

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?

Where should I publish?

- Contribute new knowledge to my discipline
 - Relevance
 - Readership

Where should I publish?

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

Where should I publish?

- Contribute new knowledge to my discipline
- 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**

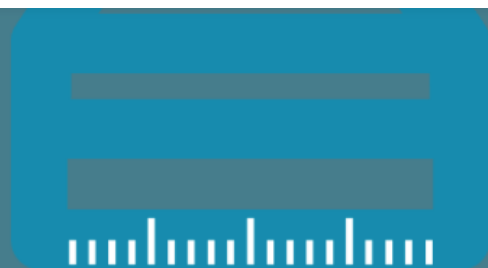
Where should I publish?

- 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)



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

ARL Inflation-Adjusted Expenditure Data

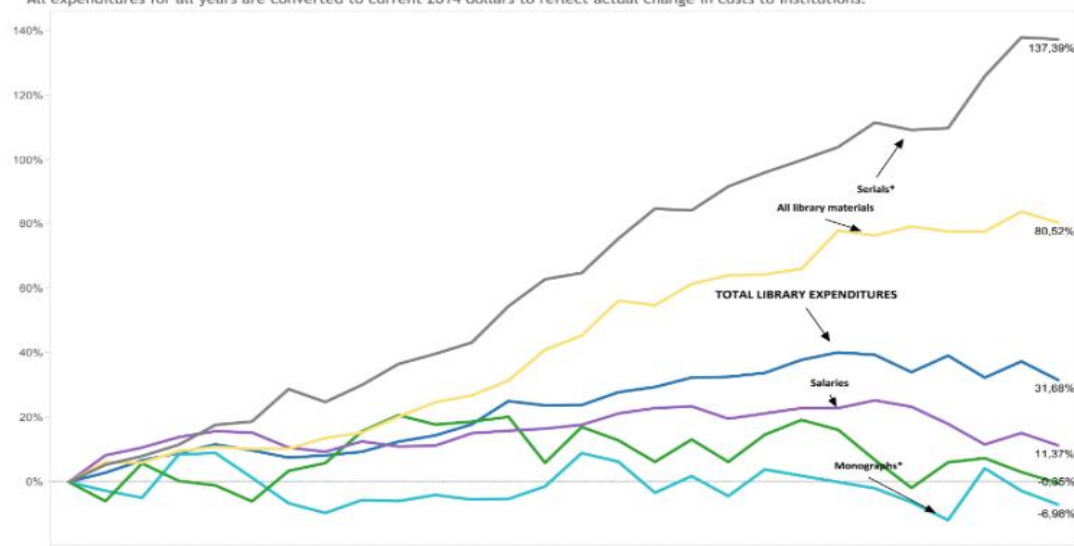
Materials & salary expenditures of Association of Research Libraries member libraries in inflation-adjusted, 2014 dollars.

Median library expenditures among ARL members, 1963-...	Percentage change in expenditures, 1987-2014	Inflation-adjusted expenditures for individual ARL librari...
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- Serials Crisis

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

- % 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



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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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“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