### Overview

- **What Not To Do**
  - Reviewers Were Idiots
  - Reviewers Were Threatened By My Brilliance
  - I Just Know Person X Wrote This Review
  - Ignore Review and Resubmit Unchanged
  - It's The Writing Not The Work

- **What To Do**
  - Review Reading Pitfalls
  - Paper Structure: General
  - Paper Writing: Contributions

### Paper Pitfalls: Strategy

- Least Publishable Unit
  - tiny increment beyond (your) previous work
  - bonus points: new name for old technique

- Dense As Plutonium
  - so much content that no room to explain why/what/how
  - fails reproducability test

- Bad Slice and Dice
  - two papers split up wrong
  - neither is standalone, yet both repeat

- Slimy Simultaneous Submission
  - often detected when same reviewer for both
  - instant dual rejection, multi-conference blacklist

### Paper Pitfalls: Tactics

- Guess My Contributions Game
  - it's your job to tell reader explicitly
  - consider carefully, often different from original goals

- I Am So Unique
  - don't ignore previous work
  - fails reproducability test
  - define before using

- Jargon Attack
  - how allowed only after what and why
  - motivation: why should I care
  - overview: what did you do
  - details: how did you do it

- It's The Writing Not The Work
  - least publishable unit
  - ignore review and resubmit unchanged

- Write and give talk first
  - then create paper outline from talk
  - avoids wordsmithing ratholes and digressions

- practice talk feedback session: at least 3x talk length
  - global comments, then slide by slide detailed discussion
  - nurture culture of internal critique

- Three Suggestions
  - write and give talk first
  - then create paper outline from talk
  - avoids wordsmithing ratholes and digressions

### InfoVis Paper Styles

- **technique**
  - most common
  - here's how to do X
  - do first, or do better

- **design study**
  - not just apply technique X to domain Y
  - justify visual encoding choices

- **system**
  - very hard to do well
  - lessons learned: why do we care?

- **evaluation**
  - often but not always user studies

- **model**
  - frameworks, taxonomies
  - best case: taxonomy as aid to thinking, finding gaps

- **actual paper may (should?) have a mix of these elements**

- more at www.infovis.org/infovis/2003/CFP/#papers