



香港中文大學醫學院
Faculty of Medicine
The Chinese University of Hong Kong



Seminar by *Nature*

Date: 24 March 2016 (Thursday)

Time: 11:00 am – 12:00 noon

Venue: Room 301, 3/F, Li Ka Shing Medical Sciences Building,
Prince of Wales Hospital,
Shatin, New Territories

Dr Nick Campbell

Executive Editor, *Nature*

Greater China Head of Nature Publishing Group



Dr Nick Campbell will talk about 3 different topics during his seminar as follows:

Session 1: From Open Access to Open Research

The Open Access movement began with the belief that the fruits of research should be available to all. Its aspirations have now grown, with calls on scientists to open up all aspects of their research. Premier Li Keqiang recently declared that, “Open access to scientific knowledge and the nurturing of next generation researchers are what are needed nowadays and fit well with our future direction.” In this talk, Dr Campbell will cover some of the recent developments in open access publishing and the global trend towards making science more open. He will discuss some of the things that motivate researchers to publish their work open access – from the altruistic to the selfish. And he will also describe some of the things that the Nature Publishing Group is doing to help scientists distribute their papers – and even their data – to the widest audience possible.

Session 2: How to get published in *Nature* (and its sister journals)

So, scientists have discovered something extraordinary and want to tell the world about it. And so scientists want to publish their discovery in a *Nature* journal. But which one should they choose? Indeed, why has *Nature* spawned so many new titles? What is *Nature Communications*, and what is it trying to do that other *Nature* journal don't do already? And what is Open Access? In this talk, Dr Campbell will try to answer these and any other questions the scientists have about getting published in a *Nature* journal. He will also cover: what *Nature* looks for in the papers that considers for publication; the mechanics of how submissions are handled; how to decide if the scientists' paper could be for *Nature*; how to prepare a submission; and what to do when scientists think *Nature* (or *Nature's* referees) have got a decision wrong. And, of course, what is *Nature* looking for in China?

Session 3: The Only Way Is Ethics: How to build a reputation and KEEP it!

The financial and moral support for science by government and by the public relies on trust. Scandals involving high-profile scientists and high-profile scientific results have strained that trust. Worse still, attempts to verify the published findings of fifty-three papers deemed to be landmarks in the field of cancer research found that the results of only six could be confirmed. And so it is vital that researchers do more to strengthen the scientific record and to restore the public's faith in science. In this talk, Dr Campbell will describe some of the common pitfalls that researchers fall into when it comes to writing scientific papers – including self-plagiarism, inappropriate image manipulation, incorrect citation – and how to avoid them. He will discuss the efforts that *Nature* and others are making to try to improve the reproducibility of published research. And he will also present one way in which scientists can improve *Nature's* confidence in published research and get credit for unpublished work by sharing data of scientists.

Registration: <https://webapp.itsc.cuhk.edu.hk/ras/restricted/event?id=1503>

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