

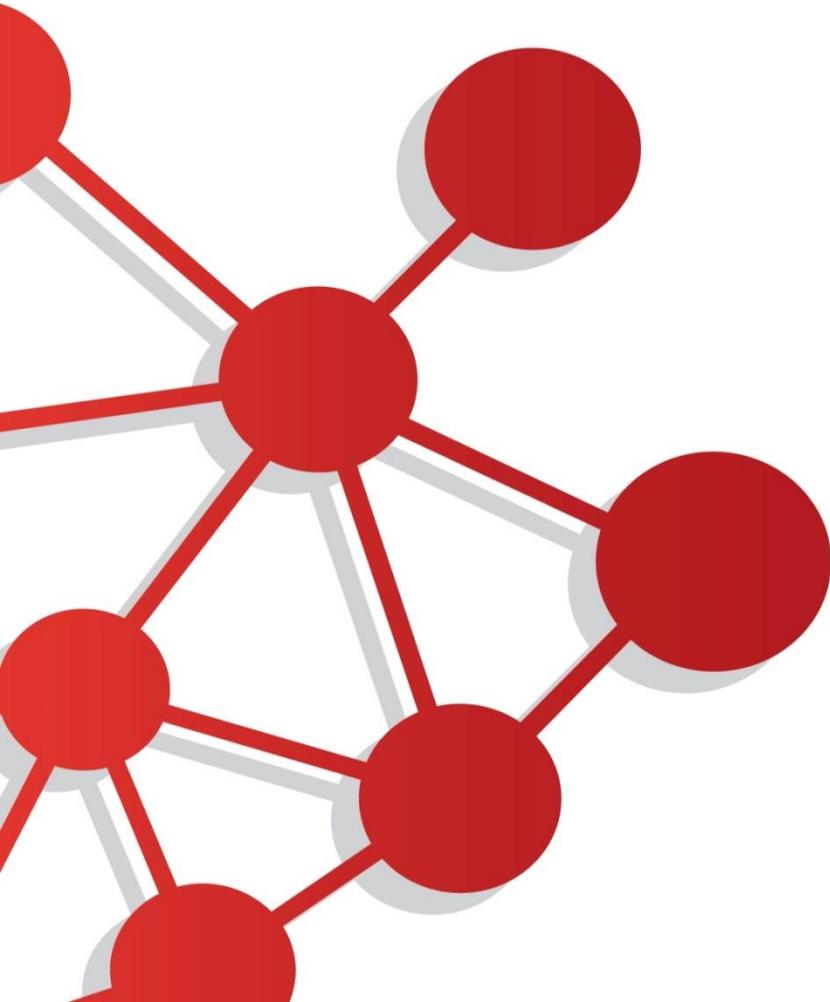
Nature, Open Access, and You!

自然，开放获取和你

Nick Campbell

Executive Editor, *Nature*

Head of Nature Publishing Group, China



By the end of this talk I hope you will ...

在这个讲座结束时我希望你能

- Learn where Open Access has come from and where it is going
了解开放获取的起源与发展方向
- Realize the benefits of publishing your work Open Access
明白开放获取对你发表的益处
- Appreciate the key editorial differences between *Nature*, the Nature Research Journals, *Nature Communications*, *Scientific Reports* ...
分辨《自然》、自然研究子刊、《自然通讯》、《科学报告》 --
- Understand how we make decisions on what we publish
理解我们如何决定发表的内容
- Learn how to write a great paper that deserves to be published in a *Nature* journal
学习如何写一篇值得在《自然》及其子刊上发表的优秀论文

Agenda

- **Nature's Open Access journals and capabilities**
- **Nature Publishing Group in China & How to publish in Nature journals**

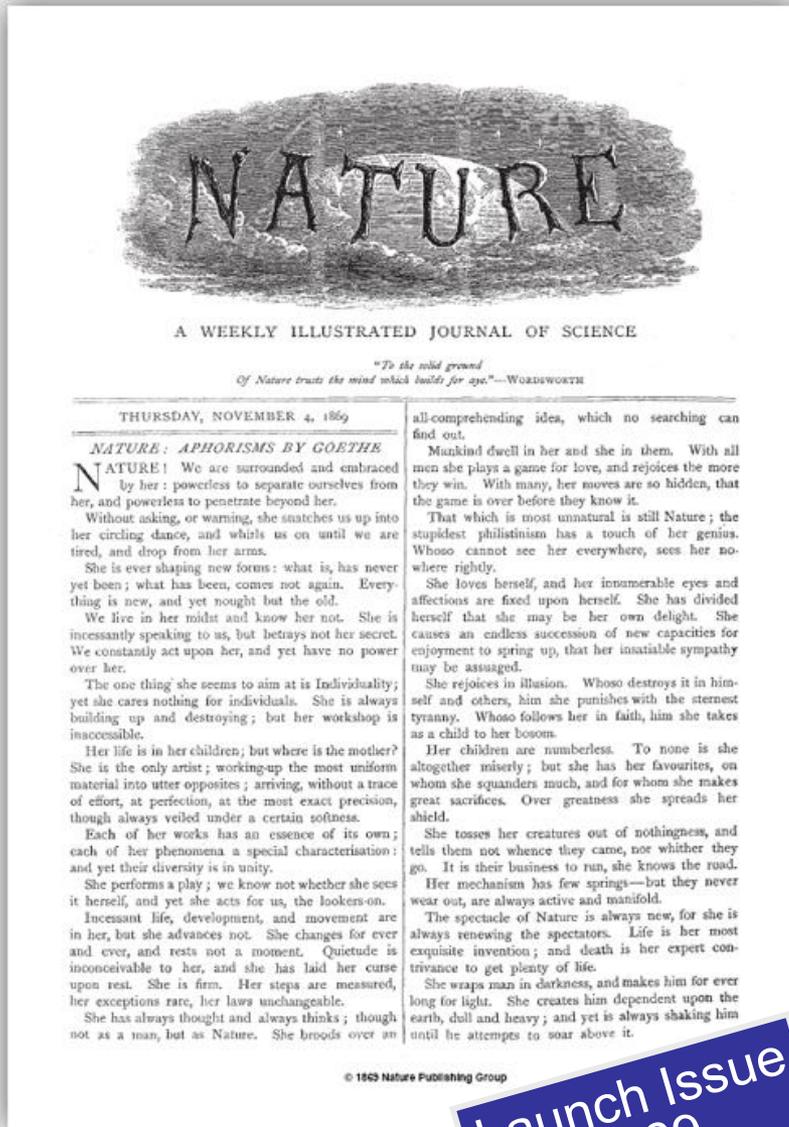


Open Access & Nature Publishing Group

Since 1869 *Nature's* mission has been:

To communicate the world's best and most important science to scientists across the world and to the wider community interested in science

Open Access is motivated by a similar mission!

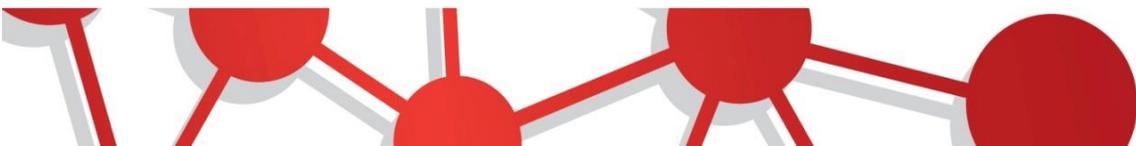


Launch Issue
1869



Research papers made freely available when published (in OA journals; “Gold”) or after some time (in online paper databases; “Green”)

Gold OA generally based on “author pays” instead of traditional “reader pays”



OPEN ACCESS



Open access is leading to transformative and beneficial changes to science publishing. You should care because:

- Your funders care: knowledge for all
- The public cares: public understanding
- You care ... how many people read, distribute and cite your work.

三个你应该关心开放获取的理由:

资助你研究的人关心，公众关心，你自己也会关心有多少人阅读，分享和引用你的研究成果。

Why publish Open Access? 为何选择开放获取发表论文?

Because the NSFC wants you to!
因为国家自然科学基金委希望你这么做!

“Open access to research publications can quickly transform the knowledge generated by public investment into innovations and development capabilities for ... society...”

... NSFC requires its relevant departments to actively collaborate with ... research institutions to facilitate open access to publications resulting ... from publicly funded projects.”

“科研论文的开放获取能将公共投资所产生的知识迅速转化为全社会的创新发展能力... 要求我委相关部门积极与公共教育科研机构合作, 推动公共机构资助项目已发表论文的开放获取。”

NSFC Policy Statement on Open Access to Research Publications
from Its Funded Projects. May, 2014

2014年5月国家自然科学基金委员会关于受资助项目科研论文实行开放获取的政策声明



Why publish Open Access?

Because Premier Li wants you to!
因为李克强总理希望你这么做!

“Open access to scientific knowledge and the nurturing of next generation researchers are what are needed nowadays and fits well with our future direction.”

**“科学知识的开放获取和青年科技人才培养，
这契合现实需求、符合未来方向。”**



Li Keqiang, May 29, 2014

<http://news.sciencenet.cn/sbhtmlnews/2014/5/287558.shtm>

Why publish Open Access?

Because it's better for YOU!

“We found strong evidence that, even in a journal that is widely available in research libraries, OA articles are more immediately recognized and cited by peers than non-OA articles published in the same journal.”

在同一本期刊中，开放获取的论文会更快被你的同行注意到从而更快地被引用。



Eysenbach, G. Citation Advantage of Open Access Articles.
PLoS Biology 4, e157 (2006).

<http://dx.doi.org/10.1371/journal.pbio.0040157>

Nature publishes high quality OA journals

自然出版高质量的开放获取期刊

We are committed to bringing quality to OA publishing through:

- Rigorous peer-review.
- High editorial standards.
- Oversight by professional editorial teams and world-class editorial boards.

Nature Publishing Group is now one of the largest Open Access publishers, with two multi-disciplinary OA journals:

- *Nature Communications* 《自然通讯》
- *Scientific Reports* 《科学报告》

And many specialist titles, including *Light Science & Applications*, *NPG Asia Materials*, *Cell Death & Disease* ...

Open Access on nature.com



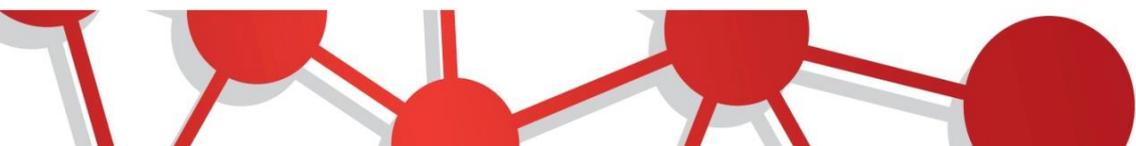
Subscription journals offering open access option

Over 40 journals in the NPG family offer an open access option

What authors want

Authors regularly tell us that the things that matter to them most in choosing where to publish are:

- Good Impact Factor
- Speed
- Good probability of acceptance



SCIENTIFIC REPORTS

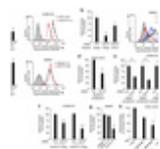
- **Impact Factor:** 5.078
- **Speed:** Scientific Reports is committed to providing rapid publication service
- **Acceptance rate:** Over 60%; growing submissions; > 90% authors will return
- **Scope:** Publishes technically sound, original research papers in all areas of the natural and clinical sciences
- **International Editorial Board:** Supported by over 1600 experts across all disciplines.
- **Visibility:** Over 800,000 article page views per month



<http://www.nature.com/srep>

全球文章接受率>60%, 2013 IF> 5; 5th ranked

Infectious diseases: Research



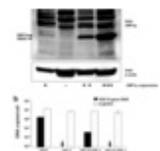
01 June 2014

Pathogenic *Neisseria meningitidis* utilizes CD147 for vascular colonization

Sandra C Bernard *et al.*

Nature Medicine
doi:10.1038/nm.3563

Meningitis



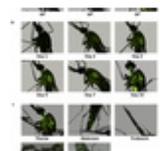
30 May 2014

Characterisation of cytoplasmic DNA complementary to non-retroviral RNA viruses in human cells

Akira Shimizu *et al.*

Scientific Reports 4
doi:10.1038/srep05074

Lupus nephritis Viral infection



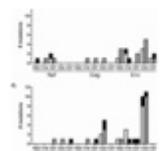
30 May 2014

A viral over-expression system for the major malaria mosquito *Anopheles gambiae*

Yasutsugu Suzuki *et al.*

Scientific Reports 4
doi:10.1038/srep05127

Genetic transduction Malaria



28 May 2014

Low level of HIV-1 evolution after transmission from mother to child

Esther F. Gijsbers *et al.*

Scientific Reports 4
doi:10.1038/srep05079

HIV infections Viral evolution

Viral immune evasion

Viral transmission

27 May 2014

Scientific Data 1

- **Impact Factor:** 10.742
- **Speed:** Rapid first decision – target 1 week
- **Acceptance rate:** more than twice that of other *Nature* journals; target 20%
- **Scope:** Publishes significant advances that have the potential to influence thinking of specialists in a field
- **Professional editors:** Focussed, knowledgeable and independent

对专业性的强调意味着发表的机率
是其他自然期刊的两倍。

<http://www.nature.com/ncomms/index.html>

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开放获取意味着任何人都可以下载、访问和引用你的文章

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Article metrics for:   

Lead Iodide Perovskite Sensitized All-Solid-State Submicron Thin Film Mesoscopic Solar Cell with Efficiency Exceeding 9%

Hui-Seon Kim, Chang-Ryul Lee, Jeong-Hyeok Im, Ki-Beom Lee, Jun-Ho Yum, Jacques E. Moser, Michael Grätzel & Nam-Gook Park

Scientific Reports 2, Article number: 591 (2012) | doi:10.1038/srep00591

Last updated: 9 June 2014 8:18:45 EDT

Total citations



Page views

nature COMMUNICATIONS

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Article metrics for:   

A polymer tandem solar cell with 10.6% power conversion efficiency

Jingbi You, Letian Dou, Ken Yoshimura, Takehito Kato, Kenichiro Ohya, Tom Moriarty, Keith Emery, Chun-Chao Chen, Jing Gao, Gang Li & Yang Yang

Nature Communications 4, Article number: 1446 (2013) | doi:10.1038/ncomms2411

Last updated: 9 June 2014 1:25:23 EDT

Total citations



Database	Citation Count
Web of Science	295
CrossRef	420
Scopus	327

Online attention



Altmetric score (what's this?)

- Tweeted by 12
- Picked up by 1 news outlets

This Altmetric score means that the article is:

- in the 93 percentile (ranked 15,148th) of the 252,218 tracked articles of a similar age in all journals
- in the 79 percentile (ranked 58th) of the 290 tracked articles of a similar age in Nature Communications

Page views

23,136

The Nature publishing experience and what it offers to authors

在自然出版集团旗下刊物上发表的体验与提供给作者的服务

- Citations, visibility and discoverability
引用，可见度和可被发现度
- Global PR and media exposure
全球公关和媒体宣传
- Research highlights — through sister journals and via *Nature China*
在其他子刊与 *自然中国* 网站上以论文摘要形式被突出
- An ecosystem of journals and transfer system helping authors find the right journal for their papers
期刊之间的一个稿件传递系统让作者可以找到适合他们文章的期刊
- Open access or traditional — a quality home for research
无论开放获取或者传统发表模式，为你的研究成果提供一个高品质的发表平台

Agenda

- **Nature's Open Access journals and capabilities**

- **Nature Publishing Group in China & How to publish in Nature journals**



Nature Publishing Group in China

- *Nature China*
- *Nature Communications*
- *Nature Plants*
- Partner projects:
 - Custom communication
 - training
 - editorial consultation
论文写作投稿咨询
 - Nature Conferences
 - Nature Outlooks
- Partner journals: *Cell Research* and soon Nature Partner Journals

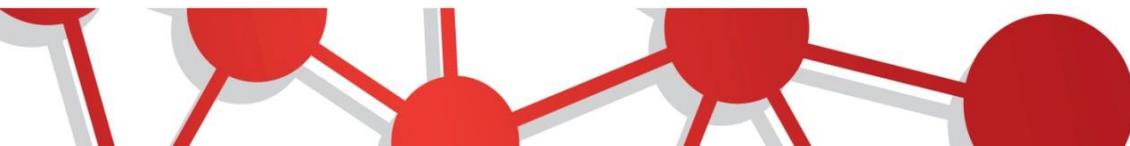
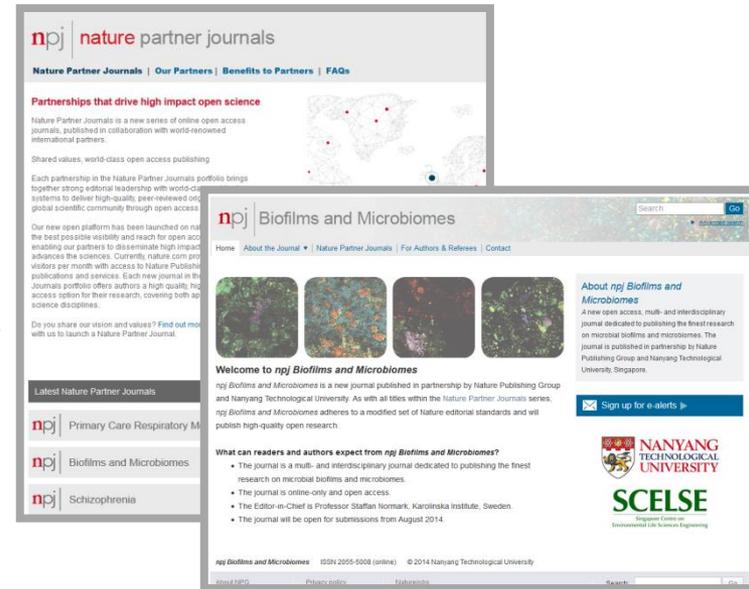


- **Overview:** A new series of high-quality fully open access journals, published in collaboration with world-renowned international partners. 全新系列开放获取在线期刊，与国际知名学术机构共同合作出版

- **Journals:** *NPJ Primary Care Respiratory Medicine*, *NPJ Biofilms and Microbiomes*, *NPJ Schizophrenia*... with many more to come

更多信息请访问: www.nature.com/content/NPJ

- **Partners:** Nanyang Technological University (NTU), Singapore Centre on Environmental Life Sciences Engineering (SCELSE), Schizophrenia International Research Society (SIRS), International Primary Care Respiratory Group (IPCRG), Primary Care Respiratory Society UK (PCRS-UK)



Getting published in a *Nature* journal

Publishing starts with new results that significantly advance our understanding or technological capability

What are we looking for?

Our goal is that every paper we publish should provoke the response:

"WOW! I didn't expect THAT!"

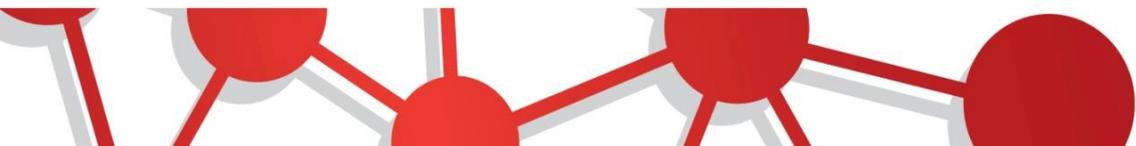
or

"WOW! That's clever (and useful!)"



What makes a *Nature* journal?

- Highly selective — only a small fraction of submissions are published
- High impact
- Each journal is run by team of full-time, professional editors
- Each journal is independent from each other journal — rejection from one doesn't prejudice consideration by another





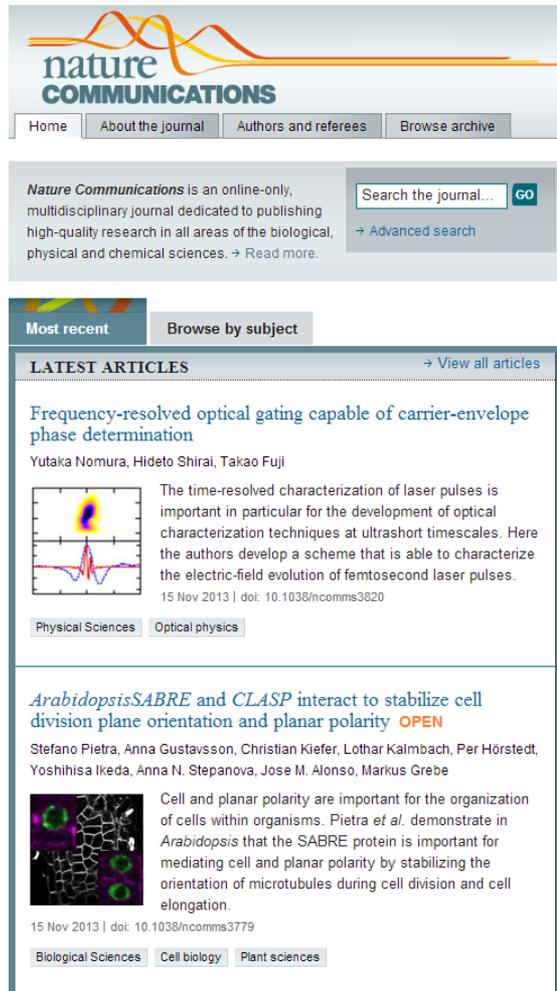
Nature

- Publishes the most significant advances with the widest implications
- Significance should be readily apparent to anyone from any field



Nature Research Journals

- Publishes the most significant advances across the discipline each covers
- Significance should be apparent to anyone in that discipline



nature
COMMUNICATIONS

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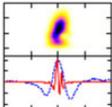
Nature Communications is an online-only, multidisciplinary journal dedicated to publishing high-quality research in all areas of the biological, physical and chemical sciences. → Read more.

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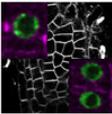
Frequency-resolved optical gating capable of carrier-envelope phase determination
Yutaka Nomura, Hideto Shirai, Takao Fuji



The time-resolved characterization of laser pulses is important in particular for the development of optical characterization techniques at ultrashort timescales. Here the authors develop a scheme that is able to characterize the electric-field evolution of femtosecond laser pulses.
15 Nov 2013 | doi: 10.1038/ncomms3820

Physical Sciences Optical physics

Arabidopsis SABRE and CLASP interact to stabilize cell division plane orientation and planar polarity OPEN
Stefano Pietra, Anna Gustavsson, Christian Kiefer, Lothar Kalmbach, Per Hörstedt, Yoshihisa Ikeda, Anna N. Stepanova, Jose M. Alonso, Markus Grebe



Cell and planar polarity are important for the organization of cells within organisms. Pietra *et al.* demonstrate in *Arabidopsis* that the SABRE protein is important for mediating cell and planar polarity by stabilizing the orientation of microtubules during cell division and cell elongation.
15 Nov 2013 | doi: 10.1038/ncomms3779

Biological Sciences Cell biology Plant sciences

- Publishes significant advances that have the potential to **influence thinking of specialists in a field**
 - Broad appeal **isn't** a prerequisite for publication... but great science **is!**
 - 2012 Impact Factor = 10.742
 - Choice of subscription access or Open Access; **Fully open access after Oct. 20**
 - Specialist scope means the chances of being published are **more than twice** that of other *Nature* journals
- 对专业性的强调意味着发表的机率是其他自然期刊的两倍。**

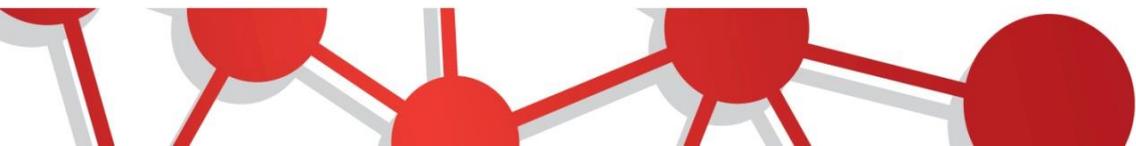
Writing the paper

写论文时

- Explain, don't hype. Show, don't tell.
解释，不要夸大。呈现，不要讲故事。
- CONTEXT — What is the problem you are trying to solve? And WHY?
背景——你正在试图解决的是什么问题？为什么要解决这个问题？
- FOCUS — What is the ONE most important thing a reader should take away from your work?
重点——整篇文章最重要的一个亮点是什么？
- SIGNIFICANCE — “So what?” If someone were to ask you this about your work, what is the answer?
意义——“那又怎样呢？”如果有人问你的研究的意义是什么，你如何回答？
- CLARITY — The figures should speak for themselves. Clarity in the figures and tables is more important than beauty.
清晰——数据和图表应该不言而喻。数据和图表的清晰度比美观度重要。

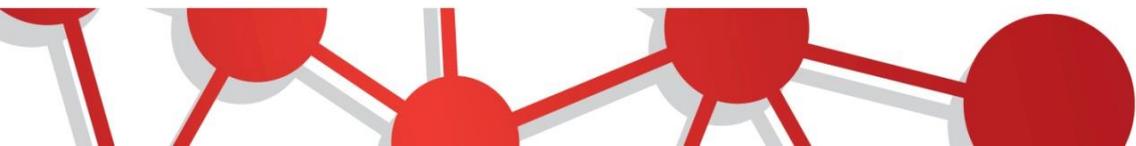
RULE ONE

Think of your reader.



RULE TWO

Think of your reader.



RULE THREE

第三条

Think of your reader!

想想读你文章的人！



Submission

- The cover letter is your 10 minutes alone in a room with the editor
把投稿信看作你和编辑在一间屋子里独处的10分钟。
- SHORT cover letters are best — try to distill the significance of your results into one **short** paragraph
- Referee suggestions
 - Who might have useful insights into your work?
 - Please don't suggest former supervisors, recent (or current) collaborators, friends, or relatives
- Referee exclusions — Who would you rather didn't referee your paper and why (3-4 individuals MAX)
- Identify all related papers submitted elsewhere

Editorial process

- We aim to reach an initial decision within a week
- We look for impact not impact factors
- MOST papers are declined without review
- At least one editor will read your paper thoroughly. Often several editors.
- Papers sent out to review will be seen by 2-4 referees
- We make our decision based on content of the referees comments, not whether they think a paper belongs in the journal
我们根据审稿人的评论内容作出我们的决定，而不是由他们决定一篇论文是否属于这本期刊。
- We aim for 4-6 weeks for a decision after review

**If you are given the opportunity to
revise your paper and respond to
the referees...**

RULES ONE–THREE

Think of the referees!

想想审稿人！

Responding to referees

- Make it EASY for the referees to see that ALL their concerns have been addressed
- Persuasion and diplomacy are essential
- Criticism is not an insult, it's an OPPORTUNITY!
- If an expert hasn't understood the merits of your work, that's a serious problem, wherever paper is published!
- Answer ALL the concerns of ALL referees
- If further experiments are requested, revisions to text alone are UNLIKELY to be enough
- Thank the referees!

Open Access on nature.com = Maximum Impact



Article metrics for:

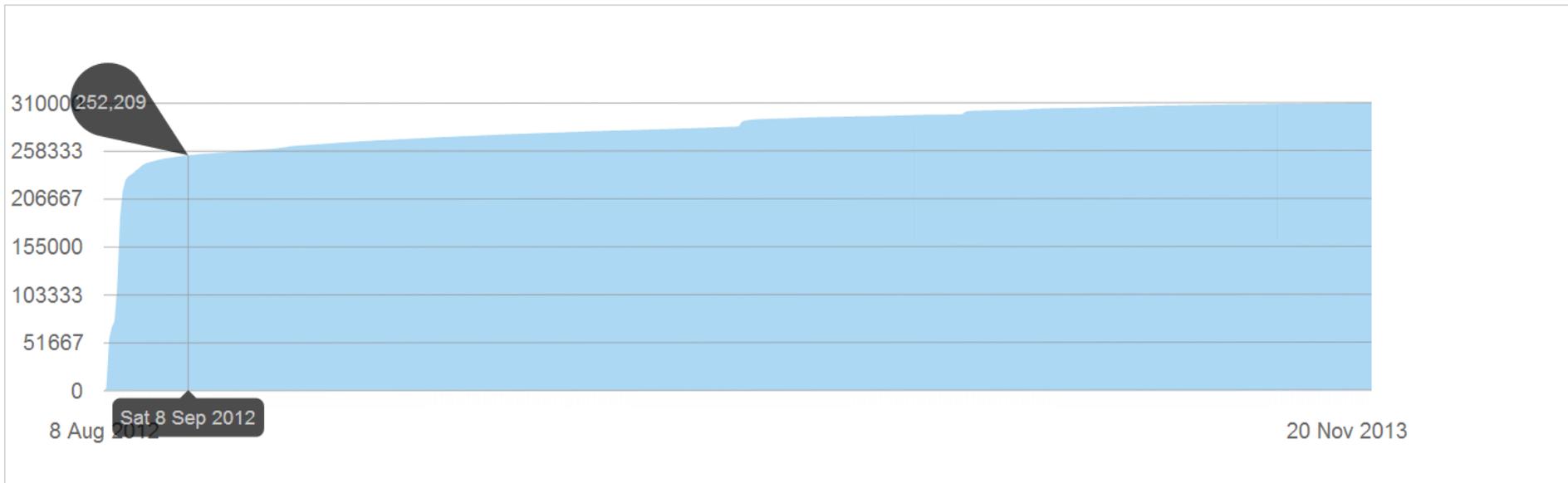


The biological impacts of the Fukushima nuclear accident on the pale grass blue butterfly

Atsuki Hiyama, Chiyo Nohara, Seira Kinjo, Wataru Taira, Shinichi Gima, Akira Tanahara & Joji M. Otaki

Page views

308,944



Thank you! 谢谢!



Contact me at n.campbell@nature.com