



Publishing in academic journals

Tips to help you succeed

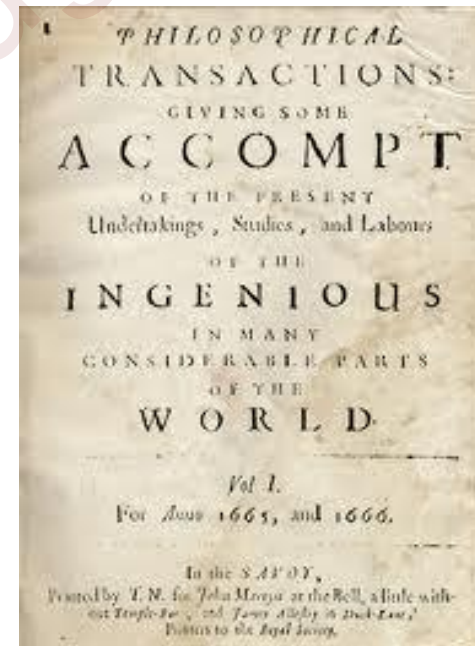




Some Publishing Trivia

**Q: When was the first
scholarly journal
published?**

- a) 1565
- b) 1665
- c) 1765





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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)

Offers **choice** in routes to publish: books or journals, subscription or Open Access

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

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CRC Press
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Routledge
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Garland Science
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Focal Press
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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 scientific interest
- Out-of-date work
- A duplication of existing, published research
- Incorrect or unacceptable conclusions





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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'



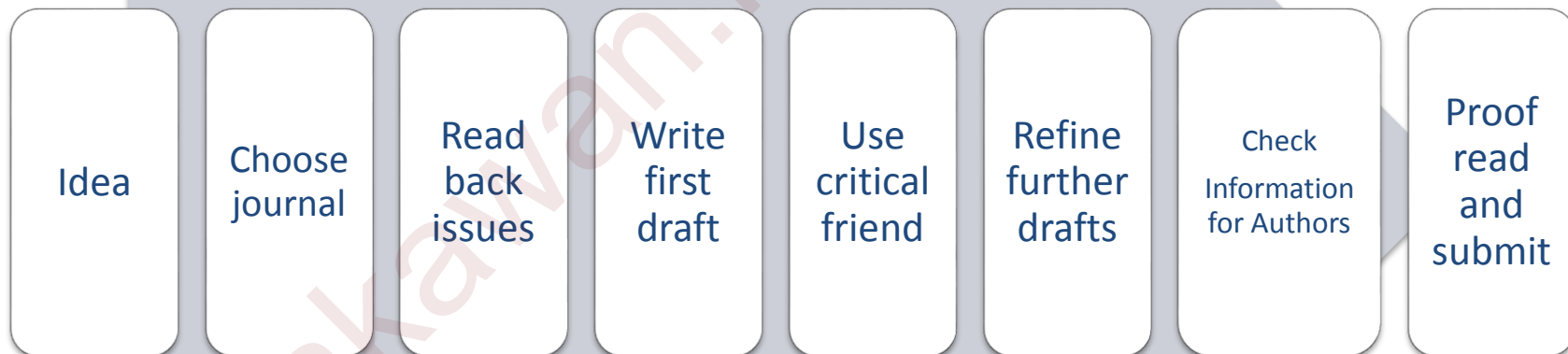


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The stages to go through *before* submitting

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Choosing the right journal



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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 an article for a specific journal?
- B) Find any journal for your article?

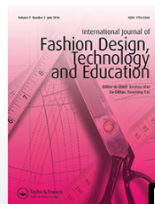
A) Be in the minority:

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





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



International Journal of Fashion Design, Technology and Education

Publish open access in this journal.

This journal

- > Aims and scope
- > Instructions for authors
- > Society information
- > Journal information
- > Editorial board
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This journal

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International Journal of Fashion Design, Technology and Education

Enter keywords, authors, DOI

Aims and scope

[Free online access to Editorials](#)

International Journal of Fashion Design, Technology and Education aims to provide a high quality peer-reviewed forum for research in fashion design, pattern cutting, apparel production, manufacturing technology and fashion education. The Journal will encourage interdisciplinary research and the development of an academic community which will share newly developed technology, theory and techniques in the fashion and textile industries, as well as promote the development of excellent education practice in the clothing and textile fields.

Contributions suitable for this new journal should fall into one of the following three categories:

- (1) Research papers presenting important new findings
- (2) Technical papers describing new developments or innovation
- (3) Academic discussion papers dealing with medium to long-term trends and predictions.

All published research articles in this journal have undergone rigorous peer review, based on initial editor screening and anonymous refereeing by independent expert referees.

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





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



Build up a picture of the journal and understand the stages your paper will go through before it is published.





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Think. Check. Submit.

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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





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

Tenure & promotion committees

Grant awarding bodies

Researchers

Publishers

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.





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What is

OPEN  **ACCESS?**



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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



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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





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Writing for a journal



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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
- ✓ Quote from articles in the journal
- ✓ 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

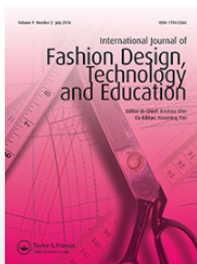
Don't:

- ✗ 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





Instructions for Authors



This journal

- > Aims and scope
- > **Instructions for authors**
- > Society information
- > Journal information
- > Editorial board
- > News & offers
- > Subscribe

International Journal of Fashion Design

Journal

International Journal of Fashion Design, Technology and Education

Enter keywords, authors, DOI etc.

This journal

- > Aims and scope
- > Instructions for authors
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Instructions for authors

Thank you for choosing to submit your paper to us. These instructions will ensure we have everything required so your paper can move through peer review, production and publication smoothly. Please take the time to read and follow them as closely as possible, as doing so will ensure your paper matches the journal's requirements. For general guidance on the publication process at Taylor & Francis please visit our [Author Services website](#).

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Use these instructions if you are preparing a manuscript to submit to *International Journal of Fashion Design, Technology and Education*. To explore our journals portfolio, visit <http://www.tandfonline.com/>, and for more author resources, visit our [Author Services website](#).

International Journal of Fashion Design, Technology and Education considers all manuscripts on the strict condition that



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!).





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*





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Taylor & Francis Editing Services

Making the process of preparing and submitting a manuscript easier.

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The screenshot shows the Taylor & Francis Editing Services website. At the top, the title "Taylor & Francis Editing Services" is displayed on the left, and language options "English / 中文 / español / português / 日本語" and links "Sign up / My account / Taylor & Francis Author Services" are on the right. A dark blue navigation bar contains links for "Services", "Pricing", "Editing Certificate", "FAQs", and "Contact us". Below this, a paragraph states: "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." Four service categories are presented in a row, each with a title and a representative image: "English Language Editing" (hand writing on a document), "Translation" (text with Chinese and English characters), "Manuscript Formatting" (a clock and a ruler), and "Figure Preparation" (an open book with various charts and graphs floating above it).

www.tandfedittingservices.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





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**





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Peer review



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pustakawarlib.ugm.ac.id



What is peer review?

Allows an author's research to be evaluated and commented upon by independent experts.

Which can take different forms:

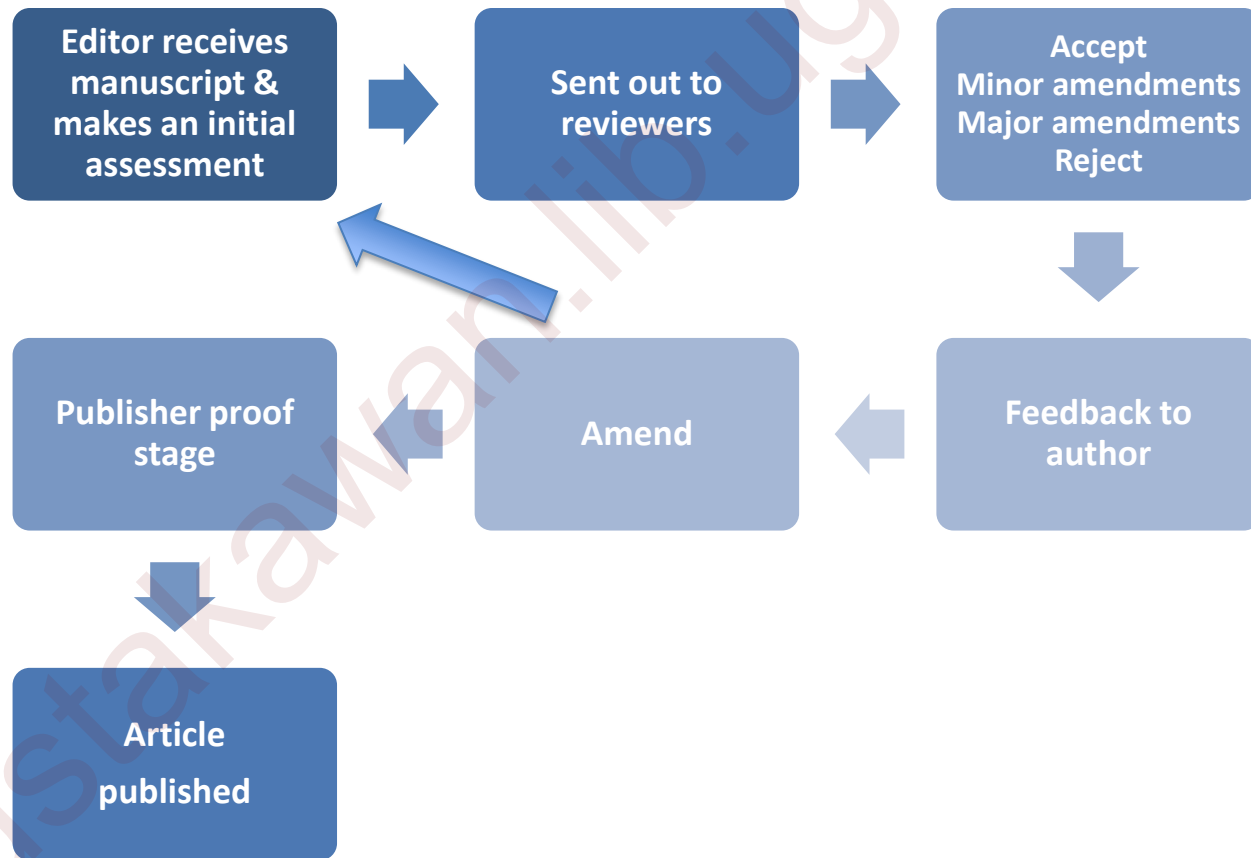
- **Single-blind review:** where the reviewer's name is hidden from the author.
- **Double-blind review:** where the reviewer's name is hidden from the author and the author's name is hidden from the reviewer.
- **Open review:** where no identities are concealed.
- **Post-publication review:** where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





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





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.





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**Congratulations,
you're published!**



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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



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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.





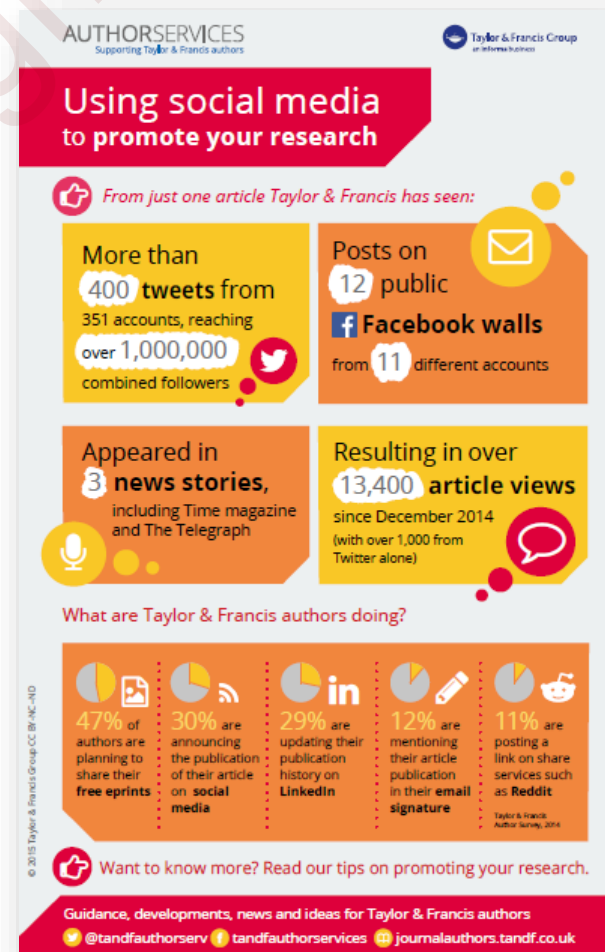
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How do researchers use social media?

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

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Using social media to highlight your research



Michael Spencer
@MikeRSpencer



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Jack Heinemann @Jack_Heinemann · Oct 2

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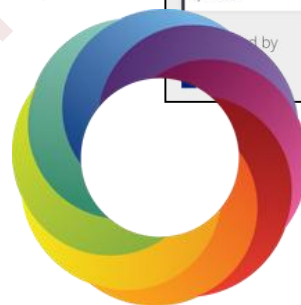
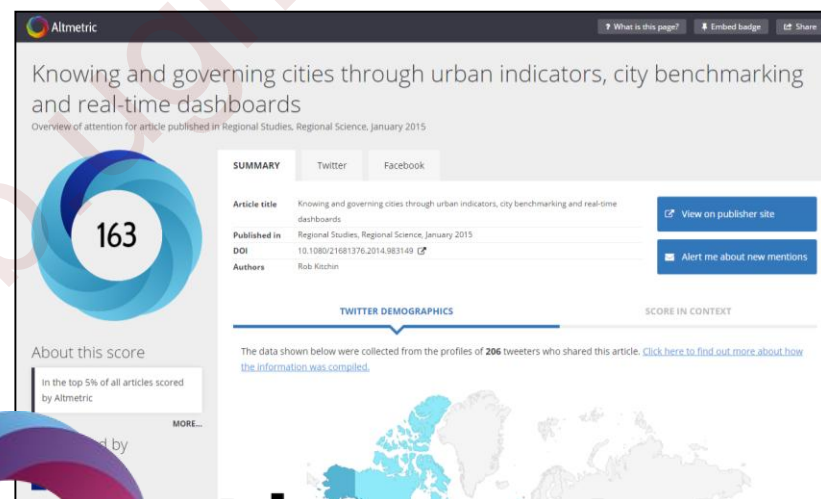




The rise of 'altmetrics'

Altmetric tracks the attention that scholarly articles receive online, and specifically via:

- Social media
- Traditional media
- Online reference managers



Altmetric





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Journal: The Quarterly Journal of Experimental Psychology
Volume 58, 2015 - Issue 5

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2 Crossed citations
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The Apple of the mind's eye: Everyday attention, metamemory, and reconstructive memory for the Apple logo

Overview of attention for article published in The Quarterly Journal of Experimental Psychology, March 2015

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Article Metrics
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About this Attention Score
In the top 5% of all research outputs scored by Altmeter

SUMMARY
Title: The Apple of the mind's eye: Everyday attention, metamemory, and reconstructive memory for the Apple logo
Published in: The Quarterly Journal of Experimental Psychology, March 2015
DOI: 10.1080/17470218.2014.1002798
PubMed ID: 25721103
Authors: Blake AB, Nazarian M, Castel AD, Adam B, Blake
Abstract: People are regularly bombarded with logos in an attempt to improve brand recognition, and logos... [show]

Twitter Demographics
Mentioned by

ATTENTION SCORE IN CONTEXT
The data shown below were collected from the profiles of 46 tweeters who shared this research output. [Click here to find out more about how the information was compiled.](#)

View on publisher site
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MEDELEY READERS

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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

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