Increase the impact of your publication!

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Key parts of a publication

- Title, Abstract, Keywords
- Potential readers find your work using indexing services
- Searches in Pubmed, Web of Science, Google, etc.
- Long list of titles – which ones will people chose?

TITLE

- Most important phrase of your manuscript
- Inform potential readers about the focus of your study
- If the title is confusing or does not correctly identify your work, many people for whom you wrote your paper will not read it

TITLE

- The shortest version of your paper
- text - outline - abstract - title
- Start writing (or your research) with a title that represents the proposed content – final product of research is publication(s)
- Should be clearly related to the main point of the research – often is not!
- Should not be complicated or difficult to understand

Improving titles

- 10MWe Solar Thermal Electric Central Receiver Barstow Power Pilot Plant Transfer Fluid Conversion Study
-
- Proposal for a new heat transfer fluid in the Solar One Power Plant

The title determines if someone will find your work

- Two important qualities of a good title:

1) Identifies the area of study

2) Separates the work from others (unique)

If you have results, make them clear in the title:

- Glu298Asp polymorphism in the NOS3 gene and susceptibility to chronic heart failure in a Turkish population

- Glu298Asp polymorphism in the NOS3 gene is not associated with susceptibility to chronic heart failure in a Turkish population

Best options for terms in the title?

- NOS3 – in 543 publication titles
- eNOS – 4,898
- nitric oxide synthase – 24,549
- Source: Web of Science – September 2021

- Possible impact of ancient oxygen levels on mitochondrial genome evolution as inferred by supertrees, supermatrices and relaxed molecular clocks

- Genetic Diversity in Germplasms of a Brazilian *Coffea arabica* L. Trial obtained with AFLP markers

- Effect of high temperature on cooking time and seed darkening of common bean genotypes grown under natural conditions in two crop seasons and three locations of São Paulo State

Editing titles

~~Possible~~ Ii~~mpact~~ of ancient oxygen levels on mitochondrial genome evolution ~~as~~ inferred by supertrees, supermatrices, and relaxed molecular clocks

Genetic d~~D~~iversity based on AFLP markers in g~~G~~ermplasms of ~~a~~ the Brazil national *Coffea arabica* ~~L. t T~~rial ~~obtained with AFLP markers~~.

~~Effect of H~~high temperature ~~on~~ increases cooking time and seed darkening of common beans ~~genotypes grown under natural conditions in two crop season and three locations of São Paulo State~~

- Impact of ancient oxygen levels on mitochondrial genome evolution inferred by supertrees, supermatrices and relaxed molecular clocks
- Genetic diversity based on AFLP markers in germplasms of the Brazil National *Coffea arabica* Trial
- High temperature increases cooking time and seed darkening of common bean genotypes

Indicative - Informative

- Indicative - Effect of magnetic fields on honey bees
- Effect of the earth's magnetic field on comb building in honey bees. – Better, but still indicative (Was there an effect? What was the effect?)
-

Indicative - Informative

- Informative - The earth's magnetic field influences the direction of comb building by honey bees.

- This version is better because it shows that there was an effect. The other options leave this in doubt.

Indicative - Informative

- Effect of magnetic fields on honey bees
- The earth's magnetic field influences the direction of comb building in honey bees

TITLE

- Should give the main idea of the work
- Is not sacred or immutable
- Succinct
- Should not be complicated or difficult to read
- Avoid abbreviations
- Check the journal instructions

Transmit your message – there is no advantage to make a mystery

- Effect of queen cell construction on the rate of invasion of honey bee brood cells by *Varroa jacobsoni*
- Queenless colonies have increased *Varroa jacobsoni* infestation rates in worker brood

Inadequate phrases in the title

- **avoid**:

- studies on
- preliminary studies on
- contributions to
- further evidence of

“Impact factor” of the title

- = number of citations
- Weight loss and other damage to developing worker honey bees from infestation with *Varroa jacobsoni*. 1982
- JAR – 159/326 citations (IF = 0.489) - 23 times 2020-2021 – was not indexed in 1982

- Longevity of Africanized Honey Bees (Hymenoptera: Apidae) Infested by *Varroa jacobsoni* (Parasitiformes: Varroidae). 1983
- JEE – 53/115 citations (IF = 1.489) – 6 times 2020-2021 – was indexed in 1983

Running title

- Can be another way to draw attention
- Usually 70 characters max (including spaces)
- Try to use attention giving options
- Can be different from merely a shortened title

Sociobiology
An international journal on social insects

RESEARCH ARTICLE - BEES

Fermentation of a pollen substitute diet with beebread microorganisms increases diet consumption and hemolymph protein levels of honey bees (Hymenoptera: Apidae)

JM Almeida-Dias[1], MM Morais[2], TM Francoy[3], RA Pereira[1], AP Turcatto[1], D De Jong[1]

– Fermentation improves honey bee diets

- A good **title** will stimulate interested persons to examine the publication.
- It should delimit the study, making it clear how this study differs from other publications.
- It should be written in a way that readers who would benefit from the information will find the publication and be stimulated to read it.
- If a clear conclusion can be made from the research, it should be incorporated into the title.

Abstract

- Not an announcement
- “The results will be discussed”
- Do not make a revision of the literature
- Avoid repeating the title
- Should include data
- Explain the essential elements
- Explain as clearly as possible and use the rest of the document to explain

Writing technique

- **Write first**
- **Correct later**
- Do not pay attention to spelling or other problems that may appear
- Develop the text without paying attention to style, etc. – tell the story
- Revise later for style, correcting, adding missing info, deleting repeated parts

Writing technique

- If you or someone else will translate the text
- Make sure that it makes sense in the original language

- GIGO – old term used in programming, but also pertinent to translating (**G**arbage **I**n – **G**arbage **O**ut)

Abstract

- Needs to be autonomous
- Should make sense without the reader having to look at the rest of the text
- You will not be there to answer questions
- Anticipate doubts and redo the text
- Many readers who may use your work will not read further

Abstract

- A well written abstract will help readers understand your work and facilitate reading the rest – remember that English is a second language for most
- After reading a good abstract, readers should be able to jump to what interests them, such as Tables, Figures, Methods

Abstract

- The abstract should not include:
- 1) **Information or explanations that are not in the text of the manuscript**
- 2) Tables, Figures, or references to these items
- 3) Detailed descriptions of the experiments, subjects, methods, etc.
- 4) References to the literature

Abstract

- Declaration of the objective, relevance
- Methodology
- Results - quantitative
- Information that reinforces the credibility of the work, how it was done, number of subjects, etc.
- **Conclusions – need to make sense based on evidence in the abstract**

Abstract

- 150-300 words – journal instructions
- Do not use much fewer words (nothing to say)
- Often lacks important info –
- Space limitations
- But - often includes repeated info or info not needed
- Making a good abstract is an art
- Write and rewrite…

Abstract *should be autonomous in the sense that it makes sense without the reader having to consult the rest of the paper.*

1. Start with some background information that helps justify why the study was made.
2. Clearly state the objectives of the study
3. Concisely describe the methodology or method employed in gathering the data, processing, and analysis; include information that helps reinforce credibility in the study, such as number of samples.
4. Summarize the results and state the principal conclusions of the research. The conclusions in the abstract need to make sense in the light of the information available in the abstract.
5.

Keywords

- Used to be the only option for searches
- Now search engines check titles and abstracts – some search in the text
- Another way to find your publication
- Think about alternative terms
- Avoid repeating title terms (especially) and terms in the abstract

Drawing attention to your work Preprint servers

- Can draw attention
- Can attract early citations
- Version posted cannot include changes made after feedback from journal
- A few journals do not accept articles that have preprints – for various reasons
- Most now do accept them – as they see benefits

Preprint servers

- To help link your work to the published version, try to maintain the same title
- Can later indicate that the paper is published and link to the publication
- Some, such as Researchgate, also accept published papers – check journal regulations about making full text available

Article | Private full-text

Propolis consumption ramps up the immune response in honey bees infected with bacteria

October 2017 · Apidologie 49(3 Pt 2) · Follow journal

medRxiv – makes an initial evaluation before accepting

Comments (4)

Efficacy of propolis as an adjunct treatment for hospitalized COVID-19 patients: a randomized, controlled clinical trial

Marcelo Augusto Duarte Silveira, David De Jong, Erica Batista dos Santos Galvão, Juliana Caldas Ribeiro, Thiago Cerqueira Silva, Andresa Aparecida Berretta, Thais Chaves Amorim, Raissa Lanna Araújo San Martin, Luis Filipe Miranda Rebelo da Conceição, Marcel Miranda Dantas Gomes, Maurício Brito Teixeira, Sergio Pinto de Souza, Marcele Helena Celestino Alves dos Santos, Márcio de Oliveira Silva, Monique Lírio, Lis Moreno, Julio Cezar Miranda Sampaio, Renata Mendonça, Silviana Salles Ultchak, Fabio Santos Amorim, João Gabriel Rosa, Paulo Benigno Pena Batista, Suzete Nascimento Farias da Guarda, Ana Verena Almeida Mendes, Rogerio da Hora Passos, for the BeeCovid Team

doi: https://doi.org/10.1101/2021.01.08.20248932

Now published in *Biomedicine & Pharmacotherapy* doi: 10.1016/j.biopha.2021.111526

Medrxiv shows article usage

doi: https://doi.org/10.1101/2021.01.08.20248932

Now published in *Biomedicine & Pharmacotherapy* doi: 10.1016/j.biopha.2021.111526

4 | 0 | 0 | 0 | 8 | 0 | 149

Abstract | Full Text | Info/History | **Metrics** | Preview PDF

ARTICLE USAGE

Article lifetime | Last 6 months | This month

Article usage: January 2021 to September 2023

Show by month	Abstract	Full-text HTML	PDF
Total	37,083	22,218	7,667

See more details

Picked up by **8** news outlets
Tweeted by **149**
On **3** Facebook pages

11 readers on Mendeley

COVID-19 SARS-CoV-2 preprints from medRxiv and bioRxiv

Subject Area

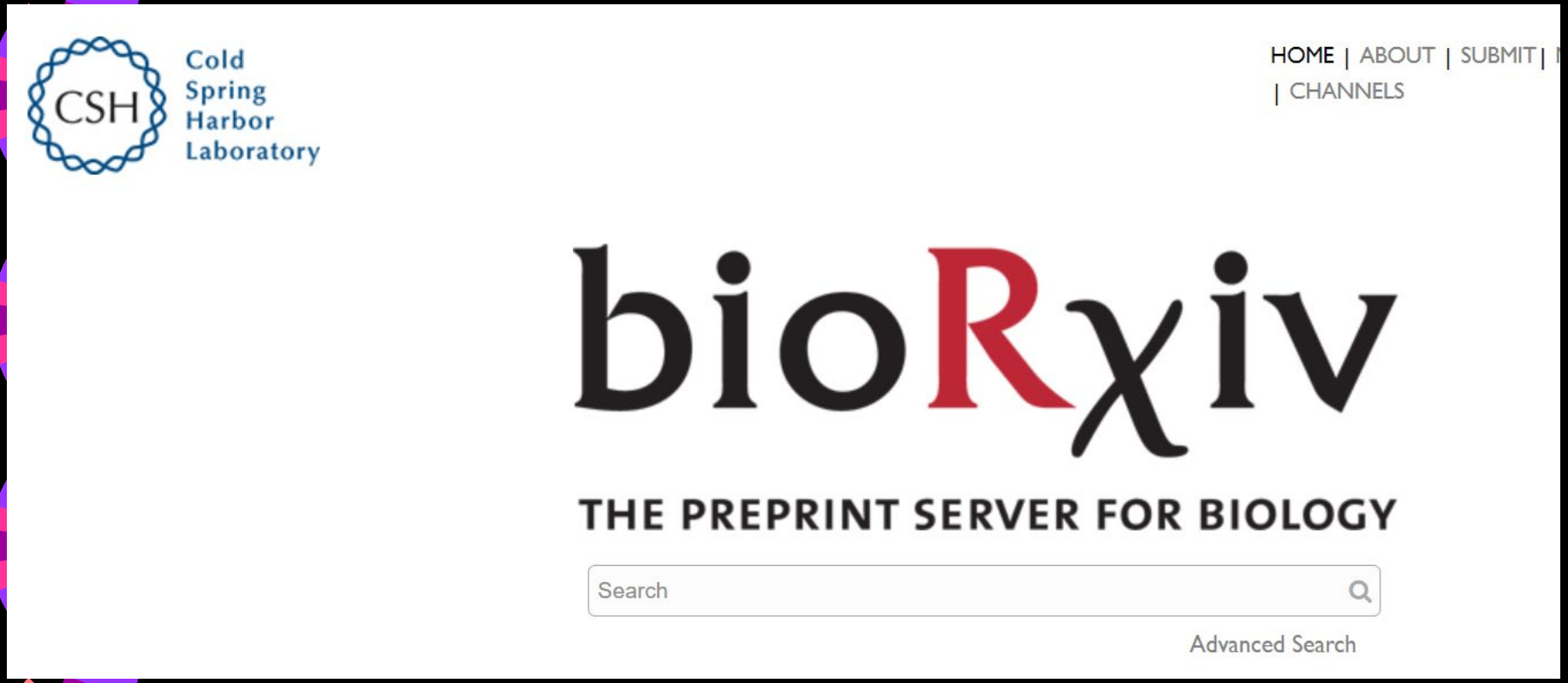
Infectious Diseases (except HIV/AIDS)

Subject Areas

All Articles

- Addiction Medicine
- Allergy and Immunology
- Anesthesia
- Cardiovascular Medicine
- Dentistry and Oral Medicine
- Dermatology
- Emergency Medicine
- Endocrinology (including Diabetes Mellitus

https://www.biorxiv.org/



Researchgate – less rigorous

Literature Review | Preprint | File available

Propolis and its potential against SARS-CoV-2 infection mechanisms and COVID-19 disease Running title: Propolis against SARS-CoV-2 infection and COVID-19

August 2020 · Biomedicine & Pharmacotherapy 131(21) · Follow journal

DOI: 10.1016/j.biopha.2020.110622

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Labs: David De Jong's Lab · Marcelo Augusto Duarte Silveira's Lab

Andresa Berretta · Marcelo Augusto Duarte Silveira · Jose Manuel Condor Capcha · David De Jong

Research Interest Score	165.0
Citations	169
Recommendations	18
Reads	8,866

Learn about stats on ResearchGate

Preprints and early-stage research may not have been peer reviewed yet.

Overview | Stats | Comments (4) | Citations 9 New | References (271) | ••• | Share | More

Most downloaded in Biomedicine & Pharmacotherapy

Recent Articles | Most Downloaded | Most Cited

Propolis and its potential against SARS-CoV-2 infection mechanisms and COVID-19 disease Running title: Propolis against SARS-CoV-2 infection and COVID-19

No. 1 last 12 months

Open Access

Andresa Aparecida Berretta, Marcelo Augusto Duarte Silveira, José Manuel Cóndor Capcha, David De Jong

The role of iron in the pathogenesis of COVID-19 and possible treatment with lactoferrin and other iron chelators

Open Access Hosam M. Habib, Sahar Ibrahim, Aamnah Zaim, Wissam H. Ibrahim

A traditional Chinese medicine formula NRICM101 to target COVID-19 through multiple pathways: A bedside-to-bench study

Open Access Keng-Chang Tsai, Yi-Chia Huang and 17 more

Contents lists available at ScienceDirect

Biomedicine & Pharmacotherapy

journal homepage: www.elsevier.com/locate/biopha

Review

Propolis and its potential against SARS-CoV-2 infection mechanisms and COVID-19 disease

Running title: Propolis against SARS-CoV-2 infection and COVID-19

Andresa Aparecida Berretta [a], Marcelo Augusto Duarte Silveira [b], José Manuel Cóndor Capcha [c], David De Jong [d,*]

Contents lists available at ScienceDirect

Biomedicine & Pharmacotherapy

journal homepage: www.elsevier.com/locate/biopha

Review

The role of iron in the pathogenesis of COVID-19 and possible treatment with lactoferrin and other iron chelators

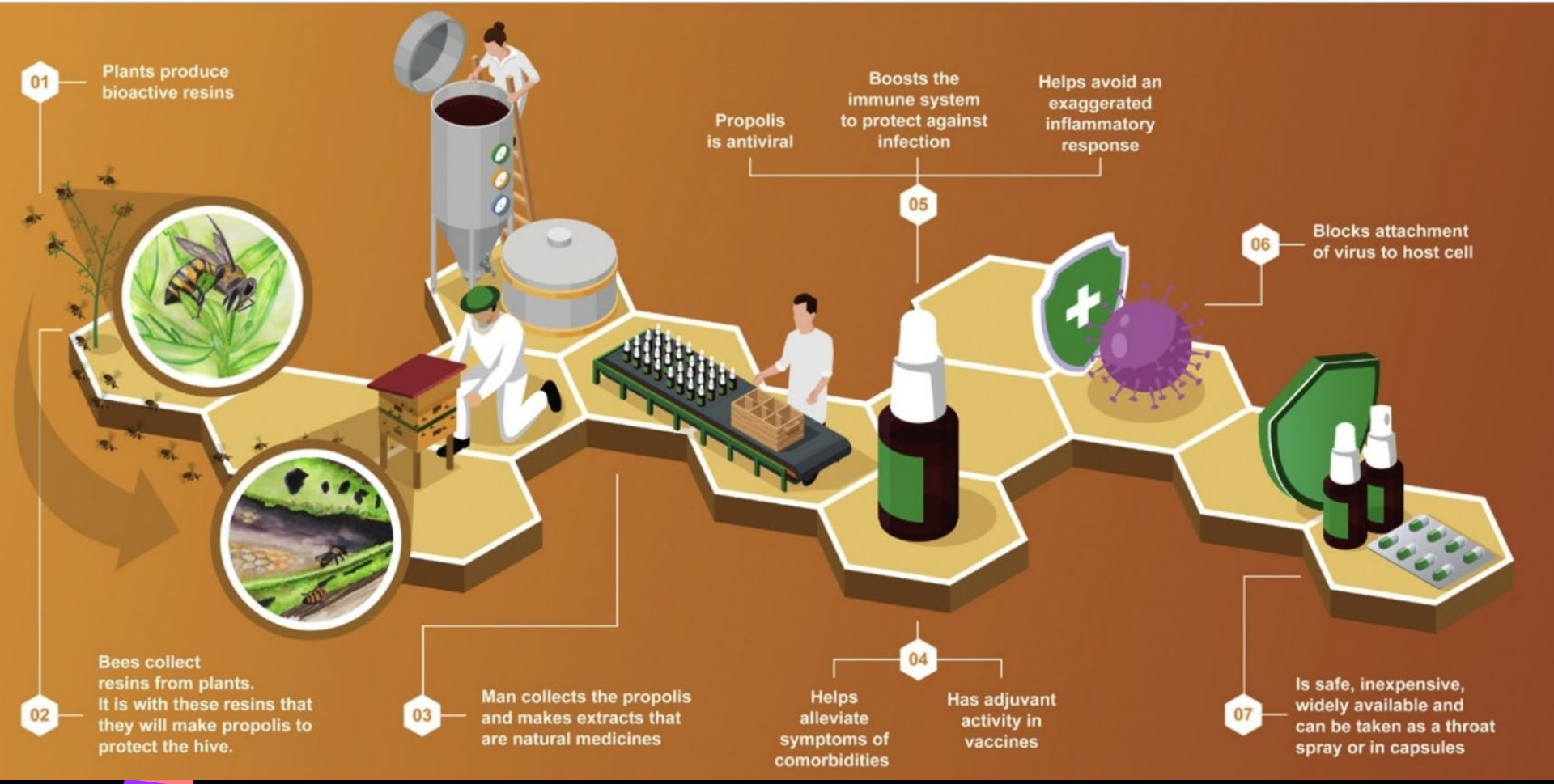
Hosam M. Habib [a,*], Sahar Ibrahim [b], Aamnah Zaim [b], Wissam H. Ibrahim [c,*]

Some journals ask for Highlights

Highlights

- Propolis, made by bees from bioactive plant resins, has antiviral activity.
- Propolis potentially can interfere with host cell invasion by SARS-CoV-2.
- Propolis blocks proinflammatory PAK1, a kinase highly expressed in COVID19 patients.
- Standardized propolis has consistent properties for lab and clinical research.
- Propolis is a safe widely consumed functional food with medicinal properties.

Graphical Abstract



Conservative title – style requirement for some types of papers/journals – but it is less impactful

Contents lists available at ScienceDirect

Biomedicine & Pharmacotherapy

journal homepage: www.elsevier.com/locate/biopha

Original article

Efficacy of Brazilian green propolis (EPP-AF®) as an adjunct treatment for hospitalized COVID-19 patients: A randomized, controlled clinical trial

Marcelo Augusto Duarte Silveira [a,*], David De Jong [b], Andresa Aparecida Berretta [c], Erica Batista dos Santos Galvão [a], Juliana Caldas Ribeiro [a,d,e], Thiago Cerqueira-Silva [f,g],

The length of hospital stay post-intervention was shorter in both propolis groups than in the control group; lower dose, **median 7 days versus 12 days**. In the high dose propolis group, there was a **lower rate of acute kidney injury than in the controls (4.8 vs 23.8%)**. *Conclusions:* Addition of propolis to the standard care procedures resulted in clinical benefits for the hospitalized COVID-19 patients.

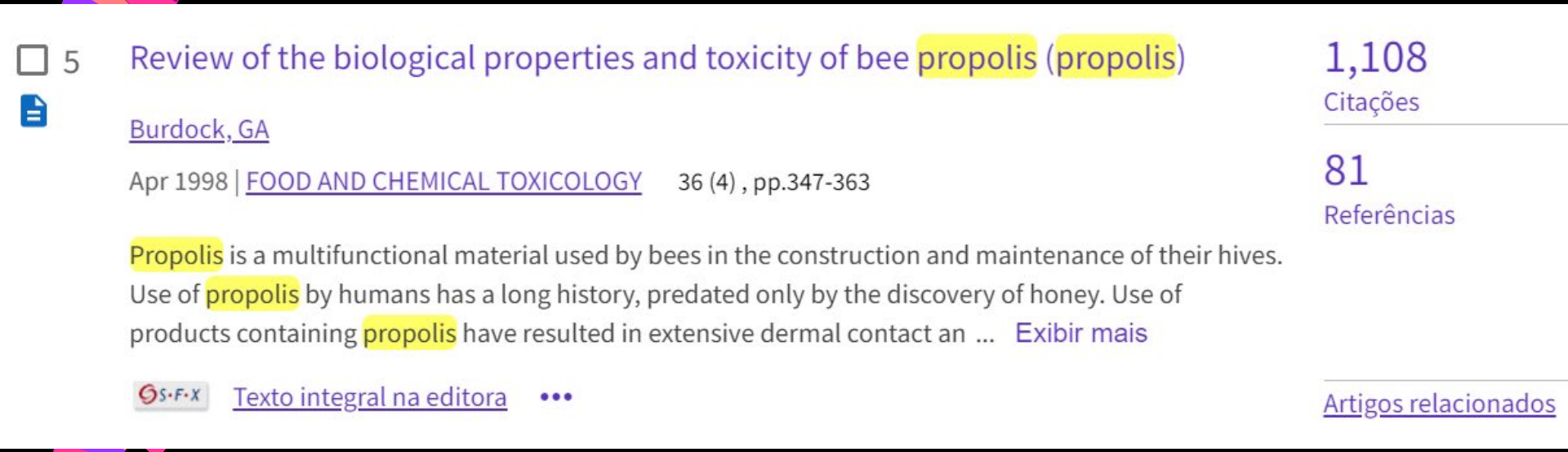
https://doi.org/10.1016/j.biopha.2021.111526

Cite your own work

- A sequence of papers about a given topic is useful
- Readers who find one paper interesting will find out about the others
- But also cite pertinent and highly cited papers of others – helps your paper appear
- Especially papers published in the journal you intend to submit to – potential referees

Look for highly cited related publications – include in ref. list

Check to see if still cited –
this one 23 times in 2023



5 Review of the biological properties and toxicity of bee propolis (propolis)

Burdock, GA

Apr 1998 | FOOD AND CHEMICAL TOXICOLOGY 36 (4) , pp.347-363

Propolis is a multifunctional material used by bees in the construction and maintenance of their hives. Use of propolis by humans has a long history, predated only by the discovery of honey. Use of products containing propolis have resulted in extensive dermal contact an ... Exibir mais

S·F·X Texto integral na editora •••

1,108
Citações

81
Referências

Artigos relacionados

Popular articles for the lay public

- Help get others interested
- Include links to your scientific publications
- Attract interest
- Use social media
- Site of the lab or area of study, include list of publications with links
- Readers accessing links to the journal counts points, making the pdf available by other means does not

https://www.researchgate.net/publication/353270994_Propolis_for_COVID-19

Summary of evidence that propolis can help reduce the impact of COVID-19.

Propolis:

1. Has antiviral properties.
2. Can potentially block attachment of the virus to host cells.
3. Improves the immune response against infections.
4. Can reduce exaggerated immune response that damages lungs and other organs.
5. Helps reduce the symptoms of comorbidities associated with high mortality rates in COVID-19 patients.
6. Is safe and inexpensive, and widely available (without a prescription) and can easily be consumed as an extract diluted in water, as a mouth spray or in capsules.
7. Was found to be safe and efficient in the treatment of kidney disease (a common problem in hospitalized COVID-19 patients).
8. Reduced symptoms and anticipated release from medical care in hospitalized COVID-19 patients in a clinical trial.

Why consider propolis as an option for treating COVID-19?

PROPOLIS FOR COVID-19

Andresa **Aparecida Berretta**[1],
Marcelo **Augusto Duarte Silveira**[2],
José **Manuel Cóndor Capcha**[3],
David **De Jong**[4]

substances. They manipulate these resins and plant parts, adding enzymes and other substances, such as beeswax, to produce propolis. Propolis protects the colony against invaders, creating a physical barrier that is chemically active. The inner surfaces of the hive are "painted" with propolis to help maintain a healthy home for the bees. Man discovered the properties of propolis long ago, a fact that is recorded in ancient cultures,

REFERENCES

1. Berretta AA, Nascimento AP, Bueno PC, Vaz MM, Marchetti JM. (2012). Propolis standardized extract (EPP-AF®), an innovative chemically and biologically reproducible pharmaceutical compound for treating wounds. *International Journal of Biological Sciences* 8: 512–521. **https://doi.org/10.7150/ijbs.3641** (Publication that explains the development of the standardized propolis extract used in the clinical trials for COVID-19 and chronic kidney disease).
2. Berretta AA, Silveira MAD, Cóndor Capcha JM, De Jong D. (2020). Propolis and its potential against SARS-CoV-2 infection mechanisms and COVID-19 disease: Running title: Propolis against SARS-CoV-2 infection and COVID-19. *Biomedicine & Pharmacotherapy* 131: 110622. **http://doi:10.1016/j.biopha.2020.110622**. (A revision with 256 references, demonstrating that propolis has potential as an adjunct treatment for COVID-19 – this article has been the most widely accessed on the Biomedicine & Pharmacotherapy journal site for five months)
3. Silveira M, Teles F, Berretta AA, Sanches TR, Rodrigues CE, Seguro AC, Andrade L. (2019). Effects of Brazilian green propolis on proteinuria and renal function in patients with chronic kidney disease: a randomized, double-blind, placebo-controlled trial. *BMC Nephrology* 20: 140. **https://doi.**

that used propolis to treat chronic kidney disease – it reduced proteinuria and improved liver function).

4. Silveira MAD, De Jong D, dos Santos Galvão EB, et al. Efficacy of propolis as an adjunct treatment for hospitalized COVID-19 patients: a randomized, controlled clinical trial. **https://www.medrxiv.org/content/10.1101/2021.01.08.20248932v1** (Results of a clinical trial of propolis – patients using propolis

Be generous with other authors and let them know about it

that used propolis to treat chronic kidney disease – it reduced proteinuria and improved liver function).

4. Silveira MAD, De Jong D, dos Santos Galvão EB, et al. Efficacy of propolis as an adjunct treatment for hospitalized COVID-19 patients: a randomized, controlled clinical trial. **https://www.medrxiv.org/content/10.1101/2021.01.08.20248932v1** (Results of a clinical trial of propolis – patients using propolis spent less time in the hospital and had less kidney damage, which is a common consequence of COVID-19).

Other recent publications that discuss propolis as a treatment option for COVID-19:

Bachevski D, Damevska K, Simeonovski V, Dimova M. (2020). Back to the basics: Propolis and COVID-19. *Dermatologic Therapy* 33: e13780. **https://doi.org/10.1111/dth.13780**

Fiorini, A. C., Scorza, C. A., de Almeida, A., Fonseca, M., Finsterer, J., Fonseca, F., Scorza, F. A. (2021). Antiviral activity of Brazilian Green Propolis extract against SARS-CoV-2 (Severe Acute Respiratory Syndrome - Coronavirus 2) infection: case report and review, *Clinics (Sao Paulo)* 76: e2357. **https://doi.org/10.6061/clinics/2021/e2357**.

Lima WG, Brito J. da Cruz Nizer WS. (2020). Bee products as a source of promising therapeutic and chemoprophylaxis strategies against COVID-19 (SARS-CoV-2). *Phytotherapy Research PTR*: 10.1002/ptr.6872. **https://doi.org/10.1002/ptr.6872**

Miryan M, Soleimani D, Dehghani L. *et al.* (2020). The effect of propolis supplementation on clinical symptoms in patients with coronavirus (COVID-19): A structured summary of a study protocol for a randomised controlled trial. *Trials* 21: 996. **https://doi.org/10.1186/s13063-020-04934-7**

Sahlan M, Irdiani R, Flamandita D, Aditama R, Alfarraj S, Ansari MJ, Khayrani AC, Pratami DK, Lischer K. (2021). Molecular interaction analysis of Sulawesi propolis compounds with SARS-CoV-2 main protease as preliminary study for COVID-19 drug discovery. *Journal of King Saud University - Science* 33: 101234. **https://doi.org/10.1016/j.jksus.2020.101234**

Scorza CA, Gonçalves VC, Scorza FA, Fiorini AC, de Almeida AG, Fonseca M, Finsterer J. (2020). Propolis and coronavirus disease 2019 (COVID-19): Lessons from nature. *Complementary Therapies in Clinical Practice* 41: 101227. **https://doi.org/10.1016/j.ctcp.2020.101227**

Priorities

- 1. Title – critical!
- 2. Abstract – lot of effort required here
- - ….
- 3. Where to publish – well indexed (IF)
- 4. Cite
- 5. Well written - language! - Good figures
- 6. Popular articles
- 7. Patience and persistence
- 8. Choose or make yours a hot topic