

Maximizing Research Potential Through Academic Publishing “Getting the Best to Publish”

Paul Siegel



Why publish?

Research has to be communicated –
without communication the research
is unfinished

Professionals are users of knowledge
and have responsibility to produce
new knowledge

There is an obligation to those who
support us and those who follow us

Why publish?

We can have our work peer reviewed

It forces us to think critically about an issue

We publish because we do not wish scholarship to stagnate because of a lack of new knowledge

Why publish?

We have not completed the research and evaluated it critically until we prepare for publication

There is an obligation to our colleagues, university scientific community, and the public

Personal fulfillment – research is fun

How to publish

My comments are based on experience as

- sole author
- senior author
- coauthor
- editor
- reviewer
- user of published information

Comments about authorship

What you publish will be evaluated and critiqued

You have “to live” with what you stated

The “test of time” may show you were wrong

Just because you wrote it, doesn't mean someone has to publish it

One does not conduct research to prove their H_0 --- only to evaluate it

Comments on scientific writing

It forces discipline

Some papers are so poorly written that the science can not be evaluated

The word processor contributes to sloppiness

Differences between refereed and non-refereed journals

Journal rankings per impact factors

Types of publishing companies

Non-profit: publisher of a non-profit group's journal

Joint: for-profit publisher of a non-profit group's journal

For-profit: for-profit publisher for a non-profit group's journal

The audience

Specific-narrow subdiscipline (specialists
in your area)

General disciplinary

Science per se

Depending on the audience, the style
varies

Impact factor (IF)

A journal's IF for 2006 is:

times journal's 2004 & 2005
published articles were cited in all
2006 indexed journals

Divided by

total # articles that appeared in the
journal in 2004 & 2005

IF (con't)

IF is the ratio between citations and recently citable items published

See:

<http://scientific.thomson.com/free/essays/journalcitationreports/impactfactor/>

Factors to consider in deciding where to submit

Cost

IF

Journal's scope

Quality of research

Intended audience

View of your administration

Summary

History has shown that there is no one road to publishing your research –
Namely there are many and in each there will be many potholes.