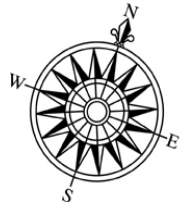


Blackwell Compass

PEER-REVIEWED SURVEY ARTICLES FROM ACROSS THE DISCIPLINE

THE ONLINE AUTHOR'S SURVIVAL GUIDE

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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...

Bringing the eyes of the world to your article

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, to your publisher 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 will have specified the 3000-5000 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 (and black-and-white, basically anything which adds visual interest), 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?

All of this can—and should—be part of an online article. It brings the article to life for the reader (especially true for people looking for teaching ideas) and gives purpose to the whole online enterprise. What is the point of just disseminating words online? 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. 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.) There is a [Compass YouTube](#) channel where we can host video/audio for you.

The importance of the bibliography

We cannot over-emphasise the importance of an extensive bibliography for your 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. The bibliography does not form part of the word count, and is a case where 'more is better'. It is also crucial that you follow the reference format in the Notes for Authors because otherwise the reference linking will not work. At Compass 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

Google maps – if your article relates to geographical distribution, e.g. of an idea, a movement, or a physical feature you may want to prepare a Google map to go with it. Here is an example of a [Charles Dickens Literary Topography](#) using Google maps. They are simple to create but we can offer you guidance. We will link the map to your article, and it will be free to all – just another way to help people find you!

Teaching & Learning Guides – if your article addresses a topic of interest to higher level teaching, it may be selected to have an accompanying Teaching & Learning Guide. This is also a free service, and helps to drive interest and usage of your article. Click [here](#) for an example. If you feel that your article may be suitable, feel free to raise it with the Section Editor.

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.

And finally...

Most Compass articles are commissioned by the editors, but we would love to hear from you if you have an idea for one which you think would fit a Compass journal. Please send an abstract (NOT the whole article) in the first instance to the appropriate editorial office below.

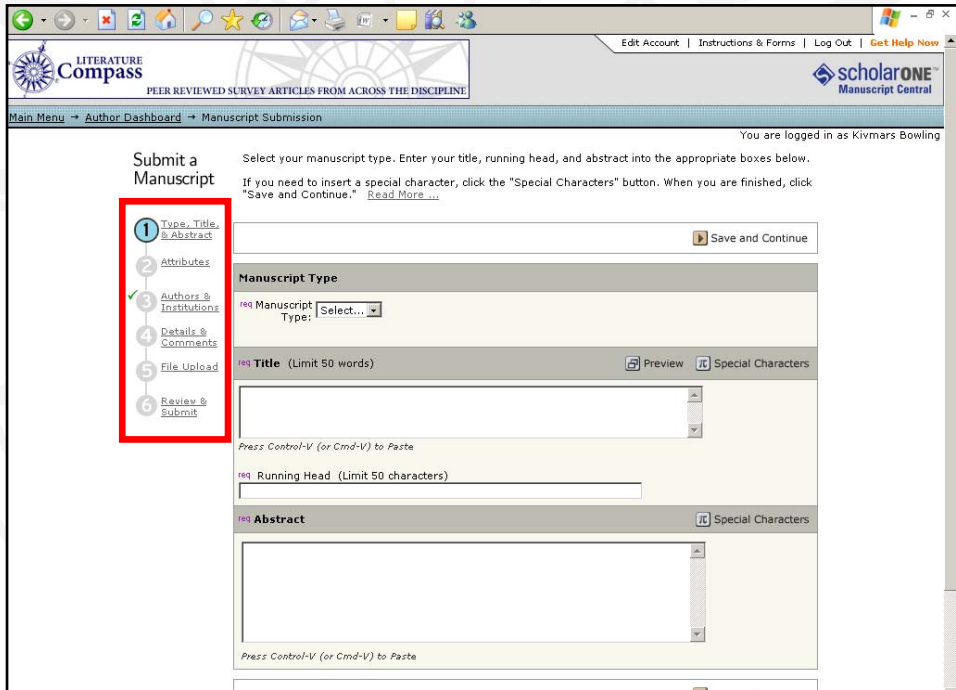
Submission and Production

All authors submit their articles through **Manuscript Central**, our online submissions and review system. This not only enables the editor to invite and evaluate reviews for your article in one place, as well as making the final recommendation, it also enables you to track where your article is in the review process.

If your piece has been commissioned by an editor, you will receive reminders in the run-up to your deadline – if you know you will not be able to meet the deadline, please contact the editorial office as soon as possible.

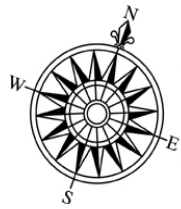
You will be sent login details for Manuscript Central. When you login for the first time, you may be prompted to complete your contact details and to choose keywords that best describe your research interests. Once completely logged in, just click on 'Main Menu', proceed to your 'Author Center' and select 'Click here to complete an invited manuscript'.

On the left you will see **6 steps** to complete when submitting:



1. Type, Title, & Abstract

Here you specify the title and abstract for your article (see above for optimisation guidelines for the online world!), as well as a running head – this is the short title for your piece which will display as a page header in your final PDF version



2. Attributes

This step of assigning keywords for your article is very important in the online world – as well as choosing the Compass section where your article will appear, try to choose as many relevant keywords as possible. This allows us to group articles on a related topic and increases the pathways to finding your article. If you find that a broad term is missing on the list, contact the editorial office. We can consider adding terms on an individual case basis, or we may be able to find another term which will suffice.

3. Authors & Institutions

Here you can specify any additional co-authors as the case may be.

4. Details & Comments

Here you can upload a cover letter (either in a text field or as an attached file) and you answer certain form questions, such as no. of figures, word count, and confirm that the manuscript has not been submitted elsewhere.

5. File Upload

Here you upload the files you have prepared for submission. In order to expedite the review and production process, it's very important that you upload the following:

- a. A **blinded** version of your article for review, including an **abstract** and **bibliography**
- b. A **title page**, listing the title, short title, name, affiliation, email address and postal address.
- c. A **one-paragraph short biography** (to be included with your piece on publication)

6. Review & Submit

The last and best step! – Simply review all the information you've entered, click to view your PDF proof, and then hit 'Submit'. Once submitted, Manuscript Central will send you a confirmation email so you know it's been received by the publisher.

Compass **Manuscript Central** sites:

Literature Compass <http://mc.manuscriptcentral.com/lico>

History Compass <http://mc.manuscriptcentral.com/hico>

Philosophy Compass <http://mc.manuscriptcentral.com/phco>

Geography Compass <http://mc.manuscriptcentral.com/geco>

Religion Compass <http://mc.manuscriptcentral.com/reco>

Language & Linguistics Compass <http://mc.manuscriptcentral.com/lnc>

Sociology Compass <http://mc.manuscriptcentral.com/soco>

Social & Personality Psychology Compass <http://mc.manuscriptcentral.com/spco>

Once the reviews and editor decision are in for your article, you will then receive an email detailing the decision. If revisions have been requested for your article, please communicate to the editor whether you are willing to undertake these and what deadline would be feasible. We can then ensure the system is up-to-date with when a revision can be expected.

When you come to submit your **revised version**, log in with the details you used before, proceed to your 'Author Center' and then click on '1 Manuscript with Decision' – this will then list that original submission at the bottom of the screen. Just click on 'start a revision' bottom right and the process will be the same thereafter as with your original submission!

If your revision deadline has expired, please contact the editorial office to have it extended, rather than submitting your revised piece as a new submission. By submitting it as a revised version, this will ensure both versions are linked together on the system, and the editor will be able to make a quicker decision on your piece.

Once your article has hopefully been **accepted**, your confirmation email will ask you to sign and return the **Exclusive Licence Form** for your article, if you have not already done so. Once this is received, and assuming your submission contains an abstract, bibliography, short biography and title page, your piece will then go to production.

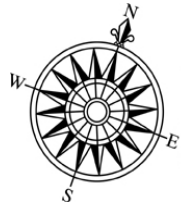
You will receive an email telling you how to register for **Author Services** – this will enable you:

- 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.

If you are able to return your proof promptly, your article can usually be published online in the journal within 6-8 weeks after acceptance for publication. Your article is published as soon as it is



ready in 'Early View' on our full-text platform. At this stage your article will not have an issue or page numbers.

Articles published in Compass are gathered into 6 issues a year (Jan, Mar, May, July, Sept, Nov), so your article will then be included in the next scheduled issue after publication in 'Early View'. Once published in the next issue, your article will then receive issue and page numbers.

Note: the January issue of the current volume year is always freely available for the entire year! This naturally increases readership for those articles and the editorial office will inform you if meeting a specific deadline will enable your article to be included.

Post-Publication

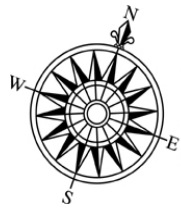
In an online world flooded with content there are nonetheless many ways to make your article stand out. Various possibilities are listed below, but work with your publisher in identifying which ideas may work for your piece.

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?
- All Compass Articles are automatically linked to [Blackwell Reference Online](#), our full-text books platform. Using keywords selected by the author from an existing list on Manuscript Central at submission stage, related articles and book chapters are linked up, allowing readership traffic to be sent both ways



Teaching

- Would your article be suitable for a Compass [Teaching and Learning Guide](#)? Each year Compass selects a certain number of articles with broad appeal to have an accompanying Teaching and Learning Guide. This provides ideas to encourage instructors to incorporate your article into their teaching. Guides are usually written by the authors themselves with guidance from the publisher – contact the editorial office or your Section Editor.
- Encourage your friends and colleagues to use your article in teaching as part of their course management system. Just clicking the 'Add to VLE/CMS' button under your article on Compass will show them how to add it to **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 the **Compass 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 and discuss the issues raised.

Special issues

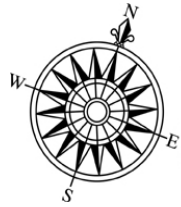
- The publisher may publicise your article as part of a special issue within the journal, bringing together articles on a specific theme. Do you have an idea for a theme for a special issue which could incorporate your piece?

Conferences

- Is there a conference coming up which relates to your article? Could we make your article free during the conference and inform delegates?
- Is your article related to your conference presentation or those of your colleagues? Can the discussion be enriched by reference to your article, or even discussion of the issues raised?

News media

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



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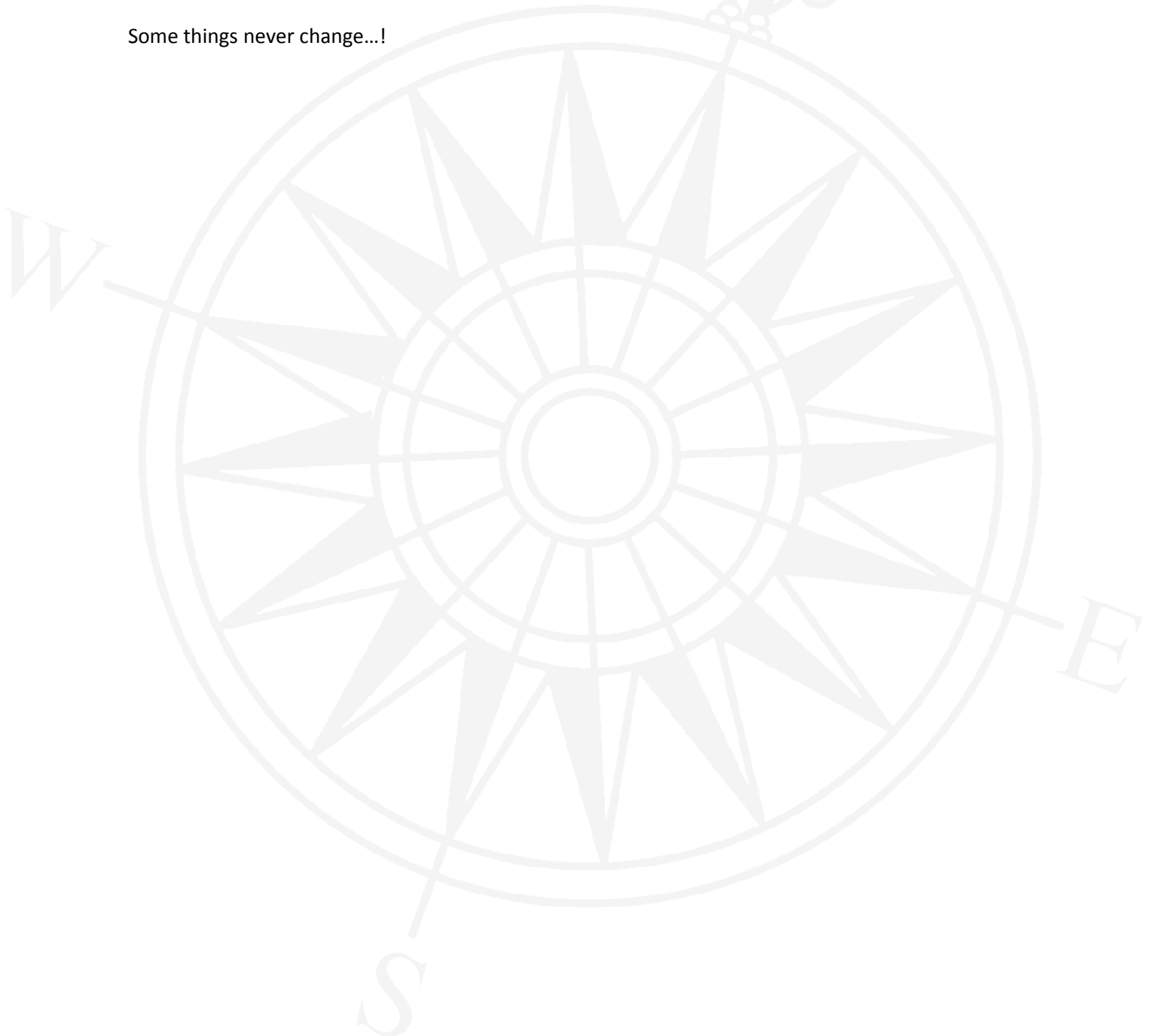
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These are just initial ideas – contact the Editorial Office if you have thought of other creative ways to raise the profile of your article!

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. There are also still typesetting costs involved with correcting any errors in online publications. **Errata for significant errors or addenda** can thus be published in the next issue of the journal and linked back to the original article.

Some things never change...!



FAQ

Why do I have to stay within a word limit? Surely this is not important for online-only 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. They come to Compass for succinct summaries of current research, and will not be pleased to have to wade through a mini-monograph. Almost all articles can be improved by cutting. If your submission is greatly over length (e.g. 7000+ words excluding bibliography), the Section 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.

Since you don't have print issues, I can submit any time I like, right?

No. This is another widely held myth. Although Compass publishes new articles continuously, like any other journal we have publishing schedules. The deadline that you agree with the editor is taken as a commitment—which can be adjusted if you encounter serious problems (e.g. for reasons of job move, illness). You will receive regular reminders of your deadline. Please let us know at the first sign that your paper might be delayed. The editors may also intend to include your article in the January issue made free each year, or to publicise your article around a forthcoming conference – meeting your deadline can thus potentially increase your readership.

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, not an online resource, such as Wikipedia or the Stanford Encyclopedia of Philosophy. 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 references to the bibliography or update a piece of information. Contact the editorial office for more information.

Can I have colour images?

Yes, and you are strongly encouraged to do so. With an online-only journal, there are no printing charges, and colourful images add visual interest to the text online. You are, however, still required to obtain permission from the copyright holder for any images which you do not own, or are not in the public domain. There are quite a lot of free images available – see Resources list below.

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 Manuscript Central 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.

Why can't I add my own keywords?

The Compass keywords function like an index for the search engine. This allows us to group articles on a related topic, which is not possible unless the keywords are pre-defined. If you find that the list of possibilities offered to you in Manuscript Central lacks terms needed for your article, contact the editorial office. We can consider adding terms on an individual case basis, or we may be able to find another term which will suffice.

What is your coursepack policy?

The company policy is that teachers in institutions with a library subscription may make articles of the journal available to their students free of charge. This is not the case if the teacher has purchased an article on a pay-per-view basis.

How do teachers incorporate articles into their course management software?

Below the abstract of each Compass article, you will see a button 'Add to VLE/CMS'. When you click on this, you will see information on how to embed a link into Blackboard, WebCT, Moodle etc.. Once you have added this link, if your library subscribes then your students will be able to access the article directly.

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

You should refer to the terms of your Exclusive License Form 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're also free to reuse the article in personal compilations of your work (with acknowledgement of the published version). Twelve months after publication, you may put your original Word document anywhere you like on the web, 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

Compass Author Centre

Here you can find lots of information, including Notes for Authors, Exclusive License Forms, Frequently Asked Questions, Life Cycle of an article, search engine optimisation instructions, and testimonials from published authors: http://www.blackwell-compass.com/home_author_centre

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.

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

<http://www.tasi.ac.uk/advice/using/using.html>

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:

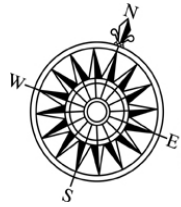
<http://vos.ucsb.edu/index.asp>

Searchable Collections of Moving & Still Images:

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

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

<http://www.tasi.ac.uk/imagesites/SPT--BrowseResources.php>



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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/homepage.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.mspx>

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

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

Compass **Editorial Office** Contacts:

Literature Compass licoeditorial@oxon.blackwellpublishing.com

History Compass hicoeditorial@oxon.blackwellpublishing.com

Philosophy Compass phcoeditorial@oxon.blackwellpublishing.com

Geography Compass gecoeditorial@oxon.blackwellpublishing.com

Religion Compass recoeditorial@oxon.blackwellpublishing.com

Language & Linguistics Compass lcoeditorial@oxon.blackwellpublishing.com

Sociology Compass socoeditorial@oxon.blackwellpublishing.com

Social & Personality Psychology Compass spcoeditorial@oxon.blackwellpublishing.com