



How to Get Your Article Published

Columbia University
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Lily Khidr, PhD
Publisher

Ann Gabriel
Publishing Director

Outline

- Who we are
- What does the Publisher Do?
- What does the Editor Do?
- What does the Author Do?
- What not to do...
- Who sees it? - Access
- What makes it better - Innovation

About us



Dr. Lily Khidr

Publisher, Elsevier

A biomedical research scientist by training, she previously was an Editor at Nature Genetics and Science Translational Medicine. She received a BS in Molecular and Cell Biology from the University of California, Berkeley; an MS in Physiological Sciences from the University of California, Los Angeles, and a MS/PhD in Biological Chemistry from the University of California, Irvine School of Medicine. She has served as Adjunct Faculty in the School of Biological Sciences at Columbia University and is a Fellow of the United Nations Worldview Institute in New York.

Ann Gabriel

Publishing Director, Elsevier

Ann Gabriel is Publishing Director for Elsevier's global Computer Science Journals program and based in New York. Previously she held various publishing roles at Cambridge University Press. She received a joint BA/MA in Communications and English from the Annenberg School at the University of Pennsylvania. She has served as adjunct faculty at New York University. She is a member the Association of American Publishers (AAP) / Professional/Scholarly Publishing (PSP) Executive Committee.

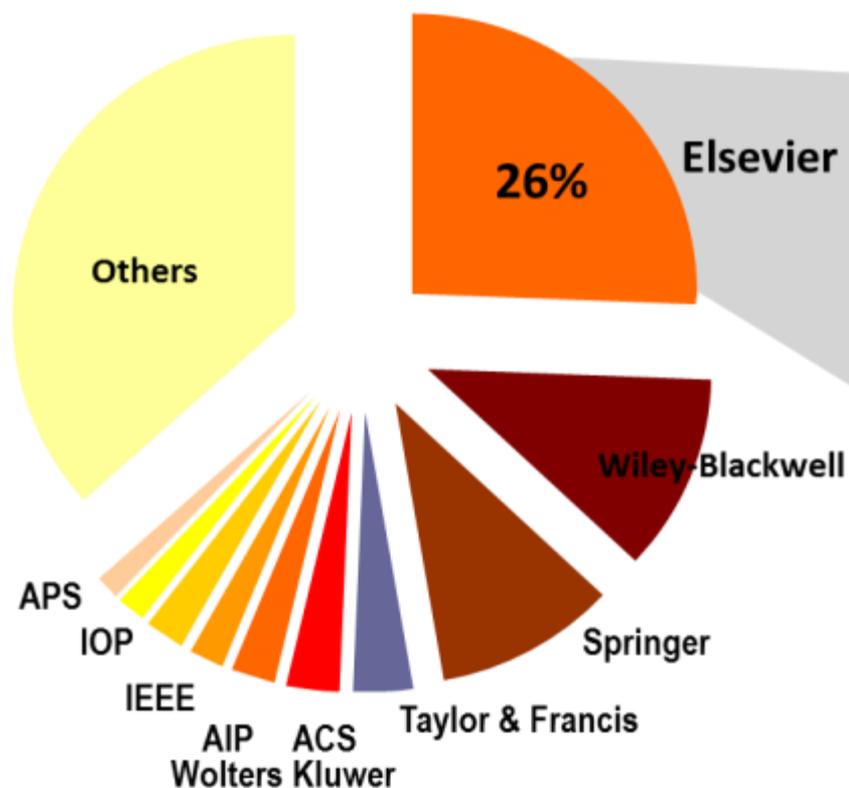


About Elsevier

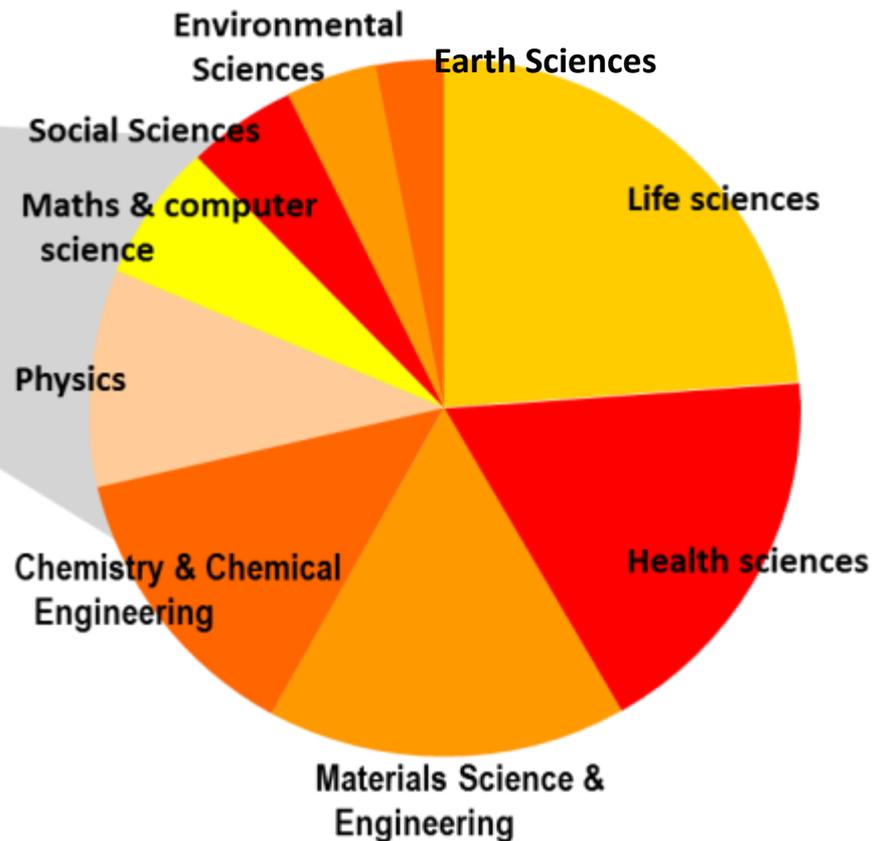
- Elsevier is a global leader in the development and dissemination of scientific, technological, and medical knowledge
- We are a global company, established in Amsterdam in 1880, with roots going back to 1580
- We publish nearly 2,000 journals and over 1,400 new book titles annually, and all electronically
- We help societies, institutions, researchers and clinicians around the world to disseminate information globally, reach new markets and expand their customer base to advance science and medicine
- We are industry leaders in providing content and technology solutions

Elsevier by discipline

Share of Journal Articles Published



Our Scientific Disciplines



Over one million English language research articles published globally each year

About 1000 English language research articles published with Elsevier per day

It's about people

- Over 7,000 people in 25 countries and more than 80 local offices
- We use our collective expertise to partner with experts in science and healthcare, and create content and technology solutions that help them get better outcomes.



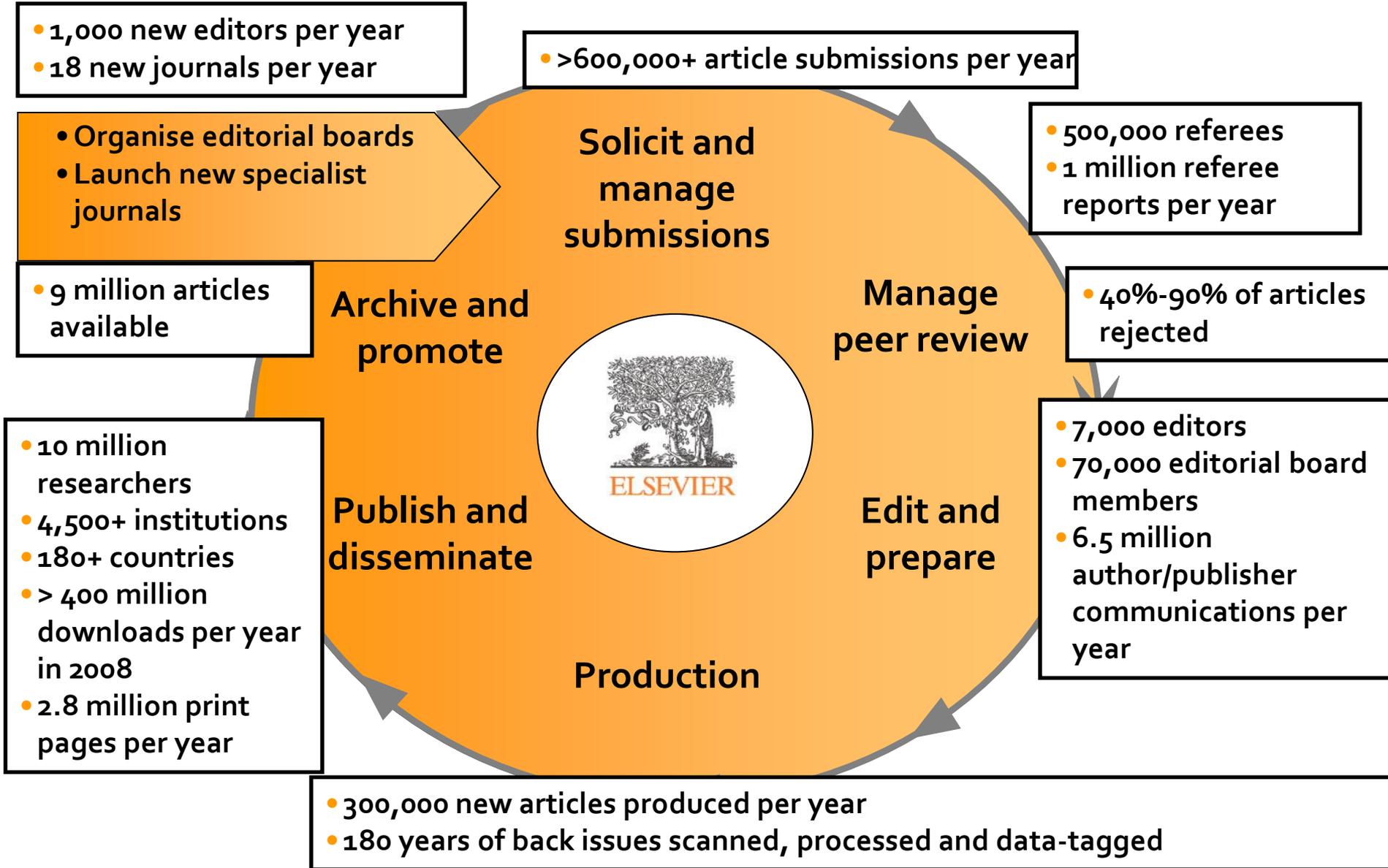
● Elsevier Offices

https://www.youtube.com/watch?v=Weq_sHxghcg&feature=player_embedded

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Publishing Cycle

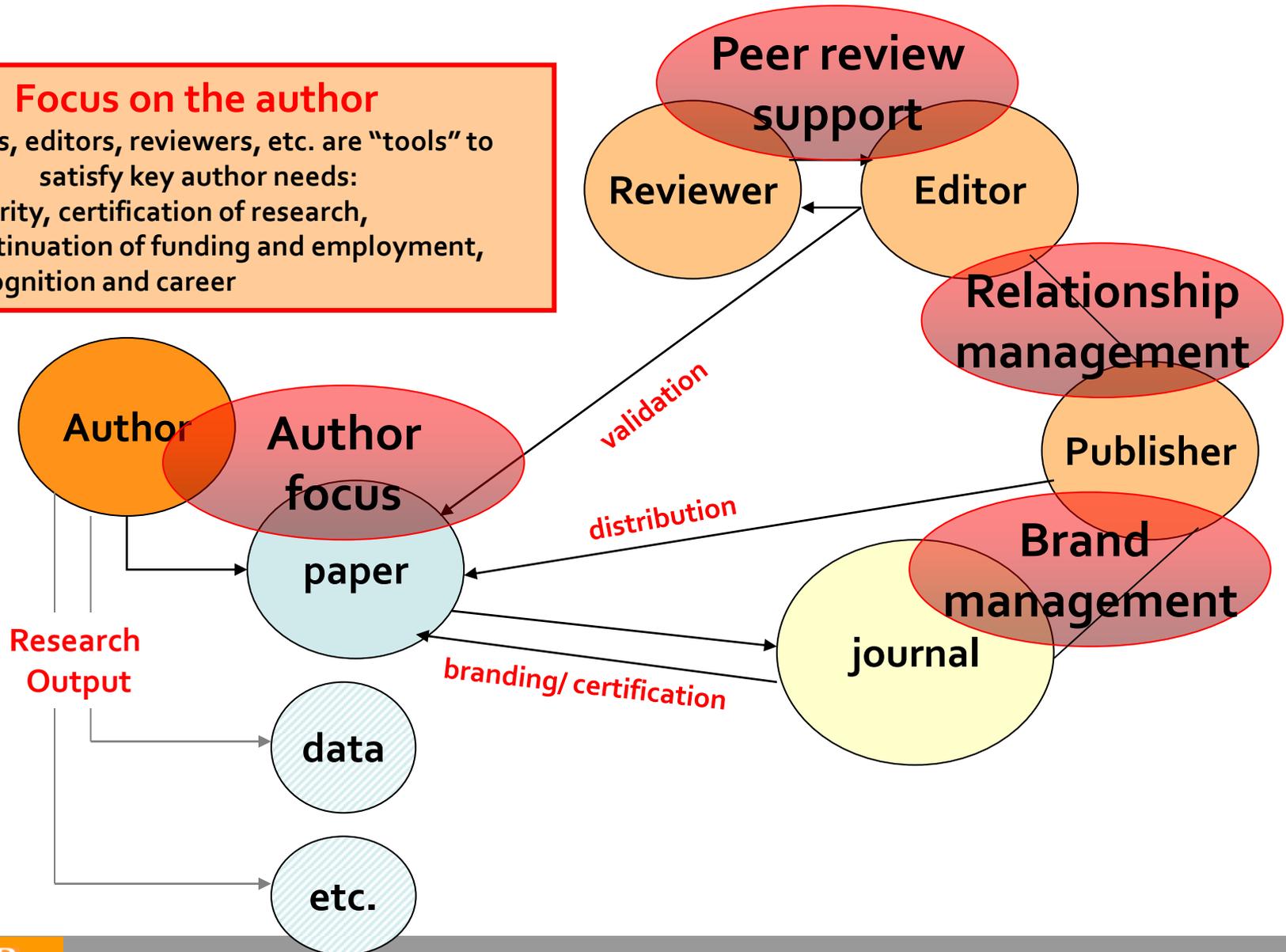


Journal Publishing

Focus on the author

Journals, editors, reviewers, etc. are “tools” to satisfy key author needs:

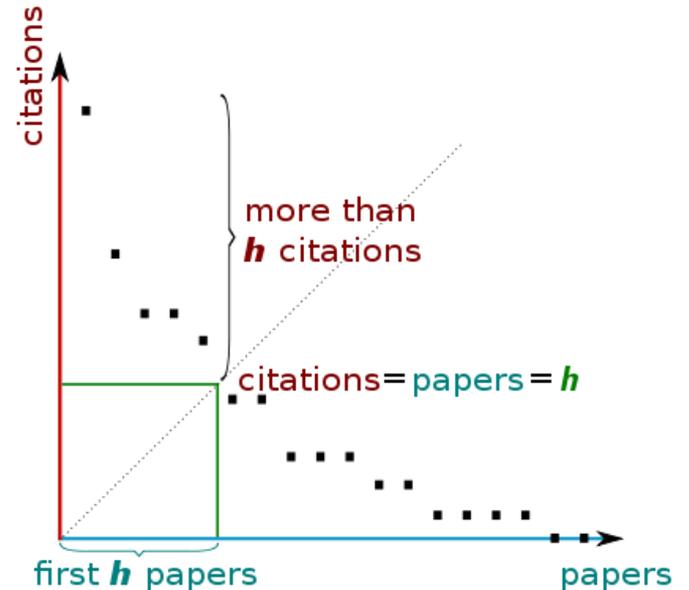
- priority, certification of research,
- continuation of funding and employment,
- recognition and career



Measuring Impact

Journal citation data and bibliometrics can be used to measure the impact or influence of articles, authors, and journals

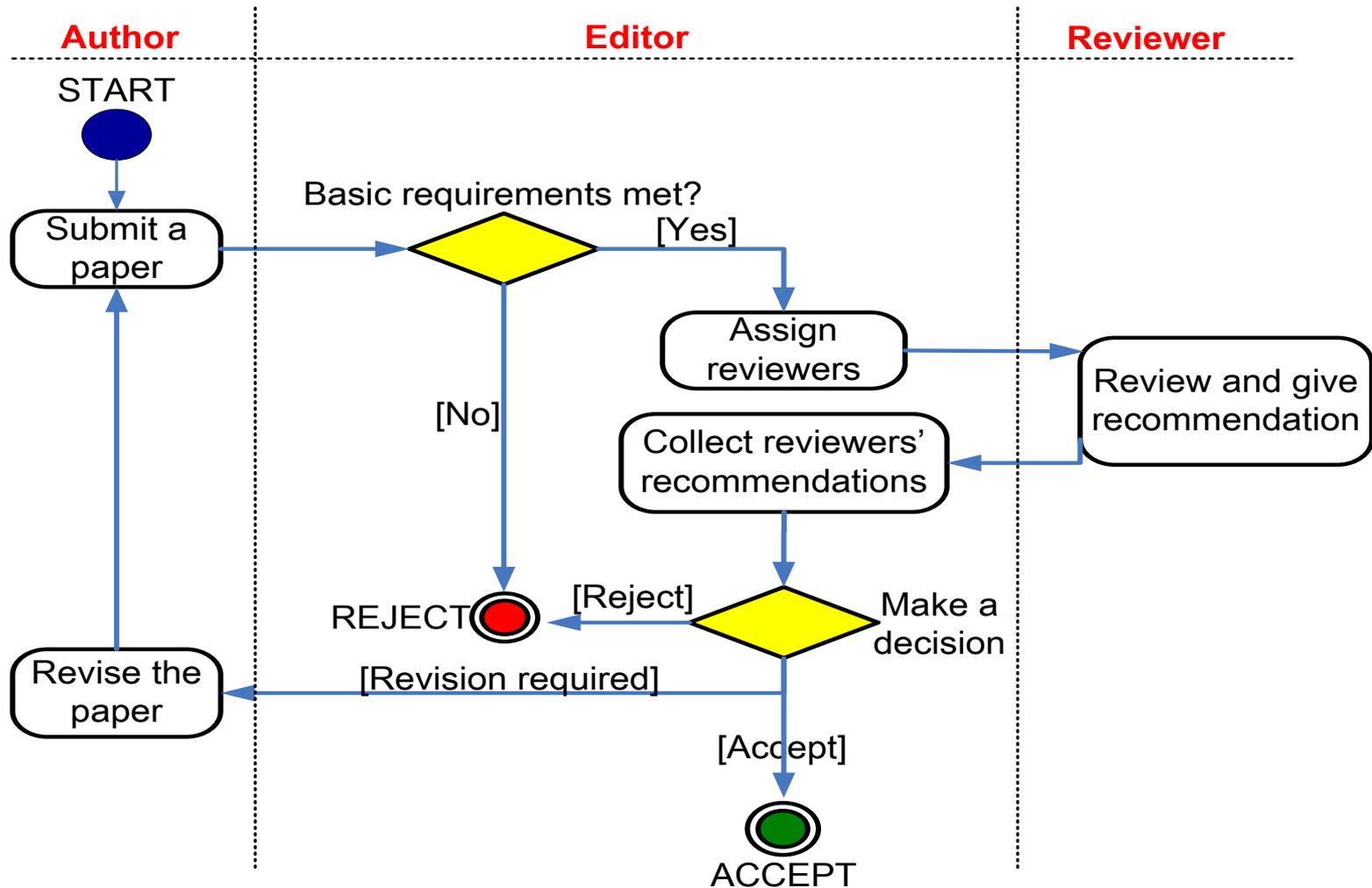
- **Impact Factor** = the average annual number of citations in year X to articles published in the two years prior, $(X-1)$ and $(X-2)$
- **Hirsch Index / h -index** = A scientist has index h if h of his/her N_p papers have at least h citations each, and the other $(N_p - h)$ papers have no more than h citations each.



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The Peer Review Process - Overview



Michael Derntl
Basics of Research Paper Writing and Publishing.
<http://www.pri.univie.ac.at/~derntl/papers/meth-se.pdf>

What IS a strong manuscript?

- Has a **novel, clear, useful, and exciting** message
- Presented and constructed in a **logical** manner
- Reviewers and Editors can grasp the scientific significance **easily**
- A scientific paper is **not a research report**, but a contribution to the scientific discussion
- A review is **not an overview of the literature** (as often in the introduction of a thesis) but a discussion of the literature bringing a new message

Introduction

Chemical and animal studies, pharmacokinetics, pharmacodynamics, safety, and efficacy studies were conducted to evaluate the potential of **Compound 1** as a novel anti-cancer agent.

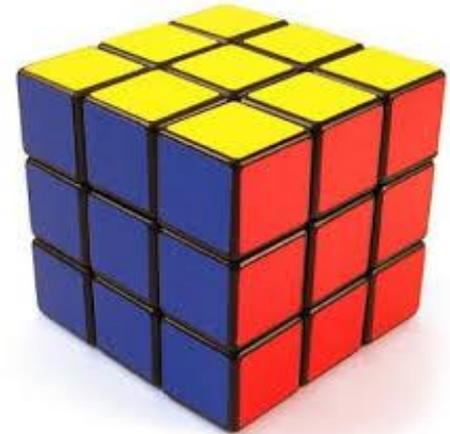
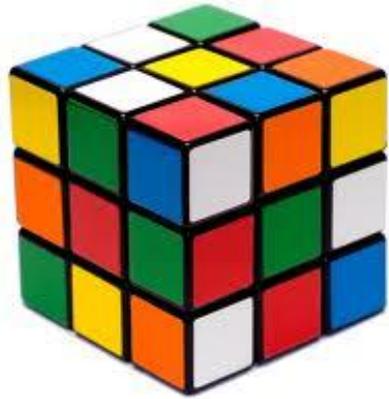
Chemical

The chemical synthesis of **Compound 1** was carried out according to the procedure described in the literature. The purity of **Compound 1** was determined by HPLC and found to be >99%. The molecular weight of **Compound 1** is 300.34 g/mol. The melting point of **Compound 1** is 150-155°C. The solubility of **Compound 1** in water is 10 mg/mL. The stability of **Compound 1** in aqueous solution at 37°C is 95% after 24 hours.

Pharmacokinetics

The pharmacokinetics of **Compound 1** were studied in mice. The plasma concentration of **Compound 1** was determined by HPLC. The half-life of **Compound 1** in mice is 1.5 hours. The clearance of **Compound 1** in mice is 1.2 mL/min/kg. The volume of distribution of **Compound 1** in mice is 0.8 L/kg. The area under the curve (AUC) of **Compound 1** in mice is 1.5 mg·h/mL. The maximum plasma concentration (C_{max}) of **Compound 1** in mice is 1.5 mg/mL. The minimum plasma concentration (C_{min}) of **Compound 1** in mice is 0.1 mg/mL. The plasma concentration of **Compound 1** in mice at 0, 1, 2, 4, 8, 16, 32, 64, 128, 256, 512, 1024, 2048, 4096, 8192, 16384, 32768, 65536, 131072, 262144, 524288, 1048576, 2097152, 4194304, 8388608, 16777216, 33554432, 67108864, 134217728, 268435456, 536870912, 1073741824, 2147483648, 4294967296, 8589934592, 17179869184, 34359738368, 68719476736, 137438953472, 274877906944, 549755813888, 1099511627776, 2199023255552, 4398046511104, 8796093022208, 17592186044416, 35184372088832, 70368744177664, 140737488355328, 281474976710656, 562949953421312, 1125899906842624, 2251799813685248, 4503599627370496, 9007199254740992, 18014398509481984, 36028797018963968, 72057594037927936, 144115188075855872, 288230376151711744, 576460752303423488, 1152921504606846976, 2305843009213693952, 4611686018427387904, 9223372036854775808, 18446744073709551616, 36893488147419103232, 73786976294838206464, 147573952589676412928, 295147905179352825856, 590295810358705651712, 1180591620717411303424, 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Pre-Editing



First Decision

Accepted

- Rare

Rejected

- Likely

- Very rare, but it happens
- Wait for proofs, article to post online

- Probability 40-90%
- Understand WHY: be critical
- Resubmit, begin anew

First Decision Part 2

Minor

- Rare

- Manuscript is worth publishing
- Clarifications are needed
- Textual adaptations
- Still NO guarantee to acceptance

Major

- Likely

- Manuscript may be worth it
- Significant deficiencies to correct
- Additional experimentation

Manuscript Revision

- **Cherish the opportunity of discussing your work directly with other scientists in your community**
- Prepare a detailed Response Letter
 - Copy-paste each reviewer comment, and type your response below it
 - State specifically which changes you made to the manuscript
 - Include page/line numbers
 - No general statements like “Comment accepted, and Discussion changed accordingly.”
 - Provide a *scientific* response to comments to accept,
 - or a convincing, solid and polite rebuttal when you feel the reviewer was wrong.
 - Write so that your response can be forwarded to review without editing

Rejection – not the end of the world

- Most scientists have been rejected– do not take it personally
- Try to understand why the paper was rejected
- Note that you have received the benefit of the Editors and reviewers' time: take their advice seriously!
- Re-evaluate your work
- **If you resubmit, begin as if you are going to write a new article**



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Your Personal Reason for Publishing



However, Editors, reviewers, and the research community don't consider these reasons when assessing your work

Determine if you are ready to publish

You should consider publishing if you have information that advances understanding in a certain scientific field

This could be in the form of:

- Presenting new, original results or methods
- Rationalizing, refining, or reinterpreting published results
- Reviewing or summarizing a particular subject or field



If you are ready to publish, a strong manuscript is what is needed next

Type of Manuscript

Peer-Reviewed Articles

- Original research article
- Short communications
- Review papers
- Perspectives
- *Commentary*

Get Advice

- Self-evaluate your work: Is it sufficient for a full article? Or are your results so thrilling that they need to be shown as soon as possible?
- Ask your colleagues for advice on your manuscript.

General Structure of a Research Article

- Title
- Abstract
- Keywords

**Make them easy for indexing and searching!
(informative, attractive, effective)**

- Main text
 - Introduction
 - Methods
 - Results
 - Discussions
- Conclusion

**Journal space is not unlimited: make your
article as concise as possible**

- Acknowledgement
- References
- Supplementary Data

Why Is Language So Important?

Save the Editor and the reviewers the trouble of
guessing what you mean

Complaint from an Editor:

“[This] paper fell well below my threshold. I refuse to spend time trying to understand what the author is trying to say. Besides, I really want to send a message that they can't submit garbage to us and expect us to fix it. My rule of thumb is that if there are more than 6 grammatical errors in the abstract, then I don't waste my time carefully reading the rest.”

Scientific Language - Overview

Write with clarity, objectivity, accuracy, and brevity

- Key to successful scientific writing is to be alert for common errors:
 - Sentence construction
 - Incorrect tenses
 - Inaccurate grammar
 - Not using English

Check the Guide for Authors for language specifications

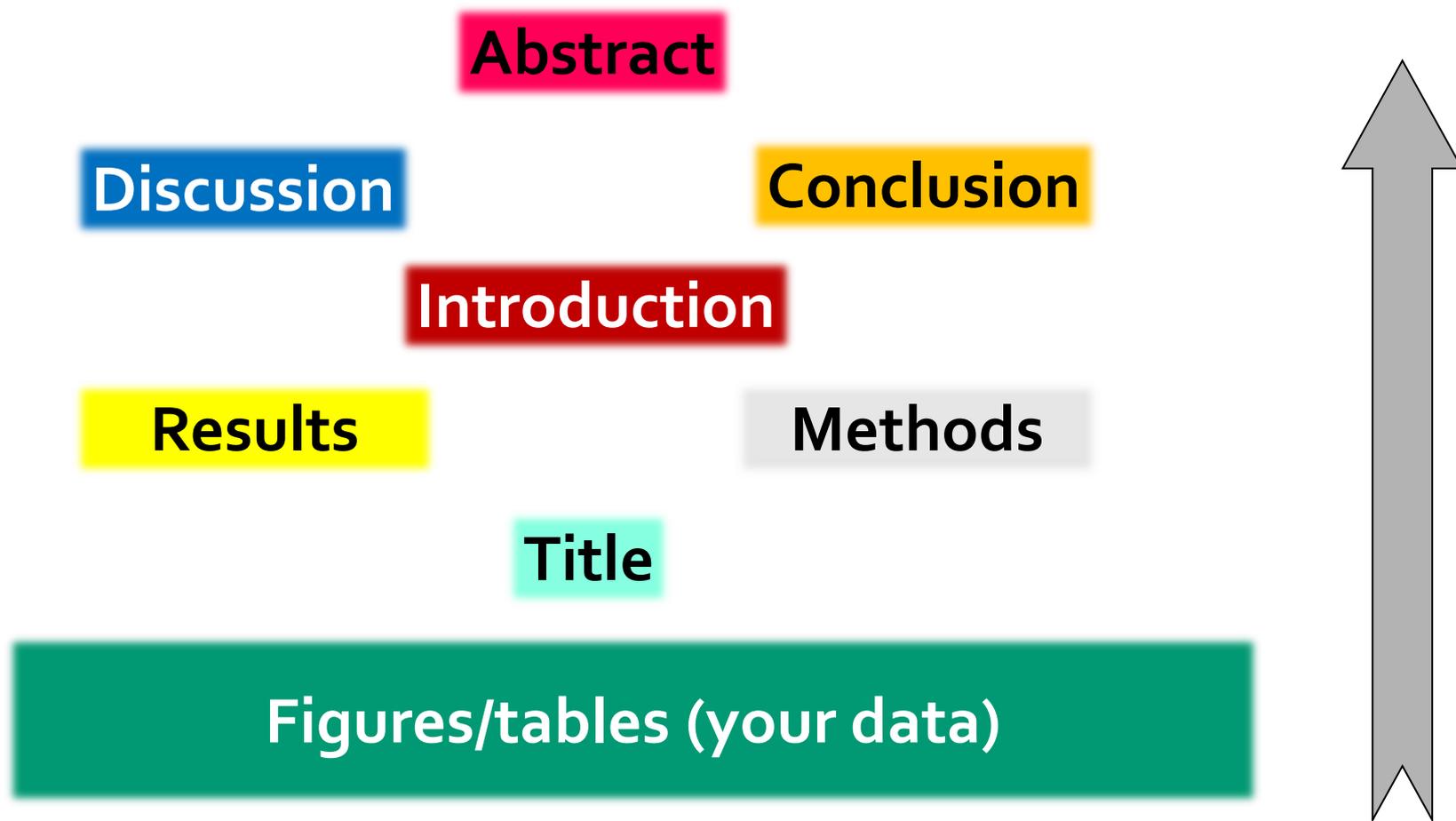
Scientific Language - Sentences

- Write direct and **short** sentences
- **One idea** or piece of information **per sentence** is sufficient
- Avoid multiple statements in one sentence

An example of what NOT to do:

“If it is the case, intravenous administration should result in that emulsion has higher intravenous administration retention concentration, but which is not in accordance with the result, and therefore the more rational interpretation should be that SLN with mean diameter of 46nm is greatly different from emulsion with mean diameter of 65 nm in entering tumor, namely, it is probably difficult for emulsion to enter and exit from tumor blood vessel as freely as SLN, which may be caused by the fact that the tumor blood vessel aperture is smaller.”

The Process of Writing – Building the Article



Title of the Article

- A good title should contain the **fewest** possible words that **adequately** describe the contents of a paper.
- It is usually **one complete sentence**
- It usually captures the entire **essence of the discovery**
- **Short** catchy titles are more often cited
- **No** abbreviations or obscure acronyms

Keywords

- In an “electronic world”, keywords can determine whether your article is found or not!
- **Avoid making them:**
 - too general (“petroleum”, “exploration”, etc.)
 - too narrow (so that nobody will ever search for it)
- **Effective approach:**
 - Look at the keywords of articles relevant to your manuscript
 - Play with these keywords, and see whether they return relevant papers, neither too many nor too few

Abstract

Tell readers what you did and the important findings

- One paragraph (between 50–300 words)
- Advertisement for your article
- A clear abstract will strongly influence if your work is considered further

What has been done

Graphite intercalation compounds (GICs) of composition $C_xN(SO_2CF_3)_2 \cdot \delta F$ are prepared under ambient conditions in 48% hydrofluoric acid, using K_2MnF_6 as an oxidizing reagent. The stage 2 GIC product structures are determined using powder XRD and modeled by fitting one dimensional electron density profiles. A new digestion method followed by selective fluoride electrode elemental analyses allows the determination of free fluoride within products, and the compositional x and δ parameters are determined for reaction times from 0.25 to 500 h.

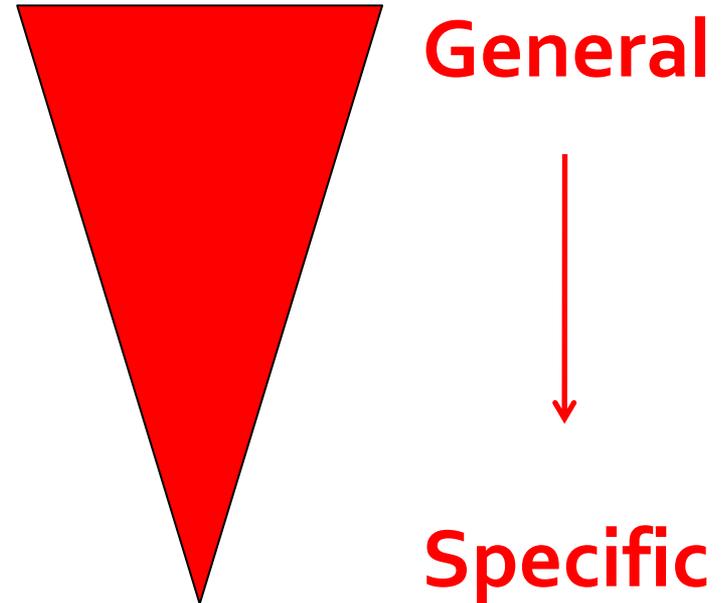
What are the main findings

Introduction

The place to convince readers that you know why your work is **relevant**

Answer a series of questions:

- What is the problem?
- Are there any existing solutions?
- Which one is the best?
- What is its main limitation?
- What do you hope to achieve?



Introduction

Carve the question

- Clarify what is known
- Clarify what is not known
- Clarify why this information is important
- Place the question in context to the current work
- Explain how the answer to the question will advance the field

Develop the null hypothesis

- How do you plan to test the hypothesis
- What are the methods to be used
- How many methods are needed to disprove your hypothesis
- Is the method validated

Methods / Experimental

- Include all important details so that the **reader can repeat the work.**
 - Details that were previously published can be omitted but a general summary of those experiments should be included
- Give vendor names (and addresses) of equipment etc. used
- All chemicals must be identified
 - *Do not use proprietary, unidentifiable compounds without description*
- **Present proper control experiments**
- Avoid adding comments and discussion
- Write in **the past tense**
 - *Most journals prefer the passive voice*
- Consider use of Supplementary Materials
 - *Documents, spreadsheets, audio, video,*

Reviewers will criticize incomplete or incorrect descriptions, and may even recommend rejection

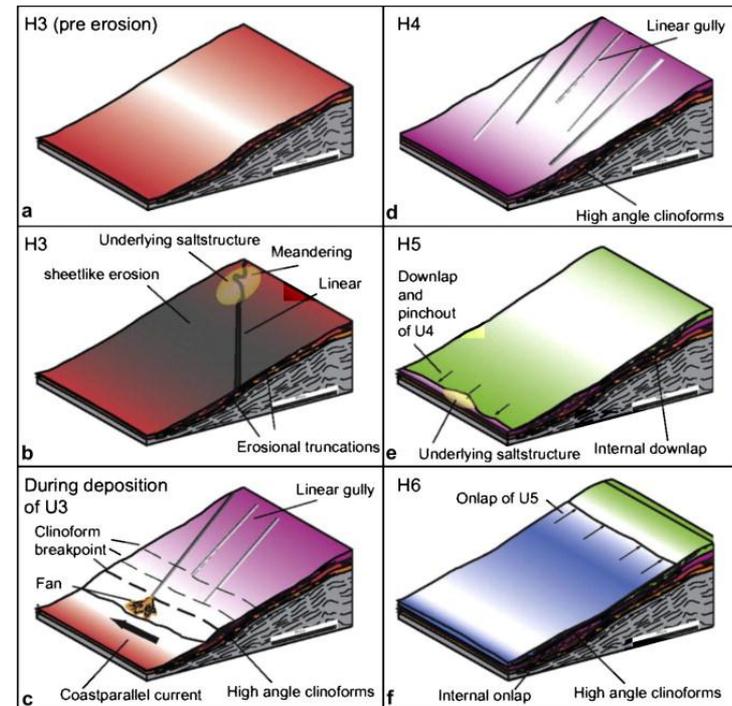
Results – What Have You Found?

- **The following should be included**
 - The **main findings**
 - Thus not all findings
 - Findings from experiments described in the Methods section
 - Highlight how the **findings follow the figures**
 - **Tell a story**
 - Results of **statistical analysis**
 - **Defend your data**

Results – Figures and Tables

- Illustrations are critical, because
 - Figures and tables are the most **efficient way to present results**
 - Results are the **driving force** of the publication
 - A figure/table should **convey the message** besides giving the data of the experiment
 - However, your **figure legend** should
 - **ONLY describe the figure, AND NOT**
 - **THE DATA**

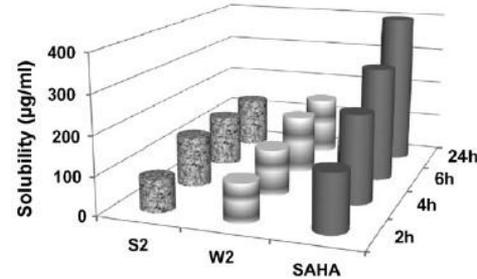
"One Picture is Worth a Thousand Words"
Sue Hanauer (1968)



Results – Appearance Counts!

- **Un-crowded plots**

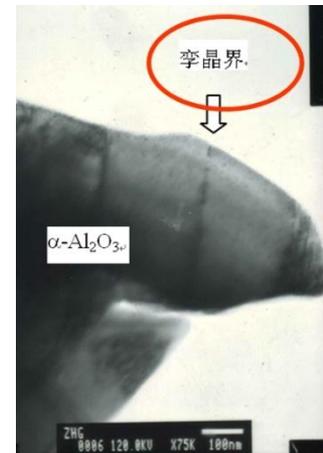
- 3 or 4 data sets per figure; well-selected scales; appropriate axis label size; symbols clear to read; data sets easily distinguishable



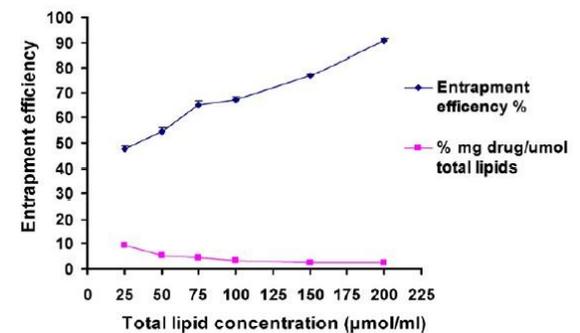
- Each photograph must have a **scale marker** of professional quality in a corner

- **All Text in English**

- Not in French, Chinese, Arabic, ...
- Use color *ONLY* when necessary



- **Do not include long boring tables!**



Results

Establish the methodology used to address the question

- Develop the system and use it to show the reciprocal is not true
- Design a system testing range of variables to explain why a specific result is important
- The first piece of data should validate the method
- Use positive and negative controls

Structure the results according to your data

- Organize the data consistently
- Report the data consistently
- Abstain from using published data as part of the original research

Discussion – What Do the Results Mean?

Check for the following:

- How do your results relate to the original question or objectives outlined in the Introduction section?
- Do you provide interpretation for each of your results presented?
- Are your results consistent with what other investigators have reported? Or are there any differences? Why?
- Are there any limitations?
- Does the discussion logically lead to your conclusion?

Do not

- Make statements that go beyond what the results can support
- Suddenly introduce new terms or ideas
- There is some flexibility here with being creative, but **do not over sell your results**

Conclusions

- The conclusion is not a summary of the paper and is no outlook to future work
- Present global and specific conclusions as a clear take home message
- Avoid judgments about impact
- Be **quantitative**, but avoid unnecessary adjectives
 - e.g. low/high, extremely, enormous, rapidly, dramatic, massive, considerably, exceedingly, major/minor, ...



References: Get Them Right!

- Please **adhere to the Guide for Authors** of the journal
- It is your responsibility, to format references, not the Editor's!
- **Check**
 - Referencing style of the journal
 - The spelling of author names, the year of publication
 - Punctuation use
 - Use of "et al.": "et al." = "and others",
- **Avoid citing the following:**
 - Personal communications, unpublished observations, manuscripts not yet accepted for publication: Editors may ask for such documents for evaluation of the manuscripts
 - Articles published only in the local language, which are difficult for international readers to find.

Supplementary Material

- Data of **secondary importance** for the main scientific thrust of the article
 - e.g. individual curves, when a representative curve or a mean curve is given in the article itself
- Or data that do not fit into the main body of the article
 - e.g. audio, video,
- Not part of the printed article
 - Will be available online



Cover Letter

Your chance to speak to the Editor directly

- Submitted along with your manuscript
- Mention what makes your manuscript special to the journal
- Note special requirements (suggest reviewers, conflicts of interest)

Cover Letter

Professor H. D. Schmidt
School of Science and Engineering
Northeast State University
College Park, MI 10000
USA

January 1, 2008

Dear Professor Schmidt,

Enclosed with this letter you will find an electronic submission of a manuscript entitled "Mechano-sorptive creep under compressive loading - a micromechanical model" by John Smith and myself. This is an original paper which has neither previously nor simultaneously in whole or in part been submitted anywhere else. Both authors have read and approved the final version submitted.

Mechano-sorptive is sometimes denoted as accelerated creep. It has been experimentally observed that the creep of paper accelerates if it is subjected to a cyclic moisture content. This is of large practical importance for the paper industry. The present manuscript describes a micromechanical model on the fibre network level that is able to capture the experimentally observed behaviour. In particular, the difference between mechano-sorptive creep in tension and compression is analysed. John Smith is a PhD-student who within a year will present his doctoral thesis. The present paper will be a part of that thesis.

Three potential independent reviewers who have excellent expertise in the field of this paper are:

Dr. Fernandez, Tennessee Tech, email1@university.com
Dr. Chen, University of Maine, email2@university.com
Dr. Singh, Colorado School of Mines, email3@university.com

I would very much appreciate if you would consider the manuscript for publication in the *International Journal of Science*.

Sincerely yours,

A. Professor

Final approval from all authors

Explanation of importance of research

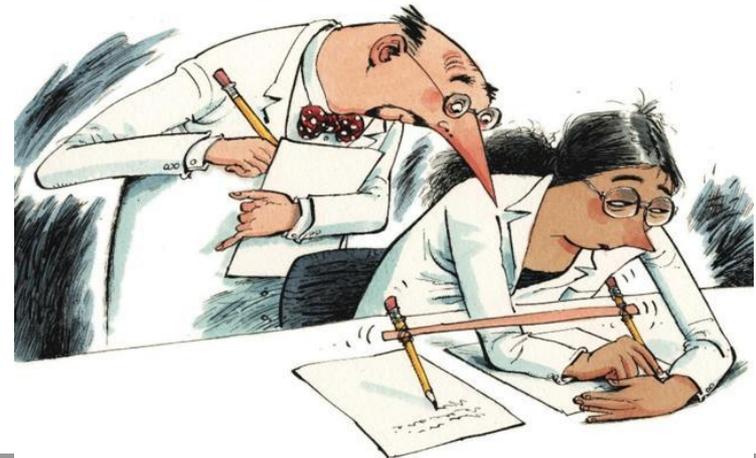
Suggested reviewers

Outline

- Who we are
- What does the Publisher Do?
- What does the Editor Do?
- What does the Author Do?
- What not to do...
- Who sees it? - Access
- What makes it better - Innovation

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***.



Ethics Issues in Publishing

Scientific misconduct

- Falsification of results

Publication misconduct

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



Plagiarism Detection Tools



- Elsevier is participating in **2 plagiarism detection schemes**:
 - **Turnitin (aimed at universities)**
 - **Ithenticate (aimed at publishers and corporations)**

Manuscripts are checked against a database of 20 million peer reviewed articles which have been provided by 50+ publishers



- **Editors and reviewers**
- **Your colleagues**
- **Other "whistleblowers"**
 - "The walls have ears", it seems ...



Crosscheck

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Arabia, Tunisia, and Turkey.

It has been found that the reactions of

monetary policies to stock market price movements are far from homogenous across countries. **7**

The

paper attempts to put forward some explanations. Key Words: Monetary policy, Stock markets, MENA countries, SVAR methodology. **7**

J.E.L. Classifications: E44, E52, E58, G1. 1. Introduction Economists and financiers have recently given evidence of renewed

interest in understanding the interaction between asset **5**

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5	130 words / 1%	Internet from Feb 4, 2010 www.cba.anu.edu.au
6	122 words / 1%	Internet www.anf.org.au

Publication Ethics – How It Can End

*"I deeply regret the inconvenience and agony caused to you by my mistake and request and beg for your pardon for the same. As such I am facing lot many difficulties in my personal life and request you not to initiate any further action against me.
I would like to request you that all the correspondence regarding my publications may please be sent to me directly so that I can reply them immediately. To avoid any further controversies, I have decided not to publish any of my work in future."*

An author
December 2, 2008



The screenshot shows a BBC News Europe article from February 24, 2011. The article reports that Germany's defence minister, Karl-Theodor zu Guttenberg, has been stripped of his university doctorate after being found to have copied large parts of his work from others. The article includes a photograph of Mr. Guttenberg and a list of related stories.

BBC NEWS EUROPE

Home UK Africa Asia-Pac Europe Latin America Mid-East South Asia US & Canada Business Health

24 February 2011 Last updated at 11:38 GMT

German minister loses doctorate after plagiarism row

Germany's defence minister has been stripped of his university doctorate after he was found to have copied large parts of his work from others.



Karl-Theodor zu Guttenberg, an aristocrat who lives in a Bavarian castle, admitted breaching standards but denied deliberately cheating.

Analysis revealed that more than half of his thesis had long sections lifted word-for-word from the work of others.

Mr Guttenberg failed to name sources for parts of his PhD thesis

So far the German Chancellor, Angela Merkel, has stood by the minister.

The University of Bayreuth decided that Mr Guttenberg had "violated scientific duties to a considerable extent".

It deplored the fact that he had lifted sections of text without attribution.

Last week Mr Guttenberg said he would temporarily give up his PhD title while the university investigated the charges of plagiarism. He admitted that he had made "serious mistakes".

His thesis - Constitution and Constitutional Treaty: Constitutional Developments in the US and EU - was completed in 2006 and published in 2009.

Chancellor Merkel insisted on Monday that she was standing by her defence minister, who was seen as something of a rising star in her conservative coalition

Related Stories

- Germany's Baron without a title
- Plagiarism row minister drops PhD
- German minister denies plagiarism

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RETRACTED: Matching pursuit-based approach



Available online 24 August 2005.

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

Reason: This article is virtually identical to the previously published article "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, when the input SNR (SNR_{in}) is lower than 0dB (the level of echoes scattered by microstructures is above the level of echoes)." *Independent Nonlinear Acoustics International*, volume 38 (2005) 453 – 458 authored by [redacted]

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, when the input SNR (SNR_{in}) is lower than 0dB (the level of echoes scattered by microstructures is above the level of echoes).

2. Matching pursuit

Matching pursuit was introduced by Mallat and Zhang [13]. Let us suppose an approximation of the ultrasonic backscattered signals $x[n]$ 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 $x[n]$ 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 and sparse 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

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

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:

$$g_{k(m)}[n] = \underset{g \in D}{\operatorname{argmin}} \|\langle r^{m-1}[n] \rangle\|^2 = \underset{g \in D}{\operatorname{argmax}} |\alpha_i^m|^2 = \underset{g \in D}{\operatorname{argmax}} |\alpha_i^m|. \quad (3)$$

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:

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



What Leads to Acceptance ?

- Attention to details
- Check and double check your work
- Consider the reviewers' comments
- English must be as good as possible
- Presentation is important
- Take your time with revision
- Acknowledge those who have helped you
- New, original and previously unpublished
- Critically evaluate your own manuscript
- Ethical rules must be obeyed



– Nigel John Cook
Editor-in-Chief, *Ore Geology Reviews*

Outline

- Who we are
- What does the Publisher Do?
- What does the Editor Do?
- What does the Author Do?
- What not to do...
- Who sees it? - Access
- What makes it better - Innovation

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So what is Open Access?

- Author processing fee per article published – sole mechanism to support journal
- Some journals use subsidies, grants and waivers
- Often referred to as “gold” open access

EXAMPLES

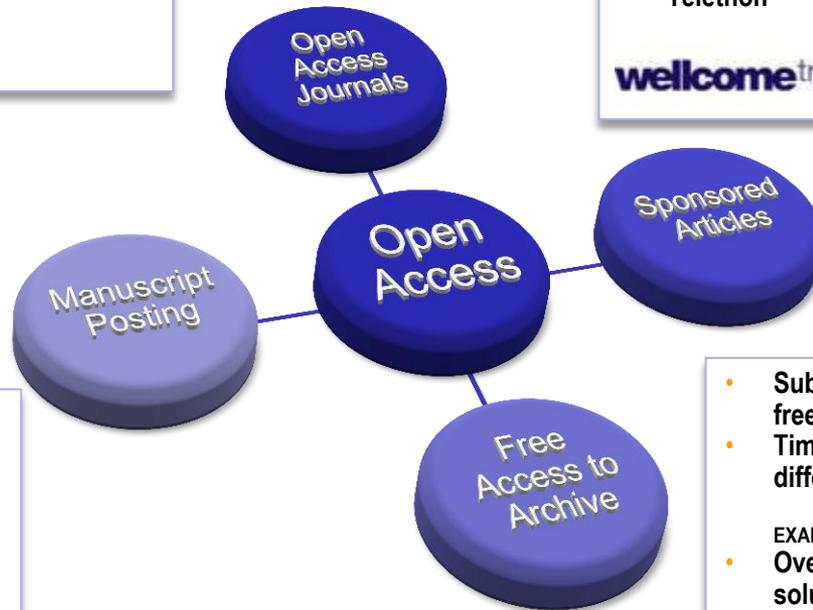
- Elsevier has 100 OA journals



- Option to make an article within a subscription journal open access
- Supported by several funding organisations
- Often referred to as the hybrid model

EXAMPLES

- Elsevier has 1,200 journals that offer this service
- Agreements with RCUK, Wellcome Trust, FWF, Telethon



- Posted manuscripts, or pre-prints to websites and repositories
- Supported by many universities and research organisations
- Often referred to as “green” open access
- Elsevier has a very liberal posting policy that supports researcher needs
- Agreements developed with institutions to facilitate



- Subscription journals making articles freely available online after time delay
- Time to free access varies due to differences in subject fields

EXAMPLES

- Over 90 Elsevier journals now offer this solution in fields such as medicine, life sciences and mathematics



Author options for Open Access

What are my open access options?

	Open access publishing (gold open access)		Self-Archive (green open access)
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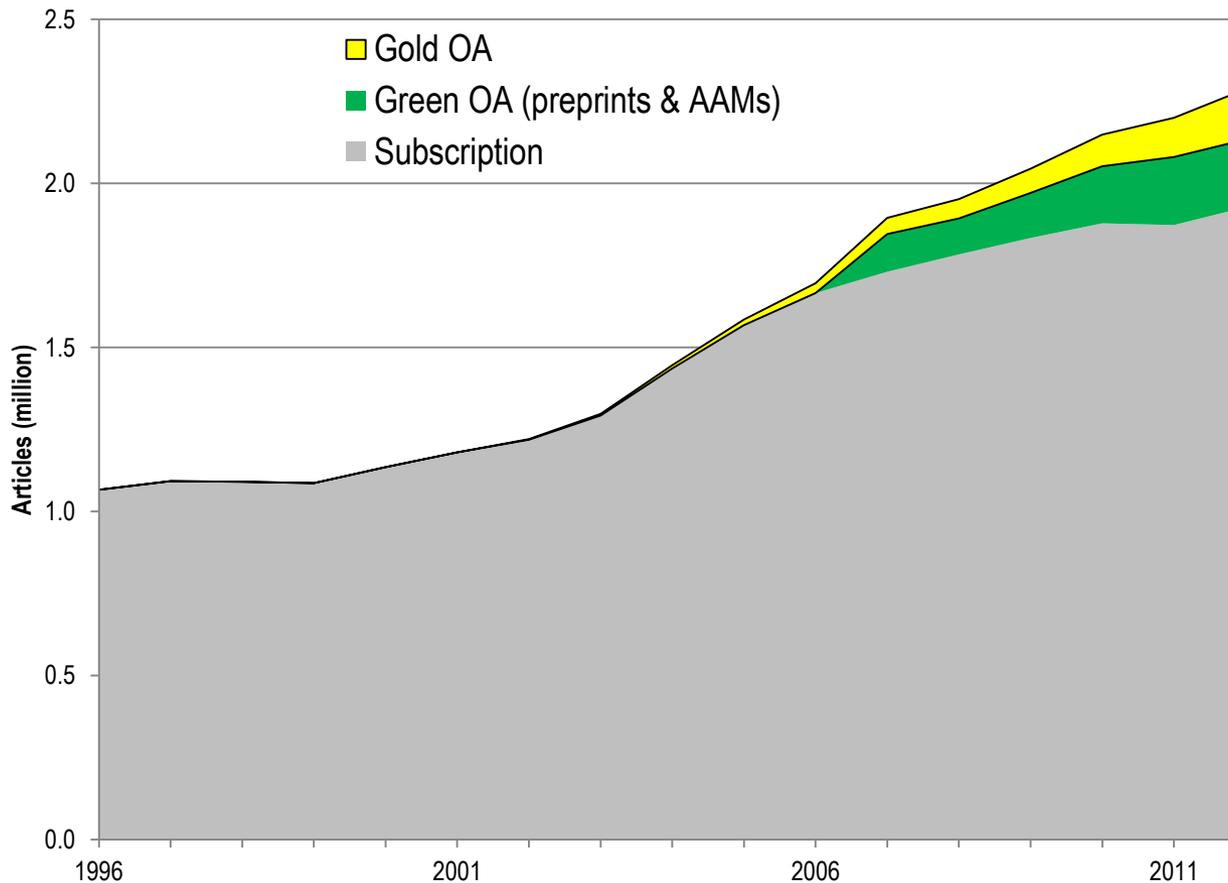
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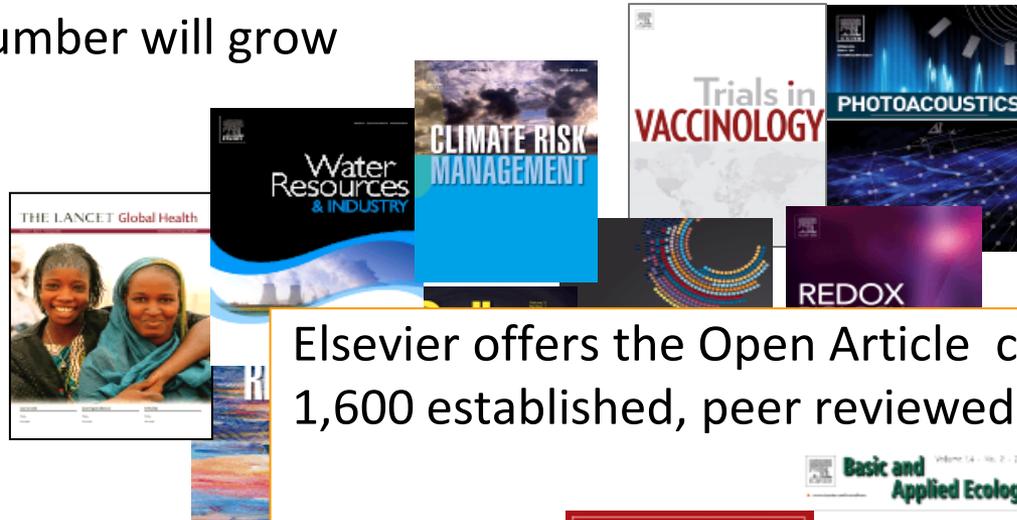
Articles published by model



- Gold OA (“Author Pays”) articles made up 7% of total in 2012
- The level of uptake varies by field – highest in Life and Health Sciences

Elsevier publishes over 6,000 open access articles per year

- Elsevier publishes 100+ Open Access Journals
- This number will grow



Elsevier offers the Open Article choice in 1,600 established, peer reviewed journals



More ways to publish

Royal Society Open Science

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Publishers are capitalizing on articles that previous would have been “rejected”

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- ‘Sound science’ peer review

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A peer-reviewed, open access journal

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nprc
Neuroscience Peer Review Consortium

AAAS will be launching, in early 2015, a digital-only journal, *Science Advances*

“Shift towards author pays”

Author pays and hybrid market grew from 5.6% to 6.8% of STM (2011-12)

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BioMed Central
The Open Access Publisher

PLOS

F1000Research

MDPI

Hindawi

BENTHAM SCIENCE PUBLISHERS LTD.

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New peer review models are emerging:

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- Collaborative peer review
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Outline

- Who we are
- What does the Publisher Do?
- What does the Editor Do?
- What does the Author Do?
- What not to do...
- Who sees it? - Access
- What makes it better - Innovation

Innovation: Format of the article / ARTICLE OF THE FUTURE

The screenshot shows a web browser window displaying an Elsevier article page. The browser title is "Article of the future - Windows Internet Explorer". The address bar shows the URL: <http://romeo.elsevier.com/projects/articleofthefuture/future/50008622310002770/>. The page content includes an article outline on the left, a main article area with a title "Carbon" and a subtitle "of structural changes in nitrogen and boron-doped carbon nanotubes", and a right sidebar with chemical information for triethylborane (CH₃CH₂)₃B. Two yellow arrows point to the article title and abstract area, labeled "Traditional & PDF-like" and "Navigation".

Article outline

Top

Abstract

1. Introduction

2. Experimental

3. Results and discussions

3.1. Overall structural investigation and TEM

3.2. Raman spectroscopy

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ELSEVIER

Carbon

journal homepage: www.elsevier.com/locate/carbon

of structural changes in nitrogen and boron-doped carbon nanotubes

Authors: Dillon, Ekaterina A. Obraztsova, Alison Crossley, Nicole Grobert

Research highlights

- Doping carbon nanotubes with B and N controls the nanotube structure, defect density, and oxidation resistance

ABSTRACT

We investigated the effect of the reaction parameters on the structure of multi-walled carbon nanotubes containing different concentrations of nitrogen and boron. The results show

triethylborane (CH₃CH₂)₃B

Chemical structure: CC(B)CC

CAS number: 97-94-9

Properties

- Molecular formula: (CH₂CH₃)₃B
- Molar mass: 98.00 g/mol
- Density: 0.677 g/cm³
- Melting point: -93°C

Material: <http://www.youngshin.com/wwwboard/ds>

Safety: [msds.pdf](#)

Data Sheet

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Navigation

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Cold Regions Science and Technology
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Measurements and weather observations at persistent deep slab avalanches*

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Open Access

Highlights

- We accessed deep slab avalanches and obtained measurements and weather data.
- Deep tap and compression test fracture character were typically sudden (Q1).
- Propagation Saw Tests were usually less than 60%, propagating to end of column.
- An increase in precipitation was observed for some deep slab avalanches.
- The median temperature changes showed a warming trend for our dataset.

Abstract

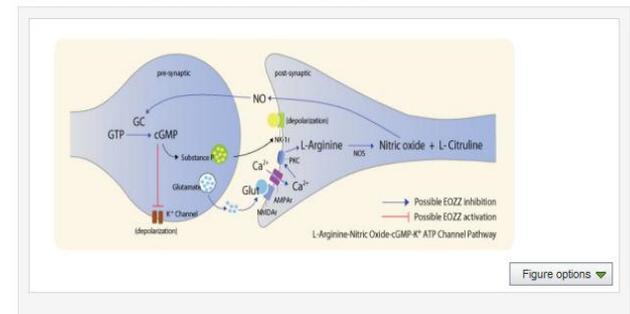
Persistent deep slab avalanches are generally hard to forecast and can release under diverse conditions ranging from storms to clear days to locally induced stress on the snowpack. For the formation of many natural avalanches, a point is reached where the mass loading of overlying snow exceeds the mechanical

Audio Slides

- 1212 published 2013
- Positive feedback
- Non-peer reviewed
- SD and YouTube Gallery

Graphical abstract

The essential oil of *Zingiber zerumbet* (EOZZ)-induced antinociceptive activity was possibly related to its ability to inhibit TRPV1 receptors, protein kinase C, glutamatergic system as well as through activation of L-arginine/nitric oxide/cGMP/ATP-sensitive K⁺ channel pathway.



Keywords

Zingiber zerumbet (L.) Smith; Essential oil; Zingiberaceae; Antinociceptive; Nitric oxide; Cyclic GMP; Potassium channels

Graphical Abstracts

A single, concise, pictorial and visual summary of the main findings of the article. This could either be the concluding figure from the article or a figure that is specially designed for the purpose, which captures the content of the article for readers at a single glance

Innovation: Article of the Future demos

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Dream big

4 tips to getting your science noticed

1. Chose a topic you are curious about

I chose earthquake forecasting because when I was 11 years old, I was present at a location where earthquake happened and became curious about how earthquakes occur and why we cannot get prior notice about it. (Even people who do not pay rent, get three day notice of eviction!) As I started reading about earthquake and its destructive power around the world and difficulties it causes to ecosystem, my curiosity turned into urge to find a solution to the problem.

2. Read and understand the topic

When I was curious, I found a way to go the extra mile to learn about the topic. I asked my parents to drop me off at the public library on the weekend for few hours and read books, articles, and journals at my own pace, accessed the internet and solidified what I read in the books. After two months of summer time well spent, I felt comfortable about the topic to chart out a plan for research in that area.

3. Identify mentors and learn to work with them

I realized that when I embark on doing something I am not fully familiar with, it is a great idea to have mentors. They encourage us as we sag in the process, make us do the work on time. Initially it feels like their expectations are at much higher plane, but the routine meetings and review made me understand and grow. In this way, I have progressed and learned more on how to work with them.

4. Have your heart set

This whole process is not an easy road to travel. I realized early on that unless I have my heart set on what I want to achieve with the research, I would give up along the way. So understand the high demand of hundreds of hours of work involved, and learn to take breaks and do other things that bring you back with more energy. Playing chess was my outlet; when I go and win some matches and feel good about it, it gives me energy to come back to research.

<http://www.elsevier.com/connect/how-i-published-in-a-scientific-journal-at-age-12>



In 2012, Suganth Kannan presented his research at the the Fifth Annual Conference on Engineering Failure Analysis (ICEFA) in The Hague

He later reported on the inspiration behind his model for earthquake prediction – and what he learned on his (“tedious but worth it”) journey to publication



Thank You!

Questions welcome

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Open Access



Open Access License Policy



Operations
Procedures and
Training Team

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