

TIPS FOR PUBLISHING YOUR RESEARCH

from Author Services at Taylor & Francis



WHY PUBLISH WITH TAYLOR & FRANCIS?

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Tips for authors at authorservices.taylorandfrancis.com

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CHOOSING A JOURNAL

Some questions to think about when you're choosing the right journal to publish your research in include:

- Is the journal peer reviewed? What is its peer review policy?
- Is it print, online or both? What's my preference?
- Is my research international? If so, does the journal have an international audience?
- Who is the editor and who is on the editorial board?
- Who publishes in the journal?
- Who reads it?
- What's the journal's Impact Factor?
- Is it published by an international association or learned society?
- Is the journal Open Access, or does it have an Open Access option?
- What's the submission process?

Once you've chosen a journal, read the 'Instructions for Authors' carefully. Each journal has its own, specific set of detailed instructions, which can be found via a link on the journal's web page.

“ **82%** of authors would rate their likelihood of publishing with Taylor & Francis again as 8 or above”*

Taylor & Francis Author Survey, 2015



If in doubt, ask

Still not sure if you've selected the right journal, or if your paper is right for it? Contact the editor who'll be able to give you advice. You could even send them your abstract for feedback before submitting.



More tips on choosing a journal at authorservices.taylorandfrancis.com/category/choosing-a-journal



*on a scale of 1 to 10, 1 being the lowest, 10 the highest.

PREPARING YOUR PAPER

WHAT IS A JOURNAL ARTICLE?

A journal article has a clear structure to its argument, references other literature, offers a concise overview of methods and findings, is accurately referenced, and often bound by a tight word count. Think about the structure of your paper. It should have:

- **Introduction:** Offers a rationale for your paper and an overview to the specifics of the question.
- **Methods:** Describes the method and procedures you used to reach your conclusions.
- **Results:** Your findings should be described and commented on.
- **Discussion:** What are the implications of your findings and their impact?

WRITE FOR YOUR AUDIENCE

Read the articles published in your chosen journal so you know who you're writing for, the interests of the audience and the style of the journal. Plus, read and understand the journal's aims and scope (on the individual journal page on Taylor & Francis Online), to make sure your research fits.

USE A CRITICAL FRIEND

Let others read your drafts, so they can give you feedback on your paper and you can revise it before you submit it. A fresh pair of eyes can spot things you might have missed.

REACHING THE RIGHT AUDIENCE

Search engine optimization is key to making your paper more discoverable. Start thinking now about these essential points, so you can get them right at this early stage.

- Choose an effective title: be concise, accurate, and informative
- Write an abstract that grabs people's attention, and succinctly describes your article
- Choose keywords carefully to maximize search returns
- Use these in your title and abstract



More tips on writing your paper at authorservices.taylorandfrancis.com/category/writing-your-paper

READY TO SUBMIT YOUR ARTICLE?

YOUR CHECKLIST

- ✓ Is your article clear, concise, and accessible?
- ✓ Have you stuck to the article length specified in the journal's Instructions for Authors (on the individual journal page on Taylor & Francis Online)?
- ✓ Have you provided an informative and engaging abstract, highlighting your article's key points?
- ✓ Have you included the name and affiliation of any/all co-authors?
- ✓ Is your article formatted to the style required by the journal?
- ✓ Are all references made to the literature included in your references section?
- ✓ Have you got written permission for the reproduction of any images/ figures/tables, etc.?

PLUS:

- ✓ Check your chosen journal's peer review policy (on the Instructions for Authors), as you may need to make your paper anonymous.

“ 79%

of authors would rate their overall satisfaction with their Taylor & Francis publishing experience as 8 or above”*

Taylor & Francis Author Survey, 2015

*on a scale of 1 to 10, 1 being the lowest, 10 the highest.



How to submit your article



Remember you can only submit to one journal at a time, and your article cannot be previously published, or in press.

Once you're ready, the Instructions for Authors (on every journal's webpage on Taylor & Francis Online) will guide you through how you should submit your article.

The majority of Taylor & Francis journals use online submission systems, which enable journal editorial offices to manage the submission and peer review of articles.

Find guidance on how to submit artwork in the right format in the journal's Instructions for Authors (on each journal's page on Taylor & Francis Online).

Supplemental material can mean anything from tables to datasets, filesets to presentations, video to audio files. Including supplemental material with your article makes it more discoverable, and should be submitted at the same time as your article.

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If you have included tables, figures or images, check they are referred to in the text of your paper and that you have followed our guidance on using third-party material.

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Understand your rights as an author, your copyright options and the ethics of publication.

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And finally, don't forget your **cover letter**.

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GETTING THROUGH PEER REVIEW

Peer review allows your research to be evaluated and commented upon by independent experts who work within the same academic field. The peer review process can take different forms depending on the preference of the journal:

Single-blind: the reviewer's name is hidden from the author.

Double-blind: the identity of the reviewers and the authors are hidden from each other.

Open review: no identities are concealed.

Post-publication review: comments can be made by readers and reviewers after the article has been published.

What are the benefits of peer review?

- ✔ It helps to alert you to any errors or gaps in literature you may have overlooked.
- ✔ It helps to make the work more applicable to the journal's readership.
- ✔ It can create discussion between the author, reviewers, and editor around a research field or topic.
- ✔ You can receive detailed and constructive feedback on your work from experts in the field.

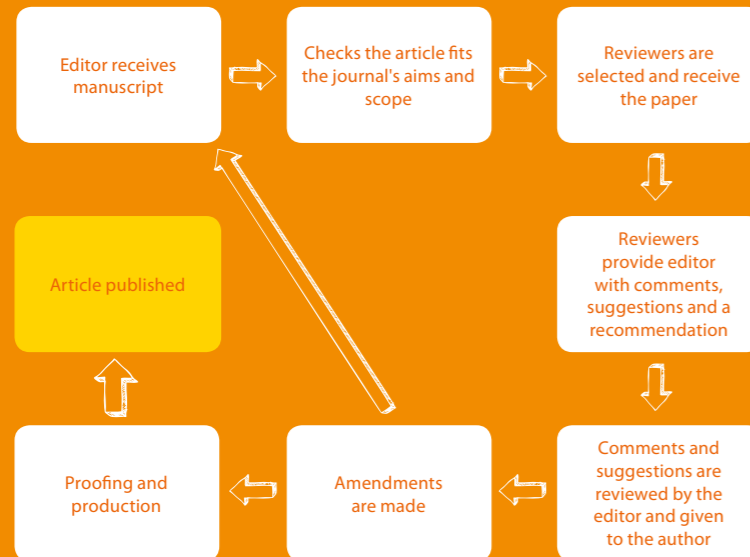
HOW LONG DOES PEER REVIEW TAKE?

Most papers will be reviewed by two or more independent referees and ultimately by the editor(s) before a decision is made. The reviewers are active academics or professionals who may be receiving papers to be reviewed from a number of journals. Delays will inevitably occur when reviewers are busy, particularly if the journal has a high number of submissions. Our journal editorial teams endeavor to ensure that peer review is as timely as possible, but if you have a query on the progress of your paper please contact the editor.



More tips on peer review at authorservices.taylorandfrancis.com/category/understanding-peer-review

THE PEER REVIEW PROCESS



“ **75%** of authors rate their satisfaction with the refereeing process at Taylor & Francis as 8 or above^{**}
Taylor & Francis Author Survey, 2015



^{**}on a scale of 1 to 10, 1 being the lowest, 10 the highest.

PRODUCTION AND PUBLICATION

Turning your paper into a published article is a crucial stage. Your research isn't registered until it is published. This is the stage for:

CHECKING PROOFS

An email from your Production Editor will alert you to the fact that your proofs are ready to check. Please check these carefully against the manuscript, approving or amending them. Once your corrections have been made to the article, it will be considered ready for publication. A second proof is not normally provided.

COPY-EDITING

As part of the production process, your article will be copy-edited to make sure that it conforms to the style of the journal and that there are no grammatical or spelling errors or inconsistencies which may affect a reader's understanding of the article. The copy editor has a valuable role in picking up any errors that have been missed, minimizing delays, and ensuring problems are identified at an early stage.

More tips on the production process at authorservices.taylorandfrancis.com/category/moving-through-production



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The 'Version of Record' is your final, published article hosted on Taylor & Francis Online and in the printed journal.

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“ **71%** of authors rate their likelihood of recommending Taylor & Francis to a colleague as 8 or above”*

Taylor & Francis Author Survey, 2015

*on a scale of 1 to 10, 1 being the lowest, 10 the highest.

PROMOTING YOUR RESEARCH: HOW TO MAXIMIZE YOUR ARTICLE'S READERSHIP

At Taylor & Francis, we are committed to increasing the visibility of every article published with us. As the author, you can also use your networks to promote your work to potential readers. Below are some quick and easy tips on ways to promote your research.

SHARE YOUR ARTICLE WITH YOUR 50 FREE EPRINTS

Eprints are a link you can share which gives colleagues and friends free access to your article. Every named Taylor & Francis author (including co-authors) automatically receives 50 free eprints to share in any way you like – some authors put it at the bottom of their email signature, some email it direct to 50 people in their contacts list, and some post it on social media (e.g. Twitter or Facebook). Using your free eprint link directs people to your article on Taylor & Francis Online, enabling every download to be tracked, so you can see the impact of your work. Author feedback tells us this is a highly effective way of drawing attention to your research, with the link continuing to work even after 50 people have downloaded your article, by directing them to the article's abstract page.

USE SOCIAL MEDIA TO TALK ABOUT YOUR RESEARCH

Many authors are increasingly promoting their articles via social media, posting a link to the published article so it can be picked up and shared by researchers and practitioners in their field. This can be on Twitter, Facebook, LinkedIn, or academic social networking sites such as Academia.edu, MyNetResearch and ResearchGate. Adding a link to the published article on Taylor & Francis Online also means you can see how many people are downloading your article, so you know how many people are reading it.

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ADD YOUR ARTICLE TO READING AND DISCUSSION LISTS

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UPDATE YOUR BLOG

If you blog, don't forget to inform your readers about your article. You can post a quick summary and link to the article (and then spread the word via social media).

TALK TO YOUR UNIVERSITY PRESS OFFICE AND PUBLISHER

If you think your article is newsworthy, talk to your university press office and let the marketing team at Taylor & Francis know. We've got a busy and active newsroom and will be able to help you publicize your work through our networks.

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“**28%**
of authors plan to announce the
publication of their article on
social media, such as Facebook
and Twitter.”

Taylor & Francis Author Survey, 2015



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