

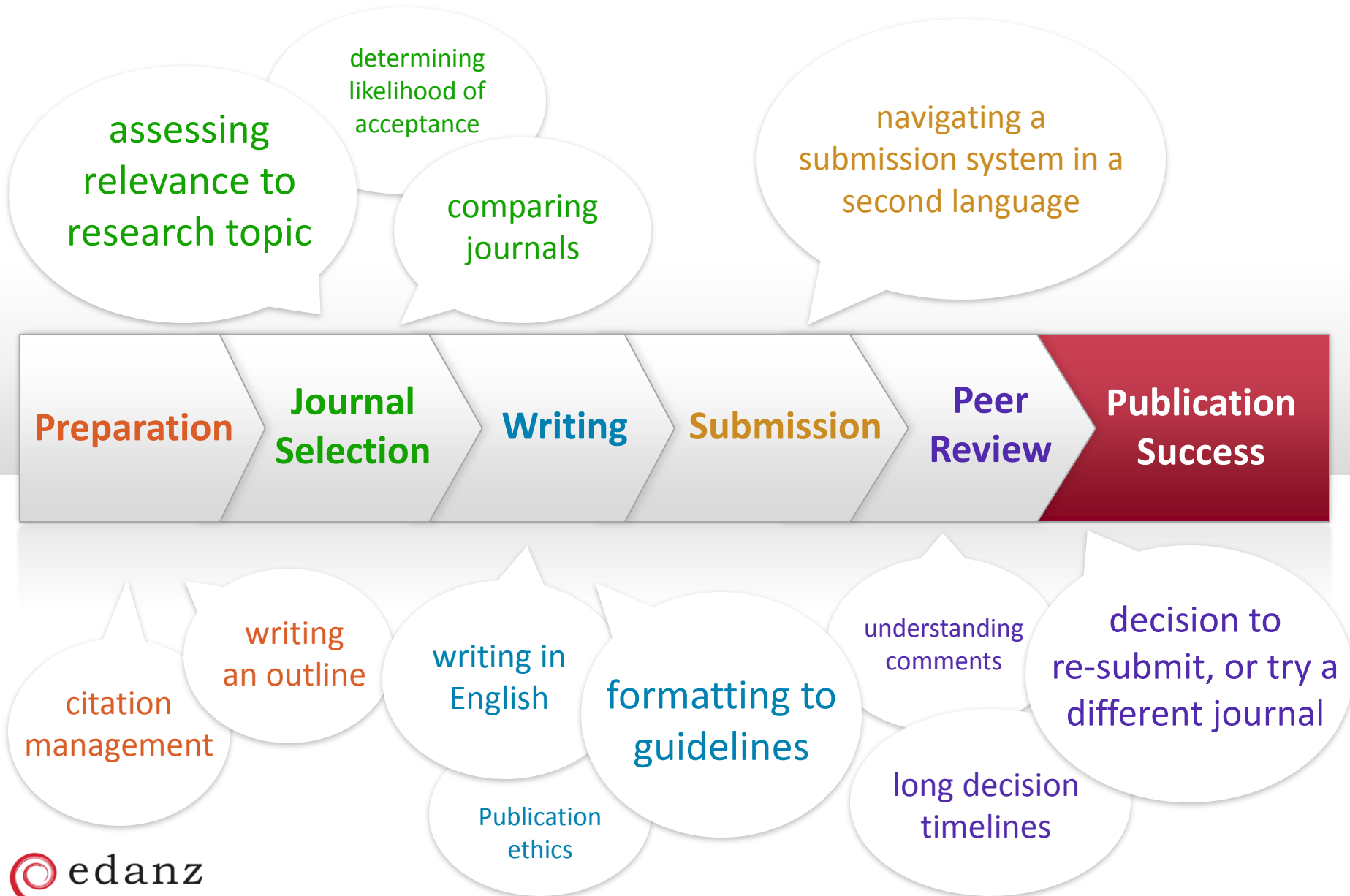
# Author-centric thinking

Innovating the authorship experience  
for Asian scientists

Benjamin Shaw | COO & China Director



# All authors face challenges on the path to publication success



## Author Challenges Example

For authors from non-traditional markets those challenges are even greater

Imagine reading long Instructions for Authors in your second language...

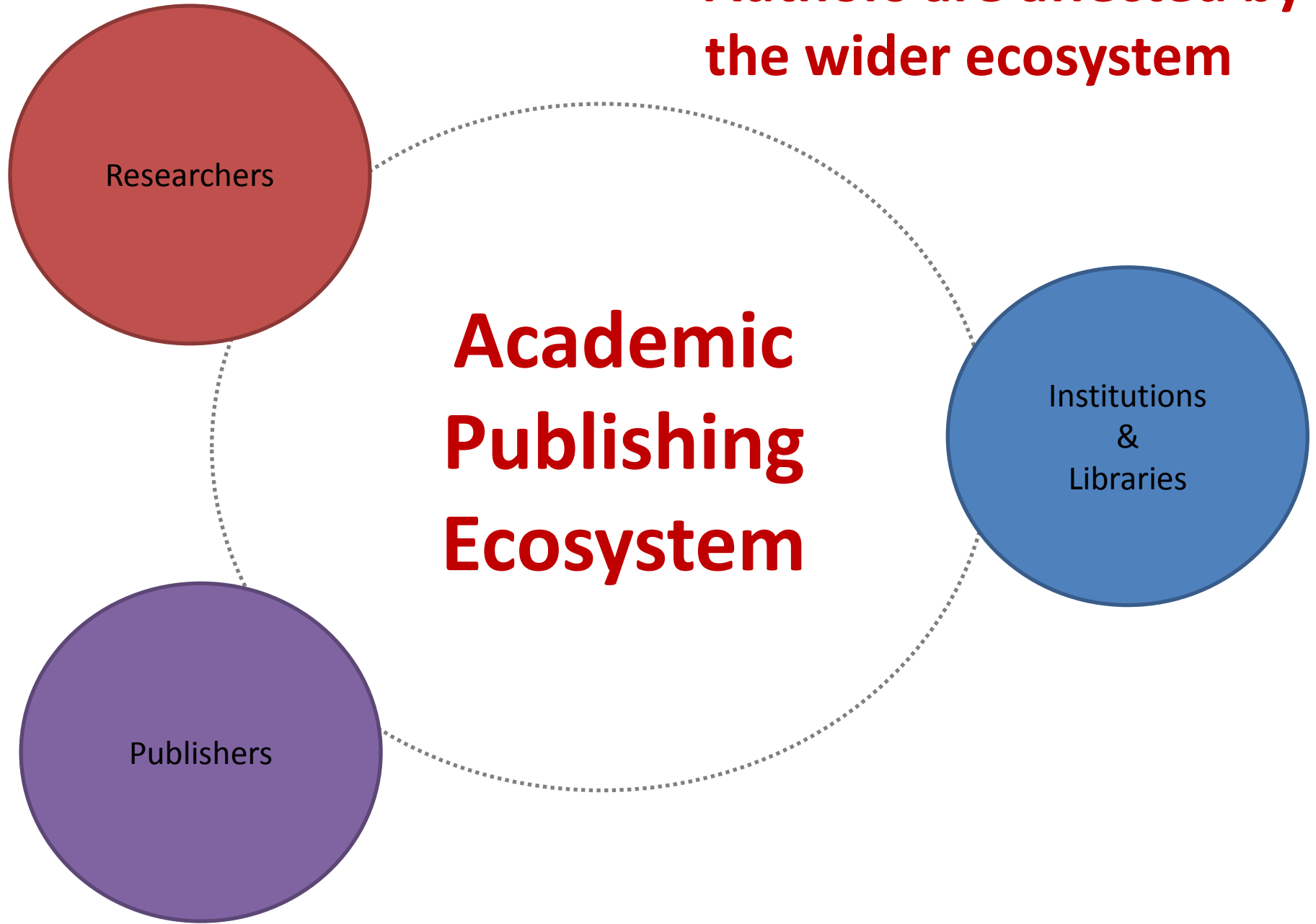
All references, including URLs, must be numbered consecutively, in square brackets, in the order in which they are cited in the text, followed by any in tables or legends. Each reference must have an individual reference number. Please avoid excessive referencing. If automatic numbering systems are used, the reference numbers must be finalized and the bibliography must be fully formatted before submission.

## Author Challenges Example

Busy researchers do not have time to read long Instructions, especially if written in their second language

所有参考文献（包括网址）的序号必须以方括号的形式，先按照在正文中的引用顺序，然后按照在表格或图表说明中的引用顺序逐一编号。每条参考文献必须对应一个编号。请避免过度引用参考文献。如果使用自动编号系统，必须在投稿前确定参考文献编号及书目的格式。

**Authors are affected by  
the wider ecosystem**



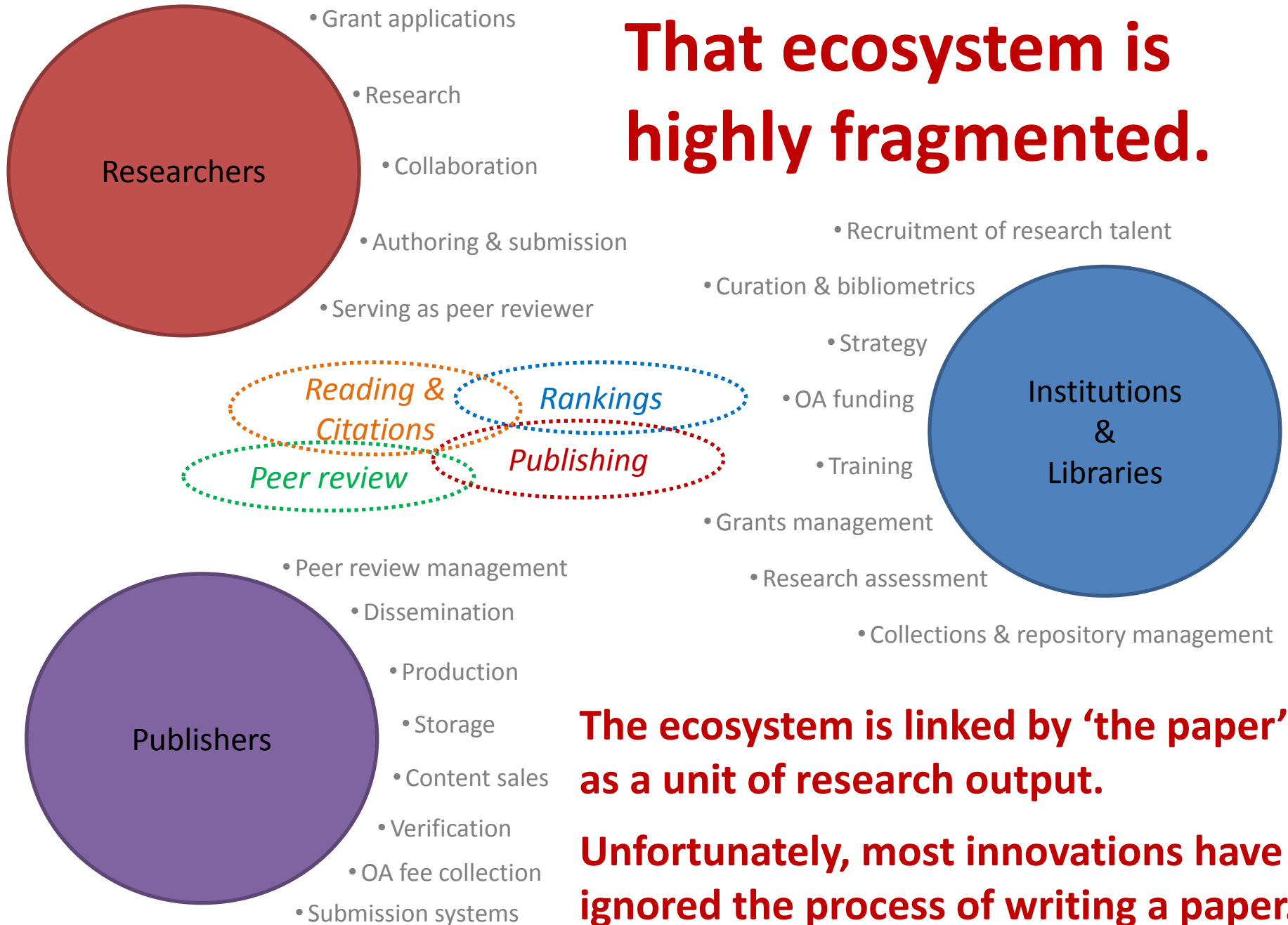
Researchers

**Academic  
Publishing  
Ecosystem**

Institutions  
&  
Libraries

Publishers

# That ecosystem is highly fragmented.



**The ecosystem is linked by ‘the paper’ as a unit of research output.**

**Unfortunately, most innovations have ignored the process of writing a paper.**

# “Deep” underlying trends affecting authors

- **Shift of power to producers and consumers of content** (we must become expert in providing a good user experience to authors as an end user)
- **Increasing research leadership of Asian and non-Western nations** (opportunities for leap-frogging old models)
- **New publishing, peer review and business models and workflows to reduce inefficiency**

The above trends reinforce each other

# BIG QUESTION

What would the STM publishing ecosystem look like if institutions, libraries and publishers put author-scientists at the center of everything they do?





# BOLD STATEMENT - FOR PUBLISHERS

It is your job to create a painless and valuable experience for authors. Those of you who do this will enjoy a competitive advantage.

# BOLD STATEMENT - FOR LIBRARIES

Don't leave the authorship experience entirely in the hands of publishers. Be a voice for those trying to communicate your institution's research findings.

# What areas are ripe for innovation?

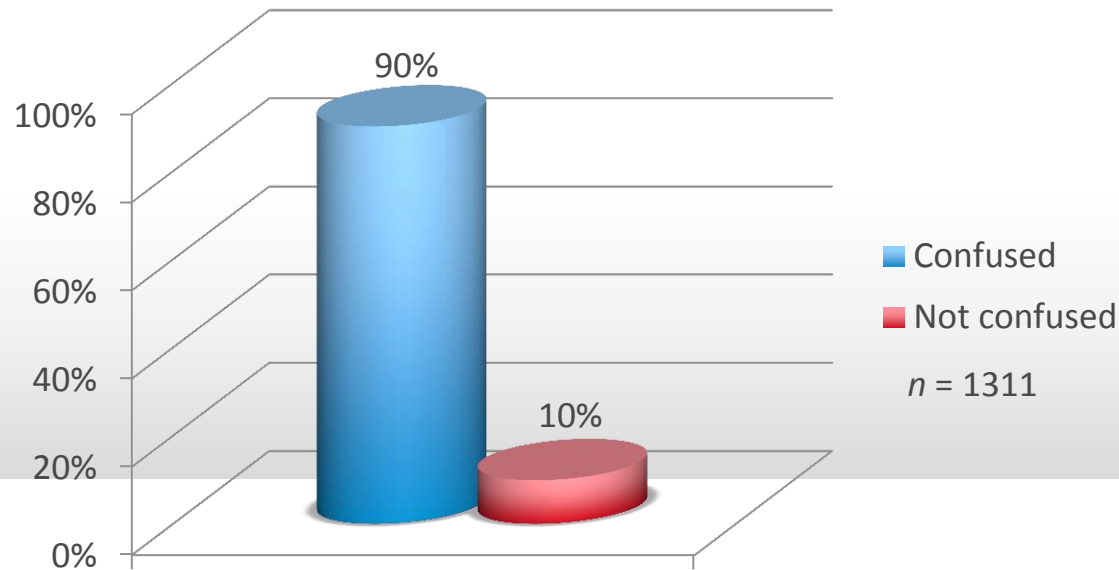
- **Peer review**
  - Speed
  - Value to authors
  - Communication format
- **How research is matched to a suitable journal**
- **Convenience of authorship and submission experience**
  - User experience
  - Author services
- **Development of a positive scientific culture**

# Survey of author experiences with peer review



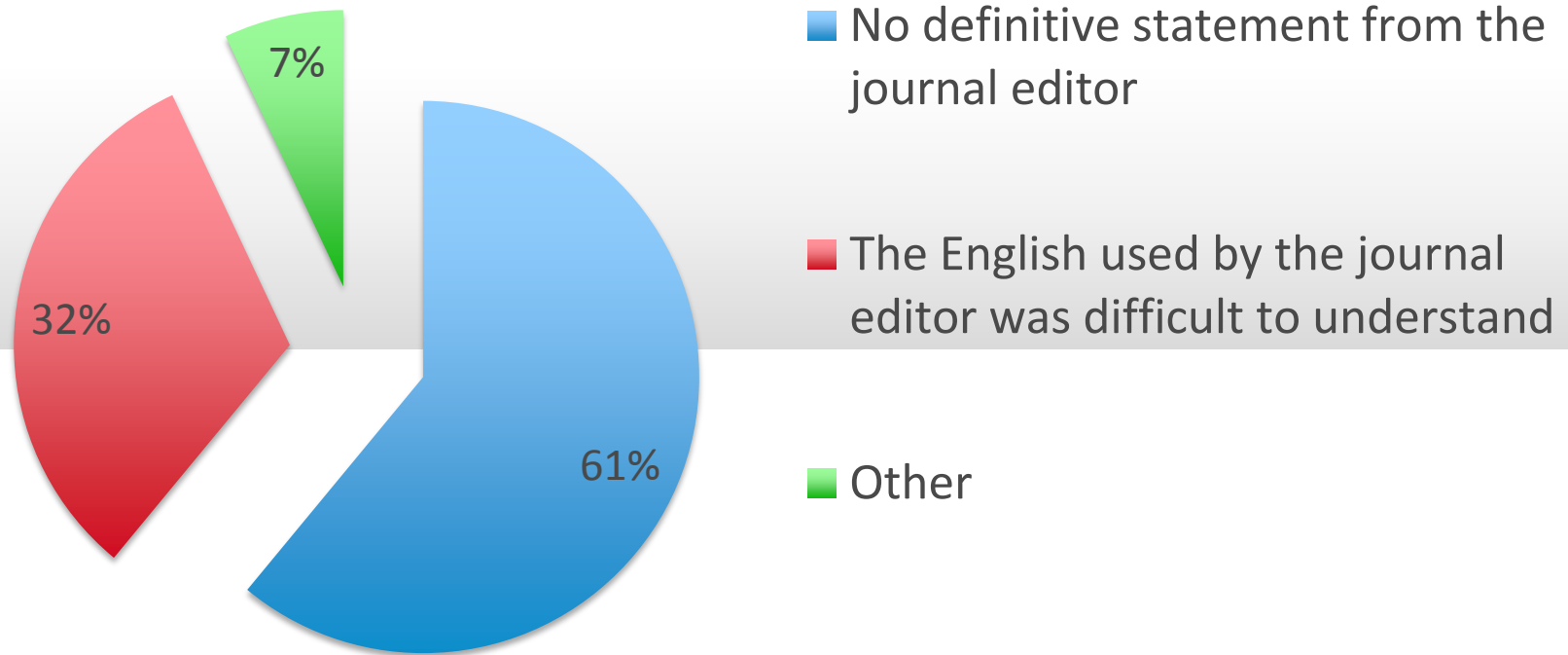
- 1,300 responses
- Carried out June/July 2013 on DXY.cn, a portal for China's biomedical community

# Editorial decisions & Chinese researchers

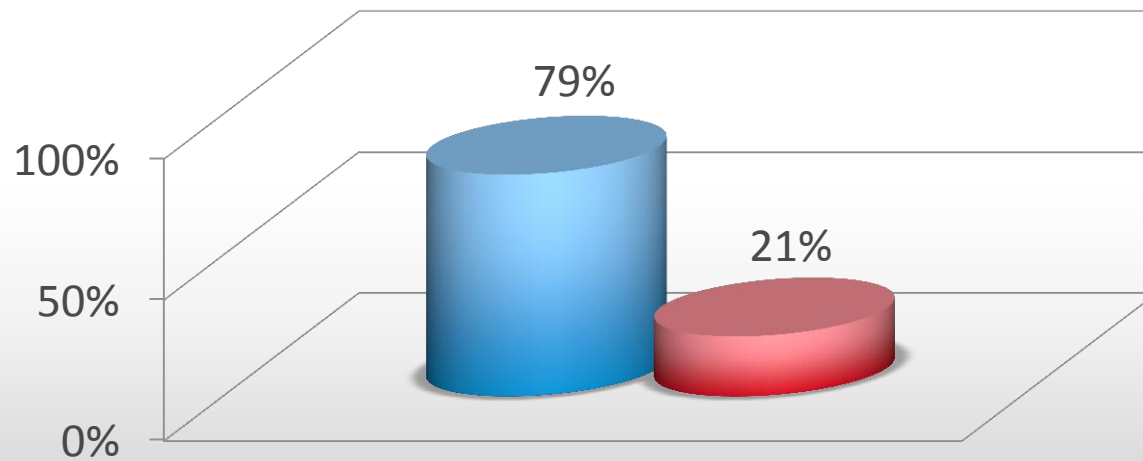


- **90%** of respondents confused by the decision letters that journal editors send them

# Reasons for confusion



# Peer review and Chinese researchers



- Confused by referee comments
- Referee comments were clear

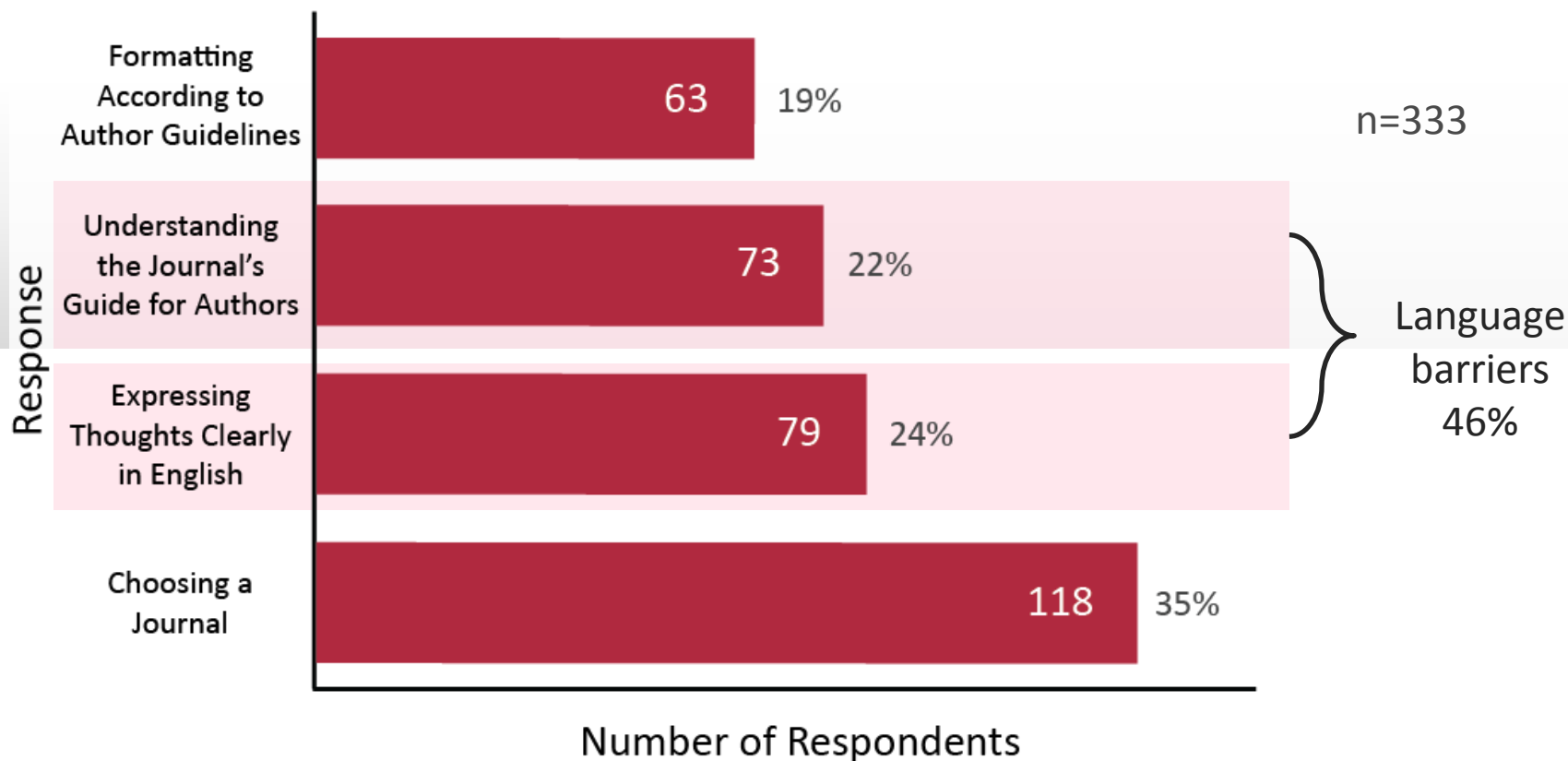
➤ **79%** of respondents confused by peer review comments



# Why were the referee's comments confusing?

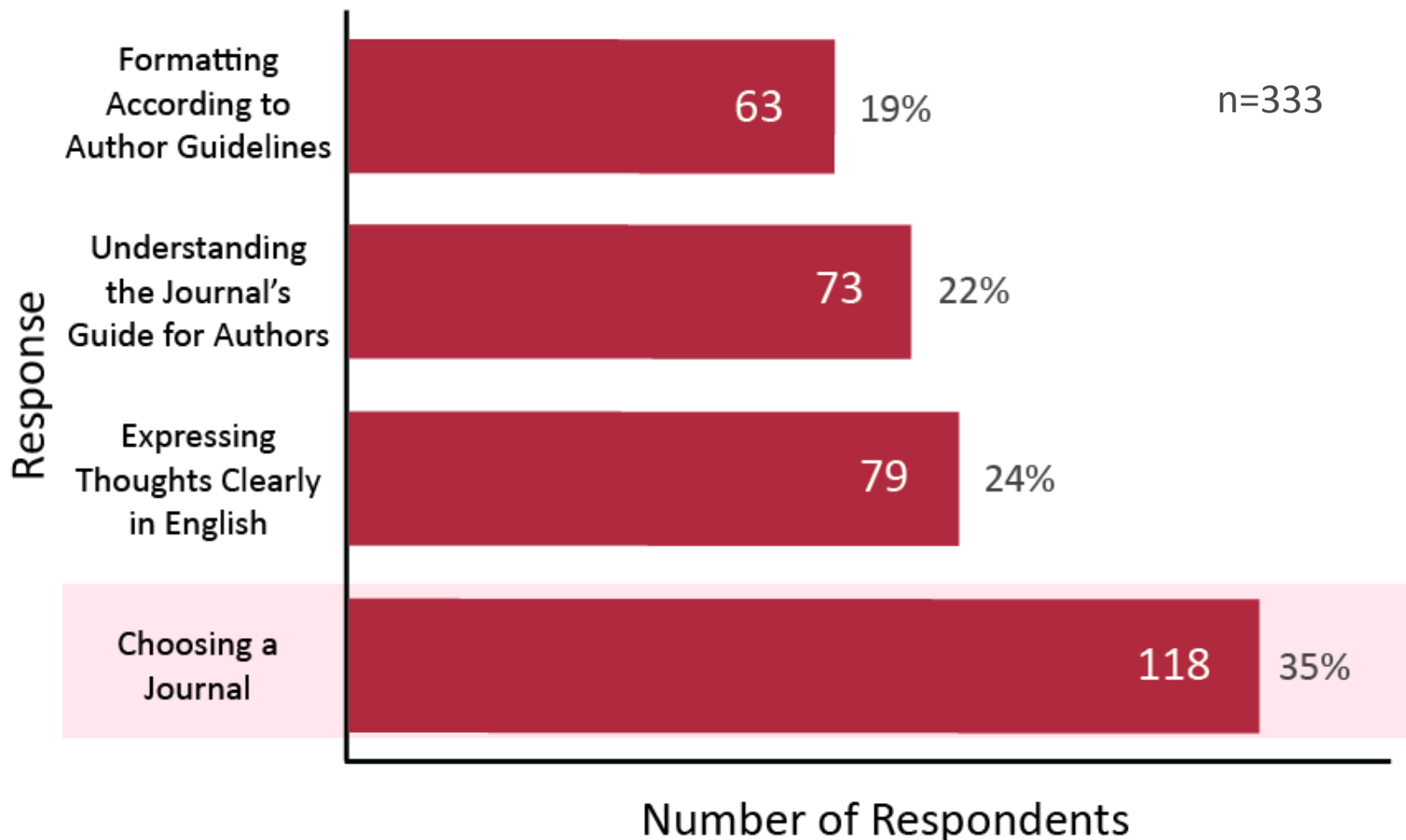
|   |     |
|---|-----|
| The questions posed, or clarifications requested were unclear   | 31% |
| I was unsure why the referee did not understand my initial explanation as I thought it was clearly communicated | 30% |
| Referee comments were conflicting   | 26% |
| The English was difficult to understand   | 11% |
| Other reasons   | 2%  |

## Primary Difficulty During Manuscript Preparation

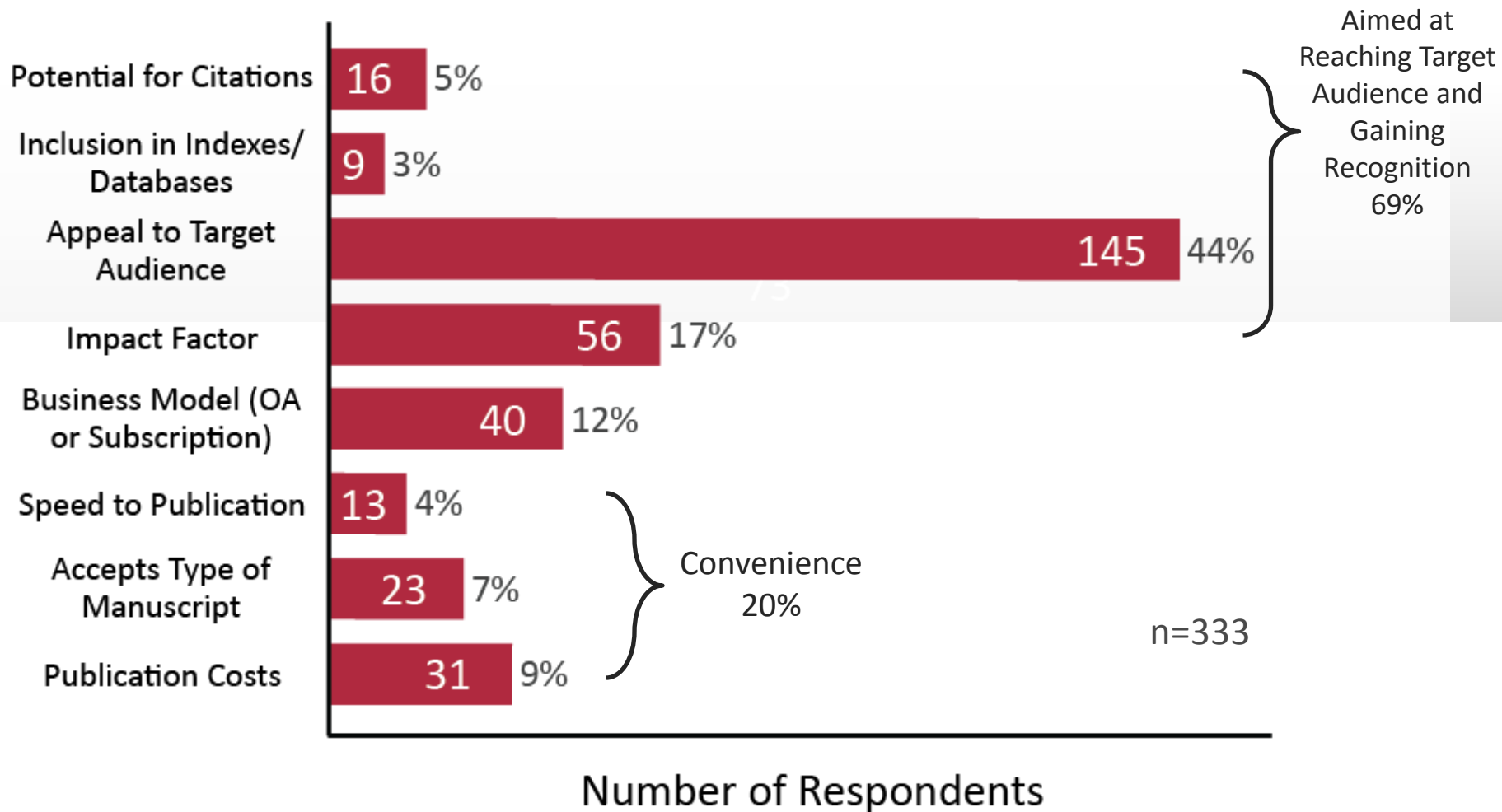


*Author Challenges survey carried out Spring 2009 on ScienceNet.cn, China's leading scientific portal*

## Primary Difficulty During Manuscript Preparation



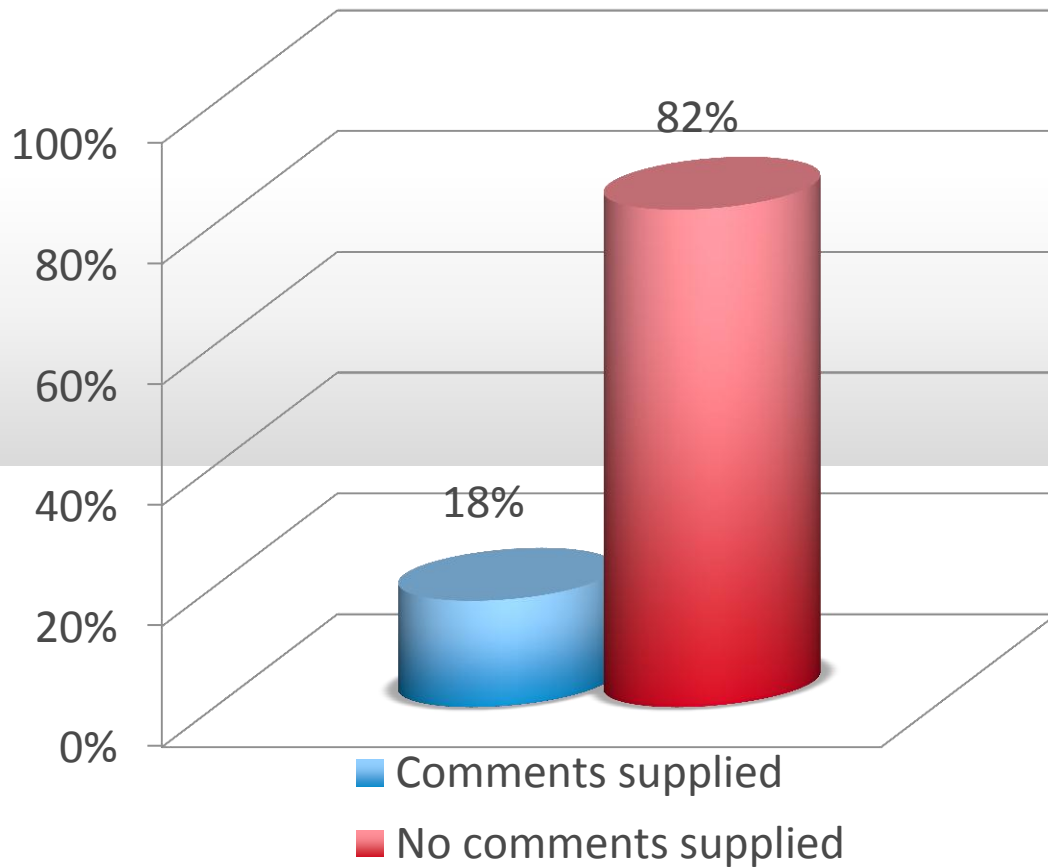
## Primary Criteria for Journal Selection



# Helping authors overcome rejection

- **89%** of authors would like journals to provide comments to help them improve their manuscript, *even when they have been rejected...*

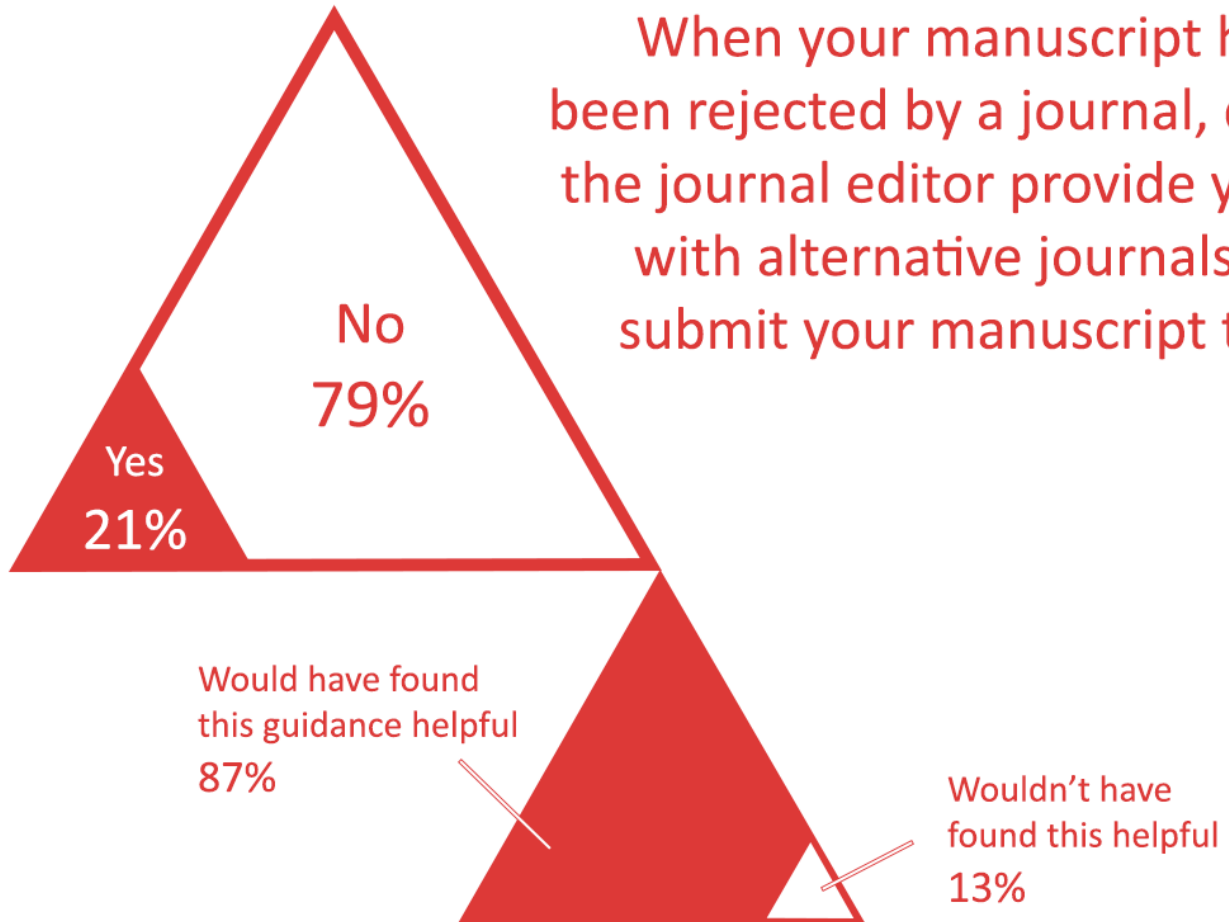
# Helping authors overcome rejection



...but only 18% of authors said they received comments upon rejection from peer review

# Helping authors overcome rejection

When your manuscript has been rejected by a journal, did the journal editor provide you with alternative journals to submit your manuscript to?



# Authors are not provided enough information

- 90% of respondents want more detailed information about the publication process
  - Expected time from submission to publication
  - The time given for referees to review manuscripts
  - The peer review model used
  - Exactly what is required at the revision stage



# Re-think the Aims & Scope

## Problems

### The traditional Aims & Scope is broken:

- the dozens or hundreds of A&S in a given field all seem the same
- A&S are too static and not updated regularly
- flat text is boring and lacks nuance

## Solutions

- Make a video or graphic Aims & Scope
- Update quarterly, or even after every issue
- Clearly state important information such as timelines to decision

# Re-think the Aims & Scope

SCIENTIFIC  
REPORTS

Monthly Statistics – July 2013

Mean time from  
submission to  
publication

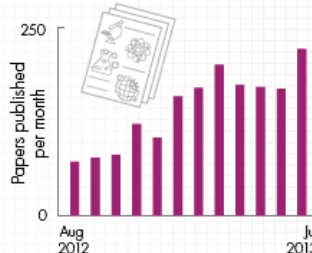
111 days



Number of papers  
published

222 papers published  
in July 2013

2,269 papers published  
since launch

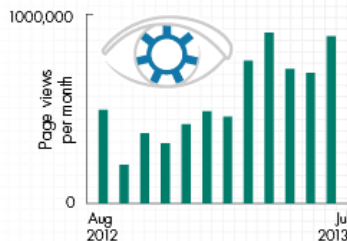


Great use of  
visualization instead  
of flat text

Article page  
views per month

882,594 HTML  
and PDF views

9.6 million total  
page views since launch



Community

Facebook likes: 11

92% of authors  
would submit again

\* Author survey

Interviews could be  
developed into a  
video A&S

Keep your research moving. Submit to *Scientific Reports!* [nature.com/sci](http://nature.com/sci)



Boyana Konforti, Editor, Cell Reports

## Problems

- Instructions are long and onerous
- Authors are experts in their field of research, not in formatting in MS Word

## Solutions

- Simplify guidelines
- Reduce formatting requirements
- Provide templates
- Translate into key languages

## 编辑方针

《英国医学杂志·开放版》(BMJ Open)是一份开放存取性质的专业医学期刊。本刊旨在通过连续出版的方式,及时刊登不同医学学科和治疗领域的最新研究进展。除发表正规论文(含小型、影响力较低的研究)外,本刊也刊登研究意向、研究方案以及试点研究结果。投稿请使用[在线投稿系统\(online submission system\)](#)(作者入口)。所有稿件均需接受同行评审,同时还将刊出文章所涉及的研究方案及审稿人意见。

所有稿件不得一稿多投,包括不得投往BMJ旗下其他杂志。

作者保留文章著作权;同时,在刊出前须签署“创作共用”(Creative Commons)授权书。

## 稿件处理费

《BMJ Open》基于服务实际成本向作者收取稿件处理费。收费标准为(英国及其他欧盟成员国作者无需缴纳增值税):1200英镑。研究方案的稿件处理费为上述收费标准的50%,同一

Edanz recently helped BMJ translate all of its IfAs into Chinese.

This will soon become an industry standard.

# Improve the value of peer review

## Problems

### Authors complain about:

- Long decision times
- Unclear comments
- Lack of bottom-line decisions or guidance from journal editors

## Solutions

- Encourage pre-submission inquiries
- Re-invent how peer review comments are structured
- Clearly advise if authors should submit to a different journal
- Provide value even when rejecting a paper

# Be helpful

## Problems

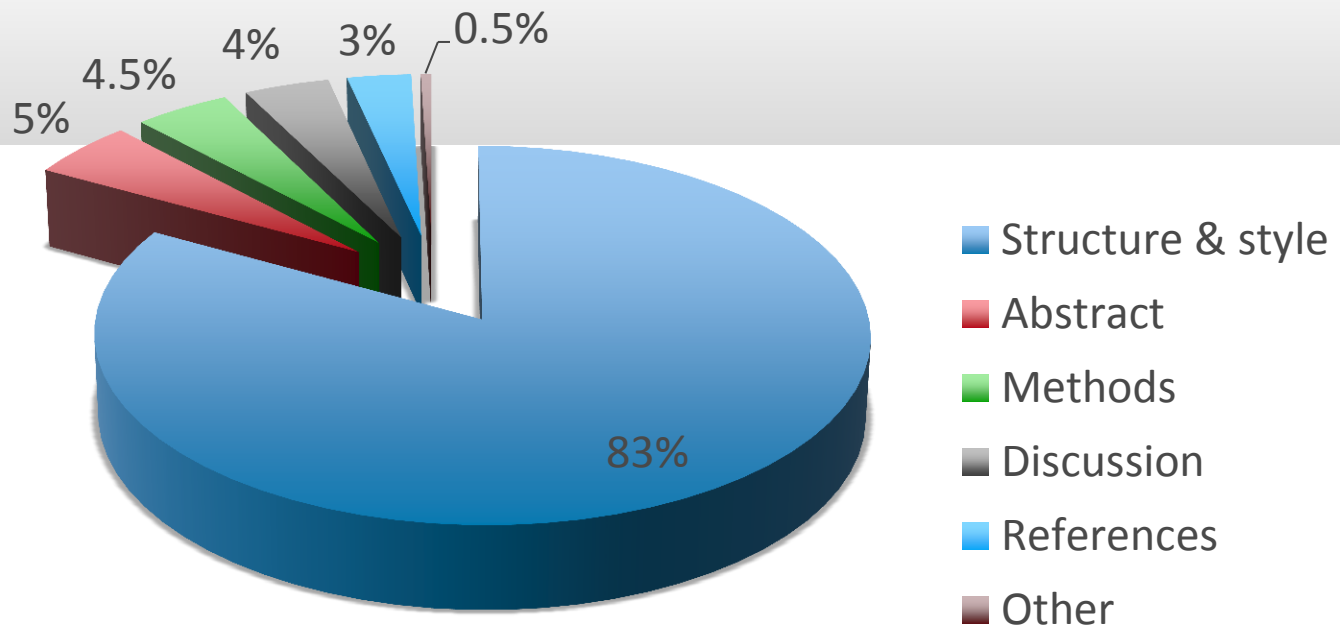
- Authors are unclear about policies
- Journals reject for language problems without giving suggestions on how to solve them
- Authors are unsure what it takes to get published

## Solutions

- Suggest alternate journals upon rejection
- Set up an author helpdesk
- Refer authors to vetted language services
- Show the anatomy of an exemplar paper

# What would help authors?

- 81% of respondents indicated that a sample exemplary article would aid them in writing a better manuscript.



# Brainstorm Ideas

# Be helpful

AIP Publishing

About | Publications | Librarians | Resources

## Journal of Applied Physics Author Toolkit

Allow AIP Publishing to help you submit your paper quickly and easily!  
Use this site to guide you through the submission process.

### How should I prepare my manuscript?

- Manuscript Preparation Guidelines
- Manuscript Preparation Checklist



### How should I prepare my graphics and illustrations?

- Graphics



### What other publishing tools are available?

- Journal of Applied Physics Sample Manuscript
- How to Write an Outstanding Abstract **\*NEW\***
- Formatting Chinese, Japanese and Korean (CJK) Character Guide



### How should I prepare my multimedia?

- Supplements

### What are the copyright and permissions policies?

- Rights and Permissions Guide
- Author Permissions FAQ
- Copyright and Permissions FAQ



### What are the ethics and web policies?

- Ethics
- Web Policies

### What is the archive and use policy?

- Archive and Use Policy



### What are the author and publication policies?

- Author
- Publication

### What should I do before I submit my manuscript?

- Review the JAP Author Instructions



### How do I submit my manuscript?

- JAP E

AIP has done a good job of pulling together helpful resources

## Sample manuscript for *Journal of Applied Physics*<sup>a)</sup>

A. Author,<sup>1,2,b)</sup> B. Author,<sup>2,c,d)</sup> and C. Author<sup>3,d)</sup>

<sup>1</sup>Department, University, City, Postal code, Country

<sup>2</sup>Corporation or Laboratory, Street address, Postal code, City, Country

<sup>3</sup>Department, University, City, State (spell out full name), Zip code, USA

This is an abstract. It gives the reader an overview of the manuscript. Abstracts are required for all manuscripts. The Abstract should be self-contained (contain no footnotes or citations to references). It should be adequate as an index (giving all subjects, major and minor, about which new information is given), and as a summary (giving the conclusions and all results of general interest in the article). It should be approximately 250 words. The abstract should be written as one paragraph and should not contain displayed mathematical equations or tabular material. In this sample article we provide instructions on how to prepare and submit your paper to *Journal of Applied Physics*, a journal published by AIP Publishing LLC. The AIP Publishing staff appreciates your effort to follow our style when preparing your manuscript.

### I. INTRODUCTION: THE MANUSCRIPT

Please use this "sample manuscript" as a guide for preparing your article. This will ensure that your submission will be in the required format for Peer Review. Please read all of the following manuscript preparation instructions carefully and in their entirety. The manuscript must be in good scientific American English; this is the author's responsibility. All files



# Reach out to authors

## Problems

- Authors from non-traditional markets face unique challenges
- Authors in China and elsewhere are already talking about your brand in their own language

## Solutions

- Travel to the countries that your papers come from
- Make someone from management responsible for author experience
- Communicate with scientists online in their own language



## Problems

- Weak culture of scientific communication
- Inexperience with peer review

## Solutions

- Provide educational materials
- Make a 'Journal Club' kit to encourage young scientists to read more
- Encourage authors from emerging markets to serve as peer reviewers

# Brainstorm Ideas

# E-learning course

- User registration & progress tracking
- Interactive
- Multimedia content
- Quizzes
- Uses SCORM-based E-learning management system (ELMS)

## Why is good writing important?

Good writing is writing that **clearly communicates** your research. Scientists are busy people, so if your manuscript is poorly written and difficult to understand, they may not take the time to read it (or cite it later). Not only does writing well help others understand what you've done, it will also help you to better understand your own work.





Science is complex, but the writing used to describe it need not be. **Good writing is simple writing.**

High-quality, simple writing:

- Increases the changes of **acceptance** for publication
- Increases the **impact** of a manuscript for publication
- Accelerates **understanding** and **acceptance** of the research
- Increases the faith of readers in the **quality** of the research

Poorly written and complicated manuscripts annoy readers, peer reviewers, and journal editors, and hinder their understanding of complicated scientific concepts.

The screenshot shows the Springer Author Academy website. At the top, there is a navigation bar with 'Home', 'Courses', and 'My Dashboard' links. The Springer logo and a language dropdown menu are also present. A large blue banner features a woman's portrait and the text: 'Welcome to the Springer Author Academy. Welcome to the Springer Author Academy! Find everything you need to write, submit and publish your manuscript.' Below this, a section titled 'Available Courses' displays four course cards, each with an image and a 'Get Started' button.

| Journal Author Academy  | Peer Review Academy   | Book Author Academy  | Journal Editor Academy   |
|---|---|--|--|
|   |    |   |   |
| <p>Overcoming barriers to publication success</p> <p>Do you have novel research you want to publish? Clearly communicate your research so that other scientists will read and cite it. Learn what journal editors are looking for in a manuscript and how to follow instructions for authors so that...</p> | <p>Why is peer review essential? Which rules does it follow? How does an author best deal with it?</p> <p>If you prefer a good story to printed pages, we also provide videos about peer review below (with Chinese and Japanese subtitles as you prefer). Before you dive into the depth of peer review, take a moment to think about why you would...</p> | <p>Why publishing your work is important</p> <p>Before you begin, it may be useful to remind yourself of why publishing your work is important. You might need to publish in order to graduate, get a job, or advance your career. But first take a moment to think about two of the most important aims of your research...</p> | <p>Setting standards for scientific publishing</p> <p>The definitive goal of editors is the publication of high-grade journals that contribute to existing knowledge and reflect the utmost ethical standards. A challenge for editors is to be gatekeepers of content that informs readers, but is also original and...</p> |
| <a href="#">Get Started</a>   | <a href="#">Get Started</a>   | <a href="#">Get Started</a>  | <a href="#">Get Started</a>  |

A typical  
Chinese Author

# How does Open Access fit in?

It's a stretch, but if authors buy in to the message that sharing their research is more important than Impact Factor, then they may be more likely to play a positive role in scholarly communication.

## Perceived advantages



“Articles published in OA journals may reach a wider audience.”

A typical  
Chinese Author

# How does Open Access fit in?

## Misconceptions

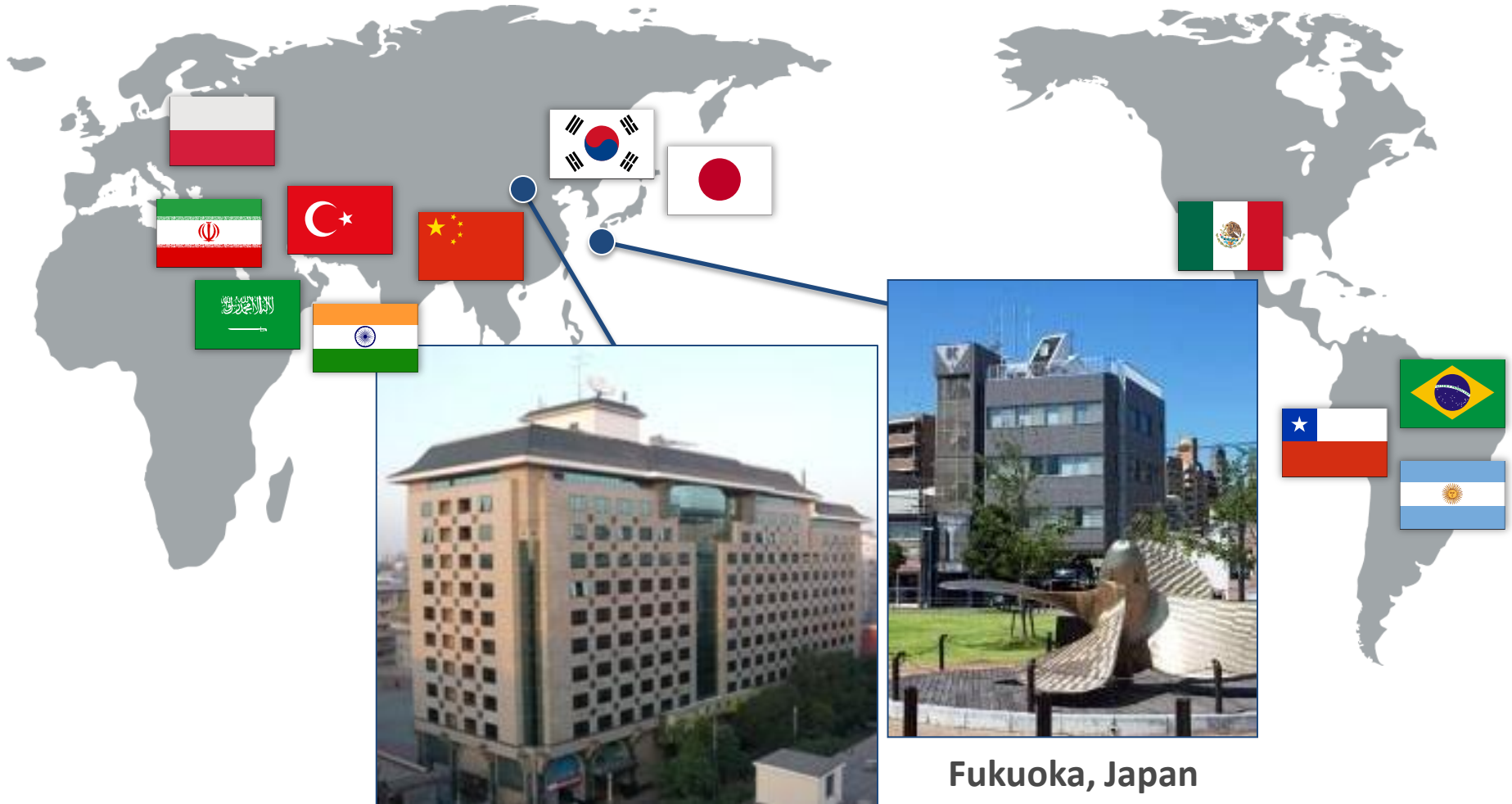


“OA journals have no SCI IF. Maybe they will have some years later, but not now. However, since they have no SCI IF, they are basically useless for us.”

There is still a lot of work to be done in Asia to raise awareness about OA and its benefits.

# About Edanz

## Localized in China and Japan, services for authors worldwide



Beijing, China



Fukuoka, Japan

## Services for overcoming barriers to publication

- **Language editing**
- **Expert Scientific Review** (independent peer review)
- **Journal Selection**
- **Abstract development**
- **Cover letter development**
- **Language assistance for responding to peer review comments**

# 350+ language editors who understand science



**Dr. Gregor Stewart**

1989 – PhD Biotechnology, Durham University, UK  
Experienced bioinformatics analyst



**Dr. Elizabeth Juarros**

2007 – PhD Physics, University of Connecticut, USA  
Specialized in optical physics and quantum computing



**Dr. Alison Sherwin**

1988 – PhD Biochemistry, University of Kent, UK  
Has edited over 3,000 manuscripts for Japanese and Chinese authors



**Dr. Daniel McGowan**

2002 – PhD Molecular Neuroscience, University of Auckland, NZ  
Former Assoc Editor at Nature Reviews Neuroscience



**Dr. Robert Eager**

2007 – MD Internal Medicine, University of Texas, USA  
Current medical practitioner



**Dr. Karen Bradshaw**

1990 – Computer Science, University of Cambridge, UK  
University lecturer in computer science



**Dr. Andrew Gorman**

2001 – PhD Geophysics, University of British Columbia, Canada  
Focused on use of seismic imaging to investigate geological processes



**Dr. Anthony Hill**

2001 – PhD Biological Sciences, Stanford University, USA  
Focused on genetics of neural development



**Dr. Natasha Lundin**

2007 – PhD Chemistry, University of Otago, NZ  
Cover article published in Angewandte Chemie



**Dr. Jennifer Smith**

1999 – PhD Botany, University of Otago, NZ  
Investigated novel marine extracts with applications for crop and food research



# About Edanz

## Journal Selector

1. Authors enter an abstract or sample text; the Journal Selector returns a list of journals that publish in related areas.

2. Results refined based on publication frequency, Impact Factor or publishing model, including open access.

3. Users are shown links to similar articles previously published by recommended journals

[www.edanzediting.com/JS](http://www.edanzediting.com/JS)

**JOURNAL SELECTOR**

**Get started - find the journal that's right for you**

**1**

**Enter your abstract or article description**

White matter changes occur endemically in routine magnetic resonance imaging (MRI) scans of elderly persons. MRI appearance and histopathological correlates of white matter changes are heterogeneous. Smooth periventricular hyperintensities, including caps around the ventricular horns, periventricular lining and halos are likely to be of non-vascular origin. They relate to a disruption of the ependymal lining with

[Questions about entering your abstract or article description?](#)

**Find your target journal**

Only journals with an Impact Factor  
 Only journals with Open Access options

**Find your target journal**

The Journal Selector uses cutting-edge semantic technology to achieve publication success. Enter your abstract or sample text. The Journal Selector returns a list of journals that publish in related areas. You can refine your results based on the factors that matter to you, like publication frequency, Impact Factor or publishing model, including open access.

**2**

**JOURNAL SELECTOR RESULTS**

**You can edit your abstract and refine your results**

White matter endemically routine resonance imaging (MRI) scans persons. MRI histopathological white matter . Smooth periventricular hyperintensities, caps ventricular horns, periventricular lining halos - vascular origin. relate ependymal lining subependymal widening space subeortical deep white matter abnormalities. distinction punctate, early confluent confluent . punctate white matter lesions widened perivascular

[Questions about refining or filtering your results?](#)

**Filter your results to find the best match**

Please use the options below to filter your results.

Impact Factor  Show only journals with an Impact Factor  
0 0.5 1 1.5 2 3 5 7 10+

Frequency

Publishing model  Any  Open Access  Hybrid

**Refine Journal Results**

**We recommend the following journals**

**SORT RESULTS BY**  
▼ Match | Title | Impact Factor | Frequency | Model

|  |  |                        |                     |               |
|--|--|------------------------|---------------------|---------------|
|  | <a href="#">Acta Neuropathologica</a>        | Impact Factor : 7.695  | Frequency : Monthly | Model: Hybrid |
|  | <a href="#">Brain Research</a>               | Impact Factor : 2.623  | Frequency : Weekly  | Model:        |
|  | <a href="#">Archives of Neurology</a>        | Impact Factor : 7.108  | Frequency : Monthly | Model:        |
|  | <a href="#">Neurology</a>                    | Impact Factor : 8.017  | Frequency : N/A     | Model:        |
|  | <a href="#">Annals of Neurology</a>          | Impact Factor : 10.746 | Frequency : Monthly | Model:        |
|  | <a href="#">J. Neuroscience</a>              | Impact Factor : 7.271  | Frequency : Weekly  | Model:        |
|  | <a href="#">J. the Neurological Sciences</a> | Impact Factor : 2.167  | Frequency :         | Model:        |

**3**

**Similar articles from this journal**

- [Heterogeneity in age-related white matter changes](#)  
Published 2011 - Jul
- [Heterogeneity in age-related white matter changes](#)  
Published 2011 - Aug
- [Neuropathology of Raine syndrome.](#)  
Published 2002 - Feb
- [Neuropathology of Raine syndrome](#)  
Published 2002 - Mar
- [Oligodendrocytes within astrocytes \("emperipolesis"\) in the white matter in Creutzfeldt-Jakob disease.](#)  
Published 2004 - Aug



[www.edanzediting.com/STM-China](http://www.edanzediting.com/STM-China)

Downloads and further author-centric reading



[@JournalAdvisor](https://twitter.com/JournalAdvisor)

[@STMChina](https://twitter.com/STMChina)

Follow us on Twitter



[bshaw@edanzgroup.com](mailto:bshaw@edanzgroup.com)

Contact me