Journal Publishing Matters
University of Hawaiʻi Press

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University of Hawaiʻi Press
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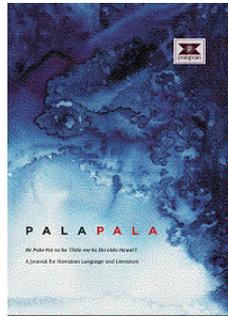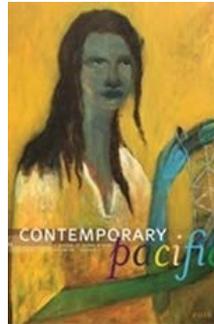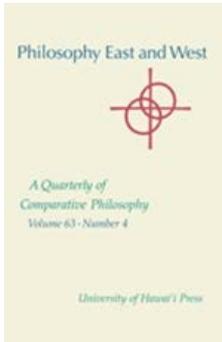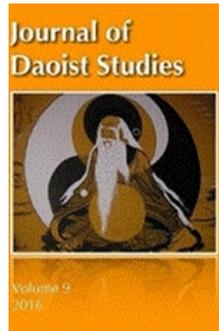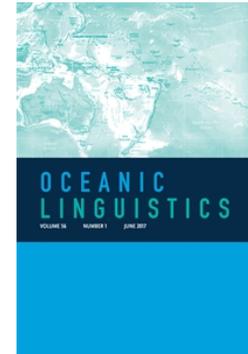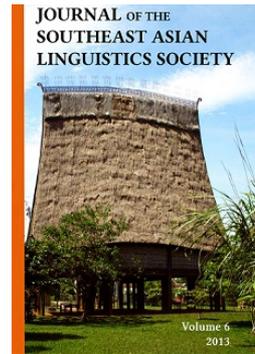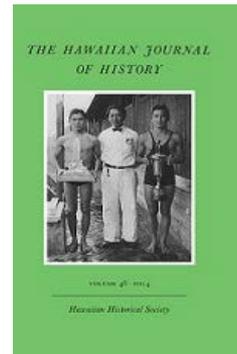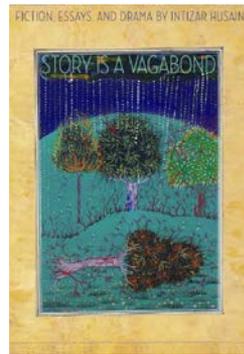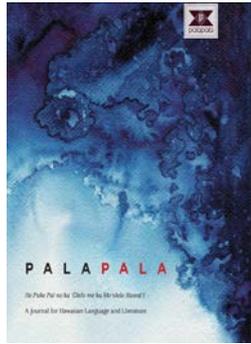
The Press started with one journal in 1947 and today publishes or distributes 24, including 3 open access journals. They all reflect strongly the University's regional and international focus.

Today I will share with you practical tips on selecting the right journal, writing your article to take advantage of search engine optimization, and creating a publication plan to support your career goals.

www.uhpress.hawaii.edu/journals

Selecting a journal for publication

What audience to you want to reach?

Choose only one journal, as simultaneous submissions are prohibited

Shortlist a few candidate journals and investigate them

Aims, scope, article types, readership, timelines, and author services

Beware of Predatory Journals or Publishers

▫ Reputation of Publisher / Journal

▫ Review Submission Process and Author Guidelines

Selecting a journal for publication

Contribution must fit within the aims and scope of the journal.

- ▫ **Submission Process – Publishing timeline**
  - ▫ **Electronic Submission System**
  - ▫ **Early Release Publishing**

Types of Academic Journals

- ▫ **Subscription Based (no APC)**
- ▫ **Open Access (may have APC)**
  - ▫ **Creative Commons License**
- ▫ **Hybrid (authors choice)**

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Components of your article

- Title
- Abstract
- Keywords
- References
- Supporting information- images, figures, tables, data files
  - Permissions

Writing your article: Optimize your article for online search and discovery

Journal websites and search engines use keywords and the words in research paper titles to categorize and display articles to interested readers, while readers use the title as the first step to determining whether or not to read an article.

This metadata is also sent to major indexing and abstracting services.

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Get the title right!

▫Ensure the main key phrase for your topic is in your article title

▫Make sure your title is descriptive, unambiguous, accurate and reads well

▫Some research suggests short titles are cited more often https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3351256/

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Abstract

Generally between 100 and 300 words in length

- **Descriptive abstracts**- usually used in the social sciences and humanities, do not give specific information about methods and results

- **Informative abstracts** -commonly used in the sciences and present information on the background, aim, methods, results, and conclusions.

- **Structured abstracts**- informative abstracts divided into a series of headings (e.g., Objective, Method, Results, Conclusion) and are typically found in medical literature and clinical trial reports

- **Graphical abstracts**- A Graphical Abstract is a single, concise, pictorial and visual summary of the main findings of the article. Typically found in scientific articles

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▫ **Abstract**

▫ The better you write your abstract, the better chance your article will appear high up in the search results rankings.

▫ Abstracts need to be fairly comprehensive, without giving too much away

▫ The abstract is the first section of your paper that journal editors and reviewers read

▫ The title and abstract are often the only parts of a paper that are freely available online

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Keywords

▫Include your main 3 or 4 key words or phrases and add in at least 2 or 3 additional key words. Where more than one phrase (or abbreviation) is often used to describe the same thing, include both/all variants

▫Most electronic search engines, databases, or journal websites will use the words found in your title and abstract, and your list of keywords to decide whether and when to display your paper to interested readers

▫Ask yourself what you would search for if you wanted to find an article on this topic

Components of your article

- References
  - Be sure to follow the journal submission guidelines
    - MLA, APA, Chicago, Endnotes
  - Review a recent issue for reference
    - Journal & newspaper articles online
      - Include the DOI (digital object identifier) in the citation. Format it as follows: doi:xxxx
      - If no DOI is provided, include the URL of the homepage for the journal that published the article. Format as follows: Retrieved from http://www.xxxx.

- Permissions
  - To incorporate a chart, figure, graphic or other copyrighted content from a published work in your own publication, you must first obtain permission.
    - Many author agreement stipulate that the author confirms they have been granted permission for any images that appear in their article. If there is a legal problem you may be held liable.

Components of your article

Effective use of Images / graphics

- Images can summarize large amounts of information in a compact space
- Emphasize important information in an article
- Provide an alternative presentation of information, which is particularly helpful for visual learners or scientists who are unfamiliar with the topic
- Complement and simplify explanations in the main text
  - Must be good quality and adhere to image specifications for the journal. (size, grayscale, color, etc.) 300 dpi for print resolution
  - Must have permission to use images from image owners, for print and online use

  - ❖ Image captions should provide the reader with some context for the image and explain what it illustrates. Provide proper attribution if the figure or image is adapted or reprinted from another publication.

Peer Review Process

Single Blind – The author does not know who the reviewers are. This is the most common type among science journals.

Double Blind- The reviewers don't know the identity of authors and vice versa. This is the most common among social science and humanities journals.

Open review- The identity of the author and the reviewers are known by all participants. A small but growing number of journals now do this.

What do reviewers look for?
    Writing- Are the results clear and understandable?
    Context- Are the results set in the context of other known research?
    Novelty- What is unique?
    Ethics- Does the paper adhere to the journal guidelines?

Decision: Accepted, Rejected, Accepted after revisions
    Most rejections are due to paper being submitted to wrong journal (Aims & Scope)

Published! What can you do to enhance dissemination and discoverability of your article?

- Send a link to your article to your colleagues, both in your department and at other institutions.
- Share the abstract and link to the article on Facebook.
- Share the link to your article with research groups or institutions you are affiliated with.
- Share the link on Twitter and feature a small snippet
- Share information about your article on other social media platforms: Tumblr, Google+, LinkedIn, Reddit, Pinterest, …
- Connect with the social media platforms of your publisher.
- Write a blog post about your article.
- Ask your department of institution to share the abstract and link on their blog or news feed.
- Suggest your article to faculty members teaching courses on your topic.
- Update any working papers or preprints with links to the finished article.
- Update any professional profiles to reflect your new publication.
- Write a lay summary of your research findings using Kudos, a service for authors that publishes descriptions of research for non-specialists.
- Check that your library subscribes to the journal, if not ask your librarian to subscribe.

Think about creating a publication plan to support your career objectives!

JOURNALS
- Author
- Book Reviewer
- Peer-Reviewer
- Editorial Board Member
- Associate Editor
- Managing Editor
- Special Issue Guest Editor
- Editor

BOOKS
- Author
- Volume Editor
- Series Editor
- Peer-Reviewer
- Editorial Board Member

Electronic Media and Changing Publishing Standards

Author Resources
- ORCID https://orcid.org/
- KUDOS https://www.growkudos.com/
- FundRef https://www.crossref.org/services/funder-registry/

Best Practices for Journal Authors, Publishers, and Editors
- Publication Ethics and Malpractive statement
- http://uhpjournals.wordpress.com/ethics-statement/
- Clear indication of Peer-Review process
- Electronic Submission Systems / Follow submission guidelines
- Process for handling misconduct – plagiarism, conflicts of interest
- Code of Conduct for Journal Editors   (COPE: Committee on Publication Ethics)
  http://publicationethics.org/resources/code-conduct

Journal Distribution – ONLINE
- Project MUSE http://muse.jhu.edu/browse/publishers/hawaii
- JSTOR http://www.jstor.org/action/showPublisher?publisherCode=uhp&contentType=all
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Open Access Overview by Peter Suber   http://legacy.earlham.edu/~peters/fos/overview.htm
ORCID: https://orcid.org/
'Predatory' open access: a longitudinal study of article volumes and market characteristics
by Cenyu Shen and Bo-Christer Björk   http://www.biomedcentral.com/1741-7015/13/230
'Predatory' Publishing Up by Carl Straumsheim
https://www.insidehighered.com/news/2015/10/01/study-finds-huge-increase-articles-published-predatory-journals
Predatory journals recruit fake editor by Piotr Sorokowski, Emanuel Kulczycki, Agnieszka Sorokowska
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MAHALO!

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