



# Springer Nature Author Workshop

**SPRINGER NATURE**

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# Be an effective communicator

*Your goal is not only to be published, but also to be widely read in your field*

**Logical manuscript  
structure**

**Efficient publication  
strategy**

**Successful journal  
submission**

# Introduction to Springer Nature

# Who is Springer Nature?

## SPRINGER NATURE

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nature research

 **BMC**



Springer

**SCIENTIFIC  
AMERICAN™**

palgrave  
macmillan

## Springer Nature overview

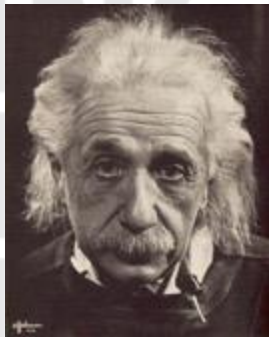
- 175 years in academic publishing
- 13,000 employees in over 50 countries worldwide
- 3000 journals and 12,000 books annually
- Largest open access publisher (600 journals)
- SpringerLink & Nature.com have over 250 million downloads/year
- Most Nobel laureates have published in Springer Nature journals

**J.P. Pavlov**  
Medicine



**1904**

**Albert Einstein**  
Physics



**1921**

**Niels Bohr**  
Physics



**1922**

**Otto Hahn**  
Chemistry



**1944**

**Pierre-Gilles  
de Gennes**  
Physics



**1991**

**Gerard 't Hooft**  
Physics



**1999**

**Kurt Wüthrich**  
Chemistry



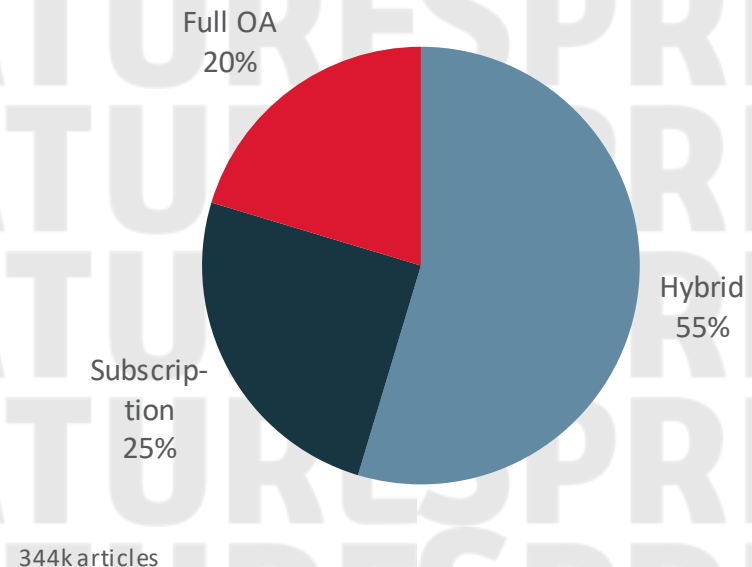
**2002**

# The Springer Nature journal portfolio

*3,000 journals publishing more than 340,000 articles per year*

- **More than 3,000 journals:**
  - 2,800 journals in the Research division, thereof 1,800 hybrid, 600 full OA, and 400 subscription journals
  - 200 journals in the Professional division (incl. more B2B type publications)
- **More than 344,000 articles p.a.:**
  - 55% in hybrid, 25% in subscription and 20% in OA journals
- **10 out of the Top 25 primary research journals by Impact Factor are Nature-branded journals**

**Number of 2016 articles by business model**





## All publishing fields

Economics &  
Management Science

Social Sciences

Medicine

Physics & Astronomy

Engineering

Life Sciences

Mathematics

Chemistry

Computer Science

Humanities

Geosciences

# OVERALL MARKET POSITIONING BY JCR DATA

*Springer Nature holds a 17% title, 16% article and 12% citation share*

Top 10 rankings by JCR data ...

by number of titles

Publisher	# Titles	Share # Titles
Springer Nature	1,747	16.5%
Elsevier	1,629	15.4%
Wiley	1,204	11.4%
Taylor & Francis	1,114	10.5%
Sage	573	5.4%
OUP	255	2.4%
CUP	213	2.0%
WK Health	202	1.9%
IEEE	154	1.5%
de Gruyter	105	1.0%
<b>Total</b>	<b>7,196</b>	<b>67.9%</b>

by number of articles

Publisher	# Articles	Share # Articles
Elsevier	386,187	25.2%
Springer Nature	247,388	16.1%
Wiley	152,849	10.0%
Taylor & Francis	77,414	5.1%
ACS	44,604	2.9%
IEEE	36,609	2.4%
Sage	34,632	2.3%
RSC	34,546	2.3%
OUP	33,021	2.2%
WK Health	30,950	2.0%
<b>Total</b>	<b>1,078,200</b>	<b>70.4%</b>

by number of cites

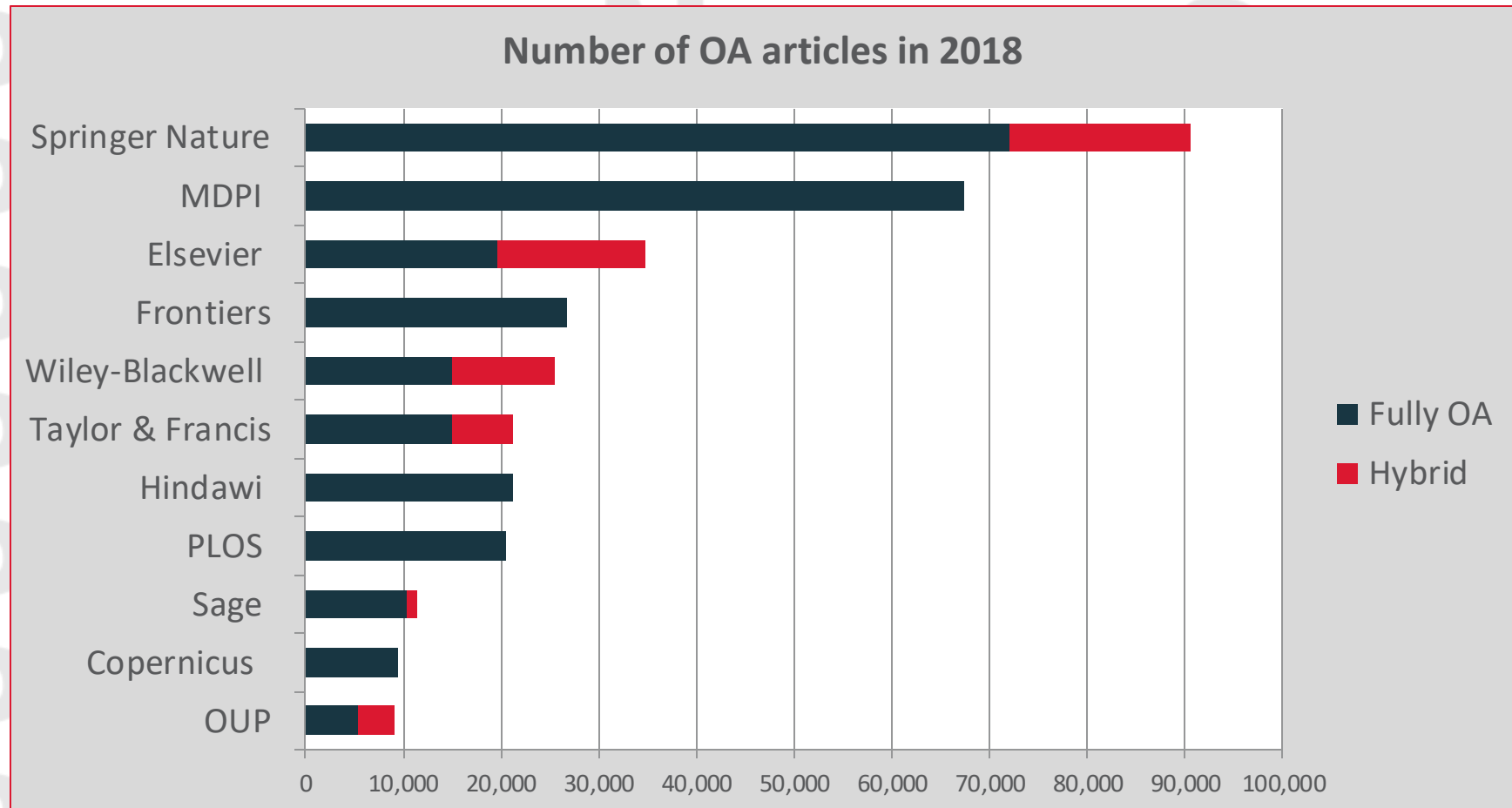
Publisher	# Cites	Share # Cites
Elsevier	16,282,847	26.7%
Springer Nature	7,402,839	12.1%
Wiley	7,235,510	11.9%
ACS	2,931,122	4.8%
OUP	2,246,803	3.7%
Taylor & Francis	1,757,734	2.9%
WK Health	1,539,385	2.5%
IEEE	1,354,340	2.2%
APS	1,272,641	2.1%
Sage	1,201,724	2.0%
<b>Total</b>	<b>43,224,945</b>	<b>70.9%</b>

Source: JCR 2017; excluded are non-English language and review journals; for the key publishers: active journals only



# FULLY OPEN ACCESS JOURNALS: KEY PLAYERS

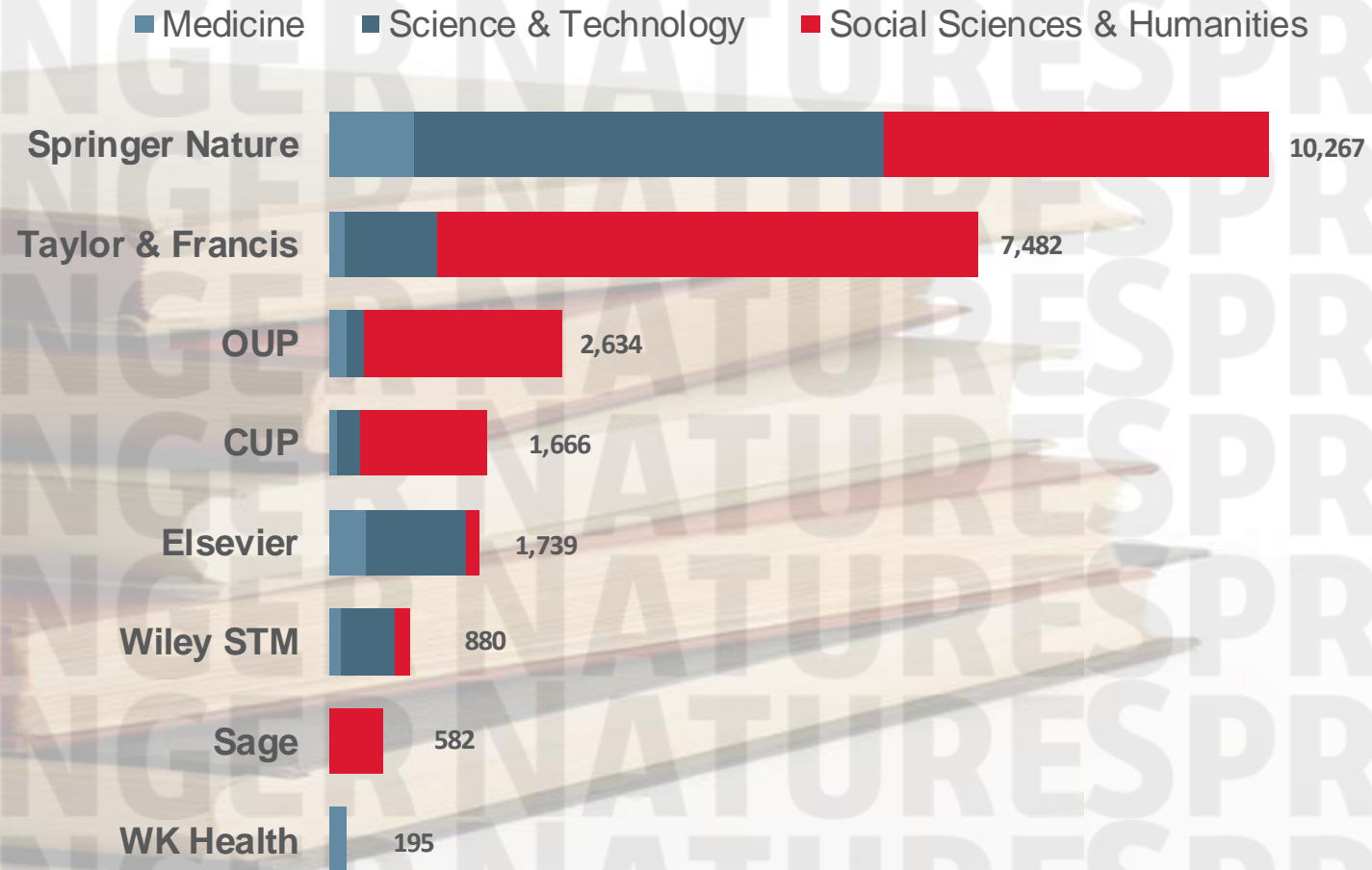
*Springer Nature the clear market leader*



Sources: Publisher web sites, CrossRef, Scilite

# LEADING BOOK PUBLISHERS BY NUMBER OF NEW PRINT TITLES

*Springer Nature is largest scholarly book publisher in the world!*

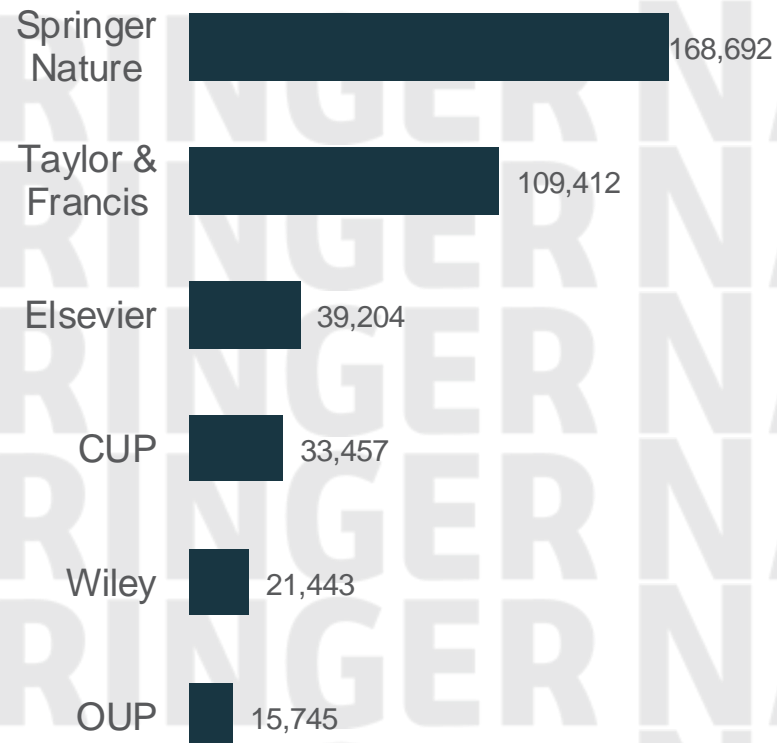


2018 data from [www.puballey.com](http://www.puballey.com); only books available through YBP approval plans; if a book is published simultaneously in hard- and paperback editions, only the hardback edition was included

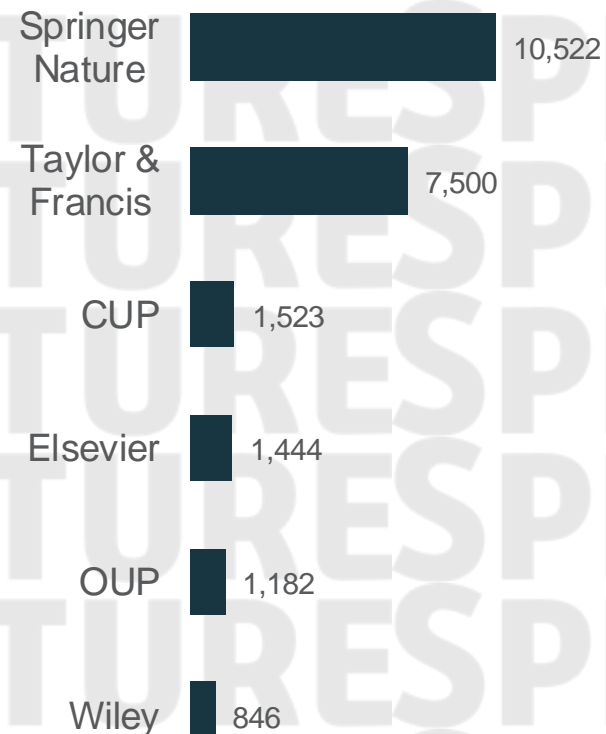
# LEADING EBOOK PUBLISHERS: TOTAL NUMBER OF EBOOKS

*Springer Nature also leads in eBooks!*

Total Number of English-Language eBooks (March 19)



English-Language eBooks published in 2018



Data from publisher websites; T&F: total number of eBooks based on Dimensions data, 2018 books estimate based on # print books in PubAll ley

# Spectrum of publications



# Logical Manuscript Structure



# Your readers have 4 key questions

**Methods**

**What** did you do?

**Results**

**What** did you find?

**Introduction**

**Why** did you do the study?

**Discussion**

**How** does the study advance the field?



# Introduction

## Why does your study need to be done ?



### *Introduce the topic*

- Worldwide/regional relevance
- Broad/specialized audience



### *What is known about topic*

- Up-to-date studies
- Cite broadly worldwide



### *What is not known*

- Clear description of problem
- Use keywords like 'however'



*Specific aims*



# Methods

## What did you do?

Researchers in  
your field

- Reproduce your findings
- Build on your research

Peer reviewers

- Evaluate your study design
- Validate your results

# Methods

## What do they need to know?

### **Who/what was used in the study**

- Samples or participants
- Materials (where purchased)

### **How you conducted the study**

- Methodology and techniques
- Discuss specific conditions and controls

### **How you analyzed your data**

- Quantification methods/software
- Statistical tests (consult a statistician)

# Guide your readers through your findings

## Logical presentation

1. Initial observation
2. Characterization
3. Application

### *Example:*

1. Fabricate new membrane for water treatment
2. Evaluate physical and chemical properties (e.g., under different temperatures/pressures)
3. Efficacy in removing particulate contamination



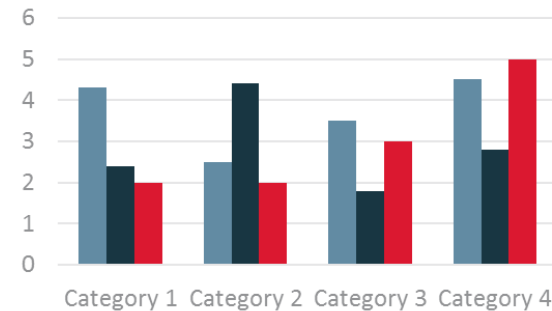
# Guide your readers through your findings

*One figure at a time*

## Results

### *Clear subheading 1*

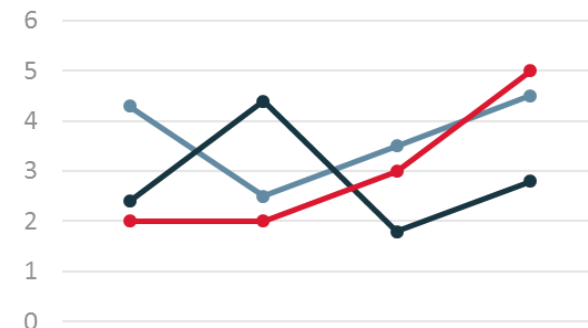
- Introduce experiment (figure 1)
- Discuss trends & relationships
- Summarize key finding



**Figure 1.** Descriptive figure caption

### *Clear subheading 2*

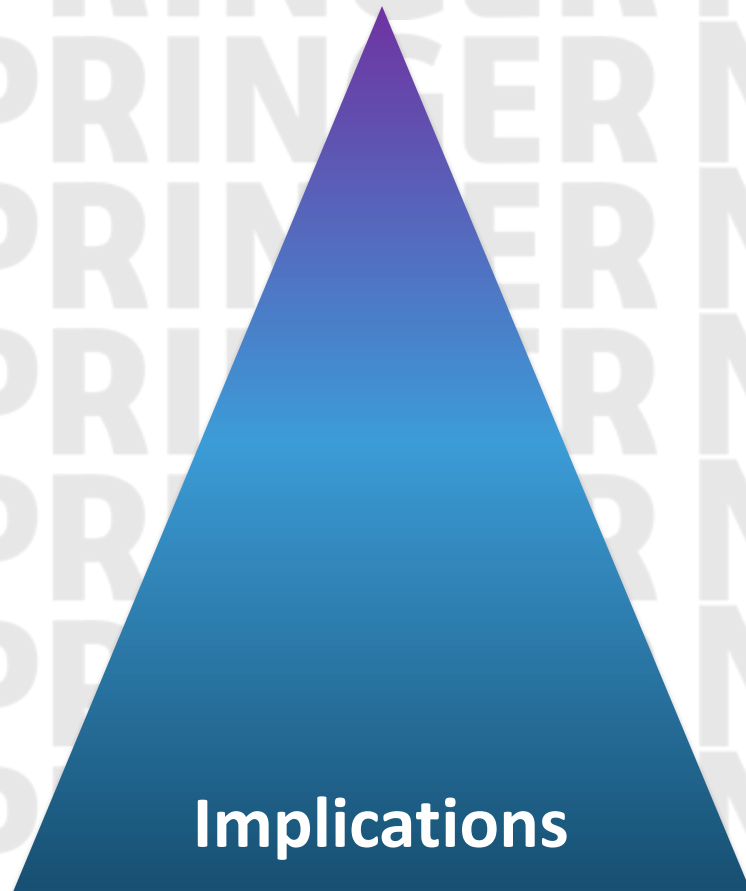
- Introduce experiment (figure 2)
- Discuss trends & relationships
- Summarize key finding



**Figure 2.** Descriptive figure caption

# Discussion

## How your study contributes to the field



### *Summarize what you did*

- Begin with research problem
- Briefly describe study design
- Summarize key findings

### *Interpret your findings*

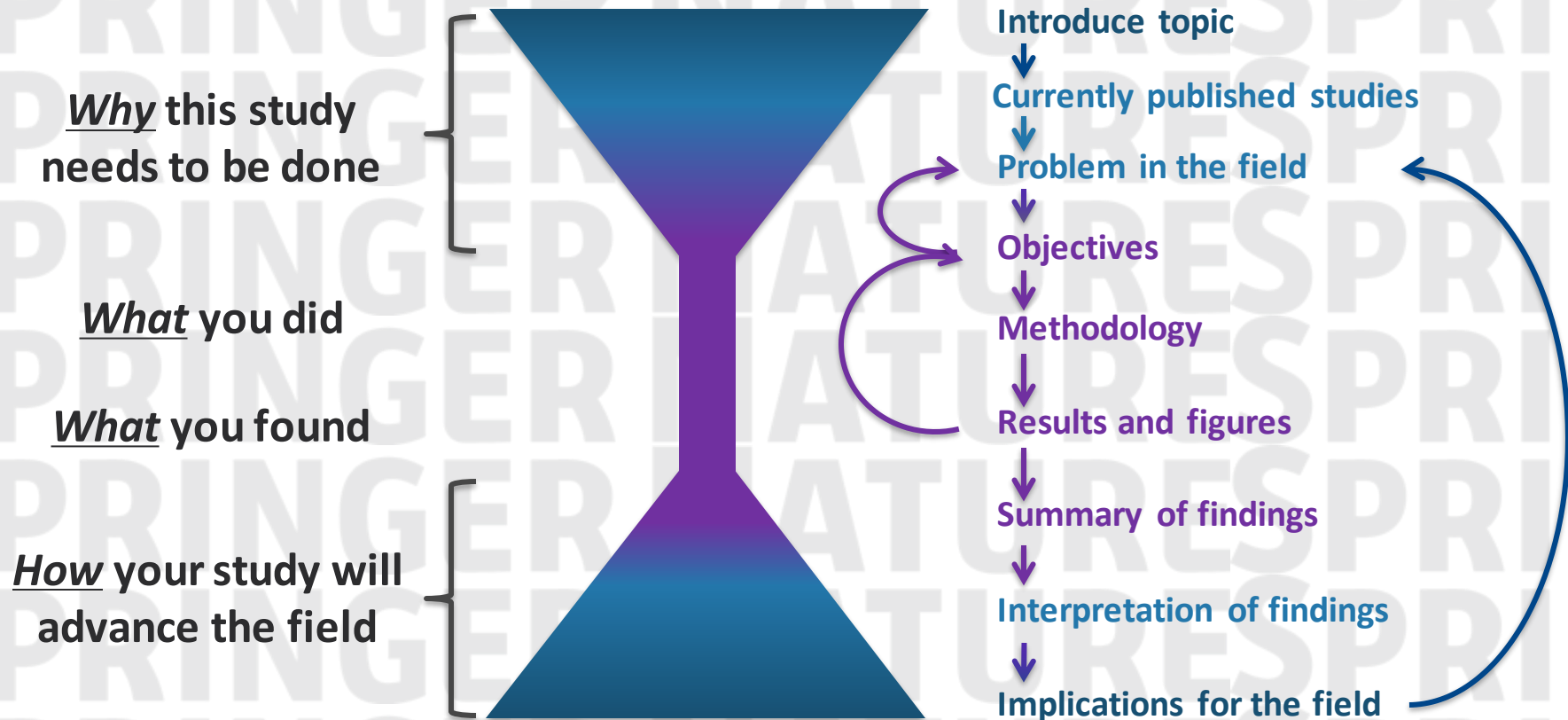
- Similarities & differences
- Unexpected/negative results
- Limitations

### *Why important to the field*

- Main conclusion
- Implications

# Logically linking your ideas

Answer the ***four key questions*** for your reader



***Logically link your ideas throughout your manuscript***

## Titles – Get your reader's attention

### Should include...

- ✓ What's important
- ✓ Keywords for indexing
- ✓ Conciseness (<20 words)

### Should avoid...

- ✗ Questions
- ✗ Describing methodology
- ✗ Abbreviations

*Your title should be a concise summary of what's most important*

State what was *investigated*, what was *measured*, and the *sample* the measurements were taken from

# Abstracts – First impression of your paper

Aims

**Importance** of your topic

Results

**Significance** of your study

Conclusions

**Relevance** of your study

*Clarity of your writing*



## Abstracts – Good first impression

*What do you readers want to know?*

Why did the study  
need to be done?

Introduce topic and problem

What did you do?

Your aims and methodology

What did you find?

Key results

How study will  
advance the field?

Conclusions and implications

# Efficient Publication Strategy

## Publication goals

*Publish quickly and have impact in the field*

**Choose the most appropriate journal**

**Communicate study's relevance**

## Choose the appropriate journal

*Is this the journal with the highest impact factor?*

*Not necessarily*

It is the journal that will best reach your target audience to maximize ***your impact*** in the field

## Choose the appropriate journal

*Where are the findings relevant?*

Worldwide

Choose an **international** journal to reach a worldwide audience

Locally

Choose a **regional** journal to reach a local audience



# Choose the appropriate journal

*For whom are the findings relevant?*

Your field only

Choose an **specialized** journal to reach readers in your field

Your and other fields

Choose a **broad-focused** journal to reach readers across disciplines

# Choose the appropriate journal

*How much accessibility do you need?*

Subscription

Only academics with access to the journal can read your article

Open access

Freely available to everyone worldwide

## Benefits of open access

- Fulfill funder or institutional *mandates*
- Increase *accessibility* to your findings worldwide
- Increase the number of *downloads* of your article
- Allows you to retain the *copyright* to your work
- Published *quickly* online
- *Fewer restrictions* on word and figure limits

# Not all open access journals are good

## *How to identify a trustworthy journal?*

**Reputable publisher**

Springer Nature, Elsevier, PLoS, etc.

**Editorial board**

International and familiar

**Indexed**

Indexed by common databases

**Authors**

Do you recognize the authors?

**Fees**

Only paid after acceptance

# Think – Check – Submit ([www.thinkchecksubmit.org](http://www.thinkchecksubmit.org))

**THINK** **CHECK** **SUBMIT**

Choose the right journal for your research

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Sharing research results with the world is key to the progress of your discipline and career. But with so many publications, how can you be sure you can trust a particular journal? Follow this check list to make sure you choose trusted journals for your research.

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Full name

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**Latest news**

**Think. Check. Submit. at the 2015 Frankfurt Book Fair**  
15th October 2015  
Siân Harris (INASP) discussed Think. Check. Submit. at the Copyright Clearance Center's Frankfurt Book Fair Town Hall meeting on the...[Read more...](#)

**New study highlights need for researcher support**  
1st October 2015  
Launching today, Think. Check. Submit. is a new industry-wide initiative that provides a checklist of quality indicators that can...[Read more...](#)

**Think. Check. Submit. at PUBMET2015**  
26th September 2015

**CHECK** **SUBMIT**

Use our [check list](#) to assess the journal

Only if you can answer 'yes' to the questions on our [check list](#)

# Think – Check – Submit ([www.thinkchecksubmit.org](http://www.thinkchecksubmit.org))



## CHECK

Reference this list for your chosen journal to check if it is trusted.

- Do you or your colleagues know the journal?
  - Have you read any articles in the journal before?
  - Is it easy to discover the latest papers in the journal?
- Can you easily identify and contact the publisher?
  - Is the publisher name clearly displayed on the journal website?
  - Can you contact the publisher by telephone, email, and post?
- Is the journal clear about the type of peer review it uses?
- Are articles indexed in services that you use?
- Is it clear what fees will be charged?
  - Does the journal site explain what these fees are for and when they will be charged?
- Do you recognise the editorial board?
  - Have you heard of the editorial board members?
  - Do the editorial board mention the journal on their own websites?
- Is the publisher a member of a recognized industry initiative?
  - Do they belong to the [Committee on Publication Ethics \(COPE\)](#) ?
  - If the journal is open access, is it listed in the [Directory of Open Access Journals \(DOAJ\)](#) ?
  - If the journal is open access, does the publisher belong to the [Open Access Scholarly Publishers' Association \(OASPA\)](#) ?
  - Is the publisher a member of another trade association?


Only submit to a journal if you can answer **yes** to all of these questions!

# Need help finding a journal?

## Springer Journal Suggester

Journal Suggester  
*Find the right journal*

journalsuggester.springer.com

 Springer

**Personalized recommendation**  
Our journal matching technology finds relevant journals based on your manuscript details

**Over 2,500 journals**  
Search all Springer and BioMed Central journals to find the most suitable journal for your manuscript

**Author choice**  
Easily compare relevant journals to find the best place for publication

Enter your manuscript details to see a list of journals most suitable for your research.

If you have any queries please [contact us](#).

**Manuscript title**

**Manuscript text**



- ✓ *Appropriate journal*
- ✓ *Logically organized manuscript*

***Ready to submit!***

# Successful Journal Submission

# Journal editors are busy!

*Most journal editors are not full-time journal editors*

Full-time professors  
Department heads

Journal editors when  
they have time

You are competing with many other researchers  
for the journal editor's *limited time*

# Make the best first impression for journal editors

## *Cover letter*

Significance and  
relevance of study

***Suitable*** to be published by  
their journal

*Interesting to their readers?*

*Clear and concise writing style?*

# Cover letters – What to include (~1 page)

Introduce your manuscript

- Manuscript title
- Article type

Why study is important

- Brief background
- Research problem & aims

What you found

- Study design
- 1 or 2 key findings

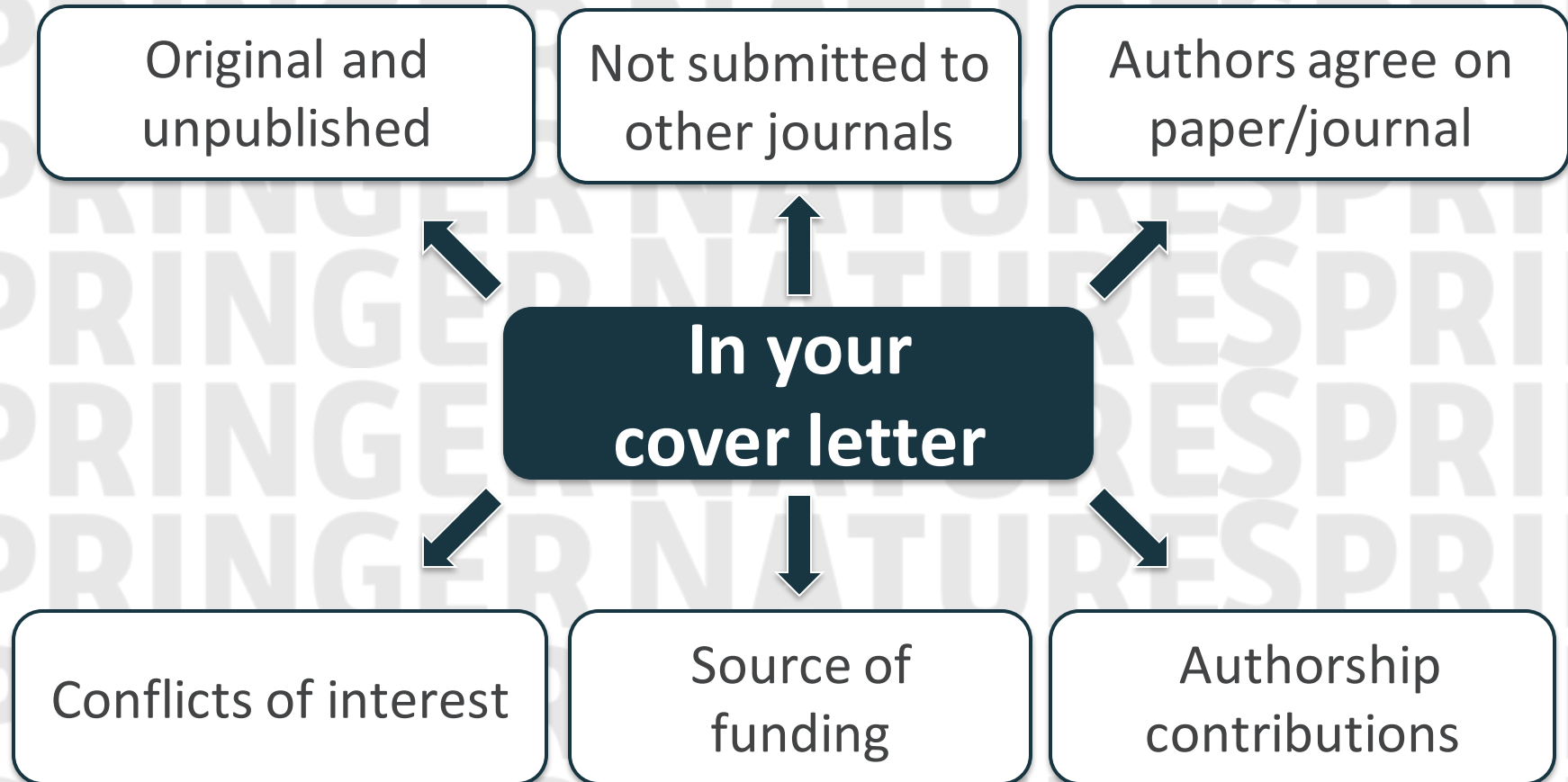
Why suitable for the journal

- Conclusion
- Interest to the readership

Additional information

- Include/exclude reviewers
- Publication ethics

# Publication ethics



# Visit us for more information



## Publishing ethics

[t. Top](#)

Researchers should conduct their research from research proposal to publication in line with best practices and codes of conduct of relevant professional bodies and/or national and international regulatory bodies. In rare cases it is possible that ethical issues or misconduct could be encountered in your journal when research is submitted for publication.

- ▶ Ethical responsibilities of authors
- ▶ Compliance with ethical standards
- ▶ Disclosure of potential conflicts of interest
- ▶ Research involving human participants and/or animals
- ▶ Informed consent
- ▶ Springer's Guide on Publishing Ethics
- ▶ Fighting plagiarism, piracy and fraud
- ▶ Predatory journals and references
- ▶ Interactive course

<https://www.springer.com/gp/authors-editors/journal-author/journal-author-helpdesk/publishing-ethics/14214>

## nature.com

### Introduction

A central resource for users to find easily Nature journals' policies on publishing policies relating to ethics: authorship, plagiarism, fabrication, duplicate publication, competing financial interests, confidentiality and pre-publicity.

#### Authorship

The Nature journals' authorship policy.

[Find out more »](#)

#### Duplicate publication

The Nature journals' policy on duplicate publication.

[Find out more »](#)

#### Plagiarism and fabrication

The Nature journals' policies on plagiarism and on providing due credit for published and unpublished data.

[Find out more »](#)

#### Image integrity

Nature journals' policies and guidelines on digital images and their manipulation.

[Find out more »](#)

#### Competing financial interests

Nature journals' competing financial interests policies.

[Find out more »](#)

#### Confidentiality and pre-publicity

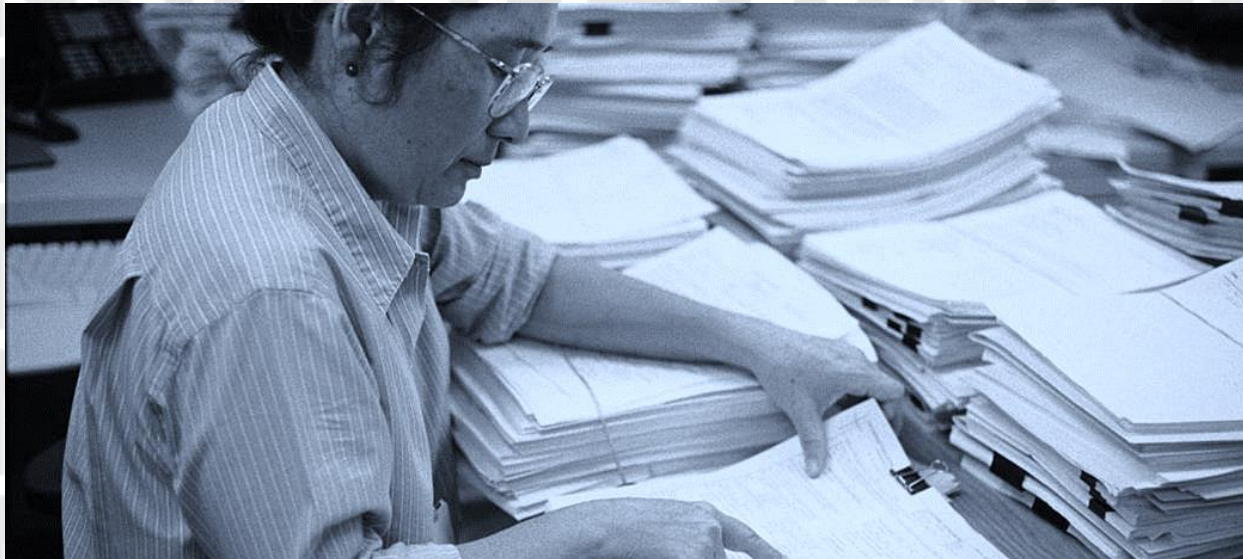
The Nature journals' policies on confidentiality and pre-publicity. Includes policy on posting preprints and postprints.

[Find out more »](#)

<http://www.nature.com/authors/policies/publication.html>

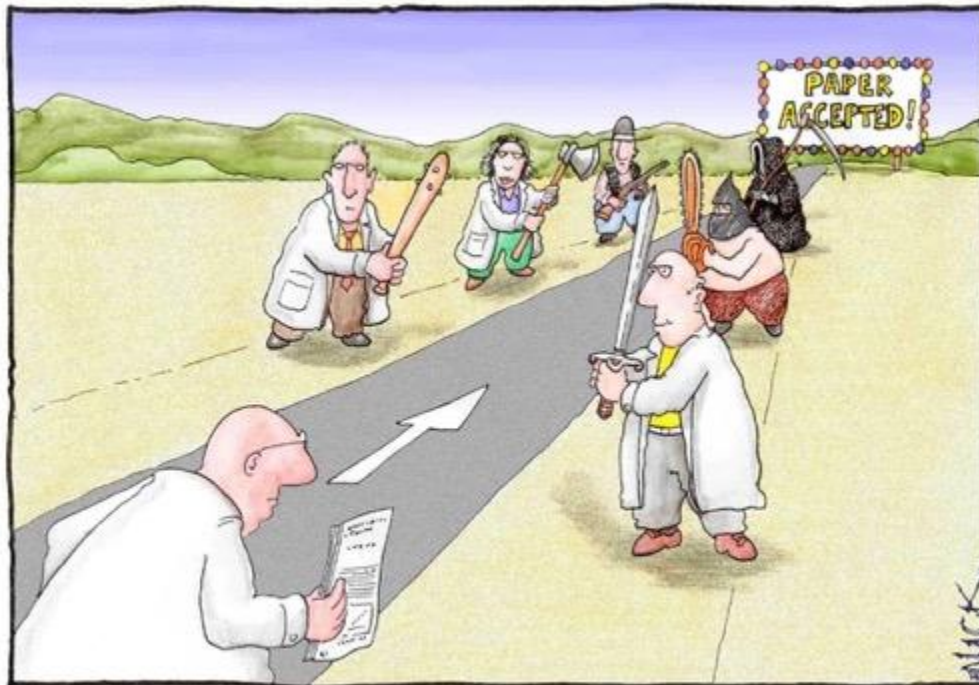


Convince journal editor manuscript is suitable



*Peer review*

# Peer review is a positive process



Most scientists regarded the new streamlined peer-review process as "quite an improvement."

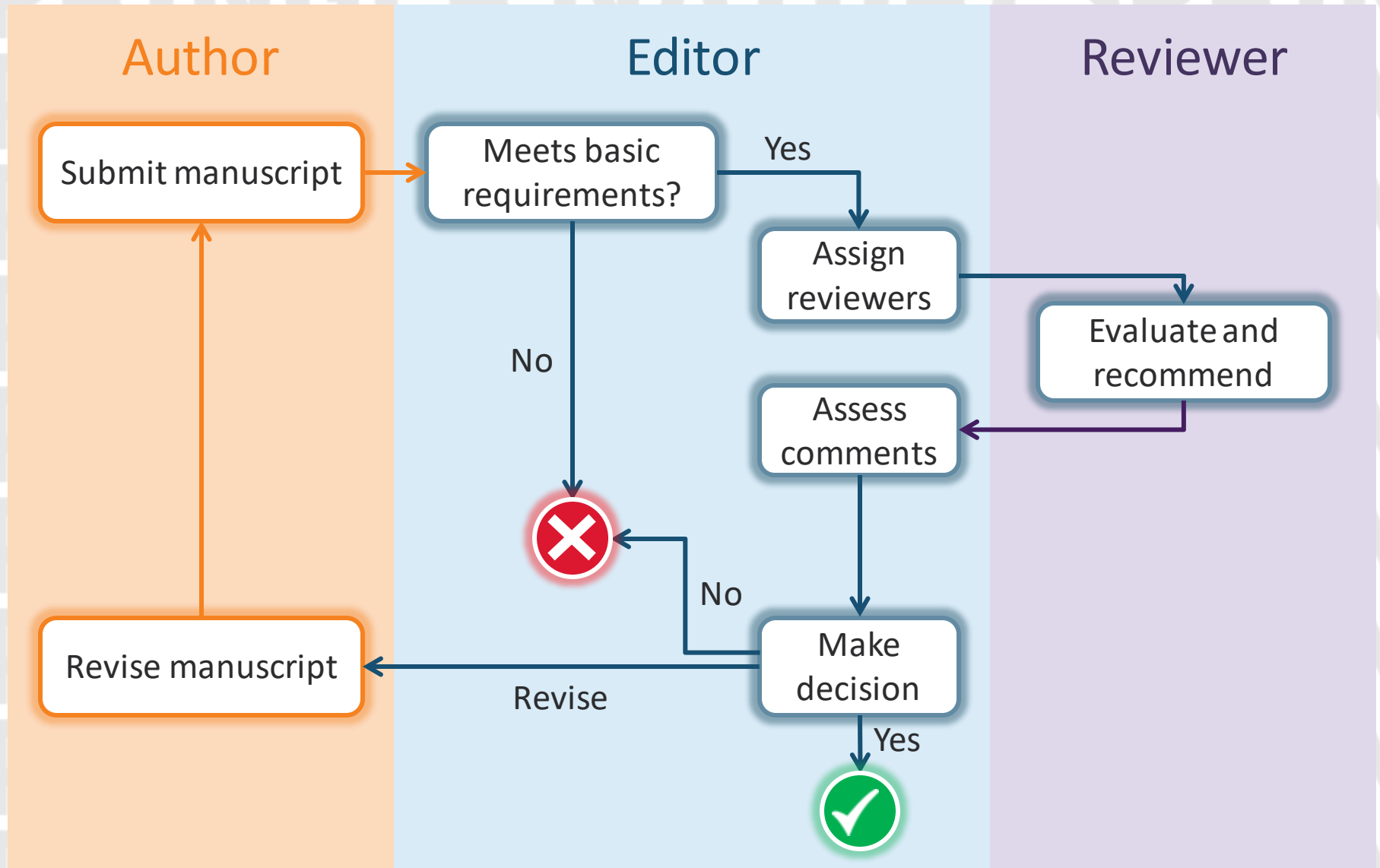
*Cartoon by Nick D Kim, scienceandink.com. Used by permission.*

Experts give advice on how to **improve** your study and your manuscript

Ensures only **relevant** studies are published

Peer review helps to **advance** the field

# The journey of your manuscript



## Writing response letters

*Clearly discuss all of your revisions*

Most common  
mistake

Only state that revisions have been done, not what the revisions were

*Journal editors are very busy!*

Make revisions  
easy to review

- ✓ Briefly state what was revised
- ✓ Always refer to page and line numbers
- ✓ In manuscript, highlight revised text

## Writing response letters

### *What are journal editors looking for?*

Do you agree or disagree?

- Why do you agree/disagree?
- Support disagreement with evidence

What revisions were done?

- State new experiments
- How revised the text & figures

Where can revisions be found?

- Page and line numbers
- Updated figure numbers



If at first you don't succeed...

**SPRINGER NATURE**

<https://www.springernature.com/gp/authors/transferdesk>

*Relax, revise, and resubmit*  
And we can help!

Springer Nature Transfer Desk

Taking the hassle out of resubmitting

# Journal transfer at Nature

**nature**

**nature genetics**

**nature  
communications**

  
COMMUNICATIONS  
PHYSICS

  
COMMUNICATIONS  
BIOLOGY

  
COMMUNICATIONS  
CHEMISTRY

  
COMMUNICATIONS  
MATERIALS

**SCIENTIFIC** REPORTS



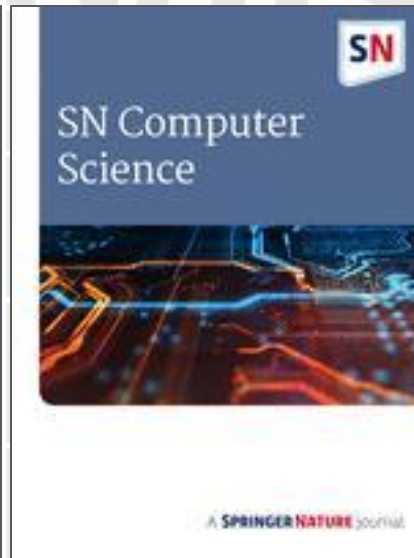
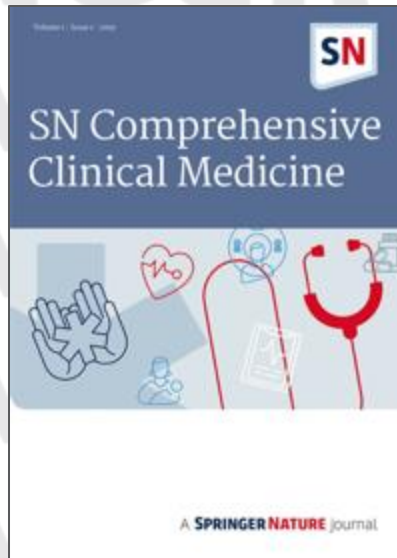
# Journal transfer at Springer



# Springer



Broad-focused journals  
covering a range of disciplines



# Promote your article after publication

*Don't wait for people to find it!*

## Present at conferences

- Interact with others in your field
- Key target audience
- Establish new collaborations

## Promote on social media

- LinkedIn & Twitter
- Use **content sharing** when available

*Allow anyone to read your article*

- Available for all Springer Nature journals
- Does not require Open Access
- Full text is freely available online

Improve your **visibility** worldwide!

## SharedIt

Springer Nature's commitment to content sharing

## Content sharing

*Allow **anyone** to read your article*

Available for all Springer Nature journals

- Does not require open access
- Full text is available to read online

*Improve your visibility worldwide!*

# Content sharing – Enabling access worldwide

**NATURE CELL BIOLOGY | LETTER**

**Extracellular matrix scaffolding guides cell elongation by inducing anisotropic intercellular mechanical tension**

**Qiushi Li, Yue Zhang, Perrine Pluchon, Jeffrey Robens, Keiichi Taniuchi, Paul Thiery, Hanry Yu & Virgile Viasnoff**

**Affiliations | Contributions | Corresponding author**

*Nature Cell Biology* **18**, 311–318 (2016) | doi:10.1038/ncb3311  
Received 26 October 2015 | Accepted 08 January 2016 | Published 12 February 2016

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**PDF** **Citation** **Reprints** **Rights & permissions**



# Content sharing – Enabling access worldwide

The screenshot shows the Springer Nature website interface for an article in *Nature Cell Biology*. The article title is "Extracellular matrix scaffolding guides lumen elongation by inducing anisotropic intercellular mechanical tension" by Qiushi Li<sup>1,8</sup>, Yue Zhang<sup>1,8</sup>, Perrine Pluchon<sup>2</sup>, Jeffrey Robens<sup>1</sup>, Keira Herr<sup>3</sup>, Myriam Mercade<sup>4</sup>, Jean-Paul Thiery<sup>3</sup>, Hanry Yu<sup>1,5,6,9</sup> and Virgile Viasnoff<sup>1,2,3,7,9,10</sup>. The page includes a "Download PDF" button, "Add To Library", "Supplements 12", "References 37", and "Cited By 2" links. A red box highlights the "Download PDF" button with the text "Can download if have subscription to journal". Another red box highlights the "References 37" link with the text "Useful article information". The article text begins with "The *de novo* formation of secretory lumens plays an important role during organogenesis. It involves the establishment of a cellular apical pole<sup>1</sup> and the elongation of luminal cavities<sup>2</sup>. The molecular parameters controlling cell polarization have been heavily scrutinized<sup>3-5</sup>. In particular, signalling from the and the  $\beta_1$ -integrin signalling pathway<sup>6</sup> proved key in determining the localization of apical lumens. However, the processes guiding the growth of spherical lumens into oriented tubes remain unclear. The liver, for example, secretes bile into tubes (2  $\mu\text{m}$   $\times$  500  $\mu\text{m}$ ; ref. 14) called canaliculi. These tubes extend across individual intercellular spaces..."


*Even without subscription access,  
can still read article online for free*

## Be an effective communicator

- ✓ Logical manuscript structure
- ✓ Effective publication strategy
- ✓ Successful journal submission

*You will increase your chance of publication and your research impact*





Looking for more publishing support for your students & researchers?

**SPRINGER NATURE**

# 1- or 2-day interactive training workshops

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masterclasses



<25 researchers in natural sciences

Presented by Nature journal editors

**nature** research  
academies



50–250 early career researchers in  
natural & social sciences

Presented by trained publishing  
consultants

# Nature Masterclasses Online

nature  
masterclasses

<https://masterclasses.nature.com/>

Register

Login

## Scientific Writing and Publishing online course

Start course

Sample for free

### Audience

For students and researchers in the natural sciences who are **new to publishing** or wish to refresh their skills

**Subscriptions** available to institutions, departments and labs

### Key features

**3-part** course with 3 certificates

**36 editors** from 20+ Nature Research journals

**11 hours** of learning

**10-minute** lessons

**English language** captions and transcripts

### Skills gained

Develop writing skills and confidence writing for journals

Understand editorial processes and what editors look for

Learn best practices for submitting a paper and peer review



# Nature Research Editing Services

[authorservices.springernature.com](https://authorservices.springernature.com)

Help your results stand out. Try Nature Research Editing Service, an author service from Springer Nature.

Formerly known as NPG Language Editing and MSC Scientific Editing

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Native English-speaking editors, matched to your subject area, improve your written English

## *Scientific Editing*

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**nature**research

Contact us

# Institutional Partnerships

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Nature Research Institutional Partnerships enable institutions to benefit from our editorial and communication expertise and reach a global audience of scientists, consumers and opinion-leaders leveraging the resources of *Nature* journals, Nature.com and *Scientific American*.

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[Writing a journal manuscript](#)[Submitting to a journal and peer review](#)[Writing in English](#)[How to peer review](#)[Open Access](#)

## Author and reviewer tutorials

### Why is publishing your work important?

Perhaps you need to publish in order to graduate, get a job, or advance your career. But consider two of the most important aims of scientists:

- To add to the **body of human knowledge**
- To help yourself and others **understand the nature of the universe**



### Your research is not complete until it has been published

You can't accomplish these goals without publishing. After all, the main way that others learn about your work is through your published articles. If you don't publish, other researchers can't build on your work; it will be as if you never did the research.





# Author tutorials

## Writing a journal manuscript

Publishing your results is a vital step in the research lifecycle and in your career as a scientist. When you publish your results as a journal article, you make it possible for the scientific community to see it. Publishing your work allows you to get recognition for your results, and to exchange your ideas with the global scientific community.

We have designed this tutorial to help you write the best article possible by providing you with points to consider, from your background reading and study design to manuscript structuring and figure preparation.

# *Thank you!*

## Any questions?

These slides can be downloaded at:  
<http://bit.ly/SN-AuthorWorkshop>



**Name**

Position

Contact information