

# Research Publishing Strategies

Asking the Right Questions in the  
Right Order

# Where should I publish?

~~Where should I publish?~~

*Why* do I want to publish?

# ~~Where should I publish?~~

## *Why* do I want to publish?

- Contribute new knowledge to my discipline
- Stake my claim to priority
- Share my insights with lots of people
- Get my work cited
- Get my work credentialed
  - Get tenure
  - Get promotion

# Where should I publish?

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- **Contribute new knowledge to my discipline**
  - Relevance
  - Readership

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- Contribute new knowledge to my discipline
- **Stake my claim to priority**
  - Speed of publication
  - Readership

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- Stake my claim to priority
- **Share my insights with lots of people**
  - Readership



# Where should I publish?

- Contribute new knowledge to my discipline
- Stake my claim to priority
- Share my insights with maximum readership
- **Get my work cited**
  - Readership (big but targeted)
  - Prestige/Impact Factor

# Where should I publish?

- Contribute new knowledge to my discipline
- Stake my claim to priority
- Share my insights with maximum readership
- Get my work cited
- **Get my work credentialed**
  - **Prestige/Impact Factor**

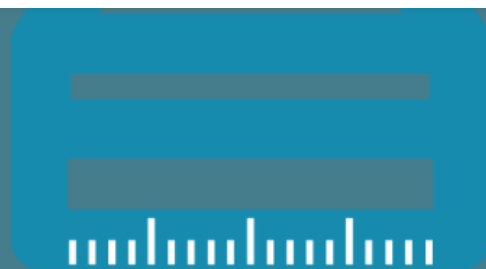
# Where should I publish?

- Criteria:
  - Relevance
  - Readership
  - Speed of publication
  - Prestige/Impact Factor

# Impact Factor

- How much should I care?
  - Depends on your goals, and on how much your discipline cares
- How much should my discipline care?
  - Good question, but somewhat academic
  - *Should vs. Is*

# New tool: Metrics Toolkit ([metrics-toolkit.org](https://metrics-toolkit.org))



## METRICS TOOLKIT

### HELPING YOU NAVIGATE THE RESEARCH METRICS LANDSCAPE

The Metrics Toolkit is a resource for researchers and evaluators that provides guidance for demonstrating and evaluating claims of research impact. With the Toolkit you can quickly understand what a metric means, how it is calculated, and if it's good match for your impact question.

# Thinking about open access

- Can publishing OA hurt my career?
- How important to me is breadth of readership?
  - Does OA confer a citation advantage?
- Does the journal I want to publish in offer an OA option?

# Larger Context

- Serials Crisis

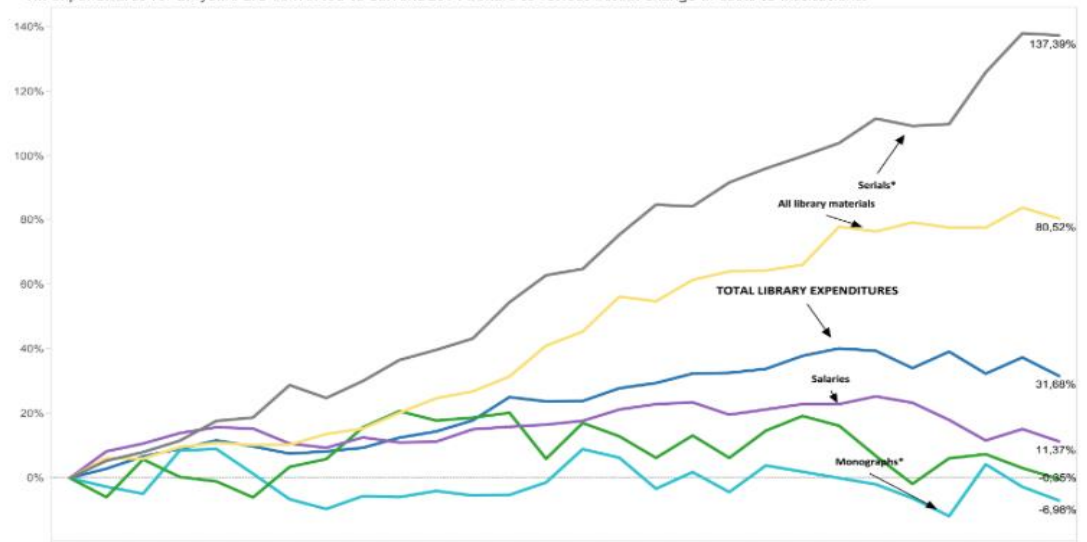
## ARL Inflation-Adjusted Expenditure Data

Materials & salary expenditures of Association of Research Libraries member libraries in inflation-adjusted, 2014 dollars.

Median library expenditures among ARL members, 1963-...	Percentage change in expenditures, 1987-2014	Inflation-adjusted expenditures for individual ARL librari...
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### Change in median expenditures among all ARL institutions, 1987-2014

All expenditures for all years are converted to current 2014 dollars to reflect actual change in costs to institutions.



\* Serial Expenditures measure in ARL data collection changed to new measure "Ongoing Resource Expenditures", and Monograph Expenditures changed to "One-Time Resource Expenditures", beginning with 2012 data. For an example of how the pre-2012 data was extended in trend lines with these new measures in ARL-authored reports see <http://www.arl.org/storage/documents/expenditure-trends.pdf>. The same substitution has been made for these graphs for the 2012-2014 data.

Measure Names	Description
■	% Difference in Median Expenditures for Serials in current 2014 dollars from the First along Table (Across)
■	% Difference in Median Total expenditures for library materials in current 2014 dollars from the First along Table (Across)
■	% Difference in Median Expenditures on all library salaries in current 2014 dollars from the First along Table (Across)
■	% Difference in Median Operating expenditures in 2014 dollars from the First along Table (Across)
■	% Difference in Median Expenditures for Monographs in current 2014 dollars from the First along Table (Across)
■	% Difference in Median Total Expenditures in Inflation-Adjusted Dollars from the First along Table (Across)

# Larger Context

- Serials Crisis
- Emergence of open access solutions (including APC model)
  - APCs create a conflict of interest
  - COI is managed effectively and honestly by legitimate publishers, and exploited by predatory ones



# What do we mean by “predatory publishers”?

Predatory publishers are those who **lie about their publishing practices in order to attract publishing payments from unwary or unscrupulous authors.**

# Predatory publishing is not about quality; it's about selling fake certification

- To this end, predatory publishers lie about:
  - Peer review
  - Impact factor
  - Editorial board membership
  - Affiliation with prestigious organizations
  - Affiliation with nonexistent organizations
  - Inclusion in prestigious indexes
  - Presence/amount of APCs (which are often hidden from author until after acceptance, or even publication)

# The term “predatory” is itself problematic

- Other candidates:
  - Scam
  - Deceptive
  - Fraudulent
  - Illegitimate

# Some signs of a predator

- Amateurish website
- Articles on topics unrelated to journal discipline
- Overly vague journal title
- Same editor (and/or board) for multiple journals
- Promises of extreme speed to publication
- Bragging language
- Hidden APCs



## Open Access Library Journal

ISSN Print: 2333-9705 ISSN Online: 2333-9721

Website: <http://www.scirp.org/journal/oalibj/>

E-mail: [service@oalib.com](mailto:service@oalib.com)

Paper Submission

Article Search By Keywords



Google-based Impact Factor: **0.20** Citations **h5-index & Ranking\***

### OALibJ Journal Stats >>

Articles	<a href="#">1658</a>
Citations	<a href="#">435</a>
h5-index	<a href="#">7</a>
IF	<a href="#">0.20</a>
Downloads	930,391
Views	1,249,976

Open  Access

### On the Significance of Standard Model Errors

Eliahu Comay

Abstract | References [Full-Text HTML](#) [XML](#) Pub. Date: December 14, 2017

DOI: [10.4236/oalib.1104164](https://doi.org/10.4236/oalib.1104164) **11** Downloads **22** Views

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### Comparative Analysis of Multidimensional Welfare Deprivation among Women in Rural and Urban South-South Nigeria

Oladokun Yetunde Olasimbo Mary, Kemisola Omorinre Adenegan, Isaac Busayo Oluwatayo

Abstract | References [Full-Text HTML](#) [XML](#) Pub. Date: December 12, 2017

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## **A Case Crossover Analysis of Out-of-Hospital Cardiac Arrest and Particulate Matter Air Pollution: Investigation of Specific Subgroups**

Marie Albert, Mohamed Lemdani, Damien Cuny, Patrick Duriez, Joséphine Escutnaire, Pierre-Yves Gueugniaud, Eric Wiel, Hervé Hubert, Christophe Di Pompeo

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## **Promoting Motor Development and Future Motor Performance Optimization through Constraints and Affordances Manipulation**

Rui Matos

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## **Blood Pressure Response to Cold Stress in Black Cameroonian Adults**

Sylvie Ndongo Amougou, Hamadou Ba, Chris Nadège Nganou-Gnindjio, Dieudonné Danwe, Jingi Musa Ahmadou, Liliane Kuate Mfeukeu, Jérôme Hilaire Boomhbi, Christian Ngongang Ouankou, Samuel Kingue

Abstract | References [Full-Text HTML](#) [XML](#) Pub. Date: December 6, 2017

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## **Study on Spatial Structure Dynamic Evolution of Tourism Economic Zone along Wuhan-Guangzhou HSR**

Chun Liu

Abstract | References [Full-Text HTML](#) [XML](#) Pub. Date: December 6, 2017

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## **Factors Influencing Household Perceptions of Drought in Laikipia West Sub County, Kenya**

Amon Karanja, Kennedy Ondimu, Charles Recha

Abstract | References [Full-Text HTML](#) [XML](#) Pub. Date: December 6, 2017

DOI: 10.4236/oalib.1103764 **44** Downloads **85** Views

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## WELCOME TO J4R (JOURNAL FOR RESEARCH)

**Journal 4 Research (J4R (Journal For Research))** is an **Online Open Access** Peer Reviewed Indexed Journal. It is an internationally refereed journal that is dedicated to the publishing of the latest advancements in engineering research. The goal of this journal is to record the latest findings and promote further research in various areas and aims to promote the integration of the different fields. The Comprehensive, fast and efficient research cycles allow scholars to make progress in their careers more effectively. The papers for publication in Journal 4 Research (J4R (Journal For Research)) are selected through rigorous peer reviews to ensure originality, timeliness, relevance, and readability.

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We audit the performance of research articles, using a wide range of indicators to assess their impact on readers and their dissemination to the wider world. The editors reserve the right to reject a paper or make changes to the content if there are serious problems with the content or with violations of our publishing policies. Journal 4 Research (J4R (Journal For Research)) is aimed at providing a platform for researchers, engineers, scientists, or educators to publish their original research results, to exchange new ideas, to disseminate information in innovative designs, engineering experiences and technological skills. It is also the Journal's objective to promote engineering and technology education. All papers submitted to the Journal will be blind peer-reviewed. Only original articles will be published.

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Impact Factor <sup>NEW</sup>

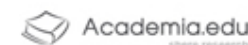
4.492

IC Value <sup>NEW</sup>

71.70

Indexing

**Scribd.**



Social Media



## Who falls for this?

- Authors (sometimes)
- Editorial board invitees (if they aren't careful or don't care)
- Colleagues of authors (more often)

The real dangers are the contaminated CV, and the contamination of public discourse



Emmanuelli X, J Grosset. 2003. Tuberculose et pauvreté. Rev Mal Respir 20: 1-3.

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Grosset J. 2003. *Mycobacterium tuberculosis* in the extracellular compartment: an underestimated adversary. Antimicrob. Agents Chemother. 47: 833-836.

Lamichane G., M. Zignol, NJ Blades, DE Geiman, A Dougherty, J Grosset, KW Broman, WR Bishai. 2003. A postgenomic method for predicting essential genes at subsaturation levels of mutagenesis: application to *Mycobacterium tuberculosis*. PNAS 100: 7213-7218.

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Hansen O., L. Zhou, J. Grosset, F.X. Gallietti. 2003. To estimate pulmonary arterial compliance and pulse wave velocity in cerebral-cardiovascular patients using CT cardiac images. Amer J Med Bio Res. 5: 23-30.

Quy HTW, NTN.Lan, MW. Borgdorff, J. Grosset, PD Linh, LB. Tung, D. van Soolingen, M. Raviglione, NV Cõ, J. Broekmans.2003. Drug resistance among failure and relapse cases of tuberculosis: is the standard re-treatment regimen adequate? Int J Tuberc Lung Dis. 7: 631-636.

Robert J, D Trystram, C Truffot, J Grosset. 2003. La multiresistance (MDR) de *Mycobacterium tuberculosis* aux antibiotiques en France depuis 1992. Med Mal Infect. 33 (S3): 183s-187s.

Emmanuelli X, J Grosset. 2003. Tuberculose et pauvreté. Rev Mal Respir 20: 1-3.

Ginsburg AS, JH Grosset, and WR Bishai. 2003. Fluoroquinolones, tuberculosis, and resistance. The Lancet Infectious Diseases 3: 432-442.

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Lounis N., C. Maslo, C. Truffot-Pernot, J. Grosset, RJ Boelaert. 2003. Impact of iron loading on the activity of isoniazid or ethambutol in the treatment of murine tuberculosis. Int J Tuberc Lung Dis. 7: 575-12.

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# “Contamination of public discourse” – seriously?

- Yup:

## Pass the Easter Egg! New study reveals that eating chocolate doesn't affect your Body Mass Index ... and can even help you LOSE weight!

- New research from Roy Morgan reveals there's no proof that chocolate consumption affects BMI
- Currently two thirds of Australians eat chocolate at least once a month
- A study from German researchers has also found there's a connection between cocoa diets and increased weight loss
- Chocolate also found to benefit brain, heart and stress levels

By SAM BAILEY FOR DAILY MAIL AUSTRALIA

PUBLISHED: 01:22 EST, 31 March 2015 | UPDATED: 16:14 EST, 31 March 2015



From the endless chocolate blocks passed around the office, to the glaring supermarket aisles and the family relatives who miraculously appear with baskets of eggs, Easter can be a minefield to navigate if you're trying to watch your waistline.

But according to new research, there's no need to go easy on the eggs this week, with a Roy Morgan study revealing there is no direct connection between chocolate consumption and an increasing Body Mass Index (BMI).

This should come as sweet relief for chocoholics when according to Roy Morgan, two thirds of Australians admit to munching on chocolate at least once a month.

Scroll down for video



# Can publishing OA hurt my career?

- It depends
  - Bad reason: your colleagues ignorantly believe that OA = low quality
  - Good reason: you publish in a low-quality journal that happens to be OA
  - Good reason: you publish in a predatory OA journal

# Bottom-line points

- There are no simple answers
- There are no uncomplicated situations
- The stakes are high
- There are tools and resources available to help you (especially in the library)
  - Subject librarians
  - Lisa Ancelet

# Thank you!

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rick.anderson@utah.edu