

Developing an outline for a master and PhD thesis proposal

Presented by
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About Me

- [Park, Claire Su-Yeon.](#), ABD, RN, Nursing Decision Scientist
- CEO, [Center for Econometric Optimization in the Nursing Workforce](#): Pinpointing the Best Optimal Safe Staffing Levels maximizing Quality-Cost in the Continuum of Changes
- Editor-in-Chief, Nursing Decision Science in collaboration with Springer Nature, BMC Central Ltd. (in progress)
- 16 sole/first/corresponding authored publications & 12 SCI-indexed publications
- Peer Reviewer in 6 medicine/nursing journals: Medical Decision Making, Journal of Advanced Nursing (top 5%) and Nurse Education Today (top 8%)
- Translator for Korean poet [Seok-Nam Jang](#)'s Lyric Poems/Prose in collaboration with American Poet [Paulette E. Guerin \(Bane\)](#), MA, MFA
- Translator at Cactus Communications: Translating textbooks for nursing students from English to Korean

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A Brief Snapshot of Editage

EDITAGE™ – the flagship brand of Cactus Communications

Editage is one of the world's largest provider of specialist English-language editing and publication support services to researchers, publishers, institutions, libraries, and corporations worldwide.



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Vision: We are **Trusted Advisors** who help make research more accessible, accelerating global science and human development, through a combination of **Inspired People** and **Great Technology**

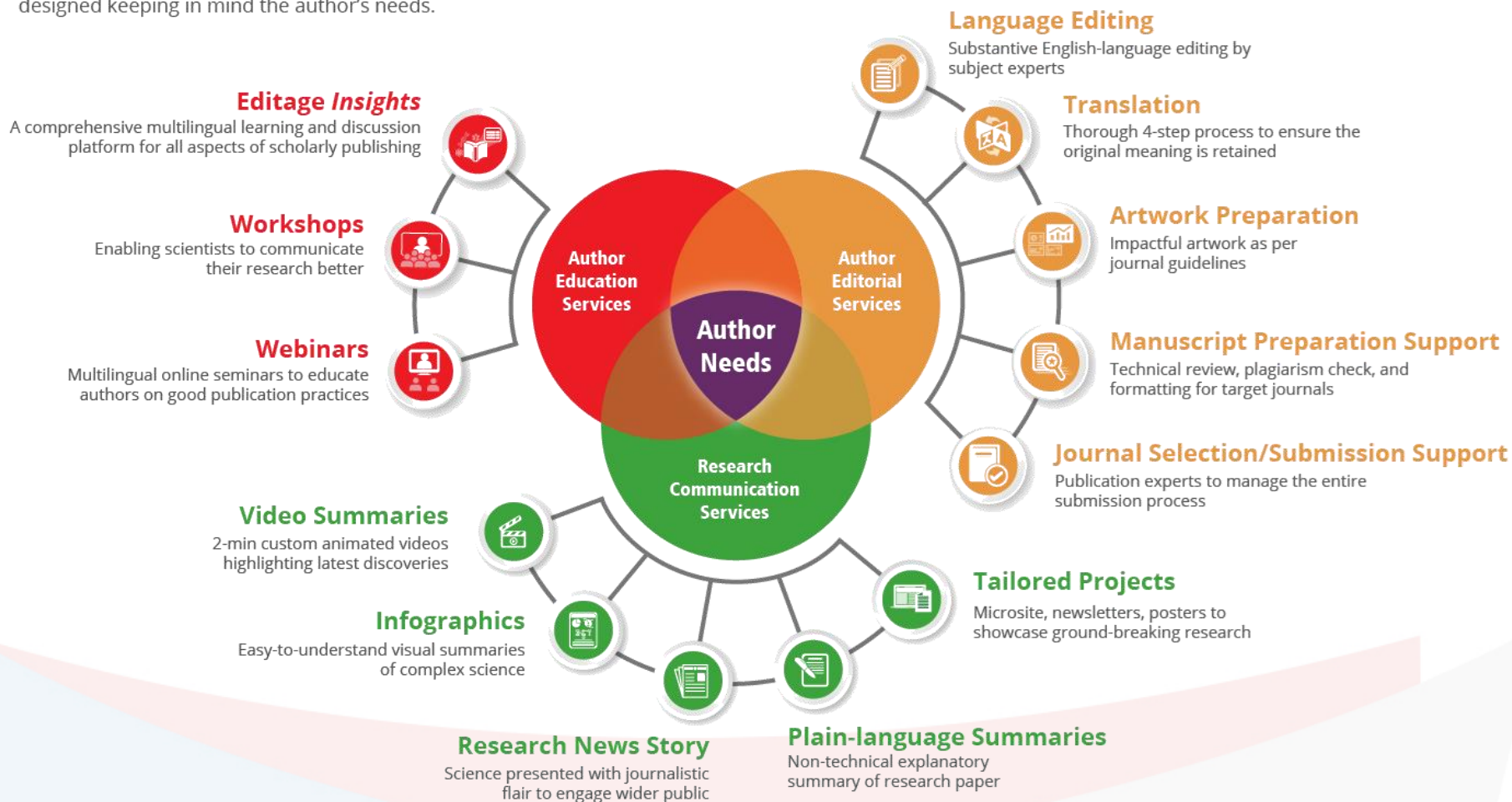


- **ISO-certified** processes and information security management systems system
- **106 BELS and 8 CMPP-certified** writers/editors in-house

The Editage Ecosystem of Services

AUTHOR NEEDS

Authors have been at the core of our DNA, and all our services are designed keeping in mind the author's needs.



Prologue

- **Which is your PhD/Master track?**
- **Traditional Dissertation vs Publication**
- **Which is preferred? Why?**

Prologue

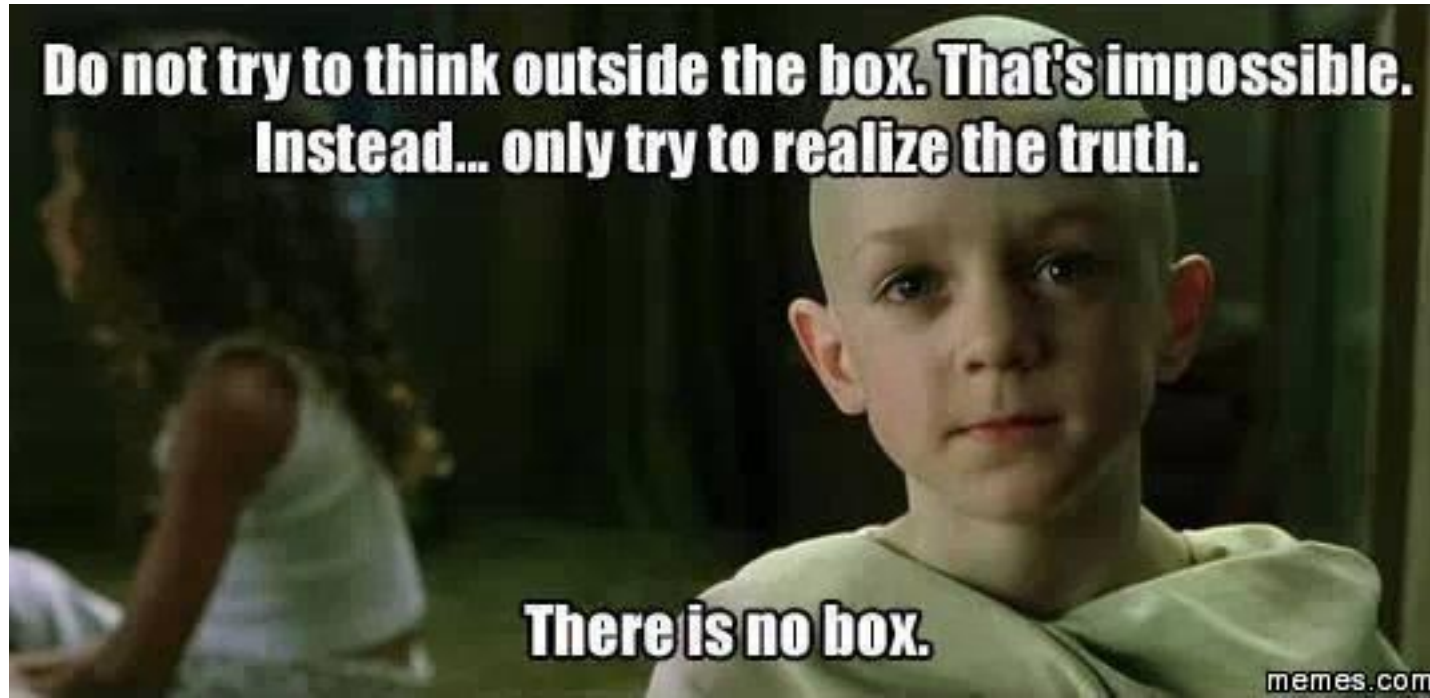
- **What is the most important?**
- **Originality vs Creativity → Novelty & Significance**
- **For master students, originality is enough**
- **For doctoral students, creativity is required**

Prologue



- For master students, originality is enough

Prologue



- For doctoral students, creativity is required

Workshop outline

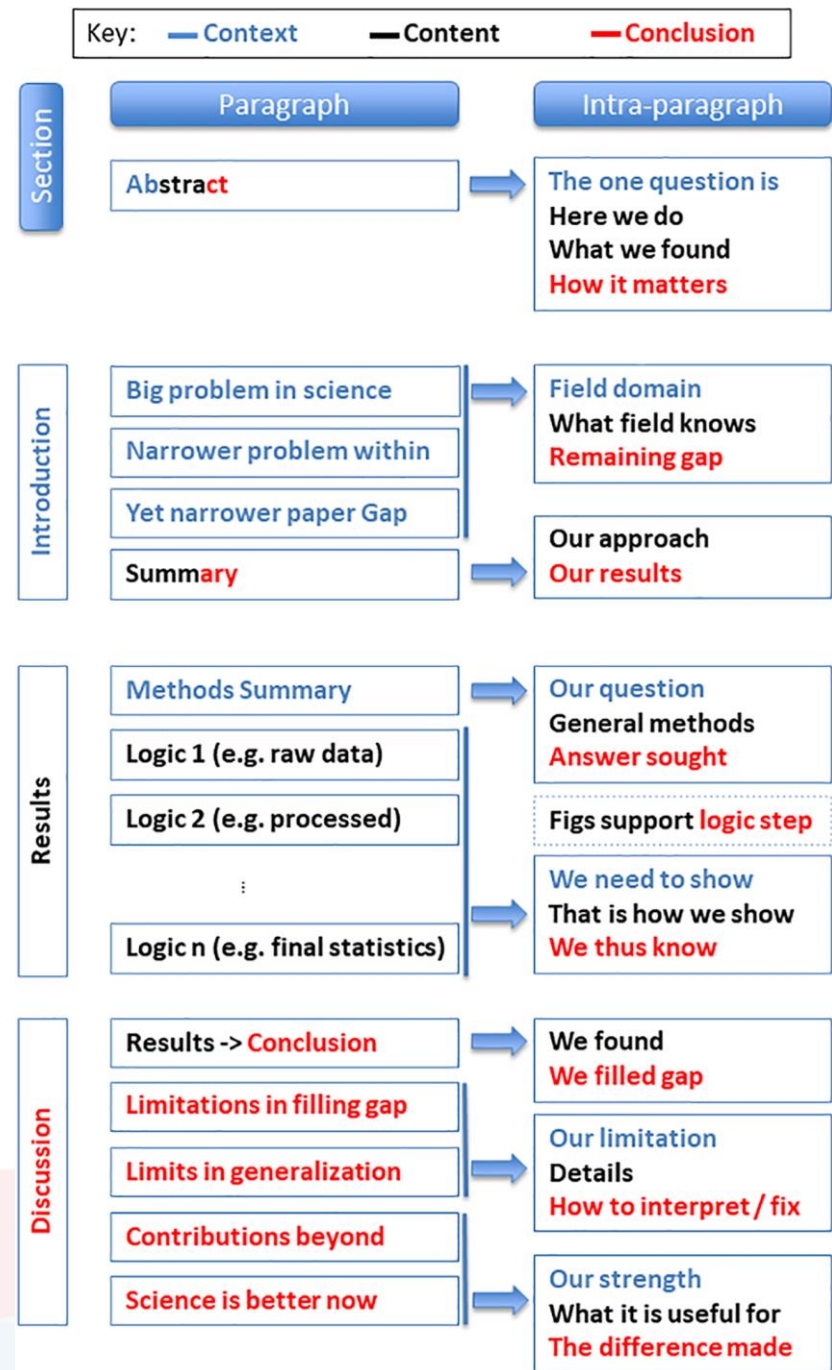
- Mensh B, Kording K. (2017). Ten simple rules for structuring papers. *PLoS Computational Biology*, 13(9): e1005619. <https://doi.org/10.1371/journal.pcbi.1005619>
- SCI, IF 4.358, High Quality Peer-reviewed Open Access Journal
- The **editors** want to make sure that the paper is significant, and the **reviewers** want to determine whether the conclusions are justified by the results.
- The **readers** want to quickly understand the conceptual conclusions of the paper before deciding whether to dig into the details.

Ten simple rules for structuring papers

Workshop outline

Fig 1. Summary of a paper's structural elements at three spatial scales: Across sections, across paragraphs, and within paragraphs.

<https://doi.org/10.1371/journal.pcbi.1005619.g001>



Workshop outline

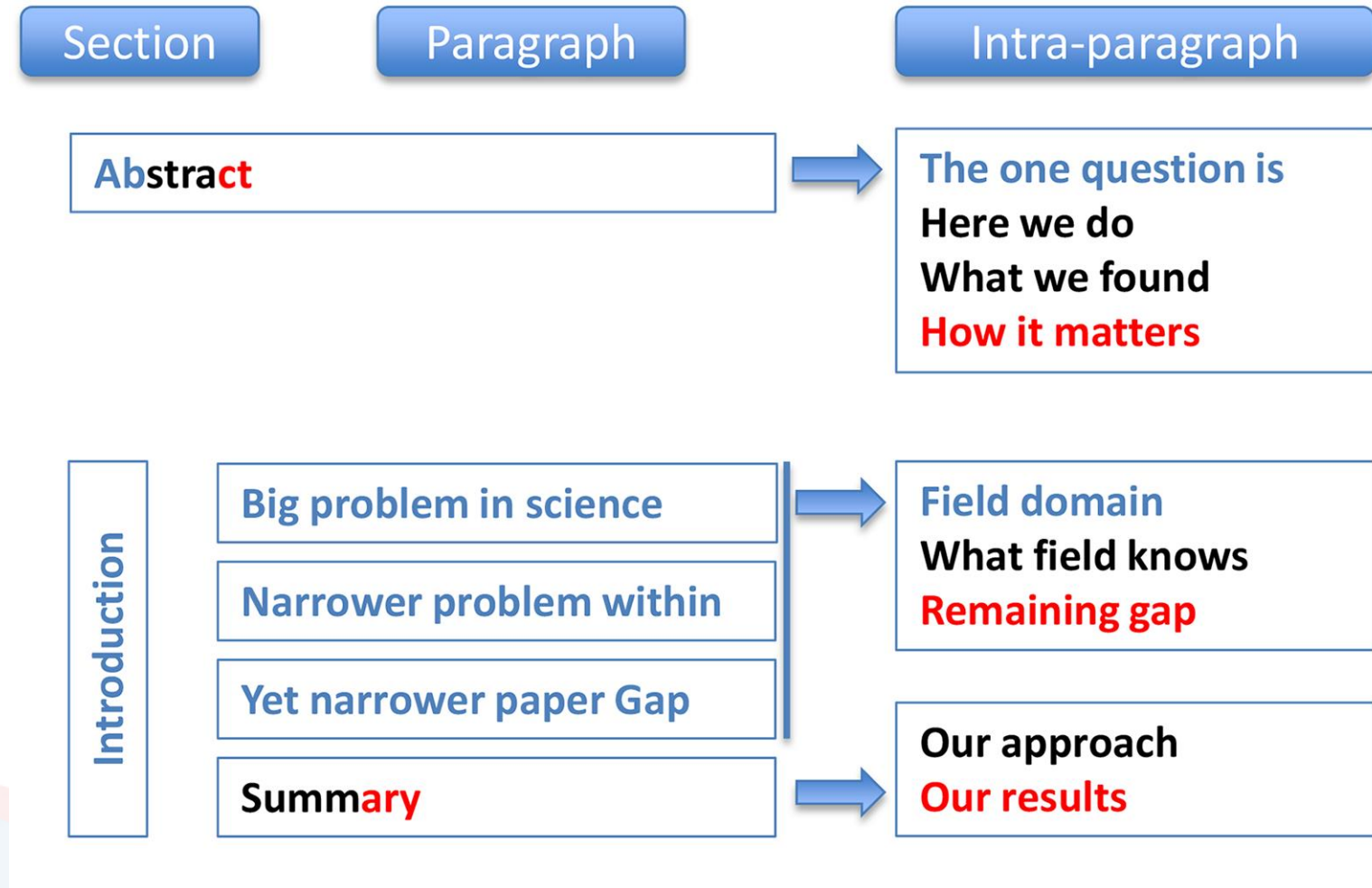


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Workshop outline

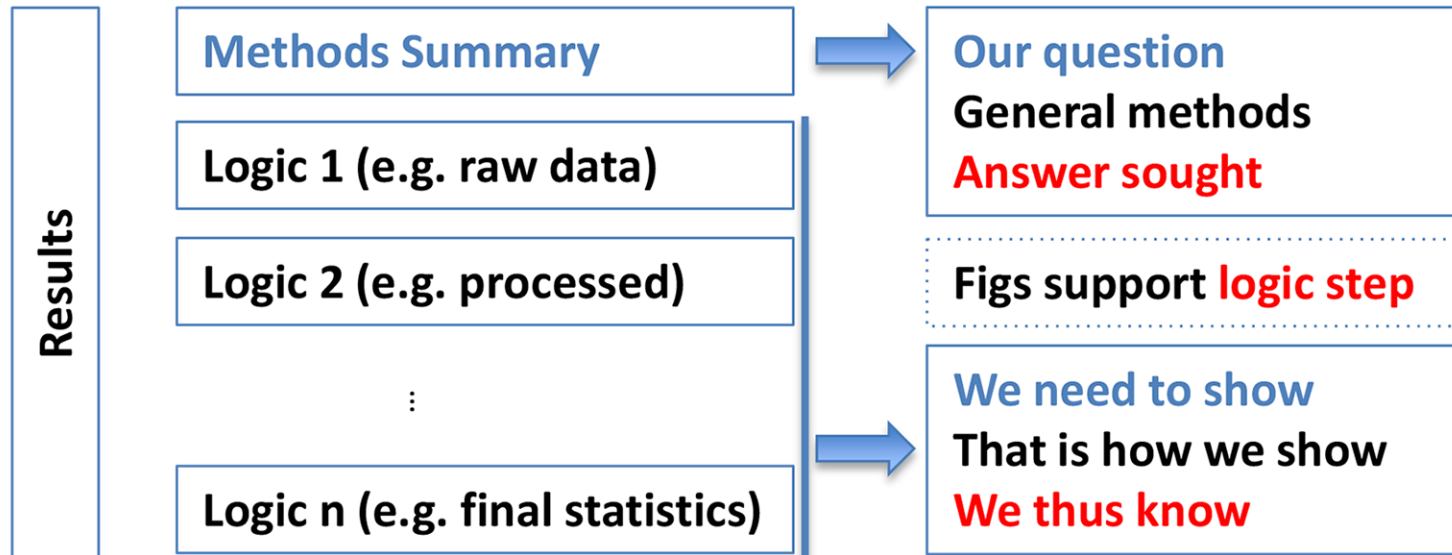


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Workshop outline

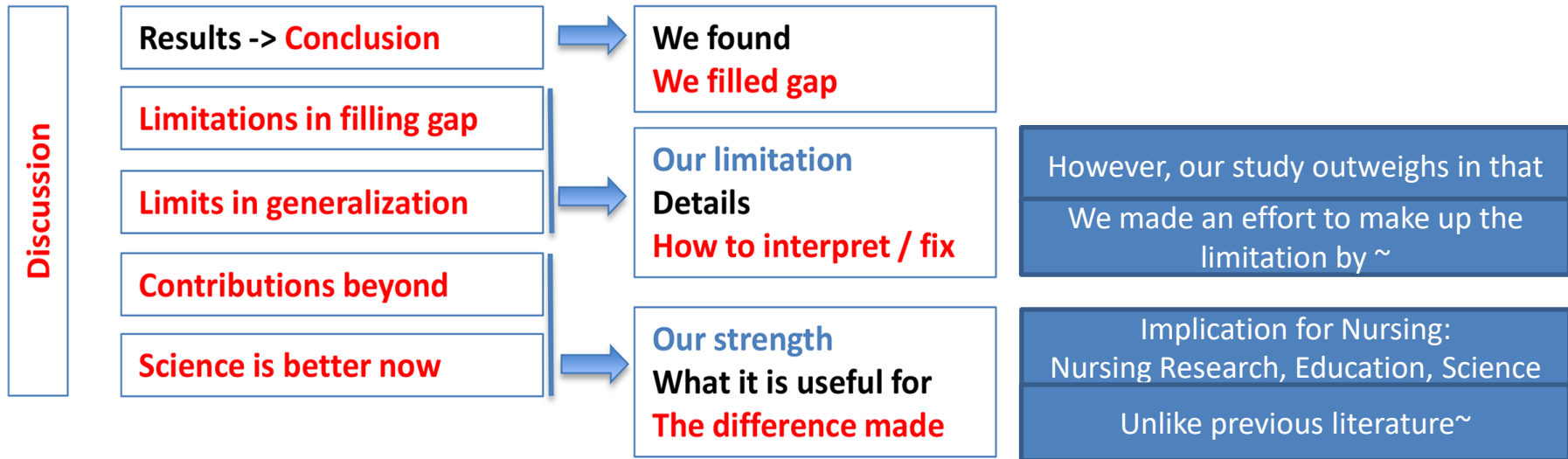


Fig 1. Summary of a paper's structural elements at three spatial scales: Across sections, across paragraphs, and within paragraphs.
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Workshop outline

Rule	Sign it is violated
1: Focus on one big idea	Readers cannot give 1-sentence summary.
2: Write for naive humans	Readers do not “get” the paper.
3: Use context, content, conclusion structure	Readers ask why something matters or what it means.
4: Optimize logical flow	Readers stumble on a small section of the text.
5: Abstract: Compact summary of paper	Readers cannot give the “elevator pitch” of your work after reading it.
6: Introduction: Why the paper matters	Readers show little interest in the paper.
7: Results: Why the conclusion is justified	Readers do not agree with your conclusion.
8: Discussion: Preempt criticism, give future impact	Readers are left with unanswered criticisms and/or questions on their mind.
9: Allocate time wisely	Readers struggle to understand your central contribution despite your having worked hard.
10: Iterate the story	The paper’s contribution is rejected by test readers, editors, or reviewers.

<https://doi.org/10.1371/journal.pcbi.1005619.t001>

Rule 1: Focus your paper on a central contribution, which you communicate in the title.



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- **Focus on a single message**
- Papers that simultaneously focus on multiple contributions tend to be less convincing about each and are therefore less memorable.

Rule 1: Focus your paper on a central contribution, which you communicate in the title.

- **The most important element of a paper is the title.**
- Not only transmits the paper's central contribution but can also serve as a constant reminder to focus the text on transmitting that idea.

Rule 1: Focus your paper on a central contribution, which you communicate in the title.

- The “one contribution” that is multifaceted.
- As **simple, optimal, balanced** as possible

Rule 1: Focus your paper on a central contribution, which you communicate in the title.

Tips for a Terrific Title

Always write a clever — but not overly cute — title that includes:

- o Your topic
- o The author
- o The text's title

For your title, consider...

- o **Alliteration** (repeated first sounds in a series of words:
- o **Consonance** (repeated consonant sounds *dark, deep, dread*)
- o **Assonance** (repeated vowel sounds : *fleet, sheep, sweep, geek*)
- o **Oxymoron** (putting two contradictory words together)
- o **Irony**
- o **Metaphor**
- o **Simile**

An Example...

- o **Prejudice, Paternalism, and Pride** in Shakespeare's The Merchant of Venice

Image retrieved from <http://slideplayer.com/slide/7687969>

Rule 1: Focus your paper on a central contribution, which you communicate in the title.

LANCET

- Implementation and aspiration gaps: Whose view counts?
- Balancing the benefits and risks of choice
- Act now: A call to action for gender equality in global health
- Quality maternity care for every woman, everywhere: A call to action
- Maternal health: Time for a radical reappraisal
- Diversity and divergence: The dynamic burden of poor maternal health
- Beyond too little, too late and too much, too soon: A pathway towards evidence-based, respectful maternity care worldwide
- The scale, scope, coverage, and capability of childbirth care
- Quality, equity, and dignity for women and babies

Rule 1: Focus your paper on a central contribution, which you communicate in the title.

- Please mainly refer to the titles of the top journals in your area (NEJM, Lancet, Value in Health, Journal of Advanced Nursing)
- Table of Content (TOC) service

Rule 1: Focus your paper on a central contribution, which you communicate in the title.

Letchford et al.
(2015)

- (1) **논문 제목이 짧을수록** 더 많이 인용된다. 고급학술지일수록 논문 제목의 길이에 제한을 둔다.
High-impact journals might restrict the length of their papers' titles to do receive greater numbers of citations.
(The advantage of short paper titles, written by Letchford et al. (2015): Retrieved from <http://rsos.royalsocietypublishing.org/content/2/8/150266>)
- (2) **초록이 짧을수록** 더 많이 인용된다
Journals which publish papers with shorter abstracts tend to receive more citations per paper.
(The advantage of simple paper abstracts, written by Letchford et al. (2015): Retrieved from <http://www.sciencedirect.com/science/article/pii/S1751157715300766>)
- (3) 자주 사용되는 용어 (**Familiar Words**)로 쓰인 초록이 더 많이 인용된다
Journals which publish abstracts with more frequently used words tend to receive slightly more citations per paper.
(The advantage of simple paper abstracts, written by Letchford et al. (2015): Retrieved from <http://www.sciencedirect.com/science/article/pii/S1751157715300766>)
- (4) 단어의 반복 사용은 인용 횟수를 단지 0.7% 올리는데 불과하다
Doubling the word frequency of an abstract may increase citations by only 0.7%.
(The advantage of simple paper abstracts, written by Letchford et al. (2015): Retrieved from <http://www.sciencedirect.com/science/article/pii/S1751157715300766>)
([Papers with simpler abstracts are cited more, study suggests](#): Retrieved from <http://retractionwatch.com/2016/03/10/papers-with-simpler-abstracts-are-cited-more-study-suggests/>)
- (5) 초록에 5글자 단어를 추가할수록 인용횟수가 감소한다 (예. "Sorry")
Adding a five-letter word to an abstract reduced citation counts by 0.02%.
(The advantage of simple paper abstracts, written by Letchford et al. (2015): Retrieved from <http://www.sciencedirect.com/science/article/pii/S1751157715300766>)
([Papers with simpler abstracts are cited more, study suggests](#): Retrieved from <http://retractionwatch.com/2016/03/10/papers-with-simpler-abstracts-are-cited-more-study-suggests/>)

Rule 1: Focus your paper on a central contribution, which you communicate in the title.

My Tips

가능한 IF가 높은 탑 저널에 논문을 내세요. 이걸 No. 0 Rule 입니다.

- (1) **논문의 제목은 "짧고 호소력 있게"** 작성하세요.
독자입장에서 호기심을 불러일으키는 제목 이어야 합니다.
- (2) **초록은 가능한 "짧고 명료하게"** 작성하세요.
저널마다 초록 길이에 대한 규정이 있습니다.
- (3) 가능한 **"Technical Language은 적게"** 포함하도록 하세요.
독자들은 그러한 technical language에 별로 관심이 없습니다.
- (4) **여러분의 연구정체성을 대변하는 "독특한 단어"는 꼭 포함하세요.**
"Novelty"나 "Significance"라는 단어를 사용하여, 연구결과에서 해당 연구결과의 essence를 그 "독특한 단어"와 연관 지어 서술적으로 설명하세요 (연구결과). 예. Nursing Decision Science
- (5) **그 "독특한 단어"에 대한 긍정적이고, 능동적이며, 쉽게 연상되는 서술 (statement)를 하세요** (함의점).
독자로 하여금 여러분이 사용한 그 "독특한 단어"의 의미를 쉽고 빠르게 이해할 수 있도록 돕기 위함입니다.

Rule 1: Focus your paper on a central contribution, which you communicate in the title.

My Tips

논문 제목과 초록을 읽고 나서, 독자의 머리 속에
"이 연구는 왜 했고, 결과는 어떠했으며, 함의점은 무엇이구나"라는 것이 한 문장으로 정리되도록
해야 합니다.

한걸음 더 나아가
독자의 기억 속에 여러분만의 "독특한 단어"를 (전략적으로) 남기세요.

시간이 지나면 해당 초록의 내용은 생각이 나지 않아요.
저자도 아주 유명한 사람이 아니면 기억이 나지 않죠.

하지만 "독특한 단어"는 남습니다.
독자의 뇌리 속에는 생경한 단어였고, 그것을 이해하기위한 노력을 했기 때문에, 그 흔적이 남는
거예요.

이는 여러분의 논문에 재방문율을 높이게 됩니다.
아울러 그 "독특한 단어"를 키워드로 데이터베이스에서 검색하도록 이끌죠.
그러면 독자들은 여러분의 연구 목록 앞에 자발적으로 스스로를 노출하게 되는 셈이 됩니다.

Rule 2: Write for flesh-and-blood human beings who do not know your work



Rule 2: Write for flesh-and-blood human beings who do not know your work

- **For a naïve reader** who must first be made to care about the problem you are addressing (see Rule 6)
- Readers want to understand your answer **with minimal effort.**
- Define technical terms clearly
- Avoid abbreviations (가올?) and acronyms (AIDS)
- People have working memory constraints: they can only remember a small number of items and are better at remembering the beginning and the end of a list than the middle. → 처음과 끝을 잘 써라. 핵심 포인트 대략 3개.
- 제목 → 초록 → 연구목적 → 연구결과 → 논의 → 서론
(첫 문장 대박 중요. 최신 논문 인용 필수)

Rule 3: Stick to the **context-content-conclusion** (C-C-C) scheme



Rule 3: Stick to the **context-content-conclusion** (C-C-C) scheme

- “Why was I told that?” (if the context is missing)
- “So what?” (if the conclusion is missing)
- Introduction sets the context, the results are the content, and the discussion brings home the conclusion: The first sentence defines the topic or context, the body hosts the novel content put forth for the reader’s consideration, and the last sentence provides the conclusion to be remembered.
- The readers just care about the ultimate claim and the logic supporting it (see Rule 7).

Rule 4: Optimize your logical flow by avoiding zig-zag and using parallelism



Rule 4: Optimize your logical flow by avoiding zig-zag and using parallelism

- **Avoiding zig-zag:** Similar ideas → one immediately after the other
- **Using parallelism:** Using the same word to refer to the same concept
 - 1) Multiple times ? – No problem.
 - 2) First, Second, Third, ...

Rule 5: Tell a complete story in the abstract



Rule 5: Tell a complete story in the abstract

- **Convey the entire message of the paper effectively using CCC**
- **Context:** The first sentence introduces
 - 1) the research setting
 - 2) what is missing in the literature (i.e., the specific gap)
 - 3) why that matters
- **Content:**
 - 1) the novel method or approach that you used to fill the gap or question
 - 2) executive summary of the results
- **Conclusion**
 - 1) interprets the results to answer your research question
 - 2) highlights how this conclusion moves the broader field forward

Rule 6: Communicate why the paper matters in the introduction



Rule 6: Communicate why the paper matters in the introduction

- The introduction highlights
 - 1) the gap that exists in current knowledge or methods
 - 2) why it is important
 - 3) what your paper does to fill that gap
- Each paragraph (1) first orients the reader to the topic (a context sentence or two) and then (2) explains the “knowns” in the relevant literature (content) before landing on (3) the critical “unknown” (conclusion) that makes the paper matter.
- EICs rapidly evaluates the potential importance of a paper while reading the introduction.
- The last paragraph of the introduction (1) compactly summarizes the review results and (2) what your paper fills the gap.

Rule 7: Deliver the results as a sequence of statements, supported by figures, that connect logically to support the central contribution



Rule 7: Deliver the results as a sequence of statements, supported by figures, that connect logically to support the central contribution

- The results section needs to convince the reader that the central claim is supported by data and logic.
- 연구방법에 따라 기술 방법이 달라진다. 기억할 것은 논리적으로, 쉽게 구분되는 구조화된 형식으로 작성
- Figures & Tables show the most objective support data and/or steps that culminate in the paper's claim.
- 특히, 그림 잘 그려야 합니다. Figures/Tables are often viewed by readers who skip directly from the abstract in order to save time (because they show the structure and/or results of the analysis).
- The first results paragraph typically summarizes the overall approach to the problem outlined in the introduction, along with any key innovative methods. Most readers do not read the methods.

Rule 8: Discuss how the gap was filled, the limitations of the interpretation, and the relevance to the field



Rule 8: Discuss how the gap was filled, the limitations of the interpretation, and the relevance to the field

- The discussion section explains
 - (1) how the results have filled the gap,
 - (2) limitations (TIP: Strengths를 강조 or Weakness를 보완하기 위한 노력 강조)
e.g., This paper limits generalizability because of convenient sampling; however, we believe that our paper outweighs the limitations in that ~~~.
 - (3) how the paper advances the field by providing new opportunities.
- The first discussion paragraph generally summarizes the important findings from the results section because some readers skip over substantial parts of the results.

Rule 9: Allocate time where it matters: Title, abstract, figures, and outlining



Rule 9: Allocate time where it matters: Title, abstract, figures, and outlining

- Allocate your time according to the importance of each section.
- **Title, abstract, and figures** are viewed by far more people than the rest of the paper, and the methods section is read least of all.
- 하지만, 방법론에 문제가 발견되면 rejection of 100%
- Make an outline. 각 문단마다 첫 문장을 써놓고 논문 작성하기.

Rule 10: Get feedback to reduce, reuse, and recycle the story



Rule 10: Get feedback to reduce, reuse, and recycle the story

- Reviewers are also extremely useful.
- It is vital to accept this feedback in a positive way.
- 그런데 리뷰 받기가 힘들다. 교수님은 바쁘고, 돌보아야 할 학생도 많다.
- 연구분야가 특이한 경우에는 더더욱 리뷰 받기가 힘들다.
- 그럴 때는 저널에 논문을 투고해서 리뷰어의 공식 커멘트를 받아라.

이제 막 연구를 시작하신 분이라면

JAN 권장 : 동료평가가 가장 in-depth하고 deliberate하며 logical 하고 harsh 했음.

자신의 마지노선을 정하고 그 위의 저널로 옮겨가면서 투고하기를 권장

Cover Letter – Brief Tips



Cover Letter

Cover letter: Submitted to *****

Authorship Contributions

I, the author, declare that I am the sole contributor to the study and meet the criteria for sole authorship. I have approved the final article and confirm that I have been listed as the sole author.

Originality of article

I, the author, declare that this article is original and has been submitted solely to *****.

이 논문에서 다룬 핵심 이슈와 내용, Significance, 해당 문제를 해결하는 데 본 논문이 (다른 선행 논문과 달리) 어떻게 기여하는지 등등

I declare that there are no other publications related to this article, either in whole or in part, nor have the findings been posted online. I also confirm full access to all aspects of this paper and writing process, and will take final responsibility for the paper. If this article is accepted, it will not be published elsewhere in the same form, in English or in any other language, without the written consent of the copyright holder.

Timeliness (해당 논문이 현재 중요 이슈를 다루고 있음을 강조)

Cover Letter

Suitability for the scope of *****

(저널의 aim, scope, mission 등을 꼼꼼하게 읽어보고 출판된 논문을 읽으며 흐름을 파악한 다음 작성)

Special Notes

(저작권/특허 관련 정보, 서면허락유무 등)

Successful Approval of Institutional Review Board

This paper did not utilize any data related to human subjects.

Conflict of Interest Statement

No conflict of interest has been declared by the author.

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English Language

As the final step, I have hired an American professional editor to polish the final version of this manuscript. The editorial services were paid for by the author.

References

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