



# Publishing in academic journals

## Tips to help you succeed





**AUTHORSERVICES**  
Supporting Taylor & Francis authors



**Taylor & Francis Group**  
an informa business

## Taylor & Francis

Publisher of **scholarly journals since 1798**

Work in **partnership** with societies and universities

Publish across **Science, Social Sciences, Humanities, Technology, Arts and Medicine**

**Global** publisher with offices in Beijing, Singapore, Tokyo, Oxford, Philadelphia and Melbourne (plus more)

Partner with innovators to **improve the publishing experience** for authors and make articles more discoverable (including Altmetric, Figshare, Kudos and ORCID).





**AUTHORSERVICES**  
Supporting Taylor & Francis authors



Taylor & Francis Group  
an informa business



**Taylor & Francis**  
Taylor & Francis Group



**CRC Press**  
Taylor & Francis Group



**Routledge**  
Taylor & Francis Group



**Garland Science**  
Taylor & Francis Group

 **cogent** oa





## 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 scholarly interest
- Out-of-date work
- A duplication of existing, published research
- Incorrect or unacceptable conclusions





**AUTHORSERVICES**  
Supporting Taylor & Francis authors



## Think about what you want to publish

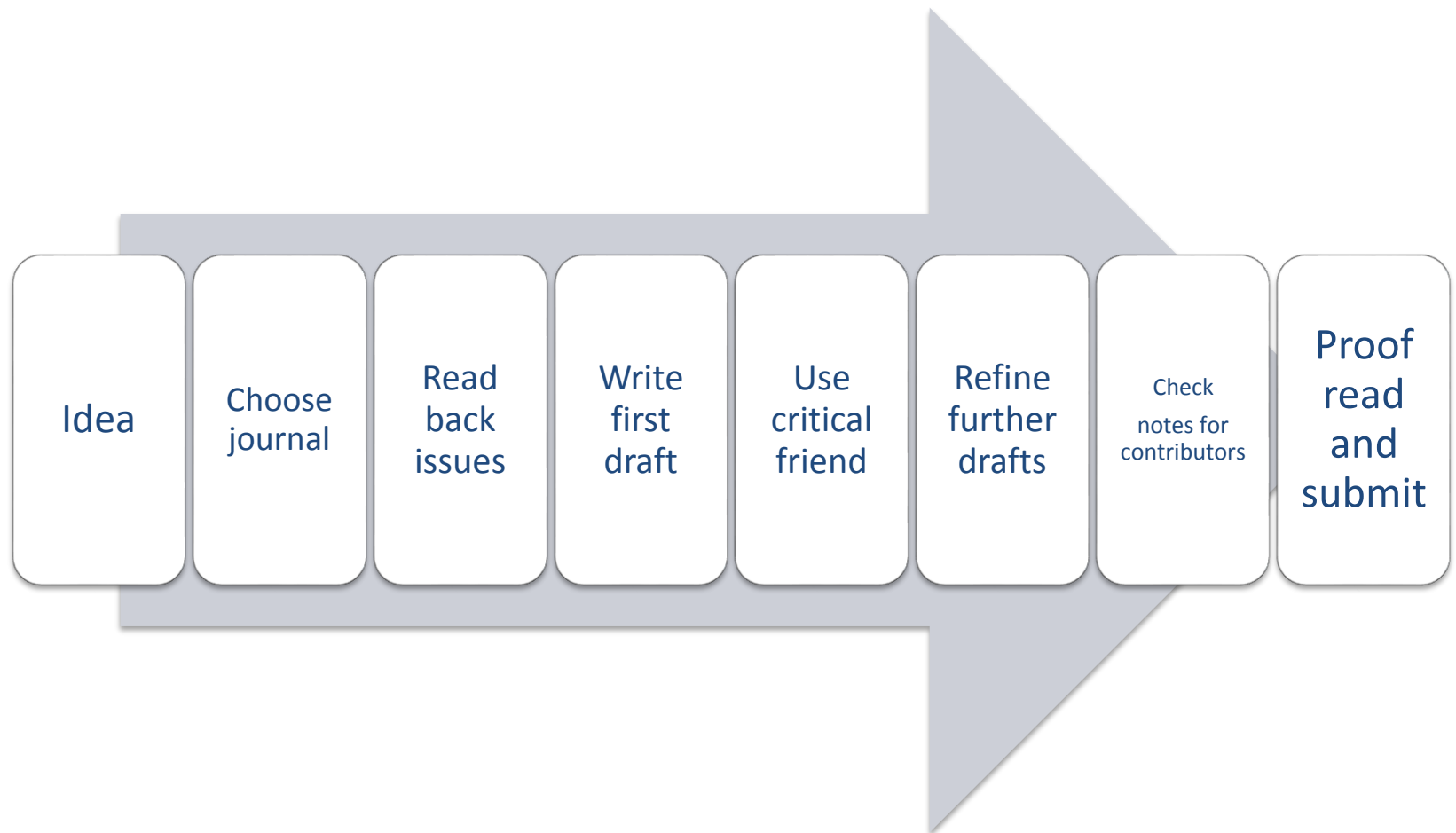
- **Full articles:** offering original insights
- **Letters:** communicating advances quickly
- **Reviews:** offer a perspective, summarising recent developments on a significant topic
- **Conference papers:** something to consider if your research project is 'in progress'

Taylor & Francis Group  
an informa business





## The stages to go through *before* submitting





**AUTHORSERVICES**  
Supporting Taylor & Francis authors

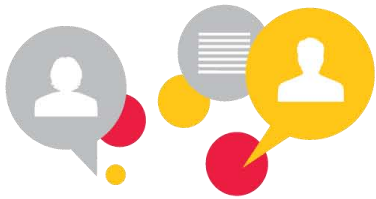


# Choosing the right journal

Taylor & Francis Group  
an informa business







## 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...)

Q. Do you:

- A) Write your article for a specific journal?
- B) Write your article first and then find a journal that's most suitable?

A) Be in the minority:

**30% of authors write for a specific journal,  
70% write the article and panic.**



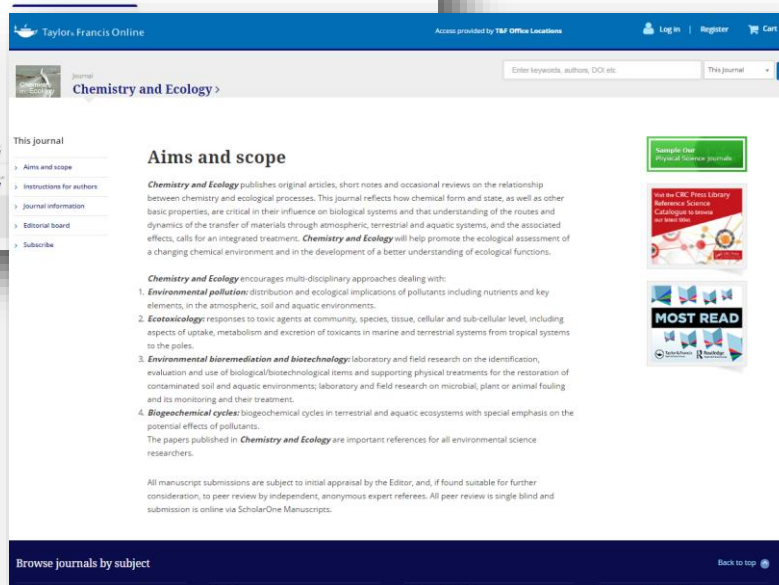
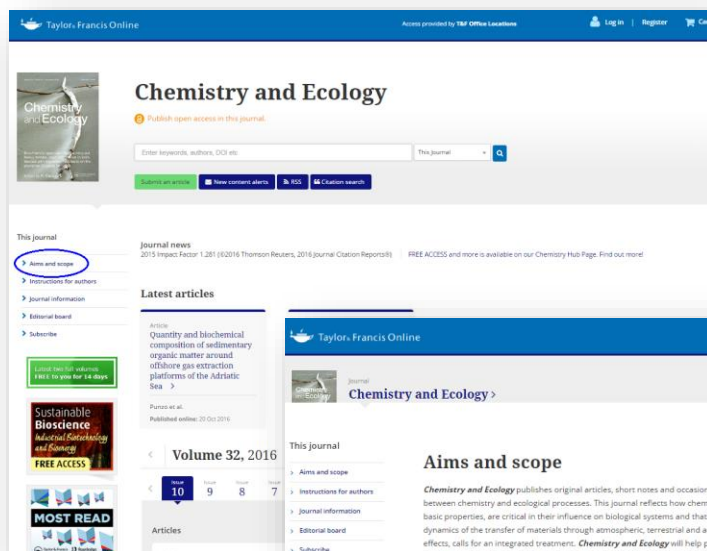


**AUTHORSERVICES**  
Supporting Taylor & Francis authors



# Why you should read a journal's 'Aims & Scope'

Taylor & Francis Group  
an informa business



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)





**AUTHORSERVICES**  
Supporting Taylor & Francis authors



# 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?
- Society affiliation?
- Readership?
- Online/print?
- Impact Factor?
- Peer review?
- Submission process?
- Open Access policy?

Taylor & Francis Group  
an informa business





**AUTHORSERVICES**  
Supporting Taylor & Francis authors



Think. Check. Submit.

Taylor & Francis Group  
an informa business



**THINK**



**CHECK**



**SUBMIT**

- 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

[www.thinkchecksubmit.org](http://www.thinkchecksubmit.org)





## 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**?



**THINK**

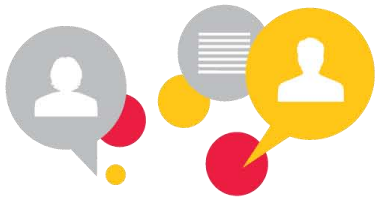


**CHECK**



**SUBMIT**





# Journal citation metrics

Citation metrics - widely used as measures of *quality* by:

- Librarians
- Researchers
- Tenure & promotion committees
- Publishers
- Grant awarding bodies

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 which 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.

### Journal Metrics    Article Metrics

#### IMPACT FACTOR

Impact Factors are the most commonly used metric to assess a journal. Different subject areas have varying citation patterns which are reflected in the calculations. Released annually based on Web of Science Journal Citation Reports®, only journals in the Science Citation Index Expanded (SCIE) and Social Sciences Citation Index (SSCI) can have an Impact Factor.

##### How it's calculated:

Number of citations in one year to content published in the previous two years  
÷  
Number of articles and reviews published within the previous two years

#### 5-YEAR IMPACT FACTOR

5-year Impact Factors attempt to reflect the longevity of research, and are more stable year-on-year for smaller titles as there are a larger number of articles and citations included. These are useful for subject areas where it takes longer for work to be cited.

##### How it's calculated:

Number of citations in one year to content published in the previous five years  
÷  
Number of articles and reviews published within the previous five years

#### IMMEDIACY INDEX

The Immediacy Index focuses on how quickly content is cited rather than its long-term impact. The Immediacy Index can vary between subject areas and journal type.

##### How it's calculated:

Number of citations to articles published in a given year  
÷  
Number of articles published in the same year

#### CITED HALF-LIFE

Cited Half-life is a measurement of the "archivability" or longevity of research. It reflects how long research continues to be referred to and cited after it has been published.

##### How it's calculated:

Number of years after which 50% of the lifetime journal citations in a year have been received







**AUTHORSERVICES**  
Supporting Taylor & Francis authors



# What is **OPEN** **ACCESS**?

**Taylor & Francis Group**  
an informa business





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.





*“Open access gives other scholars and students at all educational levels immediate access to your work. It is a form of publication that is totally inclusive ... I like the idea that there might be people in sub-Saharan Africa reading my work, in addition to well-known scholars in the ivory towers of the world’s elite universities. Open access is such a democratising form of publication that, whenever institutional resources allow, I like to pursue it.”*

Costas Karageorghis,  
*‘Music in the exercise domain: a review  
and synthesis (Part I)’*





## 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**





## 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.





## Our OA philosophy

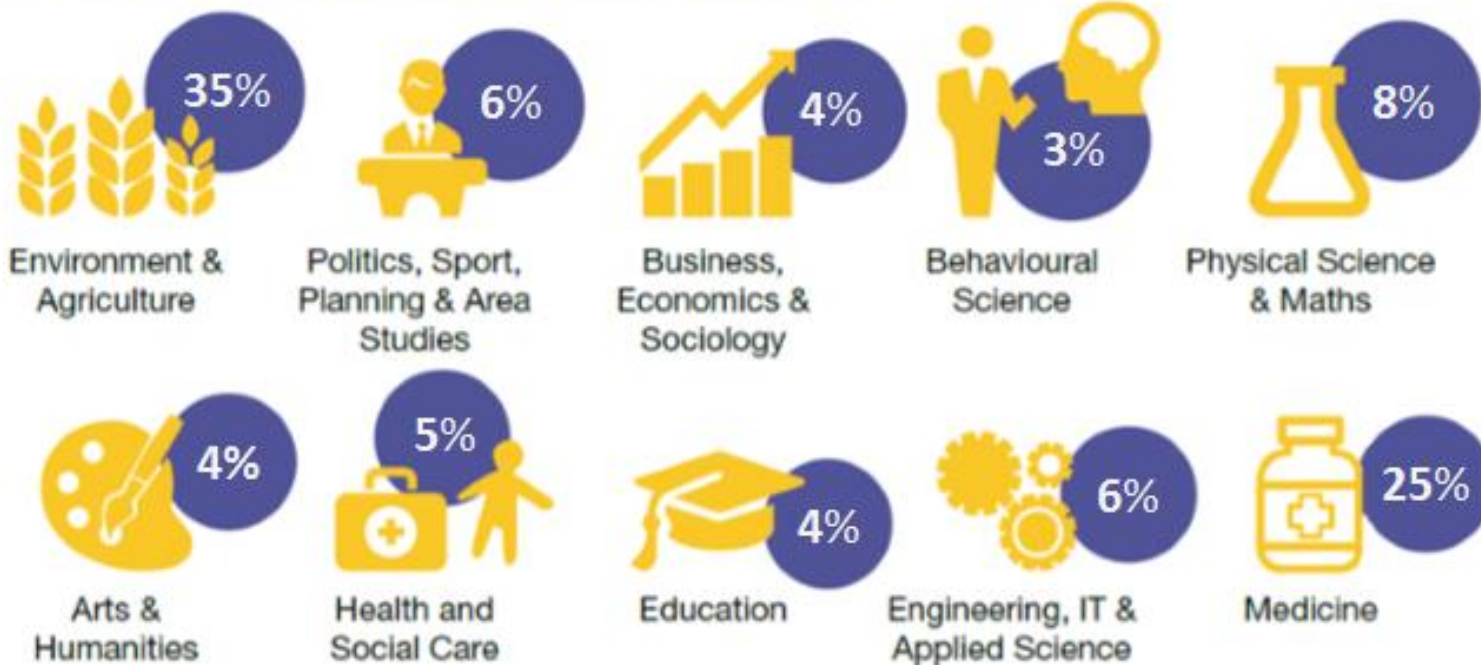
1. Author **choice**
2. Community **collaboration and consultation**
3. **Commitment** to offering the best in OA publishing





# What are we publishing OA?

In 2016, Taylor & Francis published OA articles in:





**AUTHORSERVICES**  
Supporting Taylor & Francis authors

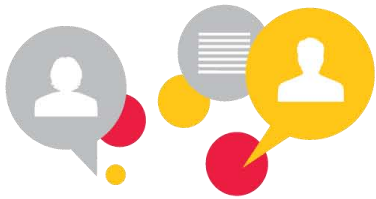


# Writing for a journal

Taylor & Francis Group  
an informa business







## 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
- ✓ 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



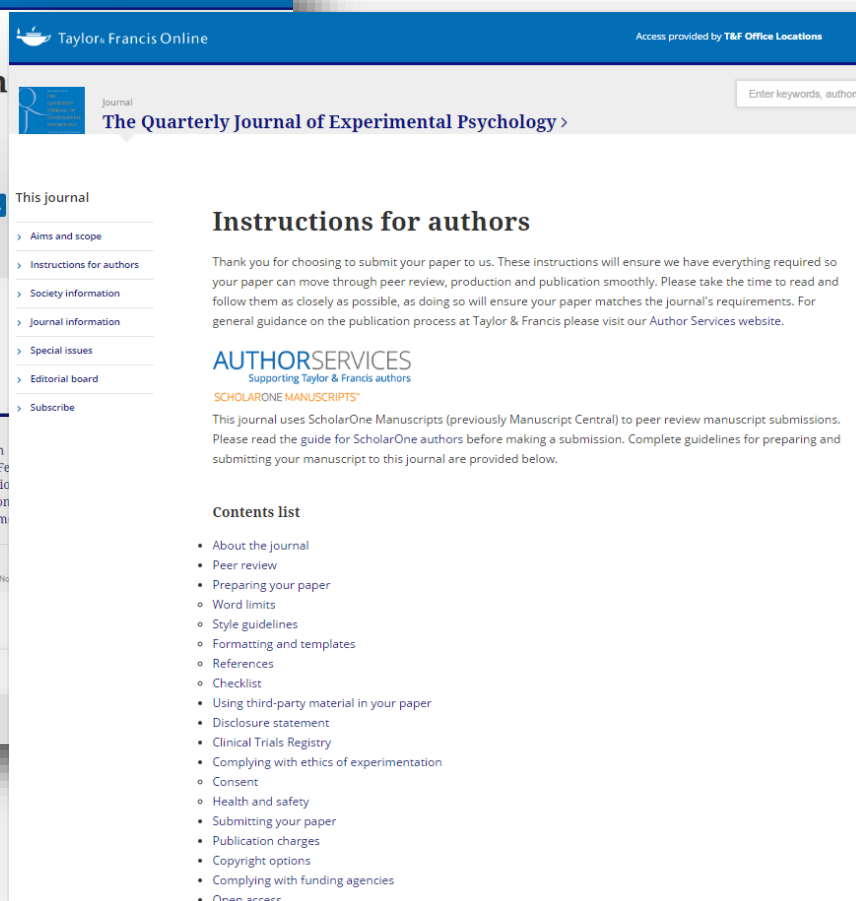


**AUTHORSERVICES**  
Supporting Taylor & Francis authors



# Instructions for Authors

Taylor & Francis Group  
an informa business



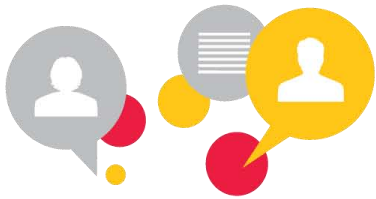


## Your title and abstract

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!).





**AUTHORSERVICES**  
Supporting Taylor & Francis authors



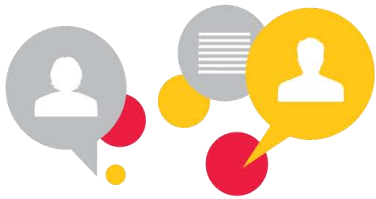
## What makes a good title

*"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 Group  
an informa business





## What makes a good title?

### What title would you give to this article?

Abstract: *“Can the color of a domestic cat indicate how aggressive it will be? This study used an Internet-based survey to collect information on coat color, affiliative behaviors toward cats/humans, agonistic behaviors toward cats/humans, other “problem” behaviors, and cat and guardian demographic data ...”*

The original authors chose: *‘The Relationship Between Coat Color and Aggressive Behaviors in the Domestic Cat’*

(Stelow, Bain & Kass; *Journal of Applied Animal Welfare Science* 19:1, 2016)





**AUTHORSERVICES**  
Supporting Taylor & Francis authors



# Taylor & Francis Editing Services

Making the process of preparing and submitting a manuscript easier.

Taylor & Francis Group  
an informa business

Taylor & Francis Editing Services

[English / 中文 / español / português / 日本語](#)  
[Sign up](#) / [My account](#) / [Taylor & Francis Author Services](#)

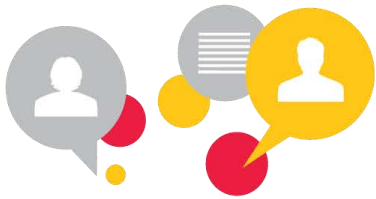
[Services](#) [Pricing](#) [Editing Certificate](#) [FAQs](#) [Contact us](#)

English Language Editing, Translation, Manuscript Formatting, and Figure Preparation from Taylor & Francis. Make the process of preparing and submitting a manuscript easier with Taylor & Francis' suite of editing services, provided by Research Square.

English Language Editing	Translation	Manuscript Formatting	Figure Preparation

[www.tandfeditingservices.com](http://www.tandfeditingservices.com)





## Ethics for authors

***Question:* Submitting a manuscript to more than one journal at a time is:**

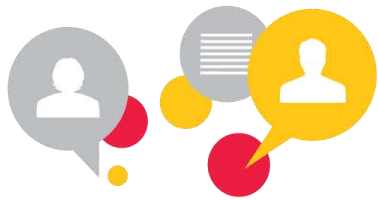
- a) allowed as reviews can take months
- b) not allowed in any circumstance

***Answer:***

- b) not allowed in any circumstance







# Ethics for authors: the essentials

- Be wary of self-plagiarism.
- Don't submit a paper to more than one journal at a time.
- 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](https://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**





**AUTHORSERVICES**  
Supporting Taylor & Francis authors



**Taylor & Francis Group**  
an informa business



# 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:

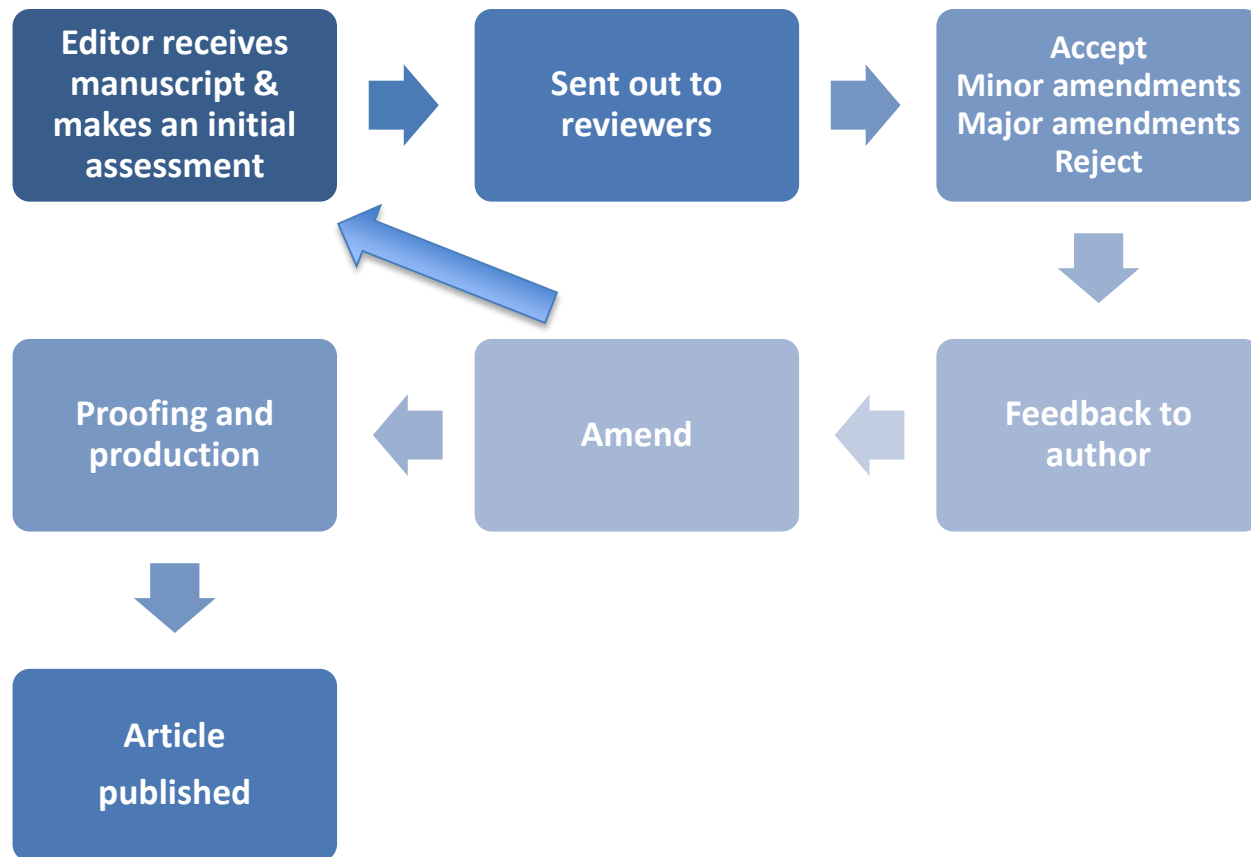
- **Single-blind review:** where the reviewer's name is hidden from the author.
- **Double-blind review:** where the reviewer's name is hidden from the author and the author's name is hidden from the reviewer.
- **Open review:** where no identities are concealed.
- **Post-publication review:** where 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





## How to handle reviewers' comments

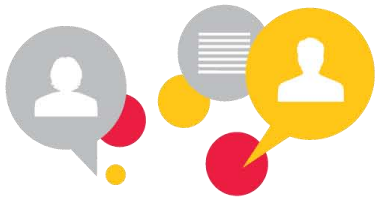
- Try to accept feedback
- Revise as requested
- If you can't explain why
- Turn the paper round on time
- Thank the reviewers for their time

### **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.





**AUTHORSERVICES**  
Supporting Taylor & Francis authors



# What are the top reasons for rejection?

Taylor & Francis Group  
an informa business



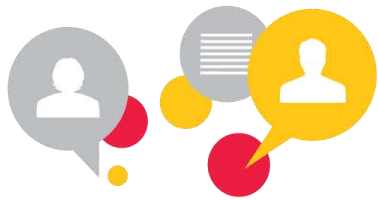


## Top ten reasons for rejection (what to avoid)

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. Poor style, grammar, punctuation or English.
6. No contribution to the subject.
7. Not properly contextualised.
8. Poor theoretical framework.
9. Scrappily presented and sloppily proof read.
10. Libellous, unethical, rude or lacks objectivity.







## 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.





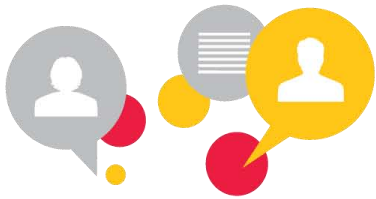
**AUTHORSERVICES**  
Supporting Taylor & Francis authors



# Congratulations, you're published!

Taylor & Francis Group  
an informa business





**AUTHORSERVICES**  
Supporting Taylor & Francis authors



## DIY PR: why you should try it

***“Self-promotion helps personalise  
the conversation”***

Professor Andy Miah,  
Chair of Ethics and Emerging Technologies,  
University of the West of Scotland

Taylor & Francis Group  
an informa business





# 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.





## Why use social media?

- Social media drives **article downloads**
- 7 out of 10 most important factors in **SEO ranking** now come from social media
- **Altmetric Attention Scores** usually take into account social media attention
- **Journalists** use Twitter as a major source of news stories





**AUTHORSERVICES**  
Supporting Taylor & Francis authors



## How do researchers use social media?

Taylor & Francis Group  
an informa business

More and more academics are using social media to discuss, and promote, their research.





## Using social media to highlight your research



**Tom Burke** @tommjburke · 22h

Déjà vu! Another paper out today: Identifying behavioural changes in ALS: Validation of the BBI [tandfonline.com/doi/full/10.10...](http://tandfonline.com/doi/full/10.10...) @tandnewsroom



1



1



4



**Sarah Middleton** @Sarah\_DPC · May 8

Another splendid article by me & @WilliamKilbride available for you to enjoy from @tandfauthorserv: [tandfonline.com/eprint/e36YMK...](http://tandfonline.com/eprint/e36YMK...) #4ceu #costs

[Collapse](#)

↩ Reply ↻ Retweet ★ Favorite ... More

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...](http://nytimes.com/2013/10/01/sci...) ... should know better [bit.ly/11BJKnp](http://bit.ly/11BJKnp)

[Collapse](#)

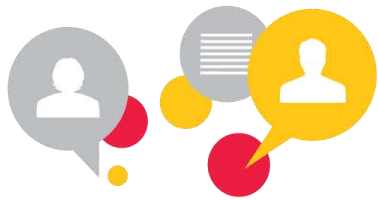
↩ Reply ↻ Retweet ★ Favorite ... More



*“Publicizing an article is work, but it’s worth it. I have received more emails about my article in the past two months than I have about all my other work in the previous year. Another university has invited me to visit because of my work, and my students are more excited about research because they see the attention it is getting. Not every article I write will be as interesting to the public, but I will definitely be working to do what I can to rustle up some interest in my work in the future.”*

Russell Warne, Assistant Professor,  
Utah Valley University



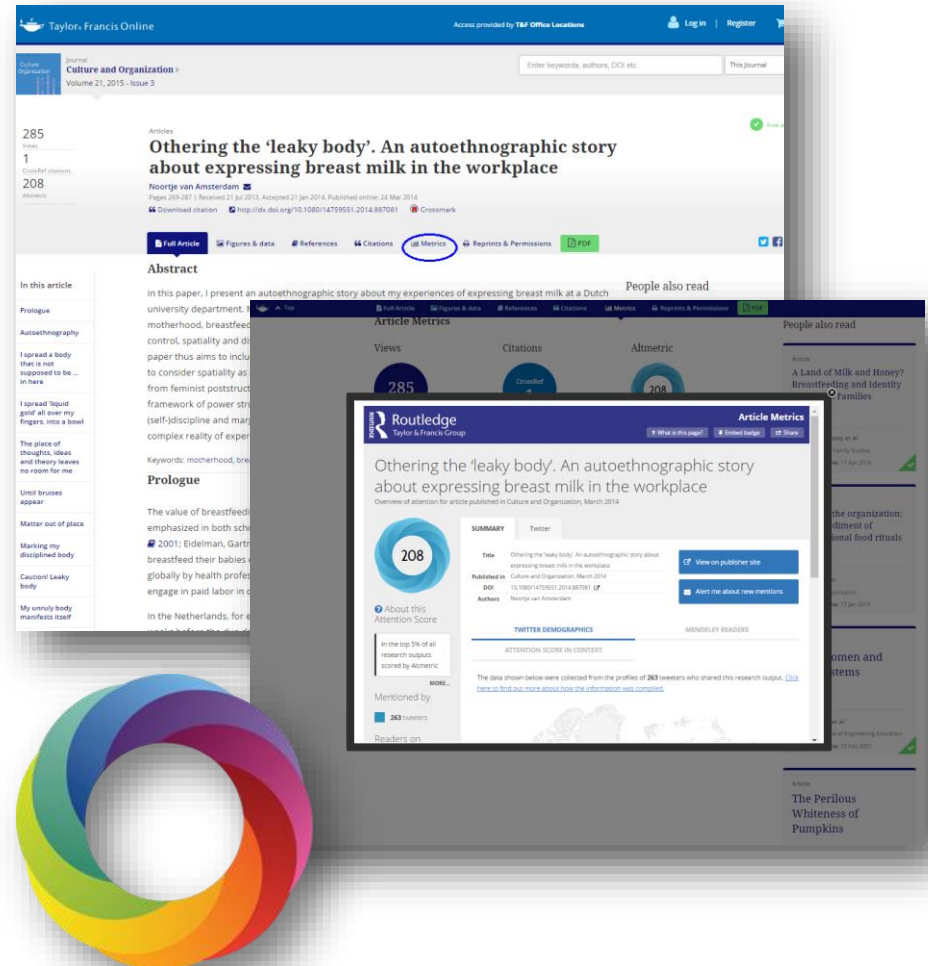


## Does your article have an Altmetric Attention Score?

Taylor & Francis Group  
an informa business

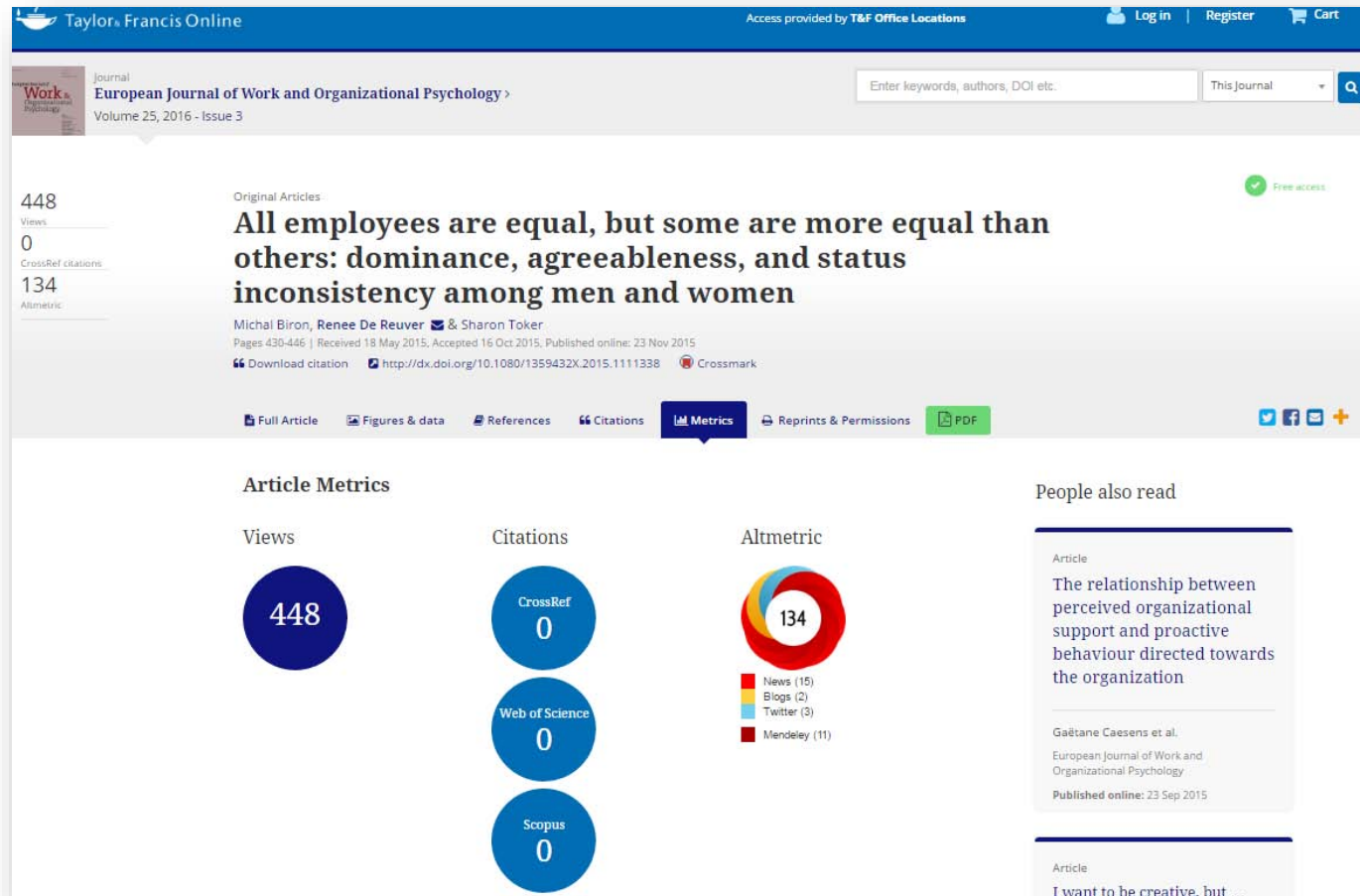
Altmetric Attention Scores track the attention that scholarly articles receive online, and specifically via:

- Social media
- Traditional media
- Online reference managers
- Policy mentions



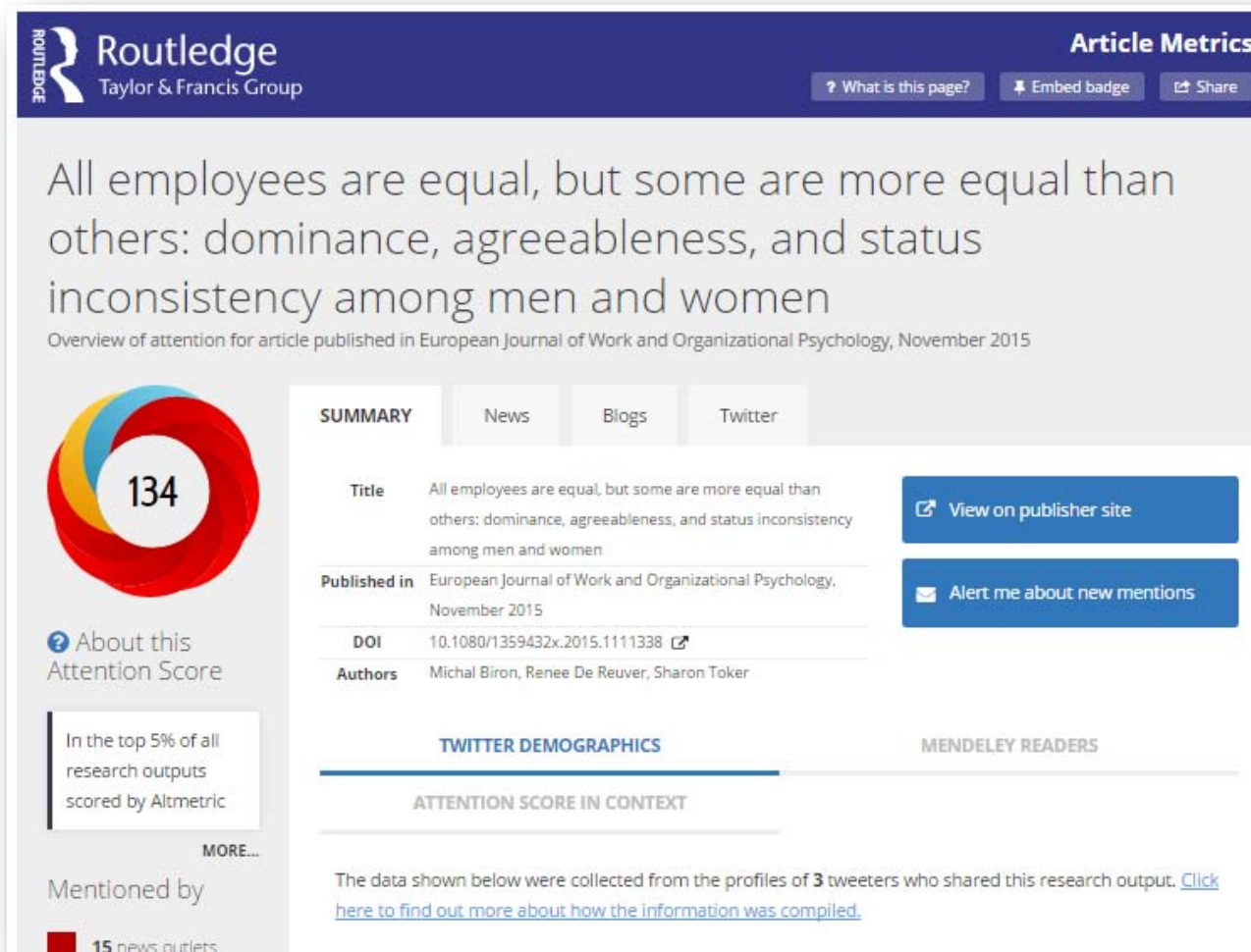


# Article metrics (and Altmetric Attention Scores)





Click on the donut and check the conversation





**AUTHORSERVICES**  
Supporting Taylor & Francis authors



## 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](https://authorservices.taylorandfrancis.com/measuring-impact-with-article-metrics)**

Taylor & Francis Group  
an informa business





**AUTHORSERVICES**  
Supporting Taylor & Francis authors



Guidance, news and ideas for authors

Taylor & Francis Group  
an informa business



**authorservices.taylorandfrancis.com**



**AUTHOR**SERVICES  
Supporting Taylor & Francis authors



Taylor & Francis Group  
an informa business

Seminár bol organizovaný v spolupráci so spoločnosťou **Albertina icome Bratislava, s.r.o.**  
Prípadné pripomienky a otázky adresujte na

[ladislav.svrsek@aib.sk](mailto:ladislav.svrsek@aib.sk)

Albertina icome Bratislava, s.r.o.  
Cukrová 14, 813 39 Bratislava  
02/529 324 50, [www.aib.sk](http://www.aib.sk)

