

Journey of publishing experience

Illustrates the steps that researchers take, the considerations they have and the feelings and emotions they experience during the current publishing process. It highlights their views and experience of publishing two different types of publications: books and articles.

These researcher profiles are identified below. When reading the journey, please take the perspective of the researcher, standing in their shoes to understand their needs and pain points.

Profiles

Up-and-coming researcher

How do I want to play the game?

- Beginning of career
- Reaching out and trying to connect with academia and industry network
- Trying to understand the rules of the publishing game, and deciding how to play the game
- Motivations are: Making a name in the field and having a substantial game changer
- Pressure to publish, build a CV

"My motivation is to share new knowledge and insights, appreciate with scientific community. I don't want to increase the visibility of my research achievements and to get more peer-review feedback on my work."

Know-how researcher

I follow the game

- One of the experts in their field, in their comfort zone
- Have their own community
- Following the subgame
- Motivations are: Contributing to their research community and building their network
- Pressure to keep up with new updates, and keep publishing regularly
- Time-saving workflow

"My goal is to publish and share my insights with others. For being recognized, my visibility is important. But I don't want to be recognized by people in my field. Getting found by others, understanding will require a different approach. Being it important."

Star researcher

I played the game

- Top of their field, almost without competition
- Well-known in their field, academia, industry, community
- Motivations are: saving time/generators
- Professional life vs. finding the time to share an idea/concept as possible before retirement

"My ultimate goal before retiring is publishing a new book. I have extensive list of experience in my field. It will be nice to finish and end it for the world, the academy is better to see for others to read. My salary is okay, I have been appreciated what I do. I don't need time to write a new book. I have capability to do. I have no retirement, publishing an writing pressure."

top of the field

play the game

play my own game

My research is highly visible

My research is highly visible

My research is highly visible

		Consider	Draft	Draft	Reactive	Reactive	Send	Review	Review	Aftercare	Aftercare
Timeline to	Steps	Consider	Draft	Draft	Reactive	Reactive	Send	Review	Review	Aftercare	Aftercare
	Activities	Gain knowledge Have an idea to share	Formulating the storyline Selecting the channel	Writing the work	Waiting for feedback Working on feedback	Submit the work	Waiting for review	Revising the work	Publication accepted	Post-publication	Tracking
Before an published time	Book	Gathering experience (academic), teaching, workshops, conferences	Discussing with collaborators, co-authors	Writing chapters, collaborating with contributors about their work, inviting a professional editor, getting drafts and reviewing	Maintaining constant communication with the publisher	Submitting a paper to the publisher	Waiting for editorial review process	Revising the work	Publication accepted	Post-publication	Tracking
	Article	Doing or contributing to research work	Discussing with collaborators, co-authors	Writing the work	Waiting for feedback Working on feedback	Submitting a paper to the publisher	Waiting for editorial review process	Revising the work	Publication accepted	Post-publication	Tracking
Considerations	• Have a pressure to publish	• Have knowledge to contribute to a research field	• Want to create an impactful work after workshop, conferences	• Being in collaboration	• Waiting for feedback	• My first article	• Waiting for editorial review process	• Revising the work	• Publication accepted	• Post-publication	• Tracking
	• Add a community	• Add a community	• Add a community	• Add a community	• Add a community	• Add a community	• Add a community	• Add a community	• Add a community	• Add a community	• Add a community
Touch points											



<p>1. Pressure to publish</p> <p>Researcher feels pressure to publish, especially in the early stages of their career. They may feel that they need to publish frequently to advance their research and gain recognition.</p>	<p>2.2. New idea to share</p> <p>Researcher has a new idea or discovery that they want to share with the community. They are excited and motivated to publish their work.</p>	<p>3. Targeting the audience</p> <p>Researcher identifies the target audience for their work and selects the appropriate journal or conference to submit to.</p>	<p>4. Publishers reputation</p> <p>Researcher considers the reputation of the publisher or journal to ensure that their work will be well-received and respected.</p>	<p>5. Time pressure and publishing constraints</p> <p>Researcher faces time constraints and other pressures that may hinder their ability to complete the manuscript and submit it on time.</p>	<p>6. Recommendation from peers</p> <p>Researcher receives feedback and recommendations from colleagues and mentors, which helps them refine their work and improve its quality.</p>	<p>7. Collaborative writing challenges</p> <p>Researcher faces challenges when collaborating with co-authors, such as differences in writing styles, communication issues, and conflicting priorities.</p>	<p>8. Reliable relationship with publisher</p> <p>Researcher has a positive and reliable relationship with the publisher, which makes the submission and review process smoother and less stressful.</p>	<p>9. Long and non-engaged peer-review period</p> <p>Researcher experiences a long and unengaging peer-review process, which can be frustrating and demotivating.</p>	<p>10. Uncertainty about getting accepted or not</p> <p>Researcher feels uncertain about whether their work will be accepted for publication, leading to anxiety and self-doubt.</p>	<p>11. Different type of materials</p> <p>Researcher encounters different types of materials and formats during the review process, which may require additional time and effort to adapt to.</p>	<p>12. PE channels and accuracy</p> <p>Researcher explores different channels and platforms for publishing their work, but is unsure about the accuracy and reach of each option.</p>	<p>13. Promoting themselves</p> <p>Researcher feels the need to promote their work and themselves, which can be challenging and uncomfortable for some researchers.</p>
<p>3. Collaborative iteration</p> <p>Researcher collaborates with co-authors to refine their work and improve its quality. They share ideas, feedback, and resources throughout the process.</p>	<p>10. Get funding to publish open</p> <p>Researcher seeks funding to support their open access publishing efforts, which can be a significant challenge for many researchers.</p>	<p>9. Promotion and other factors</p> <p>Researcher considers the promotion and other factors that may influence the success of their work, such as timing and visibility.</p>	<p>11. Quicker to publish peer-reviewed</p> <p>Researcher aims to publish their work more quickly through peer-reviewed channels, which may require additional effort and resources.</p>	<p>12. Enriches on the final version</p> <p>Researcher enriches their final version of the work with additional insights, data, and references, making it more comprehensive and valuable.</p>	<p>13. Publisher promoting the work</p> <p>Researcher relies on the publisher to promote their work and reach a wider audience, which can be a significant factor in the success of their publication.</p>	<p>14. Quicker to publish peer-reviewed</p> <p>Researcher aims to publish their work more quickly through peer-reviewed channels, which may require additional effort and resources.</p>	<p>15. Enriches on the final version</p> <p>Researcher enriches their final version of the work with additional insights, data, and references, making it more comprehensive and valuable.</p>	<p>16. Publisher promoting the work</p> <p>Researcher relies on the publisher to promote their work and reach a wider audience, which can be a significant factor in the success of their publication.</p>	<p>17. Different type of materials</p> <p>Researcher encounters different types of materials and formats during the review process, which may require additional time and effort to adapt to.</p>	<p>18. PE channels and accuracy</p> <p>Researcher explores different channels and platforms for publishing their work, but is unsure about the accuracy and reach of each option.</p>	<p>19. Promoting themselves</p> <p>Researcher feels the need to promote their work and themselves, which can be challenging and uncomfortable for some researchers.</p>	

<p>1. Substantive career</p> <p>As an up-and-coming researcher, I want to publish as much as possible so that I can build my career and gain recognition.</p>	<p>2. Research field awareness</p> <p>As an up-and-coming researcher, I want to get a sense of the landscape of my research field so that I can better understand my work and its impact.</p>	<p>3. Collaborative writing challenge</p> <p>As a researcher, I want to collaborate with others to improve my work and gain new insights. However, I face challenges when working with co-authors.</p>	<p>4. Targeted audience reach</p> <p>As a researcher, I want to reach a wider audience with my work and ensure that it is accessible and impactful.</p>	<p>5. Pressure for research growth</p> <p>As an up-and-coming researcher, I feel pressure to publish frequently and make significant contributions to my field.</p>	<p>6. Free and available</p> <p>As a researcher, I want to make my work freely available to the community and ensure that it is easily accessible and usable.</p>	<p>7. Increasing writing process</p> <p>As a researcher, I want to improve my writing skills and streamline my writing process to make it more efficient and enjoyable.</p>	<p>8. Effective support</p> <p>As a researcher, I want to receive support and guidance from colleagues and mentors to help me navigate the challenges of the publishing process.</p>	<p>9. Transparent review process</p> <p>As a researcher, I want to have a clear and transparent review process so that I can understand the feedback and improve my work accordingly.</p>	<p>10. Personalized representation</p> <p>As a researcher, I want to have a personalized and authentic representation of my work and research in the public domain.</p>	<p>11. Tracking research impact</p> <p>As a researcher, I want to track the impact of my research and see how it is being used and cited by others in the field.</p>	<p>12. Promotion and dissemination</p> <p>As a researcher, I want to promote and disseminate my work to a wider audience and ensure that it is widely known and understood.</p>
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Researcher who registers and motivates for publishing review process

1. Inspiring the next generation

As a star researcher, I want to share and get support in sharing my accumulated knowledge so that I inspire the next generation.

My role shifts throughout the career path

1. Free rider 2. Superhero/Co-author 3. Chief Editor

Accumulated expertise and experience of my research field

1. Existing an existing research field 2. Initiating a new research field 3. Being on top of the research field

Different tendencies to play the game?

1. Understanding the rules of the game and decide how to play it 2. Following the rules 3. Game Changer

Publishing in the game itself, where rules apply

1. To learn to share my knowledge through different types of materials so that the format and message are tailored to the purpose and target audience

There's a list of rules, and a longer list of hidden rules

3. Tailored knowledge sharing

I want to share my knowledge through different types of materials so that the format and message are tailored to the purpose and target audience

Different tendencies to "play the game"

Publishing research becomes meaningful when connecting to education and industry

4. Industry impact

I want to clearly connect with industry so that my research findings can be applied in the real world and new collaborations for future research.

