7.1 Turning your research into an article/poster

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Making a Poster:
Brainstorming Ideas for the Editorial Office

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Innovative solution to a common problem

A New Device to Prevent Aspiration or Swallowing of Implant Screwdrivers

Marc Appelbaum DDS

First published: 22 October 2018 | https://doi.org/10.1111/jopr.12982

The author denies any conflicts of interest related to this study.

Read the full text

An uncommon issue you dealt with and what you learned along the way

Multidisciplinary Approach for Full-Mouth Rehabilitation of an Adult Patient with Collapsed Occlusal Plane and Several Missing Teeth: A Clinical Report

Jieun Cheong DDS, Yu-Sun Hwang DDS, PhD, Bock-Yung Jung DDS, PhD

First published: 13 March 2018 | https://doi.org/10.1111/jopr.12778
Applying new tools to old problems

And since no one here is a prosthodontist . . .

Innovative solutions to a common problem
- Reviewer recognition/training/retention
- Recalcitrant AEs
- Getting authors to follow author guidelines

Uncommon issues
- Your journal is called out in Retraction Watch
- Social media post gone awry
- Ethics issue (authorship? plagiarism?)

Applying new tools
- Using new EEO upgrades to lower reviewer return times
- Implementing a common tool (i.e., Slack)
For the poster

Describe the problem you are solving
- Have you tried other solutions?

Detailed instructions
- Step by step
- Include screenshots as illustrations

Share failures (if any): what worked, what didn’t

Analyze results

How applicable to other journals

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From Research to Poster or Article: Guidelines and Resources

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Preparing Poster Presentations
Preparing Poster Presentations: Guidelines

• (Obtain the instructions, and follow them.)
• Consider the context, and therefore:
  – Design the poster for rapid understanding.
  – Realize that a poster is a largely visual medium.
  – Consider the poster basically an illustrated abstract.
• Choose a suitable overall design:
  – Columns
  – Ample white space
  – Large enough graphics
  – Not too much text (generally less than 1000 words)

Preparing Posters: Guidelines (cont)

• Craft a title that informs and attracts:
  – Well-focused
  – Maybe catchier than for a journal article
  – Not too long
  – Large enough (about 72 point type)
  – Not all capital letters
• Choose suitable graphics:
  – Engaging
  – Reflective of the main messages
  – Quick to understand (for example, graphs rather than tables)
  – (Also: remember to include captions and, if warranted, credit lines)
Preparing Posters: Guidelines (cont)

• Structure the text for easy reading:
  – IMRAD format (introduction, methods, results, and discussion)
  – Large enough body text (probably at least 24 point)
  – Unjustified right margin
  – Concise wording
  – Short paragraphs
  – Bulleted text for lists
• Include your contact information.
• Proofread the poster.
• Prepare oral presentations of various lengths.

Posters: Some Resources

• Designing Conference Posters
  (https://colinpurrington.com/tips/poster-design)
• “I Have the Abstract: How Do I Make It into a Poster?” by Michelle E. Stofa:
• “Creating Effective Poster Presentations: The Editor’s Role” by Devora Mitrany (Science Editor, 2005):
Writing Journal Articles

Writing Journal Articles: Guidelines on Process

• Identify your first-choice journal early.
• Obtain and follow the instructions to authors.
• Use similar articles in the journal as models.
• Draft sections in whatever order you prefer.
• Revise, revise, revise.
• Get feedback, and then revise more.
• View peer reviewers and journal editors as your allies.
Journal Articles: Usual Structure

**IMRAD**
- Introduction: What was the question?
- Methods: How did you try to answer it?
- Results: What did you find?
- Discussion: What does it mean?

( shaped like an hourglass )

Journal Articles: Section by Section

- Introduction
  - Provides background to help readers understand and appreciate the work
  - Identifies the research question(s) addressed
  - Moves from general to specific: overall importance of topic → some highlights of previous research → a gap in that research → the focus of your research
- Methods—describes the research in enough detail to
  - Evaluate the research
  - Assess the applicability of the research
  - Conduct similar research
Journal Articles: Section by Section (cont)

• Results
  – Digested findings, not lots of raw data
  – Presented in a logical order
  – Commonly supported by tables, figures, or both
  – Figures and tables should be understandable on own

• Discussion
  – Typically moves from narrow to broad
  – Should address the question(s) posed
  – Some items generally to include: relationship to previous research; implications and applications; limitations; conclusions

Writing Journal Articles: Some Resources

• How to Write, Publish, and Present in the Health Sciences by Thomas A. Lang (American College of Physicians, 2009)
• How to Write and Publish a Scientific Paper, 8th edition, by Barbara Gastel and Robert A. Day (Greenwood Press, 2016)
• “Preparing the Four Main Parts of a Scientific Paper: Concise Advice” by Barbara Gastel: http://www.authoraid.info/en/resources/details/1322/
• Selected other items in the AuthorAID resource library (http://www.authoraid.info/en/resources/)
Writing Magazine Articles

Writing Magazine Articles: Some Tips

• Obtain and follow the magazine’s guidelines.
• Analyze the magazine, and reverse engineer some articles in it.
• Submit a query letter (article proposal):
  – Helps make efficient use of your time
  – Lets the editor help shape the article from the start
• Gear the article to the magazine and its readers.
• If relevant, keep the visual aspect in mind.
• Revise, revise, revise.
• Be amenable to revising after submission.
Writing Magazine Articles: Some Resources

• Articles in Writer’s Digest
• Magazine-writing books from Writer’s Digest
• Other books on magazine writing
• Writer’s Market

Wishing you all the best!

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...in conclusion, therefore, and hence... 

Finding your research voice: writing with style

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Good writing is:
• Concise.
• Clear.
• Comprehensive. or Consistent. or Creative.
• CREATIVE?

• Avoiding clichés
• Starting strong
• Emphasizing
• Organizing
• Ending stronger
• Making an impression
Concise: giving a lot of information clearly and in a few words; brief but comprehensive.

Clear: easy to perceive, understand, or interpret.

Ex. *I am going to make my research more interesting to read. People who read my research will find my research very interesting and worthy of their time. My research will make life better for people all over the world.*

(39 words)

I will present my research creatively, and my readers will find it compelling. The information will positively impact people everywhere.

(20 words)
Mark Twain said: “Anybody can have ideas—the difficulty is to express them without squandering a quire of paper on an idea that ought to be reduced to one glittering paragraph.”

Creatively speaking...

The ‘word’ choice is yours.
Keep it real.

Intro and outro.
Just don’t hurt yourself.

Clichés.
You say it best.

Take risks.
But don’t jeopardize your credibility.

Organization.
Not only for small spaces.
Know your enemy, er, editor

If you don’t like my changes
I can always edit your face

Questions??

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