



# 学术论文写作与投稿

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# Outline

- Introduction of Wiley
- Basic Structure of a Research Article
- Choosing the Right Journal before Submission
- Surviving the Peer-review Process
- Summary





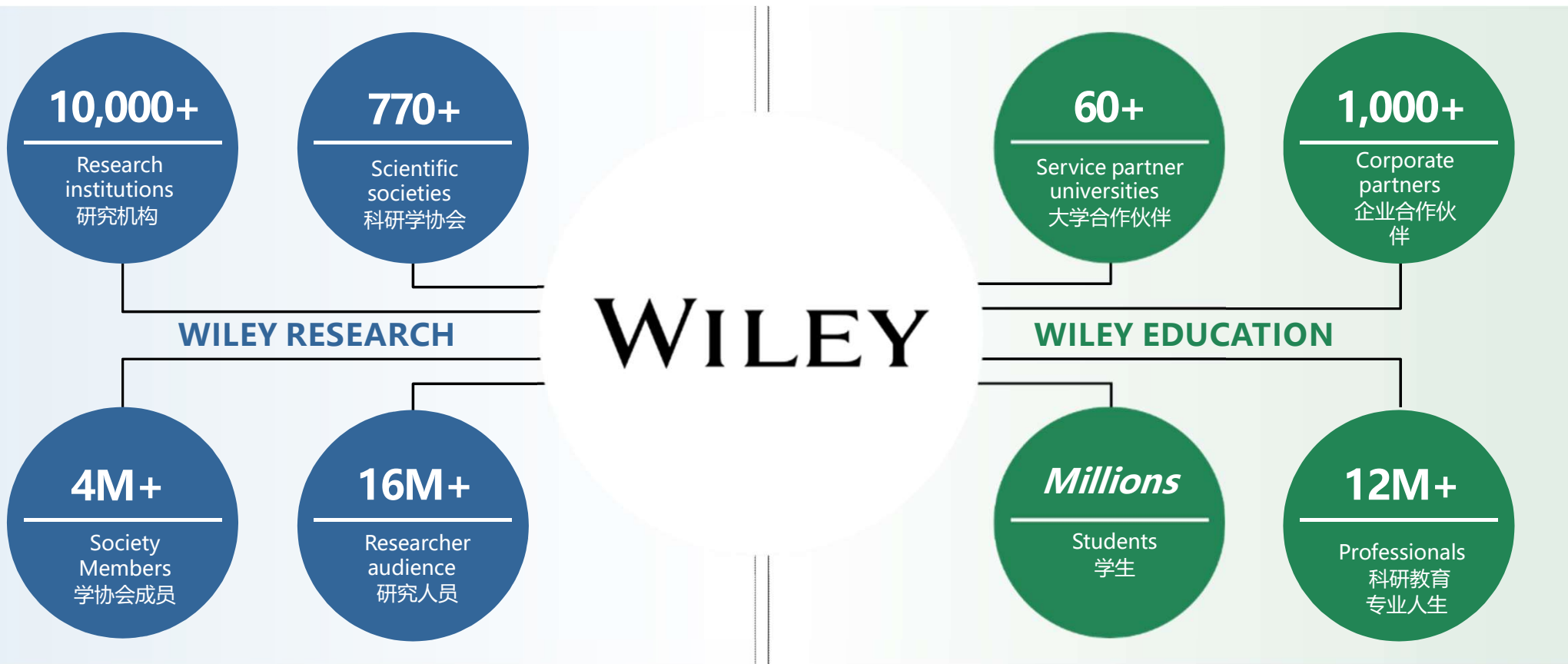
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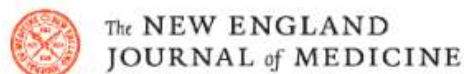
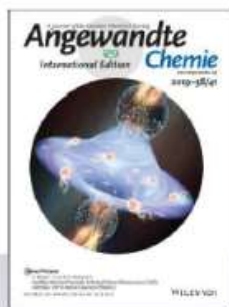
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# Basic Structure of a Research Article

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# Mitochondrial Safeguard: a stress response that offsets extreme fusion and protects respiratory function via flickering-induced Oma1 activation

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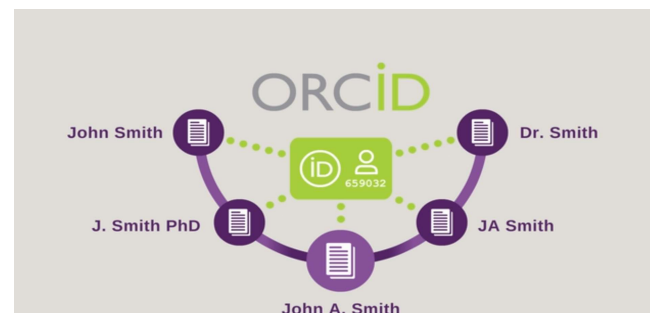
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Virus, Drug discovery, Structure biology, Membrane protein, NMR

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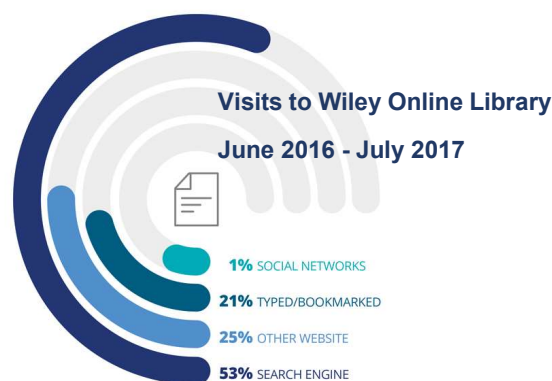
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## Abstract

The connectivity of mitochondria is regulated by a balance between fusion and division. Many human diseases are associated with excessive mitochondrial connectivity due to impaired Drp1, a dynamin-related GTPase that mediates division. Here, we report a mitochondrial stress response, named mitochondrial safeguard, that adjusts the balance of fusion and division in response to increased mitochondrial connectivity. In cells lacking Drp1, mitochondria undergo hyperfusion. However, hyperfusion does not completely connect mitochondria because Opa1 and mitofusin 1, two other dynamin-related GTPases that mediate fusion, become proteolytically inactivated. Pharmacological and genetic experiments show that the activity of Oma1, a metalloprotease that cleaves Opa1, is regulated by short pulses of the membrane depolarization without affecting the overall membrane potential in Drp1-knockout cells. Re-activation of Opa1 and Mitofusin 1 in Drp1-knockout cells further connects mitochondria beyond hyperfusion, termed extreme fusion, leading to bioenergetic deficits. These findings reveal an unforeseen safeguard mechanism that prevents extreme fusion of mitochondria, thereby maintaining mitochondrial function when the balance is shifted to excessive connectivity.

**Keywords** Drp1; mitochondrial fusion; mitofusin; Oma1; Opa1



## Introduction

The mitochondrion is an essential organelle for a variety of cellular processes, including energy production, metabolism, and signal transduction. These mitochondrial functions depend on

## Results

### An experimental system to analyze Opa1 processing

To investigate the mechanism by which the conversion of the long forms (L1 and L2) to the short forms (S3 and S5) is increased in Drp1-KO cells, we simplified our experimental platform by ectopi-

### Artificial flickering induces Opa1 cleavage

The pharmacological and genetic experiments described above suggest that flickering promotes the proteolytic cleavage of Opa1 in the absence of Drp1. To test whether flickering is sufficient to drive

## Discussion

Flickering—repeated, transient decreases of the membrane potential—has been observed in multiple cell types, including smooth muscle cells (Chalmers *et al*, 2015), cardiomyocytes (Duchen *et al*, 1998), and a neuroblastoma cell line (Loew *et al*, 1993). In this study, we show that flickering induces Oma1-mediated Opa1 cleavage when mitochondrial division is decreased. Our data suggest that this Opa1 cleavage, along with the degradation of

## Acknowledgements

We thank past and present members of the Iijima and Sesaki laboratories for helpful discussions and technical assistance. We are also grateful to Dr. Rong Li for providing the monomeric Eos plasmid. This work was supported by NIH grants to MI (GM131768) and HS (GM123266 and GM130695) and grants to HS from Diana Helis Henry Medical Research

## Materials and Methods

### Animals

All animal work was performed according to the guideline established by the Johns Hopkins University Committee on Animal Care. Control (*Drp1<sup>fllox/fllox</sup>*), liver-specific Drp1-KO (*Alb-Cre::Drp1<sup>fllox/fllox</sup>*), Oma1-KO (*Oma1<sup>-/-</sup>*), and Drp1Oma1-KO (*Alb-Cre::Drp1<sup>fllox/fllox</sup>::Oma1<sup>-/-</sup>*) mice were generated by breeding (Quiros *et al*, 2012; Yamada *et al*, 2018).

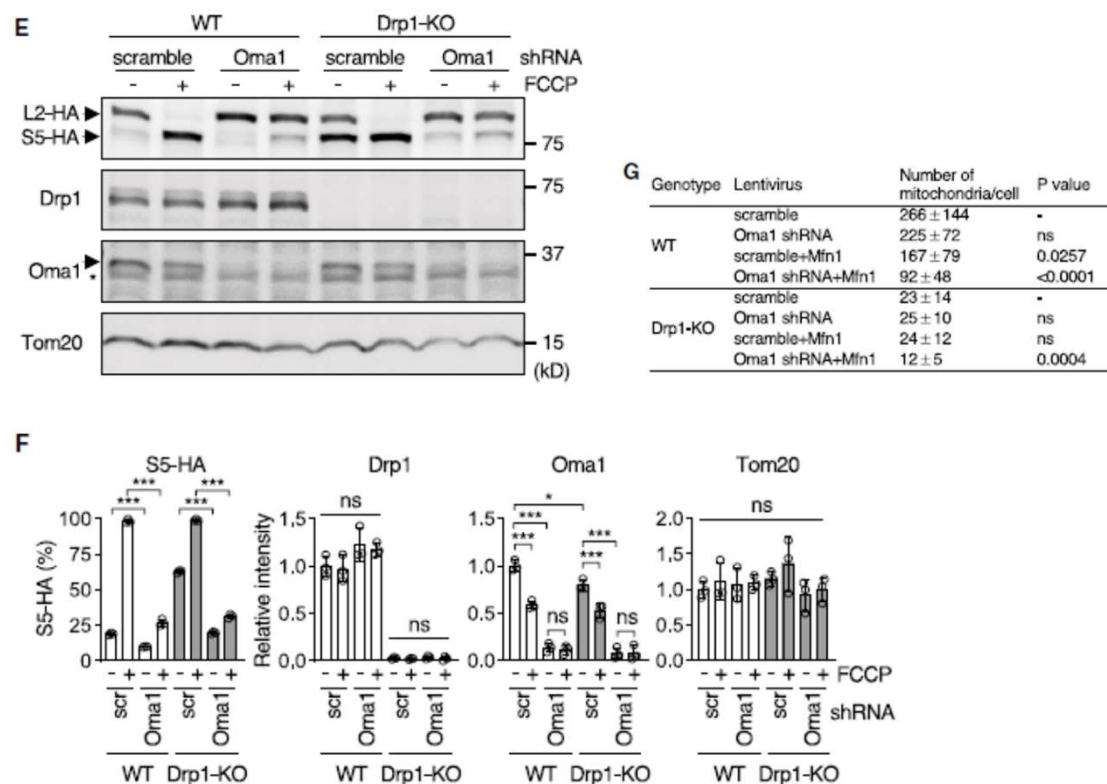
### Cells

HEK293T cells were cultured in Dulbecco's Modified Eagle Medium containing 10% fetal bovine serum. MEFs were cultured in Iscove's modified Dulbecco's medium containing 10% fetal bovine serum (Wakabayashi *et al*, 2009). Stable cell lines expressing Opa1-HA were selected with 400 µg/ml G418 sulfate. To generate Drp1Opa1-KO MEFs, *Drp1<sup>fllox/fllox</sup>Opa1<sup>fllox/fllox</sup>* MEFs were isolated from *Drp1<sup>fllox/fllox</sup>Opa1<sup>fllox/fllox</sup>* embryos as described previously (Yamada *et al*,

## References

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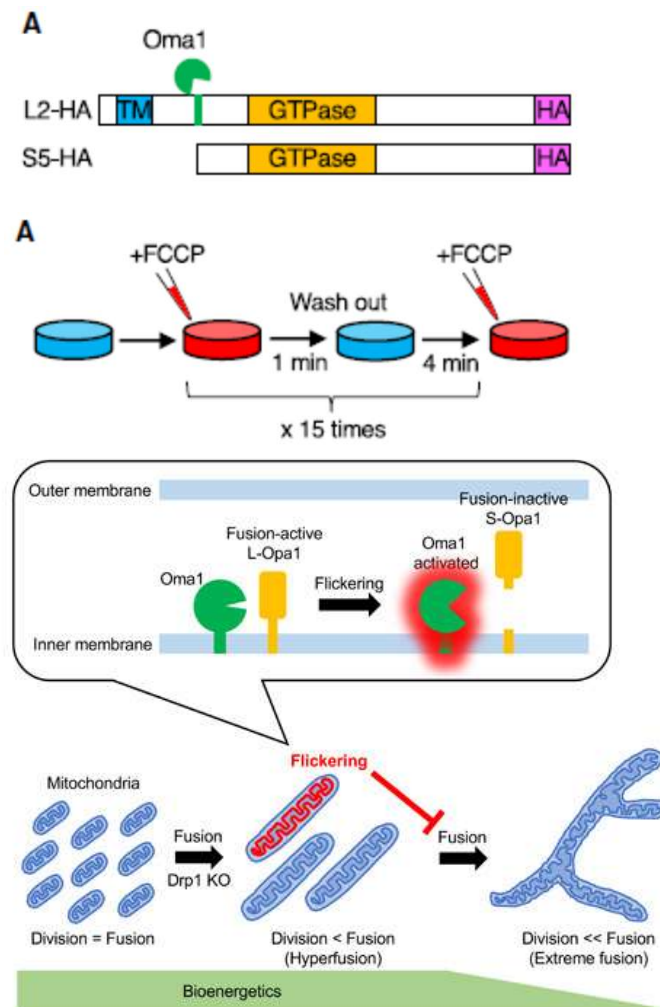
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**Figure 2. An experimental system to examine Opa1 processing.**

- A L2 was tagged with HA at the C terminus and expressed from the doxycycline-inducible promoter.
- B Western blotting of WT MEFs, Drp1-KO MEFs, and Drp1-KO MEFs carrying Drp1, all of which express L2-HA, using the indicated antibodies. The expression of L2-HA was induced for 16 h (0.1 µg/ml doxycycline). The asterisk indicates non-specific bands of anti-Oma1 antibodies.
- C Quantification of band intensity. Values are average ± SD ( $n = 3$ ).
- D The activation of Oma1. Oma1 is proteolytically activated and then undergoes degradation.
- E WT and Drp1-KO MEFs, both of which express L2-HA, were transduced with lentiviruses carrying either scramble or Oma1-targeted shRNAs. Whole-cell lysates were analyzed by Western blotting using the indicated antibodies. The asterisk indicates non-specific bands of anti-Oma1 antibodies.
- F Quantification of band intensity. Values are average ± SD ( $n = 3$ ).

Data information: Significance was calculated using ANOVA with *post hoc* Tukey in (C and F): \* $P < 0.05$ , \*\* $P < 0.01$ , \*\*\* $P < 0.001$ .





## Data availability

All data needed to evaluate the conclusions in the paper are present in the paper and/or the Expanded View files.

## Data availability

The coordinates and the maps for *horse* NHE9 ΔCTD and NHE9\* have been deposited in the Protein Data Bank (PDB) and Electron Microscopy Data Bank (EMD) with entries PDB: 6Z3Z (<http://www.rcsb.org/pdb/explore/explore.do?structureId=6Z3Z>), EMD: EMD-11067 (<http://www.ebi.ac.uk/pdbe/entry/EMD-11067>) and PDB: 6Z3Y (<http://www.rcsb.org/pdb/explore/explore.do?structureId=6Z3Y>), EMD: EMD-11066 (<http://www.ebi.ac.uk/pdbe/entry/EMD-11066>), respectively<sup>†</sup>.

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Mandates Data Sharing	Required	Required	Optional	<a href="#">Ecology and Evolution</a>
Mandates Data Sharing and Peer Reviews Data	Required	Required	Required	<a href="#">Geoscience Data Journal</a> <a href="#">American Journal of Political Science</a>

A person is silhouetted against a bright, glowing opening in a dark, cave-like environment. The walls of the cave are covered in intricate, white, branching patterns that resemble stalactites or mineral deposits. The overall color palette is dominated by deep blues and blacks, with the bright light from the opening creating a strong contrast.

# Choosing the Right Journal before Submission

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Manuscript abstract

Our findings highlight similarities and differences between the predictions from these species distribution models. When validating these models against occurrences from an independent dataset, the archaeological record model performs better than the field survey model. These findings may arise because the independent dataset was collected on an unlogged island—an environment that aligns more closely with the historic forest conditions revealed by the

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## Writing a Good Cover Letter

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### Key Component:

- Why is this **topic/result** important?
- What are the key results – **take home message**?
- Why is it **an advance** on previous work?
- Why will **this journal's readers** read it?

Also important:

- List related papers in press or under consideration
- Disclose conflicts of interest
- **Provide reviewer suggestions**
- As **simple/short** as possible

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# Surviving the Peer-review Process

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# Peer Review Process





# Plagiarism Detection

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Text-Only Report

Abstract

The current paper explains hot corrosion and high temperature oxidation characteristics of an advanced nickel-based superalloy in simulating gas turbine engine conditions. The results showed that the advanced superalloy is highly vulnerable to both types of hot corrosion and oxidation. Between the two studied characteristics, hot corrosion is more detrimental to the alloy and its life was affected significantly. Even at low temperatures, the alloy was corroded severely. It is attributed to aggressive environmental conditions due to which reaction rates are faster. A degradation mechanism, which represents the deterioration of the advanced superalloy under hot corrosion both at low and higher temperatures and oxidation conditions, was proposed based on the results obtained with different techniques. Finally, the necessity of innovation of high performance protective coatings for its protection against hot corrosion and oxidation has been stressed, for improved efficiency of gas turbine engines.

# Case Studies: What's Plagiarism And What Isn't?

Silicon (Si) has a great potential as a photoelectrode because it is an earth-abundant element with several desirable properties, including a narrow energy band gap of  $\sim 1.2$  eV, high carrier mobility, stability over a wide pH range, non-toxicity, and commercial availability.<sup>[11]</sup> Si is a key material in the solid-state photovoltaic industry, which modified Si has been used increasingly in solid-state photoelectrochemistry. For example, the surface of a p-Si was doped heavily with donor (n p-Si) to acquire a larger open circuit voltage in photoelectrochemical (PEC)  $H_2$  production.<sup>[12-13]</sup> Metal oxides were deposited on the surface of the n-Si photoanodes as a protective layer in PEC water oxidation.<sup>[14]</sup> Although planar p-Si is promising,<sup>[15]</sup> charge carrier recombination can occur due to the low diffusion length of the minority carriers in the same absorber thickness.<sup>[16]</sup> However, a wire-array geometry possesses long optical paths for efficient photon absorption and increased collection efficiency for the minority carrier. A comparison of planar p-Si and p-Si wire arrays indicated that the latter exhibits a significantly lower reflectance<sup>[17]</sup> and 0.1–0.3 V higher anodic onset potentials in PEC water splitting processes.<sup>[13,18]</sup>

With this in mind, this study attempted, for the first time, to fabricate Sn-coupled p-Si nanowire arrays for application to solar  $CO_2$  conversion. Vertically aligned, free-standing p-Si nanowire arrays of varying lengths were grown on p-Si wafers using an electroless chemical etching technique. The wire arrays prepared using this method exhibited a  $> 0.5$  V higher anodic onset potential compared to planar p-Si and an approximately two-fold increase in photocurrent generation and formate production. However, the Faradaic efficiencies for formate formation of the planar and wire electrodes were similar at  $< 10\%$ , presumably due to the same surface characteristics. In an attempt to catalyze formate production, Sn nanoparticles were strategically photo-electrodeposited onto the p-Si electrodes because of its

3

## Experimental Section

### Fabrication of p-type Si nanowire electrodes

An Ag-catalyzed electroless chemical etching method was used to prepare vertically aligned, free-standing silicon nanowire array electrodes. For this, p-type Si (100) wafers (WaferKorea, Inc.; B-doped at  $1 \times 10^{16}$  cm<sup>-3</sup>) were etched to a thickness of  $100 \pm 10$  nm. After etching, the wafers (manufacturer information) were rinsed with acetone, *n*-propanol, and ultrapure deionized water. During the chemical etching process, the backsides of the Si wafers were covered with Teflon tape. The substrates were dipped in a piranha solution ( $H_2SO_4/H_2O_2 = 3$  in volume) for 5 min and then in HF (5%) for 1 min to remove the surface oxides. To deposit the Ag seed layer, the substrates were dipped into an aqueous solution of  $AgNO_3$  (10 mM) and HF (5 M)

11

Small matches of frequently used standard terms or expressions.

for 3 min and rinsed thoroughly with deionized water. Finally, they were immersed into an aqueous solution of  $H_2O_2$  (0.27 M) and HF (5 M) for various times (1–10 h) to grow the wire arrays. The wafers were then soaked in  $HNO_3$  (60 %) to remove the residual Ag from the Si surface, rinsed with deionized water, and dried using a stream of  $N_2$ . For the photoelectrochemical tests, the Si wafers were cut into pieces ( $1.5 \text{ cm} \times 1.0 \text{ cm}$ ) onto which a silver paste (Cans, Inc.) was painted to have ohmic contact of the back side. After drying at  $80^\circ C$ , the p-Si wire arrays were masked with Teflon tape and only a certain fraction of the area ( $0.35 \text{ cm}^2$ ) was exposed to the electrolyte.

22

# Case Studies: What's Plagiarism And What Isn't?

Submitted to J. Electroanal. Chem., 2019, 825, 114717  
For the fully charged state (Figure 9, state I: 3 V), the Fe and Mn nanoparticles are consumed and p40 crystallized phases are formed. Only the first FT peak can be seen while the peak features at longer distances are attenuated, suggesting a reduction in crystallinity and/or particle size. The first FT peak located at ~1.8 Å exhibits shorter distance in comparison with the crystallized pristine Fe<sub>0.5</sub>Mn<sub>0.5</sub>S. This agrees well with

## Experimental section:

### Material synthesis and characterization:

All the samples were prepared by using a solid state reaction method. For FeS, MnS and Fe<sub>x</sub>Mn<sub>1-x</sub>S (x=0.2, 0.5, 0.8), the Fe and/or Mn powder, S powder were carefully ground and tabletted. The65 the tablets were sealed into vacuum quartz tube and heat-treated to 900°C for 40 h. After cooling to room temperature, the obtained samples were ground to electrode preparation. The morphology of the samples were observed using a scanning electron microscope (SEM) (Hitachi S-4800). The structure of the samples were characterized by X-ray diffraction (XRD) (X'Pert, Holland) using Cu-Kα radiation (1.5405Å), and the exact lattice parameters were obtained by refining the XRD data using Fullprof.

### Electrochemistry test:

The working electrode was prepared by spreading the slurry of the active materials (70 wt.%), acetylene black (20 wt.%) and sodium alginate binder (10 wt.%) on Cu foil with the distilled water as solvent. The electrode was dried at 100°C in vacuum for 10 h before use. The coin cells were assembled with pure lithium foil as the counter electrode, and a glass fiber as the separator in an argon-filled glove box. The charge/discharge measurements were43 carried out on a Land BT2000 battery test system (Wuhan, China) at a current rate of 0.1C (1C=600 mA g<sup>-1</sup>) under room temperature. The MnS and Fe<sub>x</sub>Mn<sub>1-x</sub>S (x43 2, 0.5, 0.8) electrodes were discharged and charged between the voltage range of 0.1–2.5 V. The voltage range for the FeS electrode was 1.0–2.5 V.

Looks bad, but it's about standard experimental procedures – very difficult to rephrase, and why would one intentionally describe the same method differently? That could be understood as trying to make it look new.



# Case Studies: What's Plagiarism And What Isn't?

paper.

1. Introduction

The increasing needs of electrical energy storage have promoted the great success of lithium-ion batteries (LIBs) in portable electronics, and they are also being developed for application in large-scale applications, such as electric vehicles and grid-scale storage. The transition from portable electronics to vehicles and grid, with expected lifetime greater than ten years, will require substantial improvements of the LIBs in calendar and cycling life.[1,2] In addition, vehicle applications require at least a two-fold improvement of the energy and power densities. One of the promising classes of electrode materials that could meet these stringent requirements is the conversion reaction based transition metal compounds (including oxides, fluorides, sulphides and nitrides), which provide capacities several times higher than those of existing intercalation compounds, due to the multiple electron transfer per transition metal ion through the conversion reaction.[3-5] Among them, transition metal oxides [6-9] and fluorides [10-15] have been intensively investigated. It was shown that Li insertion into the MO/MF (M=Mn, Fe, Co, Ni and Cu)

The red overlap is harmless (hundreds of papers on topic published already).

The purple overlap is highly questionable. This was probably lifted intentionally from the source paper and only minimally modified.

## 3. Questionable...

If a manuscript displays a number of such overlaps, coincidence can be ruled out – especially when the number of sources is very limited.

**The editor should take action!**

# 4. Plagiarism

been effectively combined into binary atomic materials showing dramatically oxygen-

resistant property.

Amalgam, an alloy of mercury with silver, containing the concept of "binary cooperative" served as excellent and versatile reference for application, strength, and durability. hardness, was used in the Ming Dynasty. Strockerus in about 1528<sup>[11]</sup>. In this solid silver atomic lattice, resulting in so it can be used to fill any desired fillings).

Besides alloys, the concept of molecular design engineering. Amphiphilic (in other words, hydrophobic) groups of different field. Surfactants (P) have been developed<sup>[12]</sup>. Owing to tails, these binary materials with water, hydrophilic regions (head) and the hydrophobic regions (tail) in the surrounding water has been replaced groups at the centre with the tails of molecular structures are able to re-aggregation models.

In organic electronics, tetracyanoquinodimethane<sup>[15-17]</sup>, in which organic molecules are donors, suffer from the inhomogeneous

properties<sup>[18]</sup>. Thus, all-organic donor-acceptor (D-A) molecules have attracted considerable

attentions due to their controllable molecular binary alternating D-A molecular design partial charge-transfer state, which is a weakly polarized state promotes the electron and facilitates the transport of charge and transport efficiency. Recently, as high by using binary trimethylthieno[3,2-b]pyridine (DPP, acceptor)-based conjugated polymers<sup>[183]</sup>, chirality is an important issue intens

materials science<sup>[21, 22]</sup>. Liu et al. thiazolylazo)phenol (TARC18) could organization of the molecules in the air of molecular segments. The TARC18 LS films<sup>[184]</sup>. The two kinds of spectra and circular dichroism (CD) films is easy to be destroyed by exposure allowing multi-responsive molecular film repeat cycles can be more than ten. It achieved from well-defined molecules for fabricating novel chiral materials.

Compared with binary man-made biomacromolecules<sup>[144]</sup> that encodes the functioning of all known living organisms, multi/super "binary cooperative complementary" consisting of alternating sugars (deoxyribose

extend the concept of "binary cooperative complementary" to one dimensional BCCNMs

(nanochannels and fibers) and three dimensional

## 2.1 Two dimensional wettability-switched

**Thermo-driven smart surfaces.** Nature provides stimuli via multi-weak-interactions, as well as among hemoglobin, oxygen, and carbon dioxide conformations (bistable states) of hemoglobin multi-weak-interaction between hemoglobin and oxygen are loosely bound, which results in hemoglobin in the R state and oxygen binds to the lungs. These enthalpy-driven processes multi-weak-interaction (hydrogen bonding) between hemoglobin and oxygen. The two kinds of spectra and circular dichroism (CD) films is easy to be destroyed by exposure temperature (LCST) indicating an enthalpy-driven complementary polymer surface-initiated has been used to fabricate thermally responsive nanotubes<sup>[185]</sup> or silicon substrate<sup>[186]</sup> superhydrophilicity (about 0°) and superhydrophobicity (about 180°) in a narrow temperature range of about 10 °C (Figure 6c). The opposite between intermolecular and intramolecular temperatures below the LCST (32-33°C) conformation leading to the predominant carbonyl groups, amino groups and water

**pH and others-driven smart surfaces.** The change of pH value will dominate stereo configurations of binary cooperative complementary molecules, yielding hydrophilic or hydrophobic molecular segments exposed to the water contact. Smart surfaces that can switch between superhydrophilicity and superhydrophobicity using i-motif DNA have been reported<sup>[174]</sup>. This macroscopic surface phenomenon originates from the collaborative effects of surface microstructure and collective nanometer scale motion of DNA nanomachine. They modified hydrophilic DNA with a fluoride-containing hydrophobic group and immobilized it onto a gold surface through a gold-thiol bond to create an intelligent switching surface. Under basic conditions (pH 8.5), the i-motif structure of DNA molecules on the surface converted into the stretched single-stranded structure. The original state of the DNA was able to recover by adding acid. Thus, pH-driven switching could be manipulated among the two states. Accordingly, the water contact angle (CA) on rough surfaces was 8.8° at pH 4.5, and the CA was 150° at pH 8.5. This is a more effective way to induce the transition of droplets from a liquid state to a solid state. Wetting state transition is a more effective way to induce the transition of droplets from a liquid state to a solid state, which can not realize a localized controlled wetting state transition. Recently, a patterned wetting-state transition on a superhydrophobic aligned composite nanorod array (ACNA) surface has been built based on a photoelectric co-operative wetting process<sup>[76-79]</sup>. The patterned wetting-state transition can induce a localized wetting adhesion switching on liquid/solid interfaces. For example, when the applied voltage was below the threshold value of electrowetting, a drop of red ink placed on the ACNA surface was in the Cassie state, with air trapped in the troughs between the individual nanorods. Then, a patterned wetting-state can transfer to the Wenzel state through the UV irradiation due to the existing electrocapillary pressure. Since the liquid/solid interface without illuminating was still governed by Cassie's state, the redundant liquid could be easily removed, yielding patterned liquid printing.

# Editorial Assessment

- **Conceptual advance**

- What is already known in this area and related fields? What gap in knowledge motivates this research? How do the main claims of this study relate to benchmark prior publications? Is this field new, growing or mature? What new insight is offered by the current submission? If confirmation, or a negative finding, what is the value added?

- **Potential interest**

- Are many labs likely to conduct their research differently because of these findings? Is the paper likely attract readers beyond the immediate research community of the study? Is the main conclusion generalizable to other areas of genetics and genomics?

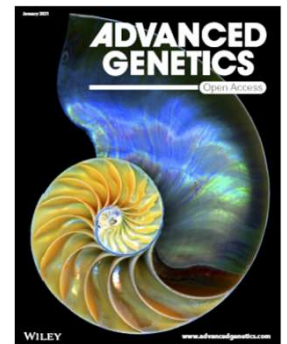
- **Strength of conclusion**

- What evidence and methods support the main claim of the study? Are the experimental and analytical approaches aligned with the current community standards? What are the technical issues with key datasets and workflows, what reviewer expertise might we need? Are the authors skeptical, are alternative interpretations ruled out? Is there clear separation of hypothesis generation and testing? Are conclusions replicated or supported by multiple lines of evidence?

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Editor-in-chief  
**Myles Axton**



**Volume 1, Issue 1**  
**December 2020**



## 同行评审类型 – 常见类型

类型	优点 Pros	缺点 Cons
<b>单盲评审 Single Blind</b> <ul style="list-style-type: none"><li>• Author Known</li><li>• Reviewer Unknown</li></ul>	<ul style="list-style-type: none"><li>• Anonymity allows the reviewer to be honest</li><li>• Knowing the author allows the reviewer to use their knowledge of previous research</li></ul>	<ul style="list-style-type: none"><li>• Potential for discrimination</li><li>• Knowledge of the author may overshadow the quality of the work</li></ul>
<b>双盲评审 Double-Blind</b> <ul style="list-style-type: none"><li>• Author Unknown</li><li>• Reviewer Unknown</li></ul>	<ul style="list-style-type: none"><li>• Prevents bias</li><li>• Protection against criticism for both authors and reviewers</li></ul>	<ul style="list-style-type: none"><li>• Author still identifiable (writing style, topic, citations)</li><li>• Knowledge of the author's identity could help the reviewer come to a more informed judgement</li></ul>
<b>开放同行评审 Open</b> <ul style="list-style-type: none"><li>• Author Known</li><li>• Reviewer Known</li></ul> <p><i>Reviewer comments are sometimes published alongside paper</i></p>	<ul style="list-style-type: none"><li>• Encourages accountability and civility</li><li>• Reviewers are more motivated to do a thorough job</li></ul>	<ul style="list-style-type: none"><li>• Some reviewers might refuse to review</li><li>• Reviewers could be reluctant to criticize the work of more senior researchers</li></ul>

# Step by Step Guide to Reviewing a Manuscript

<https://authorservices.wiley.com/>

What is peer review

How to peer review

Become a reviewer

Reviewer Recognition

Reviewer Resources

- **The invitation to review contains title and abstract**
- **The First Read-Through:**
  - What is the main question addressed by the research? How original is the topic? Is the text clear and easy to read?
  - Spotting potential major flaws: methodology/figures/tables
- **The Second Read-Through:** raise a problem, provide a solution
- **Form a report and give recommendation**

<https://authorservices.wiley.com/Reviewers/journal-reviewers/how-to-perform-a-peer-review/step-by-step-guide-to-reviewing-a-manuscript.html>

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同行评审 – 修改 Revisions requested: Before you respond

- Remember: Editors/Reviewers are just trying to help
- Don't get angry – it is not personal
- Don't respond immediately
- Seek advice from your supervisor or colleagues





## 同行评审 – 修改 Revisions requested: How should I revise?

### **Carefully consider reviewer comments**

Not all changes that the reviewers want have to be made...

### **Prepare revision**

- Revise manuscript
- Highlight changes in manuscript!
- Point-by-point response to all reviewer issues
- Changes made and why which changes were not made!

**Need to convince editor *and* reviewers!**

## Should I Appeal?

### Usually, no

- Risk of long time to publication
- Good papers are noticed and cited no matter where they are published
- Criticism may be valid!

### Occasionally, yes

- Importance, impact or novelty missed by the editor / referees  
(Need for a **good** cover letter!)
- Factual errors in referee reports that led to rejection



## 文章被接收后 Congrats, but please keep attention

---

- Signing copyright form – your action please
- Typesetting – Peer reviewed version online (5 days)
- Copyediting
- Proofreading – your action again
  - Your last chance to check
  - Respond quickly
  - Revise minor errors only
  - Do not change house style
- Final approval by the Editor
- Published online as Early View
- Published in an issue – Final version online/print with an issue



# Promoting your published work

Maximize the impact of your  
**published research!**

**9 promotional tools**

to help ensure your work gets seen, read, and cited.



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- ✓ Are your title and abstract clear and searchable? Have you used the most relevant keywords?
- ✓ Have you looked at off-page SEO strategies, such as link building, to promote your article?



## Conferences

- ✓ Think about simple messages to promote your article at your next conference – whether networking with colleagues, or presenting formally.



## Publicity

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## 总结 Summary

多读，多写，多说





# Thank you!

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