



# Publishing

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## ...so now you:

- Have some great material from your research
- Have begun to map out an article
- Settled on a 'voice' suitable for an academic audience
  
- What next?

# Review classical articles

- What makes it beguiling to read?
- What makes it a lasting citation?
- What is the kernel of the idea that is 'publishable'?

# Your central idea

- What kind of article are you writing?
- What are the most difficult articles to write?
- What are the easiest to get published?
  
- Review of a field
- Case study of new work
- Meta-analysis of case studies
- New data set
- Theoretical critique
- Viewpoint
- Treatise
- Guidelines or procedures
- Workshop report

# 10 Fallacies

- Rejection means it isn't worth publishing
  - Publication in a decent journal means it is a good article
  - Publication makes you a better person (or expert)
  - Innovation comes from the academic research community
  - Assertion is the same as evidence
  - A good framework/conceptual diagramme substitutes for insight and analysis
  - I must be lead author or no one will take notice
  - Writing is a gift, easy for some
  - Native English speakers are good writers
  - A journal article is worth a thousand blogs
- 
- BTW, I just made these up, what are your top fallacies?
  - One from Carmen: Your supervisor will help you

# Choosing a journal

from the perspective of climate adaptation

- **Orientation**
  - Academic
  - Practice
- **Access**
  - on-line vs print
- **Focus**
  - Climate or climate adaptation
  - Disciplinary vs generalist
- **Impact rating**

# A partial list of journals

- **Best for climate adaptation:**
  - Climatic change
  - Global Environmental Change (8.5)
  - Mitigation and adaptation strategies for global change
  - Disasters
- **Highest street cred:**
  - Nature
  - Science
  - Proceedings of the National Academy of Sciences
  - Philosophical Transactions of the Royal Society
- **Good for climate, but...**
  - Climate and Development
  - Climate Policy
  - Climatic Research
  - Geophysical letters

# ...continued

- **General environment/development, high impact:**
  - Development and Change
  - Risk Analysis
  - Environmental Science and Policy
  - Ecology and Society
  - World Development
  - Environment and Planning A (7.9)
  - Ecological Economics
  - Geoforum
  - Journal of Environmental Policy and Planning
  - Regional Studies (8.1)
- **Don't forget sectoral/trade journals:**
  - International Journal of Water
  - Annals of the AAG
  - Natural Hazards
  - Cities
  - Habitat International
  - Rural Sociology
- **Reaching a popular audience:**
  - Environment
  - Ambio
  - IDS Bulletin
- **What about blogs?**
- **Social networking sites?**
- **eBooks and online sales?**



# Your publishing strategy

- What is your niche? In what landscape?
  - Who do you write with? Why?
  - How do you get your material known?
  - What networks are available, relevant, responsive?
- 
- Write down your vision for the next five years, and every year
  - Make it specific, share it with others

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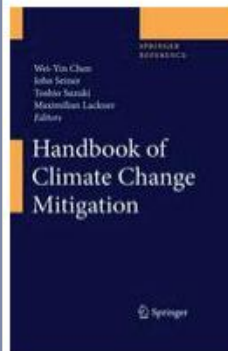
The Economist

The euro crisis, continued  
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## How to live with climate change



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