How To Get Published……

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The Secret to Getting Research Published is….

….To make it APProPRIATE!
APProPRIATE

- Audience
- Purpose
- Profile
- Prestige
- Rigour
- Impact
- Access
- Time
- Effort

STUDY

PUBLICATION ROUTE

YOU
Reverse Engineering?

We think:

Writer -> Message -> Audience

We should think:

Audience -> Message -> Writer
Selecting Your Target Journal

Consider Appropriateness, Impact and Access
Tip 1 - Look through your list of references

Journal titles that appear several times are candidates for your article.
Tip 2 – Access (and read carefully) through Instructions to Authors

Check what type of articles they publish (original articles, reviews etcetera and who their target audience is)
Research Gate is a scientific network to connect researchers, find research partners, collaborate with scientists and explore journal articles.

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Ages, and are most likely to be influenced by both health professionals and their family. Perceptions of risk and benefit also influence the process of decision-making and use with greater perceived risks or side-effects associated with NSAIDs than dietary supplements. Individuals who are required to take NSAIDs tend to weigh up the balance of benefits against risks, and to modify use of the agent accordingly. Adults have fewer concerns about antioxidants or other supplements, but perception of benefits of these agents is less well-defined. They would like more information and advice from health professionals, but use of these supplements tends to be determined by input from family, friends, alternative therapists and the media. However, further research is necessary to examine the extent to which these findings apply specifically to risk-benefit decisions regarding colorectal cancer.
<table>
<thead>
<tr>
<th>Journal Name</th>
<th>Publisher</th>
<th>ISSN</th>
<th>Impact Factor</th>
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<tr>
<td>European journal of cancer prevention</td>
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<tr>
<td>The American Journal of Gastroenterology</td>
<td>National Gastroenterological Association (U.S.); American College of Gastroenterology, Nature Publishing Group</td>
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<td>Pharmacogenomics</td>
<td>Future Medicine</td>
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<td>International Journal of Cancer</td>
<td>International Union against Cancer, John Wiley &amp; Sons, Ltd</td>
<td>1097-0215</td>
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<tr>
<td>Psycho-Oncology</td>
<td>Wiley InterScience (Online service), John Wiley &amp; Sons, Ltd</td>
<td>1057-9249</td>
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<tr>
<td>World Journal of Gastroenterology</td>
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<td>1007-9327</td>
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<td>Anticancer research</td>
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<td>Annals of the Academy of Medicine, Singapore</td>
<td>Academy of Medicine (Singapore), Academy of Medicine, Singapore; 1999</td>
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<tr>
<td>Digestive Diseases and Sciences</td>
<td>Springer Verlag</td>
<td>0163-2116</td>
<td>1.32</td>
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<tr>
<td>BMJ British medical journal</td>
<td>British Medical Association, BMJ Publishing Group</td>
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The American Journal of Gastroenterology (Am J Gastroenterol)

Publisher: National Gastroenterological Association (U.S.); American College of Gastroenterology, Nature Publishing Group

Impact factor: 6.1
Cited half life: 6.4
Immediacy index: 0.99

The American Journal of Gastroenterology presents the latest clinically oriented information in the field of gastroenterology, including manuscripts, case reports, papers presented before the annual convention and postgraduate course of the American College of Gastroenterology.

ISSN: 0002-9270, OCLC: 14801440
Website: American Journal of Gastroenterology website
Other titles: The American journal of gastroenterology, AJG
Material type: Periodical, Internet resource
Document type: Journal / Magazine / Newspaper, Internet Resource

Keywords
- Apparel digestive
- Gastro-entereology
- Gastroenterology
- Intestines
- Intestins
- Stomach

Related Journals
Check out related Journals:
- Revista espanola de enfermedades digestives
  Sociedad Espanola de Patologia...
  ISSN: 1130-0108, Impact Factor: 1.09

- Scandinavian journal of gastroenterology
  ISSN: 1502-7706

- Diseases of the Colon & Rectum
  American Society of Colon and Rectal...
  ISSN: 0012-3706, Impact Factor: 2.62

- The American Journal of Gastroenterology
  National Gastroenterological...
  ISSN: 1572-0241

- World Journal of Gastroenterology
  Zhongguo Zhong Xi Yi Jie He Yan Jiu...
  ISSN: 1007-9927

- Alimentary Pharmacology & Therapeutics
  Blackwell Publishing Ltd
  ISSN: 0269-2005, Impact Factor: 3.2
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Impact Factor

• How frequently papers published in journal are cited in scientific literature. Derived by dividing number of citations in any one year with items published in journal in previous two years.

• Impact factor = Average number of times article published in journal in 2010 and 2011 has been cited in 2012.

• If 1000 citations in 2012 for 100 articles published in journal in 2010 and 2011, impact factor would be 10.

• NB. Impact Factor is proprietary to ISI. Scopus “SNIP” will become increasingly prominent. Created by Professor Henk Moed at University of Leiden, Source-Normalized Impact per Paper (SNIP) measures contextual citation impact by weighting citations based on the total number of citations in a subject field. Impact of single citation is given higher value in subject areas where citations are less likely, and vice versa.

• SNIP = ratio of a journal’s citation count per paper and the citation potential in its subject field. It allows direct comparison of sources in different subject fields.
Access

• Increasing emphasis on Open Access journals and on Institutional Repositories
• Don’t forget electronic open access journals
• “Author pays” model: build into future grant applications
• Initially low impact but that is changing!
Getting Started
Starts with......an Idea!

Bear in Mind:

- **Not everything** in your project will be worth writing about
- What is interesting to you may already be **commonplace** to others
- A **new angle** may be as exciting as a new creation
Ideas Generation

• The Structured Abstract
• The Outline
• The MindMap
• Others?
Why?

- Assist selection of relevant/ methodologically valid journal articles (evidence based practice).
- Guide authors in summarising content of their manuscripts precisely
- Facilitate peer-review process for manuscripts submitted for publication
- Enhance computerized literature searching

See: The Structured Abstract: An Essential Tool for Researchers
http://research.mlanet.org/structured_abstract.html
Outline - Topic Sentences

• One per paragraph
• Should usually come at beginning of paragraph (sometimes end - “strip tease”)
• Rest of paragraph supports it
• Triangle shapes

Albert, 2008
Authors cannot agree whether it is the wetness or the coldness of the weather that is the significant cause of pain.

Katz & D’Ogues (2009) reviewed the literature relating to pain in rheumatoid arthritis concluding……..

On the other hand, Braz-Monkiz (2008) demonstrated that……..

Albert, 2008
A Winning Formation!

Albert, 2008
In 1993 Jones wrote

................................

Five years later Smith revealed that...........

Now in the largest study ever conducted in gerbils we have demonstrated........

Albert, 2008
Figure 2.1 A mind map can help you visually analyze your topic and shed new light on how you might focus it.

When you examine your topic this closely, remember that it’s brainstorming time! Don’t be too hard on yourself. Don’t critique your thoughts—just write down everything related to
The Spidergram
Defining Audience and Purpose

• Most common reason for rejection by editors is "Not suitable for the journal."
• Knowing your audience/purpose before you start will determine type of article you write and choice of journal.
• As you write your article return periodically to your audience and purpose statement.
• Primary Audience and Secondary Audiences

.............And then Your Relatives!
Doing Your Homework

- Editor
- Speculative Emails?
- Editorial Board
- Recent Table of Contents
- Recent Content – Similar but not too “same-y”
Finding a Title

• Titles change but **working title** gives direction and focus.
• Look at previous titles in your topic.
• Study titles of articles in target journal.
• Short, snappy & informative/longer & more formal?
• Previous titles indicate preferred style. Final title must reflect content of article encouraging reader to continue
• **Remember:** Many people do not look beyond the title in deciding whether to read or not.


• The tooth, the whole tooth and nothing but the tooth: how belief in the Tooth Fairy can engender false memories. *Applied Cognitive Psychology* (2010)

Drawing Up a Writing Plan

- Draw up bullet point writing plan with specific goals and dates.
- Returning to plan from time to time keeps you on track and helps with motivation.
Structuring

• Draw up structure for your article
• List main sections (Approximate number of words/section)
• Begin each section with “This section will cover…”
• People frequently throw themselves into writing, without giving sufficient thought to structure.
• Structuring allows you to sift and eliminate ideas, order and contextualise ideas, view article at a glance and work on different sections
Writing

• Look at previous articles (content AND presentation)
• Don’t just use a spell check programme – use a human “friendly critic” too e.g. randomised controlled trials and meat-analysis
• Pay attention to reference styles
  – Harvard and Vancouver
• Use Headings function (MSWord)
• Use reference management software
The Critical Friend

• Swap manuscripts with a colleague
• Edit for Accuracy, Brevity and Clarity
Then Submit!

NB. You could wait until it is perfect – but it will no longer be timely – make sure it is accurate and well-written and then expose yourself to peer review
Conforms to required style

• Reminder: Instructions to Authors
• Type of Article
  – General Grammar and Presentation
  – Mode of Submission, contents & forms, supplementary material
  – Referencing Style

*Cp. CV – You may get job with standard format but much more likely to succeed with a tailored version.*
Sent to Peer Reviewers

- Database of reviewers OR
- Nominated reviewers OR
- Trawl for experts
- Methodology versus subject review
- Statistical review
- Usual turnaround 3-4 weeks
- Some journals acknowledge receipt
Peer Reviewers’ Comments

- Is it of sufficient quality?
- Is it of sufficient interest for journal readers?
- Does it contribute new knowledge?
The Verdict

- Acceptable
- Acceptable with minor revisions
- Acceptable with major revisions
- Rejected
Revisions

• Compulsory revisions – work through methodically
• Suggested revisions – Accept or Reject (but always justify in a covering letter!)
• Usually 6-8 weeks to make revisions
Proofs and Permissions

- Usually sent as pdf (Acrobat files)
- Requires general read plus specific queries
- Two-three days to reply

- Have you got permission for any “extra” materials?
- Have you got your organisation’s/co-authors’ permission?
- Journals won’t publish without - now!
- What are you allowed to do with it?
Celebration!
Salvage Strategies 😞

- Three strikes and you’re out! – try up to three times
- Take on comments and suggestions (especially suggested target journals)
- Consider slicing or repackaging.
If at first you don’t succeed…planning for contingencies

- Use “stable” approach
- Take on board any criticism, even if rejected
- Consider any recommended alternative sources
- Revisit (and revise) your journal “hit list” in the light of feedback
- Modify your Aspirations
- Discuss/Consult with Others
Getting It Known!
A typology of reviews: an analysis of 14 review types and associated methodologies

Andrew Booth
University of Sheffield

Citation indices

Citations to my articles

How can systematic reviews incorporate qualitative research? A critical perspective

Effectiveness of screening and monitoring tests for diabetic retinopathy—systematic review

A conceptual framework for implementation fidelity

A systematic review of foot ulcer in patients with Type 2 diabetes mellitus: treatment

Co-authors
Welcome to White Rose Research Online

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Search full text: 

Limit to University

Browse the archive by Academic Unit or Year

JISC curl SHERPA
Take Home Messages

• Think about your Audience
• Think about your Message
• And then think about your target medium
• Do your homework – requirements and instructions
• Seek advice
• Be persistent
• SHOUT about your work!
Recommended Reading

Getting Research Published – Liz Wager

Write Effectively: A Quick Course for Busy Health Workers – Tim Albert
Thank You!

Questions?
Contact: A.Booth@sheffield.ac.uk