



Smart Learning Institute  
Beijing Normal University

# **Academic Writing to Publication: Welcome to Adventure**

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# My Talk plan

- **Part 1:** Research and Researcher's Life
- **Part 2:** Manuscript preparation
- **Part 3:** Submission
- **Part 4:** After Submission

# **Part 1:** Research and Researcher's Life

# Before I Start .....



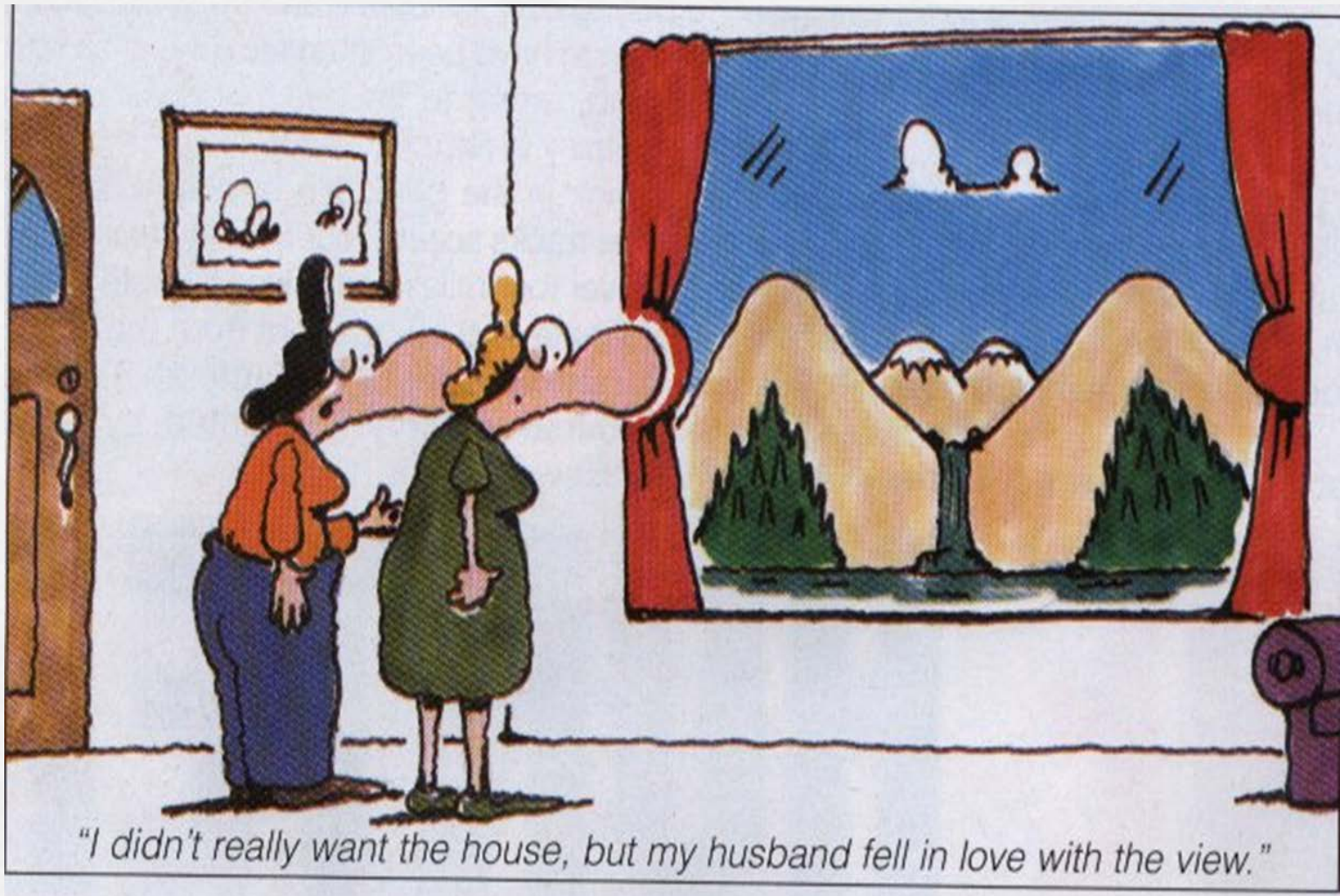
# What is research?



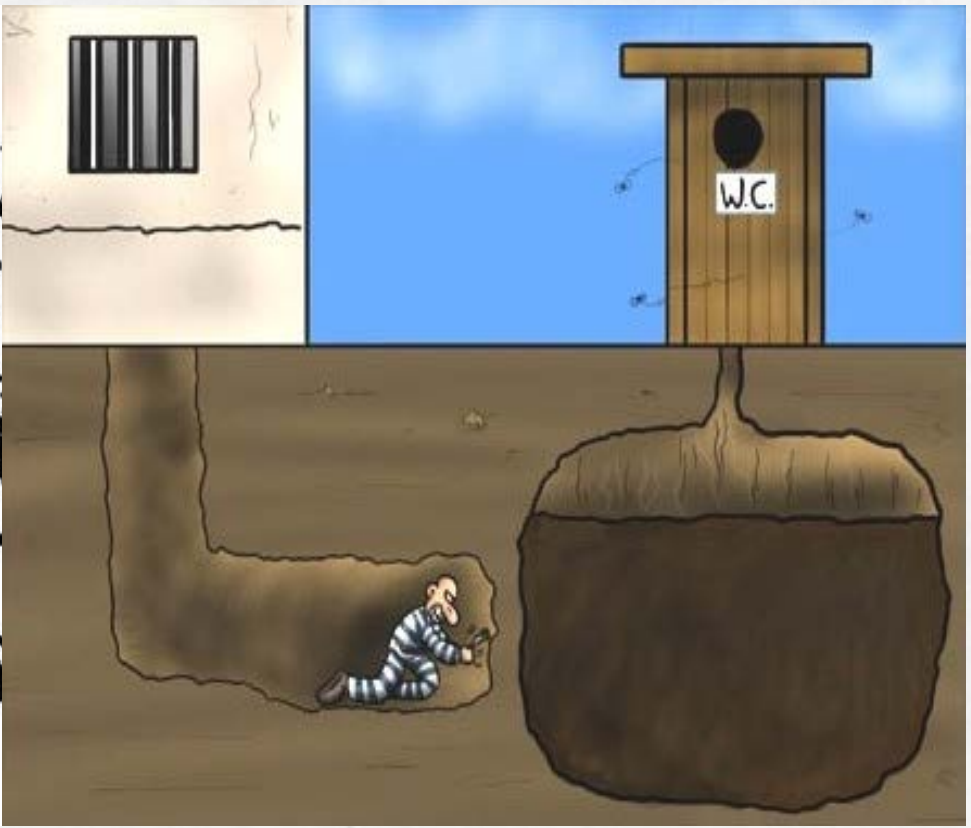
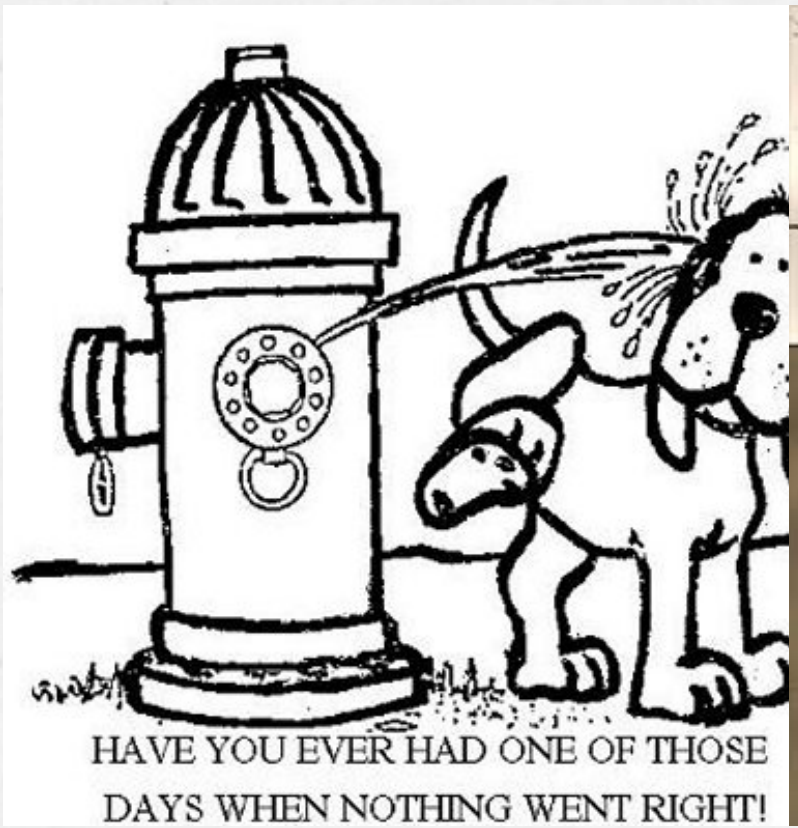
# Finding a research topic is like.....



# Getting research insight is like.....

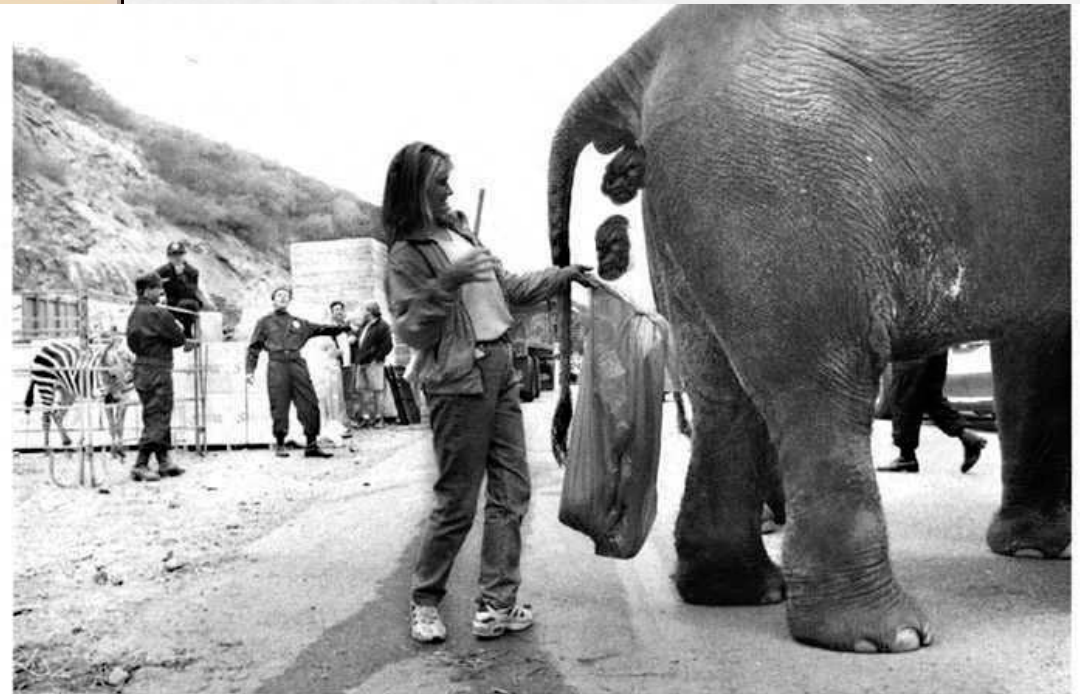


# Researcher's mood is like.....



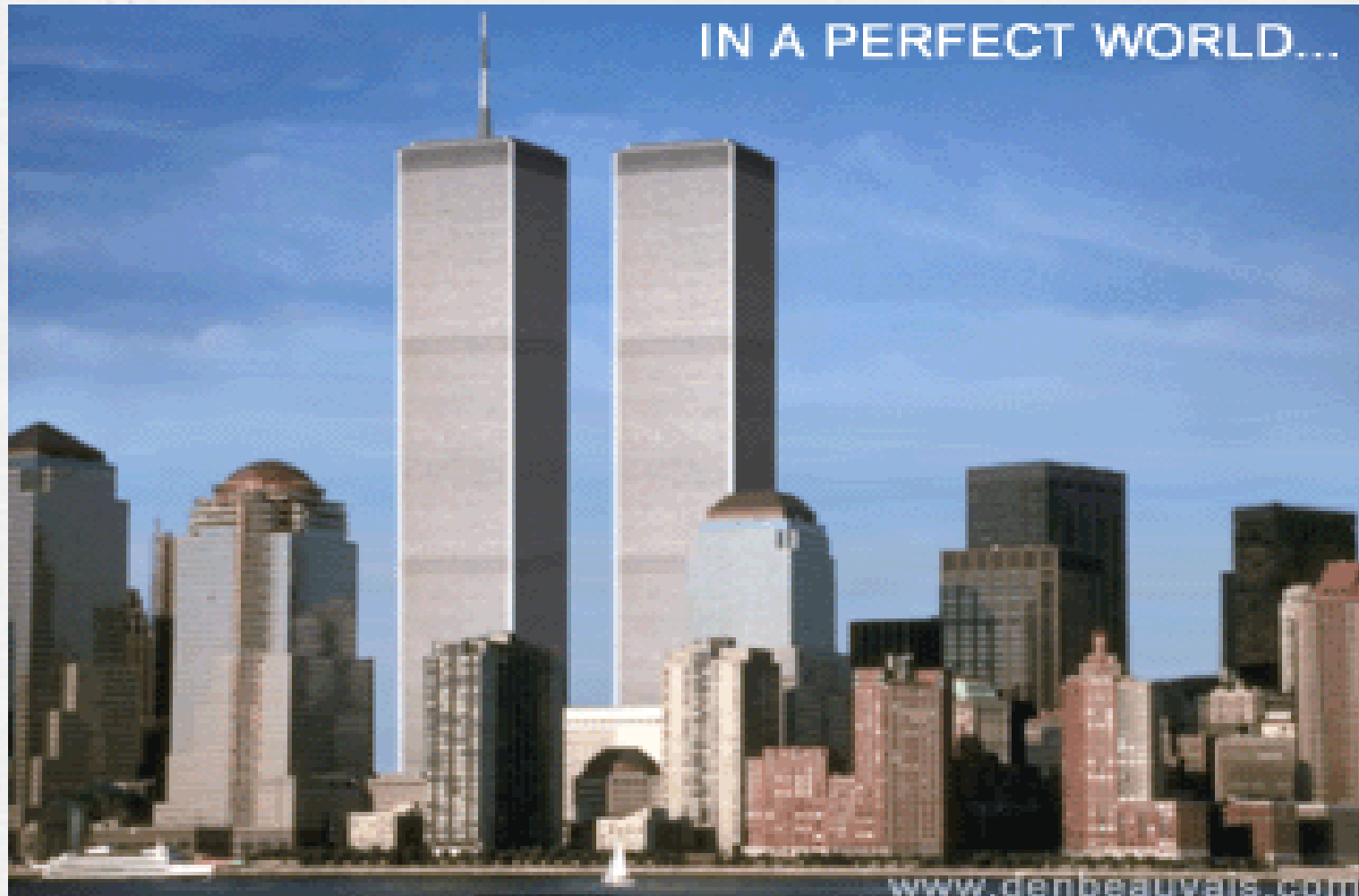


# Research work is similar to.....



And you thought your job sucked

# Pursuing perfect research results is like.....



## **Part 2:** Manuscript preparation

# What are the most important criteria?

- Introduction
- Literature review
- Theoretical Background
- Methodology
- Results
- Discussion
- Conclusion

# Which part is most difficult and which is easier ?

- Introduction ?
- Theoretical Background?
- Methodology?
- Results?
- The soundness of discussion?
- Conclusion?

# When drafting a journal article

- Follow the journal's format
- Cite the journal's recent publication
- Prepare a good abstract
- Have a good organization/ structure of the paper
- Check the consistency for every term, number, idea used in the paper

## A Sample Abstract – Find the Flaws

This study mainly adopts the methods of questionnaire, interview, classroom observation and comparative methods, in the perspectives of “Educational Technology Ability Standards for Elementary and middle schools Teachers “ (CETS ) issuing by Ministry of Education, based on the requirement of consciousness and attitude, knowledge and skills, application and innovation, social responsibility in Educational Technology Ability Standards for Elementary and middle schools Teachers, the paper makes an exploration on the Capacity and Variance of Teachers Concerning the Development of Education Technology especially focuses on the competence of consciousness and attitude. Finally, we drawn the conclusion that there was no significant difference in the aspect of consciousness and attitude of the teachers’ Educational Technology Ability between male and female (Sig. =0.123>0.05), rural and urban teachers (Sig. =0.918>0.05).

## Abstract – Find the Flaws

**No Clear Aim of the study**

This study mainly adopts the methods of questionnaire, interview, classroom observation and comparative methods, in the perspective of Educational Technology Ability Standards for Elementary and middle schools issued by Ministry of Education, based on the requirement of consciousness and attitude, knowledge and skills, application and innovation, social responsibility in Educational Technology Ability Standards for Elementary and middle schools Teachers, the paper makes an empirical study on the Capacity and Variance of Teachers Concerning the Development of Educational Technology especially focuses on the competence of consciousness and attitude. Finally, we drawn the conclusion that there was no significant difference in the aspect of consciousness and attitude of teachers' Educational Technology Ability between male and female (Sig. =0.123>0.05), rural and urban teachers (Sig. =0.918>0.05).

**No sample description and research method**

**So Long sentence**

**Result at the end**

**No conclusion**



# An Improved Abstract

This study explored the capacity and variances of elementary and middle school teachers to integrate technology into their teaching. The study involved surveys, interviews and classroom observations in a Chinese school district with 8 schools and 974 participants. The survey instrument was based on standards implemented by the Chinese Ministry of Education and validated for use in participating schools. The findings indicate no significant differences with regard to teachers' abilities and attitudes based on a comparative analysis of male and female teachers and those in rural vs. urban settings. Further analysis and studies are planned to determine whether and to what extent teacher experience, teacher training, and local school culture might have on abilities and attitudes to integrate technology.

# Writing Tips

- Use simple, descriptive sentences – one idea per sentence
- Avoid overstated claims involving ‘always’, ‘never’, ‘prove’, etc.
- Avoid sentences with multiple independent and dependent clauses and multiple prepositional phrases – consider the cognitive burden placed on readers
- Avoid the use of relative pronouns (who, that, which, when, where, and whose) as they create ambiguity
- Admit the limitations of all aspects of the research.
- Be familiar with the guidelines and expectations of the journal
- Follow APA strictly.

## **Part 3:** Manuscript Submission

# Important factors to select a journal

- Scope
- Impact factor Value
- Review time
- Publication time
- Length (Word Limits)
- Format

## Submission Tips

- Be familiar with and follow journal guidelines
- Send abstract to the editor
- Write clearly, coherently and concisely without exaggeration and without self-praise/evaluation
- Make the abstract, introduction and reference section perfect – follow APA 6 very carefully
- Carefully proofread prior to submission

## **Part 4:** After Submission

# Types of review process

- Blind review – authors do not learn who the reviewers are but the reviewers may learn who the authors are
- Double-blind review – both authors and reviewers remain anonymous
- Non-blind review – used in some journals, magazines, and edited volumes

# Review process

- Editorial office
- Formatting and Plagiarism check
- Finding balanced panel of reviewers
- Manuscript sent to reviewers
- Acceptance from reviewers
- Review begins
- Review back to Editor
- Editor's decision based on feedback



# How Editors Work?

- Reliance on reviewers – reviewer quality and reliability is known after a few reviews
- Select a balanced review panel – e.g., one for the methodology, one for the content focus, etc.
- Rarely overturn a review panel's recommendation – losing reviewers represents a huge loss to the journal
- Help authors interpret and prioritize reviewer recommendations
- Help authors find alternative publication venues

# How Reviewers Work?

- Read abstract first – do I want to spend time reviewing this paper?
- If so, then read introduction, conclusion and references – what is the focus and general quality of this paper?
- Then, a complete read of the full paper – does the author achieve the intended purpose?
- Then a decision – can this paper reach publication standards?

# Kinds of Reviewer Responses

- Poorly written manuscript, many grammatical problems
- Failure to follow journal guidelines
- Exaggerated, unwarranted or vague claims
- Poorly organized paper, lack of coherence
- Overlooked alternatives, perspectives, publications, research findings
- Weak discussion of limitations, implications or future research
- Problems with the design, methods, instruments, or analysis

# Typical Review outcomes

- Rejection – it may come with a recommendation for a different publication venue
- Major revisions/resubmission – should come with detailed recommendations for improvements
- Minor revisions required – clearly on a path to publication
- Acceptance – may come with copyright release

# Expectations of Editors and Reviewers

- Familiarity with the journal and journal guidelines
- A coherent and focused paper
- Adherence to research standards and standards of the profession
- A genuine contribution to the knowledge base
- A paper likely to generate interest among readers and lead to follow-on submissions on related topics
- A paper easy to follow
- A paper free from grammatical, style, and research errors

# Reviewer is like your girlfriend....



## An example of Reviewer's comment

Reconsider the use of the term 'educational technology integration'. I'm not sure it communicates precisely what was intended, and it seems to have a somewhat different meaning at various places in the paper.

## Author's response

We carefully reviewed its use.



## Improved response

We now offer a more precise definition of the term ‘educational technology integration’ and have made adjustments to its use so as to be consistent throughout the paper. Thanks for pointing out the fuzziness of the term and its use in the paper.

# Tips for responding to reviewers

- Get mad, then get over it.
- Consider what the editor's letter says.
- Wait and gather your thoughts.
- The reviewer being wrong does not mean you are right
- A simple thanks for the feedback and a statement of intention to follow-up
- Don't express anything especially negative about the reviewers or the process
- Review all of the comment and feedback

## Tips for responding to reviewers

- Develop a plan of attack to improve the manuscript
- Build a separate response to each comment/suggestion of each reviewers in a table – arrange the table by reviewer
- Submit the response to reviewers as recommended by the journal
- Choose battles wisely
- Do not pit one reviewer against another
- Be grateful for the reviewers' and editor's time

## Tips for responding to reviewers

- Restate the reviewer's concern to clarify your understanding.
- Be prepared to cut text
- Do not submit the same unaltered paper to another journal
- Resubmission must include cover letter, response to reviewers, and revised manuscript with highlighted

# Competition is tough....

## Papers' Percent Rates

Papers' Percent Rates		Average Numbers	
Acceptance Rate (without revision):	<b>0.92 % [43 out of 4660 Papers]</b>	Average Submissions / Month:	<b>51.10</b>
Reject Rate (without revision):	<b>77.88 % [3629 out of 4660 Papers]</b>	Average Reviews on time / Month:	<b>41.40</b>
Revise Rate:	<b>21.27 % [991 out of 4660 Papers]</b>	Average Reviews delayed / Month:	<b>31.86</b>
Acceptance Rate (after revision):	<b>14.29 % [666 out of 4660 Papers]</b>	Average Reviewers declined / Month:	<b>18.84</b>
Reject Rate (after revision):	<b>4.96 % [231 out of 4660 Papers = 182 Rejected and 49 Cancelled]</b>		
Revised Under Process:	<b>2.02 % [93 out of 4660 Papers]</b>		
<b>Overall Acceptance Rate:</b>	<b>15.21 %</b>		
<b>Overall Reject Rate:</b>	<b>82.84 %</b>		

# My experiences...



# My experiences...



## Take Home Tips

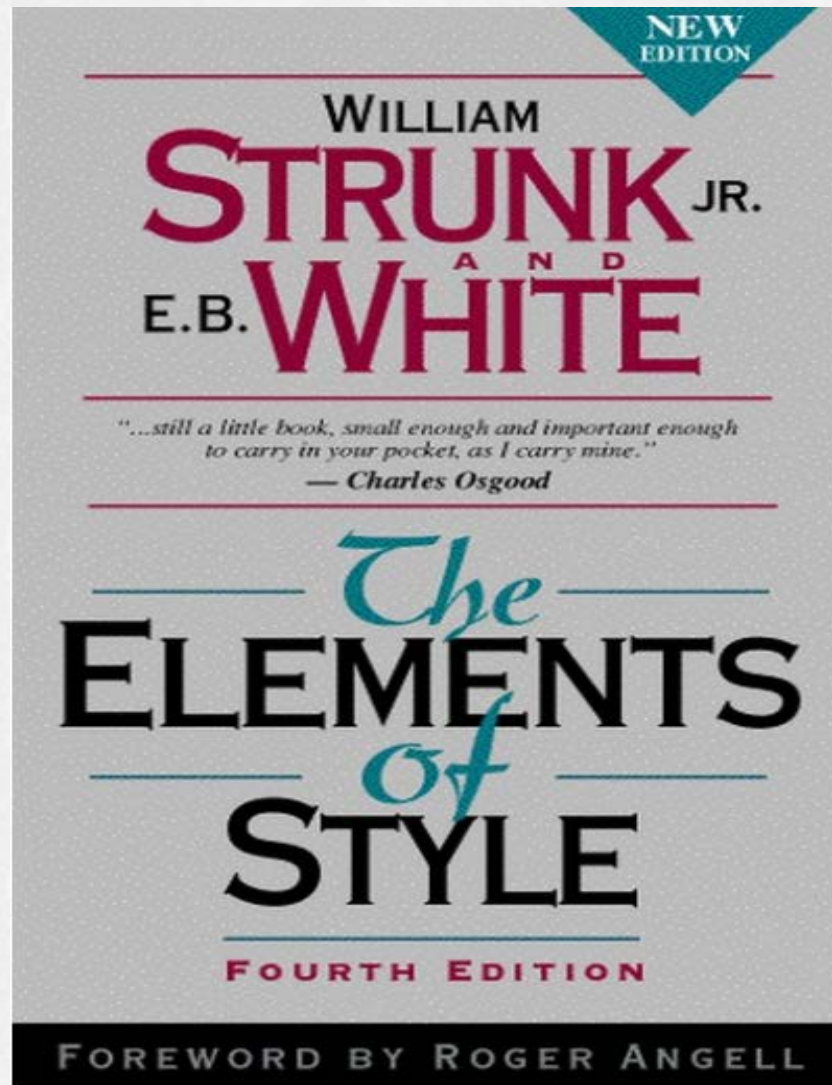
- Read abundantly
- Write regularly
- Draft carefully
- Follow APA 6
- Try bravely
- Think positively
- Wait patiently



## More valuable resources

- The Online Writing Lab (OWL) at Purdue University - <https://owl.english.purdue.edu/owl/resource/560/01/>
- APA Writing Format - <https://explorable.com/apa-writing-format>
- University of Toronto on Writing - <http://www.writing.utoronto.ca/advice>
- University of Florida Guidelines - <http://edis.ifas.ufl.edu/wc063>

## Recommended book



# List of Top 10 journals (Educational Technology)

Categories > Engineering & Computer Science > Educational Technology ▾

Publication	<u>h5-index</u>	<u>h5-median</u>
1. Computers & Education	<u>94</u>	137
2. British Journal of Educational Technology	<u>53</u>	78
3. Journal of Educational Technology & Society	<u>49</u>	72
4. The Internet and Higher Education	<u>46</u>	97
5. The International Review of Research in Open and Distributed Learning	<u>41</u>	68
6. Journal of Computer Assisted Learning	<u>37</u>	84
7. Educational Technology Research and Development	<u>34</u>	50
8. International Conference on Learning Analytics And Knowledge	<u>32</u>	56
9. Australasian Journal of Educational Technology	<u>32</u>	44
10. Distance Education	<u>31</u>	44

Source: Google Scholar

## Final words

Bob Dylan: “Know your song well before you start singing.”

Prof. Mike Spector: “Use simple, short, descriptive sentences, do not exaggerate or judge your own work, be open to other perspectives, and be willing to improve your work.”

# Comments and Questions?



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