



Taylor & Francis Group  
an **informa** business

# Publishing in Academic Journals

**Matt Cannon**

Head of Open Research, Taylor & Francis Group

[Matthew.cannon@tandf.co.uk](mailto:Matthew.cannon@tandf.co.uk)

@mattcannontf



Photo: Henry Lo, Unsplash

# Introduction

Give you an overview of submission process:

- Open Access
- Peer review
- Ethical concerns
- Some writing tips

A flavour of Open Research throughout...

# Journal Publishing Models

## Gold Open Access

Journals that publish all content Open Access.

Funded by:

APC (article publishing charge)

Sponsorship

Institutional agreement

Subscription-funded journals that offer the option of choosing Open Access.

Open Access cost is funded by:

APC

Under an existing agreement with your institution

Full OA

Hybrid OA

- ● Open Access offers greater visibility, transparency and impact.  
Articles published Open Access with Taylor & Francis typically receive 32% more citations and over 6 times as many downloads.  
Your funder or institution may encourage, or mandate Open Access and funds might be available to cover charges

# Open Access

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.



# Challenges

*Predatory journals pose a serious threat both to researchers publishing the results of their work and to the peer-reviewed medical literature itself. These publications differ from legitimate open-access journals in that predatory journals subvert the peer-review publication system for the sole purpose of financial gain with little evident concern for ethical behavior.*

AMWA, EMWA & ISMPP joint statement on predatory publishing



# Making informed choices



[www.thinkchecksubmit.org](http://www.thinkchecksubmit.org)

**DOAJ** DIRECTORY OF  
OPEN ACCESS  
JOURNALS

[www.doaj.org](http://www.doaj.org)

**CASPA**

[www.oaspa.org](http://www.oaspa.org)



# Choosing a journal – our new tool (in Beta)!

<https://authorservices.taylorandfrancis.com/journal-suggester/>

Give us your abstract, and we can suggest some journals, along with key information about the journal (including fees)

Journal Suggester BETA

Helping you find the best home for your research article

There are two easy steps

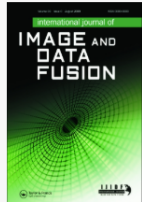
Step 1 – paste in the full abstract of your article

Step 2 – click on ‘reveal suggested journals’

Paste your abstract here...

Reveal suggested journals

[Questions about the suggester?](#)
[View our FAQ page](#)




International Journal of Image and Data Fusion

Free online access: Inaugural issue International Journal of Image and Data Fusion provides a single source of information for all aspects of image and data fusion methodologies, developments, techn...

Read More

Offers OA




International Journal of Green Energy

International Journal of Green Energy shares multidisciplinary research results in the fields of energy research, energy conversion, energy management, and energy conservation, with a particular inter...

Read More

Offers OA

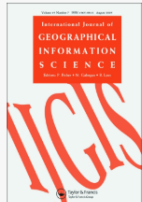


Asia-Pacific Journal of Teacher Education

2017 Impact Factor: 1.032 © 2018 Clarivate Analytics, Journal Citation Reports This journal promotes rigorous research that makes a significant contribution to advancing knowledge in tea...

Read More

Offers OA




International Journal of Geographical Information Science

International Journal of Geographical Information Science publishes international research in the rapidly growing field of geographical information science (GIScience). The aim of International J...

Read More


Offers OA



Professional Development in Education

Read More

Offers OA



International Journal of Digital Earth

Read More

Offers OA



# Preparing your manuscript



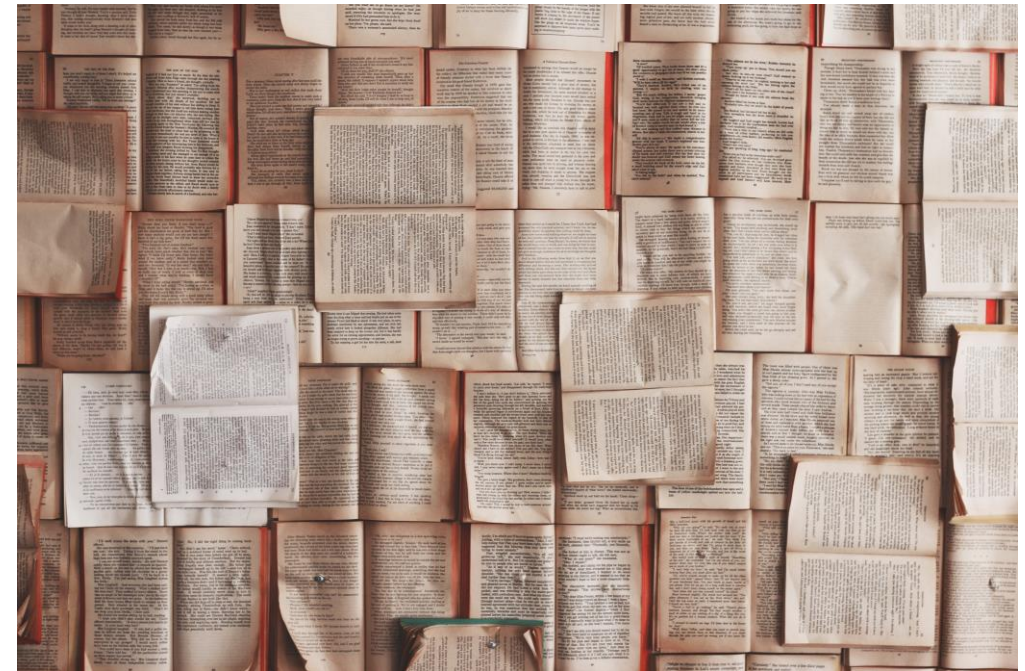
# Think like an editor

*“...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*

# Preparing your manuscript: some basic tips

- Write first, edit later
- Keep it simple, complicated ideas expressed plainly
  - 2.5 line rule
  - Avoid passive sentence construction
- Paragraphs
- The paper structure (IMRaD)
  - Introduction
    - Question/problem
    - Thesis/hypothesis/argument
    - Roadmap
  - Methods/theory
  - Results
  - Discussion
  - Conclusion
- Data Availability Statement
- You are telling a story-make sure it is consistent and easy to follow



# What makes a good title?

- Simple advice: keep it short and to the point.
- Avoid redundant or cliché word/phrases.
- Highlight your findings, not your process.
- Make sure it stands out-creatively or in terms of clarity.
- Make sure to include specific keywords that capture the subject of your article.

# Writing an abstract

- Write the paper first - it is a review, or map of the entire paper
- Check the IFAs for the journal you are submitting to - there will likely be requirements
- Who is your intended audience - frame it for them
- About those words....keywords/phrases, naturally
- 'This paper'...focus on the essential information. Word counts!
- Revise everytime you revise the paper
- Language-difficult to read?

# Keywords

- What words or phrases (2-4 words) would you use to find your article?
- Choose some synonyms –words that are not already included in the title
- Be specific-if the word is too simple or broad the search will produce too many documents. i.e. 'homelessness' vs. 'Swedish homelessness policy'
- Are the methods or technique relevant-include
- Test your key words before submitting



# Data Sharing

**AUTHORSERVICES**  
Supporting Taylor & Francis authors



## Data sharing policies

	Basic	Share upon reasonable request	Publicly available	Open data	Open and fully FAIR
Level of data sharing	Authors are encouraged to share or make open the data associated with the paper, where this does not violate the protection of human subjects or other valid privacy concerns.	Authors publishing with the journal agree to make their data available upon reasonable request. It's up to the author to determine whether a request is reasonable.	Authors make their data freely available to the public, but under a license that limits re-use.	Authors must make their data freely available to the public, under a license allowing re-use by any third party for any lawful purpose. Data shall be findable and fully accessible.	Authors must make their data freely available to the public, under a license allowing re-use by any third party for any lawful purpose. Additionally, data shall meet with <a href="#">FAIR</a> standards as established in the relevant subject area.

- Look at sharing your data in a repository (university, specialist or generalist)
- Include the DOI or link in a Data Availability Statement

Resources: <https://authorservices.taylorandfrancis.com/data-sharing-policies/>



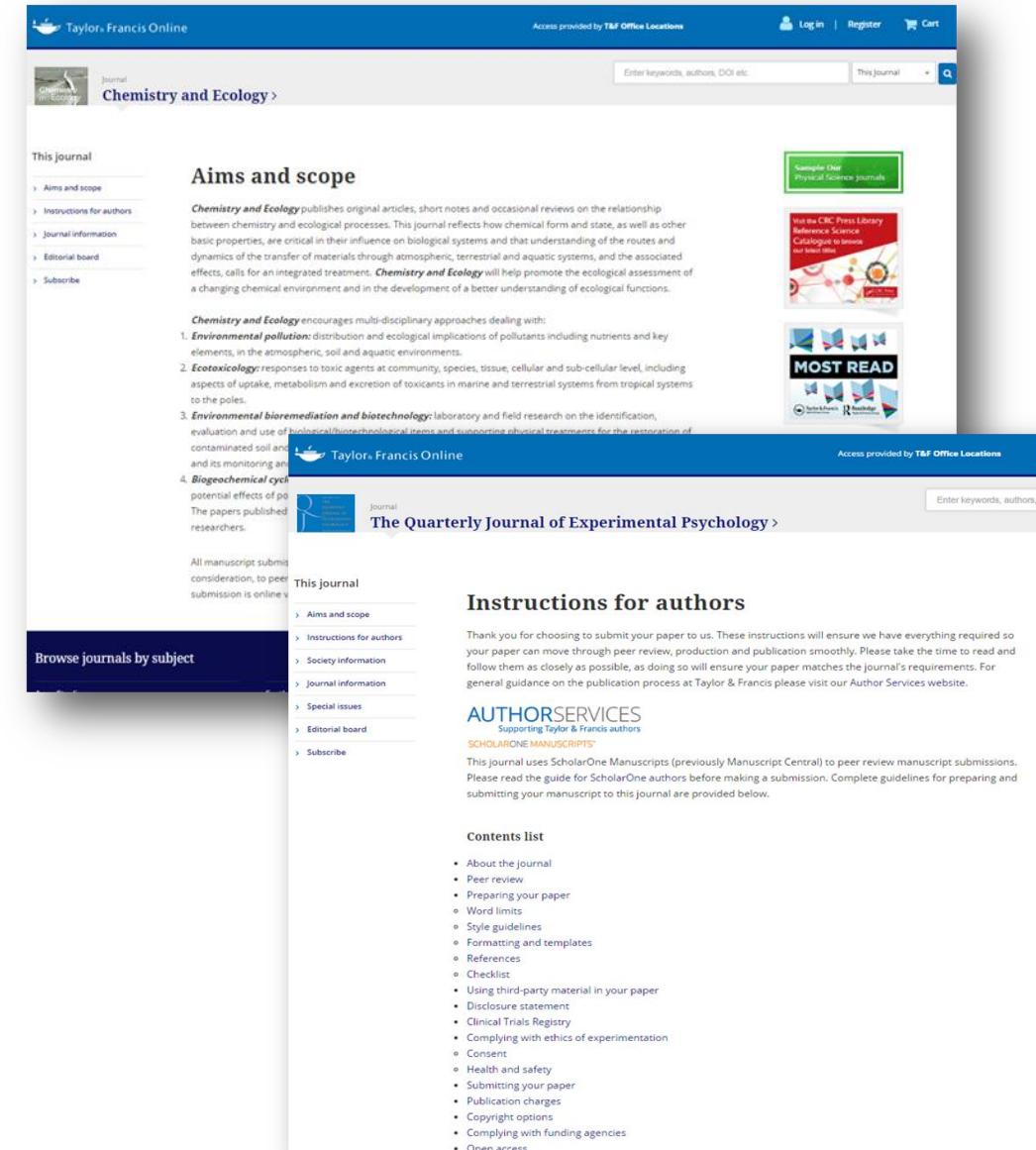
# Publication ethics- issues that can arise

- Authorship
- Competing interests
- Duplicate submission/publication
- Data or image fabrication/falsification
- Plagiarism/ text recycling
- Peer review manipulation
- Breaches of copyright

[www.publicationethics.org](http://www.publicationethics.org)

# Before you submit

- ✓ Look at published papers
- ✓ Review the Aims & Scope
- ✓ Explain acronyms
- ✓ Follow the Instructions for Authors
- ✓ Check the data sharing policy
- ✓ Format your article to the journal
- ✓ Review the submission process
- ✓ Consider English 'polishing'



# Types of peer review



**Single-blind/  
Single-anonymous**

- Reviewers know the identity of the authors
- Authors do not know the identity of the reviewers
- Most common model of peer review in STM



**Double-blind/  
Double-anonymous**

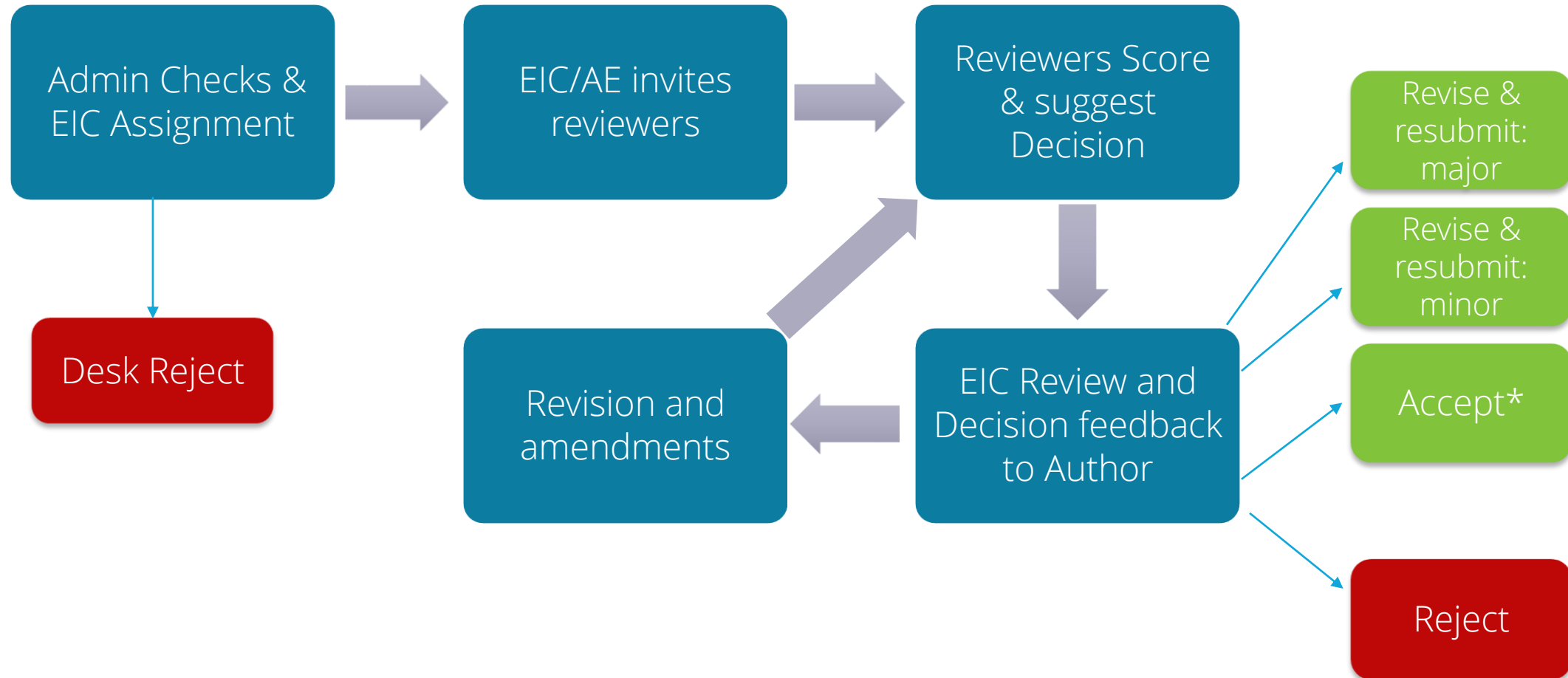
- Reviewers do not know the identity of the authors
- Authors do not know the identity of the reviewers
- Most common in HSS



**Open peer review**

- Reviewers know the identity of the authors
- Authors know the identity of the reviewers
- Reviewer reports may be published with reviewer names if article accepted

# The peer review process



# Registered Reports

- About changing the way research is conducted – in practice this is about changing when peer review is conducted.
- Originated in psychology to prevent dishonest research practices – e.g. p hacking, HARKing



Focus is shifted to:

- The research question
- The experiment designed to test it

**Stage 1**  
**Peer Review** ↑

**Stage 2**  
**Peer Review** ↑



# Responding to reviewers comments

1. Don't become disheartened.
2. Carefully read the decision letter.
3. Consult your co-authors.
4. Break down the comments by category-create a list.
5. Make all of the suggested amendments if appropriate.

# Make it easy for the editor

## 6. Address every comment

- Where you amended (page number, new material)
- Why you didn't amend (be specific and again, respectful)

## 7. Review the response twice to make sure it is clear and devoid of any frustration

## 8. Be professional and respectful of the reviewers and editor

## 9. Remember: the reviewers are trying to help you publish your best work



# So, your paper was rejected...

- Thank the editor and reviewers for considering your paper
- Move on to the next journal on your list
- Remember to treat it as an entirely new submission
- Follow the rules of the journal
- Make sure to apply the relevant suggestions you received from the previous peer review process

September 29, 1955

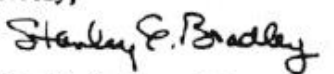
Dr. Solomon A. Berson  
Radioisotope Service  
Veterans Administration Hospital  
130 West Kingsbridge Road  
Bronx 68, New York

Dear Dr. Berson:

I regret that the revision of your paper entitled "Insulin- $I^{131}$  Metabolism in Human Subjects: Demonstration of Insulin Transporting Antibody in the Circulation of Insulin Treated Subjects" is not acceptable for publication in THE JOURNAL OF CLINICAL INVESTIGATION. -----

----- The second major criticism relates to the dogmatic conclusions set forth which are not warranted by the data. The experts in this field have been particularly emphatic in rejecting your positive statement that the "conclusion that the globulin responsible for insulin binding is an acquired antibody appears to be inescapable". They believe that you have not demonstrated an antigen-antibody reaction on the basis of adequate criteria, nor that you have definitely proved that a globulin is responsible for insulin binding, nor that insulin is an antigen. The data you present are indeed suggestive but any more positive claim seems unjustifiable at present.

-----

Sincerely,  
  
Stanley E. Bradley, M.D.  
Editor-in-Chief

# Top ten reasons for rejection

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

# What to do when your article is accepted ?

- Link to your final article, using its digital object identifier (DOI)
- Keep in contact with the journal's Production Editor
- They oversee the production of your article from manuscript to publication and will send you a proof of your article to review before the final article is published online
- Don't be afraid to ask questions if you're unsure about anything

# Simple but effective promotion tools

Some quick tips to maximise the potential of your article to be seen, read, and cited.

- Use your **email signature** to tell people about your new article.
- Add a brief summary and link to your article on your **department website**. Then add it to your students' reading lists if appropriate.
- **Post updates** and link to your article on academic and professional networking sites and discussion lists.
- If you are a blogger or have a personal webpage **write about your article and link to it**.



Taylor & Francis Group  
an **informa** business

Thank you!  
Questions?

Matthew Cannon  
[Matthew.Cannon@tandf.co.uk](mailto:Matthew.Cannon@tandf.co.uk)



Photo: Henry Lo, Unsplash