NOTTINGHAM TRENT UNIVERSITY

PUBLICATION GOOD PRACTICE GUIDELINES: STANDARD OUTPUTS

Background

The Publication Good Practice Guidelines have been produced within the wider context of:

- A changing scholarly communication landscape and increased emphasis on open access publishing, including the introduction of the RCUK Policy on Open Access, which aims to achieve immediate, unrestricted, on-line access to peer-reviewed and published research papers
- A greater emphasis within the Research Excellence Framework (REF) on impact (in terms of the reach and significance of a research output), and the use of citation data, where available, by a number of sub-panels in 2014 'as part of the indication of academic significance to inform their assessment of output quality'

The guidelines provide information on how to prepare and disseminate standard research outputs in a way which helps to maximise their intellectual, scientific, economic, social and cultural impact, and increase the visibility of research publications produced by NTU staff. The guidelines include three main sections which provide tips and advice on how to:

- Choose appropriate places in which to publish
- Prepare your publication to increase citation
- Disseminate your research to increase impact and visibility

Although the guidelines provide information on how to prepare and promote standard outputs, the section on how to disseminate your research more effectively will be of particular interest to researchers publishing in books as well as journals.

Preparing for publication – where to publish

When deciding where to publish your research, consider:

1. Quality of the publication. Choice of publication may be influenced by many things such as personal invitation or recommendation, the discipline and the purpose of the article, but the most common factors are the reputation of the journal and the visibility it will afford your article. Selecting a journal in which to publish is complex. Journal impact factors may give a quantitative measure of the relative importance of a journal within your discipline, but you also need to consider other factors, such as themed issues, links to conferences etc.
    - Impact and ranking factors of journals are one of the many indicators of journal quality. Publish in the highest quality refereed journal that you can - your paper will then have high impact too; as Bourne[1] suggests, it is better to publish one paper in a quality journal than multiple papers in lesser journals. Although you may be aware of the best regarded journals

[1] Bourne PE. (2005) Ten Simple Rules for Getting Published. PLoS Computational Biology 1(5): e57. Available at: http://www.ploscompbiol.org/article/info:doi/10.1371/journal.pcbi.0010057

in your discipline, if you are branching out into a less familiar subject area then tools such as Journal Citation Reports (JCR) may prove useful (JCR can be accessed via Library OneSearch)

- Elsevier's SCOPUS (and freely available Scimago Journal & Country Rank) provide similar rankings for about 17,000 scholarly journals. Their principle measure is the *Scimago Journal Rank (SJR)*. This is similar to the impact factor, but with greater weight being assigned to citations from journals that are themselves more highly cited. Ann Wil-Harzing's Publish or Perish is a freely available tool that provides citation data for all journals based on Google Scholar citation information
- There are a number of lists of journals which might help you to identify key titles. For example, the Australian ERA journals list identifies journals eligible for submission to the Excellence in Research In Australia programme. More information can be found at Draft 2015 Journal and Conference Lists Consultation Fact Sheet. The Journal Quality List is a collation of journal rankings from a variety of sources, and includes publications in the following broad areas: Economics, Finance, Accounting, Management, and Marketing. The European Reference Index for the Humanities and the Social Sciences (ERIH PLUS) attempts to produce a database of significant journals in the humanities and social sciences.

2. Open access and copyright restrictions. Many of the major research funders, including RCUK, now require grant holders to deposit publications arising from research they fund in an open access archive such as the NTU Institutional Repository (IRep), or to use an open access journal. There is increasing evidence that making your article open access will increase readership and citation (see Davis[2] and Calver & Bradley[3] for example). Some publishers will allow authors to archive the full text version for free in the form a pre-print, post-print or the publisher's version/PDF on IRep. A growing number of publishers are adopting a mixed method of publication, or "hybrid model", offering an option for authors to make their individual article open access for an additional fee or article processing charge; other articles in the journal will remain accessible only through subscription. Some journals impose fees for reviewing an article, or the use of color images or other special media formats, and it is not uncommon to have a considerable range in article processing costs among journals with similar scope and focus. All of these issues should be considered when choosing a journal to publish in. Further information on open access publishing can be found on the NTU Library web pages
3. Author Rights. Certain journals will allow authors to retain rights to their work in order to be able to re-use or disseminate the work after publication. Although some journals offer authors many rights upfront, within the 'traditional' publication agreement, all rights — including copyright — will usually go to the publisher. However, you may want to include sections of your article in later work, distribute copies among colleagues, post the peer-reviewed version or final published article on your web page or in IRep etc. These are all ways to give your

[2]Davis PM. (2011) Open access, readership, citations: a randomized controlled trial of scientific journal publishing. The FASEB Journal 25 (7) 2129-213. Available at: http://www.fasebj.org/content/early/2011/03/29/fj.11-183988.full.pdf

[3] Calver, M. & Bradley, JS. (2010) Patterns of Citations of Open Access and Non-Open Access Conservation Biology Journal Papers and Book Chapters. Conservation Biology 24(3) 872-880.

research wide exposure, but they are inhibited by the 'traditional agreement'. The Scholarly Publishing and Academic Resources Coalition (SPARC) identifies the rights researchers have as copyright holders and encourages you to retain the rights you need to ensure the broadest practical access to your research: http://www.sparc.arl.org/theme/author-rights
It also provides details of how to use the SPARC Author Addendum to secure your rights as authors of journal articles.

4. The desired audience. Within certain subject disciplines, topic-specific journals or journals published by a specialised society may disseminate research results more efficiently to a desired audience than general journals. More specialised journals, even with a potentially smaller readership, may offer an author broader dissemination of relevant research results to their peers in their specific field of research. Alongside your scholarly journal article, consider publishing your results in a more popular magazine or journal, thus increasing the impact of your research beyond the academic community (see 'Dissemination Strategy' below).
5. Journal information provided:
    - Factors such as the circulation count, the number of years in publication, the language/s of the journal, frequency of publication, number of articles published per year, and availability of electronic or print formats can be helpful in determining a journal for publication
    - Its indexing status by citation databases. One indicator of journal quality is whether it is indexed by any major citation databases and if so, how far back does the indexing date to?
    - Acceptance/Rejection rate. Acceptance rates provide a measure of determining how competitive a particular journal is. Locating acceptance rates for individual titles or for specific disciplines can be difficult, and the method of calculating acceptance rates varies among journals. The following link (from Fairfield University) includes a list of resources and further information on acceptance rates for scholarly journals in specific disciplines:
      http://librarybestbets.fairfield.edu/content.php?pid=176112&sid=1482966

Ulrichsweb is an invaluable source of detailed information on more than 300,000 periodicals of all types: academic and scholarly journals, e-journals, peer-reviewed titles, popular magazines, newspapers, newsletters etc. covering more than 900 subject areas. Ulrich's records provide data such as ISSN, publisher, language, frequency, start year, subject, abstracting & indexing coverage, full-text database coverage, tables of contents, and reviews written by librarians.

Preparing for Publication - Increasing Citation

1. Use a consistent form of your name (initials, forename and surname), ideally throughout your career. Changing your name, for example upon marriage, makes it much more difficult to track citations longitudinally. Consider using a researcher identifier. This is a good idea in principle and almost essential if your name is fairly common. Open Researcher and Contributor ID (ORCID) is recommended, but other identifiers are available, such as ResearcherID

2. Optimising your article for search engines will greatly increase its chance of being viewed and/or cited in another work. Ensure you assign keyword terms to the manuscript and formulate a concise, well-constructed title and abstract. Research undertaken by Paiva, da Silveira and Ribeiro[4] suggests that short-titled articles had higher viewing and citation rates than those with longer titles; in addition, articles with results-describing titles were cited more often than those with methods-describing titles. For further information on search engine optimisation, see Wiley-Blackwell Optimizing Your Abstract for Search Engines. Library staff have experience of choosing subject headings for books, as well as advising users on the best keywords to use to find articles in databases. Your Liaison Librarian will be able to help you to assign keywords to your research outputs to raise their ranking in search engines and databases.
3. Where it is appropriate, acknowledge and cite your own previous work and that of your research group. Although very high levels of self-citation (more than 20%) can lead to work being ejected from the Thomson Reuters Journal Citation Reports, if your own prior research is pertinent then cite it. Although different subject disciplines will have variable citation patterns, there is evidence that suggests (see Webster, Jonason and Schember[5]) that articles that cite more references are in turn cited more themselves.
4. Write with one or more co-authors. Co-authored outputs tend to generate more citations; not only do multiple authors provide multiple opportunities for promoting the work, but they are also more likely to cite the work. If your co-author already has a high profile then early interest in the work is almost guaranteed. If the collaboration is international then so much the better; evidence from a 2011 UK Government commissioned report, *International Comparative Performance of the UK Research Base*[6], indicates that international collaboration on articles boosts impact through citations and adds to the UK's position as a 'world-class' research nation. A useful summary of the report can be found here: http://blogs.lse.ac.uk/impactofsocialsciences/2011/11/14/evidence-from-the-latest-bis-report/

Dissemination strategy

Effective dissemination relies on the use of varied channels, including publications and reports, web sites and social media, meetings and conferences, person-to-person communications, formal collaborations and information networks. You will need to ensure that you orient toward the needs of the audience, using appropriate language and information level. In creating a dissemination strategy, researchers should consider several key questions:

- Goal: What are the goals and objectives of the dissemination effort? What impact do you hope to have?

[4] Paiva, C. da Silveira, J. and Ribeiro, B. (2012) Articles with short titles describing the results are cited more often *Clinics* 67 (5), 509-13. Available at: http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3351256/

[5] Webster, GD. Jonason, PK. Schember, T (2009) Hot Topics and Popular Papers in Evolutionary Psychology: Analyses of Title Words and Citation Counts in Evolution and Human Behavior, 1979 – 2008. Evolutionary Psychology 7(3): 348-362. Available at: http://www.epjournal.net/wp-content/uploads/ep07348362.pdf

[6] Department of Business, Innovation and Skills (2011) International Comparative Performance of the UK Research Base. Elsevier. Available at: http://www.bis.gov.uk/assets/biscore/science/docs/i/11-p123-international-comparative-performance-uk-research-base-2011.pdf

- Audience: Who is affected most by this research? Who would be interested in learning about the study findings? Is this of interest to a broader community than fellow researchers?
- Medium: What is the most effective way to reach each audience? What resources does each group typically access?
- Execution: When should each aspect of the dissemination plan occur (e.g. at which points during the study and afterwards)? Who will be responsible for dissemination activities?

When answering these questions, researchers might want to consider some of the following activities:

1. Free media coverage can be an easy way to get results out to as many people as possible. Use your local newspaper, television and radio outlets - press releases offer one of the most efficient and effective ways to disseminate information, particularly to the media and other organisations. The NTU Communications Team will be able to help you disseminate research findings widely through public media.
2. Develop a "research summary document" which clearly and concisely summarises the key conclusions of your research. Alternatively, flyers, posters, brochures, or research briefs about research projects and findings offer a concise and visually-appealing way to disseminate information to broad audiences
3. Becoming an author for The Conversation. The Conversation is an independent source of news and views, sourced from the academic and research community and delivered direct to the public. The team of professional editors work with university and research institute experts to unlock their knowledge for use by the wider public. The Conversation also acts as a media resource, providing free content, ideas and authors to follow up for press, web, radio or television
4. Speaking at your discipline's key conferences; present preliminary research findings at a meeting or conference and consider making your figures available through FigShare and your presentation materials on a sharing site such as SlideShare so that others may discover and share your materials post-event. You might also consider submitting your content to a permanent, citable archive such as F1000Posters
5. Set up a web site or start a blog devoted to the research project. Research indicates that blogging about a research paper causes a large increase in the number of abstract views and downloads in the same month (McKenzie and Ozler[7]). Academic blogging gets your work and research out to a potentially massive audience at very low cost and relative amount of effort. The *Impact of Social Sciences Project* based at the LSE suggests that setting up a multi-author blog is the best way to achieve consistently strong posts and a dedicated readership; it also states that it is important to ensure that every article has a narrative title, so that readers can quickly understand what the article is about and why they should read it - narrative titles can also be easily re-tweeted on Twitter, a potent means of spreading knowledge of key messages. For an example of a multi-author blog, see the Theorising Visual Art and Design (TVAD) Research Group Blog, based in the School of Creative Arts at the University of

[7] McKenzie, D. Özler, B. (2011) The Impact of Economics Blogs, Policy Research Working Paper 5783.

Hertfordshire. In addition, the LSE have produced a number of useful guides to blogging at Blogging Help & Support

6. Taking advantage of search engine optimisation tips to enhance retrieval of your research project web site by search engines. Add meta tags in the page header section that include appropriate keywords to describe the content of the page. Search engines look at this "hidden" content and use it to determine search results page rankings. For tips on how to promote online content see the Google Search Engine Optimization Starter Guide. Your Liaison Librarian will be also able to help you to assign keywords to raise retrieval and ranking in search engines.
7. Registering with social media profile sites and starting a library of publications related to a research project (or by author) so that you can share the research project library with users. Sites to consider include:
    - Academia.edu
    - LinkedIn
    - Mendeley
    - ResearchGate
    - Selected Works
    - Zotero

    It is recommended that you add listings of your publications on numerous sites, but rather than uploading the full text of papers to external sites, you should include reference details only and link back to IRep for the full text. Kelly and Delasalle[8] provide evidence which suggests that the search engine ranking of a page will be boosted if there are lots of links to it from an external domain, so as well as raising awareness of your research, you can use profile sites to help drive traffic to the repository and increase the number of downloads. As well as being indexed by Google, IRep offers many advantages including a permanent archive and a persistent URL.
8. Communicate information about your research via Twitter. Twitter provides an efficient platform for communicating and consuming research. For practical guidance on getting started and background information on the benefits of using Twitter, see the LSE Public Policy Group's guide to Using Twitter in university research, teaching and impact activities. Also, see Melissa Terras' post: Is blogging and tweeting about research papers worth it? The Verdict; this provides evidence that the papers that she tweeted and blogged about had at least more than 11 times the number of downloads than their sibling paper which was left to its own devices in the institutional repository.
9. Contribute to a wiki in your area of work or research. Wikis can focus on a particular subject area, enabling researchers in the field to develop a specialist resource such as a community of practice, online manual etc. Wikipedia has a broad range of topics to which you can contribute, but if there isn't a page in existence, why not create one; you can find out how here: http://en.wikipedia.org/wiki/Wikipedia:Your_first_article. As wikis are generally easy to use, they are a great way of enabling members of the public to contribute to a research project, such as 'crowdsourcing'. They can be configured to allow as much editorial control as required. Examples include:

[8] Kelly, B. and Delasalle, J. (2012) Can LinkedIn and Academia.edu Enhance Access to Open Repositories? In: OR2012: the 7th International Conference on Open Repositories, 2012-07-09 - 2012-07-13, Edinburgh, Scotland. Available at: http://opus.bath.ac.uk/30227/

    - Transcribe Bentham - UCL project transcribing Jeremy Bentham's manuscripts, which invites assistance from members of the public
10. Create a podcast describing the research project and submit it to YouTube or Vimeo. See the Washington University YouTube channel for examples of podcasts describing research projects. Another option for dissemination of podcasts is a subject repository such as BioMed Central. BioMed Central recognises that video is an increasingly important way for researchers to communicate their results and welcomes submissions of podcasts from authors and editors. Links to podcasts are located on the BioMed Central YouTube website.
11. Sharing the data generated by the research and depositing it in appropriate repository such as the UK Data Archive, GenBank etc, or with publishers of journals who are willing to post the data. Studies suggest that sharing detailed research data is associated with increased citation rate; for example, Piwowar, Day and Fridsma[9] demonstrated a correlation between shared research data and increased citation impact.

Further support

The Library Research Team is able to provide you with advice and guidance on all elements of the NTU Publications Strategy and the Publication Good Practice Guidelines. The team delivers events on open access publishing, developing an effective publication strategy, and how social media can help you to increase the impact of your research, including:

- Deciding where to publish
- IRep (NTU Institutional Repository) and open access
- Using social media to increase the visibility of your research
- Creating an effective publication strategy to disseminate your research

Please check the library research support web pages for more details, and infrmoation on how to book onto an event:
http://www.ntu.ac.uk/library/research_support/training-support/index.html

[9] Piwowar, HA, Day, RS, Fridsma, DB (2007) Sharing Detailed Research Data Is Associated with Increased Citation Rate. PLoS ONE 2(3): e308. Available at: http://www.plosone.org/article/info:doi%2F10.1371%2Fjournal.pone.0000308http://www.plosone.org/article/info:doi%2F10.1371%2Fjournal.pone.0000308

Library Research Team Listing

Research Support Librarian	Subject responsibilities
Victoria Boskett	• Animal, Rural and Environmental Sciences • Education • Science and Technology
Heather Parsonage	• Architecture, Design and the Built Environment • Art and Design • Arts and Humanities
Sharon Potter	• Business • Law • Social Sciences

Other Supporting documents

- NTU Freedom of Speech Policy
- NTU Publications Strategy

Responsibility

Document Owner	Pro Vice-Chancellor for Research

Document Review

The Guidelines will be reviewed by the Pro Vice-Chancellor for Research in association with the University Research Committee in January 2016.