



# How to get published and maximize your impact

Dr Andrew Robinson, Managing Director, Publishing

# About me....

- Degree in Botany, UCL London
- PhD in Plant Biochemistry
- Started in publishing in 1991
- Blackwell until 2007
- **Best Practice Guidelines in Publication Ethics**
- John Wiley & Sons from 2007 - 2017
- Led Wiley's global medical publishing
- Led Wiley's journal publishing for > 500 societies and associations
- Joined CABI in 2018 as Managing Director, Publishing



**Blackwell**  
Publishing

**WILEY**





## **our mission**

**CABI is a not-for-profit international organization that improves people's lives by providing information and applying scientific expertise to solve problems in agriculture and the environment**





# what does CABI do?

**CABI addresses issues of global concern such as food security, through science, information and communication**



## CABI in brief

- Not for profit intergovernmental organization established in **1910** by a UN treaty
- **Publishing**: CAB Abstracts, Compendia, Books, E-learning
- **Research**: more than 100 papers per annum
- **International development**: Plantwise, PRISE
- 480 colleagues in 21 countries
- Owned by **49 member countries**



Afghanistan



Anguilla



Australia



Bahamas



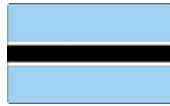
Bangladesh



Barbados



Bermuda



Botswana



British Virgin Islands



Brunei Darussalam



Burundi



Canada



Chile



China



Colombia



Cote d'Ivoire



Cyprus



DPR Korea



Gambia



Ghana



Grenada



Guyana



India



Jamaica



Kenya



Malawi



Malaysia



Mauritius



Montserrat



Myanmar



Nigeria



Pakistan



Papua New Guinea



Philippines



Rwanda



Sierra Leone



Solomon Islands



South Africa



Sri Lanka



St Helena\*



Switzerland



Tanzania



The Netherlands



Trinidad & Tobago



Uganda



United Kingdom



Vietnam



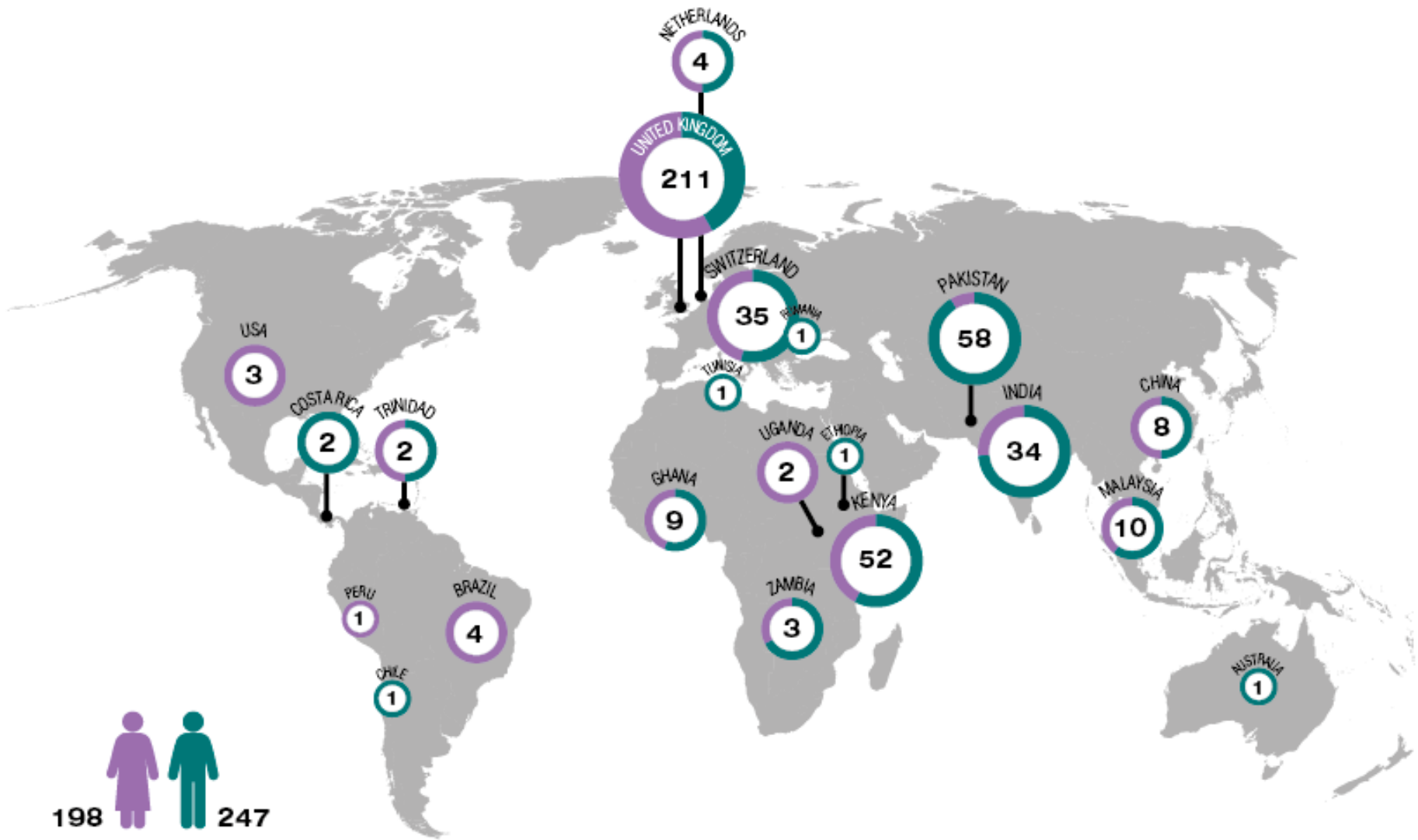
Zambia



Zimbabwe

# our member countries

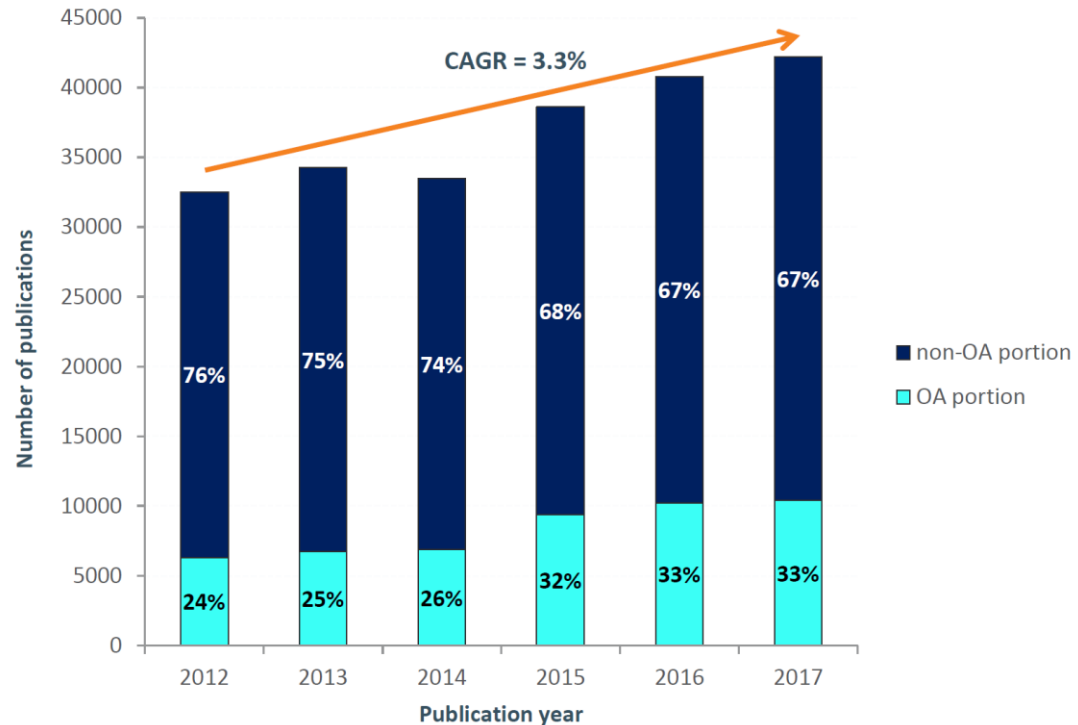
Global reach We have 480+ staff across 21 locations worldwide





# OPEN ACCESS: CABI Agriculture and Bioscience

- Launching in **2019**
- **Broad-based:**
  - agriculture,
  - horticulture
  - crop science
  - invasive species
  - plant pathology
  - pest management
  - environmental and soil science
  - livestock animal science
- Double blind peer review
- **Rapid** publication
- **Global** orientation



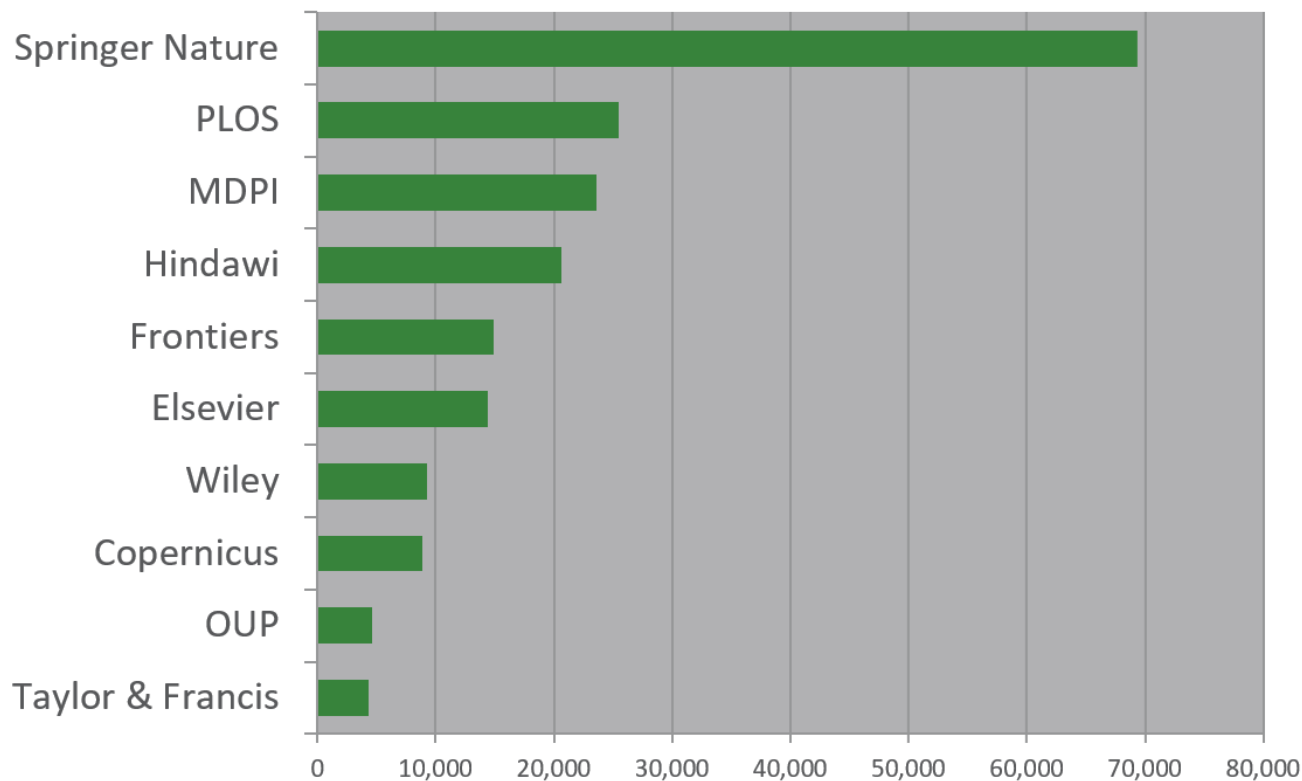
**APC: ~ \$2000**

**Waivers:** Lower-middle-income countries  
50% APC discount



# **SPRINGER NATURE** *is the clear market leader in open access*

Number of articles in fully OA journals in 2016



Sources: Publisher web sites, CrossRef; excludes articles in hybrid journals; Springer Nature: ORG excl. Nature Communications 2012-14; Copernicus numbers for 2016 estimated

I would like to acknowledge Springer Nature for providing many of the slides in this presentation

# How to get published and maximize your impact

- Almost 50,000 papers published in agriculture related sciences every year
- How can you maximize your chance of being published?
  1. Logical manuscript structure
  2. Effective publication strategy
  3. Navigate peer review

## Do great research!

# Do great research

## What should you do?

Is your  
idea/question  
original?

Literature search  
What are the gaps?  
Why is this important?

Is your  
approach sound  
and ethical?

Outline your study design  
Get ethics approval  
Consult a statistician

Adjust based on  
feedback

Have it peer-reviewed  
Ask for help – seek collaborators  
Learn from grant process



# Logical manuscript structure



# Your readers have 4 key questions

## Methods

**What** did you do?

## Results

**What** did you find?

## Introduction

**Why** did you do the study?

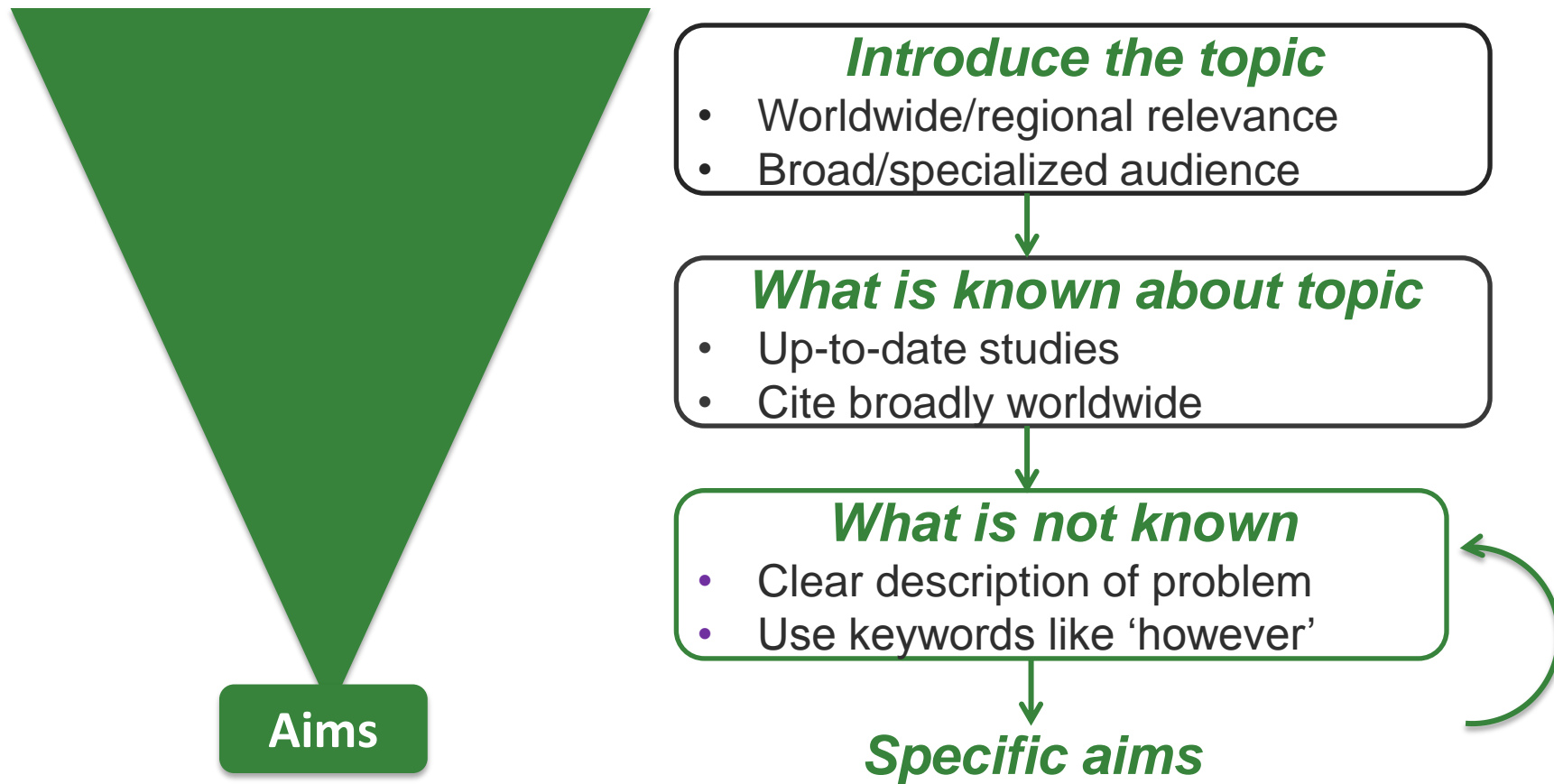


## Discussion

**How** does the study advance the field?

# Introduction

Why does your study need to be done ?



# Methods

## What did you do?

Researchers in  
your field

Reproduce your findings  
Build on your research

Peer reviewers

Evaluate your study design  
Validate your results

# Methods

**What** do they need to know?

## **Who/what was used in the study**

Samples or participants  
Materials (where purchased)

## **How you conducted the study**

Methodology and techniques  
Discuss specific conditions and controls

## **How you analyzed your data**

Quantification methods/software  
Statistical tests (consult a statistician)



# Results:

## Guide your readers through your findings

### Logical presentation

1. Initial observation
2. Characterization
3. Application

### Example:

1. Fabricate new membrane for water treatment
2. Evaluate physical and chemical properties (e.g., under different temperatures/pressures)
3. Efficacy in removing particulate contamination

# Guide your readers through your findings

## *One figure at a time*

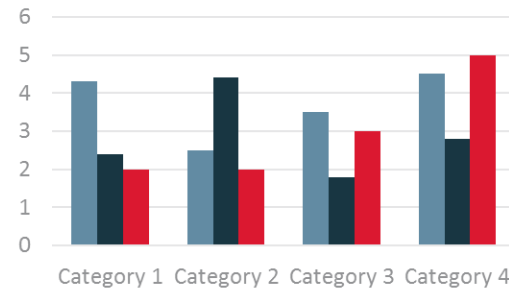
### Results

#### *Clear subheading 1*

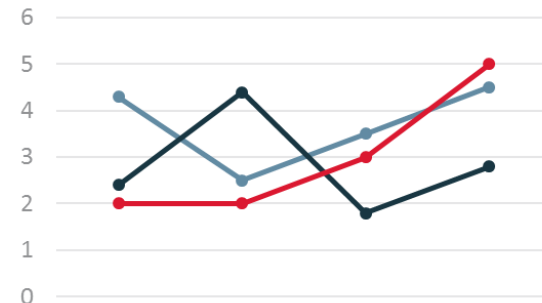
- Introduce experiment (figure 1)
- Discuss obtained data
- Summarize key finding

#### *Clear subheading 2*

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



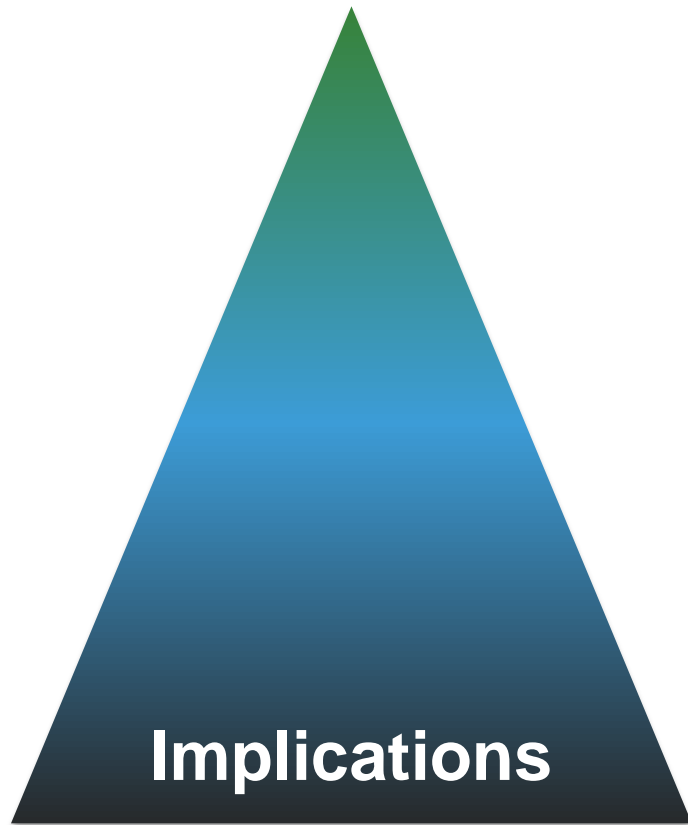
**Figure 1.** Descriptive figure caption



**Figure 2.** Descriptive figure caption

# Discussion

**How** your study contributes to the field



## ***Summarize what you did***

- Begin with research problem
- Briefly describe study design
- Summarize key findings

## ***Interpret your findings***

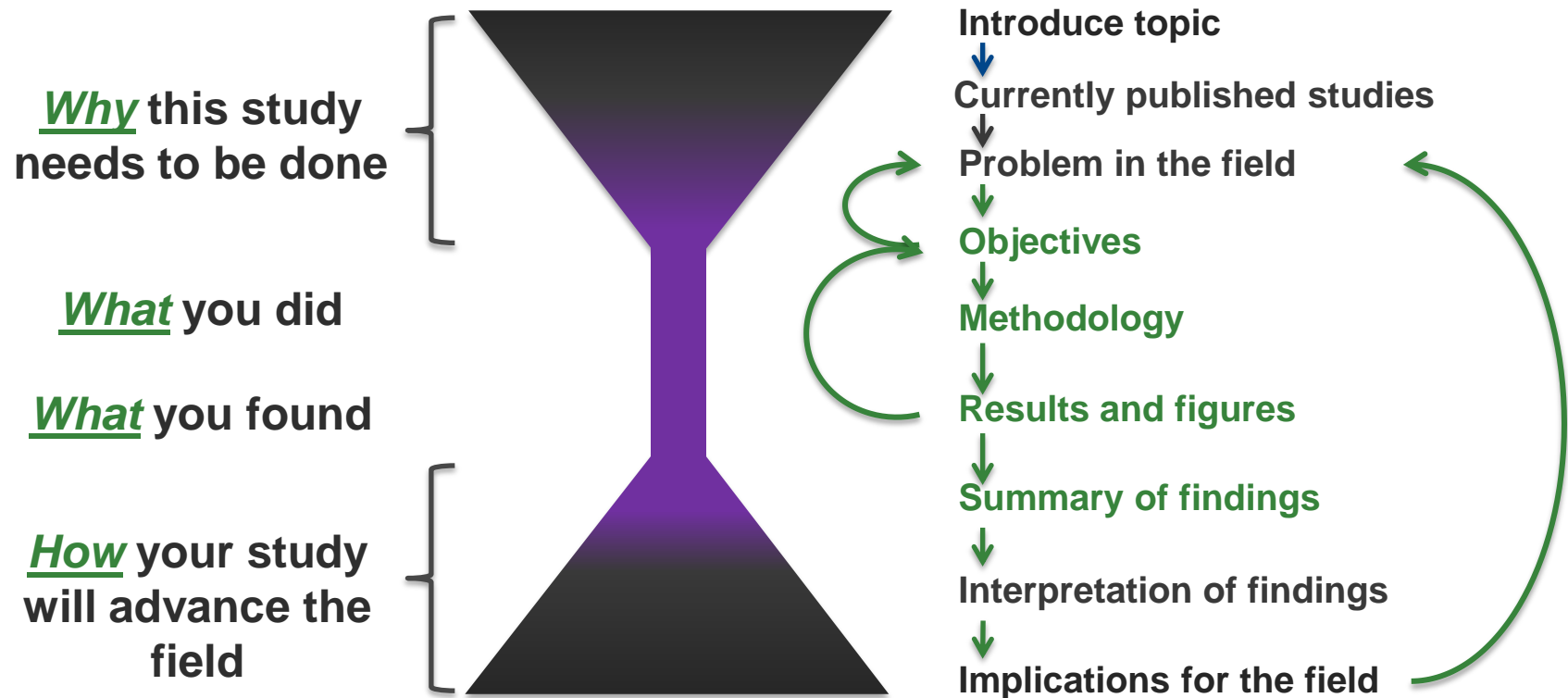
- Similarities & differences
- Unexpected/negative results
- Limitations

## ***Why important to the field***

- Main conclusion
- Implications

# Logically linking your ideas

Answer the *four key questions* for your reader



*Logically link your ideas throughout your manuscript*



# Titles – Get your reader's attention

## Should include...

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

## Should avoid...

- ✗ Questions
- ✗ Describing methodology
- ✗ Abbreviations

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

# Abstracts – First impression of your paper

Aims

*Importance* of your topic

Results

*Significance* of your study

Conclusions

*Relevance* of your study

*Clarity of your writing*

# Abstracts – Good first impression

*What do you readers want to know?*

Why did the study  
need to be done?

Introduce topic and problem

What did you do?

Your aims and methodology

What did you find?

Key results

How study will  
advance the field?

Conclusions and implications

# Don't forget the basics

*Editors will probably reject  
if you can't be bothered to...*

Proof read

Grammar, spelling, punctuation

References

Consistent with guidelines

Images and figures

Clear and legible

Statistics

Accurate and appropriate

# Author Editorial Services

*There are a number of potential providers*

Language editing

And translation

Statistics

Checks your approach

Images and figures

Redrawing and video



# Efficient Publication Strategy



# Publication goals

*Publish **quickly** and have **impact** in the field*

**Choose the most appropriate  
journal**

**Communicate study's relevance**

**Drive awareness and impact**

## Choose the appropriate journal

*Is this the journal with the highest impact factor?*

*Not necessarily*

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

# Choose the appropriate journal

*Where are the findings relevant?*

Worldwide

Choose an *international* journal to reach a worldwide audience

Locally

Choose a *regional* journal to reach a local audience

# Choose the appropriate journal

*For whom are the findings relevant?*

Your field only

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

Your and other fields

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

# Choose the appropriate journal

*How much accessibility do you need?*

Subscription

Only academics with access to the journal can read your article

Open access

Freely available to everyone worldwide

# Benefits of open access

- Fulfill funder or institutional *mandates*
- Increase *accessibility* to your findings worldwide
- Increase the number of *downloads* of your article
- Allows you to retain the *copyright* to your work
- Published *quickly* online
- *Fewer restrictions* on word and figure limits



# Not all open access journals are good

## *How to identify a trustworthy journal?*

**Reputable publisher**

Springer Nature, Elsevier, PLoS, etc.

**Editorial board**

International and familiar

**Indexed**

Indexed by common databases

**Authors**

Do you recognize the authors?

**Fees**

Only paid after acceptance

# Think – Check – Submit (www.thinkchecksubmit.org)

The image shows a screenshot of the Think Check Submit website. At the top, there is a navigation bar with three buttons: 'THINK' (red with an exclamation mark icon), 'CHECK' (orange with a checkmark icon), and 'SUBMIT' (green with a right arrow icon). Below this bar, the text reads 'Choose the right journal for your research'. A black navigation menu contains links for 'Home', 'Think', 'Check', 'Submit', 'About', and 'FAQ'. The main content area on the left features a paragraph about sharing research results and a 'CHECK' overlay. The 'CHECK' overlay is a white box with an orange border, containing a large orange checkmark icon and the word 'CHECK' in bold white letters. Below the overlay, it says 'Use our [check list](#) to assess the journal'. On the right side, there is a sign-up form for news and updates with fields for 'Full name' and 'Email address', and a 'SEND' button. Below the form, there is a 'Latest news' section with three news items, each with a date and a 'Read more...' link.

**THINK** **CHECK** **SUBMIT**

Choose the right journal for your research

Home Think Check Submit About FAQ

Sharing research results with the world is key to the progress of your discipline and career. But with so many publications, how can you be sure you can trust a particular journal? Follow this check list to make sure you choose trusted journals for your research.

**THINK**

**CHECK**

Use our [check list](#) to assess the journal

**SUBMIT**

Only if you can answer 'yes' to the questions on our [check list](#)

Sign up for news and updates here:

Full name

Email address

SEND


**Latest news**

**Think. Check. Submit. at the 2015 Frankfurt Book Fair**  
15th October 2015  
Siân Harris (INASP) discussed Think. Check. Submit. at the Copyright Clearance Center's Frankfurt Book Fair Town Hall meeting on the...[Read more...](#)

**New study highlights need for researcher support**  
1st October 2015  
Launching today, Think. Check. Submit. is a new industry-wide initiative that provides a checklist of quality indicators that can...[Read more...](#)

**Think. Check. Submit. at PUBMET2015**  
25th September 2015

# Think – Check – Submit (www.thinkchecksubmit.org)

**CHECK**

Reference this list for your chosen journal to check if it is trusted.

- Do you or your colleagues know the journal?
  - Have you read any articles in the journal before?
  - Is it easy to discover the latest papers in the journal?
- Can you easily identify and contact the publisher?
  - Is the publisher name clearly displayed on the journal website?
  - Can you contact the publisher by telephone, email, and post?
- Is the journal clear about the type of peer review it uses?
- Are articles indexed in services that you use?
- Is it clear what fees will be charged?
  - Does the journal site explain what these fees are for and when they will be charged?
- Do you recognise the editorial board?
  - Have you heard of the editorial board members?
  - Do the editorial board mention the journal on their own websites?
- Is the publisher a member of a recognized industry initiative?
  - Do they belong to the [Committee on Publication Ethics \(COPE\)](#) ?
  - If the journal is open access, is it listed in the [Directory of Open Access Journals \(DOAJ\)](#) ?
  - If the journal is open access, does the publisher belong to the [Open Access Scholarly Publishers' Association \(OASPA\)](#) ?
  - Is the publisher a member of another trade association?

Only submit to a journal if you can answer **yes** to all of these questions!

- ☑ *Appropriate journal*
- ☑ *Logically organized manuscript*

*Ready to submit!*



# Successful Journal Submission

# Journal editors are busy!

*Most journal editors are not full-time journal editors*

Full-time professors  
Department heads

Journal editors when  
they have time

You are competing with many other  
researchers for the journal editor's ***limited time***



# Make the best first impression for journal editors

## *Cover letter*

Significance and  
relevance of study

*Suitable* to be published by  
their journal

*Interesting to their readers?*

*Clear and concise writing style?*

# Cover letters – What to include (~1 page)

Introduce your manuscript

- Manuscript title
- Article type

Why study is important

- Brief background
- Research problem & aims

What you found

- Study design
- 1 or 2 key findings

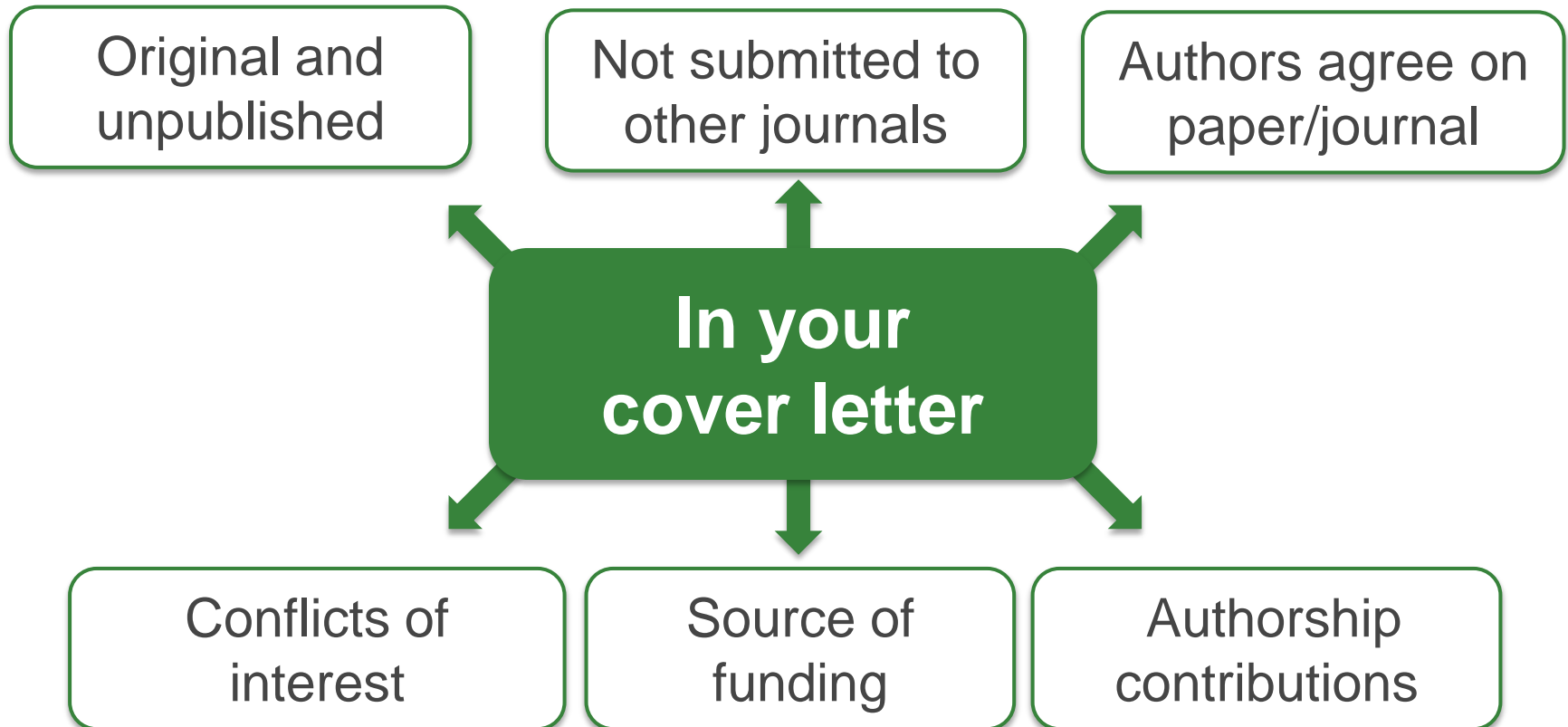
Why suitable for the journal

- Conclusion
- Interest to the readership

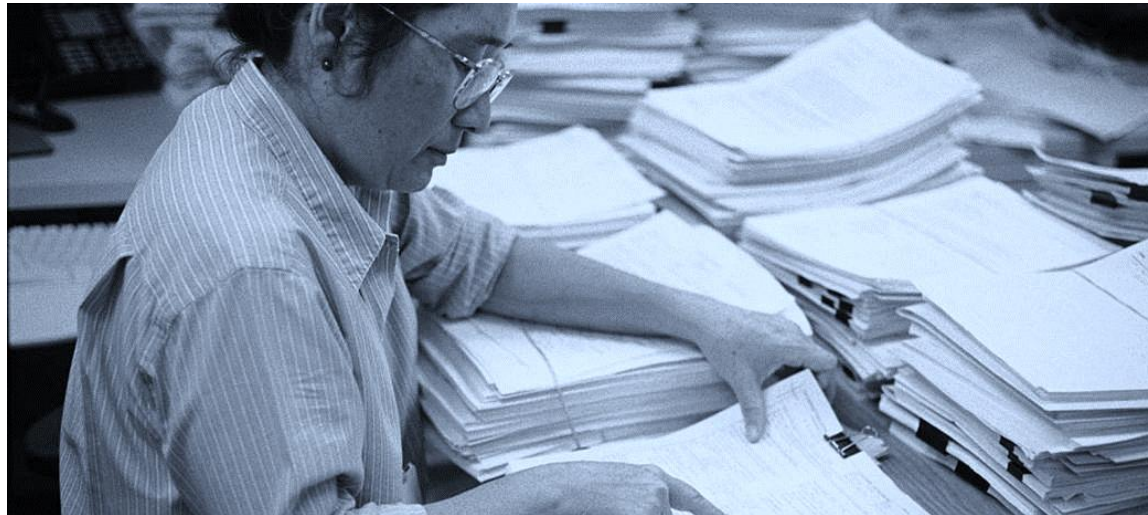
Additional information

- Include/exclude reviewers
- Publication ethics

# Publication ethics



Convince journal editor manuscript is  
suitable



*Peer review*

# Peer review is (mostly) a positive process

## 82%

of researchers agreed that  
without peer review there is no  
control in scientific  
communication

PRC Survey 2016

## 74%

of researchers feel that peer review  
improves the quality of their  
published paper

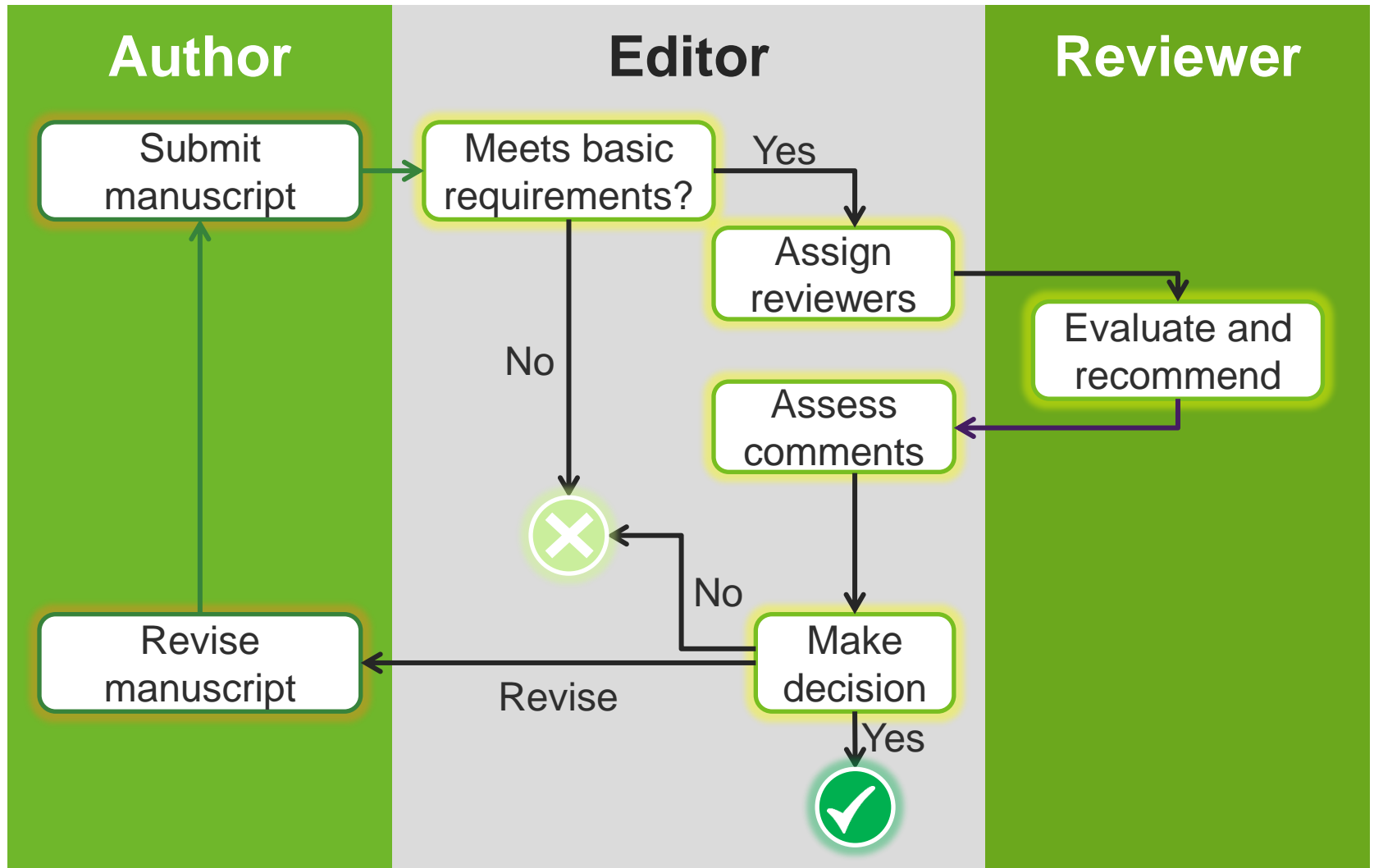
Experts give advice on  
how to **improve** your  
study and your manuscript

Ensures only **relevant**  
studies are published

Peer review helps to  
**advance** the field

**30 million** peer review  
hours per year  
**15 million** of which is  
redundant

# The journey of your manuscript





# Writing response letters

*Clearly discuss all of your revisions*

Most common  
mistake

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

*Journal editors are very busy!*

Make revisions  
easy to review

- ✓ Briefly state what was revised
- ✓ Always refer to page and line numbers
- ✓ In manuscript, highlight revised text

# Writing response letters

## *What are journal editors looking for?*

Do you agree or disagree?

Why do you agree/disagree?  
Support disagreement with evidence

What revisions were done?

- State new experiments
- How you revised the text & figures

Where can revisions be found?

- Page and line numbers
- Updated figure numbers



**If at first you don't succeed...**

# If at first you don't succeed...

## *Relax, revise, and resubmit*

### The Transfer Desk



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



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



**Promote your work to  
generate impact**

# How to generate impact

**Claim your article - ORCiD**

**Share your article**

**Social media**

**Traditional media**

**Measure your impact**



# Claim your paper – register on ORCiD

- Identifies you as the author
- Makes it easier to **build your CV** and **report to funders**
- **Streamlines publication**

The screenshot displays the ORCID iD profile for Andrew Robinson. The profile includes a green header with the name 'Andrew Robinson' and the ORCID ID 'https://orcid.org/0000-0003-3219-6936'. Below the header, there are links for 'Display your ID on other sites', 'Public record print view', and 'Get a QR Code for your ID'. The profile is organized into sections: 'Employment (2)', 'Education and qualifications (1)', and 'Works (3 of 3)'. Each section contains details about the respective activities, including dates, titles, and sources. The 'Works' section lists three publications, each with a title, journal name, date, and DOI.

**Andrew Robinson**  
ORCID ID  
<https://orcid.org/0000-0003-3219-6936>  
View public version

Display your ID on other sites  
Public record print view  
Get a QR Code for your ID  
Also known as  
Country  
Keywords  
Websites

**Biography**

**Employment (2)**  
+ Add employment  
IT Sort

CABI: Wallingford, Oxfordshire, GB  
2018-07-02 to present | Managing Director (Publishing & Knowledge Management)  
Employment  
Source: Andrew Robinson  
Preferred source

John Wiley & Sons: Oxford, Oxfordshire, GB  
1991-02-04 to 2018-06-30 | Senior Vice President & Managing Director, Society Services  
Employment  
Source: Andrew Robinson  
Preferred source

**Education and qualifications (1)**  
+ Add qualification  
+ Add education  
IT Sort

University of Cambridge: Cambridge, Cambridgeshire, GB  
1986-09 to 1990-02  
Education  
Source: Andrew Robinson  
Preferred source

**Works (3 of 3)**  
+ Add works  
Export works  
Bulk edit  
IT Sort

Science journal editors' views on publication ethics: results of an international survey  
Journal of Medical Ethics  
2009-05 | journal-article  
DOI: [10.1136/jme.2008.028324](https://doi.org/10.1136/jme.2008.028324)  
Source: CrossRef Metadata Search  
Preferred source

Best Practice Guidelines on Publication Ethics: a Publisher's Perspective  
International Journal of Clinical Practice  
2006-11 | journal-article  
DOI: [10.1111/j.1742-1241.2006.01230.x](https://doi.org/10.1111/j.1742-1241.2006.01230.x)  
Source: CrossRef Metadata Search  
Preferred source

# Promote your article after publication

*Don't wait for people to find it!*

## **Present at conferences**

- Interact with others in your field
- Key target audience
- Establish new collaborations

## **Promote on media**

- Use *content sharing* when available
- **Social Media**
- **Traditional media**



# Content sharing – Enabling access worldwide

NATURE CELL BIOLOGY | LETTER

Extracellular matrix scaffolding guides cell elongation by inducing anisotropic intercellular mechanical tension

Qiushi Li, Yue Zhang, Perrine Pluchon, Jeffrey Robens, Keiichi Inoue, Paul Thiery, Hanry Yu & Virgile Viasnoff

Affiliations | Contributions | Corresponding author

Nature Cell Biology 18, 311–318 (2016) | doi:10.1038/ncb3311  
Received 26 October 2015 | Accepted 08 January 2016 | Published online 12 February 2016

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Shareable Link <http://rdcu.be/h0Be>

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R<sup>G</sup>

Home Questions Jobs Search

Andrew Robinson  
i10 6.42 · Doctor of Philosophy · [Edit](#)

Overview Research Info Stats Scores

Stats overview View all

444 Citations

0 Recommendations

218 Reads  
64 Full-text reads

Beware copyright issues!

# How to reach a wider audience for your research

By: [Juan Pablo Alperin](#), [Alessandra Bordini](#) 21/12/15

## Self-archive your work:

- Upload your article into **institutional or subject-specific repositories**. This ensures that your work is openly accessible, even if a journal charges for access.
- Most publishers allow self-archiving by default. Check the [SHERPA/RoMEO](#) database of journal policies if you are unsure.

## Make use of preprints

- Post preprints in places such as [arXiv](#), [bioRxiv](#), [peerJ PrePrints](#), [Figshare](#), [Zenodo](#), [The Winnower](#) or in any institutional or subject-specific repositories.
- This will enable you to circulate your ideas [more quickly](#), give you more visibility, and perhaps translate into more citations.

# How to reach a wider audience for your research

By: [Juan Pablo Alperin](#), [Alessandra Bordini](#) 21/12/15

## Publish all your outputs

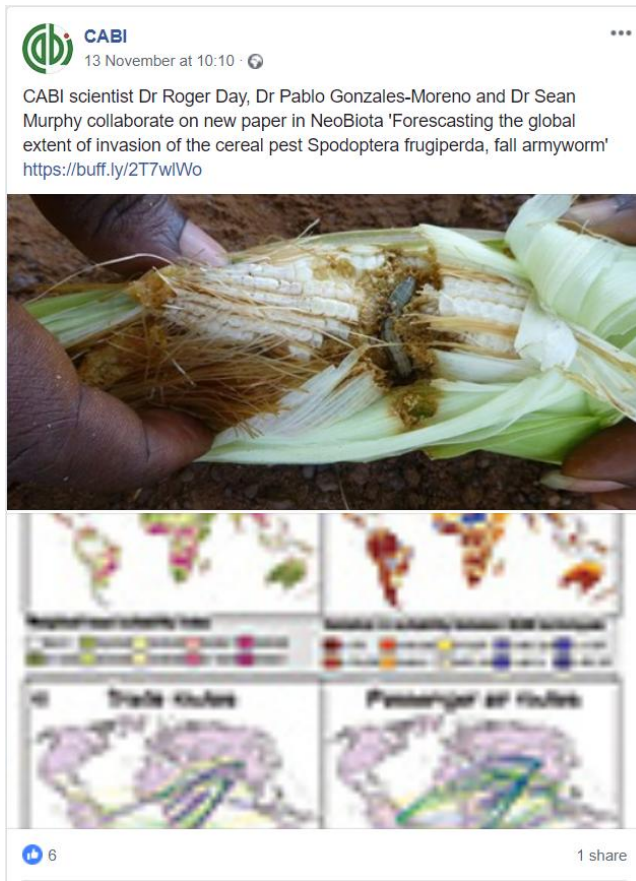
- Put all your research outputs in places like [Slideshare](#), for slides;
- Data Dryad, for data; [GitHub](#), for code; [The Winnower](#), for blogs and proposals
- Multi-purpose services, such as [Figshare](#) or [Zenodo](#), for a range of outputs.

## Curate your metadata

- Fill in as much information as possible when submitting or uploading your data, including a descriptive title, abstract, and keywords of interest to your target audience.
- This makes your work discoverable to machines as well as humans.

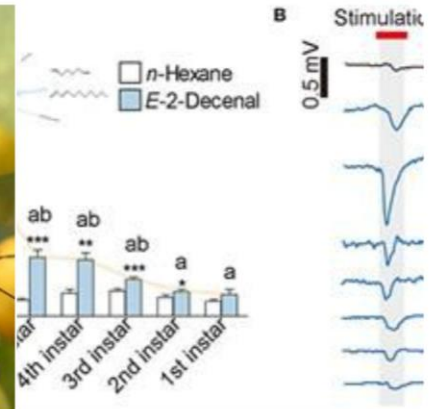
# Promote your article after publication

*Maximize your impact, readership and reach*



**CABI News** @CABI\_News · Nov 21

CABI scientists contribute to new paper in Frontiers in Physiology; 'Behavioral evidence and olfactory reception of a single alarm pheromone component in Halyomorpha halys' [buff.ly/2TwNU2q](https://buff.ly/2TwNU2q)

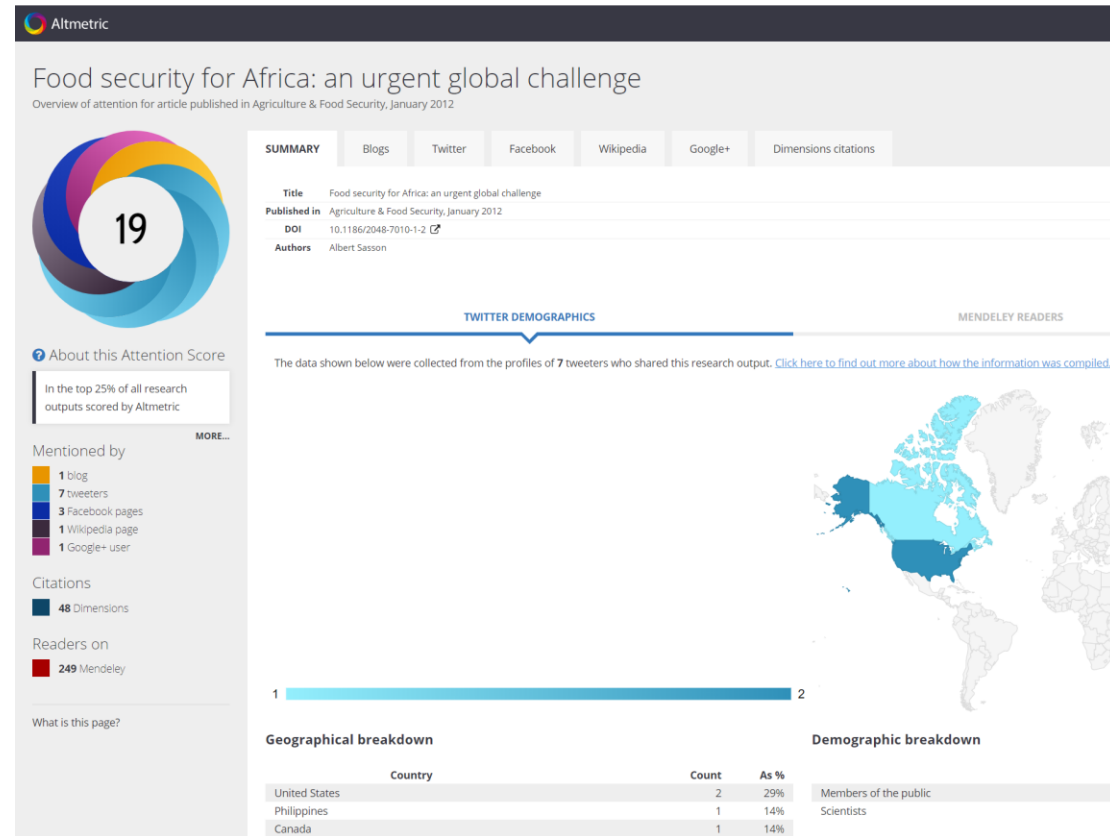




- Multi-publisher platform
- Helps researchers increase the **outreach** of their work
- **Explain:** plain language summaries your grandmother could understand
- **Share:** via your social media, web pages, email
- **Measure:** the effect on clicks, views, downloads, citations and altmetrics to learn which communication channels are most effective

# Measure your impact - Altmetric

- Shows online attention and activity
- See all the conversations surrounding the research output in one place
- Collects relevant mentions from social media sites, newspapers, policy documents, blogs, Wikipedia
- **Altmetric Attention Score**
- Set up [Google Alerts](#) (make your name, article title and URL the search terms). [Google Scholar Alerts](#) inform you whenever your articles are cited.



SciDevNet offers news, analysis and information about science and technology for global development; including agriculture and the environment

- **Training:** Online and face-to-face courses and practical guides in science journalism and science communication
- **Networking:** Creating conversations between scientists and the media
- **University partnerships:** Supporting two African universities to integrate science communication in their curricula
- **Media co-productions:** Linking our trainees with mainstream media to mentor them and publish their work

## Geographical coverage

- Currently project partnerships are in sub-Saharan Africa but the online course has learners from different continents
- Future plans to extend to North Africa and West Africa with Arabic and French translations respectively



- Science plays a major role in development
- Media can provide the public and policymakers with information for making decisions
- But currently there is a shortage of journalists who can effectively report on science
- Likewise there is a shortage of scientists who can effectively communicate their work
- Script project addresses this gap through training, networking and supporting university curriculum development

# Be an effective communicator

- ✓ Logical manuscript structure
- ✓ Effective publication strategy
- ✓ Successful journal submission
- ✓ Spread the word

*You will increase your chance of publication and your research impact*

