Academic Publishing: Maximising Library Expertise, Resources And Services

Helen Fallon[†]

Ellen Breen[‡]

[†]NUI Maynooth
[‡]Dublin City University

Introduction

Academic libraries offer expertise and a wide range of resources and services to support scholarly publishing. This article aims to highlight the key resources, tools and services offered by libraries to assist lecturers, researchers and postgraduate students in their scholarly publishing endeavours, with a particular focus on writing for academic journals.

The article is structured in three sections. Section one provides an overview of a range of current book titles offering support on writing for publication. Section two covers the tools and resources available to help you decide where to publish. Section three explores increasing access to, and visibility of your research output.

Section One - Books on Academic Writing

The past decade has seen a significant growth in the literature relating to writing for academic publication. This reflects the growth in the number of journals being published and the increasing importance placed on publications in consideration of applications for promotion, tenure and research grants.

URL: http://ojs.aishe.org/index.php/aishe-j/article/view/[113

The books listed below by Day, Murray or Kitchin are a good starting point for those relatively new to academic publishing. The full bibliographic details for the books listed in this section are given in the reference list at the end of this article. This listing will be of particular interest to those who are developing collections in the area of academic writing and others who want to read more widely on the topic of academic writing.

Now in its second edition, Abby Day's *How to Get Research Published in Journals*, offers a straightforward approach to turning research into publishable journals articles, suggesting a process for doing this within a seven day period. The sequential action points throughout the book guide the reader through planning and writing a paper and draw on Day's experience of facilitating publication workshops worldwide.

Another experienced workshop facilitator, Rowena Murray also offers a practical step-by-step guide to writing an article in *Writing for Academic Journals*. The book, now in its second edition, presents numerous practical exercises including *writing to prompt* to help the apprehensive writer get started. The difference between peer-reviewed and professional journals is clearly explained. There is a useful section on setting up a writer's group and writing retreats. Murray also provides a useful chapter *Writing Articles, Books and Presentations* in Nigel Gilbert's *From Postgraduate to Social Scientist*. This chapter includes a generic template for writing a book proposal. While most major publishing houses provide a book proposal form, the template is a useful means of identifying the key requirements for any aspiring book author. In *The Handbook of Academic Writing*, Rowena Murray and Sarah Moore offer practical advice to academics who want to integrate writing into the working lives, covering topics such as self-discipline, reviewing and revising, writing regularly and the benefits of writer's groups and retreats. *Supporting Academic Writing among Students and Academics* edited by Sara Moore, contains useful chapters from a number of contributors and lots of practical writing exercises, covering both student writing and writing for publication.

Elizabeth Rankin addresses issues that academic writers routinely face in *The Work of Writing: Insights and Strategies for Academics and Professionals* including defining audience and purpose and contributing to the professional conversation. Drawing on the collective experience of academic and professional readers as well as writers, Rankin offers a framework to help writers think about their writing in realistic, practical, and productive ways. The book contains lots of "real-life" scenarios that will resonate with many academic writers.

The appendices include a sample guide to writing a book proposal, and detailed guidelines on running a writing group.

Anne Huff, an experienced workshop facilitator, offers an outline for a sixteen week programme on academic writing in the very comprehensive *Writing for Scholarly Publication*. The book is grounded in the philosophy of scholarship as conversation and writing as part of this conversation. There are thirty practical exercises, covering topics from identifying keywords to making a formal response to reviewers' comments.

In addition to covering the requirements for publishing in academic journals, Canter and Fairbarn's *Becoming an Author: advice for Academics and Other Professionals* looks at issues such as copyright, using illustrations and different types of publishing including writing a book and writing for newspapers and other media. There is a particularly useful chapter on writing style.

Kitchin & Fuller's *The Academic's Guide to Publishing* situates research in the large and changing context of higher education and provides a straightforward guide to successfully publishing research in journals, books, reports, the Internet, popular media and conferences. There are chapters on negotiating a book contract and editing a journal.

Now in its fifth edition Luey's *Handbook for Academic Authors* covers journal articles, writing books, including multi authored books, anthologies and textbooks. The fifth edition has a useful section on electronic publishing, which includes a chapter on finding a publisher for "born digital" material - publications that don't have a print counterpart.

Kenneth Henson's *Writing for Publication: Road to Academic Advancement* is extremely comprehensive, covering topics such as finding subjects to write about, style, structuring articles and the author-editor relationship. The book also contains a useful appendix profiling the life of an article from idea to final publication and four chapters on writing grant proposals.

Hartley's *Academic Writing and Publishing: A Practical Handbook* offers a systematic route through the elements of an article, with each chapter providing useful references for further reading.

The Handbook of Academic Writing edited by Tonette S. Rocco and Tim Hatcher contains 21 chapters by different international scholars on a vast range of topics, organised in four parts – *Becoming a Published Scholar, Improving Writing Techniques, Preparing Scholarly Manuscripts and Reflecting on the Writing and Publishing Process*. The handbook outlines what makes a good review and offers guidance on becoming an excellent manuscript reviewer. It includes advice on follow-through with editors, dealing with rejection, rewriting and resubmission. The final chapter *Further Reading for Scholarly Writing* by Maria S. Plakhotnik

and M. Brad Shuck provides a very comprehensive bibliography of books and journal articles, organised by topic.

In *How to Write a Lot: A Practical Guide to Productive Academic Writing* Paul De Silva provides a practical personal look at how to increase writing output. Setting writing goals, establishing a writing support group, strategies for writing well as well as writing journal articles and books are all included in this short volume.

The four authors - Dolores Black, Sally Brown, Abby Day and Phil Race - of *500 Tips for Getting Published: A Guide for Educators, Researchers and Professionals* present 56 sections each with ten tips covering a particular topic including planning time to write, book contracts and targeting journals. It's very easy to read with lots of short practical tips.

In addition to the above titles which are general in nature there are a number of subject-specific titles, particularly in the sciences, where publishing in journals is very much an established part of the role of the researcher/lecturer. A keyword search in a library catalogue using the term '*academic writing and science*' will yield useful results. The web of course will also provide access to articles as well as guides produced by academic institutions.

Section Two - Deciding where to publish

There are a number of factors to consider when selecting the most appropriate journal in which to publish your work. An obvious starting point might be to consider the journals in which your peers and the key authors in your field are publishing.

Those belonging to a professional organisation that publishes a journal, such as the All Ireland Society for Higher Education (AISHE) might consider publishing in that journal.

Knowing the scope and aim of a journal will help assess whether your paper and topic focus fits the remit of the journal. This information can be found in the *Guidelines for Authors* on the journal website or on the print journal (generally inside the back cover). Aspiring authors should review older issues to ascertain the relevance of the journal to their particular research area. They should also consider the style of writing, the editorial panel and the affiliation of authors who have previously published in the journal. Frequently the website or printed journal will tell where the journal is indexed and/or available electronically via a particular database. You can then browse that database to quickly identify articles previously published in that journal or browse the content pages of older issues from the publisher's website. A useful tool to help you identify what journals are published globally in a particular subject area is

Ulrichsweb.com, which is available on subscription via most academic libraries. It provides information such as publisher, whether the particular title is peer-reviewed, language, subject, and which databases cover that journal. When considering where to publish your article it can sometimes be useful to look outside your discipline. Young (2012), advises new researchers in politics not to restrict themselves solely to politics journals, noting that a number of international relations articles are published in international law journals and political theory articles in philosophy journals. Doing a keyword search on a major multidisciplinary database such as *Web of Science or Scopus* will allow you easily identify the top journals authors are publishing in, in a particular area, for example a search of the SCOPUS database on the topic *student experience* in *higher education* will give a list of results which can then be refined to show the journals with the highest instance of the keywords/topic entered.

Another factor to consider is timing and the frequency of publication. A title which appears biannually rather than quarterly may have a longer lead-in-time for publicaton and may not have scope for as many articles as a quarterly or monthly title.

Increasingly the prestige/ranking of a journal is considered when selecting journals to submit to. Librarians are often asked W*hat are the top journals in my field?* To find out what journals have the highest impact in a particular discipline you use the Journal *Citation Reports (JCR)*. The impact factor of a journal is calculated by taking the number of citations of articles in that journal in a given year and dividing it by the total number of articles published in that journal in the previous two years. The value then represents the likely number of times an article published in that journal will be cited. To see an online demonstration of how to find the top journals in your field using JCR and to find out more about the issues and limitations of the journal impact factor and indeed find out about other journal ranking methods and tools, consult the *Measuring Your Research Impact (MyRI)* tutorial, developed by a number of Irish libraries, available at http://www.ndlr.ie/myri/. It is worth noting that a limitation of using the JCR is that it is only available for the social sciences and sciences and excludes journals not indexed in the *Web of Science*.

Section Three – Increasing Access to and the Visibility of Your Work
There are a number of ways to ensure your work reaches as wide an audience as possible. If your article is published in a high impact journals which is covered by major databases e.g. *Academic Search Complete, Scopus, Web of Science* available via most academic libraries, your article will be accessible to the broad academic community. However, as these databases are subscription based they are not freely available and many organisations (both commercial and not-for-profit) will not be able to access your work. The success of the Open Access (OA) movement in recent years has seen a huge growth in the number of open access journals and institutional repositories which make scholarly research freely available to a global audience.

Open access (OA) refers to unrestricted online access to articles published in scholarly journals, and also increasingly to book chapters and other publications. The open access movement is a worldwide initiative, aiming to make scholarly literature more freely available. Under the traditional publishing model, authors publish in scholarly journals, grant copyright of their article to the journal, with the publisher then selling the journal on a subscription basis to libraries and individuals. The research on which the article is based is frequently publicly funded. Funding bodies such as Science Foundation Ireland (SFI) and the Wellcome Trust in the U.K., to name but a few, now require that the output from their funded research be made freely available as soon as possible after publication. Many publishers are now actively engaging with the open access movement, allowing various levels of archiving of scholarly articles, frequently through institutional repositories. These repositories are generally developed and managed by libraries. Articles in the repositories are indexed and tagged in such a way that they are quickly retrieved through google and ranked high in web search results.

The benefits of depositing in an institutional repository, in addition to making research more visible and accessible, include:

Raising the profile of both the researcher and the institution internationally
Increasing citations to papers – studies have shown that papers in institutional repositories are more frequently cited than papers only accessible via subscription. (Jacobs, 2013)
Allowing linking from online CVs or individual author websites to the fulltext of articles in an institutional repository
Creating a permanent secure archive of a paper
Increasingly required to fulfil grant requirement (HEA, IRCSET, SFI)
Strengthening collaborations
Contributing to global and national initiatives to make scholarship available

Each of the seven Irish university libraries and the Dublin Institute of Technology (DIT) has established individual institutional repositories, managed by library staff. These repositories aim to hold the published scholarly output of the hosting institution. More higher education institutions, health boards and other organisations are establishing repositories. The web links to the various Irish institutional repositories are listed at the end of this article.

The combined content of the university libraries and the DIT, can be accessed via one central repository www.rian.ie. This portal which provides a gateway to Irish research, was funded via the Irish government's Strategic Innovation Fund (SIF), and developed by the university libraries. Contact your university library to find out how to deposit your papers in your Institutional Repository. To find out a particular publisher's policy on self-archiving and institutional repositories consult the RoMEO website at http://www.sherpa.ac.uk/romeo/

Some journals, including many peer-reviewed high ranking titles, are available free of charge via the web, for example PLOS Genetics published by the Public Library of Science. A list of open access journals is available via the Directory of Open Access Journals at doaj.org

Additional ways to increase access to and visibility of your research include ensuring consistency in the variant use of your name. If your name is relatively common e.g. Smith, consider using your middle initial to make it easier to identify your papers and be consistent; always use that name variation when you publish or present. Establish with your research office what variation of your institutional name should be used e.g. NUI Maynooth or NUIM, Maynooth. This can impact on research evaluation exercises where your university might be looking at the research output of a particular discipline. Your paper might not be retrieved as part of the exercise if it lacked the correct institutional and/or departmental affiliation.

Finally, another thing you can do to promote and enhance access to your publications is to consider using social media, for example via Twitter, you can tweet a link to your paper in your institutional repository when it becomes available. You could add the link to an individual or departmental blog, and to your webpage. Social media provides an opportunity to publicise your work and to build a network of contacts around the world.

Additional services offered by the Library, specifically relating to publishing include workshops on where to publish and using specific tools and resources to identify journals and keeping up to date with research in your field; issuing of ISBNs; copyright guidance and events and exhibitions to promote publication.

Institutional Repositories

NUI Maynooth - - NUI Maynooth ePrints and eTheses Archive

http://eprints.nuim.ie/

Trinity College Dublin - Trinity's Access to Research Archive

http://www.tara.tcd.ie/

University College Dublin - Research Repository UCD

http://researchrepository.ucd.ie/

University College Cork - Cork Open Research Archive

http://cora.ucc.ie/

NUI Galway - Access to Research at NUI Galway

http://aran.library.nuigalway.ie/

University of Limerick - University of Limerick Institutional Repository

http://ulir.ul.ie/

Dublin City University - DCU Online Research Access Service

http://doras.dcu.ie/

Royal College of Surgeons in Ireland - e-publications @ RSCI

http://epubs.rcsi.ie/

Dublin Institute of Technology - Archiving Research Resources on the Web

http://arrow.dit.ie/

References

Black, D. et al. (1998) 500 Tips for Getting Published: A Guide for Educators, Researchers and Professionals. London: Kogan Page.

Canter, D. V. & Fairbarn, G. (2006) *Becoming an Author: advice for Academics and Other Professionals*. Maidenhead: Open University Press.

Day, A. (2007) *How to Get Research Published in Journals*. 2nd ed. Aldershot: Gower.

Henson, K. T. (2005) *Writing for Publication: Road to Academic Advancement*

Hartley, J. (2008) Academic Writing and Publishing: A Practical Handbook.

Huff, A. (1999) *Writing for Scholarly Publication*. London: Sage.

Jacobs, N. (2013) *Increasing the Impact and Visibility of Your Research* http://www.jisc.ac.uk/supportingyourinstitution/researchexcellence/researchvisibility.aspx (accessed 1 Feb 2013)

Kitchen, R. & Fuller, G. (2005) *The Academic's Guide to Publishing*. London:Sage.

Luey, B. (2010) Handbook for Academic Authors. 5th edition. Cambridge: Cambridge University Press.

Moore, S. (2008) *Supporting Academic Writing among Students and Academics*. Birmingham: Staff and Educational Development Association (SEDA).

Murray, R. (2006) *Writing Articles, Books and Presentations* IN Nigel Gilbert (ed.) *From Postgraduate to Social Scientist*. London: Sage, p. 149-170

Murray, R. & Moore, S. (2006) *The Handbook of Academic Writing: A Fresh Approach*. Maidenhead: McGraw-Hill/Open University Press.

Murray, R. (2009) *Writing for Academic Journals*. 2nd ed. Maidenhead: McGraw Hill/Open University.

Measuring Your Research Impact (MyRI) (2011) An Open Access Toolkit to Support Bibliometric Training and Awareness. Available from http://www.ndlr.ie/myri/ (accessed 20th February 2013)

Rankin, E. *The Work of Writing: Insights and Strategies for Academics and Professionals*. San Francisco: Jossey Bass

Rocco, T. & Hatcher, T. (2011) *The Handbook of Scholarly Writing and Publishing*. San Francisco: Jossey-Bass.

Silva, P. (2007) *How to Write a Lot: A Practical Guide to Productive Academic Writing*. Washington: American Psychological Association

Young, A.R., Duckett, J. And Graham, P. (2012) *Publishing in Politics: A Guide for New Researchers*. University of Newcastle: Political Studies Association.