

HOW TO GET PUBLISHED IN TOP EDUCATION PEER-REVIEWED JOURNALS –



A SOCIETY FOR EDUCATIONAL STUDIES/BRITISH JOURNAL OF
EDUCATIONAL STUDIES PRESENTATION
- IN ASSOCIATION WITH
ROUTLEDGE/TAYLOR & FRANCIS

Who are we?

- Professor Gary McCulloch, Editor, BJES, UCL Institute of Education, London
- Ian White, Publisher, BJES, Routledge/Taylor & Francis, Abingdon

Who are you?

Professor?

Post doc?

PhD?

Masters student?

Undergraduate?

In the wrong seminar? 😊



Why publish?

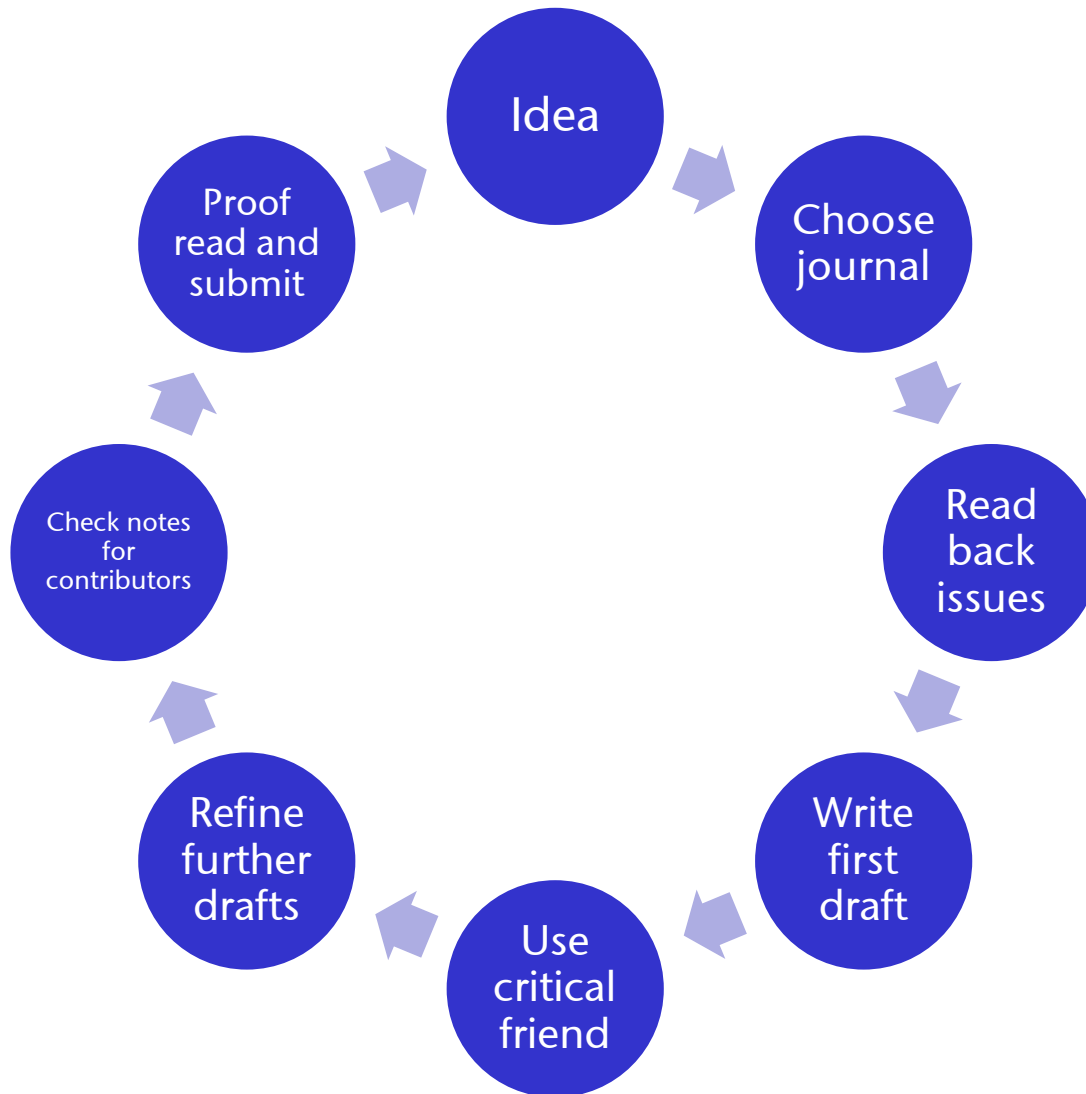
1. To exchange ideas
2. To build reputation
3. To disseminate work on a global scale

Remember:

Your research is not complete until it has been published.

Language and structure are critical.

The publishing cycle





What is peer review?

A process that allows an author's research to be evaluated and commented upon by independent experts.

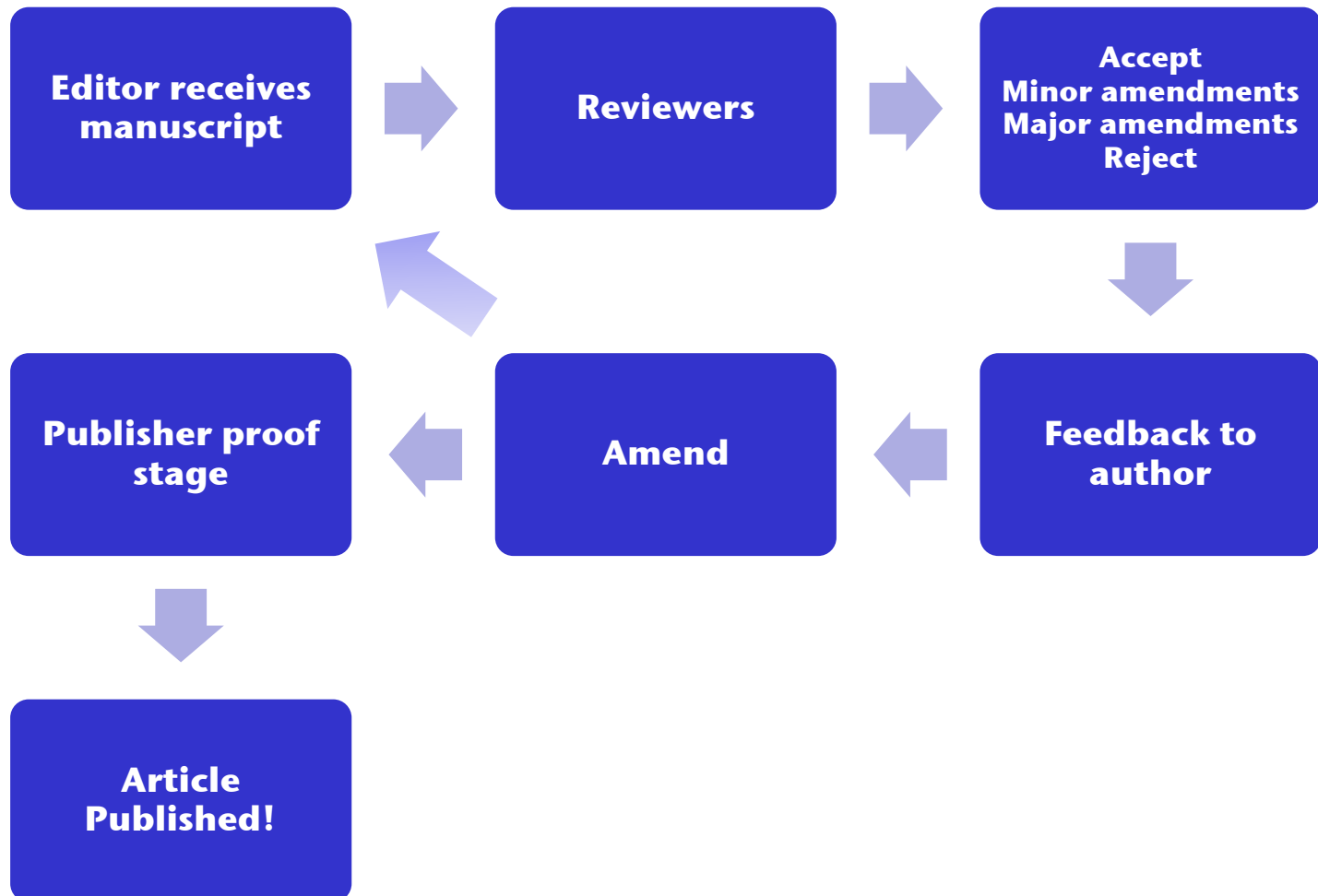
Which can take different forms:

- **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.

Why is peer review necessary?

1. Helps to bring errors and gaps in literature to the attention of authors
2. Helps to make the work more applicable to the Journal readership
3. Can create discussion around a research area or paper
4. A reciprocal process – academics reviewing one another's research
5. Improves the quality of published research papers

The peer review process



Choosing the right journal

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...)

Question

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.**

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 publishers and journal websites
- ✓ Talk to your peers (social networks)
- ✓ Pick your type: Generalist, or niche?
- ✓ Read the Aims and Scope
- ✓ Check <http://www.sherpa.ac.uk/romeo/>
- ✓ Ask the right questions and *know* the right answers:
 - Editor?
 - Editorial Board?
 - Publisher?
 - Authors?
 - Readership?
 - Online/Print?
 - Impact Factor?
 - Peer Review?
 - Submission process?
 - Open Access policy?

Journal citation metrics

Citation metrics (rightly or wrongly) are widely used as measures of *quality* by:

- Librarians (also by Faculty, REF Panels)
- Tenure & promotion committees
- Grant awarding bodies
- Authors
- Publishers

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

- Impact Factor/Social Sciences Citation Index (Thomson Reuters)
- SNIP, IPP (Scopus)
- Eigenfactor Score[®]
- Article Influence Score[®]

Writing for a journal



Preparing Your Manuscript

Do:

- ✓ Look at previous papers
- ✓ Quote from articles in the journal
- ✓ Fit the Aims & Scope
- ✓ Format your article to the journal's standard
- ✓ Know where or who to submit to
- ✓ Check spelling and grammar
- ✓ Consider English 'polishing' (ESL)
- ✓ Ask a colleague to read it

Don't:

- ✗ Overlook the title
- ✗ Rush the abstract
- ✗ Dismiss the submission guidelines
- ✗ Ignore the bibliography
- ✗ Leave acronyms unexplained
- ✗ Forget to clear any Copyright*
- ✗ Miss out attachments
(figures, tables, photos)
- ✗ Send the incorrect version of your paper

Tips on a good abstract

Approx 100-200 words
(stick to the word limit)

Summarize findings and their implications

The abstract must reflect contents of article

Must be self-contained and must make sense on its own

Include keywords in your abstract (discoverability)

No abbreviations, footnotes, or incomplete references

Tips on a good title

- The most visible part of your paper
- Be concise, accurate and informative
- Introduces you to the Editor as well as the reader!
- **Titles are often used by search engines and other information retrieval systems**
 - Be specific and contain words that readers might be searching for
- Describe the content of paper yet remain short
- Should not include acronyms or abbreviations
- No jargon (don't be too technical)

Ethics



Journal Publishing Protocol

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



Research misconduct

Breaking the codes or ethics of research

- **Fabrication** – publishing false or misleading research, manipulating research data or knowingly omitting critical data
- **Plagiarism** – taking credit for the work of another
 - citation plagiarism: “the conscious failure to credit appropriately a prior discoverer, so as to give an improper impression of priority”
 - self-plagiarism (auto-plagiarism): the publication of (or submission of) the same content in (or to) different journals
 - “plagiarism by omission”, or “citation amnesia or “citation negligence”: ignoring highly relevant cite intentionally
- **Violation of ethical standards**
 - falsifying “informed consent” by a human participant in an experiment
- **Scientific misconduct may constitute a violation of the law:** being found guilty of misconduct may bring severe consequences

**What to
do if...**

Tips on how to prevent and survive negative reviews

CHECK and DOUBLE CHECK:

- Circulate a draft of your paper before it is submitted

TIMEFRAMES:

- Seek a sense of a journal's turnaround time before you submit
- Don't be afraid to query your paper's status with the editor – and be sympathetic if editors are in the hands of their reviewers

REVIEWER COMMENTS:

- Do not take harsh reviews personally – that may simply be the reviewer's style
- USE THEM! Take away the constructive comments
- You can make the comments work to your benefit – but make sure you take heed! Often the same referees will review a resubmission
- **Don't be afraid to ask the editor for guidance**
- Be respectful in any further correspondence with the editor

Rejection: the top ten reasons

1. Out of scope
2. Not an true academic article
3. Too long/too short
4. Disregard for writing conventions
5. Poor style, grammar, punctuation or English
6. No contribution to the subject
7. Not contextualised/parochial interest
8. Poor theoretical framework/lacks references
9. Scruppily presented and sloppily proofread
10. Libellous, unethical, rude

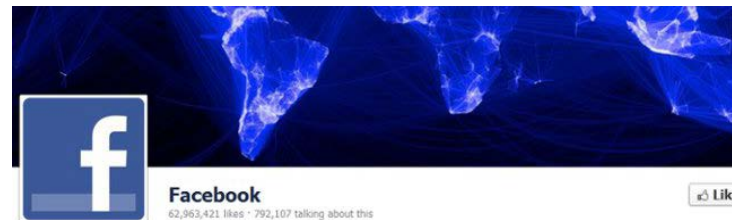
What to do if your paper is rejected...

- Do nothing for a few days: calm down!
- It's not usually worth getting into a discussion with the Editor about the reviewers, it won't alter the decision and could do you harm.
- Use the reviewers' comments, alter the paper and submit to another journal.
- **If you do submit elsewhere, take care to alter your paper to the new style of that journal. Editors can easily detect a paper that was submitted to a rival publication.**
- If asked to make heavy amendments and resubmit, you must decide if it is worthwhile. Remember, you may get rejected again! It may be better to go elsewhere.

**You're
published!**

Help to maximise your article's readership

1. Send 1 of your 50 free ePrints to each of your colleagues
2. Add to your departmental website or personal webpage
3. Article link in your email signature
4. Post article links on social and academic networking sites (Twitter, Facebook, LinkedIn, MyNetResearch, Academici, CiteULike)
5. Blog
6. Add to discussion / reading lists
7. If it's newsworthy, speak to your university press office



Social media

Using social media to promote your research

From just one article Taylor & Francis has seen:

more than **890**
TWEETS
reaching over
186,000 followers

POSTS ON
on **40** public
FACEBOOK
WALLS

APPEARED IN
5 news stories and
2 blog posts

RESULTING IN
over **4,700** article
views since April 2013

In the first half of 2013:

31% of our authors
were announcing
their article publication on
SOCIAL MEDIA

31% were
updating their
publication history on
LINKEDIN

5% mentioned their
article publication
or put their e-print link
in their email signature

What could you do in 2014?

For more ideas on how you can promote your research we're

[@tandauthorserv](https://twitter.com/tandauthorserv) [f tandauthorservices](https://www.facebook.com/tandauthorservices) www.tandf.co.uk/journals/authorservices

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www.journalauthors.tandf.co.uk

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A Veterinary and Behavioral Analysis of Dolphin Killing Methods Currently Used in the "Drive Hunt" in Taiji, Japan

DOI: 10.1080/10888705.2013.768925

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Questions?