



UNIVERSITY OF
LIVERPOOL

What the editors want: How to get your findings published

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Exercise 5 minutes:

Discuss briefly with the people at your table

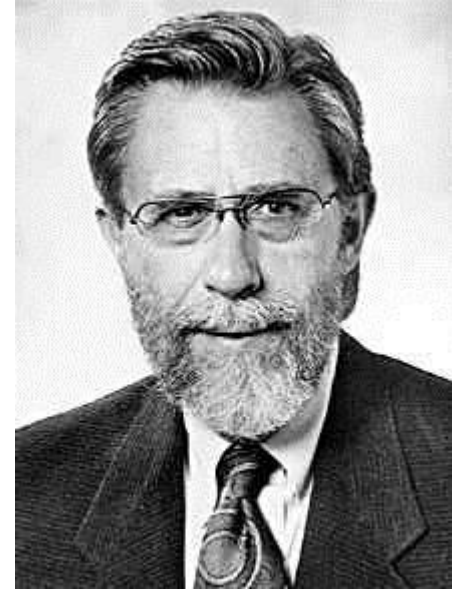
- What is your Motivation for publishing?
- What submission documents are critical?
- How you decide the journal you are sending your manuscript?

This talk

- How the publication process looks like these days
- The Publishing Game
- What the editors want and how to adapt to that

Purposes of a Medical Journal

- To shed light
- To take heat
- To give heat

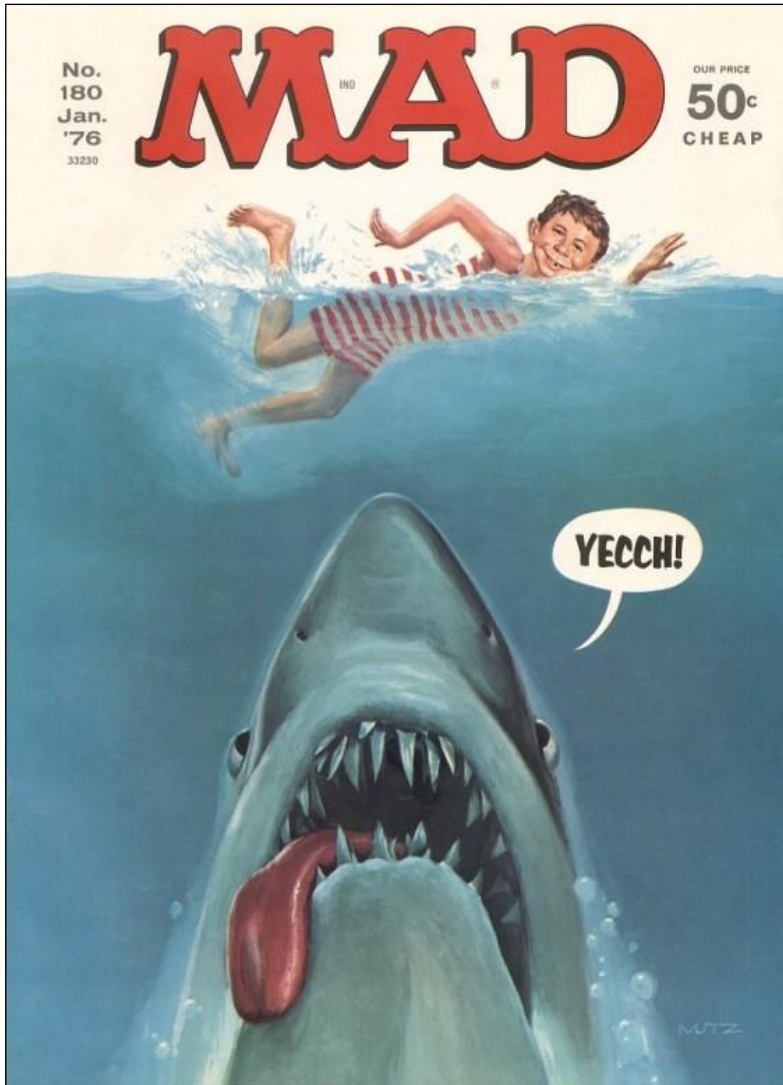


George Lundberg
(former editor of JAMA, fired
because one of his editorial
decisions)

PUBLISHING TODAY

The Publishers

- Publishing is a big business: We are here to make money.
- There is a genuine market need for us: The accepted way of publicizing research
- As with any publication what is important to us:
 - Market share (attracts adverts)
 - Prestige as a function of our editorial decisions (attracts adverts)
 - Be associated with “winners” and “leaders”
 - Keep costs low:
 - Most of the work SHOULD be done by others.
 - Not in the content producing business
 - Keep customer contacts in a standard way and keep it to a minimum
 - Measuring success: IF and bibliometrics
 - We want to keep our readers happy: we want to give them stuff they like



PUBLISHING TODAY

The Publishers

- Fairness and Transparency is an increasing feature of our business.
- The OPEN ACCESS movement is a “new” kid in the block, need to watch them :
 - Offers higher visibility to authors at a direct moderate price to them.
 - Most funders are increasingly asking that results funded by them are to be published in open access journals
 - Universities are investing in Online Research Repositories.
 - Some of the Open Access journals are ranking high in terms of traditional bibliometric indexes.

PUBLISHING TODAY

The Content Producers

- The only way to justify the money we are being paid to do research, most of the time.
- Best way to prove our “Track Record” to get more money .
- An important and accepted way to make a contribution to the ongoing scientific debates
- It has direct and indirect costs to us, need to factoring into our budget plans.

Publishing today

- Strong trend to register projects
 - Journals publishing protocols
 - RCT registration compulsory for publication
 - Data repositories
- Emerging trend on making available research data.
- Strong incentive to standardize research reporting :
 - Reporting guidelines
- Novel measures of impact

Welcome to the EQUATOR Network website – the resource centre for good reporting of health research studies



Too often, good research evidence is undermined by poor quality reporting.

The EQUATOR Network is an international initiative that seeks to improve reliability and value of medical research literature by promoting transparent and accurate reporting of research studies.

Highlights

Declaration of Transparency

A BMJ [editorial](#) published on 7 Aug 2013 calls for editors to ask authors of research articles to sign a declaration that their paper is not misleading. [Read more to join in.](#)

EQUATOR LinkedIn group

[Join](#) in to discuss latest news and papers in research reporting.

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EQUATOR workshop and Annual Lecture 2013

A few places are still available for the EQUATOR workshop on "Reporting guidelines: a tool to increase the quality of health research published in your journal" that will be held at the Peer Review Congress in Chicago on 7 September 2013.

[Read the full story](#)

Reporting guidelines



[Library for Health Research Reporting](#)

Authors



[Information for authors of research reports](#)

Editors



[Resources for journal editors and peer reviewers](#)

Developers



[Resources for developers of reporting guidelines](#)

www.equator-network.org

The EQUATOR Network is funded by:



OPEN ACCESS PEER-REVIEWED

7,113

VIEWS

102

SHARES

RESEARCH ARTICLE

Threats to Validity in the Design and Conduct of Preclinical Efficacy Studies: A Systematic Review of Guidelines for In Vivo Animal Experiments

Valerie C. Henderson, Jonathan Kimmelman, Dean Fergusson, Jeremy M. Grimshaw, Dan G. Hackam

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Discussed ?

- 29
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What the editors want: Path to a successful submission


Do we have a message?



Who needs to know our message



Who can carry our message to the wider possible audience



Risks and opportunities assessment



What, who, how, when for the submission documents

1. Do we have a message

- You should be able to summarize your paper in one sentence.:
 - What we found in where or whom, and how we did it.
- Hey, wait a minute. THIS LOOKS LIKE THE TITLE!
- THERE IS ONLY ONE CHANCE FOR A FIRST IMPRESSION
- Title is the first thing an editor (and readers) will look at.

Best Title?

**A study of CHD Mortality
rates trends in Australia
1976-2006.**



**The Flattening of CHD
mortality in Australia
1976-2006 is
continuing: A time trend
study**



2. Audience

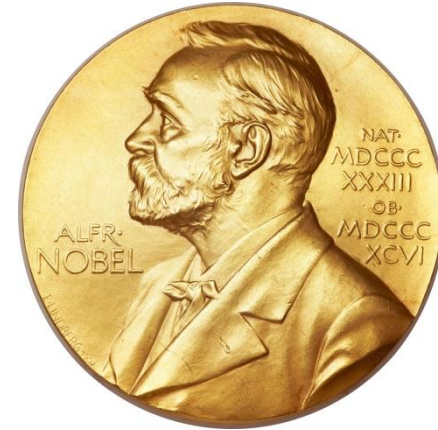
- Who could be interested in what we are saying?
 - List possible audiences.
 - Many people around the world need your research. You have an audience
 - One message, multiple audiences: More than one way of delivering the message.
- **Typical Audiences:**
 - General medical
 - Topic specific
 - Method specific
 - American, European, Local, Global.

3. Who can carry our message

- Know your journals and classify them by “audience”
 - Every journal has a statement about what they are willing to publish
 - The TOCs showed in what they are actually interested.
 - The TOCs can help in deciding if your findings are “novelty” for their readership.
- Know your journals: Visibility
 - Impact Factors, citations and papers half life important, inform but they are not by themselves the only criteria
 - Online first facilities
 - Open access journals: Formal bibliometry, web 2.0 metrics (clicks)
- Who is the Editor?
 - Always address your submission to the editor, by name.
 - Always tell the editor why your paper will make his or her journal more successful (importance, novelty, originality)
 - The editor)or associate editors have a lot of manuscripts: the cover letter, the title and the abstract are the things they look at to reject directly, without peer review.
- Who can review our papers? Friends , experts, or we leave to the editor that decision?

4. Risks and opportunities

- Undesirable outcomes for your manuscript
 - “Dead” manuscript
 - “Manuscript without a home” syndrome.
 - “Delayed” manuscript
- Evaluate risks
 - Chance of rejection
 - Turn-around time for first and subsequent decisions.
 - Opportunity costs.
- Evaluate opportunities:
 - Chance of having a big impact
 - Chance of getting A)editors comments, B)reviewers comments

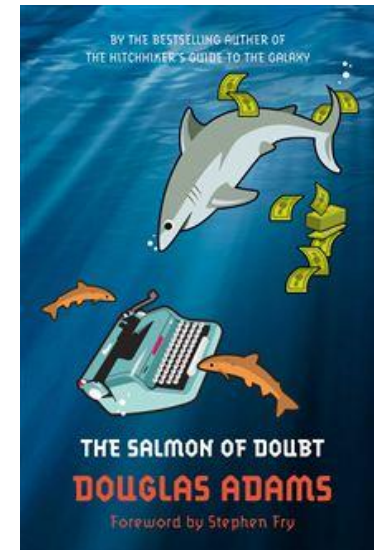


"at least eight **articles** that would eventually earn the ***Nobel Prize*** for their ***authors were initially rejected*** outright by reviewers"

(J.M. Campanario, Science Communication, 16:304-25, 1995).

5. What, who, how, when for the submission documents

- A manuscript submission is a process that needs management:
 - Explicit “lead”
 - Explicit “timetable”
 - Explicit “deadlines”
- Efficiency is key:
 - Minimum amount of work to keep moving the manuscript from journal to journal is the key factor to decide next step after rejection.
 - Reviewers comment generates work: Are they worth the effort or we simply move on?
- Motivation is key:
 - Believe your message
 - Your work will find a home (perhaps not the one you dreamed about)



“I love deadlines. I love the whooshing noise they make as they go by.”

— Douglas Adams, *The Salmon of Doubt*

5. More nuts&Bolts

- Cover letter:
 - Establish personal communication.
 - A way to deliver your message in a clear way to the guys that control the process.
 - Allow you to explain things that are not possible to explain in the formal manuscript.

- Manuscript: The KISS principle
 - KEEP IT SHORT & SIMPLE
 - KEEP IT SIMPLE, STUPID

- Happy publishing!