# Authors Workshop:
## A Guide to Getting Published

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# Aim and overview

**Aim:**

To provide a comprehensive guide to optimize your academic writing and preparation skills whilst focusing on best practice for submission and post publication promotion.

**Overview:**

- Introduction
- Why publish? Developing a publishing strategy
- Finding the right Journal
- Preparing and structuring your paper
- Submitting your paper and the peer review process
- Revising your paper
- Copyright and publication ethics
- Dissemination and promotion of your paper
- Raising the impact of your paper
- Why Publish with Emerald?
- Further information and resources

# Introduction

# Introduction

Contact me at: mbartlett@emeraldgroup.com

*My Name is Meloney Bartlett. I am the Head of Publishing at Emerald Publishing where I have management and development responsibility for the Journals programme of over 300 titles and their related products. I work with a global team from our headquarters in Bingley, UK.*

*In my role I am working to address the economic and strategic challenges within our publishing business, including our open access policies and implementation. As well as the specific challenges faced by independent publishers.*

*Before I joined Emerald Publishing I was the Head of the Journals publishing programme at the Royal Society of Chemistry in Cambridge. Prior to that position I managed the Science & Engineering Journals programme at Taylor & Francis in Oxford.*

*I received my Ph.D. in Chemical Engineering from the University of Bath.*

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# 50 Years of Heritage

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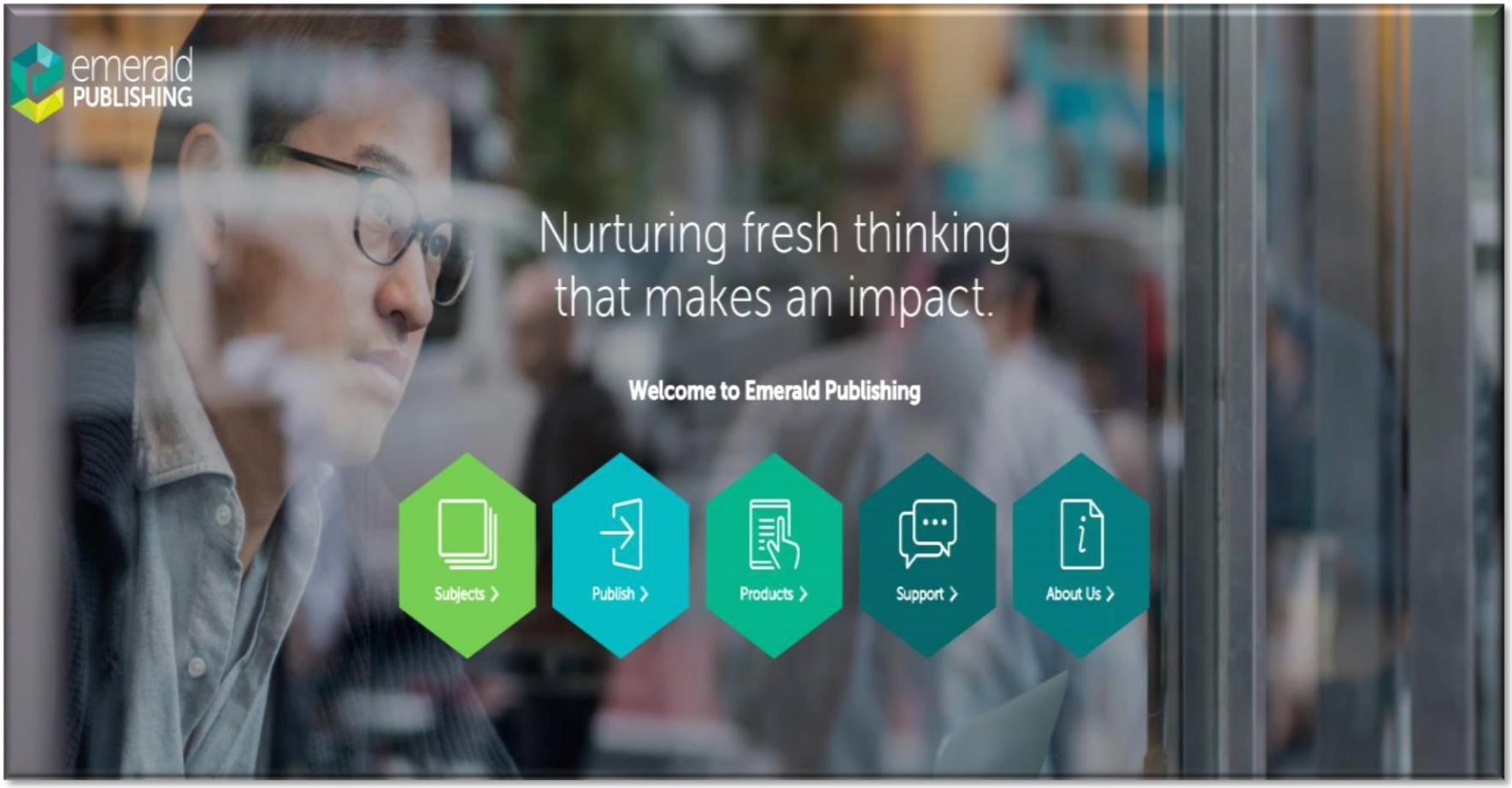
# Emerald Group:
## Brand Hierarchy

# Emerald Publishing:
## Nurturing Fresh Thinking That Makes An Impact

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# Why Publish:
# Developing a publishing strategy

# Why publish:
# An integral part of the research cycle

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# Why publish: What do our authors say?

**PEER RECOGNITION**

**85%** published for esteem and receive internal and external recognition. Such choices are made more complex because researchers know that publications serve not only as means of communication. They can be monitored or measured as indicators of quality or impact

**SUBJECT DEVELOPMENT**

**70%** wanted to share knowledge and experience to maximise dissemination to a target audience. Different disciplines produce and publish different types of outputs: from data sets to journal articles to monographs this can include grey literature such as patents

**CAREER ADVANCEMENT**

**80%** of our authors published with a view to meeting essentially external requirements for research assessment and career advancement, as well as personal development

**PROFESSIONAL PROMOTION**

**50%** published for company recognition and to promote their business. There is a rich array of other kinds of output employed and valued by researchers. They are concerned that communications especially those that are better-suited to applied or practice-based research, and to communicating with non-academic audiences – seem to have lower status and prestige in the academic world.

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http://www.rin.ac.uk/system/files/attachments/sarah/Communicating-knowledge-report.pdf

# Finding the right Journal

# How to select the "right" journal?

Choosing a journal to publish in is an **investment decision**. A good choice can enhance the impact of your work and your reputation.

- Factors to consider are relevant readership, recent articles, communicative, societies and internationality, likelihood of acceptance, circulation, time from submission to publication.
- What type of paper are you planning to write i.e. practice paper, research paper, case study, review, viewpoint? Check first what type of paper the journal accepts.
- Do you have an open access mandate?
- Be political (e.g. national vs. international) and strategic (e.g. five articles in 'low ranked' journals vs. one in 'top ranked' journal).
- Develop a publication strategy – you may not get published in a top journal straight away.

# Journal Selection: Relevance

- Finding a journal with the **right "fit"** should be more important than finding the top ranked journal
- Reading widely in your field will help you create a **shortlist** of journals which publish research in your subject area
- Journals will publish research which fits with their **scope and aims.** You have to mould your research to fit the journal not the other way around!
- Select, read and understand objectives of each journal selected. Get to know the journal. **Build a relationship**
- Follow the **Author Guidelines** – scope, type of paper, word length, references style
- **Send an outline** or abstract to the Editor and ask if the paper looks suitable
- Ask your librarian for **advice**

# Journals Selection: Reputation

Indication of a reputable journals:

- Come from publishers or societies known to communities
- Highly regarded Editor and Editorial Advisory boards
- Member of ethical bodies such as COPE (Committee on Publication Ethics)
- Documented Peer Review processes
- Have digital preservation such as Portico or LOCKSS
- Have ranking information relevant to discipline e.g. ISI/ Scopus/ABS
- Reputable authors

**Check with your library or department for a list of recommended journals**

# Journal Selection: Quality

Are rankings important to you? Web of Science (ISI) is the most well known ranking, **but others exist.** Citations are a good, but not complete, guide to quality

- Clarivate Analytics and Impact factors
- Scopus and CiteScore
- SCImago Journal Rank
- H-index
- Usage
- Altmetrics
- Peer perception and engagement

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# Journal Selection: Open Access and mandates

Green Open Access

- Free to publish. Journal is behind a paywall
- Author can self-archive content in institutional repository

Gold Open Access

- Author pays an Article Processing Charge (APC)
- Free to access online immediately

Platinum Open Access -

- The costs of publication are sponsored by a third party (i.e. institution/association)
- Free to access online immediately

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OPEN ACCESS

# Journal Selection:
# Benefits of Open Access

- Easy for researchers to reuse your articles content (subject to licensing).
- More people can access your work and do so for free.
- Increased research opportunities for poorer institutions
- Satisfy policy on funding and mandates

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# Journal Selection: Predatory Journals

- There are thousands of journals online
- But are they all what they seem?
- Beware:
  - Organizations  you've never heard of
  - Guaranteed publication
  - Publisher/Editor is also the owner
  - No editorial information
  - No documented peer review process
  - Very broad journals

**IF IN DOUBT ASK YOUR LIBRARY FOR HELP**

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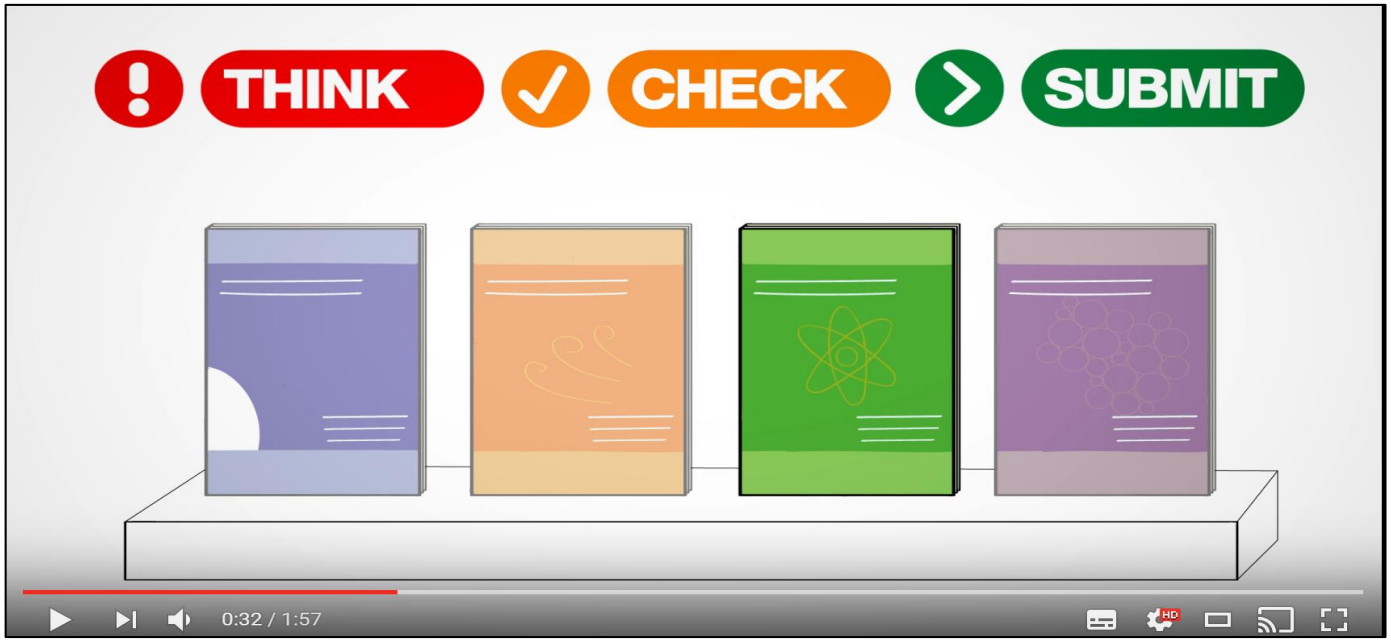
# Journal Selection




- Think Check Submit
  https://www.youtube.com/watch?v=L4z0Nxq4Epc
- Reviews of Peer-Reviewed Journals in the Humanities and Social Sciences
  https://journalreviews.princeton.edu/ranking-peer-reviewed-journals/
- Publish or Perish
  https://en.wikipedia.org/wiki/Publish_or_perish
- Cabell's
  - https://www.cabells.com/about-us

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# Preparing and structuring your paper

# How to get started: What do I write about?

- Have you completed a project that concluded successfully?
- Are you wrestling with a problem with no clear solution?
- Do you have an opinion or observation on a subject?
- Have you given a presentation, briefing or conference paper?
- Are you working on a Doctoral or Master's thesis?
- Do you have a new idea or initiative?

**If so, you have the basis for a publishable paper**

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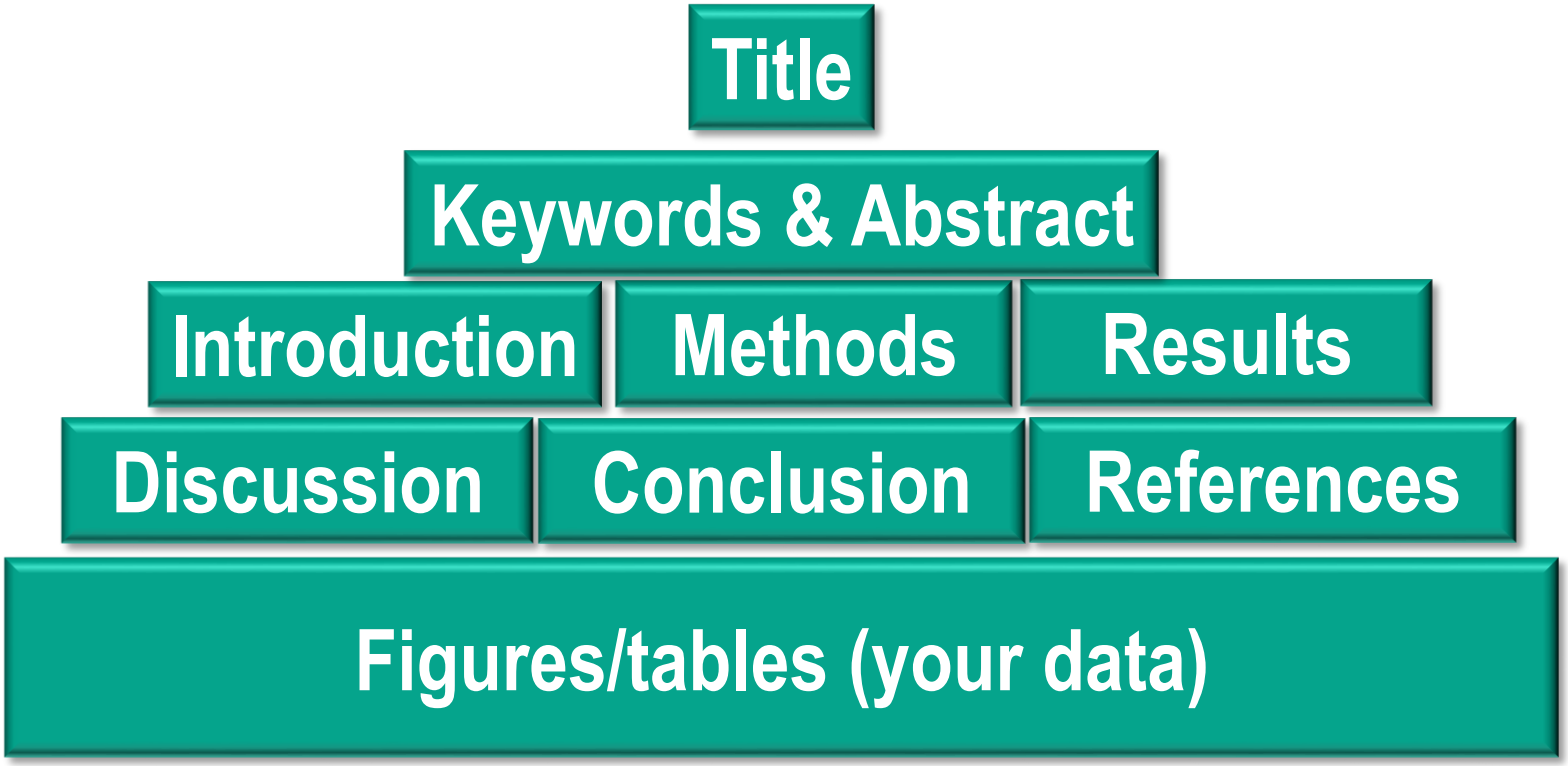
# Structuring your paper

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# Writing tips

- **Avoid generalisations such as:** *As a rule, for the most part, generally, in general, potentially, normally, on the whole, in most cases, usually, the vast majority of…***unless you can qualify them in some way**

- In terms of tone of voice it is important that you **choose the tone of voice that serves your purpose**: is the section trying to engage the reader sch as an introduction? Or do you want to present information impartially such as a methodology?
  - ***Active:*** direct, clear. A subject or 'agent' is the 'doer' of the sentence and performs an action on the 'object': *'The University [agent] employs [action] researchers [object]'.*
  - ***Passive:*** can depersonalise, can confuse. The object becomes the agent of the sentence and has an action performed on it/them: *'Researchers [agent] are employed [action] by the University [object]'*

- A **general resource for academic writers**, designed primarily with international students whose first language is not English in mind: www.phrasebank.manchester.ac.uk

# What makes a good paper:
## What are Editors and reviewers look for...

1. Adherence to the editorial **scope and aims** of the journal
2. **Originality** – what's new about subject, treatment or results?
3. **Relevance** to and extension of existing knowledge
4. Research **methodology** – are conclusions valid and objective?
5. Clarity, **structure** and quality of writing – does it communicate well?
6. Sound, logical progression of **argument**
7. Theoretical and practical **implications** (the 'so what?' factors!)
8. A good title, keywords and a **well written** abstract
9. Recent and relevant **references**
10. **Internationality**/Global focus

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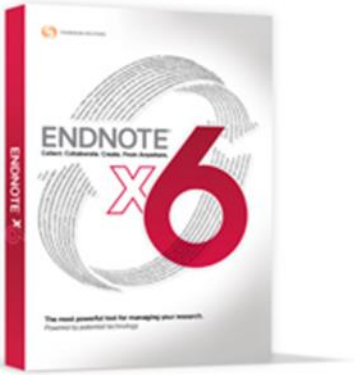
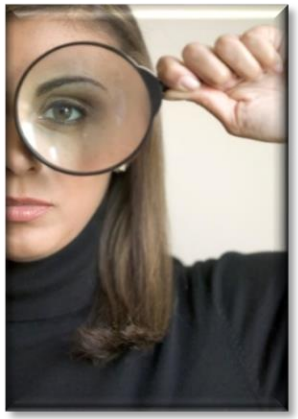
# Polishing: Essential points for authors

Look for:

- Incorrect grammar, spelling and punctuation
- Flow, transition or sense problems
- Unintended typographical errors
- Accuracy of any mathematical or statistical content
- Incomplete or inaccurate references
- Ensure consistency over your manuscript
- Know your common mistakes
- Use, but don't rely on, the spell checker
- **Show the draft to someone else – have a fresh pair of eyes look at it**



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# How to avoid desk rejection

**“Many papers are rejected simply because they don’t fulfill journal requirements. They don’t even go into the review process.”**

| | |
|---|---|
| **Identify** | **The right journal/book** |
| **Read** | **Read at least one issue of the publication – visit your library for access** |
| **Follow** | **The author guidelines** |
| **Find out** | **Where to send the manuscript (for Emerald - ScholarOne)** |
| **Send** | **Send an outline or abstract and ask if it looks suitable and interesting – an opportunity to speak directly to the editor, convince them of the importance of your manuscript to the journal** |

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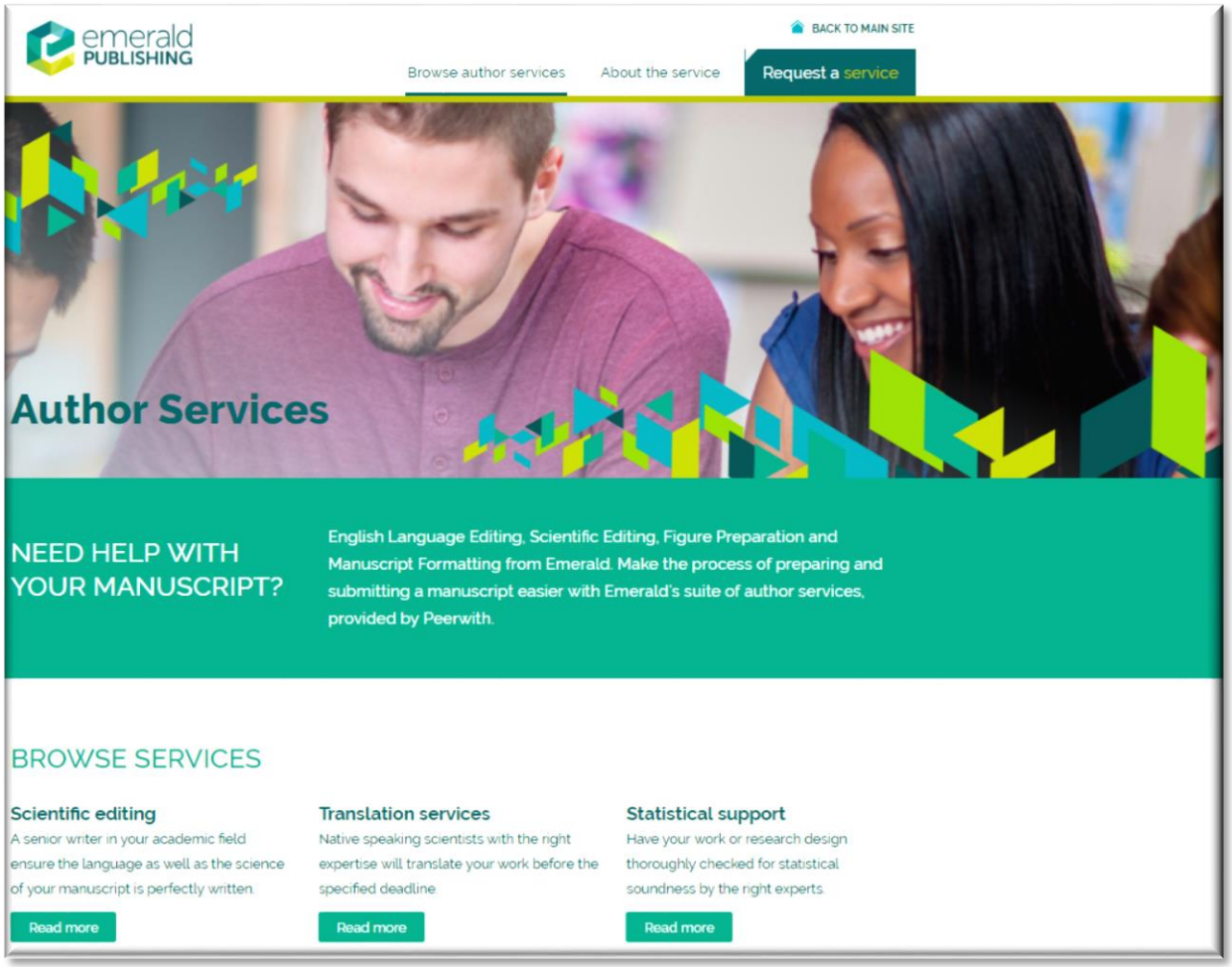
# Emerald author services

# All relevant author services in one place




authorservices.emeraldpublishing.com

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# Peerwith and Emerald Publishing:
## Connecting authors with selected experts

### Scientific editing
A senior writer in your academic field ensure the language as well as the science of your manuscript is perfectly written.

Read more

### Translation services
Native speaking scientists with the right expertise will translate your work before the specified deadline.

Read more

### Statistical support
Have your work or research design thoroughly checked for statistical soundness by the right experts.

Read more

### Language editing
Find the right language expert to ensure your paper has the appropriate level of English.

Read more

### Copy editing
Save time by leaving copy-editing up to an expert who can format your manuscript per required standards.

Read more

### Funding application support
Connect with experts in grant, research or funding proposal writing to support you in securing your science career.

Read more

### Visuals
Professionalize your illustrations, images or presentations to increase the impact of your scientific work.

Read more

### Video
Communicate your research by using explanatory or summarizing animations, highlighting the essence of your work.

Read more

### Publication support
Ask a publishing consultant about journal selection, journal submission, manuscript review and more.

Read more

### Literature search
Find someone with access to the right databases to do your literature search or analysis.

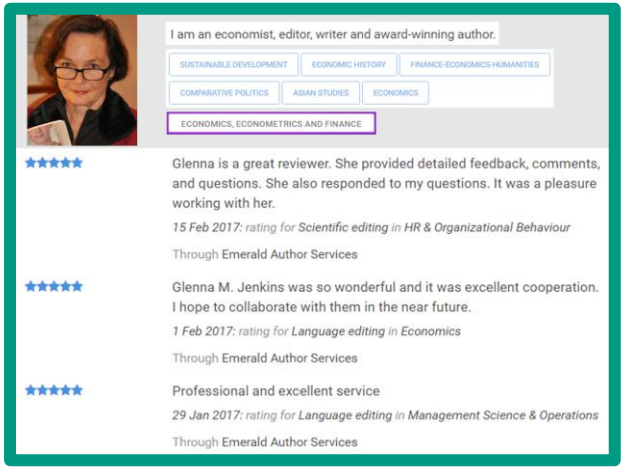
Read more

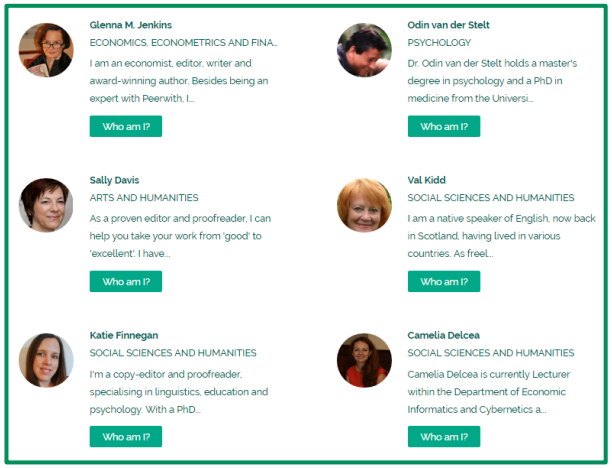
### Peer review
Have experts analyze your paper before it's sent out to a journal.

Read more

### Indexing services
Find an indexing professional with the right expertise and background to index your book.

Read more

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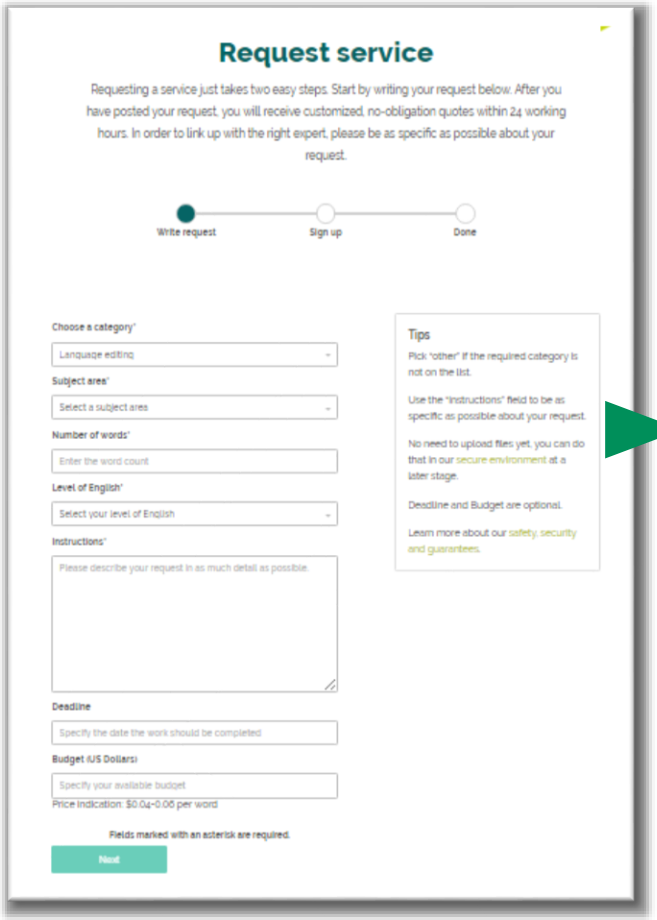
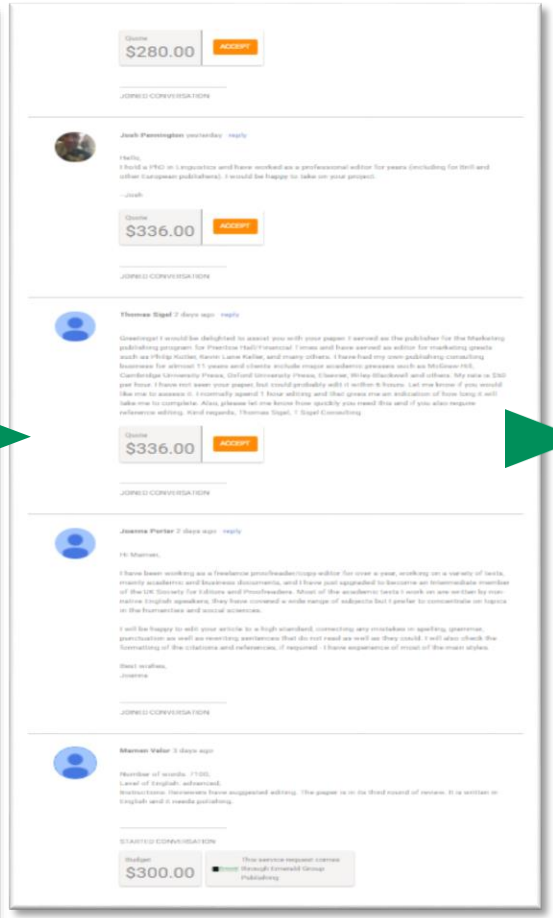
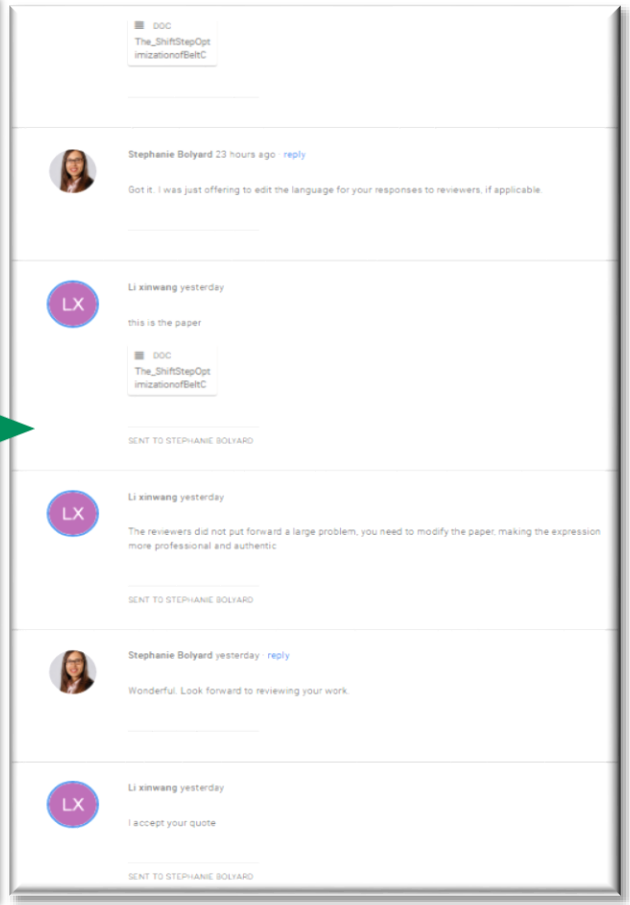
# Working with Peerwith experts: The process




Author submits request

Experts submit offer

Author and chosen expert collaborate

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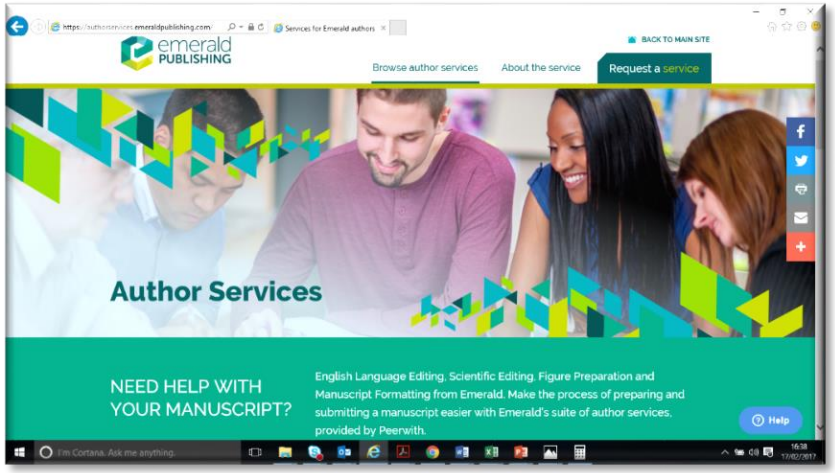
# And here's an example...

"**HELP!** The subject of my journal article involves the legal history of medical translation. I'd like to submit the article to Emerald's *International Journal of Human Rights in Healthcare*, but I am not used to Harvard citation style." – Bradley Oates, USA




Connects with expert Lucio Vinicius at UCL

**RESULT!! Bradley says...**
VERY good at looking at both citations and editing content. I couldn't recommend this editor more highly. Kept all of "me" in my article, and knew just where to cut. Very professional and knowledgeable.

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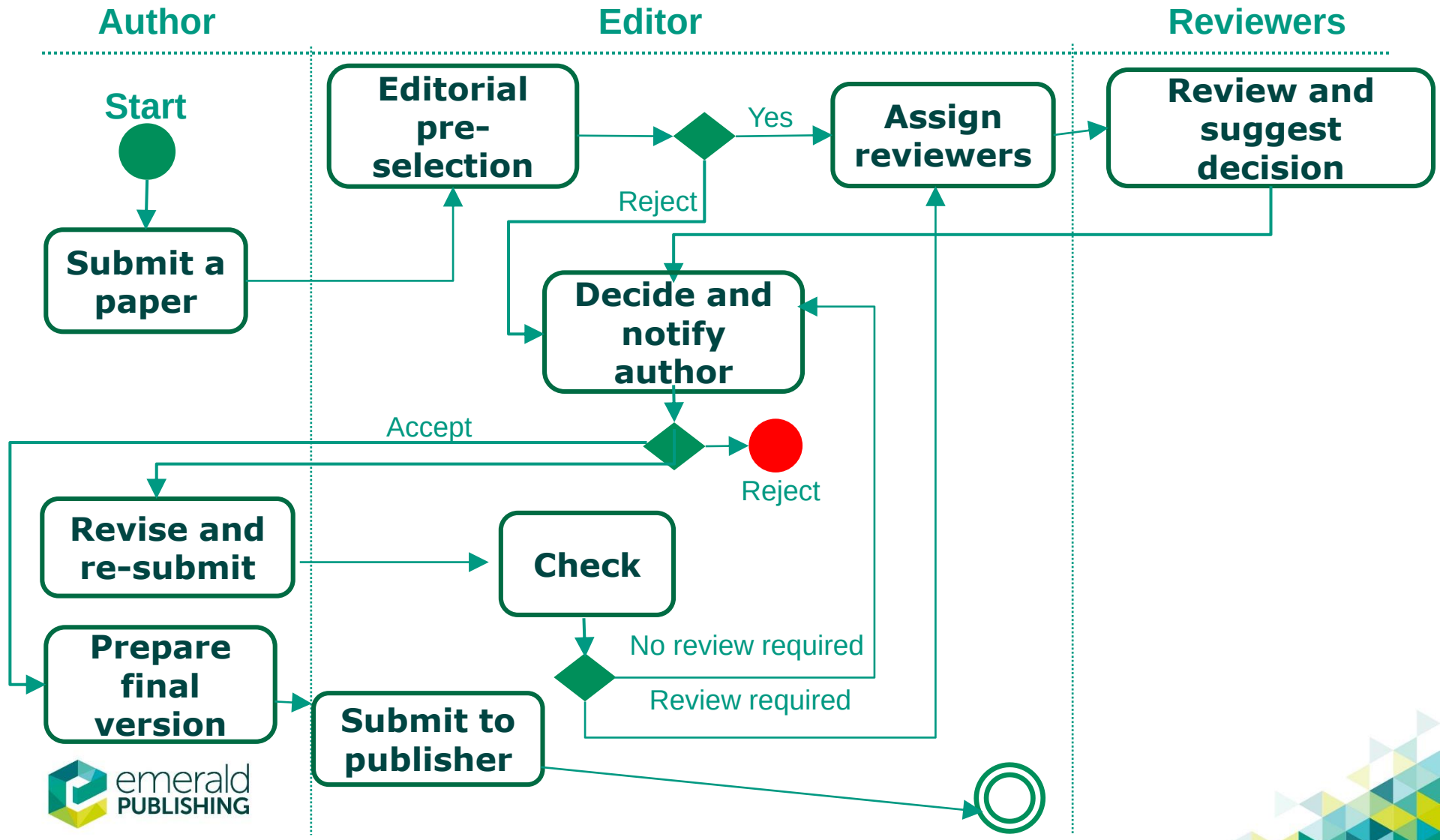
# Submitting your paper and the peer review process

# The editorial process

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# Why does it take so long!!

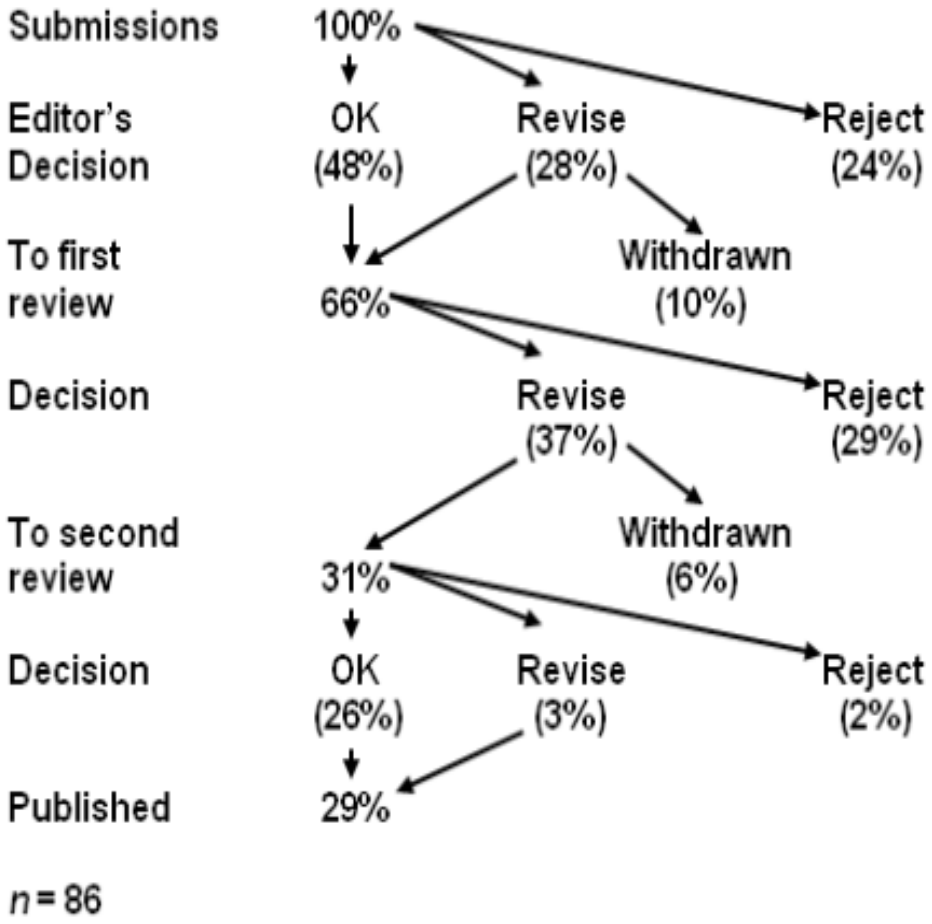
**Time dependant on a number of factors**

- Volume of papers in queue for initial assessment
- Availability of reviewers
  - Difficulty finding subject specialists
  - Holidays
  - Reviewer workload
- Reviewer response time
  - If a reviewer doesn’t respond to the initial request within two weeks another reviewer will be contacted
  - If a reviewer doesn’t complete the review within time frame or then pulls out of completing the review process starts again.

# Peer review

- **Single Blind Review**
  The names of the reviewers are hidden from the author.
- **Double Blind Review**
  Both the reviewer and the author remain anonymous.
- **Open Review**
  Reviewer and author are known to each other.

# Surviving peer review: Decision process




- Do your homework and target your paper as closely as possible
- Everybody has been rejected at least once
- Don't be in the 16% who gave up!
- Ask and listen: most editors give detailed comments about a rejected paper.
- Try to improve and re-submit

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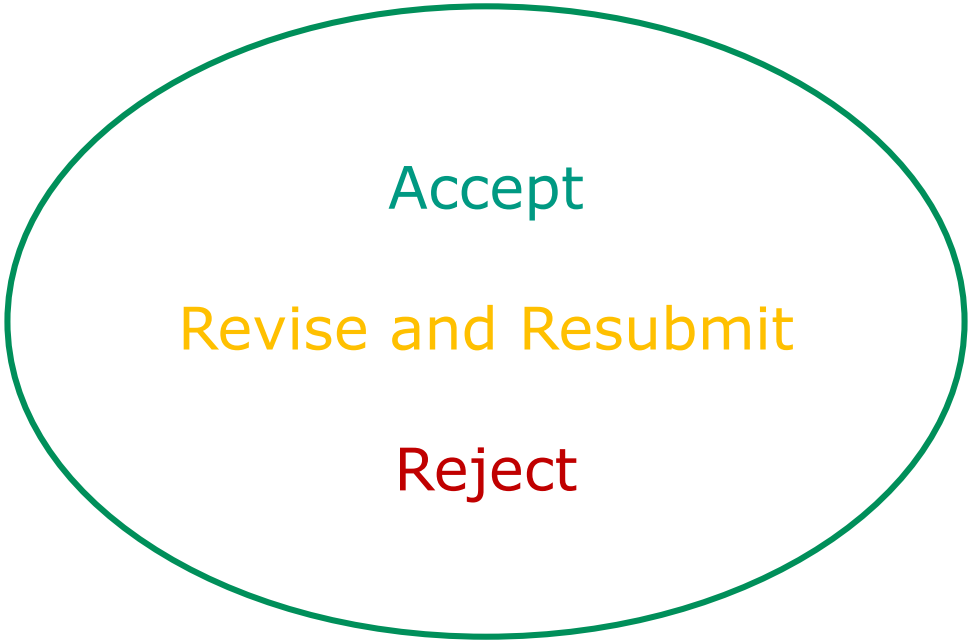
# Possible decisions




A request for Revise and Resubmit revision is

**GOOD NEWS!**

It is the heart and soul of the scholarly process.

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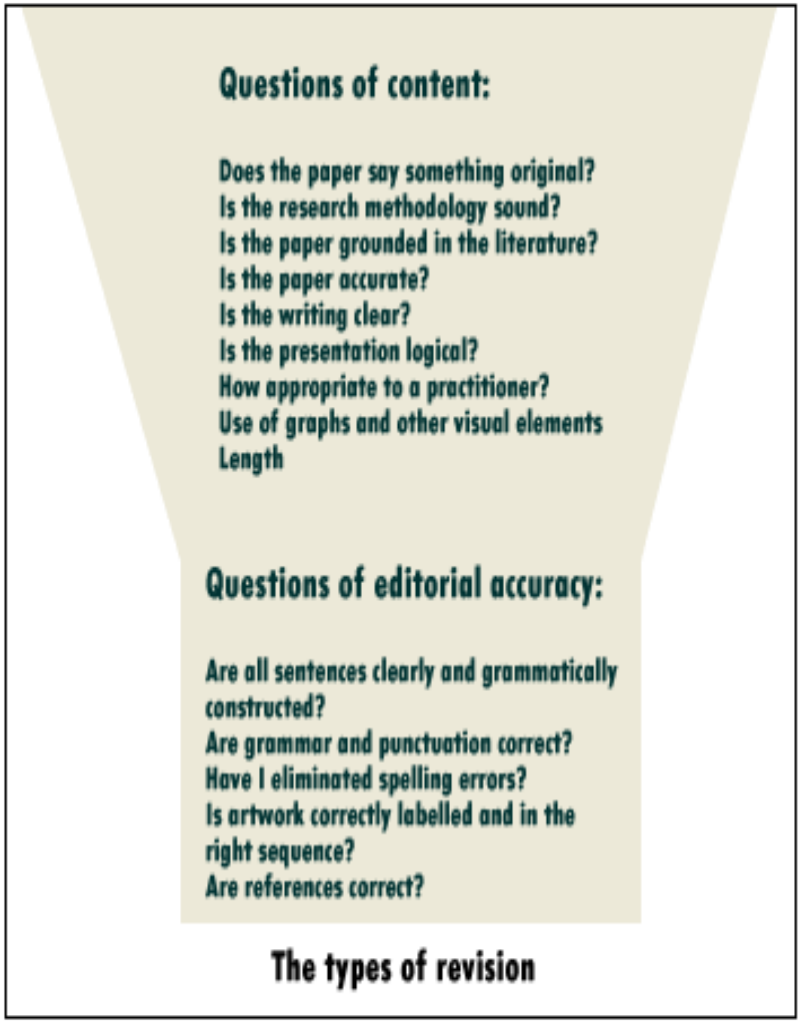
# Surviving peer review: Reasons for revision and rejection

Include:

- Not following instructions – author guidelines
- Inappropriate to the journal scope
- Problem with quality (inappropriate methodology, not reasonably rigorous)
- Insufficient contribution to the field



# Revision tips

## DON'T TAKE IT PERSONALLY!

- Acknowledge the editor and set a revision deadline
- If you disagree with proposed revisions, explain why
- Clarify understanding if in doubt
- Consult with colleagues or co-authors
- Meet the revision deadline
- Attach a covering letter which identifies, point by point, how revision requests have been met (or if not, why not)

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# Copyright and publication ethics

# Publication ethics

**Authors and editors are supported by the Committee on Publication Ethics (COPE)**

- ✗ Don't submit to more than one journal at once
- ✗ Don't self-plagiarise

- ✓ Clear permission to publish any 3rd party content, interview or case study
- ✓ Seek agreement between authors
- ✓ Disclose any conflict of interest

COPE COMMITTEE ON PUBLICATION ETHICS

https://publicationethics.org/

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# Publication ethics: Copyright

- As the author, you need to ensure that you get permission to use content you have not created, to avoid delays, this should be done before you submit your work
- Supply written confirmation from the copyright holder when submitting your manuscript
- If permission cannot be cleared, we cannot republish that specific content
- More information including a permissions checklist and a permissions request form is available at:

http://www.emeraldinsight.com/authors/writing/best_practice_guide.htm
http://www.emeraldinsight.com/authors/writing/permissions.htm

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# Publication ethics: Plagiarism

- The act of taking someone else's work and passing it off as your own (false attribution). It is considered fraud!
- Hard to detect with peer review but there are new tools to help us
- Emerald's entire portfolio is included in iThenticate web-based software from iParadigms http://www.ithenticate.com/
- Emerald's Plagiarism Policy can be seen at http://www.emeraldinsight.com/about/policies/plagiarism.htm
- For more general information visit http://www.plagiarism.org/

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# Keep these points in mind to achieve…

**P**resentation
**U**nderstand your target market
**B**e ethical
**L**earn from the review process
**I**n collaboration
**C**heck and check again
**A**ttention to detail
**T**ake your time
**I**nvolve your peers
**O**riginality
**N**ow spread the word!

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# Dissemination and promotion of your paper

# Dissemination and promotion: How to make your paper discoverable

- Use a **short descriptive** title containing main keyword – don't mislead
- Write a **clear and descriptive abstract** containing the main keywords and following any instructions as to content and length
- Provide **relevant and known** keywords – not obscure new jargon
- Make your references **complete and correct** – vital for reference linking and citation indices

**All of this will make your paper more discoverable online which means more dissemination and potentially more citations**

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# Dissemination and promotion: Structured abstracts

- **A structured abstract** – in 250 words or less (no more than 100 in any one section)
- **Purpose** – Reasons/aims of paper
- **Originality/value** – Who would benefit from this and what is new about it?
- **Design** – Methodology/'how it was done'/scope of study
- **Findings** – Discussion/results
- **Research limitations/Implications** (if applicable) – Exclusions/next steps
- **Practical implications** (if applicable) – Applications to practice/'So what?'
- **Social implications** (if applicable) – Impact on society/policy

# Dissemination and promotion: Before publication

- Register for an Orchid ID
- Develop an online presence and start building a community:
- Build your contact base
- Use social networks to expand your reach
- Create a website or a blog
- Leverage your professional, corporate, and academic connections
- Volunteer as a reviewer

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# Dissemination and promotion: At publication

- Spread the word effectively within your community
- Let people know it is now available to be read and cited
- Make the most of your publisher's PR campaign, work with them to develop relevant, successful marketing messages
- Let your institutional press office know so they can spread the word – does you institution subscribe?
- Contact those you've cited

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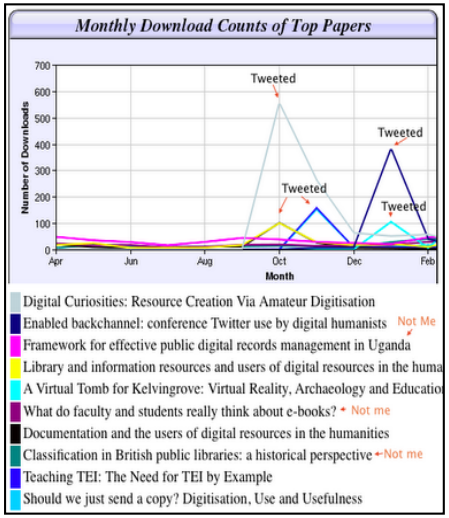
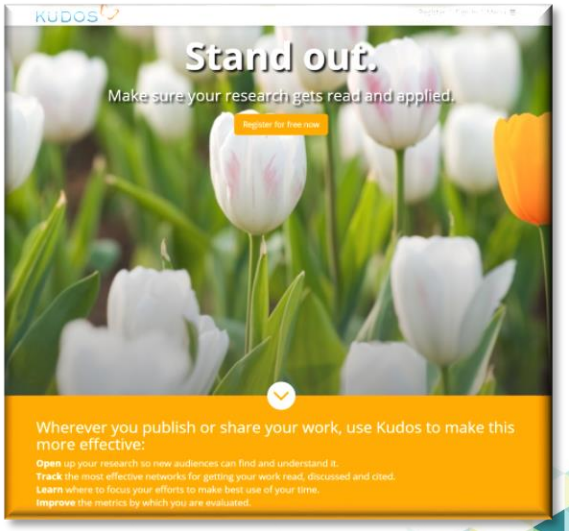
# Dissemination and promotion: After publication

- Encourage readers to write reviews about your work
- Promote your video abstract or discussion piece that can help to draw attention to your research via www.growkudos.com
- Keep promoting your work over social media channels: http://melissaterras.blogspot.co.uk/

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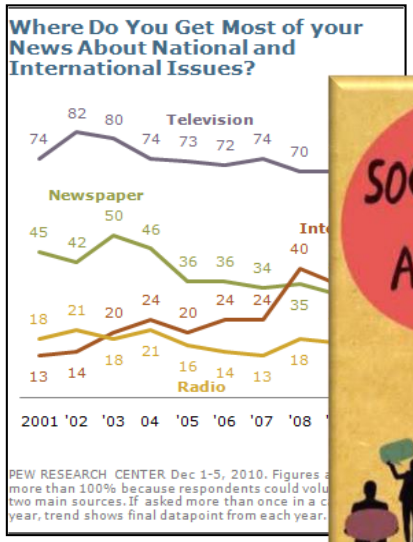
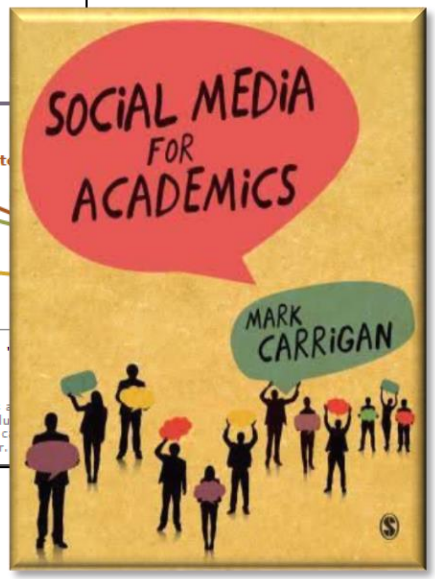
# Dissemination and promotion: Spread the word




**Journal articles are ideal:**

- Up-to-date, legitimate content that is critical for specialists in your networks
- Collaboration is essential for journal production, same as it is for Twitter, Academic.edu, LinkedIn etc.

**Members of social networks are:**

- Eager to share information
- Looking to collaborate

**Resources**

- http://www.people-press.org/2011/01/04/internet-gains-on-television-as-publics-main-news-source/
- https://markcarrigan.net/social-media-for-academics/

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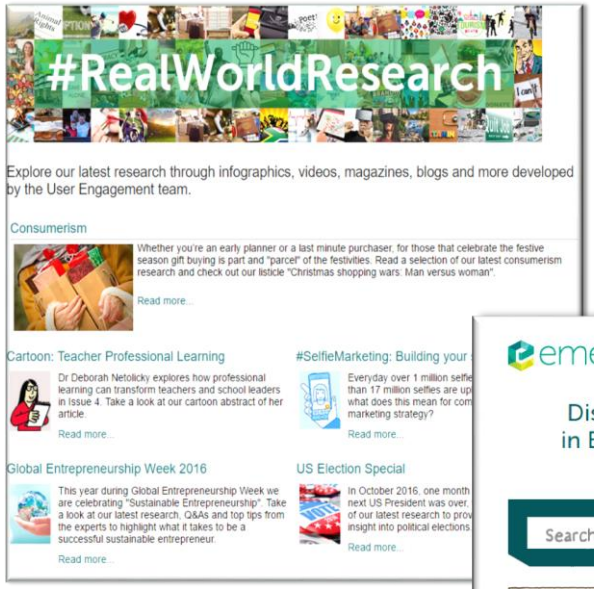
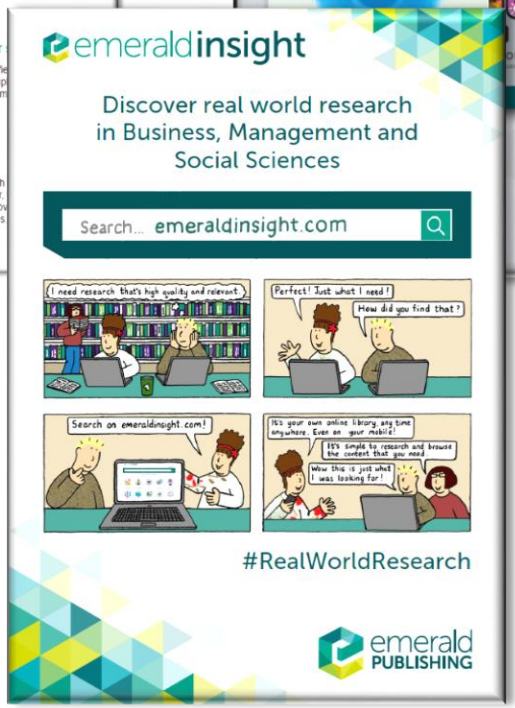
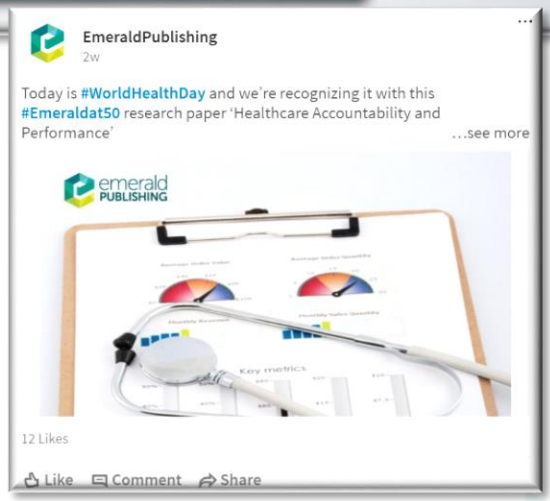
# Dissemination and promotion: Working with publisher:



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# Raising the impact of your paper

# Raising your impact

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Mentioned in 9 Google+ posts
Pinned by 3 on Pinterest
Reddited by 8
Picked up by 10 news outlets
Blogged by 4

56 readers on Mendeley
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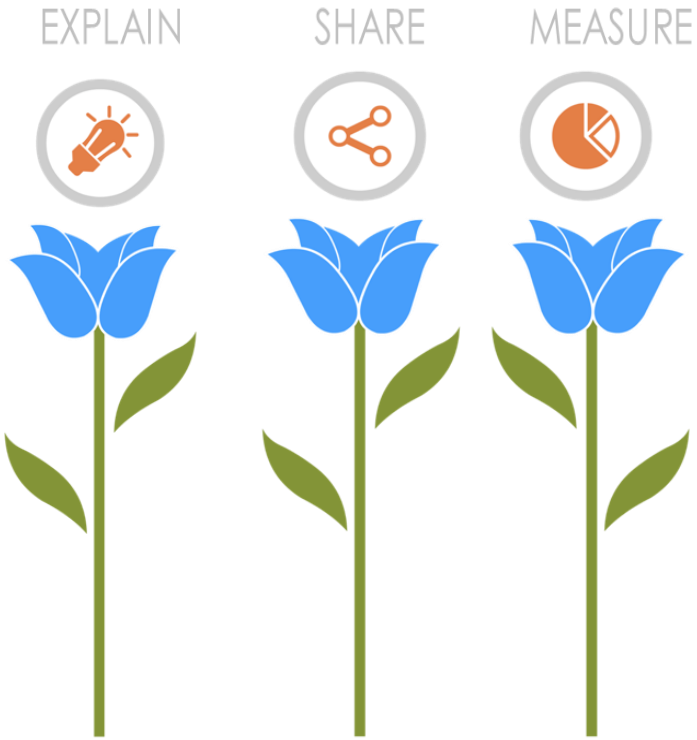
# Kudos and Emerald Publishing:
## in partnership to support research

- KUDOS is a platform that helps researchers to undertake more outreach around their work and thus increase understanding and impact
- Improve the impact, awareness, and dissemination of their research publications

3 simple steps

free for authors

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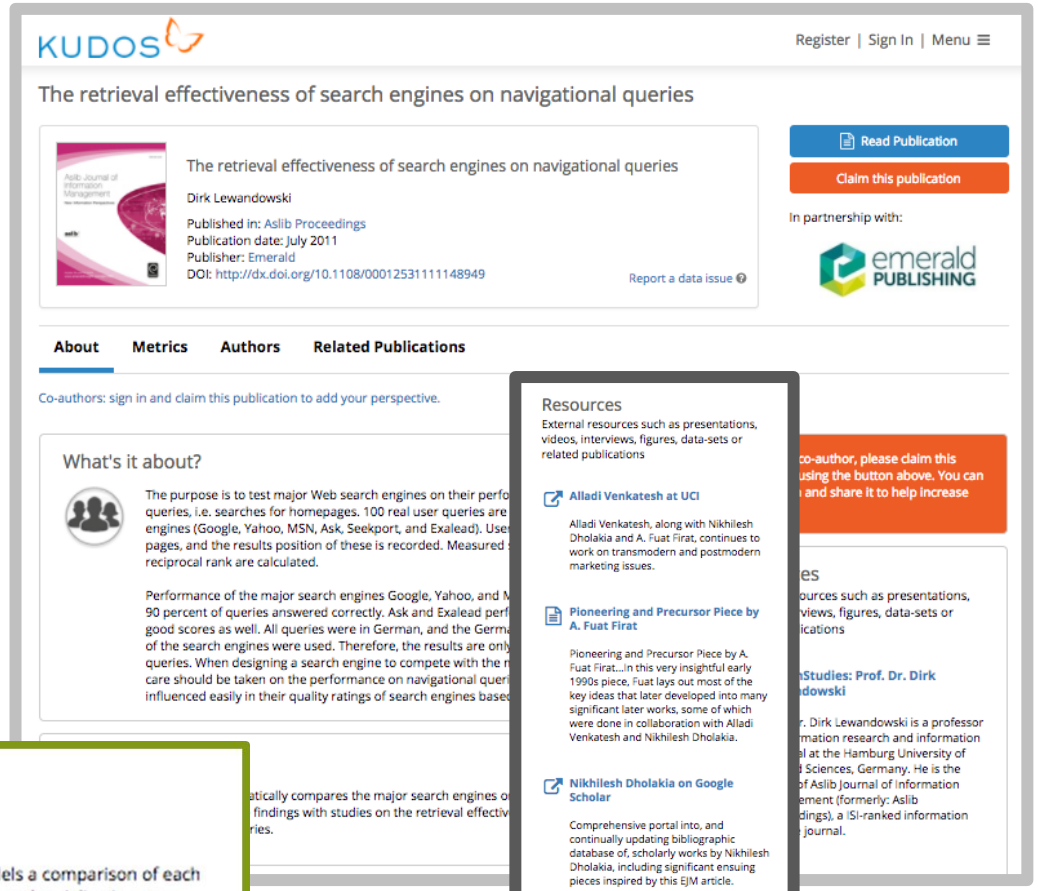
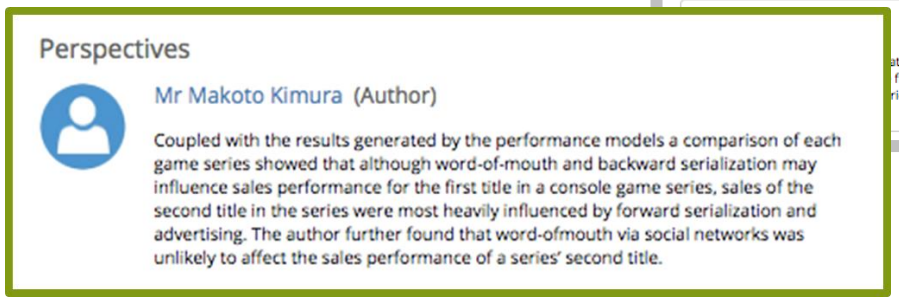
# Step 1: Explain

Researchers add a plain language explanation of their work

Personal perspectives bring the research to life

Linked resources help set the work in context

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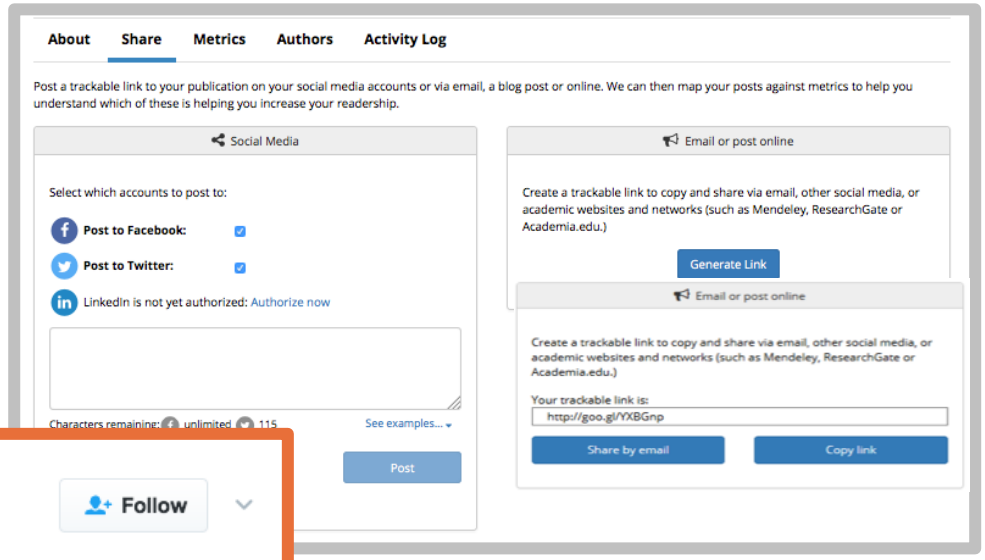
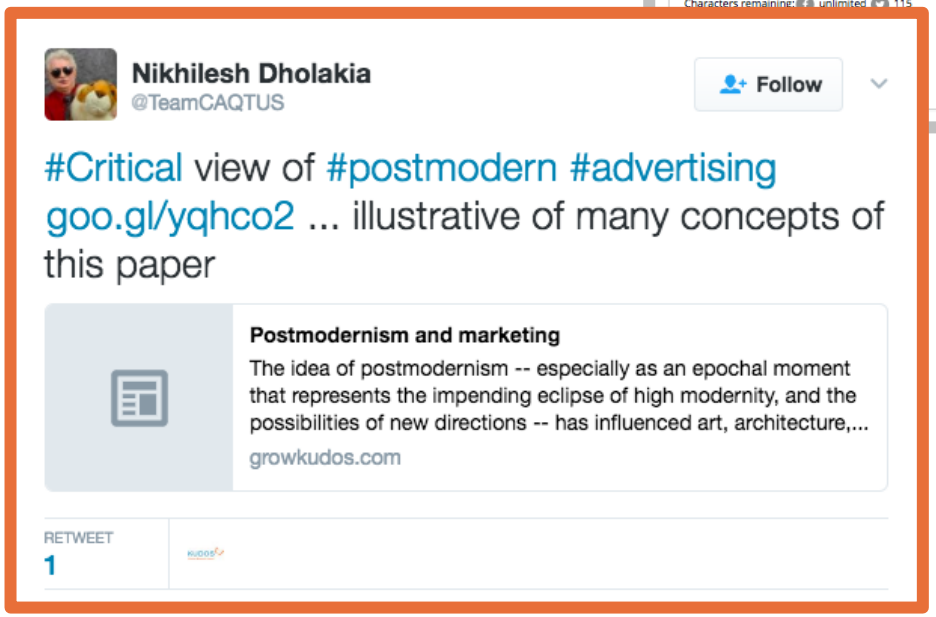
# Step 2: Share

Researchers share coded links to their publication profile pages on any network

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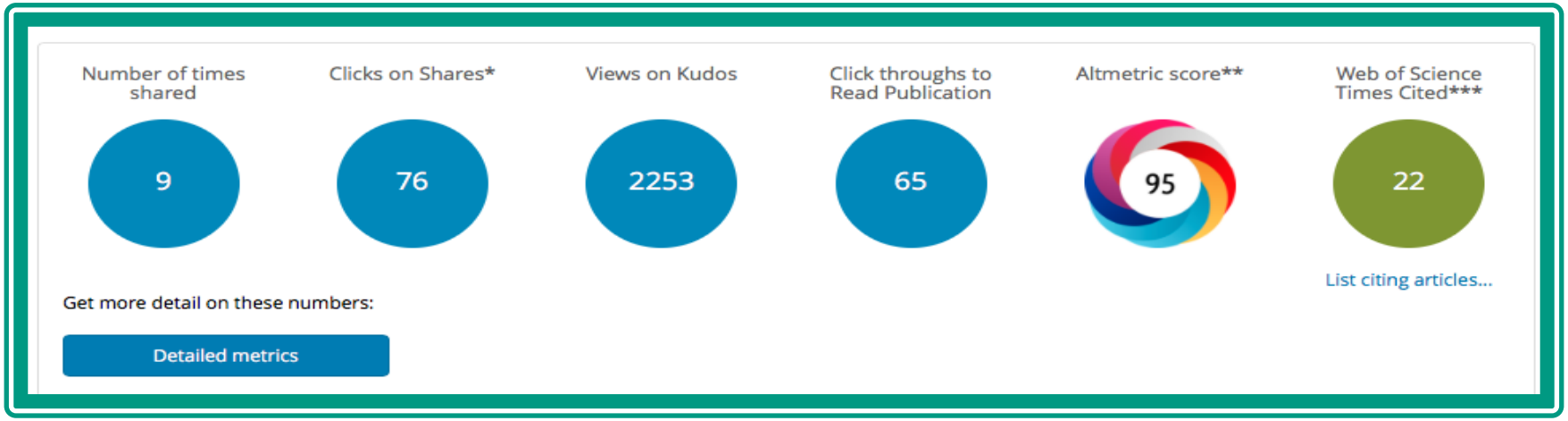
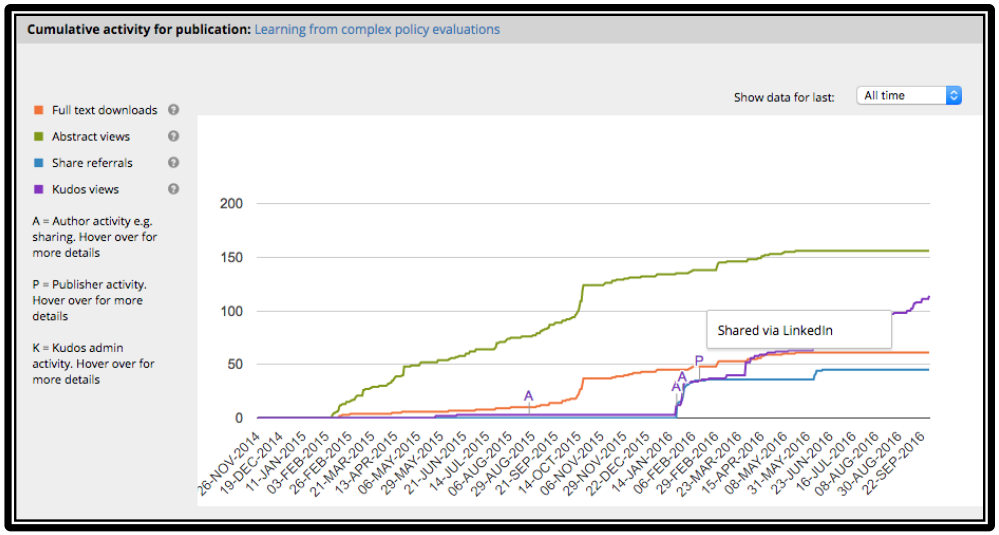
# Step 3: Measure




| Date | Event Type | Notes | Referrals |
|---|---|---|---|
| 16-SEP-15 18:15 | Share | Shared via Facebook | 5 |
| 16-SEP-15 18:13 | Share | Shared via Twitter read tweet | 11 |
| 16-SEP-15 18:11 | Share | Shared via LinkedIn | 12 |
| 16-SEP-15 18:08 | Add Resource | Add Resource of type related | - |
| 16-SEP-15 18:06 | Edit | Author Perspective text added | - |
| 16-SEP-15 18:05 | Edit | "Why is it important?" text added | - |
| 16-SEP-15 18:03 | Edit | "What's it about?" text added | - |
| 16-SEP-15 17:59 | Edit | Short title added | - |
| 16-SEP-15 17:49 | Claimed | Dr Pete A Lund claimed the publication | - |

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# Improving reach and impact

Using Kudos is

- ✓ Quick
- ✓ Easy
- ✓ Effective

Source: Google Analytics

Source: analysis of Kudos activities and results by the Altmetrics team at Nanyang Technological University – in press

**Small efforts maximize results!**

**http://www.emeraldgrouppublishing.com/authors/writing/kudos.htm**

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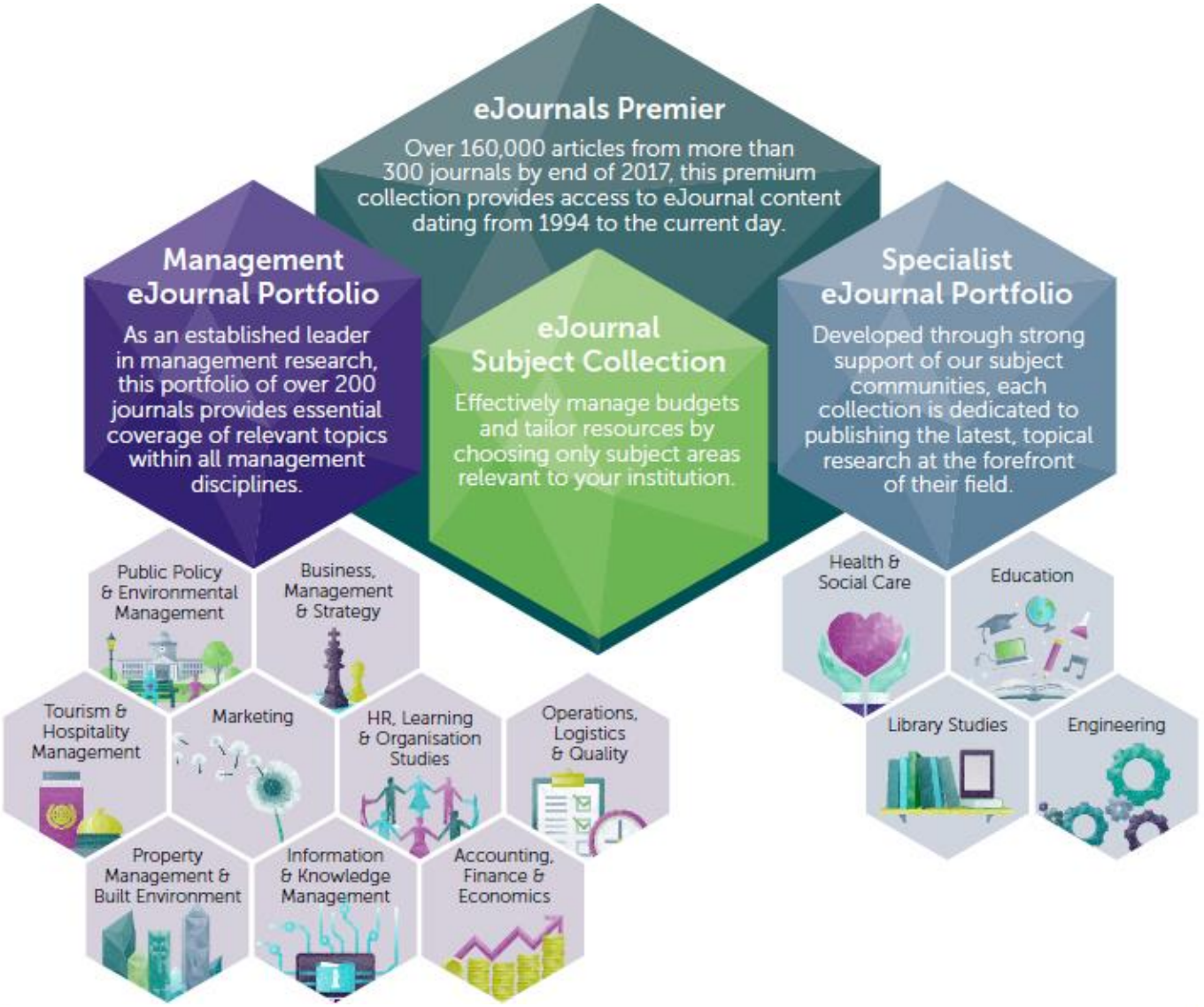

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