



Publishing in academic journals

Tips to help you succeed





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Taylor & Francis

Publisher of **scholarly journals since 1798**

Work in **partnership** with societies and universities

Publish across **Science, Social Sciences, Humanities, Technology, Arts and Medicine**

Global publisher with offices in Beijing, Singapore, Tokyo, Oxford, Philadelphia and Melbourne (plus more)

Partner with innovators to **improve the publishing experience** for authors and make articles more discoverable (including Altmetric, Figshare, Kudos and ORCID).

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CRC Press
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Routledge
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Garland Science
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cogent oa





Why publish?

- To exchange ideas
- To build reputation
- To disseminate work on a global scale

Have you got:

- Something new to say?
- A solution to a current or difficult problem?
- A new development on a 'hot' topic in your field

Publishing - a necessary step in the research process





What are you publishing?

- Are you publishing new methods and / or results?
- Are you reviewing or summarizing a particular area?
- Does it advance knowledge and understanding of a particular area?

Don't publish something of...

- No scholarly interest
- Out-of-date work
- A duplication of existing, published research
- Incorrect or unacceptable conclusions





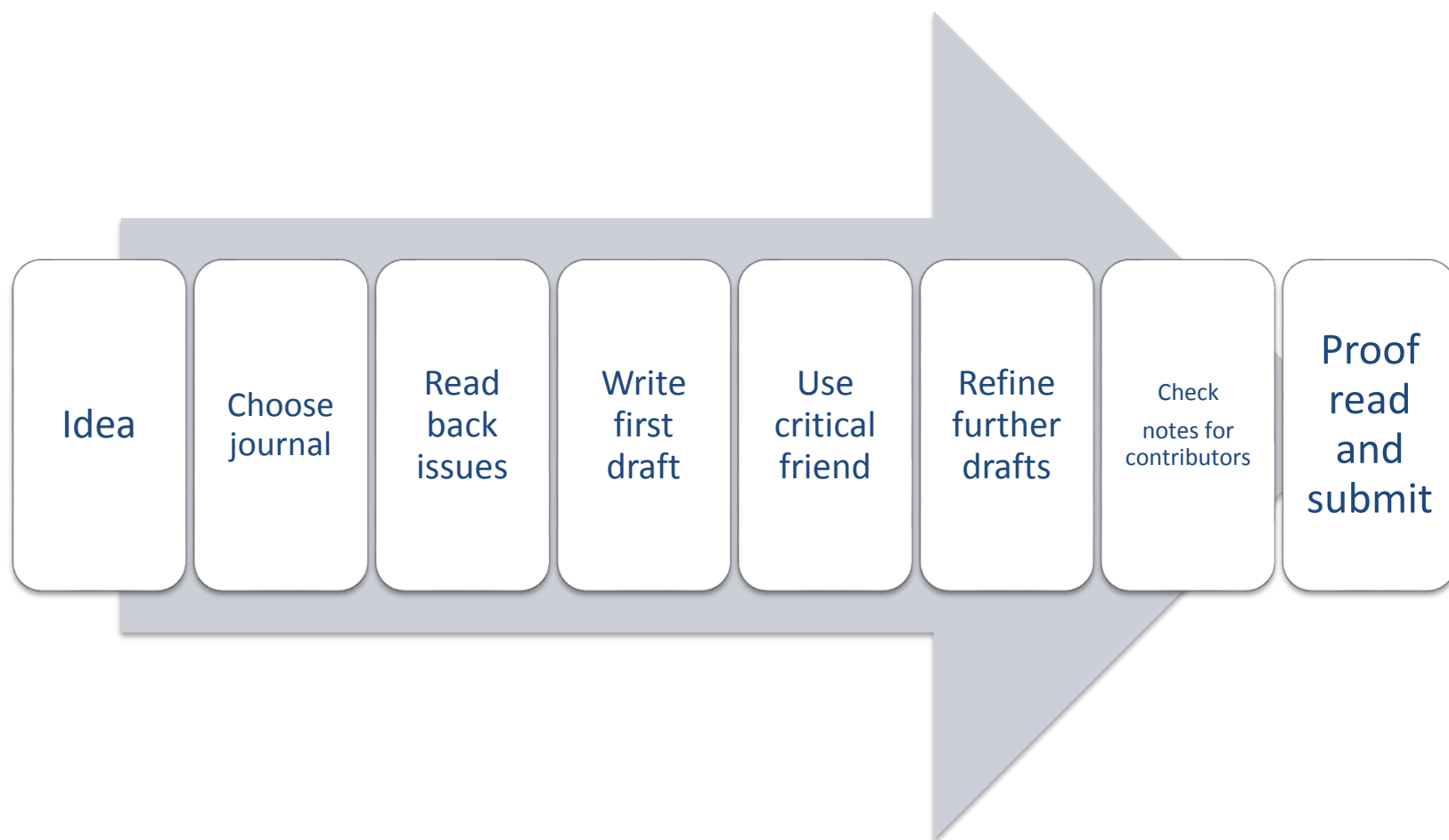
Think about what you want to publish

- **Full articles:** offering original insights
- **Letters:** communicating advances quickly
- **Reviews:** offer a perspective, summarising recent developments on a significant topic
- **Conference papers:** something to consider if your research project is 'in progress'





The stages to go through *before* submitting





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Choosing the right journal

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Know your audience

Tip 1: A journal article is not a magazine article, a book manuscript or your PhD thesis (but you could write a book review...)

Q. Do you:

- A) Write your article for a specific journal?
- B) Write your article first and then find a journal that's most suitable?

A) Be in the minority:

**30% of authors write for a specific journal,
70% write the article first.**



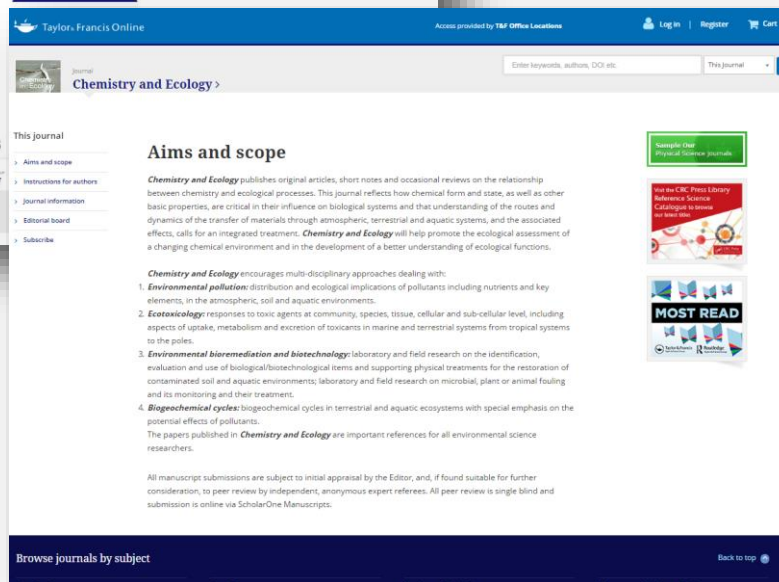
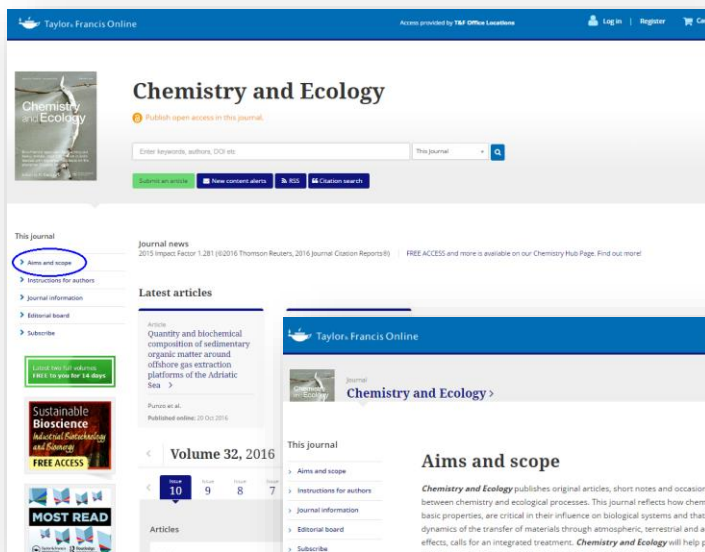


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Why you should read a journal's 'Aims & Scope'

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The 'Aims & Scope' will help you understand what the journal is about, and who it is for.

Find it on the journal page on **tandfonline.com**





Know your audience

Tip 2: You are joining a conversation with other contributors.

Research the journals in your field:

- ✓ Visit your university library
- ✓ Look at publisher and journal websites
- ✓ Talk to your peers
- ✓ Pick your type: generalist or niche, international or region specific?
- ✓ Read (and understand) the journal's Aims and Scope
- ✓ Check www.sherpa.ac.uk/romeo





Know your audience

Tip 3: Ask the right questions and *know* the right answers. Who, or what, is the journal's:

- Editor?
- Editorial board?
- Publisher?
- Authors?
- Society affiliation?
- Readership?
- Online/print?
- Impact Factor?
- Peer review?
- Submission process?
- Open Access policy?





Journal citation metrics

Citation metrics - widely used as measures of *quality* by:

- Librarians
- Researchers
- Tenure & promotion committees
- Publishers
- Grant awarding bodies

In the simplest terms, they **calculate the average number of citations over a specified time period.**

- Impact Factor / Social Sciences Citation Index
- SNIP/ Scopus
- Eigenfactor Score

There are many factors to consider when deciding which journal is right for your paper.





New resource: Mastering Metrics

Mastering metrics

Navigate the world of scholarly metrics with our guides and resources



Mastering metrics

A Taylor & Francis guide



FOR RESEARCHERS...

Metrics can help you to choose which journal to submit your work to, and assess the ongoing impact of an individual piece of research (including your own).

FOR JOURNAL EDITORS...

Metrics can help you assess your journal's standing in the community, raise your journal's profile, and potentially attract quality submissions.

FOR LIBRARIANS...

Metrics can help you to select journals for your institution, and analyze their usage and impact. They can also help you assess the impact of research published by those in your institution.

Journal Metrics Article Metrics

IMPACT FACTOR

Impact Factors are the most commonly used metric to assess a journal. Different subject areas have varying citation patterns which are reflected in the calculations. Released annually based on Web of Science Journal Citation Reports®, only journals in the Science Citation Index Expanded (SCIE) and Social Sciences Citation Index (SSCI) can have an Impact Factor.

How it's calculated:

Number of citations in one year to content published in the previous two years
÷
Number of articles and reviews published within the previous two years

5-YEAR IMPACT FACTOR

5-year Impact Factors attempt to reflect the longevity of research, and are more stable year-on-year for smaller titles as there are a larger number of articles and citations included. These are useful for subject areas where it takes longer for work to be cited.

How it's calculated:

Number of citations in one year to content published in the previous five years
÷
Number of articles and reviews published within the previous five years

IMMEDIACY INDEX

The Immediacy Index focuses on how quickly content is cited rather than its long-term impact. The Immediacy Index can vary between subject areas and journal type.

How it's calculated:

Number of citations to articles published in a given year
÷
Number of articles published in the same year

CITED HALF-LIFE

Cited Half-life is a measurement of the "archivability" or longevity of research. It reflects how long research continues to be referred to and cited after it has been published.

How it's calculated:

Number of years after which 50% of the lifetime journal citations in a year have been received





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What is **OPEN** **ACCESS**?

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1. Making content freely available online to read.

**Meaning your article can be read
by anyone, anywhere.**

2. Making content reusable by third
parties with little or no restrictions.

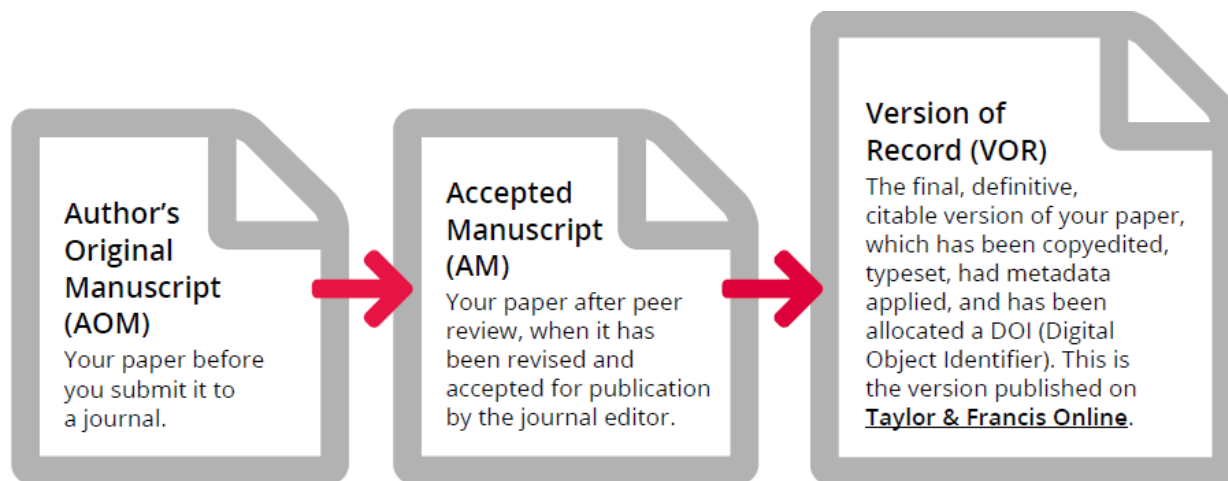


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Understanding article versions



Green OA



Gold OA





4 reasons to publish OA

1. Increased **discoverability**: anyone can read (and cite) your work.
2. Reaching **beyond academia**: it can be easily accessed by people outside your research field, and outside the scholarly community.
3. **Highlighting your work**: you can share and post your final published article (the Version of Record) anywhere.
4. **Ownership**: You retain the copyright to your work.





Our OA philosophy

1. Author **choice**
2. Community **collaboration and consultation**
3. **Commitment** to offering the best in OA publishing





How do we work with authors?



“Gone are the days when you could publish your article and then just wait for your work to be discovered and recognized by your peers.”

Russell T. Warne, Assistant Professor of Psychology, Department of Behavioural Science, Utah Valley University

Advanced Placement Classes Under Scrutiny

The Advanced Placement (AP) program is extremely popular. This infographic summarizes a recent study on the AP program published in The Journal of Educational Research.

Each year over 2 million high school students take more than 4 million AP tests hoping to get college credit for high school work. There are 34 different AP tests offered by the College Board.

Most popular tests



English Language & Composition

United States History



English Literature & Composition

Calculus AB



U.S. Government & Politics

Source: College Board. Retrieved from <http://research.collegeboard.org/programs/ap/data/ap-participation/ap-2014>

Researchers at Utah Valley University investigated the impact of the AP program on students' college admissions test scores.

70+ Confounding variables that the researchers controlled.

Sample size: **90,000+**

Non-AP Students

AP Students who did not take the AP test

AP Students who did not pass the AP test

AP Students who took the AP test and passed

The difference of 3.1 ACT points between non-AP students and AP test passers is equal to 80 points on the SAT.

ACT Scores

For more information

Read the Study

Email the Authors

Watch the Video



rwarne@uvu.edu

<http://bit.ly/APtestStudy>

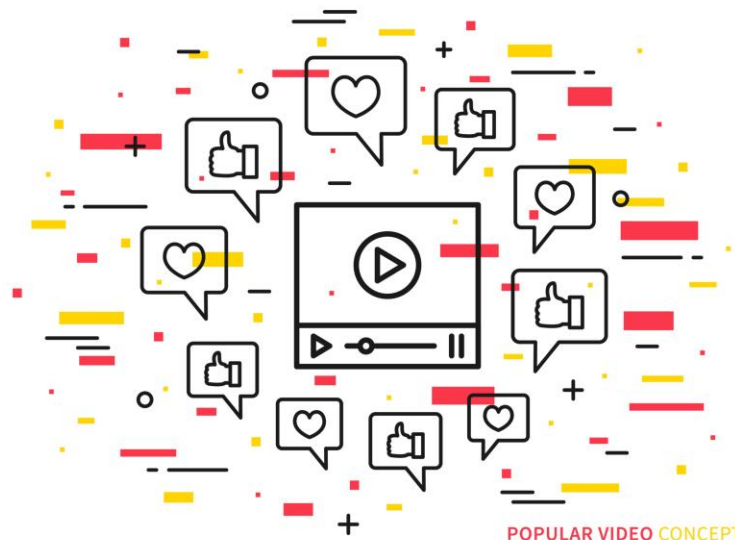
<http://bit.ly/APtestVid>





Video Abstracts

Short video (five minutes or less) published alongside the text abstract on T&F Online; Increasingly popular way of getting others to engage with published research.



SHORT **ACCESSIBLE**

CLEAR **CLEAR AUDIO**

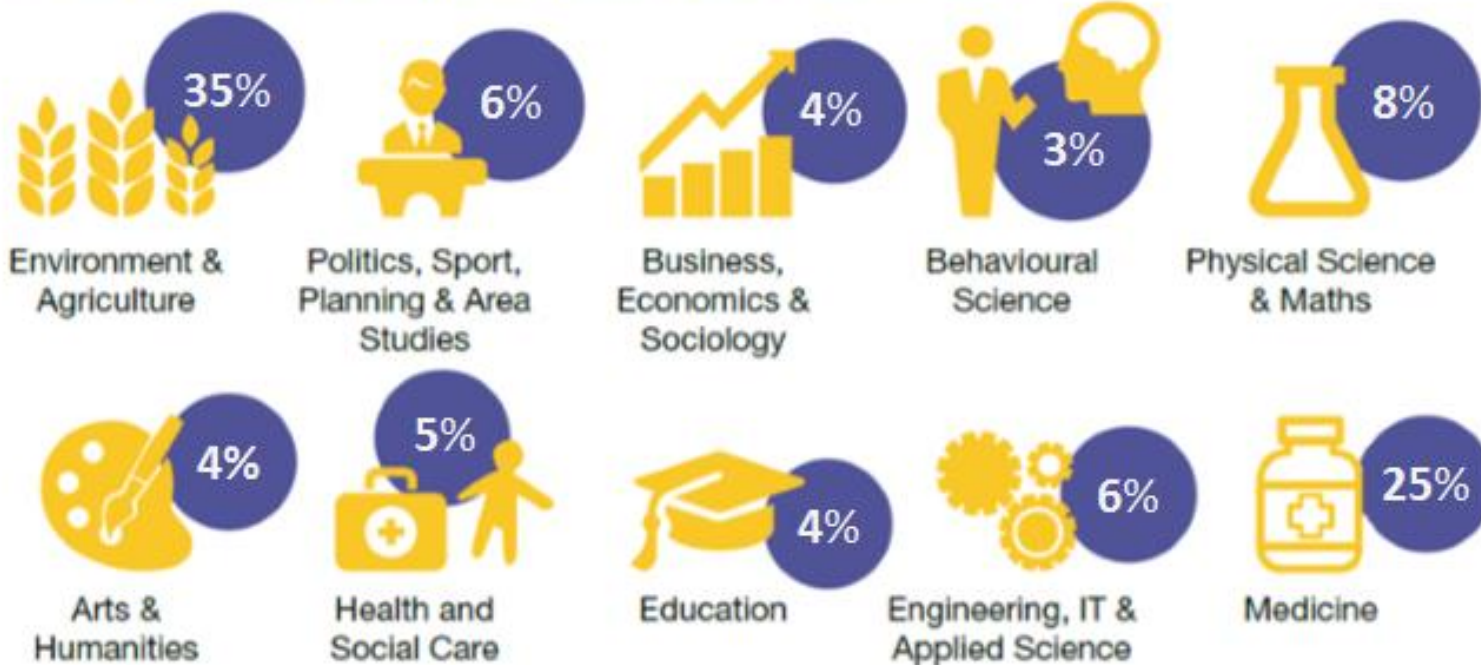
WITH PICTURES **READABLE**





What are we publishing OA?

In 2016, Taylor & Francis published OA articles in:





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Think. Check. Submit.

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THINK



CHECK



SUBMIT

- A publishing industry initiative which aims to help you make informed choices, and choose trusted journals to publish your research
- Provides you with a toolkit to assess whether the journal you plan to submit to is appropriate for your work, and is also a respected, reputable journal

www.thinkchecksubmit.org





The Think. Check. Submit. checklist

1. Do you or your **colleagues** know the journal?
2. Is the journal clear about the **type of peer review** that it uses?
3. Can you **easily identify and contact** the publisher?
4. Is the publisher a member of a **recognized industry initiative**?



THINK



CHECK



SUBMIT





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Questions for authors!

Do you think that Publishing OA will give
Greater Visibility to your research?

Do you think that OA Publishing will provide
you with a Larger Readership?

Do you think that OA Publishing will
guarantee Wider Circulation to your
article?





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Writing for a journal

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Think like an editor

“...I think authors need to think ‘what is it like to be an editor of a journal? How many papers is the Editor receiving per day, per week? What is going to actually make the journal pay attention to my paper?’”

Monica Taylor, former editor of the
Journal of Moral Education





Do:

- ✓ Look at published papers
- ✓ Fit the Aims & Scope
- ✓ Format your article to the journal
- ✓ Know where or who to submit to
- ✓ Check spelling and grammar
- ✓ Consider English 'polishing'
- ✓ Ask a colleague to read it

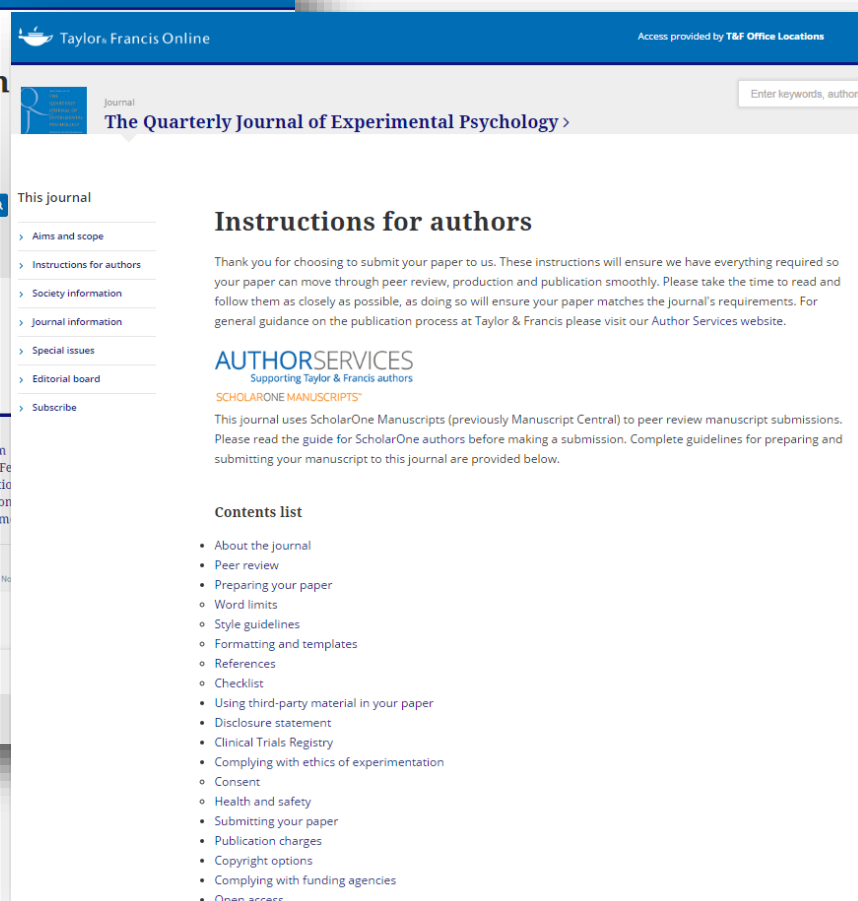
Don't:

- ✗ Overlook the title
- ✗ Rush the abstract
- ✗ Dismiss the Instructions for Authors
- ✗ Ignore the bibliography
- ✗ Leave acronyms unexplained
- ✗ Forget to clear any copyright
- ✗ Miss out attachments (figures, tables, images)
- ✗ Send the incorrect version of your paper





Instructions for Authors





Your title and abstract

Your title and abstract are **your article's 'shop window'** so make it attractive:

- Put what's new / what makes it different at the start
- Think about how someone will search for your research – what search terms will they use?
- Use these in your title and abstract to make your article more discoverable (search engine optimization).
- Use clear, concise language that could be understood by someone outside of your field.
- Draw out the main issues you are looking to address in both the title and abstract (but be brief!).





What makes a good title

"We would typically expect a strong title, a good title that really expressed what the article was about and made it clear to the reader exactly what the topic was, and it's amazing how often writers neglect to do that."

Professor Mark Brundrett, Editor of *Education 3-13*





What makes a good title?

What title would you give to this article?

Abstract: *“Can the color of a domestic cat indicate how aggressive it will be? This study used an Internet-based survey to collect information on coat color, affiliative behaviors toward cats/humans, agonistic behaviors toward cats/humans, other “problem” behaviors, and cat and guardian demographic data ...”*

The original authors chose: *‘The Relationship Between Coat Color and Aggressive Behaviors in the Domestic Cat’*

(Stelow, Bain & Kass; *Journal of Applied Animal Welfare Science* 19:1, 2016)





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Taylor & Francis Editing Services

Making the process of preparing and submitting a manuscript easier.

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Services Pricing Editing Certificate FAQs Contact us

English Language Editing, Translation, Manuscript Formatting, and Figure Preparation from Taylor & Francis. Make the process of preparing and submitting a manuscript easier with Taylor & Francis' suite of editing services, provided by Research Square.

English Language Editing	Translation	Manuscript Formatting	Figure Preparation

www.tandfeditingservices.com





Ethics for authors

***Question:* Submitting a manuscript to more than one journal at a time is:**

- a) allowed as reviews can take months
- b) not allowed in any circumstance

Answer:

- b) not allowed in any circumstance





Ethics for authors: the essentials

- Be wary of self-plagiarism.
- Don't submit a paper to more than one journal at a time.
- Don't send an incomplete paper just to get feedback.
- Always include and / or acknowledge all co-authors (and let them know you've submitted the paper to be published).
- Always mention any source of funding for your paper.
- If you are using data sets gathered by someone else, check that you have permission to use them in your article.

Information on ethics in journal publishing:
authorservices.taylorandfrancis.com/ethics-for-authors





Your submission checklist

- ✓ A **title page** file with the names of all authors and co-authors
- ✓ Main document file with **abstract, keywords, main text** and all **references**
- ✓ **Figure, image** or **table** files (with permission cleared)
- ✓ Any extra files, such as your **supplemental** material
- ✓ **Biographical** notes
- ✓ Your **cover letter**





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Peer review

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What is peer review?

Allows an author's research to be evaluated and commented upon by independent experts.

Which can take different forms:

- **Single-blind review:** where the reviewer's name is hidden from the author.
- **Double-blind review:** where the reviewer's name is hidden from the author and the author's name is hidden from the reviewer.
- **Open review:** where no identities are concealed.
- **Post-publication review:** where comments can be made by readers and reviewers after the article has been published.

Every article published in a Taylor & Francis journal goes through rigorous peer review.





How to handle reviewers' comments

- Try to accept feedback
- Revise as requested
- If you can't explain why
- Turn the paper round on time
- Thank the reviewers for their time

If you're responding:

- Be specific
- Defend your position: be assertive and persuasive, not defensive or aggressive

Don't be afraid to ask the editor for guidance. A good editor will want to help.





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What are the top reasons for rejection?



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Top ten reasons for rejection (what to avoid)

1. Sent to the wrong journal, doesn't fit the aims and scope, or fails to engage with issues addressed by the journal.
2. Not a true journal article (i.e. too journalistic or clearly a thesis chapter or consultancy report).
3. Too long/too short.
4. Poor regard of the journal's conventions, or for academic writing generally.
5. Poor style, grammar, punctuation or English.
6. No contribution to the subject.
7. Not properly contextualised.
8. Poor theoretical framework.
9. Scrappily presented and sloppily proof read.
10. Libellous, unethical, rude or lacks objectivity.





What to do if your article is rejected

- Do nothing for a few days: try to calm down and try not to take it personally.
- You could use the reviewers' comments, alter the paper and submit to another journal.
- **If you do submit elsewhere, make sure you alter your paper to the new style of that journal.** Editors can easily detect a paper that was submitted to another publication.
- If you are asked to make heavy amendments and resubmit, you must decide if it is worthwhile.





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Congratulations, you're published!

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DIY PR: why you should try it

***“Self-promotion helps personalise
the conversation”***

Professor Andy Miah,
Chair of Ethics and Emerging Technologies,
University of the West of Scotland





Maximising your article's impact

Use these tips to maximise the potential of your article to be seen, read, and cited.

- **Post updates** and link to your article on academic and professional networking sites.
- Use social media to **post a link to your article** and **highlight key points**.
- Add a brief summary and link to your article on your **department website**. Then add it to your students' reading lists.
- Think your research is newsworthy? **Speak to your institution's press office**, provide them with a link to your article, and **include them in social media posts**.
- If you are a blogger or have a personal webpage **write about your article and link to it**. Then write about your post on social media, linking to it and the article.





Why use social media?

- Social media drives **article downloads**
- 7 out of 10 most important factors in **SEO ranking** now come from social media
- **Altmetric Attention Scores** usually take into account social media attention
- **Journalists** use Twitter as a major source of news stories





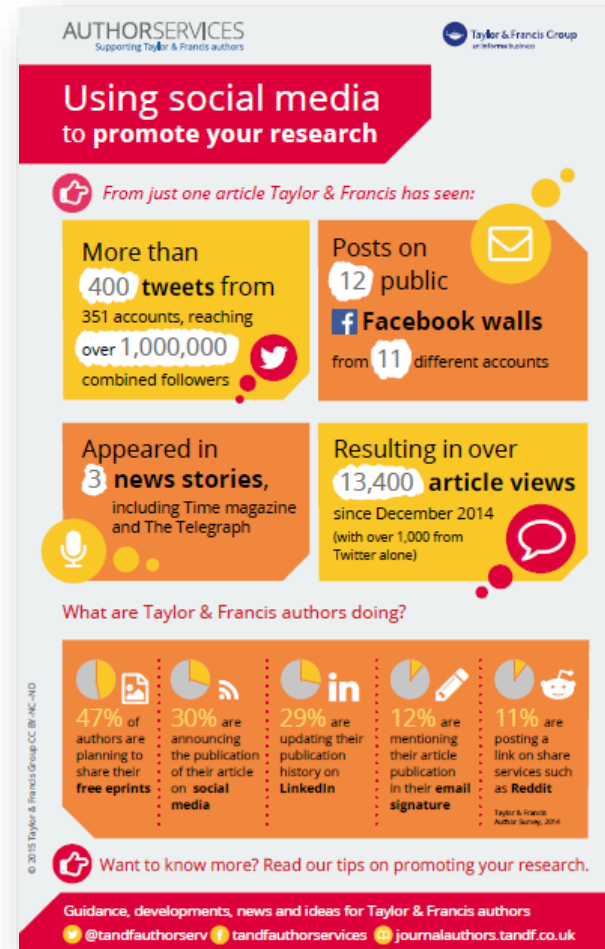
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How do researchers use social media?

More and more academics are using social media to discuss, and promote, their research.

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Using social media to highlight your research



Tom Burke @tommjburke · 22h

Déjà vu! Another paper out today: Identifying behavioural changes in ALS: Validation of the BBI tandfonline.com/doi/full/10.10... @tandnewsroom



1



1



4



Sarah Middleton @Sarah_DPC · May 8

Another splendid article by me & @WilliamKilbride available for you to enjoy from @tandfauthorserv: tandfonline.com/eprint/e36YMVk... #4ceu #costs

[Collapse](#)

↩ Reply ↻ Retweet ★ Favorite ... More

2:57 PM - 8 May 2014 · Details



Jack Heinemann @Jack_Heinemann · Oct 2

#gmo corn losses: time to rethink genetic and management monoculture nytimes.com/2013/10/01/sci... ... should know better bit.ly/11BJKnp

[Collapse](#)

↩ Reply ↻ Retweet ★ Favorite ... More

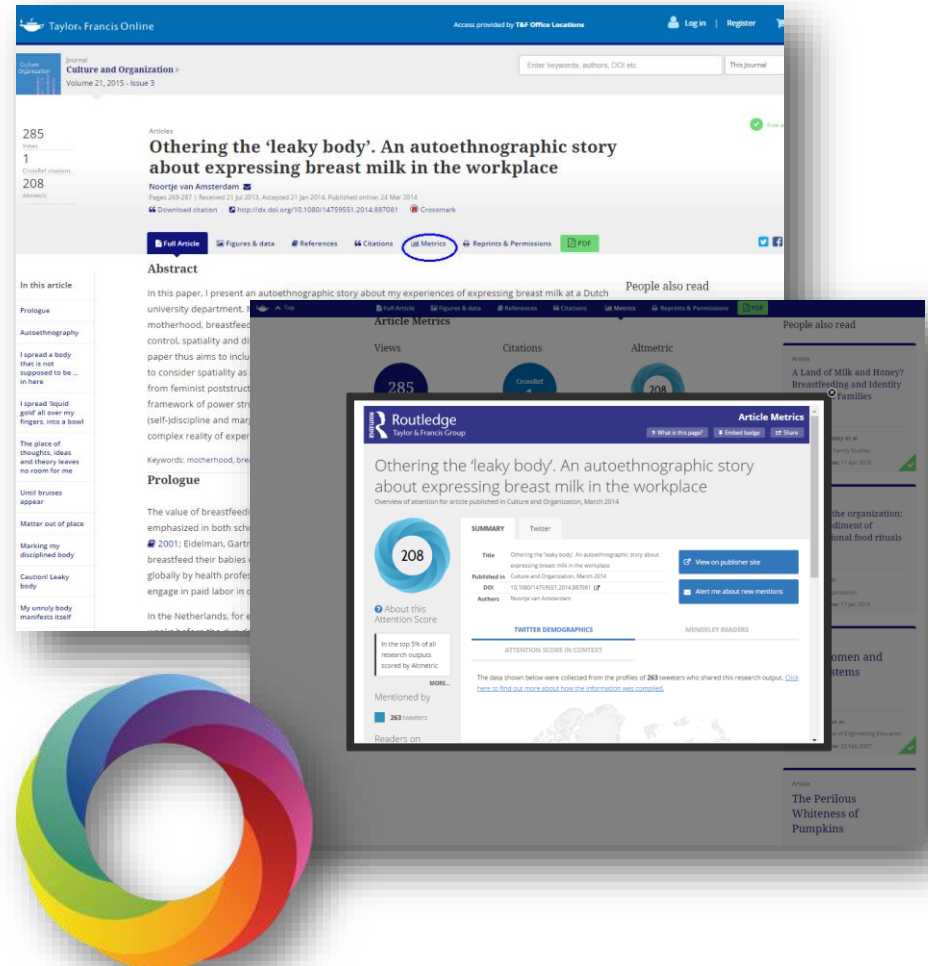




Does your article have an Altmetric Attention Score?

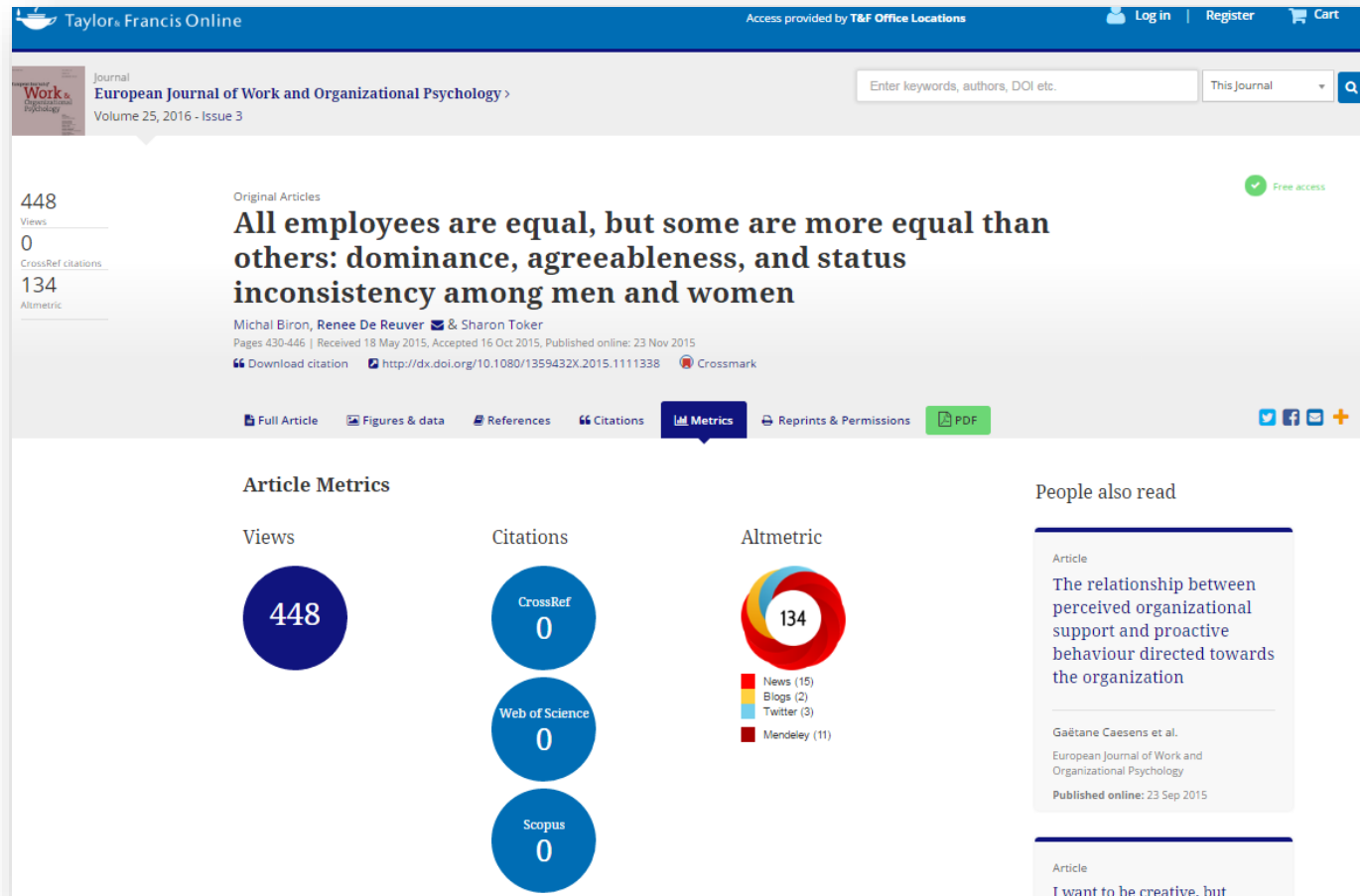
Altmetric Attention Scores track the attention that scholarly articles receive online, and specifically via:

- Social media
- Traditional media
- Online reference managers
- Policy mentions



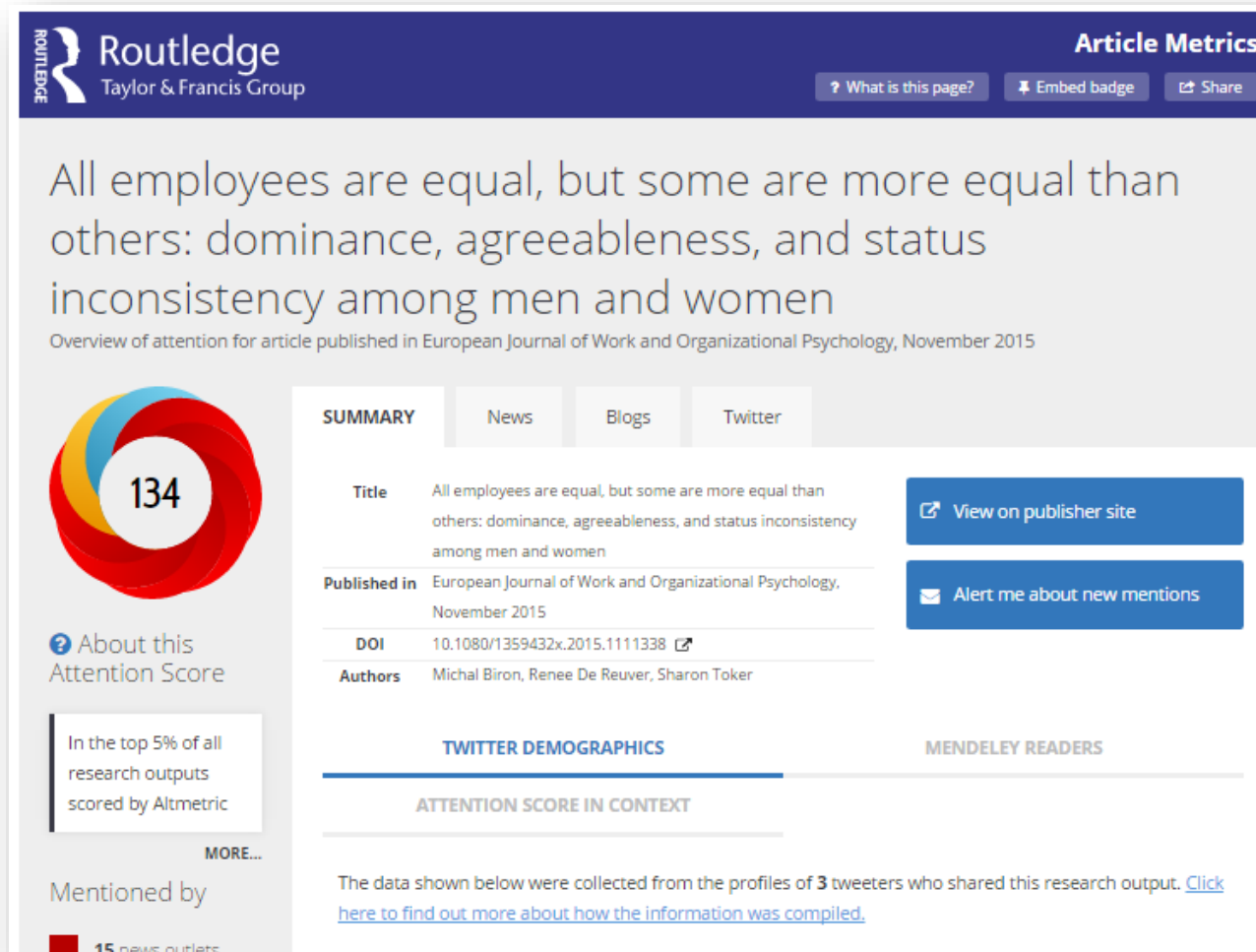


Article metrics (and Altmetric Attention Scores)





Click on the donut and check the conversation





How to use altmetrics to **your advantage**

- Identify coverage and wider dissemination of your research
- See who is talking about your research
- Monitor other research in your field
- Manage your online reputation

authorservices.taylorandfrancis.com/measuring-impact-with-article-metrics

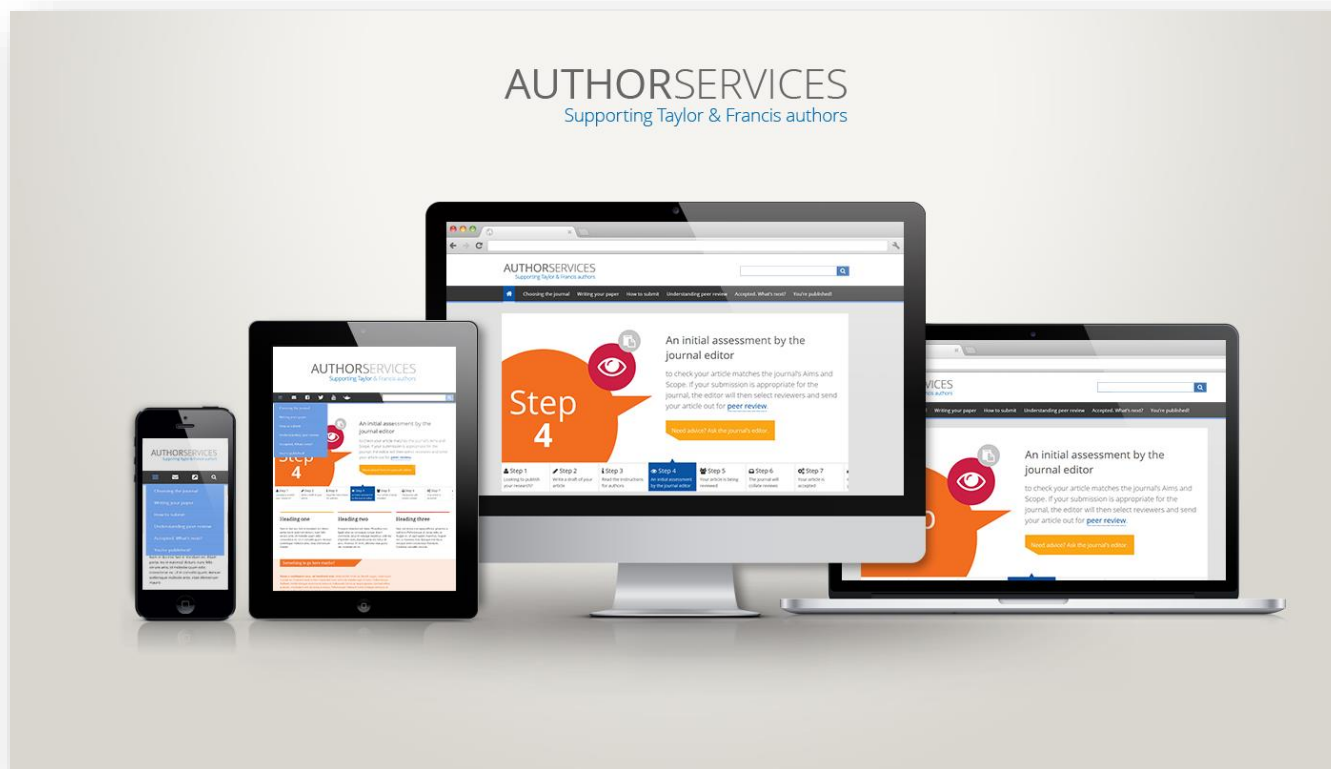




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Guidance, news and ideas for authors



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Questions?

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Facebook: tandfauthorservices

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