



Publication Strategies

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Outline

- Publish...why?
- Publish...what, how?
- Publish...where?
- Publish...process?



Answer your questions anytime

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Publish...Why?

- **To communicate new findings**
 - publication = ultimate result of scientific research
- **To let the community know about your work**
 - recognition
 - contacts, fruitful collaborations
- **To get useful feedback from peers**
 - external, independent, frank (anonymous)
- **To embellish your CV (+ CV of colleagues)**

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Publish...Why?

Remember

Research is never finished until it is published!

- **To let the community know about your work**
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Publish...What?

Write your papers for **readers** (in particular, the reviewers)

- as **communication** between you and the readers
- considering their **backgrounds**
- with the **evaluation criteria** in mind



ICSE 2001 PC members



Publish...What (cont'd)?

Evaluation criteria for research papers

- Original contribution
- Significant
 - problem
 - solution in SE context
- Sound results
- High-quality presentation

Title
 Abstract
 Introduction
 Body
 Evaluation
 Discussion
 Related work
 Conclusion



Publish...What (cont'd)?

Evaluation criteria for research papers

- Original contribution

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Publish...What (cont'd)?

Evaluation criteria for research papers

- Original contribution
 - **specify objectives, contribution clearly**
 - compare with related work carefully

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Publish...What (cont'd)?

Evaluation criteria for research papers

- Original contribution
 - specify objectives, contribution clearly
 - compare with related work carefully

Reviewers often say:

“the paper omits important related work”

“the authors describe the related work, but don't compare their work to it”

DISCUSSION
 Related work
 Conclusion



Publish...What (cont'd)?

Evaluation criteria for research papers

- Significant

Title
 Abstract
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Publish...What (cont'd)?

Evaluation criteria for research papers

- Significant
 - discuss why this problem is significant
 - discuss why your solution is significant (e.g., what its usefulness, why/how it scales up)
 - avoid least publishable unit (LPU) papers

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Publish...What (cont'd)?

Evaluation criteria for research papers

- Soundness

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Publish...What (cont'd)?

Evaluation criteria for research papers

- Soundness
 - make paper technically readable, verifiable...
 - present algorithms clearly so readers can determine correctness
 - explain algorithm in text
 - provide examples to help understanding

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Publish...What (cont'd)?

Evaluation criteria for research papers

- Soundness (expr-based)
 - describe experimental method carefully...can be assessed and replayed
 - provide separate discussions of data and its interpretation

Title
Abstract
Introduction
Body Method
Evaluation Results
Discussion
Related work
Conclusion



Publish...What (cont'd)?

Evaluation criteria for research papers

- Soundness (expr-based)
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Publish...What (cont'd)?

Evaluation criteria for research papers

- High-quality presentation
 - high cohesion: one paper, one result
 - self-contained—add anything needed to understand results
 - say what you're going to say before saying it
 - avoid mere description of work done

Title
Abstract
Introduction
Body
Evaluation
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Related work
Conclusion



Publish...What (cont'd)?

Evaluation criteria for research papers

- High-quality presentation
 - high cohesion: one paper, one result
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Publish...What (cont'd)?

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Publish...What (cont'd)?

Evaluation criteria for research papers

- High-quality presentation

- high cohesion: one paper, one result
- self-contained—add anything needed to understand results
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Publish...What (cont'd)?

Fruitful bedtime reading

- Lyn Dupré, *Bugs in Writing*. Addison-Wesley, 1998
- R.A. Day, *How to Write and Publish a Scientific Paper*. Cambridge University Press, 1989
- S. Schwartz, *Towards Better Scientific Writing*. 1982.
- D. Solow, *How to read and do proofs*, Wiley, 1990.
- AvL, Tech Writing, Course Notes, UCL



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Publish...What (cont'd)?

Remember

Your research isn't finished until it's published!
Write your papers with evaluation criteria in mind!

Scientific Paper. Cambridge University Press, 1989



- S. Schwartz, *Towards Better Scientific Writing*. 1982.
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- AvL, Tech Writing, Course Notes, UCL

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Publish...What (cont'd)?

- Each author should have **contributed** in some way
- **Order of authors**
 - normally reflects contribution weight
 - in producing results
 - in writing paper
 - discuss and make explicit early
- Each author must be **aware** of being an author
- Authors should be **invariant** throughout the review process
- In case of doubt/problem, **discuss** with authors/colleagues





Publish...Where (cont'd)?

Journals

- more (long-term) impact
- more highly rated by promotion committees
- (much) deeper reviews
- more space
- wider target audience (usually)
- fast-track special issues

Proceedings

- faster process
- direct contacts and discussions at conferences
- community awareness of research
- one chance for acceptance

Note: Expanded version of conference paper can be submitted to journal (with details of differences in cover letter to editors)

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Publish...Where (cont'd)?

My suggested targets for publications

- ACM/IEEE top journals
- TOSEM, TSE, JACM, TOPLAS
- Other SE journals
- ICSE, FSE, ESEC, OOPSLA, POPL
- Top flagship SE conferences
- ISSTA, RE, CAV,...
- Specialized symposia
- Workshop (often attached to conferences)

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Publish...Where (cont'd)?

My suggestions to avoid

- poor-quality journals/conferences (e.g., needing papers, lack serious reviewing process)
- low-impact journals/proceedings (check impact factor)
- papers outside your community (example)

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Publish...Where (cont'd)?

Remember

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Write your papers with evaluation criteria in mind!

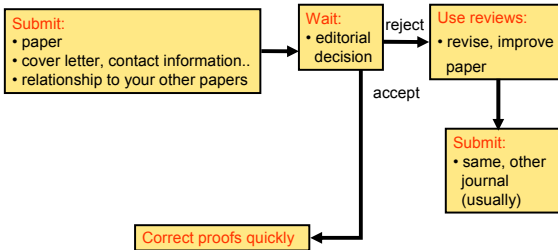
Publish in high-quality conferences and journals!

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Publish...Process?

For a journal submission...

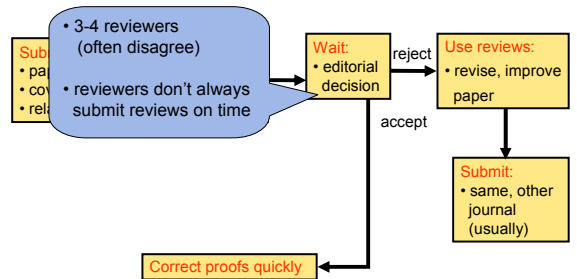


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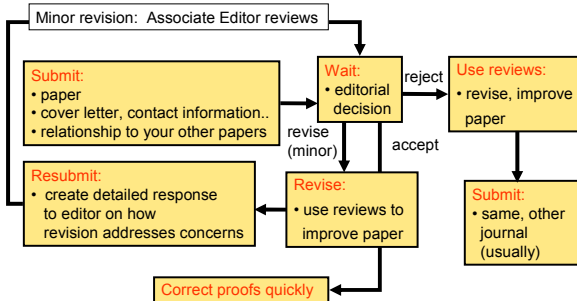


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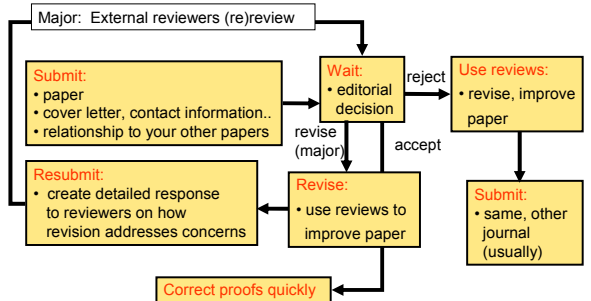


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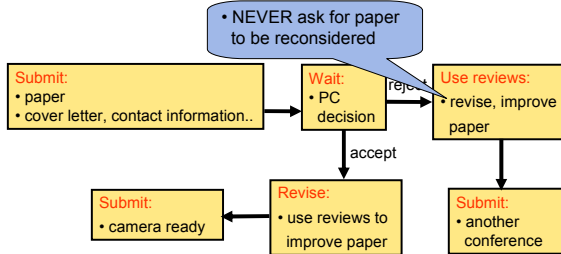


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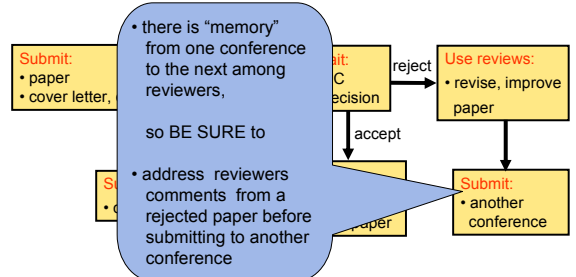


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Publish...Process?

For a conference submission...



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Publish...Process?

Remember

Research is never finished until it is published!
 Write your papers with evaluation criteria in mind!
 Publish in high-quality conferences and journals!
Respond to reviewers comments and concerns

rejected paper before submitting to another conference

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Final Thoughts

- Research is never finished until it is published!
- Write your papers with evaluation criteria in mind!
- Publish in high-quality conferences and journals!
- Respond to reviewers comments and concerns!
- **Review when asked and be a good reviewer!**

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Questions?