



國立成功大學

National Cheng Kung University

Tips to Publishing Your Research

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Acquisitions Editor (Social Sciences)

Singapore Office



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Topics Covered

- About Cambridge University Press
- The academic publishing landscape
- Scholarly journals and peer review
- Selecting, writing and submitting to journals
- Open Access and predatory journals
- Quiz #1 / Q&A
- How to get your book published?
- Introducing Cambridge Elements – new model of publishing
- Cambridge Core, Author Hub & Services
- Quiz #2 / Q&A

About Cambridge University Press



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Cambridge University Press

- World's oldest publisher, founded in **1534**
- Our first book was published in 1584
- Integral part of the University of Cambridge
- Offices in over 50 countries, trading in over 200



1534

Cambridge is granted a letters patent to 'print all manner of books' by Henry VIII



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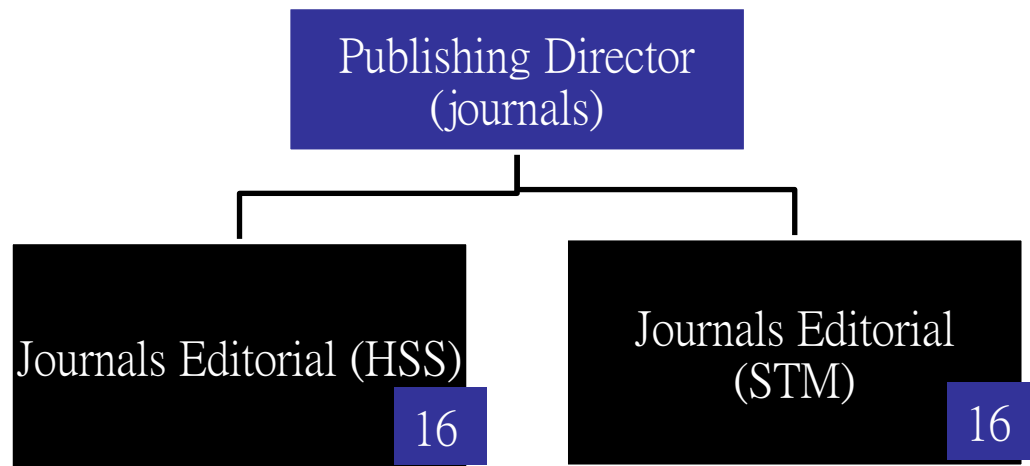
Our Mission

- A not-for-profit organisation – all surplus reinvested in the University and in our future publishing
- Support research and learning
- Global– we want to work with the best scholars and the best universities around the world!

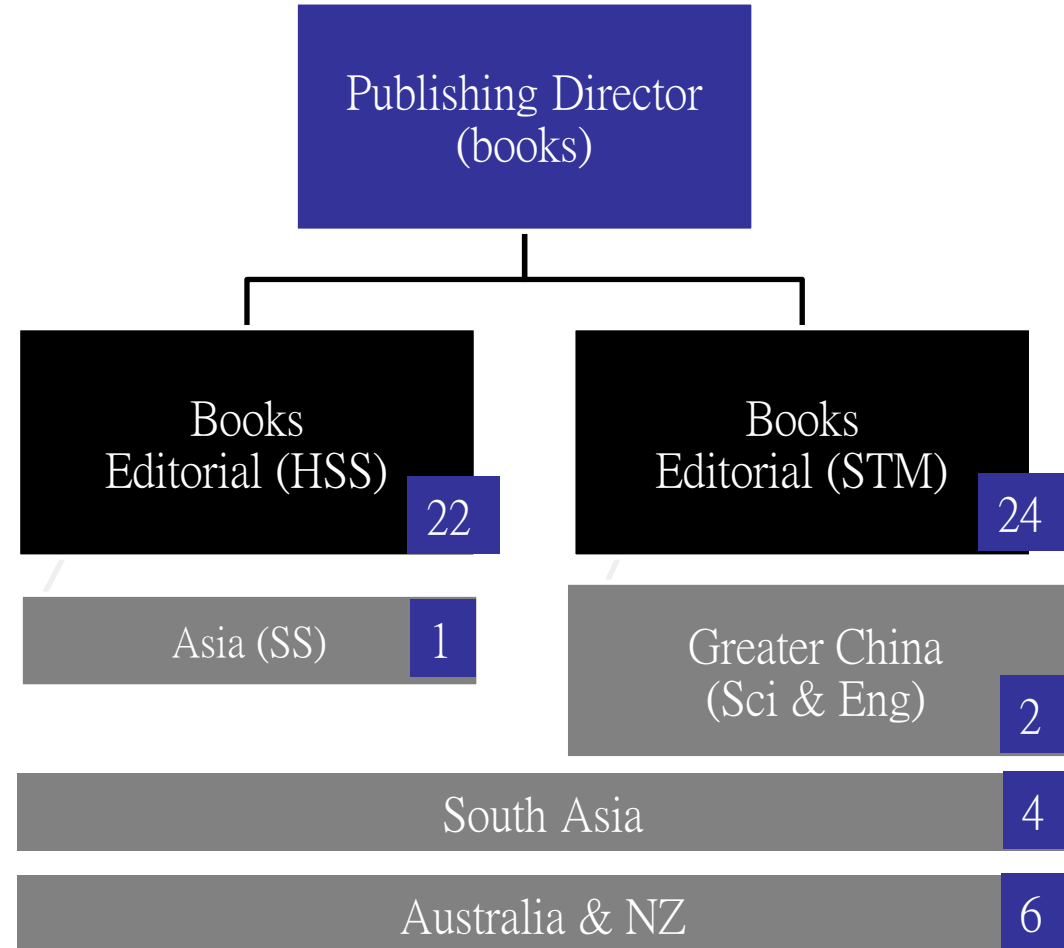
Publishing Groups



Editorial Structure & Teams



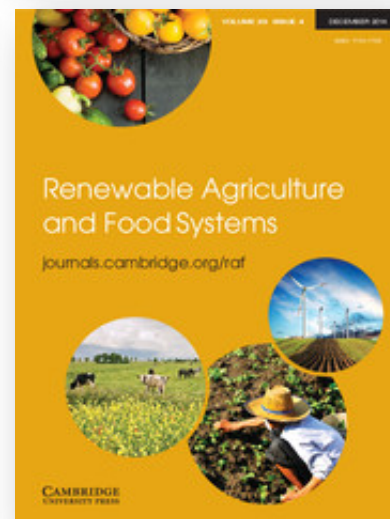
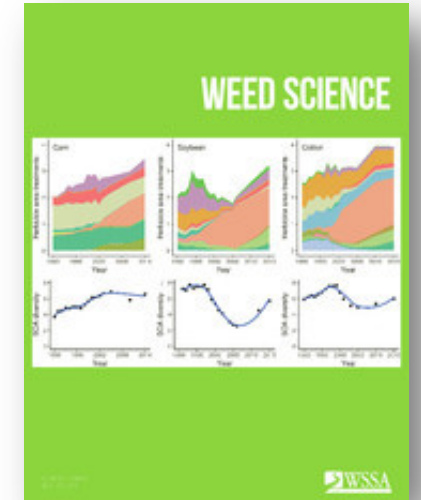
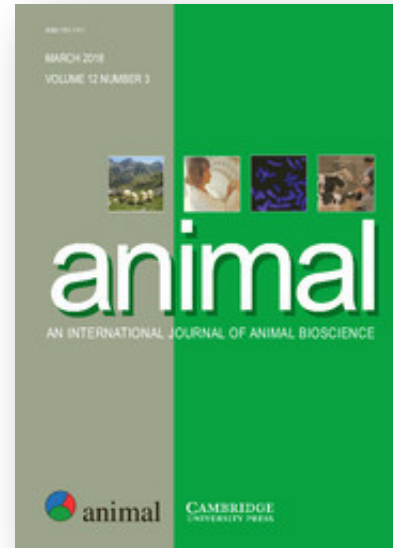
Journal Commissioning Editors are based in Cambridge and New York.



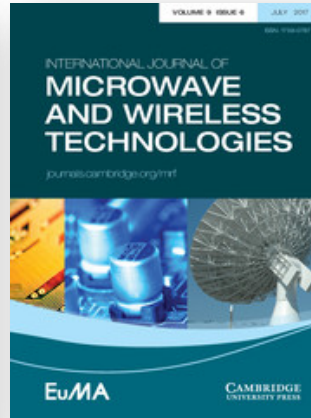
Browse subjects

- Anthropology
- Archaeology
- Area Studies
- Art
- Chemistry
- Classical Studies
- Computer Science
- Drama and Theatre
- Earth and Environmental Sciences
- Economics
- Education
- Engineering
- English Language Teaching - Resources for Teachers
- Film, Media, Mass Communication
- General Science
- Geography
- History
- Language and Linguistics
- Law
- Life Sciences
- Literature
- Management
- Materials Science
- Mathematics
- Medicine
- Music
- Nutrition
- Philosophy
- Physics and Astronomy
- Politics and International Relations
- Psychiatry
- Psychology
- Religion
- Social Science Research Methods
- Sociology
- Statistics and Probability

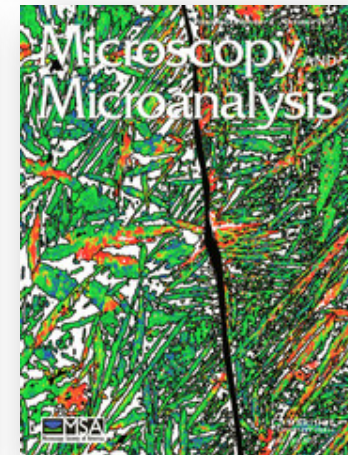
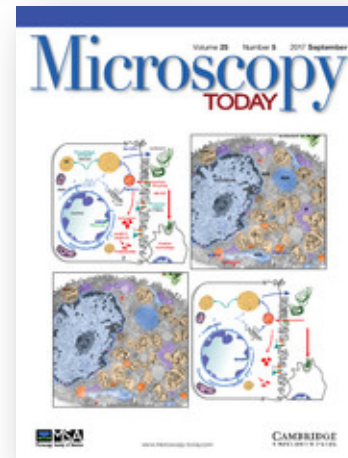
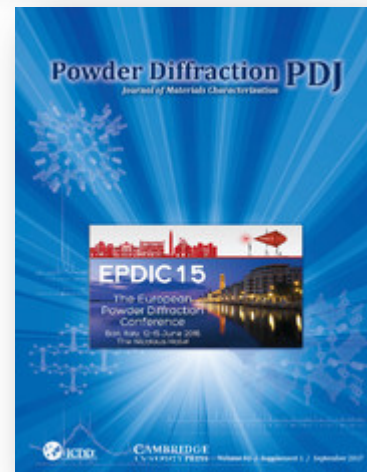
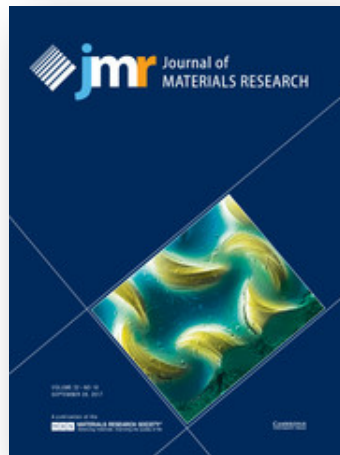
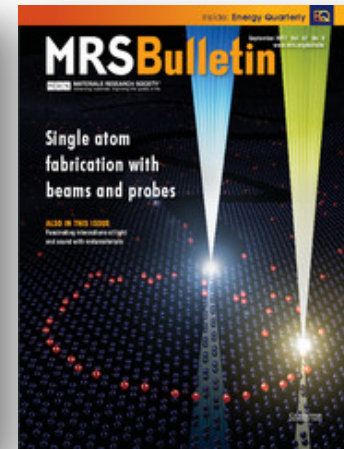
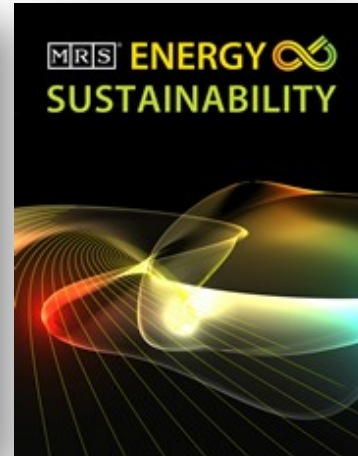
Agriculture Journals



Engineering journals



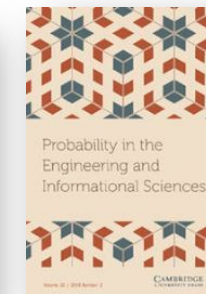
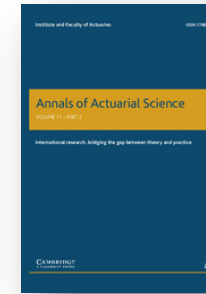
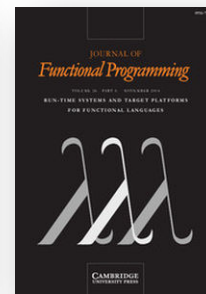
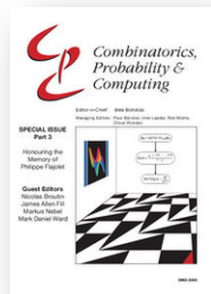
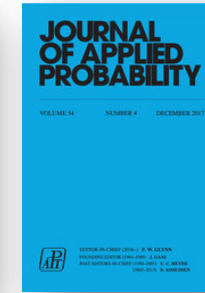
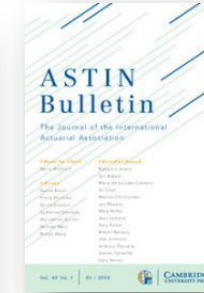
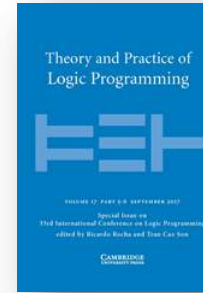
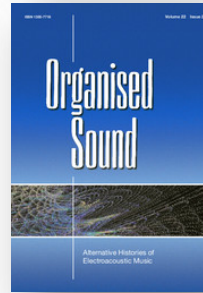
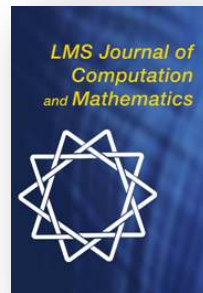
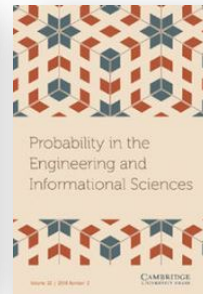
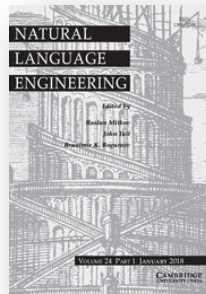
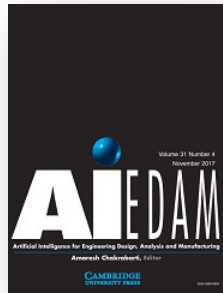
Materials Science journals



Math journals



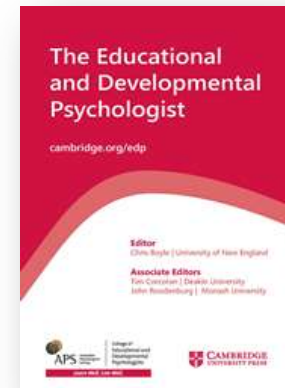
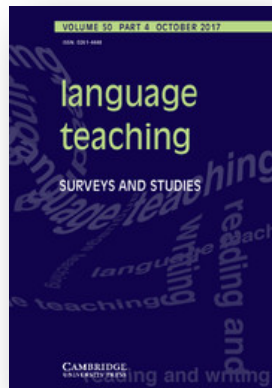
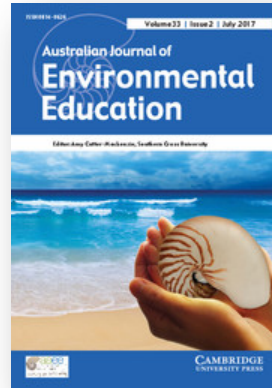
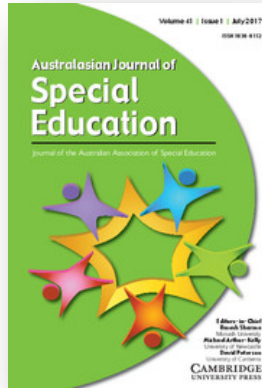
Computer Science Journals



Business/Management journals



Education journals



Academic Publishing Landscape & Scholarly Journals



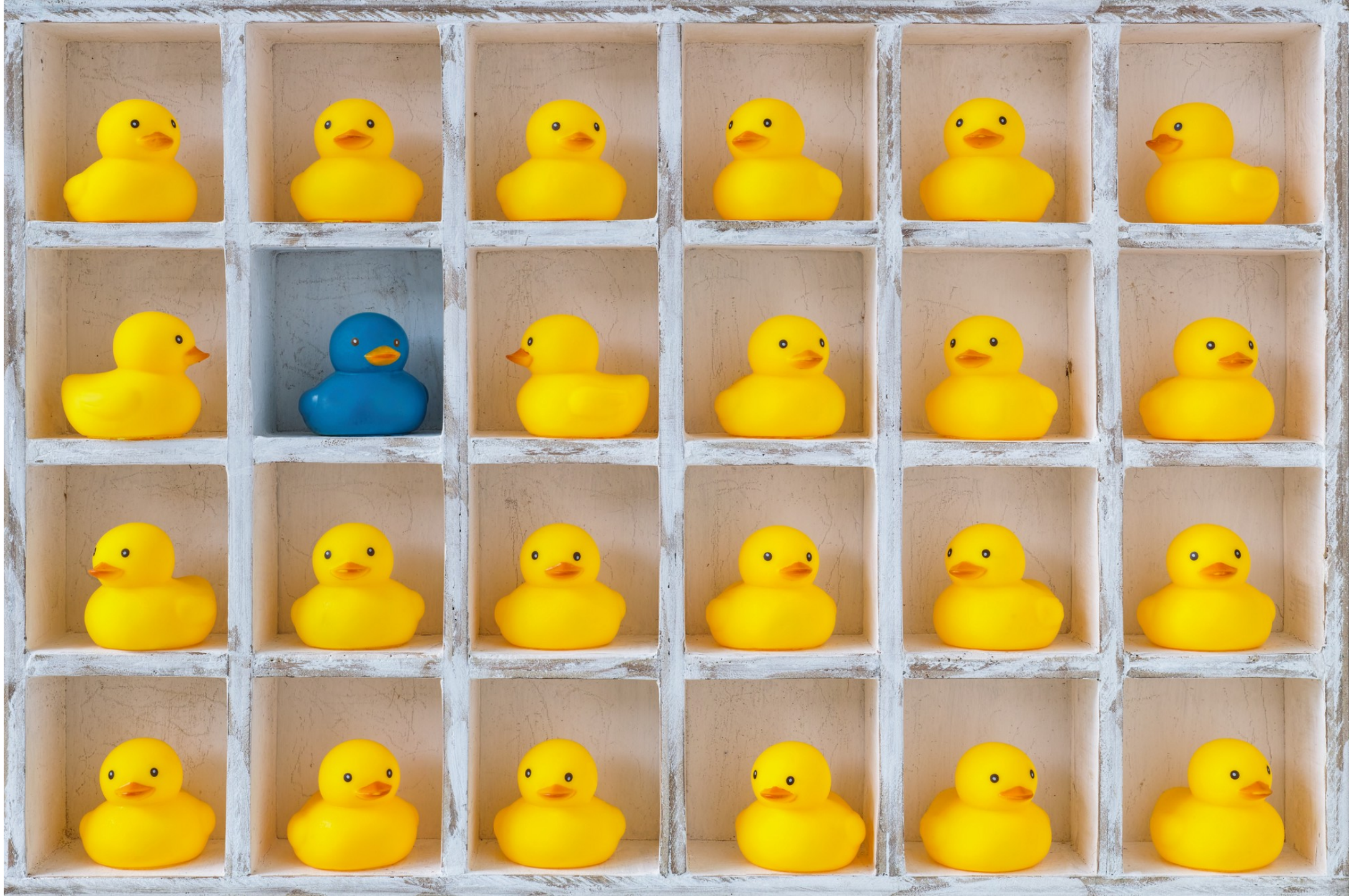
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Academic Publishing Landscape

- Over 20,000 journals actively being published
- More than 2 million articles published each year
- More than 200,000 new books published each year
- *STM*: \$14 billion, *H&SS*: \$2.4 billion (annually)
- Many publishers (some small, some large)

University Presses

- “Not for profit” – what does this mean?
- Oxford & Cambridge UPs – self sufficient
- Most North American UPs are subsidised by parent university (annual grants)
- Publishing decisions – academic quality & market



What is a scholarly journal?

Scholarly journals enable:

- Scholars (experts in a particular academic field)
 - to **communicate** their research
 - to stay **current** by reading about other scholars' work.
- Scholarly journals create a **community** of experts who are all participating in a kind of **conversation** in that academic field.

What is a scholarly journal?

Basic functions

Designed to solve 3 technological problems (Henry Oldenburg 1664-5):

- Registration – asserting **ownership** of an idea
- Dissemination – attracting **recognition** and **career advancement**
- Archiving – creating a **permanent record**

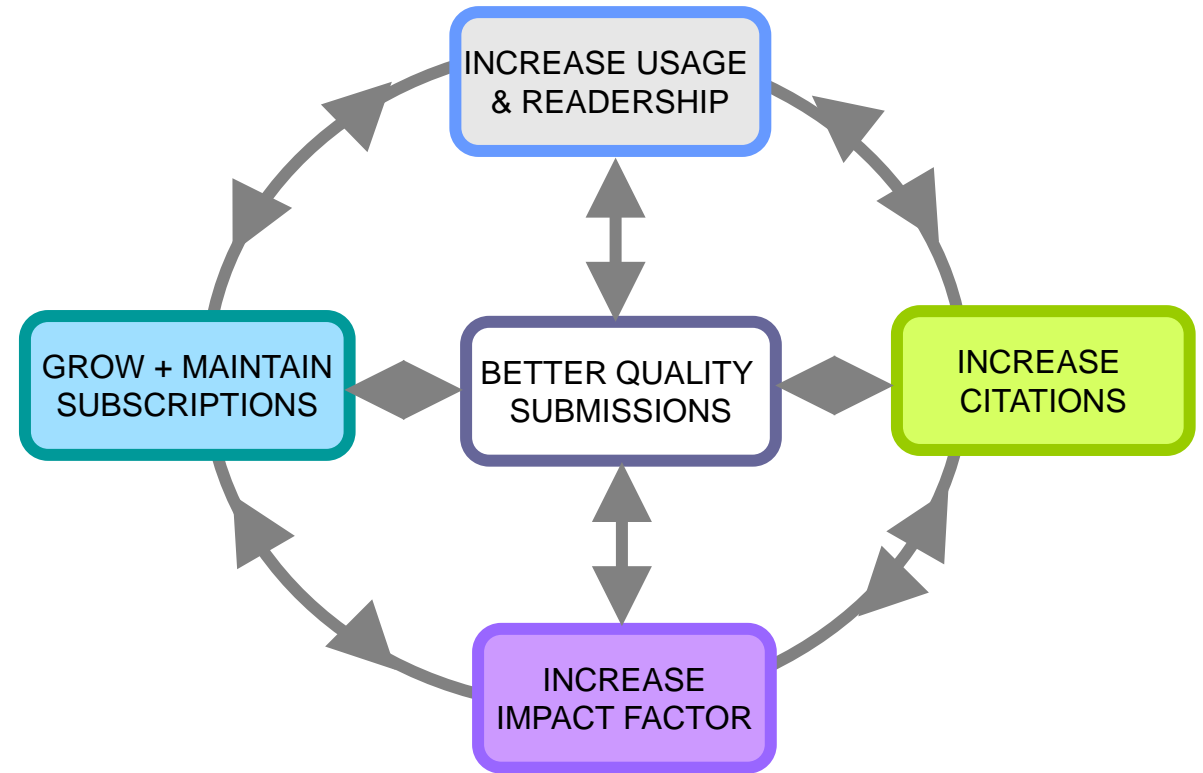
Two additional cultural functions have developed over time:

- Certification – provide **quality assurance**
- Filtration – **navigate** vast sea of information

Ecosystem

- scholars
- funders
- libraries
- publishers
- learned societies/professional associations

All working towards expanding access to the fruits of research





Selecting a journal

The main reason for outright rejection of an article:

- it is submitted to an *inappropriate* journal.

Consider:

- **Why** are you publishing?
- **Who** are you publishing for?

You can start by:

1. Talking to your network
2. Thinking about journals you commonly read
3. Assessing the journals on your shortlist

Selecting a journal – Assessing a journal

What are the **editorial board** likely to be looking for?

- Read the **Aims & Scope** and manuscript submission guidelines

Is your paper within the scope of the journal?

- Review **recent publications** in each journal.
- Find out the **key topics** covered, and the **style** of coverage

Is your paper on a par with and related to others in the journal?

- Consider the **general hierarchy** of the journal in your field

How significant are your findings to the understanding of your discipline?

Selecting a journal – Assessing a journal

What are **you** looking for?

- What's the journal's policy on peer review and Open Access?
- Does the journal allow me to comply with my institution/funder's policies?
- Is it clear what fees will be charged?

An article processing charge (APC) is charged by certain Open Access journals

Certain traditional journals charge per page and/or per colour figure to cover the cost of printing

Writing your manuscript

ABC of effective writing:



Accuracy



Brevity



Clarity



Writing your manuscript

Accuracy

- Submit article only when fully complete
- Obey the rules in the submission guidelines
- Check your references; check your data is correct
- Focus on correct use of grammar and spelling
 - For non-native English speaker, ask an articulate peer to read through work or consider language editing services



Writing your manuscript

Brevity

- Be concise and get to the point!
- A longer manuscript is *not* necessarily a better one
- Typical paragraph: First sentence states the main point, other sentences in paragraph support this.
- Simple writing – easier to communicate to the audience



Writing your manuscript

Clarity

- Well organised with clear message
- Structure the manuscript correctly
- *Suggested* structure for scientific papers:
 - *Introduction: identifies the knowledge gap addressed by the article, specifies the novelty, objectives and scope of the work*
 - *Methodology*
 - *Results & Analysis*
 - *Discussion*

Preparing your manuscript

Focus on the following to increase chances of acceptance:

- Title
- Abstract
- Keywords

Preparing your manuscript

Your paper should include:

- ✓ A meaningful and helpful title
 - Short but descriptive title.
 - Articles with shorter titles are viewed and cited more frequently.
 - Maximum length \leq 16 words.
 - Not *too* short that it doesn't give clear context.
 - Leave out 'filler' words such as 'evidence of', 'effect of', 'comparison of', etc.
 - Do not include abbreviations (except for medicine).

Preparing your manuscript

Your paper should include:

- ✓ A clear and informative abstract
 - *Briefly* summarise main sections of paper (IMRAD):
 - *Introduction*
 - *Materials*
 - *Results*
 - *Discussion*
 - Don't exceed word count stated in submission guidelines.



Preparing your manuscript

Your paper should include:

- ✓ Keywords
 - 4-8 key words/phrases to ensure your article is fully discoverable
 - Think about what the ideal reader for your article might be searching – ask your peers
 - Selected journal may have list of preferred terms



Preparing your manuscript – cover letter

Your cover letter should:

- **Highlight** your **most important** findings
- **Describe** how the manuscript is a **good fit** for the journal
- **Explain** that the manuscript has **not been published** elsewhere.



Preparing your manuscript – cover letter

The structure of a cover letter:

- Written like a standard business letter

First section:

- state the name of the manuscript
- describe the type of manuscript
- describe rationale and major findings from research.



Preparing your manuscript – cover letter

The structure of a cover letter:

Second section:

- explain why manuscript is a good fit for the journal
- address specific aspects of the journal's Aims & Scope
- links with other articles you have read in the journal



Preparing your manuscript – cover letter

The structure of a cover letter:

Closing paragraph:

- indicate that the manuscript is original
- has not been published before
- not under consideration for publication at another journal

Peer Review and Editorial Decisions



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Peer review

Why?

Allows your research to be evaluated by independent experts in your field.

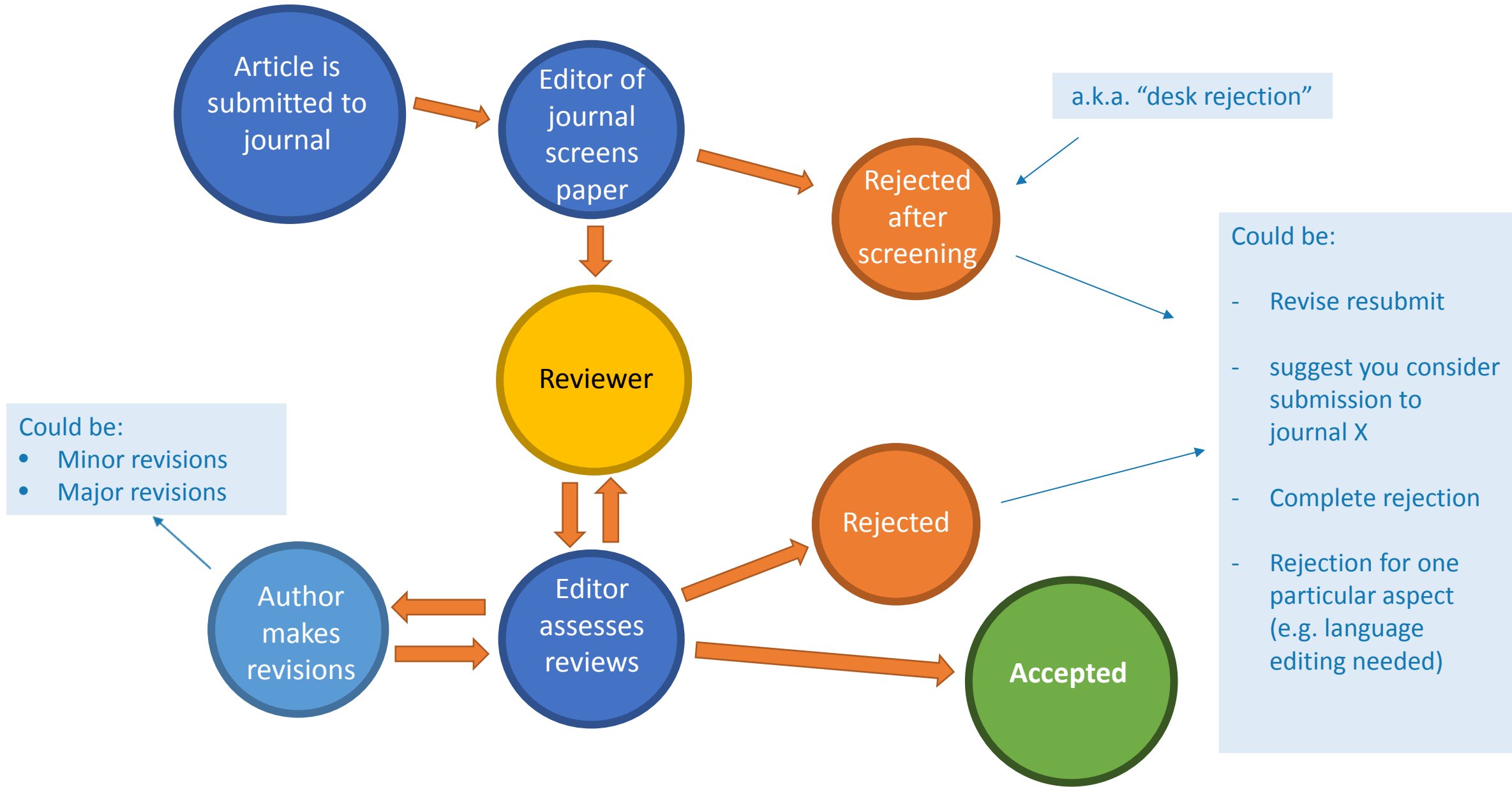
Aims of peer review:

- Ensure that your article is sound and accurate
- Give constructive feedback
- Alert you to errors
- Create a discussion
- Ensure submitted articles are suitable for the journal (in some cases)

Peer review - 3 most common types

	Single Blind	Double Blind	Open
Author	Doesn't know reviewer identity	Doesn't know reviewer identity	Knows reviewer identity
Reviewer	Knows author identity	Doesn't know author identity	Knows author identity
How common?	Most common type among science journals	Most common type among social science and humanities	Growing minority of journals do this

Post publication peer review – In some models, particularly experimental open access publishers, manuscripts are reviewed after they have been published. These reviews are most often open.





Possible outcomes of peer review

Revisions are nearly always requested!

- Accept without any change – extremely rare
- Accept after **minor revisions**.
- Accept after **major revisions**.
- **Revise and resubmit** – common outcome – should not be seen as rejection!
- **Reject the paper**



Possible outcomes of peer review

- Accept after **minor revisions**:
 - Language editing
 - Small number of new citations/ mentioning additional topics
 - Small additional experiments to complement the main body of article
 - Tweaks to interpretation of results
- Accept after **major revisions**:
 - Structural issues that call for a significant reorganisation of the text
 - More experiments needed to support aims of article
 - Argument needs to take into account a whole new topic
 - Existing analysis of data/evidence is flawed and needs to be re-worked

Responding to referees' comments

- Be respectful and acknowledge the time and care referees have taken
- Engage positively and constructively with criticisms. Do not be defensive or aggressive
- Respond either by common themes in referee reports or take each report in turn
- Indicate what you agree with, what you disagree with and what changes if any you would propose to make
- Provide a **detailed list of changes made**. This could avoid the need for further peer review.



Handling rejection

Take the opportunity to improve your paper

- Carefully read the referees' report and Editor's letter.
Establish why your article was rejected:
 - Was it a case of journal scope?
 - Was it due to flaws in your writing?
 - Are there fundamental issues that need to be addressed in your methodology or data?

Handling rejection

Take the opportunity to improve your paper

- Consider making the changes recommended by the referees. An unchanged paper is likely to get the same or similar comments even from different referees.

• Dear XXXXXX:

I am writing to you with regard to manuscript ***** entitled "xxxxxxx" which you submitted to the Journal of ZZZZZZZZZZZZ.

I have read your paper, and I consider the paper out of scope. For an explanation of the journal's theme, please see <http://journals.cambridge.org/action/displaySpecialPage?pageId=860>
This web page also explains the formatting rules for submissions.

Thank you for considering the Journal of ZZZZZZZZ for the publication of your research. I hope the outcome of this specific submission will not discourage you from the submission of future manuscripts.

Publishing Ethics



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Publishing ethics

Cambridge University Press is a member of **Committee on Publication Ethics (COPE)**.

Case	Verdict
Author requests permission to publish review comments received	Denied: reviewers were told the process was confidential at time of carrying out review.
Author of rejected paper publicly names and criticises peer reviewer	Classified as a mistake by author (who apologised publicly to the reviewer)
Author requests certain experts not to be included in editorial process	Ongoing! Options: honour request, open peer review
Publication of a manuscript on an external website after acceptance but prior to journal publication	Classified as a mistake by author, who removed the manuscript from the external website
Author sends gift to editor of journal while manuscript being reviewed	Editor, worried about conflict of interest, returns the gift

Open Access and Predatory Journals



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Definition of Open Access (OA)?

Research (mainly journal articles) that are:

- *freely* available on the public internet;
- permits *any users* to read, download, copy, distribute, print, search, or link to the full texts of these articles;
- *allows spiders* to crawl the articles for *indexing*;
- pass them as *data* to software (machine-readable);
- use them for any other *lawful* purpose;
- *without* financial, legal, or technical *barriers* other than those from gaining access to the internet itself.



Source: [Budapest Open Access Initiative](#) (2002)

The “Numbers” in Open Access (OA)?

- 12,000 peer-reviewed Gold OA journals; 2.32 million Gold OA articles (in DOAJ)¹
- 4,100 Green OA repositories²
- 5.4 million full-text articles on PubMed Central³
- 58,000 OA books in [Project Gutenberg](#)⁴
- 16,733 peer-reviewed OA books and chapters from 316 OA book publishers⁵
- 970 OA mandates⁶

Sources: ¹ [Directory of Open Access Journals](#) (as of 2018);

² [Directory of Open Access Repositories](#) (as of 2018);

³ As of 2018; ⁴ Correct as of April 2019; ⁵ Directory of Open Access Books (as of 2019);

⁶ ROARMAP, as of May 23, 2016.

Types of Open Access

	Gold Open Access
Intent	<ul style="list-style-type: none">• Author (or institution/funder) pays a fee to the journal for Gold OA
Access	<ul style="list-style-type: none">• Free & immediate public access to <i>final version</i> of article
Use	<ul style="list-style-type: none">• Is determined by type of user licence, e.g. CC-BY-NC-ND.• Check with your journal
Fees	<ul style="list-style-type: none">• Article Publishing Charge (APC) ranges between US\$500 to US\$4500 depending on subject area/publisher
How can I publish OA?	<ul style="list-style-type: none">• Publish in hybrid OA journal (subscription journal in which some articles OA)• Publish in OA journal

Types of Open Access

	Green Open Access
Intent	<ul style="list-style-type: none">• Allow authors to post online a version of their article• For traditional subscription journals that requires an embargo period (time delay)
Access	<ul style="list-style-type: none">• Free public access to a <i>non-final version</i> of your article
Use	<ul style="list-style-type: none">• Authors can use articles for range of purposes.• Open versions of article should have user licence attached
Fees	<ul style="list-style-type: none">• No fee
How can I publish OA?	<ul style="list-style-type: none">• Check your journal guidelines.• Typically publish and then self-archive in a repository

Our Green Open Access Policy

	Personal Webpage	Department or institutional repository	Non-commercial subject repository (e.g., PubMed Central)	Commercial repository (ResearchGate, Academia.edu, SSRN)
SMUR	At any time	At any time	At any time	At any time
AM	On acceptance	6 months after publication (STM journals) On acceptance (HSS journals)	6 months after publication (STM journals) On acceptance (HSS journals)	Abstract only + link to VoR on Cambridge.org
VoR	Abstract only + link to VoR on Cambridge.org	Abstract only + link to VoR on Cambridge.org	Abstract only + link to VoR on Cambridge.org	Abstract only + link to VoR on Cambridge.org

This policy is updated as of 10 May 2019 and we reserve the right to amend the policy as deemed fit. The latest policy can be viewed here: <https://www.cambridge.org/core/services/open-access-policies/open-access-journals/green-open-access-policy-for-journals>

Identifying Predatory OA Journals

- Is the journal indexed in DOAJ? Scopus? Web of Science?
 - Some predatory OA journals are indexed in DOAJ
- Where is their editorial office?
 - Is the address of the publisher/editorial office a physical office?
- Who are their editorial board members?
 - Are the journal editors academics? Their affiliations?
 - Are the board members duplicated across the publishers' journals? Email them directly to ask about the journal.

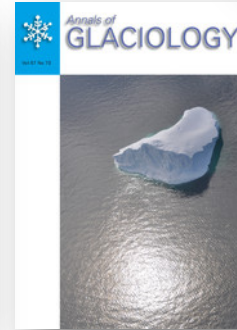
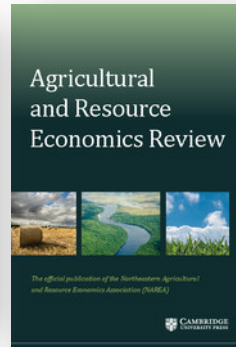
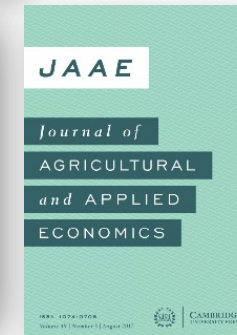
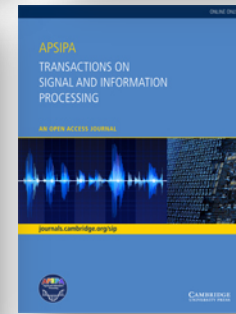
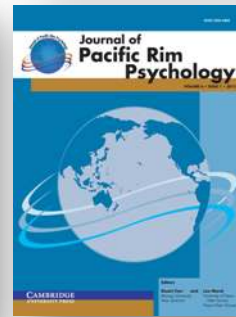
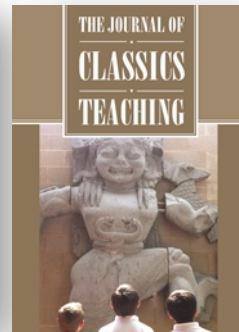
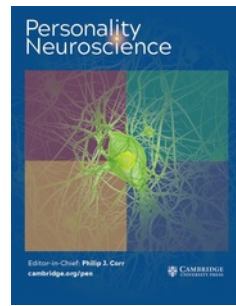
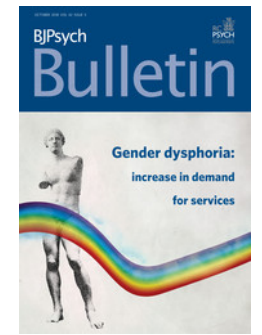
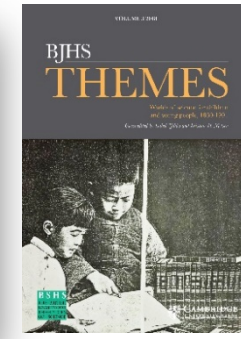
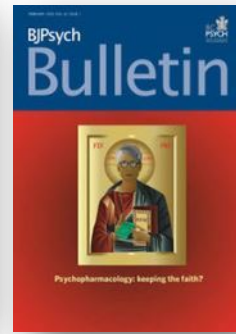
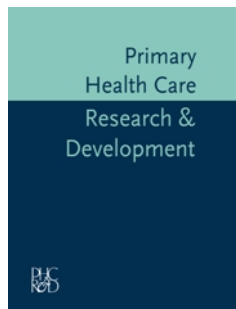
Identifying Predatory OA Journals

- Do you need to pay upfront before peer review?
 - Does publisher requests payment of APC before they start peer review?
- Does it list fake journal rankings or impact factors?
 - e.g. Universal Impact Factor; Journal Impact Factor, Global Impact Factor
- Stick to reputable publishers and journals published by international societies

Identifying Predatory OA Journals

- Check the peer review policy
 - Usual turn-around time is at least four weeks; may not be thorough if the reports are provided very quickly
- Be aware that journal title does not reflect its impact
 - any journal can call themselves “International” or use a city/country name as part of its title (e.g., International J of Bad Science, Oxford Journal of Dubious Research)
- Does it have an ISSN? <https://portal.issn.org/advancedsearch>
- Beall’s list (no longer updated): <http://beallslist.weebly.com/>

Cambridge Gold OA Journals (33)



Cambridge journals' Article Processing Charges

For Cambridge University Press journals:

- **APC:** £385 (US\$600) to £1,780 (US\$2,835)
- Waiver/reduction of APC for authors from low- and middle-income countries ([World Bank list](#))
- Peer review process and decision to publish **independent** of author intention to publish Gold OA

Pop Quiz #1

Correct answer gets a prize!

1. In *which year* was Cambridge University Press established?
2. Which *three* items should you focus on when writing a journal article? Clue: **T**__, **A**__, **K**__
3. Please *state* the two different types of Open Access models (开放获取)?