

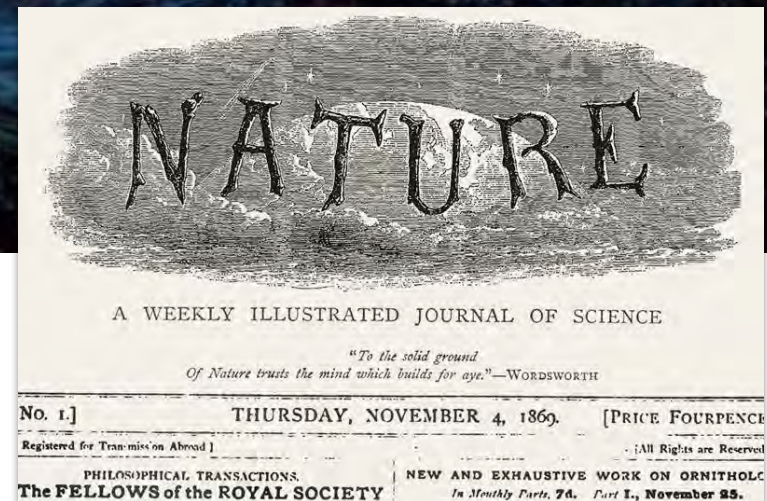
# 150 years of *Nature*

A century and a half of research and discovery.

LIFE  
SCIENCES

CLINICAL  
MEDICINE

PHYSICAL  
SCIENCES



# Our Readers

**nature**  
research

 Springer

 **BMC**

**SCIENTIFIC  
AMERICAN**

## WE HAVE

3,000+ JOURNALS\*

7 MILLION+ ARTICLES\*



## OUR MONTHLY ONLINE REACH

128 MILLION PAGE VIEWS\*\*

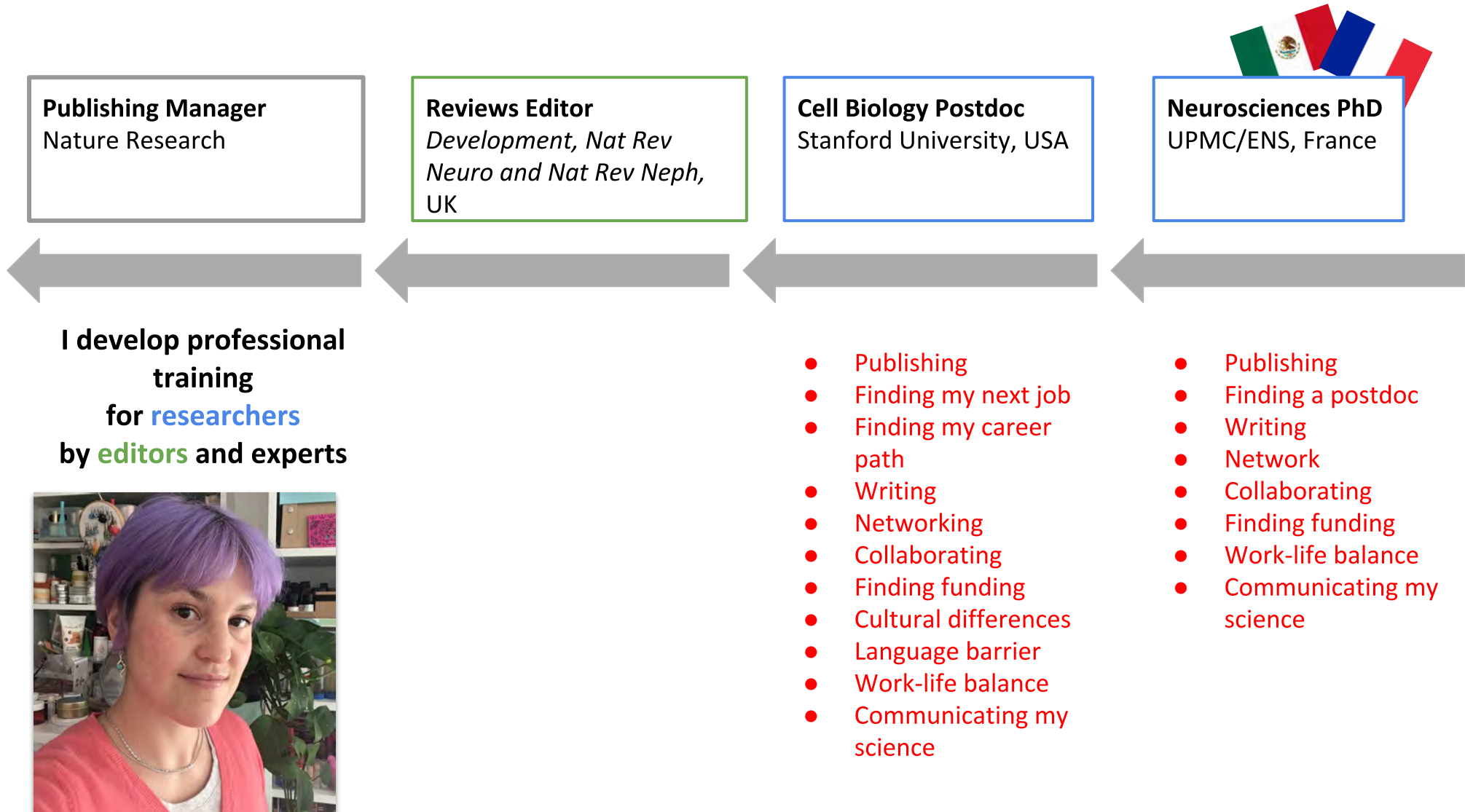
35.4 MILLION USERS\*\*\*

71.2 MILLION SESSIONS\*\*



\*Publisher Data 2018 | \*\*Google Analytics, January-June 2018 | \*\*\*These figures are a combined total of users of nature.com, link.springer.com, scientificamerican.com, natureasia.com, and biomedcentral.com. (January-June 2018) | \*EU R&D Scoreboard 2016, Publisher Data 2018 | †Reader Survey 2017; Places of Work and Key Job Titles data include select categories only.

# From the PhD bench to publishing and online learning



## Most researchers face similar challenges!

According to the *2019 Nature PhD Survey* of >6,000 researchers:

- **79%** are concerned about the **uncertainty of job and career prospects**
- **68%** are concerned about the **difficulty of getting funding** and the **low success rates** of grant applications

Career

Funding

Writing

Publishing

According to the *2015 NPG Author Pain Points Survey* of >1,500 researchers:

- **50%** find writing a paper difficult or very difficult
- **45%** find understanding how to revise their papers after peer review difficult or very difficult

## Most researchers similar challenges!

According to the *2018 Editage Authors Perspectives Survey* of >6,000 researchers:

- **76%** find preparing a manuscript for an international English-language journal moderately, very or extremely difficult
- **49%** find sending inquiries to an editor moderately, very or extremely difficult

Writing

Publishing

According to a Nature Research 2018 survey of 7,000 researchers

- almost **50%** find organizing data a challenge
- **one third** didn't know where to share data
- **30%** admitted to having lost data

Data management

Scientific communication

According to the *2015 NPG Author Insights Survey* of >21,000 researchers:

- **65%** find it difficult to explain their research to researchers working outside their field

# Nature Research Services: a researcher-centric approach

We focus on understanding the training needs of universities and researchers and develop products and services accordingly

Effective Collaboration  
in Research

Take our survey on researcher training needs as viewed by research managers!

[https://springernature.eu.qualtrics.com/jfe/form/SV\\_d6yZkqiNTBluCuz](https://springernature.eu.qualtrics.com/jfe/form/SV_d6yZkqiNTBluCuz)

Career  
management

Networking

Build a  
reputation

Research Leadership



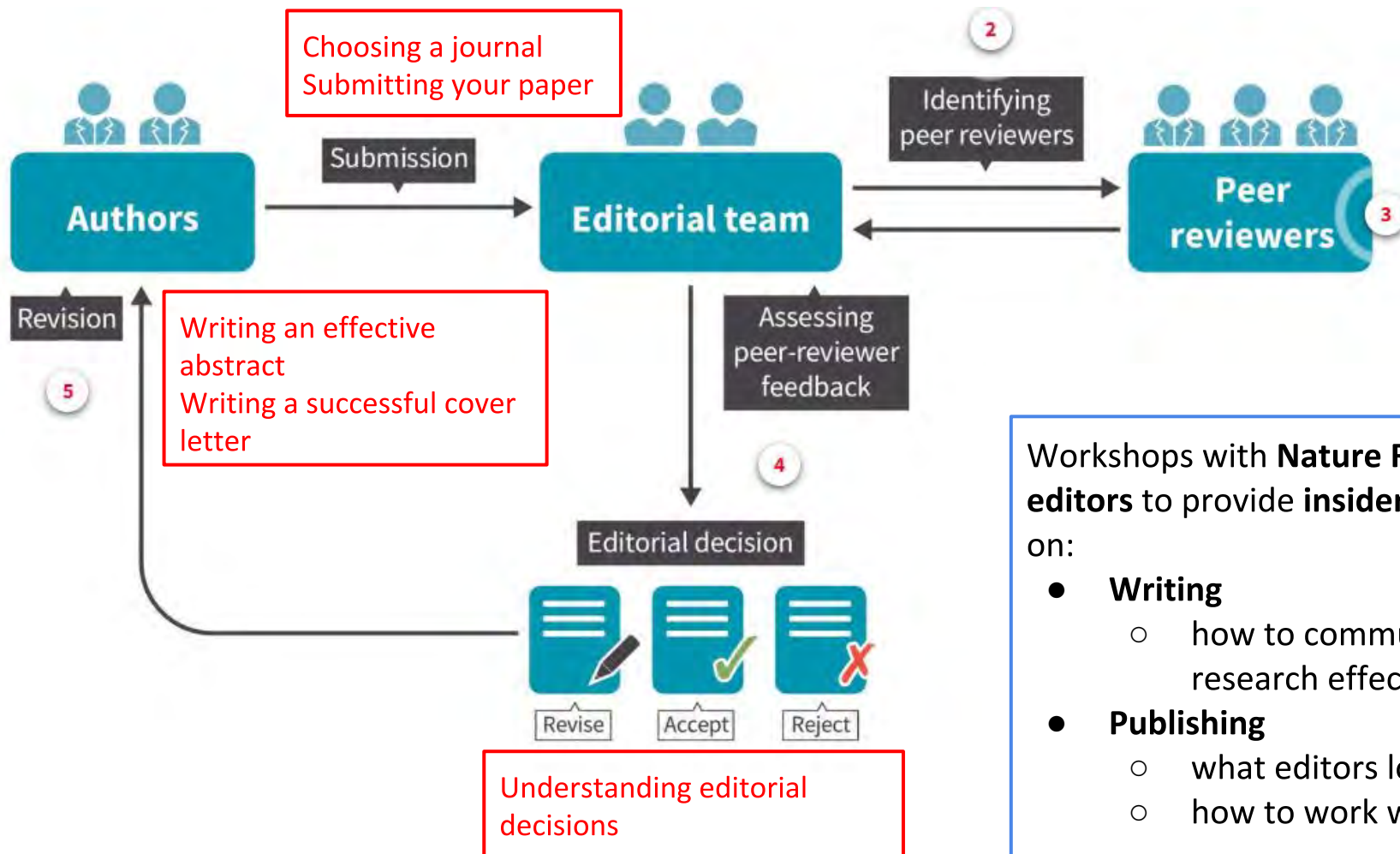
Evaluate  
results

Data curation,  
management and  
presentation

Healthy  
lab

Research Integrity

# Scientific Writing and Publishing - Pain points



Workshops with **Nature Research editors** to provide **insider information** on:

- **Writing**
  - how to communicate your research effectively
- **Publishing**
  - what editors look for
  - how to work with them

# nature MASTERCLASSES

- Delivered by *Nature* journal editors
- Researchers learn how to write, publish and collaborate in research

## 1- or 2-day workshops



Hosted on-site at institutions, presented by two journal editors, for up to 30 researchers

## Online training courses

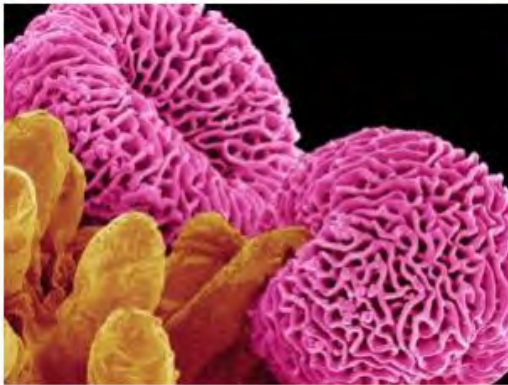


Subscriptions available institution-wide and to departments

**Also available:** Free course on peer review

# Scientific Writing and Publishing online course

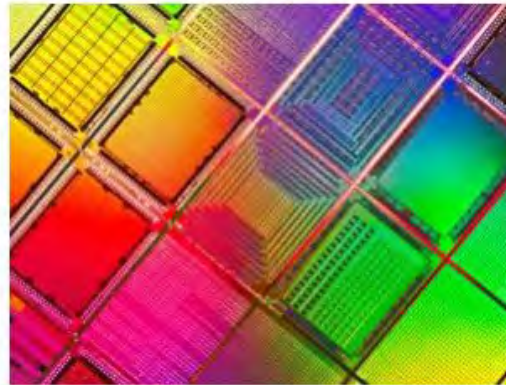
## Early-career researchers



### Part 1: Writing a Research Paper

#### Modules

1. What makes a great paper?
2. Elements of writing style
3. Titles and abstracts
4. From introduction to conclusion
5. Data management
6. Data presentation



### Part 2: Publishing a Research Paper

#### Modules

1. Authorship and authors' responsibilities
2. Selecting a journal for publication
3. Submitting your paper
4. Understanding peer review
5. Journal decisions
6. The editorial process
7. Measuring impact
8. Plagiarism and other ethical issues

## Early and mid-career researchers



### Part 3: Writing and Publishing a Review Paper

#### Module

1. Writing and publishing a review paper

# Effective Collaboration in Research online course

## Inexperienced collaborators



### Part 1: Introducing collaboration

#### Modules

1. Why collaborate?



### Part 2: Participating in a collaboration

#### Modules

1. Being an effective collaborator

## Experienced collaborators



### Part 3: Leading a collaboration

#### Modules

1. Initiating and leading a collaboration
2. Running and troubleshooting a collaboration
3. Outputs and next steps

**Plus 2 new  
courses  
coming in  
2020!**

# natureresearch ACADEMIES

- Workshops delivered by expert trainers
- Hosted on-site at institutions globally, for up to 250 researchers

## Workshops in...

- 'Getting published'
  - 'How to be an effective peer reviewer'
  - 'Journal editing'
  - 'Science communication'
  - 'Applying for research positions'
- & many more



## Case study: University College London



- Has an institution-wide online subscription to *Nature Masterclasses*
- Also included Nature Research Academies into their annual training package for 60 postdocs and researchers
- 2 two-day Nature Research Academies focusing on academic writing and publishing
- 55% from life sciences, 30% from physical sciences & engineering, the remaining were from clinical sciences, social science and computer sciences
- ***91% strongly agreed that they could apply what they have learnt to their work***
- ***98% strongly agreed or agreed that they feel more confident writing and submitting manuscripts after attending this workshop***

# **nature**research

## EDITING SERVICE

For all researchers, regardless of where they publish

### English Language Editing



Corrects language errors and rephrases sentences to help your researchers write like native English speakers

### Scientific Editing



Reviews all aspects of manuscripts to help your researchers get the best out of their research

## Communicate your science with Nature Research

Nature Research has a wealth of experience working with institutions to help support the communication of science to our international audience.

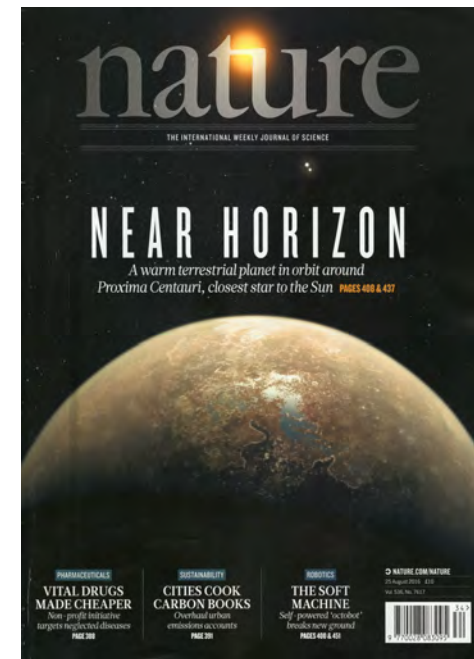
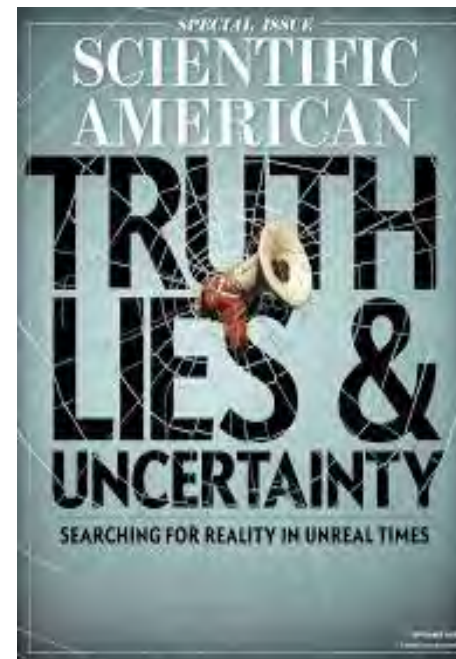
You can promote content to our global audiences, using *Nature*, [nature.com](https://www.nature.com), *Scientific American* and [scientificamerican.com](https://www.scientificamerican.com) accumulating in **over 20 million** users each month.

### Custom Media

Partner-branded with full control over the content, delivered in many different formats including branded content (immersive articles), animations, videos and supplements

### Sponsored Projects

*Nature*-branded supplements or projects – independently produced with financial support from the partner institution



## Visit the Nature Research stand

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