Publication Strategies
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Outline
- Publish...why?
- Publish...what, how?
- Publish...where?
- Publish...process?

Answer your questions anytime

Remember
Research is never finished until it is published!

- 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)

Publish...Why?

Publish...Why?

New Software Engineering Faculty Symposium—ICSE 2006
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

New Software Engineering Faculty Symposium—ICSE 2008

Publish...What (cont’d)?

Evaluation criteria for research papers

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

Tie Abstract
Introduction
Body
Evaluation
Discussion
Related work
Conclusion

New Software Engineering Faculty Symposium—ICSE 2008

Publish...What (cont’d)?

Evaluation criteria for research papers

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

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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"

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

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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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New Software Engineering Faculty Symposium—ICSE 2008
### 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

### Evaluation criteria for research papers

- **Soundness**
  - Describe experimental method carefully...can be assessed and replayed
  - Provide separate discussions of data and its interpretation

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### Publish...What (cont’d)?

**Evaluation criteria for research papers**

<table>
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New Software Engineering Faculty Symposium—ICSE 2008
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
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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

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Publish…What (cont’d)?

Evaluation criteria for research papers

- High-quality presentation
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Remember
Your research isn’t finished until it’s published!
Write your papers with evaluation criteria in mind!

- AvL, Tech Writing, Course Notes, UCL

Fruitful bedtime reading

- Lyn Dupré, Bugs in Writing. Addison-Wesley, 1998
- AvL, Tech Writing, Course Notes, UCL

- 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
- 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**
Research is never finished until it is published!
Write your papers with evaluation criteria in mind!
Publish in high-quality conferences and journals!
Publish...Process?

For a journal submission...

Submit:
- paper
- cover letter, contact information.
- relationship to your other papers

Correct proofs quickly

New Software Engineering Faculty Symposium—ICSE 2008

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New Software Engineering Faculty Symposium—ICSE 2008
Publish...Process?
For a conference submission...

- NEVER ask for paper to be reconsidered

Submit:
- paper
- cover letter, contact information

Wait:
- PC decision

Use reviews:
- revise, improve paper

Submit:
- another conference

Revise:
- use reviews to improve paper

Submit: 
- camera ready

Publish...Process?
For a conference submission...

- there is "memory" from one conference to the next among reviewers. so BE SURE to
- address reviewers comments from a rejected paper before submitting to another conference

Submit:
- paper
- cover letter

Use reviews:
- revise, improve paper

Reject: 
- paper

Submit:
- another conference

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!

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!
Acknowledgements

Thanks to
– Carlo Ghezzi, Politecnico de Milano
– Axel van Lamsweerde, University of Louvain
for sharing their presentations

Questions?