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Promoting Your Research

- About Cambridge University Press
- Peer Review: Tips to writing good reports
- Promoting your research
- Publishing in Open Access journals
- Improving your writing
- Q&A

Presented by: Joe Ng 伍志宏
Acquisitions Editor (Social Sciences)
Cambridge University Press



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About Cambridge University Press

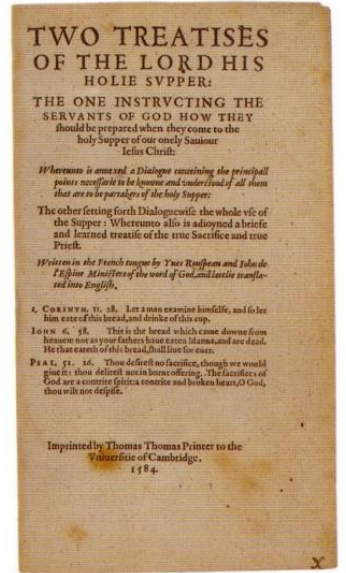
Our History

- world's oldest publisher, founded in 1534
- part of the University of Cambridge
- offices in 50 countries, trading in over 200
- publish 380 journals & 1,500 books/year



1534

granted a letters patent to 'print all manner of books' by King Henry VIII



1584

first book (Geneva Bible) published



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Editorial Structure & Teams



Browse subjects

- Anthropology
- Archaeology
- Area Studies
- Art
- Chemistry
- Classical Studies
- Computer Science
- Drama and Theatre
- Earth and Environmental Sciences
- Economics
- Education
- Engineering
- English Language Teaching - Resources for Teachers
- Film, Media, Mass Communication
- General Science
- Geography
- History
- Language and Linguistics
- Law
- Life Sciences
- Literature
- Management
- Materials Science
- Mathematics
- Medicine
- Music
- Nutrition
- Philosophy
- Physics and Astronomy
- Politics and International Relations
- Psychiatry
- Psychology
- Religion
- Social Science Research Methods
- Sociology
- Statistics and Probability



The Syndicate

- all new books to be reviewed at meeting
- governing body of the Press
- 18 senior faculty members ('syndics') of the University of Cambridge
- Meets fortnightly (term); monthly (vacation); no meeting in Dec
- applies to all authors: even Nobel prize-winners!
- rare for a book to be rejected here; rigorous internal review before meeting

Peer Review

Tips to writing good reports

Benefits of offering to peer review

- Learn more about the editorial process:
 - understand key considerations on publication decision
 - Become familiar with commonly recommended revisions
- Keeping up-to-date with novel research in your field.
- Demonstrate your expertise (to the EIC/editors) in your field (include this in your CV)
- Additional perks, e.g., payments, discounts on APC and free access to content, etc.

Types of peer review

- **Single blind** – author doesn't know identity of reviewer
- **Double blind** – neither author nor reviewer know their identities
- **Open peer review** – author and reviewer identities are known; reviews may also be published with paper
- **Post-publication peer review** – manuscripts reviewed after they have been published

Accepting or rejecting invitation to review

Do I Have:

- appropriate expertise to review this article?
- any conflict of interest on this article or its author?
- the time to conduct this review effectively?

Conflicts of interest

- Personal (friends, spouses, relatives)
- Financial
- Intellectual (opposing views)
- Professional (same institution, mentor/mentee, close collaborator/joint grant holder)
- Political
- religious

Writing your review

1. Read journal guidelines
2. First reading: overview of article and contribution
3. Second reading: detailed reading
4. Writing your review

Writing your review

1. Read journal guidelines

- Some journals require reviewer to follow their guidelines
- Adapt your review to suit journal requirements
- Ask the managing editor if unsure

Writing your review

1. Read journal guidelines

2. First reading: overview of article and contribution

- Form overall impression and understanding
- Focus on recent related works
- Respond to statement of purpose of paper
- Impact of the paper

Writing your review

1. Read journal guidelines
2. First reading: overview of article and contribution
3. Second reading: detailed reading

A. Contribution to the Discipline

- Does the paper make a contribution?
- Significance of contribution?
- Did authors explain the importance of their paper?
- Is paper a good fit for the journal?

Writing your review

1. Read journal guidelines
2. First reading: overview of article and contribution
3. Second reading: detailed reading

B. Academic rigour and accuracy

- Is methodology/argument sound?
- Reasonable interpretation of data/sources?
- Sufficient evidence to substantiate the claims?
- Any important references missed out?
- All information accurate and correct?

Writing your review

1. Read journal guidelines
2. First reading: overview of article and contribution
3. Second reading: detailed reading

C. Style and structure

- Is structure clear and well organised?
- Aims of paper introduced and contextualised effectively?
- Conclusion summarized effectively?
- Is language clear and correct?
- Does abstract present the paper's aims, argument and conclusions accurately?

Writing your review

1. Read journal guidelines
2. First reading: overview of article and contribution
3. Second reading: detailed reading

4. Writing your review

- Use your notes to write the review
- Summarize your thoughts in first paragraph
- Substantiate your recommendations
- Suggestions for revisions

Your recommendation to the EIC/editor

- Accept without revision
- Accept with minor revisions
- Accept with major revisions
- Decline

Your recommendation to the EIC/editor

- **Accept without revision**
 - Extremely rare!
 - Probably more for papers that have gone through a few rounds of revisions

Your recommendation to the EIC/editor

- Accept without revision
- **Accept with minor revisions**
 - **Probably some changes to argument, interpretation of results or references:**
 - Edit language to improve communication
 - Additional experiments
 - Include small no. of new citations/topics
 - Tweak interpretation of results/evidence

Your recommendation to the EIC/editor

- Accept without revision
- **Accept with minor revisions**
 - Probably some changes to argument, interpretation of results or references
 - **Only include revisions essential to quality of paper**
 - **Other non-essential improvements are welcomed, but differentiate them from the essential ones**

Your recommendation to the EIC/editor

- Accept without revision
- Accept with minor revisions
- **Accept with major revisions**
 - Principle of paper is sound but large changes required to be fit for publication

Your recommendation to the EIC/editor

- Accept without revision
- Accept with minor revisions
- **Accept with major revisions**
 - Principle of paper is sound but large changes required to be fit for publication
 - *For example:*
 - Structural issues/reorganizing text
 - More experiments needed to support aims
 - Paper needs to take into account a new topic
 - Existing analysis of data/evidence flawed, reworking required

Your recommendation to the EIC/editor

- Accept without revision
- Accept with minor revisions
- **Accept with major revisions**
 - Principle of paper is sound but large changes required to be fit for publication
 - **Provide clear reasons for necessity of further work**
 - **Give accurate assessment on why revisions are needed**
 - **Provide recommendations for minor revisions too**

Your recommendation to the EIC/editor

- Accept without revision
- Accept with minor revisions
- Accept with major revisions
- **Decline**
 - Not sound in principle or methodology
 - Does not make any significant contribution
 - Provide objective reasons and evidence for rejection

Submitting your report/review

- Keep to agreed submission deadline
- Submit via online peer review management system (ScholarOne, Editorial Manager)
- Don't reveal your identity in the review if single- or double-blind review
- EIC may ask you to review paper again after revisions have been made

Promoting Your Research

Promoting your research publications

- Update your **institutional profile** *regularly*
- Update your **CV** *regularly*
- Create a website/blog (**WordPress, Wix**)
- Create a video abstract of your paper (**YouTube**)
- Create a **Twitter** account

Promoting your research publications

- Professional networking (**LinkedIn**)
- Scholarly collaboration networks (**ResearchGate, Academia.edu**)
- Create a **Google Scholar** profile & add your publications
- Register for an **ORCID** account

After your doctorate

Career management for researchers

Researcher career stories

Researcher CV examples

Pursuing an academic career

Applying for academic jobs

► Creating an effective academic CV

Academic cover letters

Writing a statement of academic research interest

Research funding

Doctoral careers outside HE

EURAXESS UK Career Development Centre

Creating an effective academic CV

Academic CVs should only be used for academic applications and have a unique format. The key extra features compared to **general CVs** are more focus on:

- publications
- your research activities
- funding awarded.



Although academic CVs are longer than other types of CVs, no more than four pages is often recommended. There is variation in the expected format in different countries, so try to find out what is expected. Here is some general guidance on creating your academic CV.

- Tailor your academic CV for every application. Analyse the job description and specification, if available. Your CV needs to present strong evidence that you fulfil the job requirements
- Highlight your academic achievements and research interests. Find out as much as you can about the research area you are applying to, so you understand how your expertise complements theirs and can judge their familiarity with technical language of your research area
- Keep jargon to a minimum and write with clarity. Spell out your qualifications, research, publications and any other relevant information. Describe your contribution to publications, particularly high impact publications. See the section on writing a **statement of research interest**. Don't be modest
- Publications: a reverse chronological list is a prerequisite, best presented as an appendix. Include journal articles, books or chapters of books, reports and patents
- Research experience: in reverse chronological order. Emphasise

New user - Register

Access a wealth of information that is only available to registered users, including:

- Publications
- Resources
- Communities

REGISTER

Focus on mentoring and coaching for researchers



Register for **#VitaeHangout on mentoring for researchers**. 16 June 2016.

Until end June: we're collecting case studies and articles to showcase expertise in mentoring and coaching researchers



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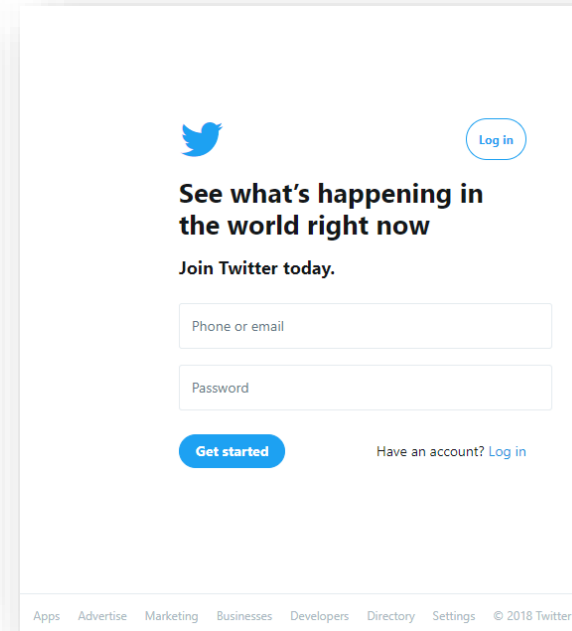
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Meet WordPress

WordPress is open source software you can use to create a beautiful website, blog, or app.

WordPress は 日本語 (や 中文(简体), 中文(繁體)) でもご利用いただけます。

Beautiful designs, powerful features, and the freedom to build anything you want. WordPress is both free and priceless at the same time.



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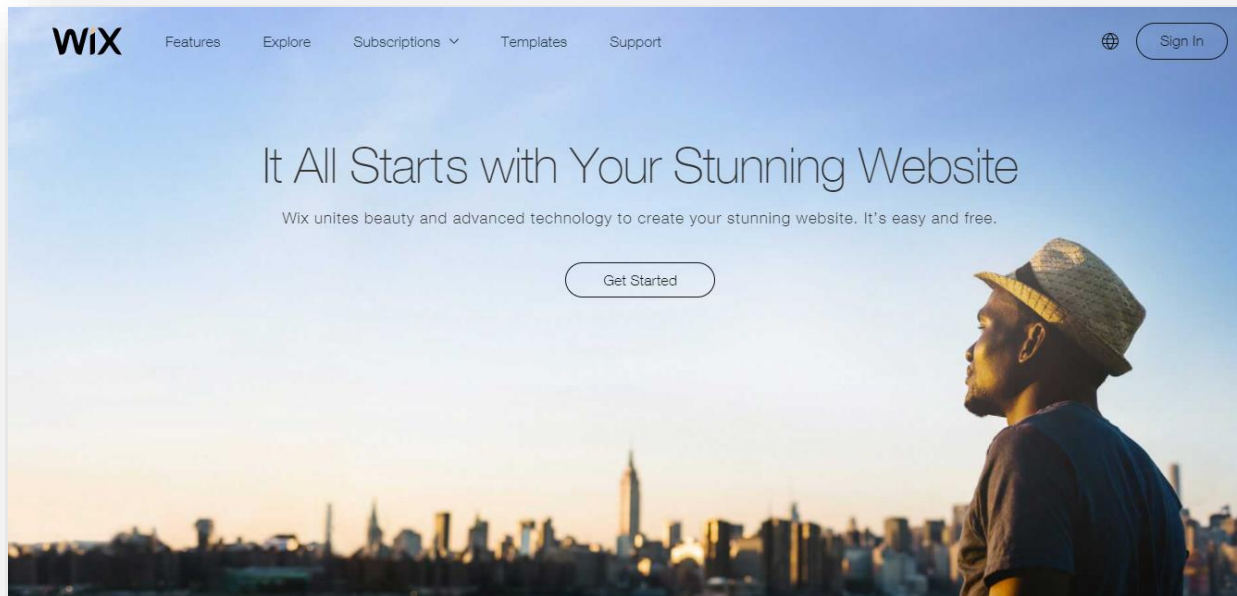
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Get started

Have an account? [Log in](#)

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Director of Research, Centre for Theoretical Cosmology, DAMTP
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TITLE	CITED BY	YEAR
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A model of leptons

S Weinberg
Physical review letters 19 (21), 1264

The large scale structure of space-time

SW Hawking, GFR Ellis
Cambridge university press

Particle creation by black holes

SW Hawking
Communications in mathematical physics 43 (3), 199-220

The illustrated a brief history of time

S Hawking
Bantam

Imaginary homelands: Essays and criticism 1981-1991

S Rushdie
Random House

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English

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2. Our **Green OA policies** allow you to post a version of your work in institutional repositories and other sites.
 - Final PDFs of journal articles **not allowed** to be posted online
3. Use [Cambridge Core Share](#), which allows you to create a link to a free-to-read version of your final published journal article.

Our Green OA Journal (STM) Policy

	Personal Webpage	Department/institutional repository	Non-commercial subject repository	Commercial repository
SMUR (Preprint)	At any time			
Accepted MS	On acceptance	Embargo: 6 months after publication		Abstract only & link to VoR on Cambridge Core
VoR (typeset PDF)	Abstract only & link to VoR on Cambridge Core			

This policy is updated as of 5 April 2018 and we reserve the right to amend the policy as deemed fit.

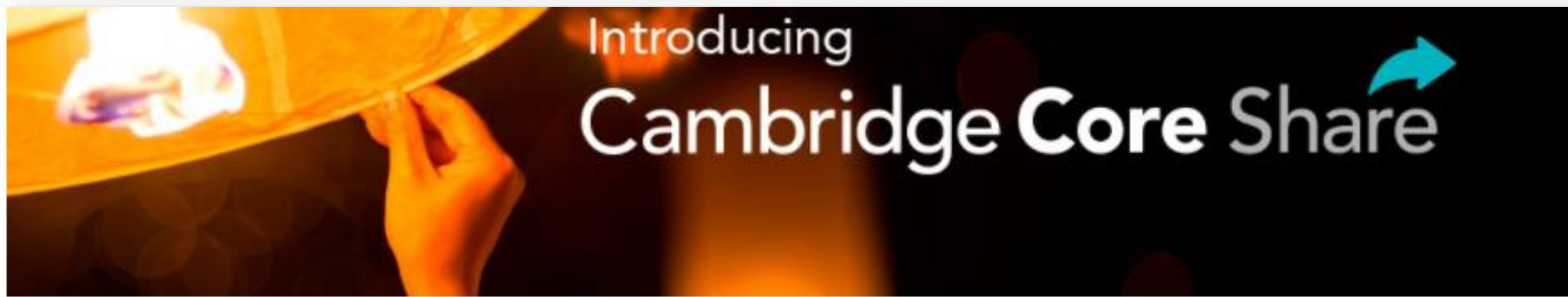
The latest policy can be viewed here: <https://www.cambridge.org/core/services/open-access-policies/open-access-journals/green-open-access-policy-for-journals>

Our Green OA Journal (HSS) Policy

	Personal Webpage	Department/institutional repository	Non-commercial subject repository	Commercial repository
SMUR (preprint)	At any time			
Accepted MS	On acceptance			Abstract only + link to VoR on Cambridge.org
VoR (typeset PD)	Abstract only & link to VoR on Cambridge Core			

This policy is updated as of 5 April 2018 and we reserve the right to amend the policy as deemed fit.

The latest policy can be viewed here: <https://www.cambridge.org/core/services/open-access-policies/open-access-journals/green-open-access-policy-for-journals>



We are excited to introduce *Cambridge Core Share*, a new sharing service now available on Cambridge Core.

Built with our users' needs in mind, *Cambridge Core Share* is a tool that enables authors and readers to easily generate a link to an online, read-only journal article. This link can be freely shared on social media sites and scholarly collaboration networks to enhance both the impact and discoverability of research.

Cambridge Core Share is our new solution for journal content to be shared quickly, easily and responsibly.

***Cambridge Core Share* Pilot:**

We have made this new sharing service available to over 150 journals, to content published from 2016 onwards, during an initial pilot. We plan to make *Core Share* more widely available to journal content on Cambridge Core throughout 2018.

For a full listing of the journals taking part in the pilot please [click here](#).

How does *Cambridge Core Share* work?

Cambridge Core Share allows authors, readers and institutional subscribers to generate a URL for an online version of a journal article. Anyone who clicks on this link will be able to view a read-only, up-to-date copy of the published journal article.



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Publishing in Open Access Journals

Definition of Open Access (OA)?

Research (mainly journal articles) that are:

- *freely* available on the public internet;
- permits *any users* to read, download, copy, distribute, print, search, or link to the full texts of these articles;
- *allows spiders* to crawl the articles for *indexing*;
- pass them as *data* to software (machine-readable);
- use them for any other *lawful* purpose;
- *without* financial, legal, or technical *barriers* other than those from gaining access to the internet itself.



Source: [Budapest Open Access Initiative](#)



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Open Access

	Gold Open Access	Green Open Access
Access	<ul style="list-style-type: none"> • Free public access to published article • Immediate access 	<ul style="list-style-type: none"> • Free public access to a version of your article • Some publishers require embargo period (time delay). Check your journal guidelines
Use	<ul style="list-style-type: none"> • Is determined by type of user licence, e.g. CC-BY-NC-ND. Check with your journal 	<ul style="list-style-type: none"> • Authors have the right to use articles for range of purposes. Open versions of article should have user licence attached, e.g. CC-BY-NC-ND
Fee	<ul style="list-style-type: none"> • Article Publishing Charge (APC) paid by author, or on their behalf (for example by institution or funding body) 	<ul style="list-style-type: none"> • No fee
How can I publish OA?	<ul style="list-style-type: none"> • Publish in hybrid OA journal (subscription journal in which some articles OA) • Publish in OA journal 	<ul style="list-style-type: none"> • Check your journal guidelines. Typically publish and then self-archive in a repository

OA – The Numbers...

12,000 Gold OA journals¹

2.32 million published articles¹

900 OA mandates⁴

3,500 Green OA repositories²

4.7 million full-text article on PubMed Central³

11,000 OA books²

254 OA publishers²

Sources: ¹ [Directory of Open Access Journals](#) (as of Feb 16, 2018); ² [Directory of Open Access Repositories](#) (as of Feb 16, 2018); ³ As of Feb 16, 2018; ⁴ ROARMAP, as of Feb 18, 2018.

Characteristics of Predatory OA Journals

- Accept articles quickly with **little/no peer review**.
- Notify authors of APCs only ***after*** papers are accepted.
- Aggressive campaigning to authors for submission of articles or to serve on their editorial boards.
- List academics as members of editorial boards **without permission** and not allowing them to resign.

Characteristics of Predatory OA Journals

- Appointing *fake* academics to editorial boards.
- *Mimicking* the name/website of established journals.
- Misleading claims about publishing operation, such as a *false location*.
- Improper use of *ISSNs*.
- Fake or non-existent *impact factors*.

Identifying Predatory Journals

- Is the journal indexed in DOAJ? Scopus? Web of Science?
 - Some predatory OA journals are indexed in DOAJ
- Where is their editorial office?
 - Is the address of the publisher/editorial office a physical office?
- Who are their editorial board members?
 - Are the journal editors academics? Their affiliations?
 - Are the board members duplicated across the publishers' journals? Email them directly to ask about the journal.
- Do you need to pay upfront before peer review?
 - Does publisher requests payment of APC before they start peer review?

Identifying Predatory Journals

- Does it list fake journal rankings or impact factors?
 - e.g. Universal Impact Factor; Journal Impact Factor, Global Impact Factor
- Stick to reputable publishers and journals published by international societies
- Check the peer review policy
 - Usual turn-around time is at least four weeks; may not be thorough if the reports are provided very quickly

Identifying Predatory Journals

- Be aware that journal title does not reflect its impact
 - any journal can call themselves “International” or use a city/country name as part of its title (e.g., International J of Bad Science, Oxford Journal of Dubious Research)
- Beall’s list (no longer updated): <http://beallslist.weebly.com/>

Cambridge Gold OA Journals



Gold OA Article Processing Charges

- **APC:** £385 (US\$600) to £1,780 (US\$2,835)
- Waiver/reduction of APC for authors from low- and middle-income countries ([World Bank list](#))
- Peer review process and decision to publish **independent** of author intention to publish Gold OA

Publishing ethics

Ethical issue	Author responsibilities
× Duplicate submission	✓ Confirm work in the submitted manuscript has not been submitted elsewhere
× Plagiarism or inadequate citing	✓ Ensure that all work in a submitted manuscript is original and that you acknowledge content reproduced from other sources.
× Non-disclosure of conflicts of interest	✓ To declare any potential conflicts of interest.
× Significant errors in publication	✓ Notify the publisher if a significant error in publication is identified
× Not conforming to national, local and institutional laws and requirements	✓ Studies involving human or animal subjects should conform to national, local and institutional laws and requirements
× Copyright issue	✓ Obtain permission to reproduce content such as images, maps, figures, musical examples etc.

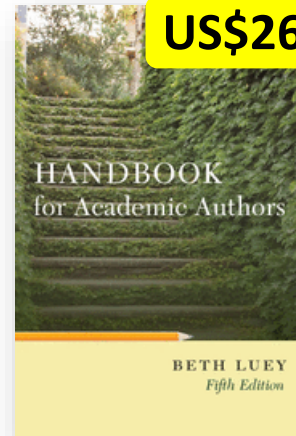
Improving Your Writing

Useful books for (new) authors



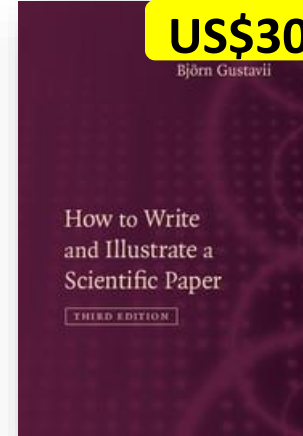
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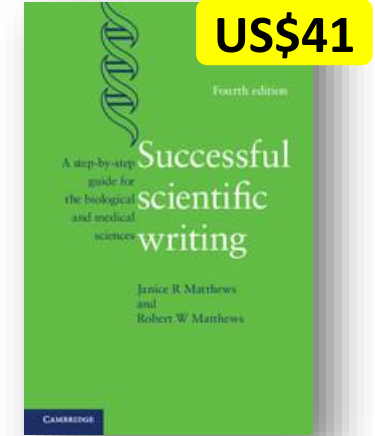
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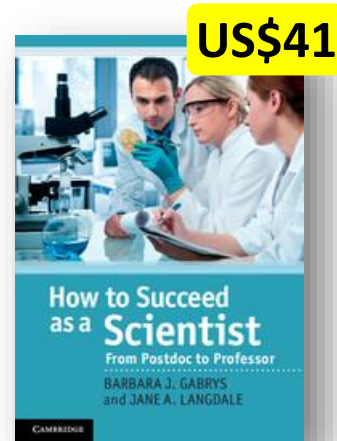
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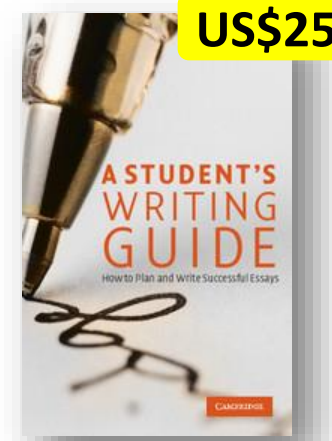
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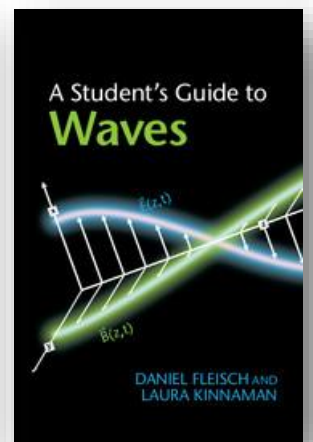
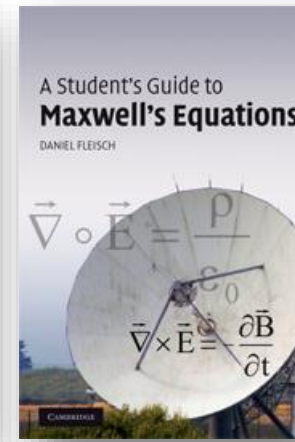
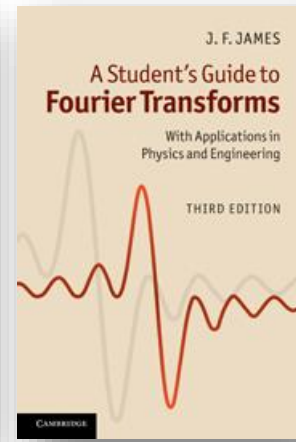
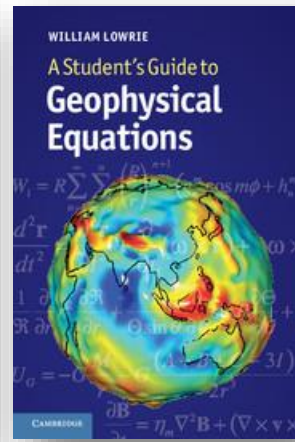
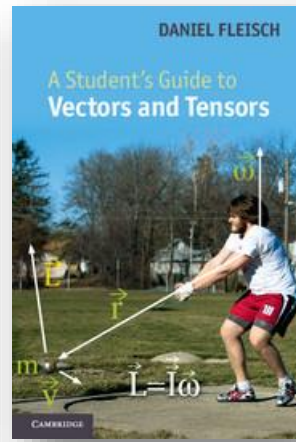
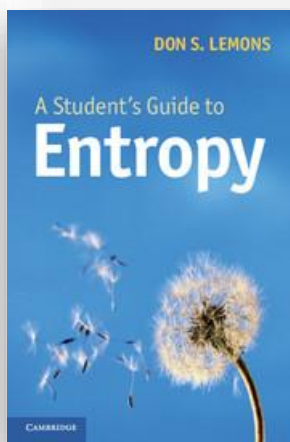
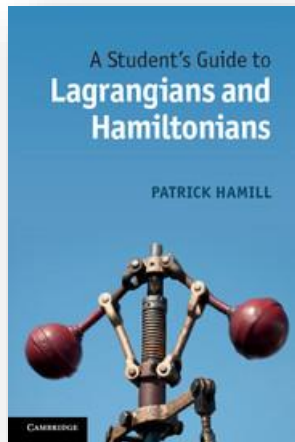
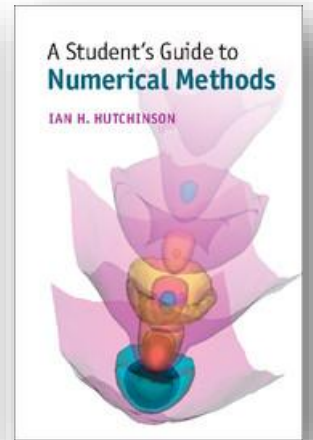
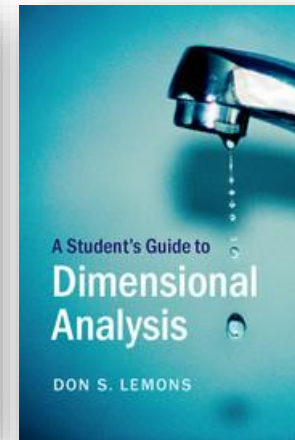
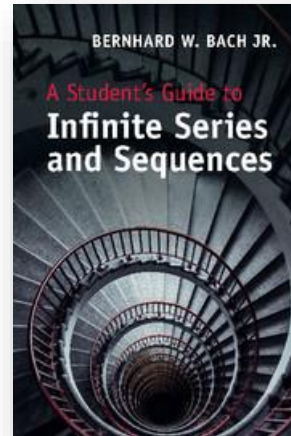
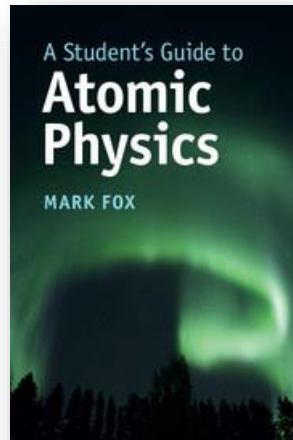
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