mountains and a small lake. The sky is blue with scattered white clouds.

Questions?

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You've chosen a journal, now you have to prepare your manuscript...

Rule # 1!

**Only submit to
one journal at
a time**

Rule #2

**Read author instructions
carefully and format your
article correctly**



Basically, a “**good story**”, which - in more scientific terms - is:

✔ **Scientifically sound**, significant results that also represent a significant contribution (to the literature) in an area of research, and that would be of **substantial interest and relevance** to a large proportion of the journal’s readership.

✔ A scientific narrative that structures and binds the results together into **an integrative picture that presents something new**, be it an empirical observation, a proof, or an explicit hypothesis/model of predictive value.

What does the Editor want to publish?



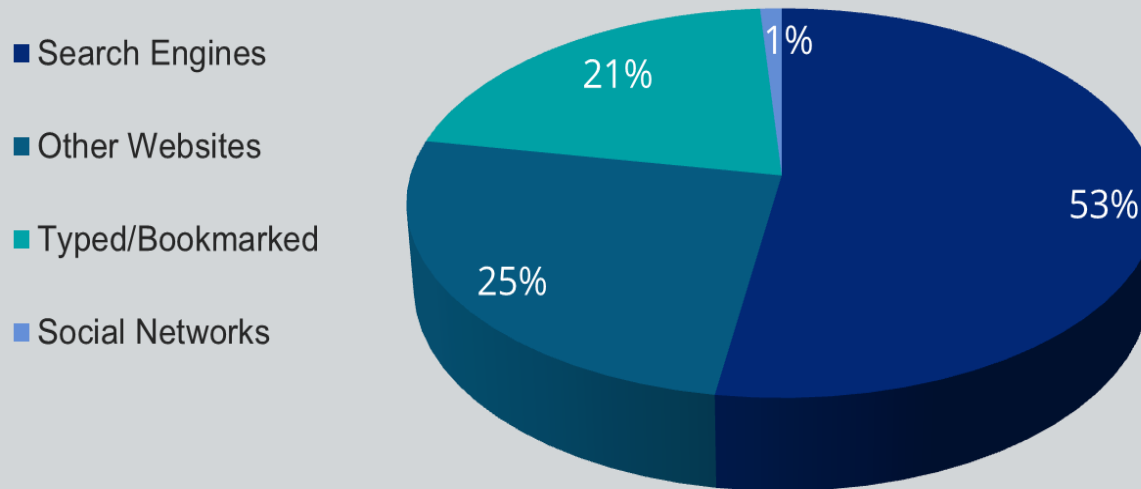


Interactive

What do I need to think about when I'm writing my manuscript?

The importance of search engine optimization (SEO)

Visits to Wiley Online Library
June 2014-July 2015



Keyword best practices

- Choose **15-20 keywords/phrases**
- **Test keywords** using free tools
- Use keywords in:
 - **Title** (2-4)
 - **Abstract** (3-4)
 - **Sub-headings**
 - **Keyword fields** (5-7)
- Let keywords flow naturally
- Avoid overuse



Title best practices

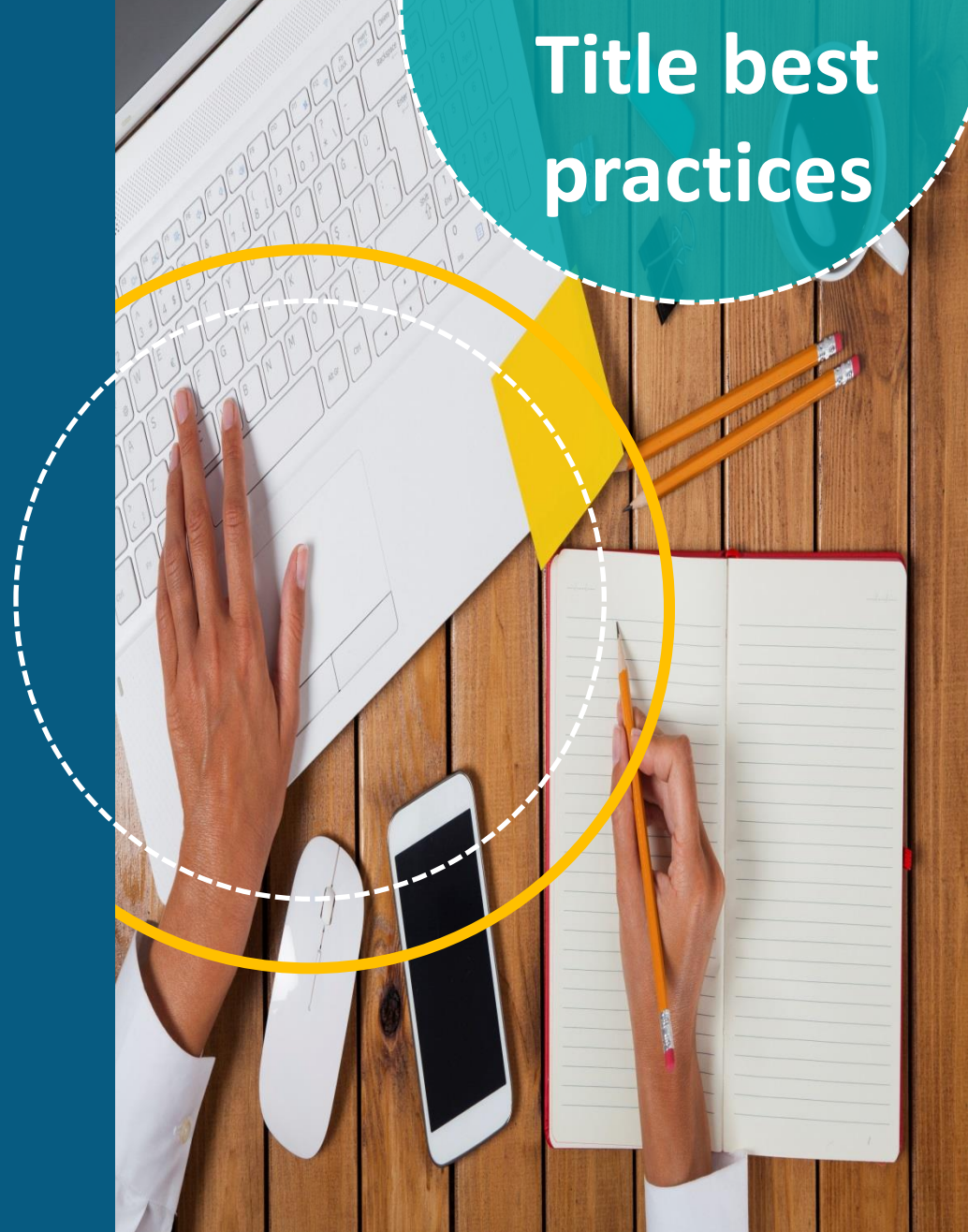
Keep it to **15 words** or less

Use **keywords and phrases**

Place the **main concept at the beginning**

Do **not use abbreviations or acronyms**

Avoid using phrases such as “effect of,” “involvement of,” “evidence of”



Abstract best practices

- Capture **key points in simple language**
- Use **keywords**
- Place **essential findings first**
- 7-10 sentences:
 - ✓ **Why did you do research/what is key conclusion?**
 - ✓ **What were your research aims and methods for gathering data?**
 - ✓ **How are findings valuable for your field?**



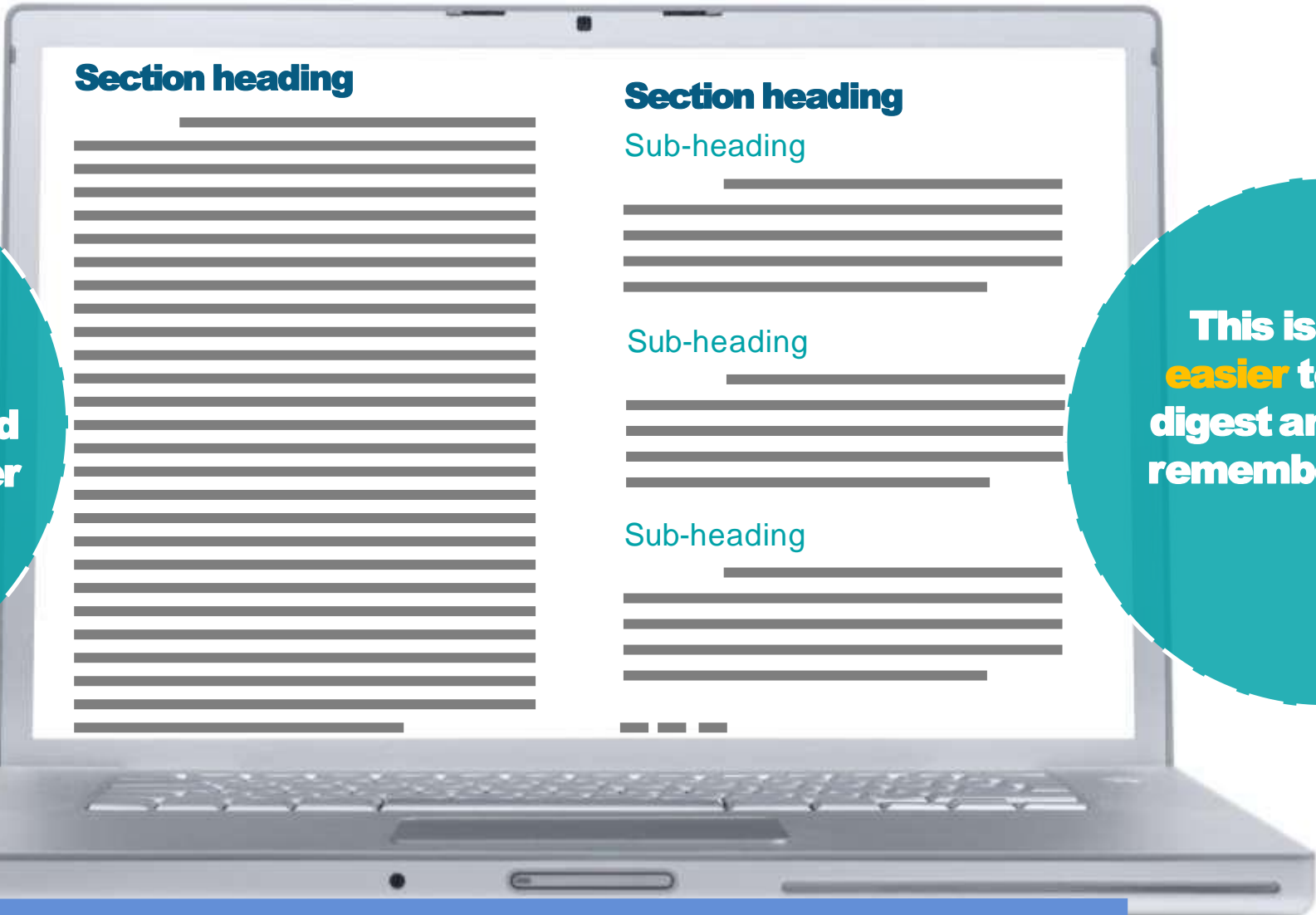
The Introduction

1. Present the context or background to your research.
2. Lay a foundation of the current state of knowledge.
3. Show why there is need for further investigation.
4. Outline the main activity of the paper (e.g. 'here we analyze/investigate ...')
5. Summarize the findings of the study (used in some fields/journals only).
6. Where possible, highlight a positive value or benefit of carrying out the study.



**6 steps to
a great
intro**

Main body text - Apply the principle of “chunking” throughout your manuscript



This is **hard** to digest and remember

This is **easier** to digest and remember

Keep your lowest level sections below 600 words where possible

A hiker wearing a blue jacket, purple pants, and a large brown backpack is standing on a rock in a mountain valley. The hiker is holding a trekking pole and looking out over a valley with snow-dusted mountains and a river. The sky is blue with scattered white clouds.

Questions?

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Navigate Peer Review

WILEY

What is Peer Review?

It is the process of **screening a submitted manuscript**. The manuscript will be reviewed by professionals in the same field before it is published in a journal.

The process is designed to assess the validity, quality and often the originality of articles for publication. Its ultimate purpose is to **maintain the integrity of science** by filtering out invalid or poor quality articles.



Single blind

The author does not know who the reviewers are.

Double blind

The reviewers don't know the identity of authors and vice versa.

Open review

The identity of the author and the reviewers are known by all participants.

3 most common types of peer review

Peer Review Process



Is your article **within scope** for the journal?

Is it of **sufficient quality** e.g.

- a) Is it novel and important work?
- b) Are the research, analysis and conclusions valid?
- c) Does it give a clear statement of aims and achievements?
- d) Is the presentation of figures, tables correct?
- e) Are calculations correct, do models work?
- f) Is existing literature cited appropriately?
- g) Is statistical analysis used appropriately?

Areas for improvement, including language

Ethics – publishing or experimental

What does a Referee look for?



How to Read a Referee Report

Editors and authors read referee reports differently!

Accept, but only with major alterations

Accept, **but only with major alterations**

Editor/Reviewer



Needs revision and further review

Accept, but only with major alterations

Author



Referee said “yes” but not accepted?

- It is rare that the reviewer is completely right, and the author completely wrong, or vice versa.
- Understand that **editors and reviewers are trying to improve your paper**; accept feedback as a learning experience.
- Always show the editor you are doing everything you can to improve the paper.
- Rejection/Criticism does not automatically mean that your work is not good or that it will never be published.

Manuscript Revision

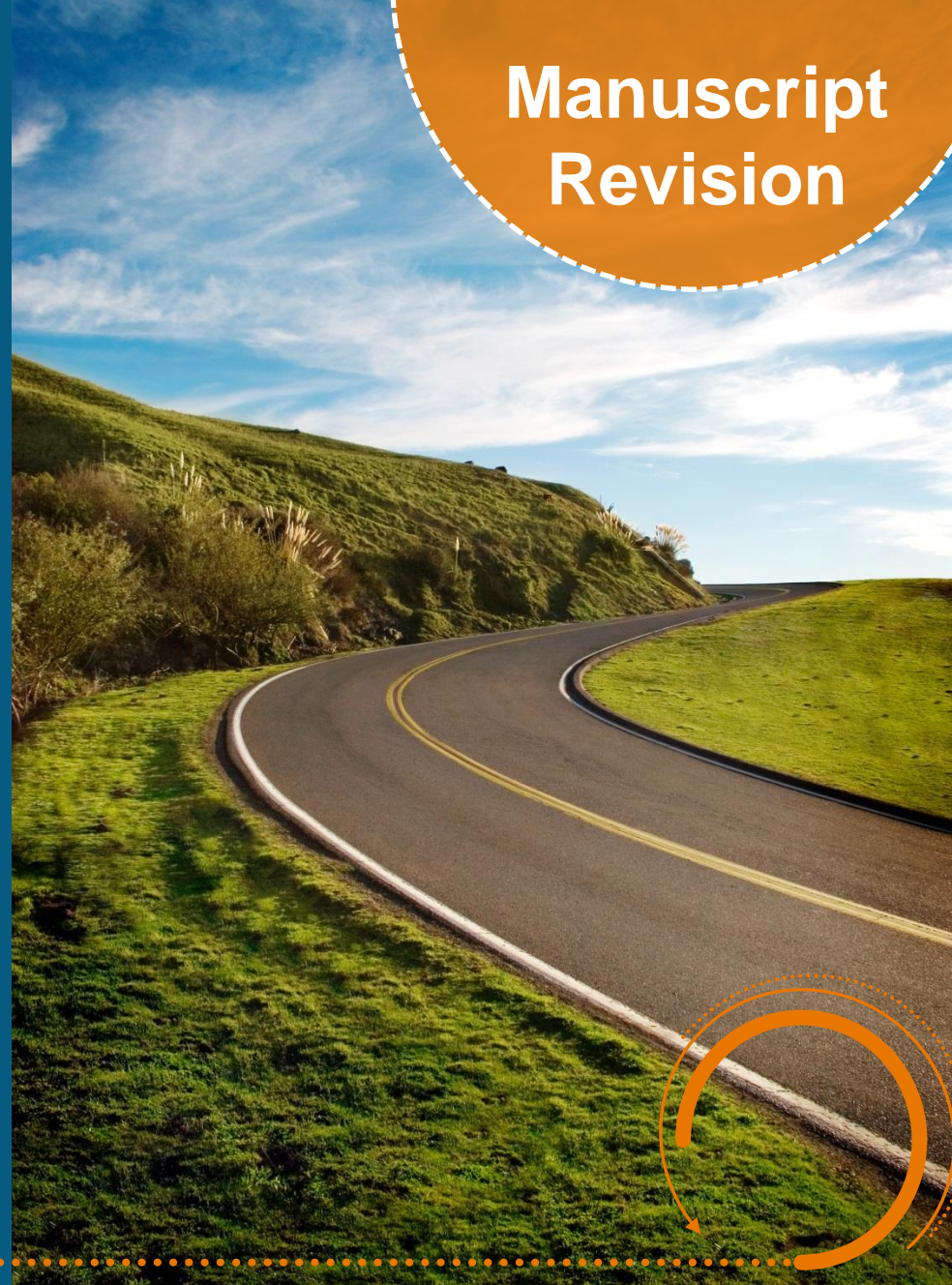
The comments of the referees should be used to refine your work and improve the manuscript

If you disagree with the comment, still consider revising the article in some way to clarify your argument

Take time to respond to all comments, it could save further peer review

Don't *just* do the things specifically mentioned

Remember, reviewers are readers too!



Ethical Publishing

Fraud – making up a report, not disclosing data, or changing data

Duplicate submission

-submitting the same article to more than one journal at the same time

-submitting two highly related papers without cross-referencing

Duplicate publication – publishing the same paper twice

Inadequate citing

-not citing appropriate previous works on the same subject

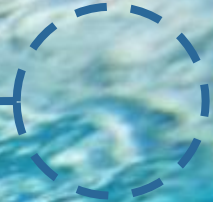
-not acknowledging another researcher's contribution

Plagiarism – submitting a whole (or parts of a) published work as your own

Self-plagiarism – republishing your own work without proper citation



How is Unethical Work Detected?



**Peer review -
Reviewers
are very good
at it!**

**Members of
your
community
read papers
on similar
topics**

**Specialist
plagiarism
detection
software**

**Data analysis
& analysts**

A hiker with a large brown and yellow backpack is standing on a rock in a mountain valley. The hiker is wearing a blue jacket, purple pants, and blue gaiters. The landscape is rugged with snow patches and a valley floor. The sky is blue with white clouds.

Questions?

WILEY

**So your article's
been published...
*now what?***



How to maximise impact

**Get
Read**

Usage

Uses article views and downloads to track the reach of a paper online.

**Get
Shared**

Altmetrics

Collects mentions in social media and web-based media to track online attention.

**Get
Cited**

Citations

Captures references to a published source to track validation of one's research by others.

A photograph of a tulip field. In the foreground, a single bright orange tulip stands out prominently against a background of many white tulips. The flowers are in various stages of bloom, and the green leaves are visible. The image is overlaid with a large orange diagonal shape and a blue horizontal bar at the top.

Promote Paper Post-Publication

Harnessing authors' expertise and networks to increase article usage and citations



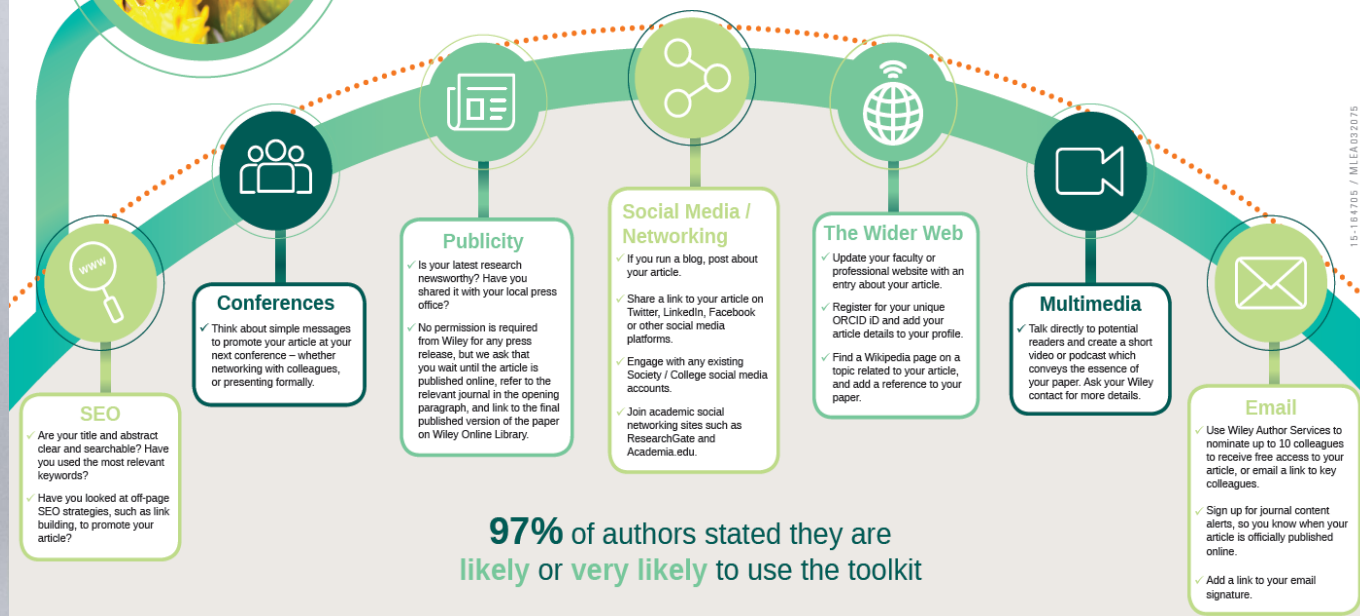
Interactive

What can I do to promote my paper?

Self-promotional author toolkit

Maximize the impact of your published research!

7 promotional tools to help ensure your work gets seen, read and cited.



Kudos

Helping authors explain, enrich, and share their articles for greater research impact

80%

of survey respondents say that Kudos helped them achieve their goals of getting read, shared, and cited.

-2015 Kudos survey

Publication Metrics

Implementing Performance Appraisal: Exploring the Employee Experience

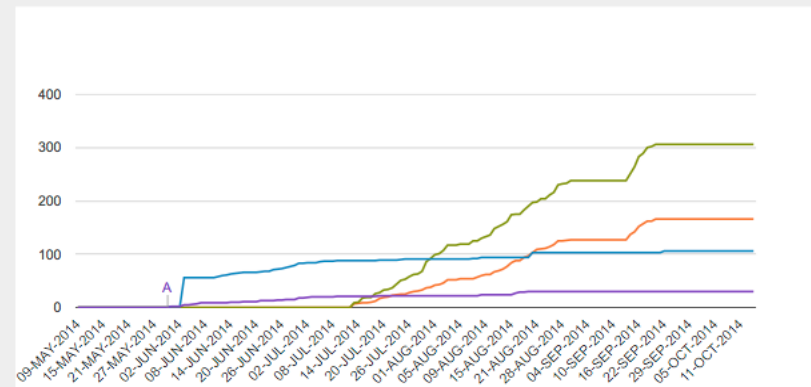
IMPROVE MY RESULTS

Cumulative activity for publication: Implementing Performance Appraisal: Exploring the Employee Experience

Show data for last: 180 days

- Full text downloads
- Abstract views
- Share referrals
- Kudos views

A = activity e.g. sharing.
Hover over for more details



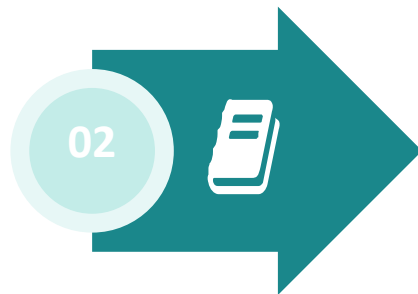
This shows cumulative activity since the date this publication was first made available on Kudos.

KUDOS



EXPLAIN

Authors add descriptions and highlight what makes their work important.



ENRICH

Authors add links to related resources that help put their research into context.



SHARE

Authors share through email and social media. Kudos shares through search engines and subject indexes.



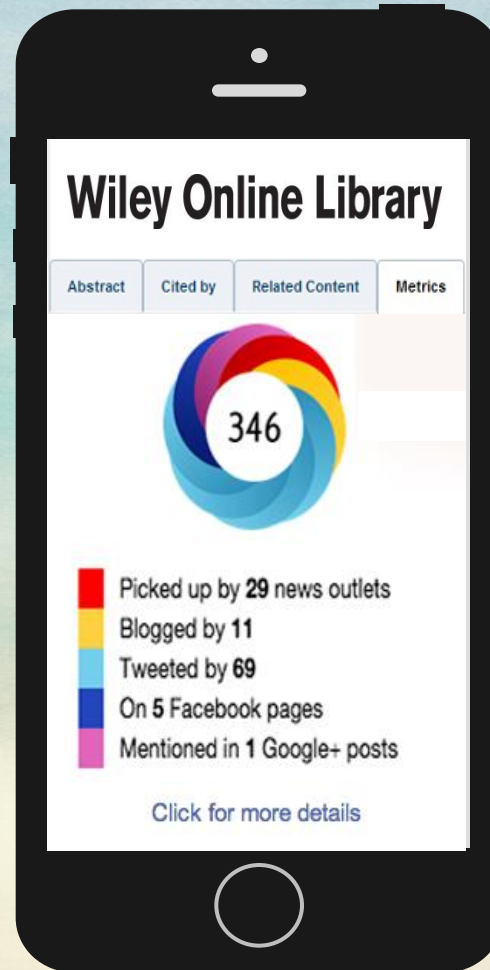
TRACK

Measure the impact of these actions through downloads, citations, and altmetrics.

www.growkudos.com

87%
of survey respondents said they would use altmetrics to gauge the popularity of an article.

-Wiley author survey



Post-publication peer review sites



Mainstream media



Social Media



Online reference managers



Government policy documents

ORCID

Connecting research and researchers to increase the discoverability of published work. Wiley is using ORCID to create an improved author experience



Showcases work

Clearly links professional activities back to individual authors



Helps with career progression

Funders, institutions and societies can easily identify individual author's research



Spend more time conducting research

Minimize time spent entering repetitive data when reporting on past activities

wileyauthors.com/orcid

ArticleShare

Expose your paper to influential colleagues and maximize your research impact



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Questions?

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Good luck!

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