

**Publishing Your Work: A Cell
Press Perspective
Or Behind the Scenes at Cell
Press**

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Senior Editor, *Cell Reports*
26 September 2016**





Important Links

Link to [Egyptian Knowledge Bank](http://www.ekb.eg)
www.ekb.eg

Link to how to [register on EKB](#)

Link to [Elsevier Africa](http://www.elsevier.com/africa) webpage
www.elsevier.com/africa

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educational materials

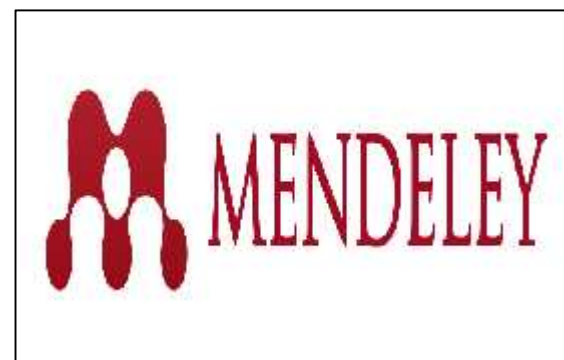
Link to [Download Center](#) in Elsevier Africa

Link to [Publishing Campus](http://www.publishingcampus.elsevier.com)
www.publishingcampus.elsevier.com

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www.mendeley.com

Link to [Elsevier Africa Facebook](#) page

Link to [EKB-Elsevier Video](#)



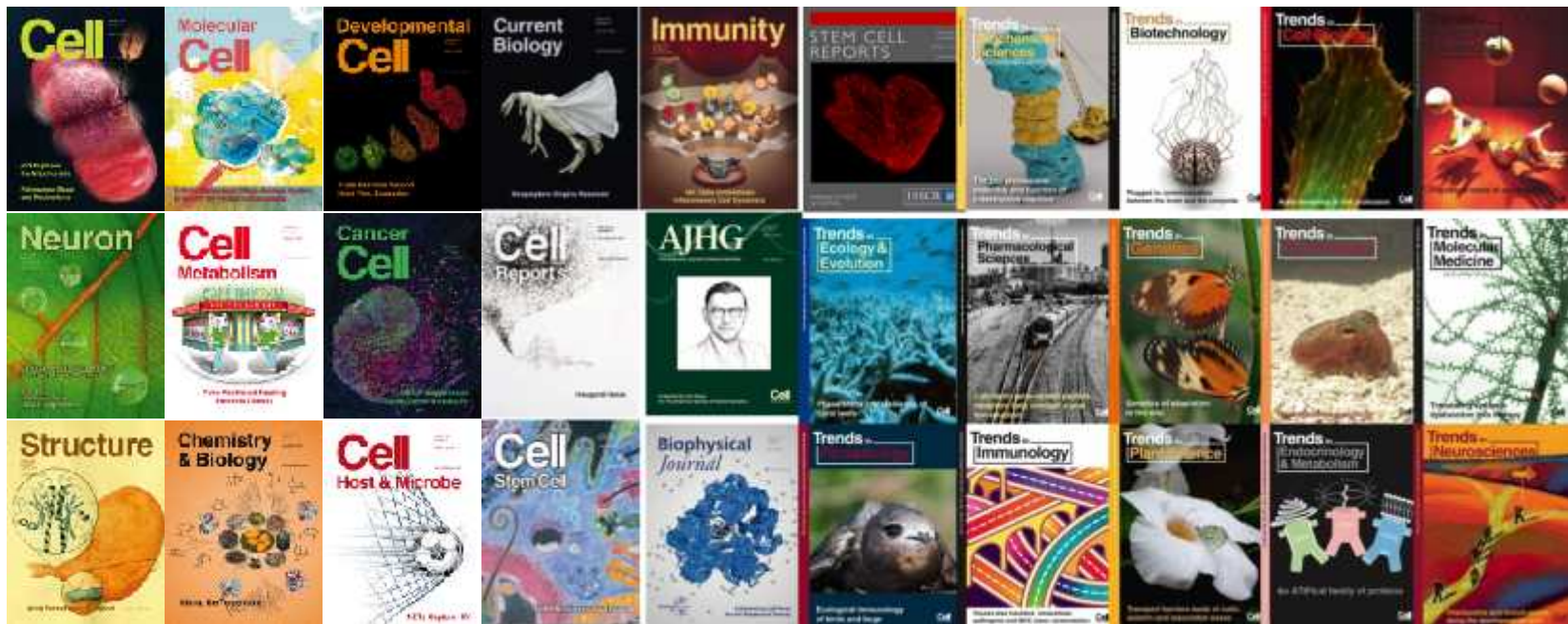
Overview

- Who we are
- Why publish with us
- What we are looking for
- Manuscript preparation tips
- Submission
- The editorial process
- The editorial decision
- Revisions; Transfers, Appeals
- Publication and article promotion
- Author resources at Cell Press and Elsevier
- Q & A



Cell Press family

- 15 Primary Research Journals, Cell flagship journal, Chem is the latest
- 5 partner journals (including EBioMedicine)
- 15 Trends Review journals
- Cell Press is part of Elsevier (over 2500 journals)



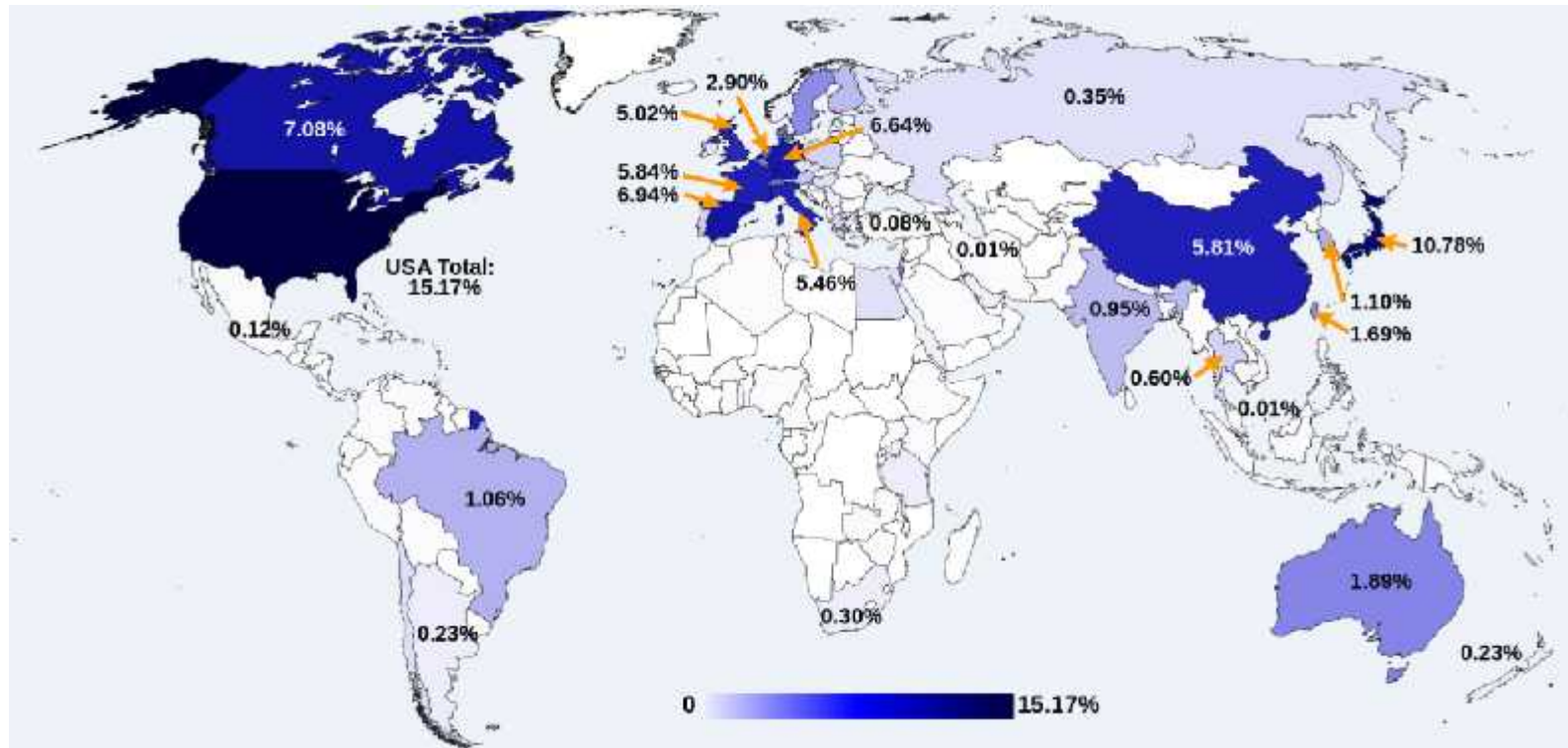
Cell Press by the Numbers

- **35** journals
- **76** scientific editors
- Over **8000** articles published last year
- Annually Cell Press articles are cited over **800,000** times
- **5 million** article downloads per month



Cell Press Publishing High Impact Articles

Attracting authors from all over the world



Country of origin of authors of Cell articles in 2011



Cell Press – A Community beyond Journals



10 Years of iPSCs

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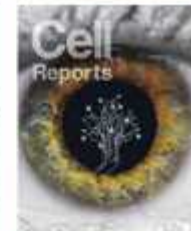
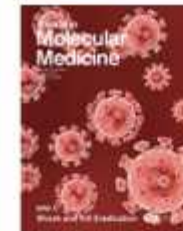
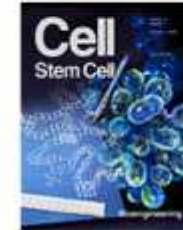


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Hypoxia-Inducible Factors in Disease
Celeste Simon, Peter Ratcliffe, William Kaelin, and Adrian Harris
Presented on: July 27, 2016
Sponsors: Baker Ruskin



Metabolomics: Redefining the Role of Fuels in Tumorigenesis
Ajit Divakaruni, Jared Rutter, and Presenter Julie Saint-Pierre
Presented on: May 24, 2016
Sponsors: Seahorse Bioscience



CRISPR: The Next Generation
J. Keith Joung and Rodolphe Barrangou
Presented on: Wednesday, October 28, 2015
Sponsors: OriGene



Why Publish at Cell Press?

- High visibility with a broad audience
- Reputation for rigor
- In-house professional editors
 - Impartial surrogates for the broad readership
 - Actively engage the authors and reviewers
 - Maintaining high scientific standards while being sensitive to diminishing returns in review process
- Post-publication promotion:
 - Previews, author audio or video interviews, press releases, social media



About *Cell Reports*

- Fully open access journal offering two different open access licenses
- Broad scope: all of the life sciences
- New issue published once a week
- Primary research manuscripts (Reports and Articles), Resources, occasional Previews
- 7 full-time professional editors with PhDs

What Makes A Strong Manuscript?

Important
message

Logical
Presentation

Significance is
clear

General points about paper writing

- Importance of title and abstract
- What's the story? Tell it as simply and concisely as possible
- Ensure logical layout of arguments/flow of experiments
- Make use of summary statements
- Follow journal formatting guidelines
- Ask colleagues (preferably from outside the field) to read manuscript

Manuscript preparation



Important so
Editors and
Reviewers can
understand the
work



Refer to the
journal's Guide
for Authors for
specifications



Work has
short
sentences,
correct tenses,
and proper
grammar



Have a native
English speaker
check your
manuscript or
use a language
editing service

Am I using proper manuscript language?

Use an effective title



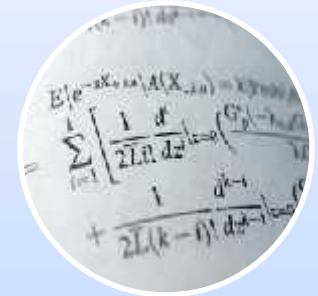
Succinct



**Describes key
content**



**Main point is
clear**



**Avoids obscure
abbreviations**

An effective manuscript title

Write a clear abstract



Interesting and understandable



Accurate and specific



Brief and to the point

Introduction- key points



Where does the field stand?



What problem are you addressing?



Identify the solutions & limitations

An effective Results section

Be clear & easy to understand

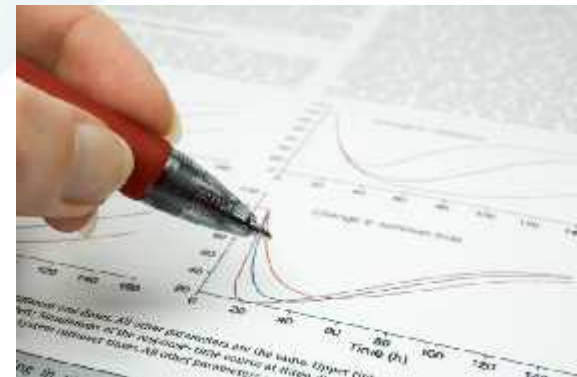
Be well organized and logical

Highlight the main findings

Feature unexpected findings

Provide statistical analysis

High quality illustrations & figures



Tie it together in the Discussion

What do the results mean?

Make the discussion correspond to
the results

Compare published results with your
own



References

Cite the main scientific publications on which your work is based

Do not use too many references

Always ensure you have fully absorbed material you are referencing

Avoid excessive self-citations

Avoid excessive citations of publications from the same region

Conform strictly to the style given in the guide for authors



Acknowledgments

Ensures those who helped in the research are recognised



Advisors and Undergrad. Support



Financial Supporters and Funding Bodies



Proofreaders and Typists



Suppliers who may have donated materials

Acknowledgments

Top 5 Tips for Authors

1. Getting a paper published is a collaboration.

- Authors sending us the final product of their hard work.
- Editors try to select and improve upon the papers that come to them.
- Reviewers uphold the standards in the field and making valuable suggestions to improve the paper.



Top 5 Tips for Authors

2. Tell a story.

- Set up the question you are trying to address and say why it's interesting and important. Title and abstract are critical.
- In the Introduction focus on telling the reader the basics that they need to know to understand the story.
- The chronology of the experiments is not important. Keep the logic of the experiments and the story front and center.



Top 5 Tips for Authors

3. Get feedback prior to submission.

- Recruit colleagues outside of your area to review it, and ask for an honest appraisal.

Is the flow of logic clear?

Is all the jargon defined?

Do the experiments support the conclusions?

- If English is your second language ask a native speaker to check for grammar and clarity.
- To gauge the level of enthusiasm for the work at different journals, pre-submission inquiries are helpful.



Top 5 Tips for Authors

4. Spend time crafting the cover letter.

- This is where you can convey your excitement in a personal manner.
- Summarize how your work builds upon what's been done before and how it advances work in the field.
- Be precise. Be honest. Let us know what the work does not do.
- Tell us about competition. Make reviewer suggestions and exclusions.



Top 5 Tips for Authors

5. Simplicity is often a virtue.

- Keep focus on the main points – with too many side stories, the major points can get lost.
- Ask yourself for each piece of data whether it is absolutely necessary to support the main story.
- Do the same thing for each phrase in the paper.
- Avoid unnecessary jargon and buzzwords.



Choosing a journal

- Who do you want to reach (audience)? This is critical.
- Consult the journal homepage and read the guide for authors
- Journal metrics matter, but how much and why?
 - What is Impact Factor™?
 - Number of citations in a 2 year period as a function of number of primary source articles
 - Weaknesses of the metric: not weighted (by field or by source, short time window)

Journal Metrics

- ISI-issued Impact Factor
 - Number of citations in a 2 year period as a function of number of primary source articles
- Eigen Factor
 - Expands the exposure time to five years
- SciMago
 - Takes into account the journal issuing the citation
- Article Level Metrics
 - Altmetrics

www.journalmetrics.com

Journal Metrics

Powered by Scopus

Journal Search

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Welcome to Journal Metrics from Elsevier

The academic community has long been demanding more transparency, choice and accuracy in journal assessment. Elsevier now provides three alternative, transparent and accurate views of the true citation impact a journal makes:

- [Source Normalized Impact per Paper \(SNIP\)](#)
- [The Impact per Publication \(IPP\)](#)
- [SCImago Journal Rank \(SJR\)](#)

The three different impact metrics are all based on methodologies developed by external bibliometricians and use Scopus as the data source. [Scopus](#) is the largest citation database of peer-reviewed literature and features tools to track, analyze and visualize research output. Via this website, the three journal metrics are provided free of charge.



Journal Search

Search the entire collection of journals covered by Scopus along with their SNIP, IPP and SJR metrics going back to 1999.

Journal title keyword

Start Year

Sort by

Ordered

[Download full values](#)

About IPP

The Impact per Publication measures the ratio of citations per article published in the journal.

The Impact per Publication measures the ratio of citations in a year (Y) to scholarly papers published in the three previous years (Y-1, Y-2, Y-3) divided by the number of scholarly papers published in those same years (Y-1, Y-2, Y-3).

The Impact per Publication metric is using a citation window of three years which is considered to be the optimal time period to accurately measure citations in most subject fields.

Article Level Metrics

Zika Virus Infection in Mice Causes Panuveitis with Shedding of Virus in Tears

Overview of attention for article published in Cell Reports, September 2016



About this Attention Score

In the top 5% of all research outputs scored by Altmetric

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Title Zika Virus Infection in Mice Causes Panuveitis with Shedding of Virus in Tears
Published in Cell Reports, September 2016
DOI 10.1016/j.celrep.2016.08.079 [↗](#)
Pubmed ID 27612415 [↗](#)
Authors Jonathan J. Miner, Abdoulaye Sene, Justin M. Richner, Amber M. Smith, Andrea Santeford, Norimitsu... [\[show\]](#)
Abstract Zika virus (ZIKV) is an emerging flavivirus that causes congenital abnormalities and Guillain-Barré... [\[show\]](#)

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TWITTER DEMOGRAPHICS

MENDELEY READERS

ATTENTION SCORE IN CONTEXT

The data shown below were collected from the profiles of **67** tweeters who shared this research output. [Click here to find out more about how the information was compiled.](#)



General points about submission

- Presubmission inquiry
- Make effective use of cover letter
 - Explain how paper fits in journal scope,
 - broad relevance,
 - scientific advance;
 - mention related manuscripts and/or competitive situations;
 - make reviewer suggestions and/or exclusions
- Co-submission consideration

The Editor's role

- Once handling editor assigned – reads paper and discusses with editorial colleagues
- Assesses importance of question, advance over published literature.
- Decides whether or not to review paper for journal
- Manages review process
- Promotion of work at publication

What Are Editors Looking for?

Primary Papers

- Appropriate scope of research
- Importance of question
- Conceptual advance over published literature
- Technical competence
- Clarity of presentation
- Broad interest



What Are Editors Looking for?

Review Articles

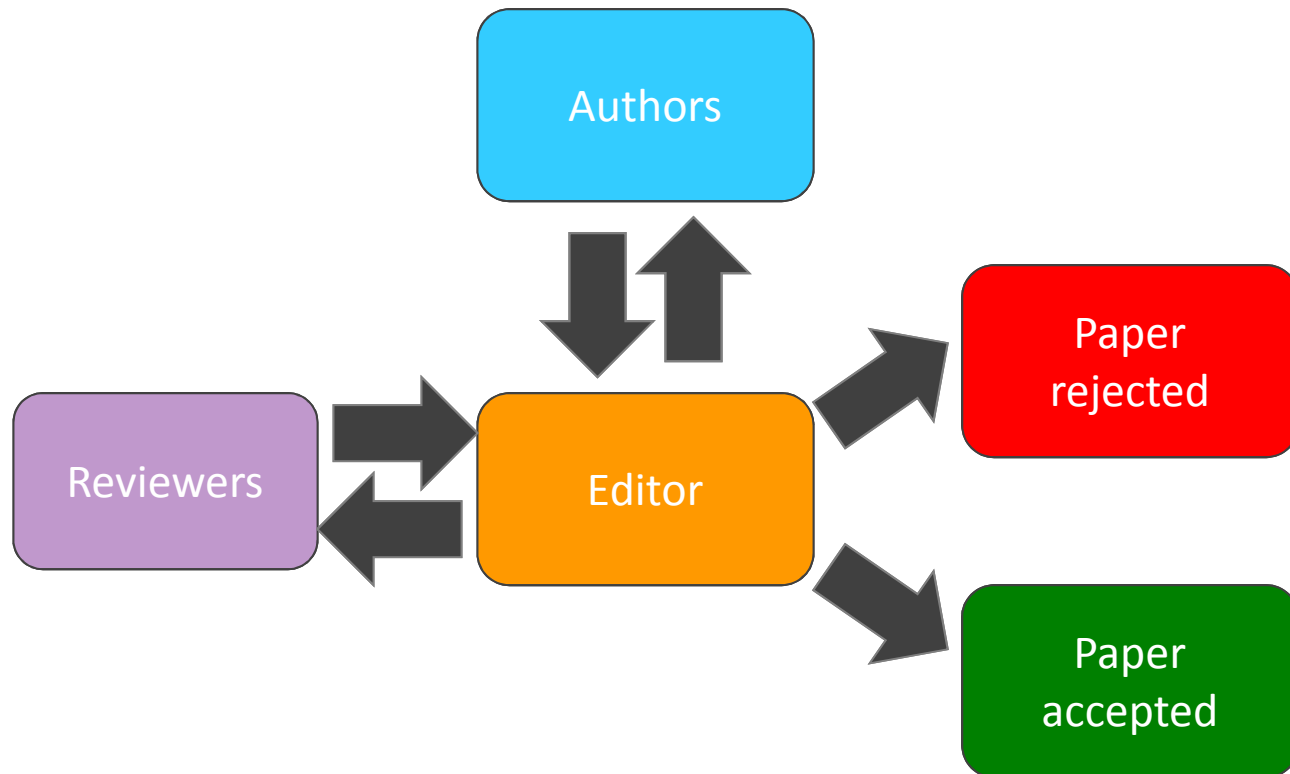
- Appropriate scope of research
- Timely
- Fresh perspective
- Balanced & authoritative
- Well-written and broadly accessible



Manuscript Navigation



The peer review process



The outcome of initial editorial evaluation

1) Return the manuscript to the authors

with an explanation of why the editors feel it is not likely to be a strong candidate for publication

2) Send the paper out for review

The editors identify appropriate reviewers, taking into consideration author suggestions and exclusions

What We Ask Reviewers to Evaluate

- Technical quality of the data
- Degree to which data support conclusions
- Feedback on level of interest
 - To those working in the field
 - To those working outside the field



What Editors Look for from Reviewers

- Incisive comments
- Support provided for conclusions
 - “the major conceptual advance of this study is the demonstration that.....”
 - “the conclusion could be supported by another interpretation which the authors have not considered”
 - “to convincingly support this claim the authors should seek to...”



Comments to Authors



Provide specific comments on the design



Comments on the presentation of data, results
and discussion



Comments to the author(s) are consistent with
your recommendation to the editors

Results and Discussion (I)



Suggest improvements in the way data is shown



Comment on general logic and on justification of interpretations and conclusions



Comment on the number of figures, tables and schemes



Write concisely and precisely which changes you recommend

Results and Discussion (II)



List separately suggested changes in style, grammar and other small changes



Suggest additional experiments or analyses



Make clear the need for changes/updates



Ask yourself whether the manuscript is worthy to be published at all

Conclusions



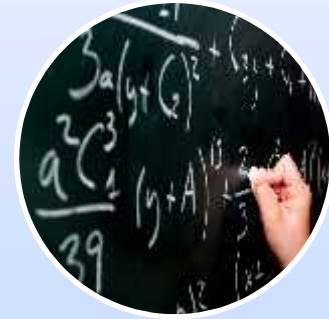
Comment on importance, validity and generality of conclusions



Request toning down of unjustified claims and generalizations





Request removal of redundancies and summaries



The abstract, not the conclusion, summarizes the study

Assessing the Conclusions

References: Tools for Reviewers

For Editors	<ul style="list-style-type: none">• Plagiarism detection tool at time of submission• Find a reviewer tool, based on Scopus database
For Reviewers	<ul style="list-style-type: none">• Free access to ScienceDirect:  All content published by Elsevier• Free access to Scopus:  The world's largest abstract and citation database• Reference-linking and resolution in PDF of the manuscript

The Editorial Decision

- Editor integrates all aspects of the paper
 - Reviewers' comments,
 - Editor's own assessment of paper,
 - Nature of anticipated revisions,
 - Editorial team feedback;
 - Can go back to reviewers or additional expert for further feedback.
- Not simple yes/no tally



Rendering a Decision

How close is the present state of the manuscript to the standard of the journal?

- Accept the manuscript or accept pending minor revisions
- Encourage authors to respond to concerns, and carefully outline what would be needed to do so
- Do not encourage authors to respond to concerns, providing reasons why it would likely not be productive



Upon Receiving an Invitation to Revise

- Read letter carefully and decide whether any suggested experiments can be completed within the timeframe indicated
- If not, consider whether there are different experiments or analyses that could be completed and are aimed at the same question
- Discuss with the editor any concerns on the revision prior to resubmission



Revisions, Resubmissions & Transfers

- Revisions - Make your revision count! Contact editors with questions
- Resubmission - Include detailed point-by-point letter addressing reviewers' critiques; may be subject to re-review by all/subset of reviewers
- Transfers – requested by authors. Contact editors of second journal to transfer file, including reviews



Upon Receiving a Negative Editorial Decision

- Read letter carefully and assess the basis for the decision.
- If decision is unclear, contact editor for clarifications/guidance. Dialogue is encouraged.
- Consider transferring to another Cell Press journal.



Appeal Process

- Quality check on the review process
- Point by point response to reviewers concerns
 - Stick to the scientific issues
 - Indicate how issues could be addressed experimentally
 - Be reasonable in assessing the situation
 - Editors may return to reviewers for guidance
 - Editors may enlist new experts for advice



Post-Acceptance

- Authors and editors celebrate!!!
- But the work isn't quite finished...
 - Organize final files according to instructions and final resubmission checklist
 - Copy-editing and page layout
 - Online and issue publication
 - Article promotion through Preview articles, author audio or video interviews, press releases, website, and social media



Take Home Message

- Do exciting work
- Write about it
- Contact us and tell us about it!



Resources for Authors at Cell Press and Elsevier



Video Author guide

<http://www.cell.com/publicationguide>



Guide to Publishing with Cell Press

Watch four Cell Press editors answer questions from three early-career scientists about preparing, submitting and publishing an article in a Cell Press journal.



Chapter 1: Before Manuscript Submission

Kris Dickson, a Senior Editor of *Neuron*, talks with Peter Chien, Assistant Professor of Biochemistry at University of Massachusetts, Amherst, about:

- Pre-submission Inquiry
- Cover letter
- Co-submission option

Chapter 2: After Initial Submission

Dan Weinreb, Editor of *Developmental Cell*, talks with Galit Lahav, Associate Professor of Systems Biology at Harvard Medical School, about:

- Initial editorial process
- Reviewer selection
- Role of the Editorial Board

Chapter 3: Decision Process

Farah Loo, Editor of *Immunity*, talks with Raymond Kiehl, Assistant Professor of Neurology at Harvard Medical School and Massachusetts General Hospital, about:

- Types of editorial decisions
- Appealing the decision
- Transferring manuscripts between Cell Press journals

Chapter 4: After Manuscript Acceptance

Karen Camiol, a Senior Editor of *Cell*, talks with Peter Chien, Assistant Professor of Biochemistry at University of Massachusetts, Amherst, about:

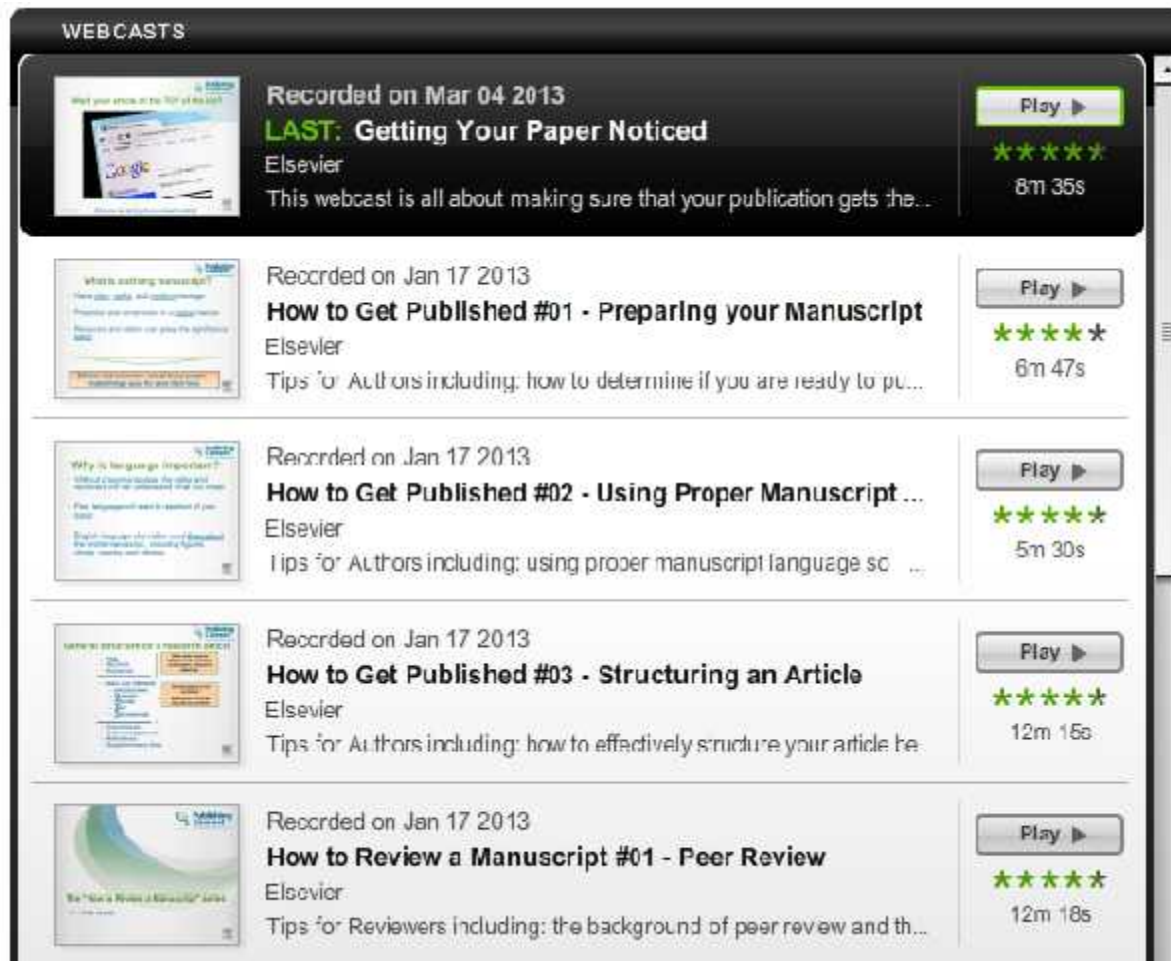
- Components and stages of final manuscript submission
- Supplemental Information guidelines



Elsevier Resources for Authors

<https://www.elsevier.com/authors/journal-authors>

<https://www.elsevier.com/authors-update/story/tutorials-and-resources/publishing-connect>



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M. Hänninen - Finland

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Elsevier Resources for Authors

<https://www.publishingcampus.elsevier.com/pages/63//ethics/Publishing-ethics.html>



As researchers, you can make valuable and lasting contributions to the health and future of society.

Understanding the ethical boundaries in scientific research and publishing is a key step in making sure your work gets off to the best start. From there, anything's possible.

The Ethics in Research & Publication program is the collaboration of an independent panel of experts in research and publishing ethics and Elsevier. The materials on this website have been developed to provide researchers and publishers with practical guidance.

So you think you're ethical?
Take our quick quiz to find out!

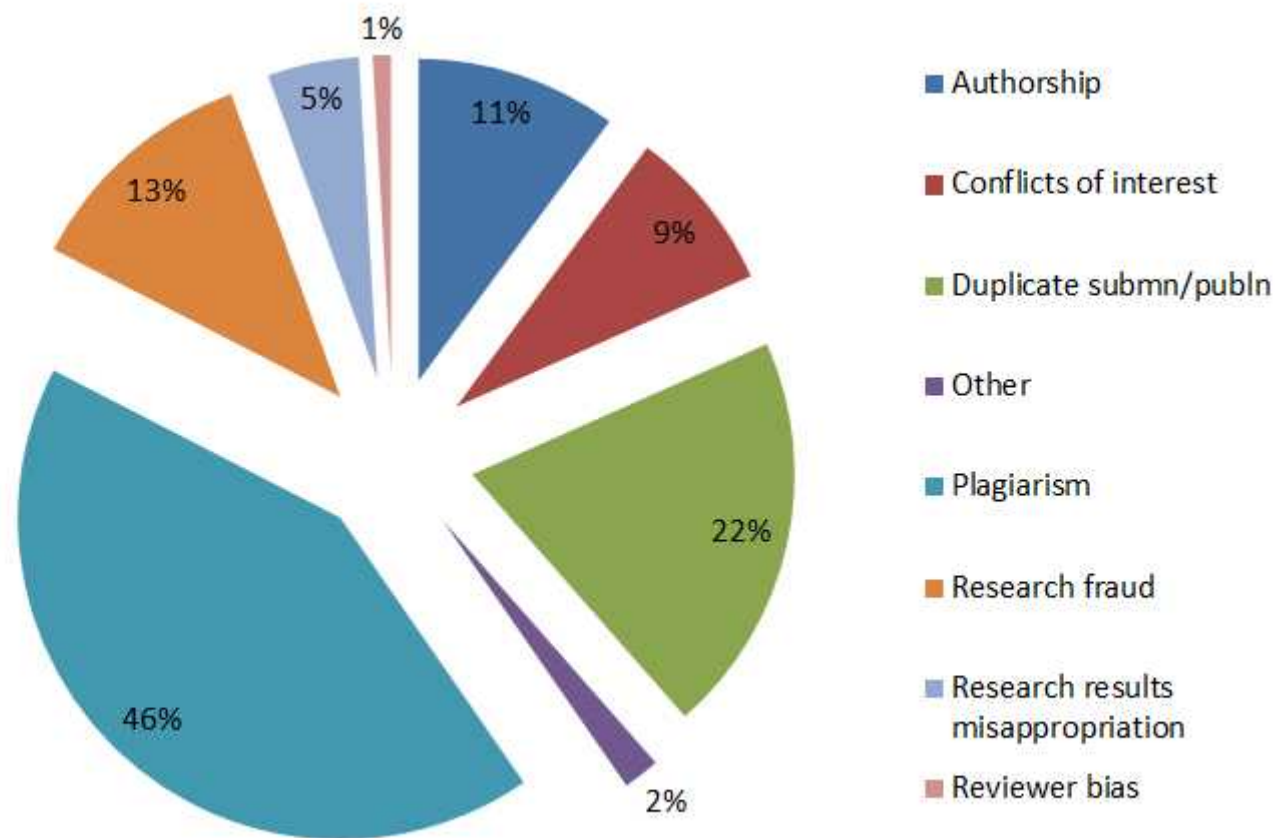
What are the Top 5 reasons to publish ethically?
Find out here.



Why do we need originality and ethical conduct?

Unethical behavior by researchers **degrades the scientific record** and the reputation of science and medicine in the broader community, and can unfairly affect the reputation and academic record of individual researchers/authors

Ethics and Scientific Integrity



Sample of cases reported to Elsevier Journals publishing staff in 2012

Elsevier Resources for Authors

<https://www.elsevier.com/editors/publishing-ethics>

Elsevier Ethical guidelines for Journal Publication:

- Authors need to be aware of and adhere to publishing guidelines and ethics.
- Issues that can arise include:
 - Redundant publications-put stress on the system
 - Plagiarism – compromises originality and ignores recognition
 - Data fabrication and falsification
 - Figure manipulation
 - Improper use of human subjects and animals in research
 - Improper author contribution
 - Conflict of interest



Publishing Ethics

- Submit to one journal only
- If you have a related paper under consideration at another journal, let the editor know
- Know how to prepare a figure – show your advisor the primary data, avoid over-manipulation or removal of data
- Declare conflicts of interest (COI)
- Include co-authors in manuscript writing process
- Concepts (esp. COI) apply to reviewer ethics
- Educate yourself about plagiarism and self-plagiarism

Originality

- Research work should represent **original** and **meaningful** work that is objectively researched and accurately reflected in well-written reports and papers
 - **Fabrication**
 - Making up research data
 - **Falsification**
 - Manipulation of existing research data
 - **Plagiarism**
 - Plagiarism takes many forms, from “**passing off**” another’s paper as the author’s own paper, to **copying** or **paraphrasing** substantial parts of another’s paper (without attribution), to **claiming results** from research conducted by others

Authorship

- Order of authors varies by discipline but a common rule is that the first author is the person who conducts or supervises the data collection, analysis, presentation and interpretation of the results
- The corresponding author can be the first author or may be a senior author from the institution; one author is lead contact
- Avoid ghost authorship: excluding authors who participated in the work
- Avoid gift authorship: including authors who did not contribute to the work
- All authors must be aware that they are being included

Submissions

- Multiple, redundant, or concurrent publication issues
 - Ideally, the situation should be avoided where manuscripts that describe essentially the same research are published in more than one journal or primary publication
 - An author should avoid submitting a previously published paper for consideration in another journal
 - Duplication of the same paper in multiple journals of different languages should be avoided
 - “Salami slicing,” or creating several publications from the same research, is manipulative and discouraged

Conflicts of Interest

- Conflicts of interest can take many forms:
 - **Direct financial**
 - Employment, stock ownership, grants, patents
 - **Indirect financial**
 - Honoraria, consultancies, mutual fund ownership, expert testimony
 - **Career & intellectual**
 - Promotion, direct rival
 - **Institutional**
 - **Personal belief**

- The proper way to handle potential conflicts of interest is through **transparency** and **disclosure**
- At the journal level, this means disclosure of the potential conflict in your **cover letter to the journal editor**

Who is responsible for upholding ethics?

- All stakeholders have a part to play in upholding ethics
 - Authors
 - Institutions/companies/agencies/funding bodies
 - Publishers/journal editors/reviewers

- Full Membership of **the Committee on Publishing Ethics (COPE)** for all Elsevier journals as from 2009
- supports editors with a **Publishing Ethics Resource Kit (PERK)** to guide them in investigations of unethical behavior



COPE - <http://www.publicationethics.org.uk/about>

PERK - <http://www.elsevier.com/wps/find/editorshome.editors/Introduction>

Our roles in monitoring ethics

- Committee on Publication Ethics (COPE)
(<http://publicationethics.org/>)
- International Committee of Medical Journal Editors
(<http://www.icmje.org/>)
- Investigations
- Image forensics
- Retractions
- Comments
- Plagiarism detection----iThenticate
(<http://www.ithenticate.com/>)

Consequences

- Potential consequences can vary according to the severity of the misconduct and the standards set by the journal editors, institutions and funding bodies.
- Possible actions include:
 - Written letters of concern and reprimand
 - Article retractions
 - Some form of disciplinary action on the part of the researcher's institute or funding body

Additional topics to go deeper if time

- Rebuttal strategy
- Presubmission inquiry strategy
- Detail vs. clarity in an abstract
- Single-PDF submission and concept of submitting a paper in basic format
- New methods format at Cell Press (STAR★METHODS), described at <http://www.cell.com/methods-launch>
- The error of wordiness



Thank you!

Contact information:

Stephen Matheson, Ph.D.

smatheson@cell.com



Questions?

