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## Author Workshop

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Deputy Editor, *Biotechnology Journal*

Harbin Medical University, June 24, 2016

# Agenda

- **Scientific writing tips**
- **Insights to Peer-review**
- **How to revise your paper**
- **Search Engine Optimization (SEO)**
- **Useful tips from Journal Editors**

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- ✓ Founded in 1807, New York City
- ✓ More than 5,300 staffs all over the world
- ✓ Headquarter: Hoboken, New Jersey



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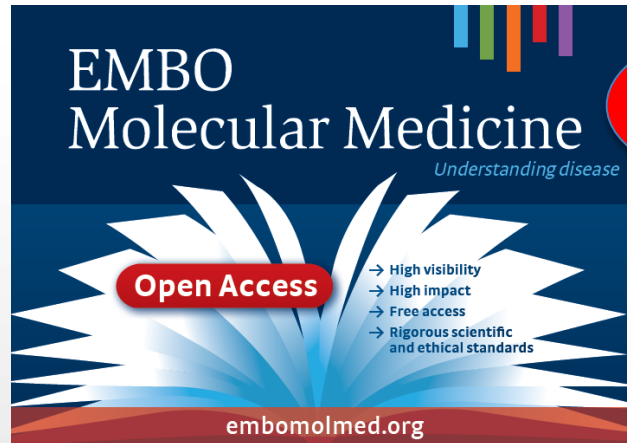


Nelson Mandela  
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Milton Friedman  
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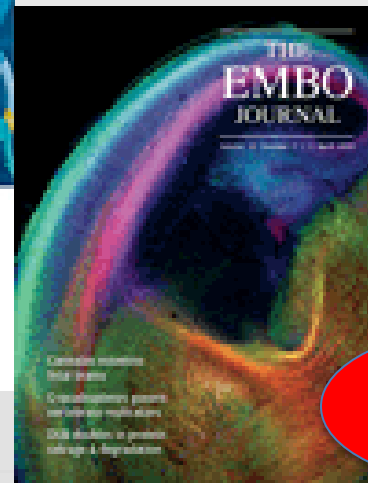
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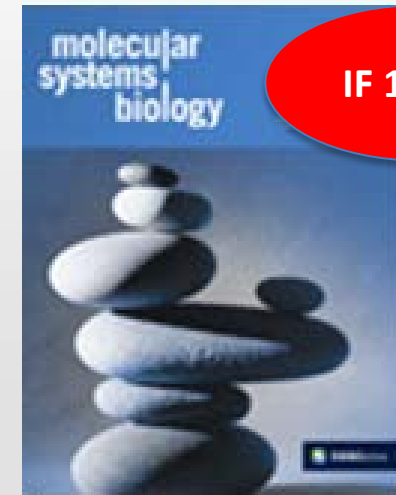
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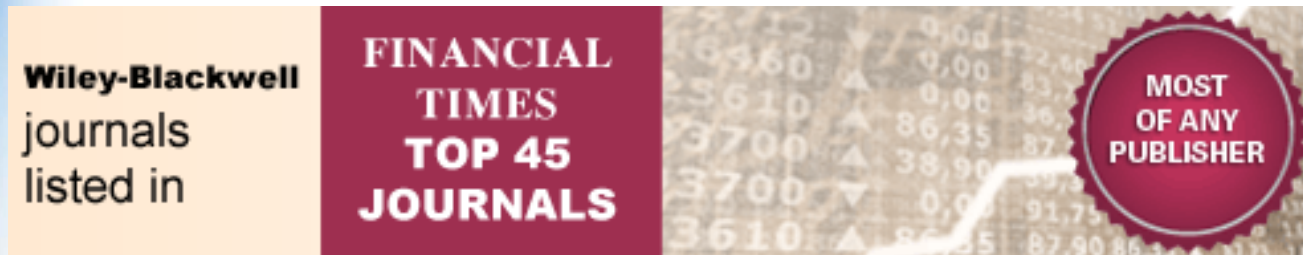






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# CA

## A Cancer Journal for Clinicians



### CA: A Cancer Journal for Clinicians

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Edited By: Otis Webb Brawley, MD, and Ted Gansler, MD, MBA, MPH  
Impact Factor: 162.5  
ISI Journal Citation Reports © Ranking: 2013: 1/202 (Oncology)  
Online ISSN: 1542-4863  
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Volume 64, Issue 4  
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# Biotechnology Journal

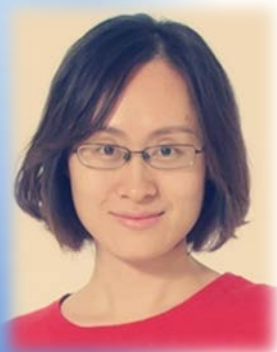
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Systems & Synthetic Biology ·  
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# Biotechnology Journal

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## Biotechnology Journal

Systems & Synthetic Biology · Nanobiotech · Medicine

### Biotechnology Journal

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Edited By: Alois Jungbauer and Sang Yup Lee

Impact Factor: 3.49

ISI Journal Citation Reports © Ranking: 2014: 20/79 (BIOCHEMICAL RESEARCH METHODS); 35/163 (Biotechnology & Applied Microbiology)

Online ISSN: 1860-7314

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**March 2016**

Volume 11, Issue 3

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**February 2016**

Volume 11, Issue 2

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**January 2016**

Volume 11, Issue 1

*Special Issue: Biotech Methods and Advances*

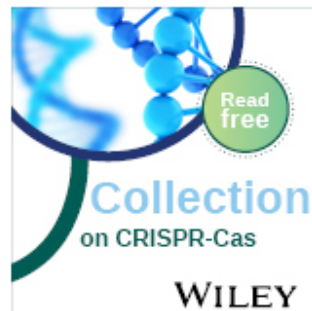
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In liaison with the Asian Federation of Biotechnology (AFOB), the European Biosafety Association (EBSA), and the European Society of Biochemical Engineering Sciences (ESBES)



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## Advanced Healthcare Materials

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Editor-in-Chief: Lorna Stimson

Online ISSN: 2192-2659

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European Journal of  
**Lipid Science** and Technology

## European Journal of Lipid Science and Technology

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Edited By: Uwe T. Bornscheuer

Impact Factor: 1.953

ISI Journal Citation Reports © Ranking: 2015: 42/124 (Food Science & Technology); 53/78 (Nutrition & Dietetics)

Online ISSN: 1438-9312

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Volume 118, Issue 6

**May 2016**

Volume 118, Issue 5

**April 2016**

Volume 118, Issue 4

**March 2016**

Volume 118, Issue 3

*Special Issue: Contaminants in fats and oils*

**February 2016**

Volume 118, Issue 2

### Article Highlights

**Manipulation of lipids in animal products • Grazing and milk • Fish oils from transgenic plants • Modulation of ruminant meat composition • Dietary fat in Europe: Intake vs recommendations • Shotgun lipidomics for clinical research • Omega-6 and cardiovascular risk • Specific roles of saturated fatty acids • Infant formula: essential digestion and**



### SEARCH

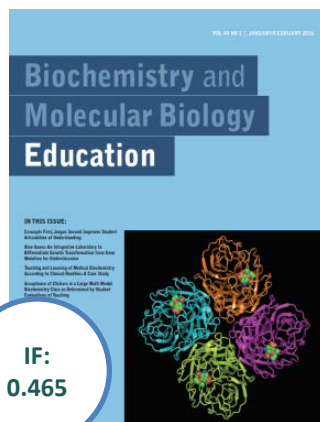
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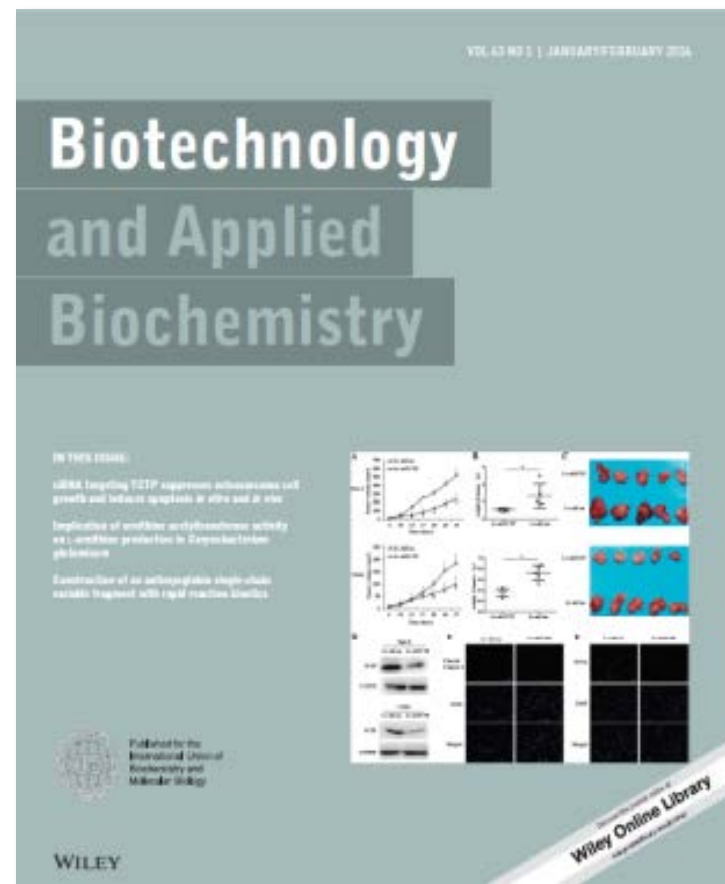


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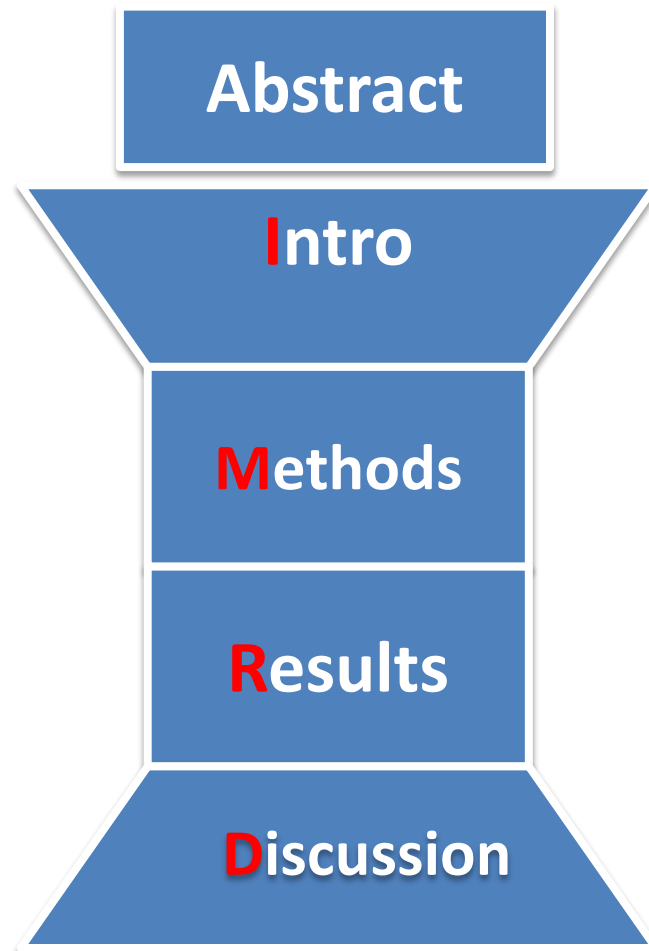
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## Practical Writing Tips



# General order of a Research Article



# Title

- ✓ The first impression counts
- ✓ Interesting and accurate
- ✓ Main message of the paper in statement form
- ✓ Key words, Key words, Key words!
- ✓ Avoid “boring” titles, e.g. “studies on”, “characterization of”



## Title versus title – published in 2006

Genetic vaccines against Ep-CAM break tolerance to self in a limited subset of subjects: Initial identification of predictive biomarkers

Cited: 6 times

Divergent effects of IL-12 and IL-23 on the production of IL-17 by human T cells

Cited: 162 times

# **Abstract (ca. 200 words)**

## **— keywords, keywords, keywords**

**The abstract for a research article is a condensed form of the whole paper.**

- Background
- Aim/hypothesis/goal
- Brief methodology
- Major results
- Conclusions and implications

# Introduction

- ✓ Provides the background to the study
- ✓ Describes why the work was carried out and what the aim of the study was
- ✓ Details the results from other relevant studies
- ✓ Explains what is still unknown
- ✓ Enables a non-expert to understand the rationale

Content courtesy of Judy Peng

# Materials and methods

- **Reliability / reproducibility:**
  - Must provide sufficient information to enable the experiments to be repeated
  - Be precise about the reagents used (name suppliers, vectors, provide references)
- **Acknowledge previously published works**
- **Attention to detail:**
  - only mention the necessary M&M

Content courtesy of Judy Peng



# Results

- ✓ **Logical:** Present and explain the experiments performed in a logical and clear manner
- ✓ **Attention to detail:** Cite each and every figure and describe the results obtained
- ✓ **Reliability / reproducibility:** Provide statistical analysis and clearly indicate significant data

Content courtesy of Judy Peng

# Discussion

- ✓ Quickly summarize the findings
- ✓ This is **NOT** the results presented in another format
- ✓ The results need to be discussed in a wider context
- ✓ How do the results advance the field?
- ✓ Do the results contradict previous studies? If so, why?
- ✓ What are the implications for future work?
- ✓ Be honest, don't over-interpret but also don't minimize
- ✓ Writing a Discussion is an art, don't be afraid to ask for help

Content courtesy of Judy Peng

# Figures and tables

- ✓ *Figures and Tables should allow an informed reader to understand the study, without having to refer to the main text*
- ✓ **Layout:** visually clear, accurate
- ✓ **Legend:** brief description of experiments, experimental readout, independent experimental replicates, statistical information. Describe abbreviations, symbols, etc.
- ✓ **Consistency:** the same symbols should be used throughout the figures

# WILEY

## Understanding peer-review



# Why Peer Review?

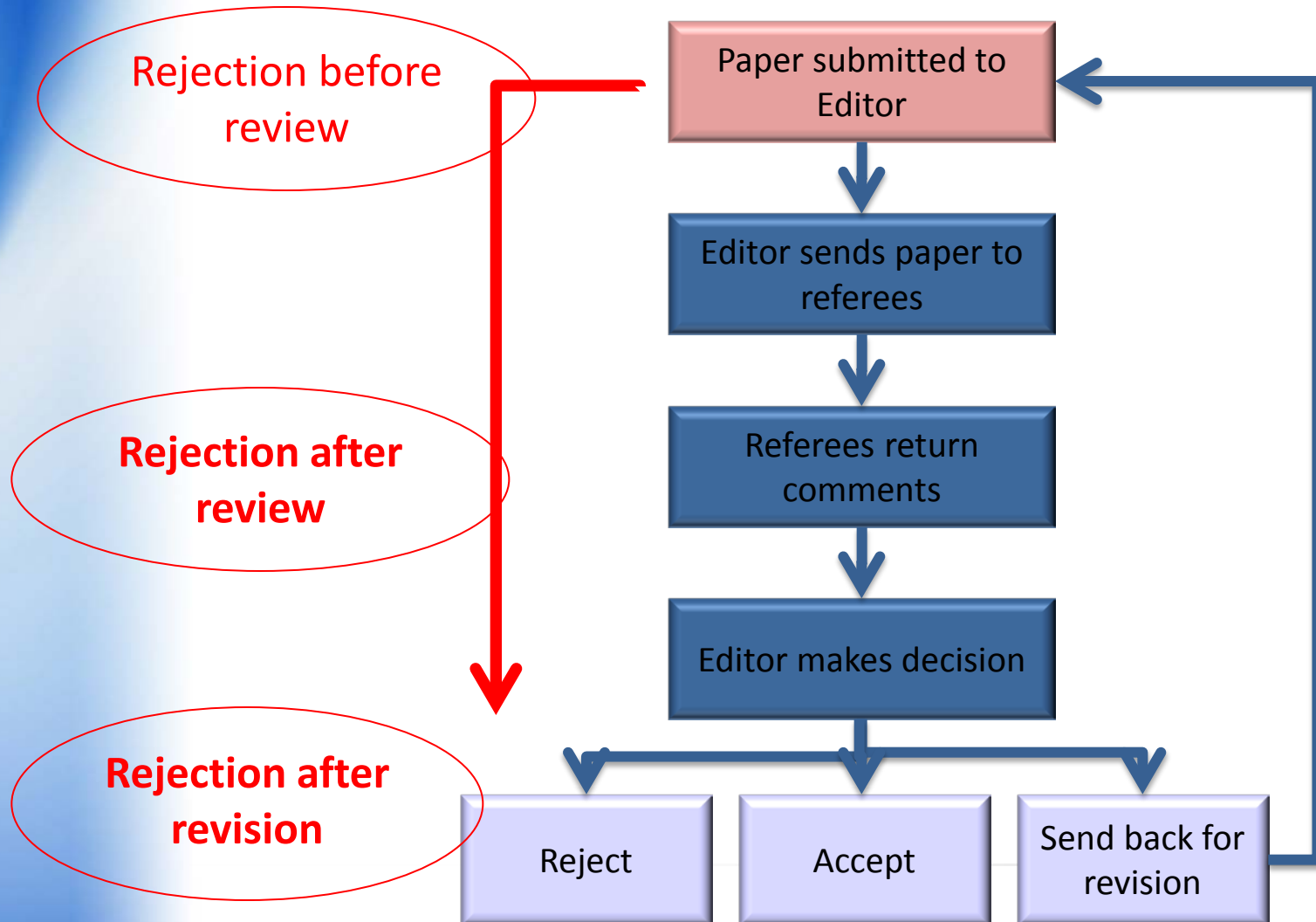
- ✓ **A methodological check**
- ✓ **A learning and improvement process**
- ✓ **A filter for selection and a quality control mechanism**



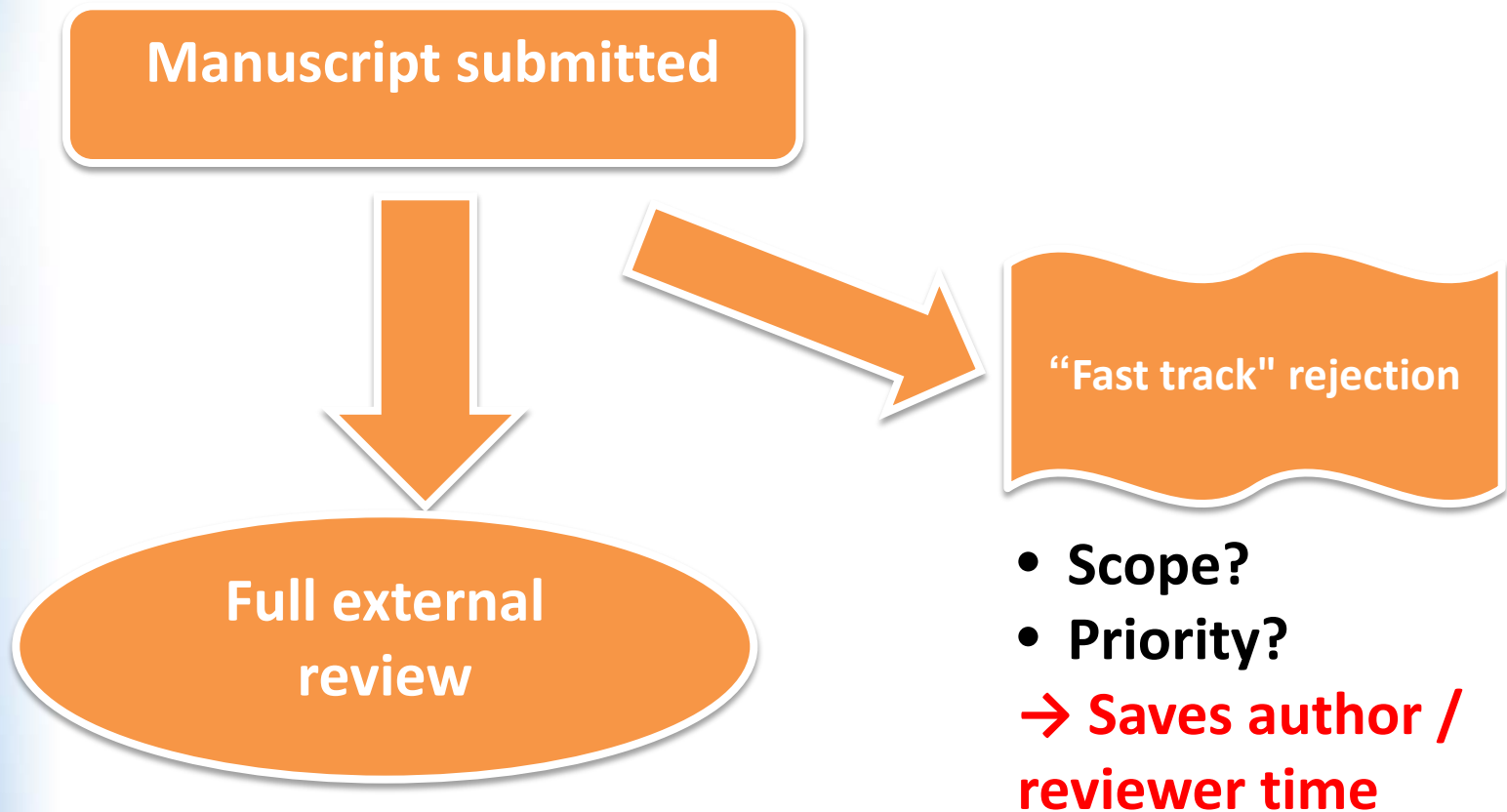
# Peer Review types

- ✓ **Single-blinded peer-review**
  - Reviewers know who the authors are
- ✓ **Double-blinded peer review**
  - Authors / reviewers do not know who each other are
- ✓ **Transparent peer review**
  - Anonymous but reviewer reports are published
- ✓ **Open peer review**
  - All information available, including reviewer names after acceptance
- ✓ **Technical peer review**
  - Adherence to basic scientific principles

# The Peer Review Process



## After submission:



# How to avoid immediate rejection?

- ✓ Choose the right journal
- ✓ “Sell” your work – a nice cover letter
- ✓ Show your “muscle”
- ✓ Well present your work

# Choosing the right journal

- ✓ Scope of the journal
- ✓ Reputation of the journal & Editorial Board
- ✓ Publication Speed
- ✓ Editorial office



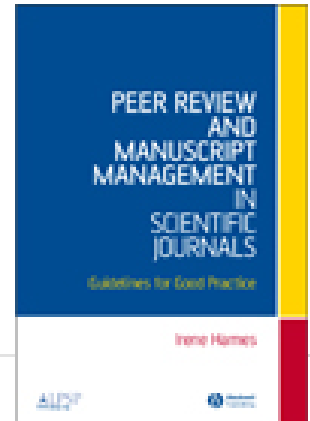
# “Sell” your work – a nice cover letter

- **Importance** and **Novelty** of your work
- It is **NOT** abstract
- Does it fit the **scope** of the journal?
- **Practical application**

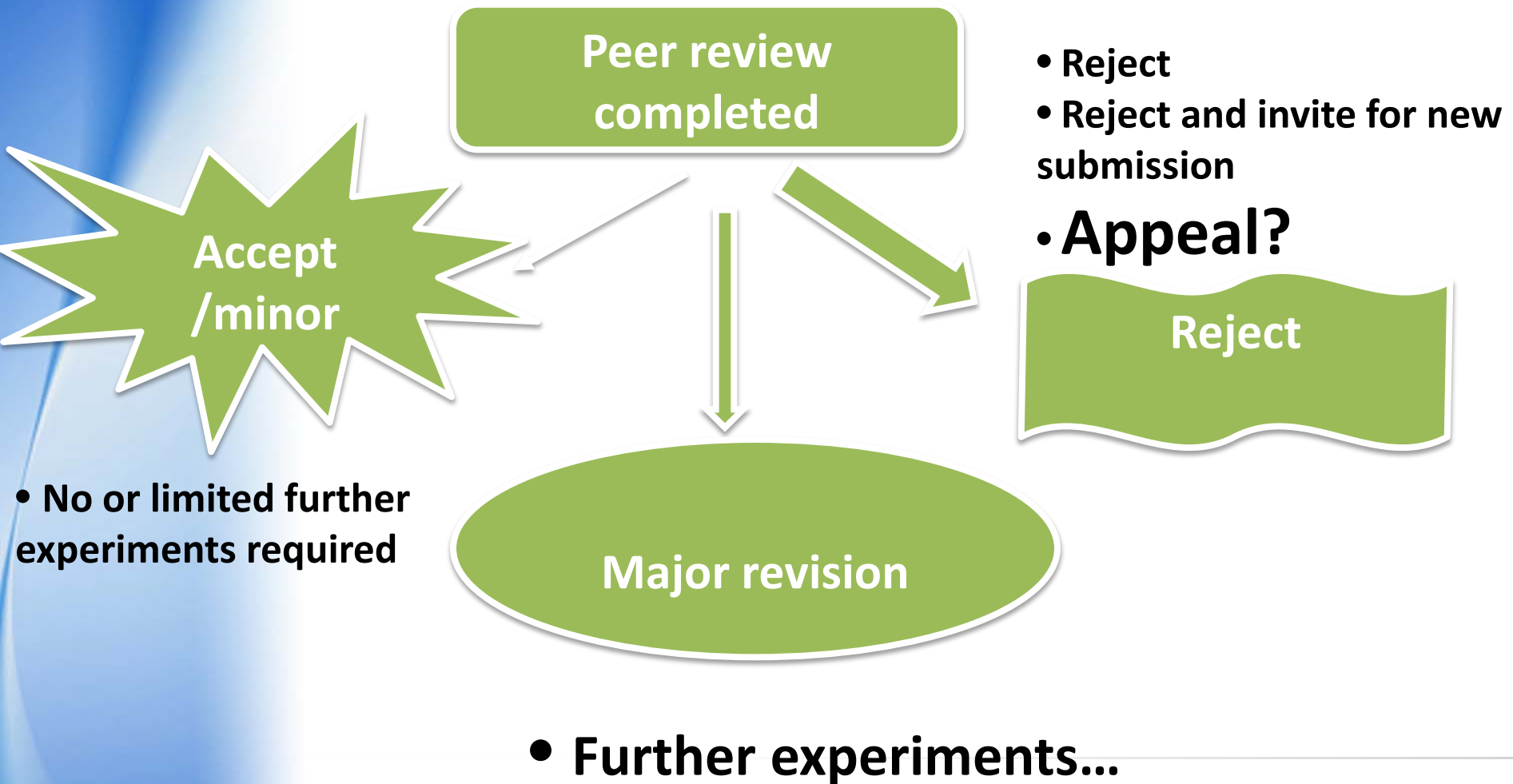
➤ **Write this for the EDITOR!**

# What does a reviewer look at?

1. Is your article within scope of the journal?
2. Is it of sufficient quality? e.g.
  - Is it novel and important work?
  - Are the research, analysis and conclusions valid?
  - Does it give a clear statement of aims and achievements?
  - Is the presentation of figures, tables correct?
  - Are calculations correct, do models work?
  - Is existing literature cited appropriately?
  - Is statistical analysis used appropriately?
3. Areas for improvement
4. Ethics – publishing or experimental



# After peer review



# Before you respond to reviewers...

- ✓ Remember: Editors/Reviewers are just trying to help
- ✓ Reject - Don't get angry
- ✓ Don't respond immediately
- ✓ Seek advice from your supervisor or colleagues

# How to revise your paper

- ✓ Instructions to authors
- ✓ Point-by-point response
- ✓ Specifying where the changes are
- ✓ Highlight the changes
- ✓ Be courteous
- ✓ Be professional
- ✓ Be rational
- ✓ Check, check, check
- ✓ Ok to disagree – but be respectful



# How to Respond

- Persistence pays – answer questions and address requests for revisions in a **clear** and **timely** fashion
- Avoid personal attack and defensive behavior
- Be polite but not obsequious
- Address each point/comment in the order given
- Explain which changes have been carried out

## **Comments — —**

### **Author preferred reviewers**

- Select someone who can really help your research
- Be careful when you select your colleagues or friends
- The Editors can tell!

# Search Engine Optimization (SEO)

- ✓ SEO is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results.

— From Wikipedia

- ✓ Increase the visibility and citations of your article!

**Titles of Research articles — provide the main results of the paper in a statement form containing an active verb.**

- **Poor title:** High cell density culture of gene-modified *Escherichia coli*
- **Good title:** XYZ gene insertion into *Escherichia coli* increases therapeutic protein production in high cell density cultures

**Keywords !!!**

## **Titles of Methods papers — clearly state the advantages of the new method over previous methods**

- **Poor title:** A new method for protein detection
- **Good title:** Raman spectroscopy enables non-invasive, continuous target protein detection in industrial-scale bioreactors

**Keywords !!!**



# Titles of Review papers — Key words!

- PEGylation of therapeutic proteins

Published in 2010, Cited: **257** times

- Butanol production from renewable biomass:  
Rediscovery of metabolic pathways and metabolic engineering

Published in 2012, Cited: **66** times

# Abstract

## — keywords, keywords, keywords

- An “important keyword” is defined as one that a researcher would use to find your study in Google/Pubmed/ISI Web of Knowledge/Scopus
- Repeat your keywords and phrases in a natural, contextual way
- Avoid vague terms, e.g. “some”, “different”, “a bit”, “interesting”, “significant”, etc.

# Keywords

- At least five keywords or phrases
- Include the keywords you repeated in your abstract.
- Additional relevant keywords/synonyms for those keywords as they relate to your article.
- Not only important for SEO — used by abstracting and indexing services as a mechanism to tag research content.

# Subsection titles

— should be in statement form, reflecting the results

## Some good examples:

- **Comparison** of CPG versus agarose media: Silanol groups **enhance** binding of proteins
- Batch adsorption studies: Exploiting interactions at lower pH **reveal** the importance of charge transfer interactions
- The miR-30 family **enhances** recombinant protein production in CHO cells by different means

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A blue abstract graphic consisting of curved, flowing lines is positioned on the left side of the slide.

# **Other useful tips from Journal Editors**

# Impact Factor calculation

## Impact Factor and Citations

Impact Factor 2014 = **3.490**

Numerator = Cites in 2014 to articles published in 2012 (**472**) and 2013 (**411**)

---

Denominator = Number of articles published in 2012 (**130**) and 2013 (**123**)



# **Other useful tips from Journal Editors**

- **Personal emails**
- **Author preferred reviewers**
- **Cite your own papers**
- **Send the abstract to the Editorial Office via email**
- **Article promotion**
- **English language polishing: Wiley language Editing Services**

# English language polishing:

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Figure Preparation

***Thank you***

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**Questions?**