Introduction to scholarly publishing for researchers

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Scholarly publishing is not homogeneous

Needs and practice vary greatly from one field to another

- Venues of publishing (journals, books, meetings, etc.)
- Levels of funding, and where the funding comes from
- Demographics (age, geographic location, work setting)
- “Normal” review and publication times
- Types of review (pre-publication vs. post-publication; single-blind, double-blind, or open)
- Citation rates
The role of scholarly publications

Registration
- Timestamp to officially note who submitted scientific results first

Certification
- Perform peer review to ensure validity and integrity of submissions

Dissemination
- Provide a medium for discoveries and findings to be shared

Preservation
- Preserving the minutes and record of science for posterity
The Journal Publishing Cycle

Where Did My Paper Go, and Will I Ever See It Again?
The journal publishing cycle

1. Manuscript submission
2. Peer review
3. Edit and prepare
4. Production
5. Publish and disseminate
6. Archive and promote use
Online submission and peer review systems

Online peer review systems accept manuscript submissions and facilitate online peer review.

Online systems can handle hundreds of thousands of submissions and reviews per year.

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- Submit Your Paper
- Supports Open Access
- View Articles
- Guide for Authors
Peer review

- Helps to determine the quality, validity, significance, and originality of research
- Helps to improve the quality of papers

Variations:
- Blind, double-blind and open
- Pre- vs. post-publication (or a combination)
- Collaborative peer review
- Portable peer review
Types of decisions

- **Rejection**
  - Learn from feedback provided and improve work for re-submission

- **Minor Revision**
  - Usually a good sign. Make the edits and resubmit quickly

- **Major Revision**
  - Answer comments, one by one, and explain changes made or not made
  - If you feel a remark is not justified or a request is unreasonable, say so, but substantiate your response
  - Submit a revised version highlighting where changes have been made
  - Acceptance is not guaranteed
The journal publishing cycle

Manuscript submission

Archive and promote use

Peer review

Publish and disseminate

Edit and prepare

Production

ELSEVIER
Journal article production

- **Preprint**
  Author submits manuscript

- **Accepted manuscript**

- **Document proof**
  Copy editing, author proofing, preparation for publishing

- **Published journal article**
  Logo, pagination, branding
The journal publishing cycle

Manuscript submission

Archive and promote use

Peer review

Publish and disseminate

Edit and prepare

Production
Methods of dissemination
Traditional print journals

Electronic journal platforms...
Including mobile apps
The journal publishing cycle

Manuscript submission

Peer review

Edit and prepare

Publish and disseminate

Archive and promote use

Production

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Preservation and archiving

In addition to traditional print archives (in some cases), multiple distributed electronic archives help to ensure preservation of journal content for posterity.
Author Rights Post-Publication
Copyright fundamentals

Authors (and in some cases their employers) have the right under national copyright laws (and international treaties) to control how their works are to be used and distributed to others.

The extent of copyright rights allows authors to permit: the copying, distribution, online access, translation and creation of other derivative works of research.
Copyright fundamentals

Copyright protects the way you express your thoughts and describe your research and conclusions in your writing. It does not protect the underlying facts or ideas of your work.
Copyright and publication

- Publishers cannot publish an article unless they are granted the right to do so.
- This is determined by a publishing agreement between the author and publisher.
  - In subscription journals, it is common to transfer copyright to the publisher.
  - In open access, authors retain copyright and grant publishers a license to publish their article.

Authors retain:
- Copyright of the article
- Patent trademark and other intellectual property rights in the article

Publisher gets:
- The right to publish and distribute an article (exclusive or non-exclusive).
- The right to adapt the article for latest technology even after publication.
Rights retained by authors of subscription articles (example)

**Teaching**: allowed to make copies of the article for use in classroom teaching

**Scholarly sharing**: copies of the article can be shared with research colleagues

**Further works**: article can be used in compilations, expanded to book-form, or used in thesis or dissertation

**Educational materials**: article can be included in the author’s institution or company e-course packs or company training

**Meetings/conferences**: article can be presented and copies can be made for attendees

**Patent and trademark rights**: for any invention disclosed or product identified

www.howcanishareit.com
Getting Your Paper Noticed
Information overload

- The volume of research articles is growing at an accelerated pace
- For most researchers, it’s a real challenge to keep up with the literature
- Your job: make sure your research doesn’t fall through the cracks!

According to one study, 40% of researchers surveyed said they had not read the whole article for the last “important” article they had read.¹

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Preparing your article

Writing and publishing your article

▪ Spend time on abstract and conclusion & references

▪ Share research data and link to it in your article

▪ Use easy to understand charts and professional-looking illustrations (inc. Graphical Abstract if possible)

▪ Use clear and correct manuscript language

▪ Choose the right journal
Preparing your article

Search Engine Optimization (SEO)
Promoting your article

1. Conferences
   - Prepare to network
   - Also connect online
   - Online poster

2. Media relations
   - Research statement – Explain the significance of your research and key outcomes
   - Make use of your institution or funding body’s communication channels
3. Social media and social collaboration networks

The tweet is the message: According to a 2016 study\textsuperscript{1}, 59\% of shared URLs are never clicked on.

\textsuperscript{1} Maksym Gabielkow, Arthi Ramachandran, Augustin Chaintreau, Arnaud Legout. Social Clicks: What and Who Gets Read on Twitter?. ACM SIGMETRICS / IFIP Performance 2016, Jun 2016, Antibes Juan-les-Pins, France. 2016. <hal-01281190>
Tips for effective outreach

- Keep it short, accurate, and relevant
- Make it easy to find out more (e.g., journal citation, contact person)
- Understand that, even if you’re careful, your work may still be misrepresented
  - Many people react without reading the article, with their own agenda (www.npr.org/2014/04/01/297690717/why-doesnt-america-read-anymore)
  - Compelling headlines attract more readers
- Commonly ignored/misunderstood: Sample size, p-value, causality

Be Accurate and Provide Numbers
According to a 2014 BMJ article, 40% of 462 press releases included “exaggerated advice,” 33% included “exaggerated causal claims,” and 36% included “exaggerated inference to humans from animal research.” For news articles based on these releases: 58%, 81%, and 86%; for news articles based on other releases: 17%, 18%, and 10%.

1. http://www.bmj.com/content/349/bmj.g7015
Monitoring your article

Article-level metrics:

- Feedback on downloads, shares and citations
- Data about the geographic locations and research disciplines of your readers
- Search terms used to find your publications
- A comparison of the performance of your article with other people’s articles
https://researcheracademy.elsevier.com/

  - Research Preparation
  - Writing for Research
  - Publication Process
  - Navigating Peer Review
  - Communicating Your Research
Thank you

Questions? Get in touch any time!

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