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# Elements Author Questionnaire

Please complete and return this form with your Elements submission. The information provided will help us capture accurate data about your submitted Element and gives you the opportunity to provide key information to support marketing, publicity and online discoverability. Sections 2 and 3 should be used to ensure that all author details are up to date when you are ready to submit through ScholarOne.

**1. Elements Series and Title**

Series your Element will publish in:

Title of your Element:

### 2. Name, Affiliation and Biography

For co-authored Elements, separate details are required for each author.

Author name as it is to appear on the Element web page:

Your present affiliation (please include your title, department, university/institution/company, etc.):

50 Word Author Biography:

**3. Personal Details**

If any other personal details have changed since you signed your contract, please let us know.

It is important that we have up to date email addresses for each author:

On submission to ScholarOne you will have the opportunity to provide your ORCID ID. Authors with ORCID IDs should ensure these are shared with the lead author in order to be included at this time.

What is ORCID?

ORCID provides a persistent digital identifier that distinguishes you from every other researcher and, through integration in key research workflows such as manuscript and grant submission, supports automated linkages between you and your professional activities ensuring that your work is recognised.

Find out more by visiting [www.orcid.org](http://www.orcid.org).

### 4. Your Element

Final Word Count:

Tell us how many additional materials have been included in your submission

All relevant permissions should be cleared in order for these materials to be published

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Number of colour figures | Number of black and white figures | Number of audio files | Number of video files | Number of Code Ocean Widgets | Any other file formats | Supplementary Resources |
|  |  |  |  |  |  |  |

### 5. Marketing Information

We market to a wide range of people who may not have a relevant subject background. We will use your comments here to form the basis of various marketing messages.

Readership – for which academic disciplines will your Element be relevant? Please list in order of importance:

**Interdisciplinary Interests** – how might your Element generate interest outside your key academic community**:**

The hook – in no more than 20 words, please summarise your Element’s main feature, focusing on key words and concepts:

**Five Key Words:**

Imagine if a scholar or student in your field wanted to find out about your content online. Which terms would they feed into Google? You will be asked to provide 5 key words within the designated field in ScholarOne. These words should be key concepts or proper nouns/names. If you are co-authoring your Element, you may wish to discuss the final selection with your authors before submission. Please add them here for quick reference:

**Three Key Features:**

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**6. Elements Video Abstracts**

Would you be interested in creating a Video Abstract for your Element? Find out more here: <https://www.cambridge.org/core/services/aop-file-manager/file/5c0ffa2cdca82b2c08f41049/The-Author-Hub-Guide-to-Elements-Video-Abstracts.pdf>

YES/NO (please delete as appropriate)

**7. Reviews**

We will send a number of ebook review copies (via ebooks.com) for promotional purposes. List below **up to eight journals (or blogs), in order of importance**, that you feel are most relevant for your Element.

We will compile a review list, prioritizing the key publications you list, and will check the information you give us to ensure the list matches our records of which journals currently accept review copies. These will be sent on/around publication. Let us know if you have any specific contacts at relevant journals, so we can ensure the list is as targeted as possible. This is particularly helpful for specialist journals which may be hard to locate.

Reviews in academic publications typically take 6-12 months to appear.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Publication name | Country | Publication website |
| 1. |  |  |  |
| 2. |  |  |  |
| 3. |  |  |  |
| 4. |  |  |  |
| 5. |  |  |  |
| 6. |  |  |  |
| 7. |  |  |  |
| 8. |  |  |  |

### 8. Social Media

We will utilise Cambridge University Press social media channels (Twitter and/or Facebook) to help promote your Element and generate click-throughs to your Element’s page on the Cambridge Website.

We encourage authors to actively promote their work via their own social media accounts, and provide guides and support on our Author Hub site: [www.cambridge.org/authorhub](http://www.cambridge.org/authorhub). If you use social media, please provide your account details below so we can include this in our activity.

|  |  |
| --- | --- |
| Social media | Details of account so we can identify you (e.g. Twitter handle, URL, etc.) |
| Facebook |  |
| Twitter |  |
| Instagram |  |
| Blogs |  |
| Your own website |  |
| Any other social media accounts |  |

**First Tweets**

On publication of your Element, we will send a celebratory tweet and announce the start of the free access period. Including the voice of our authors is a fantastic way to announce publication. Please let us know of any ‘text for tweeting’ which we might include (it may be helpful to think about how you have described your Element in the 20 word hook):

**Press Blog**

We also encourage you to contribute a post to Cambridge University Press’ Academic blog, fifteeneightyfour ([www.cambridgeblog.org](http://www.cambridgeblog.org)).

**Would you be interested in writing for our Academic blog,** [***fifteeneightyfour***](http://www.cambridgeblog.org/)?

YES/NO (please delete as appropriate)