

The Fourteenth International Evaluation Conference



**Counting on Energy
Programs: It's Why
Evaluation Matters**

**2009 INTERNATIONAL ENERGY PROGRAM
EVALUATION CONFERENCE**

**August 12-14, 2009
Portland, Oregon**

**AUTHOR
KIT**

**Maximum number of pages: 12 – more than 12 pages = penalty,
15 pages maximum**

Due Date for Final Paper: June 8, 2009

Early Bird Conference Registration Deadline: June 8, 2009

Hotel Reservation Rate Deadline: July 22, 2009



TO: 2009 Accepted Paper Speakers

FROM: Cara Lee Mahany Braithwait, Conference Coordinator

DATE: February 20, 2009

RE: Author Kit for Papers and Conference Logistics

Welcome to our conference. Enclosed you will find the Author Kit for completing your paper for final submission for the 2009 IEPEC Proceedings.

This information, along with the MS Word templates, can be found at our conference website: www.IEPEC.org. Please download the MS Word Template for Papers before you start writing your paper. Contact me if you have any questions or problems accessing the templates.

As a reminder, here is the timeline for the paper submission process:

By March 20	You should email your draft paper to your moderator and your fellow session authors. At the same time, you should receive papers from these colleagues—if you don't get papers, please contact them.
Between April 3 and April 17	Your moderator is responsible for compiling the comments from your colleagues and working with you to incorporate these comments into your final draft. Be proactive! Contact your moderator if no contact is made by April 3. Your next draft is due to your moderator on April 17.
No Later Than April 17	Send your revised paper to your moderator.
Between April 17 and May 1	You and your moderator should agree on the disposition of your final submission.
June 8	Your final submission is due to me, the Conference Coordinator (iepec@caenergy.com)

These deadlines are very important to ensure the quality of conference papers and to maximize coordination of each session. Moreover, because of proceedings publication requirements, financial penalties are assessed for late submission of final papers.

Reminder: if you do not hear from your Moderator by April 3, please contact him/her.

Cara Lee Mahany Braithwait, Conference Coordinator
4610 University Avenue, Suite 700, Madison, WI 53705-2164
phone: 608-231-2552; fax: 608-231-1365; e-mail: samb@lrca.com
Visit the Conference website at www.iepec.org



Conference Logistics

Conference Registration: The conference registration site at www.IEPEC.org is now open.

Conference Fees

Please recall that we are a non-profit organization. As such, we strive to offer the highest value conference at an affordable registration fee and, therefore, we are unable to waive fees for speakers. The cost of the conference this year is \$545 prior to June 8 and \$645 after June 8.

For Travel Planning Purposes

- We start with workshops on August 11
- Hosted networking session Tuesday evening
- Final session ends on Friday at 2:30
- Local tours will be available Friday afternoon

Important Deadlines

June 8, 2009: Deadline for "early bird" reduced conference registration.

August 3, 2009: Cancellation deadline for workshops and conference with \$50 penalty. No refunds for cancellations after August 3, 2009.

Hotel Information

Event Site

Hilton Portland & Executive Tower

921 SW Sixth Avenue

Portland, OR 97204

Phone: 1-503-226-1611

Fax: 1-503-220-2565

Room Rate: \$169

Online link to hotel reservation can be found on our conference website (www.iepec.org).

Lodging

There are a limited number of rooms available at the IEPEC conference rate of \$169 per night plus tax at the Hilton Portland. Rooms at this rate are available on a first come first served basis. Once the complete block of rooms at the IEPEC rate is booked, additional rooms may be available, but they are likely to be at a much higher rate. The conference rate of \$169 expires on July 22 if all the rooms in the IEPEC block have not been booked by that date. If you need to have a room at the IEPEC conference rate **please reserve your room as early as possible**.

For reservations at the Hilton Portland, call 503-226-1611 and ask for the IEPEC rate or use the link on our website. If making reservations on-line, please use "IEP" for the Group/Convention



Code to get the group rate. If you have any questions or issues about the hotel accommodations, please contact Cara Lee Mahany Braithwait at 608-231-2552.

All conference attendees are responsible for making their own hotel reservations and payments.

Special Events

Preconference Networking Forum—Sponsored by PA Consulting

On **Tuesday, August 11**, starting right after the workshops end—you and your energy evaluation colleagues can meet and greet in small group settings, share backgrounds, exchange ideas and discuss common challenges. Informal roundtable discussions will be facilitated by IEPEC Planning Committee members. Open to all registrants to the conference.

Poster Session and Reception—Sponsored by The Cadmus Group

On **Wednesday, August 12**, we invite you to attend our famous **Poster Session Reception—Sponsored by The Cadmus Group**. This very popular reception offers stations featuring hors d'oeuvres, drinks and most importantly, displays describing different evaluation programs manned by the authors—ready for discussion.

Informal Discussion Sessions, Thursday, August 13: Have a topic you want to discuss? On Thursday afternoon, people can gather in different rooms for discussion of common interest topics. More information on this closer to the conference.

Evening Cruise on the Willamette River

On **Thursday, August 13**, we will offer a 3-hour evening boat tour on the Portland Spirit. Enjoy Portland's beautiful downtown skyline and stunning vistas of the Columbia Gorge.

Onsite Check-in

The **Conference Registration Office** and **Registration Desk** will be located in the foyer of the **Grand Ballroom**.

The Conference Registration Office and Registration Desk will be open August 11 - 14 as follows:

Monday (August 10)	6:00 p.m. - 8:00 p.m.
Tuesday (August 11)	7:00 a.m. - 9:30 a.m. and 1:00 p.m. - 8:00 p.m.
Wednesday (August 12)	7:00 a.m. - 6:00 p.m.
Thursday (August 13)	7:00 a.m. - 6:00 p.m.
Friday (August 14)	7:00 a.m. - 9:30 a.m.

Conference Attire

For your comfort, clothing attire at the conference will be business casual—comfortable clothing.

Cara Lee Mahany Braithwait, Conference Coordinator
4610 University Avenue, Suite 700, Madison, WI 53705-2164
phone: 608-231-2552; fax: 608-231-1365; e-mail: samb@lrca.com
Visit the Conference website at www.iepec.org



ATTENTION IEPEC CONTRIBUTING AUTHORS

YOUR PROJECT COORDINATOR IS:

Cara Lee Mahany Braithwait
4610 University Avenue, Suite 700
Madison, WI 53705 USA
phone: 608-231-2552
fax: 608-231-1365
email: samb@caenergy.com

The deadline for submitting your final paper is

JUNE 8, 2009

Email your final paper submission to IEPEC@caenergy.com

Thank you for your participation!



Paper Format Instructions

This document should be used as your primary reference when formatting your paper. If you use the MS Word Template that is provided, all of these items are already set up in the document. For specific areas such as Tables, Graphics, Footnotes, and References, please refer to the instructions on the Example Paper file.

Initial Setup (For 8½" x 11" paper)

Please set up your word processor to these initial settings. Your paper should follow these formatting styles listed below.

Base Font: 12pt Times Roman
Line Height: Auto
Line Space: Single
Margins:
Bottom: 1" (Note: do **NOT** page number)
All Others: .75"
Tab Settings: Every .5" (Additional tabs/indents may be set for tables or other items.)
Justification: Full

Paper Title

Maximum of three lines for your title.

Font Size: 14pt
Attribute: Bold and Initial Caps
Justification: Center
Position: Top margin
Spacing: One blank line after last line of title.

Author/Byline Information

Please type author's full name, affiliation, city and state abbreviation. Try to abbreviate affiliations when possible. Do NOT include street address, titles, departments, etc.

Font Size: 12pt
Attribute: Italicized and Initial Caps
Justification: Center
Spacing: Two blank lines after last author line.

Abstract Heading (same as base font)

Font Size: 14pt
Attribute: Bold and All Caps
Justification: Flush Left
Spacing: One blank line after

Headings - Level A (same as base font)

Font Size: 14pt
Attribute: Bold and Initial Caps
Justification: Flush Left
Spacing: One blank line before and after heading.

Subheadings - Level B (same as base font)

Font Size: 12pt
Attributes: Bold and Initial Caps
Justification: Left
Spacing: One blank line before and after heading.

Subheadings - Level C (same as base font)

Heading followed by a period. Lead in text
Font: 12pt
Attributes: Bold
Justification: Full
Spacing: One blank line before heading.

Body or Paragraphs

Indent the first line of each new paragraph. Please do NOT use spaces or hanging indents; Use the Tab key to indent (.5") each new paragraph. Use full justification, letting the text wrap—no hard returns except when starting a new paragraph. Use the base font already indicated (12pt). Do NOT add a blank line between paragraphs. However, do add a blank line before starting a new heading or subhead.

Paper Length

Abstract: No more than 250 words

Full paper: 12-page limit. Over 12 pages, a \$100/page fee will apply and only up to 15 pages will be allowed. Please send a check (payable to IEPEC) for your total amount after you have completed your submission.



IEPEC Checklist: Final Paper Instructions

Use this list as a final check before submitting your materials to IEPEC by
no later than June 8, 2009.

Paper Preparation Schedule

By March 20	You should e-mail your draft paper to your moderator and your fellow session authors. At the same time, you should receive papers from these colleagues--if you don't get papers, please contact them.
Between April 3 and April 17	Your moderator is responsible for compiling the comments from your colleagues and working with you to incorporate these comments into your final draft. Be proactive! Contact your moderator if no contact is made by April 3.
No later than April 17	Send your revised paper to your moderator.
Between April 17 through May 1	You and your moderator should agree on the disposition of your final submission.
June 8	Your final submission is due to me, the Conference Coordinator (iepec@caenergy.com). Register today and save \$100.

Papers not received by the deadline will incur additional fees as noted below.

June 10	Last day for submitting final papers at the \$100 penalty level.
June 12	Last day for submitting final papers at the \$200 penalty level. These are hard deadlines. If these deadlines are not met, your work can not be presented at the conference or included in the proceedings. No Paper – No Podium.

Paper Length

- If your paper exceeds 12 pages, please enclose a check made payable to IEPEC in the amount of \$ (Number of additional pages multiplied by \$100.00 per page.) Please note: **no more than 15 pages total will be accepted.**

Formatting

- Does your paper follow the guidelines for publication?
- Are references listed in the correct form?
- Is the complete citation listed for all references?

Paper Organization

Your paper will consist of two parts:

- the abstract of no more than 250 words
- the full paper

The abstract and paper will be published in the 2009 proceedings distributed to IEPEC participants and posted on the IEPEC website.

Use this guideline to organize your final paper:

- Title
- Author(s) and Affiliation(s)
- Abstract - 250-word maximum
- Main Body
 - Introduction
 - Background
 - Scope
 - Methodology
 - Surveys (if used)
 - Data Processing (if used)
- Results
- Conclusions
- Acknowledgments (if applicable)
- References

Proofreading

- Please proofread your paper carefully! IEPEC will not check for, or correct, errors when preparing the proceedings.

Submitting Your Paper Via Email

Submit your paper to iepec@caenergy.com. Please use the following subject line in your email:

Subject: Final Paper: Author First Name, Author Last Name

Your email should contain the following

- An electronic version (MS Word) of your paper.

Fees: By mail, please send the following if they pertain to your paper:

- Check payable to IEPEC if your paper exceeded 12 pages @ a charge of \$100.00 per additional page.
- Check payable to IEPEC if your paper is submitted after the June 8 deadline. By June 10: \$100 or By June 12: \$200.

To avoid penalty fees, all materials must be submitted to IEPEC NO LATER THAN JUNE 8, 2009.

Paper Title

Dr. Great Paper, Great Egret Company, Madison, WI

Abstract

Use the Times Roman base font for your maximum 250-word abstract.

Introduction

Congratulations on being selected to participate in your upcoming conference program. Your important paper will be published along with others to form a comprehensive and consistent body of knowledge. *These written instructions serve as a representative sample of how your finished paper should look when printed on your home or office printer.*

Formatting Instructions

Please use the “**Paper Format Instructions**” sheet (as well as this example paper) as your primary references in completing your paper. No adjustments will be made by IEPEC or by Omnipress. Your assistance in helping follow the styles and guidelines outlined for the following parts of your paper will help IEPEC publish a more “professional looking” CD in the most cost-effective and timely manner possible.

Your Paper’s Title

Begin your title at the top margin of your paper and type no more than three lines, centering each line. Refer to the Paper Format Instructions sheet for detailed instructions.

Author/Byline Information

Allow one blank line under the last line of your title. Use one line only for each contributing author. Begin with first name, middle initial, last name, name of firm/ organization/institution. Do NOT include street address, zip codes, additional titles, degrees, departments, etc. Two blank lines should follow the last author line before your first heading.

Headings (Level A example)

Level A headings should be flush left to the column, 14 pt font and bold. There should be one blank line before and after each new Level A heading in your paper. Headings (including subheadings) should not be left hanging at the bottom of a page.

Subhead, Level B, example of

Level B subheads should be positioned flush left to the column, 12pt font and bold. There should be one blank line before and after each new subhead.

Subhead, Level C. This is an example of a third level heading—no carriage return after heading. There should be one blank line before the start of this heading.

Body or Paragraphs

Indent the first line of each new paragraph (.5"). Use full justification, letting the text wrap—no hard returns except when starting a new paragraph. Use the base font already indicated. There should be no blank lines between paragraphs.

Indent the first line of each new paragraph (.5"). Use full justification, letting the text wrap—no hard returns except when starting a new paragraph. Use the base font already indicated. There should be no blank lines between paragraphs.

Footnotes

Please use numbers (1, 2, 3, ...etc.) for footnotes. Use a 10pt font. The footnote should appear on the same page it was referenced on. Footnote should be flush left to the column. There should be no space between footnotes.

Tables

Identify each table with a bold numeric reference and place it flush left at the top of your table (i.e., **Table 1**). Use a single rule around your table. There should be one blank line before and after your table.

Table 1. Example of a Sample Table and the Table Caption

Sample Description	X	Y	Z
Sample Test I	1	2	3
Sample Test II	6	2	2
Totals	7	4	5

Figures

Include a flush left caption for the figure and place it at the bottom of the graphic (i.e., **Figure 1**). There should be one blank line before and after your figure. Figures and Tables should be referred to by number when cited in the text.

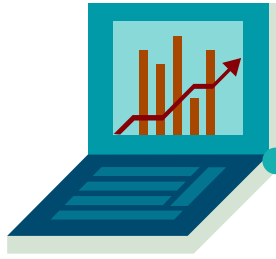


Figure 1. Example of a Figure

References

Use “References” as a heading name, with your listing that follows in the base font size (12pt). There should be one blank line between each reference. Do NOT use end notes. Refer to the examples below and to the enclosed Reference Guide.

Smith, Robert J. and Nancy A. Jones 1991. “Writing a Better Paper.” *Association News*, June: 67-75.

Speaker, David L. 1988. “Presenting a Technical Paper.” *The Association Conference*. Edited by Arthur Jones and T.A. Johnson. New York: Knowledge Press.

Reference Guide

Text Reference Citations

Use parenthetical author-date reference form. Please note: the full reference citation must appear in the Reference List (or Bibliography) at the end of the paper. Make sure that the short form matches the Reference List entry; e.g., EIA 1992 for the Reference List entry "Energy Information Administration (EIA). 1992." When an acronym (EIA) is used in the short form, the acronym must be included with the long form.

Do not create a short form that doesn't match the full citation alphabetically. For example, if the full citation is found under "Energy Information Administration," do not use RECS as a short citation.

- All authors' names should be cited in the text, up to three authors. If there are more than three authors, cite first author's name, followed by "et al." For example:

(Smith & Jones 1990) Note "&" and no comma before date.

(Smith, Jones & Clark 1992) Note no comma after "Jones."

(Jones et al. 1991) Note no italics for "et al." and period after "al."

- Multiple cites should be cited in alphabetical (not chronological) order:

(Jones 1992; Smith 1989; Tenenbaum 1992) Note semicolons between cites.

- Statistics, quotations and other specific information should be cited with a specific page number:

(Smith 1990, 125-26) Note no "p." for page number and only last two digits given for page numbers over 100.

- Multiple cites for the same author should be listed chronologically, earliest first, with cites for same year distinguished by "a," "b," etc., according to chronology of publication month (see **REFERENCE LIST** in next column):

(Kelley 1986a, 1986b, 1987) Note commas between cites.

(Kelley 1986a, 10; 1986b, 13; 1987) Note use of semicolons between cites if page numbers are used.

Reference List

List all references (text, table, and figure) alphabetically by author at the end of the paper per style shown below.

Single-space citations. The first line of each citation should be flush left with the margin. Indent following lines with paragraph indent. Do not number.

Skip one line between citations.

Each citation should include full bibliographical information:

- authors' first and last names (initials may be used instead of first names);
- title of journal article or chapter in book;
- title of journal, book, or monograph;
- book editors; and
- place of publication and publisher with the exception of journals.

Read citation examples below for style, including capitalization, use of italics and quotes, information cited, and spacing.

■ Works by the Same Author

- Cite all works by the author alone first: chronologically, earliest first. If there is more than one citation for the same year, use "a," "b," etc., with the date, according to the earliest month of publication; if the chronology is not clear from the publication information, use "a," "b," etc., according to the alphabetical order of the titles.
- For author plus one or more other authors: cite alphabetically according to the names of the second author (and chronologically as above if authors are the same for more than one work). If there is more than one citation for the same year for the same set of authors, use "a," "b," etc., as with a single author, above.
- Do not use "et al." in this reference list. List all authors with each citation.
- **Italics:** Use italics for titles of books, journals, and published monographs. Italics should be used for titles of articles that can "stand alone" as a published work.

- **Page Numbers:** Specific page numbers for statistics, quotations, and other specific information should be included with the reference citation in the text, not in the reference list.

Inclusive page numbers for journal articles and book chapters should be cited in the reference list.

Note that the word “page” or the abbreviation “p.” is not used with page numbers.

- **Abbreviations of Names of States:** Use Chicago Manual of Style abbreviations (not postal service abbreviations). For example, use Mont. instead of MT; Tenn. instead of TN; Calif. instead of CA.

- **Reference List Examples:** Note carefully—the position of authors’ last names; placement of date; punctuation; spacing; capitalization; use of italics and quotation marks; citation of journal volumes, numbers and pages; and type of information given in citation.

Books

Bleviss, D. 1988. *The New Oil Crisis and Fuel Economy Technologies: Preparing the Light Transportation Industry for the 1990s, Volume I*. New York: Quorum Press.

Burwell, D.G., K. Bartholomew, and D. Gordon. 1990. “Energy and Environmental Research Needs.” *In Transportation, Urban Form, and the Environment*. Special Report 231. Washington, D.C.: Transportation Research Board.

Rashid, M. ed. 1989. *The Complete Guide to D.C.’s Native American Restaurants*. Berkeley, Conn.: Island Press.

Journal Articles

Abraham, D.L. 1990. “An Analysis of the Effects of Introducing M&M’s to a D.C. Office.” *Washington Gossip* 11 (3): 37-57.¹

Buchnew, H., and R. Povel. 1982. “The Daimler-Benz Hydride Vehicle Project.” *International Journal of Hydrogen Energy* 7:259-66.

Murphy, L. 1993. “Life at ACEEE: Myth vs. Reality.” *New Yorker* Spring: 119-175.²

¹Note: for the first example, 11 = volume, 3 = issue number, and 37-57 = page numbers.

²For the third example, spring = volume, and 119-185 = page numbers.

Newspapers

Stone, B. 1991. “Snow: How it Affects D.C. Drivers’ Brains.” *Washington Post Health Magazine*. February 29.

Published Reports

Davis, S., and P. Hu. 1991. *Transportation Energy Data Book (Draft)*. 11th ed. ORNL-6659. Oak Ridge, Tenn: Oak Ridge National Laboratory.

Draft Reports

Finestkind Consulting, Inc. (Draft). PY2002 Residential Blast Furnace Program Impact Evaluation Report, Study No. 0220 prepared for Southern California Electric Company, Hollywood, CA.

Some reports are circulated as “draft” for the purpose of receiving comments, so they should have the date they were issued for comment:

California Public Utilities Commission. 2005. Road Map for Development of Evaluation Plans for 2006-2008 Energy Efficiency Programs, Draft for Public Comment, March 16.

Unpublished Papers Presented at a Meeting

DeRissicio, J. 1991. How I Spend My Mornings. Paper presented at the Socioeconomic Energy Research and Analysis Conference, Baltimore, Md., June 27-28.

Personal Communications

Sweirenga, J. (National Association of Associations). 1991. Personal communication to author. August 12.

Printed Proceedings

Berkowitz, P., and P. Newman. 1988. “Reinventing the WHEEL: An Integrated Approach to Energy Efficiency in the Rental Housing Sector.” *In Proceedings of the ACEEE 1988 Summer Study on Energy Efficiency in Buildings*, 5:28-32. Washington, D.C.: American Council for an Energy-Efficient Economy.



2009 International Energy Program Evaluation Conference Review Form for Papers

Reviewer: _____

Contact _____

Information: _____

Session Moderator: _____

Paper Title:

Should this paper be published in the Proceedings of the 2009 IEPEC Conference?

Yes, but with minor revisions

Yes, but only with major revisions

No

Review Questions	Yes	No	Comments
Should it be reviewed again by the Session Moderator prior to publication?			
Is it a new and original contribution?			
Does it give adequate references to related work? (Please suggest key references that were omitted.)			
Is it clearly presented and well organized?			
Does it contain material that might well be omitted? If so, what?			
Are the conclusions sound and justified?			
Are the illustrations and tables all necessary and adequate?			
Is the summary adequate and informative?			
Is the English satisfactory? (If only minor changes are necessary, please insert corrections in the margins of the manuscript.)			

Please list additional comments or specific suggestions on a separate sheet.

Criteria For Review

RELEVANCE

The topic of the papers in the Conference proceedings must match the focus of the Conference. The Conference serves its participants as a forum for the presentation and discussion of important evaluation results, issues, methodologies, implementation, techniques or applications as they apply to conference topics. Conference topics include: customer marketing; energy products & services; customers & customer behavior; performance management; evaluation ethics, standards & practices; evaluation designs, implementation and results; competitive intelligence & benchmarking; energy efficiency in a competitive market; and electric reliability issues. Reviewers must judge acceptability of Conference papers based on these issues.

ORIGINALITY

The paper must reflect original work done by the author. The reviewer is to determine if the work reported is original and if, to his knowledge, it has been published elsewhere. If the paper is a summary or other synthesis paper, the reviewer must indicate if he knows of any similar sorts of syntheses.

SIGNIFICANCE

The paper must represent a significant contribution to the field. The reviewer is to identify the contribution made by the author and comment on it. Works of low significance may be dropped or reduced in size.

ACCURACY

The paper's content must be accurate. The reviewer is to judge the soundness of the research, including assumptions, approach, design, and analysis. The reviewer should point out weaknesses, suggest changes, and indicate the severity of each criticism.

CLARITY

The information in the paper must also be clearly communicated. The reviewer is to suggest improvements to the text, commenting on its readability and indicating whether the information would be clearly understood by the readership. The reviewer must also identify any extraneous material that could result in condensing the text.

COMPLETENESS

The paper should be self-sufficient with adequate references to relevant works. The reviewer is to note any lack of completeness and identify appropriate additional information.

OVERALL RATING

The reviewer can make additional comments and should give an overall rating to the paper.

Guidelines For Reviewers

Peer review of proceedings papers and other technical reports is a key element in maintaining academic integrity. These reviews (sometimes called “referees”) play a key role in contributing constructive criticism to the author.

The following offers some tips to the reviewer to assist in the preparation of a written review. Learning the mechanics of review writing can never substitute for a full comprehension of the material, but it can transform the review into a constructive document. At the same time, there are simple rules to identify flaws in the paper that greatly simplify review preparation and allow the reviewer to concentrate on the paper’s content.

The peer review serves several purposes, although the precise combination varies with the type of review. The most important reasons for review include finding deficiencies in:

- technical approach and analysis
- computation
- ignorance of related research

Each of these categories requires a reviewer with broad knowledge of the topic to recognize these deficiencies. Even simple arithmetic errors need an expert to detect. Errors of the “ $2 \times 3 = 7$ ” type are rarely spotted directly; rather, a reviewer will sense that something is wrong with an argument, and then trace it back to the arithmetic error. No self-respecting researcher wants such errors publicized, so the review process limits the humiliation to a much smaller (and often anonymous) circle.

Reviews are also useful to detect style and grammar that confuse the reader and patent or legal issues. The reviewer should alert the author to style and grammar errors, especially if they are serious. Certainly the author wants his or her paper read, understood, and appreciated by as many people as possible; therefore, it is in his interest to repair these problems before the paper is published or circulated.

WHAT MAKES A GOOD PAPER?

Good papers contain something of merit. You, an expert on the subject, should be able to find it (if it exists). However, the item of merit may be poorly presented, which can undermine the paper’s value. A logical structure is the first element of a good presentation. A standard structure for technical papers has evolved and is given below.

1. Abstract
2. Introduction
3. Body of the paper
 - Background
 - Scope
 - Methodology [surveys and data processing (if used)]
 - Results
4. Conclusions
5. References
6. Tables
7. Figures (and captions)

Naturally, there are minor variations depending on the topic, but the concept is always the same. If the author did not follow it, then it should be obvious to a reader why a different structure was necessary.

Even if the paper was written in the standard structure, major problems may exist (the standard structure simplifies identification of the defects). Here are some common errors encountered in each of the sections:

Read the **Abstract** before and after the whole paper. Does it actually summarize the paper? Does it include the conclusions as well as the statement of the original problem? Is there information not presented elsewhere in the paper? Keep in mind that abstracts are often written in haste, sometimes not by the principal author, and occasionally with knowledge of information not discussed in the paper.

The **Introduction** should explain why the topic is important. The audience for the paper will determine the scope of the Introduction. Many technical papers suffer from excessively broad introductions; usually the first few paragraphs can be excised. Does the author cite only his own papers for examples of past work?

The **Body** of the paper is the part most requiring the reviewer's expertise. Here you are on your own. As you read it, decide if the approach and analysis are clearly described. Has the author integrated discussions of errors and uncertainties in his analysis at suitable points? Authors also have difficulty identifying what parts of their papers are central and which are either irrelevant or of lesser importance (sometimes the author has not carefully considered his audience). Therefore, look for material that could be deleted. Is the level of detail reasonable? Is too much data presented? Many papers are condensed from longer, detailed internal reports. It is perfectly acceptable to refer to the internal reports for details, especially when only a few readers will be interested (if they want the details, they can write the author for the report). When the paper has a page limit, the author may fail to insert enough detail. As a reviewer, you need to identify these cases and suggest areas where offsetting deletions could be made so as to remain within the limits.

While reading the Body of the paper, consider the topic as a whole. Is this the right amount of work for a paper? Is the paper premature? Alternatively, should the paper be divided into two papers? Few reviewers seriously consider these issues.

The **Conclusion** should follow directly from the Body of the paper. There should be no surprises, and most important, no new material introduced. Some authors try to broaden their conclusions by "reaching" for results produced elsewhere. This is unacceptable.

The **References** provide many clues to the author's approach. The paper is immediately suspect (but not necessarily wrong or obsolete) if all of the references are old. A Reference list containing papers only by the author deserves special, and skeptical scrutiny. Beyond this, however, the reviewer should be able to spot omissions. Has the author forgotten important references? Help the author if possible by supplying citations.

Tables, Graphs, and Figures are vital components to a paper but only when thoughtfully used. Tables are particularly abused. Is every table and graph necessary? Perhaps a citation to an internal report would suffice. Do the tables contain more digits than are actually significant? This is a common problem when computers calculate values and the programmers fail to suppress insignificant digits. Worse, these nonsense numbers clutter up a table, thus making it more difficult for the reader to extract the significant numbers. Zero suppression also removes table clutter. Substitution of graphs for tables avoids both of these problems.

Can the table data be presented better in a graph? With the advent of computer plotting programs, graphs are easy to create. Unfortunately, some treat a graph as a piece of art and refuse to acknowledge that most graphs will be computer generated. You must recognize that a compromise may be required.

Check that all figures and tables are appropriately captioned and are referred to in the text. It is good practice to have one sentence in the caption summarizing the results.

WHEN TO DECLINE

Reviewers must finish a review within a specified time. Unfortunately, a good review takes many hours to prepare and it must compete with other obligations. Therefore, you can (and should) decline to review a paper if you cannot devote the necessary time before the deadline.

Upon inspection of the paper, you may realize that you are not competent to review the paper. This is nothing to be ashamed about because papers and reviewers cannot be perfectly matched.

When you decline to review a paper, suggest an alternate reviewer. Be sure to provide the alternate's name, address, phone number, and e-mail address.

HOW TO SUBMIT REVIEW COMMENTS

The form for reviewer comments consists of a set of questions related to specific criteria that the editor uses to make decisions. These questions should be answered as fully as possible. Additionally, there is an opportunity to provide general comments and specific suggestions.

An important part of the review process is the cover letter. The cover letter gives the reviewer an opportunity to summarize the overall evaluation of the work and the context for making this evaluation.