

OPTIMIZE YOUR PUBLISHING maximize your impact

As a young researcher, you will be consumed with your research. Your hard work may well result in a manuscript that you hope to publish to launch your career. But how do you know where to submit your manuscript? What are the factors that go into deciding the most appropriate publication outlet? Which journal will give your article the widest audience? These are issues you should begin thinking about today. **Where to publish is too important of a decision to put off until the end of the research process.**

This may seem an open-and-shut issue: you simply submit to the most prestigious journal you believe might publish your manuscript. However, there will be consequences to your decision—in terms of how you can use your research and who can read it. **Where you publish will influence the exposure of your work**, how often it is cited, and its ultimate impact.

Over the past few decades, academic journals have become increasingly expensive, outpacing inflation by 200–300%. Many journals now cost over \$5,000, \$10,000, and even \$20,000 per subscription per year, and it's not uncommon for the average journal in a particular field to cost well over a thousand dollars. As prices increase, not even the best-funded institutions can afford access to everything they need, and many researchers are forced to base their work on what their campus can afford access to rather than on the latest research in their area.

This system is certainly bad for those who can't afford access, but what if *your* paper is locked away in an expensive journal? **What if researchers who would have otherwise built upon and cited your work can't read it?** They can't build on the latest research, and your article potentially loses valuable impact.

It doesn't have to be this way.

REMEMBER:

Your library card
expires at graduation.



A NEW NORM IN PUBLISHING ►►

A better system for science and scholarship

There is a better model that is quickly becoming the new norm in academic publishing: Open Access. Open Access means your work is openly available on the Internet immediately upon publication in a peer-reviewed journal and with the reuse rights needed for it be searched and used to its fullest extent. The open model is supported by a large number of leading academics and researchers as well as top funding bodies and research institutes, such as the European Commission, the United States National Institutes of Health, and the Wellcome Trust—each of which has a policy requiring research they fund be made openly available after an embargo.

When considering your publishing choices, think about your audience. You will be drawn to journals in your field that are prestigious. But, as you identify the best outlet for your work, include accessibility in your criteria. Toll-based journal readership is necessarily more limited because they charge subscription fees to access content. Not all institutions can afford these fees, let alone readers outside of an academic institution. Don't forget potential audiences outside of your immediate discipline—increased accessibility improves discoverability and can lead to unexpected benefits like interdisciplinary collaboration.

► OPEN ACCESS MAKES IMPORTANT
SCHOLARLY DEVELOPMENTS AVAILABLE
TO ALL; EVERYONE CAN READ YOUR WORK—
FROM TOP SCHOLARS AT ELITE INSTITUTIONS
TO PROSPECTIVE FUNDING AGENCIES TO
POTENTIAL PRIVATE SECTOR EMPLOYERS
TO RESEARCHERS AND CITIZENS AROUND
THE WORLD.

PUBLISHING FOR HIGHEST IMPACT ►►

Making your work openly available is simple: you can either publish in a high-quality open-access journal or (if you publish in a subscription-based journal) you can deposit a copy of your article into an open-access repository where it can be freely accessed and indexed by services like Google Scholar.

1. Open-access journals: Open-access journals are the same as subscription-based journals but with one big difference—they make all of their contents available for free immediately upon publication. They employ the same strict methods of peer review and, in some fields, open-access journals are among those with the highest impact factors. You may already use open-access journals in your field, such as one of the top-quality journals published by the Public Library of Science (PLOS). In addition, open-access journals generally allow the author to retain the copyright to the work and combine publication with a suite of re-use rights that make it easy for others to use and build on your work—and for you to be able to use your work in other ways you need, such as presenting at a conference. A comprehensive list of over 7,000 open-access journals is available from the Directory of Open Access Journals (www.doaj.org).

2. Open-access repositories: If you choose to publish in a subscription-based journal, you can still make your work openly available by depositing it into an open-access repository. Repositories are curated digital databases, usually subject- or institution-specific, where scholars can place their work for long-term preservation and worldwide access. You may be familiar with some repositories, such as PubMed Central or arXiv.org. Open repositories are another distribution channel for your work and make a version accessible even if the final article is behind a pay wall. The majority of publishers allow authors to post a version of their article online, to a repository or personal Website. To determine a particular publisher's policy on deposit in open repositories or "self-archiving," see the comprehensive list from the SHERPA-RoMEO project (www.sherpa.ac.uk/romeo).

For a comprehensive list of open-access repositories, see the Directory of Open Access Repositories at www.openaccess.org.

GREATER ACCESS, GREATER IMPACT ►►

Your research, particularly your published work, will be one of your main selling points for the next step in your career—whether a job or post-doc. Publishing in an open-access journal or depositing your work into an open-access repository can help give your work the visibility and traction it deserves. Making your work openly accessible is good for those who would not otherwise be able to read it, and it's good for you. Articles that are made openly available are cited more often, **typically by 25–250%.**¹

¹ Wagner, A. B. 2010. Open Access Citation Advantage: An Annotated Bibliography. *Issues in Science and Technology Librarianship*. Available: <http://www.istl.org/10-winter/article2.html> [Accessed: October 19, 2011]

IT JUST MAKES INTUITIVE SENSE: THE MORE PEOPLE THAT CAN ACCESS YOUR WORK, THE MORE IT CAN BE READ, CITED, AND BUILT UPON. AS CITATIONS CONTINUE TO BE CRUCIAL TO A CAREER IN RESEARCH, MAKING YOUR ARTICLE OPENLY ACCESSIBLE CAN BE IMPORTANT IN MAXIMIZING YOUR WORK'S IMPACT. AND, IF YOUR WORK IS OPEN, POTENTIAL EMPLOYERS WILL NOT HAVE ANY TROUBLE OPENING IT FROM A LINK ON YOUR CV.

YOUR WORK. YOUR RIGHTS. ►►

When your research yields a publishable article, you control its destiny. You are the copyright holder and have the power to decide how your research will be shared. Your rights under copyright are yours and cannot be taken unless you choose to sign them away.

Some journals continue to request a full transfer of copyright to publish an article. This does not have to be an all-or-nothing proposition. You can negotiate to retain rights to your own work by attaching an author addendum that informs the publisher you want to keep the rights to share your work with colleagues, post the work in an open-access repository, and more.

Individual journal copyright policies are available in their "instructions for authors" documentation, in the copyright transfer agreement, and on the SHERPA-RoMEO project (www.sherpa.ac.uk/romeo) Web site. More information on retaining your rights and author addenda can be found at www.arl.org/sparc/author.



OPTIMIZE YOUR PUBLISHING: PATHS TO MAXIMUM IMPACT

READY!

YOUR ARTICLE IS WRITTEN AND READY TO BE SUBMITTED FOR PUBLICATION



¹Wagner, A. B. 2010. Open Access Citation Advantage: An Annotated Bibliography. *Issues in Science and Technology Librarianship*. Available: <http://www.istl.org/10-winter/article2.html> [Accessed: October 19, 2011]

OPEN ACCESS CITATION ADVANTAGE

Over two-dozen studies have shown a strong correlation between making an article openly available and an increase in citations, typically between 25–250%.¹ It just makes sense: the more people who can read your work, the more likely your work is to be used and cited by others.



OPEN ACCESS

WORKING WITH CO-AUTHORS ►►

You may encounter differences of opinion among your co-authors about where to publish. Having the conversation about where to publish up front may help avoid controversy. Simply convey at the onset: “I’m happy to be a part of this research project, and when it’s time to publish, I hope we can make sure our work is openly available.”

You may find yourself educating your faculty advisor, PI, or others in your research group about open publishing choices, but emphasize that Open Access is a growing trend and being adopted as the default publication mode by the faculties of over 130 institutions around the world. Universities such as Harvard, MIT, Humboldt University, and the Université de Liège have policies in place that reserve the right to make their researchers’ work openly available.

Know your rights and work with advocates on campus to push for the publishing option that works best for you. If you have questions or need additional help, your campus library is a great place to get support.

Even if your PI or co-authors ultimately decide to publish in a fee-based journal, simply starting the conversation is tremendously valuable. Initiating these discussions is an important role young researchers can play in transforming others’ views on publishing and could make reaching an Open-Access consensus easier for the next article.

WHAT NEXT? ►►

No matter what stage of the research process you are in, begin to explore your publishing options. Explore the Directory of Open Access Journals and the Directory of Open Access Repositories. Learn about author rights and journal policies. And talk to the staff at your campus library. Plan now to make sure the product of your research has the best chance for the most impact.

Useful links:

Directory of Open Access Journals: www.doaj.org

Directory of Open Access Repositories: www.opendoar.org

SHERPA RoMEO project: www.sherpa.ac.uk/romeo

SPARC authors’ rights page: www.arl.org/sparc/author

For more information about how college and university students worldwide are advocating and educating for Open Access, visit www.righttoresearch.org.

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