Journal Development

Dr. Ashok Shivaji Yakkaldevi

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+91 9595359435 / 0217-2372010

ayisrj2011@gmail.com / ayisrj@yahoo.in

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Dr. Ashok Shivaji Yakkaldevi

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Website : http://www.lsrj.in
Email ID : ayisrj2011@gmail.com / ayisrj@yahoo.in

Dedicated to

My Guru Dr. H. N. Jagtap
And
My Family Members

Acknowledgement

I am using this opportunity to express my gratitude to everyone who supported me throughout the completion of this book. I am thankful for their aspiring guidance, invaluably constructive criticism and friendly advice during the written work. I am sincerely grateful to them for sharing their truthful and illuminating views on a number of issues related to the project.

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It is with great pleasure and a sense of gratitude I remember the encouragement I received from my parents, wife, son and my loving daughters. More than anything else, their love and affection is so gratifying that it always motivates me to do the things to be worthy of their love and affection. But for the blessings, incessant help at all levels and the constant insistence of my parents, this work could not have been completed. I am ever grateful to them for the sincerity and warmth in their blessings.

Dr. Ashok S. Yakkaldevi

Journal Development

Introduction

❖ **Journal :**

Definitions :

1) A journal is a daily record of events or business; a private journal is usually referred to as a diary.
2) A journal is a newspaper or other periodical, in the literal sense of one published each day. Many publications issued at stated intervals, such as academic journals, or the record of the transactions of a society, are often called journals.
3) A journal refers to a serious, scholarly publication that is peer-reviewed. A non-scholarly magazine written for an educated audience about an industry or an area of professional activity is usually called a trade magazine.

❖ **Journal Information**

Starting New Journal

While starting electronic journal, it must include

- **Website**
  Publisher of the journal should develop journal website with separate URL
- **Journal Title**
  We have to decide journal title for which we have to get ISSN. With journal title each journal is uniquely identified.
- **Editor-in-chief**
  Journal should contain editor-in-chief, its contact details,and its curriculum vitae.
- **Open / Paid Access**
- **Aims and scope of the journal,disciplines, language of the journal.**

When journal with all necessary information with one issue published is ready then we have to get an ISSN for the journal with one specific name for the journal.

❖ **What to include in a new journal proposal**

- ✓ Information about the proposed Editor-in-Chief. Complete curriculum vitae for the proposed Editor-in Chief of the journal listing his/her current research interests, editorial activities, recent publications, and contact information (full mailing address, email address, and fax and phone numbers).
- ✓ A suggested title for the new journal.
- ✓ Aims and Scope for the new journal. The Aims and Scope of the journal should give an overview of the journal's intended focus. It should also provide an elaboration for the subjects discussed in the journal.
- ✓ A brief overview on why is a new publication needed. An explanation of why a new journal on this topic is needed and a list of any existing journals or conferences related to the field.
- ✓ A proposed list of Editorial Board members. The Editorial Board should include a minimum of 20 editors whose collective academic background and experience should cover all the topics covered in the journal and who should be geographically well distributed across the globe.

❖ **Journal / Journal Types**

- ✓ **Academic / Scholarly Journal / Peer Reviewed :**
  - This journal only publishes original research paper.
  - Articles are reviewed before publishing
  - Articles may be of single discipline or sub discipline
  - Article includes bibliographies.
- ✓ **Trade And Industry Journal :**
  - Main motto of this journal is to report on industry trends, new techniques in trade, business.
- ✓ **Magazine :**
  - To offer in-depth coverage and have articles without academic conventions to general audience.
  - Articles are not peer reviewed.
- ✓ **Newspaper :**
  - To advertise news on a daily or weekly basis.

- Articles cover the most recent events or topics for general audiences
- Articles typically do not give in-depth analysis

✓ A peer-reviewed or refereed journal is one in which manuscripts submitted by authors are reviewed by experts on the topic before being accepted for publication in the journal. This form of quality control is important to the scholarly process.

❖ **Disciplinary :**

1) Multidisciplinary

Multidisciplinary knowledge is associated with more than one existing academic discipline or profession.

A multidisciplinary community or project is made up of people from different disciplines and professions who are engaged in working together as equal stakeholders in addressing a common challenge. The key question is how well the challenge can be decomposed into nearly separable subparts, and then addressed via the distributed knowledge in the community or project team. The lack of shared vocabulary between people and communication overhead is an additional challenge in these communities and projects. However, if similar challenges of a particular type need to be repeatedly addressed, and each challenge can be properly decomposed, a multidisciplinary community can be exceptionally efficient and effective. A multidisciplinary person is a person with degrees from two or more academic disciplines, so one person can take the place of two or more people in a multidisciplinary community or project team. Over time, multidisciplinary work does not typically lead to an increase or a decrease in the number of academic disciplines.

There are many examples of when a particular idea appears in different disciplines, at about the same period. One case is the shift from the approach of focusing on "specialized segments of attention" (adopting one particular perspective), to the idea of "instant sensory awareness of the whole", an attention to the "total field", a "sense of the whole pattern, of form and function as a unity", an "integral idea of structure and configuration". This has happened in painting (withcubism),

physics, poetry, communication and educational theory. According to Marshall McLuhan, this paradigm shift was due to the passage from the era of mechanization, which brought sequentially, to the era of the instant speed of electricity, which brought simultaneity.

Multidisciplinary approaches are also encouraged in help shaping innovation of the future. Political dimensions of forming new multidisciplinary partnerships to solve the so-called societal Grand Challenges are presented in the Innovation Union and in the European Framework Programme, the Horizon 2020 [8] operational overlay. Innovation across disciplines is considered the pivotal foresight of the creation of new products, systems and processes to the benefit for society's growth and wellbeing. Regional examples such as Bio people and industry-academia initiatives in translational medicine such as SHARE.ku.dk in Denmark provide the evidence of the successful endeavour of multidisciplinary innovation and facilitation of the paradigm shift.

2) Interdisciplinary

Interdisciplinary knowledge is the knowledge extensions that exist between or beyond existing academic disciplines or professions. The new knowledge may be claimed by members of none, one, both, or an emerging new academic discipline or profession.

An interdisciplinary community or project is made up of people from multiple disciplines and professions who are engaged in creating and applying new knowledge as they work together as equal stakeholders in addressing a common challenge. The key question is what new knowledge (of an academic discipline nature), which is outside the existing disciplines, is required to address the challenge. Aspects of the challenge cannot be addressed easily with existing distributed knowledge, and new knowledge becomes a primary sub goal of addressing the common challenge. The nature of the challenge, either its scale or complexity, requires that many people have interactional expertise to improve their efficiency working across multiple disciplines as well as within the new interdisciplinary area. An interdisciplinary person is a person with degrees from one or more academic disciplines with additional interactional expertise in one or more additional

academic disciplines, and new knowledge that is claimed by more than one discipline. Over time, interdisciplinary work can lead to an increase or a decrease in the number of academic disciplines.

3) Transdisciplinary

In practice, Transdisciplinary can be thought of as the union of all interdisciplinary efforts. While interdisciplinary teams may be creating new knowledge that lies between several existing disciplines, a Transdisciplinary team is more holistic and seeks to relate all disciplines into a coherent whole.

4) Cross-disciplinary

Cross-disciplinary knowledge is that which explains aspects of one discipline in terms of another. Common examples of cross-disciplinary approaches are studies of the physics of music or the politics of literature.

❖ **Journal Accessing Methods**

- ✓ **Open Access :**

  In an open access journal all published research papers are accessible in free of cost. Such type of journal removes all the financial, technical, and legal barriers that limit access to academic materials.

- ✓ **Hybrid Open Access Journal :**

  A variation on open access journals is the hybrid open access journal. This refers to a journal where only some of the articles are open access. This status typically requires the payment of a publication fee (also called an article processing charge) to the publisher.

- ✓ **Delayed Open Access Journal :**

  Delayed open access journals are traditional subscription-based journals that provide open access or free access upon the particular time period following the initial publication date. Article purchase fee has to submit in order to access the article before this time period.

- ✓ **Paid :**

  In case of paid journal, only subscribed journal can access the full text. Other institution in order to access paid journal, institution has to pay per view

- ✓ **Abstract Only :**
  Some journals only publish abstract of the manuscript. In order to access full text we have to pay to that journal.
- ✓ **Free With Print :**
  Our commitment to open access is based on the view that unhindered access to research is essential to the rapid and efficient communication of science. Open Access means that all research articles are freely and universally accessible online, authors retain copyright to their work, and all articles are archived in various open access and institutional repositories.

❖ **ISSN (International Standard Serial Number)**

The ISSN (International Standard Serial Number) is an eight-digit number which is used as an identifier of print or electronic periodical publication. Journal may publish in both print and electronic form.

Introduction :

ISSN Stands for International Standard Serial Number. The International Standard Serial Number (ISSN) was developed in the early 1970's by the International Organization for Standardization (ISO).It is a universal identification number of eight digit used to identify a serial publication irrespective of their median (print or electronic).It uniquely analyse a title regardless of language or country in which published.ISSN used by Journals, Newspapers, Newsletters, Directories, Yearbooks, Annual Reports,Directories,Lists & Monograph series,Collections,Websites,Database,Blog etc.In an 8 digit ISSN number first seven digits and last one act as a check or control digit.This control digit may be an "X" or numeric.When we require a check number of 10, in such case, to prevent a nine-digit ISSN, the Roman numeral "X" is substituted. With the help of control digit we can identify in correction citation.

Structure of ISSN::

8 digit ISSN number is written as XXXX-XXXX. Here each group is of 4 digits separated by hyphen. In order to avoid error we use anhyphen for separation between 2 group

Eg. 2230-7850

Calculation of ISSN :

In an ISSN number 8th digit is calculated by modulus 11 algorithm on the basis of prior 7 digits.

Consider ISSN – 2230-7850

- Consider position of each digit from left to right as 8, 7,6,5,4,3,2,and 1 and find out sum of digits multiplied by its position.

Position	8	7	6	5	4	3	2	1
ISSN No	2	2	3	0	7	8	5	0

  - Sum = (2*8) + (2*7) + (3*6) + (0*5)+(7*4)+(8*3)+(5*2)+(0*1)= 110
- Divide it by 11 and find out remainder

  Remainder = (110%11)
  = 0
- If remainder is 0 then check digit is zero otherwise subtract remainder from 11 and final subtracted value is check digit. If remainder is 10 then check digit is considered as X.

  So, in above ISSN check digit is zero as remainder is zero

Types Of ISSN ::

- **Print ISSN or P-ISSN**

  This is an default ISSN. This is used for print media of the serial. Print journal have print ISSN (p-ISSN)
- **Electronic ISSN or e-ISSN / eISSN**

  Electronic ISSN used for electronic or online version of the serial. Journal that has only electronic publication may get only electronic ISSN (e-ISSN or eISSN).
- **Linking ISSN or ISSN –L**

  Linking ISSN is used for all types of media versions of the serial.The linking ISSN(ISSN-L) enables collocation or linking among different media versions of a continuing resource. Only one ISSN-L will be designated regardless of how many different medium versions of a continuing resource exist. A continuing resource will be associated with only one ISSN. When more than one physical format of serial is available then separate ISSN is assigned to each format.

Linking ISSN is used to identify and link to continuing resource without regard to format. Linking ISSN is written as *Eg. ISSN-L 2230-7850*

Scope Of ISSN :

ISSN is a unique qualifier for a continuing resource such as journals and magazines with research, proceedings, annuals (yearbooks, reports, directories), newspapers widely circulated or with nationwide distribution and monographic series in a defined mean.

In order to facilitate the assignment of ISSN to new and changed serial titles, publishers are requested to send printed copies of the publication (if already available) or blueprint and/or galley proofs (if still to be published) to the ISSN National Centre.

ISSN Allocation :

In order to get an ISSN we have to send complete application form online or printed out and posted to the centre with an illustration of the specimen issue,print ready copy, publisher information, and information about the serial.

Proposed application should contain title, frequency of publication,proposed start date,name of the publisher,country of publication which demonstrates editorial liability.With the application form we have to send a copy of the first issue.

In order to get ISSN for existing serials we have to send application form completed with the information and copy of a recent issue for print journal or a URL of the online journal.There is an editorial text and evidence of editorial.It should contain persistent title even though resource is updated and title is noticeable on resource.Resource has a valid URL

Rules of ISSN :

1) When we apply for ISSN we will get a reply within 10 working days.
2) There is no any relation between ISSN and the copyright.
3) It is not necessary to use different ISSN even document has not been published for the last several years.
4) In a periodical publication we can use same ISSN for every month.

5) We require different ISSN if we have changed a periodical title.
6) ISSN cannot be issued in a bunch.
7) There is no any charges to get ISSN
8) ISSN are not affected by change in price,

ISSN Assigned By :

ISSN codes are assigned by a network of ISSN National Centres, usually located at national libraries and coordinated by the ISSN International Centre based in Paris. Journal published outside of India are assigned ISSN by the national centres of their country of publication

Prerequisites To Get ISSN :

- ✓ We can get ISSN in free of cost.
- ✓ In order to get an p-ISSN we have to send filled application form with specimen copy of the journal , in case of electronic journal first we have develop e-journal with separate URL and only we have to send journal home page link with filled application form.
- ✓ While sending ISSN registration form periodicals should publish one issue with minimum 5 articles.

ISSN Position :

ISSN no should be placed on upper left corner of the web page or printed specimen.'

Discipline

A discipline is information in one educational field of profession.

Article Types:

- ✓ *Review Article :*

Review articles analyse and discuss the research previously published by others, some for longer or shorter terms; some are devoted to specific topics, some to general surveys.

- ✓ *Original Article :*

Most of the research paper is original article. Original Articles should contain full introduction, methods, results, and discussion sections.

- ✓ *Rapid Communication :*

In a rapid communication manuscript are published soon after submission to the journal. Rapid Communication strict length limits, so some experimental details may not be published until the authors write a full Original Research manuscript.

Frequency

Academic journal publishing frequency is…..

Annual	Biannual	Bimonthly
Biweekly	Monthly	Quarterly
Triannual	Weekly	

❖ **Journal Abstracting & Indexing Services**

1) African Index Medicus - In order to give access to information published in or related to Africa and to encourage local publishing, the World Health Organization, in collaboration with the Association for Health Information and Libraries in Africa (AHILA), has produced an international index to African health literature and information sources.
2) African Journals OnLine (AJOL): This is a not-for-profit organization working to increase global access to full text, peer-reviewed, African-published journals in all subject areas. Email info@ajol.info for instructions on the application process.
3) Anthropological Index Online is an online bibliographic index which catalogues the contents of anthropology journals
4) Bioline International: This is a not-for-profit scholarly publishing cooperative providing open access to quality bioscience research journals published in developing countries.
5) ARTbibliographies Modern (ABM) provides full abstracts of journal articles of modern and contemporary art research.
6) ATLA Religion Database http://www.atla.com/products/publishing/Pages/default.aspx
7) BioOne provides a sophisticated online presence and cohort-based community of independent society and organizational publishers in the biological sciences http://www.bioone.org/ To apply for inclusion:

http://www.bioone.org/page/publish/selection_guidelines&http://www.bioone.org/page/publish/benefits

8) CABI is a not-for-profit science-based development and information organization providing CABI Abstracts and CABI Global Health.

9) CABI Abstracts: coverage is of the applied life sciences includes agriculture, environment, veterinary sciences, applied economics, food science and nutrition.
10) CABI Global Health is the only specialist bibliographic, abstracting and indexing database dedicated to public health research and practice. Derived from over 3500 journals, plus reports, books and conferences, Global Health contains over 1.2 million scientific records from 1973 to the present.
11) Chemical Abstract Services (CAS) monitors, indexes, and abstracts the world's chemistry-related information, updating it daily and making it accessible through state-of-the-art information services.
12) CiteSeerx is an evolving scientific literature digital library and search engine that focuses primarily on the literature in computer and information science. CiteSeerx aims to improve the dissemination of scientific literature and to provide improvements in functionality, usability, availability, cost, comprehensiveness, efficiency, and timeliness in the access of scientific and scholarly knowledge
13) The Directory of Open Access Journals (DOAJ) is a global list of qualifying open access, free full text, quality controlled scientific and scholarly journals, covering all subjects and many languages.
14) EBSCOhost Electronic Journals Service (EJS) is a commercial service that provides its customers with an index of thousands of e-journals containing millions of articles from hundreds of different publishers, all at one web site. Through Africa-Wide Information, a database compiled by NISC SA and which is part of EBSCO, AJOL journals' metadata is automatically indexed in this service: http://www-us.ebsco.com/online/

15) EconLitThe American Economic Association's electronic bibliography, EconLit, indexes over 120 years of economics literature from around the world. http://www.aeaweb.org/aea_journals.php Email them at info@econlit.org to find out if they will include your economics journal.
16) Embase: Biomedical Journals commercial abstracting service. Click here to suggest your journal http://www.embase.com/info/customer-support/new-title-suggestions
17) Google Scholar is a freely accessible web search engine that indexes the full text of scholarly literature across an array of publishing formats and disciplines. AJOL journal partners are automatically included on Google Scholar.
18) The International Consortium for the Advancement of Academic Publication (ICAAP) is a research and development unit within Athabasca University in Canada. ICAAP is devoted to the advancement of electronic scholarly communication. http://www.icaap.org/about.php ICAAP is not currently accepting more entries to their international journal database, but may do so again in future.
19) Index Copernicus Journal Master List is a journal indexing, ranking and abstracting system for titles in the following fields: Agriculture, Anthropology, Astronomy, Biology, Chemistry, Cognitive sciences, Computer and information sciences, Earth sciences, Economics, Engineering, Environmental, Geography, Law, Mathematics, Medicine, Physical education, Physics, Social sciences and Veterinary medicine. Journal registration and indexing are FREE OF CHARGE. See the FAQ for full instructions on how to join http://journals.indexcopernicus.com/faq.php
20) JournalSeek is an online database covering academic journals. It includes journals published by over 4500 academic publishers. AJOL journals are automatically included: http://journalseek.net/

21) JSTOR is a not-for-profit service that enables discovery, access, and preservation of scholarly content. To read more, and apply for inclusion, visit: http://about.jstor.org/participate-jstor/publishers
22) Linguistics Abstracts Online is a high quality abstracts database containing over 50,000 abstracts from over 600 leading linguistics journals. Email bvtucker@ualberta.ca to request inclusion of your journal. http://www.linguisticsabstracts.com/help.aspx
23) Medline Journal Selection (see PubMed below) and here: http://www.nlm.nih.gov/pubs/factsheets/jsel.html See the next link for a journal review application to Medline http://wwwcf.nlm.nih.gov/lstrc/lstrcform/med/index.html
24) Periodicals Index Online is an electronic index to millions of articles published in the arts, humanities and social sciences: http://pio.chadwyck.co.uk/marketing/inclusion.jsp
25) Project Muse: http://muse.jhu.edu/ - to apply for inclusion of your journal: http://muse.jhu.edu/about/publishers/index.html
26) ProQuest: http://www.proquest.co.uk/en-UK/affiliates/default.shtml
27) PsycINFO® : an expansive abstracting and indexing database in the behavioral sciences and mental health: http://www.apa.org/pubs/databases/psycinfo/index.aspx
28) PubMed Central® (PMC) is a free archive of full text biomedical and life sciences journal literature at the U.S. National Institutes of Health's National Library of Medicine (NIH/NLM). Only journals that are OA or OA after an embargo period can qualify for inclusion, amongst other stringent criteria. See here on how to apply http://www.ncbi.nlm.nih.gov/pmc/pub/pubinfo/
29) PubMed is different to PubMed Central (PMC) above. PubMed is a citation database, instead of a full text database like PMC. It lets you search millions of journal citations and abstracts in the fields of medicine, nursing, dentistry, veterinary medicine, the health care system, and preclinical sciences. PubMed does

not display the full text of articles. Publishers participating in PubMed electronically submit their citations to NCBI (US National Center for Biotechnology Information) prior to or at the time of publication. PubMed includes Medline citation data.
http://wwwcf.nlm.nih.gov/lstrc/lstrcform/med/index.html

30) SafetyLit is an online information source for current and past scholarly research about all aspects of injury prevention and safety promotion: http://www.safetylit.org/about.htm To recommend a journal for inclusion, please email david.lawrence@sdsu.edu
31) ScientificCommons is a project of the University of St. Gallen Institute for Media and Communications Management. The major aim of the project is to develop the world's largest archive of scientific knowledge with full text freely accessible to the public. ScientificCommons includes a search engine for publications and author profiles. AJOL journals are automatically included. http://en.scientificcommons.org
32) Scirus indexes over 440 million scientific items. It allows researchers to search for not only journal content but also scientists' homepages, courseware, pre-print server material, patents and institutional repository and website information. http://www.scirus.com/
33) Scopus (Elsevier product) is the largest abstract and citation database containing both peer-reviewed research literature and quality web sources. With over 19,000 titles from more than 5,000 international publishers, SciVerse Scopus offers researchers a quick, easy and comprehensive resource to support their research needs in the scientific, technical, medical and social sciences fields and, more recently, also in the arts and humanities. To apply to have your journal included, click here:
http://www.info.sciverse.com/scopus/scopus-in-detail/cover/suggest

Categories of papers

An academic paper typically belongs to some particular category such as:

- Research paper
- Case report or Case series
- Concept paper these are done to gain funding for carrying out research or employment or admission to an academic program.
- Position paper, Vision paper
- Review article or Survey paper
- Species paper
- System paper
- Technical paper
- Technical note
- Theory research paper

❖ **Research Definitions**

Research has been defined in a number of different ways.

> *A broad definition of research is given by MartynShuttleworth - "In the broadest sense of the word, the definition of research includes any gathering of data, information and facts for the advancement of knowledge."*

Another definition of research is given by Creswell who states –

> *"Research is a process of steps used to collect and analyze information to increase our understanding of a topic or issue". It consists of three steps: Pose a question, collect data to answer the question, and present an answer to the question.*

The Merriam-Webster Online Dictionary defines research in more detail as

> *"a studious inquiry or examination; especially : investigation or experimentation aimed at the discovery and interpretation of facts, revision of accepted theories or laws in the light of new facts, or practical application of such new or revised theories or laws".*

Steps in conducting research

Research is often conducted using the hourglass model structure of research. The hourglass model starts with a broad spectrum for research, focusing in on the required information through the method of the project (like the neck of the hourglass), then expands the research in the form of discussion and results. The major steps in conducting research are:

- Identification of research problem
- Literature review
- Specifying the purpose of research
- Determine specific research questions or hypotheses
- Data collection
- Analysing and interpreting the data
- Reporting and evaluating research
- Communicating the research findings and, possibly, recommendations

The steps generally represent the overall process; however they should be viewed as an ever-changing process rather than a fixed set of steps. Most researches begin with a general statement of the problem, or rather, the purpose for engaging in the study. The literature review identifies flaws or holes in previous research which provides justification for the study. Often, a literature review is conducted in a given subject area before a research question is identified. A gap in the current literature, as identified by a researcher, then engenders a research question. The research question may be parallel to the hypothesis. The hypothesis is the supposition to be tested. The researcher(s) collects data to test the hypothesis. The researcher(s) then analyses and interprets the data via a variety of statistical methods, engaging in what is known as Empirical research. The results of the data analysis in confirming or failing to reject the Null hypothesis are then reported and evaluated. At the end the researcher may discuss avenues for further research.

Research methods

The goal of the research process is to produce new knowledge or deepen understanding of a topic or issue. This process takes three main forms (although, as previously discussed, the boundaries between them may be obscure):

- Exploratory research, which helps to identify and define a problem or question.
- Constructive research, which tests theories and proposes solutions to a problem or question.
- Empirical research, which tests the feasibility of a solution using empirical evidence.

The research room at the New York Public Library, an example of secondary researchin progress.

There are two major types of research design: qualitative research and quantitative research. Researchers choose qualitative or quantitative methods according to the nature of the research topic they want to investigate and the research questions they aim to answer:

❖ **Categories Of research Paper :**

✓ **Analytical Research Paper :**

Analytical research paper starts with the student asking a question on which he has taken no stance.In an analytical research paper, researcher do research to become an expert on a topic so that you can restructure and present the parts of the topic from your own perspectiveAnalytical research researcher have not made any kind of conclusions.Your task is to survey the information and views already out there--both before and once you become familiar with the topic. That will require critical thinking and reading, plus evaluation of the resources you handle. By the end of the paper you will be able to contribute your own thoughts to the academic discussion by drawing some conclusions about the topic you have just analysed.

It is typically not until the student has begun the writing process that his thesis statement begins to take solid form. In fact, the thesis statement in an analytical paper is often more fluid than the thesis in an argumentative paper. Such is one of the benefits of approaching the topic without a predetermined stance.The concept of this paper encourages the writer to focus on facts instead of opinions. Research, conclusions, and other findings completed by researchers are highlighted in the paper. The idea is study different viewpoints presented on a set topic or subject without forming an opinion.

An analytical research paper states the topic that the writer will be exploring, usually in the form of a question, initially taking a neutral stance. The body of the paper will present multifaceted information and, ultimately, the writer will state their conclusion, based on the information that has unfolded throughout the course of the essay. This type of paper hopes to offer a well-supported critical analysis without necessarily persuading the reader to any particular way of thinking.

- ✓ **Analytical Paper :**

Opposite to the analytical paper, your approach here is to take a stand on an issue and use evidence to back-up your stance, not to explore or flesh out an unresolved topic. We have included an entire step just on this aspect of the research paper writing process.

The argumentative research paper consists of an introduction in which the writer clearly introduces the topic and informs his audience exactly which stance he intends to take; this stance is often identified as the thesis statement. An important goal of the argumentative research paper is persuasion, which means the topic chosen should be debatable or controversial.

In this sentence, the writer is not challenging the current accepted stance that both firsthand and secondhand cigarette smoke is dangerous; rather, she is positing that the social acceptance of the latter over the former is indicative of a cultural double-standard of sorts. The student would support this thesis throughout her paper by means of both primary and secondary sources, with the intent to persuade her audience that her particular interpretation of the situation is viable.

They work to present two sides of the topic or main idea. Usually, the writer is expected to have a strong view that favours one side over the other. Such papers feature factual information to present the argument. Yet, the writer presents both sides equality to highlight their importance. In an argumentative research paper, a student both states the topic they will be exploring and immediately establishes the position they will argue regarding that topic in a thesis statement. This type of paper hopes to persuade its reader to adopt the view presented.

Open Access Journal :

"The future of scholarly publishing lies in open access. Scholars in the future should give careful consideration to where they publish, since their goal should be to make the products of their research as widely available as possible, to people throughout the world.

Open access is a means of taking advantage of the global reach and relative in expense of internet publishing to make peer-reviewed scholarly materials freely available and unrestricted online access to peer-reviewed scholarly research.

Open access articles go through normal refereeing and editorial processes, and are thus fully academically certified. The difference is that open access publications can be read and downloaded for free from any computer, anywhere in the world.

Open access journals typically allow authors to retain copyright of their work. Many also permit the full rights enshrined in the Creative Commons Attribution licence that allows users free, irrevocable, worldwide, perpetual right of access to, and a license to copy, use, distribute, transmit and display the work publicly and to make and distribute derivative works, in any digital medium for any responsible purpose, subject to proper attribution of authorship.

Although some open access journals charge author-side fees, the majority do not.

Authors provides 2 types of open access

1) **Green Open Access :** In an green open access authors provide open access by self-archiving their journal articles in an OA database
2) **Gold Open Access :** In an gold open access authors provide open access by publishing in an open access journal

Benefits Of Open Access Journal :

Traditionally, journals have been sold on subscription to libraries. In the age of print-on-paper this was the only model available that enabled publishers to disseminate journals and recoup the cost. Unfortunately, this meant that only researchers in institutions that could afford to pay the subscription charges were able to read journal articles.Open Access benefits researchers, institutions, nations and society as a whole. For

researchers, it brings increased visibility, usage and impact for their work. Due to World Wide Web(WWW).It is possible for research findings to be disseminated free of charge to anyone who wishes to read them than to access the published article in a journal through their library website.

Review Articles :

Review Articles gives a critical evaluation, good places to get a basic idea about a topic.Review articles are an attempt by one or more writers to sum up the current state of the research on a particular topic. Ideally, the writer searches for everything relevant to the topic, and then sorts it all out into a coherent view of the "state of the art" as it now stands. Review Articles covers major advances and discoveries,significant gaps in the research,current debates,and ideas of where research might go next.

Difference Between research article and review article

Review articles are critical analysis of previously published studies while research article is a summary of an original research. Research articles on the other hand contain ideas that are being published for the first time which indicate author studies something, discovered something, tested something and finally developed something. Review articles on the other hand point out weaknesses in previous studies and suggest future course of action.

Research article contain introduction, methods, results, and discussion etc while review article summarize the current state of research on a given topic.

Research articles are primarily the work of the researcher and therefore researcher has the ownership rights. A review article is normally an analysis of the whole research project and owned by an external party other than the original researcher.

Research articles aim at developing new inventions and findings and later publish them in writing as opposed to review articles that are generally cantered on personal contribution on a given research project and its findings.

Indexing :

Indexation of a journal is considered a reflection of its quality which is of higher scientific quality as compared to non-indexed journals. Indexing is an one location for researchers in

libraries to search for articles in a subject. They present abstracts of articles and link through to the publishers' websites for the full text of the article.Over the years, many other popular indexation services have developed. These include MedLine, PubMed, EMBASE, SCOPUS, EBSCO Publishing's Electronic Databases, SCIRUS,Caspur, DOAJ, Expanded Academic ASAP, Genamics Journal Seek, Hinari, Index Copernicus, Open J Gate, Primo Central, Pro Quest, SCOLOAR, SIIC databases, Summon by Serial Solutions, Ulrich's International Periodical Directory.A journal indexed with any of these databases is considered "indexed".Indexing create a searchable database with subject, author, and title access to individual articles from a selection of journals they choose to include in their database.

The Springer website says,

Being represented in the relevant online A&I services is without question an essential factor for the success of a … journal. Today all searching is done online, so it is imperative that a journal is represented in the relevant online search systems. Moreover, authors rely on finding articles through A&I services and therefore boost their usage when reading them. When they come across high-quality articles of a certain journal in their search, they are also very likely to consider the journal a good outlet to publish in them.

Google Scholar is the largest A+I service in existence and probably accounts for more than half of all referrals to online journals. In order to include journal in an indexing service we have to request or submit our journal details through online inclusion form.Each service use different selection criteria

Archiving :

An archive is a depository containing historical records and documents.Archives consist of records that have been selected for permanent or long-term preservation on grounds of their enduring cultural, historical, or evidentiary value. Archival records are normally unpublished and almost always unique, unlike books or magazines for which many identical copies exist. This means that archives are quite distinct from libraries with regard to their functions and organization, although archival collections can often be found within library

buildings.A person who works in archives is called an archivist. The study and practice of organizing, preserving, and providing access to information and materials in archives is called archival science. The physical place of storage can be referred to as archives

Plagiarism:

Plagiarism is the stealing and publication of another author's language, thoughts, ideas, or expressions and the representation of them as one's own original work.Plagiarism is considered academic dishonesty and a breach of journalistic ethics.It is a serious ethical offense, and cases of plagiarism can constitute copyright infringement.Plagiarism means presenting the author's language,words, phrases, thoughts, ideas or work of another, including certain facts and statistics, as if they were your own. To avoid plagiarizing, you must clearly acknowledge the source of any borrowed language or ideas that you present in your own work. Plagiarism is a disciplinary offence

Authors Conduct Research :

- **Determine your research topic/question.**

Review pertinent literature to learn what has been done in the field and to become familiar enough with the field to allow you to discuss it with others. One needs to realize that conducting research cannot be done in a haphazard manner. To organize or focus the search, the process needs to be keyword driven; what you retrieve from a search will be dependent upon the computations you put on the search field. In order to conduct research first we have clear about what we have to prove, academic discipline

- **Understand the difference between research and review research.**

Primary research means doing original research, meaning that this knowledge doesn't appear in any other paper. You might be reading through original treaties, newspaper articles, or authentic letters from authors or statesmen.

Secondary research, means reading other experts' published papers to learn something new about your topic, to survey what others have said and written about it, to reach a conclusion about your ideas on the topic.

- **Review the Literature**

The researcher must learn more about the topic under investigation, the researcher must review the literature related to the research problem. The review of literature also educates the researcher about what studies have been conducted in the past, how these studies were conducted, and the conclusions in the problem area.

- **Determine scope and time line.**

Any academic research should lead to a written report which may be a class assignment, a work task, or even a published article. Determine in advance how much total time you have for this work, and make a rough work schedule.

- **Locating Published Data**

A lot of information is published on every subject imaginable. To retrieve only what's relevant to the topic, you need to identify the type and source of information you collect. The following formats are what is acceptable in scholarly research and should form the basis of your research: Journals,Books,Newspapers, Government publications, Primary sources, The Internet

- **Analyse**

The researcher finally has data to analyse so that the research question can be answered. The researcher now analyses the data according to the plan. The results of this analysis are then reviewed and summarized in a manner directly related to the research questions. The data will be analysed to determine if the differences are statistically significant. If the differences are statistically significant, the study validates the theory that was the focus of the study.

- **Reporting and evaluating research**

Done research is presented in a proper format and we have to use proper citation to avoid plagiarism

- **Critical Evaluation Of Materials :**

Following points are considered while choosing the materials :

  - **SuitabilityScope.**

    What is the breadth of the article, book, website or other material? Is a general work that provides an overview of the topic or is it specifically focused on only one aspect of

your topic. Does the breadth of the work match your own expectations? Does the resource cover the right time period that you are interested in?

- **Audience.**

  Who is the intended audience for this source? Is the material too technical or too clinical? Is it too elementary or basic? You are more likely to retrieve articles written for the appropriate audience if you start off in the right index.

- **Timeliness.**

  When was the source published? Using Website must be up to date. Library catalogues and periodical indexes always indicate the publication date in the bibliographic citation.

- **Authority**

  Who is the author? What are his or her academic credentials? What else has this author written? Sometimes information about the author is listed somewhere in the article. Other times, you may need to consult another resource to get background information on the author. Sometimes it helps to search the author's name in a general web search engine like Google. Among the reference sources available that list biographical information about authors and scholars are:

- **Abstract & Keyword :**

An abstract is a brief summary of a research article, thesis, review, conference proceeding or any in-depth analysis of a particular subject or discipline, and is often used to help the reader quickly ascertain the paper's purpose. When used, an abstract always appears at the beginning of a manuscript or typescript, acting as the point-of-entry for any given academic paper or patent application. Abstracting and indexing services for various academic disciplines are aimed at compiling a body of literature for that particular subject.It covers the main points of a piece of writing.Abstract are of 2 type descriptive Abstract, Informative Abstract.With the help of abstract readers decide if they should read an entire article, key findings etc.

Index term, a term used as a keyword to retrieve documents in an information system such as a catalogue or a search engine.Keywords are the words that academics use to reveal the internal structure of an author's reasoning. There are many different types of keyword categories including: Conclusion, Continuation, Contrast, Emphasis, Evidence, Illustration and Sequence. Each category serves its own function, as do the keywords inside of a given category.The keywords field in an article can be used to improve search results. It should be used only under specific circumstances though, as misuse can hurt search. Search term appears in the keyword field, that article will receive a certain number of points for match in this field. The article with the highest number of points across all indexed fields will be displayed at the top of the search results list.

- **Introduction :**

The introduction is a brief relevant summary of the research paper. It covers objective,overall issue, problem, or question that your research addresses,purpose of the research and its relation with other studies.Introduction describes short history or background that leads to a statement of the problem that is being addressed. Introduction should contain images; pictures which are useful to reader.Introduction should contain educated guesses about relationship.

- **Methods :**

Methods should be written in paragraph.The Methods section chronologically describes the process you undertook to complete the research. It should contain enough information to allow another scientist to repeat your experiment and get idea.The method should contain the complete process explanation, analytical techniques,and techniques for tracking functional variables. Methods includetables, graphs including title and visuals that are labelled and referenced in the text. Tables, figures should be numbered in Arabic numerals in the order in which they are cited in the text. Visuals are large enough to read the units. Each visual does not extend across more than one page.Equations are spaced apart from the text.Methods should include proper consideration.In research we used human object, what problems we have faced and is

there is any person are ready to participate.In case of animals what you have done to minimize pain.Methods should not contain results. In an research which materials such as equipment,apparatus and measuring instruments are used and quality of instrument

- **Result :**

Results should be clearly presented.Tables and figures should only be included if required to fully understand and summarize research.All figures are labelled and referenced in the text prior to the figure. Figures and graphs should be included with explanation. Do not discuss results.Negative results should also be included in results which is beneficial in report.Important facts and objective observations that are unambiguously true belong in Results.Results describe the research not interpret.

- **Discussion :**

Discussion should provide interpretations and conclusions about your findings.It relates to the goals of the study that might have been expected from background information obtained in lectures, textbooks.Discussion interpret evaluate, analyse, explain the significance and implications of results.Discussion should contain limitations,major experimental constraints.Recommend areas for future study lack of correlation, negative results.Don't repeat what you've written in the Results section. If results are unexpected you have to provide explanation, any other way to interpret your results, any further research is necessary to answer the question. The aim of this section is the interpretation of the results and their relation to the existing knowledge.

- **Qualitative research**

Understanding of human behaviour and the reasons that govern such behaviour. Asking a broad question and collecting data in the form of words, images, video etc. that is analysed searching for themes. This type of research aims to investigate a question without attempting to quantifiably measure variables or look to potential relationships between variables. It is viewed as more restrictive in testing hypotheses because it can be expensive and time consuming, and typically limited to a single set of research subjects. Qualitative research is often used as a

method of exploratory research as a basis for later quantitative research hypotheses. Qualitative research is linked with the philosophical and theoretical stance of social constructionism.

- **Quantitative research**

Systematic empirical investigation of quantitative properties and phenomena and their relationships. Asking a narrow question and collecting numerical data to analyse utilizing statistical methods. The quantitative research designs are experimental, correlational, and survey (or descriptive).Statistics derived from quantitative research can be used to establish the existence of associative or causal relationships between variables. Quantitative research is linked with the philosophical and theoretical stance of positivism.

The Quantitative data collection methods rely on random sampling and structured data collection instruments that fit diverse experiences into predetermined response categories. These methods produce results that are easy to summarize, compare, and generalize. Quantitative research is concerned with testing hypotheses derived from theory and/or being able to estimate the size of a phenomenon of interest. Depending on the research question, participants may be randomly assigned to different treatments (this is the only way that a quantitative study can be considered a true experiment). If this is not feasible, the researcher may collect data on participant and situational characteristics in order to statistically control for their influence on the dependent, or outcome, variable. If the intent is to generalize from the research participants to a larger population, the researcher will employ probability sampling to select participants.

In either qualitative or quantitative research, the researcher(s) may collect primary or secondary data. Primary data is data collected specifically for the research, such as through interviews or questionnaires. Secondary data is data that already exists, such as census data, which can be re-used for the research. It is good ethical research practice to use secondary data wherever possible.

Mixed-method research, i.e. research that includes qualitative and quantitative elements, using both primary and secondary data, is becoming more common.

❖ **Structure of Paper**

Research Paper include

- ✓ Title Page :

  It contains Title of thepaper title should be descriptive.

- ✓ Name of the author :

  Paper should mention author and co-author details

- ✓ Contact Details :

  It should display author contact detail with telephone number and email id so that any one contact with them for any question and query.

- ✓ Course Name :

  Course include author designation.

- ✓ Abstract of the paper :

  Abstract of the paper should include brief summary of the research paper, purpose of the study, result and conclusion from the experiment. Abstract is act as a standalone entity of the research paper. An abstract is employed by several organizations because the basis for choosing analysis that's projected for presentation within the style of an advertisement, platform/oral presentation or workshop presentation.

Abstract Types :

1) Informative Abstract :

The informative abstract, conjointly called the whole abstract, may be a summary outline of a paper's substance as well as its background, purpose, methodology, results, and conclusion. Typically between one hundred and two hundred words, the informative abstract summarizes the paper's structure, its major topics and key points.

It could also be viewed as standalone documents. The descriptive abstract, conjointly referred to as the restricted abstract or the indicative abstract provides an outline of what the paper covers while not delving into its substance. A descriptive abstract is similar to a table of contents in paragraph kind.

2) Graphical Abstract :

Due to the influence of computer hardware and retrieval systems some of the journal included graphical abstracts along

with the text abstracts. It is not an indication of a complete outline of research paper.

Keyword :

Keywords are the words that scholar use to reveal the internal structure of an author's analysis. Keyword describe the content.

Introduction :

Research paper introduction part contains the purpose of the research. Author must analyse past investigation on the problem with enough background information and identify & explain the complication. You might 1st discuss the overall problem or theory relating drawback you are finding out, and so discuss the subject additional specifically to the cluster, species you are researching. Introduction should contain method used in investigation; specify how investigation will expand the knowledge in specific subject and how it is useful for reader. If it exceeds more than specific limit, you can break it up by including an additional section that covers the necessary details.

Body Of The Paper :

Body of the paper should contain analysis,argument, evaluation, comparison, experimental evidence, types of experiment and their data, use figure, table to present our own original data.

Experimental Section :

Experimental section should cover materials and methods, characterization, measurement & data analysis of research.

Materials include specialized chemicals, biological materials. Experimental section method part contains clear, precise description of how an experiment was done, materials used in the study, explanation of how materials were prepared for the study, statistical test performed to analyse the data.

Result & Discussion or Conclusion:

It summarizes research paper points, significance of the investigation, benefits and drawback of research; discuss potential extensions of the work and any drawback that you just will create mentally.

Acknowledgments :

This part conveys the funding agency and Colleagues/scientists/technicians who may provide help.

References :

It gives complete bibliography information

Stages Of Printing :

Printing process has 2 types

- ***Preprint***

  Preprint of an article is that has not undergone peer review.

- ***Post print***

  Post print of an article is which has been peering reviewed in preparation for publication in journal.

- ***Eprint***

  Eprint is combination of preprint and post print. Preprint and post print are different from final published article.

Article Publishing Process

When an author's submit their manuscript to journal for publication then it will goes through 2 steps, peer review and publication.

Received articles are first reviewed by the editorial board member of the journal in order to maintain standards of quality, improve performance, reliability of findings, and relevance to the field. Review process result determines whether to publish or reject the manuscript.

In a reviewing process reviewer suggest for revision in an article. So, a manuscript undergoes one or more rounds of review; after each round, the author(s) of the article modify their submission in line with the reviewers' comments; this process is repeated until the editor is satisfied paper are published by publisher of the journal.Before publishing article goes through copy editing, typesetting, inclusion in a specific issue of a journal, and then printing and online publication. Before publication articles are edited according to the journal standard format of publication. Articles are published in journal in an astandard format such as PDF,HTML etc.

Book Publication :

Authors who have to publish book first have to submit book publishing proposal.Proposal is reviewed by publisher.Approval of proposal authors will receive the last date of manuscript submission with the limitation of pages of book publishing.Author has to get the permission from the copyright owner must be obtained for any third-party materials cited in book.Photocopies or scans of permissions granted must be submitted with your manuscript on delivery.

Through this contract author and publisher are tied together. One guide is assigned to the author for writing manuscript and converts it into in an book format. They will guide regarding copyediting of your material, typesetting of the text and figures into a page layout, proofreading of the typeset pages, indexing of the content.Converted book should contain Title page,Table of contents,List of contributors,List of illustrations,Glossary,Foreword or preface,Notes,Bibliography

Completed book are reviewed by a editor and will send to you for proof reading in an PDF format. Once correction is received by author it will be corrected by publisher and final e-copy is sent back to author for finalising the index.Final approval book is printed and send to the author.For extra copies request editor will approve according to contract and delivered to author.

Book Publishing Agencies do the marketing of a book in order to maximize the discoverability of the bookconferences. In advance of submitting the manuscript you will be asked to complete a marketing questionnaire, which forms the basis of the marketing plan for the book and assists us with drawing up a review list.

Mistake Found In Published Article

Authors are responsible for any mistake found in published paper and they have to answer these queries.

If the mistakes are very serious and authors failed to answer them then serious action may be takenagainst them including withdrawal of their manuscript from online publication.

- ✓ **Quotes**

When you write a paper related to literature, history, current events, and many other fields, direct quotes may be essential to a full discussion of the subject. In science, there is very rarely any call for a direct quote. On student papers, there is no reason at all to include direct quotes, except in the case when the student doesn't understand the concept and uses the quote to avoid having to explain it his/herself. Obviously, this doesn't go over too well with the grader. As a rule, do not use direct quotes in a scholarly technical paper. Your own thoughts must be expressed, not those of someone else.

- ✓ **Verb tense**

Use of the wrong verb tense, at best, is irritating to read and reflects poorly on the student's writing skills. At worst, the reader can be confused as to what facts are already known and what was newly discovered in the actual study that is the subject of the paper. As a rule, use past tense to describe events that have happened. Such events include procedures that you have conducted and results that you observed. Use present tense to describe generally accepted facts.

- ✓ **Proofread!**

Incomplete sentences, redundant phrases, obvious misspellings, and other symptoms of a hurriedly-written paper can cost you. Please start your work early enough so that you can proofread it. Check spelling of scientific names, names of people, names of compounds, etc. Spelling and grammatical errors can be embarrassing. Since many very different terms have similar names, a spelling error can result in a completely incorrect statement.

When you print off your paper, please make sure that tables are not split over more than one page, that headings are not "orphaned," pages submitted out of sequence, etc. Remember, someone has to read this thing! If the reader is an editor or reviewer, you might get a rejection notice because you were too sloppy.

- ✓ **Anecdotal information**

Sometimes you may feel the need to justify a statement or procedure by stating "'the instructor told us to do this instead of that." You might think it appropriate to write "we used Microsoft Excel to produce a graph of x versus y." Such

information is anecdotal and is considered to be superfluous. In some cases omission of anecdotal information is unfortunate. Papers in the older literature tend to be a lot more exciting and often more informative for those not 'in the know,' because the researcher could report how a conclusion was reached, including the reasoning and various side-tracks that led him/her to conclusions. The writer could actually tell the story of the investigation process. Modern papers omit such information because the volume of literature is so great; most of us doing a search don't have time to wade through more material than we need. Publication costs are too high to permit printing of superfluous information.

A research paper summarizes a study. It does not identify who did what. Reference to instructors, fellow students, teams, partners, etc. are not appropriate, nor is it appropriate to refer to "the lab."

- ✓ **Unnecessary background**

If you state facts or describe mechanisms, do so in order to make a point or to help interpret results, and do refer to the present study. If you find yourself writing everything you know about the subject, you are wasting your time (and that of your reader). Stick to the appropriate point, and include a reference to your source of background information if you feel that it is important.

Including material that is inappropriate for the readershipIt isn't necessary to tell fellow scientists that your study is pertinent to the field of biochemistry. Your readers can figure out to what field(s) your work applies. You need not define terms that are well known to the intended readership. For example, do you really think it is necessary to define systolic blood pressure if your readership consists of physicians or cardiovascular physiologists?

- ✓ **Subjectivity and use of superlatives**

Technical writing differs from the writing of fiction, opinion pieces, scholarly English papers, etc. in many ways. One way is in the use of superlatives and subjective statements in order to emphasize a point. We simply do not use such writing styles in science.

- ✓ **Objectivity is absolutely essential.**

Subjectivity refers to feelings, opinions, etc. For example, in your discussion you might write, "We felt that the fixative was bad, because we had difficulty finding flagella on our Chlamydomonas." Another researcher is unlikely to risk time and resources on the basis of your "feeling." On the other hand, you might write, "The percentage of cells with flagella was inversely proportional to the time they spent in fixative, suggesting that the fixative was causing cells to shed flagella." This is information that another scientist can use.

Superlatives include adjectives such as "huge," "incredible," "wonderful," "exciting," etc. For example, "the mitochondria showed an incredibly large increase in oxygen consumption when we added uncoupling agent." Your definition of incredible might be different from that of someone else - perhaps a fivefold increase is incredible to you, but not for the next person. It is much better to use an objective expression, such as "Oxygen consumption was fivefold greater in the presence of uncoupler, which is a greater change than we saw with the addition of any other reagent."

Similarly, we don't write that we believe something. We present the evidence, and perhaps suggest strong support for a position, but beliefs don't come into play. In particular, we do not "expect" a particular set of results, or "wire" a hypothesis so that it appears that we correctly predicted the results. That sort of practice is another example of lack of objectivity.

- ✓ **Proof**

See my essay on fact, hypothesis, and theory. The requirements for scientific proof are extremely rigorous. It is highly doubtful that any single experiment can be so well controlled that its conclusions can be regarded as proof. In fact, for any result to be accepted it must be confirmed independently. In fact, we can never know if a model as we describe it presents an accurate picture of any natural process. We can never look at the original blueprint to check our conclusions. So... your data may strongly support a position, or they may allow you to reject a hypothesis, but they aren't likely to provide anything close to proof.

- ✓ **Grammar and spelling**

Please avoid obvious grammatical errors. Granted, you aren't writing an English paper (heck, an English teacher would tear my own writing style to shreds). However, clear written communication requires proper sentence structure and use of words. Make sure that your sentences are complete, that they make sense when you proofread, and that you have verb/subject agreement.

Spelling errors in a paper make you look amateurish. For example, absorbance is read from a spectrophotometer. You don't read absorbency from a spectrometer. Worse, they can change the entire meaning of your writing. One letter changes the chemical compound you describe. I know the action of cycloheximide in eukaryotic cells, but I do not know the action of cyclohexamide.

- ✓ **Inaccurate word or phrase**

Changing temperature had the following effect on the subject.'Affect' is a verb. 'Effect' is a noun. What happened to the subject was an effect. The temperature change affected the subject.

- ✓ **Please learn the difference.**

The data lead to the assumption that x has no relationship to y.If you base a conclusion on data, then your conclusion is a deduction, not an assumption. In fact, in experimental science assumptions are usually avoided. A purpose of controls is to eliminate the need to assume anything.

Our inability to ensure that all cells in the population were in the same stage of development skewed our data.

This statement doesn't reveal very much. The writer intended to say that the data points were more scattered, that is, the non-uniformity of the population resulted in unacceptably high experimental error. The word 'skew' means 'having an oblique position; turned or twisted to one side; slanting; sloping.' It can be used as an adverb or noun as well. In statistics, the word refers to an asymmetric distribution of data. Nowhere in the definition is there any reference to the state of being incorrect or more scattered. Thus, not only is the word overused, it is also misused.

We rationalized the finding that blocking the sodium pump had no effect on uptake of glucose by suggesting that the symport mechanism depends solely on the sodium gradient, which persists long after the pump is shut down.

A definition of 'rationalize' is 'to explain or justify.' Another is 'to attribute logical or creditable motives to actions that result from other, perhaps unrecognized, motives.' In short, to make excuses. As I learned in English class a long time ago, the term's principal usage is to attempt to justify something on dubious grounds. For example, 'he rationalized his poor behaviour by saying that he had just broken up with his girlfriend and was distraught.' The definition does not include anything about the explanation being valid, therefore another word would be preferable. Try

The word 'data' is plural. However since investigators usually refer to sets of data, there is a tendency to use the word as though it was singular. Hence a writer will state, 'the data was affected by the phase of the moon,' or 'the data suggests that phase of the moon has no effect on mood.' As awkward as it may seem to you, the proper phrases are, 'the data were

affected...,' and 'the data suggest...' By the way, the singular form is 'datum.'

- ✓ **Oversimplification**

We used a spectrophotometer to determine protein concentrations for each of our samples. We used an oscilloscope to measure resting potentials in crayfish muscle.

The spectrophotometer or oscilloscope may be a novel, mysterious, and versatile device to you, but I suspect that even an expert biochemist would have a hard time finding a protein concentration using only a spectrophotometer. The first statement leaves out the dye reagent, standards, pipettors, etc. that are required to perform the assay. The second statement omits any reference to the micropipets or the specialized electronic instrumentation that is required in order to measure transmembrane potentials.

What information did you intend to convey? If you intend to describe the methodology, then write a complete description. If you intend only to summarize the procedures then you might seek a phrase that sums up what was done without oversimplifying. For example, "We used a colorimetric assay to determine protein concentrations in each of our samples." Or, "We measured resting membrane potentials using KCl-filled micropipets with a microprobe system from [supplier and/or reference].

- ✓ **Superficiality**

The purpose of a discussion is to interpret the results, not to simply state them in a different way. In most cases a superficial discussion ignores mechanisms or fails to explain them completely. It should be clear to the reader why a specific result came to pass. The statement, "The result agreed with the known theoretical value," tells us nothing about the mechanism(s) behind the result. What is the basis for expecting a particular result? Explanations may not be easy and your explanation may not be correct, but you will get most or all of the available credit for posing a reasonable explanation, even if it is not quite right. Superficial statements, on the other hand, will cost you.

- ✓ **Glossary of Research Terms**

- **Article –** A self-contained reading on a subject, usually associated with periodicals or journals, but also found in books and encyclopaedias. Periodical and journal articles may be more current than those collected in books.
- **Abstracts:** A summary of a journal or magazine article, book. Use abstracts to determine of the content of the reading are relevant to your topic.

These are tools to help you find periodical (journal, magazine, or newspaper) articles and other sources of information. They also provide brief summaries of articles. Most abstracts have a specific focus, such as Psychological Abstracts or Biological Abstracts. Abstracts can be in a print format, an electronic format, or both. Now, many abstracts are in electronic format and are often referred to as library subscription databases. The word abstract also refers to a summary of an article or book.

- *Annotated bibliography* – A bibliography containing citation information, and including commentary on each source.
- *Bibliography:* A list of sources, such as books, articles, and Web sites. This can be a list of sources used or referred to when writing a research paper, or a list of sources compiled on a specific topic.A listing of materials used (books, articles, media, etc.) used in the research of a project, usually presented at the end of the paper or book, and useful for finding additional relevant materials on a topic. Also, a collection of recommended reading on a particular subject.
- *Biography* – An account of a person's life, in whole or in part.
- *Boolean operators* – The use of and, or, and not in relation to search terms, to define and refine the parameters of a search.
- *Bound periodicals* – Issues of periodicals that have been bound together in chronological order.

❖ **Citation:**

A citation is a reference to a book,paper,and author in a scholarly work which may be published or unpublished.Citation may be provided in a text or at the end of

the scholarly work. Citation must be given to main word,facts, sentence etc. Citation is not given to common knowledge of scholarly papers.When we include a some information from other source then we have to specify in-text citation for source.Cited reference must be specified at the end of the sentence or paragraph with those listed in the Bibliography, Works Cited, or References of your paper.

Importance of citation:

The citation main motto is to approve purpose of the works of others to the topic of discussion, in order to avoid plagiarism, to allow the reader to determine independently whether the referenced material supports the author's argument in the claimed way, and validate the material the author has used.

Citations list pieces of information that describe a periodical article or other information source. For example, an article citation typically includes the name of the author(s), title of the article, name of the magazine, journal, or information source, volume #, issue #, date and page numbers. Citations are used in bibliographies and footnotes, such as in research papers or journal articles.A reference made to a source used, whether that source is print, image, or media, including Internet sources. Citations should include the information someone would need to find the source materials. There are different accepted formalized citation styles, including MLA, APA, and Chicago. Instructors will generally have a preference.

- **Call number –** The numbers/letters assigned to each item in a library collection. Commonly used systems are Dewey Decimal and the Library of Congress Classification Systems. TESC Library uses the Library of Congress System.
- **Catalogue –** The “index” of the items in a library collection. Frequently kept electronically, but card catalogues can still be found.
- **Circulation Desk –** The “front desk” of the library. This is where you commonly check items out, return items, pick up reserved items, etc. At TESC, this is also where you pick up items that you request through SUMMIT or ILLiad (Interlibrary Loan), or items on Closed Reserve (items placed

on reserve by faculty only for their program students), and is separate from the Reference Desk.

- **Keyword –** In a search of a database, the word or words (see Boolean Operators) that describe the main topic of a book or other item. Less precise than a subject search, which uses specific subject headings.
- **Peer-reviewed –** Usually said of journals. Peer-reviewed journals only publish articles that have been approved by a panel of experts in a field of study. Some research projects require that you only use peer-reviewed sources.
- **Periodicals –** Magazines, newspapers, journals, newsletters, etc. Publications released on a schedule at least twice a year. Also referred to as "serials" because they are produced in series.
- **Plagiarism –** Failure to properly attribute/cite information, unless that information can be considered "common knowledge."
- **Primary source –** A source from the time of an event. The account of an eyewitness, some newspaper articles, news footage, correspondence, diaries, as well as artifacts from the time of the event are all examples of primary sources. There are also "secondary sources" and "tertiary sources".
- **Indexes:** These are tools that help you find periodical (journal, magazine, or newspaper) articles and other sources of information. Indexes can have a specific focus, such as Art Index, or be more general in nature such as Academic Search Premier. Indexes can be in a print format, an electronic format, or both. Now, many indexes are in electronic format and are often referred to as library subscription databases.
- **Monograph:** A scholarly book, book-length essay, or pamphlet on a specific subject. The word book is often used interchangeably with monograph, but books are just one type of monograph.

- **Periodicals:** A term commonly used to refer to journals, magazines, or newspapers. Periodicals are issued on a regular basis and can also be referred to as "serials."
- **Primary Source:** A term used to refer to original documents, research, or physical objects. These can include such material as: diaries, speeches, letters, records of information, newspaper & magazine articles, research articles, photographs, audio files.
- **Archives –** A collection of documents, media and other items, usually having historic significance.
- **ALMANAC:** a collection of facts about a region. Almanacs often record temperatures, moon phases, tidal levels, times of the sunrise and sunset, and other information pertaining to a specific topic or geographical location. Specialized almanacs will contain statistics that are related to that particular topic.
- **ATLAS:** a collection of maps. While most general atlases show the geography of a physical region of the world, some subject-specific atlases use the term “atlas” metaphorically to provide an overview of places related to that subject. A literary atlas, for instance, might provide maps of authors’ homes or locations in an author’s novels. Most atlases are used as reference books.
- **ENCYCLOPEDIA:** a reference material that is often published in several volumes to provide general information about a subject. Specialized encyclopaedias provide overviews and clarification about specific topics, and entries may vary from a paragraph to a few pages, depending on the complexity of the topic and the scope of the encyclopaedia. Encyclopaedias may be organized topically or alphabetically.
- **END NOTES:** End notes are often used in place of footnotes. While footnotes appear at the bottom of the page, end notes will appear at the end of an article. End notes may provide bibliographic information, such as an explanation of where a researcher found facts, ideas, or statistics, or they might elaborate on a point made by the author within the

article. End notes usually contain more information than what would be found in an in-text citation. Most articles today use end notes instead of footnotes. Check citation guides for more details on how to format and write end notes for your research papers

- **INDEX:** A guide to locating information on a specific topic. Indexes are often found at the back of a book, so readers can discern where an author discusses a subject within that book. However, indexes are not only found at the back of books. Encyclopaedias might devote an entire volume to an index, for instance. There are many websites that provide an index to information on the Internet; they will offer links to a specific subject in order to help the researcher find another website that has information. While many website contain links, a web index or Internet index divides its links by subject and contains primarily or only links to other pages. A reference resource, an index does not offer information on the subject itself but points researchers to locations where such information may be found.
- **IN-TEXT CITATION:** a reference to a source inside the body of a paper. When you quote a source or summarize someone else's ideas, you should include a citation inside your text that explains where you found that information. Usually, in-text citations are not as detailed as the citations that make up a bibliography.
- **Barcode Number -** The 14-digit number appearing beneath the barcode found in the end papers of a book. Barcode numbers for BMCC library books begin with the numbers " 3 1470 " and are used to charge, discharge, and renew books. CUNYCard also uses a barcode number to identify a library patron. Patron barcode begins with "2 1470" for BMCC.

Journal Ranking :

Points considered in journal ranking

1) Ensuring correct page numbers and spelling in the document
2) Checking text and page numbers in table of contents

3) Ensuring tables, figures, references, etc., cited in text appear in the document
4) Verifying lists, paragraphs, figures, etc., numbered or lettered consecutively
5) Guaranteeing no duplicate table and figure titles checking hyperlinks to references
6) Ensuring consistency between multiple volumes
7) Verifying subject and verb agreement
8) Reviewing sentences for fragments and run ons
9) Checking graphics for consistency with line weight, call out font, arrowheads, etc.
10) Formatting tables consistently as per the template.
11) Checking style, size, and typeface for headings, titles, bullets, etc.
12) Inserting appropriate page breaks
13) Placing tables and figures appropriately in document
14) Ensuring consistent justification for text, callouts, cautions, warnings, etc.
15) Choosing correct size and layout of pages
16) Ensuring consistent use of capitalization and spelling
17) Applying numbering mechanics
18) Checking format for bibliographic references
19) Using punctuation consistently
20) Substantive arranging document logically and creating single voice language

How to Evaluate Journal Articles

- Purpose of Article: Why was the article written? Topersuade the reader to do something?

For example: vote a certain way, purchase an item, and attend an event

- Inform the reader?

For example: results of a study/experiment, what happened at an event

- Prove something?

For example: that a behaviour is bad/good, a method works/doesn't work

- Type of Journal: For college-level term papers, information should be obtained mostly from scholarly journals.
  - Scholarly Journals contain articles describing high quality research that has been reviewed by experts in the field prior to publication.
  - Trade magazines may be useful for topics in business or where economic data is needed. There are also good for learning what the current "hot topics" are in an area.
  - Popular magazines, such as Time and Newsweek, should be used sparingly, or not at all.
- Organization and Content: Is the material organized and focused? Is the argument or presentation understandable? Is this original research, a review of previous research, or an informative piece?
- Bias (of the publisher): Some publications have an inherent bias that will impact articles printed in them. Is the journal:
  - left/liberal?
  - right/conservative?
  - center?
  - an alternative press?
  - published by a political action (PAC) group?

Magazines for Libraries (Z6941 .M23 17th 2008 INFO DESK) identifies ideological slants for 6076 periodicals. This is a small percentage of all periodicals available, but the book is still very useful because it describes journals that are likely to be in libraries. It also is a good place to identify journals in a particular subject area.

- Date of Article: Some topics, such as those in the health sciences, require current information. Other subjects, such as geology, value older material as well as current. Know the time needs of your topic and examine the timeliness of the article; is it:
  - up-to-date,
  - out-of-date, or
  - timeless?

- Bibliography: Scholarly works always contain a bibliography of the resources that were consulted. The references in this list should be in sufficient quantity and be appropriate for the content. Look for:
  - if a bibliography exists,
  - if the bibliography is short or long,
  - if the bibliography is selective or comprehensive,
  - if the references are primary sources (ex. journal articles) or only secondary sources (ex. encyclopaedias),
  - if the references are contemporary to the article or much older, and
  - If the citation style is clear and consistent.
- Usefulness: Is the article relevant to the current research project? A well-researched, well-written, etc. article is not going to be helpful if it does not address the topic at hand. Ask, "Is this article useful to me?" If it is a useful article, does it:
  - support an argument
  - refute an argument
  - give examples (survey results, primary research findings, case studies, incidents)
  - provide "wrong" information that can be challenged or disagreed with productively
- Authority: Is the author an expert in this field? Where is the author employed? What else has he/she written? Has he/she won awards or honours?
- Coverage: Does the article cover the topic comprehensively, partially, or is it an overview?
- Audience: For what type of reader is the author writing? These ties in with the type of journal, as popular magazine are geared to the general reader, while trade magazines are for the specialist and scholarly journals are directed at researchers, scholars or experts in the field. Is the article for:
  - general readers,
  - students (high school, college, graduate),

    - specialists or professionals,
    - researchers or scholars?
- Illustrations: Are charts, graphs, maps, photographs, etc. used to illustrate concepts?

What is the difference between journals, magazines, newspapers?

1) Journals:

Sometimes referred to as professional journals, refereed journals, scholarly journals, or peer reviewed journals, these tend to be more scholarly in nature. Journals report on research and other scholarly inquiry conducted by professionals in a particular field such as economics, literature, library science, and other areas corresponding to programs of study in universities and colleges. Scholarly journal articles are usually the more appropriate resource for writing papers for classes.

2) Magazines:

Magazines tend to be geared toward the general public. Time, Rolling Stone, and Sports Illustrated are good examples of magazines. Magazine articles are useful for getting introductory background on a topic, current events, and hobby related activities.

3) Newspapers:

Most newspapers are published daily and are terrific sources for current events, and for finding events that happened on specific days in the past. Some prestigious newspapers, such as the New York Times, have material that would be appropriate for class papers and assignments.

Common Mistakes to Avoid When Writing a Research Paper

When writing a research paper, there are some predictable traps that students tend to fall into time and time again. Being aware of these potential pitfalls before starting your paper can go a long way in helping you to successfully avoid them. This will take away a tremendous amount of stress and frustration. You'll then be able to write a paper that will impress your instructor and a paper that you will be proud of.

Here are some of the most common mistakes students make when writing a research paper:

1. Lack of research before choosing a thesis statement.

Sometimes, when stressed or busy, students will rush their selection of a subject for a paper. As a result, their focus and connection with the subject matter can suffer greatly, and

inevitably this comes through in their writing. Doing good research and choosing a subject you feel you can connect to are important steps in writing a successful thesis statement, and ultimately a successful paper.

2. Lack of a strong thesis statement.

Once you select a subject, creating a strong thesis statement is the next step. This is a critical, foundational element for a successful paper. One hallmark of a successful thesis statement is that you "take a stand," or a definite point of view. The thesis statement should be clear and express one main idea. It should be about a topic that warrants further discussion. A good thesis statement is genuine, compelling, and makes the reader want to continue.

3. Failure to make appropriate connections between the thesis statement and supporting statements.

The structure of a research paper flows from the thesis statement to the supporting statements, which comprise the body of the paper. The best research papers are in effect a sustained inquiry and a stimulating discussion of a well-defined topic. Your paper must transition effectively from your thesis statement to your supporting statement.

4. Lack of strong, relevant data to support statements.

All supporting statements in a paper should be backed up by relevant sources which substantiate the point of view put forward by the thesis statement. Your supporting statements should flesh out your original thesis statement and have a basis in strong, factual data that you cite and the reader can easily verify.

5. Failure to properly cite sources.

Proper credit must be given for all data and references used within a paper. Specific requirements for doing so can vary depending upon the instructor. Whether you're working in the MLA style or some other format, each style has specific parameters and guidelines for citing sources. Be sure to check with your instructor for specifics so that you can cite sources within the required guidelines.

Fortunately, there is now software on the market that can help in this area of writing research papers. Whether it's MLA style format, APA or some other, formatting software can help take the guesswork out of the citation process.

Being aware of these common pitfalls when writing a research paper, can go a long way helping you avoid making these mistakes. If you do, you will be well on your way to writing a top-notch research paper.

Article Writing Do's

1) **DO use keywords in your article title and through the supporting paragraphs.** What are keywords? Quick answer: they're the most popularly searched terms that folks in your niche market are using in Google and other search engines. You MUST learn more about keywords before beginning your foray into the world of article-writing. Find out about keywords here.
2) **DO feature information your reader can use.** If you never give away any good secrets in your articles, your reader is going to see through the facade, and quickly. A great marketer shares the wealth (of knowledge). This is how the internet experts build their credibility! Do you know a thing or two about internet forums? Tell some people about it in your articles. Acquire adoring fans by offering useful information!
3) **DO include live links to your website.** Everyone on the web who picks up content from article distribution sites like Ezinearticles.com adheres to their strict policy of including live URL links and a bio from every article author. This is huge, and the sole reason to write the article in the first place! So, take the time to include links to your website (or sales letter page if you have one,) and make them live. But please keep your links to three or less!
4) **DO follow a tight article body structure that's easy to read.** If you're still keeping up with this article, it's probably because I've made it easy for your eye to follow along. There's nothing worse than having to sift through a long trail of endless information that's all lumped together. Be kind to your reader and break up your article into easily-understood sections.
5) **DO include an Author Bio that positions you as a market leader.** Your author bio should be dynamic, timeless, and include a call to action. Don't forget that your article is going

to be read within the context of someone else's website. If your bio is dull and boring, your reader won't feel compelled to "follow you home." Tell them flat-out what to do. "Visit Wordfeeder.com to find out how expert articles can position you as an expert in your field!"

Article Writing Don'ts

1) **DON'T skimp on quality.** Just because you've committed yourself to writing hundreds of articles does not mean that the articles should be sub-par reading. The quickest way to destroy your own credibility is to submit sloppy work. So please proofread for spelling and grammatical errors, and maintain solid sentence structure throughout.
2) **DON'T ramble incessantly.** We've all had our chatty spells. Sometimes we get going on a topic and just can't seem to stop. Just because you're on a roll does not mean the reader is following. In the name of professionalism, stick to the topic at hand.
3) **DON'T write an article that's vague.** Always check your article for informational value. Be specific! Your reader will thank you for including well-developed thoughts, and the payoff will come in the form of purchased product on your website.
4) **DON'T be tempted to rip off someone else's work.** While some people may not be paying close attention to your online conduct, the people who matter usually are. If you steal someone else's ideas, you may be able to fool people into thinking you're somebody you're not... for a while. Eventually, that facade will quickly fall away when your future clients attempt to know you on a deeper level. And that will totally wreck you in a heartbeat. So don't do it!
5) **DON'T include too many personal stories.** Every once in a while, it's nice to get an up-close impression of a fellow internet marketer. Wow, real people with real lives, kinda neat! But if you're constantly blowing hot air about how you did this or that, potential customers are going to lose interest. The key question is "What's in it for the customer?"

How to determine journal is scholarly or not?

To determine whether a journal is scholarly, answer the following questions:

- Does the journal contain a list of editorial board members in the inside front cover or first few pages of an individual issue?
- Does the journal provide information for authors regarding the peer review process?
- Does the journal publish articles that offer new theories, report primary results of original research in an academic field, or summarize previous research?
- Do articles include the source of information, such as author/date references in the text, footnotes or bibliographies?
- Do the journal articles include the name and academic affiliation of the author at the beginning or end of the article? Articles in an academic journal are never anonymous.
- So you have finished writing your article and are ready to submit your manuscript to a scholarly journal. It is important to understand that the process of scholarly publishing involves a number of crucial steps that require your attention.
- Following submission of the article, if accepted for editorial review, your manuscript will be read, edited and returned to you several times in order to ensure that it meets the submission requirements of the journal. It is most often a requirement that the work be original.
- The process of peer review is undertaken by the majority of scholarly journals and is a means by which the journal can ensure that it publishes articles of a high academic standard.

THE REVIEW PROCESS

All the submitted articles, along with the signed cover letter, are checked initially by publisher for their suitability and formatting. Authors may be asked for necessary corrections in format of articles if it is not as per the journal format. The corrected manuscript is now being sent to reviewers selected by publisher.

The comments of reviewer are first seen by publisher tor remove any offensive language and comments that reveal

confidential information about other matters. Now these comments are sent to the corresponding author to incorporate the comments in manuscript. If corresponding author is not agreed upon some suggestions of reviewer then he/she has to give strong reason for it. The amended manuscript is sent back to the same reviewer and after receiving the positive comments from reviewer the manuscript is being considered as accepted for publication. The corresponding author is informed about acceptance and now it will be published in next available issue of the journal. The manuscript may be accepted as such; accepted after minor corrections suggested by reviewers; and rejected.

The manuscript writing and research process can be challenging. Reviewers read your work with a skeptical eye. Reasons for rejection of a manuscript often include poor writing and structure, inappropriate topic for journal, uniqueness of idea, contribution to theory and poor study design including sample selection and procedure.

1) Inappropriate topic for journal
   - ✓ Read several issues of a journal to more precisely understand what type of research they tend to publish. One should carefully read the "instructions to authors."
2) Not a novel idea
   - ✓ Reviewers will question whether your research adds to existing knowledge.
3) Poorly written and structured
   - ✓ A poorly written manuscript can distract a reviewer from seeing your contributions. For example, you can orient the reviewer by stating your method in your abstract and stating your goals in your introduction.
   - ✓ A manuscript can be divided into several parts including the title, abstract, introduction, literature review, hypotheses or research questions, method(s), results, discussion and conclusion.
   - ✓ The introduction section focuses on setting up the problem. It also informs the reader about he sample, method, design and study goals. The literature review should explain to the

reader why they should care and connect literature review to your hypotheses or research questions. The method plan should be explained in clear detail to encourage replication of the study. The method portion should include information justifying the sample, explaining how the sample was selected and collected, how variables were measures, and how data were analysed. The results should present the results. The discussion section addresses the implications and explanation of the results. Alan M. Rubin suggests including information about the contribution of knowledge to knowledge and practice, the impact of the results on theory, and explanations related to unexpected or contradictory findings. The conclusion section usually addresses bigger picture items.

- ✓ Little contribution to theory
- ✓ Select a topic that withstands time and addresses a problem. Judee K. Burgoon advices new students to "problemize their topic" by focusing on the question. She says that researchers should never pitch a topic about something such new technologies in the workplace, television violence, information overload, etc. The theory and method should be selected following identification of a problem. Topics on new media can sometimes appear attractive. However, scholars need to step back and contemplate what contribution their research will add to predicting and explaining human behaviour.

4) Poor design
   - ✓ Your survey questionnaire, content analysis protocol, etc. should be informed by theory or literature if it is a quantitative study. Provide operational and conceptual definitions for major variables and your measures should be valid. Variables should be rooted in theory and previous research. I should be able to understand how to replicate the research. One goal of research should be to encourage replication, and that is why it is essential to clearly communicate your sampling procedure and definitions.

5) Not well-researched
   - ✓ References should be comprehensive. Remember to vary up your keyword searches.

❖ **Peer Review**

Peer review is fundamental to the scientific publication process and the dissemination of sound science. Peer reviewers are experts chosen by editors to provide written assessment of the strengths and weaknesses of written research, with the aim of improving the reporting of research and identifying the most appropriate and highest quality material for the journal. Regular reviewers selected for the journal should be required to meet minimum standards (as determined and promulgated by each journal) regarding their background in original research, publication of articles, formal training, and previous critical appraisal of manuscripts.

Peer reviewers should be experts in the scientific topic addressed in the articles they review, and should be selected for their objectivity and scientific knowledge. Individuals who do not have such expertise should not be reviewers, and there is no role for review of articles by individuals who have a major competing interest in the subject of the article (e.g. those working for a company whose product was tested, its competitors, those with special political or ideological agendas, etc.)

Reviews will be expected to be professional, honest, courteous, prompt, and constructive. The desired major elements of a high-quality review should be as follows:

The reviewer should have identified and commented on major strengths and weaknesses of study design and methodology

The reviewer should comment accurately and constructively upon the quality of the author's interpretation of the data, including acknowledgment of its limitations.

The reviewer should comment on major strengths and weaknesses of the manuscript as a written communication, independent of the design, methodology, results, and interpretation of the study.

The reviewer should comment on any ethical concerns raised by the study, or any possible evidence of low standards of scientific conduct.

The reviewer should provide the author with useful suggestions for improvement of the manuscript.

The reviewer's comments to the author should be constructive and professional

The review should provide the editor the proper context and perspective to make a decision on acceptance (and/or revision) of the manuscript. (Some journals may wish a recommendation on whether the article should be published; others will not, as such decisions are usually made on priorities different than the reviewer's).

All reviewers should be informed of the journal's expectations and editors should make an effort to educate them and suggest educational materials (such as articles on how to peer review:

The editors should routinely assess all reviews for quality; they may also edit reviews before sending them to authors, or simply not send them if they feel they are not constructive or appropriate. Ratings of review quality and other performance characteristics of reviewers should be periodically assessed to assure optimal journal performance, and must contribute to decisions on reappointment or ongoing review requests (for journals that do not formally appoint reviewers). Individual performance data must be kept confidential. Performance measures such as review completion times should be used to assess changes in process that might improve journal performance.

The type of review process should be stated, such as the number of reviewers, blinded as to author or institution or not, authors blinded as to reviewer identity or not, etc. Any policy on suggesting reviewers or on requests to not use certain reviewers should be described.

The submitted manuscript is a privileged communication; reviewers must treat it as confidential. It should not be retained or copied. Also, reviewers must not share the manuscript with any colleagues without the explicit permission of the editor. Reviewers and editors must not make any personal or professional use of the data, arguments, or

interpretations (other than those directly involved in its peer review) prior to publication unless they have the authors' specific permission or are writing an editorial or commentary to accompany the article.

If reviewers suspect misconduct, they should notify the editor in confidence, and should not share their concerns with other parties unless officially notified by the journal that they may do so.

High-quality review is important, but equally important is that readers be able to readily determine which contents of the journal are peer reviewed. The journal should describe which types of articles are peer reviewed, and by whom (ie, only by editorial board members, by outside expert reviewers, or both). Editors should strongly consider having a statistician review reports of original research that are being considered for publication, if this feasible, since studies have shown that typical no statistician reviewers do not identify many major errors in research.

Journals should publish annual audits of acceptance rates, publication intervals, percentage of submissions sent out for external peer review, and other performance data.

Review materials and original submitted manuscripts may sometimes be useful for educational purposes, for review by other parties in the peer review process (other than the decision editor or other reviewers of the same manuscript) or in educational products. No reviews or manuscripts should be so used without the express written permission of the reviewer or authors, respectively. (One procedure may be to have blanket permission for autonomous internal quality assurance use included in the submission requirements for the manuscript, and the reviewer's assignment agreement).

Peer Review / Types

- ***Blind***

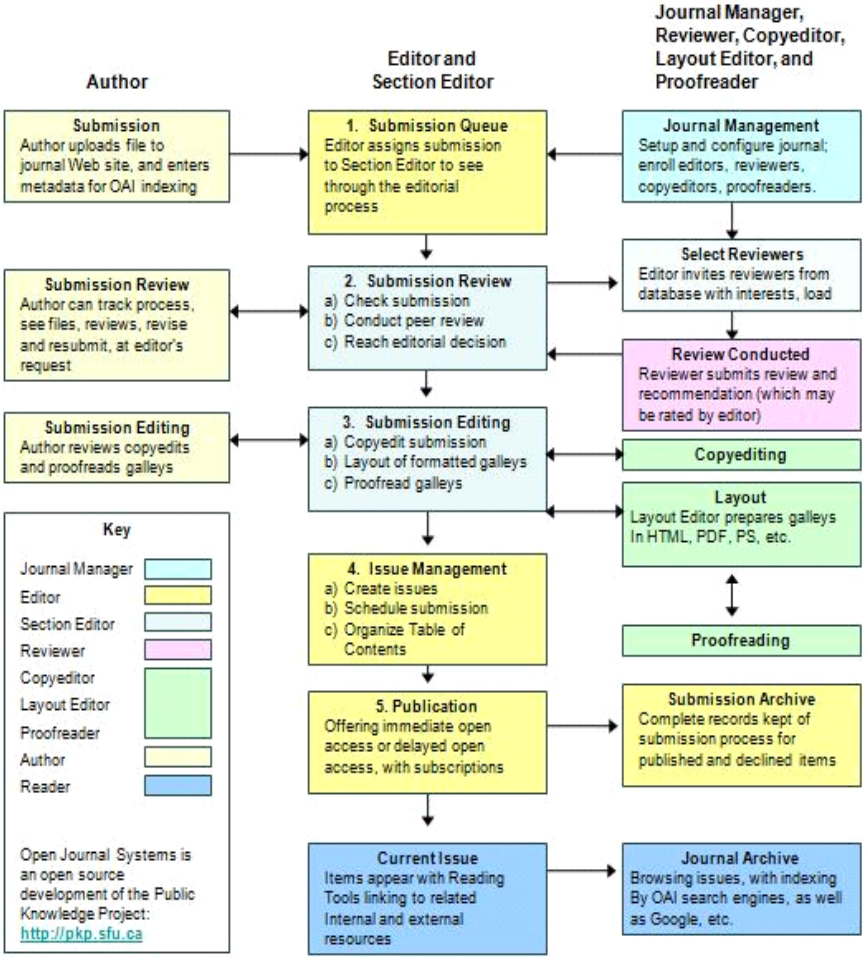
  The identity of the expert reviewer is unknown to the author.

- ***Double-Blind***

  The identities of both the expert reviewer and the author are unknown to each other.

- ***Open***

The identities of both the expert reviewer and the author are mutually known, in an attempt to increase accountability.



In "double-blind" review, the identity of the authors is concealed from the reviewers, and vice versa, lest the knowledge of authorship or concern about disapprobation from the author bias their review. Critics of the double-blind process point out that, despite the extra editorial effort to ensure anonymity, the process often fails to do so, since certain approaches, methods, writing styles, notations, etc., may point to a certain group of people in a research stream, and even to a

particular person.Proponents of double-blind review argue that it performs at least as well as single-blind, and that it generates a better perception of fairness and equality in global scientific funding and publishing.

Proponents also argue that if the reviewers of a paper are unknown to each other, the associate editor responsible for the paper can easily verify the objectivity of the reviews. Single-blind review is thus strongly dependent upon the goodwill of the participants.

A conflict of interest arises when a reviewer and author have a disproportionate amount of respect (or disrespect) for each other. As an alternative to single-blind and double-blind review, authors and reviewers are encouraged to declare their conflicts of interest when the names of authors and sometimes reviewers are known to the other. When conflicts are reported, the conflicting reviewer is prohibited from reviewing and discussing the manuscript. The incentive for reviewers to declare their conflicts of interest is a matter of professional ethics and individual integrity. While their reviews are not public, these reviews are a matter of record and the reviewer's credibility depends upon how they represent themselves among their peers. Some software engineering journals, such as the IEEE Transactions on Software Engineering, use non-blind reviews with reporting to editors of conflicts of interest by both authors and reviewers.

A more rigorous standard of accountability is known as an audit. Because reviewers are not paid, they cannot be expected to put as much time and effort into a review as an audit requires. Therefore, academic journals such as Science, organizations such as the or the American Geophysical Union, and agencies such as the National Institutes of Health and the National Science Foundation maintain and archive scientific data and methods in the event another researcher wishes to replicate or audit the research after publication.

Anonymous peer review

Anonymous peer review, also called blind review, is a system of prepublication peer review of scientific articles or papers for journals or academic conferences by reviewers who are known to the journal editor or conference organizer but whose names are not given to the article's author. In some cases, the reviewers do not know the author's identity, as any identifying information is stripped from the document before review. The system is intended to reduce or eliminate bias, although this has been challenged – for example Eugene Koonin, a senior investigator at the National Center for Biotechnology Information, asserts that the system has "well-known ills" and advocates "open peer review". Others support blind reviewing because no research has suggested that the methodology may be harmful and the cost of facilitating such reviews is minimal. Some experts proposed blind review procedures for reviewing controversial research topics.

Open peer review

Open peer review describes a scientific literature concept and process, central to which is the various transparency and disclosure of the identities of those reviewing scientific publications. The concept thus represents a departure from, and an alternative to, the incumbent anonymous peer review process, in which non-disclosure of these identities toward the public – and toward the authors of the work under review – is default practice. The open peer review concept appears to constitute a response to modern criticisms of the incumbent system; therefore, its emergence may be partially attributed to these phenomena.

Postpublication reviews

The process of peer review does not end after a paper completes the peer review process. After being put to press, and after 'the ink is dry', the process of peer review continues as publications are read. Readers will often send letters to the editor of a journal, or correspond with the editor via an on-line journal club. In this way, all 'peers' may offer review and critique of published literature. A variation on this theme is open peer commentary; journals using this process solicit and publish non-anonymous commentaries on the "target paper"

together with the paper, and with original authors' reply as a matter of course. The introduction of the "epub ahead of print" practice in many journals has made possible the simultaneous publication of unsolicited letters to the editor together with the original paper in the print issue.

Criticism of peer review

Drummond Rennie, deputy editor of Journal of the American Medical Association is an organizer of the International Congress on Peer Review and Biomedical Publication, which has been held every four years since 1986. He remarks,

There seems to be no study too fragmented, no hypothesis too trivial, no literature too biased or too egotistical, no design too warped, no methodology too bungled, no presentation of results too inaccurate, too obscure, and too contradictory, no analysis too self-serving, no argument too circular, no conclusions too trifling or too unjustified, and no grammar and syntax too offensive for a paper to end up in print.

Richard Horton, editor of the British medical journal The Lancet, has said thatThe mistake, of course, is to have thought that peer review was any more than a crude means of discovering the acceptability—not the validity—of a new finding. Editors and scientists alike insist on the pivotal importance of peer review. We portray peer review to the public as a quasi-sacred process that helps to make science our most objective truth teller. But we know that the system of peer review is biased, unjust, unaccountable, incomplete, easily fixed, often insulting, usually ignorant, occasionally foolish, and frequently wrong.

Allegations of bias and suppression

The interposition of editors and reviewers between authors and readers always raises the possibility that the intermediates may serve as gatekeepers. Some sociologists of science argue that peer review makes the ability to publish susceptible to control by elites and to personal jealousy.The peer review process may suppress dissent against "mainstream" theories. Reviewers tend to be especially critical of conclusions that contradict their own views, and lenient towards those that accord with them. At the same time, established scientists are

more likely than less established ones to be sought out as referees, particularly by high-prestige journals or publishers. As a result, ideas that harmonize with the established experts' are more likely to see print and to appear in premier journals than are iconoclastic or revolutionary ones, which accords with Thomas Kuhn's well-known observations regarding scientific revolutions.A theoretical model has been established and its simulation results demonstrate that peer review and over-competitive research funding fostering mainstream opinion to monopoly.Experts have also argued that invited papers are more valuable to scientific research because papers that undergo the conventional system of peer review may not necessarily feature findings that are actually important.

Peer review failures

Peer review failures occur when a peer-reviewed article contains obvious fundamental errors that undermine at least one of its main conclusions. Many journals have no procedure to deal with peer review failures beyond publishing letters to the editor.

Peer review in scientific journals assumes that the article reviewed has been honestly written, and the process is not designed to detect fraud.

An experiment on peer review with a fictitious manuscript has found that peer reviewers may not detect all errors in a manuscript and the majority of reviewers may not realize the conclusions of the paper are unsupported by the results.

When peer review fails and a paper is published with fraudulent or otherwise irreproducible data, the paper may be retracted.

Dynamic and open peer review

It has been suggested that traditional anonymous peer review lacks accountability, can lead to abuse by reviewers, and may be biased and inconsistent, alongside other flaws. In response to these criticisms, other systems of peer review with various degrees of "openness" have been suggested.

Starting in the 1990s, several scientific journals (including the high impact journal Nature in 2006) started experiments with hybrid peer review processes, often allowing open peer reviews in parallel to the traditional model. The

initial evidence of the effect of open peer review upon the quality of reviews, the tone and the time spent on reviewing was mixed, although it does seem that under open peer review, more of those who are invited to review decline to do so.

Throughout the 2000s first academic journals based solely on the concept of open peer review were launched (see e.g. Philica). An extension of peer review beyond the date of publication is open peer commentary, whereby expert commentaries are solicited on published articles, and the authors are encouraged to respond.

Self-plagiarism is the reuse of significant, identical, or nearly identical portions of one's own work without acknowledging that one is doing so or without citing the original work. Articles of this nature are often referred to as duplicate or multiple publications. In addition to the ethical issue, this can be illegal if copyright of the prior work has been transferred to another entity. Typically, self-plagiarism is only considered a serious ethical issue in settings where someone asserts that a publication consist of new material, such as in publishing or factual documentation. It does not apply (except in the legal sense) to public-interest texts, such as social, professional, and cultural opinions usually published in newspapers and magazines.

In academic fields, self-plagiarism occurs when an author reuses portions of his own published and copyrighted work in subsequent publications, but without attributing the previous publication. Identifying self-plagiarism is often difficult because limited reuse of material is accepted both legally (as fair use) and ethically.

It is common for university researchers to rephrase and republish their own work, tailoring it for different academic journals and newspaper articles, to disseminate their work to the widest possible interested public. However, these researchers also obey limits: If half an article is the same as a previous one, it is usually rejected. One of the functions of the process of peer review in academic writing is to prevent this type of "recycling".

Who Is an Author

- Substantial contributions to the conception or design of the work; or the acquisition, analysis, or interpretation of data for the work;
- Drafting the work or revising it critically for important intellectual content;
- Final approval of the version to be published;
- Agreement to be accountable for all aspects of the work in ensuring that questions related to the accuracy or integrity of any part of the work are appropriately investigated and resolved.

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❖ **Journal DOI**

A digital object identifier (DOI) could be a character string accustomed unambiguously determine electronic document. Data regarding the item is hold on in association with the digital object identifier name and this data could embrace a location, like a address, wherever the item are often found. Digital object identifier name for a document is permanent, whereas its location and different data could modification. concerning an internet document by its digital object identifier name provides additional stable linking than merely concerning it by its address, as a result of if its address changes, the publisher would like solely update the data for the digital object identifier to link to the new address.

DOI Format :

DOI is a character string with 2 parts prefix and suffix separated by slash. The prefix identifies the registrant of the name, and the suffix is chosen by the registrant and identifies the specific object associated with that DOI.

DOI is represented using URN scheme (Universal Resources Name)

Eg. 10.9780/230

Here

10.9780 = prefix , 230 = suffix

In prefix ,

10 identifies DOI registry

9780 identifies registrant

In suffix

230 identifies electronic item id.

DOI Registration Agencies :

There are several DOI registration agencies. The main motto of these agencies is to provide a service to registrant allocating DOI prefix to an electronic item. It is an citation linking of all scholarly information in electronic form. These agencies don't hold full text content but only linking of articles provided by publisher with DOI number.

One of the most used DOI registration agencies is Crossref. In order to get digital object identifier for an electronic item first we have to become a member of these registration agencies and we have to pay a amount for each DOI registration of an electronic item.

After becoming member of these agencies they provide us authentication detail in order to register electronic metadata.

List of DOI registration agencies are …..

http://www.doi.org/registration_agencies.html

- **Citation**

Broadly, a citation is a reference to a published or unpublished source (not always the original source). More precisely, a citation is an abbreviated alphanumeric expression embedded in the body of an intellectual work that denotes an entry in the bibliographic references section of the work for the purpose of acknowledging the relevance of the works of others to the topic of discussion at the spot where the citation appears. Generally the combination of both the in-body citation and the bibliographic entry constitutes what is commonly thought of as a citation (whereas bibliographic entries by themselves are not). References to single, machine-readable assertions in electronic

scientific articles are known as nanopublications, a form of microattribution.

Citation has several important purposes: to uphold intellectual honesty (or avoiding plagiarism), to attribute prior or unoriginal work and ideas to the correct sources, to allow the reader to determine independently whether the referenced material supports the author's argument in the claimed way, and to help the reader gauge the strength and validity of the material the author has used.

The forms of citations generally subscribe to one of the generally accepted citations systems, such as the Oxford, Harvard, MLA, American Sociological Association (ASA), American Psychological Association (APA), and other citations systems, as their syntactic conventions are widely known and easily interpreted by readers. Each of these citation systems has its respective advantages and disadvantages relative to the trade-offs of being informative (but not too disruptive) and thus are chosen relative to the needs of the type of publication being crafted. Editors often specify the citation system to use.

Bibliographies, and other list-like compilations of references, are generally not considered citations because they do not fulfil the true spirit of the term: deliberate acknowledgement by other authors of the priority of one's ideas.

A citation is a reference to a published or unpublished source.Citation is a combination of in-body of citation & bibliographic entry. Citation denotes work of others to this research work. Citation avoids plagiarism &self-plagiarism.

Citation has to parts

1) In-Text Citation

Give full information within the text

2) Reference List

A list of sources that give full bibliographic information.

Two types of citation system

- **Vancouver Referencing Styles**

This style use sequential numbers in the text. These number refer to end of the page(footnotes) or at the end of the page(endnotes). These number are specified in bracket or subscript.

eg :

Elisabeth Kübler-Ross, On Death and Dying (New York: Macmillan, 1969)

- **Parenthetical referencing Styles**

It is known as Harvard referencing style. In which full or partial in-text citations are enclosed within parentheses and enclosed in the paragraph

eg.(Smith 2010, p. 1)

❖ **Citation Styles**

There are many different ways of citing resources from your research. The citation style sometimes depends on the academic discipline involved. For example:

- APA (American Psychological Association) is used by Education, Psychology, and Sciences
- MLA (Modern Language Association) style is used by the Humanities
- Chicago/Turabian style is generally used by Business, History, and the Fine Arts

1) APA (American Psychological Association)

APA (American Psychological Association) Style originated in 1929, when a group of psychologists, anthropologists, and business managers convened and sought to establish a simple set of procedures, or style rules, that would codify the many components of scientific writing to increase the ease of reading comprehension.

As with other editorial styles, APA Style consists of rules or guidelines that a publisher observes to ensure clear and consistent presentation of written material. It concerns uniform use of such elements as selection of headings, tone, and length, punctuation and abbreviations, presentation of numbers and statistics, construction of tables and figures, citation of references, and many other elements that are a part of a manuscript. (Source: Official APA website)

In-text Citation with APA

The APA style calls for three kinds of information to be included in in-text citations. The **author's last name** and the work's **date of publication** must always appear, and these items must match exactly the corresponding entry in the references list. The third kind of information, the page number, appears only in a citation to a direct quotation.

....(Crockatt, 1995).

Direct quote from the text

"The potentially contradictory nature of Moscow's priorities surfaced first in its policies towards East Germany and Yugoslavia," (Crockatt, 1995, p. 1).

Major Citations for a Reference List/Bibliography

Note: All second and third lines in the APA Bibliography should be indented.

Material Type	Reference List/Bibliography
A book in print	Baxter, C. (1997). *Race equality in health care and education.*Philadelphia: BallièreTindall.
A book chapter, print version	Haybron, D. M. (2008). Philosophy and the science of subjective well-being. In M. Eid & R. J. Larsen (Eds.), *The science of subjective well-being* (pp. 17-43). New York, NY: Guilford Press.
An eBook	Millbower, L. (2003). Show biz training: Fun and effective business training techniques from the worlds of stage, screen, and song. New York: AMACOM. Retrieved from http://www.amacombooks.org/
An article in a print journal	Alibali, M. W. (1999). How children change their minds: Strategy change can be gradual or abrupt. *Developmental Psychology, 35,*127-145.
An article in a journal without DOI	Carter, S., & Dunbar-Odom, D. (2009). The converging literacies center: An integrated model for writing programs. *Kairos: A Journal of Rhetoric, Technology, and Pedagogy, 14*(1). Retrieved from http://kairos.technorhetoric.net/
An article in a journal with DOI	Gaudio, J. L., & Snowdon, C. T. (2008). Spatial cues more salient than color cues in cotton-top tamarins (Saguinusoedipus) reversal learning. *Journal of Comparative Psychology, 122,* 441-444. doi: 10.1037/0735-7036.122.4.441
Websites - professional	*The World Famous Hot Dog Site.* (1999, July 7). Retrieved January 5, 2008, from

or personal sites	http://www.xroads.com/~tcs/hotdog/hotdog.html
Websites - online government publications	U.S. Department of Justice. (2006, September 10). Trends in violent victimization by age, 1973-2005. Retrieved from http://www.ojp.usdoj.gov/bjs/glance/vage.htm
Emails (cited in-text only)	According to preservationist J. Mohlhenrich (personal communication, January 5, 2008).
Mailing Lists (listserv)	Stein, C. Chessie rescue - Annapolis, MD. Message posted to Chessie-L electronic mailing list, archived at http://chessie-l-owner@lists.best.com
Radio and TV episodes - from library databases	DeFord, F. (Writer). (2007, August 8). Beyond Vick: Animal cruelty for sport. In NPR (Producer), *Morning Edition.* Retrieved from Academic OneFile database.
Radio and TV episodes - from website	Sepic, M. (Writer). (2008, January 14). Federal prosecutors eye MySpace bullying case. In NPR (Producer), *All Things Considered*. Retrieved from http://www.npr.org/templates/story/
Film/Film Clips from website	Kaufman, J.-C. (Producer), Lacy, L. (Director), &Hawkey, P. (Writer). (1979). Mean Joe Greene [video file]. Retrieved from http://memory.loc.gov/mbrs/ccmp/meanjoe_01g.ram
Photograph (from book, magazine or webpage)	Close, C. (2002). *Ronald.* [photograph]. Museum of Modern Art, New York, NY. Retrieved from http://www.moma.org/collection/object.php?object_id=108890
Artwork - from library database	Clark, L. (c.a. 1960's). *Man with Baby.* [photograph]. George Eastman House, Rochester, NY. Retrieved from ARTstor
Artwork - from website	Close, C. (2002). *Ronald.* [photograph]. Museum of Modern Art, New York. Retrieved from http://www.moma.org/collection/browse_results

	.php? object_id=108890

2) MLA (Modern Language Association)

MLA (Modern Language Association) style for documentation is widely used in the humanities, especially in writing on language and literature. MLA style features brief parenthetical citations in the text keyed to an alphabetical list of works cited that appears at the end of the work. (Source: Official MLA website)

In-text Citation

Material Type	In-text Citation
Author's name in text	Magny develops this argument (67-69).
Author's name in reference	This argument has been developed elsewhere (Magny 67-69).
Two authors' names in reference	The most notorious foreign lobby in Washington is the "Sugar Mafia" (Howe and Trott 134).
Quotation found in indirect or "secondhand" source	The philosopher Alain states that "admiration is not pleasure but a kind of attention. . ." (qtd. in Magny 66).

Creating a Works Cited Page

With MLA style, you must include at the end of your paper a Works Cited page, which is an alphabetical listing of the resouces cited in your paper. Here are some examples below of MLA style citations.

Material Type	Works Cited
Book in print	Card, Claudia. *The Atrocity Paradigm: A Theory of Evil*. Oxford: Oxford UP, 2005. Print.
eBook	Dzau, Victor J. and Mark A. Creager. "Chapter 231: Diseases of the Aorta. *"Harrison's Principles of Internal Medicine* 1999. McGraw-Hill. Web. 7 Sept. 2006.
An article in a	Doggart, Julia. "Minding the Gap:

print journal	Realizing Our Ideal Community Writing Assistance Program." *The Community Literacy Journal* 2.1 (2007): 71-80.
An article in an electronic journal	Sherrard-Johnson, Cherene. "'A Plea for Color': Nella Larsen's Iconography of the Mulatta." *American Literature*76.4 (2004): 833-869. *EBSCOhost*. Web. 10 Sept. 2009.
A encyclopedia entry	Foster, John S., Jr. "Nuclear War." *The Encyclopedia Americana*. Intl. ed. 1998.
A government publication	United States. Federal Maritime Commission. *Hawaiian Trade Study: An Economic Analysis*. Washington: GPO, 1978.
An interview you conducted	Brandt, Deborah. Personal Interview. 28 May 2008.
A film/DVD	*Sense and Sensibility*. Screenplay by Emma Thompson and Jane Austen. Dir. Ang Lee. Perf. Emma Thompson, and Kate Winslet. Sony, 1999. DVD.
Website with no author	"New Media @ the Center." *The Writing Center at the University of Wisconsin-Madison*. U of Wisconsin-Madison Writing Center, 2009. Web. 11 Sept. 2009.
Website - with author	Peace, Richard. "Fathers and Children: Understanding Nature." *The Novels of Turgenev: Symbols and Emblems*. U of Bristol P, 20 July 2002. Web. 5 May 2005.
Website - online government publication	United States. Dept. of Justice. Bureau of Justice Statistics. "Trends in Violent Victimization by Age, 1973-2005." 10 Sept. 2006. Web. 3 Oct. 2006.
Email	Woodward, Julian. "Newborn FAQs." Message to Michelle Roberts. 28 Mar. 2008. E-mail.
Discussion list (listserv)	Stein, Cindy. "Chessie Rescue - Annapolis MD." Message to Chessie-L listserv. 16 May 1997. E-mail.
Radio/TV episode - from library	"Beyond Vick: Animal Cruelty for Sport." *Morning Edition*. NPR. 8 Aug.

database	2007.*Academic OneFile*. Web. 5 May 2008.
Radio/TV episode - from website	"Federal Prosecutors Eye MySpace Bullying Case." *All Things Considered*. NPR. 14 Jan. 2008. Web. 15 Jan. 2008.
Film - from website	*The Landlord*. Perf. Will Ferrell and Adam McKay. 2007.*Funny or Die*. Web. 15 Jan. 2008.
Artwork - from library database	Clark, Larry. *Man with Baby*. ca. 1960's. George Eastman House, Rochester, NY. *ARTstor*. Web. 15 Jan. 2008.
Artwork - from website	Close, Chuck. *Ronald*. 2002. Museum of Modern Art, New York. *MoMA*. Web. 5 Jan. 2008.
Photograph	*Viewing the Unfortunates at the Morgue*. N.d. *The Triangle Factory File*. Cornell Univeristy ILR School, 2005. Web. 16 Oct. 2010.

3) Chicago :

Chicago is a documentation syle that has been published by the Chicago University Press since 1906. This citation style incorporates rules of grammer and punctutation common in American English. Typically, Chicago style presents two basic documentation systems: (1) notes and bibliography and (2) author-date. Choosing between the two often depends on subject matter and the nature of sources cited, as each system is favored by different groups of scholars.

The **notes and bibliography style** is preferred by many in the humanities, including those in literature, history, and the arts. This style presents bibliographic information in notes and, often, a bibliography.

Material Type	**Notes/Bibliography Style**
A book in print	Note Style: 1. Michael Pollan, *The Omnivore's Dilemma: A Natural History of Four Meals* (New York: Penguin, 2006), 99–100. Duplicate Note: 2. Pollan, *Omnivore's*

	Dilemma, 3. Bibliography: Pollan, Michael. *The Omnivore's Dilemma: A Natural History of Four Meals*. New York: Penguin, 2006.
An article in a print journal	Note Style: 1. Joshua I. Weinstein, "The Market in Plato's*Republic*," *Classical Philology* 104 (2009): 440. Duplicate Note: 2. Weinstein, "Plato's *Republic*," 452–53. Bibliography: Weinstein, Joshua I. "The Market in Plato's*Republic*." *Classical Philology* 104 (2009): 439–58.
An article in an electronic journal	Note Style: 1. GueorgiKossinets and Duncan J. Watts, "Origins of Homophily in an Evolving Social Network,"*American Journal of Sociology* 115 (2009): 411, accessed February 28, 2010, doi:10.1086/599247. Duplicate Note: Kossinets and Watts, "Origins of Homophily," 439. Bibliography: Kossinets, Gueorgi, and Duncan J. Watts. "Origins of Homophily in an Evolving Social Network."*American Journal of Sociology* 115 (2009): 405–50. Accessed February 28, 2010. doi:10.1086/599247.
A website	Note Style: 1."Google Privacy Policy," last modified March 11, 2009, http://www.google.com/intl/en/privacypolicy.html. Duplicate Note: "Google Privacy Policy." Bibliography: Google. "Google Privacy Policy." Last modified March 11, 2009. http://www.google.com/intl/en/privacypolicy.html.

The **author-date style** has long been used by those in the physical, natural, and social sciences. In this system, sources are briefly cited in the text, usually in parentheses, by author's last name and date of publication. The short citations are amplified in a list of references, where full bibliographic information is provided.

Author/Date Style	In-text Citation	Bibliography
A book	(Pollan 2006, 99–100)	Pollan, Michael. 2006. *The Omnivore's Dilemma: A Natural History of Four Meals*. New York: Penguin.
An article in a print journal	(Weinstein 2009, 440)	Weinstein, Joshua I. 2009. "The Market in Plato's *Republic*." *Classical Philology* 104:439–58.
An article in an electronic journal	(Kossinets and Watts 2009, 411)	Kossinets, Gueorgi, and Duncan J. Watts. 2009. "Origins of Homophily in an Evolving Social Network." *American Journal of Sociology*115:405–50. Accessed February 28, 2010. doi:10.1086/599247.
A website	(Google 2009)	Google. 2009. "Google Privacy Policy." Last modified March 11. http://www.google.com/intl/en/privacypolicy.html.

(Source: Official Chicago Manual website)

4) **Turabian Citation Style**

A Manual for Writers of Term Papers, Theses, and Dissertations, 6th edition

- There are **two** different Turabian Styles. The one shown above is for a Reference List which is starting to become the more common one. See the printed manual for the other.
- Arrange the items on your reference list **alphabetically** by **author**, interfiling books, articles, etc.
- Indent the second and following lines 5 spaces.
- If you are using a typewriter and cannot use *italics*, then use underlining.
- If no author is given, start with the title and then the date.
- **Websites**: include the date the page was created (or updated) and the date you looked at it.
- The rules concerning a **title within a title** are ***not*** displayed here for purposes of clarity. See the printed version of the manual for details.

- For documents and situations not listed here, see the printed version of the manual.

Book

Okuda, Michael, and Denise Okuda. 1993. Star trek chronology: The history of the future. New York: Pocket Books.

Journal Article

Wilcox, Rhonda V. 1991. Shifting roles and synthetic women in Star trek: The next generation. Studies in Popular Culture 13 (June): 53-65.

Newspaper or Magazine Article

Di Rado, Alicia. 1995. Trekking through college: Classes explore modern society using the world of Star trek. Los Angeles Times, 15 March, A3.

Encyclopedia Article

Well-known reference books used as sources are not included in the Reference List butare cited in parentheses within the text. *(Theodore Sturgeon, "Science fiction," in Encyclopaedia Americana, 1995 ed.)*

Book Article or Chapter

James, Nancy E. 1988. Two sides of paradise: The Eden myth according to Kirk and Spock. In Spectrum of the fantastic, ed. Donald Palumbo, 219-223. Westport, CT: Greenwood.

ERIC Document

Fuss-Reineck, Marilyn. 1993. Sibling communication in Star trek: The next generation: Conflicts between brothers. Miami, FL: Speech Communication Association. ERIC, ED 364 932.

Website

Lynch, Tim. 1996. DS9 trials and tribble-ations review. Peoria, IL: Bradley University. On-line. Available from Internet, http://www.bradley.edu/campusorg/psiphi/DS9/ep/503r.html, a ccess 8 October 1997.

5) AMA Citation Style

American Medical Association Manual of Style, 9th edition

- Items are listed numerically in the order they are cited in the text.
- If you are using a typewriter and cannot use italics, then use underlining.
- Authors: use initials of first and second names with no spaces. Include up to six authors. If there are more than six, include the first three, followed by et al. If no author is given, start with the title.
- Books: include the edition statement (ex: 3rd ed. or Rev ed.) between the title and place if it is not the first edition.
- Place: use abbreviations of states, not postal codes.
- Journals: abbreviate titles as shown in Index Medicus. If the journal does not paginate continuously through the volume, include the month (and day).
- Websites: include the name of the webpage, the name of the entire website, the full date of the page (if available), and the date you looked at it.
- The rules concerning a title within a title are not displayed here for purposes of clarity. See the printed version of the manual for details.
- For documents and situations not listed here, see the printed version of the manual.

Book

1. Okuda M, Okuda D. Star Trek Chronology: The History of the Future. New York: Pocket Books; 1993.

Journal or Magazine Article (with volume numbers)

2. Wilcox RV. Shifting roles and synthetic women in Star trek: the next generation. Stud Pop Culture. 1991;13:53-65.

Newspaper, Magazine or Journal Article (without volume numbers)

3. Di Rado A. Trekking through college: classes explore modern
society using the world of Star trek. Los Angeles

Times. March
15, 1995:A3.

Encyclopedia Article

4. Sturgeon T. Science fiction. In: Lorimer LT, editorial director;
Cummings C, ed-in-chief; Leish KW, managing ed. TheEncyclopaediaAmericana. Vol 24. International ed. Danbury,Conn: Grolier Incorporated; 1995:390-392.

Book Article or Chapter

5. James NE. Two sides of paradise: the Eden myth according to Kirk and Spock. In: Palumbo D, ed. Spectrum of theFantastic. Westport, Conn: Greenwood; 1988:219-223.

ERIC Document

6. Fuss-Reineck M. Sibling Communication in Star Trek: The Next
Generation: Conflicts Between Brothers. Miami, Fla: Annual Meeting of the Speech Communication Association; 1993. ERIC Document Reproduction Service ED364932.

Website

7. Lynch T. DSN trials and tribble-ations review. Psi Phi: Bradley's Science Fiction Club Web site. 1996. Available at: http://www.bradley.edu/campusorg/psiphi/DS9/ep/503r.htm. Accessed October 8, 1997.

Journal Article on the Internet

8. McCoy LH. Respiratory changes in Vulcans during ponfarr. J Extr Med [serial online]. 1999;47:237-247. Available at: http://infotrac.galegroup.com/itweb/nysl_li_liu. Accessed April 7,1999.

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❖ Publisher Types :

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Non-paid publisher refers to that publication that doesn't charge the author to publish the research paper or book.

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In case of paid publisher author has to spend money to get paper published. It is also called vanity publishing

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- ✓ should be described in detail.
- ✓ Any financial assistance received from funding agencies for conducting the experiment should be
- ✓ acknowledged along with its reference number, if any.
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- ✓ com/cover-letter/) along with the manuscript submitted for publication. Failure to this
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- ✓ publication (in print as well as electronic forms).
- ✓ To solve all types of queries related to any matter of journal after making thorough discussion
- ✓ with Editorial board Members and other experts.
- ✓ To lookout the official, financial and promotional matters.
- ✓ In case of any conflict regarding any matter of journal, the decision of publisher will be treated as
- ✓ final and granted to all.

- ✓ **Audience/field detection and cultivation.** This is why you start a journal, I think — there's a new field emerging, a field splintering, or a field growing beyond the outputs currently available. Detecting and cultivating these forks and leaps in scientific progress is what a good publisher does. And it's not just about new audiences, but new audience needs within fields. But we'll count it as one thing. *Expense level: $. Profile: Headwinds and hills, long ride.*
- ✓ **Journal launch and registration (ISSN and PubMed, for example).** A small but detailed job, with follow-up being important. Luckily, PubMed is making their process more fluid, and ISSNs can be registered online now. *Expense level: $. Profile: A few hard climbs, short ride.*
- ✓ **Create and establish a viable brand (including filing, protecting, and maintaining trademarks).** This is a step many take for granted, but it's potentially expensive and time-consuming. First, what is your brand? How do you decide? Some use consultants, some use internal brainstorming, some use individual inspiration. Once you have an idea, you have to express it visually. If you want to protect it, you have to register trademarks in many markets, and renew them every so often. The initial registration is usually the most time-consuming part. Failure to do so may limit your ability to own your brand. Defending a trademark is part of the deal. *Expense level: $$. Profile: Rolling hills.*
- ✓ **Establish, cultivate, and maintain a good reputation (this is vital to attracting papers and conveying prestige to authors).** A brand is a brand, but a reputation is even more important. You might say that Nature and Science are equivalent brands in some ways, but to many, they have slightly nuanced reputations. Reputations diverge significantly in some fields, and can take a hit before brands will. Keeping your reputation requires a lot of good

management throughout the organization. *Expense level: $$. Profile: Rolling hills.*

- ✓ **Initial funding (3-5 years typically before break-even, and even longer before payback).** This is where risk becomes real — expenditures are made, financial projections activated, and staff hired. Without this stage, there is no new publishing initiative or journal.*Expense level: $$$$$. Profile: Multi-stage event.*
- ✓ **Establishing and monitoring infrastructure systems and contracts, managing these ongoing.** Establishing these systems involves a lot of choices, and is often repeated as the years go by. *Expense level: $$. Profile: Flat.*
- ✓ **Solicitation of materials.** How do you get those first papers? This is often the responsibility of a thought leader or a set of them. *Expense: $. Profile: Individual time trial.*
- ✓ **Rejection of submissions (and in some cases multiple rejections).** Some of the first papers will be rejected, and if you're successful, you'll attract more papers than you can use, papers that aren't appropriate, and papers of low quality. These have to be rejected, sometimes more than once. Communications with authors, a fair system to determine what makes it through, and ways to know what you've seen before are all important. *Expense: $-$$$. Profile: Stationary training sessions.*
- ✓ **Acceptance of submissions.** Luckily, some submissions are really good, and they deserve more attention. That's when a lot more work starts. But notice how much has gone on before even the first paper is accepted. *Expense: $ (act of acceptance only). Profile: Stationary training session.*
- ✓ **Tracking of submissions throughout.** This bears on the infrastructure, but systems and technologies aren't enough. Authors need a lot of handholding, materials can

spring surprises on you, new requests from editors can come in, and so forth. *Expense: $. Profile: Flat.*

- ✓ **Plagiarism detection.** A new activity thanks to new tools and expectations, comparing manuscripts using plagiarism detection software often ends with steps involving human judgment.*Expense: $. Profile: Headwinds.*
- ✓ **Copyright registration and protection.** While many publishers allow licenses to suffice, most still require copyright transfer. This is a highly valuable service for authors, I believe, as it alleviates them of monitoring something that loses its value to them once published and gives it to a trusted partner to monitor and protect on their behalf. *Expense: $$. Profile: Unknown.*
- ✓ **Recruitment and retention of editors and reviewers.** Editors and reviewers don't grown on trees. They are usually busy people with a lot of demands on their time and professional options. How do you get them to head up a journal or provide expert review of submitted manuscripts?*Expense: $-$$$. Profile: Mixed.*
- ✓ **Care and feeding of reviewers.** A list of reviewers isn't enough. They need to be acknowledged, communicated with, helped, and supported. Publishers are good at this, or try to be. *Expense: $. Profile: Rolling hills.*
- ✓ **Training of peer reviewers.** In addition to caring and feeding, peer reviewers have to be trained. They don't arrive knowing how to use the systems, either technical or categorical, and they often deviate from one another in unhelpful ways within both systems. *Expense: $$. Profile: Headwinds.*
- ✓ **Manage statistical reviewers and reviews.** This varies by domain. Some don't use statistical reviewers, especially when direct observations are possible. Others, like medicine and public health, use them all the time. They are often more integral than peer reviewers, and have more decision-making authority. *Expense: $$$. Profile: Paceline.*

- ✓ **Manage technical reviewers and reviews.** See above.
- ✓ **Training of editors.** It may be surprising, but a subject-matter expert needs to learn how to be a good editor. This comes naturally enough to some, but others struggle with it, and a few never quite get it. Staff provide a lot of training and monitoring, and this is an area of some confidentiality as to what actually goes on. After all, nobody wants to lose face. *Expense: $$-$$$. Profile: Training wheels.*
- ✓ **Editorial meetings.** Another level of editorial support, this often involves meetings that include selected high-level reviewers, a tier of editors, statisticians or technical reviewers, and editors. Staff have to plan, run, and manage these, along with editorial leaders. *Expense: $-$$$$. Profile: Hills.*
- ✓ **Management of peer review process.** The peer review process isn't static. New elements come in — like new disclosure rules, new grading or evaluation approaches, and new media forms. How these are integrated matters a good deal, and it takes work. *Expense: $. Profile: Rolling terrain.*
- ✓ **Conflicts of interest and disclosures.** As noted above, conflicts of interest and disclosures are becoming more important in many fields (and should be very important in most). Keeping current with the state of the art, collecting and organizing the forms from dozens of authors, matching them with manuscripts, and following up with reluctant or forgetful authors all requires a lot of work.*Expense: $. Profile: Headwinds.*
- ✓ **Author attestations.** Scandals around fake or shadow authorship have made it necessary to get authors to attest that they indeed wrote, and were in a position to control the data and write freely, the paper submitted under their name. With growing author lists, this can involve a lot of attestations for the average paper. *Expense: $. Terrain: Out and back.*

- ✓ **Editing of content.** This is the one everyone is familiar with, but it's also a complex one with a lot of variability possible. Some editing is cursory and done by outsourced editors with little domain expertise who just apply style guides. Some editing is intensive, done by lay editors with the training and experience to really push authors to be clear and precise, catching errors peer review and authors both failed to identify. *Expense: $-$$$$. Terrain: Track pursuit.*
- ✓ **Illustration.** Some high-end journals provide illustration staff to authors of selected papers, particularly review articles or review journals. Some improve the basic illustrations authors provide, for the sake of clarity and consistency. *Expense: $$$. Terrain: Sprints.*
- ✓ **Art handling.** Authors don't always follow instructions, sometimes submit the wrong figures, sometimes submit too many figures, or need to supply new figures after review and editing have uncovered ways to improve their materials. *Expense: $. Terrain: Flat.*
- ✓ **Multimedia handling.** See above. A new area, so slightly different. *Expense: $$. Terrain: Rolling hills.*
- ✓ **Layout and composition.** Whether the journal in question is still printed, the PDF is still in high demand, and typesetting and layout still occur. Luckily, computers make this relatively easy, but it's not automatic. Figure-sizing, pagination, and other factors demand knowledgeable human intervention and skills. *Expense: $$-$$$. Terrain: Intervals.*
- ✓ **XML generation and DTD migration.** Now, in addition to making pages, publishers spit out XML, and track DTD migrations as they occur. DTD migrations can be minor (new elements to reflect a change somewhere in the pipeline) or extreme (a new DTD requirement, like the NLM DTD was).*Expense: $-$$$$. Terrain: Bike path mostly, but be prepared for a multi-week stage race.*

- ✓ **Tagging.** To generate good metadata, articles and elements are often tagged using either semantic, custom taxonomies, or both. Sometimes, tagging is manual, sometimes automated, and sometimes a little of both. But it doesn't happen all by itself. *Expense: $-$$$. Terrain: Flat.*
- ✓ **DOI registration.** A minor task usually, and easily accomplished. But a task. *Expense: ¢. Terrain: Flat.*
- ✓ **Search engine optimization.** Ah, Google, how you vex us! The black magic of SEO can drain teams and budgets, all to deal with the swamp light of search. But authors want their papers to be found. *Expense: $$$. Terrain: Headwinds and hills.*
- ✓ **Rapid publication practices.** More common than ever, most journals have a custom path for rapid publication. This often involves special staff and processes. *Expense: $$. Terrain: Hilly.*
- ✓ **Publication.** Ah, at last, we're published! This involves more now than ever (the next few steps at least). *Expense: $$$. Terrain: Paceline.*
- ✓ **Printing.** Yes, many journals still print, and it's not getting less complicated, as presses, paper mills, and mailing facilities adjust to a shrinking print world. *Expense: $$-$$$$. Terrain: Paceline.*
- ✓ **Physical distribution.** Mailing is more complex in some ways, because the mail streams are less robust. And reduced print runs have made postal expenses lumpy. *Expense: $$-$$$$. Terrain: Hilly.*
- ✓ **Media relations.** Press coverage drives awareness, and important authors of important studies expect to be in the mediasphere. Also, if there's a scandal, you'd better know who to call and what to say. *Expense: $$$. Terrain: Mountainous.*
- ✓ **Social distribution.** Twitter and Facebook have created a new alerting expectation and outlet.*Expense: $. Terrain: Paceline.*

- ✓ **On-site hosting and archiving.** Hosting platforms can be expensive because they support many of the functions above. *Expense: $$-$$$$. Terrain: Paceline.*
- ✓ **Platform upgrades and migrations.** Ah, the fun of either upgrading your platform or moving to another provider. It's a lot of work, and the fear of downtime makes it a delicate task. *Expense: $$$$. Terrain: Mountainous.*
- ✓ **Comment moderation.** Sure, nobody comments on articles — until they do. Then what? The publisher has to staff for it and establish policies around it. *Expense: $. Terrain: Unpredictable.*
- ✓ **Supplement proposals.** Some journals allow supplements. Dealing with proposals alone is a chore. Publishing supplements delves into many of the steps that precede and follow. But because these can come from core authors, they have to be handled delicately. *Expense: $. Terrain: Unpredictable.*
- ✓ **Analytics and abuse monitoring.** Is your site under attack? Has someone stolen a paper and reversed its meaning on a commercial site? A good publisher watches for these things, and has a network that will tremble when there's a problem. And then there are the more mundane analytics editors and business units need. *Expense: $$-$$$$. Terrain: Flats and hills.*
- ✓ **Managing and protecting financial records.** Yes, publishers get hacked, and have to create firewalls, handle credit card transactions, maintain payroll records, and so forth. *Expense: $$. Terrain: Flat.*
- ✓ **Managing and protecting subscriber records.** If you have subscribers, you have to keep their records from prying eyes, or risk violating your privacy policy. *Expense: $. Terrain: Flat.*
- ✓ **Managing and protecting editorial records.** Peer reviews are confidential. Records showing which

manuscripts you rejected are confidential and definitely touchy. *Expense: $. Terrain: Flat.*

- ✓ **Responding to legal actions.** Sometimes, authors are sued, and publishers get entangled. Then, things get interesting. *Expense: $-$$$$. Terrain: Mountainous.*
- ✓ **Basic management functions.** Publishers have to do HR, legal, corporate compliance, and so forth. *Expense: $$-$$$. Terrain: Rolling.*
- ✓ **Create and maintain e-commerce systems.** Whatever your revenue model, you have to take online orders. These systems can be simple or very complex, but they have to be robust. *Expense: $$-$$$$. Terrain: Rolling.*
- ✓ **Manage sales forces.** Whether you sell subscriptions, advertising, ancillary products, sponsorships, or licenses, you have either an internal, outside, or mixed sales force. *Expense: $$. Terrain: Rolling.*
- ✓ **Provide reporting to oversight, governance, tax, and local authorities.** *The Journal of Machine Learning Research* lost their non-profit status because they didn't comply with this obligation. It's part of the deal. *Expense: $. Terrain: Intervals.*
- ✓ **Interact with agents for institutional and individual sales.** In addition to direct sales forces, agents provide another layer of sales support, and often offer different services and approaches, from telemarketing to storefronts. *Expense: $. Terrain: Rolling.*
- ✓ **Conduct financial projections and set prices accordingly.** Publishers want to be around for a long time, and that requires planning. *Expense: $. Terrain: Intervals.*
- ✓ **Maintain facilities.** Publishers have to live somewhere, and often the expectation is that they have inspiring and impressive offices. It's part of the prestige factor so important to the mutual aspirations of authors and editors as well. They should be at least as nice as the universities

where so many work, or so it seems. *Expense: $$-$$$$. Terrain: Flat.*

- ✓ **Engage in product development.** Things change. Little changes like the Internet or the iPhone drive product changes. *Expense: $$-$$$$. Terrain: Hills and mountains.*
- ✓ **Conduct market research.** This informs so many aspects of editorial and business planning.*Expense: $$-$$$. Terrain: Rolling.*
- ✓ **Do renewal and retention marketing.** Marketing and sales go hand in hand. Renewals keep the audience in place for future authors to reach. *Expense: $$. Terrain: Intervals.*
- ✓ **Do new customer marketing.** Growing the audience is also important. *Expense: $$$-$$$$. Terrain: Intervals.*
- ✓ **Buy and rent lists for various email and snail-mail marketing initiatives.** To grow the audience, marketing experts have to source and secure lists of potential customers, and track results over time. *Expense: $$-$$$. Terrain: Intervals.*
- ✓ **Comply with privacy, email CAN-SPAM, and other regulations affecting publishing.**There are a lot of standards and rules about online advertising and marketing, and publishers know and live by these. *Expense: $. Terrain: Rolling.*
- ✓ **Pay for and comply with terms of publisher insurance policies.** Yes, authors can do things that make it even riskier for publishers presenting new findings to the world on their behalf, so we buy insurance. *Expense: $$. Terrain: Intervals with mountains*
- ✓ Abstracting / Indexing / Database / University /Full Text Archive / Content Aggregator /Repository / Reform initiative
    - An abstracting service is a service that provides abstracts of publications. An indexing and abstracting service is a service that provides shortening or

summarizing of documents and assigning of descriptors for referencing documents.

- Repository is facility for the deposit of academic publications such as academic journal articles.
- Abstracting and indexing services are useful for indexing of academic journals articles.
- Benefits :

✓ Due to abstracting and indexing service it provides systematic and effective shortcut to the information they needed.

✓ With the help of abstracting and indexing services any reader , librarian, library user can get open access journal articles when they need.

✓ It helps to increase citation of articles.

❖ Journal Impact Factor :

The impact factor was devised by Eugene Garfield, the founder of the Institute for Scientific Information.

A journal's Impact Factor averages the number of recent citations to the journal by the number of articles it recently published.

The 2009 Impact Factor is calculated by taking the number of citations made in 2009 to articles published in the journal in 2007 and 2008, and dividing by the total number of that journal's 2007 and 2008 articles.

A = the number of times that articles published in 2006 and 2007 were cited by indexed journals during 2008.

B = the total number of "citable items" published by that journal in 2006 and 2007. ("Citable items" are usually articles, reviews, proceedings, or notes; not editorials or letters to the editor.)

2008 impact factor = *A*/*B*.

The impact factor is highly discipline-dependent

Therefore review articles can raise the impact factor of the journal and review journals will therefore often have the highest impact factors in their respective fields.

The Impact Factor of journal J in the calendar year X is the number of citations received by J in X to any item published in J in (X-1) or (X-2), divided by the number of source items published in J in (X-1) or (X-2).

'Source items' is the term used to refer to full papers: original research articles, reviews, full length proceedings papers, rapid or short communications, and so on. Non-source items, such as editorials, short meeting abstracts, and errata, are not counted in the denominator although any citations they might receive will be included in the numerator.

Impact factors vary among disciplines.

An example follows for the fictitious *Journal of Great Science*:

- ✓ In year X, the *Journal of Great Science* received 152 citations to items published in (X-1) and 183 citations to items published in (X-2). Total citations for Impact Factor calculation = 335
- ✓ 123 source items were published in the *Journal of Great Science* in (X-1), and 108 in (X-2). Total source items for Impact Factor calculation = 231
- ✓ Year X Impact Factor for the *Journal of Great Science* = 335/231 = 1.450.
- ✓ Many citations to non-citable document types increase the IF.

Benefits of Impact Factor :

Impact factor is a quasi-qualitative indicator, which provides a measurement of the prestige and international visibility of journals. Although the use of impact factor-based indicators for science policy purposes has increased over the last two decades, several limitations have been pointed out and should be borne in mind. The use of impact factor should be treated carefully when applied to the analysis of peripheral countries, whose national journals are hardly covered by ISI databases. Our experience in the use of impact factor based indicators for the analysis of the Spanish scientific production is shown. The usefulness of the impact factor measures in macro, meso and micro analyses is displayed. In addition, the main advantages, such as the great accessibility of impact factor and its ready-to-use nature are pointed out. Several

limitations such as the need to avoid inter-field comparisons or the convenience of using a fixed journal set for international comparisons are also stressed. It is worth noting that the use of impact factor in the research evaluation process has influenced strongly the publication strategy of scientists.

- **SCImago Journal Rank (SJR) :**

  The SJR is a free website based on the citation data tracked in Elsevier's Scopus database.
  works like the Google PageRank algorithm
  It accounts for both the number of citations received by a journal and the importance or prestige of the journals where such citations come from.

- **Eigenfactor Score**

  A journal's Eigenfactor Score counts the citations made to a journal over time
  Eigenfactor ranks the overall impact of a journal, and not the impact of articles within that journal.
  The **Article Influence score** is a value for the average influence of articles of a journal and is therefore comparable with the journal impact factor. It is calculated with the Eigenfactor score divided by the normalized part of the articles of a journal. The median AI score is 1. The **Eigenfactor score** is a value for the influence of a journal on the scientific community. It should be a measure for the time slice a user spends reading a journal. The total value of all Eigenfactor scores of the JCRjournals is 100.

- **Expert survey**

  A score reflecting the overall quality and/or contribution of a journal is based on the results of the survey of active field researchers, practitioners and students (i.e., actual journal contributors and/or readers), who rank each journal based on specific criteria

- **Publication power approach (PPA)**

  The ranking position of each journal is based on the actual publishing behavior of leading tenured academics over an extended time period. As such, the journal's ranking position reflects the frequency at which these scholars published their articles in this journal.

- **G-index**

  described by EGGHE

  g-index is the (unique) largest number such that the top g articles received (together) at least g^2 citations

  $$g^2 \leq \sum_{i \leq g} c_i$$

  as

  $$g \leq \frac{1}{g} \sum_{i \leq g} c_i$$

  g-index is not limited by the total number of documents

  square of the rank position is equal to the accumulated number of citations corresponds to the g-index.

  Eg.if rank position is = 4 & square of rank position = 16 & if total citation=16 then

  G index=4

Rank doc	*No. citations*	*h-index*	*Rank2*	*Sum citations*	*g-index*
1	*15*		*1*	*15*	
2	*10*		*4*	*25*	
3	*7*		*9*	*32*	
4	*4*	*X*	*16*	*36*	
5	*0*		*25*	*36*	
6	*0*		*36*	*36*	*X*
7	*0*		*49*	*36*	

- ***H- index***

  described by HIRSCH

  the h-index reflects both the number of publications and the number of citations per publication.

  h-index of 20 means there are 20 items that have 20 citations or more.

  An academic cannot have a high h-index without publishing a substantial number of papers. However, this is not enough. These papers need to be cited by other academics in order to count for the h-index.

It evaluates impact factor, total number of documents, total number of citations, citations per document rate and number of highly cited papers
journal quality or international performance – as a reference – are completely ignored in the calculation of the h-index

❖ **Factor Considered :**

- ✓ Journals in international repertories
- ✓ Journals included in CitEc, SCIMAGO (clasified by factor H and H≠cero), ESF and CORE A+ and A
- ✓ Journals included in IN-RECS and RESH
- ✓ National competitive fellowship
- ✓ International competitive fellowships
- ✓ Conferences
- ✓ Citation Index
- ✓ circulation count
- ✓ number of years in publication
- ✓ language/s of the journal
- ✓ frequency of publication
- ✓ number of articles published per year
- ✓ average length of time from submission to rejection
- ✓ expected time period from acceptance
- ✓ journal have a limit on the size of the manuscript
- ✓ free reprints or offprints to authors
- ✓ number of times an author's publications have been cited
- ✓ is the journal peer reviewed / refereed
- ✓ A journal's acceptance rate refers to the number of manuscripts accepted for publication relative to the number of manuscripts submitted within the last year
- ✓ Citations per document rate. This is the average number of citations per document for every author.
- ✓ Percentage of Highly Cited Papers (HCP>=15 citations)
- ✓ Relative Citation Rate (RCR) is, citations of documents as compared with their publication journal

(An RCR higher than 1 means that the article has been cited more often than the average document in its publication journal)

- ✓ Median Impact Factor
- ✓ Normalised Journal Position (NJP)

(calculated according to the position of the publication journal in the ranking of journals, in decreasing order of impact factor, within each disciplineweighted average NJP for all the publication journals of every author was calculated: NPJ = 1 (Position of the publication journal / Total number of journals in the category).

It ranges from 0 (low expected impact factor) to almost 1 (high expected impact factor).

- ✓ Downloads
- ✓ COMPOSITE PRICE INDEX
- ✓ RELATIVE PRICE INDEX
- ✓ Price Per Article

The price per article is simply the price of this journal for a year's subscription to an academic library (see below under "Calculation of Price" for details) divided by the average number of articles published per year.

- ✓ Price Per Citation
- ✓ Recent citation rate

For each journal in 2009. This is the number of times that volumes of a journal published in the years 2004-2009 were cited in 2009 by ISI-listed journals, divided by 5.

- ✓ Price per citation

The price per citation is the price of this journal for a year's subscription to an academic library (see below under "Calculation of Price" for details) divided by the recent citation rate.

- ✓ **Composite Price Index:**

The Composite Price Index (CPI) is the geometric mean of the Price Per Article and the Price Per Citation.

- ✓ **Relative Price Index**

The relative price index (RPI) for a journal is its CPI divided by the average CPI of non-profit journals in its subject category. Journals that have multiple subject listings are factored into the

average CPI for each field that they belong to. The RPI of such a journal is its CPI divided by the average of the average of CPIs for the subjects listed for it.

- ✓ **Cites per Cost**

The Cites per Cost ranking is the average yearly number of cites to the journal divided by the annual US$ cost to U.S. academic libraries. So e.g., a journal with 600 cites per annum and costing $60 would show '10' in the Cites per Cost column.
YearsPublished = Survey-Year - YearJournalBegan + 1 (if > 8 Then = 8)
Cites per Cost = (Total-Cites / (AnnualCost * YearsPublished)) (rounded to two decimal places)
Journals that are free are ignored for the purpose of this ranking

- ✓ **Currency-factor**

aims to compare journals on how rapidly their articles become cited. It examines a three-year interval looking at how many articles in Westlaw's JLR database, made available during those three years, cite items published by a journal and dated during those same three years. Taking the example of the 2002-2009 survey period; currency-factor is the number of articles added to Westlaw's JLR database in the three-year period of 2002-2004 that cite to volumes of a journal dated during those same three years, divided by the number of items published by the journal during those same years. It would have been desirable to create this index from the final three years of the survey period, but the data on which it's based, being automatically created from annual data collected to calculate impact-factor, is in a form requiring the use of the first three years of each survey period. For any journal that began publication after the beginning of the survey period the three years will be the first three years of the journal's existence.

- ✓ **Combined-Score Ranking**

The combined-score is a composite of each journal's impact-factor and total cites count.
The formula for obtaining the combined-score is the addition of the weighted and normalized scores for each of impact-factor (IF) and total cites (TC):
((IF x weight x 100)/highest-IF) + ((TC x (1-weight) x 100)/highest-TC)

The scores are then displayed in the combined-score column as a percentage of the largest score that exists in the retrieved set of journals. So the displayed version of the combined-score is calculated as:

(combined-score/highest-combined-score) x 100

Users may alter the default weight (0.33) by entering any decimal number between 0 and 1. If "0" is entered then the combined-score ranking will ignore impact-factor and produce a normalized ranking by total cites, and if "1" is entered then the combined-score ranking will ignore total cites and produce a normalized ranking by impact-factor.

- ✓ **Author Affiliation Index**

AAIj=∑iεmxi/ni∑iεm(xi+yi)/ni

whereAAIj measures the Author Affiliation Index for journal j; xi is the number of authors from a set of top US institutions (x) in article i; yi is the number of US academic authors in article i not from the top institution set (y); n is the total number of authors in

article i, and i is drawn from a set of m articles.

- ✓ **Journal Factor**

Journal Factor = log10 ((Sum of Article Factors) x (Normalization Factor) +1) x 10

An Article Factor is calculated by taking the highest article rating (10=exceptional, 8=must read, 6=recommended) to which an incremental value is added for each additional rating (3, 2, or 1, respectively). So if an article received one exceptional rating and two recommended ratings, its score would be 10+1+1=12. All of these article factors are then summed up for each journal.

The Normalization Factor is the proportion of articles in a journal that received at least one review. Like the calculation of the impact factor, it is designed to provide equal weighting to journals of different sizes. As some journals will have received zero ratings over the period of evaluation, they add 1 to all journals so that their logarithmic transformation (explained next) would not result in error.

The logarithmic transformation (log10) takes a distribution that extends over several orders of magnitude and

draws that long-tail in. (As an analogy, earthquake data is based on log10, meaning that a 9 degree quake is 10 times more powerful than a 8 degree quake and 1000 times more powerful than a 6 degree quake). All final scores are then multiplied by 10, as the company describes, "to make the FFj a readable number."

❖ **QR Code :**

QR code (abbreviated from Quick Response Code) is the trademark for a type of matrix barcode (or two-dimensional barcode) first designed for the automotive industry in Japan. A barcode is a machine-readable optical label that contains information about the item to which it is attached. A QR code uses four standardized encoding modes (numeric, alphanumeric, byte / binary, and kanji) to efficiently store data; extensions may also be used.

The QR Code system has become popular outside the automotive industry due to its fast readability and greater storage capacity compared to standard UPC barcodes. Applications include product tracking, item identification, time tracking, document management, general marketing, and much more.

A QR code consists of black modules (square dots) arranged in a square grid on a white background, which can be read by an imaging device (such as a camera) and processed using Reed–Solomon error correction until the image can be appropriately interpreted. The required data are then extracted from patterns present in both horizontal and vertical components of the image.

They are used to take a piece of information from a transitory media and put it in to your cell phone. You may soon see QR Codes in a magazine advert, on a billboard, a web page or even on someone's t-shirt.

Advantages

The main advantage of a QR code is its versatility. QR codes can be used for anything and everything. They are also beneficial for both customers and businesses. For example, a business saves money and advertising costs by distributing a QR code to their website or URL. A customer can scan this QR code and this allows them to store the information for future reference. What's also greater about QR codes is that they

bridge different forms of marketing streams together. For example ecommerce and mobile commerce are both used for QR codes. QR codes acts as the link and it also exposes customers to other forms of advertising the business or service of the QR code has done. This maximizes exposure and can potentially generate revenue.

Disadvantage

One disadvantage of QR codes and perhaps the biggest problem is the lack of familiarity of the QR code among people. Although QR codes are popping up everywhere from on plant specimen labels to library catalogues, there is a large demographic in society that still don't know what QR codes represent. These proses a problem as companies and business are using the QR code to advertise information that a potential customer might be interested in, but if the customer doesn't know how to find the information, then they might not buy the product or service and this can lose business thousands of dollars. One way to counteract this disadvantage is product knowledge. Not only should businesses be using QR codes for it's obvious benefits and advantages but they should also be directing customers on where and how to get the information. Another major disadvantage of a QR code is the codes dependability on a mobile device or smartphone. The whole concept of a QR code and its benefits are strictly based on its ability to be scanned by a mobile device. If a consumer does not have a mobile device or smartphone, then the QR code is not beneficial to them and they lose out.

How can you use a QR Codes

- Instant link to product details
- Add your contact info to the users phone
- Direct shoppers to specific offers
- Quickly register for an event
- Offer a coupon
- Link to your Facebook, Twitter or other social media account
- Link to video

CC Licenses :

Three "Layers" Of Licenses

Machine ReadableHumanReadableLegal Code

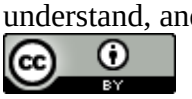
Our public copyright licenses incorporate a unique and innovative “three-layer” design. Each license begins as a traditional legal tool, in the kind of language and text formats that most lawyers know and love. We call this the Legal Code layer of each license.

But since most creators, educators, and scientists are not in fact lawyers, we also make the licenses available in a format that normal people can read — the Commons Deed (also known as the “human readable” version of the license). The Commons Deed is a handy reference for licensors and licensees, summarizing and expressing some of the most important terms and conditions. Think of the Commons Deed as a user-friendly interface to the Legal Code beneath, although the Deed itself is not a license, and its contents are not part of the Legal Code itself.

The final layer of the license design recognizes that software, from search engines to office productivity to music editing, plays an enormous role in the creation, copying, discovery, and distribution of works. In order to make it easy for the Web to know when a work is available under a Creative Commons license, we provide a “machine readable” version of the license — a summary of the key freedoms and obligations written into a format that software systems, search engines, and other kinds of technology can understand. We developed a standardized way to describe licenses that software can understand called CC Rights Expression Language (CC REL) to accomplish this.

Searching for open content is an important function enabled by our approach. You can use Google to search for Creative Commons content, look for pictures at Flickr, albums at Jamendo, and general media at spinxpress. The Wikimedia Commons, the multimedia repository of Wikipedia, is a core user of our licenses as well.

Taken together, these three layers of licenses ensure that the spectrum of rights isn’t just a legal concept. It’s something that the creators of works can understand, their users can understand, and even the Web itself can understand.



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"Share your creative wealth and accomplish great things". This is a quote from the video at the bottom of the page which explains Creative Commons in a great way. The internet has changed the way we produce and consume

information. We all find ideas everywhere now. We put our thoughts and text online in the hope of building an author platform, or selling our books/products or finding an audience. Other people may get ideas from our work, and Creative Commons enables a legal way for them to re-use or remix it. This has started in mainstream books now with the success of Pride and Prejudice and Zombies, a remix of Jane Austen. Is it fan-fic or a remix of a Public Domain book?

Collaboration and Creativity. Expanding the theme of fan-fic and remixes, licensing under Creative Commons gives people the ability to take your work and recreate it in different ways based on your ideas. This could spread your work much farther than you could do on your own and may lead to some extraordinary ideas you can take and reuse in your turn.

Drawbacks of Creative Commons licences?

Although Creative Commons licenses are very useful they can be misused, so content creators and content users need to be careful.

1. If you are a content user, can you guarantee that the content creator had the rights to publish that content under a Creative Commons license?

This may be the fatal flaw of the Creative Commons system; in order for it to work properly, everyone needs to be familiar with concepts like copyright law and public domain. For example, Person A may publish under a Creative Commons license a recording of her saxophone's quartet version of Beethoven's Moonlight Sonata. Person A may think that this composition is in the public domain, but the quartet was using an arrangement that is protected by copyright as it is a substantial adaptation of the original Beethoven work. Therefore, Person A did not actually have the right to issue the work under a Creative Commons license. Person B then comes across the song and uses it in a video that he uploads to YouTube, and he publishes that video in a Creative Commons license. Then twenty other people make use of that video via YouTube's video editor to create their own videos. The problem is that Person B and the twenty other people are now guilty of copyright infringement and could have their videos taken down. This kind of inadvertent copyright infringement is

popping up quite frequently on Google's YouTube discussion forum.

2. They last forever…kind of

For the creator: Once you license your work, or state that you are issuing your work under a Creative Commons license, the license is irrevocable. One day down the line, you might want to make your work 'less free'. For example, perhaps your photography hobby has now turned into a profession. You would not be able to cancel the Creative Commons licenses you applied to all of your old work.

For the user: Not all creators follow the above rule and people often change or cancel the licenses. For example, on Flickr, a photographer can upload photos with a Creative Commons license and then some time later change the copyright on the photos to 'All Rights Reserved'. If you really want to be safe, when you download anything listed under Creative Commons and plan to use it in your own work, it would be a good idea to get a screen capture of the webpage and write down the date downloaded, the site URL and the type of license the work was published under. Here's a case in which YouTubermeloST used the YouTube video editor to create his own videos from CC-licensed YouTube videos. Sometime later the uploader of one of the videos used removed the CC licensing and then had two of meloST's videos deleted, earning him two copyright strikes and putting his channel in jeopardy:productforums.google.com/forum/#!msg/youtube/HEMd4WQcTlk/Z4xEqVXDHvgJ

3. Are you sure that you are OK with all possible uses of your work?

Let's say, for example, you have strong views on a social issue like gay marriage. Would you mind if someone used your photo of two men as an illustration in a popular blog article espousing completely the opposite view and then having your name attached to it. Under the Creative Commons system, you can demand to have your name removed, but would you mind having your work used to support something you are strongly opposed to? The international Creative Commons licenses do include a moral rights clause stating that end users "must not distort, mutilate, modify or take other derogatory action in relation to the Work which would be prejudicial to the Original

Author's honor or reputation." However, it is difficult to see how this clause could be used by you, the photographer, in the given example, which simply involves opposing points of view. After all, what is considered immoral or reputation-damaging by one person, may not be considered so bad by the community in general. The blog writer may even consider his use of your photo to be doing you a favor in terms of your honor and reputation.

4. Is everyone involved in your work OK with all the possible uses?

And what about the two men in the photo? Perhaps it is just a photo of two of your friends taken during a trip to the beach. Suddenly, because of the blog's popularity, the photo starts appearing in Facebook feeds and before long, your two straight friends have become poster boys for homosexuality. Notwithstanding their own views on gay rights, would they be comfortable with their new role as symbols. A similar thing happened to a Texan teen, whose images, published by a friend on Flickr with a CC BY license, were used in a Virgin Mobile advertising campaign in Australia that presented her in an unflattering light (www.cbsnews.com/2100-205_162-3290986.html). Her family attempted to sue various parties, but was unsuccessful (the main stumbling block was that there was no clear jurisdiction).

5. Creative Commons licenses can easily be abused by scrapers

Scrapers are people who collect, often using automated software, content produced by others and then republish the content with the goal being to drive people to their own website and earn advertising dollars (this is called 'web scraping'). If all of your photos, videos or blog entries are published under Creative Commons licenses, there is nothing to stop a scraper from downloading and re-uploading ALL your work into what essentially becomes a mirror site. If you find out your Creative Commons licensed work is scraped, there is not much you can do about it, especially if your name is included somewhere on the page. If your work is NOT published under a Creative Commons license, however, you can act to have the copied content removed (www.blogher.com/how-get-stolen-content-removed-0)

6. The licences may be too specific, not specific enough or may clash

Here are some examples:

- Can images with a Non-Derivative license be used unaltered to make a video?
- What exactly does non-commercial mean? Are monetized YouTube videos commercial? What about a company-produced video that features one of its products but doesn't actually try to sell the product? Is that still commercial use?
- If you create a video that uses an *Attribution* (BY) *Share Alike* (SA) image that you found along with music that you received permission to use, should you slap a Share Alike license on your own video? If you don't, the use of the image infringes the rights of the photographer. If you do, you are infringing on the copyright held by the composer/musician.
- Can you upload a video you made that contains music issued under an CC-NC license to YouTube and publish it under YouTube's Creative Common's system (CC-BY)?
- If I take a photo of graffiti, can I then publish it under a licence allowing for commercial purposes?

Google Scholar

Google Scholar provides a simple way to broadly search for scholarly literature. From one place, you can search across many disciplines and sources: articles, theses, books, abstracts and court opinions, from academic publishers, professional societies, online repositories, universities and other web sites. Google Scholar helps you find relevant work across the world of scholarly research.

Google Scholar is a freely accessible web search engine that indexes the full text of scholarly literature across an array of publishing formats and disciplines. Released in beta in November 2004, the Google Scholar index includes most peer-reviewed online journals of Europe and America's largest

scholarly publishers, plus scholarly books and other non-peer reviewed journals. While Google does not publish the size of Google Scholar's database, third-party researchers estimated it to contain roughly 160 million documents as of May 2014.

Google Scholar is similar in function to the freely available CiteSeerX and getCITED. It also resembles the subscription-based tools, Elsevier's Scopus and Thomson ISI's Web of Science.

Google Scholar is a specialized search engine which looks much like Google web search, but searches only for scholarly articles and books. The search results list from a Google Scholar search will list citations for articles, and may provide links to free or fee-based full-text articles.

Features of Google Scholar

- Search all scholarly literature from one convenient place
- Explore related works, citations, authors, and publications
- Locate the complete document through your library or on the web
- Keep up with recent developments in any area of research
- Check who's citing your publications, create a public author profile

Drawbacks of Google Scholar?

- Google Scholar searches only a small amount of the articles available in SDSU's research databases.
- **Be aware**, Google Scholar searches both peer reviewed and non-peer reviewed information.
- Google Scholar returns results that require you to pay for full text of the articles.
    - However, if you search for the same topic or specific article through the library you often have full text access through the library, and if not, you are able to request the full text of the article through

Interlibrary Loan free of charge (more info on ILL here).

- There is no way to limit to only peer reviewed articles or only full text articles like there is in many of the more robust library research databases.

For these reasons, ***Google Scholar should be used to compliment not replace SDSU's research Databases!***

Benefits of Google Scholar?

- Google Scholar, like Google, uses natural language which is easier to search than the more complex searching rules required by library research databases.
- Google Scholar provides a wide range of interdisciplinary results.
- Google Scholar also provides links to articles that are "Cited By" and "Related Articles."
    - The "Cited By" feature allows you to look at articles that have cited the article you found. This helps your research process because it links to other articles that have commented on the original article you found, giving you a better understanding of how relevant and reliable that original article is to your research subject.

1. Google scholar is a reliable search tool to browse/access [some of] the academic literature. Is it the best free tool we have? Well, it's really the only general free tool for academic literature that we have, in an easy-to-use familiar interface.
2. Between regular (or Mother) Google and Google scholar, all websites, journal publishers crawled and made searchable – endusers can search about 100,000,000,000 items (yes, billion) discreet files, pages and journal articles. (On the academic side only, I'd guess thatGoogle scholar searches around 500 million items).
3. Google scholar is a handy tool to locate [some of] the open-access and grey literature. However, its American-bias is unfortunate, and its quality controls need improvement. (This is where librarians need to focus their efforts in teaching.)

4. Google scholar provides access to unique content not in other search tools. (Unfortunately, searchers are advised to try both Google & Google scholar because there is unique academic content in both.)
5. Google scholar is still free and openly-accessible. It is now a part of the academic librarian's toolbox (but requires contextualization for end-users to understand its limitations.)
is easy to search if you are familiar with the Google search engine
provides some basic and advanced search options, like a database
attempts to help you find the most useful scholarly resources by ranking articles in order of relevance
you can search a specific article title in Google Scholar to see how many times it has been cited
provides direct access to full text of articles if they are available for free online
can link to library catalogs (including the University of Illinois catalog), helping you find resources within your own library and beyond

When Should I use Google Scholar?

- You are new to the research process and would benefit from using more natural language to search.
- It is early in your research process, and you can benefit from the wide range of disciplines Google Scholar searches.
- You need background information on your topic and/or need help narrowing down your topic before diving into the library's databases.
- You need help brainstorming keywords and phrases to use when you search in the library's research databases.
- You want to check out what other articles have cited an article that you have found particularly helpful to your research project.

How Can I Get the most of Google Scholar?

The first thing you should do to be an effective Google Scholar searcher is set your preferences so that Google Scholar

works with SDSU's library to determine if and where SDSU has full text access to the articles you find. To do this you must do the following:

- Click on **Settings in the upper right hand corner**.
- Click on the 'Library Links' section on the left hand side of the settings screen.
- Type in San Diego State University in the Library Links option. Then select the box next to SDSU.
- Click **Save** in the upper or lower portion of the page.
- Start searching with links to your library's resources. When you find an article that looks helpful, click on **SDSU SFX** link on the right hand side of the search results. This will then search the library's resources for full text access and return a screen that shows you what databases have access to this article or if the library has a copy in print. If we don't own the article, there will be a link to Interlibrary Loan so that you can request that article free of charge. **If you are off campus, you will have to authenticate yourself using your Library pin and Red ID**.

You can search by author, publication, date, legal opinion, journal title, and more. Most of these advanced features must be used under the advanced search screen, found by clicking the Advance Scholar Search next to the Search button on the Google Scholar home screen. Here is a link to the Google Scholar Advanced Search Tips to help you build more complex searches.

I found a great article on Google Scholar but there is no full text, or it costs money, now what?

If the library has online access to this article, it will be returned here and you will go into a database to access the full text of that article. Sometimes, you are taken into the full text of the journal, but not to the specific article. If that is the case, you will need to use the citation information including the volume, issue and year to find the correct issue you need to get the article you want.

If the library has this article in print, it will tell you where in the library this item is located, and the call number for that journal. If the article is from 1986 & newer it will be located on the 1st Floor in the Current Periodicals and Microform Center (CPMC). If the article is from 1985 & older it will be on the 5th Floor of Love Library. There is a help desk in the CPMC if you have trouble locating your newer article. Also, be aware that some of the most recent items are kept behind the desk and must be checked out from the desk. Further, some of the articles are stored in microform or microfilm and must be used in conjunction with a reader. There are readers with printers for those types resources in CPMC and those working at the CPMC desk can assist you with finding the film and using the readers.

Why a Database May be a Better Choice than Google Scholar

Databases:

- ✓ provide the ability to focus search by subject area
- ✓ allow users to sort results according to date and relevance
- ✓ allow users to sort results by type of material (academic journal, magazine, newspaper, etc.)
- ✓ contain the ability to limit searches by a variety of criteria
- ✓ will never charge you for the full text of an article if the University of Illinois has a subscription to that database
- ✓ As a student, you have access to countless databases that cover a wide variety of disciplines, areas that may not be represented as well by Google Scholar.

Google Scholar:

Does not contain an easy way to sort articles in your results list may charge you to view the full text of an article you've found

does not clearly specify what type of material (academic journal, magazine, newspaper etc.) is in the results list provides full text of some electronic articles but is not as helpful in tracking down print articles.

Google Scholar Citations

Google Scholar Citations provide a simple way for authors to keep track of citations to their articles. You can check who is citing your publications, graph citations over time, and compute several citation metrics. You can also make your profile public, so that it may appear in Google Scholar results when people search for your name, e.g., richardfeynman.

Best of all, it's quick to set up and simple to maintain - even if you have written hundreds of articles, and even if your name is shared by several different scholars. You can add groups of related articles, not just one article at a time; and your citation metrics are computed and updated automatically as Google Scholar finds new citations to your work on the web. You can choose to have your list of articles updated automatically or review the updates yourself, or to manually update your articles at any time.