PUBLICATION STRATEGIES

WHY PUBLISH?

1) Feedback and constructive criticism from peers, experts & scholars
   - New perspectives, different angles, new ideas: incorporate into your research.
   - The peer-review system works to refine & progress knowledge.

2) Build your publications list
   - Increases your reputation as a researcher
   - Assists with job-hunting or promotion within academia
   - Adds weight to grant applications
   - Provides evidence of a track record in publishing

3) Build a network of contacts
   - May lead to collaboration opportunities
   - Offers of book chapters, books (For example, ZOC’s journal article in Urban Design International led to a book section in Colour for Architecture Today).

4) HERDC (Higher Education Research Data Collection)
   - Tertiary institutions receive funding for research publications (previously DEST)
     - Books: Commercially published; work of scholarship; must have ISBN
     - Book chapters: Commercially published, work of scholarship, ISBN
     - Journal articles: Scholarly journal, peer-reviewed, ISSN
     - Conference paper: Published in full; peer-reviewed; national or international conference of significance; hardcopy, CD-ROM or website

WHAT TO PUBLISH

1) Focus on a research topic that stems from your PhD research
   Select a section or sub-topic of your thesis and reformat it into an article.
   Preliminary studies or key discussions within a PhD thesis can be re-drafted and converted into a Journal or Conference paper.

   For example, sections of ZOC’s thesis was published during the PhD process as a way of getting additional feedback on content:

   Preliminary study #1: Environmental colour mapping (using digital technology) + Preliminary study #2: Façade colour classifications based on urban design/planning + Main study: Examining patterns of response to façade colour

   Paper #1        Paper #2        Papers #3, 4, 5….

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2) **One-step-at-a-time papers**
Select a preliminary study (experimental, qualitative, quantitative, etc) from your PhD thesis and write before-after papers that all relate to the same study.

This approach is ideal for Conferences because the format of Conference presentations usually allows for plenty of feedback & comment. For example,

Paper A): The research aims & methodologies of Study X before it has been conducted  
Paper B): Discusses outcomes of Study X and key findings  
Paper C): Discusses recommendations arising from the findings of Study X

3) **Collaborate with a colleague or fellow researcher, find a topic and begin a series of focussed investigations**
For example, combine your topic area/subject (X) and that of a fellow student or colleague (Y). Join forces and develop a new topic area (X+Y+Z) that relates to or partially overlaps your topic area and your colleagues.

4) **Focus on and research a new/familiar area of interest**
Explore a particular construct in depth and develop a model or new approach based on your review of that construct.

Or, venture down an entirely new research path…

**HOW TO GET PUBLISHED**

**Conferences**

- A huge range of local and International Conferences are held on a regular basis.  
  Go to:  [http://www.conferencealerts.com/](http://www.conferencealerts.com/)  
  [http://www.h-net.org/announce/group.cgi?type=CFPs](http://www.h-net.org/announce/group.cgi?type=CFPs)

- Conferences relevant to EBS include:
  
  **Environmental Design Research Association (EDRA)**  
  Conferences every year; Go to [http://www.edra.org/](http://www.edra.org/)

  **IAPS (International Association for People-Environment Studies)**  
  Conference every second year; Go to [http://www.iaps-association.org/](http://www.iaps-association.org/)

  **Common Ground Publishing**  
  A large range of annual Conferences plus related Journals such as  
  Design Principles & Practices Conference Chicago USW Feb 2010  
  3rd Int Conference on Global Studies Busan South Korea June 2010  
  Go to [http://www.commongroundpublishing.com/](http://www.commongroundpublishing.com/)

- To qualify for HERDC, ensure that Conference submissions are peer-reviewed, published in full, etc (see above).
Journals

Select a Journal via Content
- Develop a follow-on article that relates to one that has been previously published in the same Journal
- Mimic structure, format, writing style, etc

Select a Journal via its Impact Factor
- Impact Factor is an indication of the impact of a Journal according to the number of articles that have been cited over a given period
- To find out a Journal’s Impact Factor: Go to USYD Library Website; then ‘Databases and electronic resources’; then ‘Journal Citation Reports’

Check Journal websites for Author Information:
- Each Journal has its own preferences for length, structure, referencing and submission guidelines
- Some Journal prefer hard-copy submission & other prefer online submission

Journal publication lead-times vary:
- Peer-review process may take 1-3 months
- Revision: Journals usually provide a deadline (1-6 months)
- Publication scheduling can take 3-6 months after final acceptance

Researcher Impact factor
- Google: ResearcherID & GetCITED

Develop a publications strategy
Aim to place your papers in Journals that are appropriate and have a high Impact Factor.

Start with local Conferences and seminars and progress to International Conferences; then submit papers to ‘soft’ or low impact journals; then high impact journals; and finally develop ideas for book chapters/books & submit proposals to Publishers.

Abstract Guidelines
EDRA abstract guidelines (Chapin, 2009)

1) Background/problem statement: This section (approximately 75-100 words) defines the larger field within which the issue/project is situated.

2) Project description: This section (approx. 75-100 words) describes the project in terms of research objectives and aims plus methodology.

3) Conclusion: This section (approx. 50-75 words) discusses the purpose of the paper and its contribution to larger issues and to the field plus implications for practice and/or future research.

4) Keywords: Include 4-5 keywords that represent Conferences themes or key Journal topics/themes.
Paper guidelines

Generally, a research paper includes four main sections (Moore, 2007):

1. Introduction: Includes a brief overview of the purpose of the paper plus details the main premise or key objectives of the research;
2. Methods: A discussion of the research design and methodology of the research;
3. Results: A description of the results and an analysis and discussion of the key results and/or findings;
4. Discussion: An interpretation of key findings/recommendations arising from the research and a discussion of future applications & research if appropriate.

The Journal Learning and Instruction provides the following paper structure

1. Abstract
2. Introduction
3. Aim/hypothesis
4. Experiment:
   a. Participants
   b. Experimental design
   c. Materials and procedure
5. Data analysis
6. Results
7. Discussion
8. References

Book chapter & Book submission guidelines

Book chapter guidelines vary and are dependent on the editors’ preferences. Some publishers provide book submission guidelines and these provide a useful guide (synopsis, structure, etc) as well as proposed target market and current competition. For example, see Routledge Publications: http://www.routledge.com/info/authors

Writing style

Different Journals tend to prefer different styles of writing; some prefer highly objective, scientific/academic-style writing while others accept a less formal style. Therefore, an option is to mimic the writing style of papers published in your target Journal. In addition, refer to texts that provide writing-style specific guidelines such as The Elements of Style (Strunk & White, 1959) and On Writing (King, 2000).

References