

How to Cite

Mishra, Sanjaya & Das, Anup Kumar (2015). *The Publishing Process*. In: Mishra, S. (ed.), *Sharing Your Work in Open Access [Open Access for Researchers, 5]*. Paris: UNESCO, pp. 5-14. ISBN 9789231000836.

UNIT 1 THE PUBLISHING PROCESS

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1.0 INTRODUCTION

In an academic research environment, scholarly communications become central part of the deliberations. Many a times, it your research work and publications that provides you identity in your discipline. Research communications are carried out using certain forms of research literature. Most important ones are peer-reviewed scholarly journals, conference proceedings, research monographs, dissertations and research reports. These types of research literature are popularly known as primary sources or primary literature as they provide first-hand testimony or direct evidence concerning a topic under investigation.

While in Module 1, you have learned about the scholarly communication process, in this unit we will discuss the steps in publishing a research paper. It may be noted that there are variations in practice, but we will discuss a more generic approach in this unit.

1.1 LEARNING OUTCOMES

At the end of this Unit, you are expected to be able to:

- Explain the publication process involved in dissemination of scholarly works;
- Clarify ethical issue related to authorship;
- Select and identify suitable channel for publication of research work;
- Use appropriate social media to share information about the publications and its finding.

1.2 RESEARCH FOR PUBLICATION

In the context of research publications, it is the nature and type of your research that will decide where your publication will be published. Your research work is central to your publications. Also, one particular research may produce several research outputs and therefore, several publications. The nature of these publications can be different depending on the nature of the journal and the audiences that you as the author would like to reach. You may like to share a work in progress in a conference to get comments on the peers, or you may like to publish a review article on related research on the topic of your study. It is also important that as research is carried out in collaboration with others, publications will follow the normal academic practices of sharing authorship with others. However, the type of publication, collaboration, where to publish the work, etc. will be decided by the research work itself. Therefore, we assume that you are working in an area of sufficient interest and potential for publication. Generally, to get published, you should follow a systematic approach. Of course, publication or not is related to the perceived quality of the work.

From the perspective of the publication process, there are five stages:

- Planning Stage
- Preparing Stage
- Pre-Publication Stage
- Publication Stage
- Post Publication Stage

1.2.1 Planning Stage

A research publication is a planned activity. While certainly aspects of research may be attributed to serendipity, publication is not a chance activity. Either you publish or you do not publish. In today's world of publish or perish, it is not possible for any researcher to do research and not publish. Thus, it is important for you to plan your publications that you expect to arise out of your research work. The power balance in the research environment may not always favour a systematic approach to plan for publications, but having clarity about issues related to authorship, type of publication and where you want to publish would certainly help in improving the quality of your work.

- **Authorship:** It is not uncommon to see that authorship is determined by laboratory or departmental politics, where people with power and status decide who receive credits. However, in the interest of the research and ethical practice, it is important to decide the issue of authorship from the beginning, collaboratively. As authorship provides peer recognition and establishes credibility, it is important for any young researcher. However, many a times, it is decided by experience and seniority as to who will be named first in the publication. While different professional associations have guidelines for authorship, we recommend that authorship issues are

decided early in the research work. As a general principle, one who prepared the first draft of the paper is given the first author, and should be the contact. Only those who have contributed to the manuscript significantly need to be given authorship credits. From the authorship issues, many conflicts in professional publications arise due to guest¹ authorship, gift² authorship, and ghost³ authorship. The international Committee of the Medical Journal Editors (ICMJE) recommends that authorship be decided on the basis of the following four criteria⁴:

- 1) Substantial contributions to the conception or design of the work; or the acquisition, analysis, or interpretation of data for the work; AND
- 2) Drafting the work or revising it critically for important intellectual content; AND
- 3) Final approval of the version to be published; AND
- 4) 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.

Thus, an author is one who demonstrates scholarship through conception, design, execution, and/or analysis and interpretation of data; writes/prepares the draft version, and/or critically revises the manuscript; and finally approves the intellectual content to be published. In a team work, role clarity from the beginning is useful. While different members may do different aspect of the work, each member takes responsibility for the whole of the work. However, who remains the primary contact is a matter of concern, and the general accepted ethical practice is that it should be the one who contributes the most to the work, in terms of scholarly contribution and preparation of the first draft.

- **Type of Publication:** Are you planning a review paper or a conference paper or a journal article? You and your group need to decide the type of the publication. If you are working on a big project, there may be possibility of many publications, including chapter contribution to books. Peer reviewed conference papers are used largely for sharing work in progress and receive comments from peers, while a review paper is largely to document the already published work and help educate others to understand the area of study quickly. Journal article provides relatively stable findings of your work. If your work covers several components that are separate but impact each other, you may like to view each of these for separate publications. Decision to write a paper or not is something that

¹ Guest authors are those, who do not meet the accepted authorship criteria, but are credited due to their seniority and positions.

² Gift authorship refers to listing of those authors, who do not meet the accepted authorship criteria, but are listed in lieu of favour or payments

³ It is a situation, where the author meets the accepted authorship criteria, but is not listed amongst the authors, either by mistake or by design.

⁴ <http://www.icmje.org/recommendations/browse/roles-and-responsibilities/defining-the-role-of-authors-and-contributors.html>

you as a research will make. However, its publication is a matter of its acceptability by peers.

- **Choice of the Channel:** The Channel here is the journal where your work will be most visible. However, every journal has its own scope (in terms of content), style, and periodicity that affect publication. It is said that writing should be integral part of the research, and you should not start writing after research. Thus, deciding on the journal, where you will submit your work for publication would help you prepare your manuscript following the format and standard of the particular journal. Where should you submit your paper for publication? The answer could be – (i) where it is easy to get published, or (ii) where the paper will have most visibility, or (iii) where it will be published early, or (iv) where it will fetch more prestige for the author/s, etc. You or research supervisor may also have a list of journals where you should publish. Thus, the reason for deciding on a particular journal could be many. However, it is importantly demystify some of the concerns related to publishing by your researchers. For the most peer-reviewed journals, the acceptance rate of manuscripts submitted is a matter of concern, as well as pride. Acceptance rate of peer reviewed journals range below 10% to about 70%. So, you may like to see the website of specific journals to understand where you have a better possibility of publication. The journal website will also help you to understand the focus of the journal and whether you should consider the same as an option. You may like to check the Journal Impact Factor or the Journal Ranking⁵ to decide the reputation of the journal and submit paper. Whatever, way you decide, it is important that you do not see publication as a short-cut method. It takes time to get published in peer reviewed journals. Normally, it takes about 6-12 weeks to complete the review process, and then actual publication depends on the periodicity and the carrying capacity⁶ of the journal to get your article published. Remember that publication is a serious work, and should not be considered as a quick print option.

During the planning stage, you should have at least some idea about the above important issues. Clarity about the journal is important for the next stage of preparation of the manuscript.

1.2.2 Preparing Stage

Preparing manuscript for publication is the most important stage in the life of a publication. While this is directly related to the nature of the research work, it is also about the rigour of your writing. We do not offer specific guidance on preparing manuscripts here. But indicate two issues for your consideration:

- **Preparing the Manuscript:** Once you decide where you would submit your work, it is important that you prepare your manuscript accordingly to the journal. Normally, a research paper should have clear title, a short

⁵ <http://www.scimagojr.com/journalrank.php>

⁶ Different journals have different policy on the page length and number of articles to be covered in a issue, and this is referred to as carrying capacity of a journal.

abstract, introduction or statement of the problem explaining why, the research design, findings and discussion, conclusion, references, and appendices, if any. Even if you are an experienced writer, it is always a good practice to review the author guidelines given on the website of the journal. Particular attention should be given to the submission style, reference pattern, etc.

- **Local review before submission:** It is always a good idea to get local opinion on the style, as well as content of the paper from other colleagues before you submit the same to the Editor of a journal. Many a times, small errors, which are overlooked by our team, are identified at this stage and help in improving the quality of your manuscript. This also improves cooperation and possible collaboration in future.

1.2.3 Pre-Publication Stage

Once you submit the paper for publication to the journal, the pre-publication stage activity starts. Depending on the journals policy, this will take about 6 to 12 weeks or more. Important activities within this stage include:

- Acknowledgement of the submission
- Peer review and publication decision
- Revision, if any, and page layout preparation
- Copyright Transfer Agreement, if a non-Open Access journal

We will focus here on two of the activities to give you an overview of the publication process during this stage.

- **Peer Review:** Upon receipt of your manuscript, the Editor quickly makes an assessment of the worth of it to go for peer review. The editor decides who would be the suitable reviewer for the submission. Normally, the editor will have three situations – (i) accept, as is, (ii) accept, with modification; and (iii) reject. The peer review process is the backbone of scientific research and publications. It is voluntary work performed by scholars in all disciplines to help generation and dissemination of knowledge that are worthy, developed using a systematic and reliable approach. It controls standard in a discipline and help weed out works that are antithetical to the dominant paradigm. The peer review system makes the journals a reliable and faithful account of scientific progress. Normally a journal is either single blind review⁷ or double blind review⁸. However, the peer review process is also being questioned as time-consuming and non-transparent in a democratic and online world. Due to the advent of online systems more open ways to reviews are being adopted by journals

⁷ A system where the name of the reviewer is hidden from the author. Reviewer's anonymity reduces the possibility of influencing the decision of the reviewers. However, identification of the author may result in consequential delay in sending reports due to possible conflict of interest in similar areas.

⁸ A system where the name of reviewer and authors, both are hidden. This is the most dominant practice today.

regularly. From your perspective, it is important to wait for the comments of the reviewer and either defend your work or modify your manuscript suitably based on the comments received. While dealing with reviewer comments, give point-by-point response, provide well-reasoned arguments, give attention to details, including data, use careful language, and respect the comments of the reviewer and his/her time. If you receive a rejection notification, never get disheartened. There is room for improvement, and also there are other journals where you can submit your work. Normally, editors will also guide you what to do and where else to look for publishing your work.

- **Copyright Transfer:** Normally, this is the last stage of the publication process, where you are given the page proof of the article to review and read for final corrections, if any, and you are also asked to sign the copyright transfer agreement to enable the publisher to print the same and distribute. Now that you have studied and understood about the importance of Open Access to scientific and scholarly work, it is important for you to read the agreement carefully to know what you can and can't do with your work, once it is published. Most publishers provide this information on their website and PDF of the Copyright Transfer Agreement is also available online. Do check the respective website. However, if you are not satisfied with this, you may like to send a signed Author Addendum⁹ to the publisher. This author addendum asserts your right to reuse your work in future and distribute the work through different means, including through websites and repositories.

1.2.4 Publication Stage

After several rounds of review, assessment, checking and proof reading, your work gets published in a particular issue of the journal. If the journal is also published online, some of the publishers do release an early online version of the paper/work, before the publication of the print version. This version of the paper is normally called the final or the recorded version of the work, which get noticed and cited by others.

1.2.5 Post-Publication Stage

In good old days once a research paper/article gets published, it used to be covered in indexing and abstracting sources, from where other researchers normally searched and accessed specific and particular publications. Today, in the world of digital technologies, and Internet, the scenario has changed, and the post publication stage is most important for the researcher to make an impact. Many researchers feel that they have done the work; it is for others to find the work and see how useful it could be to them. As research gets competitive and research grants scarce, it is important for every researcher to promote his/her work and share the finding with the stakeholders. If you are working in cutting edge technology, bio-medical and industrial areas, post

⁹ SPARC author Addendum is at http://www.sparc.arl.org/sites/default/files/Access-Reuse_Addendum.pdf

publication stage becomes important. We suggest you to be pro-actively undertake the following steps to promote your work:

- Brief your university Public Relation Department to write a press release about your work
- Use social Media to promote your work.

We would emphasize here your use of social media, and provide you some tips on what you should be doing in the post publication stage of your research.

1.3 USING SOCIAL MEDIA

Every discipline has its own network and/or professional bodies. So, it is obvious that you should target your professional network to share your work. Nevertheless, you should also share your work through generic research sharing social networks and other social networking websites. The San Francisco Declaration on Research Assessment (DORA), signed in 2012 by the scientific and researchers communities across the world, has given preference to the article level metrics (ALM) or altmetrics over traditional journal impact factor (JIF)-based assessment of career scientists. The concept of altmetrics explores the potentialities of social media and academic social networks, which helps in increasing global visibility, accessibility and readability of publications shared by the contributing authors. The researchers in the twenty first century are very keen to maintain online researchers' profiles in academic social networking websites. They are also interested in transnational networking through online discussion forums, and peer-to-peer collaborative platforms. While a plenty of general purpose social networking sites are globally available, some online social networks are meant for academics and researchers. Academic social networking websites facilitate creation of online groups for discussion based on particular research interests. Table 1 provides an indicative list of social networking websites that facilitate networking of academics and researchers. All these social networking websites facilitate researchers in building their public profiles – listing their research publications, research projects, research positions or training. While ResearchGate.net, Academia.edu, Linkedin.com and few others facilitate user-to-user interactions and e-collaborations through e-groups; getCITED.org, SSRN.com and few others don't have such web 2.0 features. Further details of some of these academic social networks are available in the following sub-sections.

Table 1: Personalized Public Profile of Researchers in Academic Social Networking Sites

Website	Functionalities
Acadmica.edu	Academic social networking; Public profile listing research publications, research projects, research positions and training; Self-archiving published un-published and forthcoming publications.
CiteULike.org	Online reference manager; Public sharing of publications within a researchers' group.
Getcited.org	Academic social networking; Self-archiving published un-published and forthcoming publications.
Google Scholar Citations	Citations tracking; Online reference manager.
ImpactStory.org	Citations tracking; Public profile listing research publications and research presentations Article level metrics of your publications.
Linkedin.com	Professional social networking; Public profile listing research publications, research projects, research positions and training.
Mendeley.com	Online reference manager; Public sharing of publications within a researchers' group.
ORCID.org	Authors' registry with unique identifiers; Public profile listing research publications.
ResearcherID.com	Authors' registry with unique identifiers; Public profile listing research publications.
ResearchGate.net	Academic social networking; Public profile listing research publications, research projects, research positions and training; Self-archiving published un-published and forthcoming publications.
Researchblogging.org	Site providing blog space for research work; All discipline covered
SkillsPages.com	Professional social networking; Finding skilled people.
SlideShare.net	Public sharing of presentation slides, visual documents and publications.
Zotero.org	Online reference manager; Public sharing of publications within a researchers' group.
SSRN.com	Self-archiving published un-published and forthcoming publications; Public profile listing research publications within a special group of social science researchers.

Apart from considering joining any of the above platforms, for sharing your work and building your research profile, we suggest you to consider the following:

- **YouTube¹⁰**: Research today is not all about text alone. It is also about sharing your work and allowing others know how you did your work. Once your work is accepted and published, consider sharing a short video of your work. Ideally, you should plan about using video to promote your work, and for this you can use any simple digital camera to record some of your work in process/progress. Catching your work in action gives a sense of the difficulty/challenges in carrying out the work or demonstrates the methodology to the audience. YouTube has become a great place to share your work with others.
- **Facebook¹¹**: You may like to use the world's most used social networking site for sharing your video and information about your published work. While this helps to reach more people, if your work is already in open access, sharing the link there will help them to read your work.
- **Twitter¹²**: This is a micro-blogging site that allows you to update your status in 140 characters. It is one of the most popular ways to remain networked and share opinions about some aspect of our life, including scientific and scholarly achievements. You can share information about publication of your work, and also in a series of status post, you can share the finding. If you want to have discussion and all comments from other users to be gathered at one place, you may like to create a Hashtag (#).
- **Blogging**: There are many blogging sites that enable you to create your free blogs. You may also like to create a paid blog site for your research or your research team to share your work. Blogging is used in many ways by scholars and scientists. Research Blogging¹³ is space where users not only share abstracts their work, but also share news appeared in other sites. You can use blogging as an option to continuously write about your work, and thereby connect with the people who are working in the similar areas.

You will also note that use of social networking is becoming an important tool in measuring the impact of your work in recent times. For example a typical Almetric score include mention in news, twitter, blogs, google+, Facebook, etc.

1.4 LET US SUM UP

In this unit, you have learned about availability of different channels of scholarly communications – particularly which are communicating primary research literature. We discussed the different stages of research publication, and highlighted the issues at different stages for you to take note. We emphasized that the scholarly communication process is changing, and the use of social media for sharing your work and also for disseminating the impact of

¹⁰ <https://www.youtube.com/>

¹¹ <https://www.facebook.com/>

¹² <https://twitter.com/>

¹³ <http://researchblogging.org/>

the work to the stakeholders is rising. While we discussed the ethical issues related to authorship, and choice of publication channel in the pre-publication stage, we emphasized use of video sharing site, social networking site and blogging as main tools to share your work. Besides, we have also indicated a list of social networking site for researchers.

ONLINE VIDEOS FOR SELF-LEARNING

There are a number of video tutorials available on topics discussed in this Unit. Some of the tutorials were developed by the reputed institutions, libraries and scientists. Now, you learn more about how you can become an active researcher contributing primary research literature and how you would be involved in communicating research as an author to your fellow scientists.

- *Communicating Science Video*¹⁴
- *Defining Scholarly Communication Video*¹⁵
- *Do's and Don'ts in Research Communications Video*¹⁶
- *Good Practice In Communicating Research Video*¹⁷
- *International Standards for Editors and Authors Video*¹⁸
- *Legal issues in corrections, retractions and expressions of concern, by Mark Seeley, COPE Video*¹⁹
- *Understanding Scholarly Journal Articles Video*²⁰

¹⁴ <http://www.webofstories.com/play/eugene.garfield/72>

¹⁵ <http://www.youtube.com/watch?v=8aybpzHLZuo>

¹⁶ <http://www.youtube.com/watch?v=cXO2zN9OL3g>

¹⁷ <http://www.youtube.com/watch?v=Ck3wa8Pu7L0>

¹⁸ <http://www.youtube.com/watch?v=aMnKK4p2LR4>

¹⁹ <http://www.youtube.com/watch?v=PZc-zZrcTbM>

²⁰ <http://www.youtube.com/watch?v=oKUnsz1a01A>

GLOSSARY OF TERMS

Academic Journal	It is a peer-reviewed periodical in which scholarship relating to a particular academic discipline is published. Academic journals serve as forums for the introduction and presentation for scrutiny of new research, and the critique of existing research.
Author Addendum	A legal instrument that modifies the publisher's agreement and allows you to keep key rights to your articles.
Author Rights	A bundle of rights which are part of copyright law, such as right to share, use, reuse, modify, perform and remix.
Copyright	The exclusive and assignable legal right, given to the originator or creator or author for a fixed number of years, to print, publish, perform, film, or record literary, artistic, or musical material.
Copyright Transfer Agreement	An agreement between authors and publishers, where authors transfer some exclusive rights to publishers.
Eprints	Jointly, post-prints and preprints are called eprints.
Indexing & Abstracting Service	It is a service that provides shortening or summarizing of documents and assigning of descriptors for referencing documents.
Licence to Publish	An exclusive right authors grant to publishers.
License	A permission or authorization that ensures licensors gets the credit for their work.
Post-Print	A digital draft of a journal article after it has been peer reviewed.
Preprint	A draft version of a scientific paper that has not yet been published in a peer-reviewed scientific journal.
Primary Sources	They provide first-hand testimony or direct evidence concerning a topic under investigation. They are created by witnesses or recorders who experienced the events or conditions being documented.
Publisher's Version	The official version in PDF with unaltered page layout and pagination.
Scholarly Journal	It is a peer-reviewed periodical in which scholarship relating to a particular academic discipline is published. Scholarly journals serve as forums for the introduction and presentation for scrutiny of new research, and the critique of existing research.
Self-Archiving	An act of depositing a free copy of a digital document on the World Wide Web in order to provide open access to it.

LIST OF ABBREVIATIONS

APC	Article Processing Charge
COPE	Committee on Publication Ethics
CTA	Copyright Transfer Agreement
HTML	HyperText Markup Language
ISSN	International Standard Serial Number
JISC	Joint Information Systems Committee
LTP	Licence to Publish
OA	Open Access
OAI-PMH	Open Archives Initiative Protocol for Metadata Harvesting
OASPA	Open Access Scholarly Publishers Association
OCLC	Online Computer Library Center, Inc.
OpenDOAR	Directory of Open Access Repositories
PDF	Portable Document Format
PLOS	Public Library of Science
RLUK	Research Libraries in the UK and Ireland
ROAD	Directory of Open Access Scholarly Resources
ROAR	Registry of Open Access Repositories
RoMEO	Rights Metadata for Open Archiving
SPARC	Scholarly Publishing and Academic Resources Coalition
WIPO	World Intellectual Property Organization
XML	Extensible Markup Language

FURTHER READINGS

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