How to get published

Andrew Stammer, Director CSIRO PUBLISHING
Australian National University, 15 May 2014
How to get published

- Introductions
- Thanks to Michael Mabe of STM Association and Camilla Myers of CSIRO Publishing
- Scientific journals and peer review
- Choosing a journal
CSIRO

- WiFi (earned $430m royalties)
- Aerogard
- Hold 3582 patents
- Established 275 trademarks
- Grant ~80 commercial licenses each year e.g. BARLEYmax
- invented a permanent pleat for fabrics
- invented extended-wear soft contact lenses
- invented plastic bank notes
- developed computer models that deliver a 10x improvement in weather forecasting
Scientific Journal – some history

The invention of journal publishing

- **Henry Oldenburg** (c1618-1677)

  - Secretary, Royal Society, 1663

  - Editor and publisher, first scientific journal, 1665

Courtesy of Michael Mabe, STM Association
Scientific Journal – its purpose

From Oldenburg’s letters:

- **REGISTRATION**: of your discovery, made by you, on a certain date (before anyone else!)
  - to assert ownership and achieve priority
- **DISSEMINATION**: to tell your peers about what you have discovered and advance knowledge in your field
  - to attract recognition and collaboration
- **CERTIFICATION**: to gain the stamp of quality for you and your research by publication in a peer-reviewed journal
  - to establish your reputation, career, reward (future funding)
- **ARCHIVE**: to leave a permanent record of your research
  - your legacy, immortality

Courtesy of Michael Mabe, STM Association
In 1665...


c. 375

PHILOSOPHICAL
TRANSACTIONS.

February 19, 1665.

Stammer: How to get published, ANU, 15 May 2014
At what spatial scales does resource selection vary? A case study of koalas in a semi-arid region

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Abstract

The conservation of any species requires understanding and predicting the distribution of its habitat and resource use, including the effects of scale-dependent variation in habitat and resource quality. Consequently, testing for resource selection at the appropriate scales is critical. We investigated how the resource selection process varied across scales, using koalas in a semi-arid landscape of eastern Australia as a case study. We asked: at what scales does tree selection by koalas vary across regions? We tested the importance of the variation of our ecological predictors at the following scales: (i) the site-scale (a stand of trees representing an individual koala’s perception of local habitat), (ii) the landscape-scale (10 x 10 km area representing a space within which a population of koalas exists), and (iii) a combination of these scales. We used a mixed-modelling approach to quantify variation in selection of individual trees by koalas among sites and landscapes within a 1000 km² study area. We found that tree species, and tree height, were the most important factors influencing tree selection, and that their effect did not vary across scales. In contrast, preferences for trees of different condition, which is the state of tree canopy health, did vary across landscapes, indicating spatial variation in the selection of trees with respect to tree condition.
Peer review – what is it?

• The defining feature of learned journals
• A critical assessment of the research by peers with relevant expertise
• Quality control – reputation of journal

• Selecting reviewers is *key role* of journal editors
• Must be expert, independent and unbiased
Peer review – what does it identify?

- Novelty, originality and significance
- Sound methodology/study design
- Validity of results
- Limitations
- Strength of interpretation and conclusions
- Proper attribution of sources
- Match between scope of paper and journal
Which journal?

Some questions to ask yourself:

• Which journals do I read?
• Who do I want to read my work?

• Who do I want to influence?

• Which journals do they publish in?
• What do their citation maps tell me?
Which journal? Using citation databases

Scopus and Web of Science

1) **Use Document Search**
   a) using keywords
   b) to give list of papers

2) **Analyse Results**
   a) Source titles
   b) Author names
Choosing the right journal

- Target readership
- Distribution/market size
- Impact factor, total cites, etc
- Turnaround times
- Cost
- Website and accessibility/Open Access
- Funding agency or lab director’s preference!
### Journal reputation

<table>
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<tr>
<th>Journal</th>
<th>Impact Factor</th>
<th>ISI Ranking</th>
<th>No. Articles in JCR Year</th>
<th>Lab Ranking</th>
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</tbody>
</table>

- Impact factor
- Citation ranking in discipline defined by ISI
- No. of articles, citations per year, rejection rate
- Editorial Board
- Peer group opinion
- Who is publishing in the journal
Impact Factor

2013 Impact Factor

Citations during 2013 to all articles published in *Journal* in 2010 and 2011

\[
\text{Number of ‘citable articles’ published in } \textit{Journal} \text{ in 2010 and 2011}
\]

Stammer: How to get published, ANU, 15 May 2014
What can a journal homepage tell you?

- Society journal
- Editors’ highlights
- Online early
- CrossRef membership (DOIs)
- Scope – about the journal
- Email alerts & RSS feeds
- Connections to the press
- Social media connections
Journal visibility in the research community

- Maximum exposure – website taxonomy
- Critical mass – publisher has many related publications
- Society links
- Email alert service, RSS feeds, social media groups
- Widely abstracted/indexed (e.g. PubMed, ISI, Scopus)
- CrossRef (http://www.crossref.org/)
- Displayed at major conferences
- Press coverage & article promotion