

The Process of Publication

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Overview

- Promoting conference presentations and publications
- Strengths and weaknesses
- Process of publication and development of a manuscript
- Peer review



Presentation of research work

- Student work
 - Written dissertation modelled on manuscript for publication using IJOM guidelines
 - Presentation of research reflecting on feedback
 - Opportunity to present at multi-professional conference
- Faculty
 - Encourage faculty to work with students on their area of interest
 - Funding to present at research conferences



Strengths

- More realistic final assessment of professional writing
- Several steps closer to manuscript ready for submission – less revision needed
- Requires close focus on key messages, key results and discussion
- Opportunity to model and present in professional context
- Values student work
- Additional support to ease cost burden for staff



Weaknesses

- Harder task to write concisely and to be selective
- Frustrating to leave work out
- Has not lead to significant increase in peer reviewed publications
- Requires developmental support and resources
- Costs of conferences



How to Get Published in a Research Journal



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Objectives

- What steps do I need to take before I write my paper?
- How can I ensure I am using proper manuscript language?
- How do I build up my article properly?



What steps do I need to take before I write my paper?



Determine if you are ready to publish

You should consider publishing if you have information that advances understanding in a specific research field

This could be in the form of:

- Presenting new, original results or methods
- Rationalizing, refining, or reinterpreting published results
- Reviewing or summarizing a particular subject or field

If you are ready to publish, a **strong** manuscript is what is needed next



What is a strong manuscript?

- Has a clear, useful, and exciting message
- Presented and constructed in a logical manner
- Reviewers and editors can grasp the significance easily

Editors and reviewers are all busy people – make things easy to save their time



Choosing the right journal

Investigate all candidate journals to find out:

- Aims and scope
- Accepted types of articles
- Readership
- Current hot topics
 - go through the abstracts of recent publications



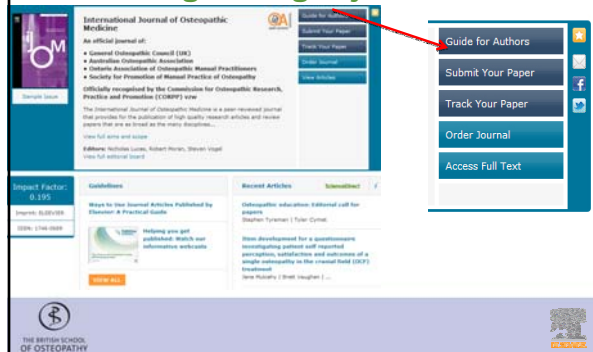


Choosing the right journal cont..

- Ask for help from your supervisor or colleagues
 - The supervisor (who is often a co-author) has co-responsibility for your work.
- DO NOT gamble by submitting your manuscript to more than one journal at a time.
 - International ethics standards prohibit multiple/simultaneous submissions, and editors *WILL* find out! (see also our webcast on publishing ethics www.elsevier.com/editorsupdate).

TIP: Articles in your references will likely lead you to the right journal.

Choosing the right journal cont..



Summary – What steps do I need to take before I write my paper?

- Determine if you are ready to publish
- Decide on the type of manuscript
- Choose the target journal
- Check the Guide for Authors

How can I ensure I am using proper Manuscript language?

What are some characteristics of the best manuscript writing you have seen?

Consider.....

Why is language important?

Save your editor and reviewers the trouble of guessing what you mean

Complaint from an editor:

"[This] paper fell well below my threshold. I refuse to spend time trying to understand what the author is trying to say. Besides, I really want to send a message that they can't submit garbage to us and expect us to fix it. My rule of thumb is that if there are more than 6 grammatical errors in the abstract, then I don't waste my time carefully reading the rest."



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Do publishers correct language?

- No. It is the author's responsibility to make sure his paper is in its best possible form when submitted for publication
- However:
 - Publishers often provide resources for authors who are less familiar with the conventions of international journals. Please check your publishers' author website for more information.
 - Some publishers may perform technical screening prior to peer review.
 - Visit <http://webshop.elsevier.com> for translation and language editing services.



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Manuscript Language – Overview

Write with clarity, objectivity, accuracy, and brevity

- Key to successful manuscript writing is to be alert to common errors:
 - Sentence construction
 - Incorrect tenses
 - Inaccurate grammar
 - Mixing languages

Check the Guide for Authors of the target journal for any language specifications



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Summary – How can I ensure I am using proper manuscript language?

- Proper manuscript language is important so that editors and reviewers can easily understand your messages
- Refer to the journal's Guide for Authors for specifications
- Check that your paper has short sentences, correct tenses, correct grammar, and is all in English or language of journal
- Have a native language speaker check your manuscript or use a language editing service



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How do I build up my article properly?

Read the 'Guide for Authors'!

- You can find the Guide for Authors on the journal homepage on Elsevier.com
- Stick to the Guide for Authors in your manuscript, even in the first draft (text layout, nomenclature, figures & tables, references etc.). In the end it will save you time, and also the editor's.
- Editors (and reviewers) do not like wasting time on poorly prepared manuscripts.



Reviewers' editors' feedback

- This is an interesting topic, however, the manuscript needs to be revised to meet the usual conventions of reporting research. The submission appears to be the preface to a thesis as it summarizes forthcoming chapters. Therefore I must reject it.

With substantial reworking in a more conventional format we'd certainly reconsider the submission but at this point feel it is better to reject the paper and encourage the authors to re-work it prior to possible future submission.

- The Instructions to Authors have not been followed at all for this paper. It will require a substantial rewrite prior to resubmission (if the author chooses too). The major concern is the lack of indication of ethics approval (ie. if it had been obtained).
- Unfortunately, however, the general organisation of the manuscript and a number of other areas that require extensive revision lead me to recommend that the manuscript be rejected at this point.

General structure of a research article

- Title
- Abstract
- Keywords
- Main text (IMRAD)
 - Introduction
 - Methods
 - Results
 - And
 - Discussions
- Conclusions
- Acknowledgements
- References
- Supplementary Data

Make them easy for indexing and searching! (informative, attractive, effective)

Journal space is not unlimited. Make your article as concise as possible.

The progression of the thematic scope of a paper:
general → specific → general

However, we often write in the following order:

- Figures and tables
- Methods, Results and Discussion
- Conclusions and Introduction
- Abstract and title

Title

- A good title should contain the *fewest* possible words that *adequately* describe the content of a paper.
- Effective titles
 - Identify the main issue of the paper
 - Begin with the subject of the paper
 - Are accurate, unambiguous, specific, and complete
 - Are as short as possible
- Articles with short, catchy titles are often better cited
- Do not contain rarely-used abbreviations

Abstract

... is freely available in electronic abstracting & indexing services [PubMed, Medline, Embase, SciVerse Scopus,]

- This is the **advertisement of your article**. Make it interesting, and easy to be understood without reading the whole article.
- You must be **accurate** and **specific**!
- A clear abstract will strongly influence whether or not your work is further considered.
- Keep it as **brief** as possible!!!

Keywords

Used by indexing and abstracting services

- They are the labels of your manuscript.
- Use only established abbreviations (e.g. DNA)
- Check the 'Guide for Authors'

Introduction

Provide context to convince readers that you clearly know why your work is useful

- Be brief
- Clearly address the following:
 - What is the problem?
 - Are there any existing solutions?
 - Which solution is the best?
 - What is its main limitation?
 - What do you hope to achieve?
- Try to be consistent with the nature of the journal



Sample 1st paragraph of an Introduction

1. Introduction

1.1. Need to assess clinician's attitudes

After general practitioners, the three professional groups of chiropractors, osteopaths and physiotherapists see most low back pain (LBP) patients in the UK (Mannix and Gray, 2000). LBP patients account for approximately half their workload (Breen, 1977; Burton, 1981; Pringle and Tyreman, 1993; Pedersen, 1994; Foster et al., 1999; Gracey et al., 2002 and Waddell, 2004). It has been suggested that these three groups, referred to as musculoskeletal practitioners (MPs) throughout this paper, share similar approaches to the management of LBP (Harvey et al., 2003). In national clinical practice guidelines, they have been considered as a collective clinical group (CSAG, 1994; Waddell et al., 1996 and Waddell et al., 1999).

Pincus T, Foster N, Vogel S, Santos R, Breen A, Underwood M. Attitudes to back pain amongst musculoskeletal practitioners: A comparison of professional groups and practice settings using the ABS-mp, Manual Therapy, Volume 12, Issue 2, May 2007, Pages 167-175



Methods

Describe how the problem was studied

- Include detailed information
 - The reviewers...and readers should be able to see what has been done and repeat it... including the analysis section
- Do not describe previously published procedures
- Identify the equipment and describe materials used



Ethics Committee approval

- Experiments on humans or animals must follow applicable ethics standards
 - e.g. most recent version of the Helsinki Declaration and/or relevant (local, national, international) animal experimentation guidelines
- Approval of the local ethics committee is required, and should be specified in the manuscript
- Editors can make their own decisions as to whether the experiments were done in an ethically acceptable manner
 - Sometimes local ethics approvals are below internationally accepted standards



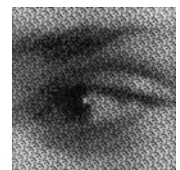
Results – what have you found?

- Tell a clear and easy-to-understand story. **RED THREAD**
 - Be structured (sub-headings)
- The following should be included:
 - The main findings
 - Thus not all findings (Add [Supplementary Materials](#) for data of secondary importance)
 - Findings from experiments described in the Methods section
 - Highlight findings that differ from findings in previous publications, and unexpected findings
 - Results of the statistical or other analysis



Results – Figures and tables

- Illustrations are critical, because
 - Figures and tables are the most efficient way to present results and;
 - Results are the driving force of the publication
- Captions and legends must be detailed enough to make figures and tables self-explanatory
- No duplication of results described in text or other illustrations



"One Picture is Worth a Thousand Words"
Sue Hanauer (1968)



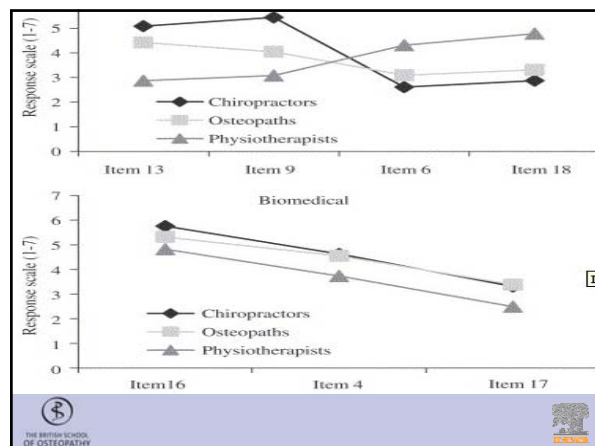
Demographics for the professional groups

	Chiropractic (n=132)	Osteopathy (n=159)	Physiotherapy (n=174)
Age mean (SD)	39 (10.6)	46 (8.7)	40 (7.53)
Years in practice, mean (SD)	9 (7.6)	19 (8.0)	16 (7.3)
Male (%)	78 (59)	84 (53)	26 (15)
NHS practitioners (%)	0/130 (0)	2/157 (1%)	107/164 (65%)
<i>Clinical setting</i>			
Primary care (%)	92 (72)	90 (61)	111 (66)
Secondary care (%)	3 (5)	12 (8)	34 (20)
Both (%)	33 (26)	45 (31)	22 (13)
<i>Location</i>			
Inner city (%)	18 (15)	20 (14)	21 (12)
Urban (%)	75 (61)	93 (63)	114 (67)
Rural (%)	29 (21)	35 (24)	36 (21)

*P<0.001.



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Discussion

What the results mean

- Most important section
- Make the Discussion correspond to the Results
- You need to compare published results with yours



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Sample 1st paragraph of an Discussion section

4. Discussion

We investigated the attitudes of MPs towards LBP and its management using the recently developed and validated Attitudes to Back Pain Scale (the ABS-mp), initially without taking practice settings into account. A striking finding was the extent of similarity of attitudes between the three groups towards re-activation and referral. However, the results also suggest that physiotherapists endorse limiting the number of treatment sessions offered to LBP patients more than osteopaths, who in turn endorse limiting sessions more than chiropractors. We also found that the chiropractors held a more biomedical approach than physiotherapists. All three groups endorsed the psychological items highly, which might indicate an acceptance of the psychosocial approach. However, moderate differences were found between the groups on their willingness to engage in psychological problems; both physiotherapists and chiropractors endorsed these items significantly more highly than osteopaths. Physiotherapists also felt more integrated within a wider health-care system, but this finding was limited to a single item.



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Conclusion

How the work advances the field from the present state of knowledge

- Should be clear
- Justify your work in the research field
- Suggest future experiments



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Sample Conclusion

5. Conclusions

This study identifies attitudinal similarities and differences between the main MPs who treat LBP within the UK, namely chiropractors, osteopaths and physiotherapists. However, our results only relate to their attitudes and not to their actual behaviour. Overall, it appears that all three groups showed support for a psychosocial approach to their patients, and saw reactivation as the primary goal of treatment. Nevertheless, the physiotherapists tended to endorse limiting treatment sessions more than the osteopaths, who in turn endorsed such limitations more than the chiropractors. The chiropractors tended to endorse biomedical attitudes more than the physiotherapists. It appears that at least for physiotherapists, some of these differences are explained by practice setting in that those who work within the public health-care sector (the UK NHS) appear to support restricting sessions, and disagree with advice to limit life-style more than their private practice colleagues. Professional grouping therefore seems to explain only some of the differences we have seen in these practitioners' attitudes and beliefs.



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References

Cite the main scientific publications on which your work is based

Do not use too many references

- Always ensure you have fully absorbed material you are referencing and do not just rely on checking excerpts or isolated sentences
- Avoid excessive self-citations
- Avoid excessive citations of publications from the same region
- Conform strictly to the style given in the Guide for Authors

Cover Letter

Your chance to speak to the editor directly

- Submitted along with your manuscript
- Mention what would make your manuscript special to the journal
- Note special requirements (reviewers, conflicts of interest)

Authorship

General principles for who is listed first

- First Author
 - Conducts and/or supervises the data generation and analysis and the proper presentation and interpretation of the results
 - Puts paper together and submits the paper to journal
- Corresponding author
 - The first author or a senior author from the institution

Avoid

- Ghost Authorship
 - leaving out authors who should be included
- Gift Authorship
 - including authors who did not contribute significantly
- Spelling names: Be consistent!

Revision

Revise before submission

- Vet the manuscript as thoroughly as possible before submission
- Ask colleagues and supervisors to review your manuscript

Finally, **SUBMIT** your manuscript with a cover letter and await a response...

After submission

- Refereeing speed varies tremendously between journals
- The Editor will decide to "Accept", "Accept with Revision (Minor or Major)", or "Reject" the manuscript

What is Peer Review?

Peer Review has two key functions:

• Acts as a filter by ensuring only good research is published. Helps to determine validity, significance and originality

• Improves the quality of the research submitted for publication by giving reviewers the opportunity to suggest improvements



Who Conducts Reviews?

- Scientific experts in specific fields and topics
- Young, old, and mid-career
- Average number of completed reviews is 8 per year*



* Peer Review in Scholarly Journals – perspective on the scholarly community: an international study. M Ware and M Monkman, Publishing Research Consortium



Why Do Reviewers Review?

- Fulfill an academic 'duty'
- Keep up-to-date with latest developments
- Helps with their own research
- Build associations with prestigious journals and editors
- Remain aware of new research
- Develop one's career



Invitation to review

- Ms. Ref. No.: UJOM-D-12-00041
Title: A twenty-first century model of Cranial Osteopathic Theory.
International Journal of Osteopathic Medicine
- Dear xxxx,
- I would like to invite you to review the manuscript entitled: "XXXXXXXXXXXX".
- Please see the end of this email for the abstract which will provide you with an overview of the manuscript.
- To assist you in the reviewing process, I am delighted to offer you full access to Scopus* for 30 days. With Scopus you can search for related articles and find the papers referenced in this manuscript. You may also use Scopus for your own purposes at any time during the 30-day period. If you already use Scopus at your institute, having this 30 day full access means that you will also be able to access Scopus from home. Access instructions will follow once you have accepted this invitation to review
- *Scopus is the world's largest abstract and citation database of research information and quality internet sources.
- If you accept this invitation, your comments will be due by Aug 15, 2012. If you are unable to act as a reviewer at this time, I would greatly appreciate your suggestions for alternate reviewers.



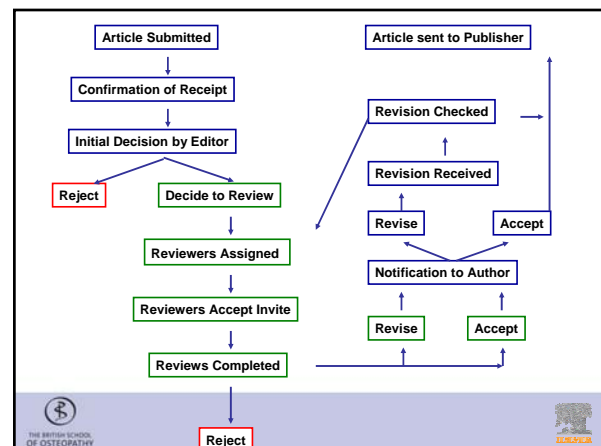
Review content

- Checklist completion
- Confidential comments to editor
- Comments to author



Overview of Peer Review Process

- Possible reviewer recommendations
 - Rejected **due to poor quality, or out of scope**
 - Accept without revision
 - Accept, but needs revision either:
 - Minor
 - Major



Conducting the Review - Structure

Key sections are included and are laid out clearly

Title
Abstract
Introduction
Methodology
Results
Discussion/ Conclusion
References

Title

- Does it clearly describe the article?

Abstract

- Does it reflect what was done and what the major findings were?

Introduction

- Does it clearly state the problem being investigated and accurately describe what the author hopes to achieve?
- Normally, the introduction is one to two paragraphs long.
- Does it summarize relevant research to provide context?
- Does it explain what findings of others, if any, are being challenged or extended?

Methodology

- Does it accurately explain how the data was collected?
- Is the design suitable for answering the question posed?
- Is there sufficient information present for you to replicate the research?
- Does the article identify the procedures followed? Are these ordered in a meaningful way?
- If the methods are new, are they explained in detail?
- Was the sampling appropriate?
- Have the equipment and materials been adequately described?
- Does the article make it clear what type of data was recorded; has the author been precise in describing measurements?

Results

- Clearly laid out and in a logical sequence?
- The appropriate analysis has been conducted?
- Are the statistics correct? If you are not comfortable with statistics advise the editor when you submit your report.
- If any interpretation has been included in this section – it should not be

- **Discussion/ Conclusion**
- Are the claims in this section supported by the results, do they seem reasonable?
- Have the authors indicated how the results relate to expectations and to earlier research?
- Does the article support or contradict previous theories?
- Does the conclusion explain how the research has moved the body of scientific knowledge forward?

References/Previous Research

- If the article builds upon previous research does it reference that work appropriately?
- Are there any important works that have been omitted?
- Are the references accurate?

Conducting the Review – Ethical Issues

- Plagiarism
- Fraud
- Medical ethical concerns



Examples - extracts

- However, the presentation of these ideas is not complex, nor compelling. To present ideas such as these - that may be controversial to some - requires of the author to outline an argument for these ideas, by predicting the counter-argument of the skeptic, and building a logical evidence based explanation and defense of the presented idea. Unfortunately, the author fails to accomplish this in several respects.

Examples - extracts

- In summary, the substance of this paper was little more than a polite and intriguing conversation, where one states that they think XXXXX are the forces behind the XXX model. This could be simply summarized as a concise, referenced letter to the editor. It might be a help to the author to look at websites highly critical of XXXX osteopathy (e.g. www.quackwatch.com), and read what critics have to write about XXX theory and practice. Then, when writing a paper, create a logically referenced argument to counter any critical and skeptical rebuttals. The last thing an author would want is for the paper to be referenced in quackwatch as an example of the unscientific nature of XXX osteopathy. Such a publication would do more harm than good to the profession.

Examples - extracts

- In it's current form, this article is not ready for peer review. The authors need to attend to numerous sections of this paper prior to reconsideration. In particular, there is insufficient detail provided in the methods section. We are not told how the restricted range of motion was established nor by how much. We are not told of the procedure for establishing that there is, in fact, a restricted range of motion. It seems that every subject must have been labelled with a restricted range of motion - yet the manuscript does not define what a normal range of motion is either.

Examples - extracts

- Whilst the stated aims include the evaluation of evidence and argument for a narrative approach, the methods of appraisal of literature and identification of included literature is not sufficiently transparent. We noted that systematic and narrative reviews with considerable overlap with your manuscript have recently been published.

We also found the narrative linkage between the first part of the paper and the osteopathic treatment parts of the paper difficult to follow. Much of the discussion seemed not to relate to the information reviewed in the manuscript. The manuscript was also too long to be considered a short review. Therefore we have decided to reject it.



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Examples - extracts

- Although this paper sets out its aims in the context of debate currently going on in the USA, there are a number of issues that make me question whether it is relevant for an international journal. It is a rather parochial issue that has little bearing on what is happening in other parts of the world. The results are inconclusive in that there is no significant preference for either the XX, or the XXX designation, despite the claims of the author.



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Examples - extracts

- The results section is too thin and needs to be presented more clearly, and in light of the comments about the missing information from the methods section.

The paper does not establish why thoracic range of motion is important for patients with non-specific low back pain.

The authors need to re-think their study question, study design, and format of the paper prior to resubmitting.



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Sending Your Report to the Editor

- Anticipate the deadline
- Summarize the article at the top of your report
- The report should be comprehensive
- Explain and support your judgments
- Make a distinction between your own opinions and your comments based on data
- Be courteous and constructive



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Thank you

For writing/submission tips and author services:
www.elsevier.com/authors

For online trainings and tutorials:
<http://trainingdesk.elsevier.com>

For reviewer information and guidelines:
www.elsevier.com/reviewers



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- Elsevier publishing – basic slide set
- Nic Lucas, Rob Moran
- Brenda Mullinger [Manuscript preparation and publication for would-be writers: An aid to disseminating osteopathic research](#)
International Journal of Osteopathic Medicine,
Volume 10, Issues 2-3, June-September 2007,
Pages 56-64



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If you would like to review for IJOM

- Please send me a brief CV outlining research expertise, areas of interest and contact details
- S.vogel@bso.ac.uk

