

# How to Write a World Class Paper

*Practical tips to help you get published*

Krakow,

June 14th, 2011

Agata Jablonka, Elsevier, Amsterdam



**Elsevier**

*Science & Technology  
Overview*



# Global leader in Science information

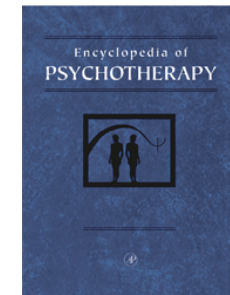
SCIENCE @ DIRECT®



**SCIRUS**  
www.scirus.com



**SCOPUS**



**MDL® I sentris™**

- Revenues: \$1.5 billion
- Sales in 180+ countries
- 7,000 employees
- Serving 10 million+ scientists, students, and information professionals
- 1,800 journals and 12000 books

# The research community and our products

## Customers

Academic  
Research  
Institutions



Government  
Research  
Establishments



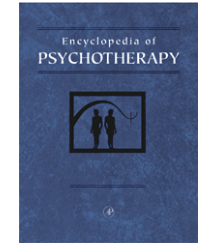
Corporate  
Research Labs



Individual  
Researchers



## Products



**SCOPUS**<sup>TM</sup>

**MDL**<sup>®</sup>  
**Isentris**<sup>TM</sup>

SCIENCE @ DIRECT<sup>®</sup>

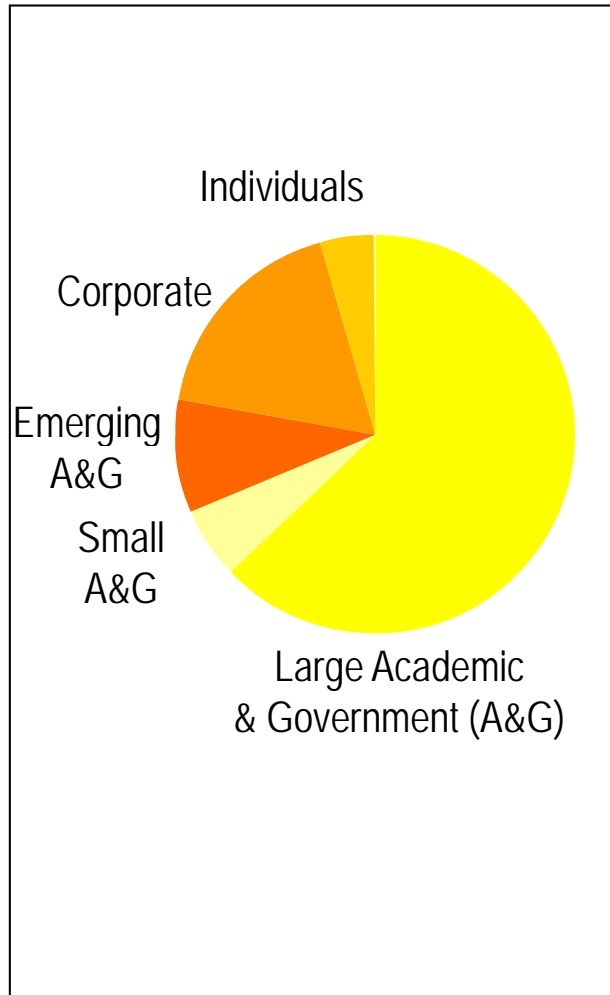
**Endeavor**  
Information Systems Incorporated

**SCIRUS**  
for scientific information only

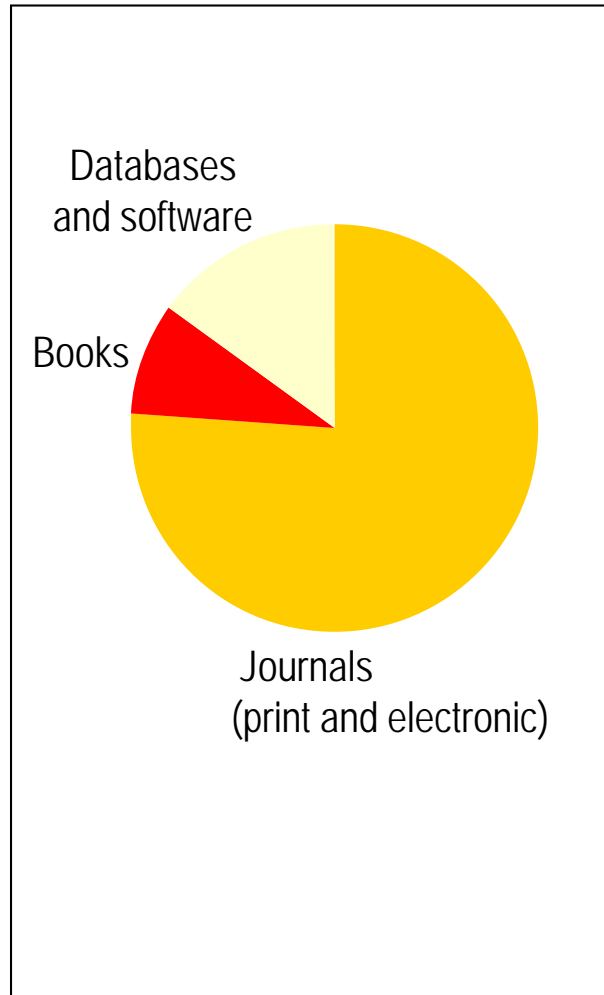


# Science & Technology portfolio

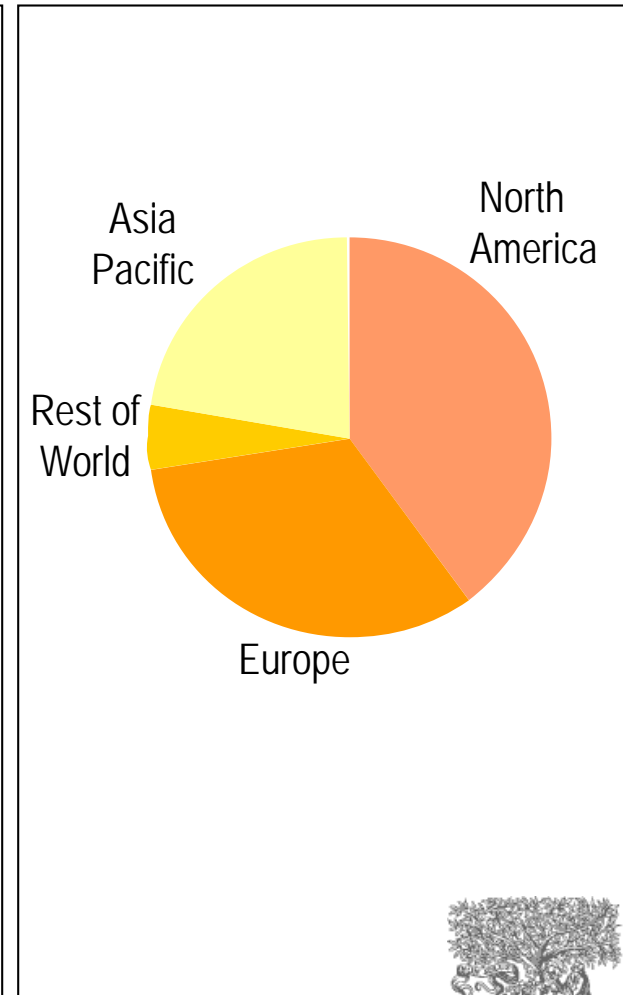
## Customers



## Products



## Geography



**Elsevier**

*Science & Technology  
Trends & Strategy*



# Customer Trends

## Authors

- Journals
- Books



### *Trends:*

Authors demand speed and ease of process

Authors seek maximum exposure

## Librarians

- Academic
- Corporate



### *Trends:*

Librarians increasingly focused on efficiency in tight budget environment

Customer service of critical importance

## Students and faculty

- Academic



### *Trends:*

Use more data from flexible multiple sources

Users want easy access

## Researchers, developers

- Academic
- Corporate



### *Trends:*

New technology:

- enabling 'self publishing'
- enabling broad access
- driving use of e-tools

### *Overall Trends:*

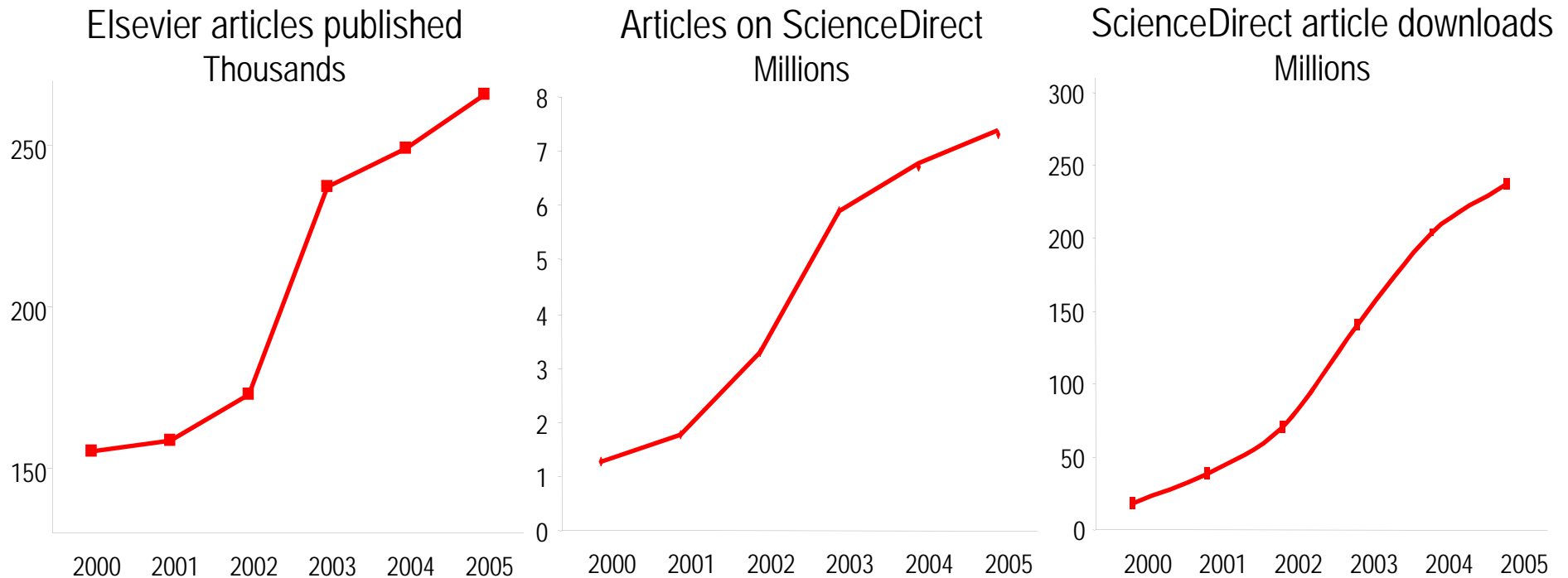
- Users are increasingly time constrained and information overloaded
- Technology is driving the proliferation of content, while also providing users with better ways to navigate and manage it more efficiently

# Trends in Publishing

- **Rapid conversion from “print” to “electronic”**
  - 1997: print only
  - 2005: 40% e-only  
30% print only  
30% print + electronic
- **Increased usage of electronic articles, at lower prices**
- **Electronic submission**
  - Increased manuscript flow
- **Experimentation with new publishing models**
  - E.g. “author pays” models, “delayed open access”



# eTransformation – content and usage growth



- Add remaining backfiles, books, major reference works and primary research data
  - *eBooks, lab data and visuals on ScienceDirect*
- Launch new specialist journals and, expand newsletters
  - *18 new journals per year and 1000 new book titles per year*
- Increase volume with research and development growth
  - *3-4% article growth per year*



# S&T's four strategic priorities

1. World class content

Provide world leading content and best home for scientific authors

2. Value to academic

Continued expansion and usage of content; build on leading assets to get deeper into customer workflows

3. Widening distribution

Reach customer globally in emerging markets and under-penetrated segments

4. Organisational effectiveness & efficiency

Customer centric and cost efficient organisational structure and culture

# THIS HAS STRONGLY AFFECTED OUR FUTURE DIRECTION

## Former Mission Statement:

- Contribute to the progress and application of science, by delivering superior information products and tools that build insights and enable advancement in research

Supplier of publishing solutions



## New Mission Statement:

- Provide information and workflow solutions that help institutional decision-makers and researchers create significant value by building insights, enabling advancement in research, and improving research-driven returns-on-investment

Partner in research productivity



# THE SOLUTION AREAS LEVERAGE CORE ASSETS ACROSS THE BUSINESS

## Search and Discovery

### Products:

- ScienceDirect
- Scopus
- Scirus
- 2Collab
- SciTopics
- Application Marketplace (2010)
- Eng. Vill. (2010)

### Content Assets:

- SD: Full text articles; eBooks
- Scopus: Abstracts; indexes; patents; conference proceedings; select websites
- SciTopics: User-generated content
- Institutional repositories

### Functionality:

- SD: Search; Admin tools; PPV
- Scopus : Search, Citation Tracker; Author Identifier; Journal Analyzer; H-Index; PatentCites
- Scirus- 3rd party content integration
- 2collab-Collaboration

### Customers:

- Librarians
- Information Specialists
- Researchers
- Developers

## Performance, Planning and Funding

### Products:

- Spotlight
- Funding
- Governor (2010)
- SciStrata (2010)
- ShowCase (2010)

### Content Assets:

- Scopus content: Abstracts; indexes; patents; conference proceedings; select websites; citations
- U.S. Grant and funding content
- Institutional repositories

### Functionality:

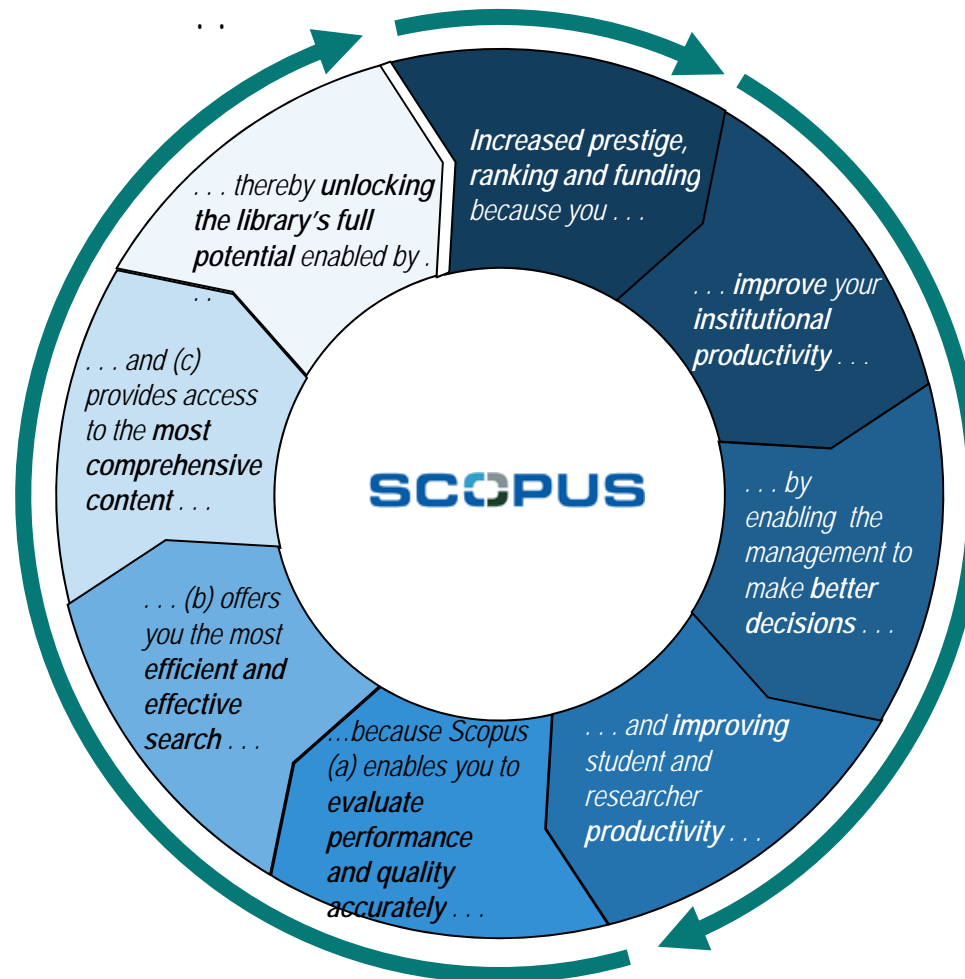
- Research funds matched to researcher profiles
- Distinctive institutional competencies
- Benchmarking: researchers, groups, institutions
- Highlighting of publishing accomplishments
- Performance measurement

### Customers:

- Senior level decision makers: Provost, Chancellor, Director of Research
- Research Managers, Research Administration Officers

# Scopus - Most comprehensive Abstracts and Citations database

Secure institutional success .



**Improve productivity of Researcher and Student:**

- Most efficient and effective search
- Access to most comprehensive content

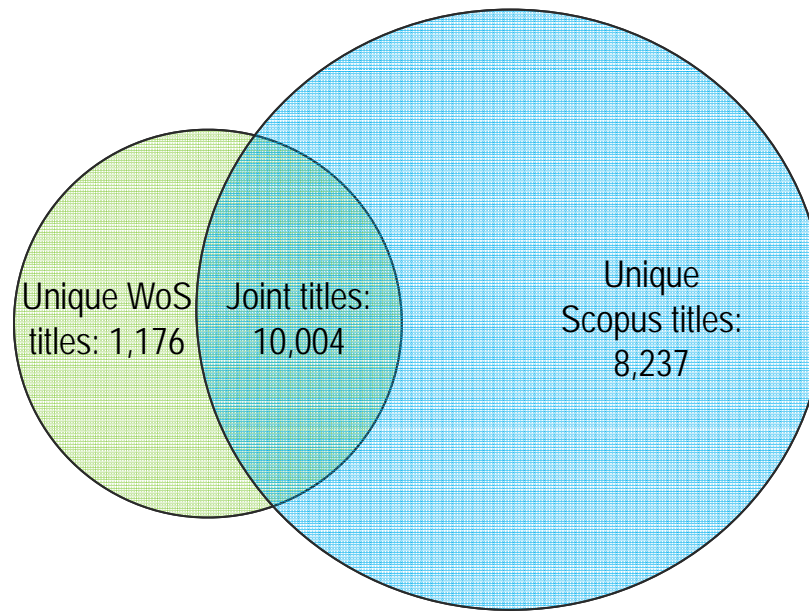
**Best evaluation of performance and quality:**

- Broadest coverage of peer-reviewed, high quality journals
- Globally as well as locally
- More accurate citation count, fairer recognition for work

# Scopus has significantly more journals in its database than WoS

WoS total: 11,180

Scopus total: 18,241



Year 2010



**SCOPUS**

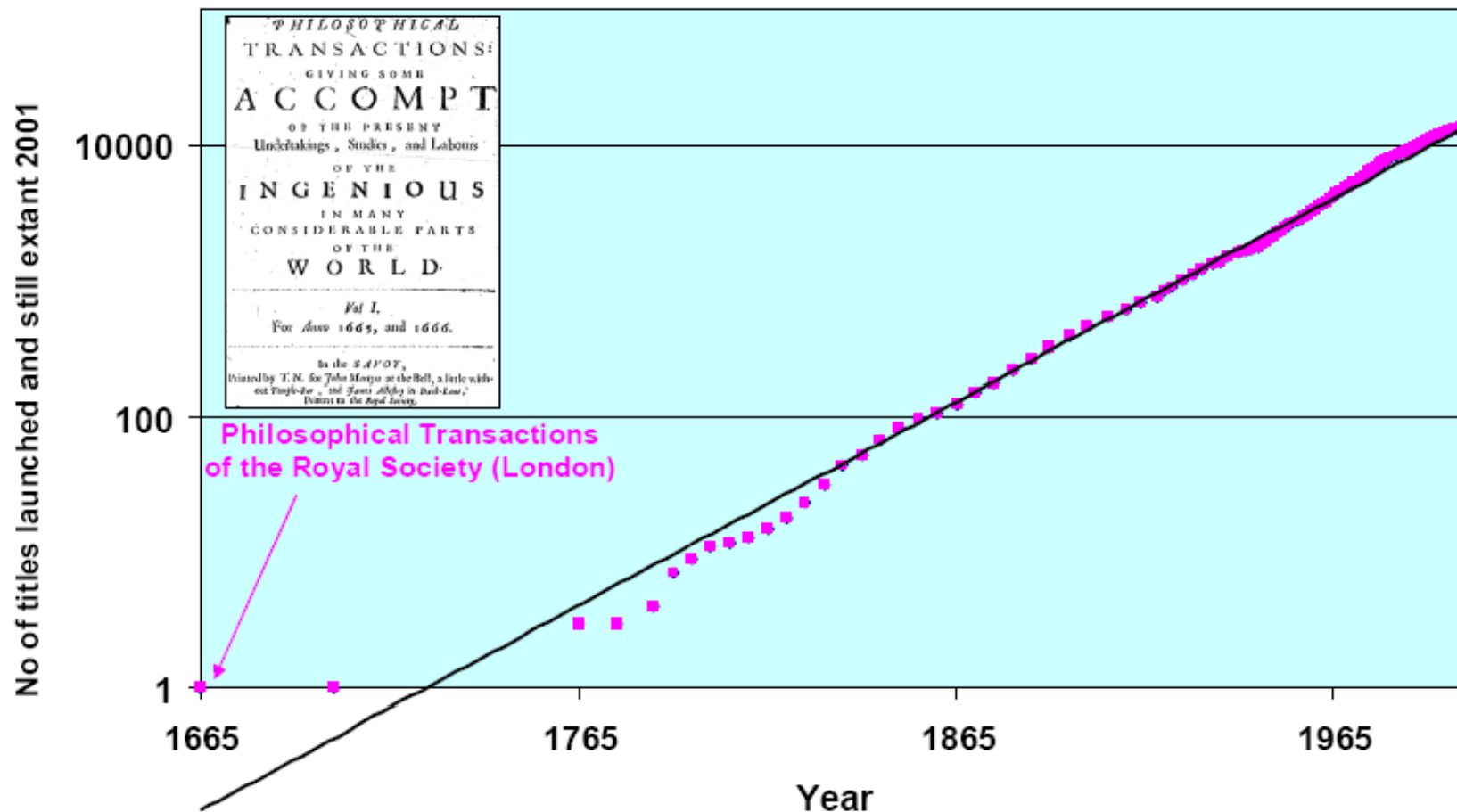


# Elsevier

*Fact, Status Quo and Trends  
in Publishing*



# Peer-Reviewed Journal Growth 1665-2001



Source:  
M A Mabe The number and growth of journals  
*Serials* 16(2).191-7, 2003



# Experience From Heritage

- Science and medical communities around the world are united through the highly organized and efficient system of STM Publishing



# Journal Publishing Volume

- 1,000 new editors per year
- 18 new journals per year

- 500,000+ article submissions per year

- Organise editorial boards
- Launch new specialist journals

- 200,000 reviewers
- 1 million reviewer reports per year

- 7 million articles now available

Archive and promote

Solicit and manage submissions

Manage peer review

- 40%-90% of articles rejected

- 10 million researchers
- 4,500+ institutions
- 180+ countries
- 240 million+ downloads per year
- 2.5 million print pages per year

Publish and disseminate

Production

Edit and prepare

- 7,000 editors
- 70,000 editorial board members
- 6.5 million author/publisher communications /year

- 250,000 new articles produced per year
- 180 years of back issues scanned, processed and data-tagged



# Publishing speed

**For authors looking to publish their research, the time an article takes to go through the publishing process is one of the most important considerations in selecting a journal**

Submission to Acceptance (weeks)	Submission to first online (weeks)	Submission to Print (weeks)
22.6	31.4	47.3

Many journals have now introduced a „Fast Rejection“ process by the journal Editor

# What is the Impact Factor (IF)?

## Impact Factor

*[the average annual number of citations per article published]*

- For example, the 2008 impact factor for a journal would be calculated as follows:
  - $A$  = the number of times articles published in 2006 and 2007 were cited in indexed journals during 2008
  - $B$  = the number of "citable items" (usually articles, reviews, proceedings or notes; not editorials and letters-to-the-Editor) published in 2006 and 2007
  - 2008 impact factor =  $A/B$
  - e.g.  $\frac{600 \text{ citations}}{150 + 150 \text{ articles}} = 2$



# Journal Evaluation – some challenges:

- I'm a publishing author in a niche area, how can I compare with researchers in another scientific field?
- How can I get a value that reflects citation behavior in my research area?
- It's 2010 – why can I only get a ranking relevant to 2008?
- Where can I find the data that have been used to generate this number?
- The Impact Factor does not cover the journal I'm publishing in. What now?

Summary:

Difficult to compare

Not recent enough

Lack of clarity of data origin

Lack of coverage

# Jan 2010: 2 new journal metrics in Scopus - SJR and SNIP



## SJR - SCImago Journal Rank



## SNIP - Source-Normalized Impact per Paper

**Comparison**  
**Recent**  
**Data origin**  
**Coverage**

**Normalization** of differences **between fields**  
**Refreshed** twice per year: **April** and **September**  
**Eliminates manipulation**  
All **18,000+** journals, proceedings and book series in Scopus receive **SJR** and **SNIP** values

# New Scopus Metrics

SNIP = Source Normalized Impact per Paper

Developed by University of Leiden, Netherlands

SJR = SCImago Journal Rank

Developed by SCImago Research Group

[WWW.JOURNALMETRICS.COM](http://WWW.JOURNALMETRICS.COM)

# New Publishing Models to Accelerate Science

## -Article Based Publication:

Online article version of final article published before finalized printed issue is available.

Speeds up publication process by an average of 7 weeks.



Introducing:  
**Prof. Jörg Eichler**

*Editor*

