Research Publishing Strategies

Asking the Right Questions in the Right Order
Where should I publish?
Where should I publish?

Why do I want to publish?
Where should I publish?

Why do I want to publish?

• Contribute new knowledge to my discipline
• Stake my claim to priority
• Share my insights with lots of people
• Get my work cited
• Get my work credentialed
  – Get tenure
  – Get promotion
Where should I publish?
Where should I publish?

• Contribute new knowledge to my discipline
  – Relevance
  – Readership
Where should I publish?

• Contribute new knowledge to my discipline
• Stake my claim to priority
  – Speed of publication
  – Readership
Where should I publish?

- Contribute new knowledge to my discipline
- Stake my claim to priority
- **Share my insights with lots of people**
  - Readership
Where should I publish?

- Contribute new knowledge to my discipline
- Stake my claim to priority
- Share my insights with maximum readership
- **Get my work cited**
  - Readership (big but targeted)
  - Prestige/Impact Factor
Where should I publish?

- Contribute new knowledge to my discipline
- Stake my claim to priority
- Share my insights with maximum readership
- Get my work cited

- Get my work credentialed
  - Prestige/Impact Factor
Where should I publish?

• Criteria:
  – Relevance
  – Readership
  – Speed of publication
  – Prestige/Impact Factor
Impact Factor

• How much should I care?
  – Depends on your goals, and on how much your discipline cares

• How much should my discipline care?
  – Good question, but somewhat academic
  – Should vs. Is
New tool: Metrics Toolkit (metrics-toolkit.org)

The Metrics Toolkit is a resource for researchers and evaluators that provides guidance for demonstrating and evaluating claims of research impact. With the Toolkit you can quickly understand what a metric means, how it is calculated, and if it’s a good match for your impact question.
Thinking about open access

- Can publishing OA hurt my career?
- How important to me is breadth of readership?
  - Does OA confer a citation advantage?
- Does the journal I want to publish in offer an OA option?
Larger Context

- Serials Crisis
Larger Context

• Serials Crisis
• Emergence of open access solutions (including APC model)
  – APCs create a conflict of interest
  – COI is managed effectively and honestly by legitimate publishers, and exploited by predatory ones
What do we mean by “predatory publishers”?

Predatory publishers are those who lie about their publishing practices in order to attract publishing payments from unwary or unscrupulous authors.
Predatory publishing is not about quality; it’s about selling fake certification

- To this end, predatory publishers lie about:
  - Peer review
  - Impact factor
  - Editorial board membership
  - Affiliation with prestigious organizations
  - Affiliation with nonexistent organizations
  - Inclusion in prestigious indexes
  - Presence/amount of APCs (which are often hidden from author until after acceptance, or even publication)
The term “predatory” is itself problematic

• Other candidates:
  – Scam
  – Deceptive
  – Fraudulent
  – Illegitimate
Some signs of a predator

- Amateurish website
- Articles on topics unrelated to journal discipline
- Overly vague journal title
- Same editor (and/or board) for multiple journals
- Promises of extreme speed to publication
- Bragging language
- Hidden APCs
On the Significance of Standard Model Errors
Eliahu Comay
Abstract I References Full-Text HTML XML Pub. Date: December 14, 2017
DOI: 10.4236/oalib.1104164 11 Downloads 22 Views

Comparative Analysis of Multidimensional Welfare Deprivation among Women in Rural and Urban South-South Nigeria
Oladokun Yetunde Olasimbo Mary, Kemisola Omorinre Adenegan, Isaac Busayo Oluwatayo
Abstract I References Full-Text HTML XML Pub. Date: December 12, 2017
DOI: 10.4236/oalib.1104019 76 Downloads 219 Views
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Marie Albert, Mohamed Lemdani, Damien Cuny, Patrick Duriez, Joséphine Escutenaire, Pierre-Yves Gueugniaud, Eric Wiel, Hervé Hubert, Christophe Di Pompeo

Promoting Motor Development and Future Motor Performance Optimization through Constraints and Affordances Manipulation
Rui Matos

Blood Pressure Response to Cold Stress in Black Cameroonian Adults
Sylvie Ndongo Amougou, Hamadou Ba, Chris Nadège Nganou-Gnjidjo, Dieudonné Danwe, Jingi Musa Ahmadou, Liliane Kuate Mfeukeu, Jérome Hilaire Boombi, Christian Ngongang Ouankou, Samuel Kingue

Study on Spatial Structure Dynamic Evolution of Tourism Economic Zone along Wuhan-Guangzhou HSR
Chun Liu

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Amon Karanja, Kennedy Ondimu, Charles Recha
WELCOME TO J4R (JOURNAL FOR RESEARCH)

Journal 4 Research (J4R (Journal For Research)) is an Online Open Access Peer Reviewed Indexed Journal. It is an internationally refereed journal that is dedicated to the publishing of the latest advancements in engineering research. The goal of this journal is to record the latest findings and promote further research in various areas and aims to promote the integration of the different fields. The Comprehensive, fast and efficient research cycles allow scholars to make progress in their careers more effectively. The papers for publication in Journal 4 Research (J4R (Journal For Research)) are selected through rigorous peer reviews to ensure originality, timeliness, relevance, and readability.

Apply for J4R Innovation Scholarship Program

We audit the performance of research articles, using a wide range of indicators to assess their impact on readers and their dissemination to the wider world. The editors reserve the right to reject a paper or make changes to the content if there are serious problems with the content or with violations of our publishing policies. Journal 4 Research (J4R (Journal For Research)) is aimed at providing a platform for researchers, engineers, scientists, or educators to publish their original research results, to exchange new ideas, to disseminate information in innovative designs, engineering experiences and technological skills. It is also the Journal's objective to promote engineering and technology education. All papers submitted to the Journal will be blind peer-reviewed. Only original articles will be published.

Hence, the Scholars from all relevant academic fields are invited to submit high-quality manuscripts that describe the latest, state-of-the-art research results or innovations.
Who falls for this?

- Authors (sometimes)
- Editorial board invitees (if they aren’t careful or don’t care)
- Colleagues of authors (more often)

The real dangers are the contaminated CV, and the contamination of public discourse


“Contamination of public discourse” – seriously?

• Yup:

Pass the Easter Egg! New study reveals that eating chocolate doesn’t affect your Body Mass Index ... and can even help you LOSE weight!

- New research from Roy Morgan reveals there's no proof that chocolate consumption affects BMI
- Currently two thirds of Australians eat chocolate at least once a month
- A study from German researchers has also found there's a connection between cocoa diets and increased weight loss
- Chocolate also found to benefit brain, heart and stress levels

By SAM BAILEY FOR DAILY MAIL AUSTRALIA
PUBLISHED: 01:22 EST, 31 March 2015 | UPDATED: 16:14 EST, 31 March 2015

From the endless chocolate blocks passed around the office, to the glaring supermarket aisles and the family relatives who miraculously appear with baskets of eggs, Easter can be a minefield to navigate if you’re trying to watch your waistline.

But according to new research, there’s no need to go easy on the eggs this week, with a Roy Morgan study revealing there is no direct connection between chocolate consumption and an increasing Body Mass Index (BMI).

This should come as sweet relief for chocolate lovers when according to Roy Morgan, two thirds of Australians admit to munching on chocolate at least once a month.

Scroll down for video
Can publishing OA hurt my career?

• It depends
  – Bad reason: your colleagues ignorantly believe that OA = low quality
  – Good reason: you publish in a low-quality journal that happens to be OA
  – Good reason: you publish in a predatory OA journal
Bottom-line points

• There are no simple answers
• There are no uncomplicated situations
• The stakes are high
• There are tools and resources available to help you (especially in the library)
  – Subject librarians
  – Lisa Ancelet
Thank you!

Rick Anderson
rick.anderson@utah.edu