

# AUTHOR SERVICES






## Publishing in academic journals

### Increasing your chance of success

Elaine Devine,  
Communications Manager



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 [journalauthors.tandf.co.uk](http://journalauthors.tandf.co.uk)





# Who are we?

## 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)

Offers **choice** in routes to publish: books or journals, subscription or Open Access

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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**Routledge**  
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**Focal Press**  
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**CRC Press**  
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**Garland Science**  
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**Psychology Press**  
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**informa**  
healthcare





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44,409



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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 scientific interest
- Out-of-date work
- A duplication of existing, published research
- Incorrect or unacceptable conclusions





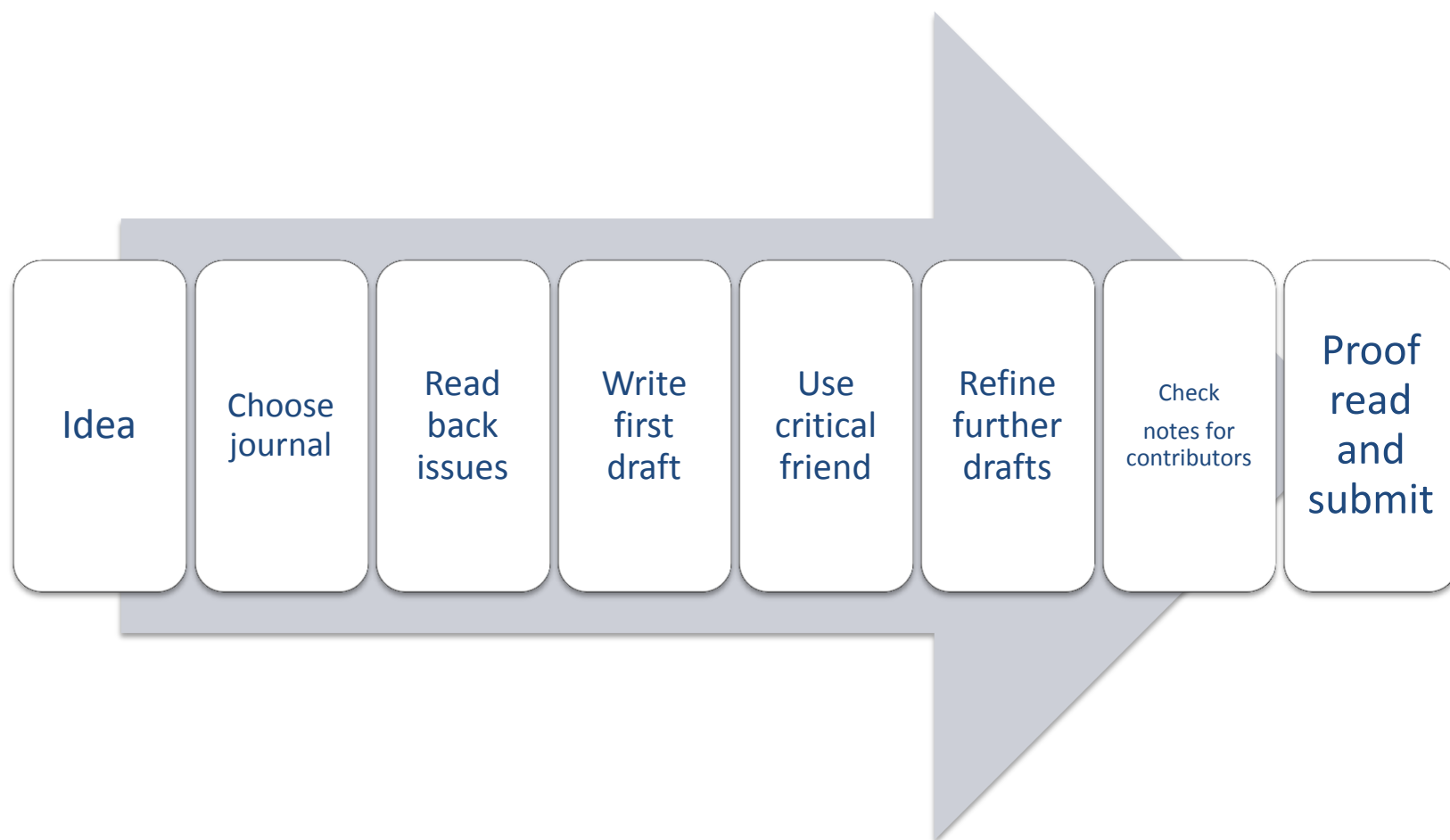
## Think about what you want to publish

- **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 an article for a specific journal?
- B) Find any journal for your article?

A) Be in the minority:

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



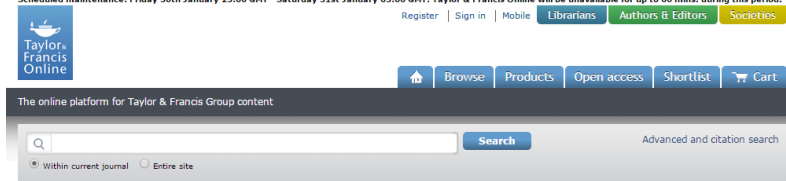


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## Why you should read a journal's 'Aims & Scope'

Scheduled maintenance: Friday 30th January 23:00 GMT - Saturday 31st January 03:00 GMT: Taylor & Francis Online will be unavailable for up to 60 mins. during this period.



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Volume 31, Issue 2, 2015



Chemistry and Ecology  
Taylor & Francis  
Sample this title  
Alert me  
ISSN 0275-7540 (P)  
f t e + Add to



Chemistry and Ecology  
Taylor & Francis  
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ISSN 0275-7540 (P)  
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Chemistry and Ecology



ISSN  
0275-7540 (Print), 1029-0370 (Online)

Publication Frequency  
8 issues per year



Select Language

Translator disclaimer

### Aims & scope

**Chemistry and Ecology** publishes original articles, short notes and occasional reviews on the relationship between chemistry and ecological processes. This journal reflects how chemical form and state, as well as other basic properties, are critical in their influence on biological systems and that understanding of the routes and dynamics of the transfer of materials through atmospheric, terrestrial and aquatic systems, and the associated effects, calls for an integrated treatment. **Chemistry and Ecology** will help promote the ecological assessment of a changing chemical environment and in the development of a better understanding of ecological functions.

**Chemistry and Ecology** encourages multi-disciplinary approaches dealing with:

1. **Environmental pollution:** distribution and ecological implications of pollutants including nutrients and key elements, in the atmospheric, soil and aquatic environments.

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**

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## 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](http://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?
- Readership?
- Online/print?
- Impact Factor?
- Peer review?
- Submission process?
- Open Access policy?



Build up a picture of the journal and understand the stages your paper will go through before it is published.





## Journal citation metrics

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

Librarians

Tenure & promotion committees

Grant awarding bodies

Researchers

Publishers

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.*





“Not  
everything that  
can be  
counted  
counts, and  
not everything  
that counts  
can be  
counted”  
**Albert  
Einstein**

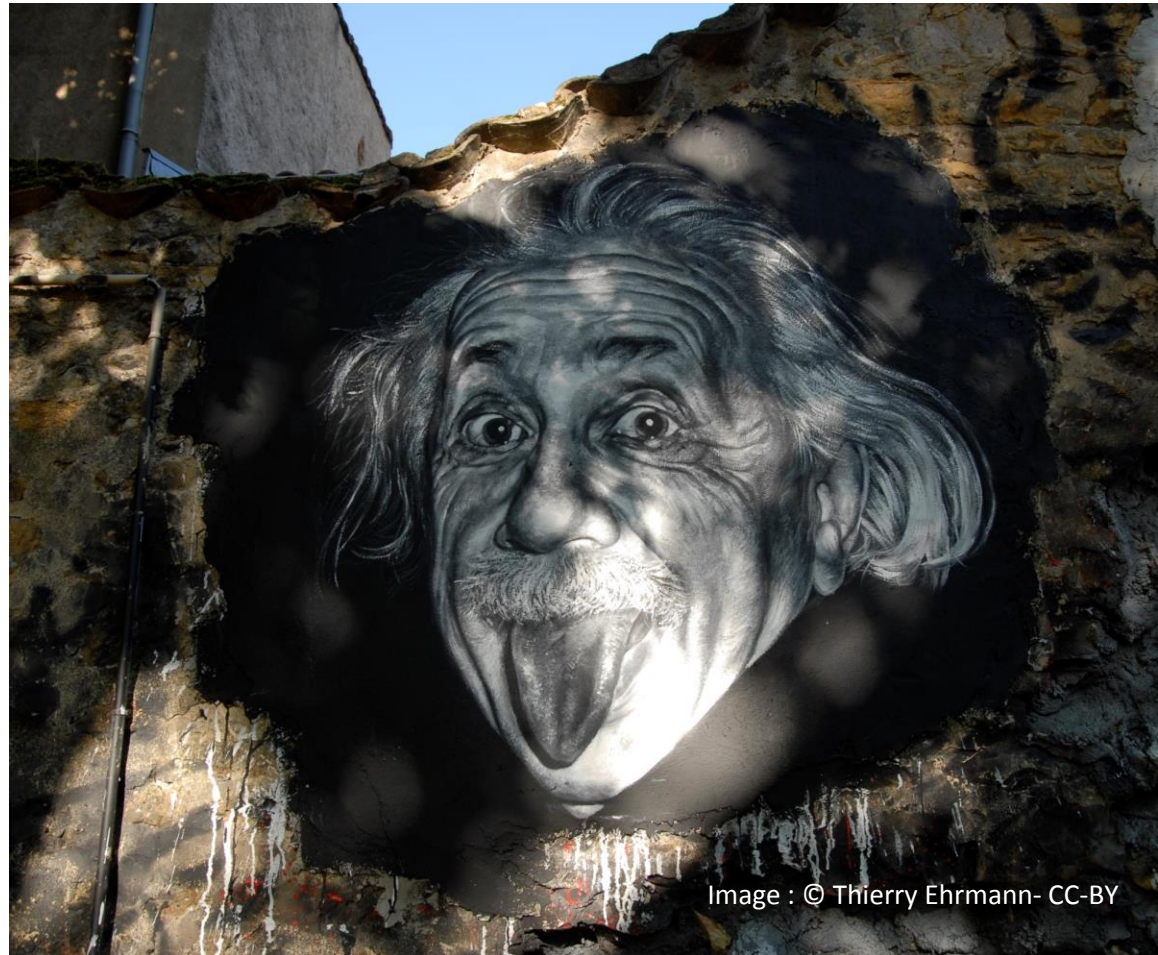


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# What is **OPEN** **ACCESS**?

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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





*“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)’*





## Our 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.





## What do authors say?

We asked authors about the possible advantages of publishing OA.

**Wider** circulation, **higher** visibility, **faster** publication, **larger** readership and **increased** citations.

### In the 2014 Open Access Survey:

**81%** of Taylor & Francis authors agreed or strongly agreed that OA offers a wider circulation than publication in a subscription journal (+11% from 2013 survey).

**65%** of Taylor & Francis authors agreed or strongly agreed that OA offers higher visibility (+ 8% from 2013 survey).





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## Why OA?

12,209

131,300

5%

3

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## Our OA philosophy

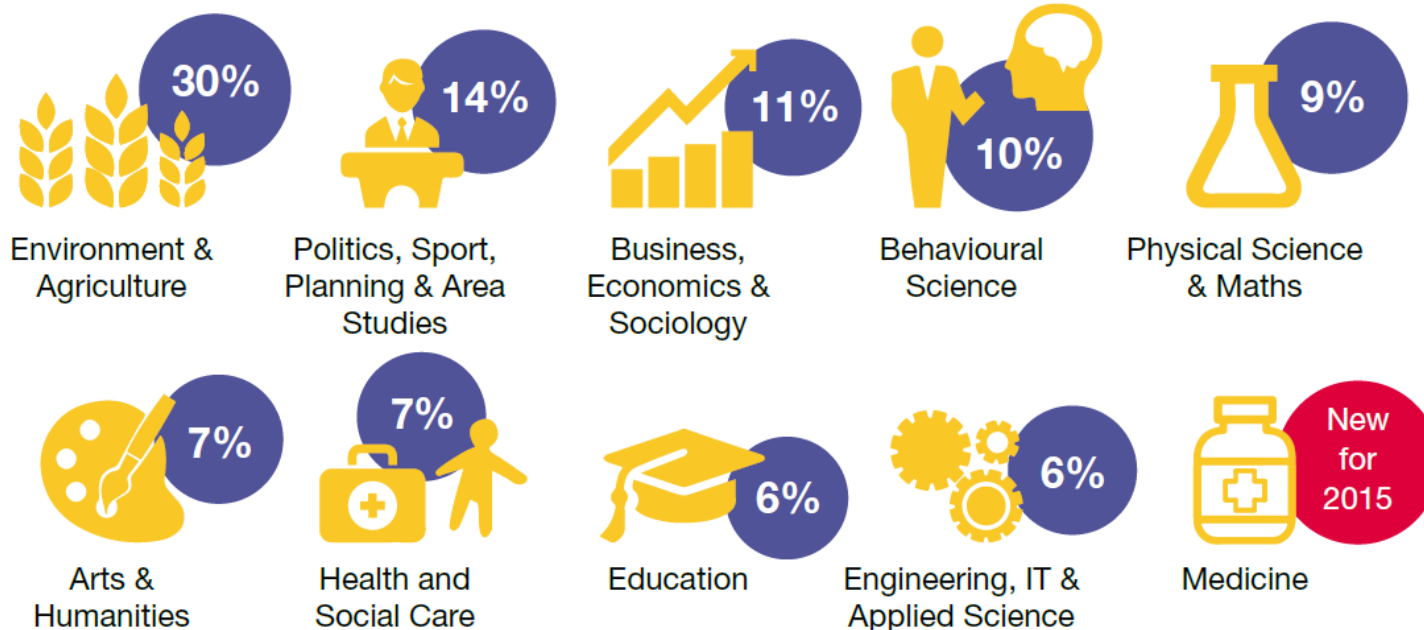
1. Author **choice**
2. Community **collaboration and consultation**
3. **Commitment** to offering the best in OA publishing





# What are we publishing OA?

In 2014, 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
- ✓ Quote from articles in the journal
- ✓ 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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Volume 18, Issue 16, 2015



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Biomedical



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Computer Methods in Biomechanics and Biomedical Engineering



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1025-5842 (Print), 1476-8259 (Online)

Publication Frequency

16 issues per year



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### Instructions for authors

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Use these instructions if you are preparing a manuscript to submit to *Computer Methods in Biomechanics and Biomedical Engineering (CMBBE)*. To explore our journals portfolio, visit <http://www.tandfonline.com/>, and for more author resources, visit our [Author Services](#) website.

*Computer Methods in Biomechanics and Biomedical Engineering* considers all manuscripts on the strict condition that





## 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*



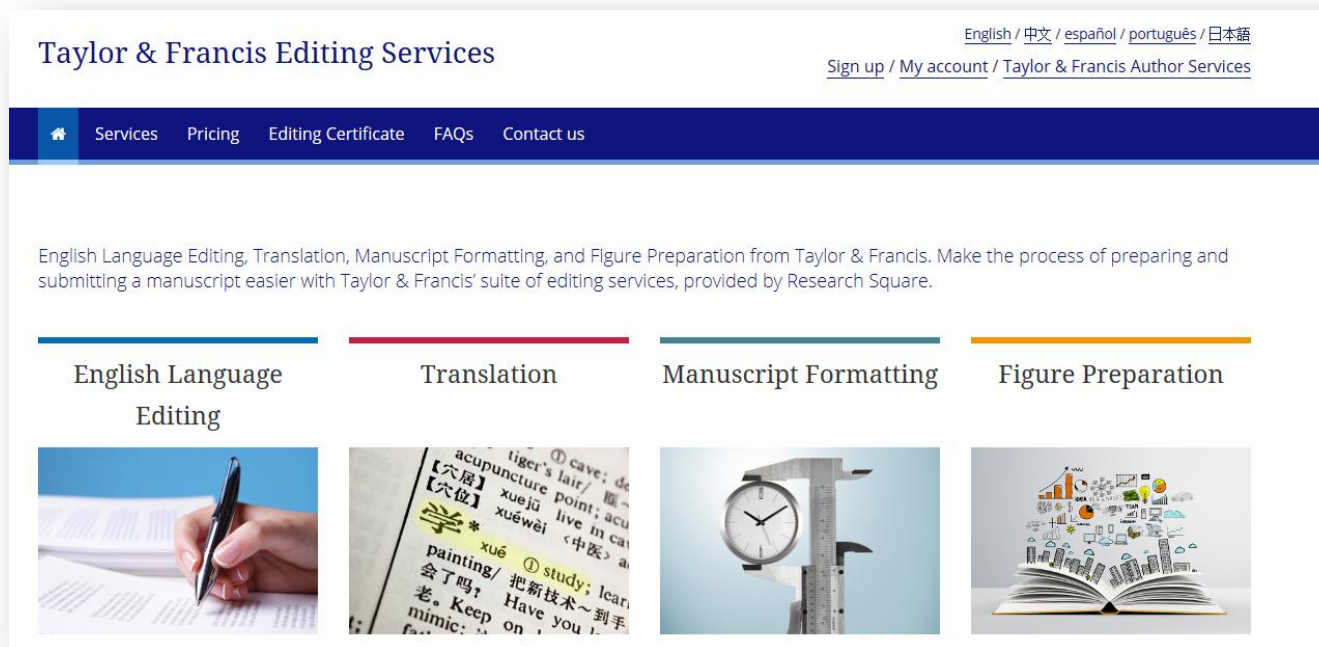


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# Taylor & Francis Editing Services

Making the process of preparing and submitting a manuscript easier.



[www.tandfeditingservices.com](http://www.tandfeditingservices.com)

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## 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](https://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:

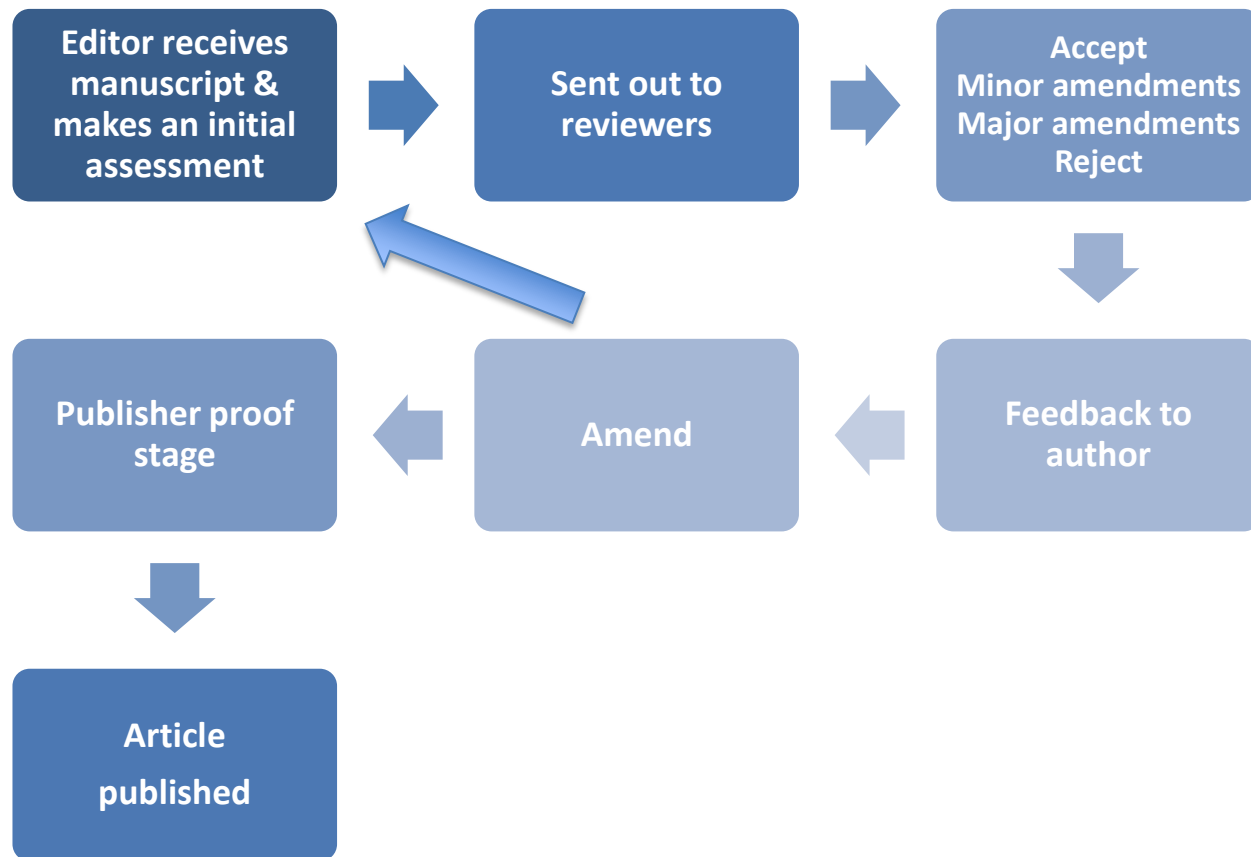
- **Single-blind review:** where the reviewer's name is hidden from the author.
- **Double-blind review:** where the reviewer's name is hidden from the author and the author's name is hidden from the reviewer.
- **Open review:** where no identities are concealed.
- **Post-publication review:** where 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.*





## Stages of peer review





## How to handle reviewers' comments

- Try to accept feedback with good grace
- 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.







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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

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## 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 scores** usually take into account social media attention
- Highly tweeted articles were 11 times more likely to be **highly cited** than less-tweeted articles. Tweets can predict highly cited articles within the first 3 days of article publication<sup>1</sup>.
- **Journalists** use Twitter as a major source of news stories

<sup>1</sup>Eysenbach, G. 'Can Tweets Predict Citations? Metrics of Social Impact Based on Twitter and Correlation with Traditional Metrics of Scientific Impact'

Journal of Medical Internet Research, 13:4, 2011

\*Source: <http://www.growkudos.com/>





## How do researchers use social media?

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





## Using social media to highlight your research



**Michael Spencer**

@MikeRSpencer



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

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*“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

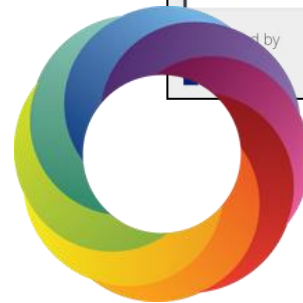




## The rise of 'altmetrics'

Altmetric tracks the attention that scholarly articles receive online, and specifically via:

- Social media
- Traditional media
- Online reference managers



Altmetric







# Article metrics (and Altmetric)

Home > List of Issues > Table Of Contents > CRITICAL QUESTIONS FOR BIG DATA

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Information, Communication & Society

Volume 15, Issue 5, 2012

Special Issue: A decade in Internet time: the dynamics of the Internet and society



## CRITICAL QUESTIONS FOR BIG DATA

Provocations for a cultural, technological. and scholarly phenomenon

**Free access**

 **View full text**

 **Download full text**

**DOI:** 10.1080/1369118X.2012.678878

danah boyd<sup>a\*</sup> & Kate Cravford<sup>b</sup>

pages 662-679

**Publishing models and article dates explained**

Received: 10 Dec 2011  
Accepted: 20 Mar 2012  
Published online: 10 May 2012

**Alert me**


### Article metrics

**Views: 9,206**

**Citations**  
**CrossRef (94)**  
**Web of Science (35)**  
**Scopus (104)**

**Altmetric score**



 Tweets (1)  
 Blogged (20)  
 Facebook (10)  
 Mendeley (45)  
 CiteULike (2)

Article metrics information

**Users also read**

**ACTION**

W. Lance Bennett, et al.  
Volume 15, Issue 5, 2012

**SOCIAL SCIENCE RESEARCH METHODS IN INTERNET TIME**

David Kempf






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Click on the donut and check the conversation

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**Routledge**  
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Article Metrics


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## CRITICAL QUESTIONS FOR BIG DATA

Overview of attention for article published in Information, Communication & Society, May 2012



183

About this score

In the top 5% of all articles scored by Altmetric

MORE...

Mentioned by

| SUMMARY       | News   | Blogs | Twitter | Facebook | Wikipedia | More... |
|---------------|--|-------|---------|----------|-----------|---------|
| Article title | CRITICAL QUESTIONS FOR BIG DATA                |       |         |          |           |         |
| Published in  | Information, Communication & Society, May 2012 |       |         |          |           |         |
| DOI           | 10.1080/1369118x.2012.678878                   |       |         |          |           |         |
| Authors       | danah boyd, Kate Crawford                      |       |         |          |           |         |

View on publisher site

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SCORE IN CONTEXT

The data shown below were collected from the profiles of **189** tweeters who shared this article. [Click here to find out more about how the information was compiled](#)



## 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

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measuring-impact-with-article-metrics](https://authorservices.taylorandfrancis.com/measuring-impact-with-article-metrics)**

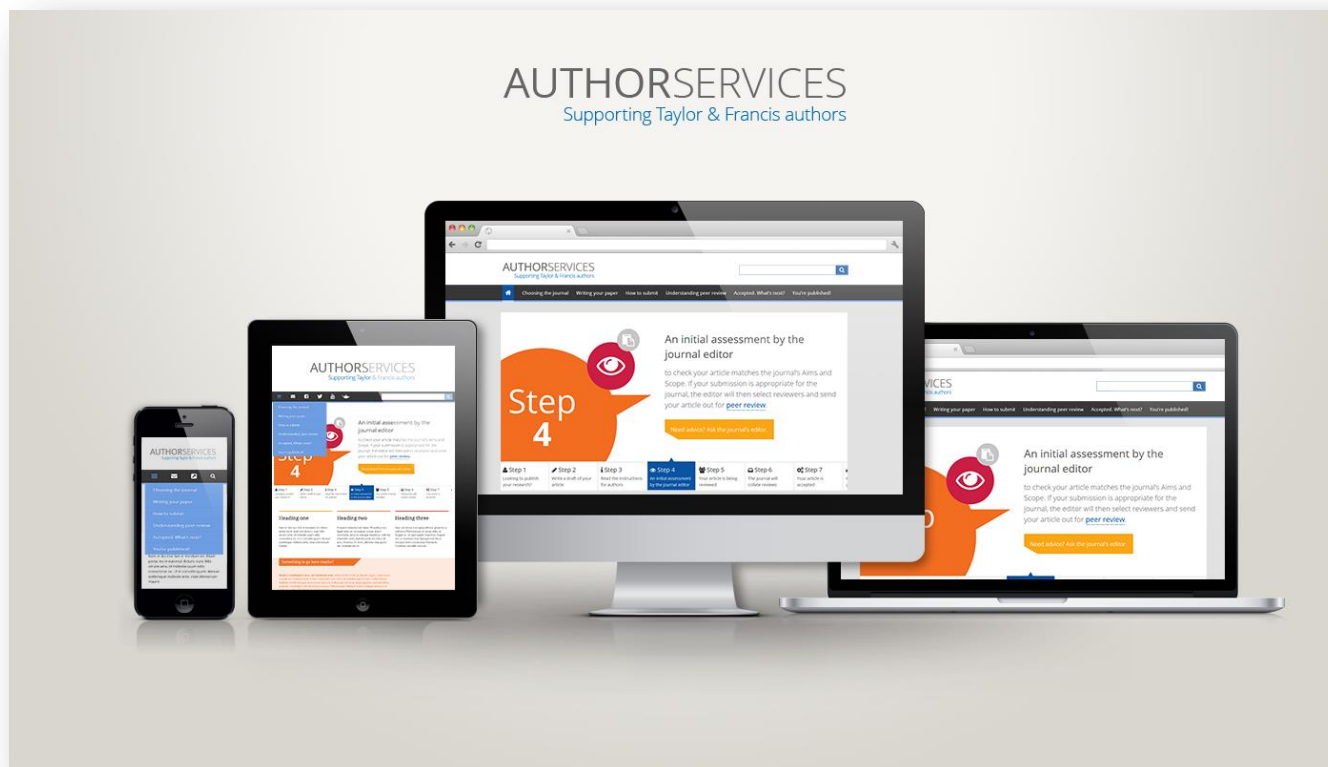




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# Questions?

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