UNDERSTANDING THE PUBLISHING PROCESS

How to publish in scholarly journals

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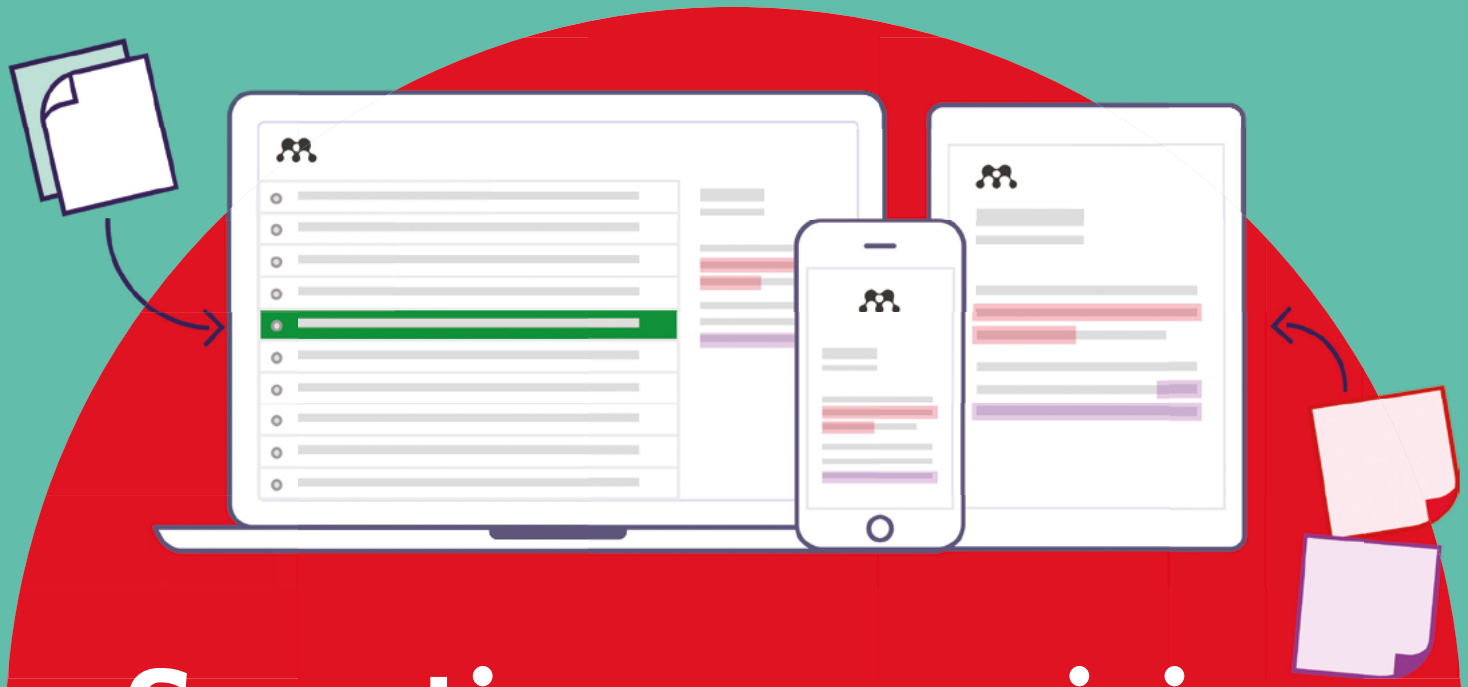

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How to publish in scholarly journals

CONTENTS

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How to publish in scholarly journals

Introduction

1

As researchers, you make huge strides in advancing essential knowledge. Your achievements can save lives and improve the way we live. If you're ready to share your knowledge with the world, this booklet outlines the best opportunities for publishing your research – and for seeing it shared globally.

The first question to ask yourself is, 'do I have a story to tell?'. Editors and reviewers look for original and innovative research that adds to their field of study, or immediately impacts patient care. This means that your conclusions must be sound and based on sufficiently robust data.

Secondly, ask yourself, 'is there an audience for my research findings?'. The more original and innovative your research, the more people will be interested. Consider whether your research is of interest to a local, regional or international audience. Identifying your audience is a major factor in selecting the right journal to submit your manuscript to. You can read more about selecting a journal in *section 2.2*.

There are several types of research articles:

1. **Letters** and **rapid or short communications** are intended for the quick and early communication of significant or original advances, without including too much data or detail.
2. **Review papers** summarize recent developments on a specific topic, without introducing new data.
3. **Full articles** contain significant data, detail, developments and outcomes.
4. **Research elements** enable you to publish research output, such as data, software, methods, videos and much more, in brief, citable articles.

If you're unsure which type of article to write, discuss your options with your supervisor or colleagues. For the purposes of this booklet, we offer guidance for writing and publishing a full article. Once you've decided to write a full article, follow the guidelines of your chosen journal, and the general guidelines for scientific writing outlined in the following sections.

Find the right journal

2.1 INTRODUCTION

Finding the right journal for your article can be key to reaching your target audience.

- Take into consideration the type of article you'd like to publish (full length, letter, review, research output).
- Check the references in your article, to give an indication of possible journals of interest.
- Read the journal's aims and scope on the journal homepage on elsevier.com.
- Read or download the journal's Guide for Authors.
- Check if the journal is invitation-only; some journals only accept articles after inviting the author to submit.
- Check the journal's performance for review and publication timelines (*see 2.3*).
- If you need to publish open access, remember that most Elsevier journals explain their open access options on the journal homepage (*see 2.4*).
- Submit your paper to only one journal at a time (*see 3.6, on ethics*).

2.2 JOURNAL FINDER

The Journal Finder tool locates Elsevier journals that most closely match your abstracts. An Elsevier journal will be recommended if it has published articles that are highly similar to your article. A list of relevant articles is generated, and the tool can filter on your preferred criteria, such as open access options, journal metrics, review time, acceptance rate and production time. See journalfinder.elsevier.com.

2.3 JOURNAL METRICS

Journal metrics are at your disposal to help you select the most appropriate journal for your article. When used alongside information about the journal's scope, editorial board, international outlook and audience, they can help you to find the best destination for your research.

Different types of journal metrics

It's good practice to look at more than one metric to help you make your decision. You'll find a dedicated Journal Insights section on many of the journal homepages on elsevier.com, giving information about the journal's:

- **Speed** – review speed and online publication time
- **Reach** – geographic location of corresponding authors and journal usage
- **Impact** – impact metrics based on citations received by articles

Citation-based impact metrics

The average impact of all the articles in a journal is often used as a proxy for the impact of a specific article – especially when the article hasn't yet had time to accumulate its own citations. It's important to take this kind of proxy metric into consideration.

The Journal Insights section on the Elsevier.com journal homepage has several impact metrics to be aware of:

	CiteScore*	SNIP	SJR	Impact Factor
Full name	CiteScore	Source-Normalized Impact per Paper	SCImago Journal Rank	–
Measures	Average number of citations received in a calendar year by all items published in that journal in the preceding three years.	Citations relative to average for discipline; SNIP > 1 means journal is cited more than average for field	Average prestige per publication, depending on the SJR of the citing journal	Average citations per publication
Accounts for varying journal size?	Y	Y	Y	Y
Accounts for varying behaviour between disciplines?	N	Y	Y	N
Availability	CiteScore, SNIP and SJR are available on Scopus and can be accessed freely Free of charge at journalmetrics.scopus.com Free of charge via individual journal homepages: Journal Insights			Thomson Reuters Free of charge via individual journal homepages: Journal Insights.

*NEW: *CiteScore is a simple way of measuring the citation impact of serial titles such as journals. Serial titles are defined as titles which publish on a regular basis (i.e. one or more volumes per year).*

CiteScore calculates the average number of citations received in a calendar year by all items published in that journal in the preceding three years.

2.4 OPEN ACCESS OPTIONS

In general, open access indicates free and permanent access to published research, combined with clear guidelines for readers to share and use the content. There are two main types of open access: gold and green.

What is the difference between gold and green?

	GOLD OPEN ACCESS	GREEN OPEN ACCESS
Access	• Free public access to the final published article • Access is immediate and permanent	• Free public access to a version of your article • Time delay may apply (embargo period)
Fee	• Open access fee is paid by the author, or on their behalf (for example by a funding body)	• No fee is payable by the author, as costs are covered by library subscriptions
Use	• Determined by your user license	• Authors retain the right to use their articles for a wide range of purposes. All open versions of your article should have a user license attached
Options	1. Publish in an open access journal 2. Publish in a journal that supports open access (also known as a hybrid journal)	1. Link to your article 2. For selected journals Elsevier makes the articles freely available after an embargo period in the open archives 3. Self-archive your manuscript

Some funding bodies or institutions have a policy on public access to research. It's important to know the open access policy of your institution or funding body before you decide whether or not to publish open access. Elsevier offers a wide range of publication options for your research to comply with funding policy or institutional mandates. Elsevier publishes more than 400+ gold open access journals and offers options to publish open access in more than 1,600 subscription journals. For more information on your open access options, see elsevier.com/openaccessoptions.

EBiomedicine is a new open access journal that bridges basic science & patient care in collaboration with Cell and The Lancet. It's one of the many open access journals Elsevier publishes.

Prepare your paper

3.1 YOUR MANUSCRIPT

Title

The title is the main advertisement for your article. A great title entices the audience to read on; a poorly-titled article may never reach its target readers.

Your article's title should reflect its content clearly, enabling readers to decide whether it's relevant for them. Make the title catchy and keep it specific. Leave out phrases such as 'a study of', 'investigations into', 'observations on'; and avoid using abbreviations and jargon.

Remember, too, that abstracting and indexing services depend on accurate titles; they extract keywords from them for cross-referencing.

Why '***The effect of heating the albumen and vitellus of the Gallus gallus domesticus contained in calcium carbonate in H2O to 373.15 K***' when '***Boiling a chicken egg in water***' says it?

Essentially, effective titles:

- Identify the article's main issue.
- Begin with the article's subject matter.
- Are accurate, unambiguous, specific and (when possible) complete.
- Are as short as possible.
- Are enticing and interesting; they make people want to read further.

Authors

Only authors who've made an intellectual contribution to the research should be credited; those who'll take responsibility for the data and conclusions, and who've approved the final manuscript. The order of credited names can vary between disciplines; the corresponding author may not always be the first author.

Keyword list

Most journals request a list of keywords; important words that, along with those in the title, capture the research effectively. Keywords are used by abstracting and indexing services; choosing the right ones can increase the chances of your article being found by other researchers. Many Elsevier journals also ask for a subject classification during the online submission process; this helps editors to select reviewers.

Abstract

The abstract is your chance to describe your research in 200 words – so use it wisely. Together, the title and abstract should be able to fully represent your article, including for use by indexing services. Many authors write the abstract last, so it reflects the content accurately.

The abstract should summarize the problem or objective of your research, and its method, results, and conclusions. Usually an abstract doesn't include references, figures or tables. It should mention each significant

section of the article, with enough detail for readers to decide whether or not to read the whole paper. While it's great to make the abstract interesting, above all it should be accurate. Don't promise more than your article delivers.

The body of the text
Make the introduction brief. It should provide context and background, but not be a history lesson. It should state the problem being investigated, its contextual background, and the reasons for conducting the research. State the questions you're answering and explain any findings of others that you're challenging or furthering. Briefly and logically lead the reader to your hypotheses, research questions, and experimental design or method.

Method
(also called Materials and Methods or Experimental Methods)

This section should be detailed enough that readers can replicate your research, and assess whether the methods justify the conclusions. It's advisable to use the past tense – it's about what you *did* – and avoid using the first person, although this will vary from journal to journal. Ultimately, you should explain how you studied the problem, identify the procedures you followed, and structure this information as logically as possible.

If your methods are new, you'll need to explain them in detail. If they've been published before, cite the original work, including your amendments if you've made modifications. Identify the equipment and the materials you used, specifying their source. State the frequency of observations and what types of data were recorded. Give precise measurements, stating their strengths and weaknesses when necessary. Name any statistical tests, so your quantitative results can be judged.

If your research involved human participants, animals, stem cells or other biohazard materials, you'll need to include certain information in the ethics statement, such as committee approvals and permission to publish. You should also explain your criteria for selecting participants.

Results
This section should present your findings objectively, explaining them largely in text. It's where you show how your results contribute to the body of scientific knowledge, so be clear and logical. And it's important not to interpret your results – that comes in the Discussion & Conclusions section.

You can base the sequence of this text on the tables, figures and graphs that best present your findings. Emphasize any significant findings clearly. Tables and figures must be numbered separately; figures should have a brief but complete description – a legend – that reveals how the data was produced.

Discussion & Conclusions
This is where you describe the meaning of your results, especially in the context of what was already known about the subject. You can present

general and specific conclusions, but take care not to summarize your article – that's what the abstract is for.

You should link this section back to the introduction, referring to your questions or hypotheses, and cover how the results relate to your expectations and cited sources. Do the results support or contradict existing theories? Are there any limitations? You can also suggest further experiments, uses and extensions.

Above all, the discussion should explain how your research has moved the body of scientific knowledge forward. Your conclusions must be supportable and not extend beyond your results, so avoid undue speculation and bold judgments about impact. This is also a good place to suggest practical applications for your results, and to outline what the next steps in your research will be.

To summarize, make sure that:

- Your results directly support your conclusions.
- You use specific expressions and quantitative descriptions – '12 degrees higher' instead of 'a higher temperature'.
- You only discuss what you defined early in the paper – don't introduce the reader to a whole new vocabulary. If you missed an important term, go back to the introduction and insert it.
- All interpretations and speculations are based on fact, not imagination.

Acknowledgments
Keep acknowledgements brief, naming those who helped with your research; contributors, or suppliers who provided free materials. You should also disclose any financial or other substantive conflict of interest that could be seen to influence your results or interpretations.

References
New research builds on previously published work, which should always be acknowledged. Any information that isn't 'common knowledge', or generated by your experiments, must be recognized with a citation; and quoted text should be within quotation marks, and include a reference. The format of citations and references varies, so you should refer to the Guide for Authors for the journal you're submitting to.

3.2 LANGUAGE QUALITY

A scientific article should report your findings and conclusions as clearly and concisely as possible. To achieve this:

- Try to avoid unnecessary words or phrases – keep it simple.
- Use active writing when possible. For example, 'Carbon dioxide was consumed by the plant' is passive. Active writing shortens this phrase to, 'The plant consumed carbon dioxide' – which is much snappier.
- Tense is important. For known facts and hypotheses, use the present tense: 'The average life expectancy of a honey bee is six weeks.' But use the past tense when referring to experiments you've conducted: 'All the honey bees were maintained in an environment with a consistent temperature of 23°C.' And also use the past tense to describe results: 'The average life span of bees in our contained environment was eight weeks.'

"We have submitted around 600 papers for language editing. More than 99% of our researchers are satisfied with the work of Elsevier. Based on previous successful experiences with Elsevier, we encourage our researchers to use the language editing service before they submit their papers to a journal."

PROF. CHEN JING,
Beijing Normal University, China

Elsevier has editing services to help ensure that your work is written in correct scientific English before submission, and that your paper is free of grammatical, spelling, and other common errors. Translation services are also available from or into Chinese, Portuguese, Spanish, Arabic, Turkish, Russian, German, Italian, Japanese, Korean and many more languages. For more information see webshop.elsevier.com/languageservices.

3.3 ILLUSTRATIONS

Submitting any illustrations, figures or other artwork – like multimedia and supplementary files – in an electronic format means that we can produce your work to the best possible standard, ensuring accuracy, clarity and a high level of detail. For specific details on how to format and submit artwork, check elsevier.com/artwork.

Our professional illustration services can create or polish images to match your exact needs. We support detailed full-color and photorealistic images from sketches, or convert existing images into more simplified line drawings. The delivery of detailed graphs and tables takes only 48 hours. For more information see webshop.elsevier.com/illustrationservices.

3.4 ADDING RESEARCH DATA

Research data forms the backbone of your research article and provides the foundation on which scientific, technical and medical knowledge is built.

As a researcher, you are increasingly encouraged, or even mandated, to make your research data available, accessible, discoverable and usable.

As an author, you can choose to store your data in a repository, like Mendeley Data: data.mendeley.com, to make your dataset independently citable and link it with your article. You can also choose to submit a brief, peer-reviewed data article. Your data article will be indexed and linked with your original research article.

Be sure to cite your research data in your article. This ensures you receive credit for your work, while making your research data accessible, giving your readers deeper insights and supporting their work. Find out more: elsevier.com/authors/author-services/research-data.

3.4.1 DATA VISUALIZATIONS

You can enrich your article with interactive visualizations and provide context by adding references to (external) information sources, such as high resolution imagery viewer, geospatial maps and 3D models. This makes your research data and key findings comprehensible for your readers next to your article. Find out what options are available: elsevier.com/authors/author-services/data-visualization.

"With *Data in Brief*, many developments in research can become more useful when data sources are shared. We are excited and grateful for the opportunity to have our data accessible at no cost to the community."

PROF. BARRAZA-LOPEZ,
Department of Physics, University of Arkansas

3.4.2 DATA STATEMENT

Elsevier journals and many others provide guidelines on data sharing. There can be reasons why you are not able to share your research data, for example due to confidentiality reasons. In this case you can submit a data statement with will appear next to your article and states the reason why your dataset is not linked to your article.

"The reader also gets a quick grasp about the paper that cannot be explained in a short written abstract"

TILBE GÖKSUN,
Assistant Professor of Psychology at Koç University, Istanbul on creating her AudioSlides

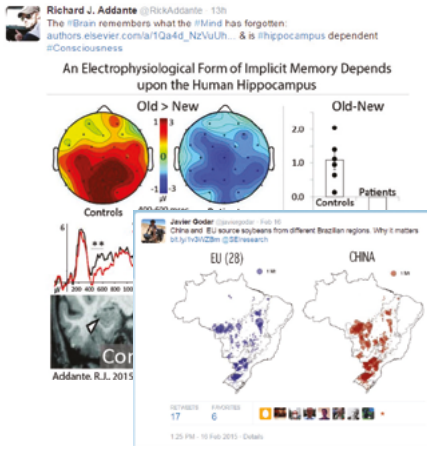
3.5 ENRICH YOUR ARTICLE

You can additionally prepare article enrichments which promote your research in alternative formats, such as a slide presentation, knowledge quiz or promotional video like AudioSlides.

Find out which options are available for journals in your research field, visit: elsevier.com/authors/author-services/enrichments.

3.5.1 AUDIOSLIDES

AudioSlides are short, webcast-style presentations, which allow you to present your research in your own words. Elsevier offers you the option of creating your own unique AudioSlides presentation which complements your research and provides readers with a short, succinct overview of the article content. This appears alongside your article once it is published on Elsevier's ScienceDirect platform, home to one-quarter of the world's STM journal and book content. AudioSlides are free to access and easy to share, independently from the article, with colleagues, (influential) bloggers and on social media including YouTube. Make the most of your AudioSlides with our useful Tips and Tricks: elsevier.com/audioslides.



Tweeted graphical abstracts

3.5.2 GRAPHICAL ABSTRACTS

A Graphical Abstract is a visual summary of the main findings of the article that is placed as part of your article an ScienceDirect and will turn up in online search result lists. It will help people to understand the key point of your article at a glance. You can make use of our professional illustration services at the Elsevier webshop: webshop.elsevier.com.

You can use your Graphical Abstract as a promotional tool by for example tweeting it, sharing it on social media or sending it to an (influential) blogger. Always add a link to your article.

3.6 ETHICS

Understanding the boundaries in scientific research and publishing is a key step in making sure your work gets off to the best start. Scientific misconduct and breach of publishing ethics can take different forms, and be committed knowingly or unknowingly. Examples of misconduct and breaches include:

- **Authorship disputes** – deliberately misrepresenting a scientist's relationship with published work.
- **Competing interests** – not disclosing to a journal that you have a direct or indirect conflict which prevents you from being unbiased.
- **Plagiarism** – passing off another's work or idea as your own.
- **Simultaneous submission** – submitting a paper to more than one publication at the same time.
- **Research fraud** – including fabrication (making up research data) and falsification (manipulating research data, tables or images).
- **Salami slicing** – the 'slicing-up' of research that would form one meaningful paper into several different papers.

The Ethics in Research & Publication Program is a collaboration between Elsevier and an independent panel of experts in research and publishing ethics. The program's online resources and tools have been developed to help you feel confident that you're doing the right things. See ethics.elsevier.com.

3.7 SEO YOUR ARTICLE

Search Engine Optimization (SEO) helps to ensure that your article appears higher in the results returned by search engines such as Google. This can mean you attract more readers, gain higher visibility in the academic community, and potentially increase citations.

Tips for SEO include:

- Use keywords, especially in the title and abstract.
- Add captions with keywords to all photographs, images, graphs and tables.
- Add titles or subheadings (with keywords) to the different sections of your article.
- Make sure you place links to your article from relevant websites e.g. your institute's website, Wikipedia, LinkedIn, blogs and social media.

Submit and revise your paper | 4

Once you've checked (and re-checked!) your manuscript, you're ready to submit it to the journal editor via the submission and peer review system.

4.1 HOW TO SUBMIT A PAPER?

Elsevier's Editorial System (EES) has transitioned to Evise®, a fully online workflow for article publication. Submission is simple: direct links for registration and log-in can be found in our journals' Guide for Authors.

4.2 PEER REVIEW

After submission, each manuscript is checked for plagiarism, and assessed carefully to determine if it fits the aims and scope of the journal. If journal representatives are enthusiastic about the work, the journal editor will appoint reviewers.

What does the peer reviewer do?

Reviewers help determine the validity, significance and originality of the work, and can suggest improvements to the manuscript and the research. On their recommendation, editors will accept, accept with revisions, or reject a manuscript.

To make good judgments, peer reviewers use their own checklists to evaluate the content for scientific value and originality, to see that articles adhere to general scientific practice as well as the journal's specific guidelines, and to check that you've referenced correctly. The peer reviewer will look closely at your methodology and the validity of your data, and consider your ethical approach. They will then recommend changes before your manuscript is published. See elsevier.com/reviewers/home for more details.

Different types of peer review

Type of review	Description
Single blind (most common)	Reviewer identity hidden from author; reviewer knows identity of authors
Double blind	Both reviewer and author remain anonymous to each other
Open	Reviewer and author are known to each other

4.3 ARTICLE TRANSFER SERVICE

Several Elsevier journals operate a complimentary Article Transfer Service. The editor will offer this service if they feel your article fits better with another Elsevier journal; with your approval, your submission will be transferred there.

4.4 CHECK THE STATUS OF YOUR PAPER

After submission you can follow the status of your article in the Elsevier Editorial System (EES or Evise), using a reference number that you'll receive by email.

If your paper is accepted for publication, you can follow the publication status through to completion using the 'track your article' feature. You'll receive a reference number and link via email, after final decision.

After acceptance: article in press, proofing, share link and offprints

Congratulations! Your article has been accepted!

There are a few more things to consider that can optimize the publication of your work. Elsevier will do everything it can to have your article published as quickly and accurately as possible.

5.1 ARTICLES IN PRESS

Accepted articles are published online on ScienceDirect as an 'article in press', and assigned an issue at a later date. You can track your article and citations throughout this process.

5.2 PROOFING

Accurate proofreading and clear marking of corrections are essential for the production of a quality article. As soon as your article has been typeset, you'll receive an email with either a PDF attachment of your article or a link to it on our online proofing system.

5.3 SHARE LINK AND OFFPRINTS

Most of our journals give authors a personalized link that provides 50 days' free access to the final published version of their article on ScienceDirect. This link can also be used for sharing via email and social networks. For more information see elsevier.com/author-share-link.

Some journals provide offprints; an exact copy of the article published either on paper or as a PDF.

You can order paper offprints before publication, using the provided Offprint Order Form. If your journal doesn't issue paper offprints as standard, you'll pay a small fee. Once you've submitted the order form, you should allow 30-60 days for delivery of the offprints.

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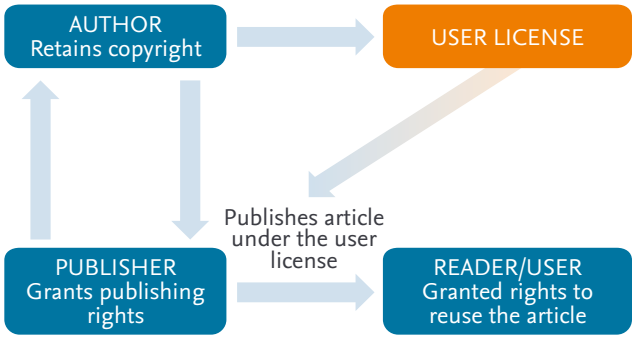


What is the license process?
Step 1: Authors sign a publishing agreement where they will retain copyright but grant publishing rights to the publisher.

Step 2: Readers can use and share the article as defined by the user license.

Step 3: The author grants the publisher the right to publish the article under the applicable license.

Step 4: The publisher makes the article available online with the author's user license.

Before choosing an end user license, we recommend that you:

- Understand what each user license permits, and the rights it grants to readers for using your article.
- Check if your funding body or institution has a policy requiring the use of a specific license.
- Read your journal's Guide for Authors to ensure it offers the license you want to use.
- Visit the Creativecommons.org site for more information on what to consider before selecting a user license. (It's important to note that you can't revoke your chosen license.)

For more information, see elsevier.com/openaccesslicenses.

Promote your work | 7

More than one million scientific articles are published each year, and that number is rising. So it's increasingly important for you to find ways to make your article stand out.

Promoting your research does not begin after your manuscript is finished and has been published online. It should be on your mind even whilst you are doing it and writing up your paper. Promoting your research also continues after it has been published and tracking the performance of your promotion activities will help drive results.

For more detailed guidelines see elsevier.com/promote-your-work.

7.1 SHARE YOUR PAPER

Sharing your research and findings can help you make a greater impact in your community, leading to better collaboration, new ideas and potential innovations. Millions of researchers have access to your formal publication hosted on ScienceDirect, enabling users to find, access, and cite your research in its best available version.

Elsevier will send you a 'Share Link': a personal, customized short link that you'll receive after the final publication of your article. We encourage you to share this link on social media; anyone clicking on it gets 50 days' free access to your newly published article on ScienceDirect.

The more links there are to your article from a range of websites, the more readers you'll attract and the higher it will appear on search engine results.

Elsevier supports responsible sharing and we want to make it easy for you to share your research.

For the latest information on sharing your article see elsevier.com/sharing-articles.

7.2 BE DISCOVERED ONLINE

It's important people can find you and links to your publications online. There are a few easy tools to help you increase your online visibility.

If you have a personal page at your institute, include links to the final versions of your articles on that page. You should also ensure that your CV is available online, with links to your publications. You can do this on the popular networking site LinkedIn, or on a personal website or blog.

Finally, keep your SCOPUS and ORCID author profiles up-to-date so others can find your journal. You can now update both at orcid.scopusfeedback.com. Just follow the easy online steps.

7.3 CONFERENCES

Presenting and networking personalizes your work, giving it a face and voice, and can create new opportunities for collaboration. Make sure you connect with other delegates on Facebook and LinkedIn, and direct them to your website or blog. If you create a poster for a conference, post it on

your website and provide links on your blog, social media profiles, online CV, or institutional page.

7.4 SOCIAL MEDIA

Every day, scholarly articles receive thousands of new mentions across social media, news and blogs; it's a powerful medium for reaching your potential readers! However, you don't have to be active on all social media – it's often best to find one or two channels which suit you and your purposes. Some of the most widely-used media are Facebook, Twitter and LinkedIn.

Build up a group of followers and share links to your publications. You can enhance your posts with visuals and videos that attract more attention. And don't forget to share your AudioSlides and Graphical Abstracts.

7.5 SHARING ON A SCHOLARLY COLLABORATION NETWORK (SCN), SUCH AS MENDELEY OR SCHOLAR UNIVERSE

Services such as SCNs enable authors to showcase their work, providing fast and effective ways to collaborate and disseminate research. A number of SCNs are working together with publishers to help to showcase your work by sharing links to published journal articles on author profiles.

We encourage authors to share their research responsibly on SCNs. You can share your preprint or a link to your article.

Additional sharing options may be available, see elsevier.com/sharingpolicy.

7.6 MEDIA RELATIONS

Elsevier promotes selected research papers to the global scientific media. If you think your article is interesting for a wider audience and/or would like more information about any of the above, contact the journal publisher.

Remember to also get in touch with the press office at your institute to see what they can do to help you promote your paper.

Article by Vivian Kouri et al. published in open access journal EBiomedicine featured on CBS News

Monitor your impact | 8

8.1 INTRODUCTION

It's worth bearing in mind that your peers and tutors monitor your impact. Being aware of this helps you to submit your article to the most appropriate place (*section 2.3*), and also to position yourself by proactively supplying information about your own performance.

Just like when you're considering where to publish, the best approach to monitoring your impact is to have multiple ways of assessing your performance.

If you're at an early stage in your career, you can use metrics that don't require longer timeframes:

- **Collaboration** – how big is your network? What's the status of colleagues in your network? Where in the world are they located?
- **Scholarly output** – how productive are you?
- **Usage** – how often have your publications been viewed?
- **Article metrics** – who's talking about papers online and what's being said?
- **Journal status** – what's the status of the journals that have published your work? The average citation impact of all the articles in a journal is a useful proxy for the impact your articles will achieve when they've had time to accumulate citations.

When you're at a later stage in your research career, with a sizeable output and an impressive number of citations, further metrics can then become useful:

- **Citation count** – how many citations have your articles received?
- **Outstanding articles** – which of your articles are in the top percentile of comparable articles?
- ***h*-index** – this rates your entire publication career based on both output and citation impact. (An *h*-index of 11 indicates that 11 of a researcher's articles have each received at least 11 citations.)

"Once authors have published in an Elsevier journal, they come back because of the other things Elsevier does for them: Mendeley Stats, the support for how to get the word out, how do you deal with media, how do you look at the impact of what you've done."

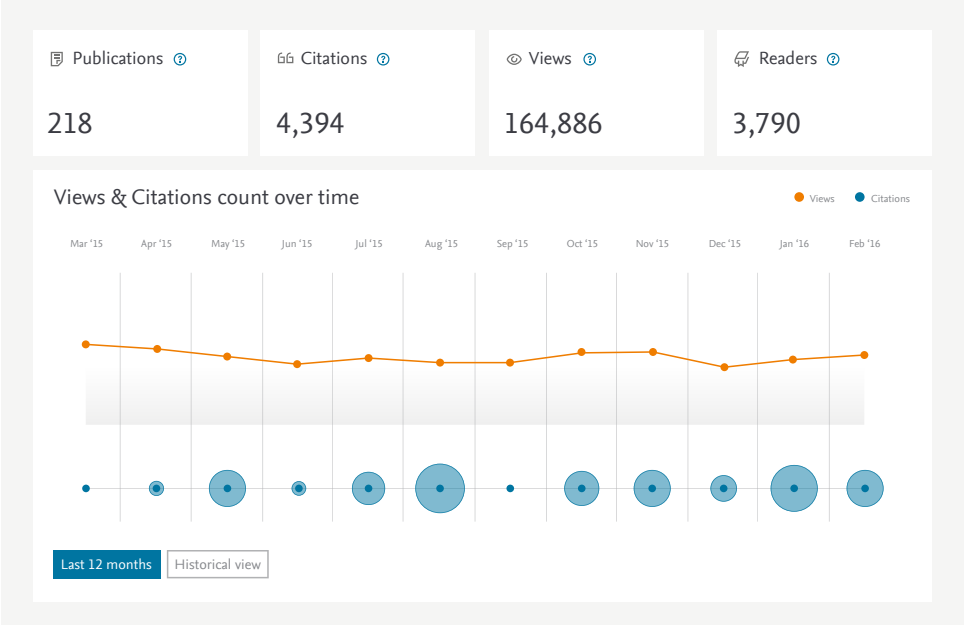
DR. BARBARA YAWN,
Director, Department of Research, Olmsted Medical Center; Adjunct Professor, University of Minnesota; Chief Editor, Respiratory Medicine Case Reports

8.2 MENDELEY STATS

Any author who has published at least one article with Elsevier within the last 10 years will be invited to register for a personalized dashboard, offering:

- Early feedback on how your publications are being downloaded, shared and cited, based on ScienceDirect, Mendeley and Scopus.
- Data about the geographic locations and research disciplines of your readers.
- Detailed information about search terms used in ScienceDirect to find your publications.
- A comparison of the performance of your article with other articles.

Have you not been invited to register for your personal dashboard yet? Don't worry, as it will certainly happen soon. You can also easily register via mendeley.com/stats.



Mendeley Stats: A personal and real time feedback service to authors. Combining metrics dating back 10 years. Including Elsevier and non-Elsevier publications.

8.3 ARTICLE METRICS

Who's talking about papers online and what's being said? Article metrics allow you to track and analyze online activity around your article.

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Via our journal homepages we will show Top-10 lists of popular articles. Any article covered on Scopus will both show article metrics and percentile comparisons to articles of the same type and age. Metrics will only be displayed if data is available.

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"Elsevier has a continuing pipeline of innovating products and ideas."

DR. GREGORY POLAND,
Editor-in-Chief Vaccine

9.1 INTRODUCTION

Of course, you'll consider other publishers and journals for your article. Why Elsevier? Well, chances are that the leading journal in your field of expertise – *The Lancet* if you're a medical scientist – is published by Elsevier. We publish thousands of journals and books, including many of the world's most renowned titles such as *Cell* and *Tetrahedon Letters*. We also continue to launch leading open access journals, such as *EBiomedicine* and *Heliyon*.

"The idea that you can find and publish 'hidden gems' from your lab book really resonated with us. It allowed us to publish a useful finding that may otherwise have stayed in the lab book or been buried in another manuscript."

DR. KEIRA. MELICAN,
author and a member of the MethodsX advisory board from Karolinska Institutet, Stockholm, Sweden on the new microarticle journal MethodsX

9.2 INNOVATION

As a global information analytics business, we also pride ourselves on our innovative approach, offering online services, article-based publishing and new types of open access publishing; including research elements, which allow you to publish research output such as data, software, methods, videos, and more. We're constantly looking for ways to make your articles easier to find, and to facilitate collaboration between researchers and authors. Article Enrichment provides you with new tools to present your article: Share Link allows you to share your work with a wide audience; and Mendeley Stats lets you monitor your impact in a new and detailed way.

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Scopus is the largest abstract and citation database of peer-reviewed literature – scientific journals, books and conferences – and features tools to track, analyze and visualize scholarly research. Its vast database contains abstracts and references from more than 21,000 titles, obtained from over 5,000 publishers worldwide, ensuring broad interdisciplinary coverage in the fields of science, technology, medicine, social sciences and the arts and humanities.

For authors, Scopus can simplify the search for relevant full-text content and potential research partners with advanced search functions and email alerts on specific topics, people and institutions.

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POLLY COMPSTON,
Mendeley Research Advisor, The Brooke, London, UK

9.5 MENDELEY

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PROF. DR. ANNE MARIE OUDESLUYS,
Department of Pediatrics, Leiden University Medical Centre, on a Researcher Academy webinar.

Further information and training

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10.1 RESEARCHER ACADEMY

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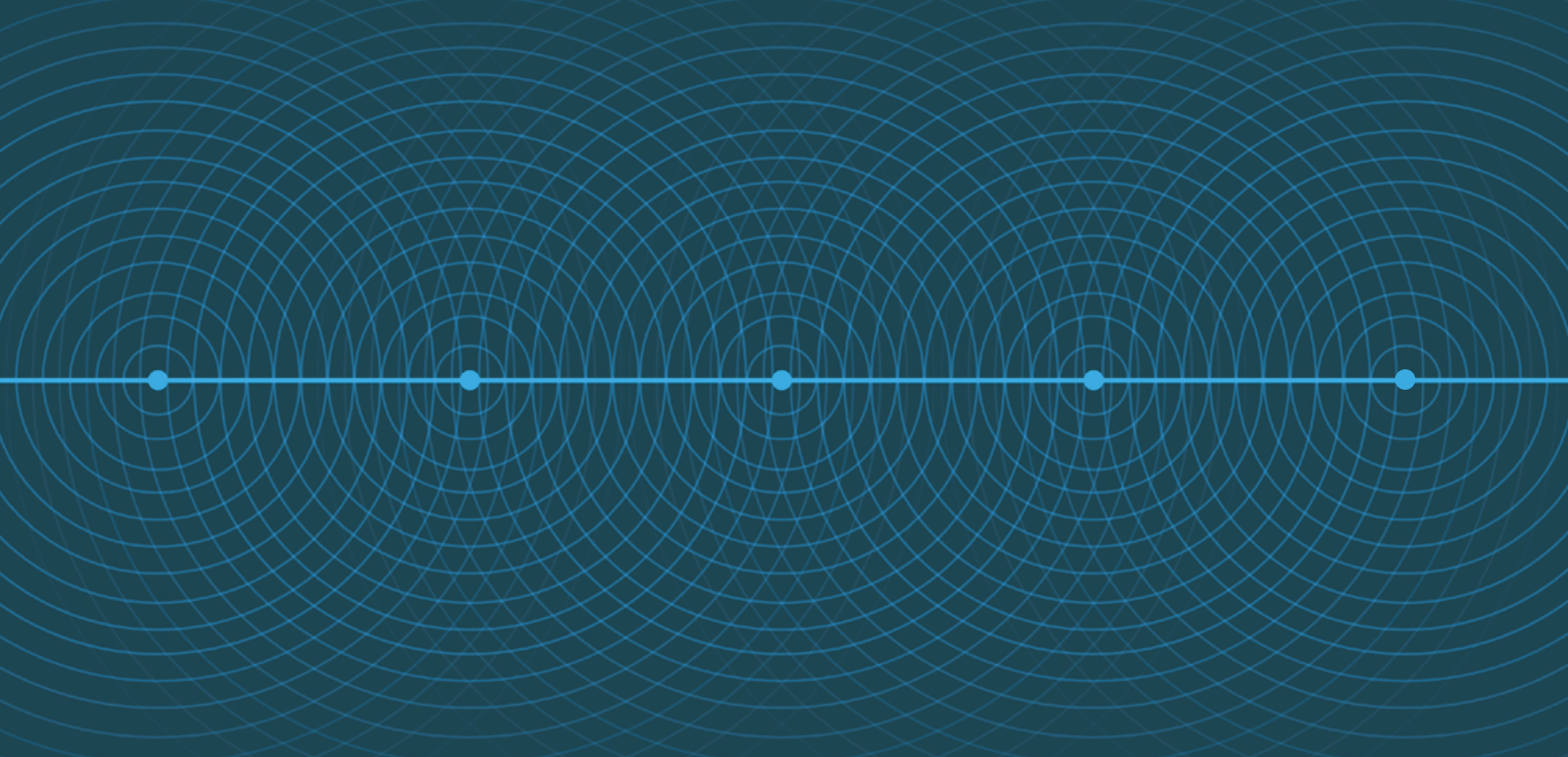

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