



CellPress
Science that inspires

How to Publish and Promote Your Research

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Scientific editor (Hong Kong)
Device by Cell Press



The peer review process



Before you submit



Front half content (Reviews, Perspectives, etc.)

- Send us pre-submissions and proposals
- Be original for Perspectives
- Wait 3-5 years to update a Review
- Look up “article type” information
- Volunteer to write Previews in your reviewer comments
- Just talk to us (most of us are friendly)

Back half content (Research articles, Reports, etc.)

- No need for pre-submissions and proposals (but inquiries about paper collections/special issue are welcome!)
- Just talk to the editors. (Be friendly!)

Some basic rules

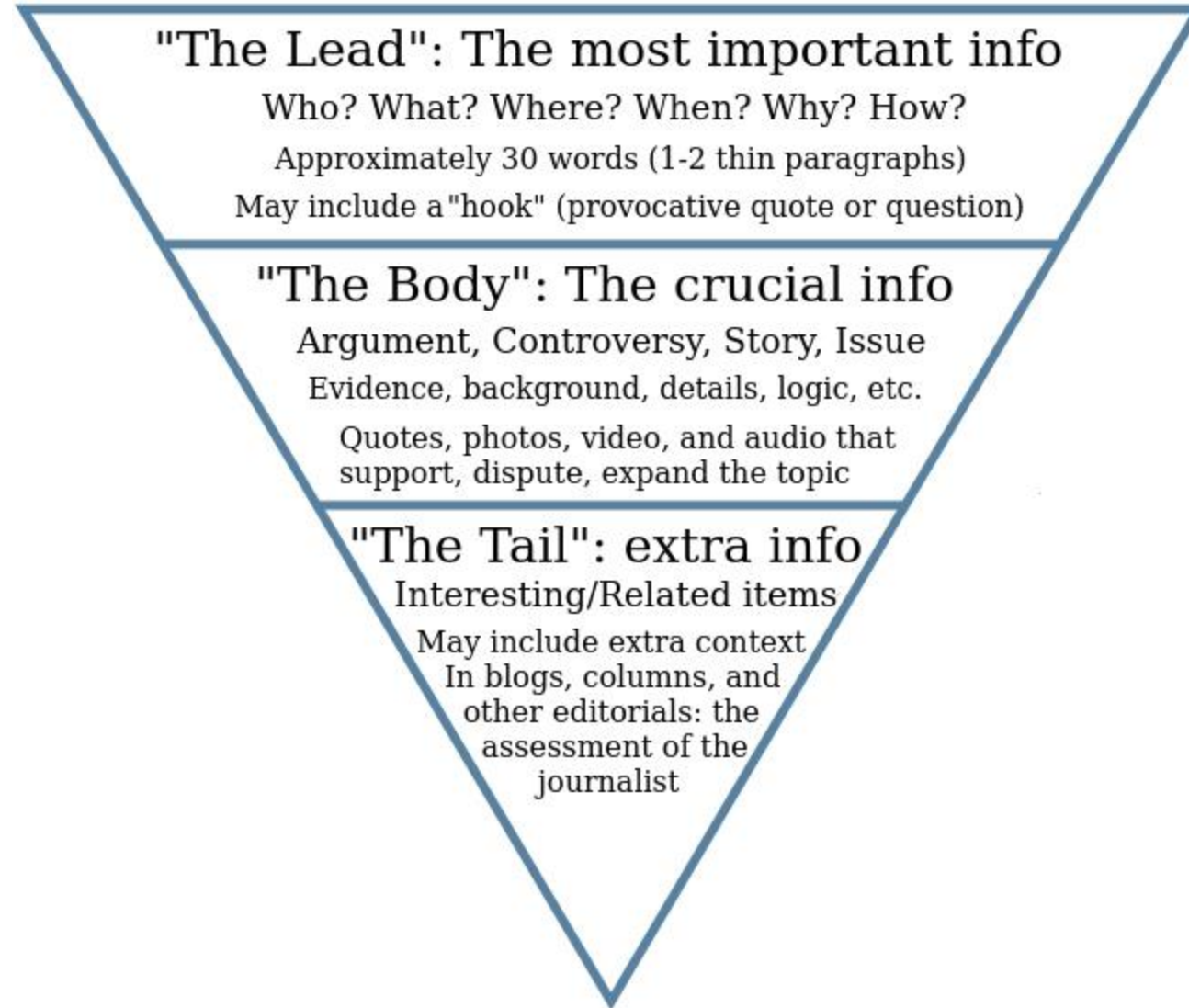


Do's

- Be transparent about incremental research
- Read every email carefully, especially the first few paragraphs before the standard information
- Be patient
- Ask questions (most of us are friendly)

Don'ts

- Don't omit references on purpose
- Don't suggest previous coworkers as references (5-year rule)
- Don't suggest Nobel laureates also (ideal h-index between 25-75?)
- Don't appeal without revising the manuscript
- Avoid arguing with the reviewers without revising
- Don't send gifts, but praises are welcome!





Tips for authors

What makes a good title?

- **Keep it short**
No fluff words (e.g. The study of...)
- **Keep it neat**
No crazy acronyms (ask yourself, can a search engine find it?)
- **Keep it specific**
No buzzwords cramping (e.g. ...for alleviating climate change)
- **Keep it explicit**
No questions (e.g. Will ... improve the performance of X?)



Tips for authors

How to write an abstract/summary?

- **Be concise**
(no need to use up the word limit)
- **No need to be comprehensive**
(be selective when including results)
- **Write it before the manuscript**
(use it as a de facto outline)
- **Don't look at it when writing the manuscript**
(don't waste your time by tweaking it constantly)
- **Rewrite after the manuscript**
(write it from scratch and then compare it with the original)

Tips for authors



Introduction

- Find the shortest path from society to your research

- Do not overestimate your audience

Every sentence flow smoothly from the previous one.

BAD: We improved tritium conversion using 2D quantum dot materials in an optoelectric nuclear battery. Coating materials for isotope vials affects the bandgap of...

GOOD: Radioluminescent nuclear battery converts the ionizing radiation emitted by the radioactive isotopes into light using a luminescent material, and then converts the light into electricity. It is useful for space exploration...

- Do not underestimate your audience

No excessive handholding. Do not spend time explaining every sentence. Avoid general discussion.

BAD: Pollution is a problem. Plastics in the ocean are bad. The future of the fishing industry is bleak. The ocean is also acidifying because of the increased amount of carbon dioxide. We investigate a process for carbon capture...

GOOD: Carbon capture holds promise to alleviate climate change but current methods are too expensive. They are too expensive because the materials are too expensive. We developed a cheap material...



Tips for authors

The main body

- Read the “Article type” page of the journal
- Read other articles from the same journal
- **Results**
Know what to put in the main text and what to put in the Supplementary Information
- **Methods**
Be very clear about what you did: Can a new grad student replicate the experiment without guidance?
- **Discussion**
Can be combined with the results. More in depth modelling/ interpretation can also go here
- **Remove every “Furthermore”, “Finally”, “Firstly” – not only because they are “F” words.**
Remove all fluff words and add back later. Other words like “Interestingly”, “Therefore”, “Thus”, “Additionally.”
- **No self editorializing!**
No “record breaking”, “exceptional”, “superior”, “excellent” etc.



Tips for authors

Figures

- **Don't put everything in the main figures**
Supplementary Info is there for a reason
- **Treat Fig.1 as the graphical abstract (unless there is already a graphical abstract)**
Ask yourself: Can a new grad student with no subscription to the journal understand the research by only looking at Fig.1?
- **Don't overcrowd each figure, don't overcrowd each panel**
No more than 5 “things” per item, e.g. 5 lines in a graph, 5 graphs in a panel, etc.
Everything figure together with caption should take up no more than 2/3 of a page
- **Consider black and white printouts and color-blind people**
Make sure the line and data point style is used to denote different measurements

Tips for authors



Conclusion

- **To link the end of the introduction back to the very beginning, a full circle**
DO NOT simply repeat the same talking points
- **Move on from the “say what I’m about to say, say it, then say what I’ve said” model**
Useful for first time authors, e.g. grad students, but researchers should strive to improve on writing as well as science
- **Talk about the future**
What still stands between your research and application?
- **Do not always treat this as the summary (the abstract/summary is)**
Instead, give context for the readers to place the research. The introduction lays out the roadmap, the conclusion shows where the research is on the map.



Tips for reviewers

- **Be nice**
- **Be responsive**
Declination is 10x preferred over no responses,
declination with recommended reviewers are even more preferred
- **Be constructive**
Even if you recommend rejection
- **Be specific**
Avoid giving only general (or personal) attacks (some is okay),
let the editor know if you want/don't want to see the revision
- **Volunteer to write a Preview**
Easy way to get a publication, opportunity for early researchers/grad
students

Can I use AI/ChatGPT to help with my research?



Maybe?

- To help with language polishing for non-native English speakers
- Need to look out for misinterpretation
Watch out for “*torture phrases*”
- Okay for writing the introduction and maybe the abstract. May be counterproductive for polishing more technical passages

Don'ts

- Do not use AI to create or edit any figures
- Do not use AI to create the narrative and structure
- DO NOT use AI to review articles!
- Do not use AI for any content that you want to retain the copyright of
- Non-open access journals may have restrictions regarding the use of AI created content

A brief history of *Cell*



1974:
1st issue of *Cell*

1986:
Cell Press est.

1999:
Acquired by Elsevier

Today's Cell Press

Life Sciences: *Cell*

Physical Sciences : *Chem, Joule, Matter, Device*

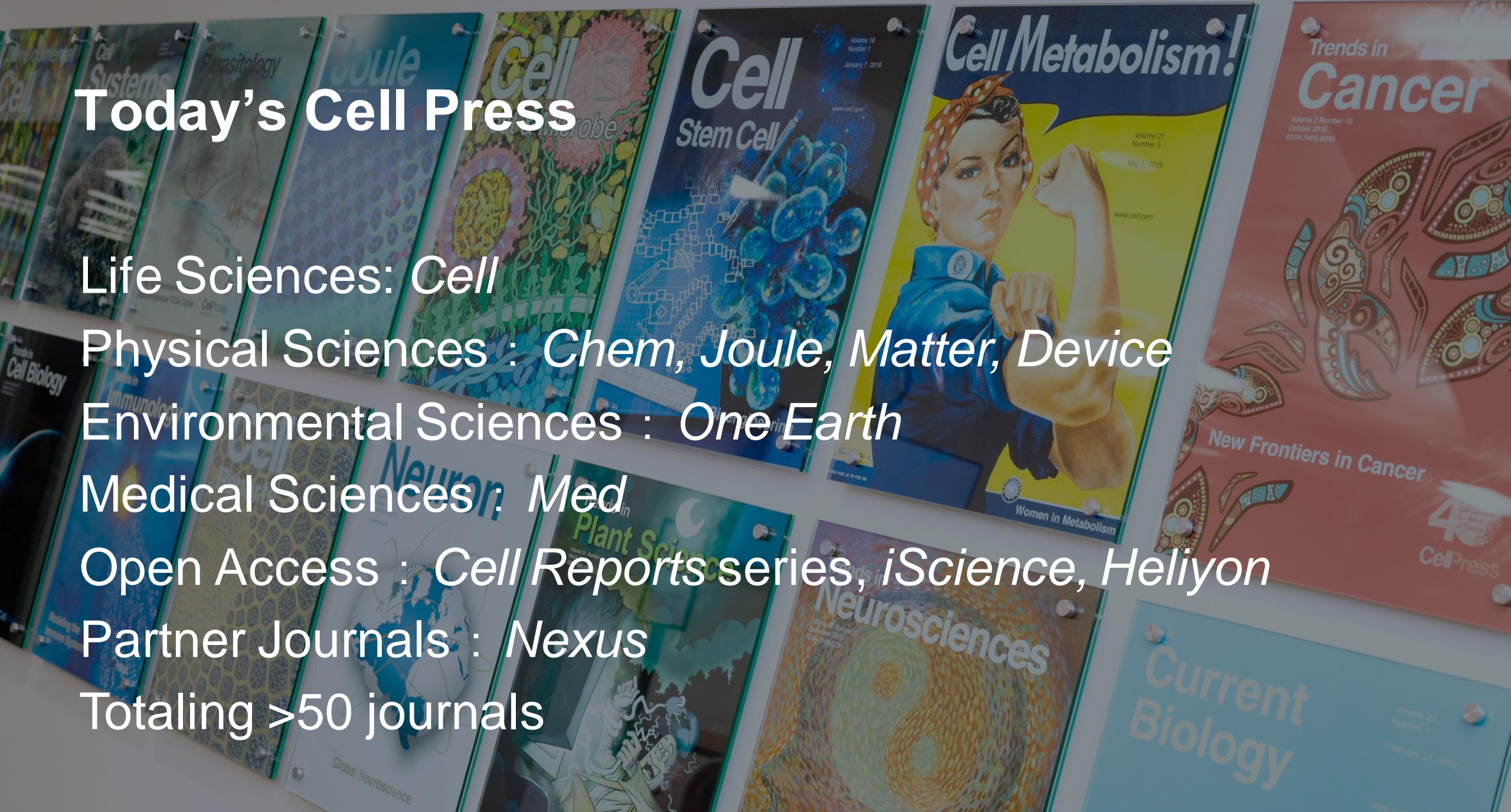
Environmental Sciences : *One Earth*

Medical Sciences : *Med*

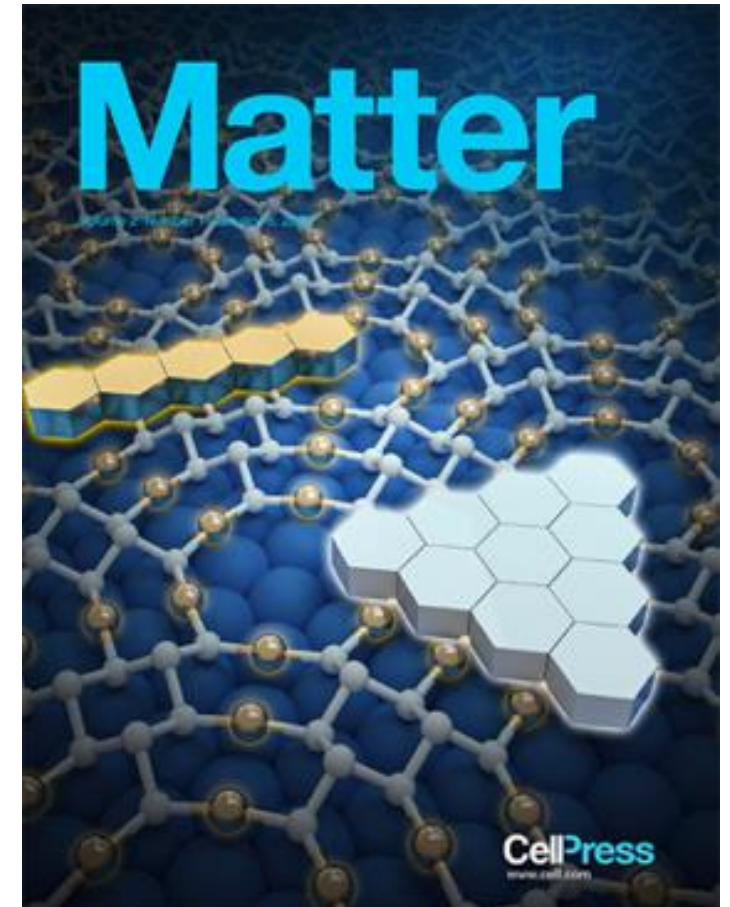
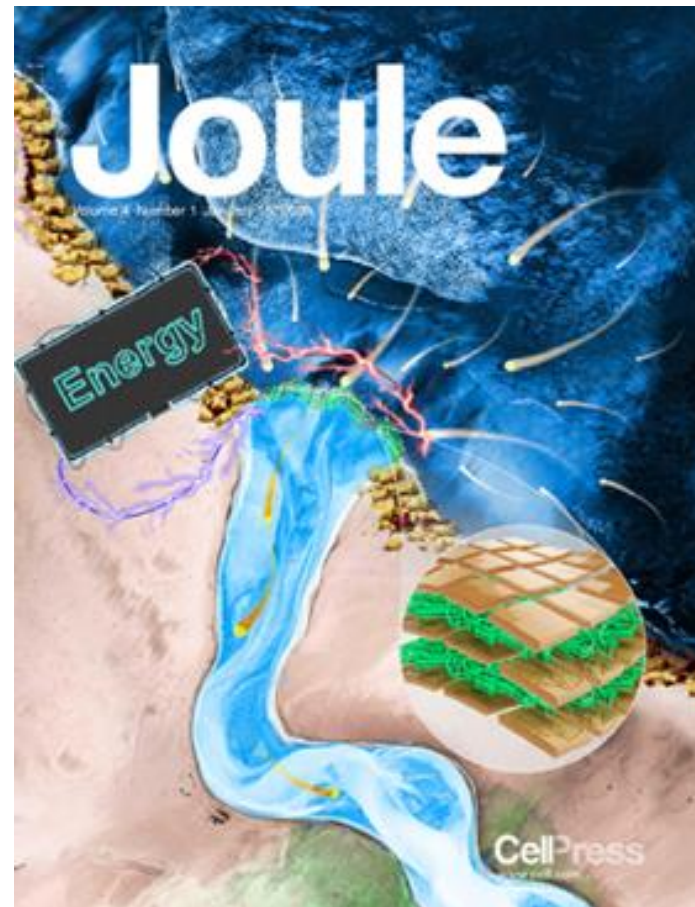
Open Access : *Cell Reports* series, *iScience, Heliyon*

Partner Journals : *Nexus*

Totaling >50 journals



Expansion into physical sciences



Chem: innovations in material synthesis



**Editor-in-chief:
Robert Eagling**

Est. 2016

Research in chemistry to find solutions to global challenges according to UN's Sustainable Development Goals.

Impact Factor: 25.4



<https://www.cell.com/chem/home>

Joule: innovations in energy-related tech

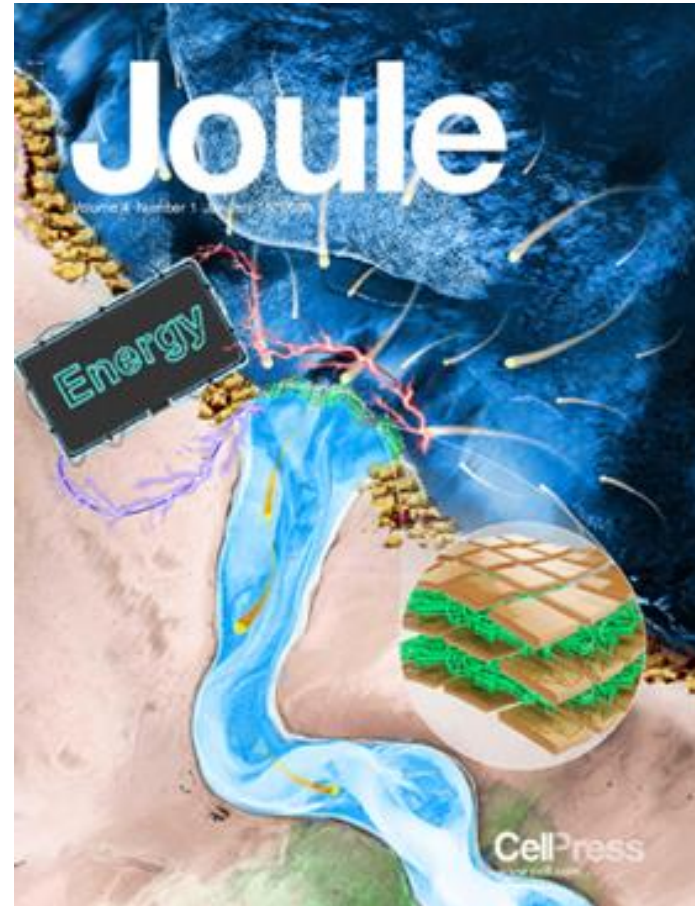


**Editor-in-chief:
Philip Earis**

Est. 2017

Outstanding and insightful research,
analysis and ideas addressing the
need for more sustainable energy.

Impact Factor: 39.8



<https://www.cell.com/joule/home>

Matter: innovations in material functionalities



**Editor-in-chief:
Steve Cranford**

Est. 2019

Multi-disciplinary transformative materials science research – from fundamentals to application, from nano to macro.

Impact Factor: 19.8



<https://www.cell.com/matter/home>



Device

Volume XX
Number XX
January XX, 2022



First issue this JULY

We support device and application-orientated research from all disciplines, such as **applied physics, nanotechnology, robotics, biomedical engineering, quantum computing, and so on.**

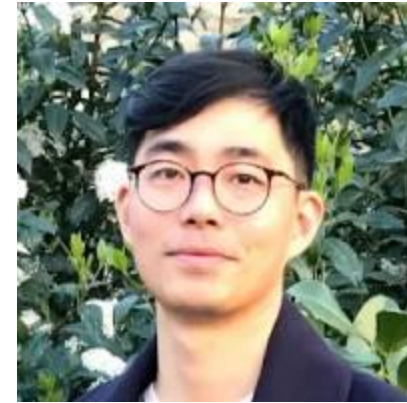
We also consider research of all scales and stages of development, ranging from **discovery to benchmarking, from optimization to integration, from deployment to scalability, as long as the research is driven by real-world challenges.**

FIRST YEAR IS FREE!

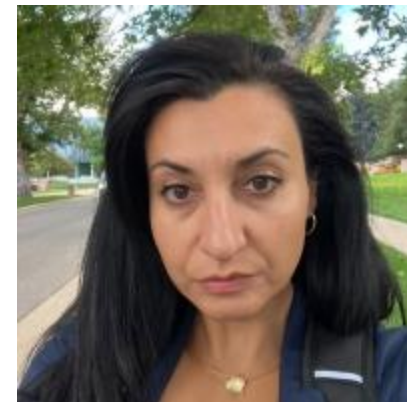
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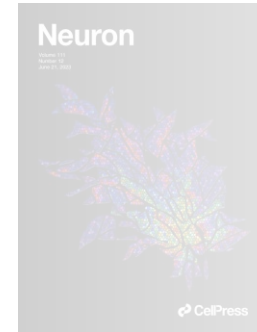
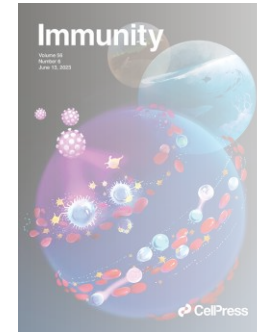
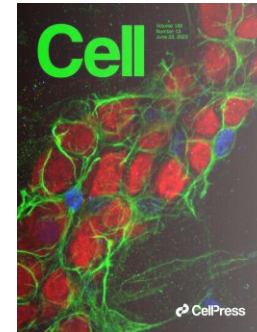
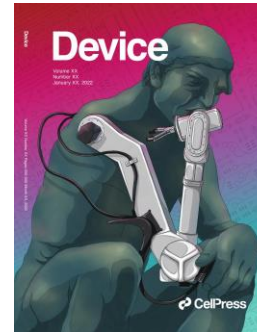
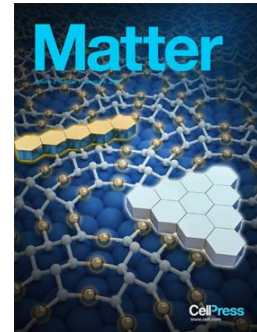
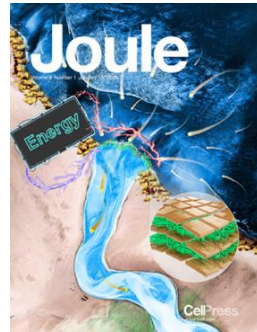


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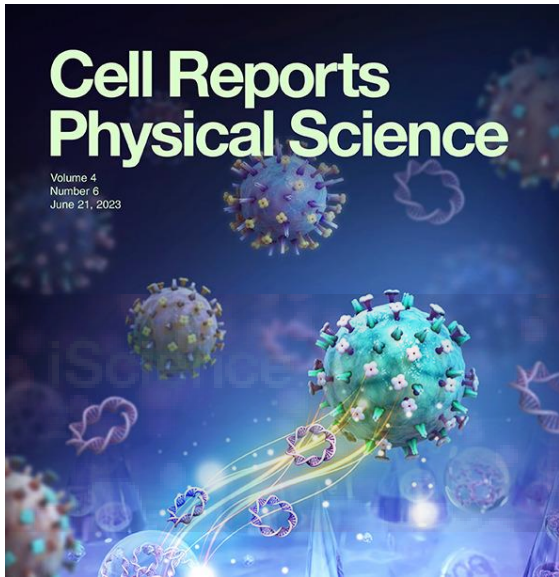


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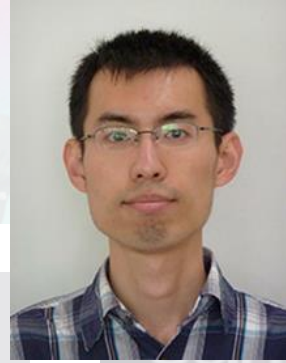
The ecosystem of Cell Press



Cell Reports Physical Science (CRPS)



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Editor-in-Beijing:
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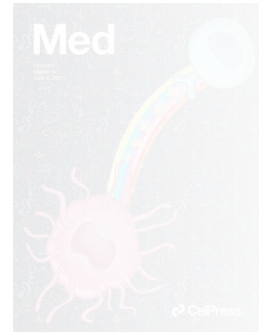
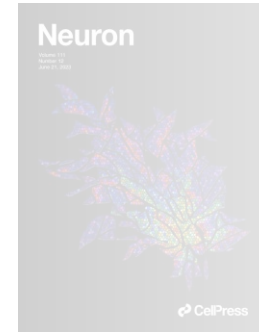
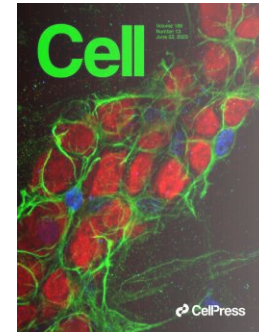
Editor-in-Shanghai:
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Est. 2020
Impact factor: 8.9



<https://www.cell.com/cell-reports-physical-science>

The dynamic greater Cell Press ecosystem







CellPress
Science that inspires

Please send your article to us !
Thank you!

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