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Supporting Taylor & Francis authors

Publishing in academic journals
如何发表学术论文
Tips to help you succeed
助你成功的技巧

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Taylor & Francis 泰勒弗朗西斯出版集团

Publisher of **scholarly journals since 1798**
学术期刊出版历史可追溯到1798年

Work in **partnership** with learned societies and universities
著名学协会及大学的**合作伙伴**

Publish across **Science, Social Sciences, Humanities, Technology, Arts and Medicine**
出版学科范围涵盖了**人文科学、社会科学、行为科学、科学技术与医学**

Global publisher with offices in Beijing, Singapore, Tokyo, Oxford, Philadelphia and Melbourne (plus more)
全球化的出版集团，在北京、新加坡、东京、牛津、费城、墨尔本等20多个国家设有分支机构

Partner with innovators to **improve the publishing experience** for authors and make articles more discoverable (including Altmetric, Figshare, Kudos and ORCiD).
致力于**改进作者的出版体验**，提高文章可发现性

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Routledge
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CRC Press
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Dovepress

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Why publish?

- To exchange ideas 交流思想
- To build reputation 建立学术声誉
- To disseminate work on a global scale 研究成果在全球范围内传播

Have you got:

- Something new to say? 你有新的想法吗？
- A solution to a current or difficult problem? 你有解决方案吗？
- A new development on a ‘hot’ topic in your field 你带来“热门”领域的新进展吗？

Publishing - a necessary step in the research process

发表学术论文 — 学术研究过程中的必要步骤

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What are you publishing?

- Are you publishing new methods and / or results?
  发表新方法、新结论？
- Are you reviewing or summarizing a particular area?
  总结特定研究领域进展？
- Does it advance knowledge and understanding of a particular area?
  是否促进了特定研究领域的知识进步？

Don’t publish…

- Something of no scholarly interest 没有学术趣味的内容
- Out-of-date work 过时的成果
- A duplication of existing, published research 重复发表
- Incorrect or unacceptable conclusions 错误的或不能接受的结论

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Think about what you want to publish

- **Full articles** 原创文章: offering original insights
- **Letters** 通讯: communicating advances quickly
- **Reviews** 综述: offer a perspective, summarising recent developments on a significant topic
- **Conference papers** 会议文章: something to consider if your research project is ‘in progress’
- **Data paper** 数据论文: a peer-reviewed description of an available dataset

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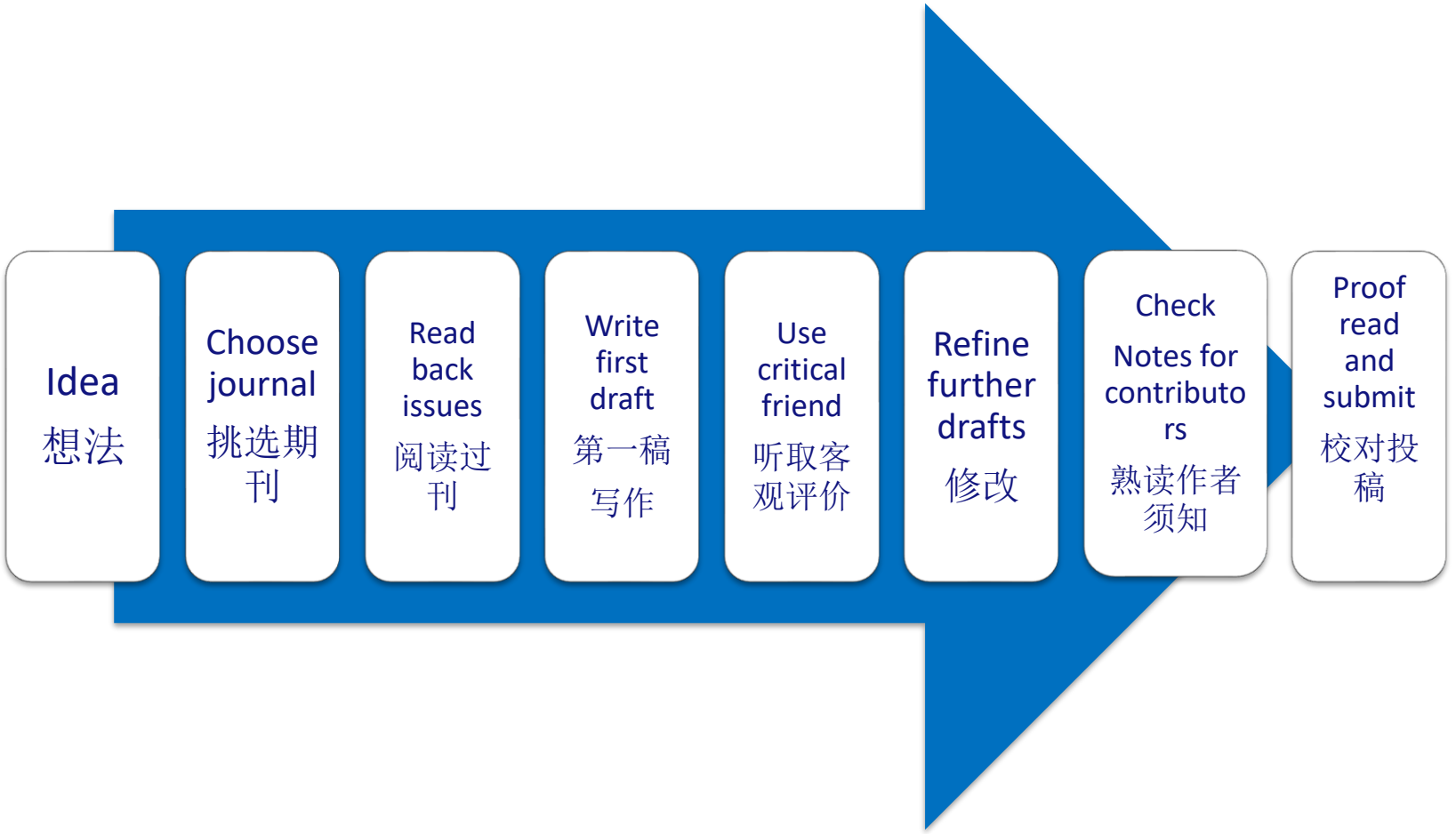
The stages to go through *before* submitting



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Choosing the **right** journal

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Know your audience

Tip 1: A journal article is not a magazine article, a book manuscript or your PhD thesis (but you could write a book review…)

Q. Do you:

A) Write your article for a specific journal?
B) Write your article first and then find a journal that's most suitable?

A) Be in the minority:

30% of authors write for a specific journal,
70% write the article and panic.

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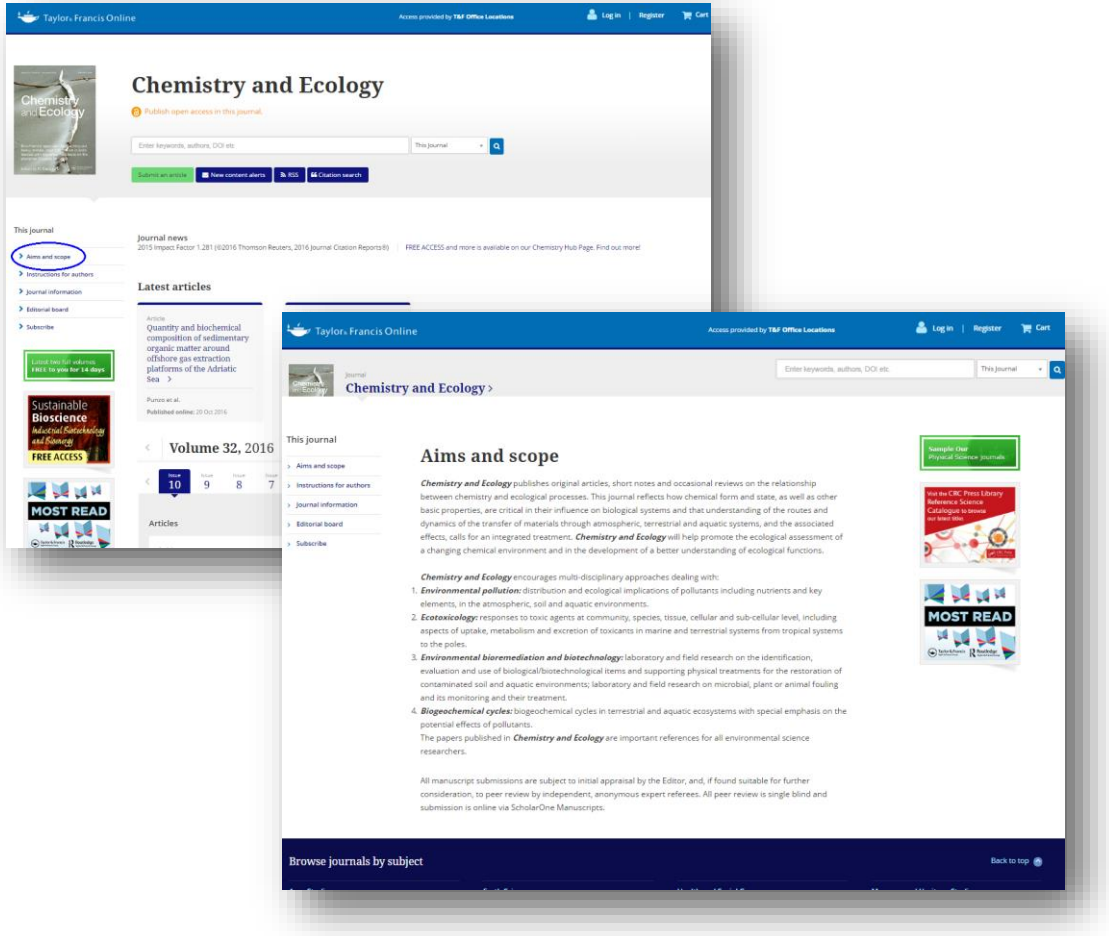
Why you should read a journal's 'Aims & Scope'



The 'Aims & Scope' will help you understand what the journal is about, and who it is for.

Find it on the journal page on **tandfonline.com**

"Aims & Scope"可以帮助你了解可能的收稿范围

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Know your audience

Tip 2: You are joining a conversation with other contributors.

Research the journals in your field:

- ✓ Visit your university library
- ✓ Look at publisher and journal websites
- ✓ Talk to your peers
- ✓ Pick your type: generalist or niche, international or region specific?
- ✓ Read (and understand) the journal's Aims and Scope
- ✓ Check www.sherpa.ac.uk/romeo

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Know the journal

Tip 3: Ask the right questions and *know* the right answers. Who, or what, is the journal's:

Who or what is/are the journal's:

- Editor 主编
- Editorial board 编委会
- Publisher 出版商
- Authors 作者
- Society affiliation 学协会
- Readership 读者群
- Impact Factor 影响因子
- Peer review process 审稿流程
- Submission process? 投稿流程
- Open Access policy? 开放获取政策

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Think. Check. Submit.

- A publishing industry initiative which aims to help you make informed choices, and choose trusted journals to publish your research
- Provides you with a toolkit to assess whether the journal you plan to submit to is appropriate for your work, and is also a respected, reputable journal
- 一想、二查、三投稿 帮你选择正确的期刊

www.thinkchecksubmit.org

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The Think. Check. Submit. checklist

1. Do you or your **colleagues know the journal**?
   你或你的同事是否知道这本期刊？

2. Is the journal clear about the **type of peer review** that it uses?
   同行评审的类型是否清楚？

3. Can you **easily identify and contact** the publisher?
   出版商的联系方式是否容易找到？

4. Is the publisher a member of a **recognized industry initiative**?
   出版商是否参与了业内公认的行业倡议？

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Journal citation metrics

Citation metrics - widely used as measures of *quality* by:

引文数据 – 广泛地被用来评价期刊质量

- Librarians
- Researchers
- Tenure & promotion committees
- Publishers
- Grant awarding bodies

In the simplest terms, they **calculate the average number of citations over a specified time period. 在特定时间段计算平均引用次数**

- Impact Factor / Social Sciences Citation Index
- SNIP/ Scopus
- Eigenfactor Score

There are many factors to consider when deciding which journal is right for your paper. 是否是合适的期刊还要考虑许多其他因素

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Resources on research metrics

http://bit.ly/researchmetrics

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What is OPEN ACCESS?

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1. Making content freely available online to read
   内容免费在线阅读

Meaning your article can be read by anyone, anywhere
你的文章可以在任何地方被任何人阅读

2. Making content reusable by third parties with little or no restrictions
   内容在很少或无限制条件下的再利用

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"Open access gives other scholars and students at all educational levels immediate access to your work. It is a form of publication that is totally inclusive … I like the idea that there might be people in sub-Saharan Africa reading my work, in addition to well-known scholars in the ivory towers of the world's elite universities. Open access is such a democratising form of publication that, whenever institutional resources allow, I like to pursue it."

Costas Karageorghis,

'Music in the exercise domain: a review and synthesis (Part I)'

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Definitions

Gold Open Access 金色开放获取

- **publication of the final article (Version of Record)**
  文章发表的最终版本 （记录版本）
- article is made freely available online (often but not always after payment of an article publishing charge [APC])
  免费在线获取 （通常但不总是在支付文章发表费之后上线）

Green Open Access 绿色开放获取

- **Archiving / deposit of an (earlier version of an) article** in a repository
  将文章发表**之前的版本**存放在知识库中

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4 reasons to publish OA

1. Increased **discoverability**: anyone can read (and cite) your work. 提高可发现性

2. Reaching **beyond academia**: it can be easily accessed by people outside your research field, and outside the scholarly community. 获得学术界以外的群体关注

3. **Highlighting your work**: you can share and post your final published article (the Version of Record) anywhere. 强调研究成果

4. **Ownership**: You retain the copyright to your work. 所有权

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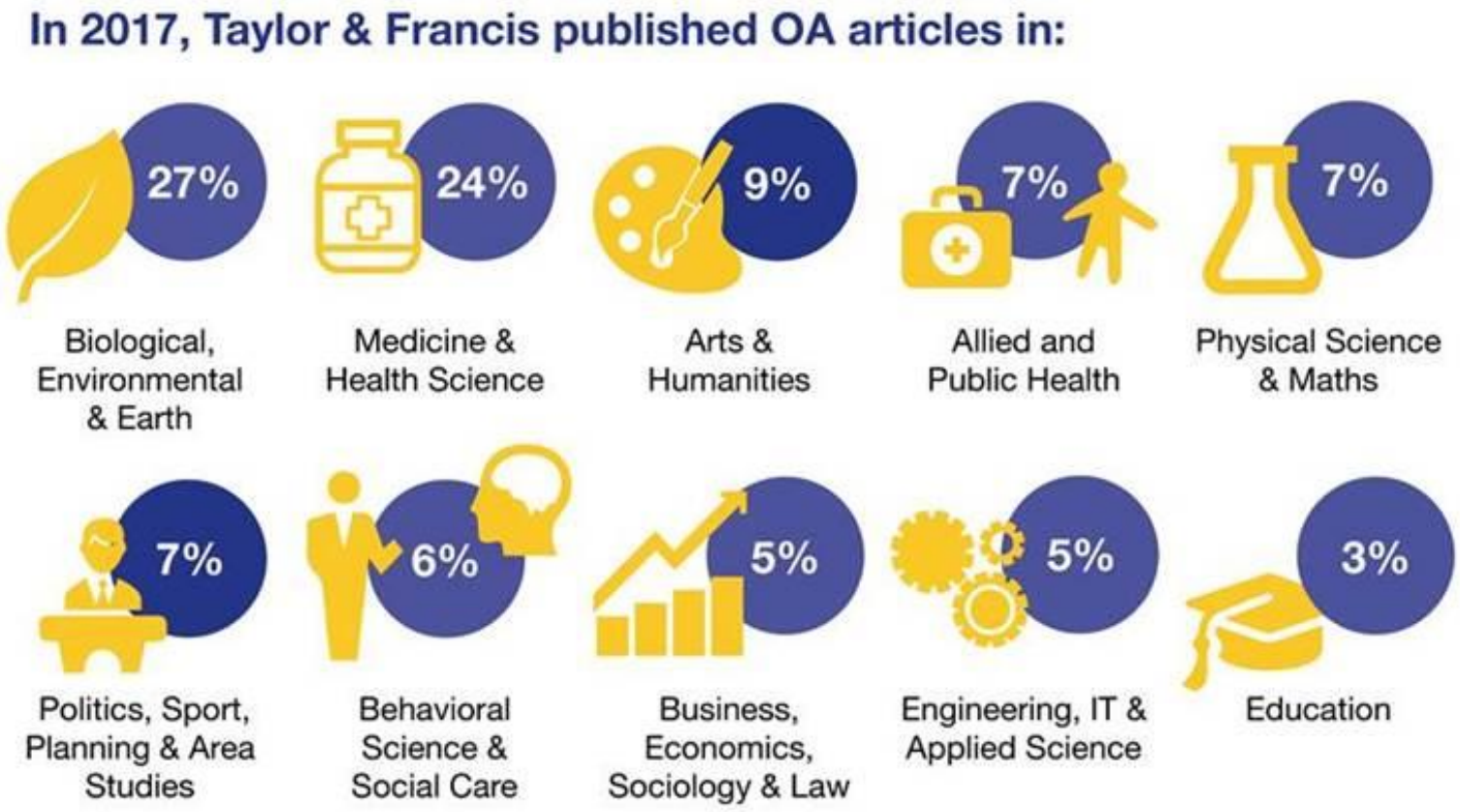
What are we publishing **OA**?



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Writing

for a journal

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Think like an editor

"...I think authors need to think 'what is it like to be an editor of a journal? How many papers is the Editor receiving per day, per week? What is going to actually make the journal pay attention to my paper?" 作者需要思考期刊编辑每天、每周收到多少投稿？如何吸引编辑的注意？

Monica Taylor, former editor of the *Journal of Moral Education*

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Do:

- ✓ Look at published papers
  阅读已发表文章
- ✓ Fit the Aims & Scope
  适合的收稿范围
- ✓ Format your article to the journal
  按期刊要求排版
- ✓ Know where or who to submit to
  知道如何投稿
- ✓ Check spelling and grammar
  检查拼写和语法
- ✓ Consider English 'polishing'
  是否需要语言润色
- ✓ Ask a colleague to read it
  邀请同事阅读

Don't:

- × Overlook the title
  忽略文章标题
- × Rush the abstract
  匆匆完成摘要
- × Dismiss the Instructions for Authors
  忽略作者指南
- × Ignore the bibliography
  忽略参考文献
- × Leave acronyms unexplained
  不解释缩略词
- × Forget to clear any copyright
  忘记处理版权问题
- × Miss out attachments (figures, tables, images) 忽略附件
- × Send the incorrect version of your paper
  提交错误版本的文章

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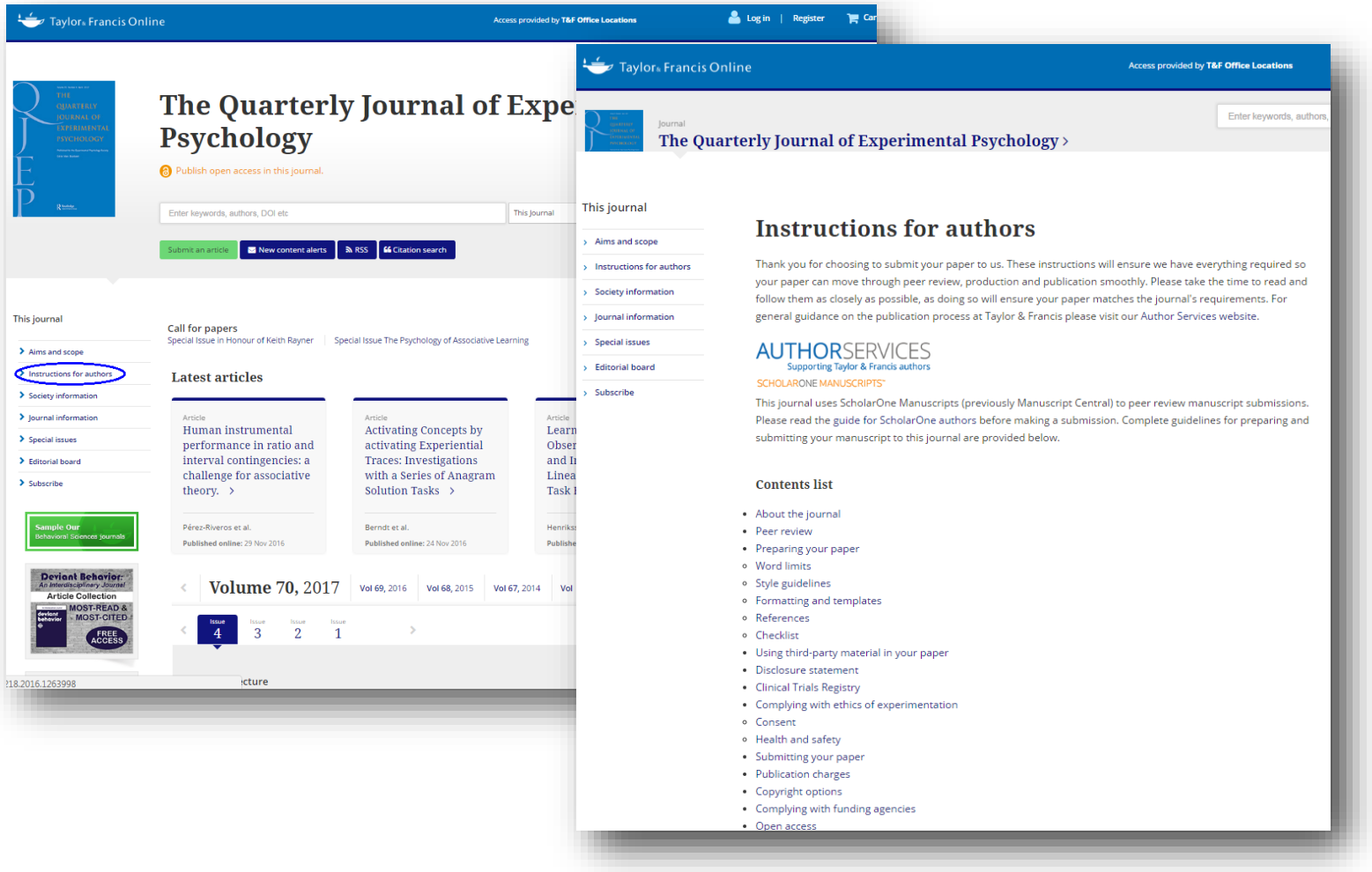
Instructions for Authors



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Your title and abstract

Your title and abstract are **your article's 'shop window'** so make it attractive:
标题和摘要是文章的**展示窗口**，需要具备吸引力

- Put what's new / what makes if different at the start
  新颖的内容在开头展示
- Think about how someone will search for your research – what search terms will they use? 思考搜索词
- Use these in your title and abstract to make your article more discoverable (search engine optimization). 并在标题和摘要中使用
- Use clear, concise language that could be understood by someone outside of your field. 使用清楚简练的语言
- Draw out the main issues you are looking to address in both the title and abstract (but be brief!). 在标题和摘要中**简练地**指出你要研究的问题

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What makes a good title

"We would typically expect a strong title, a good title that really expressed what the article was about and made it clear to the reader exactly what the topic was, and it's amazing how often writers neglect to do that. 编辑期望文章有一个使读者一目了然的标题。然后我们惊讶于很多作者都忽略了这一点。"

Professor Mark Brundrett, Editor of *Education 3-13*

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Citing data 数据引用

"Data citation, like the citation of other evidence and sources, is good research practice and is part of the scholarly ecosystem supporting data reuse."

Data Citation Synthesis Group: Joint Declaration of Data Citation Principles. Martone M. (ed.) San Diego CA: FORCE11; 2014

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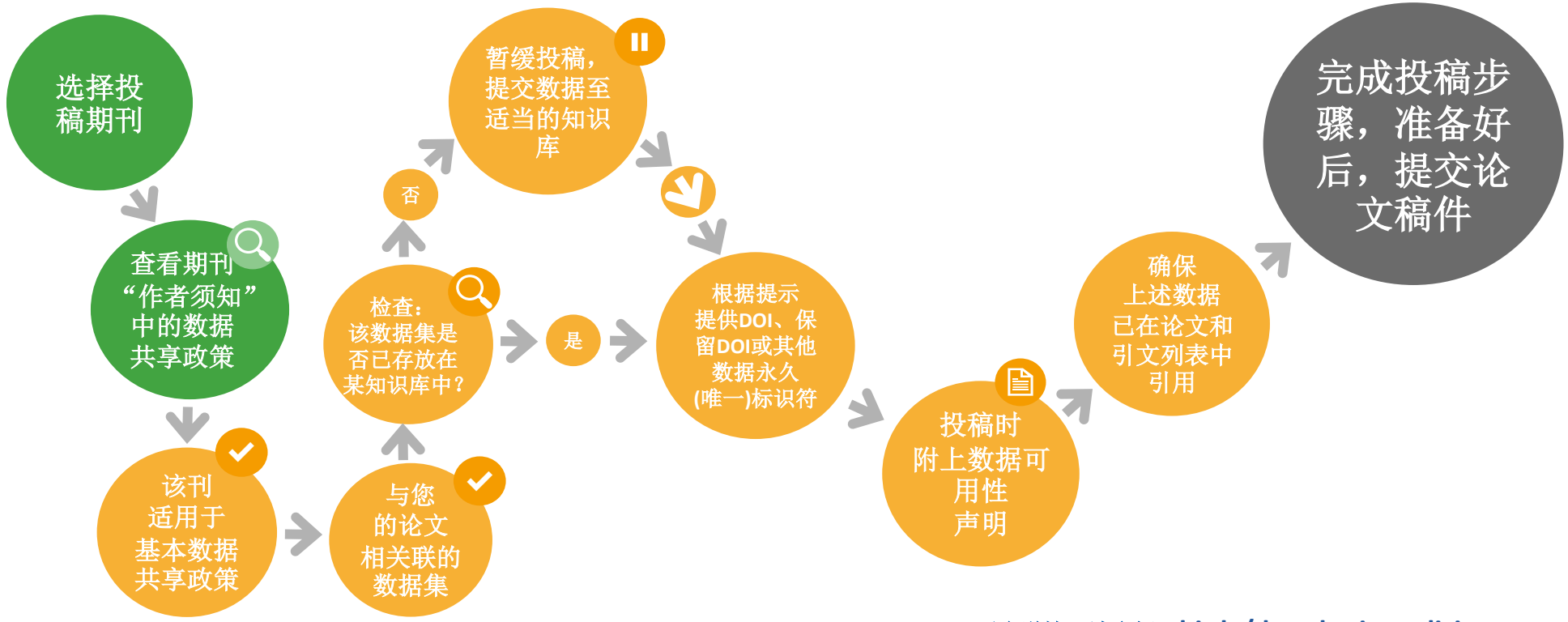
共享数据：了解我们的基本数据共享政策

- ✔ 向Taylor & Francis、Routledge或Cogent OA旗下期刊投稿
  - ✔ 与您论文关联的数据集



更多详情，请参阅：bit.ly/datasharingpolicies

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Ethics for authors: the essentials

- Be wary of self-plagiarism. 警惕自我抄袭
- Don't submit a paper to more than one journal at a time.
  避免一稿多投
- Don't send an incomplete paper just to get feedback.
  避免提交不完整稿件仅为获得审稿意见
- Always include and / or acknowledge all co-authors (and let them know you've submitted the paper to be published).
  永远保证共同作者的知情权
- Always mention any source of funding for your paper.
  永远提及文章涉及研究的资金来源
- If you are using data sets gathered by someone else, check that you have permission to use them in your article.
  如果使用了他人的数据集，确保你得到了所有者的允许

Information on ethics in journal publishing:
authorservices.taylorandfrancis.com/ethics-for-authors

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Your submission checklist

- ✓ A **title page** file with the names of all authors and co-authors
  包括所有作者姓名的**标题页**
- ✓ Main document file with **abstract**, **keywords**, **main text** and all **references**
  主要文件包括**摘要，关键词，正文，参考文献**
- ✓ **Figure, image** or **table** files (with permission cleared)
  图表，图片 （具备使用许可的）
- ✓ Any extra files, such as your **supplemental** material
  补充材料
- ✓ **Biographical** notes
  个人简历
- ✓ Your **cover letter**
  说明信

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Peer review

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What is peer review?

Allows an author's research to be evaluated and commented upon by independent experts. 同行评审是独立专家评价作者研究成果的过程。

Which can take different forms:

- **Single-blind review:** where the reviewer's name is hidden from the author. 单盲评审
- **Double-blind review:** where the reviewer's name is hidden from the author and the author's name is hidden from the reviewer.
  双盲评审
- **Open review:** where no identities are concealed. 公开评审
- **Post-publication review:** where comments can be made by readers and reviewers after the article has been published. 发表后评审

Every article published in a Taylor & Francis journal goes through rigorous peer review.

每一篇发表在Taylor & Francis期刊上的文章都要经过严格的同行评议。

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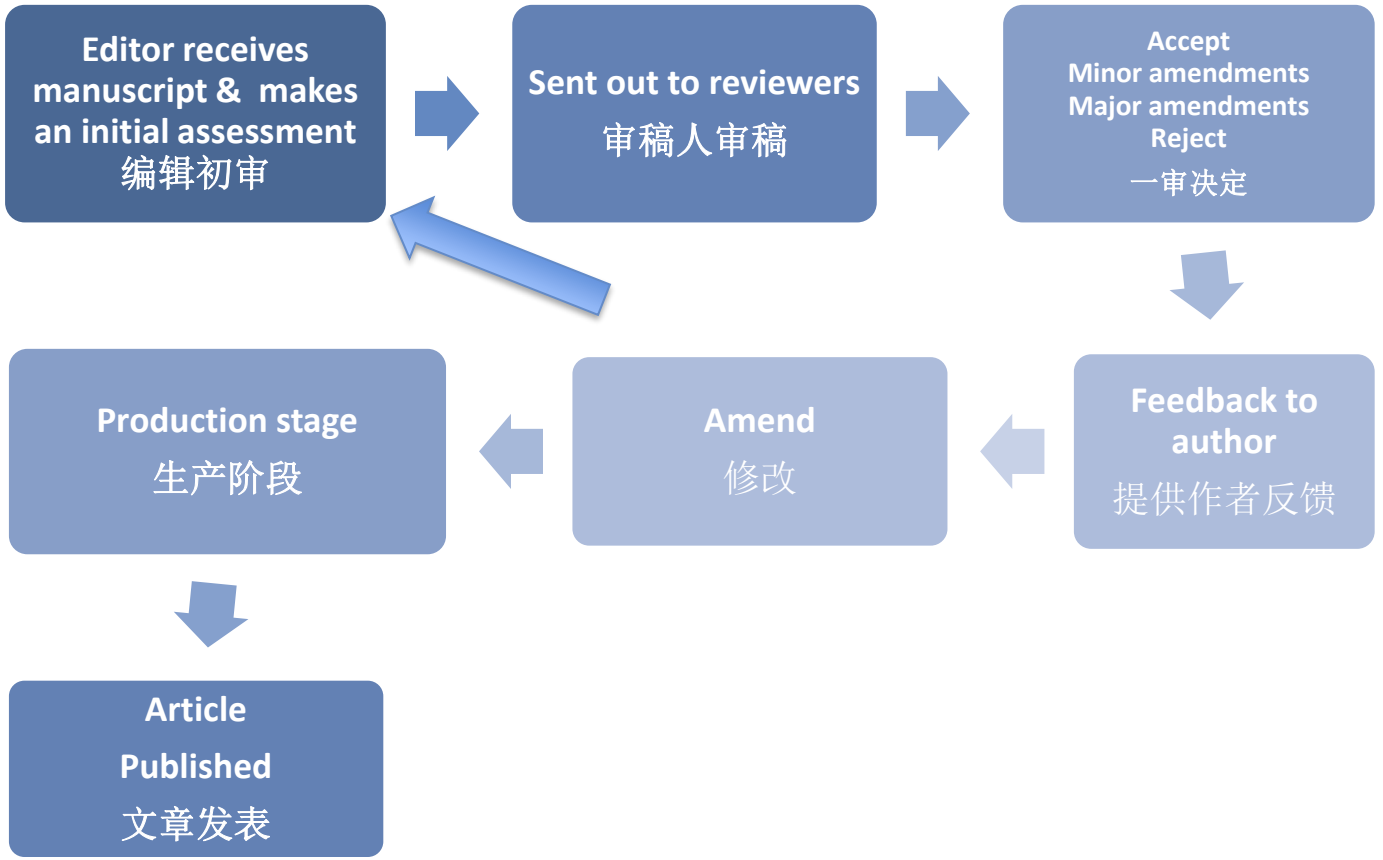
Stages of peer review



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How to handle reviewers' comments

- Try to accept feedback 尝试接受审稿意见
- Revise your paper as requested 按要求修改
- If you can't revise your paper as requested, explain why
  若不能修改，提供解释说明
- Revise the paper following the timeline suggested by the Editor
  按时提交修改稿
- Thank the reviewers for their time 感谢审稿人

If you're responding:

- Be specific 详细回复
- Defend your position: be assertive and persuasive, not defensive or aggressive 捍卫你的立场：
  自信有说服力，而不是防御性或侵略性

If you have questions, ask the Editor for guidance. A good editor will want to help. **遇到问题，请联系期刊编辑。**负责任的编辑都会尝试帮助你。

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What are the top reasons for rejection?

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Top ten reasons for rejection (what to avoid)

1. Sent to the wrong journal, doesn't fit the aims and scope, or fails to engage with issues addressed by the journal. 投稿到错误的期刊
2. Not a true journal article (i.e., too journalistic or clearly a thesis chapter or consultancy report). 不是真正的研究文章
3. Too long/too short. 太长或太短
4. Poor regard of the journal's conventions, or for academic writing generally. 不符合期刊或学术写作习惯
5. Poor style, grammar, punctuation, or English. 糟糕的文体、语法、标点符号或语言
6. No contribution to the subject. 对学科领域无贡献
7. Not properly contextualised. 没有适当的情境化
8. Poor theoretical framework. 薄弱的理论框架
9. Scrappily presented and sloppily proof read. 散乱的排版
10. Libellous, unethical, rude or lacks objectivity. 避免诽谤性的，不道德的，粗鲁或缺乏客观性的内容

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What to do if your article is rejected

- Do nothing for a few days: try to calm down and try not to take it personally. 冷静下来，不要把它当回事
- You could use the reviewers' comments, alter the paper and submit to another journal. 借助审稿人意见修改文章，投稿给其他期刊
- **If you do submit elsewhere, make sure you alter your paper to the new style of that journal.** Editors can easily detect a paper that was submitted to another publication. 如果投稿给其他期刊，确保你的文章修改成该期刊的风格和格式
- If you are asked to make heavy amendments and resubmit, you must decide if it is worthwhile. 如果被要求做过多的修改，你必须决定是否值得这么做。

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Congratulations, you're **published**!

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DIY PR: why you should try it

"Self-promotion helps personalise the conversation"

Professor Andy Miah,

Chair in Science Communication and Future Media,
University of Salford, Manchester

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Maximising your article's impact

Use these tips to maximise the potential of your article to be seen, read, and cited.
使用下面的技巧让你的文章最大程度地被发现，被阅读，被引用

- **Post updates** and link to your article on academic and professional networking sites. 利用学术专业网站
- Use social media to **post a link to your article** and **highlight key points**. 利用社交媒体
- Add a brief summary and link to your article on your **department website**. Then add it to your students' reading lists. 利用院系网站
- Think your research is newsworthy? **Speak to your institution's press office**, provide them with a link to your article, and **include them in social media posts**. 利用研究机构的新闻办公室
- If you are a blogger or have a personal webpage **write about your article and link to it**. Then write about your post on social media, linking to it and the article. 利用博客或个人网站

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Why use social media?

- Social media drives **article downloads**
- 7 out of 10 most important factors in **SEO ranking** now come from social media
- **Altmetric Attention Scores** usually take into account social media attention
- **Journalists** use Twitter as a major source of news stories

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"Publicizing an article is work, but it's worth it. I have received more emails about my article in the past two months than I have about all my other work in the previous year. Another university has invited me to visit because of my work, and my students are more excited about research because they see the attention it is getting. Not every article I write will be as interesting to the public, but I will definitely be working to do what I can to rustle up some interest in my work in the future.

宣传文章是一项工作，但是非常值得。"

Russell Warne, Assistant Professor,
Utah Valley University

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"I disagree with the widely circulated mantra of "publish or perish". Today, you can publish and still perish because there is now so much more published work than there was 1, 2, 5, 10, 20 years ago, and it's more accessible than ever before. In this publishing climate, the question for authors – and which editors increasingly focus on – is who is going to be interested, and why? 我不同意广泛流传地"出版或灭亡"的口头禅。相比20年前，如今发表的文章远超当年并且能够通过各种方式获得。作者和编辑更加关心的是谁会对发表的文章感兴趣，为什么？"

Dr. John Harrison, Early Career Editor,

Regional Studies

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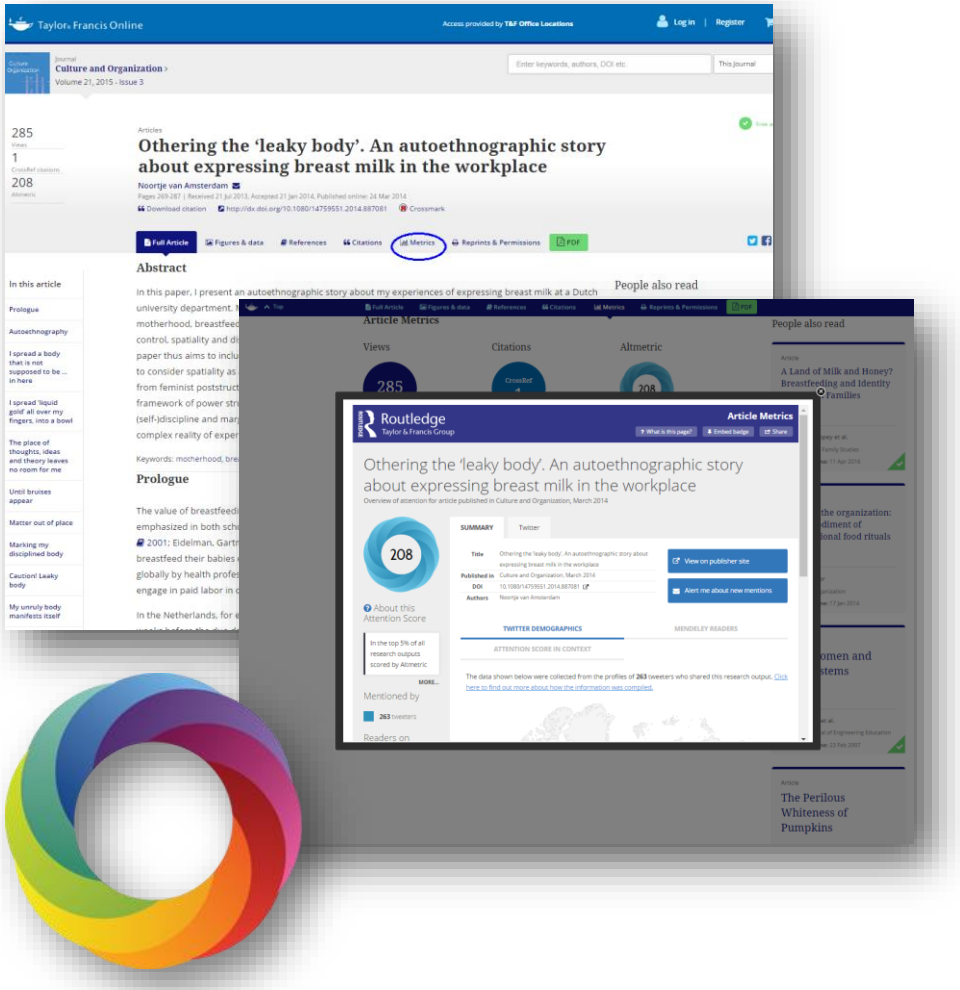
Does your article have an Altmetric Attention Score?

Altmetric Attention Scores track the attention that scholarly articles receive online, and specifically via:

- Social media
- Traditional media
- Online reference managers
- Policy mentions



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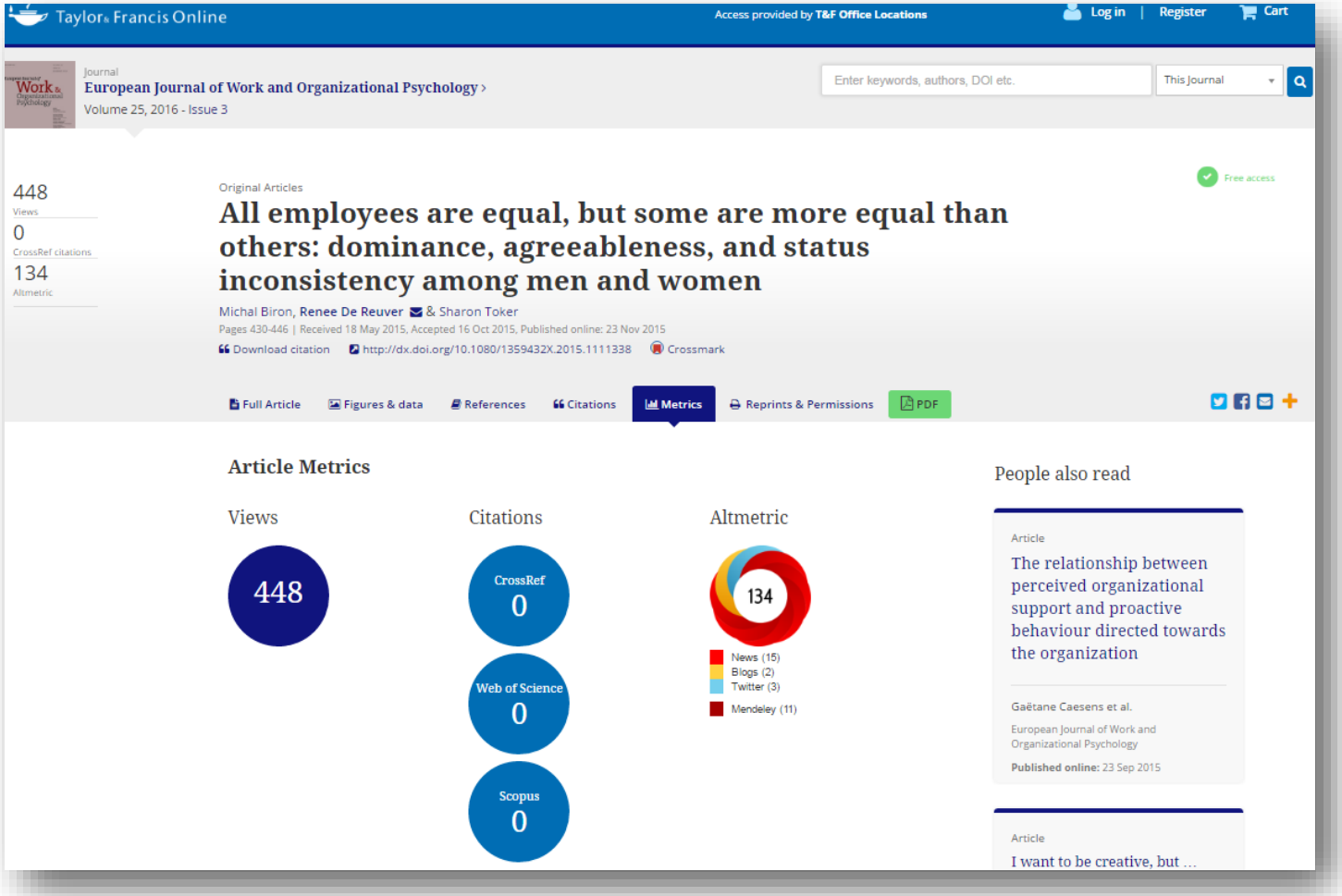
Article metrics (and Altmetric Attention Scores)



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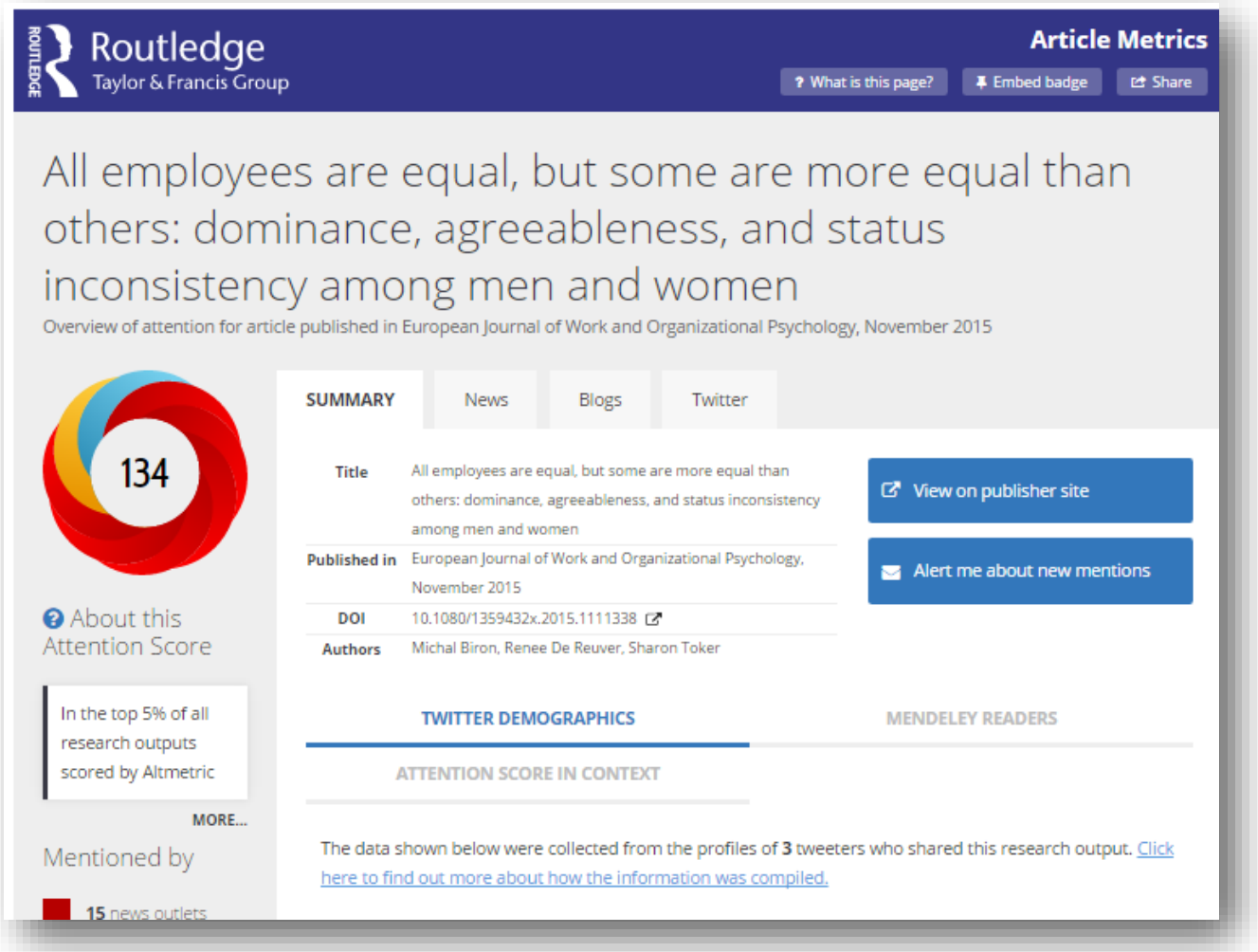

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How to use altmetrics to **your advantage**

- Identify coverage and wider dissemination of your research
- See who is talking about your research
- Monitor other research in your field
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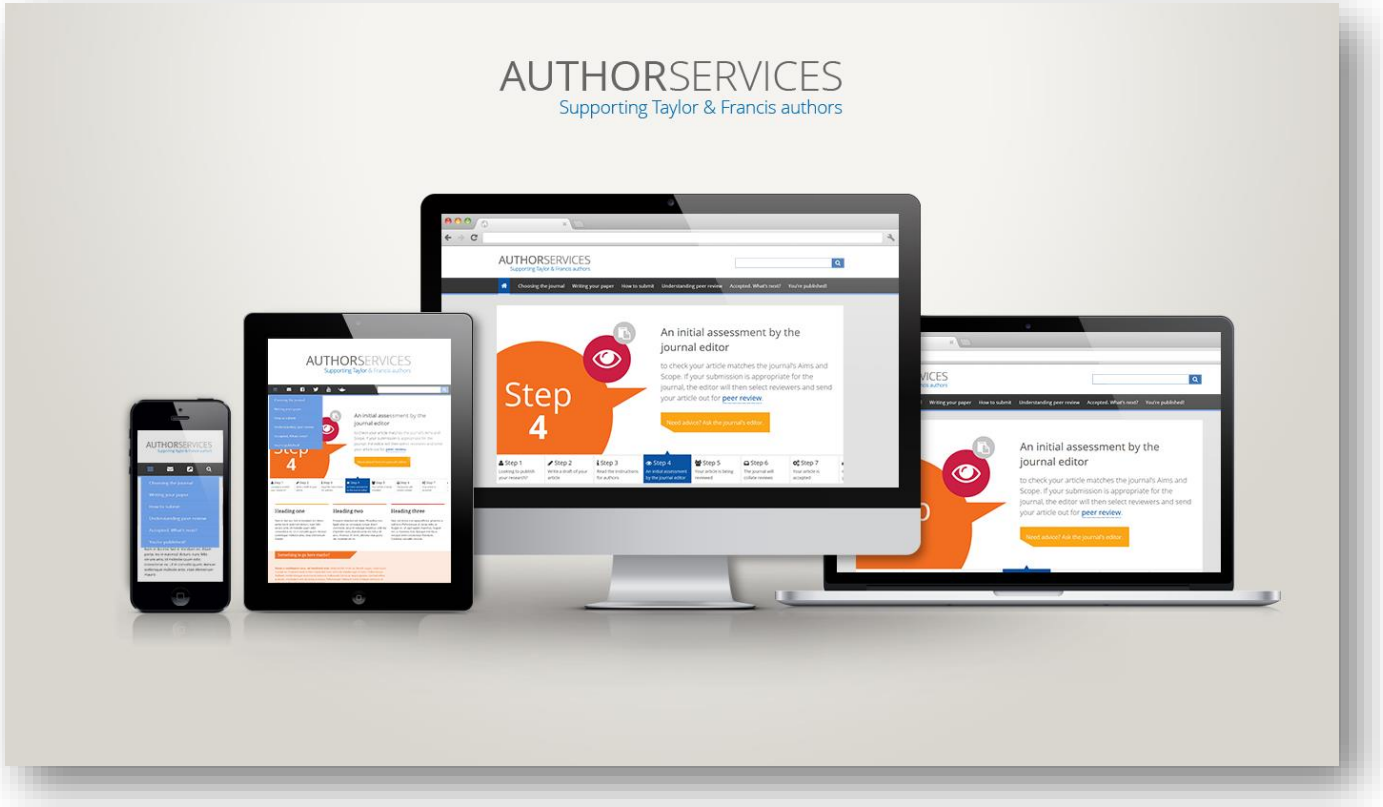

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