



Facebook-age scientific writing and communication

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Scientific publication is getting more and more difficult on many grounds. First most journals reject about 50-80% of articles to cope with the rapidly increasing number of submissions. Most journals have also now a preselection step that decline directly more than 30% of submissions without sending article to review. Second, scientific writing, scientific communication, and even doing research are almost never lectured at universities and research centres. Third, scientific writing in English is difficult for non-English natives, and this is not only a problem of translation, it is most importantly a matter of culture because scientific publication has been mainly designed by and for northern cultures. Fourth, the Internet is deeply changing the way we write and communicate. Here I will present several advices to avoid rejection by impact factor journals. I will then focus on Internet changes and the future role of social media.