

# NOTTINGHAM TRENT UNIVERSITY

## PUBLICATION GOOD PRACTICE GUIDELINES: MONOGRAPHS

### Background

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

- A scholarly communications landscape where the monograph retains its position as a gold standard, particularly in the humanities and social sciences, and is considered by many to be a prerequisite for career advancement.
- An industry facing challenges as author supply outstrips publisher demand although HEFCE's 2015 report asserts that "it would not be appropriate to talk of a crisis of the monograph"<sup>1</sup>.
- Wider debate amongst key stakeholders as to the future of the academic book addressing how its form serves the purpose of scholarship and how publishing models will evolve in the context of open access and continuing digital change<sup>2</sup>.
- A greater emphasis within the Research Excellence Framework (REF) on 'impact' (in terms of the reach and significance of a research output).

### Purpose

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

- Decide where to publish
- Disseminate your research for optimal visibility

Information is also provided on the relevance and development of citation metrics in relation to monographs and book chapters.

It is anticipated that the guidelines are used as a framework to help researchers develop a publication strategy; some of the advice provided in the guidelines may not be applicable for all discipline areas, and so academic judgment on the most suitable source to publish, and the most appropriate way to disseminate research outputs, remains paramount.

#### 1. Decide where to publish

When deciding where to publish you are most likely to be influenced by the tradition within your discipline and the advice of colleagues. The following considerations will help you to make an informed decision.

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<sup>1</sup> Crossick, G., 2015. *Monographs and Open Access: a report to HEFCE*. HEFCE. Available at: <https://www.hefce.ac.uk/pubs/rereports/year/2015/monographs/> [Accessed 02/09 2015].

<sup>2</sup> AHRC and The British Library, 2014. *The Academic Book of the Future Research Project*. [online]. . Available at: <http://www.ahrc.ac.uk/News-and-Events/News/Pages/The-Academic-Book-of-the-Future-Announced.aspx> [Accessed 02/09 2015].

## 1.1 Types of publishing house

Publishers will fall into one of the following categories:

- University Presses;
- Trade Academic Presses;
- Vanity Presses;
- Companies that facilitate self-publishing.

University Presses are often considered to be the most prestigious publishing option with the prestige of the press being directly related to the prestige of its parent institution. Researchers may find publishing with a university press enhances their esteem and career prospects and can therefore expect to face greater competition for publication. However, trade academic presses have diverse lists and enjoy strong reputations in different disciplines which may be a better fit for your research. Both university and trade academic presses will offer a peer-review process and subject your work to strict editorial standards.

Early-career researchers should beware of vanity presses contacting you direct and offering to publish your PhD/professional doctorate thesis. A vanity press will charge authors a fee to publish their work and will not be selective in who they publish or subject works to peer review.

A few academics have also made the argument for bypassing the traditional model of publication and advocate self-publishing research.<sup>3</sup> Their motivation usually arises from frustration at the slow pace of traditional publishing or it may be a pragmatic response to finding their research does not fit with any publisher. This is a risky strategy and best avoided if you wish to be considered for the REF. It is best considered when the need for reaching an audience outweighs the prestige conferred by a publisher.

A list of print-on-demand publishers, vanity presses and other non-traditional publishers is available at: <http://scholarlyoa.com/2014/04/08/a-list-of-print-on-demand-publishers-self-publishingvanity-presses-and-other-non-traditional-publishers-for-librarians-and-authors/>. The Society of Authors provides an overview of [controversies around self-publishing services](#).

## 1.2 Identifying potential publishers

The next stage in choosing a publisher is to identify those which are most likely to be interested in your research. Publishers consciously develop their list and you will want to ensure your research area is aligned to their publishing strategy.

- Look at who is publishing the books you are using in your own research. Be aware that presses evolve over time and focus on works published in the last five years. Check library catalogues e.g. [British Library](#) or [COPAC](#) to identify books in your research area.

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<sup>3</sup> Anyangwe, E., 2012. 20 things you need to know before you self-publish. *Guardian. Higher Education Network Blog*, 9 January, Available at: <http://www.theguardian.com/higher-education-network/blog/2012/jan/09/academic-self-publishing-tips> [Accessed: 02/11 2015].

- Ask for recommendations from colleagues with research interests in the same field and ask them about their experience of working with the publisher. This insider information is invaluable and will prevent you pitching your cutting-edge research to a conservative publisher.
- Visit publisher exhibitions at conferences. Collect catalogues and speak to representatives to learn more about their lists. Go prepared with a draft book proposal or summary of your research but be aware that it could be one of many unsolicited proposals submitted at the event. Be prepared to follow up any conversations with a personal email.
- Check publisher lists and websites; most will have a page for prospective authors. They may also have a blog or use their website to announce new book series.
- Professional and scholarly societies may also commission their own monograph series and work with particular publishers e.g. the Royal History Society and their monograph series 'Studies in History' published by Boydell & Brewer Press.

### 1.3 Key considerations

A good publisher will provide input at each stage of the publishing process: editorial, production, marketing, sales and distribution.

You will want to consider:

- Peer review: you will want to ensure the publisher offers a peer review process.
- Size of publisher: will a larger publisher offer you a more professional service than a smaller press? Or will a smaller press offer a more personal service?
- Speed of publication: how long will it take from acceptance to publication?
- Added value: do they provide design and layout, copy-editing and proof-reading, good review coverage, and marketing?
- Pricing policy: how does the price of your book compare to similar books in the market?
- Distribution agreements: can a smaller press demonstrate it can supply the academic and trade markets?

You may find it helpful to read the following insights from established career researchers on avoiding publishing pitfalls <http://www.timeshighereducation.co.uk/features/10-point-guide-to-dodging-publishing-pitfalls/2011808.article>

### 1.4 Your book proposal

Your book proposal is the key to securing a publishing contract. It is a personal judgement as to whether you want to submit a proposal to several presses simultaneously but by submitting to one press at a time you will give yourself an opportunity to learn from the feedback from unsuccessful applications. However, if your proposal is accepted and sent for review you will want to be conscious that this is a considerable investment by the publisher and it is not advisable to have a book in review with more than one press.

Most publishers' will make their forms available on their website and you can expect to provide the following information.

- Title

- Summary
- Description
- Rationale
- Short description in jargon-free language for inclusion in catalogues and/or on the book's cover
- Table of contents
- Chapter outlines – including a list of your sources.
- Length and delivery – proposed word count, indicate how many illustrations you are including and if an accompanying website is required, submission date.
- Peer review suggestions – identify 2-3 people in the discipline who are positioned to review the article.
- An academic endorsement from someone who is familiar with your work.
- Sample material – usually a chapter. It is best to provide your strongest chapter rather than an introductory chapter.

Competition and market: provide details of competing or comparable books and explain your book's position in relation to existing titles. Mulholland<sup>4</sup> advises on including one or two books from the publisher to whom you are submitting your proposal to demonstrate how your book relates to their existing list and to demonstrate there is an established market.

- Market and readership – who will be most interested in the book? Institutions, readership level etc.
- International market: does the book have global appeal/features to help market the book abroad?
- About you: short biographical note, attach a copy of your cv to demonstrate academic credibility, and include any website and social media activity relevant to the marketing of your book.

This will also inform your dissemination plans so it is worth spending time thinking about all the elements outlined above, even if not required by your publisher. Toor<sup>5</sup> advises that a strong marketing section can make it easier for your editor to secure you a contract.

## 1.5 Format choice

Although the scholarly monograph and long-form publication remains the gold standard in many disciplines, you may find that your research is better suited to the 'mini monograph' format. These publications are designed to be longer than a journal article but shorter than a book, typically at lengths of between 25,000 and 50,000 words. The chief advantage of the format is the speed in which it can be published and the ability to respond to topical themes and publish your research whilst it is still current for maximum impact. [Palgrave Pivot](#), launched in 2012, have published over 200 titles covering the Humanities, Social Sciences and Business and take 12 weeks from acceptance to publication. Both university presses, [Stanford Briefs](#), and trade academic presses,

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<sup>4</sup> Mulholland, J., 2014. What I've Learned about Publishing a Book. *Journal of Scholarly Publishing*, 45 (3), 211-236.

<sup>5</sup> TOOR, R., 2013. The Reality of Writing a Good Book Proposal. *Chronicle of Higher Education*, 59 (23), A30-A31.

[Palgrave Pivot](#), offer publishing models for short form content and Cambridge University Press has plans to develop an imprint publishing works between 10,000 and 30,000 words in length in the field of science, technology and medicine.

## 1.6 Open Access and Monographs

Although a single dominant business model has yet to emerge in relation to open access publishing of monographs, Crossick's<sup>6</sup> report to HEFCE acknowledges the opportunities it presents to further the reach and impact of research beyond the academy. There is no requirement for monographs to be made open access for the next REF but HEFCE have advised that where an institution can demonstrate that it has taken steps towards enabling open access, credit will be given in the research environment component of the post-2014 REF. No detail has been provided as yet about what this 'credit' will mean in practice.

Open Access publishing does not require you to sacrifice the benefits of traditional publishing. Reputable publishers will still provide rigorous peer review, copy-editing and high-quality design and typesetting. There may be an option to have a print run or 'print on demand' and a consumer eBook option in various file formats alongside a free download. You will also retain full control of your copyright when publishing via the gold open access model.

Examples of open access monograph initiatives include:

[Knowledge Unlatched](#) has made available 28 open access books from 13 recognised scholarly publishers as part of a pilot to establish a financially sustainable OA monograph model. It has worked with research funding bodies, librarians, scholarly communities and publishers. It is funded by libraries sharing a single title fee covering the costs of publishing monographs.

[Open Book Publishers](#) – founded in 2008 by a group of academics at Cambridge University, their books are published in hardback, paperback, pdf and ebook editions, but they also include a free online edition that can be read via the website, downloaded, reused or embedded anywhere. They are developing interactive books, and works that incorporate moving images, links and sound into the fabric of the text. It is funded by authors paying a processing fee and a typical cost is £3500.

[OAPEN](#) – The OAPEN Foundation is a non-profit foundation dedicated to Open Access publishing of academic books. It provides a platform for academic publishers who wish to join the OAPEN Library and requires them to provide proper and transparent peer review of manuscripts. Their focus is on Humanities and Social Sciences.

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<sup>6</sup> Crossick, G., 2015. *Monographs and Open Access: a report to HEFCE*. HEFCE. Available at: <https://www.hefce.ac.uk/pubs/rereports/year/2015/monographs/> [Accessed 02/09 2015].

[Ubiquity Press](#) – provides open access publishing for books and journals. As well as commissioning original work they support university presses and scholarly societies by providing them with access to the Ubiquity platform and infrastructure.

There has been a recent trend for University Presses to offer a gold route to OA monographs through the payment of a book publication. Examples include:

[Manchester University Press](#) - MUP's Open Monograph programme has a base cost of £5,900 for titles up to 80,000 words long and banded costs for longer books. Books are made available via the [OAPEN](#) platform.

[UCL Press](#) – Publication charges begin at £5000 for books of up to 100,000 words. UCL offer a fee waiver scheme for a number of selected non-UCL authors and will consider monographs, edited volumes and textbooks 'that offer a distinct voice, have the potential to make an impact. And are written in an engaging and accessible tone.' Special preference may be given to early career researchers.

[White Rose University Press](#) – is a new open access digital publisher of peer-reviewed academic journals and books publishing across a wide range of academic disciplines. It is a joint initiative by the Universities of Leeds, Sheffield and York. The average cost is £4250 for up to 50,000 words. Books are made available via the [Ubiquity Press](#) platform.

The [Directory of Open Access Books](#) provides a simple search facility to identify OA monographs. It is open to all publishers who publish academic, peer reviewed books in an open access format.

## 2. Monographs and citations

The role of metrics in research assessment and international league tables is often perceived to be of little relevance to those publishing monographs and book chapters. Hefce's 2015 review of metrics<sup>7</sup> recognised that at the current time citations alone are 'insufficient to assess the impact of books and expert judgement ... seems by far the best method'. They have expressed an interest in monitoring the development of other book-based indicators such as data derived from Google Books to track citations from books to books, 'libcitations'<sup>8</sup> capturing the number of libraries holding a book, and evaluations of publisher prestige.

However, citation counts for books and book chapters are included in the citation element (20% of the overall score) of the QS World University Rankings. This means your outputs can influence NTU's standing in one of the main international university league tables. The underpinning data for the league table is taken from [Scopus](#).

In 2013, Scopus began to cover scholarly books dating back to 2003, that represent fully referenced, original research or literature reviews, and now indexes over 120,000 book titles. Whilst the focus is mainly on Social Sciences and the Arts and Humanities, they also cover Science, Technology and Medicine. Book selection is via a publisher-based

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<sup>7</sup> Wilsdon, J. 2015. The Metric Tide: Report of the Independent Review of the Role of Metrics in Research Assessment and Management. Available from: <http://www.hefce.ac.uk/pubs/rereports/Year/2015/metrictide/Title,104463,en.html>

<sup>8</sup> White, H.D., et al., 2009. Libcitations: A measure for comparative assessment of book publications in the humanities and social sciences. *Journal of the American Society for Information Science and Technology*, 60 (6), 1083-1096.

approach (no individual book suggestions are considered) and made with reference to the following criteria:

- Reputation and impact of the publisher
- Size and subject area of the books list
- Availability and format of the book content
- Publication policy and editorial mission
- Quality of the published book content

Books from more than 40 major publishers such as Springer, Wiley-Blackwell, Brill, Taylor & Francis, Walter de Gruyter, Princeton University Press, Oxford University Press, Cambridge University Press, Palgrave Macmillan, Project Muse and Elsevier have been indexed. It is recommended that you ask your publisher if their outputs are indexed by Scopus.

In addition to citation data, the growth in Digital Object Identifiers (DOIs) being issued for books and book chapters allows for the capture of alternative metrics such as numbers of downloads, views, and shares via social media etc. An understanding of how your work will be made discoverable and accessible and the opportunities this creates to capture metrics that demonstrate potential reach and impact can be used to better inform your dissemination strategy.

### 3. Disseminate your research for optimal visibility

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?
- 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?

Whilst most publishers will provide marketing assistance, it is important to embrace the fact that 'you are the master of your marketing fate'.<sup>9</sup> Not all presses are created equal in terms of their marketing budget and it is an industry-wide expectation that authors will assume a greater degree of responsibility for marketing their work. You are not alone if you feel uneasy at the prospect of selling your book or consider you lack the skills to do so effectively. In most instances, your publisher will provide an author care

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<sup>9</sup> TOOR, R., 2011. Selling Your Book and Yourself. *Chronicle of Higher Education*, 57 (24), A38-A39.

package and advice following the publication of your book or you can undertake the activities suggested in this guide.

It is important to see disseminating your research as an ongoing activity rather than a short-term activity in the weeks after your book is published. Don't limit yourself to merely notifying people of your book's existence. Use social media to keep the conversation going and maintain interest in your work by connecting with fellow researchers and reaching out to a wider audience. You can also employ these tips if you are an established author and wish to exploit the potential in your back catalogue.

1. Include details of your latest publication in your email signature with a link to the publisher's website. You may wish to download a thumbnail image of the jacket cover for greater visual impact. Don't forget to include a DOI if available.
2. Notify relevant listservs and professional societies of your publication or provide details so your publisher can do so on your behalf.
3. 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.
4. Become 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.
5. Set up an [Amazon Author](#) page. At Author Central, you have the opportunity to share the most up-to-date information about yourself and your work with your readers. You can view and edit your bibliography, add a photo and biography to a personal profile and upload missing book cover images. Author Central also helps you to enrol your books in programs like Associates and Search Inside the Book. If you're an author with a book listed in our catalogue, you are eligible to join Author Central. Be sure to reach out to your network as you build your profile by promoting positive reviews.
6. Set up a Facebook Author page or create content for your publisher's Facebook page. [Oxford University Press Academic](#) Facebook site and [guidance](#). You can use this to create a personal homepage and include reviews, forthcoming events etc. It can be kept separate from your personal Facebook page.
7. Work with your publisher to create flyers and publicity material that are visually enticing as well as informative. Consider asking for permission to adapt their material so they are appropriate for your diverse activities.
8. Find out if your publisher or scholarly society is a member of the [Google Books Partner Program](#) and make them aware of the benefits in promoting their author's



work to a wider audience, promote traffic to their website and use Google Analytics to learn more about how visitors interact with their content.

9. Speak at your discipline's key conferences and other professional events and ask your publisher to provide flyers and copies of your book for display.
  
10. Set up a website or blog devoted to your research project. 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. A useful introduction to blogging is available from the LSE at [Blogging Help & Support](#). In addition, the University of Warwick have produced a number of useful guides to blogging including, an [Easy guide to research blogging](#), a [Guide to building blog readership for researchers](#) and [Making your blog more interactive](#).
  
11. Go on a 'blog tour'. Consider writing guest posts for fellow researchers', publishers' and societies' blogs for impact with minimum time commitment or technical expertise. The University of California press suggests that the notion of a 'blog tour' is more realistic than a book tour for academic authors.
  
12. 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](#).
  
13. [Pinterest](#) allows you to create online collections that tell the story of your research through images. You can pin photos from book launches and speaking engagements in addition to illustrations from your book and link back to your website, your publisher or Amazon. [Wiley](#) suggest 6 powerful ways to market your book on Pinterest.
  
14. Register 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](#)
  - [Kudos](#)
  - [LinkedIn](#)
  - [Mendeley](#)
  - [Piirus](#)
  - [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<sup>10</sup> 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. A summary of this paper is available as a one-minute [Vimeo](#) clip. As well as being indexed by Google, [IRep](#) offers many advantages including a permanent archive and a persistent URL.

15. 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.
16. Book Reviews. Your publisher will have asked you to identify suitable publications in which to place reviews such as scholarly journals and the Times Literary Supplement but books reviews increasingly feature on subject blogs. Consider submitting your work to the [LSE Review of Books Blog](#) which publishes daily reviews of academic books.
17. Consider whether your book is eligible for any prizes and notify your publisher.

### 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, increasing citations, and how social media can help you to increase the impact of your research, including:

- Deciding where to publish
- Prepare your publication for maximum citation
- Disseminate your research for optimal visibility

Please check the library research support web pages for more details, and information on how to book onto an event:

[http://www.ntu.ac.uk/library/research\\_support/training-support/index.html](http://www.ntu.ac.uk/library/research_support/training-support/index.html)

### Good Practice Guidelines series

NTU Good Practice Guidelines: Journal Articles

NTU Good Practice Guidelines: Non-standard Outputs

### Library Research Team Listing

Research Support Librarian	Subject responsibilities
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<sup>10</sup> Kelly, B. and Delasalle, J. (2012) Can LinkedIn and Academia.edu enhance access to open rRepositories? In: *OR2012: the 7th International Conference on Open Repositories*, 9.7.12-13.7.12, Edinburgh, Scotland. Available at: <http://opus.bath.ac.uk/30227/>

<a href="#">Victoria Boskett</a>	<ul style="list-style-type: none"> <li>• Animal, Rural and Environmental Sciences</li> <li>• Science and Technology</li> </ul>
<a href="#">Heather Parsonage</a>	<ul style="list-style-type: none"> <li>• Architecture, Design and the Built Environment</li> <li>• Art and Design</li> <li>• Arts and Humanities</li> </ul>
<a href="#">Sharon Potter</a>	<ul style="list-style-type: none"> <li>• Business</li> <li>• Education</li> <li>• Law</li> <li>• Social Sciences</li> </ul>
<b>Research Data Management Officer</b>	<b>Subject responsibilities</b>
<a href="#">Benjamin Veasey</a>	<ul style="list-style-type: none"> <li>• All Schools</li> <li>•</li> </ul>

### Other supporting documents

- NTU Freedom of Speech Policy
- NTU Publications Strategy

### Responsibility

<b>Document Owner</b>	Pro Vice-Chancellor for Research
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### Document Review

The Guidelines will be reviewed by the Pro Vice-Chancellor for Research in association with the University Research Committee in June 2017