Publishing in academic journals
Tips to help you succeed
Q: When was the first scholarly journal published?

a) 1565
b) 1665
c) 1765
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• Out-of-date work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:

1. Idea
2. Choose journal
3. Read back issues
4. Write first draft
5. Use critical friend
6. Refine further drafts
7. Check Information for Authors
8. Proof read and submit
Choosing the right journal
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.
Why you should read a journal’s ‘Aims & Scope’

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](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.
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?
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.
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 a 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.

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

#getpublished

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
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
Understanding article versions

Author's Original Manuscript (AOM)
Your paper before you submit it to a journal.

Accepted Manuscript (AM)
Your paper after peer review, when it has been revised and accepted for publication by the journal editor.

Version of Record (VOR)
The final, definitive, citable version of your paper, which has been copyedited, typeset, had metadata applied, and has been allocated a DOI (Digital Object Identifier). This is the version published on Taylor & Francis Online.

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.
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:

- Environment & Agriculture: 35%
- Politics, Sport, Planning & Area Studies: 6%
- Business, Economics & Sociology: 4%
- Behavioural Science: 3%
- Physical Science & Maths: 8%
- Arts & Humanities: 4%
- Health and Social Care: 5%
- Education: 4%
- Engineering, IT & Applied Science: 6%
- Medicine: 25%
Writing for a journal
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

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.

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.

Use these instructions if you are preparing a manuscript to submit to International Journal of Fashion Design, Technology and Education. To explore our journals portfolio, visit http://www.tandfonline.com/, and for more author resources, visit our Author Services website.

International Journal of Fashion Design, Technology and Education considers all manuscripts on the strict condition that
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!).
"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
Taylor & Francis Editing Services

Making the process of preparing and submitting a manuscript easier.

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 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**
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

Editor receives manuscript & makes an initial assessment → Sent out to reviewers → Accept Minor amendments Major amendments Reject

Feedback to author → Amend → Publisher proof stage

Article published
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. No contribution to the subject.
7. Poor theoretical framework.
8. Libellous, unethical, rude or lacks objectivity
9. Scrappily presented and sloppily proof read.
10. Poor style, grammar, punctuation or English.
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!
Sharing responsibly

- No embargo on Author’s Original Manuscript (AOM) posting

- No embargo on posting to a personal site (e.g. LinkedIn, linking from Weibo)

- Embargo: 12 months (STM), 18 months (SSH) if posting to an Institutional or Subject Repository or Academic Social Network (i.e. ResearchGate, Academia.edu, Mendeley)

- We recommend that you include a link to the VoR from anywhere you have posted your AOM or AM

- Please do not post the PDF of the VoR unless you have chosen to publish your article Gold Open Access
**Post** my article on my personal website
Link to the VoR using your DOI

- Post your AOM using this text
- Post your AM using this text

**Present** my article at a meeting or conference
Print the PDF of your VoR from My Authored Works to distribute among attendees.

**Share** my article for teaching purposes
Share your VoR using your 50 free eprints link
Print the PDF of your VoR from My Authored Works
Link to the VoR using your DOI

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Share your VoR using your 50 free eprints link
Link to the VoR using your DOI

- Share your AOM or AM using this text

**Post** about my article on social media (Twitter, Facebook, LinkedIn, Google+ groups)
Share your VoR using your 50 free eprints link
Link to the VoR using your DOI

- Link to your AOM or AM using this text

**Post** my article on scholarly collaboration networks who have signed the STM voluntary principles on article sharing
Link to the VoR using your DOI

- Post your AOM using a version of this text
- At the end of the embargo period (check the embargo period on all journals here), post your AM using this text

**Why link to the VoR?**
Using a DOI to link to the VoR on Taylor & Francis Online means that downloads, Altmetric data, and citations can be tracked and collated – data you can use to assess the impact of your work.

**How to link your AOM/AM to your VoR**
Add a link from your posted AOM or AM to the published article on Taylor & Francis Online like this:

“This is an [Accepted Manuscript / Original Manuscript] of an article published by Taylor & Francis in [JOURNAL TITLE] on [date of publication], available at http://www.tandfonline.com/[Article DOI].”

**Tip:** To share on SCNs who have not signed the STM voluntary principles please first contact Taylor & Francis for agreement (full list of endorsing organizations).
“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.
More and more academics are using social media to discuss, and promote, their research.
Using social media to highlight your research

Michael Spencer @MikeRSpencer

Blog summary of @tandfnewsroom article: wp.me/p2rn76-6H #snow #Scotland #science #hydrology

Sarah Middleton @Sarah_DPC · May 8
Another splendid article by me & @WilliamKilbride available for you to enjoy from @tandfauthors: tandfonline.com/eprint/e36YMVk… #4ceu #costs

Collapse

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

2:57 PM - 8 May 2014 · Details
The rise of ‘altmetrics’

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

- Social media
- Traditional media
- Online reference managers
The Apple of the mind’s eye: Everyday attention, metamemory, and reconstructive memory for the Apple logo


About this Attention Score

- In the top 5% of all research outputs scored by Altmetric
- Mentioned by

People also read

- Want to block earworms from conscious awareness? B(0)oy gum!
- Pianists exhibit enhanced memory for vocal melodies but not piano melodies
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
With other identifiers, ORCID enables machine-readable connections with:

- works
- organizations
- person IDs

Courtesy of ORCID
Questions?

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