1. Ten tips for writing a successful manuscript

2. Selecting a Journal to submit
http://youtu.be/jzw5g0RgM3M
In this discussion:

- Assume science is novel and significant
- Everyone writes differently; find your most effective routine
- Tips apply to the process (not the substance) of writing a successful manuscript
- Some tips can be applied to term papers and research reports
1. Pick one or two target journals. Read AUTHORS INSTRUCTIONS

More details later
2. Begin by organizing your thoughts

– Identify your talking points.
– Write them down, as outline, bullet points or flow chart, etc.
– Review and revise as you proceed.
3. Your writing order is different to that of the finished manuscript

- Writing order
  - Tentative tables and figures (Based on talking points)
  - Results
  - Conclusions
  - Materials and Methods
  - Introduction
  - Discussion
  - Title
  - Abstract

- Final product
  - Title
  - Abstract
  - Introduction
  - Materials and Methods
  - Results (Tables and Figures)
  - Discussion
  - Conclusion
4. Use simple, straightforward language and the correct tenses

– Avoid flowery and self-flattering language.
– One idea per sentence.
– Mainly use passive voice.
– Past tense to describe results.
– Active voice is okay sometimes (e.g., We examined...).
5. Good writing comes from rewriting—at least for 99.9% of us.

- Review your drafts at least several times.
- Make changes in each draft, including structure, flow, and transitions.
6. Don’t plagiarize.

- Definition (from Merriam-Webster): “To steal and pass off (the ideas or words of another) as one’s own; To use (another’s production) without crediting the source.”

- All manuscripts are now checked for plagiarism with high-tech software
7. Proofread and revise.

- Do it over and over again. A good manuscript can undergo up to a dozen drafts.
8. Have others proofread your penultimate draft before submission.

– Recruit your colleagues and friends to read your draft.
– Consider ALL suggestions and potential criticisms.
– Even if you disagree, you should revise the manuscript to anticipate these problems.
9. Don’t fight with reviewers or editors.

- Be responsive and polite to their suggestions…After all, your goal is to publish a paper, not to win an argument.
- Find ways to accommodate suggestions.
10. Don’t get discouraged by rejections. Some classic papers have previously been rejected.

- Allow yourself to be emotional: Rant, curse, cry if you must, but only for a day or two.
- After that, be cool and detached.
  - Identify weaknesses
  - Consider new experiments and conclusions
  - Rewrite to remove weaknesses
Selecting Target Journals for Your Manuscripts
**Desired Journal Factors**

- Most prestigious
- Fastest from submission to publication
- Highest likelihood of getting accepted
- Least costly
Impact Factor

• Devised by Eugene Garfield in 1975

\[
2014 \text{ IF} = \frac{\# \text{ all items published in 2012 + 2013 cited in 2014}}{\# \text{ citable items published in 2012 + 2013}}
\]

NOT Citable: Includes Editorials, Letters to the Editor, etc.
High Impact Journals

- New England Journal of Medicine 54.42
- Chemical Reviews 45.66
- Nature 42.35
- Nature Biotechnology 39.08
- Nature Reviews Cancer 37.91

- Cell 33.12
- Science 31.48
- PNAS 9.74
Impact Factor is field specific

**Pharmacy and Pharmacology**

IF (# items published)

Nature Review Drug Discovery **37.23** (44)
Pharmacological Review **18.55** (35)
Annual Review Pharmacology and Toxicology **18.52** (26)
Advances in Drug Delivery Review **12.71** (150)
Trends in Pharmacological Science **9.99** (67)
**Desired Journal Factors**

- Most prestigious
- Fastest from submission to publication
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Factors to consider

• Does scope match?
• Has similar papers been published in the same area?
• Has your lab published in it?
• How confident do you feel about the science?
• Rejection rate of the Journal?

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Desired Journal Factors

Most prestigious

Fastest from submission to publication

Highest likelihood of getting accepted

Least costly
Not always depend on the Journal/Reviewers but also on

• How many revisions are needed
• Authors timeliness in submitting revisions
• Authors’ timeliness in returning proofs
Desired Journal Factors

Most prestigious

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Least costly
Costs associated with publishing a paper

- Submission fee
- Page charges
- Reprints (optional)
- Open Access
  - Charge of several hundred to 2-3 thousand dollars to allow free access
  - Reputable vs. Disreputable journals
    http://laikaspoetnik.wordpress.com/2011/12/19/jeffrey-bealls-list-of-predatory-open-access-publishers-2012-edition/
  - Potential indicators of a questionable OA Journal
    http://expertedge.aje.com/2012/06/07/ways-to-identify-a-questionable-open-access-journal/