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Handbook of publishing 2019

Department of food studies, nutrition and dietetics

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UPPSALA UNIVERSITY   Handbook of publishing
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nutrition and dietetics

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This handbook of publishing was developed according to the work plan for 2017 as a result of the evaluation of Uppsala University (KoF 2017). It was developed as a team effort by the staff at the Department of food studies, nutrition and dietetics (IKV) and was written by chair professor Agneta Yngve, IKV. This effort was supported by Linda Koffmar from the Communications division, at Uppsala University (UU), Professor Sandra Torres, Department of socialogy, UU, Associate Professor Ulf Sandström, Royal Institute of Technology, Stockholm, (KTH), Librarian Ann-Louise Lindström, The University Library, UU, and Senior lecturer Stefan Eriksson, Department of public health and care sciences, centre for research ethics and bioethics (UU). It has been updated with a part on plagiarism and with important updates on bioethics approval. The English translation was checked by Dr Meena Daivadanam, IKV.

Why a handbook of publishing?

Publishing your results is a very important part of academic life. Aside from teaching, this is how we show our knowledge. Publishing can take the form of peer-reviewed scientific papers, original papers, reviews or consensus statements, but also popular scientific material, textbooks, anthologies or monographies. The performance of universities is measured partly by the number of publications, where the number of citations is also assessed. More the citations, the better. This also affects the evaluation of individual researchers. Having your results highlighted by mass media increases the number of downloaded papers, which can also increase the number of citations which is usually good (unless the attention is caused by bad research).

The Department of food studies, nutrition and dietetics (IKV) has during the last few years shown a tremendous increase in the number of publications listed in Web of Science or in the so called Norwegian List, which uses rather crude instruments to assess academic quality. Our increase has partly been due to the recruitment of scientists with a better publication record but we also have a number of PhD students who have reached the stage where they are now publishing their papers. The number of publications a department achieves is very much affected by WHERE the research projects are in terms of their development. During the early stages of research projects and PhD student careers, the number of publications is meagre with the volume of publications increasing with time. Having an impact on the number of publications can therefore be difficult from time to time. However, we can always consider the value of our research and define where we wish to make an impact. It is also important to define the novelty of your scientific endeavours early on, and to prepare for dissemination to mass media, thereby increasing the number of downloads and citations. IKV has not set any definitive target with regards to the number of publications per year for each employee, but participating in one paper per year is a reasonable expectation for academics holding a PhD, even with only 20% research time. The formation of research groups, attracting more external funding and increasing the internationalization at the department, will hopefully lead to more publications that are not directly linked to PhD students.

This handbook of publishing aims at:

- Increasing the number of research publications from IKV
- Improving the quality of published papers and the research as such
- Improving the number of citations from published papers
- All of the above together with choosing research areas of high importance for society at large

Uppsala university has an overall strategy for research which is available at: http://www.uu.se/en/about-uu/organisation/mission-core-values/world-leading-research/. According to this document, publishing should take place in the journals of highest quality within the respective research areas. By highest quality, means for example choosing journals listed in Web of Science (WoS) or in the Norwegian List (with high citation indexes or at level 2). Citations of published papers can be increased by several means, including, choosing Open Access Journals (OA), disseminating to the media and to colleagues as well. A more focused strategy for dissemination can also be developed for individual projects.

According to the Research barometer 2017 from the Swedish Research Council, Swedish academics publish a lot, but very few of the papers are highly ranked. This is also the case in our department, IKV; where no paper has reached the 10% level of most cited papers within the respective research areas. Swedish universities are ranked each year by the Swedish Research Council, based on the number of publications and the citations rendered during the last four years, and the results are adjusted taking into consideration the respective field of research and number of authors. Based on

these results, Uppsala university gets its share of the general support for research from the government.

Within the next few years, the responsibility for the evaluation of research will be taken up by the Swedish Higher Education Authority (UKÄ) and external collaboration will most likely be included. Uppsala University also has a strategy dedicated to external collaboration, available at: http://regler.uu.se/digitalAssets/563/c_563680-l_1-k_programme-for-external-collaboration-uu.pdf The government proposition regarding research from 2016 is also an important document for understanding this development.(*Regeringens proposition 2016/17:50, Kunskap i samverkan - för samhällets utmaningar och stärkt konkurrenskraft*, 2016).

While writing

Choosing your research area

Does your research cover an important knowledge gap, disentangle some urgent problems for the population or are you doing research that many others have already done? It is important to find unique research areas or research projects that can potentially make a difference in people's lives. It can be difficult to publish papers that are a repetition of what has been published before, unless there is something new to add, such as a follow-up in time, a new target group, use of a new method etc.

Writing like a scientist

There are several good books on scientific writing and those mentioned here include many valuable suggestions (Day & Gastel, 2017; Singh, 2017).

Journals have also developed rules for manuscripts, including how you present your results (for example quantities or units in kcal or kJ), instructions for graphs, acronyms, tables, heading, content and design, reference styles etc. These rules are available on each journal's instructions for authors. A common mistake is to forget to change the format of the paper according to a new journal's instructions after refusal from a previous one.

General guidelines for outline of papers

On the home page of the Swedish Research Council (VR) you can find good guidelines for different types of papers http://www.codex.vr.se/en/index.shtml . For papers of a qualitative nature, you can find supporting information in the papers by Korstjens and Moser (Korstjens & Moser, 2017a, 2017b; Moser & Korstjens, 2017, 2018).

For papers of a quantitative nature, CONSORT is often used to report randomized studies http://www.consort-statement.org/ – reporting is also described in author instructions.

Study design

On the websites of Eatright, the American Academy of nutrition and dietetics, you can find information on several different study designs https://www.andeal.org/study-designs and papers with different types of design are also reflected in quality criteria in a check list here, https://www.andeal.org/. This resource also describes systematic reviews and their quality criteria. Systematic reviews and meta-analyses normally take a long time to produce, but if they are of a high quality, they receive many citations and also provide a good knowledge base for your further scientific development.

Application for permission to the ethics board

All research must integrate an ethical perspective in planning, implementation and follow up. In many cases, when research deals with collection of data from humans, or is of sensitive nature, the researcher or the research group needs to get permission from the board of ethics. This is also often a requirement when it comes to publications. This process is guided by national guidelines, and those for Sweden can be found here: https://etikprovning.se, (this website is not yet available in English). Uppsala university has its own webpage on ethics https://mp.uu.se/en/web/info/forska/etiskafragor . It is important to know that in Sweden the whole application has to be written in SWEDISH. All new ethics applications are currently written in the system PRISMA https://prisma.research.se and it is important that you have your own page in PRISMA in order to find your way in the system.

From 25th May 2018, a new regulation, on personal data called General Data Protection Regulation (GDPR) was introduced at EU level. At the website of the Swedish data protection authority, you can find more information about this, https://www.datainspektionen.se/other-lang/in-english/.

Registration of clinical trials

When you run intervention studies on humans, you need to register your study as a clinical trial. You can read more about which studies need to registered at: http://www.codex.vr.se/en/index.shtml or at https://grants.nih.gov/policy/clinical-trials/definition.htm. There are a couple of different websites where you can register your trial, for example https://clinicaltrials.gov .

Authorship

Discuss authorship early in the process when you plan a paper. There are good rules guiding authorship, but these differ between disciplines. Journals often have rules about this and each author's contribution to the paper needs to be described when you submit the paper. The Committee on Publication Ethics, COPE, has published a paper on dealing with disagreements with regards to authorship: https://publicationethics.org/authorship.

The first author, second author and last author are often paid more attention than others. This is the case at some Swedish universities when assessing applications for promotion after dissertation. In some countries, including Sweden, being the last author is often a sign of seniority. There can be differences between disciplines in this regard. "Beyond authorship" is a good paper to discuss authorship (Brand, Allen, Altman, Hlava, & Scott, 2015).

Student reports or master theses are often dealt with during a very short time window. It can be an advantage for the students to get access to already collected data from researchers/research groups. These data cannot sometimes be published ahead of time or there might be rules about ownership of data, for example, when it comes to collaboration with other research groups or with industry. In order to eliminate disagreements later on, you should sign an agreement between student/supervisor in such cases. Through the judicial department at UU we have received two types of agreements, one that is provided at the end of this document (in Swedish – Erinran om känslig information) and one that you can find on the link below, to be used when it comes to intellectual rights etc., (only in Swedish): https://mp.uu.se/web/info/undervisa/juridik/samarbetsavtal.

Plagiarism

All student assignments are nowadays submitted through the system URKUND. This application identifies parts of text that are taken from other sources. You can find good information about URKUND on their website http://www.urkund.com . It is important to understand how you can cite

from other researchers material or from other important text sources without plagiarizing. The paper by Helgesson & Eriksson provides more background information (Helgesson & Eriksson, 2015).

How to list your departmental affiliation?

In order to connect your paper correctly to your home institution when performance analyses are carried out, it is very important that you use a correct address. For our department, that is: Department of food studies, nutrition and dietetics, Uppsala University, 751 22 Uppsala, Sweden. The Swedish address is Institutionen för Kostvetenskap, Uppsala Universitet, 751 22 Uppsala. Please note that the commas are important for the automatic analysis to run smoothly. A common problem that follows mistakes in the address is that publications are not counted when the department is evaluated; something that happens every year.

Scientific journals always ask for the address of the corresponding author. This address is important AFTER publishing, and colleagues should be able to reach the author this way. Remember that PhD students and postdocs with time limited stay in the department can be hard to reach in the future on that mail address. Being corresponding author means absolutely nothing in assessing the quality of your work, it is more of a logistic issue.

ORCID

It is very important to register your own researcher id at ORCID – it gives you a unique researcher identity where you register at a website and regularly go in to search for and report any new publications as your own, https://orcid.org/. This is of additional importance for those with commonly used names. Your ORCID address should be reported in DiVA and also on your UU profile page. This makes it easier for the university library to identify your publications. Go to "min personpost" in DiVA and enter your ORCID number. If you run into problems, write to diva-helpdesk@ub.uu.se .

Support for your writing

Apart from the two books that we have referred to earlier in this handbook, you can turn to the university library for assistance. They can often provide support in matters connected with the production of papers, and they give regular courses on how to deal with references and how to conduct systematic searches in databases etc., https://libcal.ub.uu.se/calendar/opencourses. Junior Faculty also has some support to offer, such as seminars and writing workshops.

Writing workshop

It can also be a good experience to dedicate 2-3 days with PhD students and coworkers for stimulating discussions and to concentrate on writing your manuscripts. Set clear and reachable goals for each day (finish the introduction, make tables, produce a graph etc.), follow up by the end of the day as a group. To have supervisors available during the whole experience is a great advantage, statisticians and other support can be planned to participate as needed.

References

You need to be proficient in using references. There are several referencing softwares, for example EndNote, Zotero and Mendeley. Create your own reference library in order to easily add relevant references to the text. The choice of references is an art in itself. Talk to your supervisor about this. The library runs courses on how to use the referencing software.

Journals have their own requirements on referencing style and you should follow these instructions carefully. When using a referencing software, you can easily change the style according to the journal's requirements and you can also create your own referencing template if the journal you have chosen provides a template for this purpose.

Choosing journals: Web of Science or the Norwegian list

When choosing journals, you can start by identifying your research area's most frequent choice of journals. Which journals do you find in your own reference list – or in the reference list of benchmark articles for your work? It is very likely that through the journals you find, you reach an interested audience for your research. You can also look up Web of Science (WoS) for the journals most cited in your field of research. You can go to the UU library databases, choose Web of Science Core Collection and find JOURNAL CITATION REPORTS. At the very top of the page to the left, pick your area, for example nutrition and dietetics or another suitable area and submit your choice. You will get a list of relevant journals ranked by IMPACT FACTOR (IF). The best option is of course to pick a journal at the top of the list, but you need to carefully consider how unique your results are before you pick the journals with the highest IF. Journals with open access are usually highly ranked, but it costs money to publish there. Read more about it in the journals' instructions and also further below in this document.

'The Norwegian list' is a list of journals that was originally developed in Norway for national use when assessing research quality. It ranks journals as category 1 or 2; 2 being the highest. Journals that are not listed may be of low quality or may be new ones that have not yet been assessed for quality . Here, https://dbh.nsd.uib.no/publiseringskanaler/AlltidFerskListe you can always download the latest version of the list, which is currently being produced in collaboration with the Nordic countries. You also have the option of suggesting new journals to the list and changes to the level of quality of already listed journals.

As a rule of thumb, always try to pick journals that are category 2 on the Norwegian list and are also listed in WoS as your first choice. Over the last few years, WoS has included many journals from humanities and social sciences, so it includes a good mix of disciplines. Another resource for choosing your journal is Ulrichsweb, which can be reached through UU library list of databases, http://ub.uu.se/soktips-och-sokteknik/databaser-a-o/. It does not give you any quality assessment, but there are more than 300 000 listed journals. You can also find useful facts about each journal, such as where it is published, target groups, contact information, number of issues per year, open access or not, databases to which it is indexed etc.

Target group & journal profile

In order to consider who you want to or can reach with your paper, read papers published in a selection of journals. Check if you can find papers with similar content as your field of research in any of the journals . If you aim to publish in highly ranked journals, you need to find out as much as possible about the journal, it's profile, the editors, and the target group. You can also contact the editor-in-chief or someone at the editorial office if you are still uncertain as to whether the journal usually publishes papers with similar content.

Predatory journals and conferences

Nowadays you can find plenty of so called PREDATORY JOURNALS, eagerly inviting researchers to publish against a fee. This fee is often called open access fee. These journals constitute a huge problem, since they are normally not listed anywhere and you are at risk of losing a paper that could have been widely cited. You can avoid this problem by always picking journals that are listed on

WoS or the Norwegian list. Be very careful to check the name of the journal and it's identity before sending in your manuscript, as they often closely mimic the names of highly ranked journals. More information about predatory journals can be found here. https://www2.cabells.com/

Invitations as keynote speaker at conferences can also be fake. Be sure to check the website of the conference,and posted details such as the members of the scientific board, and see if there are any well-known names? Sometimes, however, famous members of the scientific board or keynote speaker are not even aware that they are listed as such. If the conference invites you as keynote speaker but is not willing to pay for your conference fee, travel and accommodation, it is almost always a fake one.

Open Access

Open Access means free access to scientific publications, so that all readers can reach the paper without having a subscription. A difference from traditional publishing is that you hold the copyright most of the time, which means that you might not need to ask permission to use your paper or parts thereof in your thesis or a book chapter. Whatever type of publishing you choose, you always have a moral right to be cited as the author when others use or refer to it – non-authors do not have right to make changes to your work. Exactly what non-authors can do with your authored material can differ based on different agreements with journals and depends on which 'creative commons' you choose for your work (see this website for the SWEDISH text http://www.creativecommons.se/om-cc/licenserna/). Please note that some of the most common licenses give others right to use your text in commercial contexts, such as putting your text into an anthology, (for example, in PLoS journals), which might not be what you wish for.

Open access often means that you have to pay an Article Processing Charges (APC) to publish. You pay only once for publishing and there is no added fee for subscription, ordering or downloading papers. Discounts that are available to researchers at UU with regards to APC can be found at: http://www.ub.uu.se/publicera/open-access/rabatter-pa-publiceringsavgiften/ Always discuss with the head of department if you do not have your own funding for open access publishing.

More about open access can be found at the UU library website, http://ub.uu.se/publish/open-access/. Similarly, in DOAJ (Directory of open access), also called the white list, you can find a large selection of open access journals that are quality assessed, such as having a peer-review process http://doaj.org.

Under goals and strategies for UU, one of the strategies is: *Research results will be made available in open access channels, wherever possible.* Open access can also increase the number of citations and shorten time until publishing. Many research funding bodies demand open access publishing and allow additional funds to be allocated to this activity.

Reporting of published papers, conference proceedings, books and more

Your own CV, publication list, qualification portfolio

Everyone needs an updated CV with a description of your education and work experience, where a publication list is an important appendix. There are plenty of templates that you can use for a publication list. One example can be as follows: 1. Peer-reviewed original papers in international journals 2. Peer reviewed papers in press in international journals 3. Short published papers, such as editorials, letter, invited commentaries 4. Systematic reviews 5. Peer-reviewed original papers

published in Swedish journals (in Swedish) 6. Manuscripts in production 7. Submitted manuscripts 8. Conference abstracts & proceedings 9. Books & book chapters 10. Popular science publications 11. Lectures to a wider audience, TV, radio etc.

In a qualification portfolio, you include your CV, publication list, a teaching portfolio and a collaboration portfolio. It is important for academic staff to gather their credentials in a complete qualification portfolio, especially considering the interest of the government to promote university collaboration with the society at large and in our subject, particularly collaborations that solve problems within health and sustainability, as an example.

Reporting within the department and the university

Within UU you need to report all publications in our system DiVA, every time you have published. You can do so by logging in to our staff portal and choosing DiVA under the system folder. The most important thing to remember when you register in DiVA is to add your user-id, the same id that you use for logging in to the staff portal. To the right of your name on the registration page, there is space for your user-id. Support for handling DiVA can also be found on the DiVA portal.

It is also important to add a PDF of your paper in the DiVA system (this is valid when you have FULL open access, so called golden open access). The PDF makes it more accessible and you can increase your citations and spread the news of your findings. Sometimes, there may be a delay from the journal as to when you are allowed to add your publication as open access. You can find more information about this delay, or embargo, via Sherpa/Romeo http://www.sherpa.ac.uk/romeo/index.php which is also linked to the DiVA reporting template so, you can check there directly. You can also choose to upload an author version in PDF-format in DiVA, i.e., the last version of the manuscript submitted to the journal. This is allowed by many journals.

In DiVA, you should also add all other forms of publications, such as conference abstracts or proceedings, books, book chapters etc. It is also important to add all your co-authors' home department and their author-id when you enter a co-authored publication in DiVA. You should also provide a national subject category, such as social sciences or public health.

At IKV, we gather one printed copy of each published paper in the binders that you can find outside work room B1:528b, on the shelf behind the photocopy machines. This is done to allow easy access for visitors as well as staff. We also upload a PDF of each paper on our internal website in the folder 'publications', after the publication year. On this internal website, you can find a collection of peer-reviewed papers from our department over time, as a list from DiVA. You can also find a list of all publications published at the department since 2008, with information about the journal, listing on WoS and the Norwegian list. This list is updated every year. There is also an EndNote library with all our publications since the start of the department, which is easily accessible. On your own profile page a link to your DiVA-registered publications can be added. You can also add an updated CV on your website as PDF; and of course, a link to your ORCID (see page 7).

Reporting within the university

At each salary negotiation, all union members (not PhD students, only employees) will be asked by the trade union to hand in a report of the previous year to be used as background for salary negotiations. If you have already developed your qualification portfolio, you can copy and paste the information as needed.

Within the university, the number of publications as well as the publication quality is assessed each year per department. These quality assessments including citations for the last four years, are the

basis for the governmental funding to UU and for the amount in research funds that are allocated to the department. This is one of the reasons why it is very important to report everything that can be used as foundation for these assessments, in DiVA. Deadline for reporting about the previous year in DiVA is normally in early January. Governmental funding is currently regulated only by what is available on WoS, while the internal funding also includes other types of publications from DiVA.

National reporting

When you apply for funding within Sweden, to the National Research Council, Forte and others, you are obliged to apply through the PRISMA system. This system is in turn connected to DiVA and to ORCID. Yet another reason to be meticulous in reporting to DiVA and ORCID. Create your own PRISMA-profile far ahead of application deadline, as it takes a considerable time.

International reporting

There are several websites where you can register your publications, one of the most common being ResearchGate, https://www.researchgate.net/ . At ResearchGate, you can also sort your publications so they are neatly placed under different headings, based on projects or topics. It is important to check the journal's rules before you publish a PDF of your paper on ResearchGate. If you are active on this type of site, it can be a stimulus for increasing the number of citations.

Bibliometry is the name for methods that are used to study the frequency and quality of scientific publications. In some databases, you can show your international collaborations in publishing. It is of utmost importance for universities not only to publish in international journals, but also to participate in international collaboration.

In Web of Science (WoS), you can follow your own publications by going to WoS core collection at the UU library list of databases, input your own name in the front-page window in the format: family name first name initial, and choose 'author' from the drop down list. All your publications are then listed, ranked by publication date. You can click on 'create citation report' at the top right and find your H-index, publications per year, numer of citations including and excluding self-citations. H-index is a commonly used citation index for researchers.

In WoS you can also identify your international collaborations in publishing and choose 'analyze results' on the front page. Here, you can create lists of national and international collaborations based on country, department and other options in the ranking list, within a selected period of time.

Google Scholar is another publication database. It links EVERYTHING; even things you do not want to have listed, abstracts and publications of all sorts. You can create your own Google Scholar profile. You can also create your own h-index here, but it will be different from what you see in WoS.

Publons, https://publons.com/home/ is a website where you can publish your peer reviews and also save them for your CV. There is a lot of information there on how to make a good peer review, which is the pillar of all scientific publishing. Talk to your supervisor about peer review. It is good to get experience in this early on.

Books & conference proceedings

Books and conference proceedings do not give any additional points in the government assessment of Uppsala University, but in the future, they will most probably play an important role in the

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assessment of collaborations. Book publishing is also an important part of the third task for the universities, i.e., to share knowledge more widely. Within the internal assessment system, books as well as conference proceedings are counted for division of funding within the university. Books can also be considered as a good way of publishing your previously peer-reviewed and published knowledge in a new format. Textbooks that build on own research are very important tools in teaching. Conference participation and proceedings are important ways of presenting your research at meetings and conferences. Presence at conferences also puts a spotlight on our department internationally and of course, there is fantastic potential in meeting other colleagues with similar research interests. Generally, conference proceedings and abstracts are not peer-reviewed to the extent that papers normally are. Most of the time, proceedings are therefore not used in PhD theses.

Books and conference abstracts/proceedings are therefore, important to add in DiVA as a part of the research production. Books of more popular scientific nature are important for making the department as well as the research results more well-known and can in the long run result in more citations. However, the best results with regards to citations are obtained when you write popular texts or hold lectures and interviews that build on your own research.

Books and conference participation is an important part of the collaboration strategy. Text books are important for anchoring the teaching at the department in our own research as well as in the evidence base. In the future, when measurable indicators for collaborations have come into practice, this will play an important part in the allocation of funding from national sources. To some extent, this already happens within the department and internationally in other countries.

Media collaboration

Hints and advice when working with the media

If ongoing research is potentially of interest for the public, you should consider issuing a press release when publishing. All official press releases from UU go through the UU communications division. They can assist with contacting journalists when needed. Also, keep the communications division informed if interesting publications are accepted in highly ranked journals; or if you have new reports, thesis, books or ongoing projects. Contact them early-on in the process, preferably immediately when the paper is accepted by the journal. Nowadays, papers are often published online immediately when accepted.

It is also good to keep the communications division updated on each researcher's specific knowledge area, in order to link journalists correctly when they need answers to different questions.

Information about newly granted funding is welcome news for the one who gets funding, but it is not of interest to the mass media – unless it is BIG money within key areas of interest. Media are normally not interested in research conferences or other types of meetings, even though there are some exceptions.

What type of research can be of interest to mass media? Here are some examples:

- Research that relates to social issues or other common phenomena in society
- Research related to current events or to well-known individuals etc.
- Research related to highly interesting practical applications
- Research that relates to the normal day-to-day life for many people
- Unusual or rare topics
- The researcher's local connection (for the local newspapers)

For more information about material for press-releases or contact information to the press office, go to the staff portal, https://mp.uu.se/.

If a journalist contacts you for an interview – it is a good idea to be well prepared. Some hints for a successful meeting/interview:

- Find out in detail what the journalist wants - just checking facts or do they want to make a 30-minute TV interview about your own research – or something in-between!
- What is important for me to communicate? Key messages? REHEARSE!
- Do not underestimate the knowledge of the journalist – avoid unnecessary detail
- Respect the role and the time frame of the journalist
- Show enthusiasm!
- Demand to read a text where you are cited. If you get one before publishing – change or point out only facts that are wrong.

Social media

Our department does not have an official facebook page. Those who are active on facebook among the employees are doing so as individuals. We have our own closed group page about commensality research for the network. Facebook is a good channel for spreading information to interested facebook-groups about publications, meetings, conferences and available positions.

The same goes for LinkedIn, this department does not have its own LinkedIN-page but several employees have one. It can be very important to be active on LinkedIn, especially for those who have a lot of research connection with industry. A private LinkedIn page is easy to create but requires updating.

Altmetrics

Altmetrics is a new and interesting way of measuring the influence and foot print you have with your research through social media, such as Facebook, Twitter, blogs, news channels. Data are gathered and identified most of the time by using your paper's DOI, but PubMed ID (PMID) also works. In DiVA, you can find an altmetrics graph at the bottom of your own reporting page. Altmetrics works best on new papers. Read more here, https://www.altmetric.com/details/.

Publishing strategies and -plans

Social marketing

Collaboration is the third important task for universities, besides research and teaching. Collaborations with professional organisations, authorities, food producers, food retail, restaurants, politicians, policy makers, local actors, the civil society and of course media, are an important aspect of communication strategies. Among these stakeholders we can identify important channels for spreading research results. Target group and channels for communication should be selected according to research area. For a significant part of the research that takes place at IKV, social marketing is an important tool (Luecking et al., 2017). There are many good tools for pretesting of concepts and information material, such as this one from the National Cancer Institute in the US (*Making Health Communication Programs Work*, 1989). Philip Kotler's four P's has been further developed, and constitute the basis of social marketing today, but in this case, we market knowledge

or research results as products. Social marketing is often used in health promotion, but can also be used when preparing a publication plan for spreading research results.

Personal strategies for publication

For the individual researcher or PhD student, thinking about your own personal publication strategy is important. What do you want to be remembered for in research? What is important right now or for the next step in your career? Swedish universities often count the number of published papers before you can go to dissertation; and most also count the number of papers published AFTER dissertation in order to give you a promotion. Several short, relatively quickly produced papers in reasonably highly ranked journals can be an advantage in order to finish on time. Review papers that give you lots of citations with time but take a long time to write are sometimes not counted in a thesis. Discuss with your supervisor which path to take as going for highly ranked journals might give you rejections and can be seen as a waste of time. On the other hand, you are also permitted to have at least one manuscript in your thesis, which can then be submitted to highly ranked journals. Being the last author on papers is sometimes as important as being first or second author in your strive to become associate professor or for getting honorary assignments of different types. Your independence as researcher is often questioned by research funding bodies. They are looking for the number of papers you have published without your supervisor. Another consideration is to think about building your own trail of citations – showing a clear connection between your publications and a distinct profile of you as a researcher.

Building a publication plan for research groups or projects

For projects or research groups, you will find it very worthwhile to produce a dissemination, communication or publication plan. Such a plan can include different types of papers, reviews, cross-sectional studies, baseline studies, interventions, case-control studies or other types of clinical studies depending on the character of your research. In addition, you include how the results will be disseminated to professional groups, students, media, and stakeholders, so your plan will include other types of communication than just scientific publications.

If you have funding from a research council or from the European Commission you are normally required to include such a plan in the project. When producing a publication plan, you can discuss early on the responsibilities of authorship and that the responsible author invites others if needed at an early stage in order to contribute to the writing.

Incentives

Governmental funding is awarded to universities based on the number of published papers listed in Web of Science. Many universities are awarding research groups or individual researchers yearly with incentives based on publications. The amount that is paid is often depending on how many authors on each paper and on the ranking of the journal within the subject. At some universities, a significant bonus is handed out when publications are made in the highest ranked journals, top 1% or top 5% for example. The incentives can be used for conference costs or for purchasing equipment over and above what the university normally provides.

Presenting your own published papers within your department is often forgotten but can increase the internal collaboration. There are many examples on how to do this, for example a monthly festivity when all who have published make a 2-minute presentation of their paper and are thereby duly noted by colleagues.

Important links

(All links checked 190416)

Uppsala university:

Objectives and strategies for world leading research http://www.uu.se/en/about-uu/organisation/mission-core-values/world-leading-research/

External collaboration http://regler.uu.se/digitalAssets/563/c_563680-l_1-k_programme-for-external-collaboration-uu.pdf.

Research ethics https://mp.uu.se/en/web/info/forska/etiskafragor

Collaboration agreement template in Swedish https://mp.uu.se/web/info/undervisa/juridik/samarbetsavtal

Courses at UU library https://libcal.ub.uu.se/calendar/opencourses?cid=5747&t=d&d=0000-00-00&cal%5B%5D=5747

Publishing fee discounts http://www.ub.uu.se/publicera/open-access/rabatter-pa-publicerinsavgiften/

About open access http://www.ub.uu.se/forskarstod-och-publicering/publicera/om-open-access-/

More about media and publishing https://mp.uu.se/c/perm/link?p=65394267

Ulrichsweb http://ub.uu.se/soktips-och-sokteknik/databaser-a-o/

Others:

Quality criteria AND https://www.andeal.org/vault/2440/web/files/QCC_3.pdf

CODEX http://www.codex.vr.se/en/index.shtml

CONSORT http://www.consort-statement.org

Ethical review board https://www.epn.se/en/start/

Clinical trials definitions NIH https://grants.nih.gov/policy/clinical-trials/definition.htm

Clinical trials registration NIH https://clinicaltrials.gov

COPE – how to handle authorship disputes https://publicationethics.org/files/2003pdf12_0.pdf

Norwegian list https://dbh.nsd.uib.no/publiseringskanaler/AlltidFerskListe

ORCID https://orcid.org/

PRISMA https://prisma.research.se

ResearchGate https://www.researchgate.net

URKUND http://www.urkund.com

Academia https://www.academia.edu/

Predatory journals help https://www2.cabells.com/

GDPR https://www.datainspektionen.se/other-lang/in-english/

White list open access http://doaj.org

Publons on peer reviews https://publons.com/home/

Altmetrics https://www.altmetric.com/details/27275391

Creative commons http://www.creativecommons.se/om-cc/licenserna/

UPPSALA UNIVERSITY
Department of food studies,
nutrition and dietetics

Handbook of publishing

2019-04-16

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Annex student agreement in Swedish

ERINRAN OM KÄNSLIG INFORMATION

Undertecknad …………………………………………………….. (Studenten)

är student vid ++, Uppsala universitet. Som en del av kursen ++ kommer studenten att samarbeta med ++   …………………………………………………… (Gruppen)

Inom samarbetet kan Studenten komma i kontakt med information som Gruppen betraktar som en värdefull tillgång, vars värde är beroende av att den inte avslöjas. Studenten ska inte använda informationen för andra ändamål än vad som följer av samarbetet.

Studenten är medveten om att informationen kan utgöra känsliga personuppgifter eller annan känslig information och vikten av att informationen inte otillbörligen sprids. Studenten är även medveten om att informationen kan omfattas av sekretess enligt Offentlighets- och sekretesslagens (2009:400) bestämmelser och att spridande av informationen kan utgöra brott mot tystnadsplikten i enligt brottsbalken 20 kap 3 §.

Genom nedanstående signatur bekräftar jag ovanstående.

Plats: Datum: 20   -   -

……………………………………………………
Signatur