Helping Researchers Publish

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To understand the different ways in which research can be disseminated

Be able to offer advice to researchers looking to publish, share and promote their work
Getting to publication
Choosing a format
Choosing a publisher
Avoiding predatory publishers
Peer review
After publication
Getting to publication
Reasons to publish

Why would a researcher publish?

- Career progression
- Enhance reputation
- Increase the visibility of work
- Provide a record of research
- Make an original contribution to knowledge
Lack of confidence
Fear of rejection
Lack of resources
 Unsure of writing skills
Not knowing where to publish
Not knowing what to say
Tools for writing

**Writing tools**
- Google
- Overleaf
- Authorea

**Citation tools**
- Endnote
- Zotero
- Mendeley
- Papers
Choosing a format
List all possible publications

Prioritise

Remember that a monograph is not just a copy of the thesis
What are they trying to achieve?

Who is the audience?

What do their peers consider to be important?

How long is the publication?
How quickly they want to get published?
What do they realistically have time to produce?
How much will it cost?
Are they ready for rejection?
Strong narrative argument connected to wider literature

Book proposals:

- Clear, descriptive title
- Scope, aims & originality
- Outline of target audience
- Detailed table of contents
- Sample chapters
- Short biography
Tight focus dealing with one or two ideas

Articles need:

- Contextualised references to research
- Explanation of any theory
- Research informed & evidence based content
- Focus around an arguable research question
Choose the most appropriate format for the work

Conferences
Magazine articles
Blogs
News stories
Choosing a publisher

Scope
Format
Time frame
Cost
Discipline
Metrics
Check author guidelines

Spelling, grammar & punctuation

Is the work well written?

Look at the structure

Think about language

Avoiding rejection
Avoiding predatory publishers
What is a predatory publisher?

Hard to define

Solicits content via email

Charges an author for services not provided

Vanity press?
Why are they a problem?

Limits publication with reputable publishers

Negative impact on academic careers

Perpetuates bad research
When are they **not** a problem?

Country context

Differing reward systems

Viable business model?
Predatory publishers checklist

- Transparency
- Fees
- Copyright
- Peer review
- Editorial Board
Predatory publishers checklist

- Association membership
- Website quality
- Indexing
- Quality of previous publications

Use your judgement!
OSC

Peer review
Peer review = quality control system for research

Looks at:
✓ Relevance to the journal remit
✓ How sound the methodology is
✓ Originality of the research
✓ Clarity of the writing
Unreliable and inconsistent
Can cause delays in publication
Potential to subvert the process
Lack of reviewers available
All comments are open

Reviewers sign names

Credit is given to review authors
Is the researcher required to share it somewhere specific?

Which is the most suitable repository for the output?

Which channels do their peers use?
Reasons to promote research

Why?

- It lets people know about the work
- More exposure leads to higher citation rates
- Enhances a researchers reputation both within Cambridge and outside
- Can help find collaborators for future work
- Increases the impact beyond academia
Promoting research

**SEO**
- Talk to people
  - In-house publications
  - Link in email signature
  - Conferences

**Non-academic platforms**
- Press release
- Be visual
Open Researcher and Contributor ID

Your lifelong digital name

A unique number that belongs to you and moves with you through your career
When using social media consider the following:

- Sustainability
- Credibility
- Copyright
- Spam

Based on a list compiled KU Leuven
Discovering research

Alert services
University websites/publications
Conferences
Symplectic Elements
Altmetric.com
Talking to people
Questions?
One piece of research can result in multiple publications

Consider the best format and publisher for the output being produced

Be cautious of offers to publish that seem too good to be true

Think about a promotion strategy to really make an impact