How Faculty (Academics) Write for Publication

Examining the academic lifecycle of faculty research using interview and survey data

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Previous Narrative about Academic Publication

- **Have an idea**
  - Write first
  - Submit to top tier journal/press
  - Wait for months for a response

- **Get rejected**
  - Revise based on feedback (if any)
  - Send to second tier journal/press
  - Wait again

- **Get a yes**
  - Complete edits
  - Move on to new project

- Get rejected

- Get a yes
What is the current lifecycle of academic research?
Four Bodies of Research

- Superstar academics
- Large survey of academics across stages
- Field research
- Early career researchers

Approach to publication
FINDING 1:

Academics Think Rhetorically
I think very much in terms of specific journals, the readerships of those journals, book series, the readerships of those book series, and think, “Okay, I want to talk about these issues to these people. What is the genre medium that will most effectively reach out to that readership?”

-Jonathan Alexander, Professor of English and Informatics at University of California, Irvine
FINDING 2:

After Top 2-3 Journals, Rank Matters Less
FINDING 3:

Academics View Librarians as Scholarly Research “Partners” vs. Support
Tag: Early Release Articles

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EARLY RELEASE ARTICLES: KOREAN STUDIES (JANUARY 2018)

Posted on January 16, 2018 by bentone

University of Hawai‘i Press and Korean Studies present the following early release articles through a partnership with Project MUSE.

EARLY RELEASE ARTICLE
The Problem of Sovereign Succession in Confucian Ritual Discourse: Constitutional Thought of Reconciliation between Fact and Value by Moowon Cho

EARLY RELEASE BOOK REVIEW
Curative Violence: Rehabilitating Disability, Gender, and Sexuality in Modern Korea by Eunjin Kim (Duke University Press, 2017) reviewed by Sonja M. Kim

All Korean Studies early release articles may be viewed online here.

Please note: Early release manuscripts have been through our rigorous peer-review process, accepted for publication, and copyedited. These articles will be published in a forthcoming issue of the journal. These articles have not yet been through the full production process and therefore may contain errors. These articles will be removed from the early release page once they are published as part of an issue.

The next complete volume of Korean Studies will appear in 2018. Sign up for new issue email alerts from Project MUSE here.
FINDING 4:

Academics Increasingly Work with Publishers to Promote Content
Univ. Press of CO and Utah State University Press Retweeted

Rachael Levay @RachaelLevay - 15 Mar 2018
Happy authors here at @NCTE_CCCCI (And a super happy publisher)! @UPColorado #4C18 @JMRiffenburgh and Christine Tulley
Great crowd for Christine Tulley's presentation @MTSU's Peck Speaker Series: "The Secret (and Productive!) Habits of Writing Faculty Writing," based on her new @UPColorado book, How Writing Faculty Write.
Dr. Rachel Lute @rachelult - 22 Jul 2018
Can't wait to start "How Writing Faculty Write" by Christine E. Tulley. #EnRHist #writingfaculty #howwritingfacultywrite #teachereshowwrite #antiprocrastination #numbwriting

How Writing Faculty Write

Strongholds for Passage: Analysis and Productivity

Univ. Press of CO and Utah State University Press @UPCo... - 14 Nov 2018
@ArtSciBODU's interview with Dr. Christine Tulley about How Writing Faculty Write! #writing #writingsprof #writingfaculty #SexInUP
"I do think, by the way, that some of that procrastination thing more like incubation. When I begin a project about it, and it takes me awhile to sort through and to think about how I want to begin and what my desk and so on, and that's not a particularly long time in my time to think through projects before and during."

Dr. Raechel Lutz @raechellutz - 22 Aug 2018
Notes of wisdom from #howwritingfacultywrite by Christine E. Turley = "procrastination = incubation"
New Rhetoric! An interview with Dr. Christine Tulley of @ufindlay. We discuss How Writing Faculty Write, her new book from @UPColorado, & her writing advice for jr. faculty & grad students! Just in time for last-minute trips to #watscon18: rhetoric.libsyn.com/writing-our-di ...

Writing Our Discipline, Writing Ourselves: An Interview with Christine Tulley

This episode features Dr. Christine Tulley of UFindlay. Dr. Tulley was a invited speaker at the 2013 Pikes Peak Research on Writing Symposium, an annual event hosted by UFindlay. She is currently an assistant professor of rhetoric and writing, and she continues her work on her book, Writing Faculty Write: Rhetoric in the Disciplines.

In addition to serving as Writing Faculty Write, Dr. Christine Tulley is the founder of Rhetoric and Writing, and Professor at UFindlay in the University of Findlay. For more information about her writing and research, visit her website or contact her directly.

Replying to @RhetCast @ufindlay @UPColorado
Great interview. It was really helpful for this dissertation writer!
Implications for Researchers, Libraries, Publishers
Academics submit manuscripts as writers to journals but also as readers of the same journals – and care about specific conversations as readers.
“I also want to push what we know collectively as readers... I don’t really publish in any journal that I don’t also consider myself a reader of, so I consider myself part of the readership of that journal. Knowing what I know about that readership, how can I try to advance a particular conversation or at least contribute to it?” – Jonathan Alexander
Newer journals/open access publications can attract readers and submissions, particularly through early release.
Issue 27: Asian/American Rhetorical Trans/formations

ARTICLES

Beyond Representation: Spatial, Temporal and Embodied Trans/Formations of Asian/Asian American Rhetoric
Terese Guinsatnao Monberg, Michigan State University
Morris Young, University of Wisconsin, Madison

In the Present and Importantly Present: Enacting a Temporal Turn for Asian American Rhetoric
LuMing Mao, University of Utah

NEW CONTENT

Scrap Writing in the Digital Age: The Inventive Potential of Texts on the Loose
Danielle Knupf, Wake Forest University
College Composition and Communication Online

The debut, special issue of CCC Online is available NOW!

“The Turn to Performance”

guest editor: Jenn Fishman

photo by Mark Otinsky
Academics need instruction in how to promote and publish content...which librarians and publishers can provide.
Promoting Your Scholarship in a Digital Age

Join us to learn more about Digital Commons, a forthcoming platform designed to manage, promote and share your scholarship online. This workshop will cover how to digitally showcase your research activity including articles, hosted journals and research data as well as metrics to assess the impact of your work.

The presenters are Director of Assessment and Scholarly Communications Elizabeth Brown, Faculty Engagement Librarian Anne Larivée and Electronic Resources Librarian Stephanie Hess.
Promote Your Article

Do you want to promote your article, drive downloads and increase citations? These helpful tips will steer you in the right direction.

Using Social Media

Increasingly, a variety of different online platforms are being used as places to discover, and engage with, research. With 360,000 tweets being produced every minute and over two billion people on Facebook consuming 800 years of video every day, online social platforms are an incredibly powerful tool to get your research seen and heard.

For ideas on how you can use social media tools to help promote your article, please read our guide on Using Social Media to Enhance Discoverability.
Developing Narrative about Academic Publication

Where are my conversational homes? What ideas work best in these areas?

Citing early release of research
Promotion of research
Responding to feedback from publishers and readers
Developing a media profile
Submitting a manuscript
References


