Oxford University Press и поддержка деятельности российских университетов: фокус на образовании и исследованиях

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APRIL 2016
St Petersburg
Agenda

• University of Oxford - scholarships
• About OUP
• Resources supporting teaching and research
• EPIGEUM
• How to get published
The oldest university in the English speaking world.

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Oxford University Press (OUP)  
Our mission

Oxford University Press is a department of the University of Oxford. It furthers the University’s objective of excellence in research, scholarship, and education by publishing worldwide.
A Very Short Introduction

- Origins date back to 1478
- Largest university press
- 25th largest publisher in the world
- 6,000 employees worldwide
- Over 5,000 titles per year, and 300 journals
Current needs of Belarusian universities?
How products and services from OUP can help to achieve it?
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The Humanities Collection

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Resources For...

- Authors
- Librarians
- Agents
- Societies
- Advertisers
- Personal Access
- Access Options
Oxford Handbooks Online
Explore the content

<table>
<thead>
<tr>
<th>SUBJECTS</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Archaeology</td>
<td>History</td>
<td>Political Science</td>
</tr>
<tr>
<td></td>
<td>Business and Management</td>
<td>Law</td>
<td>Psychology</td>
</tr>
<tr>
<td></td>
<td>Classical Studies</td>
<td>Linguistics</td>
<td>Religion</td>
</tr>
<tr>
<td></td>
<td>Criminology and Criminal Justice</td>
<td>Literature</td>
<td>COMING SOON</td>
</tr>
<tr>
<td></td>
<td>Economics and Finance</td>
<td>Music</td>
<td>Natural Hazard Science</td>
</tr>
</tbody>
</table>

14 subject areas
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A Focus On: The Controversy of Juvenile Bipolar Disorder

Juvenile bipolar disorder has a long history. Since the eighteenth century this disorder was viewed as a real analogue of adult bipolar disorder (under a number of names, over the decades). Up until the 1990s juvenile bipolar disorder was viewed as a rare phenomenon but then papers published in the Massachusetts General Group during the 1990s began to change that perception. These researchers viewed


Ebola Virus:
In response to the outbreak of the Ebola virus in West Africa, Oxford University Press has made 50 articles from leading journals and online resources freely accessible to assist researchers, medical professionals, policy makers, and others working on the containment, treatment, and prevention of Ebola hemorrhagic fever. Included in this collection is our previous homepage article, A Focus On: Ebola, written by internationally renowned expert Dr Alexander van Tulleken.

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Oxford Bibliographies: What is it?

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- Helps researchers save time and increase productivity
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FEATURED ARTICLE

Chronicling the Evolution of Combined Treatments, 1998-2015

BY PETER E. NATHAN, PH.D.

Three editions of A Guide to Treatments That Work have been published (Nathan & Gorman, 1998, 2002, 2007); the fourth will appear in Spring 2015. Each volume rigorously reviewed recent research on outcomes of psychosocial and pharmacological treatments for 18 highly prevalent psychopathologic disorders. The intent was to share the evidence-base for claims of treatment effectiveness for some of the most common psychological and psychiatric syndromes. In many instances, the chapters were written by those who had been involved in the efficacy research cited, ensuring familiarity with both the syndrome(s) and the treatments.

Read the full article
Which Areas Are Covered?
A Selection

- Addictive and Substance Use Disorders
- Anxiety Disorders
- Attention Deficit Hyperactivity Disorders (ADHD)
- Eating Disorders
- Obsessive Compulsive Disorder (OCD)
- Sleep Disorders
- Trauma
Who Is Oxford Clinical Psychology Aimed at?

- Lecturers and Professors
- Researchers
- Students
- Therapists
“Treatments That Work”

- Trusted Series among Behavioural Therapists
- Evidence-based
- 85 Titles
- Titles for both Clients and Therapists: *Workbooks* und *Therapist’s Guides*
- Editor: Dr. David Barlow
- Checklists and Worksheets can easily be edited offline (but need to be saved first)
How to get published with international journals?
Before you start...........

You must have a clear topic or topics to be reviewed, what is your research question?
Ideas where to start

• As well as ‘traditional’ research…
• Are you working on a Doctoral or Master’s thesis?
• Have you completed a project which concluded successfully?
• Are you wrestling with a problem with no clear solution?
• Do you have an opinion or observation on a subject?
• Have you given a presentation or conference paper?
• If so, you have the basis for a publishable paper
Editors are looking for “something new and preferably surprising” according to Dr. Peter Smith, a Cambridge philosopher and former editor of Analysis, the philosophical journal.
Be Careful:

There are 1,000,000’s of published studies. You need to **MASTER** your topic: be aware of works completed by others, updates or/and be ready to answer questions or summarize it.
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"We are drowning in information, while starving for wisdom. The world henceforth will be run by synthesizers, people able to put together the right information at the right time, think critically about it, and make important choices wisely.”
Our Focus

**PHASE I. Identification of PhD subject**

- Searching for attractive PhD subject
- Initial screening
- Selecting viable PhD subject
- Initial literature review and data availability
- YES
- Detailed PhD concept
- PhD feasibility test
Initial literature review: The 5 X 5 principle

- Identify 5 top peer refereed academic journals focusing on your specific subject
- Identify 5 top internationally recognized books or collective works on your specific subject
- Identify 5 top academic research centres specializing in your subject
- Identify 5 most renowned professors in your narrow field („gurus‟)
- Identify 5 top regular international academic conferences covering your subject
Think of a literature review as a jigsaw puzzle
References

Chapter: References
Author(s): Cheryl Iverson
DOI: 10.1093/jama/9780195176339.003.0003

3.1 Reference Style and the Uniform Requirements
3.2 Reference List
3.3 References Given in Text
3.4 Minimum Acceptable Data for References
3.5 Numbering
3.6 Citation
3.7 Authors
3.8 Prefixes and Particles
3.9 Titles
  3.9.1 English-Language Titles
  3.9.2 Non–English-Language Titles
  3.9.3 Names of Organisms
  3.9.4 Non-English Words and Phrases
3.10 Subtitles
3.11 References to Print Journals
  3.11.1 Complete Data
  3.11.2 Names of Journals
  3.11.3 Page Numbers and Dates
  3.11.4 Discontinuous Pagination
  3.11.5 Journals Without Volume or Issue Numbers
  3.11.6 Parts of an Issue
3.12 References to Print Books

3.12.1 Complete Data
3.12.2 Reference to an Entire Book
3.12.3 References to Monographs
3.12.4 Reference to a Chapter in a Book
3.12.5 Editors and Translators
3.12.6 Volume Number
3.12.7 Edition Number
3.12.8 Place of Publication
3.12.9 Publishers
3.12.10 Year of Publication
3.12.11 Page Numbers or Chapter Number

3.13 Special Print Materials

3.13.1 Newspapers
3.13.2 Government or Agency Bulletins
3.13.3 Serial Publications
3.13.4 Theses and Dissertations
3.13.5 Special Collections
3.13.6 Package Inserts
3.13.7 Patents
3.13.8 Unpublished Material
3.13.9 Personal Communications
3.13.10 Secondary Citations and Quotations (Including Press Releases)
3.13.11 Classical References

3.14 Other Media

3.14.1 Audiotapes, Videotapes, DVDs (Digital Video Disks)

Subject(s) in AMA Manual of Style
3 References

Related Quizzes
References
References serve 3 primary purposes—documentation, acknowledgment, and directing or linking the reader to additional resources. Authors may cite a reference to support their own arguments or lay the foundation for their theses (documentation); as a credit to the work of other authors (acknowledgment); or to direct the reader to more detail or additional resources (directing or linking).

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Much has been written about problems with bibliographic inaccuracies¹ (e.g., an author’s name is misspelled; the journal name is incorrect; the year of publication or the volume, issue, or page numbers are incorrect). Such errors make it difficult to retrieve the documents cited. An even more serious problem is inappropriate citation (e.g., a speculative commentary is cited in a way that implies proved causality; an article’s results are generalized beyond what the data support). Not only is accuracy critical for the integrity of the individual document, but because authors may sometimes rely on secondary rather than primary sources, an inaccurate citation in a document’s reference list may be replicated in subsequent articles whose authors do not consult the primary source. Authors should always consult the primary source and should never cite a reference that they themselves have not read.² ³ ⁴ (See also 3.11.9, Abstracts and Other Material Taken From Another Source, and 3.13.10, Secondary Citations and Quotations [Including Press Releases].)
Which journal to go for?
Criteria You Might Look At:

- Rankings (example Thomson Reuters Impact factors; the Association of Business Schools ABS etc.)
- Number of downloads (utility)
- Dissemination of journal (where it is read)
- Links to societies/associations
- Relevance of content and publishing ethos
- International
Questions to Ask Yourself When Choosing:

- What are your most important factors when choosing a journal?
- Which resources do you use to research the journals you publish in?
- Which rankings do you use? How important are they?
- Who do you ask for advice?
- What is the best journal in your field? Why?
Putting A and B together to build up your work
Surviving peer review

Not always straight forward process
Research is all about peer review

1. You need to avoid a desk reject
2. You may need to revise and resubmit
3. You will almost certainly need to alter your paper

Most scientists regarded the new streamlined peer-review process as ‘quite an improvement.’
The Process

- Submission is an important step on the road to being published
- Reviewers are selected for their expertise by the Editors
- They do sometimes make mistakes and their opinions may not be valid
- But generally they raise genuine concerns about the work – conceptualization, execution and/or interpretation of the work
The Process

• Their comments are aimed at maintaining the quality of papers publish in the journal, the overall journal reputation and ultimately at improving your work to attain a high standard of academic writing.
Process Conclusion:

- Identify a few possible target journals but be realistic
- Follow the Author Guidelines: scope, type of paper, word length, references style, etc.
- Find where to send your paper (editor, regional editor, subject area editor) …
- … and how to send it (email, hard copy, online submission)
- Send an outline or abstract to editor: is it suitable? how can it be made so?
- Read at least one issue of the journal
Author Resource Centre

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- Production Values
- Frequently Asked Questions

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Gonadotrophin-releasing hormone agonists for fertility preservation: unravelling the enigma?
Hasky, N., Uri-Beilopolsky, S., Goldberg, K., Miller, I., Grossman, H., Stemmer, S. M., Ben-Aharon, I., Shalgi, R.

Caffeine and caffeinated beverage consumption and risk of spontaneous abortion

Low-dose human menopausal gonadotrophin versus clomiphene citrate in subfertile couples treated with intrauterine insemination: a randomized controlled trial
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What makes a good paper?
HINT: Editors and reviewers look for …

• Originality – what’s new about subject, treatment or results?
• Relevance to and extension of existing knowledge
• Research methodology – are conclusions valid and objective?
• Clarity, structure and quality of writing – does it communicate well?
• Sound, logical progression of argument
• So what?’ factors!
• Recency and relevance of references
• Adherence to the editorial scope and objectives of the journal
• A good title, keywords and a well written abstract
Co-authorship?

- With supervisor, different departments or institutions
- Exploits individual strengths
- Especially useful for cross-disciplinary research
- Demonstrates the authority and rigour of the research
- Increases potential pool of citations

But remember

- Ensure paper is edited so that it reads as one voice
- Identify the person responsible for closing the project
- Agree and clarify order of appearance of authors
Peer Review:

- Peer Review is important to assess your work before submitting it.
- Have fellow colleagues, tutors, scholars look at your work and give you feedback to avoid desk rejection. You do not want to be refused by appearing uninformed concerning your submission.
- Always expect that you would have to amend, alter and revise your paper to submit a more accurate version.
Plagiarism and referencing

- Plagiarism (from the Latin *plagium* meaning ‘a kidnapping’) is the act of taking someone else’s work and pretending it is yours. It is considered fraud!
- It isn’t always detected in peer review but electronic tools can help
Revising

• A request for revision is good news!
  – You’ve avoided a desk reject and you are in the publishing cycle
  – Nearly every published paper is revised at least once
  – So now, close the deal!
• Acknowledge the editor and set a revision deadline
• Clarify if in doubt – ‘This is what I understand your comments to mean…’
• Meet the revision deadline
• Attach a covering letter showing how you met the reviewers’ requests (or if not, why not)
Dealing with the comments:

• Answer as completely as possible
• Answer politely, be tactful and not with emotive language
• Answer with evidence
• If you feel the reviewer has misunderstood then address the point with a good argument explaining why the reviewer is mistaken
  • It may be the reviewers are conflicted on a point
  • It is ok to use one reviewer to argue against another
6.1 Editorial Assessment

6.1.1 Editorial Decisions
6.1.2 Assessment Criteria
6.1.3 Peer Review
6.1.4 Selection of Reviewers
6.1.5 Statistical Review
6.1.6 Concealing of Author and Reviewer Identities
6.1.7 Revision
6.1.8 Appealing a Rejection
6.1.9 Postpublication Review

6.2 Editorial Processing

6.2.1 Manuscript Editing
6.2.2 Composition, Page Makeup, and Web Content
6.2.3 Proofreading
6.2.4 Advertising
6.2.5 Issue Makeup and Review
6.2.6 Reprints
6.2.7 Corrections
6.2.8 Index

The principal goals of editing biomedical publications are to select, improve, and disseminate information that will advance the art and science of the discipline covered by the publication. For example, biomedical publications are a major source of information for the improvement of medical care. In addition to initial transmission to readers at the time of publication, information from journal articles is often carried by the public media. Published articles influence educators and opinion leaders, who transmit the information to many persons who do not read the original publications. Medical journal articles can also be subsequently accessed by clinicians and researchers seeking information about particular topics. Such searches are facilitated by online search engines (see 25.0, Resources) and provide the information essential to practicing evidence-based medicine, in which patient-care decisions are informed by acquiring and assessing the relevant medical literature. These myriad uses of biomedical literature indicate the importance of the procedures to improve quality involved in editorial assessment and processing.
In case of rejection:
DON'T GIVE UP!
If your article is rejected

• **Ask why**, and listen carefully! Most editors will give detailed comments about a rejected paper. Take a deep breath, and listen to what is being said.

• **Try again!**
Try to improve the paper, and re-submit elsewhere. Do your homework and target your paper as closely as possible.

• **Don’t give up!**
At least 50% of papers don’t get published. Everybody has been rejected at least once.

• **Keep trying!**
How to sell your work

- Use a **short descriptive** title containing main keyword – don’t mislead
- Write a clear and descriptive abstract containing the main keywords and following any instructions as to content and length
- Provide **relevant and known** keywords – not obscure new jargon
- Make your references **complete and correct** – vital for reference linking and citation indices
- All of this will make your paper more discoverable which means more dissemination and possibly more citation
Abstract

In this age of electronic data dissemination and retrieval, in which abstracts are typically indexed and freely available, a well-written abstract has become increasingly important in directing readers to articles of potential clinical and research interest. The abstract of a research report summarizes the main points of an article: (1) the study objective or background, (2) the study design and methods, (3) primary results, and (4) principal conclusions. For scientific studies and systematic reviews, narrative expressions, such as "X is described," "Y is discussed," "Z is also reviewed," do not add meaning and should be avoided. Results should be presented in quantitative fashion, but authors and editors should be scrupulous in verifying the accuracy of all data and numbers reported and ensuring consistency with the results published in the full article.
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History
Where did Epigeum originate?

• Originally a spin-out from Imperial College London…
Facts
Epigeum in numbers

- Founded in 2005
- 78 courses
- Used by 260 universities
- In 27 countries
- And 36% of the top 100 global universities
- Including 95% of the UK Russell Group universities
Our courses are used by universities worldwide
Research Skills & the Vitae Researcher Development Framework
COURSE PROGRAMMES

Research
- Research Skills Master Programme
- Research Integrity
- Professional Skills for Research Leaders
- Good Clinical Practice
- Statistical Methods for Research
- Supervising Doctoral Studies

Teaching
- Teaching Online
- University & College Teaching
- Learning Technologies Online
- Teaching and Assessment for Medical Educators
- Teaching and Assessment for Nursing and Allied Health Educators

Studying
- Avoiding Plagiarism
- English for Academic Studies
- Academic Success: Skills for Learning, Skills for Life

Leadership & Management
- University Leadership & Management

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Research
- Enhancing Research Impact

Teaching
- Blended Learning

Studying
- Skills & Attributes for Career Success: Developing an Enterprising Mindset
- Research & Writing Skills for Dissertations and Projects: An Introduction
Getting published in the sciences

Overview

Publication date: Oct 2013
Core activities: 2 hours
Additional activities: 11 hours

This course aims to encourage researchers in the sciences to publish and guide them through the processes involved in publishing an academic article, including identifying when and where to publish, how to write and prepare a paper for submission and the peer review process. The course may also be helpful for researchers in the social sciences using experimental research methods.

Syllabus

✓ Module 1: The publishing landscape
✓ Module 2: Getting ready to publish
✓ Module 3: Submitting your paper
✓ Module 4: The editorial process
✓ Module 5: Tips from the top

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Reviewer, first edition: Professor Peter Barnos
Professor of Thoracic Medicine and Head of Airway Disease at the National Heart and Lung Institute, Imperial College London
Краткая история издания

Первое издание редакционного руководства для научных журналов AMA появилось в октябре 1962; в нём было 68 страниц и предназначалось оно, в первую очередь, для штатных сотрудников, и лишь во вторую для авторов. Издание росло медленно, но уверенно: от 90 страниц во втором издании, вышедшем в свет в 1963, до 154 страниц в шестом, изданном в 1976.

Восьмое издание дало начало сегодняшней «традиции» — комитету из 10 профессиональных редакторов из JAMA и Archives Journals, ответственных за контент и получение внешних рецензий (peer review) по всем разделам.

В 10 издании, выпущенном Oxford University Press в 2007, руководство продолжило наращивать объём, который составляет сейчас 1032 страниц.
AMA Manual of Style

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Linking from course packs and reading lists

To add a chapter to an online course pack or reading list, COPY and PASTE the DOI to the end of the standard URL prefix. Eg. 10.1093/jama/9780195176339.001.0001

1. Students who click on this URL will be taken straight to this section

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Any Questions…

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