References and Bibliography are not the same.

In References you only list items you have actually cited.

In a Bibliography you list all of the material you have consulted in preparing your essay whether or not you have actually cited the work.

golden rules for citing literature in an essay

any statement, idea, notion, concept, data….. that is not produced by the author should be related to a reference.

all in-text citations must be in the reference list and all references on the reference list must have at least one corresponding in-text citation.

references (in-text or in the list) must be written in a consistent style.

More rules for appropriate citation…

Cite all relevant sources even if they are numerous (the reference list must be extensive and complete, at least within the limits imposed by the publisher).

Cite original papers rather than reviews or indirect sources

When referring to a specific item, whose merit can be attributed to a person (e.g. a scientific discovery), always cite the first report in time

Cite conflicting sources (even if quantitatively unbalanced) allowing reasonable space to different points of view

in-text citation

references should be cited in the text as follows: "The procedure used has been described elsewhere (Green, 1978; Yellow and Black, 1979; White et al., 1980)…"
"Our observations are in agreement with those of Pink (1977), Brown and Black (1979) and White et al. (1980)…"
multiple references should be in chronological order: "Earlier reports (Brown and Black, 1979, 1981; White et al., 1980; Yellow, 1982, 1984; Green, 1990a, 1990b)…. "

reference list 1

each reference must include

1. author(s) name(s)
2. date of publication
3. title
4. place of publication (*journal* or publisher)
5. **volume** & pages (articles; book chapters)

reference list 2

citing articles

Hamill OP, Marty A, Neher E, Sakmann B, Sigworth F (1981) Improved patch-clamp techniques for high-resolution current recordings from cells and cell free membrane patches. Pflugers Arch 391:85-100.

Hodgkin AL, Huxley AF (1952a) The components of membrane conductance in the giant axon of Loligo. J Physiol (Lond) 116:473-496.

Hodgkin AL, Huxley AF (1952b) The dual effect of membrane potential on sodium conductance in the giant axon of *Loligo*. J Physiol (Lond) 116:497-506

reference list 3

citing articles

Journal titles are usually abbreviated according to international lists (ISI, index medicus, APA, etc...).

Abbreviations are also recognised by search engines

reference list 4

citing books...

Hille B (1984) Ionic channels of excitable membranes. Sunderland, MA: Sinauer.

...or book chapters

Stent GS (1981) Strength and weakness of the genetic approach to the development of the nervous system. In: Studies in developmental neurobiology: essays in honor of Viktor Hamburger (Cowan WM, ed), pp 288-321. New York: Oxford University Press.

Unique identifiers

In addition to the information about author(s), date…, citations may also include unique identifiers depending on the type of work being referred to.

Citations of *books* may include an International Standard Book Number (ISBN).

Specific volumes, articles or other identifiable *parts of a periodical*, may have an associated International Standard Serial Number (ISSN).

Electronic documents may have a digital object identifier (DOI).

Biomedical research articles may have a PubMed Identifier (PMID).

The **International Standard Book Number (ISBN)** is a unique numeric commercial book identifier based upon the 9-digit Standard Book Numbering (SBN) code

International Standard Serial Number (ISSN) is a similar code for journals   Nature ISSN: 0028-0836

digital object identifier (DOI).

MOLECULAR AND DEVELOPMENTAL NEUROSCIENCE

Extracerebellar progenitors grafted to the neurogenic milieu of the postnatal rat cerebellum adapt to the host environment but fail to acquire cerebellar identities

EJN FEATURED ARTICLE

Chiara Rolando,[1] Simona Gribaudo,[2] Kazuaki Yoshikawa,[3] Ketty Leto,[1] Silvia De Marchis[2] and Ferdinando Rossi[1]
[1]Department of Neuroscience and Rita Levi-Montalcini Center for Brain Repair, University of Turin, I-10125 Turin, Italy
[2]Department of Animal and Human Biology, Neuroscience Institute of Turin, University of Turin, I-10125 Turin, Italy
[3]Institute for Protein Research, Osaka University, Yamadaoka 3-2, Suita, Osaka 565-0871, Japan

Categorizing speech - pp1304 - 1306
Sophie K Scott & Samuel Evans
doi:10.1038/nn1110-1304

"Yes! We're all individuals!": redundancy in neuronal circuits - pp1306 - 1307
Timothy E Holy
doi:10.1038/nn1110-1306

Biomedical research articles may have a PubMed Identifier (PMID).

An animal model of a behavioral intervention for depression.
Pollak DD, Monje FJ, Zuckerman L, Denny CA, Drew MR, Kandel ER.
Neuron. 2008 Oct 9;60(1):149-61.
PMID: 18940595 [PubMed - indexed for MEDLINE

Citing a web page

Author (Author, Compiler, Maintainer). If author is not available, begin your citation with the web page title.
Publication Date: Use the last update if available. If a publication date is not available, use n.d. (no date).
Web Page Title: Give the title of the web page here. If you are citing a specific article within a larger web site, give the title of the article and the name of the larger web site.
Date of access: indicate when you accessed to data
 URL: "Uniform Resource Locator" is the web address of your document.

Rossi F. (2010). latest news. In *personal webpage*. Retrieved october 22, 2010, from www.unito.it.

Citations as an evaluation parameter

For authors (google scholar, citation index, h index)

For journals (impact factor, etc...)

Citations as an evaluation parameter

h index (Hirsch index)

The index is based on the distribution of citations received by a given author's publications. Hirsch writes:

A scientist has index h if h of [his/her] N_p papers have at least h citations each, and the other ($N_p − h$) papers have at most h citations each.

In other words, a scholar with an index of *h* has published *h* papers each of which has been cited by others at least *h* times. Thus, the *h*-index reflects both the number of publications and the number of citations per publication.

The index works properly only for comparing scientists working in the same field; citation conventions differ widely among different fields.

The *h*-index grows as citations accumulate and thus it depends on the 'academic age' of a researcher.

Citation context; gratuitous authorship; speci citation bias (reviews vs articles)

Citations as an evaluation parameter

h index (Hirsch index)

In Physics
h = 10–12   tenure position at a major research university
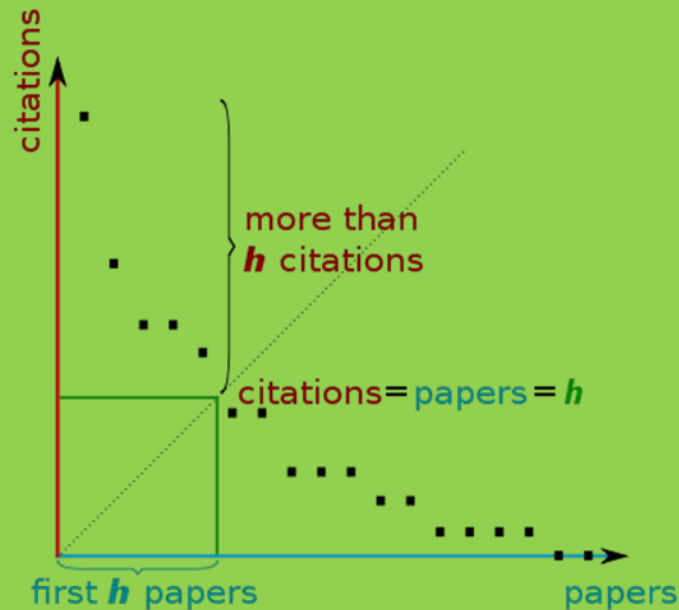h = 18   full professorship
h =15–20   membership in the American Physical Society
h > 45   membership in the US National Academy of Sciences

Citations as an evaluation parameter

For journals: impact factor

In a given year, the impact factor of a journal is the average number of citations received per paper published in that journal during the two preceding years. For example, if a journal has an impact factor of 3 in 2008, then its papers published in 2006 and 2007 received 3 citations each on average.
The 2008 impact factor of a journal would be calculated as follows:
A = the number of times articles published in 2006 and 2007 were cited by indexed journals during 2008
B = the total number of "citable items" published by that journal in 2006 and 2007. ("Citable items" = articles, reviews, proceedings, or notes; not editorials or Letters-to-the-Editor)

2008 impact factor = A/B

Attracting readers

Readers will find your paper via two main ways:

1. Tables of contents
2. Search engines (keywords)

Titles and abstracts are freely available on the web

Titles and abstract must be written in a way that

- *immediately attracts the attention of a potential reader*
- *maximizes the chance of being detected by a search engine*

Step 1: Construct a clear, descriptive title
Step 2: Reiterate key phrases in the abstract

Attracting readers

The title and abstract of your paper may be the only thing your readers, including the journal editor, will read as they navigate through the sea of scientific literature. So you need to catch their attention. Your title should be like a fishhook loaded with wriggling bait. (*the chief editor of Inter-Biotec, 2007*).

Titles need to be comprehensible and enticing to a potential reader quickly scanning a table of contents, while at the same time not being so general or vague as to obscure what the paper is about. We ask authors to be aware of abstracting and indexing services when devising a title for the paper: providing one or two essential keywords within a title will be beneficial for web-search results. (*Nature*)

Attracting readers

Short and direct. Avoid unnecessary phrases such as:
"A study of ..."
"A report of a case of ..."
"An investigation into ..."

Active. In the active, not passive, voice.

Understandable. Not too general nor too specific.

Descriptive. Convey the maximum information in the minimum space

Full of keywords. Readers will find your paper through web-search, database or indexing services using *keywords* in the title and, to a lesser extent, the abstract.

Attracting readers

neutral
The effects of CO2 emission on global warming: an experimental study

passive
Global warming is induced by CO2 emission: an experimental study

active
CO2 emission induces global warming

Another example
Development of a novel assay to detect CO2 emission based on a photochemical mechanism

A photochemical assay to detect CO2 emission

Attracting readers

Choosing keywords

People tend to search for specifics, not just one word
e.g. *CO2 emission* not *emission*.

Ensure that the title contains the most important words that relate to the topic.

Focus on a maximum of three or four different keyword phrases in an abstract rather than try to get across too many points.

Always check that the abstract reads well, remember the primary audience is still the reader not a search engine, so write for people not robots.

Attracting readers

Selecting keywords
People tend to search for specifics, not just one word e.g. *CO2 emission* not *emission*
Try to construct meaningful *key sentences* rather than just single *keywords*

Brain disease	871234
Neurodegenerative disease	183061
Parkinson disease	43388
Parkinson disease therapy	23200
Parkinson disease cell therapy	2186
Parkinson disease cell replacement therapy	236

Towards stem cell replacement therapies for Parkinson's disease.

Current therapeutic approaches for Parkinson's disease (PD) provide symptomatic relief but none of them change the course of disease. There is therefore a clear need for regenerative and cell replacement therapies (CRT). However, CRT faces several important challenges. First, the main symptoms of PD result from the loss of midbrain dopamine (DA) neurons, but other cell types are also affected. Second, transplantation of human ventral midbrain tissue from aborted fetuses has lead to proof of principle that CRT may work, however, it has also pointed out to important patient-, surgery- and cell preparation-related variables, which need to be improved. Third, while some patients have developed dyskinesias and, with time, Lewy bodies in the grafted cells, other patients have experienced remarkable improvement and have been able to stop their medication. Is there a case for PD CRT today? What is the possible contribution of stem cells to CRT? In this review, I will discuss what we learned from clinical trials using fetal tissue grafts, recent progress in the development of human stem cell-derived-DA neurons for CRT, and some of the issues that need to be solved in order to develop stem cells as tools for PD CRT.

Attracting readers

When chosing (key)words always try to imagine what the reader would look for to find your paper.
Also, try to imagine how the reader would express the keyword or key sentence

Type A influenza virus	5118
Influenza A virus	21917
GAP-43	2224
B50	203
Spinal cord injury	42293
Spinal cord lesion	8257