Springer Nature Author Workshop
Be an effective communicator

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

Logical manuscript structure

Efficient publication strategy

Successful journal submission
Introduction to Springer Nature
Who is Springer Nature?
Springer Nature overview

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

J.P. Pavlov  Medicine
Albert Einstein  Physics
Niels Bohr  Physics
Otto Hahn  Chemistry
Pierre-Gilles de Gennes  Physics
Gerard ‘t Hooft  Physics
Kurt Wüthrich  Chemistry

The Springer Nature journal portfolio
3,000 journals publishing more than 340,000 articles per year

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

- Economics & Management Science
- Life Sciences
- Social Sciences
- Mathematics
- Medicine
- Chemistry
- Computer Science
- Physics & Astronomy
- Humanities
- Engineering
- Geosciences
OVERALL MARKET POSITIONING BY JCR DATA

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

Top 10 rankings by JCR data ...

<table>
<thead>
<tr>
<th>Publisher</th>
<th># Titles</th>
<th>Share # Titles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Springer Nature</td>
<td>1,747</td>
<td>16.5%</td>
</tr>
<tr>
<td>Elsevier</td>
<td>1,629</td>
<td>15.4%</td>
</tr>
<tr>
<td>Wiley</td>
<td>1,204</td>
<td>11.4%</td>
</tr>
<tr>
<td>Taylor &amp; Francis</td>
<td>1,114</td>
<td>10.5%</td>
</tr>
<tr>
<td>Sage</td>
<td>573</td>
<td>5.4%</td>
</tr>
<tr>
<td>OUP</td>
<td>255</td>
<td>2.4%</td>
</tr>
<tr>
<td>CUP</td>
<td>213</td>
<td>2.0%</td>
</tr>
<tr>
<td>WK Health</td>
<td>202</td>
<td>1.9%</td>
</tr>
<tr>
<td>IEEE</td>
<td>154</td>
<td>1.5%</td>
</tr>
<tr>
<td>de Gruyter</td>
<td>105</td>
<td>1.0%</td>
</tr>
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<td>Total</td>
<td>7,196</td>
<td>67.9%</td>
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<table>
<thead>
<tr>
<th>Publisher</th>
<th># Articles</th>
<th>Share # Articles</th>
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</thead>
<tbody>
<tr>
<td>Elsevier</td>
<td>386,187</td>
<td>25.2%</td>
</tr>
<tr>
<td>Springer Nature</td>
<td>247,388</td>
<td>16.1%</td>
</tr>
<tr>
<td>Wiley</td>
<td>152,849</td>
<td>10.0%</td>
</tr>
<tr>
<td>Taylor &amp; Francis</td>
<td>77,414</td>
<td>5.1%</td>
</tr>
<tr>
<td>ACS</td>
<td>44,604</td>
<td>2.9%</td>
</tr>
<tr>
<td>IEEE</td>
<td>36,609</td>
<td>2.4%</td>
</tr>
<tr>
<td>Sage</td>
<td>34,632</td>
<td>2.3%</td>
</tr>
<tr>
<td>RSC</td>
<td>34,546</td>
<td>2.3%</td>
</tr>
<tr>
<td>OUP</td>
<td>33,021</td>
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</tr>
<tr>
<td>WK Health</td>
<td>30,950</td>
<td>2.0%</td>
</tr>
<tr>
<td>Total</td>
<td>1,078,200</td>
<td>70.4%</td>
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<table>
<thead>
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<th># Cites</th>
<th>Share # Cites</th>
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<tr>
<td>Elsevier</td>
<td>16,282,847</td>
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<td>ACS</td>
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<td>4.8%</td>
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<tr>
<td>OUP</td>
<td>2,246,803</td>
<td>3.7%</td>
</tr>
<tr>
<td>Taylor &amp; Francis</td>
<td>1,757,734</td>
<td>2.9%</td>
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<tr>
<td>WK Health</td>
<td>1,539,385</td>
<td>2.5%</td>
</tr>
<tr>
<td>IEEE</td>
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<td>2.2%</td>
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<tr>
<td>APS</td>
<td>1,272,641</td>
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<tr>
<td>Sage</td>
<td>1,201,724</td>
<td>2.0%</td>
</tr>
<tr>
<td>Total</td>
<td>43,224,945</td>
<td>70.9%</td>
</tr>
</tbody>
</table>

Source: JCR 2017; excluded are non-English language and review journals; for the key publishers: active journals only
FULLY OPEN ACCESS JOURNALS: KEY PLAYERS

Springer Nature the clear market leader

Sources: Publisher web sites, CrossRef, SciLit

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LEADING BOOK PUBLISHERS BY NUMBER OF NEW PRINT TITLES

Springer Nature is largest scholarly book publisher in the world!

<table>
<thead>
<tr>
<th>Publisher</th>
<th>Medicine</th>
<th>Science &amp; Technology</th>
<th>Social Sciences &amp; Humanities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Springer Nature</td>
<td></td>
<td></td>
<td>10,267</td>
</tr>
<tr>
<td>Taylor &amp; Francis</td>
<td></td>
<td></td>
<td>7,482</td>
</tr>
<tr>
<td>OUP</td>
<td></td>
<td></td>
<td>2,634</td>
</tr>
<tr>
<td>CUP</td>
<td></td>
<td></td>
<td>1,666</td>
</tr>
<tr>
<td>Elsevier</td>
<td></td>
<td></td>
<td>1,739</td>
</tr>
<tr>
<td>Wiley STM</td>
<td></td>
<td></td>
<td>880</td>
</tr>
<tr>
<td>Sage</td>
<td></td>
<td></td>
<td>582</td>
</tr>
<tr>
<td>WK Health</td>
<td></td>
<td></td>
<td>195</td>
</tr>
</tbody>
</table>

2018 data from www.puballey.com; only books available through YBP approval plans; if a book is published simultaneously in hard- and paperback editions, only the hardback edition was included.
**LEADING EBOOK PUBLISHERS: TOTAL NUMBER OF EBOOKS**

*Springer Nature also leads in eBooks!*

### Total Number of English-Language eBooks (March 19)

<table>
<thead>
<tr>
<th>Publisher</th>
<th>Total eBooks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Springer Nature</td>
<td>168,692</td>
</tr>
<tr>
<td>Taylor &amp; Francis</td>
<td>109,412</td>
</tr>
<tr>
<td>Elsevier</td>
<td>39,204</td>
</tr>
<tr>
<td>CUP</td>
<td>33,457</td>
</tr>
<tr>
<td>Wiley</td>
<td>21,443</td>
</tr>
<tr>
<td>OUP</td>
<td>15,745</td>
</tr>
</tbody>
</table>

### English-Language eBooks published in 2018

<table>
<thead>
<tr>
<th>Publisher</th>
<th>Total eBooks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Springer Nature</td>
<td>10,522</td>
</tr>
<tr>
<td>Taylor &amp; Francis</td>
<td>7,500</td>
</tr>
<tr>
<td>CUP</td>
<td>1,523</td>
</tr>
<tr>
<td>Elsevier</td>
<td>1,444</td>
</tr>
<tr>
<td>OUP</td>
<td>1,182</td>
</tr>
<tr>
<td>Wiley</td>
<td>846</td>
</tr>
</tbody>
</table>

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

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Spectrum of publications

Springer Nature

Articles

Reviews

Briefs & Pivots

Theses

Proceedings & Lecture Notes

Books

Handbooks

Major Reference Works

Databases

Nano

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Logical Manuscript Structure
Your readers have 4 key questions

**Methods**

*What* did you do?

**Results**

*What* did you find?

**Introduction**

*Why* did you do the study?

**Discussion**

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

*Why* does your study need to be done?

**Introduce the topic**
- Worldwide/regional relevance
- Broad/specialized audience

**What is known about topic**
- Up-to-date studies
- Cite broadly worldwide

**What is not known**
- Clear description of problem
- Use keywords like ‘however’

**Specific aims**
Methods

What did you do?

Researchers in your field
- Reproduce your findings
- Build on your research

Peer reviewers
- Evaluate your study design
- Validate your results
Methods

**What** do they need to know?

**Who/what was used in the study**
- Samples or participants
- Materials (where purchased)

**How you conducted the study**
- Methodology and techniques
- Discuss specific conditions and controls

**How you analyzed your data**
- Quantification methods/software
- Statistical tests (consult a statistician)
Guide your readers through your findings

**Logical presentation**

1. Initial observation
2. Characterization
3. Application

---

**Example:**

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

One figure at a time

Results

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

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

Figure 1. Descriptive figure caption

Figure 2. Descriptive figure caption
Discussion

How your study contributes to the field

- **Summarize what you did**
  - Begin with research problem
  - Briefly describe study design
  - Summarize key findings

- **Interpret your findings**
  - Similarities & differences
  - Unexpected/negative results
  - Limitations

- **Why important to the field**
  - Main conclusion
  - Implications
Logically linking your ideas

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

- **Why** this study needs to be done
- **What** you did
- **What** you found
- **How** your study will advance the field

Logically link your ideas throughout your manuscript
Titles – Get your reader’s attention

Should include...

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

Should avoid...

✗ Questions
✗ Describing methodology
✗ Abbreviations

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

State what was investigated, what was measured, and the sample the measurements were taken from.
Abstracts – First impression of your paper

<table>
<thead>
<tr>
<th>Aims</th>
<th>Importance of your topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Results</td>
<td>Significance of your study</td>
</tr>
<tr>
<td>Conclusions</td>
<td>Relevance of your study</td>
</tr>
</tbody>
</table>

Clarity of your writing
Abstracts – Good first impression

*What do you readers want to know?*

- **Why did the study need to be done?**
  - Introduce topic and problem
- **What did you do?**
  - Your aims and methodology
- **What did you find?**
  - Key results
- **How study will advance the field?**
  - Conclusions and implications
Efficient Publication Strategy
Publication goals

*Publish quickly and have impact in the field*

- Choose the most appropriate journal
- Communicate study’s relevance
Choose the appropriate journal

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

*Not necessarily*

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

Where are the findings relevant?

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

Locally
Choose a *regional* journal to reach a local audience
Choose the appropriate journal

For whom are the findings relevant?

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

Your and other fields
Choose a *broad-focused* journal to reach readers across disciplines
Choose the appropriate journal

*How much accessibility do you need?*

**Subscription**
- Only academics with access to the journal can read your article

**Open access**
- Freely available to everyone worldwide
Benefits of open access

- Fulfill funder or institutional mandates
- Increase accessibility to your findings worldwide
- Increase the number of downloads of your article
- Allows you to retain the copyright to your work
- Published quickly online
- Fewer restrictions on word and figure limits
Not all open access journals are good

How to identify a trustworthy journal?

- **Editorial board**: International and familiar
- **Indexed**: Indexed by common databases
- **Authors**: Do you recognize the authors?
- **Fees**: Only paid *after* acceptance
Think – Check – Submit (www.thinkchecksubmit.org)

Choose the right journal for your research

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

Use our check list to assess the journal

Only if you can answer ‘yes’ to the questions on our check list
Think – Check – Submit (www.thinkchecksubmit.org)

Only submit to a journal if you can answer yes to all of these questions!
Need help finding a journal?

Springer Journal Suggester

Journal Suggester
Find the right journal

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

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

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

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

If you have any queries please contact us.

Manuscript title
title (required)... 

Manuscript text
text with abstract (required)...
✓ Appropriate journal
✓ Logically organized manuscript

Ready to submit!
Successful Journal Submission
Journal editors are busy!

Most journal editors are not full-time journal editors

- Full-time professors
- Department heads
- Journal editors when they have time

You are competing with many other researchers for the journal editor’s *limited time*
Make the best first impression for journal editors

**Cover letter**

**Significance and relevance of study**

**Suitable** to be published by their journal

**Interesting to their readers?**

**Clear and concise writing style?**
Cover letters – What to include (~1 page)

- Introduce your manuscript
  - Manuscript title
  - Article type

- Why study is important
  - Brief background
  - Research problem & aims

- What you found
  - Study design
  - 1 or 2 key findings

- Why suitable for the journal
  - Conclusion
  - Interest to the readership

- Additional information
  - Include/exclude reviewers
  - Publication ethics
Publication ethics

- Original and unpublished
- Not submitted to other journals
- Authors agree on paper/journal

In your cover letter
- Conflicts of interest
- Source of funding
- Authorship contributions
Publishing ethics

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

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

https://www.springer.com/gp/authors-editors/journal-author/journal-author-helpdesk/publishing-ethics/14214
Convince journal editor manuscript is suitable

Peer review
Peer review is a positive process

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

Ensures only *relevant* studies are published

Peer review helps to *advance* the field

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

*Cartoon by Nick D Kim, scienceandink.com. Used by permission.*
The journey of your manuscript

Author

Submit manuscript

Revise manuscript

Editor

Meets basic requirements?

Yes

Assign reviewers

Evaluate and recommend

No

Assess comments

Revise

Make decision

Yes

No

Revise

Reviewer
Writing response letters

Clearly discuss all of your revisions

Most common mistake

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

Journal editors are very busy!

Make revisions easy to review

✓ Briefly state what was revised
✓ Always refer to page and line numbers
✓ In manuscript, highlight revised text
# Writing response letters

**What are journal editors looking for?**

| Do you agree or disagree? | • Why do you agree/disagree?  
<table>
<thead>
<tr>
<th></th>
<th>• Support disagreement with evidence</th>
</tr>
</thead>
</table>
| What revisions were done?| • State new experiments  
|                          | • How revised the text & figures |
| Where can revisions be found? | • Page and line numbers  
|                          | • Updated figure numbers |
If at first you don’t succeed...

Relax, revise, and resubmit
And we can help!

Springer Nature Transfer Desk
Taking the hassle out of resubmitting

https://www.springernature.com/gp/authors/transferdesk
Journal transfer at Nature

nature

nature genetics

nature communications

COMMUNICATIONS PHYSICS
COMMUNICATIONS BIOLOGY
COMMUNICATIONS CHEMISTRY
COMMUNICATIONS MATERIALS

SCIENTIFIC REPORTS
Journal transfer at Springer

Broad-focused journals covering a range of disciplines

SN Applied Sciences
SN Comprehensive Clinical Medicine
SN Computer Science
SN Operations Research Forum
SN Partial Differential Equations and Applications
Promote your article after publication

Don’t wait for people to find it!

**Present at conferences**
- Interact with others in your field
- Key target audience
- Establish new collaborations

**Promote on social media**
- LinkedIn & Twitter
- Use *content sharing* when available
Allow anyone to read your article
• Available for all Springer Nature journals
• Does not require Open Access
• Full text is freely available online

Improve your visibility worldwide!

SharedIt
Springer Nature’s commitment to content sharing
Content sharing

Allow anyone to read your article

Available for all Springer Nature journals

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

Improve your visibility worldwide!
Extracellular matrix scaffolding guides cell elongation by inducing anisotropic intercellular mechanical tension

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

Affiliations | Contributions | Corresponding author

Nature Cell Biology 18, 311–318 (2016) | doi:10.1038/ncb3319
Received 26 October 2015 | Accepted 08 January 2016 | Published online 28 August 2016

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

You will increase your chance of publication and your research impact
Looking for more publishing support for your students & researchers?
1- or 2-day interactive training workshops

**nature masterclasses**

<25 researchers in natural sciences  
Presented by Nature journal editors

**nature research academies**

50–250 early career researchers in natural & social sciences  
Presented by trained publishing consultants
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https://masterclasses.nature.com/

Scientific Writing and Publishing online course

Start course  Sample for free

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

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

Key features
- **3-part** course with 3 certificates
- **36 editors** from 20+ Nature Research journals
- **11 hours** of learning
- **10-minute** lessons
- **English language** captions and transcripts

Skills gained
- Develop writing skills and confidence writing for journals
- Understand editorial processes and what editors look for
- Learn best practices for submitting a paper and peer review
Nature Research Editing Services

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SELECT A SERVICE  LEARN MORE

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

Scientific Editing
Nature-standard editors provide expert advice on the science in your papers & grants
Institutional Partnerships

Your thought-leadership partner

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

Why is publishing your work important?

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

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

Your research is not complete until it has been published

You can’t accomplish these goals without publishing. After all, the main way that others learn about your work is through your published articles. If you don’t publish, other researchers can’t build on your work; it will be as if you never did the research.
Publishing your results is a vital step in the research lifecycle and in your career as a scientist. When you publish your results as a journal article, you make it possible for the scientific community to see it. Publishing your work allows you to get recognition for your results, and to exchange your ideas with the global scientific community.

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

Any questions?

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

Name
Position
Contact information