

Geneva Workshop 2015

Scientific writing

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The background of the slide is a dark green, textured image showing numerous bright yellow, glowing spots and clusters, resembling fluorescently labeled cells or biological structures under a microscope. The text is overlaid on this background.

Scientific Writing

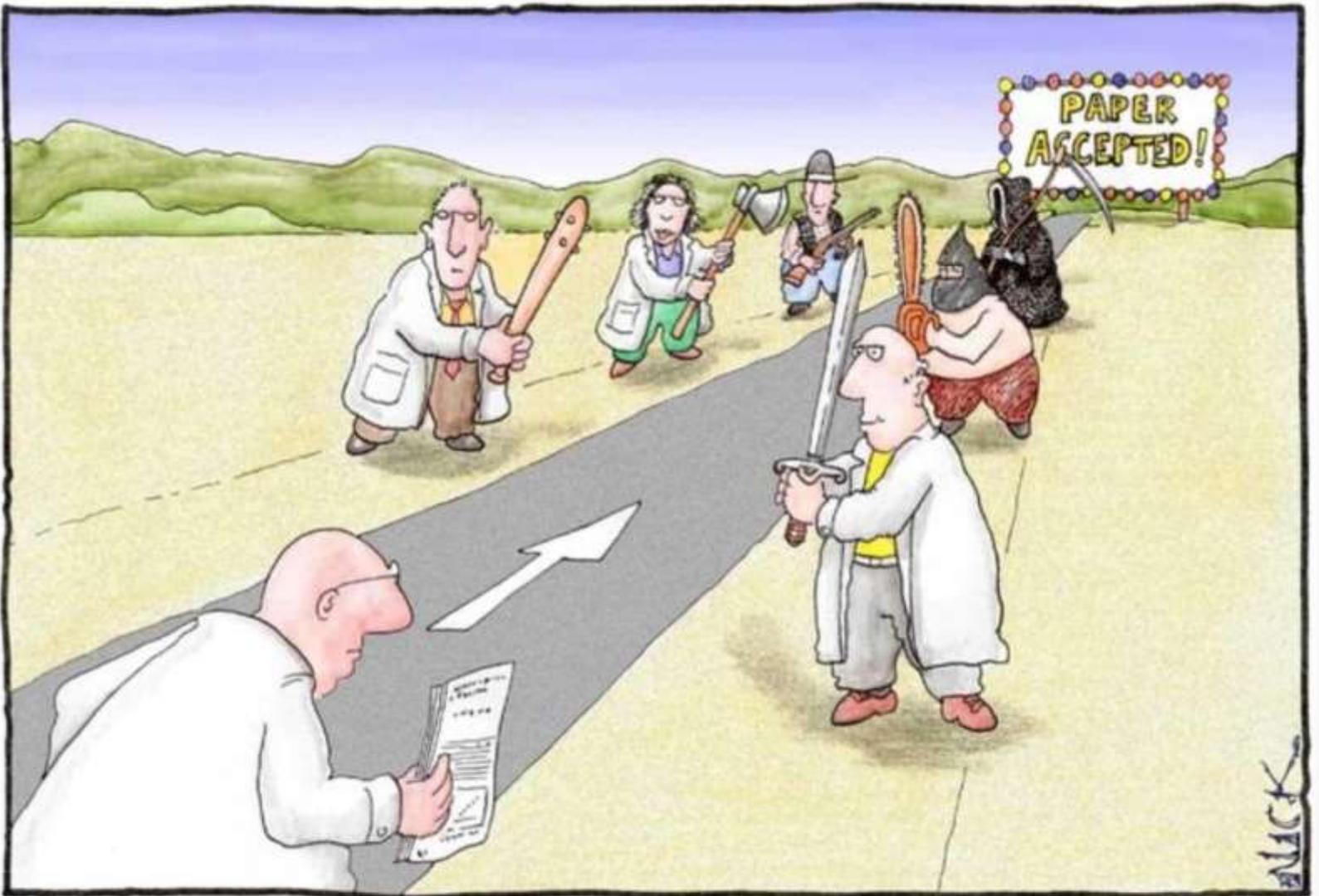
Easy when you know how

Jennifer Peat, Elizabeth Elliott,
Louise Baur and Victoria Keena

BMJ Publications 2002



**Welcome to the Team. Remember, if you follow
the University Motto, you'll do fine...**



Most scientists regarded the new streamlined peer-review process as "quite an improvement."

Why should I publish?

To share learning and disseminate knowledge

To challenge the accepted scientific view

It looks good on your CV

To improve population health and wellbeing

To reduce health inequalities

To share a useful new method

Because your supervisor has told you to

To demonstrate something is or isn't (cost) effective

To attract research funding

Failure to publish negative findings distorts the evidence base

We have an ethical duty to our patients to publish research they have participated in

In response to another publication

To build your reputation as an academic

To contribute to the research impact of your department

Scientific writing

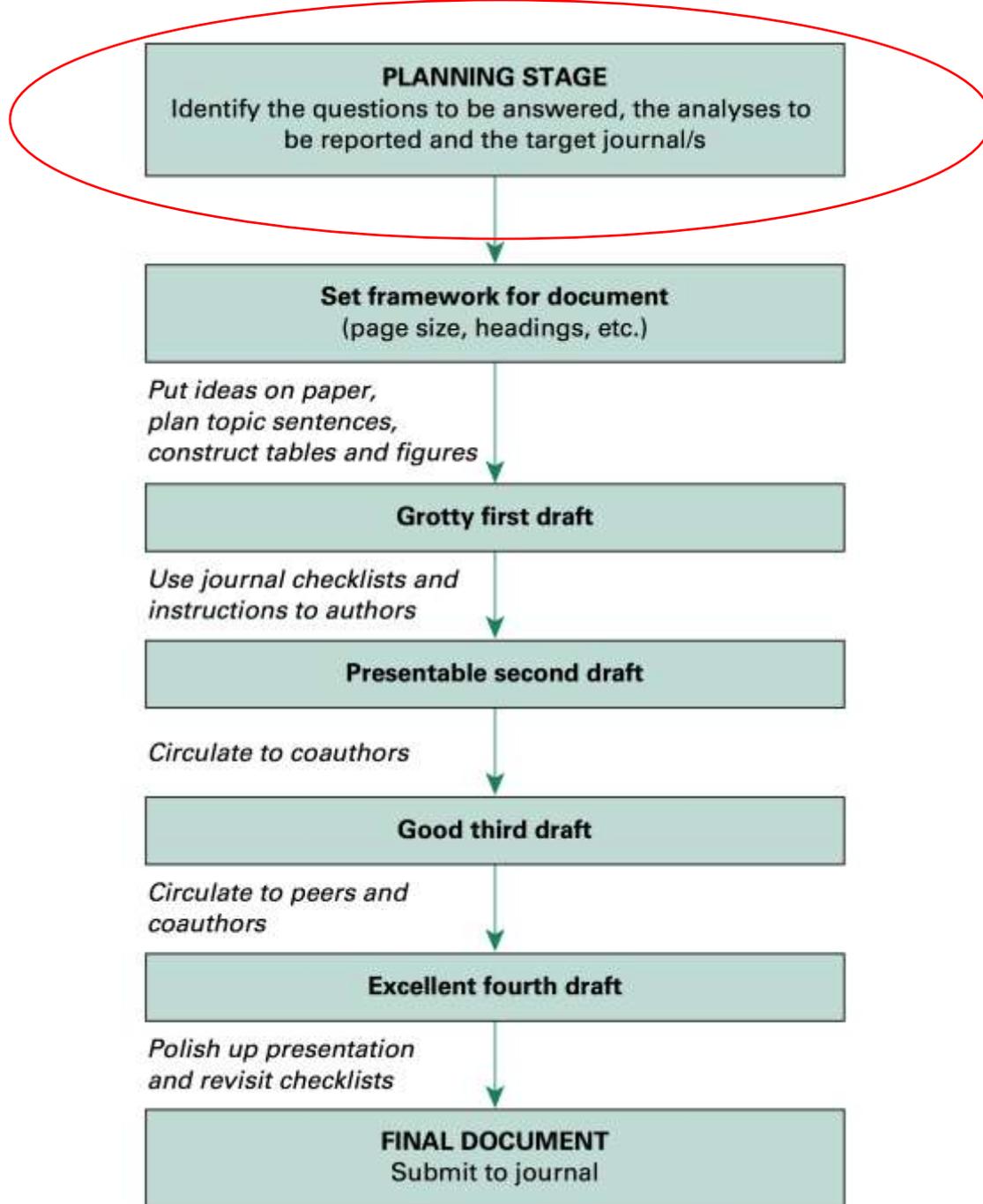
- A precise way to explain what you did, what you found, and why it matters

CLA  **RITY**

Making it happen

“Do it every day for a while” my father kept saying. “Do it as you would do scales on the piano. Do it by pre-arrangement with yourself. Do it as a debt of honour. And make a commitment to finishing things.”

Anne Lamott³



Deciding on a journal

- Where were the articles you cited published?
- What journals do you read?
- Who are your target audience?
- Use an online tool like JANE
<http://www.biosemantics.org/jane/>
- Check the Journal's website for information
- Send an exploratory e-mail to the editors
- Look out for calls for articles on your topic
- Check impact factors

Journal Impact Factor

- A measure of the frequency with which the 'average article' in a journal has been cited in a particular year
- Helps evaluate a journal's relative importance, especially compared to others in the same field
- Impact factor >5 considered very good
- e.g. BMJ - 17, Journal of Public Health - 2, BMC Public Health - 2

Choosing where to submit

- **'High impact' general medicine journals**

e.g. Lancet, British Medical Journal, New England Journal of Medicine, JAMA etc....

- +Wide readership

- +High impact

- +Great for CV

- Only accept a minority of papers

- Laborious process of review, revision and publication.

Choosing where to submit

- **Specialist journals**

e.g. Journal of Public Health, Journal of Epidemiology and Community Health, BJOG

- +More likely to reach an interested audience

- +Tend to accept a greater proportion of papers

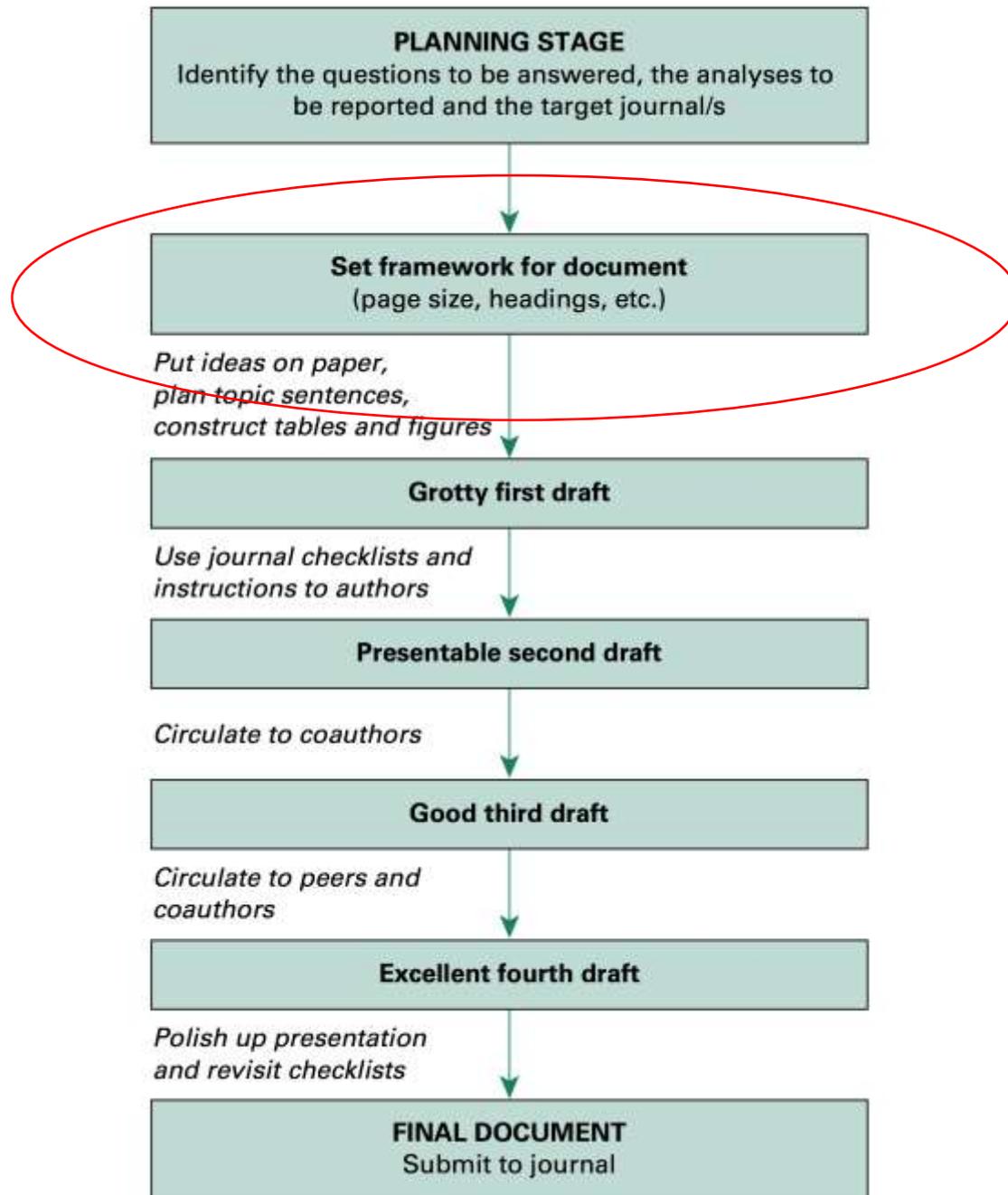
- Lower impact than general medical journals

- Less likely to attract media coverage

- Laborious process of review, revision and publication

Choosing where to submit

- **Open Access journals**, e.g. PLOS Medicine, BMC Public Health, BMJ Open
 - + Papers can be published within weeks not months
 - + Some OA journals accept all papers so long as they are methodologically sound
 - + Full paper available to everyone
 - Many have high fees to cover costs
 - Variable quality and impact



Instructions to authors

- International Council of Medical Journal Editors (ICMJE) uniform requirements
- Clear and concise instructions on how to prepare a manuscript adopted by over 500 journals
- Make sure your paper conforms exactly to the journals specifications
- Most papers can be shortened!

Standardised reporting guidelines

- **CONSORT:** reporting of randomised controlled trials
 - Comprehensive checklist
 - Model flow diagram designed to track patients through the four stages of a trial: enrolment, intervention allocation, follow-up, analysis
- **MOOSE:** Meta-analysis of observational studies in epidemiology
 - How background and search strategies, methods, results and conclusions should be presented
- **QUOROM:** Quality of reporting of meta-analyses
- **STARD:** Studies designed to assess diagnostic tests

Writing your paper.....

Think of yourself as a reader for a moment. What kind of papers do you like to read? Short, meaty, and clear most likely. Well, then, write short, meaty, and clear papers yourself. Short, meaty and clear papers are most likely to be understood. The truth of this proposition will come home to you as you read biomedical writing and discover how easy it is to get the wrong message.

Mimi Zeiger⁴

The abstract

- Only convey the most interesting and important parts of your work
- Most journals require you structure the abstract
- Limit to 250 words (MEDLINE limit)
- Results are supported by data and p values
- Interpretation of findings is clearly stated in the conclusion

Start with the subheadings

- Introduction
- Methods
- Results
- Conclusions

The introduction

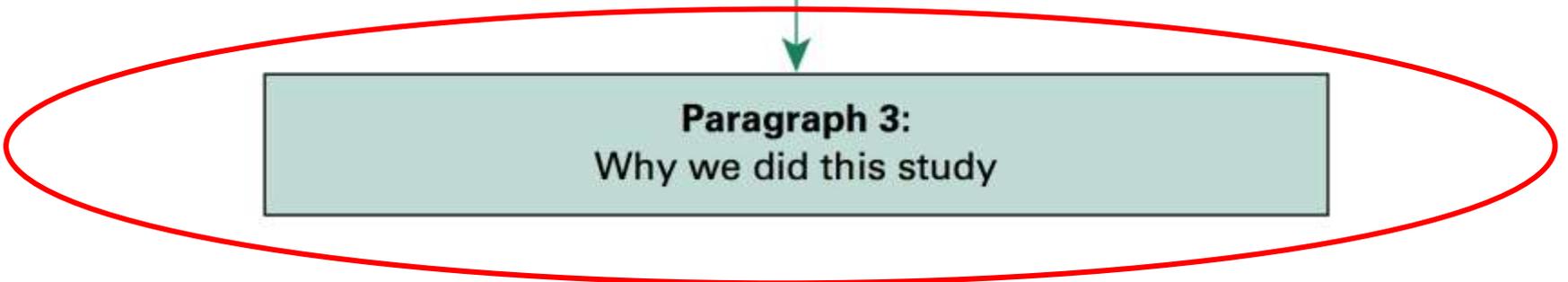
Paragraph 1:
What we know



Paragraph 2:
What we don't know



Paragraph 3:
Why we did this study



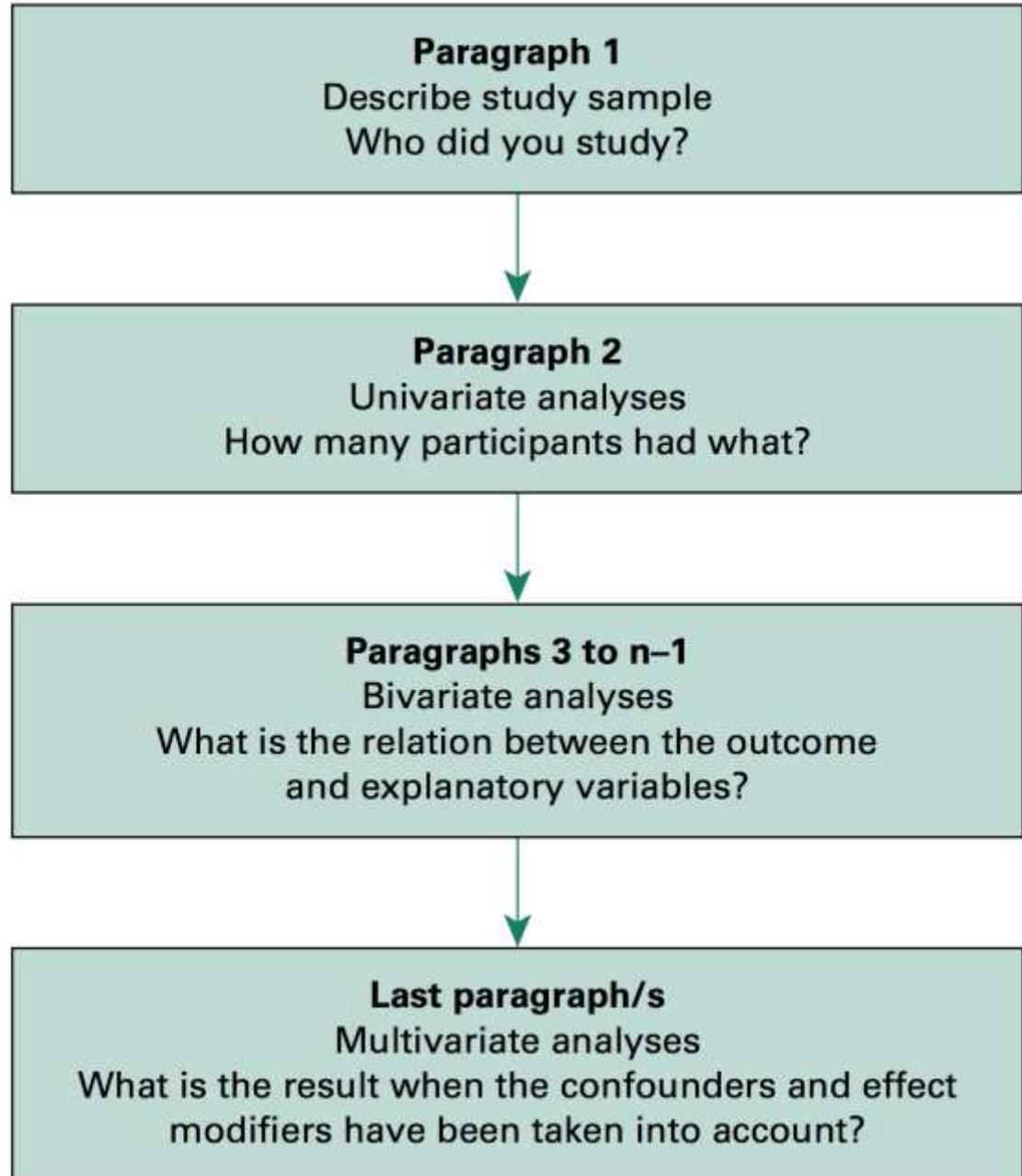
Methods

- To describe how you obtained your results
- Ethical approval
- Study design
- Participants
- Sample size:
 - Type 1 error
 - Type 2 error
 - Power
 - Probability
- Define exposures and outcomes

*A statistician is a person who likes to prove you wrong,
5% of the time.*

Taken from an internet bulletin board

Results



Results

- Be consistent with units
- Data analysis not always straightforward
- Avoid 'data dredging'
- Always use a table for baseline characteristics

- Present results in an objective and dispassionate way
e.g: Not: *"there was an extremely high incidence of disease in the study population"*

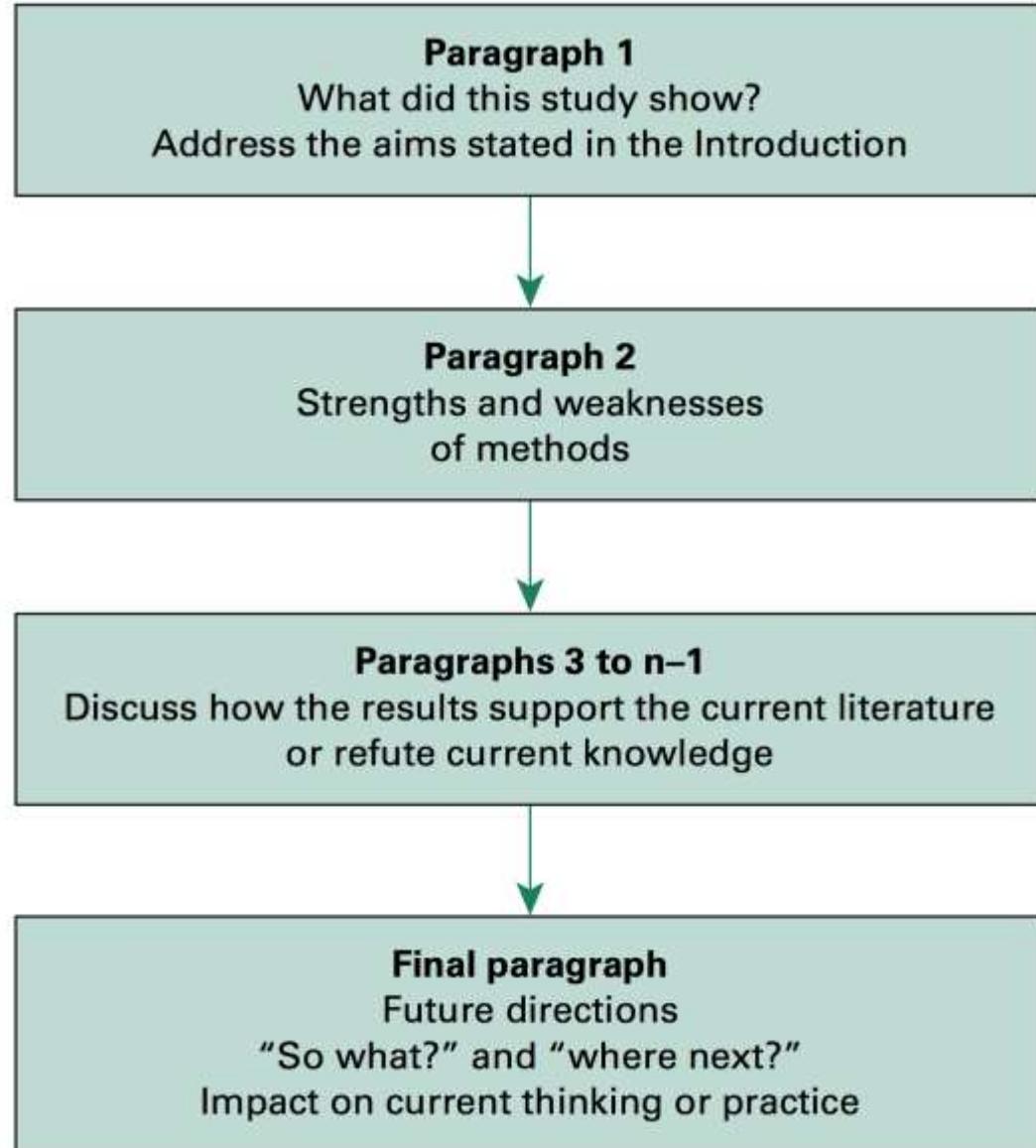
Better: "The incidence of disease was higher than has been measured previously"

Results

- Never state there was a difference between the two groups if $p > 0.05$
- Avoid confusing statements:

"The active group had a larger change from baseline than the control group, although the difference did not reach statistical significance"

Discussion



Discussion

- Good phrases to begin:
 - “The results from this study showed that...”
 - “Our results indicate that....”
 - “*The purpose of this study was to...and we...etc*”
- Be bold, explain precisely what you have found and explain how it will add to current knowledge or change healthcare
- Second paragraph address the strengths and limitations
- Third paragraph should put the research in context of what is already known in the field

Conclusion

- Try to avoid concluding that “further research is needed”
- Think about how your research could change the way medicine is practiced and what this could mean for patients and health systems.

Co-author etiquette

- If it's your paper, you should be the first author
- Often the main supervisor or principal investigator is last
- Link those positions in between to relative contributions made
- Shared 1st authorship is becoming more common

Submission and Peer review



Responses from editor:

- Rejection, no reason or feedback given
- Rejection after peer review
- Opportunity to respond to reviewer comments and resubmit
- Unconditional acceptance (also known as pigs flying...)

Responding to reviewer comments

- Make sure you read the comments very carefully
- Learn to accept criticism and learn from the experience
- Try to remain dispassionate and objective
- Respond to each point individually, with line number references to the changes you have subsequently made in your manuscript

Finding the right journal for your work



Conclusion

- Scientific writing is a skill that we all have to learn
- A structured approach is the key
- Always use simple and non- emotive language, however keep your writing interesting and emphasise the bigger picture
- Every one gets rejected
- Keep trying!