SAGE: A Growing Company

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Adam Matthew
Combining Quality & Innovation
Innovative publishing & research tools

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More than 5,000 ebook titles currently available
Enabling scholarly communication

SAGE Connection

social science space

Methodspace
Supporting social science initiatives across the world...
World’s premier “Gold” open access publication

Quick review and decision times for authors; Technical editing crucial stage

Speedy, quality continuous-publication online format

Articles accepted in the areas of humanities, social and behavioral sciences

$99 special author acceptance fee; $495 for Engineering; $995 for Medicine

SAGE Open Engineering, SAGE Open Medicine and SAGE Open Medical Case Reports now accepting submissions

Article Processing Charge available for these OA journals

SAGE Open: 2,000 submissions and 65% rejection rate
In July 2013 G8 science ministers endorsed need to increase access to publicly funded research; Formation of NZGOAL in 2010; applicable to materials produced for state services, public, scientific datasets, educational resources etc.,

Hybrid OA not a fan of many; Doesn’t matter whether Green or Gold although most OA advocates prefers Gold OA

Universities holding OA week; LSE and SAGE held a session on October 24th

Making OA a reality is more difficult and time consuming
End notion that the value of a research is dependent on what journal publishes it. The San Francisco Declaration on Research Assessment (DORA) working in the right direction

OA movement should focus on education and its is growing in importance in developing nations
Mitchell Duneier, Princeton University Professor of Sociology – pulled out of the MOOCs movement

Chronicle Survey July 2013:

- 60%/79% positive about Hybrid courses with face-to-face and online components
- 49%/64% adaptive learning to personalise education
- 44%/56% technology increases interactions amongst students
- 33%/32% competency based education
- 27%/23% free or open courses
- 8%/5% MOOCs
Faculty members optimistic about future especially in STEM

Most humanities faculties pessimistic about the future of higher education

Coursera the leading platform. Coursera Zone - partnership with NetEase to provide Chinese-language portal to be hosted on NetEase open education website.
Steps Towards Open Scholarship

- Know where and how to share research still an issue

- Upload *preprint* before submission is technically very easy to do. arXiv.org. Preprints have a clear citation advantage

- Check Sherpa/RoMEO to see which journals not accept articles that have been posted online
Steps Towards Open Scholarship

- Postprints a little trickier. Check with publishers and also Sherpa/RoMEO on which journals allow this.

- Some institutions mandate to deposit their fulltext articles.

- Zenodo Recommended service by most academics as compared to Academia.edu or ResearchGate.
Initiative by Engineers without Borders (EWB)

No cost to author or to the reader

Journal of Humanitarian Engineering (JHE) launched as a pilot project

Open access including multi-language access, developing country access and disability-accessible content
- Launched in 2006
- Peer reviewed
- New initiative: All articles accompanied by video
- Authors submit manuscript and they film video
- OERu founded in NZ in October 2012

- Fees payable for work assessed for academic credit; recognised by all 31 participating universities

- Students can approach any of the partner universities to apply for a degree
WEEK One

Designing Your Plan
Keys to Positive Writing Experiences

- Successful Academic Writers
  - **Write**: No matter how busy one’s life is make a plan to write; do not procrastinate

  - **Make Writing Social**: Make writing more public, more social. Eg start a writing group, take writing classes, convince another student to cowrite

  - **Persist Despite Rejection**: Work rejected by one journal may be accepted by another

  - **Pursue their Passion**: Focus on what interest you
**Common Myths**

- **Articles that are**
  
  - *Heavy on theory with sweeping implications*: Most articles accepted are narrow in claims and context

  - *Loads of interesting ideas*: Can be detrimental; accepted articles are carefully organised around a single significant idea

  - *Entirely original*: Almost all published articles are not the first on the subject.
What Gets Published and Why

- **Approaches new evidence in an old way:** typical students article which can be published. Eg New cultural practices that developed amongst the citizens of Sarajevo. New data would include poetry readings, popular songs, paintings and then use it to theorise it for eg how citizens uses such new practices to re-cast their national identity.

- **Approached old evidence in a new way:** More experienced writes. Here the author develops a new way of explaining or approaching old data. Eg comparison of how governments respond to human atrocities perpetrated by previous governments.
Pairs old evidence with old approaches in a new way: Another typical student type publishable article. Weigh in on a debate. Ask yourself; do you think that existing approaches explain the existing evidence well. Eg Role of white women in the south during Civil War; if there is a debate about women’s role with many theorists arguing that the war widened the scope of women’s work and some narrowing it. You can weigh in on the argument by arguing that the war reinforced women’s gender roles, using evidences from the *Diary of Miss Emma Holmes*.
What’s Gets Published – Editor’s Perspective

- Provides insight into an important issue
- Insight is important for research development
- Insight is used for development of a theory
- Insight stimulates the mind for more questions
- Methodology were applied thoroughly and applied correctly to arrive at the conclusion
- Reference to prior work
- Well written and easy to understand
Abstract as a Tool for Success

- Don’t Just Introduce your Topic

- Don’t have an abstract that reads like a plan; do not include statements like we hope to prove or this article tries to analyse

- Don’t give a barrage of data without any argument or conclusion

- Don’t include footnotes/citations (some journals allow this)

- Don’t include quotations; paraphrase instead

- Don’t include abbreviations, symbols or acronyms
State why you embarked on the project (often because of a gap or debate or persistent social problem)

State what your project/study is about

State how you did the project; your methodology

State your findings

State what you conclude from these findings; your arguments

Optional - Recommendations
WEEK Two

Getting Started
Getting Started

- **Day 1: Hammering Out Your Topic**: Describe, Summarise and Write

- **Day 2: Rereading your paper**: reread hard copy first without touching it; then with a pen in hand to make a list of revision

- **Day 3: Drafting Your Abstract**: Draft, share

- **Day 4: Reading a Model Article**: Search online for recently published articles and pick a model. Then study this model article to see its presentation; look at the first paragraph and make notes

- **Day 5: Revising Your Abstract**
WEEK Three

Advancing Your Argument
Common Reasons Why Articles are Rejected

- Too narrow or Too broad
- Not Relevant
- Not scholarly
- Too defensive
- Not really original
- Poor Structure
- Insignificant
- Theoretically/Methodologically Flawed
- Too many spelling and grammatical errors
- Lack of constructive arguments
Examples of Typical Arguments on Political Science

- Statistical analysis of data that people behave in certain ways politically

- Research that some regions/countries have certain political characteristics, policy has certain impact or political system has certain process

- Political issue is at stake in academic field, some variable are causing certain political tendency or field of political science is shifting in its understanding of power, politics, race, religions, theories etc
Importance of Selecting the Right Journal

- Relevance
- Research: Importance to the Community
- Reputation of journal and its editors
- Research the references
- Rejection Rate
Writing to Query Letter to Editors

Email to editors of your 3 top choices for journals

Questions to Ask:

- How many submissions a year does your journal received?
- What is your journal’s turnaround time?
- What is your journal backlog?
Elements of a Query Letter

- Address the editor by name
- Mention any human connection (recommendation to write)
- State briefly why the editor and journal readers should be interested in your article
- Display a knowledge of the journal
- Give the title of your article/abstract
- Follow the journal specifications
- State that you have not published nor submitted to another journal
- Name grants/awards received for the research
- Always include a question that will tease out your articles chances of rejection
- Thank the editor
WEEK Five

Reviewing the Related Literature
Common Mistakes in Citing References

- Cite one source too much
- Cite irrelevant literature
- Overcite definitions
- Misattribute: if you attribute general beliefs or entire systems of thought to one person, peer reviewers can dismiss your article as not scholarly
- Cite the citation
- Cite asides
- Cite the derivatives
- Quote too much
- Omit citations
Identifying Your Relationship to the Related Literature

- What’s Your Entry Point? Viz your way to get into the ongoing scholarly argument on a specific topic eg specialists in communication have called for additional research into traditionally accepted rhetorical strategies
  - addressing a gap in previous research
  - extending previous research eg this paper examines the impact of the financial sector crisis on the financial management of small and medium sized enterprises in Malaysia
  - correcting previous research viz misconceptions; offer contrasting or alternative opinions rather than an outright rebuttal

- What’s a Related Literature Review?
  - most difficult part to write; not always easy to summarise and evaluate others
  - best way is to imagine telling a colleague about a debate you overheard; you report who did or did not participated in the debate, who took what side, who was convincing etc.
WEEK Six

Strengthening Your Structure
Structuring Your Article

Section 1: pyramid structure, general to specific

1. Introduction – general subject of investigation
2. Review of the literature – lacks and gaps
3. Statement of the hypothesis – your arguments

Section 2: description of study, all information needed to replicate study


Section 3: inverse pyramid structure, specific to general

1. Results 2. Discussion – comment on validity of methods/findings 3. Conclusions

Works Cited
Revising Your Structure

- Day 1: Reading the Article

- Day 2: Outlining a Model Article eg return to the model article in Week 1

- Day 3: Outlining Your Article viz follow model article, then read through it

- Day 4 and 5: Restructuring Your Article
WEEK Seven

Presenting Your Evidence
How could I improve my methods section?

- Identify your methodology
- Describe your sample/sampling procedure
- Describe your measurement instrument
- Describe your research context
- Describe your variables
- Write in the Past Tense
- Match methods’ subheads to results subhead

Writing Up Evidence – Social Science: Methods

- Don’t give statistics tutorial
- Don’t mix in your results
- Watch repetition
- Check your journal for instructions
- Watch passive voice and dangling phrases
- Keep in short

How could I improve my methods section?
Writing Up Evidence – Social Science: Results

- Be choosy
- Use tables and graphs
- Design tables and graphs properly
- Title tables properly
- Identify respondents
- Write in the past tense
- Don’t repeat the tables
- Don’t organise your results by discovery
- Organise your results around your argument
- Don’t mix in your methods
- Keep it short
Writing Up Evidence: Social Science: Discussion

- State whether you have confirmed your hypothesis
- Link results
- Relate results to previous research
- List some implications

- Claim significance
- Question the findings
- Note the limitations
- Suggest future research
- Discuss the results, don’t repeat them
- Focus

How could I improve our discussion section?

How could I improve my discussion section?
WEEK Eight

Opening & Concluding Your Article
Revising Your Opening & Conclusion

- **Revising Title** viz avoid broad titles or vague terms but embed your title with searchable keywords eg Original *Exposure to Immigrant Culture & Dropping out of School among Asian & Latino Youths*; Revision *The Benefits of Biculturalism: Exposure to Immigrant Culture & School Drop-Outs among Asian & Latino Youths*

Embed your title with searchable keywords

- **Revising Introduction** strengthen introduction by starting with telling anecdote, striking depiction of your subject or solid claim about the significance of your topic

- **Revising Abstract, Related Literature Review** good abstract is crucial for getting into publication and citation

- **Revising Conclusion** viz good conclusion summarises your argument and its significance in a powerful way and must state the article’s relevant to the scholarly literature and debate
WEEK NINE

Giving, Getting, & Using Others’ Feedback
Suggestions when getting feedback

- **Give specific instructions** on kind of feedback you need

- **Separate delivery from message** be positive and ignore emotions or criticism delivered in a hostile manner

- **Listen, don’t talk** be silent and take careful notes; then decide if criticism is useful or not

- **Take advantage** see every criticism as an opportunity for you to explain your ideas more clearly

**YOU ARE THE FINAL AUTHORITY ON YOUR OWN WRITING**
WEEKS AHEAD

Final Points/Advice
Be confident and exercise some level of humility

Editors acknowledges quality regardless of whether it is from a postgraduate or an experienced professor

Whatever the outcome of our article do thank the editor

Celebrate success of first article and work towards the next and next and next......
SAGE Way

Things You May Want to Know
Maximising the impact of your article
Additional resources

SAGE 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
- Top Downloaded Articles
- SAGE Journal Impact Factors

http://www.uk.sagepub.com/journalgateway

‘Publishing Journal Articles’

http://www.uk.sagepub.com/books/Book236083/title
Supporting Materials - Videos

- Part one –  http://www.youtube.com/watch?v=klRWllrdpcg&feature=youtu.be
Twitter Workflow for Academics

Using Curated Content

Can you read it in < 2 minutes?

Yes

Is it relevant, interesting, or useful?

Yes

Can you tweet it?

Yes

The Key Tools

NewsRack
(or any RSS reader)

Buffer
(in a league of its own, really)

Pocket
(or any read it later app)

Tweriod
(or any tweeting time calculator)

No

No

Is it relevant, interesting, or useful?

Yes

Can you tweet it?

Yes

No

Can you tweet it?

No

Can you tweet it?
‘At SAGE we feel a responsibility to acknowledge the debt we owe the disciplines we have published over the decades’

– Ziyad Marar, SAGE Global Publishing Director
Research is to see what everybody else has seen and to think what nobody else has thought

Somewhere, something incredible is waiting to be known

The way to do research is to attack the facts at the point of greatest astonishment
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