

Scholarly Presenting & Publishing

Presentation to Carver Scholars
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Most up-to-date slides:
<https://bit.ly/ScholPrezPub>

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Creating Presentation Slides and Posters

Questions to Ask about your Audience

Who is your audience?

- Classmates & teachers
- Field experts
- Academics from diverse backgrounds
- General public

Why is my audience here?

What is my audience's background?

Which parts of my research might they be familiar with?

Does the audience know you or your work?

Will the audience be giving you feedback?

- Will there be judges?



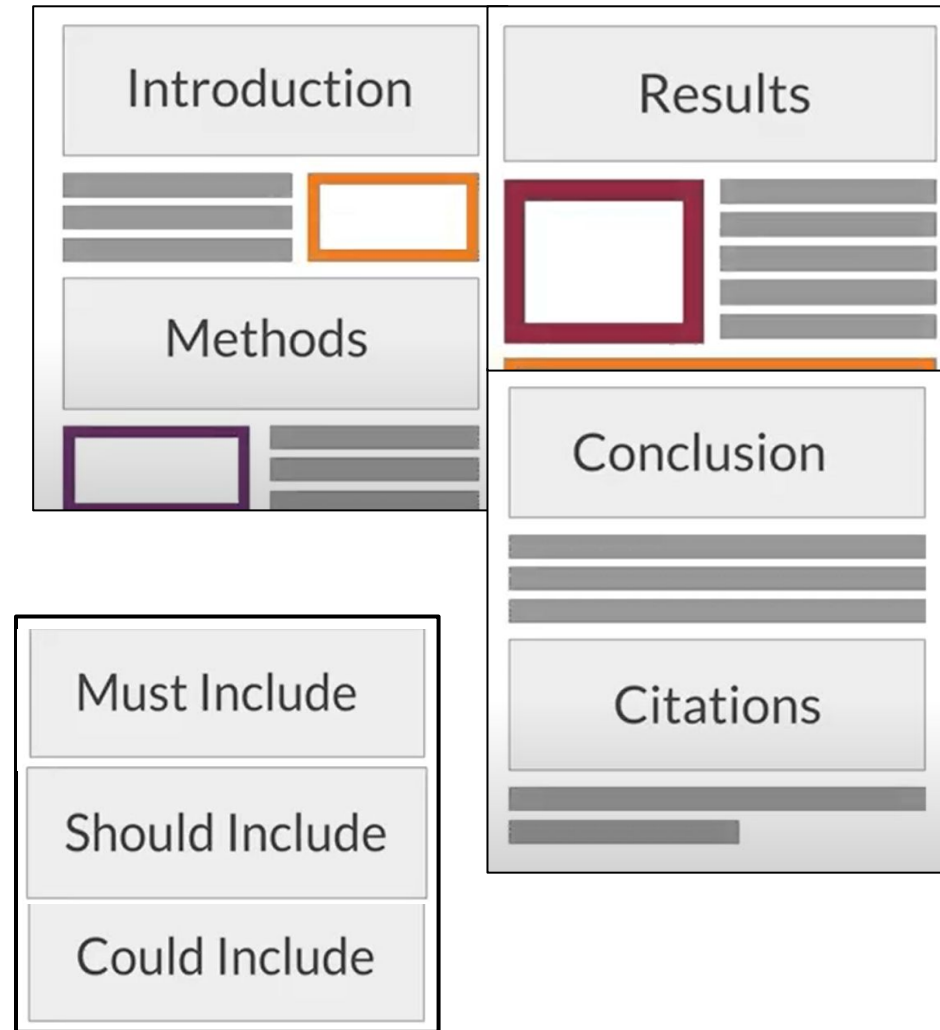
Audiences can range between corporate, academic, popular, and somewhere in between



Organizing your Content

What can you share with them?

- **First, take stock of what you *have*:**
 - Ideas, models, visualizations, context, issues or research gaps
 - Hypotheses, methods, citations, data, results
- **Organize your info to tell a story, either:**
 - Like a paper (intro, methods, results, conclusion, citations)
 - Categories: must include, should include, could include
 - Most important to least important (or vice versa)
 - Remember your audience!



Videos on Poster Presentation & Design

[Odyssey](#), the library's learning object repository, provides videos, handouts, lesson plans, infographics and more to help you learn how to best accomplish your research and academic goals. These resources below are useful for poster and presentation creation, planning, and design.

- [Introduction to Poster Development](#) (video)
- [Planning Your Research Poster](#) (video)
- [Designing Your Poster](#) (video)
- [Design Tips & Tricks](#) (handout/document)

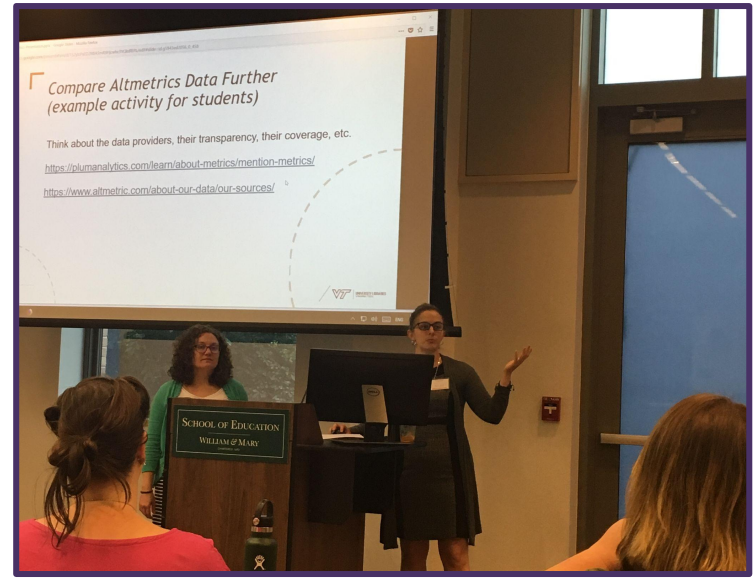
Practice organizing / prepping *on your own*

Communicating your Scholarship Worksheet:

<http://bit.ly/CommResearchWorksheet>

Best Practices for Presenting

1. Be mindful of your body language
2. Never memorize
3. Emphasize key words (and slow down!)
4. Smile 😊
5. Be (& trust) yourself and follow your own style



Three Minute Thesis Competition



Three Minute Thesis (3MT) Competition

Video (~7 min): 3MT: The Three
Most Common Mistakes

3MT winner examples:

Conversations in aphasia: How do
we communicate without
language?

Now you see it

Lessons I've Learned through Experience

- You know more than you think about your topic / work
- Think critically about your audience before you organize and create your presentation slides or poster
- Zoom out – think broadly about the implications of your research:
 - Why is this important?
 - Why did you start this work (or join the work)?
 - What is the motivation behind the work?
 - What questions are you trying to answer?
- Zoom in – why are your results valid / why should they be taken seriously?
 - What are the results? Implications of the results?
 - How did you come to your results and conclusions (methodology)?
 - What past work are you building on? (Also ties into why the work was started)

My approach - sandwich the presentation with intrigue & details

1

Hook the audience

- Write an intriguing title & abstract
- Describe your research question & why it is important to answer for the broader audience

2

Results & Methodology

- Get into the weeds of your research
- Take this time to show your great work and the fine-tuned details
- Be careful not to put your audience to sleep though! Take a balanced approach

3

Results & Conclusion

- Reveal your greatly-anticipated results!
- What does this mean for the larger topic? Or another related field or topic?
- Relate it to your audience!

Finished presenting? What now?

- Make your work available online!
 - Visibility improves impact!
- Deposit your slides / posters to [VTechWorks](#), Virginia Tech's institutional repository
 - Discoverable, findable, and searchable (i.e., indexed) on major databases & search engines, such as:
 - [Google](#)
 - [Google Scholar](#)
 - [WorldCat](#)
 - [Library's online catalog](#)
 - [Unpaywall](#)
 - Provides a permanent URL & digital preservation (unlike regular / personal websites & social media sites)
- Link to your presentation materials on your scholarly profiles, such as:
 - [Google Scholar Profile](#)
 - [LinkedIn](#)
 - [ResearchGate](#)
 - [ORCID iD](#)
 - [Elements](#) (internal VT system) » links to [Virginia Tech Experts](#) (public profile system)

Resources & Support

- [Graduate School Academic Support Resources](#)
- [Tips for presenting your scientific poster at a conference](#)
- Specialized library support: Life Science, Agriculture, and Scholarly Communication Librarian, [Inga Haugen](#) (ihaugen@vt.edu)
- [How to add your works to VTechWorks](#) (~2 min video)

Scholarly Publishing

Intro to Scholarly Publishing

Choosing a journal

- Investigate the journal's:
 - Aim
 - Scope
 - Audience
 - Peer review process and turnaround time
 - Copyright & open access policies
 - Metrics (optional), e.g., Impact Factor, acceptance rate, Altmetric Attention
 - Keep in mind that these metrics are arbitrary indicators of impact, prestige, and engagement; the journal's fit to your research should take precedence over metrics

Aim, Scope, Audience, & Peer Review Process of a Journal

- Found on the journal's website
- Sometimes available on journal databases (see next slide)
- Sometimes broad or multidisciplinary
- Sometimes specific to a discipline or subdiscipline
 - These are smaller journals, so they typically have “lower” journal metrics, such as:
 - Lower impact factor
 - Higher acceptance rate
 - Lower usage statistics
 - Lower Altmetric Attention (e.g., from social media, mass media, policy, patents, etc.)
 - These are still acceptable journals to submit to and publish in, especially if your research is more locally relevant or specific to a subfield

Journal Databases

- Ulrich's
 - Info on: Open Access, peer review (or not), format, scope, online availability, indexing (visibility)
- Cabell's
 - Info on: submission guidelines, peer review process, journal metrics, contact info, OA status, scope/about; journals indexed based on selection criteria
- Databases on journal metrics:
 - Journal Indicators
 - Covers journals indexed by Scopus
 - Indicator is normalized so fields can be compared
 - Stability intervals included (see their methodology)
 - SJR Rankings
 - Covers journals indexed by Scopus
 - Attempts to measure “prestige” of journals
 - Journal Citation Reports (calculates & reports the Impact Factor)
 - Covers core journals indexed by Web of Science
 - Selection limited & considered “high quality” by Clarivate Board
 - JIF calculated to the third decimal place, which is not recommended by experts / bibliometricians; they recommend only to the first decimal place. Clarivate claims they have to accurately rank all the journals.
 - Just keep in mind how arbitrary this is and that JIFs should only be compared within the same field.

Investigate OA Journals

- [Directory of Open Access Journals](#) (DOAJ)
 - OA journals indexed in the DOAJ have been vetted by the experts on their journal practices and ethics
- If the OA journal is not indexed in the DOAJ, determine if the journal is part of [OASPA](#)
 - If not, you can still evaluate the journal based on the [OASPA Code of Conduct](#)
 - i.e., determine if the journal's policies on its website match that on OASPA
- **Red flags:** when journals email you and “butter you up” about your “great work” and how you’d be a “great fit” for their “amazing journal.” Almost seems “spammy.”
- Be on the lookout for questionable (sometimes known as predatory) journal practices

Questionable Journal Practices & “Predatory” Journals

*“An exploitative academic publishing business model that involves **charging publication fees** to authors without checking articles for quality and legitimacy and without providing editorial and publishing services that legitimate academic journals provide, whether open access or not.”*

Source: [Wikipedia](#)

Journals with Questionable Practices, Policies, or Ethics

- A journal can be “predatory” while the publisher is not
- A more appropriate phrase is “journals with questionable journal practices and/or ethics”
- Black lists are **not** recommended by experts for eliminating journals for publishing opportunities
- Instead, each journal should be evaluated and investigated on its own.

Investigate Subscription Journals' Copyright Policies

- [SHERPA/RoMEO](#) (journal copyright policy database)
 - (Preferably) investigate the journal's copyright policies *before* you submit
 - Most important to investigate for subscription journals
 - *However*, the [Virginia Tech Open Access policy](#) allows you to immediately deposit your accepted manuscript to VTechWorks (see next slide) without recognizing an embargo
- See [Sherpa Romeo video tutorials](#)

The screenshot shows the Sherpa Romeo website. At the top, there is a green header with the text "Sherpa Romeo" in white. Below the header is a navigation bar with five buttons: "About", "Search", "TJ List", "Statistics", and "Help". The "TJ List" button is highlighted in a darker green. Below the navigation bar, the text "Welcome to Sherpa Romeo" is displayed. Underneath, a paragraph explains that Sherpa Romeo is an online resource that aggregates and analyzes publisher open access policies around the world and provides summaries of publisher copyright and open access archiving on a journal-by-journal basis. Below this text, there is a prompt: "Enter a journal title or issn, or a publisher name below:". There are two search input fields. The first is labeled "Journal Title or ISSN" and has a "Search" button to its right. The second is labeled "Publisher Name" and also has a "Search" button to its right. At the bottom of the page, there are two buttons: "Browse by Country" and "Browse by Publisher".

Virginia Tech Open Access Policy

- **Who:** All faculty, staff and students (anyone with a VT affiliation)
- **What:** The accepted version of your scholarly article (or the published version if openly licensed or in public domain)
- **When:** The day of acceptance through one month after publication, no embargo needed
- **Where:** [VTechWorks](#) (learn more in the [About VTechWorks](#) tab)
- **How:** There are three deposit options (for details, see the [How to Deposit](#) tab above):
 - [Elements](#) (EFARs), **faculty and grad students only**
 - [OA Policy Deposit Form](#)
 - Email vtechworks@vt.edu
- **Why:** Most scholarly articles written by VT authors are not available to the public, which includes scholars in low and middle-income countries, government policymakers, taxpayers, and our alumni. If you have benefited from open access provided by others, consider paying it forward.

Questions about the policy can be sent to openaccess@vt.edu.

Questions about the deposit process can be sent to vtechworks@vt.edu

A word about Accepted Manuscripts

- Accepted Manuscript (AM), sometimes referred to as a postprint, preferred to the preprint, which has not been peer reviewed
 - Preprints popular for immediately sharing scientific results
- Less editorial and formatting than the publisher's PDF
- Looks like a basic Word doc or PDF
- May take some work to get it presentable
- Include a statement about it being a pre- or AM on the first page with a link to the publisher's version
 - When users land on the page, they will know what it is
 - [Example of a policy](#) that requires it
 - [Example of compliance](#) with said policy

Tool / checklist for investigating a journal or book publisher

Think - Check - Submit!

- [Books & book chapters](#)
- [Journals](#)

Example of a student choosing a journal

- Available on the journal's website
- Determine if the aim and scope fit your manuscript's purview & topic
 - Example:
 - Public health student in Kansas wants to publish her survey research on the City of Wichita's residents' views on plastic bag regulation
 - The [Kansas Journal of Medicine](#) seems appropriate, because it is well-known in the local academic community, and the research is locally relevant to public health practitioners and scholars. The journal is also Open Access with no fees.
 - However, this journal's scope is specific to medicine and clinical practice:
 - “Manuscripts describe original research relevant to clinical care and/or teaching in general internal medicine, including health policy issues.”
 - The student decides not to submit to this journal, because her research relates more to environmental health.
 - Instead, she searches on the [DOAJ](#) and finds [AIMS Public Health - Aim & Scope](#), which seems like a more appropriate venue

More resources on publishing & Open Access

Workshop slides:

- [Introduction to Scholarly Publishing](#)
- [Introduction to Online Scholarly Presence](#)
- [Introduction to Research Impact Metrics](#)
- [Promoting your Scholarly Work Online](#)
- [Promote your Scholarly Publications with Kudos](#)

Library Guides:

- [Tell Your Story - Impact & Engagement](#)
- [Researcher Profiles & Identifiers](#)
- [Virginia Tech Experts](#)
- [OA Subvention Fund](#)
 - Receive up to \$2,000 per OA article and up to \$4,000 per year for article processing charges (as of October 8, 2021)
- [VTechWorks](#)
- [Citation Managers](#)

Thank you!

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