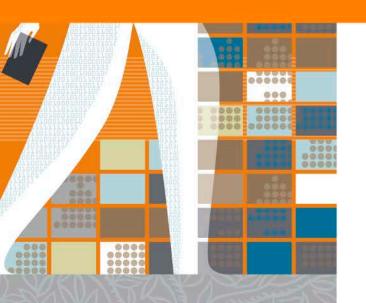




Publishing workshop — Hanoi How to write an English paper



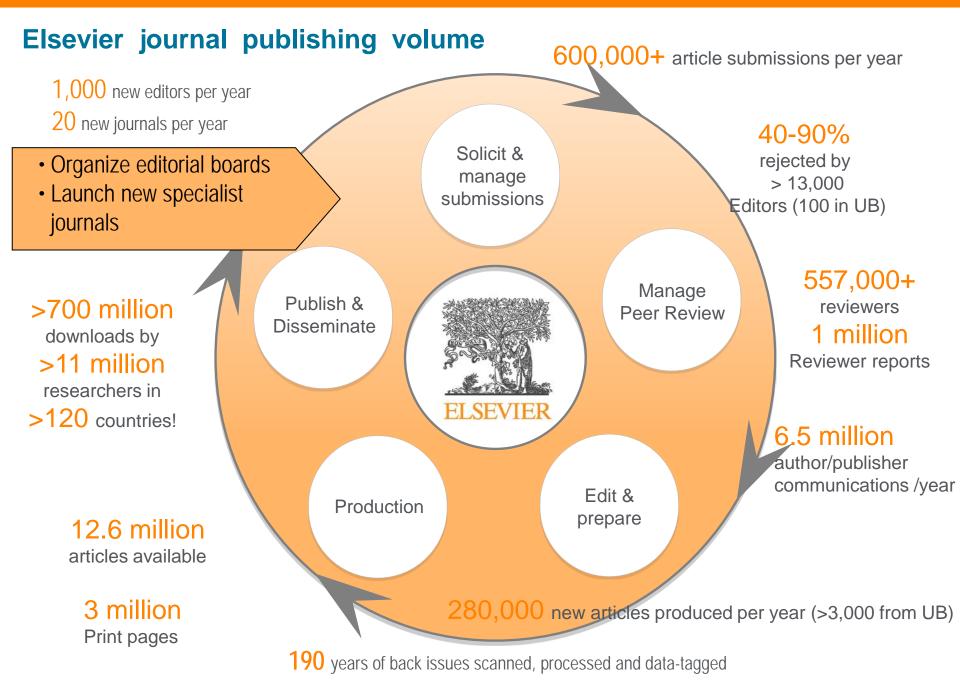
Presenter: Duc Le

August, 2015

Outline

- Elsevier
- How to get published
 - Before you begin
 - Select your audience
- Writing the paper
 - Using proper scientific language
 - Editors expectations
 - The review process
- What not to do
- Author rights
- How to get the right attention for your publication



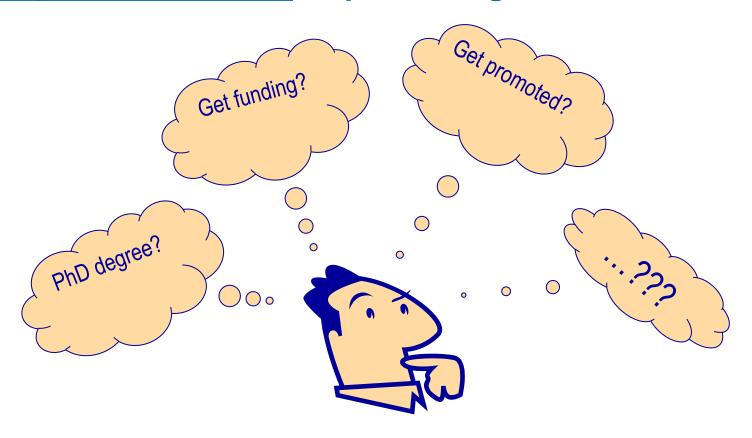


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Before you begin..... Your personal reason for publishing



• However, editors, reviewers, and the research community don't consider these reasons when assessing your work.

Always keep in mind that.....

.... your paper is your passport to your community!



Thought Question

• What is it that distinguishes an excellent article from a poor one?

"All animals are equal, but some animals are more equal than others."
- George Orwell - Animal Farm





Anthony DeMaria, MD Editor-in-Chief of J. American College of Cardiology

- The preparation of a research paper begins with the planning of the project.
- A well planned project will inherently address most recommendations for preparing a research paper.
- However, presentation can make a difference

How do you know you are ready to publish?

Do you have information that advances understanding in a certain scientific field?

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

<u>or</u>

Do you have information that is of use, to others?

- Adaptations to Methods / Method Development refining, adapting or customizing existing methods
- Data
- Software

If YES - you are ready to publish!
You will now need a strong manuscript



What makes a strong manuscript?

- Has a <u>novel</u>, <u>clear</u>, <u>useful</u>, and <u>exciting</u> message
- Presented and constructed in a <u>logical</u> manner
- Reviewers and editors can grasp the scientific significance <u>easily</u>

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

Novelty

- Being the first report is best
- Being definitive in an area of controversy
- Extending and confirming prior findings
- Presenting the largest study
- Presenting confirmatory data is least
 - Especially "in the current era"

Types of manuscripts



Full articles

• Substantial, complete and comprehensive pieces of research Is my message sufficient for a full article?



Letters or short communications

• Quick and early communications Are my results so thrilling that they should be shown as soon as possible?



Review papers

- Summaries of recent developments on a specific top
- Often submitted by invitation

Types of manuscripts – New!



- MethodsX (<u>www.methodsx.com</u>)
 - Adaptations and customizations to methods



Data in Brief (<u>http://www.journals.elsevier.com/data-in-brief/</u>)

Publish, share and reuse datasets



- SoftwareX (http://www.journals.elsevier.com/softwarex)
 - Acknowledges the impact of software on research

Ask your supervisor and colleagues for advice on manuscript type. Sometimes outsiders see things more clearly than you.

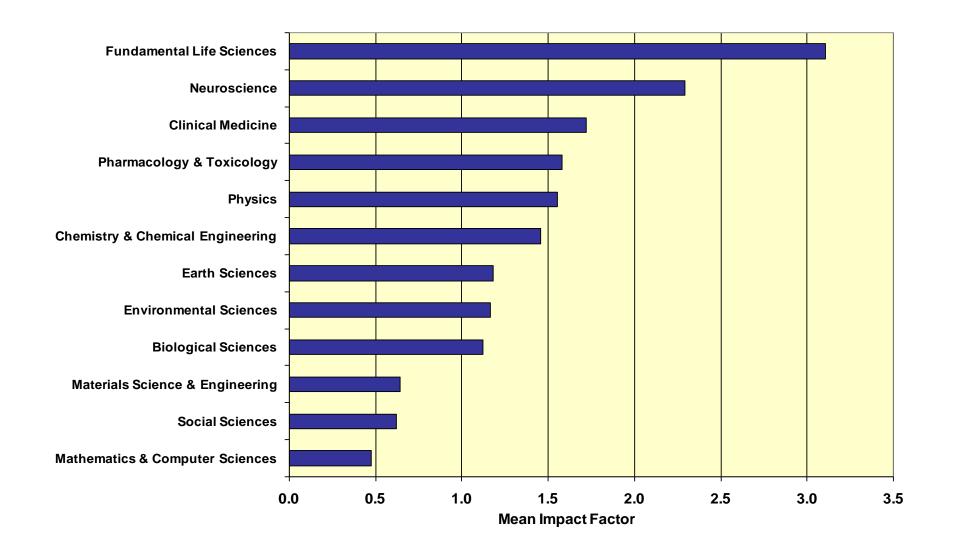
Selecting the right audience...... What does the impact factor mean?

Impact Factor

[the average annual number of citations per <u>article</u> published]

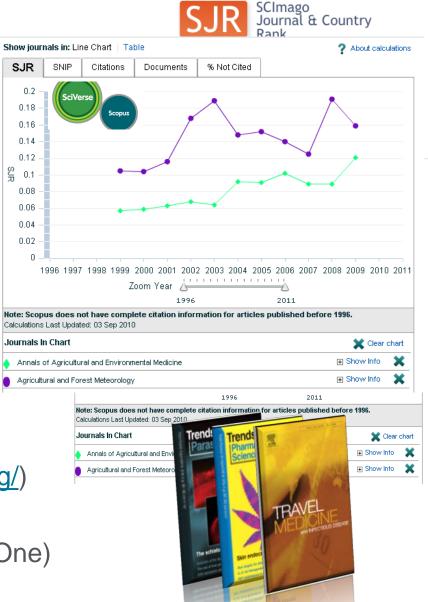
- For example, the 2014 impact factor for a journal would be calculated as follows:
 - A = the number of times articles published in 2012 and 2013 were cited in indexed journals during 2014
 - B = the number of "citable items" (usually articles, reviews, proceedings or notes; not editorials and letters-to-the-Editor) published in 2012 and 2013
 - 2014 impact factor = A/B

Influences on Impact Factors: Subject Area



Additional metrics

- SciVal Spotlight
- SCImago Journal & Country Ranking
- SNIP
- Hirsch Index / h-index
- Journal Analyzer
- Eigenfactor (<u>http://www.eigenfactor.org/</u>)
- Article level metrics (ELife and PLoS One)



Identify the right audience for your paper

- Identify the sector of readership/community for which a paper is meant
- Identify the interest of your audience
- Is your paper of local or international interest?

ELSEVIER 18

Do not just "descend the stairs"



Top journals

Nature, Science, Lancet, NEJM,

Field-specific top journals



Other field-specific journals



National journals

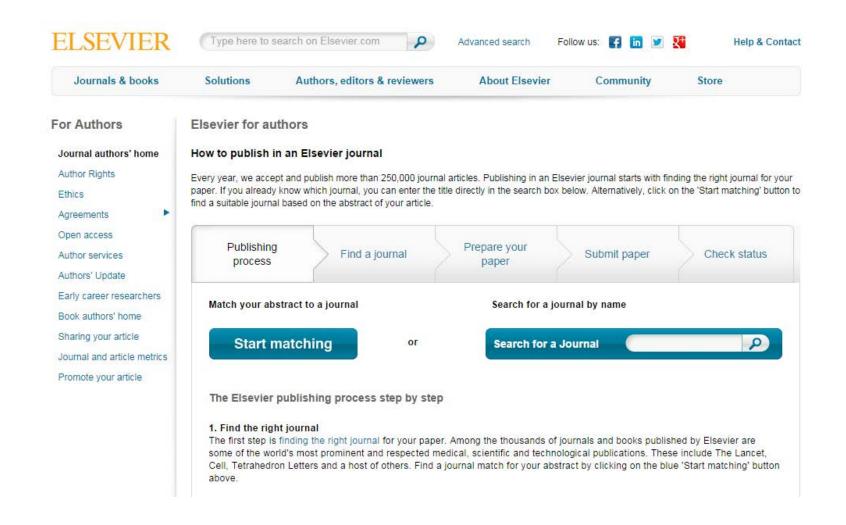
The impact factor can give you a general guidance, but it should NOT be the sole reason to choose a journal.

Choosing the right journal

- Aim to reach the intended audience for your work does the scope fit?
- Choose only one journal, as simultaneous submissions are prohibited
- Supervisor and colleagues can provide good suggestions
- Shortlist a handful of candidate journals, and investigate them:
 - Aims
 - Scope
 - Accepted types of articles
 - Current hot topics
 - Go through the abstracts of recent publications

Articles in your reference list will usually lead you directly to the right journals.

The Journal Finder Tool on Elsevier.com



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General Structure of a Research Article

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

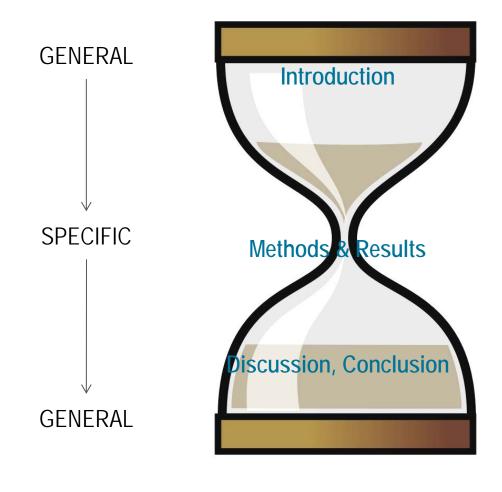
Make them easy for indexing and searching! (informative, attractive, effective)

Journal space is not unlimited.

Make your article as concise as possible.

Work in progress: What it will look like

The final article



Why is language important?



It can delay or block publication of work

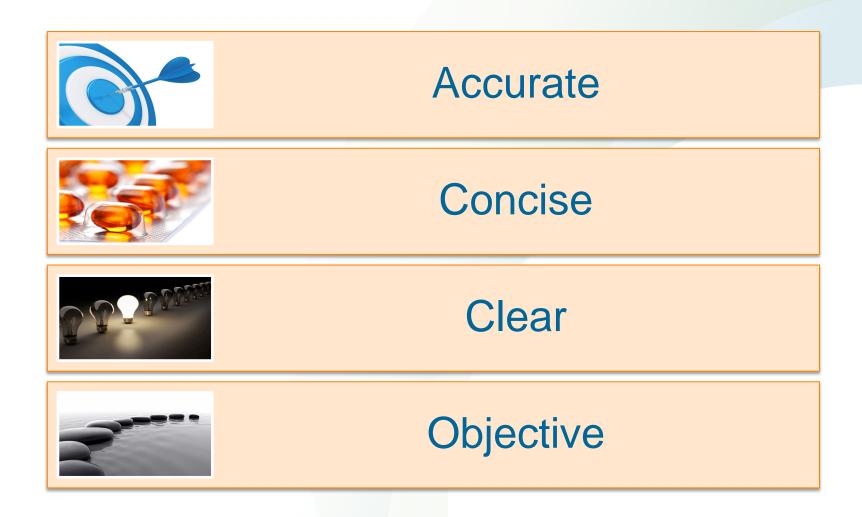
Proper English should be used



Do publishers correct language?



Manuscript language: Overview



Manuscript language: Sentences



Write direct and short sentences



One piece of information per sentence



Avoid multiple statements in one sentence

Manuscript language: Tenses

Present tense: for known facts & hypotheses

Past tense:

for experiments conducted & results



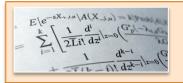
Manuscript language: Grammar



Use active voice to shorten sentences



Avoid abbreviations



Minimize use of adverbs



Eliminate redundant phrases



Double-check unfamiliar words or phrases

Recap



Important so
Editors and
Reviewers can
understand the
work



Refer to the journal's Guide for Authors for specifications



Work has short sentences, correct tenses, correct grammar and is all in English



Have a native English speaker check your manuscript or use a language editing service

Am I using proper manuscript language?



Please write your text in good English (American or British usage is accepted, but not a mixture of these). Authors who feel their English language manuscript may require editing to eliminate possible grammatical or spelling errors and to conform to correct scientific English may wish to use the English Language Editing service available from Elsevier's WebShop (http://webshop.elsevier.com/languageediting/) or visit our customer support site (http://support.elsevier.com) for more information.

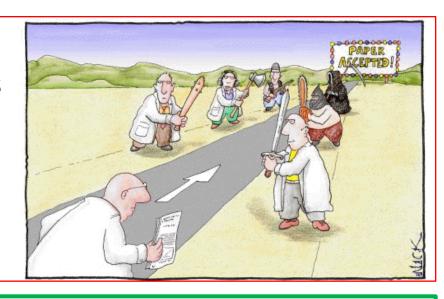


The process of writing – building the article



Author Expectations vs Editor & Reviewer Expectations

Authors sometimes experience peer review as distress they need to get through to publish their work.



However, the best editors and reviewers tend to view themselves as teachers rather than critics.

The goal is to improve the work published – for the sake of the authors, readers and science overall.

Editor Expectations

- Cover letter
- In-scope vs out-of-scope papers
- Research quality and novelty
- Guide for Authors
- Ethical conducts of research
- Reporting standards
- Plagiarism

Cover Letter

Professor H. D. Schmidt School of Science and Engineering Northeast State University College Park, MI 10000 USA

January 1, 2008

Final approval from all authors

the

Dear Professor Schmidt,

Submitte

Enclosed with this letter you will find en electronic submission of a manuentitled "Mechano-sorptive creep under compressive loading – a micrommodel" by John Smith and myself. This is an original paper which previously nor simultaneously in whole or in part been submitted mywhere else. Both authors have read and approved the final version submitted.

Mention journal Mechano-sorptive is sometimes denoted as accelerated creep. It has been experimentally observed that the creep of paper accelerates if it is subjected to a cyclic moisture content. This is of large practical importance for the paper industry. The present manuscript describes a micromechanical model on the fibre networl level that is able to capture the experimentally observed behaviour. In particular, the difference between mechano-sorptive creep in tension and compression is analysed John Smith is a PhD-student who within a year will present his doctoral thesis. The present paper will be a part of that thesis.

Note <u>sp</u> of intere Three potential independent reviewers who have excellent expertise in the this paper are:

Explanation of importance of research

- Dr. Fernandez, Tennessee Tech, email1@university.com
- Dr. Chen, University of Maine, email2@university.com
- Dr. Singh, Colorado School of Mines, email3@university.com

I would very much appreciate if you would consider the manuscript for publication in the International Journal of Science.

Suggested reviewers

ely yours,

A. Professor

Authorship

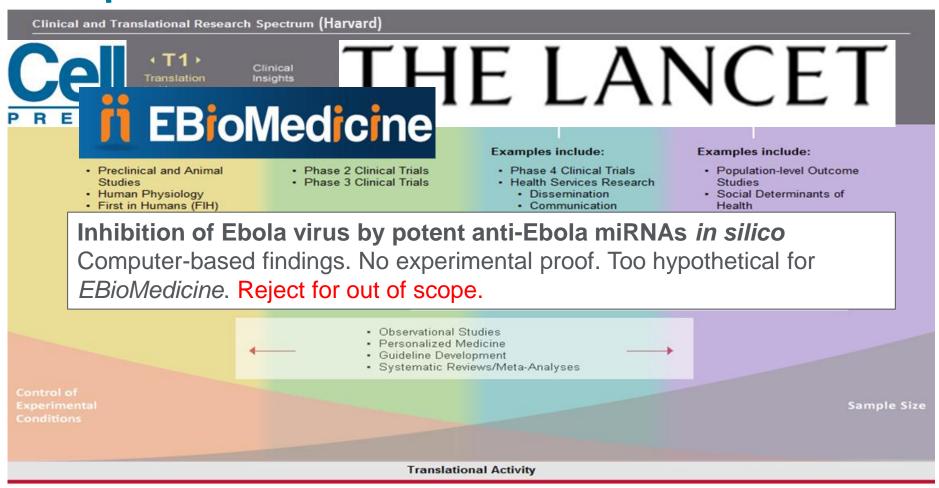
- Policies regarding authorship can vary
- One example: the International Committee of Medical Journal Editors ("Vancouver Group") declared that an author must:
 - <u>substantially contribute</u> to conception and design, or acquisition of data, or analysis and interpretation of data;
 - <u>draft</u> the article or <u>revise</u> it critically for important intellectual content;
 and
 - give their approval of the final full version to be published.
 - ALL 3 conditions must be fulfilled to be an author!

All others would qualify as "Acknowledged Individuals"

Authorship - Order & Abuses

- 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.
 - Particularly when the first author is a PhD student or postdoc, and may move to another institution soon.
- Abuses to be avoided
 - Ghost Authors: leaving out authors who should be included
 - Gift Authors: including authors who did not contribute significantly

Scope



Research quality and novelty

In Vitro Antitumour Activity of Xanthium strumarium on Human Cervical Cancer Cells

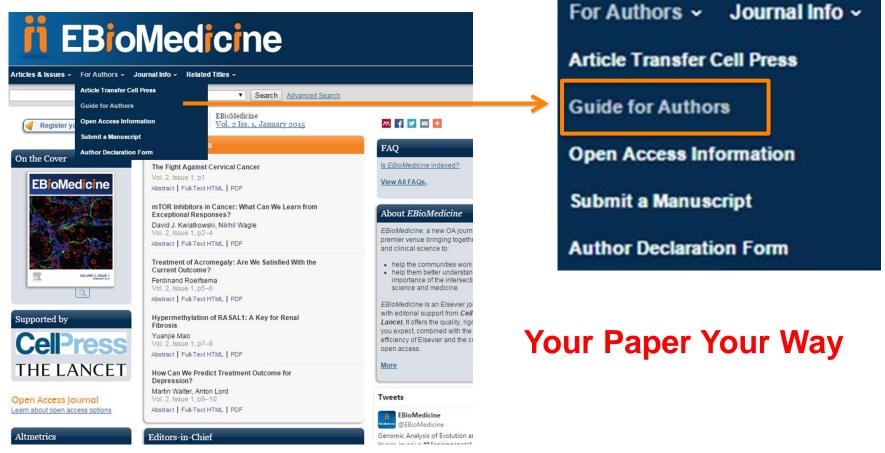
Authors showed that extracts from a herbal plant (*Xanthium strumarium*) could inhibit growth and increase apoptosis of HeLa cells. No controls. Simplistic approach, no explanation of possible mechanisms of action of active substances in the plant extract. Reject for low quality.

TOTAL AND SEGMENTAL COLON TRANSIT TIME STUDY IN CONSTIPATION

50 constipation patients and 25 healthy controls. Technique used (radio opaque markers) is not new, findings on colon transit time (CTT) in Indian population is not new (see ref. 6,8,12 of the paper). Findings are all as expected (CTT was higher in constipation patients). Reject for lack of novelty.

Read the Guide for Authorsagain and again

- Find it on the journal homepage of the publisher, e.g. www.ebiomedicine.com
- Keep to the Guide for Authors in your manuscript
- It will save your time



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
- Informed consents from human subjects involved in the study
 - Authors to obtain and keep confidentially
- Editors can make their own decisions as to whether the experiments were done in an ethically acceptable manner
 - Sometimes local ethics approvals are way below internationally accepted standards

Reporting standards

- Recommended minimum set of items for reporting data
- Each standard is developed and maintained by an expert group
- To achieve complete and transparent reporting, and critical appraisal and interpretation of reported data
- Endorsed/upheld by journals

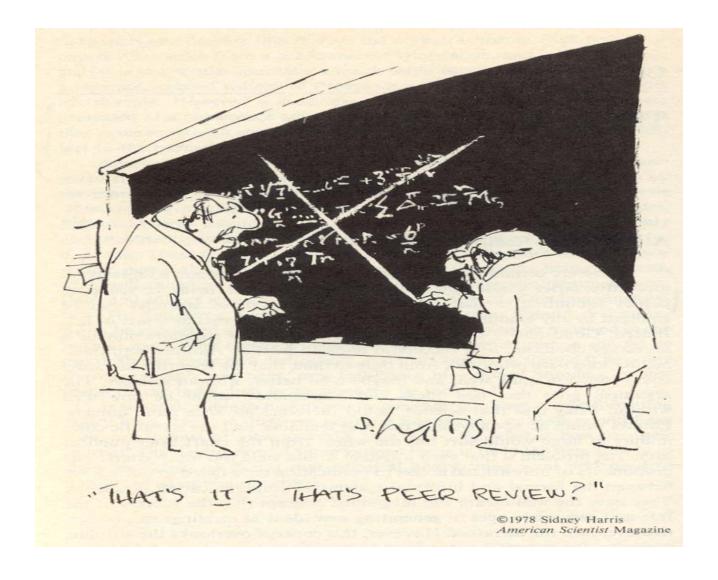
Reporting standards

Study type	Reporting standard	
Clinical trials	CONSORT	CONsolidated Standards Of Reporting Trials
Animal preclinical studies	<u>ARRIVE</u>	Animal Research: Reporting of In Vivo Experiments
Observational cohort and case- control studies	<u>STROBE</u>	STrengthening the Reporting of OBservational studies in Epidemiology
Systematic reviews and meta- analyses	<u>PRISMA</u>	Preferred Reporting Items for Systematic reviews and Meta- Analyses
Genetic association studies	<u>STREGA</u>	Strengthening The REporting of Genetic Associations
Genetic risk prediction studies	<u>GRIPS</u>	Genetic RIsk Prediction Studies
Diagnostic tests	<u>STARD</u>	STAndards for the Reporting of Diagnostic accuracy studies
Microarrays	<u>MIAME</u>	Minimum Information About a Microarray Experiment

Make every attempt to make the first submission a success

- No one gets it right the first time!
 - Write, and re-write
- Suggestions
 - After writing a first version, take several days of rest. Come back with a critical, fresh view
 - Ask colleagues and supervisor to review your manuscript.
 Ask them to be highly critical, and be open to their suggestions.

Peer Review



Peer Review

- Peer review is clearly imperfect
- Many key articles have been rejected
- Many accepted articles not read or cited
- Articles usually published somewhere
- Peer review is best system available

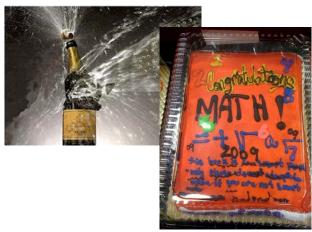


Anthony DeMaria, MD Editor-in-Chief of J. American College of Cardiology

First Decision: "Accepted" or "Rejected"

Accepted

Very rare, but it happens



- Congratulations!
 - Cake for the department
 - Now wait for page proofs and then for your article online and in print

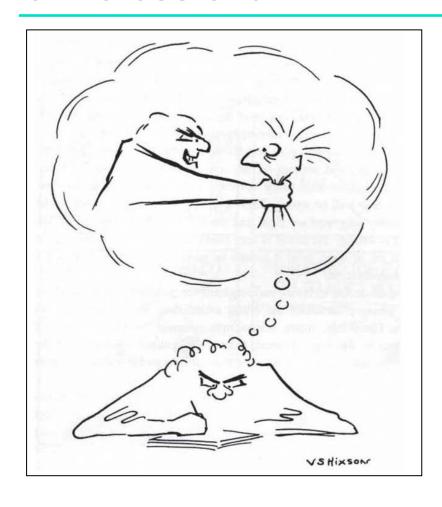
Rejected

- Probability 40-90% ...
- Do not despair
 - It happens to everybody
- Try to understand WHY
 - Consider reviewers' advice
 - Be self-critical
- If you submit to another journal, begin as if it were a new manuscript
 - Take advantage of the reviewers' comments
 - The same reviewer may again review your manuscript!
 - Read the Guide for Authors of the new journal, again and again.

First Decision: "Major" or "Minor" Revision

- Minor revision
 - Basically, the manuscript is worth being published
 - Some elements in the manuscript must be clarified, restructured, shortened (often) or expanded (rarely)
 - Textual adaptations
 - "Minor revision" does NOT guarantee acceptance after revision!
- Major revision
 - The manuscript may be worth being published
 - Significant deficiencies must be corrected before acceptance
 - Involves (significant) textual modifications and/or additional experiments

Be Professional



"Thank you for your detailed and lengthy criticism of my manuscript. I will be sure to incorporate your suggestions in my next draft."

Manuscript Revision

- Cherish the chance of discussing your work directly with other scientists in your community.
- Prepare a detailed Response Letter
 - Copy-paste each reviewer comment, and type your response below it
 - State specifically which changes you made to the manuscript
 - Include page/line numbers
 - No general statements like "Comment accepted, and Discussion changed accordingly."
 - Provide a scientific response to comments to accept,
 - or a convincing, solid and polite rebuttal when you feel the reviewer was wrong.
 - Write in such a manner, that your response can be forwarded to the reviewer without prior editing
- Do not do yourself a disfavour, but cherish your work
 - You spent weeks and months in the lab or the library to do the research
 - It took you viscolate the manuscript

Why then run the risk of avoidable rejection by not taking manuscript revision seriously?

Authors response to reviewers comments

- Welcome the comments with an open mind
- Always respond in a point-by-point manner, include the original comments and provide answers immediately underneath
- Indicate whether you agree or disagree with the critics, provide reasons and evidence for your answers
- Be professional in your answers, even when you disagree (e.g., we respectfully disagree with the reviewer in this particular point...)
- Be specific, don't just say "we agree, changes have been made"
- Indicate where changes made to the manuscript (page no., line no.)
- Indicate what changes have been made to the manuscript (within the answer, and in the manuscript using track changes)

Authors response to reviewers comments

- Incorporate your reasons and evidence in the actual manuscript where appropriate – especially where you disagree with the reviewer comments
- Remember that the majority of reviewers peer-review papers in their spare time voluntarily out of their goodwill – so thank them for their comments on your paper!
- Be thorough and try your best
- If the editor has also include his/her decision along with the reviewers' comments – and the decision is to reject your paper – first examine the comments in detail, and if you think you can address them satisfactorily, it's always worth a try to appeal the editor's decision and request a re-examination of your paper after revision. Most journals uphold one appeal from the authors.

Rejection: not the end of the world

- Everyone has papers rejected do not take it personally.
- Try to understand why the paper was rejected.
- Note that you have received the benefit of the editors and reviewers' time; take their advice seriously!
- Re-evaluate your work and decide whether it is appropriate to submit the paper elsewhere.

If so, begin as if you are going to write a new article.

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Publish and Perish – if you break ethical rules

- Ethics problems with scientific articles are on the rise globally.
- International scientific ethics have evolved over centuries and are commonly held throughout the world.
- Scientific ethics are not considered to have national variants or characteristics – there is a single ethical standard for science.

M. Errami & H. Garner A tale of two citations Nature 451 (2008): 397-399



Plagiarism detection tools

- Elsevier is participating in 2 plagiarism detection schemes:
 - Turnitin (aimed at universities)
 - IThenticate (aimed at publishers and corporations)
- Manuscripts are checked against a database of 20 million peer reviewed articles which have been donated by 50+ publishers, including Elsevier.
- All post-1994 Elsevier journal content is now included, and the pre-1995 is being steadily added week-by-week
- Editors and reviewers
- Your colleagues
- "Other" whistleblowers
 - "The walls have ears", it seems ...



Data fabrication and falsification

Fabrication: Making up data or results, and recording or reporting them

"... the fabrication of research data ... hits at the heart of our responsibility to society, the reputation of our institution, the trust between the public and the biomedical research community, and our personal credibility and that of our mentors, colleagues..."

"It can waste the time of others, trying to replicate false data or designing experiments based on false premises, and can lead to therapeutic errors. It can never be tolerated."

Professor Richard Hawkes
Department of Cell Biology and Anatomy
University of Calgary

"The most dangerous of all falsehoods is a slightly distorted truth."

G.C.Lichtenberg (1742-1799)

Figure manipulation

As long as they don't obscure or eliminate info present in the original image

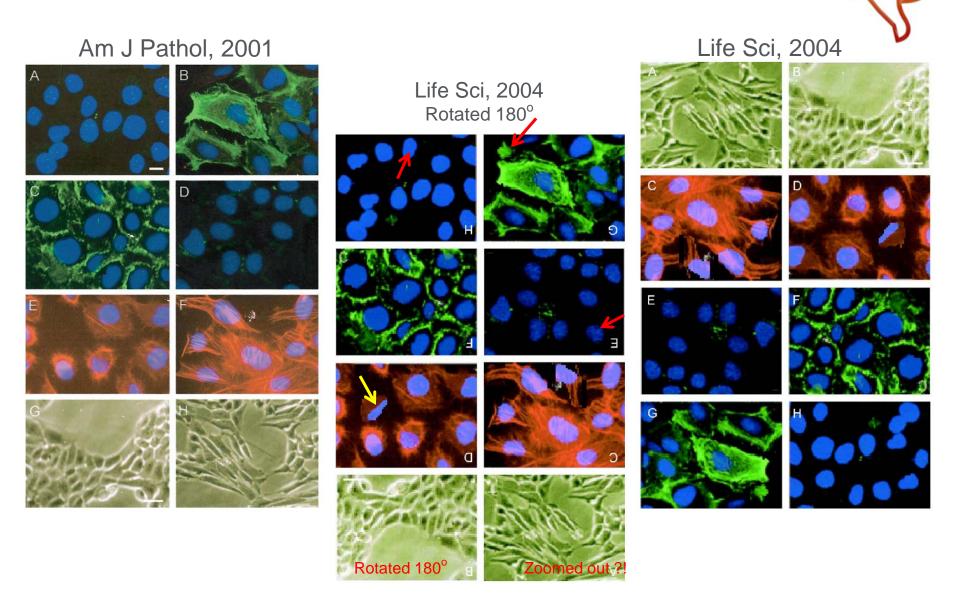
Brightness Contrast Colour Balance Nonlinear adjustments

Must be disclosed in the figure legend



Figure Manipulation

Example - Different authors and reported experiments





doi:10.1016/j.sigpro.2005.07.019 ② Cite or Link Using DOI Copyright © 2005 Elsevier B.V. All rights reserved.

RETRACTED: Matching pursuit-based approach for ultrasonic flaw



Available online 24 August 2005.

This article has been retracted at the request of the Editor-in-Chief and Publisher. Please see http://www.elsevier.com/locate/withdrawalpolicy.

Reason: This article is virtually identical to the previously published article: "New matching pursuit-backgrithm for SNR improvement in ultrasonic NDT", Independent Nondestructive Testing and Evalua International, volume 38 (2005) 453 – 458 authored by N. Ruiz-Reyes, P. Vera-Candeas, J. Curpián-A Mata-Campos and J.C. Cuevas-Martínez.

the echoes issuing from the flaws to be detected. Therefore, it cannot be cancelled by classical time averaging or matched band-pass filtering techniques.

Many signal processing techniques have been utilized for sigmal-to-noise ratio (SNR) improvement in ultrasonic NDT of highly scattering materials. The most popular one is the split spectrum processing (SSP) [1-3], because it makes possible real-time ultrasonic test for industrial applications, providing quite good results. Alternatively to SSP, wavelet transform (WT) based denoising/detection methods have been proposed during recent years [4-8], yielding usually to higher improvements of SNR at the expense of an increase in complexity. Adaptive time-frequency analysis by basis pursuit (BP) [9,10] is a secent technique for decomposing a signal into an optimal superposition of elements in an overcomplete waveform dictionary. This technique and some other related techniques have been successfully applied to denoising ultrasonic signals of taminated with grain noise in highly scatters materials [11,12], as an alternative to the W technique, the computational cost of algorithm being the main drawback

In this paper, we propose a **e**el m pursuit-based signal processin me proving SNR in ultrasor NDT scattering materials, such and of and composites.

Matching pursuit is used instead of BP to reduce the complexity. Deale its itema nature, the method is fast en igh to be real-time implemented. The performance of the proposed method has ooth computer simulation is, on when the input been evaluated us and expe NRin) s lower an 0dB (the level of echoe. catr icrostructures is above the level of 🔣 echoes).

2. Matching pursuit

Matching pursuit was introduced by Mallat and Zhang [13]. Let us suppose an approximation of the ultrasonic backscattered signals x[v] as a linear space. We define the over-complete dictionary as a family $D = \{g; i = 0, 1, ..., L\}$ of vectors in H, such as $\|g_i\| = 1$.

The problem of choosing functions $g_i[n]$ that best approximate the analysed signal A[n] is computationally very complex. Matching pursuit is an iterative algorithm that offers sub-optimal solutions for decomposing solutions for decomposing solutions for decomposing solutions are the expansion functions chosen from a discountry, where I morn is used as the a_{ij} continuation metric because of its mathematical continuous vision as well-designed diction by its unit in the resignation of the algorithm leads to compact a far live a_{ij} in mode.

In each of of the there's procedure, vector g[N] which get the largest oner product with the analysed signal is to sen. The contribution of this vector is then subtracted from the signal and the process is revented on the residual. At the with iteration the lightle is

$$\begin{bmatrix} x[a] & m = 0, \\ m = 1, & m \neq 0, \end{bmatrix}$$
(1)

where $\alpha_{(m)}$ is the weight associated to optimum atom $\alpha_{(m)}[n]$ at the wth iteration.

The weight a_i^{tr} associated to each atom $g_i[a] \in D$ at the with iteration is introduced to compute all the inner products with the residual $r^{tr}[a]$:

$$a_i^m = \frac{(r^m[n], g_i[n])}{(g_i[n], g_i[n])} = \frac{(r^m[n], g_i[n])}{\|g_i[n]\|^2}$$

 $= p^m[n], g_i[n]).$ (6)

The optimum atom $g_{(in)}[n]$ (and its weight $a_{(in)}$) at the wth iteration are obtained as follows:

$$g_{\ell m}[n] = \arg\min_{\vec{q} \in D} \| \mathbf{P}^{m+1}[n] \|^2$$

 $= \arg\max_{\vec{q} \in D} \| \mathbf{q}_i^m \|^2 = \arg\max_{\vec{q} \in D} \| \mathbf{q}_i^m \|.$ (3)

The computation of correlations $(r^{\mu}[n], g_{\mu}[n])$ for all vectors g[n] at each iteration implies a high computational effort, which can be substantially reduced using an updating procedure derived from Eq. (1). The correlation updating procedure [13] is performed as follows:

$$(r^{\mu\nu})^{\dagger}[a].a[a]) = (r^{\mu}[a].a.[a])$$

The article of which the authors committed plagiarism: it won't be removed from ScienceDirect. Everybody who downloads it will see the reason of retraction...

Signa Volur

Publication Ethics – how it can end

"I deeply regret the inconvenience and agony caused to you by my mistake and request and beg for your pardon for the same. As such I am facing lot many difficulties in my personal life and request you not to initiate any further action against me.

I would like to request you that all the correspondence regarding my publications may please be sent to me directly so that I can reply them immediately. To avoid any further controversies, I have decided not to publish any of my work in future."

A "pharma" author December 2, 2008



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How to get the right attention for your publication

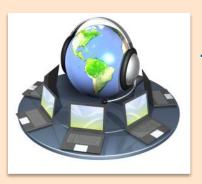
MYTH or FACT



Authors (and in some cases their employers) have the right under national copyright laws (and international treaties) to control how their works are to be used and distributed to others

FACT

MYTH or FACT



The extent of copyright rights allows authors to permit: the copying, distribution, online access, translation & creation of other derivative works of research

FACT

MYTH or FACT



Publishers or other distributors do not need written agreements from authors to transfer copying and distribution rights

MYTH

MYTH or FACT



Journal publishing agreements can take the form of a transfer of copyright or a publishing license

FACT

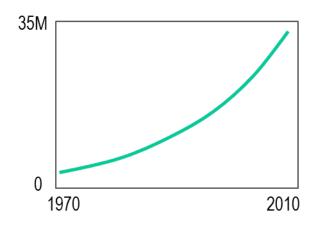
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How to get noticed

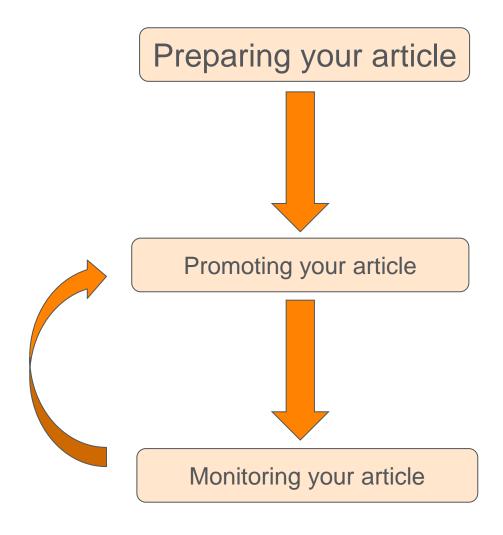
Make sure your article gets the attention it deserves

- The volume of research articles is growing at an accelerated pace
- For most researchers, it's a real challenge to keep up with the literature
- Make sure your article doesn't fall through the cracks!



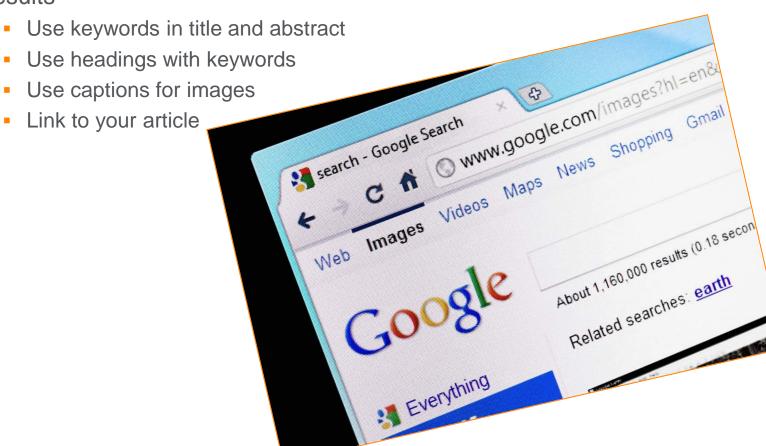
9.3 hrs/week – average time spent on literature

Get noticed



Preparing your article

- Search Engine Optimization (SEO)
 - How to make your article to appear at the top of the list in search engine results



Preparing your article (continued)

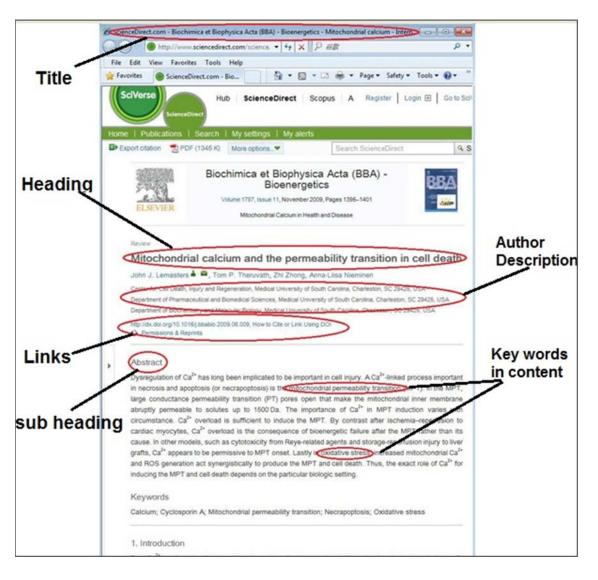
- Choose the right journal
- Abstract: Make sure your abstract is crystal-clear about what and why. Don't assume people will understand.
- Spend quality time on your introduction and conclusions
- Don't forget your keywords



- Deposit research data in a data repository, getting a DOI for it and linking it to a publication (and vice versa). 3TU http://datacentrum.3tu.nl/home/
- Data in Brief new OA journal that publishes Datasets
- Use easy to understand charts and professional illustrations to support your message.
- Use clear and correct manuscript language



Appealing to both humans and search engines

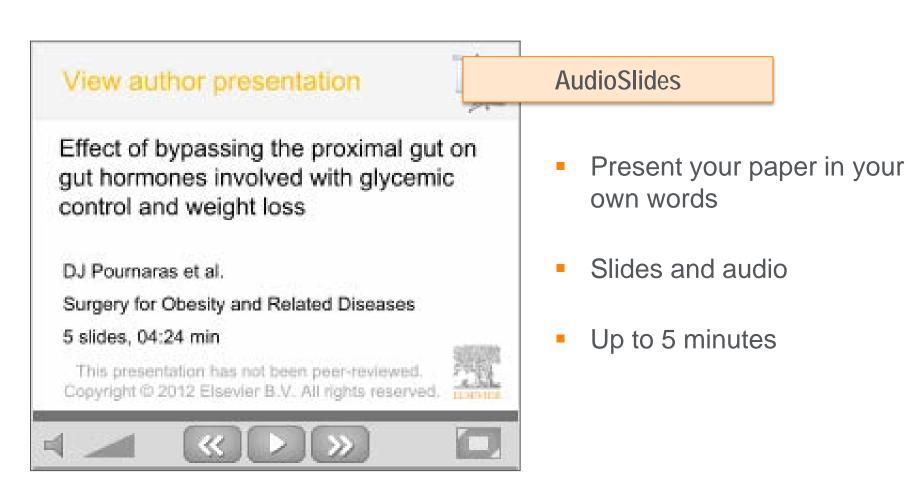


Use strong key words in:

- Title
- Heading / sub-headings
- Description tags
- Description of authors
- Main body text
- Abstract
- Graphics (tables & figures)

Preparing your article (continued)

Add a video presentation to your article



Promote your article

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Thank you!

Questions