How to Publish: From Start to Finish and Beyond  
Tuesday, July 25, 2017  
8:00-9:30 am  
Marriott Marquis, Lower B2 Level, Salon 1-2  
Submitted by the GSA Publications Committee for the 21st IAGG World Congress of Gerontology and Geriatrics, San Francisco, CA.

Chair: Noah Webster, Chair-Elect, Publications Committee, The Gerontological Society of America

Overall Abstract: This symposium, organized by the Gerontological Society of America’s (GSA) Publications Committee will provide information on the publication process from the perspective of a number of journals publishing diverse types of gerontological research, basic to applied across multiple disciplines. This session is comprised of three parts including: 1) Podium presentations from editors-in-chief from GSA’s Journals of Gerontology-Series A, Medical Sciences, Journals of Gerontology-Series B, Psychological Sciences, Innovations in Aging (GSA’s new open access journal) as well as the Association of Gerontology in Higher Education’s journal, Gerontology and Geriatrics Education, and the European Journal of Ageing. General best practices as well as specific advice for emerging and international scholars will be provided.  2) Presentation on how to assess and maximize the impact of published work given by representatives from Oxford University Press (OUP), including David Crotty, Director of Journals Policy. 3) Round table discussions with OUP representatives and editors from the Journals of Gerontology-Series A (Medical Sciences) and B (Psychological and Social Sciences), Innovations in Aging, The Gerontologist, Gerontology and Geriatrics Education, European Journal of Ageing, Journal of Aging and Social Policy, Research on Aging, and Journal of Applied Gerontology. Participants will provide journal specific information and answer questions related to podium presentation topics and others raised by attendees. Intended audiences include emerging and international scholars, and generally authors interested in learning more about best practices and tips for getting their scholarly work published. Current and future published authors will also gain information on how to leverage already published work.

Objectives

1) Understand how to publish from the perspectives of multiple journals spanning multiple disciplines and types of research.

2) Explain the entire publication process from submission to acceptance and all steps in between.

3) Assess the impact of already published work using a range of available metrics and take steps to maximize the reach of their published work.
1) How to Publish: Editors’ Perspectives

**Presenters:** Noah Webster, Anne Newman, Robert Knight, Laura Sands, Judith Howe, and Hans-Werner Wahl

**Abstract:** Part I of this ‘How to Publish’ symposium will last 45 minutes, including a session overview and podium presentations from the following journal editors-in-chief: 1) Anne Newman from the Gerontological Society of America’s (GSA) Journals of Gerontology-Series A, Medical Sciences; 2) Bob Knight from GSA’s Journals of Gerontology-Series B, Psychological Sciences; 3) Laura Sands from Innovations in Aging, GSA’s new open access journal; 4) Judith Howe from the Association of Gerontology in Higher Education’s journal, Gerontology and Geriatrics Education; and 5) Hans-Werner Wahl from the European Journal of Ageing. Presentations will provide guidance on how to publish from multiple disciplines and perspectives. General best practices as well as advice for emerging and international scholars will be provided. Presentations will also address: 1) preparing submissions, e.g., choosing the right journal, developing titles, articulating research questions, complying with journal requirements; 2) revising and resubmitting, e.g., overview of the process, responding to reviews.

2) How to Maximize the Reach of Your Published Work

**Presenter:** David Crotty, Oxford University Press

**Abstract:** Part II of this ‘How to Publish’ symposium will include a 10 minute presentation on how to maximize the reach and impact of already published work. Presenters include David Crotty, Director of Journals Policy at Oxford University Press (OUP) and a representative from OUP Marketing. Researchers are under increasing pressure to demonstrate the impact of their work. While the best understanding of the impact of a published study comes from a thorough reading, university administrators and funding agencies rely heavily on numerical metrics for decision-making. This presentation will look at the needs that metrics serve and provide an overview of how the dominant metric, the Impact Factor, is determined (along with a discussion of the metric’s flaws). The value of newer methodologies and alternative metrics (altmetrics) will also be discussed. The presentation will also cover practical steps for how researchers can increase the reach and potential impact of their work.

3) How to Publish: Round Table Discussions with Journal Editors

**Abstract:** Part III of this ‘How to Publish’ symposium will include a 35 minute round table discussion session beginning with identification of participants available to facilitate discussions. Participants will include editors-in-chief, deputy and/or, associate editors from the following journals: Journals of Gerontology-Series A: Medical Sciences; Journals of Gerontology-Series B: Psychological and Social Sciences; Innovations in Aging, The Gerontologist, Gerontology and Geriatrics Education, European Journal of Ageing, Journal of Aging and Social Policy, Research on Aging, and Journal of Applied Gerontology. Participants will provide journal specific information and answer questions related to podium presentation topics and others raised, e.g., writing strategies for specific journals, how editorial decisions are made, etc. Representatives from Oxford University Press will also be available to discuss in greater detail strategies for assessing and maximizing the impact of published work. Attendees will be encouraged to visit as many tables as they are able during this time.
Noah Webster, Chair, Publications Committee, Gerontological Society of America (GSA)

Session Goals and Overview

• Publishing – essential part of the research process, essential for
  • advancement of the field – dissemination and communication among scholars
  • individual career advancement

• Goals of Session – Participants will be provided with
  ➢ information on the publication process
  ➢ diverse perspectives on the process
  ➢ journal specific information – scope, types of papers publishes, etc.
  ➢ ways to assess impact of already published work
  ➢ steps to maximize the reach of published work
  ➢ opportunity to dialogue with editors-in-chief from 10 of the top journals in the field
SESSION OVERVIEW

Part I: How to Publish: Editors’ Perspectives

1) **Anne Newman**, Editor of GSA’s *Journals of Gerontology-Series A, Medical Sciences*

2) **Bob Knight**, Editor of GSA’s *Journals of Gerontology-Series B, Psychological Sciences*

3) **Laura Sands**, Editor of GSA’s *Innovation in Aging*

4) **Judith Howe**, Editor of the Association of Gerontology in Higher Education’s journal, *Gerontology and Geriatrics Education*

5) **Hans-Werner Wahl** Editor of *European Journal of Ageing*
SESSION OVERVIEW

Part 2: How to Maximize the Reach of Your Published Work

David Crotty

- Editorial Director, Journals Policy
- Oxford University Press
SESSION OVERVIEW

Part 3: Round Table Discussions with Journal Editors

Opportunity to dialogue and ask questions of editors-in-chief from:

- Journals of Gerontology-Series A - Medical Sciences
- Journals of Gerontology-Series B - Psychological
- Journals of Gerontology-Series B - Social Sciences
- Innovation in Aging
- The Gerontologist
- Gerontology and Geriatrics Education
- European Journal of Ageing
- Journal of Aging and Social Policy
- Research on Aging
- Journal of Applied Gerontology
How to Publish: From Start to Finish and Beyond

Anne B. Newman, MD, MPH
Editor-in-Chief
Journal of Gerontology Medical Science
Professor of Epidemiology and Geriatric Medicine
University of Pittsburgh
The Journals of Gerontology, Series A: Medical Sciences

- Publishes articles representing the full range of medical sciences pertaining to aging.

- Appropriate areas include, but are not limited to:
  - Basic medical sciences
  - Clinical epidemiology
  - Clinical research
  - Health services research

- From Professions such as:
  - Medicine
  - Dentistry
  - Allied health sciences
  - Nursing
• How to determine a fit?
  – Read current and past issues
  – Look at the associate editor and editorial board members and study their work

• Priorities
  – Human studies
  – Clearly advancing the field of medical gerontology
  – Includes functional outcomes
The Journals of Gerontology, Series A: Medical Sciences

• Medical vs Biological Science vs other of the journals?
  – Most human studies would go to medical, but some on basic mechanisms may be a better fit for biological.
  – Editors sometimes refer to each other
  – OK to ask about fit for cross-cutting topics

• Translational Section - Biological and Medical
  – Topics with overlap.
  – Example: recent issue on frailty in animal models and clinical populations
The Journals of Gerontology, Series A: Medical Sciences

• Some reasons for rejection
  – Topic too specialized or not a fit
  – Research not advancing the field
  – Question unclear
  – Study design flaw
The Journals of Gerontology, Series A: Medical Sciences

• Revising
  – An opportunity to improve your work and message
  – Seek to truly understand reviewer perspective
  – Respond in a positive and timely fashion
Thanks for your interest!

newmana@edc.pitt.edu
Zen and the Art of Responding to Reviewer Criticism

Bob G. Knight, Ph.D.
Editor, Journals of Gerontology: Psychological Sciences
Potential International “Filters” in Understanding Reviewer Comments

• If you perceive US journal standards as higher than your home country, do not assume criticism means you failed to meet the standard. A revision request means publication in the journal is possible.

• Do not give up if your English is criticized; but DO get expert help in polishing your prose.
Potential International “Filters” (continued)

• Read the journal before submitting and think about fit in terms of content and methodology. Most common reason for rejection of international papers is poor fit.
• For JG:PS, one psychological variable does not make it a psychological paper
• JG:PS is not a clinical practice oriented journal
Managing Your Reaction to the Review

• There will be criticism and requests for revision
• You will have a negative emotional reaction to it
• Plan for this, allow time for it
• Come back to the review after you have calmed down
Understanding the Review:

- There will be criticism and requests for revisions
- Overcome the “undergraduate mind” that tells you this means you did a bad job or they hated the paper
- The goal is to get published and to have the best possible version of your paper
- The reviewers are on your side in doing this
Understanding the Review (continued)

• Depersonalize the text: I have found it helpful to put a paper of mine under a pile of reviews to do or papers to grade and come to it with that mindset.

• Assume the reviewers are right. What can be done to fix the issues?

• This is true even when they make mistakes about what your paper has in it: The question then becomes “Why wasn’t this clear to them?”
What if the reviewer is REALLY wrong?

- You may get criticized from a different theoretical, methodological, or analytic position entirely (Note: The editor MAY imply this in the decision letter.)
- The reviewer may just really misunderstand what you did
- It is POSSIBLE to argue this in cover letter to the editor
- BUT, you’re not likely to get more than one of these per paper
- If you’re arguing this for multiple points, give up and submit elsewhere
- Don’t make a habit of this
The cover letter

• Respond to the points made by the editor and the reviewers
• Don’t miss additional revisions from the editor
• Respond to every major point (not copyedits)
• Say where in text your change is and what it is
• Your response should be proportional to the point made: big changes for big points
• Some expression of your positive response and thankfulness for the review is fine. Don’t overdo it.
• Do not be argumentative or angry even if you are disputing a point.
Innovation in Aging

Journal launch: January 1, 2017
Why Does GSA Need a New Journal?

More articles submitted than GSA print journals can publish:

- 4 in 5 submissions rejected by established GSA journals
- Many rejected articles are scientifically sound and novel

Increase variety of published research on aging and the life course, including:

- Interdisciplinary research
- Global research
- Emerging areas of research
Innovation in Aging: Types of Articles

All published articles are conceptually sound, hypothesis driven, methodologically rigorous, and novel.

Types of articles include:

- Original Research – full research reports
- Original Reports – focused brief research reports
- Latest Discoveries – novel, high impact pilot studies
- Scholarly Reviews – rigorous reviews of published results
- Invited Articles – motivate innovation and translation
Innovation in Aging: Highlighting Translation

The **translational significance** of the article is printed below the abstract.

1-3 sentences written in non-scientific language that describes how the article findings inform challenges and opportunities associated with human aging.
Why an Online, Open Access Format?

Increase Visibility of Research
- Readership increases with ease of Open Access
- Greater public engagement

Rapid Publication
- Article published upon completion of editorial production
- Increases speed of citations to your published work

Self-archiving
- Increases collaboration
- Increasingly, funders require Open Access publication

First 200 accepted articles free
How to Submit Articles

See the journal website:

https://academic.oup.com/innovateage
The Journal of Gerontology & Geriatrics Education

Judith L. Howe, PhD, Editor-in-Chief
Kelly Niles-Yokum, PhD, Managing Editor
Melissa Garrido, PhD, Consulting Editor
Aims and Scope

- Articles reporting on research, curriculum development, course and program evaluation, classroom and practice innovations with education implications
- Designed to appeal to a broad range of readers, including faculty, students, practitioners, administrators, and policy makers
Innovations in teaching and training programs at the K-12, undergraduate, graduate, and postgraduate levels, and in continuing education, paraprofessional, and public education

Issues, methods, and materials in the training of gerontology and geriatrics educators, researchers, and practitioners in all settings

New roles for gerontology and geriatrics educators in community, health care, academic, policy, and corporate settings

Methods for developing gerontology and geriatrics educational programs in academic, health care, corporate, and applied settings
Two types of manuscripts

- Full length scholarly manuscripts of 4,000 to 6,000 words
- Brief Reports of no more than 2,000 words
- Word limits do not include appendices and references
Manuscripts that include quantitative or qualitative methodology will undergo a review by the Consulting Editor for Methods and Statistics.

This process comes after the double-blind review when a manuscript is determined to be moving towards publication by the editorial staff.

Authors are expected to respond to all queries from the Consulting Editor.
Open Access

- Provides authors or their research sponsors and funders with the option of paying a publishing fee and making an article fully and permanently available for free online access.

- This option is made available once an article has been accepted in peer review.
<table>
<thead>
<tr>
<th>Volume (Issue)</th>
<th>Article</th>
<th>Author(s)</th>
<th>Downloads</th>
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<tbody>
<tr>
<td>35(4)</td>
<td>Overcoming Resistance to Culture Change: Nursing Home Administrators’ Use of Education, Training, and Communication</td>
<td>Denise A. Tyler, Michael Lepore, Renee R. Shield, Jessica Loos, and Susan C. Miller</td>
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<td>35(1)</td>
<td>Two Thumbs Up: Using Popular Films in Introductory Aging Courses</td>
<td>Rona J. Karasik, Raeann Hamon, Jennifer Writz, and Anand Moddu Reddy</td>
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<td>29(3)</td>
<td>Effective Learner-Centered Strategies for Teaching Adults: Using Visual Media to Engage the Adult Learner</td>
<td>Dennis R. Myers, Catherine Sykes, and Scott Myers</td>
<td>327</td>
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<td>36(2)</td>
<td>Student Journals: A Means of Assessing Transformative Learning in Aging Related Courses</td>
<td>Adrienne L. Cohen, Pamela Pitman Brown, and Justin P. Morales</td>
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<td>37(3)</td>
<td>Transformative Theatre: A Promising Educational Tool for Improving Health Encounters with LGBT Older Adults</td>
<td>Anne K. Hughes, Clare Luz, Dennis Hall, Penny Gardner, Chris Walker Hennessey, and Lynn Lammers</td>
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<td>35(4)</td>
<td>Hospital to Home: A Geriatric Educational Program on Effective Discharge Planning</td>
<td>Lauren N. DeCaporale-Ryan, Ann Cornell, Robert M. McCann, Kevin McCormick, and Jenny Speice</td>
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# Manuscripts Submitted

**November 2015 - November 2016**

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<tr>
<th>Manuscript Type</th>
<th>Original</th>
<th>Revised</th>
<th>Total</th>
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<tr>
<td>Brief Report</td>
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<td>8</td>
<td>18</td>
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<tr>
<td>Letter to the Editor</td>
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<td>0</td>
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<tr>
<td>Original Article</td>
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<td>111</td>
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<tr>
<td>Review</td>
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<td>14</td>
<td>18</td>
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<td><strong>Total</strong></td>
<td><strong>73</strong></td>
<td><strong>133</strong></td>
<td><strong>206</strong></td>
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<tr>
<td>Year</td>
<td>Special Issue Title</td>
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<tr>
<td>2011</td>
<td>VA GRECCs: The National Impact of Training and Education Programs</td>
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<tr>
<td>2012</td>
<td>Accreditation in Gerontology: Opportunities and Challenges</td>
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<tr>
<td>2013</td>
<td>The Evolution of Service Learning: New Models and Directions</td>
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<tr>
<td>2014</td>
<td>The Role of Education in Implementation Science (section)</td>
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<tr>
<td>2015</td>
<td>The Three-Legged Stool: Linkages among Education, Research, and Practice in Gerontology and Geriatrics</td>
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<tr>
<td>2016</td>
<td>Humanities and Arts in Gerontology and Geriatric Education</td>
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<tr>
<td>2017</td>
<td>Educating a New Generation of Professionals in Aging Worldwide</td>
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International Special Initiative

- Editorial Board International Task Force
- Special international issue in concert with 2017 IAGG meeting
- Increasing international participation on the Editorial Board
- Targeted outreach to colleagues around the world
- Working with authors for whom English is not their first language
## Submissions by Country 2016

Information based on all manuscripts with a decision date of on or after Jan 1, 2016.

<table>
<thead>
<tr>
<th>Country</th>
<th>Accept</th>
<th>Reject</th>
<th>Total</th>
<th>Accept Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>66.67%</td>
</tr>
<tr>
<td>Brazil</td>
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<td>2</td>
<td>0.00%</td>
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<tr>
<td>Canada</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>40.00%</td>
</tr>
<tr>
<td>Germany</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>100.00%</td>
</tr>
<tr>
<td>India</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>100.00%</td>
</tr>
<tr>
<td>Japan</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>100.00%</td>
</tr>
<tr>
<td>Netherlands</td>
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<td>0</td>
<td>2</td>
<td>100.00%</td>
</tr>
<tr>
<td>United Kingdom of Great Britain and Northern Ireland</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>100.00%</td>
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<tr>
<td>United States</td>
<td>25</td>
<td>13</td>
<td>38</td>
<td>65.79%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>36</strong></td>
<td><strong>19</strong></td>
<td><strong>55</strong></td>
<td><strong>65.45%</strong></td>
</tr>
</tbody>
</table>
Sample articles

- Competencies in European gerontological higher education. An explorative study on core elements
- Integrating gerontological competencies in Canadian health and social service education: An overview of trends, enablers, and challenges
- The growth of gerontology and geriatrics in Mexico: Past, present, and future
- Addressing the needs of Nicaraguan older adults living on the edge: A university–community partnership in international service-learning
Auf das gefühlte Alter kommt es an – oder doch nicht?

European Journal of Ageing (EJA)

Hans-Werner Wahl, Heidelberg University, Germany

Dorly J. H. Deeg, VU University Medical Center, Amsterdam, The Netherlands

Marja Aartsen, Norwegian Social Research, Aging and Housing Studies, Oslo, Norway

Howard Litwin, The Hebrew University of Jerusalem, Israel

Contribution to ‘How to Publish Symposium‘, IAGG-GSA Conference, San Francisco, July 25, 2017
Basic Information on EJA

- Established in 2004 (now in its 14\textsuperscript{th} volume)
- Publisher: Springer
- 4 issues per year
- Listed on IAGG’s list of aging journals
- Current acceptance rate: 20%
- 1-year and 5-year IF:
The interdisciplinary European Journal of Ageing: Social, Behavioural and Health Perspectives is devoted to the understanding of ageing around the world. Coverage includes original articles on the social, behavioral and population health aspects of ageing, encouraging an integrated approach among these aspects.

- Three editors (one per discipline)
- European view, but not limited to Europe
- Disciplinary and interdisciplinary focus
- Excluding geriatric medicine and biogerontology
Types of Papers

- Original investigations (90% of papers), reviews, methodological comments
- Much emphasis on special sections (4-5 papers + guest editorial) – Examples:

  - Ageism and its Consequences
  - Comparative contexts of care: Findings from the Survey of Health, Ageing and Retirement in Europe
  - Work and Retirement
  - Antecedents of Late Life Outcomes: The Case of Israel
  - Increasing Social Participation of Older People: Are There Different Barriers for Those in Poor Health?
Challenges

• Showing a European face, but maintaining at the same time the character of an international journal

• Submitted papers come from a diversity of countries with diverse research quality levels

• Keeping standards in qualitative aging research

• Fair pre-screening to secure reviewer resources (all 3 editors always do)

• Targeting three content areas in one journal (social, behavioral, health) → Interdisciplinarity as gero-virtue
• Go for proper English
• Invest into the conceptual underpinning of your work
• Make sure to which gap in the literature you are able to add
• Invest into the methodological rigor of your paper
• Do not be too technical (e.g., extensive formula particularly in papers from economics)
• Interpret cross-country differences to the best conceptual knowledge available
• Dissertation related papers: Avoid immature paper submission (critical role of supervisor)
• Read the journal instructions
Outlook


- Continue obtaining high-quality reviews
Raising the Impact of Published Work

David Crotty
Editorial Director, Journals Policy
Oxford University Press
david.crotty@oup.com
July 25, 2017
“Impact”

How do we measure researcher performance?
Before Publication
Post your manuscript as a preprint

http://biorxiv.org
“Impact”
Publish in the Right Journal

http://thinkchecksubmit.org
The Impact Factor

How It Works

The number of citations in year X to articles published in a journal in years X-1 and X-2

The number of papers published in that journal in years X-1 and X-2
The Impact Factor

Problems

• Slow
• Limited span
• Favors review articles over primary literature
• Ranking can be greatly influenced by small number of highly cited articles
• Difficult to compare between disciplines
• False implication of accuracy
• Journal-level metric
Other Kinds of Impact

- **Clinical Research**: a paper can change the way millions of patients are cared for, yet this is rarely reflected in the citation record.

- **Engineering**: research is often based on problem solving, not hypothesis driven inquiry. Once the problem is solved, few further experiments are needed, hence low citation rates.
Publicity

Work with your Institution and Publisher

Press Release

The importance of long-term marriage for health and happiness

By Deborah Clark

February 27th, 2020
Social Media

Find the Right Channels
Social Media
Pro Tips

• Join the networks where your community and audiences are
• Separate the personal from the professional, but don’t be afraid to let your personality shine through
• Be helpful
• Stay calm
• Don’t take criticism or insults personally, and don’t become personal

Relevant for all social media channels - Pick a good/professional profile picture
Quality
Marketing can only get you so far…
Thank You!

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

July 25, 2017
## Round Table Discussions with Journal Editors

<table>
<thead>
<tr>
<th>Table #</th>
<th>Journal / Editor</th>
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<tbody>
<tr>
<td>1</td>
<td>Journals of Gerontology-Series B - Psychological, Bob Knight</td>
</tr>
<tr>
<td>2</td>
<td>Journals of Gerontology-Series B - Social Sciences, Deborah Carr</td>
</tr>
<tr>
<td>3</td>
<td>The Gerontologist, Rachel Pruchno</td>
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<tr>
<td>4</td>
<td>Gerontology and Geriatrics Education, Judith Howe</td>
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<tr>
<td>5</td>
<td>European Journal of Ageing, Hans-Werner Wahl &amp; Dorly Deeg</td>
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<tr>
<td>6</td>
<td>Journal of Aging and Social Policy, Edward Miller</td>
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<td>7</td>
<td>Research on Aging, Jeffrey Burr</td>
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<tr>
<td>8</td>
<td>Journal of Applied Gerontology, Joseph Gaugler</td>
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<tr>
<td>9</td>
<td>Innovation in Aging, Laura Sands</td>
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<tr>
<td>10</td>
<td>Journals of Gerontology-Series A - Medical Sciences, Anne Newman</td>
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