Prepare to be published; get ready to be read!

Anna Treadway

Head of *Scientific Reports*

7 February 2017

SPRINGER NATURE

Optimise your publishing experience and maximise your impact

- Choose the right journal
- Be open
- Grab attention!

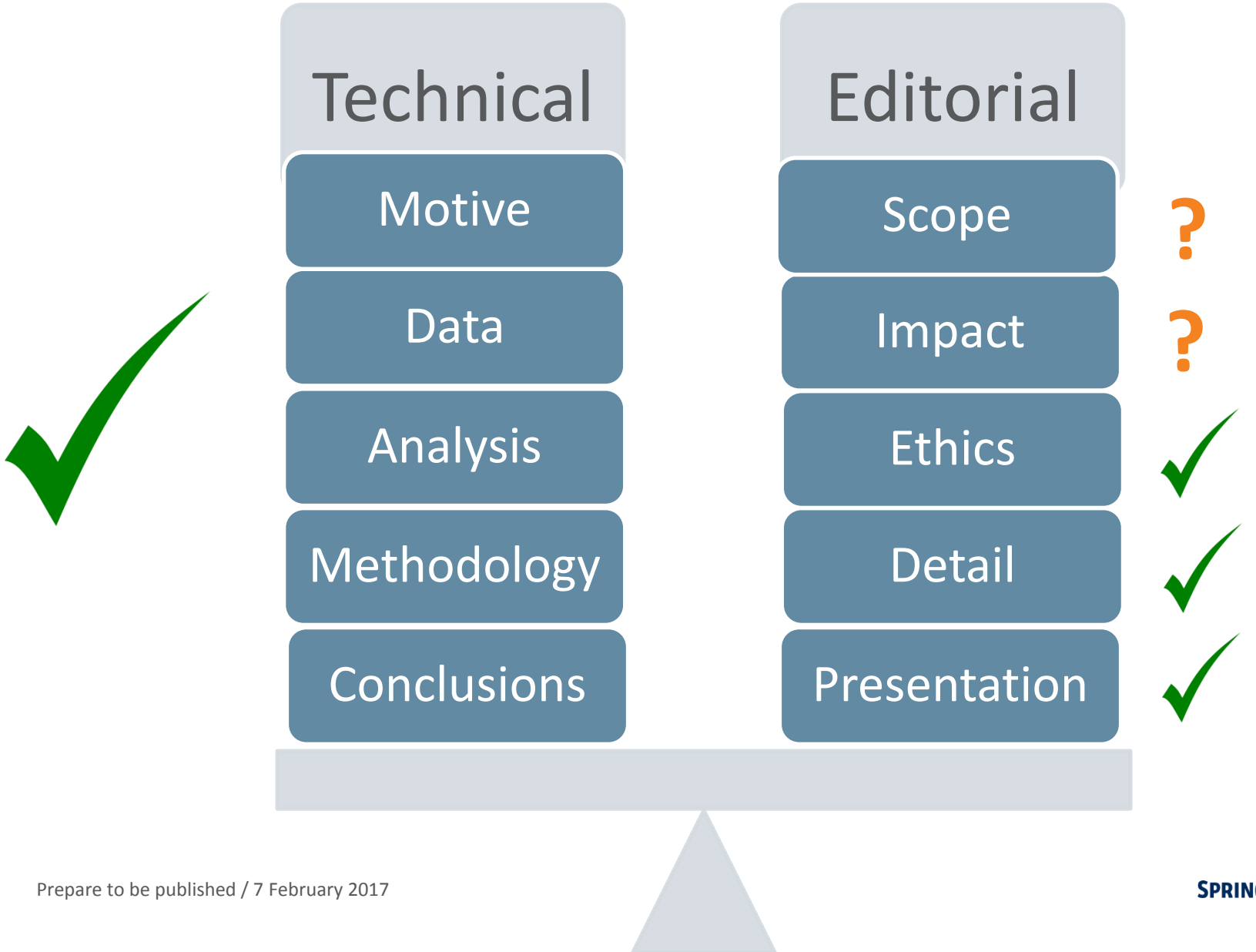
Choose the right journal – for YOUR research

1.0

A lot to think about!

Your work	Your chosen journal
What is the main **focus** of your work?	The **topics** the journal publishes
Who will be **interested**? Who do you want to **reach**?	The journal's **audience**
How **significant** are your results?	The journal's **selectivity**
What are your **open access** requirements? Funding mandates, reach?	The journal's **open access** options
How open will you make your **data**?	The journal's **data policies**
How do I want my work to be **peer reviewed**?	The journal's **peer review** model
Is **time to publication** important?	The journal's **publication time**

Common reasons for rejection



Springer Nature's Transfer Service – Journal recommendations from a source you can trust, saving you time

Being an author is about advancing science and sharing your discoveries

Finding the right journal can be difficult and your manuscript may be declined for reasons other than quality of the research itself

- Too interdisciplinary
- Not novel enough
- Not matching the journal's aims and scope

Transfer Service helps you…

- ✓ Find the most suitable journal: 2.500+ journals across Springer, BioMed Central and Nature
- ✓ Select by scope, impact or open access options
- ✓ Helping you to (re-)submit elsewhere without delay

When might you be offered a transfer?

You may be offered a transfer before or after peer review. There are then two main routes:

1

Transfers are suggested by Springer, BioMed Central and Nature editors and offered when rejected for the following reasons:

- Out of scope
- Good quality but not enough interest or not novel enough
- Too interdisciplinary

2

Use the Journal Suggester

If you prefer to search through our journal portfolio yourself, you can use the Journal Suggester: http://journalsuggester.springer.com/

Choice and quality are key

It's all about author choice:

- The author is always in control
- Manuscripts will not be transferred to another journal without the author's approval
- At any time during the procedure authors may decide to cancel the transfer process and resubmit themselves elsewhere
- All journals are independently peer-reviewed and the editors may require additional reviews or revisions to the manuscript

Disclaimer:

A transfer offer does not guarantee publication. Manuscripts transferred from other journals will be assessed by additional academics against the editorial criteria of the new journal, and will be sent out for further review.

Reducing the complexity

Choosing a journal is difficult:

- Open access/data mandates
- Aims & scope
- Audience
- Selectivity

There are many journals:

- WoS: > 12,000
- Scopus: > 22,000
- DOAJ: > 9,000

***Scientific Reports*:**

Open access

Broad scope

Broad reach

Transparent selection criteria

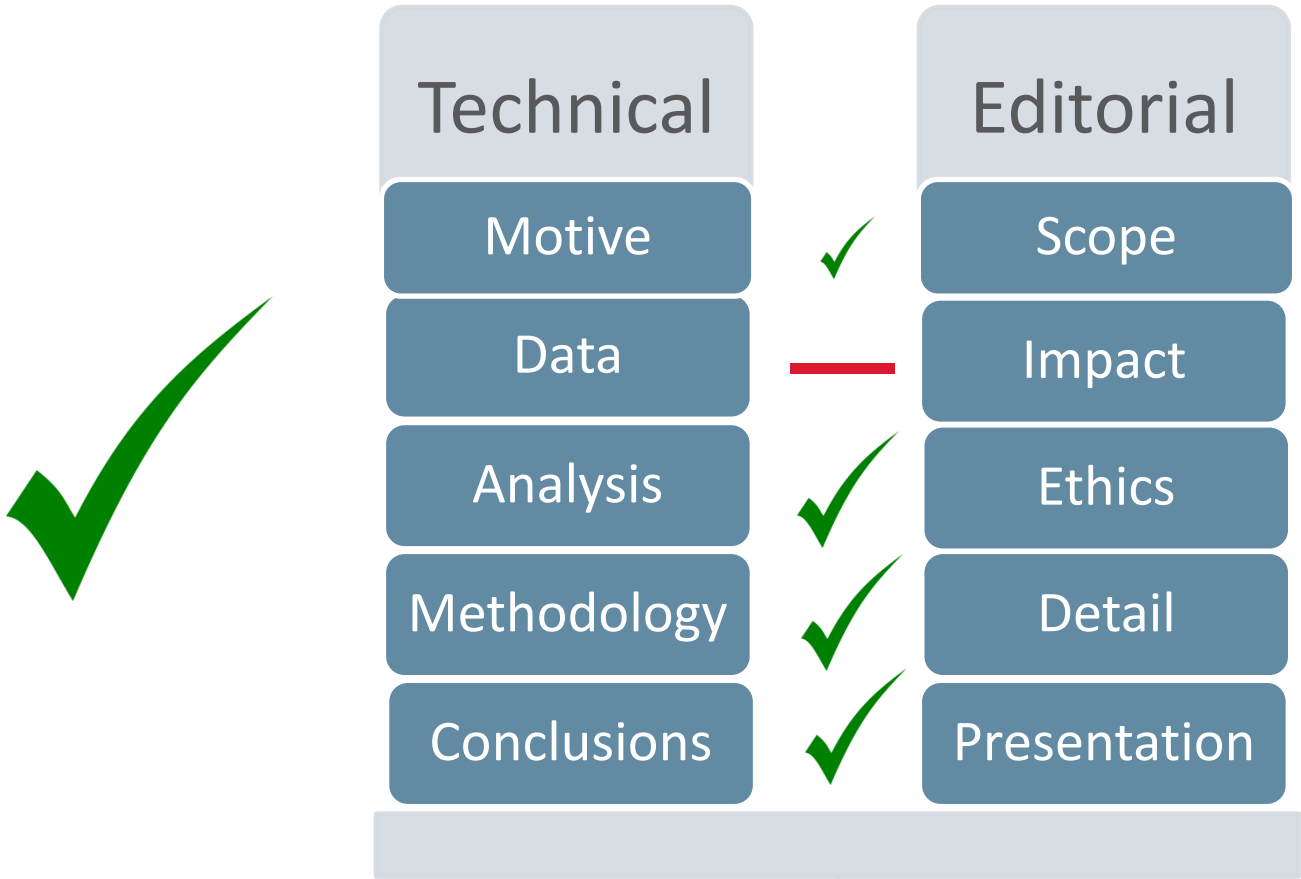
Rejection only for quality, not perceived impact, of science

Fast decisions

SCIENTIFIC REPORTS

http://www.nature.com/srep/

We believe if your research is scientifically valid and technically sound then it deserves to be published and made accessible to the research community



- Publishes original research in all areas of the natural and clinical sciences
- Manuscripts are not assessed on the basis of perceived importance, significance or impact
- Open access ✓
- CC BY ✓

Be open!

"[OA] increases a work's visibility, retrievability, audience, usage, and citations, which all convert to career building."

Peter Suber, *Open Access,* MIT Press, 2012

2.0

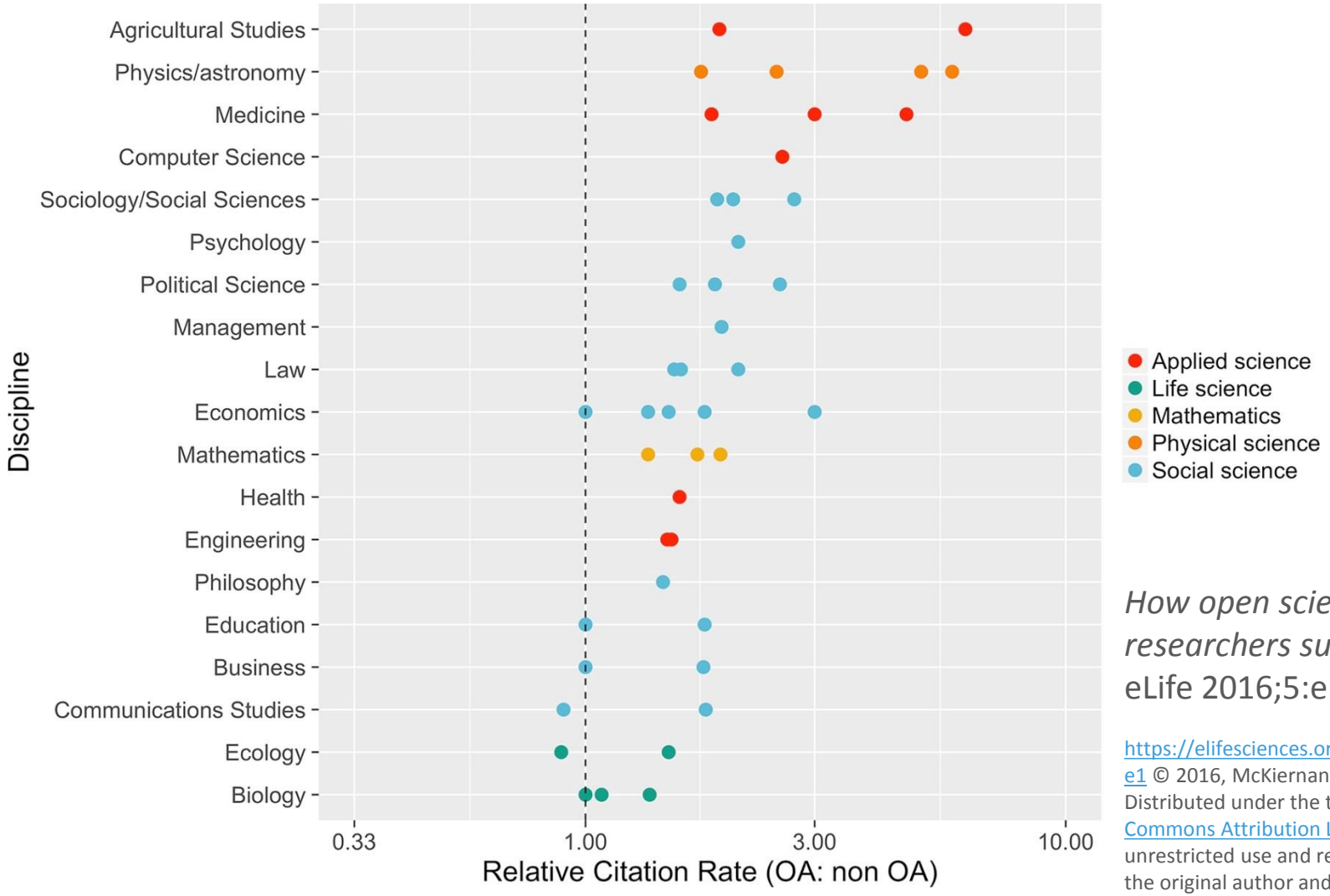
Open access: the benefits

- Accelerated science
- Citation advantage
- Increased usage and visibility
- Interdisciplinary conversation
- Collaboration

http://www.nature.com/openresearch/about-open-access/benefits-for-authors/

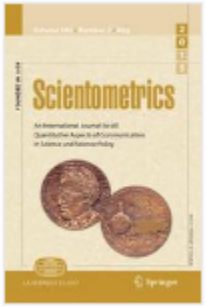
CC BY: maximising re-use and dissemination

Open access articles get more citations



How open science helps researchers succeed
eLife 2016;5:e16800

…more usage



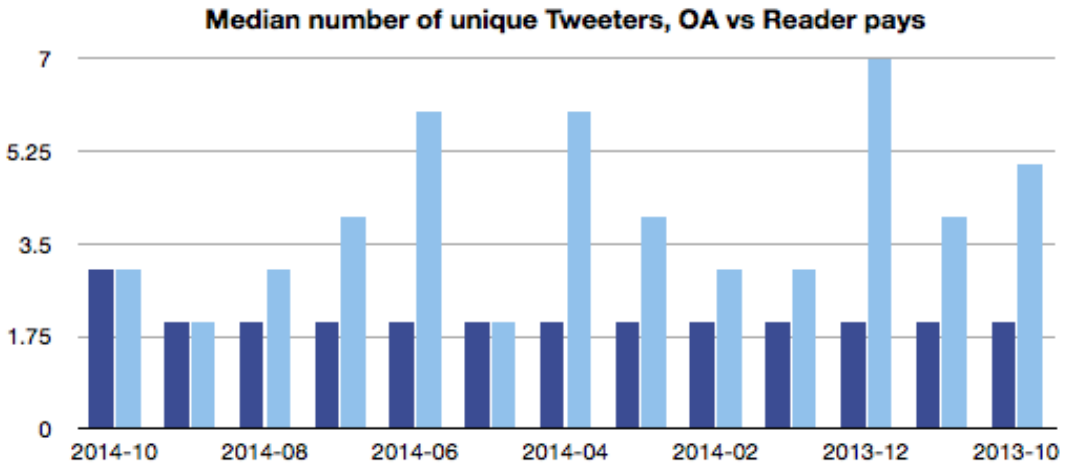
Scientometrics
May 2015, Volume 103, Issue 2, pp 555–564

The open access advantage considering citation, article usage and social media attention

- Compared 587 OA and 1174 non-OA articles
- *Nature Communications* 1 Jan 2012 – 31 Aug 2013
- OA citation advantage confirmed
- OA advantage also applicable to article views and social media
- OA papers maintained sustained and steady downloads for longer

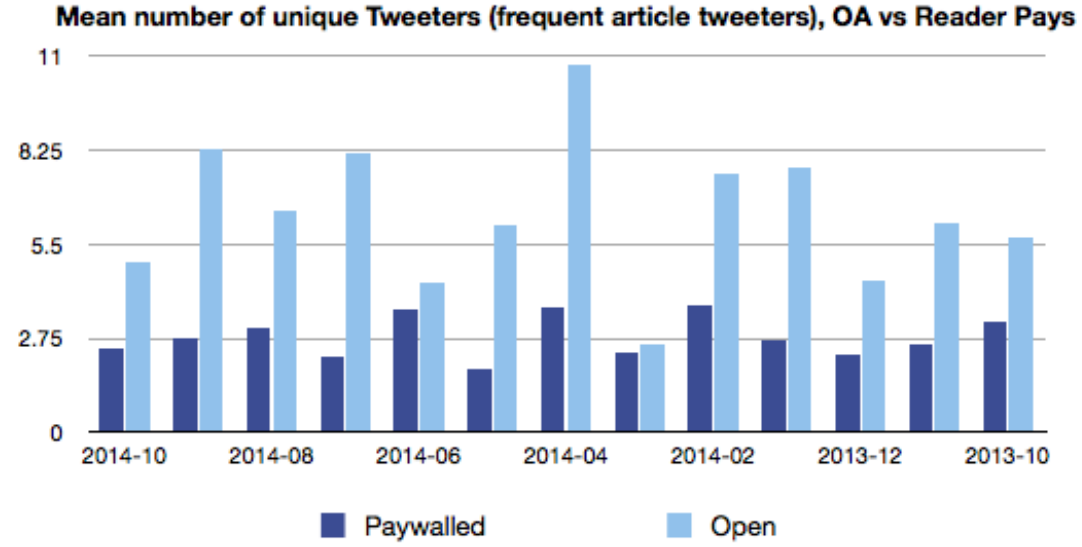
Wang, X., Liu, C., Mao, W. et al. Scientometrics (2015) 103: 555.
doi:10.1007/s11192-015-1547-0

…more social media coverage



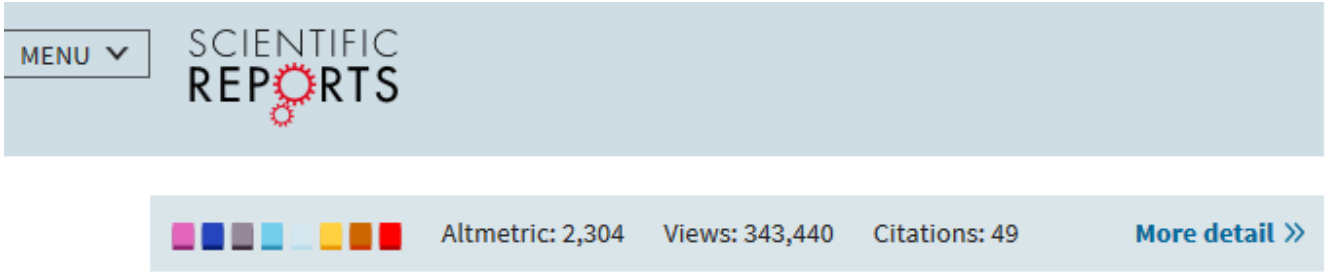
Attention! A study of open access vs non-open access articles, **Euan Adie, 23rd October 2014,** Altmetrics blog

https://www.altmetric.com/blog/attentionoa/



You can get the dataset from this post via **figshare**: http://dx.doi.org/10.6084/m9.figshare.1213690

…greater public engagement



Article | OPEN

The biological impacts of the Fukushima nuclear accident on the pale grass blue butterfly

Atsuki Hiyama, Chiyo Nohara, Seira Kinjo, Wataru Taira, Shinichi Gima, Akira Tanahara & Joji M. Otaki

Scientific Reports **2**, Article number: 570 (2012)
doi:10.1038/srep00570
Download Citation

Biodiversity | Ecology | Environmental sciences | Pattern formation

Received: 06 June 2012
Accepted: 24 July 2012
Published online: 09 August 2012

Corrigendum (06 August 2013)

Open access funding and policy support

Springer Nature tracks all known funders and institutions with APC funding, as well as the open access policies of major organisations.

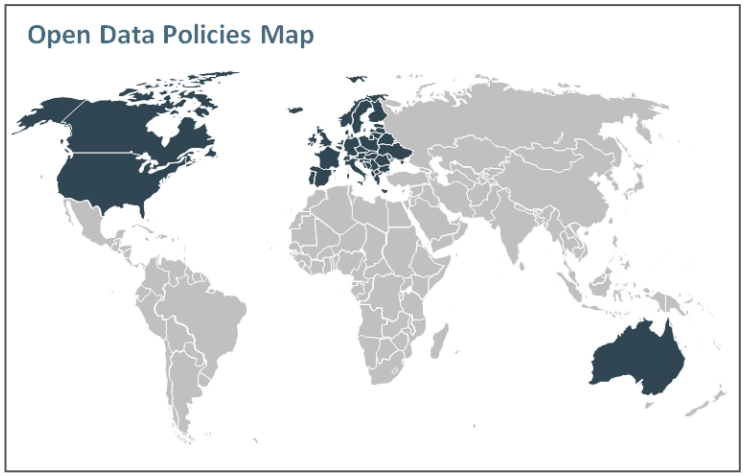
We offer a free open access support service to make it easier for our authors to discover and apply for APC funding, and to comply with funder and institutional open access requirements.

Public list of open access funding sources and links to funder/institutional open access policies: http://www.nature.com/openresearch/funding/

Personal funding and policy advice by email: openaccess@nature.com

Supporting compliance: research funders and data access

- At least 28 research funders globally have policies or mandates that require data archiving as a condition of grants[(1)] e.g.
  - National Science Foundation (NSF)
  - National Institutes of Health (NIH)
  - Wellcome Trust
  - Bill and Melinda Gates Foundation
  - EU H2020 pilot
  - Netherlands Organisation for Scientific Research (NWO)



- **Some of these require data to be linked to publications including:**
  - Research Councils UK (as part of open access policy)
  - Engineering and Physical Sciences Research Council (EPSRC)

(1) Hahnel, M: Global funders who require data archiving as a condition of grants. *figshare*. https://dx.doi.org/10.6084/m9.figshare.1281141.v1 (2015)

Springer Nature Research Data Support Helpdesk

Springer Nature provides a research data policy support service for authors and editors, which can be contacted at researchdata@springernature.com.

For authors:

- Information on the research data policy of their target journal(s)
- Help identifying suitable data repositories for their research data
- Information on data reporting standards for different research communities
- Advice on funders' and institutions' data sharing and open data policies
- We can direct you to an institutional or funding body contact where appropriate

Sharing data promotes:

- Diversity of analyses and opinion
- New research
  - testing of new hypotheses
  - new analysis methods
  - meta-analyses to create new datasets
  - studies on data collection methods
- Education of new researchers
- Increased return on investment in research

Vickers AJ: **Whose data set is it anyway? Sharing raw data from randomized trials**. *Trials* 2006, **7**:15

Hrynaszkiewicz I, Altman DG: **Towards agreement on best practice for publishing raw clinical trial data**. *Trials* 2009, **10**:17

…and collaboration

- Open access publications and data enable researchers to carry out collaborative research on a global scale, with the **Human Genome Project** often cited as an example of the ability of open access to transform publications and data “into a much more powerful resource for research, education and innovation”. This international, collaborative research project was enabled by the use of open data, with all the sequence data made openly available for other researchers to reuse.

In-article data citation

SCIENTIFIC DATA | DATA DESCRIPTOR OPEN

Plant traits, productivity, biomass and soil properties from forest sites in the Pacific Northwest, 1999–2014

The dataset (*NACP TERRA-PNW: Forest Plant Traits, NPP, Biomass, and Soil Properties, 1999–2014*) is hosted with other contributions from the North American Carbon Program (NACP) by the Oak Ridge National Laboratory Distributed Active Archive Center for Biogeochemical Dynamics (Data Citation 1: Oak Ridge National Laboratory Distributed Active Archive Center

2016

PDF ISA tab

Abstract

Abstract • **Background & Summ**
• **References** • Data Citations

Plant trait measurements are needed for evaluating ecological responses to environmental

Data Citations

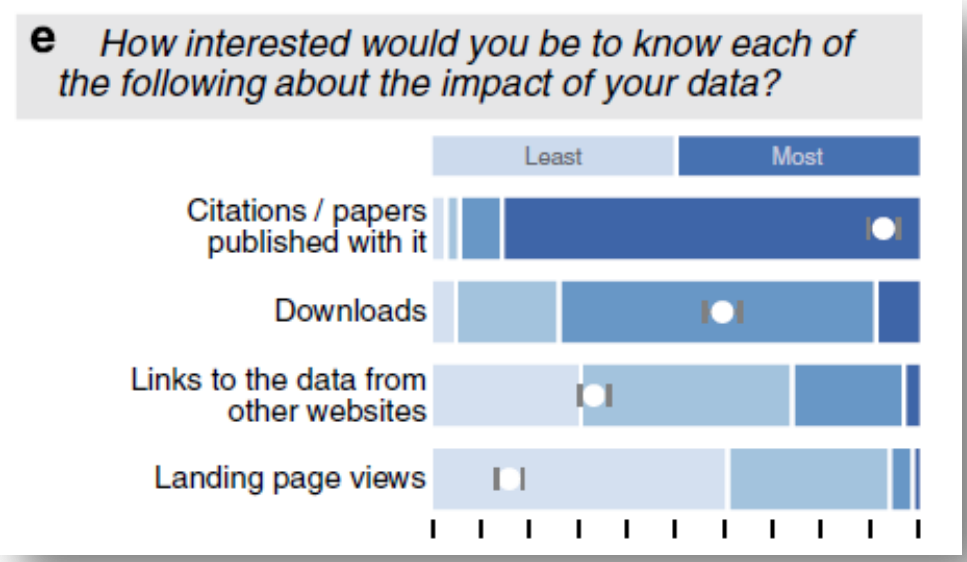
Abstract • **Background & Summary** • **Methods** • **Data Records** • **Technical Validation** • **Additional Information** • **References** • Data Citations • **Acknowledgements** • **Author information**

1. Law, B. E., & Berner, L. T. *Oak Ridge National Laboratory Distributed Active Archive Center* http://dx.doi.org/10.3334/ORNLDAAC/1292 (2015).

The benefits to researchers

Data citations

- Researchers want to know who's using their data!
- Support reproducible research and data reuse
- Improve connectivity and provenance tracking of data described in publications
- Increase potential for credit for data sharing
- Helps make data a legitimate, assessable research output



From
Making data count
John E. Kratz & Carly Strasser. *Sci. Data* (2015).
http://www.nature.com/articles/sdata201539/figures/1

The importance of open data

"One reason that the worldwide web worked was because people reused each other's content in ways never imagined or achieved by those who created it. The same will be true of open data."

Tim Berners-Lee and Nigel Shadbolt

The Times, New Year's Eve 2011

A few last things

3.0

Grab attention with your title

An effective title should:

- Convey the **main topics** of the study
- Highlight the **importance** of the research
- Be **concise**
- **Attract** readers

Does Vaccinating Children and Adolescents with Inactivated Influenza Virus Inhibit the Spread of Influenza in Unimmunized Residents of Rural Communities?
This title has too many unnecessary words.

Influenza Vaccination of Children: A Randomized Trial
This title doesn't give enough information about what makes the manuscript interesting.

Effect of Child Influenza Vaccination on Infection Rates in Rural Communities: A Randomized Trial
This is an effective title. It is short, easy to understand, and conveys the important aspects of the research.

Engage, be discovered, be read!

Your abstract should:

- Engage readers to read on – it will often be the only part of your paper available in indexing databases, and thus the first and most accessed
- Encourage referees to review your paper, speeding up the review process

Keywords:

- Be specific and relevant
- If search engines can find your manuscript, readers will be able to find it too!

e.g., Manuscript title: Increases in levels of sediment transport at former glacial-interglacial transitions

Poor keywords: climate change, erosion, plant effects
Better keywords: quaternary climate change, soil erosion, bioturbation

Thank you

Slide acknowledgements:

Ivo Hunink, Maureen Naff, Amy Bourke-Waite, Ros Pyne, Iain Hrynaszkiewicz, Mithu Lucraft

anna.treadway@nature.com

SPRINGER NATURE