### Challenges when writing for publication

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Challenges When Writing for Publication

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Editor
Structure of This Presentation

• Why write for publication?
• What is peer review?
• What outcomes might result from peer review?
• Opportunities to enhance acceptance

Why Do We Write for Publication?

- Dissemination of research findings
- Stimulate debate
- Expectation of peers and employers
- Prestige
- Credibility with colleagues
- Financial incentives
Writing for publication perceived to be different from other forms of writing

(Grant et al 2010)
Different Forms of Writing for Publication

- Twitter
- Facebook
- Blogs
- Newsletters
- Book reviews
- Practitioner accounts
Writing Academic Papers
Is Different

- Level of rigour when writing is higher
- Expected to support statements with references
- Contextualise what is known about the subject and any gaps in the evidence
- How does your manuscript adds to the body of knowledge
What is Peer Review?

‘Peer review is the process by which reports of, or proposals for, research are scrutinised by other researchers.’

(Committee of Publisher Ethics 2011)
What is the Purpose of Peer Review?

• To ensure that only the best quality manuscripts are published

• To provide constructive feedback on how a manuscript can be further developed
What Are the Potential Outcomes of a Peer Review?

• Four potential outcomes
  – Accept
  – Major revisions
  – Minor revisions
  – Reject

Outcome 1: Accepted

• A cause for celebration!
• I’ve never known a peer reviewed manuscript be accepted at first submission
• Usually a journey...

Outcome 2: Minor Revisions

“A recommendation of minor revision should be made if the manuscript is likely to be of interest to the HILJ readership but typographical errors or incomplete references are present.”

(S1M 2011)
Outcome 3: Major Revisions

“A recommendation of a major revision should be made if the manuscript is likely to be of interest to the HILJ readership but requires a reworking in terms of structure or the inclusion of additional materials.”

(S1M 2011)
What To Do When You Receive Referee/s Comments?

• Take a deep breath
  – Read the comments
  – Put the manuscript aside
  – Discuss them with your co-author/s
  – Respond positively to each point raised

• Remember, very few manuscripts are accepted without any revisions
Outcome 4: Rejected

“A recommendation to reject a manuscript should be made if the manuscript is unlikely to be relevant/of interest to the HILJ readership or is not sufficiently rigorous to be suitable for publication in an academic journal.”

(S1M 2011)
Reasons a Manuscript Might Be Rejected

- Out of scope
  - Topic area or format
- Insufficiently developed
  - Bullet points
  - May show promise...
- Plagiarism
- Not responding to referee/s comments

Plagiarism

• “Take (the work or idea of someone else) and pretend it is one’s own.” *(Fowler, Pocket OED 2002)*

• “Direct quotes” or in your own words but the source must be acknowledged

What Can You Do to Enhance the Chances of Your Manuscript Being Accepted for Publication?

1. Audience
2. Message
3. Editorial Team
4. Guidelines
5. Published Papers
6. Setting the Context
7. Experienced Colleagues
8. Chinese Scholars Network
Consider Your Audience

• Academic vs. Practitioner publications
  – HILJ vs. HLG Newsletter
• Journals each have defined and unique scope
• Imagine an individual you are writing for...

What is the ‘Take Home’ Message?

• Not only what you want to say
• What can the readers of your manuscript usefully apply to their own practice?

http://bit.ly/nS9QxS
Editorial Team

• Not sure if your manuscript fits the scope of a journal...

Author Guidelines

• Read the guidelines... and then follow them
• Guidelines will help you determine:
  – In scope
  – Structured abstract
  – Structure of the manuscript
  – Word count
  – Referencing style
Looks at Past Issues

• Learn from people who have already been through the process

http://bit.ly/qOaJWR
Setting the Context

- Literature review
  - What is known about the subject area?
  - What are the gaps identified in the literature?
  - How does your manuscript address this gap?
  - International context

Experienced Colleagues

• Learn from colleagues with publishing experience
  – Writing together
  – Editing and advising

• English as a second language
The Chinese Scholars Network

www.chinesescholarsnetwork.com
Purpose of the Chinese Scholars Network

• To offer a service to the Mandarin-speaking community in terms of help/advice in developing a manuscript for publication

• Attract the best Chinese-language papers for our journals
For Mandarin-speaking scholars, the Chinese Scholars Network provides a content-rich resource, all free, all the time.

http://bit.ly/oX0qa7
How To Submit a Paper

• Paper submission advice
• A sample review
• Ask an Expert form and answers
• The standard peer review workflow
• Presented in English and Chinese script

Manuscript Preparation: A list of tips
文稿准备：小贴士

A list of tips for to follow when preparing a paper for submission.
准备提交论文时可遵循的一些小贴士。

Sample Review (English)
论文评审样本（英文）

This document provides an example of typical reviewer feedback.
该文件提供了一个典型的审稿人反馈示例。

Reach an Expert
向专家提问

If you have questions about submitting papers to an English-language journal or any aspect of the publishing process, we would love to hear from you.
如果您有关于向英文期刊提交论文或出版流程有任何疑问，我们很乐意接收您的询问。

Standard Peer Review Workflow
标准同行评审工作流程

This document shows the life-cycle of a submitted paper from submission, through peer-review to publication.
该文件展示了从提交到同行评审再到出版的整个过程。
Submit a Paper

• A list of journals which have Mandarin outreach as a goal
  • Journal banner
  • ISI Ranking
  • Link to Journal Home
  • Link to Author Guidelines

• Commissioning tool
Audio/Video Presentations

- Video lectures and podcasts on the publishing and review process
- 6 podcasts and 6 videos at launch.
- This section will be expanded as further podcasts and videos are recorded.
Subject news for key subject areas

• Virtual Issues
• Special Issues
• Call for Papers
• Events, Seminars and Workshops
• Other resources

The various Social Science subject pages below contain a myriad of resources for Chinese authors in these fields. From calls for papers to academic news and upcoming conferences, find all of your discipline-specific journal publishing information here.

商业管理 Business Management
经济学 Economics
教育学 Education
金融学 Finance
地理学 Geography
心理学 Psychology
城市研究 Urban Studies

The selection of Social Science subject areas listed below represents only a portion of the many fields in which Wiley-Blackwell publishes. For a full list of Wiley-Blackwell’s subject areas, please visit http://onlinelibrary.wiley.com/

Advisory Board

- A list of scholars who have provided advice and support for the site
- Wiley journal linked where relevant
If you have questions about submitting papers to an English-language journal or any aspect of the publishing process, we would love to hear from you.

Please fill out the form below and click “Submit.” Answers to questions will appear on the ask an Expert page and we will email you when your question has been answered.

Please note that we are not able to answer questions about the editorial policies of specific journals.

如果您对于向英文期刊提交论文或出版流程有任何疑问，我们很乐意您来信询问。

请用英文填写下面的表格并点击“提交”，当您的问题得到解答时，我们会发送邮件给您。所有问题的答案也将出现在“Ask an Expert”页面上。

http://www.weilichubanxuezhe.com/askanexpert.htm
References

• Committee on Publication Ethics (COPE) Written evidence submitted by the Committee on Publication Ethics (COPE) (PR 34). http://www.publications.parliament.uk/pa/cm201011/cmselect/cmsctech/writev/856/m34.htm


• Grant MJ, Munro W, Mclsaac & Hill S. Cross-disciplinary writers group stimulates fresh approaches to scholarly communication: a reflective case study within a higher education institution in the north west of England New Review of Academic Librarianship in press.

• S1M. Health Information and Libraries Journal on ScholarOne Manuscript. 2011 http://mc.manuscriptcentral.com/hilj