



Guide to getting published

Sharon Parkinson
sparkinson@emerald.com

About us – we're passionate about...

Bringing research to life to help people make decisions that change their world for the better



What we'll cover today

- **The distance learning research landscape**
- **Publishing 101:**
 - **Getting started**
 - **Writing**
 - **Peer review**
- **Quarterly Review of Distance Education**
- **Questions**

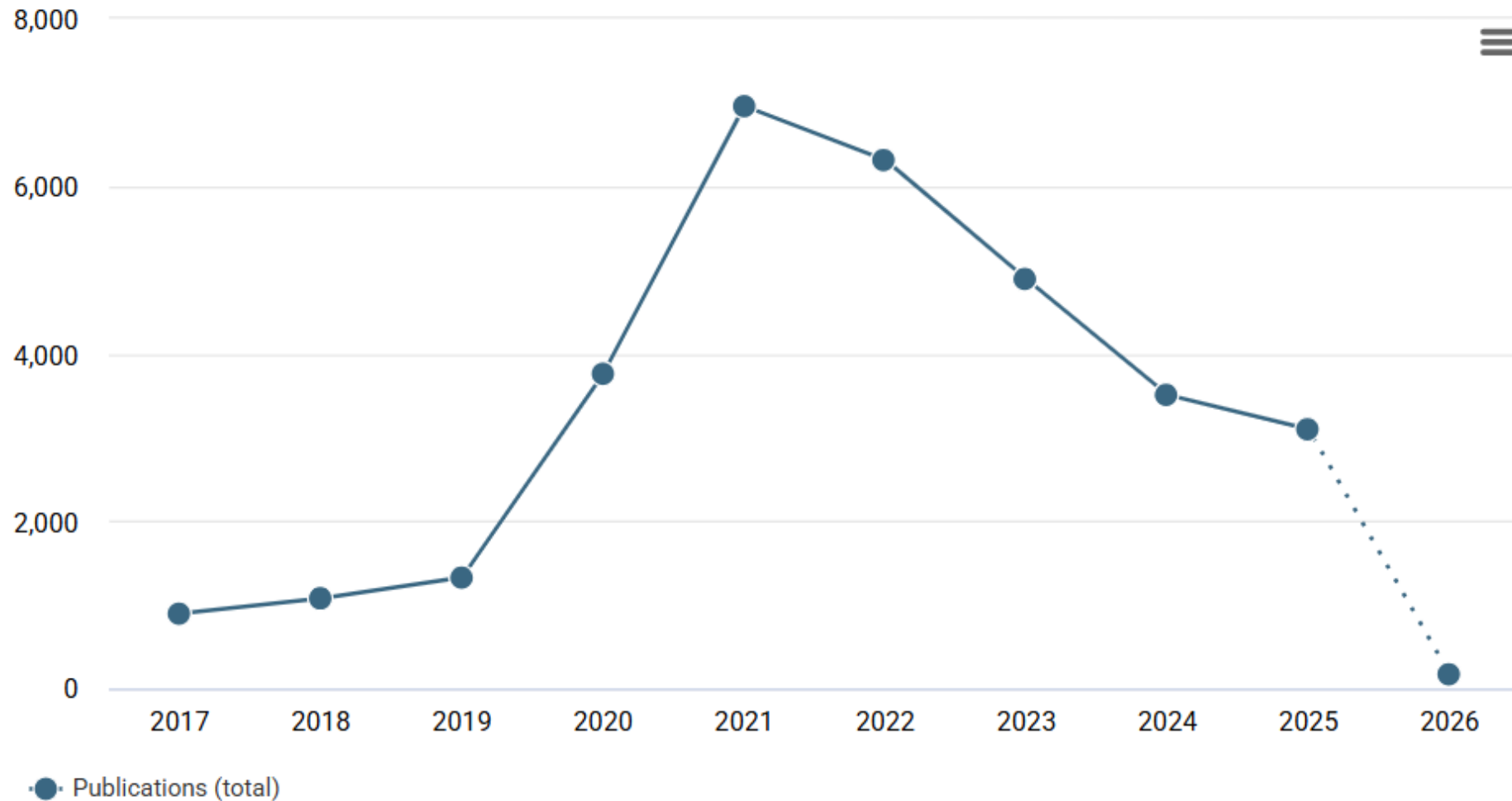
sparkinson@emerald.com





The research landscape

Distance Learning research outputs



45,071
articles
since
2017



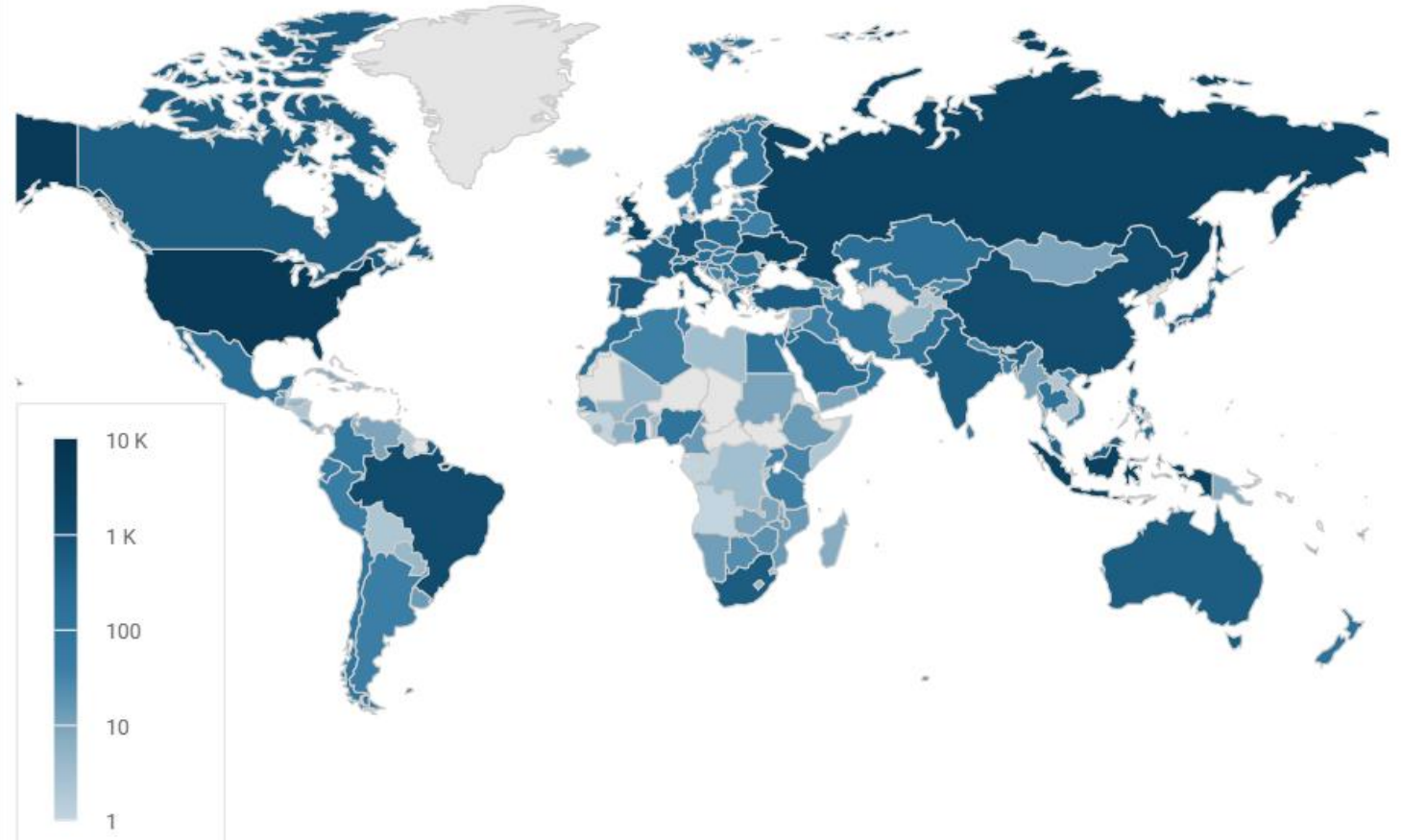
• <https://app.dimensions.ai/discover/publication>

People and places

Name ↓ Publications

Organization, Country

Gary A Berg	120
University of Phoenix, United States	
Patricia L Rogers	117
Timothy K Shih	49
National Central University, Taiwan	
Dr Zahir Osman	47
Open University Malaysia, Malaysia	
Vincent A W M M Aleven	33
Carnegie Mellon University, United States	
John Thomas Edwin Richardson	33
The Open University, United Kingdom	
Lorraine Justice	30
Kenneth R Koedinger	29
Carnegie Mellon University, United States	
Kanematsu Kanematsu	28
National Institute of Technology, Suzuka College, Japan	
Davinia Hernández-Leo Hernández-Leo	27
Pompeu Fabra University, Spain	



Publishing 101



emerald
PUBLISHING

Getting published - how to select the right journal

- Relevant readership, recent articles, societies and internationality, likelihood of acceptance, circulation, time from submission to publication.
- Does your institution have a list of approved journals?
- What type of paper are you planning to write i.e. practice paper, research paper, case study, review, viewpoint? Check first what type of paper the journal accepts.
- Do you have an open access mandate? You can publish open access with any Emerald journal.
- Measuring quality - Are rankings important to you? Web of Science and Scopus are the most well-known rankings, but others exist. Citations are a good, but not complete, guide to quality. Consider Impact Factor, Scopus and CiteScore, H-index, Google Scholar, altmetrics, usage and peer perception.



How to get started

- Have you completed a project that concluded successfully?
- Are you wrestling with a problem with no clear solution?
- Do you have an opinion or observation on a subject?
- Have you given a presentation, briefing or conference paper?
- Are you working on a Doctoral or Master's thesis?
- Do you have a new idea or initiative?



Writing



emerald
PUBLISHING

What makes a good paper?

- ✓ Originality – what's new about subject, treatment or results?
- ✓ Relevance to and extension of existing knowledge
- ✓ Research methodology – are conclusions valid and objective?
- ✓ Clarity, structure and quality of writing – does it communicate well?
- ✓ Sound, logical progression of argument
- ✓ Theoretical and practical implications (the 'so what?' factors!)
- ✓ Recency and relevance of references
- ✓ Internationality/Global focus
- ✓ Adherence to the editorial scope and objectives of the journal
- ✓ A good title, keywords and a well written abstract

Structuring your paper – Title and keywords

A good title should contain the fewest possible words that adequately describe the contents of a paper.

- A phrase that introduces the paper and catches the reader's eye
- Keywords that identify the focus of the work

Consider keywords:

- Researchers search using key phrases. What would you search for?
- Look at the keywords of articles relevant to your manuscript – do they give good results?
- Be descriptive – topic, sub discipline, methodology and significant features
- Jargon – keywords should reflect a collective understanding of the subject, not be overly niched or technical
- Repeat appropriately – in the abstract and title for visibility

Structuring your paper - Introduction

- What is the problem?
- Are there any existing solutions?
- Which one is the best?
- What is its main limitation?
- What do you hope to achieve?

Structuring your paper – Method

A study is only as good as the method used

- Indicate the main methods used
- Demonstrate that the methodology was robust, and appropriate to the objectives
- Focus on telling the main story, stating the main stages of your research, the methods used, the influences that determined your approach, why you chose particular samples, etc.
- Additional detail can always be given in appendices



Structuring your paper - Results

- Focus on the essentials; the main facts and those with wider significance, rather than giving great detail on every statistic in your results.
- What are the really significant facts that emerge?
- Clear and uncluttered
- Additional detail can always be given in appendices



Structuring your paper - Discussion

Consider

- Do you provide interpretation for each of your results presented?
- Are your results consistent with what other investigators have reported? Or are there any differences? Why?
- Are there any limitations?
- Does the discussion logically lead to your conclusion?

Do not

- Make statements that go beyond what the results can support
- Suddenly introduce new terms or ideas



Structuring your paper - Conclusion

Do

- Answer the original question
- Indicate uses and extensions
- State limitations
- State implications for further research

Do not

- Summarise the paper – the abstract is for this
- Start a new topic/introduce new material
- Contradict yourself



Polishing your work

- ✓ Incorrect grammar, spelling and punctuation
- ✓ Flow, transition or sense problems
- ✓ Accuracy of any mathematical or statistical content
- ✓ Incomplete or inaccurate references
- ✓ Ensure consistency over your manuscript
- ✓ Know your common mistakes
- ✓ Use, but don't rely on, the spell checker
- ✓ Show the draft to someone else – have a fresh pair of eyes look at it



Submit!

- ✓ Choose the right journal
- ✓ Make sure your paper fits with the aims and scope
- ✓ Read the author guidelines to check the formats and referencing



Peer review



emerald
PUBLISHING

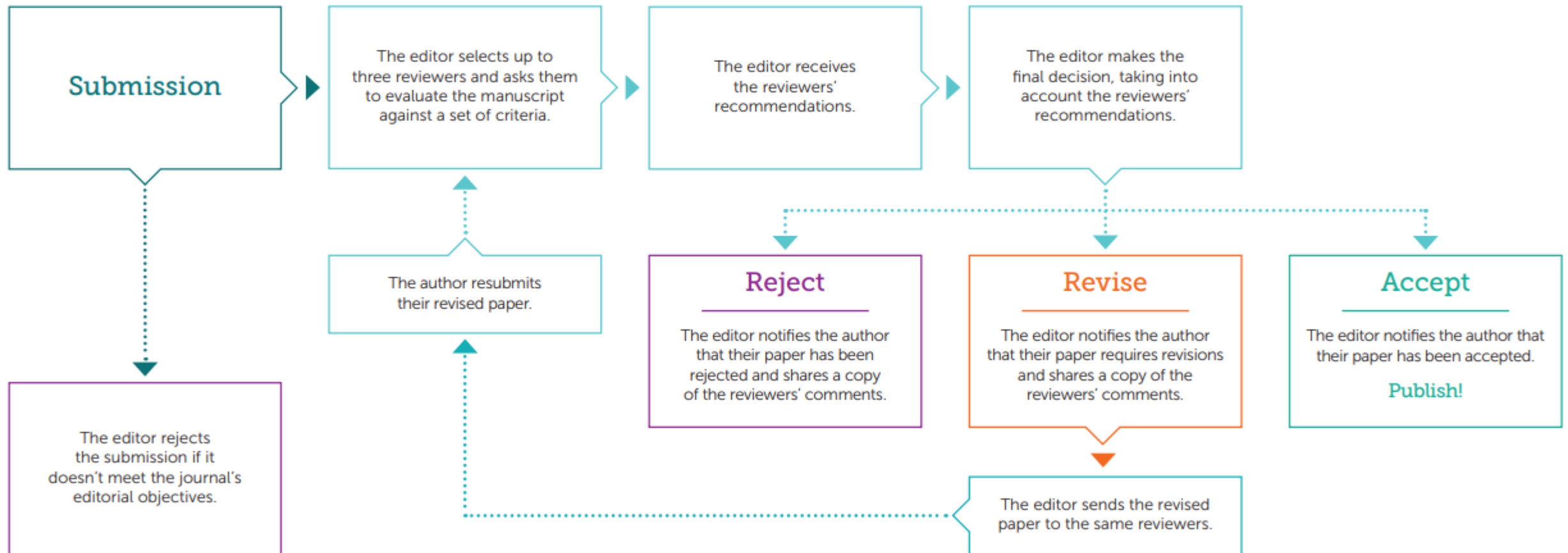


Types of peer review

- Single-anonymous peer-review
- Double-anonymous peer-review
- Triple-anonymous peer-review
- Open peer review



Peer review process



Request for revision

- Be clear about the revision deadline
- If you disagree, explain why to the editor
- Clarify understanding if in doubt
- Consult with co-authors
- Meet the revision deadline
- Outline point by point how revision requests have been met



If your paper is rejected...

Reasons for rejection can include:

- Not following instructions – author guidelines
- Inappropriate to the journal scope
- Problem with quality (inappropriate methodology, not reasonably rigorous)
- ‘Paper motivation is weak’
- Insufficient contribution to the field

Remember – don’t give up. Ask and listen, try to improve and then resubmit when you’re ready.



When accepted, it's over to us!



What do publishers do?

- ✓ Editorial checks and improvements
- ✓ Typeset and tag your work to ensure its searchable and discoverable
- ✓ Aggregation, abstracting and indexing of your work with providers such as Web of Science, Scopus, ProQuest, EBSCO and more.
- ✓ The dissemination and promotion of work through campaigns
- ✓ Invest in technology that makes your research easy to find and read
- ✓ Preservation of your work through our archive and preservation connections with Portico, LOCKSS and CLOCKSS
- ✓ And more!

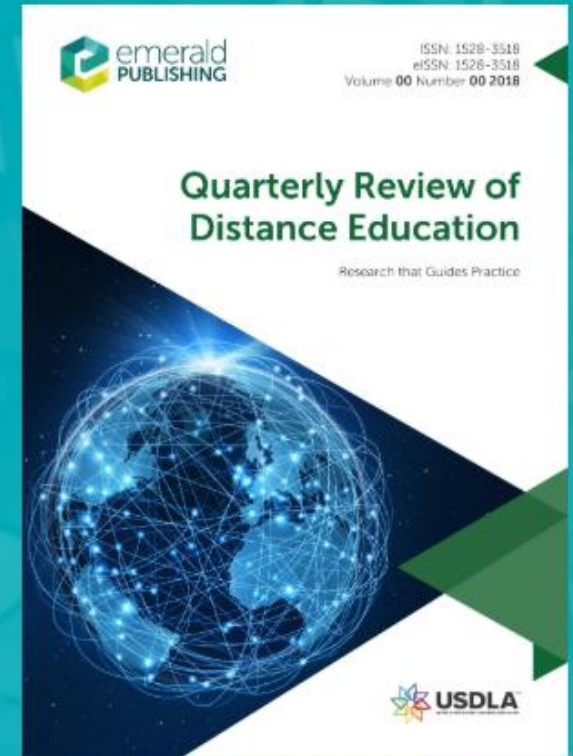
To summarise

- Think about your outcomes before you start your research
- Consider the format of your research and how to reach your audience
- When selecting a publication, check the guidelines carefully
- Don't give up if your work isn't accepted at first!

Good luck with your submission!



Quarterly Review of Distance Education



<https://www.emeraldgrouppublishing.com/journal/qrde>



Questions



emerald
PUBLISHING