How to Publish—Editor’s Confidential
Friday, November 18
8:00 AM–9:30 AM
Grand Ballroom C (S)
Supported by The Publications Committee
Chair: Laura P. Sands, PhD
Innovation in Aging™

Podium Presentations:
Laura P. Sands, PhD, Editor-in-Chief, Innovation in Aging
David Crotty, PhD, Editorial Director, Journals Policy, Oxford University Press
Rachel Pruchno, PhD, Editor-in-Chief, The Gerontologist®
Deborah Carr, PhD, Editor-in-Chief, The Journals of Gerontology,® Series B: Social Sciences

Breakout Sessions: Editors of Innovation in Aging, The Journals of Gerontology, Series A: Biological Sciences & Medical Sciences; The Journals of Gerontology, Series B: Psychological Sciences & Social Sciences; The Gerontologist; Public Policy & Aging Report,® Gerontology & Geriatrics Education

Program Overview
This session will describe how to publish your scientific work on aging and the life course in peer-reviewed journals. This session will be divided into three parts: (1) a description of GSA’s newest journal, an open access journal titled Innovation in Aging; (2) an introduction to open access journals; and (3) a discussion of the distinctive missions of each of the GSA journals and how both new and experienced authors can maximize their chances of publishing in GSA journals. After the prepared remarks, participants will have an opportunity to meet informally with editors from GSA and AGHE journals and to ask specific questions about getting their scientific work published. Participants may visit with as many journal editors as they wish during this component of the session.

Session Objectives
After attending this session, participants will be able to do the following:
1. Explain the missions of each of the GSA journals to help authors select an appropriate journal and write to the specifications of that journal.
2. Explain similarities and differences between subscription journals and fully open access journals.
3. Provide time for audience members to interact individually with the journal editors.

Agenda

<table>
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<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>5 minutes</td>
<td>Welcome and Introductions</td>
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<tr>
<td></td>
<td>Overview of the GSA and AGHE Journals</td>
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<td>Noah J. Webster, PhD, Publications Committee Chair</td>
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<tr>
<td>40 minutes</td>
<td>Podium Presentations and Q&amp;A</td>
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<td></td>
<td>Laura P. Sands, PhD, Editor-in-Chief</td>
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<td>Innovation in Aging</td>
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Podium Presentation and Q&A (Cont’d)

GSA’s New Open Access Journal: Innovation in Aging
GSA’s new peer-reviewed, fully open access journal, Innovation in Aging, is now accepting submissions of high quality research articles. It will publish innovative, interdisciplinary, globally relevant research on aging and the life course. Types of articles include: (1) original full-length research articles that present conceptually sound, methodologically rigorous research studies; (2) brief reports that are of the quality of full length articles, but are more focused in scope; and (3) scholarly reviews that present novel analyses of existing data or published findings that provide new insight into the state of the literature on a topic relevant to aging and the life course. The journal will also solicit articles from noted experts that envision the future of research on aging and the life course. Submissions for the journal will be coordinated through the same website used by the other GSA journals. The journal has a rapid review and online publication process.

David Crotty, PhD, Editorial Director, Journals Policy, Oxford University Press

Similarities and Differences Between Subscription and Fully Open Access Journals
We are now more than 15 years into the modern open access movement and there is still a lack of consensus on what, exactly, “open access” means. This session will provide background information on similarities and differences between traditional print, subscription journals and open access journals. Funding agencies and institutions are increasingly requiring public access to research results, and an overview of these requirements and compliance methods will be presented for each type of journal. Information on sources of funding for open access and studies on how it increases the visibility of one’s research will also be provided.

Rachel Pruchno, PhD, Editor-in-Chief, The Gerontologist, and Deborah Carr, PhD, Editor-in-Chief, The Journals of Gerontology, Series B: Social Sciences

Publishing in GSA Journals: Choosing the “Right” Journal and Preparing Manuscripts for a Successful Review Process
As article submissions to GSA journals continue to increase annually, most GSA journals reject about 75%–85% of submissions. Authors may struggle with both choosing the right journal and ensuring that their manuscript fares favorably in the review process. GSA journal editors will share their insights on: (1) the distinctive missions of each of the GSA journals, (2) how both new and experienced authors can maximize their chances of publishing in GSA journals, and (3) strategies that journal editors use to increase the visibility of their authors’ work and to contribute to the field of gerontology by developing cross-journal programs and initiatives. This will be an interactive panel discussion that encourages audience participation, including questions from potential authors.

Agenda (Cont’d)

40 minutes Editor Introductions & Journal Breakouts
Timekeeper: Noah J. Webster, PhD, Publications Committee Chair

- The Journals of Gerontology, Series A: Biological Sciences & Medical Sciences
- The Journals of Gerontology, Series B: Psychological Sciences & Social Sciences
- The Gerontologist
- Public Policy & Aging Report
- Innovation in Aging
- Gerontology & Geriatrics Education
- GSA Editorial Offices

5 minutes Closing Remarks
Noah J. Webster, PhD, Publications Committee Chair

Materials will be placed online for member access after the annual scientific meeting. To view these materials and previous year How to Publish materials, visit geron.org/esporesources
How to Publish

Editor’s Confidential
Overview – GSA Journals

The Journals of Gerontology, Series A: Biological Sciences

The Journals of Gerontology, Series A: Medical Sciences

The Journals of Gerontology, Series B: Psychological Sciences

The Journals of Gerontology, Series B: Social Sciences
Overview – GSA Journals

The Gerontologist

Public Policy & Aging Report

Gerontology & Geriatric’s Education
Overview – GSA Journals

• Impact factors going up
• Among highest ranked journals
• Submissions increasing
• Acceptance Rates Declining
Overview – GSA Journals

Innovation in Aging

New open access journal

Offering more publication opportunities!
Overview - Session

1) Laura Sands
   Editor, *Innovation in Aging*
   Scope and focus of new journal

2) David Crotty
   Oxford University Press
   Open Access Publishing
Overview - Session

3) Deborah Carr, Editor, JGSS & Rachel Pruchno, Editor, TG

• Choosing the Right Journal

• Preparing Manuscripts

4) Roundtable Discussions
Innovation in Aging

Submission site launch: January 1, 2017

https://www.geron.org/publications/innovation-in-aging
Why Does GSA Need a New Journal?

Submissions ↑
Acceptances ↓

Many rejected papers are accepted elsewhere with good results

<table>
<thead>
<tr>
<th>Journal</th>
<th># Submitted</th>
<th>% Increase from 2015</th>
<th>% Rejected</th>
</tr>
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<tbody>
<tr>
<td>JG: Bio Sci</td>
<td>236</td>
<td>18</td>
<td>24</td>
</tr>
<tr>
<td>JG: Med Sci</td>
<td>516</td>
<td>3</td>
<td>24</td>
</tr>
<tr>
<td>JG: Psych Sci</td>
<td>352</td>
<td>46</td>
<td>17</td>
</tr>
<tr>
<td>JG: Soc Sci</td>
<td>297</td>
<td>2</td>
<td>23</td>
</tr>
<tr>
<td>The Gerontologist</td>
<td>604</td>
<td>20</td>
<td>21</td>
</tr>
</tbody>
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Why an Open Access Journal?

Increase opportunity for publication of high quality research on aging and the life course, including:

• Interdisciplinary research
• Global research
• Emerging areas of research

Increase visibility of research on aging

• Use open access platform to increase access to research
• Highlight the translational significance of research
# Innovation in Aging: A Brief Timeline

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tr>
<td>2013</td>
<td>GSA and Oxford University Press discuss and research opportunities for research on aging.</td>
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<tr>
<td>2014</td>
<td>Search for Editor.</td>
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<tr>
<td>2015</td>
<td>Editor assembles board and begins constructing policies and procedures.</td>
</tr>
<tr>
<td>2016</td>
<td>1/1/17 submission site opens.</td>
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Mission of Innovation on Aging

To attract, publish and promote novel, transformative, methodologically rigorous, interdisciplinary research that addresses 21st century issues in aging using a dynamic open access platform. The journal will attract global research on aging and the life course that describes original principles, novel methods, emerging technology, and innovative care pathways.
Interdisciplinary Focus of IA

Initially the thematic content of the journal will be based on GSAs interdisciplinary interest groups and will include experts in such areas as:

- Environment
- Society, Culture, Relationships
- Lifestyle, Health, Behaviors
- Methodology including Assessment,
- Technology

https://www.geron.org/stay-connected/interest-groups
Types of Articles

All articles will report novel findings, be conceptually sound, hypothesis driven, and methodologically rigorous. Types of articles include:

• Original Research – full research reports
• Original Reports – focused brief reports
• Latest Discoveries – novel pilot studies
• Scholarly reviews – rigorous reviews of published results
• Invited Editorials – motivate innovation and translation
Content of Articles

Article content may include:

• Novel application of conceptual or theoretical models
• Evaluation of interventions, applications or policies
• Innovative methods including new techniques, devices, measurement methods, or experimental protocols
• Interdisciplinary research that incorporates concepts, methods, or interventions from various disciplines to the study of aging and the life course
How to Submit Articles

1. Self-submit, instructions may be found at: https://www.geron.org/publications/innovation-in-aging

2. Allow editors from other GSA journals to divert your submission to Innovation in Aging
   - process requires only your approval
   - Innovation in Aging allows AMA and APA formatting
The translational significance of the article will be printed in a box on the same page as the abstract.

1-3 sentences to inform solutions that may improve individual, organizational, societal, or environmental conditions associated with aging and the life course.
Safe Open Access Journals

• Journals that are backed by a reputable research society

• Journals to which notable researchers in your field submit articles

• Journals with a well articulated review process

• Journals that thoroughly describe publication costs prior to submitting
Opportunities With Open Access

1. Rapid time to publication
   • Fast review and quick editorial turnaround
   • Published immediately after final proofs accepted

2. Increase visibility of your research
   • Anyone can access your article, no subscription needed
   • OUP and GSA will promote your article
Structure of Editorial Board

- Editor in Chief
  - Deputy Editor in Chief
    - Associate Editor Area 1
      - Deputy Associate Editor Area 1a
      - Deputy Associate Editor Area 1b
    - Associate Editor Area 2
    - Associate Editor Area 3
    - Associate Editor Area 4
  - Deputy Editor in Chief
    - Associate Editor Area 1
    - Associate Editor Area 2
    - Associate Editor Area 3
    - Associate Editor Area 4

Board Members
Open Access

David Crotty
Senior Editor, Oxford University Press
david.crotty@oup.com

November 18, 2016
Services Provided by Journals

• **Dissemination**: spreading the word
• **Registration**: publicly claiming credit for a discovery / idea
• **Validation**: peer review, is this research valid?
• **Filtration**: sorting out the overwhelming torrent of research
• **Designation**: is this research important?

What is Open Access?

Free and unrestricted online access to AND free and unrestricted re-use of scholarly material
Open Access Models

Subscription model
- Reader-centric (Costs distributed among consumers)

‘Gold’ Open Access Model
- Author-centric (Authors pay for their articles to be published)

‘Green’ Open Access Model
- Articles deposited in freely accessible repositories or available on journal site (often after an embargo period)

Platinum Open Access Model
- Journal costs paid for by outside funding sources, e.g. grants
Gold Open Access
Fully OA and Hybrid Journals

Fully OA journals
- immediate OA to all articles on the publisher's website

Hybrid Journals
- immediate OA only for individual articles where author/funder paid APC
- all other articles under subscription control
The “Quality” Issue

• Open Access should not be confused with “megajournal” approaches
  • Peer review practices vary widely among all journals
    – Review for accuracy, as well as significance and originality
    – Review solely for accuracy

• Predatory Publishers
  – http://scholarlyoa.com/publishers/
In practice, what does Open Access provide?

Open access, readership, citations: a randomized controlled trial of scientific journal publishing

Davis, P.M. (2011) The FASEB Journal vol. 25 no. 7 2129-2134
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• BY = Attribution
• SA = Share Alike
• NC = Non-Commercial
• ND = No Derivatives

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  - This license lets others distribute, remix, tweak, and build upon your work, even commercially, as long as they credit you for the original creation.

• **CC BY-NC**
  - As above but only for non-commercial purposes

• **CC BY-NC-ND**
  - This license is the most restrictive of the six main licenses, only allowing others to download your works and share them with others as long as they credit you, but they can’t change them in any way or use them commercially.
Global approach to open access

North America and Canada
- US Federal Agencies formulating policies following OSTP memo e.g.
  - NIH: gold or green; deposit to PMC within 12 months
  - DOE: green (or gold); public access within 12 months via PAGES and CHORUS
  - NSF: gold or green; public access within 12 months
  - CHORUS working with DOD, DOE, NSF, etc.
- Canada active in OA discussions and looking at gold and green
  - Tri-Agency policy: gold or 12 month deposit mandate
  - Gates Foundation: gold open access

Europe
- UK funder mandates focused on gold (Research Councils UK & Wellcome Trust)
- VSNU driving expansion in gold open access
- Green open access mandates in Italy & Spain
- All EU members formulating open access policies at either national, funder or institutional level.

Latin America
- Focus on green open access
- Argentina: MINCYT introduced 6 month deposit mandate
- Brazil: Government formulating green open access policy
- Mexico: OA legislation passed to support repository development

Africa
- Developing repositories
- Publishers enabling philanthropic access
- New open access journals to support local research needs
- Some institutions have open access mandates, but no policies from any funders or Governments

Asia Pacific
- China: CAS & NSF; gold or green open access, deposit within 12 months
- ARC & NHMRC in Australia have 12 month self-archive mandate, as does A*Star in Singapore
- Other funders considering policy

Slide courtesy of Alicia Wise, Elsevier, with slight adaptations.
Peak Subscription

Library Expenditure as % of Total University Expenditure
(Average of 40 US Institutions Reporting Since 1982)
Total OUP OA Papers 2004-2015

No. of OA papers

Year

A changing (OA) world

2015 articles in full OA journals indexed by WoS
Open Forum Infectious Diseases
published on behalf of IDSA

• Launched spring 2014 as online-only, fully OA journal
• First-year highlights:
  – Projected 180 submissions, exceeded by 19%
  – Projected 44% cascade from other IDSA journals, exceeded with 51% transfers (even after slow start)
  – Projected 97 published articles, exceeded by 25%
  – Projected 50% APC waivers, but only 19% of authors requested them, increasing revenue

• Visit http://ofid.oxfordjournals.org
ORCID: Open Researcher and Contributor ID
http://www.orcid.org

David Crotty
http://orcid.org/0000-0002-8610-6749
Websites:
The Scholarly Kitchen

Personal Information
Biography
PhD Researcher, Columbia University; Postdoctoral Fellow, California Institute of Technology Senior Editor, Oxford University Press

Publications

ISBN: 978-1-936113-17-0


Dynamic In Vivo Imaging of Postimplantation mammalian embryos using whole embryo culture Nov-2002
DOI: http://dx.doi.org/10.1002/gene.10162
Thank You!

David Crotty
Editorial Director, Journals Policy
Oxford University Press
david.crotty@oup.com

November 18, 2016
Do’s and Don’ts of Publishing

Deborah Carr, Ph.D., Editor-in-Chief, Journal of Gerontology: Social Sciences
Rachel Pruchno, Ph.D., Editor-in-Chief, The Gerontologist
Choosing a Journal
Do aim for the “best fit”

• Identify the audience with whom you want to communicate.
  • For junior scholars, what is your “scholarly identity”?
• Choose a journal whose substantive foci and research approach is consistent with your manuscript.
• Look to your reference list: what journals are you widely citing in this paper?
• The impact factor should guide – not dictate - your choice.
• Always have a Plan B in mind.
Writing the Paper
Write for a Specific Journal

• Read and Follow Instructions to Authors:
  • Format
  • Length
  • Type of manuscript
  • Reference style
• Read articles published in the journal
• Cite articles published in the journal
• Find a model paper and follow its structure
Title

• Summarize the main idea of the manuscript simply (e.g., The effects of X on Y)
• Be concise, avoid useless words
• Identify key variables
• Don’t be cutesy
• Title should stand alone
• Don’t use abbreviations
• No more than 12 words
Abstract

• Brief, concise summary
• Adhere to journal standards for format & word limit
• Most important single paragraph of an article
• Accurate
• Clear, active language: Use verbs not nouns
• Present tense
• Empirical study abstract:
  • Problem
  • Participants
  • Method
  • Results
  • Conclusions
Revising the Paper

Anyone who has ever published has been rejected.
Rejected Before Review - Fix What You Can and Try Again

**Problem:**
- Lacks a conceptual framework and set of testable hypotheses
- Is poorly written
- Does not follow APA format
- Is not consistent with the mission of our journal
- Does not make a meaningful contribution to the field.

**Solution:**
- Find one
- Engage an editor, translator, or colleague
- Revisit the literature and refine your ‘hook’ so that makes a contribution
Non-Fixable Problems (aka “Fatal Flaws”):

• Is based on a small, volunteer sample
• Uses non-validated measurers or measures with low reliability
• Adds little to the literature
• Uses an inappropriate/flawed research design
Revise and Resubmit (read the whole letter!)

• Carefully attend to each issue identified by reviewers and editor
• If you disagree (and this is not usually a good idea), respectfully explain why
• Follow editor’s letter re: instructions for communicating changes to manuscript
• Don’t add length to manuscript
  • Although you can report on supplementary analyses or other detailed points in the response memo.
Rejected After Review: What to Do?

• Do nothing but simmer for a few days
• Read the manuscript with a critical eye
• Consider alternative journals – don’t be afraid to try one with a higher impact factor
• Re-write the manuscript for the new journal:
  • Follow their instructions to authors
  • Make sure to restructure all, including references
• Take advantage of the reviews you received as you revise the manuscript.
Accepted After Review: What to Do?

- Celebrate!
- Consider volunteering to serve as a reviewer for the journal.