

Author workshops How to get published



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- The submission process
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- Acceptance and the production process
- Understanding Open Access
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Introduction to OUP & our Journals



The right choice



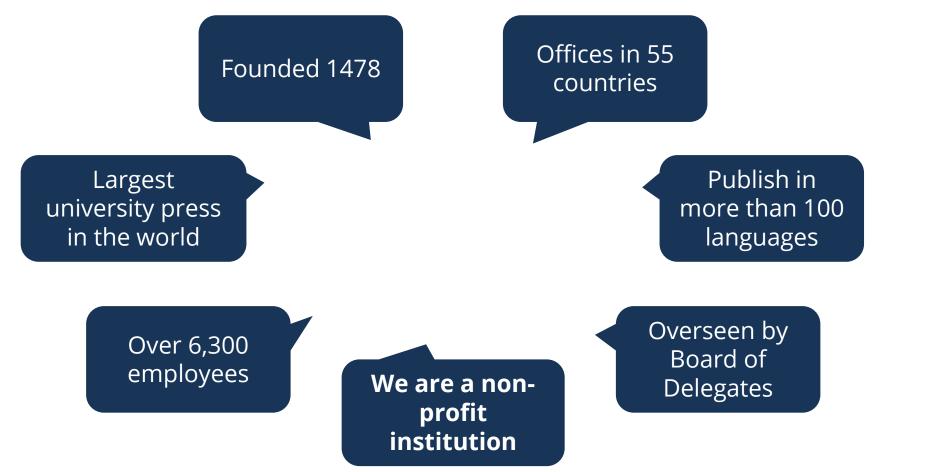


OUP Mission Oxford University Press (OUP) advances knowledge and learning by creating the highest-quality academic and educational resources and making them available as widely as possible.

OUP is the only publisher that combines the scale of a global business with a bespoke, flexible service for our authors



Introduction





Our Mission

What does it mean for Journals?

Providing the **highest-quality journals** to the **widest possible audience** as a member of the **academic community** working together towards **common goals**











International Epidemiological Association



SOCIETY FOR TRANSLATIONAL **ONCOLOGY**[®]







Federation of European Microbiological Societies

OUP and the Academic Community

Publishing Collaboratively with leading Learned Medical Societies across the globe

Journals quality assessment



OUP and DORA Improving the ways in which scholarly research is evaluated

- Using journal metrics in the context of how they're calculated,
- Making available a range of article-level metrics,
- Recording author contributions with the **CRediT taxonomy**,
- Removing reuse limitations on reference lists with the Initiative for Open Citations (I4OC).







OUP signed The Declaration on Research Assessment (DORA) at the end of 2022.

Developed in 2012, the <u>San Francisco</u> <u>Declaration on Research Assessment</u> (DORA) recognizes the need to improve the ways in which researchers and the outputs of scholarly research are evaluated.

For more information on OUP's approach to metrics, visit: https://academic.oup.com/pages/usingthe-content/metrics

Overview

Over the last decade, the declaration has become a worldwide initiative covering all scholarly disciplines and all key stakeholders including funders, publishers, professional societies, institutions, and researchers – with specific recommendations for each group to support fair and equitable scholarly research evaluation.

For publishers specifically, what this means is we are being asked to ensure the value and impact of individual research contributions is recognized, by rethinking how we evaluate excellence in research and ensuring the focus is on academic rigor at the article level, not assessment at a journal level. In practical terms, publishers signed up to DORA are committed to reducing the emphasis on the journal impact factor as a promotional tool and ensuring a range of article-level metrics are available for all published articles.

Publishers are also dedicated to removing all reuse limitations on reference lists in research articles, making them available under the Creative Commons Public Domain Dedication, and removing or reducing the constraints on the number of references in research articles.

https://academic.oup.com/pages/using-the-content/metrics



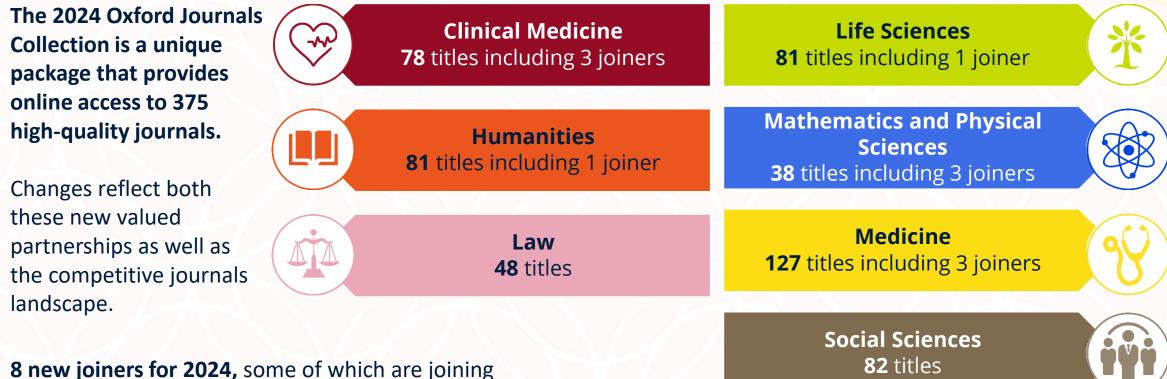
The 2024 Oxford Journals Collection

Oxford University Press



Oxford Journals Collection 2024

Overview



more than one subject Collection





Joining the collection in 2024



MEDICINE



VOLUME/ISSUE PER YEAR: 1 volume,12 issues

Impact Factor: 2.6 SCIE Radiology, Nuclear Medicine & Medical Imaging: 72/135 CiteScore: 5.4 Radiology, Nuclear Medicine and Imaging Category Ranking: 82/312

British Journal of Radiology (BIR) is the international research journal of the British Institute of Radiology and is the oldest scientific journal in the field of radiology and related sciences.



Impact Factor: 3.3

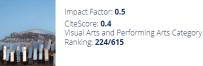
SCIE Dentistry, Oral Surgery & Medicine: 30/91 CiteScore: 5.5 General Medicine Category Ranking: 133/830



Established in 1972, Dentomaxillofacial Radiology (DMFR) covers the closely related fields of oral radiology and head and neck imaging. It is a key resource for dentists, radiologists and clinicians and scientists with an interest in head and neck imaging.



VOLUME/ISSUE PER YEAR: 1 volume, 5 issues



Art History is an international, refereed journal that promotes world-class art-historical scholarship from across the globe and publishes essays and critical reviews that foreground methodological self-reflexivity. It highlights specific areas of concern and interest to the field through its

VOLUME/ISSUE PER YEAR:

MATHEMATICS & PHYSICAL SCIENCES





A monthly local to the backgood and galaxies

Impact Factor: 1.9 SCIE Statistics & Probability: 39/125

CiteScore: 3.1 Statistics and Probability Category Ranking: 66/262

Biometrics emphasizes the role of statistics and mathematics in the biosciences and its objectives are to promote and extend the use of statistical and mathematical methods in the principal disciplines of biosciences by reporting on the development and application of these methods.









MATHEMATICS & PHYSICAL SCIENCES



VOLUME/ISSUE PER YEAR: 1 volume,12 issues

Impact Factor: 6.2 SCIE Endocrinology & Metabolism: 27/145 CiteScore: 11.1 Orthopedics and Sports Medicine Category Ranking: 6/298

The Journal of Bone and Mineral

Research (IBMR) publishes impactful content relevant to the musculoskeletal system and mineral metabolism including research on the biology and physiology of skeletal tissues and interdisciplinary research spanning the musculoskeletal and other systems.



SCIE Ecology: 100/169 CiteScore: 4.0 Ecology, Evolution, Behavior and Systematics



The Journal of Evolutionary Biology is a peer-reviewed, international journal owned by the European Society of Evolutionary Biology covering research from across the field.

Bulletin 1 volume, 12 issues **Chemical Society** Japan Impact Factor: 4.0 SCIE Chemistry, Multidisciplinary: 72/178

CiteScore: 7.0 General Chemistry Category Ranking: 86/407



The Bulletin of the Chemical Society of Japan (BCSJ)

publishes scientific research papers in the fields of theoretical and physical chemistry, analytical and inorganic chemistry, organic and biological chemistry, and applied and materials chemistry. Its purpose is to deliver the most important papers with the broadest significance to the chemistry community in general.

VOLUME/ISSUE PER YEAR: 1 volume, 12 issues





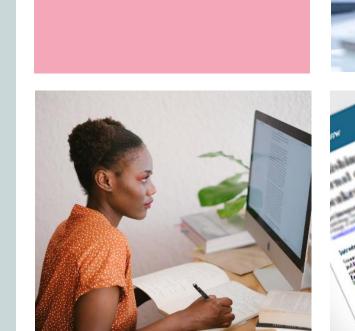


SCIE Chemistry, Multidisciplinary: 135/178 CiteScore: 2.8 General Chemistry Category Ranking: 222/407

An online scientific journal, *Chemistry Letters* focuses on current topics of all aspects of chemistry and aims to publish research rapidly for technically knowledgeable readers who are not necessarily specialists in this area.



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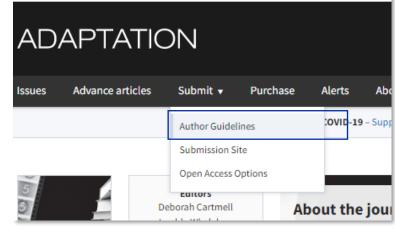
- How to prepare and submit your manuscript
- Publication Ethics
- General Publishing policies
- Language Services
- Licensing and Publication charges
- How to promote your article



Early Career Researchers: An Introduction to Journal Publishing

Visit OUPs <u>Early Career Research hub</u> for more information on how to get published

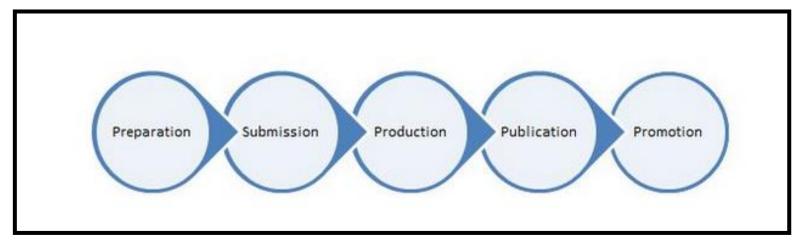
OXFORD



Each journal also contains its own set of Author guidelines detailing journal specific policies and guidance. Identify your journal of choice via our 'Journals A-Z' listing and navigate to the 'Submit' menu to access titlelevel Author Guidelines



How to Publish : Overview of Publishing Process





Author Workshop Slides Template

Selecting the right Journal



Selecting the right journal

Your journal shortlist:	Aims & Scope
	Types of articles considered
	Subscription versus Open Access
	Speed of publication
	Peer review process (single anonymized, double anonymized, open)
	Bibliometrics
	Content innovation



How to Publish Preparation: Selecting a Journal



Choose the right journal for your research

- Think about the journals that you regularly read If they're providing good information that you value, then you have first-hand knowledge of the quality of their review process.
- Check the references in your manuscript. The papers you have cited in your work are likely to have been published in the journals that are
 most relevant to your work.
- Draw up a list of 'target' journals check each journal's editorial policies and ensure you are familiar with (and able to meet) any
 publication charges
- Ensure you are submitting to a reputable title that offers a rigorous peer review process. In recent years, there have been a flood of deceptive or "predatory" journals that promise a rigorous peer review process, charge authors a publication fee, but then don't provide the actual services an author needs. Publishing in one of these journals can be damaging to an author's reputation, and instead, care should be taken to ensure that your target journal is legitimate.
- We also recommend a free service called <u>ThinkCheckSubmit</u> that can help steer you to quality journals. It's available in 39 different languages and is worth checking out.

Preparing your Manuscript



Different Kinds of Research Articles

- Original Research
- Letters or Rapid Communications or Short Reports
- Review Articles
- Case Studies
- Methods or Methodology



UNIVERSITY PRESS

Manuscript Preparation

Articles Must Be:

- ✓ Original
- ✓ Previously unpublished
- ✓ Not under consideration for publication elsewhere
- ✓ Clear of any plagiarized material or falsified data
- Do not submit your paper to more than one journal at a time. Duplicate publication creates extra work for everyone involved, and, if discovered, will result in the immediate rejection of your manuscript.

Important Tips:

- ✓ Research never published is research never done
- Can you identify a novel or significant advance that will arise from the research?
- ✓ Is the study more than just 'handle-turning'?
- ✓ Could the study change the way people think?
- \checkmark Be very objective and very critical
- Try to ensure you cite a diverse range of source and check that the reference list reflects the gender/racial balance in your field
- ✓ Where relevant include any relevant characteristics of the sample studies such as sex/gender, race/ethnicity, socio-economic stats etc in your study design, data analysis, results and interpretations of findings refer to <u>SAGER guidelines</u> for further guidance

Refer to OUP's guide on 'Preparing and Submitting your Manuscript' for a list of essential checks prior to submission plus more detailed guidance



Manuscript Preparation



Title

Make it concise, accurate and catchy



Abstract Keep it brief No references



Introduction

Outline the problem, describe your approach, identify existing solutions and limitations, define abbreviations



Methods

Describe how the work was done, include plenty of detail to allow reproduction, identify equipment and software programs



Results

Decide on what data to present and how to present it

Present results clearly and concisely



Conclusion

Summarize the key results of the paper

Do not repeat results or introduce new discussion points



Manuscript Preparation – additional sections to include

Acknowledgements

Include people not in author list who have contributed, facilities and equipment (there may be specific text), referee (if they've been helpful; even though anonymous)

Do not include nonresearch contributions parents, friends, pets

Funding

Include a separate Funding section in your paper citing all funding for your research, providing the grant number and the funder name.

If the funder is listed in the <u>Crossref funder</u> <u>registry</u>, the funder name should appear exactly as it appears in that database. Where grants were received by specific members of the author group, they should be identified by initial.

See <u>this page</u> for more information on funding agency requirements.

Conflict of Interest

Please consider the following Conflict of Interest test: is there any arrangement that would compromise the perception of your impartiality or that of your co-authors if it was to emerge after publication and you had not declared it?

It is the Corresponding authors responsibility to collect COI declarations from all co-authors

Visit <u>this page</u> for more information



Data

Familiarise your self with the journal Data Availability policy and where necessary include a Data Availability statement (see slides 11-12 for more detail on OUP's policy)

Where required ensure that all underlying research data is made available in a publicly accessible repository



Follow journal reference system (author-date, numbered or footnoted). Check journal Author guidelines for title-level instructions of reference style used List all citations in the text alphabetically at end of paper

Cite papers that have been influential in the work

Where possible ensure you are citing a diverse range of sources



Figures

Well designed figures can help articulate complex ideas as well as enhancing the understanding of your article.

- For detailed guidance on the preparation of figures visit OUP's image guidelines <u>here</u>
- The guidelines should be read in conjunction with any specific guidelines provided in the Author Guidelines of your chosen journal
- Some journals now accept 3D models for online publication as part of the article. Check the Author Guidelines of the <u>relevant</u> journal to see whether this is an option and to find further instructions.
- Many journals now provide guidance on how to ensure figures are accessible online for colour-blind or visually impaired readers. OUP's guidance is available <u>here</u>

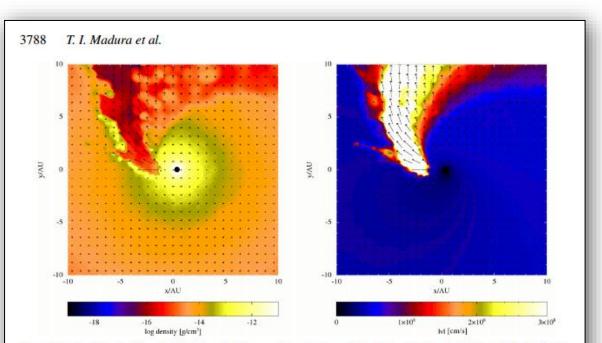


Figure 7. Density (left) and wind speed (right) in the orbital plane at periastron for the small-domain (r = 1.5a) Case A simulation of M13. Wind velocity vectors (arrows) are overlaid on both plots. The length of the arrows is proportional to the magnitude of the wind speed. Click the figure to play a short movie showing the evolution of the density and wind velocity in the orbital plane. The movie starts at orbital phase 0.95 (~100 d before periastron) and ends at phase 1.05 (~100 d after periastron). The movie frame rate is set to 15 frames s⁻¹ in order to better show the evolution of the wind velocity.



How to Publish Preparation: LaTeX

Consult the journal website to determine whether a **LaTeX** template and class file are available for the journal.

LaTeX, which is pronounced «Lah-tech» or «Lay-tech», is a document preparation system for high-quality typesetting.

It is most often used for medium-to-large technical or scientific documents but it can be used for almost any form of publishing.

LaTeX is not a word processor! Instead, LaTeX encourages authors not to worry too much about the appearance of their documents but to concentrate on getting the right content.





LaTeX

If you are using LaTeX, then please note the following:

•Some journals provide a LaTeX templates and class files: check the journal websites for details. Many OUP journals also have templates available at <u>Overleaf</u>.

•If the journal does not make a LaTeX template available, compile a PDF output using article.cls, follow the journal's referencing system using \bibitem and the bibliography environment. Do not use locally-created macros or style files.

•Use common LaTeX tags like \ref, \cite, etc., for the automatic referencing to figures, tables and reference citations.

•Send all supporting files (including any .bib files used) alongside the main .tex file. Only submit macros used in the manuscript, and do not submit entire macro libraries.

•The OUP LaTeX template produces manuscripts matching the formatting requirements of the journals listed here.





Prior to submission: other considerations:

- Permissions: All required permissions must be cleared before the article is submitted. Permissions clearance can take up to six months, so it's best to plan
 any anticipated permissions needs at the outset of writing. Consult the <u>Copyright and Permissions Guidelines</u> for authors.
- Authorship vs Contributor-ship; Many journals use the <u>CReDiT taxonomy</u> to determine the role of each named author/contributor and or require statements outlining the contribution made by each author to the study/research article. Consider carefully which of your collaborators made a substantial enough contribution to be listed as an author. Refer to the <u>ICMJE guidelines on authorship</u> for further advice.
- **Supplementary Material:** Supplementary material should substantially enhance understanding of the written article without being integral to that understanding. Unless stated otherwise on the journal website, supplementary material will not be edited or typeset during production.
- Language Editing: Manuscripts should be written in clear English and will be copyedited to correct grammar and to ensure consistency and adherence to house style after acceptance. Before submitting your manuscript to a journal you may wish to have it professionally edited, particularly if English is not your first language. This is not a mandatory step, but may help to ensure that the academic content of your paper is fully understood by journal editors and reviewers. Oxford University Press partners with Enago, a leading provider of author services. Prospective authors are entitled to a discount of 30% for editing services at Enago, via the <u>Specialist English Editing Services for Oxford University Press Authors</u> page. A list of alternative suppliers can be found <u>here</u>





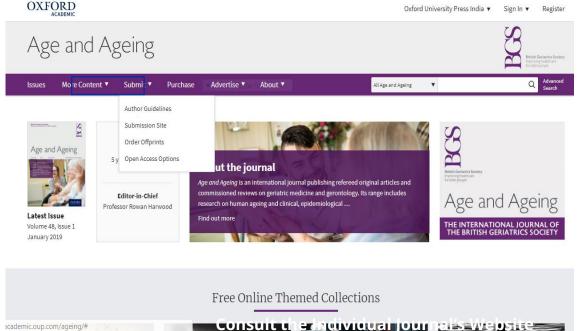


The Submission Process



Prior to submission

- Check the Author Guidelines for the journal you are submitting to Author Guidelines vary by journal and (for OUP titles) are found under the 'Submit' menu on the journal homepage (see screenshot)
- Visit OUP Author Resource Centre: <u>https://academic.oup.com/journals/pages/authors</u>
- Visit OUP's '<u>Complying with Funder Policies</u>' page to ensure your publishing choice complies with your funder requirements
- Ensure you understand and are able to meet any associated publication fees (check Author Guidelines for details)
- Include acknowledgements, conflict-of-interest declarations and details of funding sources and grant numbers at the end of your paper
- Ensure all co-authors are listed and consent to submission
- Check that you comply with OUP's Ethical Guidelines
- Check that you understand and comply with the Journal <u>Data</u>
 <u>Availability Policy</u>
- Ensure you have correct permissions to re-use any figures, tables or parts of text that have been published elsewhere – guidance on Rights and Permissions can be found <u>here</u>
- Check that references are up to date and accurate





Format Free Submission

- Many journals now offer the option to submit a paper without being formatted to journal style.
- Check the journal Author Guidelines page prior to reformatting your paper
- Many journals will provide a basic formatting guide that will need to be adhered to at first submission. You may then be asked to format certain elements of the paper to journal style after acceptance
- You may be asked to supply editable files that match journal formatting requirements at the acceptance stage



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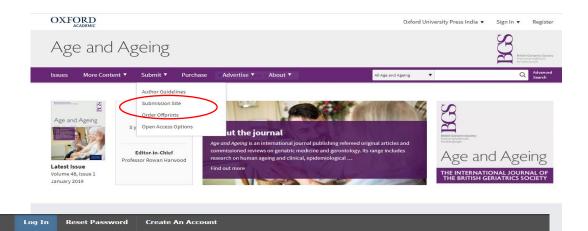


Submission

- Most journals now use online submission systems such ScholarOne or Editorial Manager to receive submissions and manage peer review. The journal's website will provide the direct link to submit your article.
- Submission sites require you to create an account in order to submit. If you have created an account on the journal's site previously, this can be used again to submit new articles. Accounts for these sites are separate from any account you may have on OUP's website

Preferred and Non-preferred Reviewers

Some journals offer the option for authors to stipulate preferred and/or non-preferred reviewers at submission. This can help the journal ensure your manuscript is directed towards the right kind of reviewer. Policies vary by journal and there is no guarantee that the journal will choose to invite your preferred reviewer or that the reviewer will be available to review your manuscript. Check the journals Author Guidelines for further information on this policy



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Welcome to the submission site for

Age and Ageing

To begin, log in with your user ID and password.

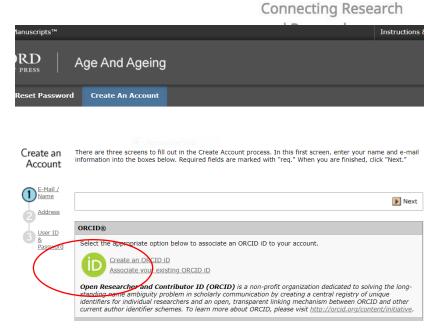
If you are unsure about whether or not you have an account, or have forgotten your password, go to the Reset Password screen.



Submission: ORCID

- ORCID[®] is a global registry of author and researcher identifiers providing single sign-on across multiple publishing platforms.
- The purpose of ORCID is to allow researchers and contributors to academic publications to create for themselves a unique, lifelong ORCID identifier.
- Any author or researcher can go to <u>orcid.org</u> and create an ORCID ID for themselves for free. A rapidly growing number of academic institutions are integrating their network sign in systems with ORCID. If you are a member of an institution, you should contact your local IT staff to inquire how you can connect your ORCID ID with your institutional username.
- If your article is published in an OUP journal, your ORCID will be published online next to your name, and your ORCID account will be updated to list that publication.
- Consult <u>this page</u> for additional information on ORCID, including how to use your ID with ScholarOne and Editorial Manager







Submission: Institution

- Where possible use the drop-down menu in the 'Authors and Institutions' section of the submission site to select your institution
- This helps to ensure that the Publisher accurately logs your institution on your paper and in their licensing system
- This can also help to determine whether you are entitled to use an institutional pre-payment account to cover Open Access fees through an OUP Read & Publish deal

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Institution Number:	1	~	
Institution: 🛛 Edit	University of		1
Department:	University of California System Oakland, CA, US, academic/system	^	
Country/Region	University of London London, London, GB, academic/system University of North Carolina System	~	
State/Province:	Chapel Hill, NC, US, academic/system University of Wisconsin College Courses Online Madison, WI, US, academic/system		ł
City:	University of Wisconsin Colleges Madison, WI, US, academic/system		
IMPORTA	University of Wisconsin System Madison, WI, US, academic/system NT: Use University of Cambridge		
* To ensu	Cambridge, Cambridgeshire, GB, academic	anuscript, it is essential	

Navigating Peer Review



How to Publish: What is Peer Review?

Peer review – articles are sent to members of an editorial panel who work in the same field and have experience of both writing for publication. Papers are read by two reviewers, and are anonymised throughout this process – reviewers do not know who the authors of a paper are

- Essentially, peer review is an academic term for quality control.
- Peer Review tells you that the research is considered valid, significant & original.
- Without Peer Review there is no control in scientific communication.



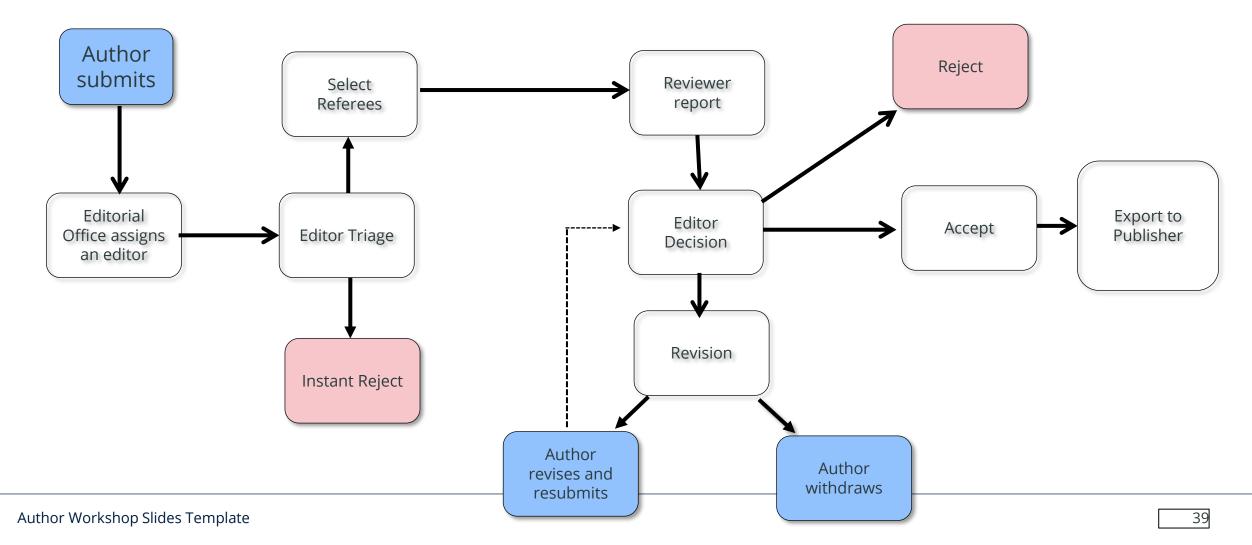


- Helps to determine the quality, validity, significance, and originality of research
- Helps to improve the quality of papers
- Editorial Office handles all correspondence
- Plagiarism checks
- Paper may be rejected immediately if:
 - Out of scope
 - Clearly unsuitable
 - Obvious errors
 - Duplicate submissions, etc

How the review process works



The Typical Review Process





Peer Review Models

Peer Review Model	Description		
Single Anonymized Peer Review (previously known as 'Single- blind Peer Review')	The authors' identity is known to the Editor and to the reviewers; the reviewers' identity is hidden from the authors.		
Double anonymized Peer Review (previously known as 'Double- blind Peer Review')	The authors' identity is hidden from reviewers, and the reviewers' identities are hidden from authors. The Editor has oversight of the reviewers and the authors names.		
Triple anonymized Peer Review (previously known as 'Triple- blind Peer Review)	The authors' identity is hidden from reviewers and Editors, and reviewers' identity is hidden from the authors. The Editorial Office has oversight of the reviewers' and the authors' names.		
Non-anonymized Peer Review (also known as 'Open Peer Review')	The authors', reviewers' and Editors' identities are all known and shared between all parties.		
Transparent Peer Review	The review process itself can be conducted as Non, Single, Double, or Triple-anonymized, but reviewer comments (and sometimes the Original Submissions, Response to Reviewers and Editor's comments) are published alongside the published manuscript in the journal. In OUP journals, these are included as supplementary files.		
Post-publication peer review	Manuscript is published on submission (usually as a preprint) and reviewers are then invited to add their comments. Reviewers can either be invited by the Editors, the authors, or this can be left open for reviewers to self- select manuscripts to review. This can also mean public peer review comments on published papers on other sites, for example in PubPeer or on preprint servers where the published paper has been posted.		



Dealing with Rejection

- Don't get depressed! Journals mostly reject papers on the grounds of scope
- Ensure you read the Editor/reviewer comments carefully
- Do not rush to re-submit: give it time and ensure you address all points raised by the editor/reviewer
- Return to your list of target journals and think carefully about which to submit to next
- Think about your cover letter- are you capturing the key points and 'selling' your research
- Some journals now allow you to submit reviewer comments from previous submissions this can help speed the process up





Responding to Reviewer comments

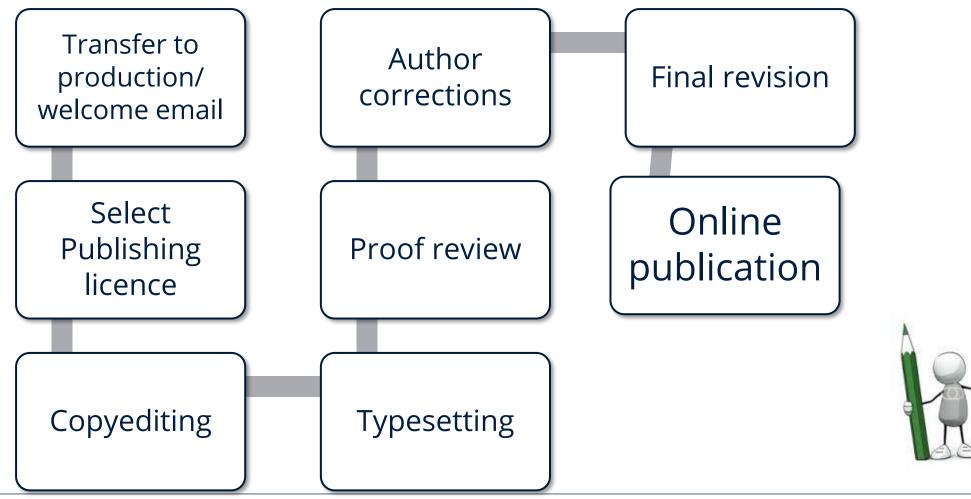
- The vast majority of papers undergo at least one round of revision nobody's perfect!
- Ensure you respond specifically to each comment in the reviewers report, explaining what you have changed and why
- Track all changes
- Do not take reviewer comments personally! Be humble, polite and objective in your response. Any confidential comments to the editor can be included in your cover letter
- Do not insult reviewers or editor but do challenge points if justified



Acceptance and the Production Process

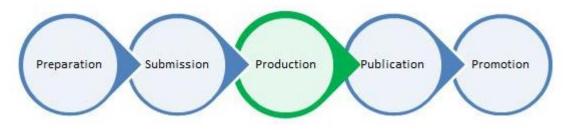


What to expect after acceptance: the Production Process





How to Publish Steps 3 and 4: Production and Publication



After Acceptance

- Following acceptance, your manuscript will be passed to our production team. A 6-character unique ID will be assigned to your paper, forming the end of your article's DOI (Digital Object Identifier).
- At the start of the production process, you will be sent a unique link to our Author Services site, allowing you to create an account in order to select and sign a license to publish, to pay any publication fees, and to track the progress of your manuscript. We cannot proceed with publication until we receive a signed license.
- Note that our Author Services site is separate from the journal's manuscript submission site: log in credentials from the latter will not carry over to this site.



Online Publication: Enhancing your article

The OUP content platform enables authors to seamlessly incorporate digital enhancements to help their article stand out from the pack, including:

- Graphical and Video Abstracts
- Support for embedded figures & animation
- Video presentations
- ORCID Integration live links to your ORCID profile
- Support for press releases



EDITOR'S CHOICE

Clonal diversity of extended-spectrum beta-lactamase producing *Escherichia coli* isolates in fecal samples of wild animals

Filipe Cristóvão; Carla Andrea Alonso; Gilberto Igrejas; Margarida Sousa; Vanessa Silva ...



The diversity of ESBL-producing *Escherichia coli* isolates in wild animal, which can be disseminated in the environment, emphasizes the environmental and health problems that we face nowadays.

Abstract 🔹 View article





Online Publication

- Some journals publish accepted manuscripts online before the final version is published.
- A DOI is assigned enabling the article to be discoverable via search engines and citable by other authors.
- The 'Accepted Article' version is replaced by the final version, or the 'Version of Record' after typesetting and proof acceptance.
- We will tell you by email if this applies to your journal. See your journal's <u>Instructions to Authors</u> page for more information
- As soon as your article is published online OUP will send you a free-access link that can be shared with colleagues or posted to an institutional webpage
- If you need to embargo publication for any reason (eg for a press release or patent) ensure you notify the editorial office prior to acceptance.

ACCEPTED MANUSCRIPT

Identification of *OsPK5* involved in rice glycolytic metabolism and GA/ABA balance for improving seed germination via GWAS Bin Yang, Mingming Chen, Chengfang Zhan, Kexin Liu, Yanhao Cheng...



Article Metrics

Researchers, funders and institutions are increasingly concerned about the impact and return-on-investment of their work. Article-level metrics are designed to help authors assess this by providing a better understanding of the reach of an article or published research, and the attention it is receiving online

EDITOR'S CHOICE

Ecological differentiation in planktonic and sediment-associated chemotrophic microbial populations in Yellowstone hot springs @

Daniel R. Colman, Jayme Feyhl-Buska, Kirtland J. Robinson, Kristopher M. Fecteau, Huifang Xu, Everett L. Shock, Eric S. Boyd ☎

FEMS Microbiol Ecol (2016) 92 (9): fiw137. **DOI:** https://doi.org/10.1093/fems **Published:** 14 June 2016 Article history •

A correction has been published:			FEMS Microbiol Ecol (2016) 92 (10): fiw16		
💶 Views 🔻	PDF	66 Cite	Permissions	< Share •	

Chemosynthetic sediment and planktonic community composition and aqueous geochemistry and sediment mineralogy were determined in 15 photosynthetic hot springs in Yellowstone National Park (YNP). These c were used to evaluate the hypothesis that differences in the availability dissolved or mineral substrates in the bulk fluids or sediments within s coincides with ecologically differentiated microbial communities and th populations. Planktonic and sediment-associated communities exhibite differing ecological characteristics including community sizes, evennes richness. pH and temperature influenced microbial community compos among springs, but within-spring partitioning of taxa into sediment or planktonic communities was widespread, statistically supported (P < 0).





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Open Access CC BY	This licence lets others distribute, remix, tweak, and build upon your work, even commercially, as long as they credit you for the original creation. Recommended for maximum dissemination and use of licensed materials.	
Open Access CC BY-NC	This licence permits users to use, reproduce, disseminate or display the article provided that the author is attributed as the original creator and that the reuse is restricted to non-commercial purposes i.e. research or educational use.	
Open Access CC BY-NC-ND	This licence allows users to download and share the article for non-commercial purposes, so long as the article is reproduce in the whole without changes, and the original authorship is acknowledged.	
Government licences (US and Crown Copyright)	Licenses specifically for use by authors who are employees of the Government of the United States of America or UK Crown servants, and the article was written as part of employment.	



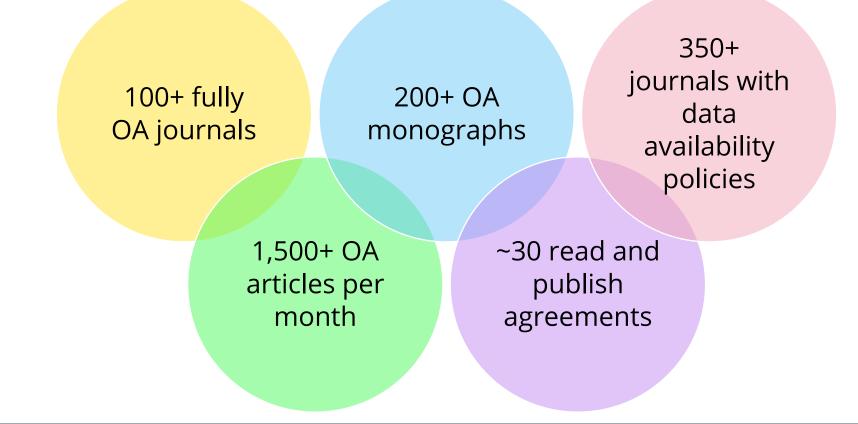
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OUP's Open Access Program





OUP's OA Strategy

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Engagement with communities

Efficient administration

Fair and sustainable prices



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Traditionally, institutional customers have purchased a subscription and affiliated authors, or their institutions, have paid APCs to publish open access.

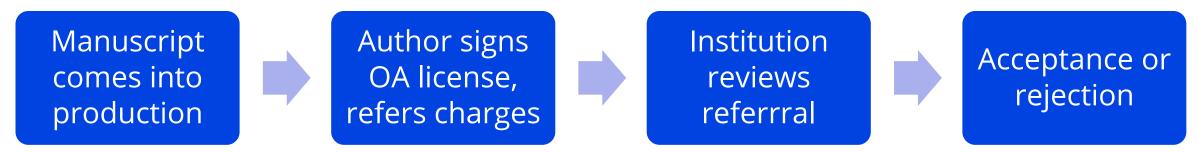


In a 'read and publish' scenario, the customer purchases the right to read subscription content and to cover the APCs for their authors to publish OA.

Read and Publish



How do R&P deals work in practice?



• More info about each deal (step-by-step guides, eligibility criteria):

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Even before your article is published, you can be thinking about how to raise the profile of your work. As the author, you play a crucial role in sharing news about your book with your colleagues, friends, and readers. Communicating with an engaged audience will further the reach of your scholarship and ultimately increase its usage over time.

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What you do may depend on how much time you have, but we encourage all authors to consider how they can support the promotion of their work.





Tips for promoting your work

If you have less than an hour: use your existing networks – online and in real life.

- Include information about your article on your professional and/or institutional profiles. This helps to improve the <u>search</u> <u>engine optimization</u> of your article.
- Use an email signature with links to your journal article to let your colleagues and friends know about your work.
- Share your article with colleagues and friends on Facebook or other social networks that you already use.
- If you use Twitter, share the news in a tweet and include a link to the article in your Twitter bio.
- Add the article to your LinkedIn profile.
- Include your article in reading lists for students, and the handouts in relevant seminars or conference presentations.





Tips for promoting your work

If you have more than an hour: think about an additional piece of content.

- Contact your university communications team and ask them to include information about your article on the university website or email newsletter.
- Ask your alumni magazine to include a brief listing about your article.
- Pitch a related article to *The Conversation* or another publication covering the academic community.
- Include a slide about your article in conferences and other presentations.





Tips for promoting your work

If you want or have time for an ongoing commitment: find a niche and get involved.

- Think about which social network would suit you; you may find like-minded people on Twitter, Tumblr, Medium, or Instagram, for instance. Every platform has distinct communities and interest groups; take some time to discover what you enjoy.
- If you want to use a new platform to talk about your work, you should join and start to build up a following at least several months before publication. Use the opportunity to talk, share ideas, and get involved in conversations.
- Think about starting a blog to communicate with a wider audience and raise your online profile.
- If you're interested in wider dissemination among non-specialists, such as policymakers and the general public, get advice from your institution, faculty, or funding body about public engagement.



