

Editorial

Use of supporting material

The editors encourage authors to consider the format, length, and structure of manuscripts prior to submitting to the *Journal of Colloid and Interface Science*. The JCIS editorial team will ask for reviewers' advice on whether a manuscript can be more concise. Attention is drawn to new possibilities offered by electronic *supporting material* as an additional part of the total research article package.

The use of *supporting material* sections is gaining popularity with authors and readers. Examples of the way *supporting material* is being used are: (1) tables of chemical characterization data, spectroscopic or elemental analyses, details of sample formations and extensive thermodynamic data; (2) plots or images of repeat experiments to demonstrate reproducibility, plots of multiple experiments or results that are very similar to those shown in the main manuscript; (3) well-known theory, derivations, or background that might be found in textbooks, including description and underlying theory of common techniques (for example, dynamic light scattering). It is often appropriate to cross-reference the *supporting material* section in the main manuscript, to direct reader to it as appropriate.

One question asked of manuscript reviewers is, "Would this article benefit from an increased use of *supporting material*?" Therefore, appropriate use of *supporting material* may be a necessary condition before a manuscript can progress to publication.

The extract below is copied from the Guide for Authors, which appears at the front of the first edition of every new volume and can also be found on the Web at http://www.elsevier.com/wps/find/journaldescription.cws_home/622861/authorinstructions.

Editorial guidelines on length, quality, and readability of manuscripts

In this information age, new Internet resources such as journal *supporting material* have prompted a fresh look at the

structure, form, and appearance of published scientific papers. The electronically accessible *supporting material* section now presents exciting new opportunities for improving readability and efficiency of scientific journals. Importantly, readers still have access to supporting material accompanying the main paper through the Web; they can choose whether to view or print it as need be.

In particular, figures, tables, passages describing theory, or experimental details that are only of secondary importance to the main scientific thrust of an article can now be moved to supporting material. This has begun to open up new possibilities: papers that have in the past been considered as "long" and "heavy going" can be transformed into succinct information-rich articles that are more interesting to read. Through intelligent and creative use of supporting material, your work can potentially gain a wider readership and have greater scientific impact.

When preparing a new article for submission to JCIS, authors are now asked to strongly consider using supporting material. In planning the manuscript, please remember:

1. *Journal space is precious.* Papers must be concise, and interesting to the readership. The article is more likely to have a positive impact on the reader if it focuses on *important new results*.

2. *Be self-critical and selective.* Strive to produce a clear, lucid, efficient manuscript that will attract the reader to your work. Does the scientific importance of the work justify the journal space? Is the work unnecessarily fragmented? Is it repetitive with previous publications in the area?

3. *Use supporting material.* Place figures, tables, and/or text that is of secondary importance in this section and submit it with your manuscript so that is accessible to the editors and reviewers.