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Tips to Publishing Your Research in Journals and Books

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CAMBRIDGE
UNIVERSITY PRESS

Overview

- About Cambridge University Press
- The publishing landscape
- How to get your journal article published?
- Open Access publishing
- Author Hub
- Pop Quiz
- Q&A

Cambridge University Press

- World's oldest publisher, founded in **1534**
- Our first book was published in 1584
- Integral part of the University of Cambridge
- Offices in over 50 countries, trading in over 200



1534

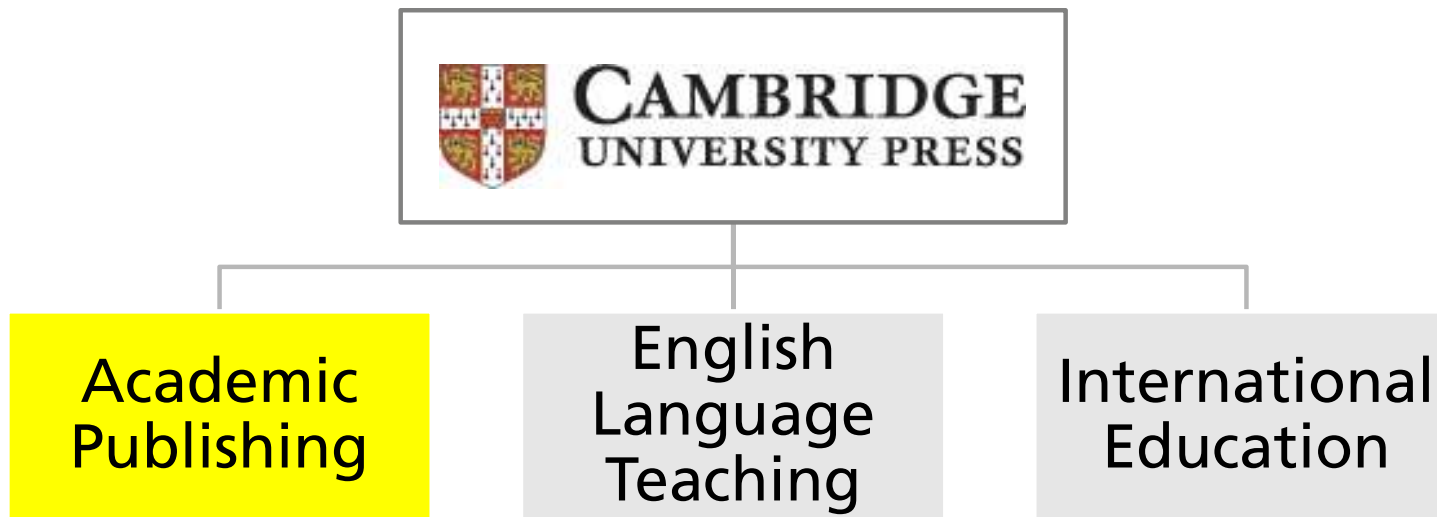
Cambridge is granted a letters patent to 'print all manner of books' by Henry VIII



Our Mission

- A not-for-profit organisation – all surplus reinvested in the University and in our future publishing
- Support research and learning
- Global– we want to work with the best scholars and the best universities around the world!

Publishing Groups



<https://www.cambridge.org/core/browse-subjects>

Browse subjects

- Anthropology
- Archaeology
- Area Studies
- Art
- Chemistry
- Classical Studies
- Computer Science
- Drama and Theatre
- Earth and Environmental Sciences
- Economics
- Education
- Engineering
- English Language Teaching - Resources for Teachers
- Film, Media, Mass Communication
- General Science
- Geography
- History
- Language and Linguistics
- Law
- Life Sciences
- Literature
- Management
- Materials Science
- Mathematics
- Medicine
- Music
- Nutrition
- Philosophy
- Physics and Astronomy
- Politics and International Relations
- Psychiatry
- Psychology
- Religion
- Social Science Research Methods
- Sociology
- Statistics and Probability

The Syndicate



Academic Publishing Landscape

- Over 20,000 journals
- More than 2 million articles published each year
- More than 200,000 new books published each year
- *STM*: \$14 billion, *H&SS*: \$2.4 billion (annually)
- Many publishers (some small, some large)

University Presses

- “Not for profit” – what does this mean?
- Oxford & Cambridge UPs – self sufficient
- Most North American UPs are subsidised by parent university
- Publishing decisions – academic quality & market

Getting Your Journal Article Published

What is a scholarly journal?

Scholarly journals enable:

- Scholars (experts in a particular academic field)
 - to **communicate** their research
 - to stay **current** by reading about other scholars' work.
- Scholarly journals create a **community** of experts who are all participating in a kind of **conversation** in that academic field.

What is a scholarly journal?

Basic functions

Designed to solve 3 technological problems (Henry Oldenburg 1664-5):

- Registration – asserting **ownership** of an idea
- Dissemination – attracting **recognition** and **career advancement**
- Archiving – creating a **permanent record**

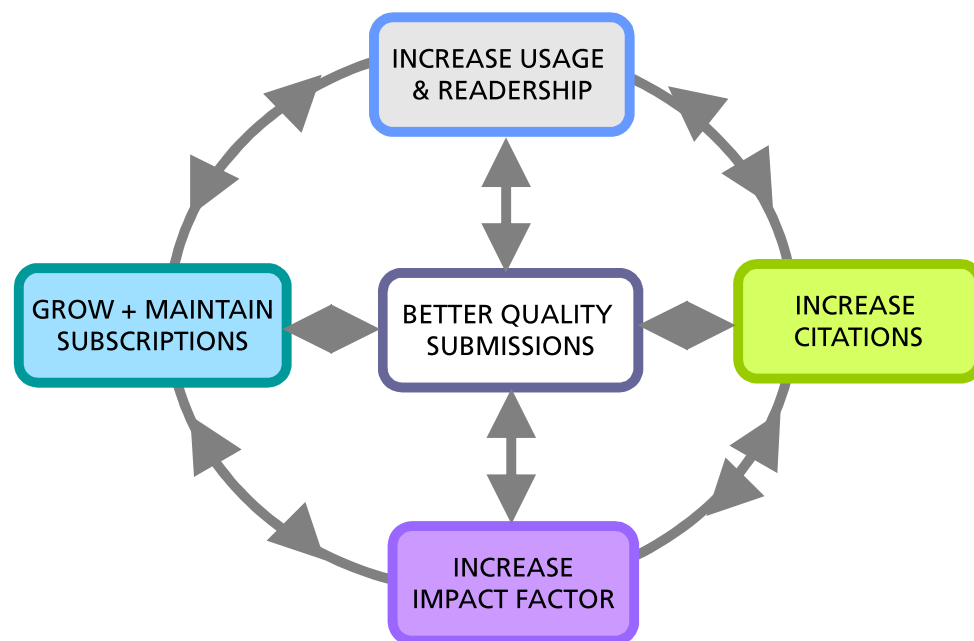
Two additional cultural functions have developed over time:

- Certification – provide **quality assurance**
- Filtration – **navigate** vast sea of information

Ecosystem

- scholars
- funders
- libraries
- publishers
- learned societies/professional associations

All working towards expanding access to the fruits of research



Selecting a journal

The main reason for outright rejection of an article:

- it is submitted to an *inappropriate* journal.

Consider:

- **Why** are you publishing?
- **Who** are you publishing for?

You can start by:

1. Talking to your network
2. Thinking about journals you commonly read
3. Assessing the journals on your shortlist

Selecting a journal – Assessing a journal

What are the **editorial board** likely to be looking for?

- Read the **Aims & Scope** and manuscript submission guidelines

Is your paper within the scope of the journal?

- Review **recent publications** in each journal.
- Find out the **key topics** covered, and the **style** of coverage

Is your paper on a par with and related to others in the journal?

- Consider the **general hierarchy** of the journal in your field

How significant are your findings to the understanding of your discipline?

Selecting a journal – Assessing a journal

What are **you** looking for?

- What's the journal's policy on peer review and Open Access?
- Does the journal allow me to comply with my institution/funder's policies?
- Is it clear what fees will be charged?

An article processing charge (APC) is charged by certain Open Access journals

Certain traditional journals charge per page and/or per colour figure to cover the cost of printing

Writing your manuscript

ABC of effective writing:



Accuracy



Brevity



Clarity

Writing your manuscript

Accuracy

- Submit article only when fully complete
- Obey the rules in the submission guidelines
- Check your references; check your data is correct
- Focus on correct use of grammar and spelling
 - For non-native English speaker, ask an articulate peer to read through work or consider language editing services

Writing your manuscript

Brevity

- Be concise and get to the point!
- A longer manuscript is *not* necessarily a better one
- Typical paragraph: First sentence states the main point, other sentences in paragraph support this.
- Simple writing – easier to communicate to the audience

Writing your manuscript

Clarity

- Well organised with clear message
- Structure the manuscript correctly
- *Suggested* structure for scientific papers:
 - *Introduction: identifies the knowledge gap addressed by the article, specifies the novelty, objectives and scope of the work*
 - *Applied research methodology*
 - *Obtained results*
 - *Discussion/conclusion*

Preparing your manuscript

Your paper should include:

- ✓ A meaningful and helpful title
 - Short but descriptive title.
 - Articles with shorter titles are viewed and cited more frequently.
 - Maximum length ≤ 16 words.
 - Not *too* short that it doesn't give clear context.
 - Leave out 'filler' words such as 'evidence of', 'effect of', 'comparison of', etc.
 - Do not include abbreviations (except for medicine).

Sources: Paiva CE, Lima JP, Paiva BS., 'Articles with short titles describing the results are cited more often.', *Clinics (Sao Paulo)*, 2012;67(5):509-13; Knight KL and Ingersoll CD, 'Structure of a Scholarly Manuscript: 66 Tips for What Goes Where', *Journal of Athletic Training*, 1996;31(3):201-6.

Preparing your manuscript

Your paper should include:

- ✓ A clear and informative abstract
 - *Briefly* summarise main sections of paper:
 - *Introduction*
 - *Materials*
 - *Results*
 - *Discussion*
 - Don't exceed word count stated in submission guidelines.

Preparing your manuscript

Your paper should include:

✓ Keywords

- 4-8 key words/phrases to ensure your article is fully discoverable
- Think about what the ideal reader for your article might be searching – ask your peers
- Selected journal may have list of preferred terms

Preparing your manuscript – cover letter

Your cover letter should:

- **Highlight** your **most important** findings
- **Describe** how the manuscript is a **good fit** for the journal
- **Explain** that the manuscript has **not been published** elsewhere.

Preparing your manuscript – cover letter

The structure of a cover letter:

- Written like a standard business letter

First section:

- state the name of the manuscript
- describe the type of manuscript
- describe rationale and major findings from research.

Preparing your manuscript – cover letter

The structure of a cover letter:

Second section:

- explain why manuscript is a good fit for the journal
- address specific aspects of the journal's Aims & Scope
- links with other articles you have read in the journal

Preparing your manuscript – cover letter

The structure of a cover letter:

Closing paragraph:

- indicate that the manuscript is original
- has not been published before
- not under consideration for publication at another journal

Peer review

Why?

Allows your research to be evaluated by independent experts in your field.

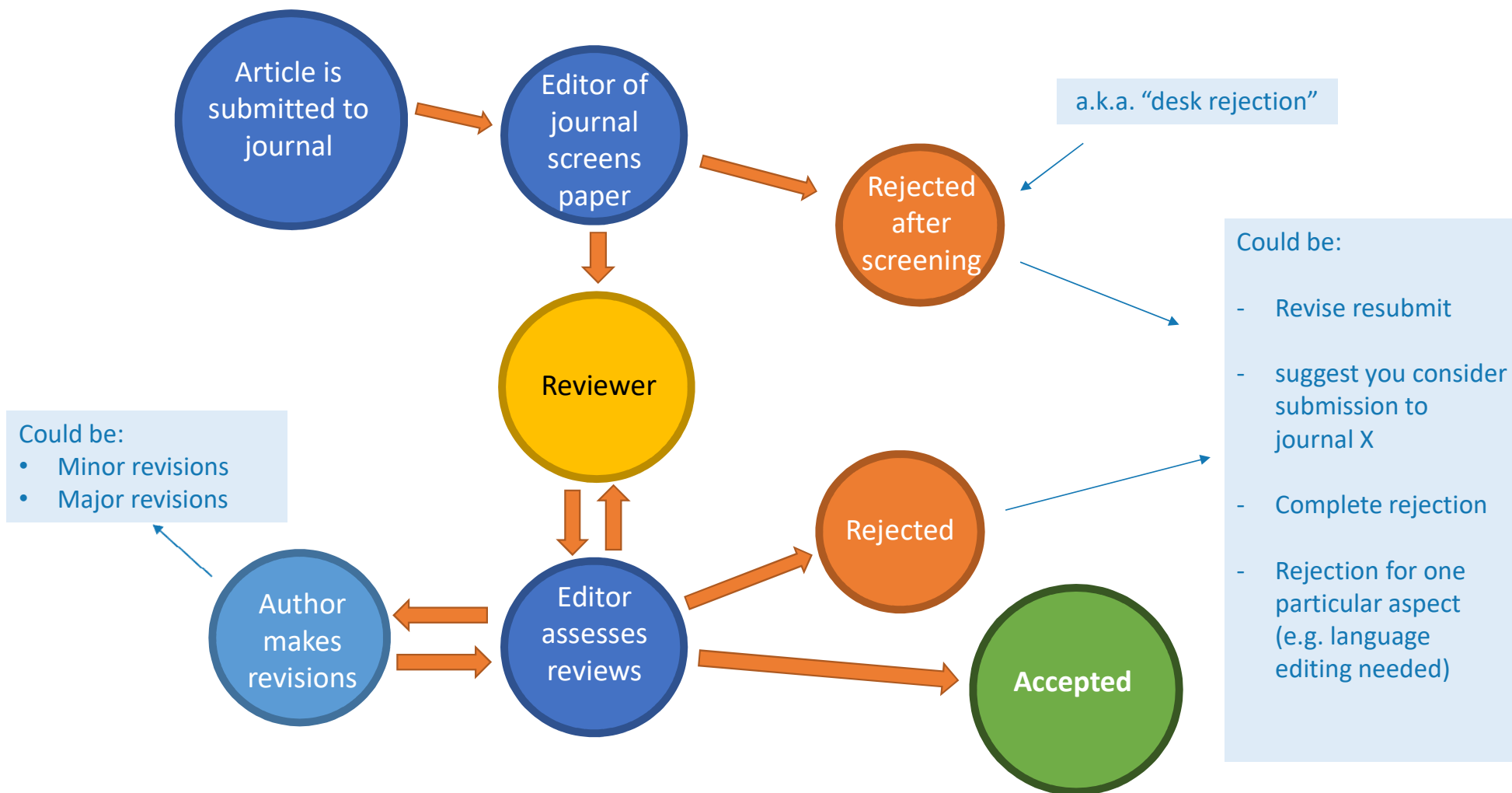
Aims of peer review:

- Ensure that your article is sound and accurate
- Give constructive feedback
- Alert you to errors
- Create a discussion
- Ensure submitted articles are suitable for the journal (in some cases)

Peer review - 3 most common types

	Single Blind	Double Blind	Open
Author	Doesn't know reviewer identity	Doesn't know reviewer identity	Knows reviewer identity
Reviewer	Knows author identity	Doesn't know author identity	Knows author identity
How common?	Most common type among science journals	Most common type among social science and humanities	Growing minority of journals do this

Post publication peer review – In some models, particularly experimental open access publishers, manuscripts are reviewed after they have been published. These reviews are most often open.



Possible outcomes of peer review

Revisions are nearly always requested!

- Accept without any change – extremely rare
- Accept after **minor revisions**.
- Accept after **major revisions**.
- **Revise and resubmit** – common outcome – should not be seen as rejection!
- **Reject the paper**

Possible outcomes of peer review

- Accept after **minor revisions**:
 - Language editing
 - Small number of new citations/ mentioning additional topics
 - Small additional experiments to complement the main body of article
 - Tweaks to interpretation of results
- Accept after **major revisions**:
 - Structural issues that call for a significant reorganisation of the text
 - More experiments needed to support aims of article
 - Argument needs to take into account a whole new topic
 - Existing analysis of data/evidence is flawed and needs to be re-worked

Responding to referees' comments

- Be respectful and acknowledge the time and care referees have taken
- Engage positively and constructively with criticisms. Do not be defensive or aggressive
- Respond either by common themes in referee reports or take each report in turn
- Indicate what you agree with, what you disagree with and what changes if any you would propose to make
- Provide a **detailed list of changes made**. This could avoid the need for further peer review.

Handling rejection

Take the opportunity to improve your paper

- Carefully read the referees' report and Editor's letter.
Establish why your article was rejected:
 - Was it a case of journal scope?
 - Was it due to flaws in your writing?
 - Are there fundamental issues that need to be addressed in your methodology or data?

Handling rejection

Take the opportunity to improve your paper

- Consider making the changes recommended by the referees. An unchanged paper is likely to get the same or similar comments even from different referees.

• Dear XXXXXX:

I am writing to you with regard to manuscript ***** entitled "xxxxxxx" which you submitted to the Journal of ZZZZZZZZZZZZ.

I have read your paper, and I consider the paper out of scope. For an explanation of the journal's theme, please see <http://journals.cambridge.org/action/displaySpecialPage?pagelId=860>
This web page also explains the formatting rules for submissions.

Thank you for considering the Journal of ZZZZZZZZ for the publication of your research. I hope the outcome of this specific submission will not discourage you from the submission of future manuscripts.

Publishing ethics

Cambridge University Press is a member of **Committee on Publication Ethics (COPE)**.

Case	Verdict
Author requests permission to publish review comments received	Denied: reviewers were told the process was confidential at time of carrying out review.
Author of rejected paper publicly names and criticises peer reviewer	Classified as a mistake by author (who apologised publicly to the reviewer)
Author requests certain experts not to be included in editorial process	Ongoing! Options: honour request, open peer review
Publication of a manuscript on an external website after acceptance but prior to journal publication	Classified as a mistake by author, who removed the manuscript from the external website
Author sends gift to editor of journal while manuscript being reviewed	Editor, worried about conflict of interest, returns the gift

Open Access Publishing

Definition of Open Access (OA)?

Research (mainly journal articles) that are:

- *freely* available on the public internet;
- permits *any users* to read, download, copy, distribute, print, search, or link to the full texts of these articles;
- *allows spiders* to crawl the articles for *indexing*;
- pass them as *data* to software (machine-readable);
- use them for any other *lawful* purpose;
- *without* financial, legal, or technical *barriers* other than those from gaining access to the internet itself.



Source: [Budapest Open Access Initiative](#)



Types of Open Access

	Gold Open Access
Access	<ul style="list-style-type: none">• Free public access to published article• Immediate access
Use	<ul style="list-style-type: none">• Is determined by type of user licence, e.g. CC-BY-NC-ND.• Check with your journal
Fees	<ul style="list-style-type: none">• Article Publishing Charge (APC) paid by author, or on their behalf (e.g., by institution or funding body)
How can I publish OA?	<ul style="list-style-type: none">• Publish in hybrid OA journal (subscription journal in which some articles OA)• Publish in OA journal

Types of Open Access

	Green Open Access
Access	<ul style="list-style-type: none">• Free public access to a <i>version</i> of your article• Some publishers require embargo period (time delay).• Check your journal guidelines
Use	<ul style="list-style-type: none">• Authors can use articles for range of purposes.• Open versions of article should have user licence attached
Fees	<ul style="list-style-type: none">• No fee
How can I publish OA?	<ul style="list-style-type: none">• Check your journal guidelines.• Typically publish and then self-archive in a repository

Identifying Predatory OA Journals

- Is the journal indexed in DOAJ? Scopus? Web of Science?
 - Some predatory OA journals are indexed in DOAJ
- Where is their editorial office?
 - Is the address of the publisher/editorial office a physical office?
- Who are their editorial board members?
 - Are the journal editors academics? Their affiliations?
 - Are the board members duplicated across the publishers' journals? Email them directly to ask about the journal.

Identifying Predatory OA Journals

- Do you need to pay upfront before peer review?
 - Does publisher requests payment of APC before they start peer review?
- Does it list fake journal rankings or impact factors?
 - e.g. Universal Impact Factor; Journal Impact Factor, Global Impact Factor
- Stick to reputable publishers and journals published by international societies

Identifying Predatory OA Journals

- Check the peer review policy
 - Usual turn-around time is at least four weeks; may not be thorough if the reports are provided very quickly
- Be aware that journal title does not reflect its impact
 - any journal can call themselves “International” or use a city/country name as part of its title (e.g., International J of Bad Science, Oxford Journal of Dubious Research)
- Does it have an ISSN? <https://portal.issn.org/advancedsearch>
- Beall’s list (no longer updated): <http://beallslist.weebly.com/>

Cambridge Gold OA Journals (33)



Gold OA Article Processing Charges

For Cambridge University Press journals:

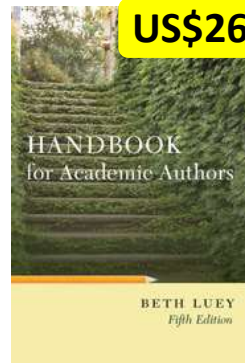
- **APC:** £385 (US\$600) to £1,780 (US\$2,835)
- Waiver/reduction of APC for authors from low- and middle-income countries ([World Bank list](#))
- Peer review process and decision to publish **independent** of author intention to publish Gold OA

Author Support Services

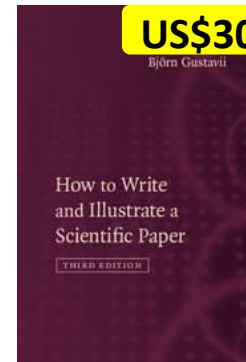
Useful Books for Authors/Researchers



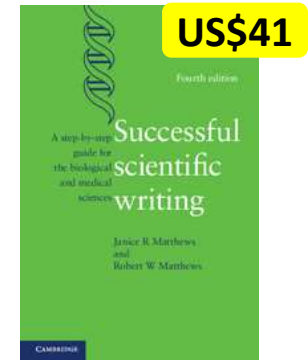
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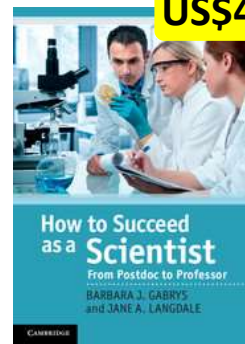
Luey
9780521144094



Gustavii
9781316607916



Matthews & Matthews
9781107691933



Gabrys & Langdale
9780521186834



Taylor
9780521729796

Author Services

Language Editing by AJE (American Journal Editors)

- For non-native speakers of English
- 420 area of studies with >1,000 qualified editors
- editors are native English speakers, with Masters/PhD/MD and a specialist in your discipline
- Re-edit guaranteed if paper is rejected from a journal on language grounds

www.cambridge.org/academic/author-services/



Author Services

Language Editing by AJE (American Journal Editors)

Standard editing

- Spelling, grammar, punctuation and word usage corrected by an expert in your field

Premium editing also includes additional:

- Editing for flow and awkward phrasing
- Unlimited free re-edits until paper is published
- **Cost** depends on word count and turnaround time

www.cambridge.org/academic/author-services/





Cambridge Core

Explore today at [cambridge.org/core](https://www.cambridge.org/core)

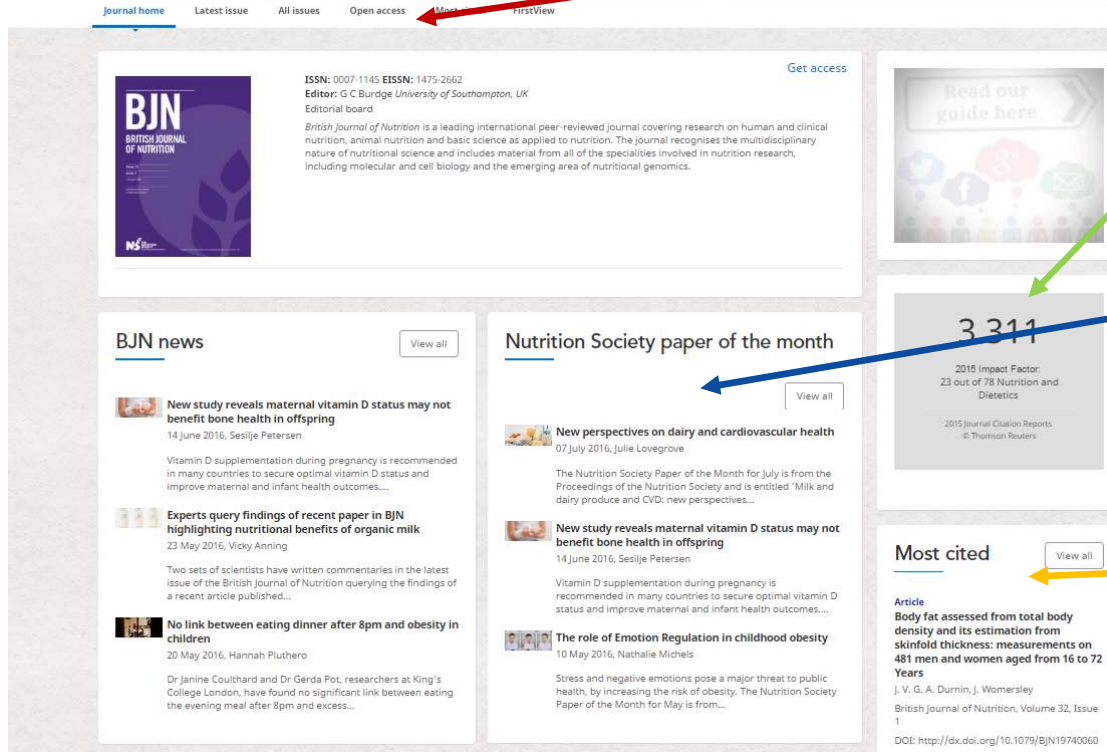
Researcher tools on Cambridge Core

- Provides over **7,500 citation styles** for you to choose from
- Refine your search to your **exact criteria**
- Allows for searches across both **US and UK English search terms**
- **Search within** search results
- **Bulk content actions**, e.g., download all selected content as a zipped PDF file, export citations, save to bookmarks, or view them in new tabs
- Send content to your **Dropbox, Google Drive** and **Kindle**
- **Latest! Cambridge Core Share** your journal article (**non-downloadable**, via URL)

Cambridge Core Journal homepage



Easy to navigate tabs including latest issue, Open Access, Most cited



Links to key information including Impact Factor

Focus on content

Areas for related social media links

Cambridge Core eBook homepage

The screenshot shows the Cambridge Core interface for the book 'The Cambridge Companion to the Postcolonial Novel'. At the top, there is a search bar for 'Search all journal & book content' and navigation links like 'Browse subjects', 'What we publish', 'Services', and 'About Cambridge Core'. Below this, a breadcrumb trail reads '< Back to search results Home > Books > The Cambridge Companion to the Postcolonial Novel'. The main header features the book title and a 'Search in this book' search bar. To the left is a book cover image. The central area contains metadata: 'Access' status, editor 'Ato Quayson, University of Toronto', publisher 'Cambridge University Press', and publication details (December 2015, ISBN 9781316459287, DOI http://dx.doi.org/10.1017/CBO9781316459287). It also lists subjects like 'Literature, African and Caribbean Literature, Literary Theory, English Literature: General Interest' and series 'Cambridge Companions to Literature'. On the right, there are buttons for 'Export citation' and 'Buy the print book'. Below the metadata, there are tabs for 'Information', 'Contents', and 'References'. The 'Contents' tab is active, showing a list of items with checkboxes and action links (Access, PDF, Other formats, Export citation). A sidebar on the left under 'Actions for selected content:' includes buttons for 'View selected items', 'Save to my bookmarks', 'Export citations', and 'Download PDF (zip)'. A red arrow points from the 'Export citations' button to a red callout box.

Search within the book

Links to purchase the book in print, recommend to your librarian, or find book in nearest library

Bulk action to export citations, send to Dropbox, etc.

Pop Quiz

Correct answer gets a prize!

1. In *which year* was Cambridge University Press established?
2. Please *name* the two types of Open Access publishing?
3. Please *name* our online platform to access our e-journals and e-books.

Questions?

What is written without effort is in general read without pleasure.”

Samuel Johnson

“You know that I write slowly. This is chiefly because I am never satisfied until I have said as much as possible in a few words, and writing briefly takes far more time than writing at length.”

Carl Friedrich Gauss