



Publishing your research in a peer reviewed journal: Tips for success

**Marianne Gill, Senior Marketing Manager
SAGE Publications**

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What I will cover today



- **Why publish in a journal?**
- **Choosing the right journal**
- **Maximising the impact of published research**
- **Open Access options**
- **Preparing articles for submission & peer review**
- **Publication ethics**
- **SAGE publishing resources for authors**
- **A brief overview of SAGE Research Methods**

Why is it so important to consider publication?

- Disseminate your research findings to the community
- Make a contribution to the field of study
- Influence policy
- Career advancement
- Importance of peer-review process: validation
- Dissemination
 - Online publication
 - International sales and marketing & PR support
 - Developing world initiatives
 - Open Access options if required



Which journals should you submit to?

- **Aims & Scope**
- **Readership**
- **Impact Factor**
- **Reputation of the journal**
- **Types of submissions accepted**
- **Editorial Board, previously published authors**
- **Speed to publication**
- **Accept / Reject rates**



THOMSON REUTERS



Dissemination & Discoverability

SAGE Journals platform offering:

- Hosted by Highwire, 50million+ monthly users
- Highwire hosted articles rank higher on major search engines
- Toll free inter-journal reference linking
- Mobile optimized sites & mobile vouchering
- OnlineFirst
- Social bookmarking and sharing links
- Most read and cited article lists



SAGE Open Access options



All SAGE journals offer green (archiving) and gold (APCs) Open Access routes which are compliant with major funder mandates

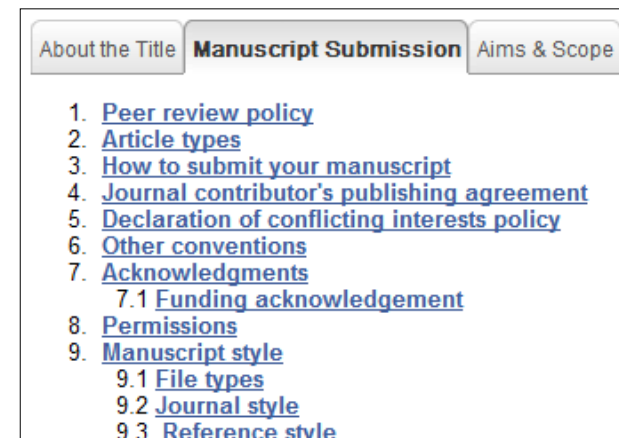
 **SAGE** choice

<http://www.uk.sagepub.com/aboutus/openaccess>

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Preparing manuscripts for peer review: Check list

- **READ the manuscript submission guidelines**
 - Referencing style
 - Word limit
 - Title, abstract, keywords
 - Conventions of academic writing
 - Supplemental data?
- **Proof read**
- **Cover letter**



Preparing manuscripts for peer review: Copyright and Ethics

- **Obtain permission for all copyrighted material**
- **Authorship / Acknowledgment**
- **Full disclosure**
 - Funding statement
 - Conflict of interest
- **Plagiarism**
- **Duplication**
- **Journal Contributor's Publishing Agreement**



<http://publicationethics.org/>

Preparing manuscripts for peer review: SAGE AUTHOR GATEWAY

- English language editing services
- Links to author guidelines
- Tips to help readers find your article:
 - Importance of search engines
 - Repeat key phrases in the abstract
 - Get the title right
 - Choose key words carefully
- Steps for authors post acceptance
- Tips to promote your paper
 - Using social media
- FAQs

Journal Author Gateway
▶ Top Reasons to Publish with SAGE
▶ Ethics and Responsibility
▶ SAGE Publishing Policies
▶ How to Get Published
▶ English-language Editing Services
▶ Manuscript Submission Guidelines
▶ Help Readers Find Your Article
▶ On Acceptance and Publication
▶ Promote Your Article
▶ Increasing Usage and Citations to Your Article
▶ Journal Author FAQ
▶ Useful Links/Resources
▶ SAGE Journal Impact Factors

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Additional resources for authors:

Two-part video presentation on 'how to publish a journal article' by

Dr Lucinda Becker. University of Reading. UK



<http://www.uk.sagepub.com/journalgateway/getPublished.htm>

Additional resources for authors:

Useful books from SAGE



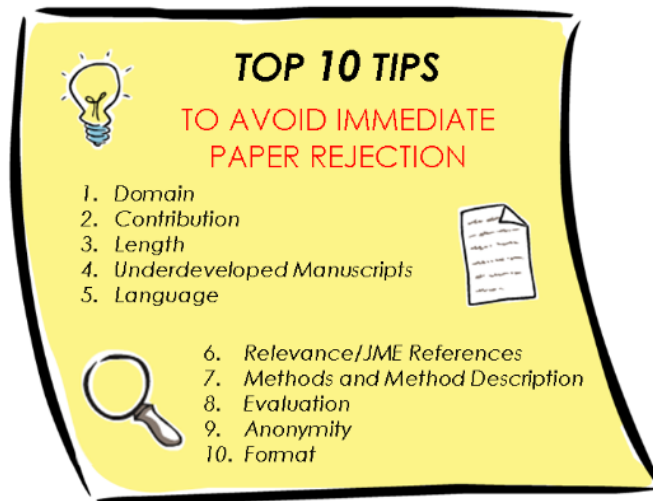
Additional resources for authors:

Follow the SAGE Connection blog

10 Top Tips to Avoid Immediate Paper Rejection

Posted on February 5, 2014 by

This piece was originally posted on SAGE's Management Ink Blog as "[Want to Avoid Getting Your Paper Desk-Rejected?](#)" and is reposted here with the kind permission of Management Ink Editors.



9 Publishing Basics for Anyone Submitting to a Scholarly Journal

Posted on November 5, 2013 by

Leah Fargotstein, a Social Science Journals Editor here at SAGE, was recently asked to participate in a panel where she was asked some basic, yet essential questions about getting published in a scholarly journal. In an effort to support any graduate students and early-career scholars out there who may have wondered about the questions below, we asked Leah to write up her responses. Here is what she had to say:



<http://connection.sagepub.com/home/>

SAGE researchmethods



Put simply....

- **SAGE Research Methods (SRM)** is the place to go for researchers, lecturers and students looking to publish in social science subjects. SRM helps you to design research projects, understand methods or identify new methods, conduct research, and write up your findings.
- **Over 750 titles** and **185,000 pages** of methods, book, journal and reference content
- **Sophisticated search tools**
- **Browse by Publication Type/Author**
- **Great features!**

Research methods ●

- Concepts & philosophies (372)
- Literature review (106)
- Mixed methods (103)
- Qualitative research (871)
- Quantitative research (166)
- Research design (364)

In what disciplines?

- **Social sciences**

- Business
- Education
- Health
- Psychology
- Sociology



- **Humanities**

- **Science, Technology, and Medicine**

Content and Features

Content

- 185,000+ pages of book, journal and reference material
- Over 750 books
- Specially commissioned videos
- Links to free web resources
- 51 titles added for 2014

Product Features

- Search
- Methods Map
- Methods Lists
- Integration with Methodspace
- About this Title / Author
- Evolving functionality year on year in response to user needs

Search Results page

Search

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Content

Authors & Editors

Methods Map

SRMO Lists

Videos

You searched for: Questionnaires

Print

Save this search

Share

Email

Text size

Showing 1-10 of 2443 items

Results per page: 10 20 50 100

Page: 1 2 3 ... 244 245

View Details: — = ☰

Sort by: Relevance | Title | Pub. Date


1. "Format of the Questionnaire"

Linda B. Bourque

How to Conduct Self-Administered and Mail Surveys 2 (2003)

... Format of the Questionnaire N eophyte surveyors make two common errors in ...

Book Chapter

2.  Using Web and Paper Questionnaires for Data-Based Decision Making

Susan J. Thomas

(2004)

Learn to use questionnaires and data-based decision making to support school improvement! How effectively are teachers implementing the new literacy program? What do parents think of the proposed homework policy? Is bullying a growing problem? Understanding how to create appropriate questionnaires...

Tags: Questionnaires, Sampling, Experiments

Book

3. "Identifying and Contacting Respondents"

Susan J. Thomas

Using Web and Paper Questionnaires for Data-Based Decision Making (2004)

... methods of selecting participants can be used with paper-based questionnaires? With Web-based questionnaires ? This chapter begins with ...

Tags: Questionnaires, Confidentiality, Anonymity, Probability sampling, Sampling

Book Chapter

4. "Maximizing Your Response Rate"

Susan J. Thomas

Using Web and Paper Questionnaires for Data-Based Decision Making (2004)

... and the cover letter or invitation. You've formatted your questionnaire and conducted a pilot test. You've created a ...

Tags: Questionnaires, Confidentiality, Anonymity

Book Chapter

Methods Map

View full screen in Methods Map



Questionnaires

Search within results

Enter search

More Advanced Search Options...

Refine by content

Go

Books (2039)

Book Titles (43)

Book Chapters (1888)

Little Green Books (108)

Little Blue Books (67)

Dictionaries (108)

Encyclopedias (387)

Journal Articles (17)

Videos

Go

Refine by Methods Map terms

Survey

Qualitative research

Interviews

Questionnaires

Research design

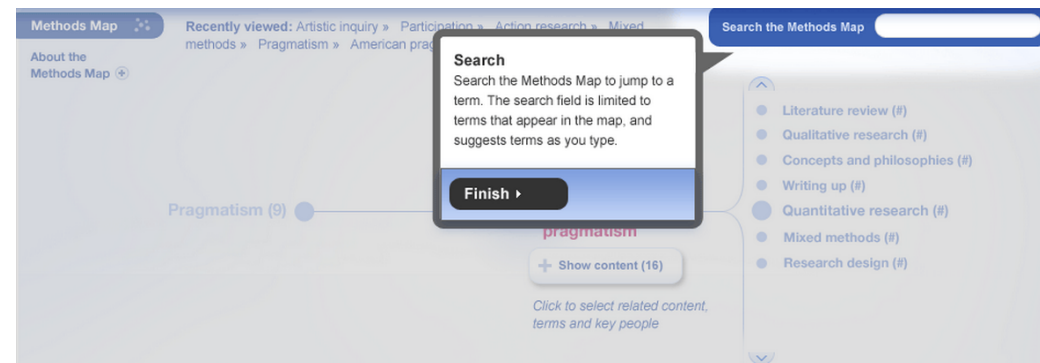
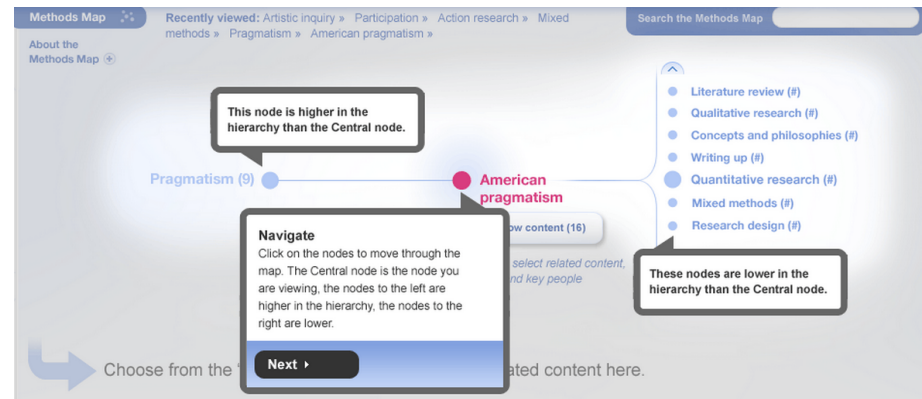
More research terms »

Choosing your research method: The Methods Map

- **Not sure which method to use for your research?** The Methods Map is a visual search tool supported by a unique, complex taxonomy of research methods terms, methodologies, and people in the field.

- This is a good place to start if you are interested in exploring research methodologies and discovering new methodologies.

- Further material on choosing your research method can be found on SRM including Stephen Gorard's video, ***How do I choose between different research methods?***



Lots of resources

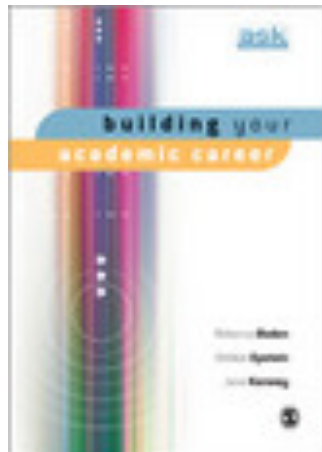
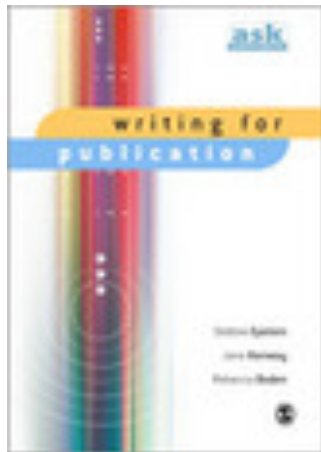
Lots of tutorials online at
<http://srmo.sagepub.com/page/tips-and-tutorials/tutorials>

Video 1: SAFE Research Methods Overview

Video 2: How to Start Your Research

Video 3: Methods Map and Methods Lists

'How to publish' resources in SRM




Book


Writing and Presenting Research
Angela Thody
Pub. date: 2006 | **DOI:** <http://dx.doi.org/10.4135/9780857020307>
Print ISBN: 9781412902939 | **Online ISBN:** 9780857020307
Tags: Methodology, Sources, Ethics / Research ethics, Writing, Writing up, Praxis


Book

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Publishing Journal Articles
Lucinda Becker & Pam Denicolo
Pub. date: 2012 | **DOI:** <http://dx.doi.org/10.4135/9781446288139>
Print ISBN: 9781446200636 | **Online ISBN:** 9781446288139

Search within...

On Writing and Publishing

 **Book Chapter**

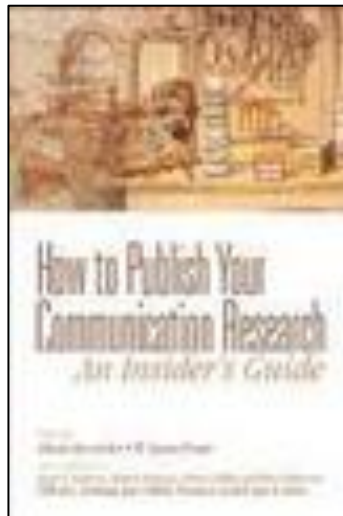
DOI: <http://dx.doi.org/10.4135/9781412983631.n12> **Print pages:** 167-177 **Show sub-headings** **Show page numbers**

Publish or perish! No kidding. It's the academic way of life. Get used to it. And learn how to thrive in it if you so decide.

A sage mentor once told one of us, "Research is a business and publications are its currency." Sounds harsh, but it's true. Your success as a researcher, at least in the world of academia, will be judged by the quality—and though we hate to admit it—the quantity of your publications. Publishing an article in a peer-reviewed journal is the penultimate sharing of your findings with the world. Oral or poster presentations at meetings often precede publication—and feedback obtained from these sessions may help shape the nascent manuscript—but journal publication is the bottom line. Even outside of traditional academic settings, such as in the corporate research world, publications are highly valued. A publication about a new product or discovery in a top journal can bring attention that translates into increased shareholder interest, augmented sales, and, ultimately, more dollars. Likewise, to the clinician, publication about a treatment strategy can raise credibility with treatment seekers and insurance providers.

For all these reasons, it is imperative that scientists become skilled at writing and publishing. (The two endeavors, though linked, are not synonymous. More about this later.) It must be acknowledged that not all great researchers are great writers. The converse is certainly no less true. We know of brilliant scientists who couldn't put two words together. So what did they do? Some struggled to get their careers on track; some never made it. Others sought out mentors who could teach them how to write and, over time, improved their writing dramatically. And others reached the point in their careers where they were able to hire professional science writers to do it for them. Most of us don't have this luxury, though, so we must do the best we can. (Some, including ourselves, actually enjoy writing and wouldn't think of turning over this final piece of the creative process to a hired gun.)

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GETTING PUBLISHED

 **Book Chapter**

DOI: <http://dx.doi.org/10.4135/9781412984386.n112> **Print pages:** 733-742 **Show sub-headings** **Show page numbers**

Few academics know all the ins and outs of publishing. This is not surprising, because the rules governing publishing are not a few, easily learned principles but instead a multitude of various considerations, any one of which can work for or against a researcher. Each form of publishing has its own set of particular requirements.

Being well prepared is surely the first step. The American Sociological Association's preparation checklist for submitting manuscripts to publications serves a useful role in becoming well prepared. Even though this checklist is complete, almost every journal has (usually printed on the inside front or inside back cover) guidelines that are specific to that journal. These also should be consulted before sending a manuscript for review.

Presenting and Publishing Your Research

 **Book Chapter**

DOI: <http://dx.doi.org/10.4135/9781849209540.n13> **Print pages:** 258-281 **Show sub-headings** **Show page numbers**

You might be tempted to see your written thesis or dissertation as the primary output and culmination of your research process. If this is the case, it is likely that the only people who get to know and understand what you have done in your research are your supervisors and your thesis examiners. Producing your thesis is really only one step in your research career. **Publishing** and disseminating your work, both during and after candidature, is not only demanded by competitive academic and industry environments, but is also a great way to be recognized and acknowledged for your hard work and contribution to knowledge. In this chapter we focus on skills and strategies that can assist you to make the most of communicating your research to a wider audience. In particular, we cover:

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