

Publication strategies

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Outline: why not follow SE best practices?

- Goals and stakeholders
 - Who set the goals?
 - What are the goals to achieve?
- Requirements
 - Operationalization of goals in a desirable process
- Implementation
 - Your job

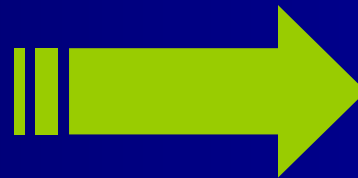
Stakeholders and goals

- The global scientific community



Compete within university and with peers

- Your department



Promote the best people

- You



Establish your reputation in the community

Be promoted
Rate you
promotion

How to evaluate people based on publications?

- (Of course, publications are not the only criterion to be considered)
 - Quality vs. quantity metrics
 - Easier to evaluate quantity than quality!
 - But quantity is self-referential, it does not lead to the ultimate goals
 - Quality evaluated by
 - In-depth scrutiny
 - Reviewers, interested peers
 - Assigning a default quality weight based on the publication venue
- Publication strategy is important here

The role of publication venues

- Your work must be good
- ... but it gets the attention it deserves if the publication venue has a good reputation

Domain knowledge (1)

- Each area has its top archival journals and other less prestigious , perhaps more specific, journals and magazines
- Each area has its top conferences and more focused symposia/workshops
- Conferences, symposia, workshops are venues where you can meet your peers and where you become part of the community

Domain knowledge (2)

- Conferences/symposia/workshops require shorter papers than conferences
- They accept "less complete", "less mature" results
- They have shorter (and predictable) turnaround time

Requirements for a strategy

- Clearly understand scopes of different publication venues
- Aim at covering both journals and conferences/symposia/workshops
- Follow an incremental publication strategy for your work
 - early notification of your work
 - early feedback
 - start with workshop papers, as a way for you enter the field
 - significant intermediate results appear in the major conferences of the field
 - complete research, from conception to evaluation, appears in journal papers

Constraints

- Never republish the same material
 - Make sure that each time you have a significant amount of material to add
 - typically a journal requires 20-30% new material that wasn't in the originating conference paper(s)
 - later comments on "ethical issues"
- Avoid the LP U ("least publishable unit") syndrome

Implementation

Build your publication portfolio

My suggested (selected) targets

- ACM/IEEE top journals



TOSEM JACM
TSE TOPLAS

- Other SE journals



IEE Proc. CSw.

- Top flagship conferences



JSS, ASE, SP&E
ICSE, TCS, SCP, SPLP,
ESEC/FSE, POPL,
JSM, REJ, ESE

- Specialized symposia



ISSTA
IEEE Sw
RE

- Workshops



IEEE Computer
Often attached
to conferences

Personal recommendations (1)

- Find your way through the publication jungle
- Favor established venues with high reputation and strong records over "easier" targets
- Aim at top journals but get there in a stepwise manner via conferences

Personal recommendations (2)

- Don't be frustrated by rejections
 - good ideas and good work are a necessary but not sufficient precondition for an acceptable paper
- Don't be obsessed by publication
 - be confident in what you are doing
 - the purpose of publication IS NOT species selection
- **Strictly adhere to the ethical code**

Ethical code (1)

- The ends don't justify the means
 - NO double submissions
 - Corollary
 - Do not submit to a journal until the conference paper that subsumes the journal paper is presented
 - Ask for permission if you wish to submit prior to presentation
 - NEVER report data/facts that are unsubstantiated
 - NEVER report as yours work done by others

Ethical code (2)

- You do not live in isolation
 - There is no justification for ignoring previous work and history of the field
 - Give proper credits to previous and contextual work
 - but then when you are a referee, don't reject a paper simply because it did not refer to one of your minor papers...

Ethical code (3)

- Take reviews seriously
 - Peer reviews are fundamental to improve scientific work
- Help the community as a reviewer
 - You may say no, but more often you should say yes