Steps to Getting Published in a Research Journal

• Writing a Good Paper and Selecting a Journal
  – Ho-Leung Fung (SUNY Buffalo) - AAPS Journal Editor-in-Chief

• Publication Ethics
  – Peter W. Swaan (U Maryland Baltimore) - Pharmaceutical Research Editor-in-Chief

• Editorial Process and Handling Reviewer Feedback
  – Robert O. (Bill) Williams III (U Texas Austin) - Incoming AAPS PharmSciTech Editor-in-Chief
Getting Published is an Acquired Skill

1. Ask Question
2. Define Hypothesis
3. Design Experiment
4. Collect Data
5. Verify, Challenge, Define Limitations
6. Communicate – *Have an Impact*
Impact in the Internet Era: Importance of Peer Reviewing

“One-third of journalists said social media is not a reliable source of information; half of journalists said social media were their main source of information. Only 20% of journalists always check their facts before publishing”

(ING 2014 Study: Impact of Social Media on News. Based on 400 journalists and PR Professionals)