

Calvary Centre for Palliative Care Research

Writing for publication: Practical approaches and insider insights to academic publishing

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What we can cover

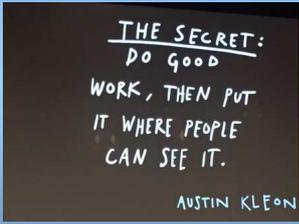
- Time management
- Choice of journal
- Journal review processes
- Determining authorship
- Structuring the article
- Writing tips
- Writing



- (but not: blogs, tweets, press releases, or vanity press)



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Dissemination

Where/what: book reviews, journal articles, books, conference presentations

Choice of location: pros and cons re: audience and impact

How to: key message of publications




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Avoiding the cycle of despair

- Movement more important than perpetual revision and refinement
- There is NO perfect paper/abstract/book
- Three steps forward and two back is fine
- Agree and move on – the ratchet principle





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Time Management

- **Set your priorities.** What do I want to do, when by and why? Establish a writing goal.
- **Block off time- and experiment to find the correct time.**
- **Do little and often.** Probably easier if there is a structure. Try branching or free writing.
- **Plan ahead:** set a deadline and work back from this with other deadlines.
- **Create the right environment.** Write on a clear desk without distractions (turn email off).
- **Build in incentives and rewards.** Reward yourself when you have met a target – not before.



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Journal review process

- Write, submit, editorial office
- Editor
- Peer review (x2, x3, x4). Choosing reviewers
- Accept, reject, amend
- Page proofs
- Online (DOI)
- In journal
- Timelines: 2 months – 2 years.
- (how do you get on an editorial board or to review?)

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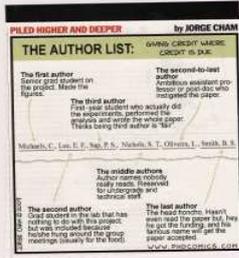
Authorship

- First, last, corresponding, versus alphabetical
- Quid pro quo
- Collegiality
- Acknowledgements



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Example pall care titles

- Double-Blind, Placebo-Controlled, Randomized Trial of Octreotide in Malignant Bowel Obstruction
- An Analytical Framework for Delirium Research in Palliative Care Settings: Integrated Epidemiologic, Clinician-Researcher, and Knowledge User Perspectives
- Full-Thickness Disc Excision in Deep Endometriotic Nodules of the Rectum: A Prospective Cohort.
- Ethical dilemmas in hospice and palliative care.



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Grabbing titles

- "Why can't we tickle ourselves?"
- "Goth subculture is strongly linked with self harm and attempted suicide"
- "Childhood maltreatment is linked to recurrent depression"
- "Treating patients with hypertriglyceridaemia saves lives: triglyceride revisited"



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Key words and SEO

- **Include 1-2 keywords related to your topic**
Place your keywords within the first 65 characters of your title
- **Keep your title short**
Consider moving a phrase from your title to the first or second sentence of your abstract

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SEO: keywords

This includes and leads with a perfect keyword

Ocean Acidification and Its Potential Effects on Marine Ecosystems

Keywords
 ocean acidification, climate change, carbon dioxide, marine ecosystems, environmental science, marine biology, sustainability, ACU

Search term: *ocean acidification*

Abstract
 Ocean acidification is rapidly changing the carbonate system of the world's oceans. Past mass extinction events have been linked to ocean acidification, and the current rate of change in seawater chemistry is unprecedented. Evidence suggests that these changes will have significant consequences for marine life, particularly those that build skeletons, shells, and reefs of biogenic calcium carbonate. Prompt changes in species distributions and abundances could propagate through multiple trophic levels of marine food webs, though research into the long-term ecosystem impacts of ocean acidification is in its infancy. This review attempts to provide a general overview of recent and/or upcoming biological and ecosystem responses to increasing ocean acidification. Marine taxa covered in this review include tropical reef-building corals, cold-water corals, corals, coralline algae, mollusks, bivalves, mollusk shells, coccolithophores, foraminifera, pteropods, nauplii, and fishes. The most vulnerable ecosystem changes due to ocean acidification should outweigh the ongoing CO₂ emissions debate and make it clear that the human dependence on fossil fuels must end quickly. Practical and significant large-scale investments in clean energy technologies are essential if we are to avoid the most damaging effects of human-induced climate change, including ocean acidification.

Search term: *ocean acidification*

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Get feedback throughout the process



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HOW TO WRITE GOOD

1. Avoid Alliteration. Always.
2. Prepositions are not words to end sentences with.
3. Avoid cliches like the plague. They're old hat.
4. Comparisons are as bad as cliches.
5. Be more or less specific.
6. Writers should never generalize.

Seven: Be consistent!

8. Don't be redundant; don't use more words than necessary. It's highly superfluous.
9. Who needs rhetorical questions?
10. Exaggeration is a billion times worse than understatement.

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Writing Tips

- "The first draft of anything is shit"
- Read a lot yourself
- Avoid wordiness
- Minimise jargon
- Be careful with 'this'
- Consistency of terms
- Don't anthropomorphise
- Repetition of favourite words
- Use the appropriate tense
- Finish with clear implications, not just 'more research is needed'



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Key messages exercise

Work in pairs to define your key messages

1. Work together to get the core description of methods
2. Summarise in three sentences the extant literature
3. Develop two sentences which summarise your conclusions
4. Write one sentence outlining the most important recommendation

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Summary

- Write, write, write. Read, read, read
- Write in teams
- Chose the journal well
- Plan the article's structure
- Create the right title
- Try not to be disheartened

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