

**THE
ONLINE
AUTHOR'S
SURVIVAL
GUIDE**

By **Vanessa Lafaye & Kivmars Bowling**
Compass Journals, Wiley-Blackwell

Introduction

Publishing your work online creates new challenges for you as an author, but also opportunities that were never possible in print.

What are the issues you should be aware of when **preparing** your article?

What can you include that you couldn't in a **traditional print publication**?

How do people **find articles online**, and use them once they're found?

What **tips and tricks** are there to promote your article online?

What can the publisher and author do, to ensure that your work **rises above** the sea of **noise** on the internet?

The world wide web can be a scary place, especially for those new to the ever-changing technologies, but this *Online Author's Survival Guide* will arm you with some key principles and ideas to help you harness the genuinely new possibilities of publishing online. It will also dispel the widely held myths about the medium.

Preparing Your Article

There are three main areas of difference to consider when preparing an article for an online audience as opposed to print:

1. How people will find your article...
2. How people will use it once they find it...
3. The new range of supplementary material that can be included...

Make your article easy to find!

It is vital that you construct the title and abstract of your article to make it search engine-friendly. This is because most readers will search Google or an abstracting service for a specific topic. They are far less likely to browse the journal itself—one of the key differences in writing for an online audience. To help make your article stand out, we have prepared detailed guidelines which you can find [here](#). If you follow them closely, it will optimise your article and improve your search engine ranking.

Size does matter

One of the most widely held myths about online publishing is that size does not matter. The size does matter, very much, and to your readers. Most people will read part of the first page of your article online, and then print out the rest if it interests them. You have only one page to grab their attention, which is another reason to construct your abstract and title very carefully. Concise articles are easier to handle in this context than very long ones—your readers do not want to print out a mini-monograph. Your Editor may have specified the word limit for your article, and we ask that you keep within +/- 1000 words (not including bibliography or tables). There is more flexibility with article length online, but we do still have page budgets and extra pages cost both the publisher and the reader. If your article is submitted vastly over-length, your editor may suggest splitting it into two articles or refocusing the topic. It is much better to have this conversation before the article is complete, so please contact your Editor if you think that length will be an issue.

Make the most of other media

This is the biggest change from the print world, where colour is discouraged because of cost and other media are excluded for practical reasons. We want your colour images, data sets, sound files, video, animation. If you cannot find the video clip that you want, maybe your university's audio/visual facilities could help? Or could you obtain the material from a colleague (with their permission)? Or find it online in a public-domain database? Or an online resource that would license you the material for free? We can host the files, or link to them. (Note that in the latter case, the links will not be maintained, so you will need a stable URL.)

All of this can—and should—be part of an online article. It brings the article to life for the reader, especially so for people looking for teaching ideas. Some materials do require permission from the copyright holder, and it is the author's obligation to obtain this, but there are many sources of free materials (see Resources below). Use your imagination, and your article will be better for it, in terms of readership and usage.

The importance of the bibliography

A comprehensive bibliography has even greater benefits in an online article. The text of the article is a gateway to the literature which your reader will soon be in a position to explore, and we can take them there with reference linking. It is also crucial that you follow the reference format in the Author Guidelines because otherwise the reference linking will not work – reference linking enables libraries to link your citations to their holdings and direct readers to copies of the texts you cite if they are available. Reference linking thus ensures your article is embedded in a network of citations. At Wiley-Blackwell we use both Crossref and Open URL linking. The former links the reader to the content where it resides with the publisher; the latter links the reader to the content in their own library (subject to subscription). Another reason to put in the effort is that it encourages others to cite your article if it pulls together lots of useful references.

Special extras

Other online resources – you should routinely link your reader to other useful online resources, not just books and journals, but galleries and databases, throughout your article (with the caveat as

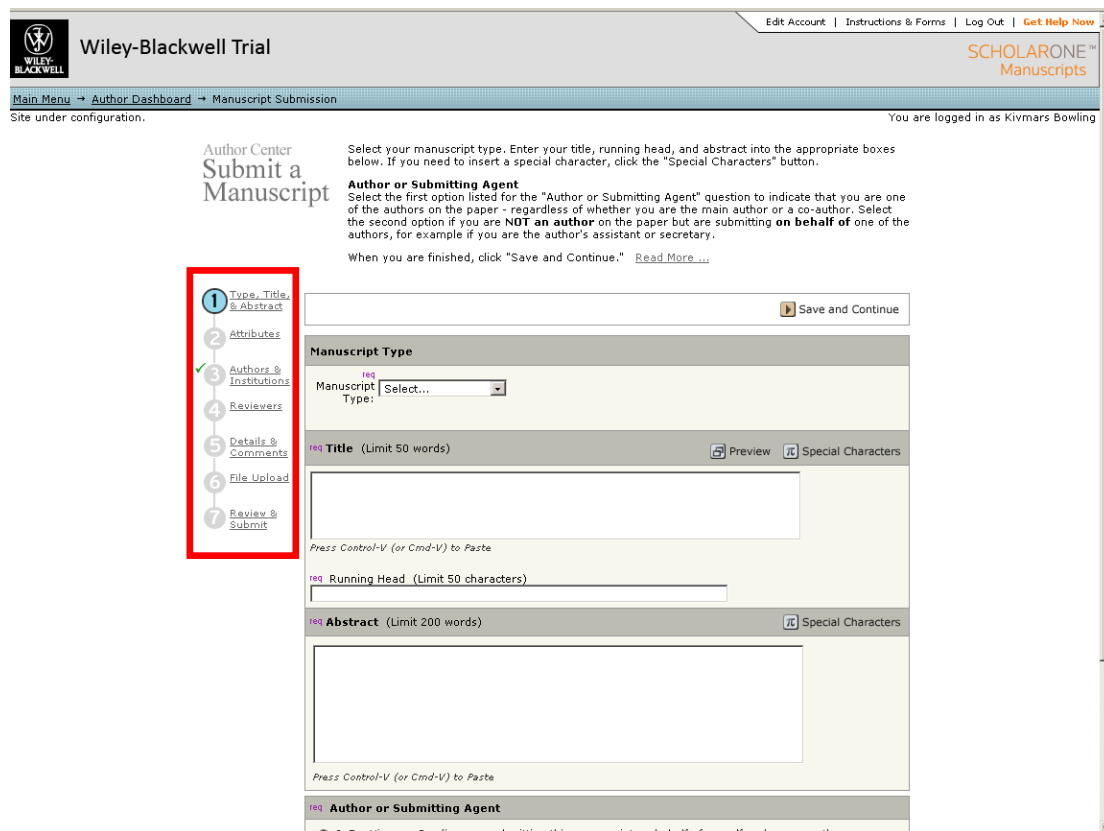
above that these should be stable URLs). This enables your reader to follow your lead to the most interesting sites.

Submission and Production

If your journal has an Electronic Editorial Office (EEO) you will be able to submit your paper online. EEOs streamline the entire editorial process from review through to revision to final decision.

Always ensure that you have submitted the necessary elements requested by a journal for each submission (e.g. Works Cited, Abstract) – this will speed up the process later on.

Here is an example of a submission screen from ScholarOne Manuscripts. On the left you will see the various simple steps to complete:



The screenshot shows the 'Author Center Submit a Manuscript' page. On the left, a vertical navigation menu lists seven steps: 1. Type, Title, & Abstract; 2. Attributes; 3. Authors & Institutions; 4. Reviewers; 5. Details & Comments; 6. File Upload; 7. Review & Submit. The main content area is titled 'Author or Submitting Agent' and contains instructions: 'Select your manuscript type. Enter your title, running head, and abstract into the appropriate boxes below. If you need to insert a special character, click the "Special Characters" button.' Below the instructions is a 'Save and Continue' button. The 'Manuscript Type' section has a dropdown menu labeled 'Select...'. The 'Title (Limit 50 words)' section has a text input field and a 'Special Characters' button. The 'Running Head (Limit 50 characters)' section has a text input field. The 'Abstract (Limit 200 words)' section has a large text input field and a 'Special Characters' button. The 'Author or Submitting Agent' section has a text input field with the text 'I, Dr. Kivmars Bowling, am submitting this manuscript on behalf of myself and my co-authors'.

If your journal is included in the **Author Services** programme you will receive an email telling you how to register – this will enable you:

- To track your article at each production stage through to publication;
- To sign up to receive an e-alert confirming when your article has been published online;

- To access the final PDF offprint of your article, allowing you to share it with close colleagues, friends, students but not to post on the web at any time;
- To nominate 10 colleagues / opinion leaders who you'd like to receive a copy of your article – great for spreading the word about your article!

Please note: unless you register for the Author Services e-alert, you will not receive automatic notification of when your article is live and published!

You will receive your **PDF proof** in around 2-3 weeks and be able to view and submit your corrections online.

Articles published in the journal are gathered into a set number of issues each year, so your article will then be included in the next scheduled issue.

Post-Publication

In an online world flooded with content there are nonetheless many ways to make your article stand out. Various possibilities are listed below, but work with your publisher in identifying which ideas may work for your piece.

Your contacts

- By signing up for [Author Services](#) you will be able to nominate up to **10 colleagues / opinion leaders** who you'd like to receive a copy of your article.
- Once published, send the URL of your article to your **friends and colleagues**. Even those at non-subscribing institutions will get the abstract free and may be encouraged to recommend the journal to their library.

Linking

- Have you linked to your article from your **university webpage / personal webpage / blog**?
- Do you belong to **personal or professional social networks**? E.g. [Facebook](#), [Myspace](#), [LinkedIn](#). Add the link to your article to your profile, inform your friends/contacts.
- Do you maintain **social bookmarks** e.g. on [Digg](#), [StumbleUpon](#), [del.icio.us](#)? If so, add your article to your list, or encourage friends/colleagues to do the same.
- Is your article relevant to a **scholarly topic on Wikipedia**? If so, add it to the Bibliography for that entry. (Cf. http://en.wikipedia.org/wiki/Wikipedia:How_to_edit_a_page).
- Are you part of a community on [SecondLife](#) or other virtual communities? Are there ways we can promote your article in SecondLife?

Teaching

- Encourage your friends and colleagues to use your article in teaching as part of their course management system, e.g. **Blackboard**, **WebCT**, etc.

Communities

- Are there **blogs or listservs** in your field that may be particularly interested in your article, or even in reviewing it? Talk to the editorial office about providing the blogger / listserv moderator with a review copy or sending them a message to alert them to your article.
- Would your article be a potential topic for a **debate** which could be hosted on a **journal's blog**? Does your article tackle a controversial topic or challenge received wisdom? Do you have ideas for potential participants we could invite for a discussion? Talk to the editorial office about initiating a debate
- Are there **other communities online** where a **debate** could be held? For example, on listservs or professional or personal social networks like Facebook and LinkedIn? The publisher can make your article free for the duration of the debate so that all participants can read about and discuss the issues raised.

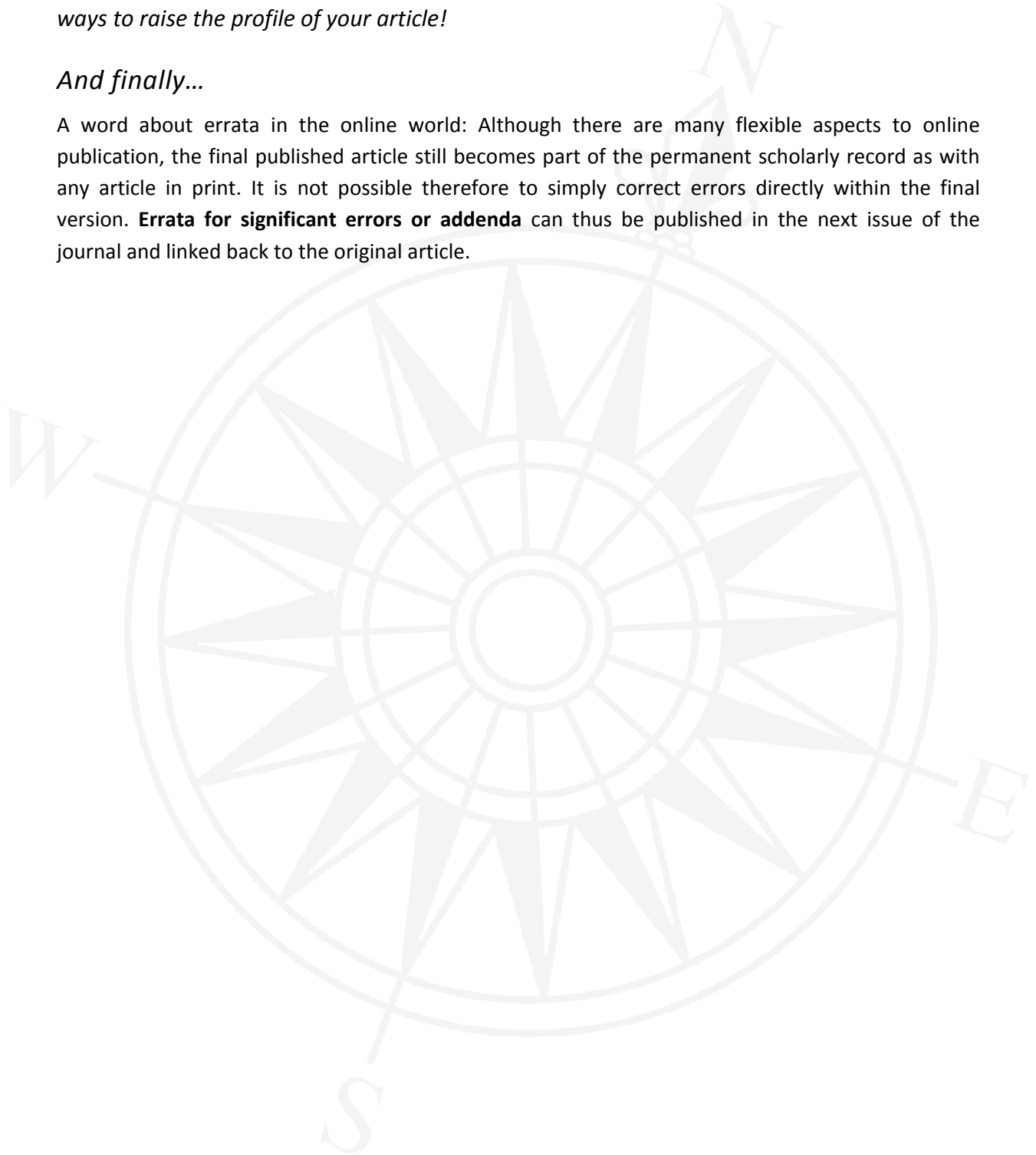
News media

- Is your article particularly newsworthy or topical? Talk to us about sending a press release to mainstream media

These are just initial ideas – contact the Editorial Office if you have thought of other creative ways to raise the profile of your article!

And finally...

A word about errata in the online world: Although there are many flexible aspects to online publication, the final published article still becomes part of the permanent scholarly record as with any article in print. It is not possible therefore to simply correct errors directly within the final version. **Errata for significant errors or addenda** can thus be published in the next issue of the journal and linked back to the original article.



FAQ

Why do I have to stay within a word limit? Surely this is not important for online articles.

For the publisher, it costs extra to process each additional page (copy-editing and typesetting are charged the same for online as for print). Also, the journal's profile is partly defined by the style and length of the articles it publishes, and so some consistency is important. That is not to say that 1000 words here or there will cause a problem, but if you submit 7000+ words then you are starting to bend the journal's image out of shape. And since most papers lengthen in revision, you are well advised to submit something close to the agreed limit, to allow for some expansion. Neither will your readers thank you for extra-long articles. Since most people print out articles to read, it will cost them more to do so. Almost all articles can be improved by cutting. If your submission is greatly over length, the Editor may ask you to shrink it before it gets reviewed. If the article is much longer than this, the Editor may suggest that it be split into more than one article. It may also be that the scope of your topic is too large for an article of this nature. You should discuss with your Editor at an early stage options for focusing it to produce a paper of the appropriate length.

Why can't I amend my paper after publication? I've submitted to other websites which allow this.

You are contributing to a scholarly journal, as opposed to an online resource, such as Wikipedia. This means that your paper becomes part of the permanent scholarly record. It is the official, citable entity. As such, it cannot be changed after publication. It is possible to provide an addendum, for example to add important references to the bibliography or update a piece of information. Contact the editorial office for more information.

What about sound/video/animation?

This is another excellent way to bring your article to life (subject to the same permissions issues as images). You can either supply the media files for us to host, or put a link to the files hosted on another site (e.g. YouTube). But you should be aware that links to other sites will not be maintained, so if the file moves the link will no longer work.

We can accept a wide range of video file formats such as .WMV, .AVI, .MOV, and .MPG. If your video is not in one of these formats we may still be able to accept it – please let us know before submitting.

Videos should have a maximum length of 10 minutes and maximum filesize of 1024 MB. If you have larger files for inclusion, they should be split into two or more separate videos. All video files should be in their final form upon submission. The maximum filesize that can be uploaded to ScholarOne Manuscripts is 100 MB. If your file exceeds this, please email the Editorial Office for details on how to submit larger files through our FTP site.

Audio files can be submitted in .aif, .aifc, .aiff, .asf, .au, .mp2, .mp3, .mpa, .snd, .wav, or .wma format.

Who handles permissions for images, etc?

It is the author's responsibility, and we request that proof of permission be supplied when the article is submitted.

I want to link to lots of websites in my paper, is there any problem with this?

Hyperlinks are no problem—subject to the usual restrictions about libel, obscenity, etc.—but you should be aware that these links will not be maintained so you should use only stable URLs (e.g. major sites which are not likely to disappear). There are simply too many of them for a publisher to police. Also, you should not link to content which violates copyright, e.g. clips from television or film or music which appear on YouTube in contravention of the law.

What about offprints? Can I put my article on the web myself?

You should always refer to the terms of your Copyright Transfer Agreement for specifics. You will be able to access a PDF offprint via Author Services, which you are free to distribute to close colleagues, friends, students but not to post on the web at any time. You are also free to reuse the article in personal compilations of your work (with acknowledgement of the published version). Some journals will allow you to put your original Word document online twelve months after publication, as long as a link appears to the published version on Interscience. Before the article is published, you will be asked to nominate 10 opinion leaders to receive a free copy of the article, which we will send out on your behalf. This helps to raise your profile and generate citations.

How do people get my article if their library does not yet subscribe?

First, we hope that you will encourage them to recommend the journal to their librarian! After that, you can direct them to the pay-per-view option, which is available for every article. Of course, all abstracts are free to everyone.



Resources

Search Engine Optimisation Guidelines

Available at <http://authorservices.wiley.com/bauthor/seo.asp>.

Online image /sound / video libraries

For every discipline there are many websites and resources, large and small, offering images, sound and video. The list below represents a general snapshot of places to start, but there will almost certainly be specialist sites and databases for your field. You can also see examples of possible visualization methods here: http://www.visual-literacy.org/periodic_table/periodic_table.html

Authors are responsible for obtaining permissions for material used. If your desired material doesn't appear to be in the public domain, it's always worth contacting the resource hosting the content – they may well be able to offer special conditions for scholarly work. We can supply you with a template letter for requesting permission to use copyrighted material. Please just ask.

JISC's excellent guide to finding and using digital images online:

<http://www.jiscdigitalmedia.ac.uk/stillimages/docs/category/finding-and-using-digital-media>

Wikimedia Commons:

http://commons.wikimedia.org/wiki/Main_Page

Wikipedia - Public domain image resources:

http://en.wikipedia.org/wiki/Wikipedia:Public_domain_image_resources

Flickr: The Commons:

<http://www.flickr.com/commons>

Intute: a database of hand-picked Web resources for education and research:

<http://www.intute.ac.uk>

Digital Librarian: online images resources:

<http://www.digital-librarian.com/images.html>

Voice of the Shuttle:

<http://vos.ucsb.edu/index.asp>

Searchable Collections of Moving & Still Images:

<http://rylibweb.man.ac.uk/insight/collections.htm>

JISC's still images, moving images and sound resource list:

<http://www.jiscdigitalmedia.ac.uk/crossmedia/advice/links-to-video-image-and-audio-resources>

Flickr advanced search:

<http://www.flickr.com/search/advanced>

(select 'Only search within Creative Commons-licensed content')

ViewFinder - English Heritage Historic Photographs:

<http://viewfinder.english-heritage.org.uk/>

British Library Online Gallery (now includes Collect Britain artefacts):

<http://www.bl.uk/onlinegallery/index.html>

American Memory Historical Collections, Library of Congress:

<http://memory.loc.gov/>

Digital Collections & Programs, Library of Congress:

<http://www.loc.gov/library/libarch-digital.html>

British Pathe:

<http://www.britishpathe.com>

Free image /sound / video software

Do you need to prepare, edit or manipulate your audiovisual material? The basics can often be achieved with free software:

iMovie (Mac) <http://www.apple.com/ilife/imovie>

Windows Movie Maker (PC) <http://www.microsoft.com/windowsxp/using/moviemaker/default.msp>

GIMP, GNU Image Manipulation Program <http://www.gimp.org>

Audacity, Audio Editor and Recorder <http://audacity.sourceforge.net>