

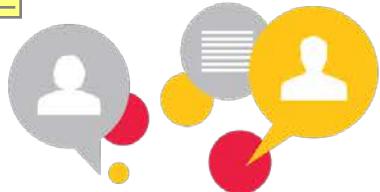


Publishing in academic journals

Tips to help you succeed

Wendy Wong
Journals Publisher
Science & Technology and Medicine,
Asia Pacific





Taylor & Francis

Publisher of **scholarly journals since 1798**

Work in **partnership** with learned 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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Why publish?

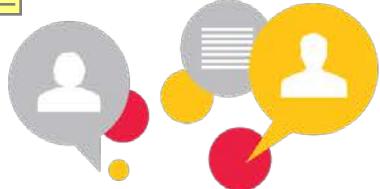
- To exchange ideas
- To build reputation
- To disseminate work on a global scale

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





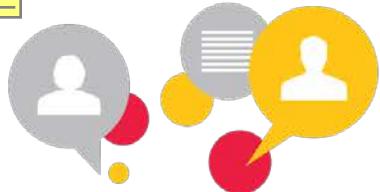
What are you publishing?

- 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- Out-of-date work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





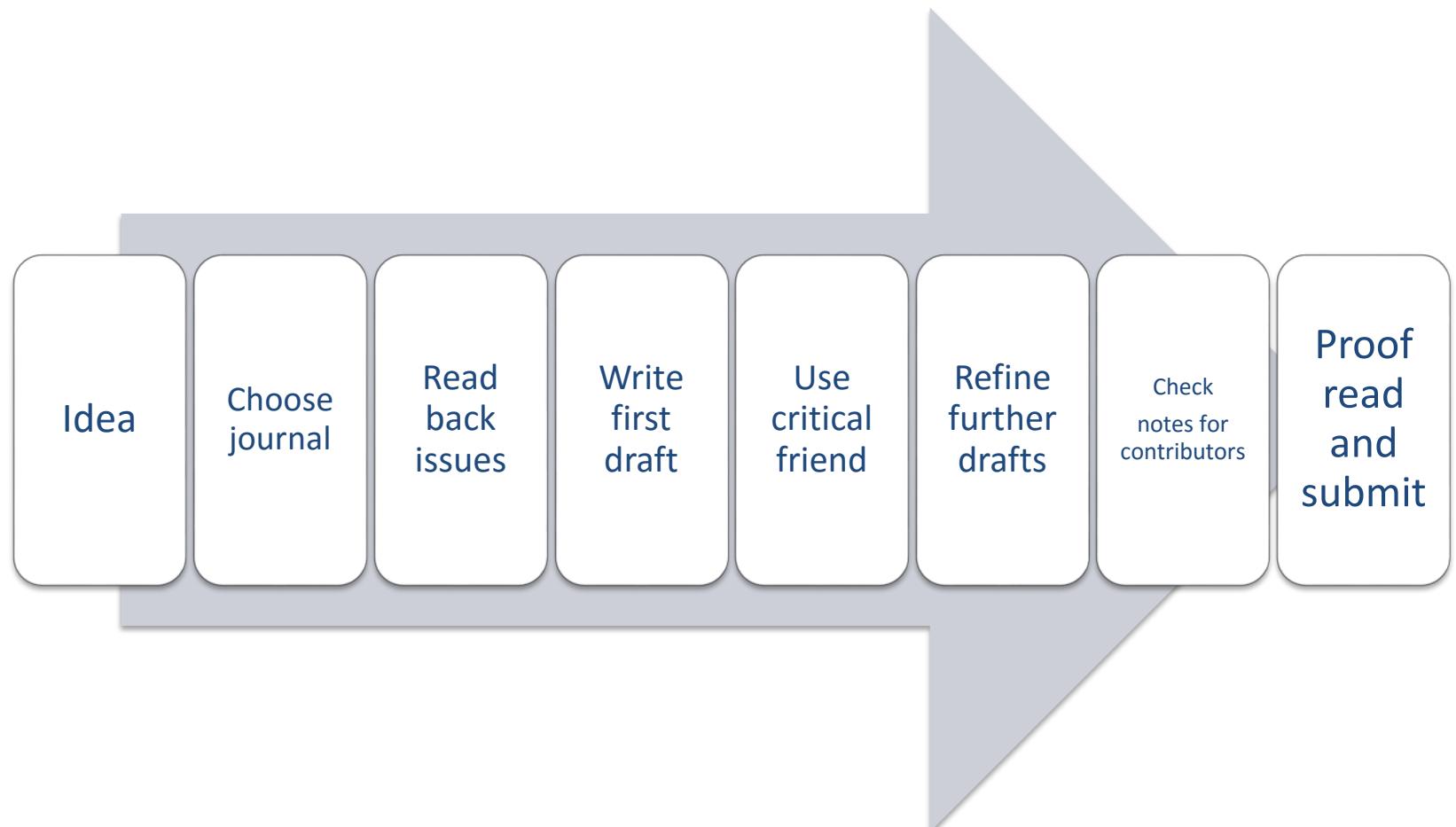
Think about what you want to publish

- **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





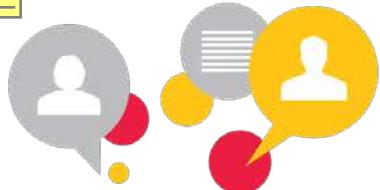
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Choosing the right journal

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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 and panic.**





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

The screenshot shows the homepage of the journal *Chemistry and Ecology*. At the top, there are links for 'Open access in this journal' and 'Log in / Register'. Below the header, the journal title 'Chemistry and Ecology' is displayed with its logo. A search bar allows users to 'Enter keywords, authors, DOI etc.' and a dropdown menu shows 'This journal'. There are also buttons for 'Search this journal', 'View content alerts', 'S. SIS', and 'Create search'.

The left sidebar is titled 'This journal' and includes links for 'Home and section', 'Instructions for authors', 'Journal information', 'Editorial board', and 'Subscribe'. It also features a green button for 'Read it for 14 days' and a thumbnail for 'Sustainable Bioscience' with the text 'FREE ACCESS'.

The main content area shows 'Latest articles' with a preview of an article titled 'Quantity and biochemical composition of sedimentary organic matter around shale gas extraction platforms of the Arctic Sea'. Below this, a section for 'Volume 32, 2016' is shown, with a 'Most Read' section featuring several articles.

The right sidebar contains a 'Suggest other physical science journals' button, a 'Visit the CRC Press Library Catalogue' button, and another 'Most Read' section.

At the bottom, there is a note about manuscript submissions and a 'Browse journals by subject' link.

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





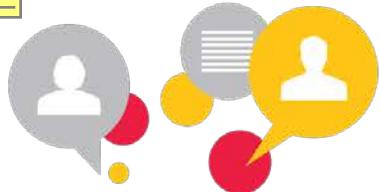
Know your audience

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?





Think. Check. Submit.



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



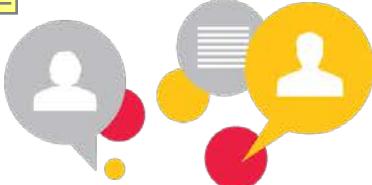


The Think. Check. Submit. checklist

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**





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

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Article metrics

What do they mean, and why are they important for researchers?

#getpublished

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Mastering metrics

A Taylor & Francis guide

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FOR RESEARCHERS...

Metrics can help you 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.	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.	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.	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 citations in one year to content published in the previous two years ÷ Number of articles and reviews published within the previous two years	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	How it's calculated: Number of citations to articles published in a given year ÷ Number of articles published in the same year	How it's calculated: Number of years after which 50% of the lifetime journal citations in a year have been received



<http://bit.ly/TF-Mastering-Metrics>



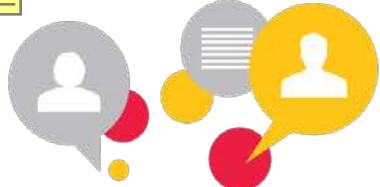
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What is **OPEN** **ACCESS?**





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

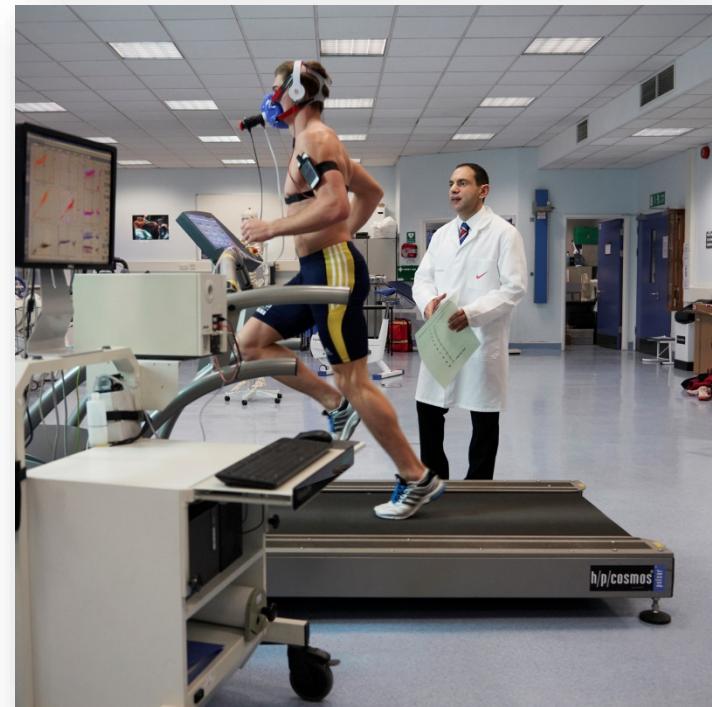




"Open access gives other scholars and students at all educational levels immediate access to your work. It is a form of publication that is totally inclusive ... I like the idea that there might be people in sub-Saharan Africa reading my work, in addition to well-known scholars in the ivory towers of the world's elite universities. Open access is such a democratising form of publication that, whenever institutional resources allow, I like to pursue it."

Costas Karageorghis,

'Music in the exercise domain: a review and synthesis (Part I)'





Definitions

Gold Open Access

- publication of the final article (Version of Record)
- article is made freely available online (often but not always after payment of an article publishing charge (APC))

Green Open Access

- Archiving / deposit of an (earlier version of an) article in a repository

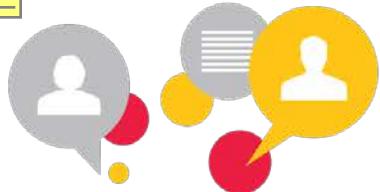




4 reasons to publish OA

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

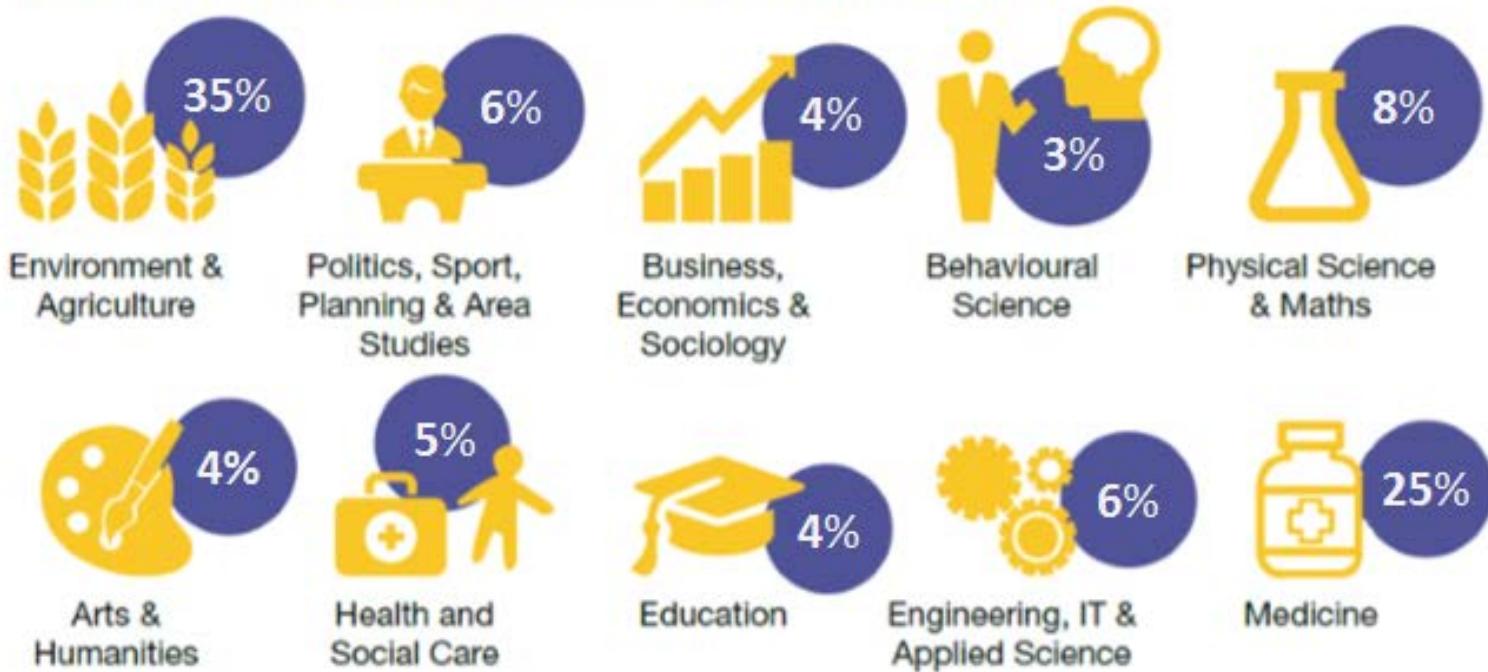
- 1. Author choice**
- 2. Community collaboration and consultation**
- 3. Commitment to offering the best in OA publishing**

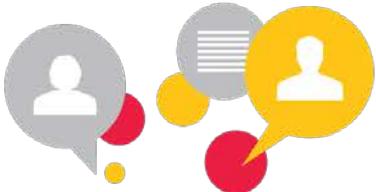




What are we publishing OA?

In 2016, Taylor & Francis published OA articles in:





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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





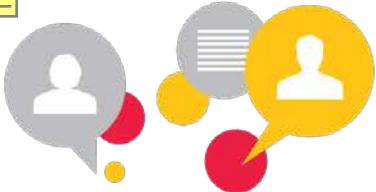
Do:

- ✓ 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

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The Quarterly Journal of Experimental Psychology

Publish open access in this journal.

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Submit an article | New content alerts | RSS | Citation search

This journal

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- > Instructions for authors (circled)
- > Society information
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Call for papers

Special Issue in Honour of Keith Rayner | Special Issue The Psychology of Associative Learning

Latest articles

Article Human instrumental performance in ratio and interval contingencies: a challenge for associative theory. > Pérez-Riveros et al. Published online: 29 Nov 2016	Article Activating Concepts by activating Experiential Traces: Investigations with a Series of Anagram Solution Tasks > Berndt et al. Published online: 24 Nov 2016
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Volume 70, 2017

Issue 4 | Issue 3 | Issue 2 | Issue 1

18.2016.1263998

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Enter keywords, authors, DOI etc

The Quarterly Journal of Experimental Psychology

This journal

- > Aims and scope
- > Instructions for authors
- > Society information
- > Journal information
- > Special issues
- > Editorial board
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Instructions for authors

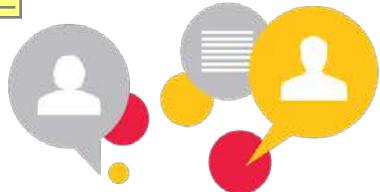
Thank you for choosing to submit your paper to us. These instructions will ensure we have everything required so your paper can move through peer review, production and publication smoothly. Please take the time to read and follow them as closely as possible, as doing so will ensure your paper matches the journal's requirements. For general guidance on the publication process at Taylor & Francis please visit our Author Services website.

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SCHOLARONE MANUSCRIPTS™

This journal uses ScholarOne Manuscripts (previously Manuscript Central) to peer review manuscript submissions. Please read the guide for ScholarOne authors before making a submission. Complete guidelines for preparing and submitting your manuscript to this journal are provided below.

Contents list

- > About the journal
- > Peer review
- > Preparing your paper
- > Word limits
- > Style guidelines
- > Formatting and templates
- > References
- > Checklist
- > Using third-party material in your paper
- > Disclosure statement
- > Clinical Trials Registry
- > Complying with ethics of experimentation
- > Consent
- > Health and safety
- > Submitting your paper
- > Publication charges
- > Copyright options
- > Complying with funding agencies
- > Open access

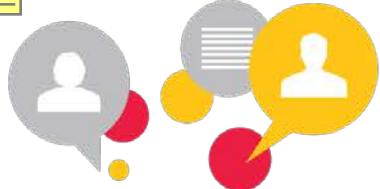


Your title and abstract

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*





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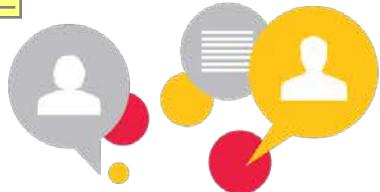


Figure Preparation



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



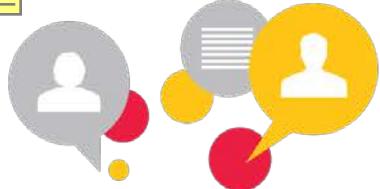


Ethics for authors: the essentials

- 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





What is peer review?

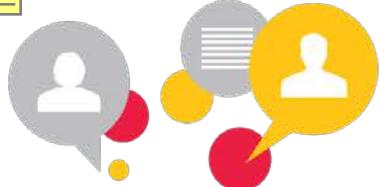
Allows an author's research to be evaluated and commented upon by independent experts.

Which can take different forms:

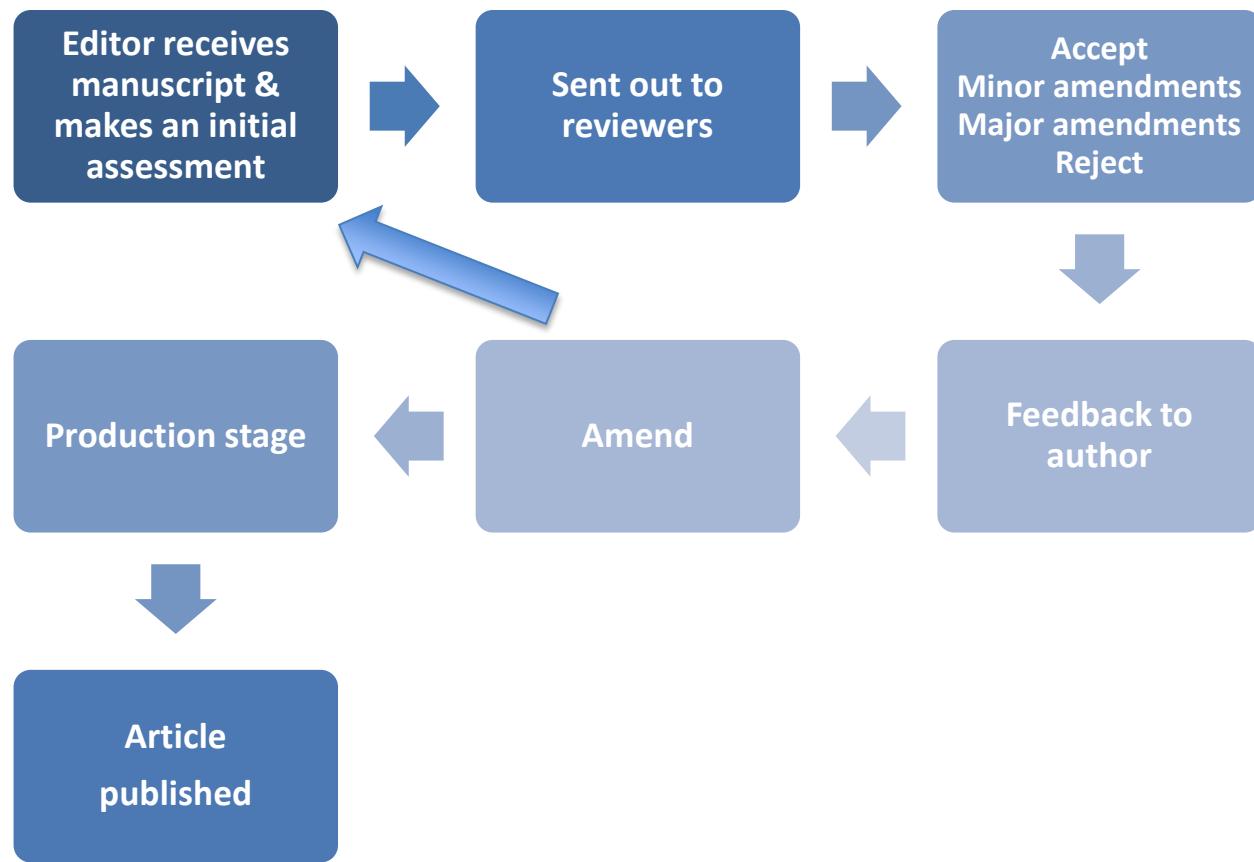
- **Single-blind review:** where the reviewer's name is hidden from the author.
- **Double-blind review:** where the reviewer's name is hidden from the author and the author's name is hidden from the reviewer.
- **Open review:** where no identities are concealed.
- **Post-publication review:** where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

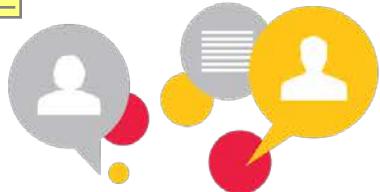
Every article published in a Taylor & Francis journal goes through rigorous peer review.





Stages of 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

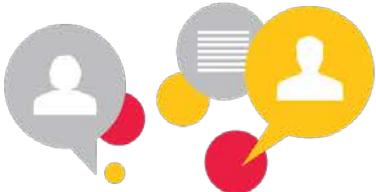
Don't be afraid to ask the editor for guidance. A good editor will want to help.





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

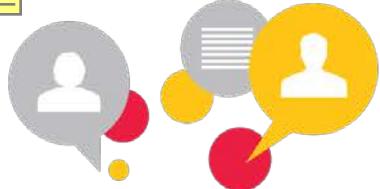
- Do nothing for a few days: try to calm down and try not to take it personally.
- You could use the reviewers' comments, alter the paper and submit to another journal.
- **If you do submit elsewhere, make sure you alter your paper to the new style of that journal.** Editors can easily detect a paper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





Congratulations,
you're published!





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.

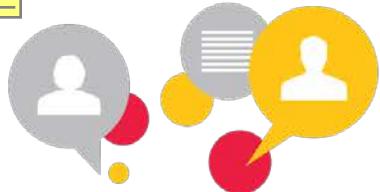




Why use social media?

- 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





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 promote your research

From just one article Taylor & Francis has seen:

- More than 400 tweets from 351 accounts, reaching over 1,000,000 combined followers**
- Posts on 12 public Facebook walls from 11 different accounts**
- Appeared in 3 news stories, including Time magazine and The Telegraph**
- Resulting in over 13,400 article views since December 2014 (with over 1,000 from Twitter alone)**

What are Taylor & Francis authors doing?

47% of authors are planning to share their free eprints	30% are announcing the publication of their article on social media	29% are updating their publication history on LinkedIn	12% are mentioning their article publication in their email signature	11% are posting a link on share services such as Reddit
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Want to know more? Read our tips on promoting your research.

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Guidance, developments, news and ideas for Taylor & Francis authors

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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... @tandfnewsroom

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

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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



“Publicizing an article is work, but it’s worth it. I have received more emails about my article in the past two months than I have about all my other work in the previous year. Another university has invited me to visit because of my work, and my students are more excited about research because they see the attention it is getting. Not every article I write will be as interesting to the public, but I will definitely be working to do what I can to rustle up some interest in my work in the future.”

Russell Warne, Assistant Professor,
Utah Valley University

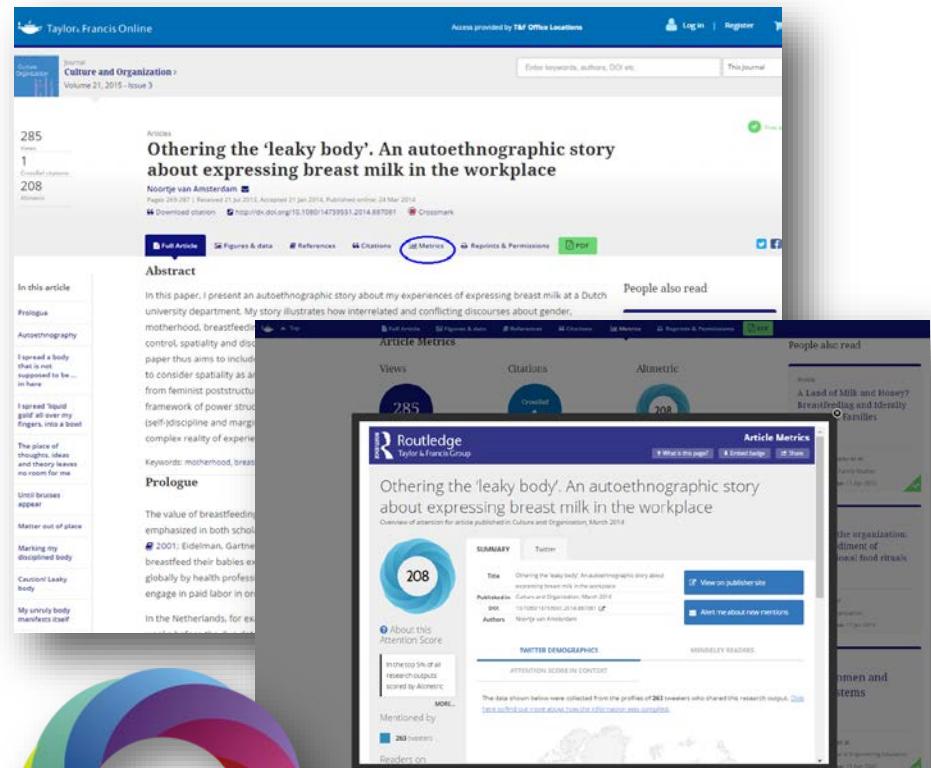




Does your article have an Altmetric Attention Score?

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

- Social media
- Traditional media
- Online reference managers





Click on the donut and check the conversation

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Article Metrics

What is this page? Embed badge Share

All employees are equal, but some are more equal than others: dominance, agreeableness, and status inconsistency among men and women

Overview of attention for article published in European Journal of Work and Organizational Psychology, November 2015

SUMMARY News Blogs Twitter

Title All employees are equal, but some are more equal than others: dominance, agreeableness, and status inconsistency among men and women

Published in European Journal of Work and Organizational Psychology, November 2015

DOI 10.1080/1359432x.2015.1111338

Authors Michal Biron, Renee De Reuver, Sharon Toker

View on publisher site

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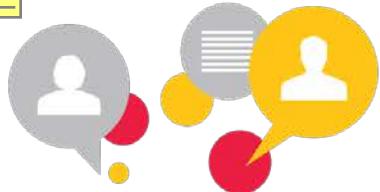


How to use altmetrics to your advantage

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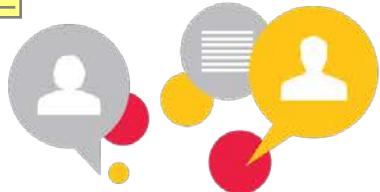
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