Growing as a Research Professional

Publishing and Visibility

Faculty Orientation

University of Tennessee

Adapted from Making the Right Moves: A Practical Guide to Scientific Management for Postdocs and New Faculty (2nd Edition)
Topics to be discussed:

- Overview of Publishing
- Planning for Publication
- Getting Published
- Increasing Your Visibility
Publishing and Visibility

UNPUBLISHED SCHOLARS SOCIETY

"And next year I plan to start thinking about my first publication!!"
Brief Overview of Publishing

• Journals – Vary in the audience and scope of coverage they provide
  – Consider the scope, audience, and impact factor

• Communication Formats
  – Primary Research is of central importance
  – Well-written and useful reviews and citation by others can increase your visibility
  – As your career progresses, consider publication in “front matter” of journals

• Professional Editor or Researcher as Editor?
Planning for Publication

- Knowing when to publish
- Choosing a journal
- Pre-submission Inquiry - an initial inquiry to your target journal to gauge its interest in your work
  - Check journal web sites for information or e-mail one of the editors
  - Inquiries usually include
    - An abstract
    - A cover letter
  - Inquiries are usually considered within a few days
Getting the Paper Published

• Review and follow the journal’s editorial guidelines
• Clearly describe the most important findings & their impact in your field
• Once you have a good draft, send it to colleagues for review and to someone outside your field
• Three essential parts: title, abstract, cover letter
• Title and abstract: create after MS is complete
  – Title summarizes “take-home message” of the paper
  – Abstract briefly summarizes paper; stand on its own
    • Abstract is intended to attract attention
    • Both the title and abstract will be used as the basic tools for retrieving your paper
Getting the Paper Published (cont.)

• Cover letter explains paper’s significance and appropriateness for the journal
  – Cite a major question in the field and describe how your work helps answer it
  – Provide reasons why the journal’s readership will find your work of interest
    • Cite other papers the journal has
  – Include a list of colleagues who have reviewed the paper
Getting the Paper Published (cont.)

• Submitting the paper
  – Most major journals require that manuscripts be submitted electronically
  – Consult the journal’s web site for specific instructions and be sure to follow them
The Review Process

• Journal’s editor chooses reviewers; will take into account names you suggested, personal knowledge of the field, and a literature search

• Receiving reviewer comments:
  – Papers rarely accepted after the first round of reviews
  – May be interested in publishing your work, provided that a few minor revisions are made
  – May see merit in the work but determine that it has significant flaws that preclude it’s publication
  – Some editors are happy to discuss the situation – important to remain unemotional during such conversations
Increasing Visibility

- Once published, self-promote your work
  - Announce the publication on your personal web site and in e-mail correspondence with friends
  - Make it available in PDF format
  - Give a workshop or brown-bag presentation on the article and describe your future research plans
  - Call friends at other universities and offer to give a talk on your research at their institutions or at any conferences they are organizing
  - Depending on the importance of the work, consider going public – contact the public relations office
  - Let the appropriate staff at the funding organization know about the publication