

American Chemical Society

ACS
Chemistry for Life®

Mastering the Art of Scholarly Publishing

Rutgers School of Graduate Studies

April 13, 2023

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Associate Publisher, ACS Publications

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Twitter: @sgarakyaraghi

Disclaimer:

Views expressed in this presentation are those of the presenter and not necessarily the views of the ACS.

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CAREER PATH

How did I get here?

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2009 – 2013

W&M

Undergraduate Research in Wustholz Lab

B.S. in Chemistry,
Minor in Mathematics

2013 – 2018

NCSU

Graduate Research in Castellano Lab

Ph.D. in Chemistry

2018 – 2019

Princeton University

Post-doc in Scholes Group

2019 - 2020

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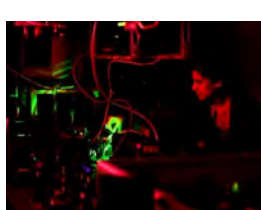
Managing Editor of ACS
Central Science

2020 - 2022

ACS

Senior Managing Editor,
Editorial Development

First Laser Table!



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Creating Your Title, Abstract, and Table of Contents Graphic



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Creating Your Title, Abstract,
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THE IMPORTANCE OF THESE ELEMENTS

The Candy Store Analogy

The reader is like an
indecisive kid in a candy
store.

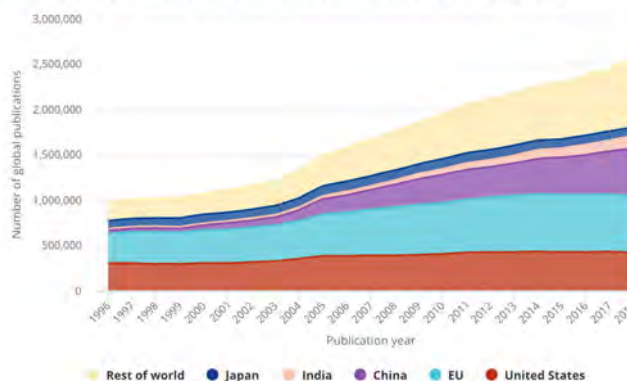
How will they choose? Do color, wrapper,
texture, name, descriptions matter?

Yes.



Source: <https://pubs.acs.org/doi/10.1021/cm500170v>

S&E articles in all fields, for selected regions, countries, and economies and rest of world: 1996–2018



EU = European Union.

Source: <https://nces.nsf.gov/pubs/nsb20206/publication-output-by-region-country-or-economy>



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THE IMPORTANCE OF THESE ELEMENTS

Key Benefits



**Showcases
Commitment
to Quality**



**Saves
Readers Time**



**Attracts
Readers**



**Aids
Discoverability**



**Encourages
Media
Coverage**



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Crafting a Strong Title



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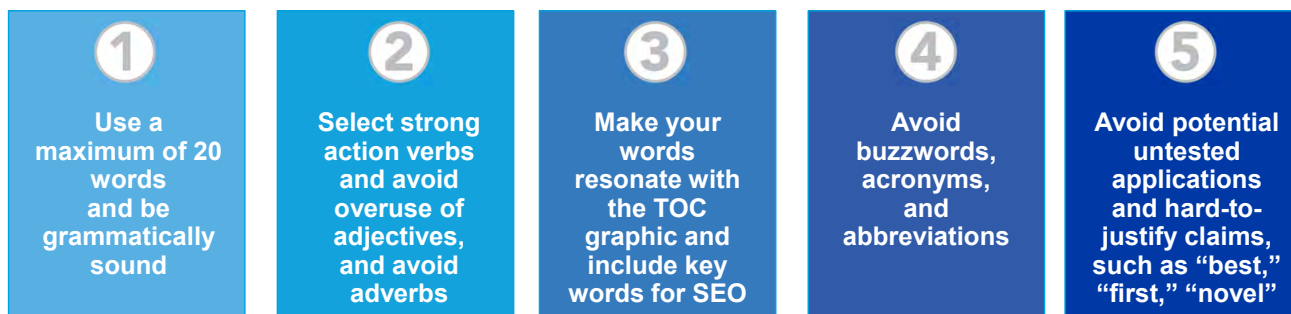
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CRAFTING A STRONG TITLE

What Makes a Strong Title

Source: <https://pubs.acs.org/doi/full/10.1021/cm5017917>

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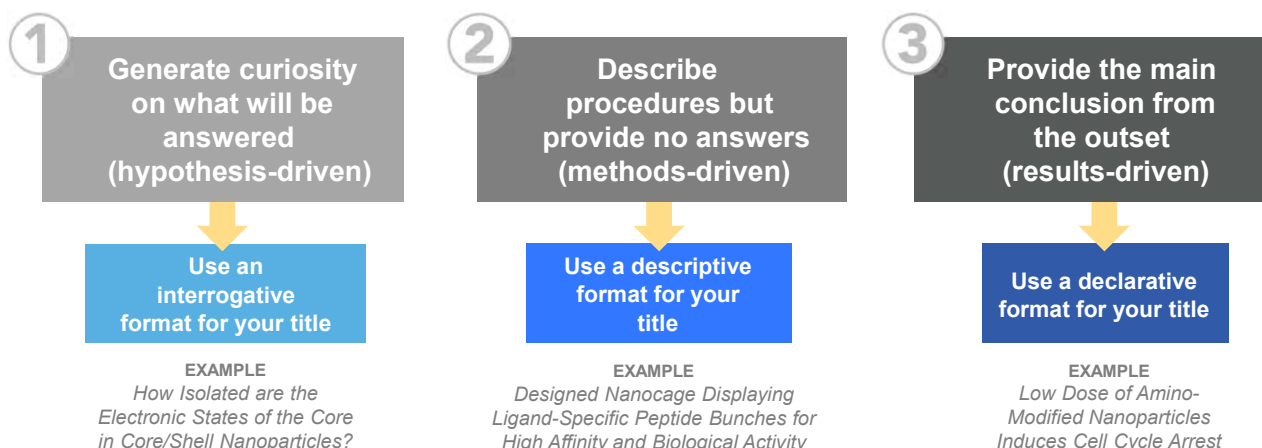
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CRAFTING A STRONG TITLE

Choose Goal First, then Title Format

Source: <https://pubs.acs.org/doi/full/10.1021/cm5017917>

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Creating a Substantive Abstract



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CREATING A SUBSTANTIVE ABSTRACT

What is a Substantive Abstract?

**An abstract is both a request
and an invitation**

Substantive abstracts

- Provide a concise summary of the work
- Are clearly written and easy to understand
- Avoid unnecessary embellishments
- Do not supplement or evaluate conclusions, do not cite references, tables or figures



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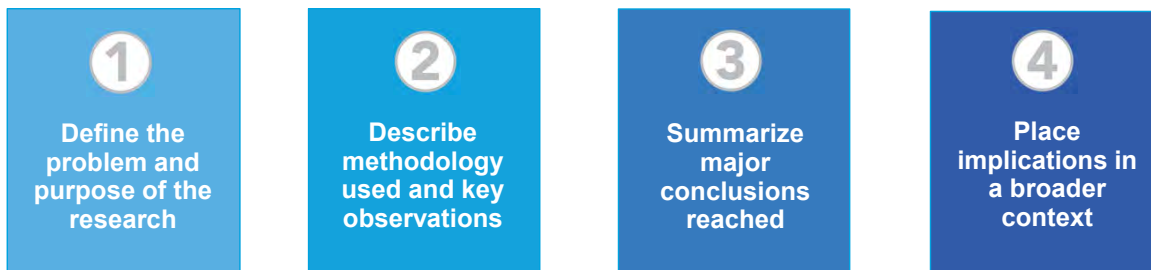
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CREATING A SUBSTANTIVE ABSTRACT

Creating an Abstract in Four Steps



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CREATING A SUBSTANTIVE ABSTRACT

Avoid the Pitfalls

Most Common Mistakes

- Wrong length (too long or too short).
Rule of thumb: 75 – 200 words
- Wrong level of detail (often, too much)
- Incomplete
- Inconsistent
- Misses keywords



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Constructing an Impactful TOC Graphic

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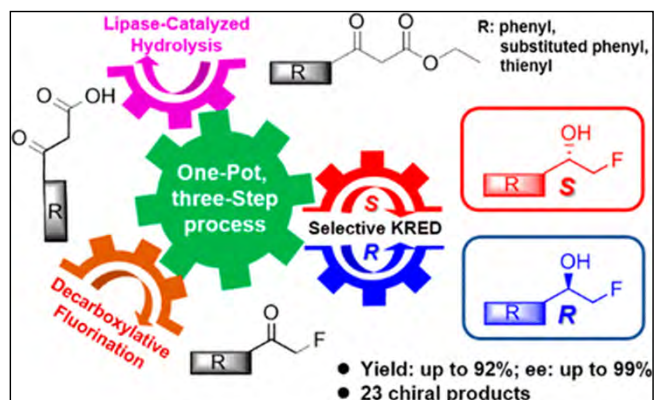
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CONSTRUCTING AN IMPACTFUL TOC GRAPHIC

An Impactful TOC Graphic

The TOC graphic is a **single concise visual representation** of the research findings. It serves as a:

- Graphic in the TOC, on the article page, and is frequently used in promoting your article
- Snapshot of the research findings
- Welcome mat for readers
- Spotlight for your research
- Unique identifier for your research

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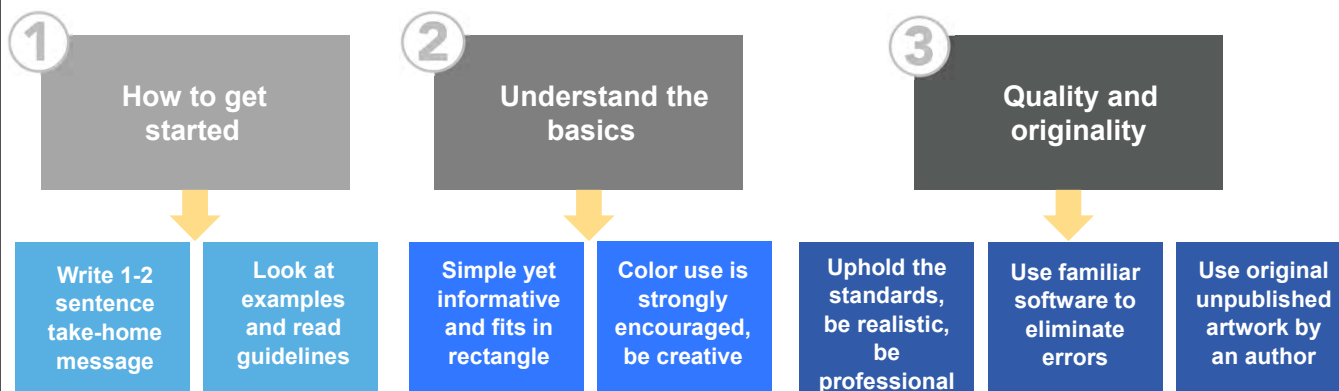
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CONSTRUCTING AN IMPACTFUL TOC GRAPHIC

Creating your TOC Graphic



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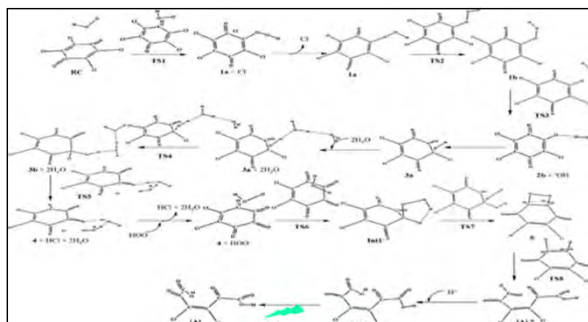
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CONSTRUCTING AN IMPACTFUL TOC GRAPHIC

Which Image Hits the Target?



TOC Graphic 1



CONSTRUCTING AN IMPACTFUL TOC GRAPHIC

Avoid the Pitfalls

Most Common Mistakes

- Photos, drawings, or caricatures of any person, living or dead, are strongly discouraged, seek Editor-in-Chief permission
- You cannot use stamps, currency, logos, or trademarked products
- Avoid complex structures or images with small details or text
- Don't copy and paste another figure already used from this research or from any other publication (copyright infringement)
- Avoid using clip art or cartoons
- Use color appropriately to highlight different features
- Avoid cramming too much, keep it clear, crisp, and legible.



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MODULES

Module 1 — Select the Right Journal

How to evaluate journal quality and goals, matching them to your manuscript's audience so you submit to the right journal the first time.

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How to write a detailed outline you can turn into a strong manuscript that clearly and thoroughly conveys your key research data and important findings.

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The best visual elements for different types of data, with best practices for how to generate figures, tables, and Table of Contents graphics.

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All the finishing touches that will get your manuscript ready for the journal, plus other elements such as the cover letter that you'll need when you submit.

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Peer Review: An Introductory Guide



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Peer Review: An Introductory Guide

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THE BASICS

What Is Peer Review?

Peer review is central to
scientific publication.

Peer review is the **practice** of subjecting scholarly work to the **scrutiny of experts in the field**, with the **goal of validating and improving** the content **prior to publication**.



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THE BASICS

Why Is Peer Review Important?



**Determines
relevance and
suitability**



**Upholds
scientific
integrity**



**Reviewers
and authors
benefit**



**Maintains
a high
standard**



**Pay it
forward**



Peer Review: An Introductory Guide

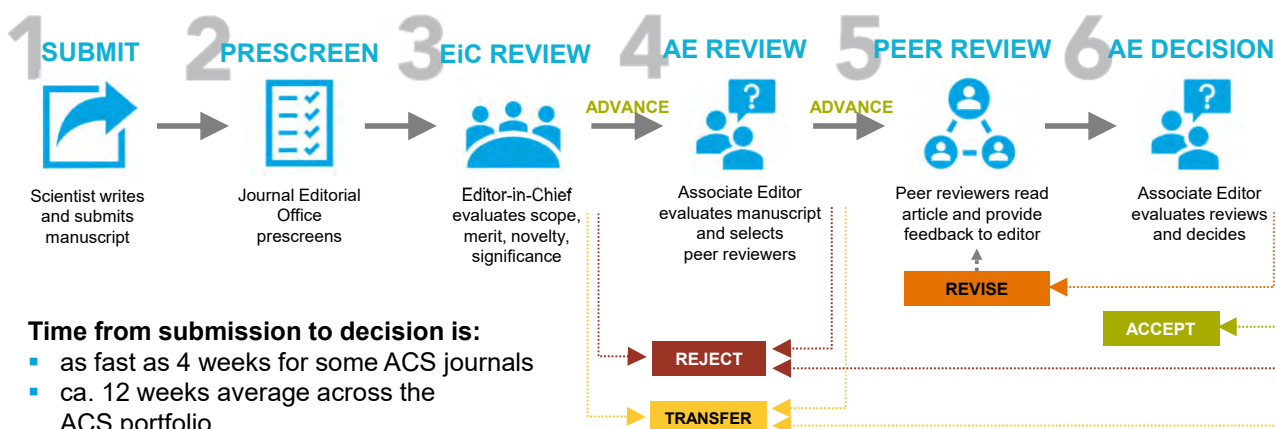
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THE BASICS

Peer Review Steps



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PRESCREEN & EDITORIAL REVIEW

The Importance of Prescreen & Editorial Review



Checks against requirements and ethical standards



Avoids overburdening system, identifies best reviewers



Saves time and speeds manuscripts to publication



Ensures match with journal scope, merit, significance and novelty goals



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PRESCREEN & EDITORIAL REVIEW

Steps In Editorial Office Prescreen

1

Confirm all journal requirements are submitted and readable

2

Evaluate manuscript length compared to journal specifications

3

Check for plagiarism and identify any issues

4

In some cases, implement established data check procedures



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PRESCREEN & EDITORIAL REVIEW

Two Stages Of Editorial Review

Two editors are involved

- Editor-in-Chief review
 - Handling or Assigned Editor review (Sr or Associate Editor)
- Common decisions at editorial review stage**

ACCEPT

TRANSFER

REJECT

Why two-stage editorial review?

- Editors-in-Chief are responsible for all content published in ACS journals, take a broad view of the field, and assign to a Handling or Assigned Editor
- Handling or Assigned Editors (Sr or Associate Editors) have subject specialty knowledge and a network of appropriate reviewers



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PRESCREEN & EDITORIAL REVIEW

Editorial Review: Factors Editors Consider

1

Does the manuscript fit the scope of the journal?

Always check the journal guidelines for the scope and make sure your manuscript fits the journal

2

Does the manuscript meet the scientific merit standards set for the journal?

Scientific merit: the manuscript provides reliable new information that advances a field

3

Does the manuscript meet the significance and novelty goals set for the journal?

The extent of the contribution the manuscript will have, something that has never been done before



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PRESCREEN & EDITORIAL REVIEW

How Do Editors Select Peer Reviewers?

Qualities editors value in peer reviewers

- Broad knowledge and understanding of the field
- Technical expertise to evaluate experiments, data, and interpret findings
- Ability to offer constructive, fair, and unbiased reviews
- Diversity of reviewers valued
- If invited and unable to accept, recommend alternate reviewers to the Editor to show your interest



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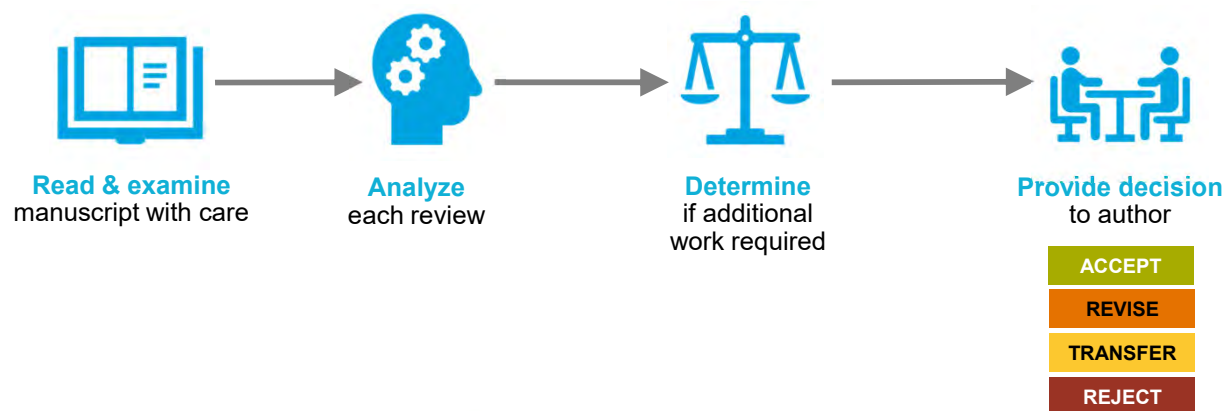
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THE AUTHOR'S PERSPECTIVE

How Do Editors Make A Decision?



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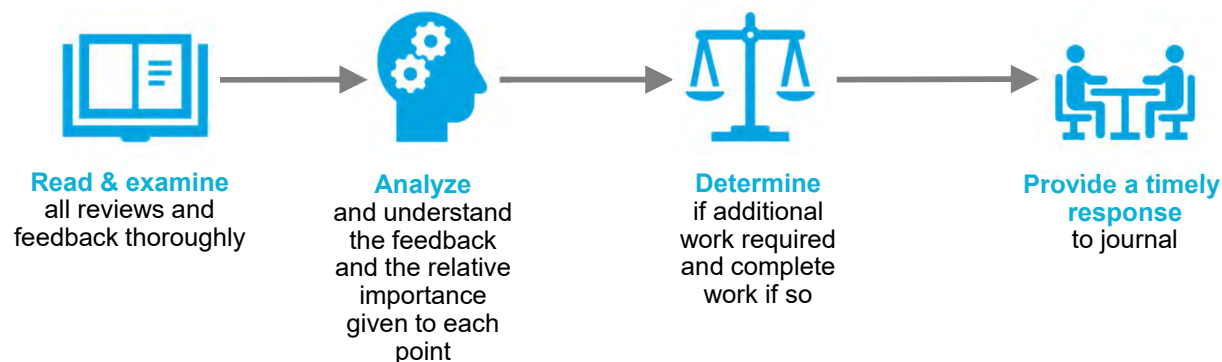
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THE AUTHOR'S PERSPECTIVE

How Should Authors Respond to Decisions?



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THE AUTHOR'S PERSPECTIVE

Responding To Editor and Reviewer Comments

Author's checklist

- Be professional
- Be respectful
- Respond to each comment
- If you disagree with a comment, explain why
- Don't play detective on identity



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THE AUTHOR'S PERSPECTIVE

Common Mistakes To Avoid

Most common mistakes authors make

- Favoring a fast partial response over a planned comprehensive response – do take your time
- Objecting to the selection of a particular reviewer
- Avoiding responding to one reviewer's comments because you consider their feedback irrelevant or less important
- Not paying attention to the editor's comments
- Ignoring the priority of suggested improvements
- Forgetting to have a colleague read your response to check for tone and comprehensiveness



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THE AUTHOR'S PERSPECTIVE

When Your Manuscript Is Rejected

Now what?

- Pause, and step back
- Most scientists have been rejected – do not take it personally
- Refocus and examine reviews
- Use comments to constructively improve the manuscript
- Adjust and resubmit to a new journal – be sure to consider offers to transfer for your manuscript to another related journal



Einstein Versus the Physical Review

A great scientist can benefit from peer review, even while refusing to have anything to do with it.

Dear Sir,

We (Mr. Rosen and I) had sent you our manuscript for publication and had not authorized you to show it to specialists before it is printed. I see no reason to address the—in any case erroneous—comments of your anonymous expert. On the basis of this incident I prefer to publish the paper elsewhere.

Respectfully,

P.S. Mr. Rosen, who has left for the Soviet Union, has authorized me to represent him in this matter.

<https://physicstoday.scitation.org/doi/pdf/10.1063/1.2117822>

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Additional Key Resources



Where can I find journal guidelines and templates for submission?

<https://publish.acs.org/publish/>

Journal homepages

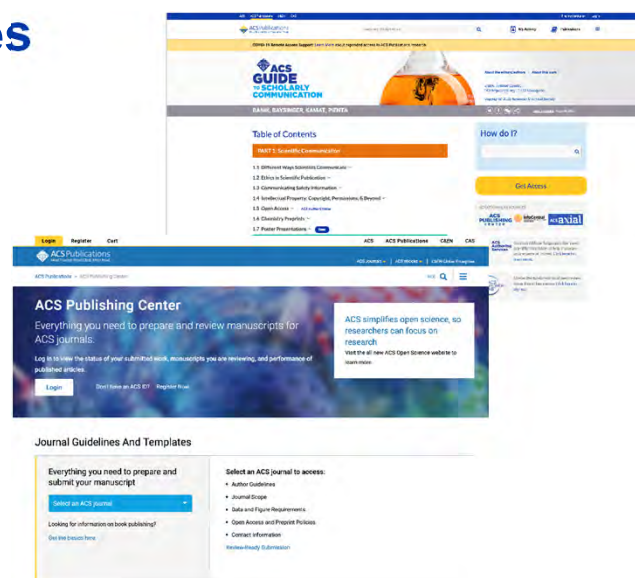
Updated ACS Guide to Scholarly Communication Online

<https://pubs.acs.org/doi/book/10.1021/acsguide>

ACS Authoring Services:

<https://authoringservices.acs.org/en/> or

<https://authoringservices.acs.org/cn/>



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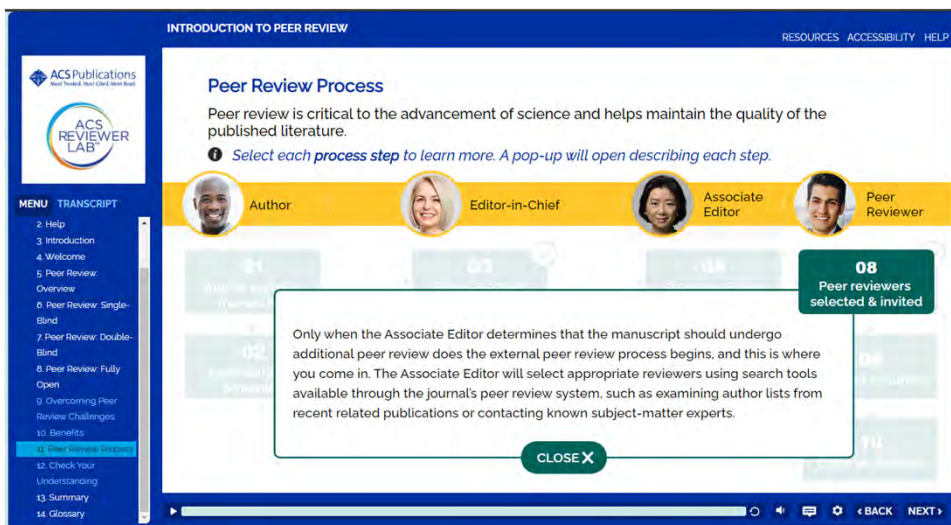
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Designed to train
researchers on the basics
of peer review

26,000+ total users

Graduates awarded a
special badge in Paragon
Plus

Also available in Chinese



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Any
Questions



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Contact Information



Please stay in touch!

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Twitter: [@sgarakyaraghi](https://twitter.com/sgarakyaraghi)