ALEC 604: Writing for Professional Publication

Week 12: Transforming Manuscripts

Activities

- Discuss alternative publication venues for research manuscripts
- Create a scholarly presentation based on your manuscript
- Explore various forms of publishing your research

Alternative Publication Venues

- Primary impact
  - Research Papers
  - Conference
  - Journal

- Secondary impact
  - Research Abstracts
  - Posters
  - Presentations
  - Web Sites

Research Abstracts

- Stand-alone research summaries
  - What did you study?
  - What were your results, and what do they mean?

- Abstracts’ value:
  - Some conferences require abstracts (proposals)
  - Most common section read in full papers
  - Can be used in searchable databases

Conference Posters

- Posters serve as information sources
  - No need to explain the entire research project
  - It’s a visual thing:
    - Pictures, graphs, diagrams, etc.

- Important sections:
  - What was studied?
  - How was it studied?
  - What were the outcomes?
  - What does it mean to us?

Conference Posters Tips

- Poster sessions are for large audiences
  - Plan a two-minute overview for each visitor
  - Describe how your work fits with others’ research

- Common mistakes
  - Too much text; text too small; text only
  - Disorganized content
  - Missing one-page abstract for audience
  - Missing contact information
Research Presentations

- Usually based on your research paper
  - Create an outline of talking points
  - Decide what is important (time limits)
  - Prepare your slides
  - Decide what to say (practice more than once)

Research Presentation Tips

1. Remember your audience
   - Use a conversational approach
   - Explain jargon from your research
   - Remain cognizant of the time allowed

2. Keep it simple
   - Present primary points only
   - Keep introduction and methods brief
   - Spend more time on results and conclusions

Research Presentation Tips

3. Use slides as visual aids
   - Avoid lots of text, lengthy tables, graphs
   - Illustrations should be easily understandable
   - More talking/slide, less slides; 1-2 minutes/slide

4. Practice, then practice more
   - Practice several times before the presentation
   - Present to fellow students – ask for feedback
   - Present to someone who doesn’t know anything about your research

Research Presentation Tips

5. Prepare for audience’s questions
   - Always provide the best, brief answer
   - Ask if you answered the question sufficiently
   - It’s okay to say you don’t know the answer right now, but will find out and respond later
   - Avoid confrontational outcomes to those who oppose/disagree with your research
   - Remain calm, no presentation is likely to produce significant global upheaval

Research Web Sites

- Gaining popularity among scientists
  - Project background and methods
  - Preliminary research findings
- Potentially promoting research to millions
- Lacks peer review qualities; creates interest
- Communicate with like-minded researchers
  - http://www.ag-communicators.org/lise/

Summary

- Abstracts can initiate research papers
- Posters are visual information sources
- Presentations are timed events…practice
- Research project Web sites are gaining popularity for promoting projects
- Alternative publication venues for research manuscripts are only limited by your imagination