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Introduction

We present to you a guide on publishing techniques. We discuss the most important issues related to the course of publishing process in it – starting with choosing the place of publication, through submitting the text, reviews, editing, typesetting and publication. We also raise issues related to the copyright, evaluation and visibility of publications on the Internet. We present "novelties" – solutions not necessarily common, but widely (sometimes even in a stormy manner) discussed.

We focus on publishing on-line: today nobody doubts it is this form of publishing that brings about the best effects when it comes to the dissemination of scientific works. However, it may require changing certain habits related to the preparation of an article or a book for publication in a traditional, paper form.

We discuss the subsequent stages of the publishing process mainly in relation to scientific journals.

This is due to the fact that – to put things very simply – issues such as publishing in free access, citation rates, different scores, indexing databases have so far concerned journals, in relation to monographs – they are only crawling.

Because the guide was created with the community of the University of Lodz in mind, all of the raised issues are described in the context of the Acts and Regulations of the Ministry of Education and Science, as well as the UL Rector's Regulations in force. The discussed issues are illustrated with examples of good practices from the University of Lodz and references to additional sources of information.

I. An article or a monograph?

Definitions of the forms of scientific expression have been included in the ministerial regulation on the evaluation of the quality of scientific activity:

A research article is a peer-reviewed article published in either a scientific journal or in reviewed materials from an international scientific conference:

- presenting a specific scientific issue in an original and creative way, problematic or cross-sectional;
- provided with footnotes, bibliography or other appropriate for a given scientific discipline scientific apparatus.

A scientific article is also a review article published in a scientific journal included in the list of journals.

ATTENTION! An editorial, abstract, extended abstract, letter, errata and editorial note are not included in the definition of a scientific article.

A scientific monograph is a peer-reviewed book publication:

- presenting a specific scientific issue in an original and creative way;
- provided with footnotes, bibliography or other appropriate for a given scientific discipline scientific apparatus.

According to the regulation, a scientific monograph is also: a peer-reviewed translation of a work essential for science or culture into Polish provided with footnotes, a bibliography or other

scientific apparatus appropriate for a given scientific discipline or of a work important for science or culture published in Polish into another modern language; as well as a scientific edition of source texts.

Find out more (click):

- Regulation of the Minister of Science and Higher Education of February 22, 2019 on evaluation
 of the quality of scientific activity.
- Czym jest artykuł i monografia naukowa zmiany w przepisach od 2008 r. [What is an article and a scientific monograph changes in the regulations since 2008]

II. Place of publication: criteria for selection of a (good) journal

Choosing the right scientific journal to submit an article for publication is not easy, especially for those who are beginning their academic career. To a large extent how many recipients the work will reach and what response it will receive depends on this decision. What's more, the prestige of the journal in which the article will be published may to a certain extent affect its evaluation. The more valued the title, the better its articles in terms of substantive value. And the other way round – publishing articles in unrecognized journals may not only result in their limited dissemination, but also affect a sceptical approach to the research results, limiting the chances for the development of an author's further scientific career.

Employees of Polish scientific institutions, when choosing a journal for publication, must also take into account the so-called "achievement limit" introduced in 2018 by the Act on higher education and science, commonly known as the "Constitution for Science". This limit obliges a researcher to submit only four of their most outstanding achievements for evaluation. Therefore, publishing a large number of scientific articles of dubious quality will not be of any benefit – it is better to focus on working on few good texts that will be published in prestigious publishing houses. When choosing a journal, it is worth checking its current score in the ministerial list of scientific journals.

Choosing a journal published in the Open Access model ensures that everyone will have access to the article published in it, which may translate into increased research visibility. When publishing an article that was written as part of an ongoing project, remember about the grant requirements – these may oblige an author to publish in open access, without incurring any publication fees. Created on request of the European Commission, *Open Research Europe* platform, where the publications written as part of the Horizon 2020 programme are made available, can be used as an example here.

Therefore, distinguishing between the best and worst scientific journals is one of the basic research skills. There is no universal rule that can be applied to every discipline; however, there are some basic guidelines that anyone can use.

Find out more:

- Dimitroulis G., Editorial: Getting published in peer-reviewed journals, "International Journal of Oral and Maxillofacial Surgery", 40, 12, December 2011, s. 1342–1345, doi:10.1016/j.ijom.2011.11.012
- Initiative: Think, Check, Submit

1. The list of scored journals - journals search

Is it always worth considering the number of points awarded by the ministry when choosing a journal for publication? Even though in the process of evaluating a researcher, points for their publications are summed up, and 20, 70 or 100 points are definitely more than 5, the answer to this question, contrary to what one may think, does not always have to be affirmative, and the choice of a journal from the list obvious.

When choosing a journal, we should always take into account the subject of the article we want to publish, so be guided primarily by the thematic scope of a given title. Thanks to this, we increase the chances of reaching the appropriate group of recipients with the results of our research and, therefore, influence science. It also means, especially when it comes to the articles published in international journals, benefits for an author in the form of increasing the number of their citations. Therefore, although publishing in underestimated by the Ministry journals will not bring a profit on the occasion of the national evaluation, maybe it will bear fruit in a different, significant way.

Viewing the Scored Journal List, which is nearly three thousand pages long, is, let's be honest, neither easy nor quick.

Two tools can facilitate this:

- Arianta database contains information about Polish scientific and trade journals online.
 Up-to-date scoring information is in compliance with the List of February 18, 2021.
- Scientific journal scoreboard this mobile application allows you to search by: points, discipline, title, ISSN. [It contains data compliant with the List of 18/12/2019, in the process of updating]

2. Prestige and recognition

A good scientific journal publishes articles characterized by a high substantive level, written by researchers known in the scientific community for their achievements. It results in these texts being quoted relatively frequently. While this is not necessarily the rule of thumb, a journal that can boast about a long publishing history, has established standards and is recognized.

2.1. Publisher's prestige

Position of a journal is also evidenced by the prestige of its publisher. Good scientific journal is published by a well-known, reputable publisher that is a member of the Committee on Publication Ethics or other industry associations, such as: Stowarzyszenie Wydawców Szkół Wyższych [Publishers Association of Higher Education Institutions], the Polish Chamber of Books (Section of Academic and Scientific Publishers).

The publisher's name and their contact details should be provided on a journal's website.

A good publisher makes sure that the journal is entered in the Rejestr Czasopism i Dzienników [Register of Periodicals and Journals], has an ISSN and / or e-ISSN (International Standard Serial Number, an eight-digit unique identifier of traditional and electronic serials, registered in the portal: https://portal.issn.org/), and that individual texts published there are assigned DOI (Digital Object Identifier).

An experienced publisher provides a journal with a professional process of publishing management system as well as the possibility of using the anti-plagiarism system.

2.2. Reputation of the editor-in-chief and the editorial board

The role of the editorial office is to promote publications in the scientific community which the journal is addressed to. It is, therefore, worthwhile for authors paying attention to who sits on the editorial board and the scientific council of the title to which they want to submit their text. This information should be published on the journal's website. Its absence can arouse suspicions that nobody wants to take responsibility for weak texts, published inconsistently with the recognized ethics of scientific publications.

Functions of editors should be performed by experts in the disciplines related to the subject area of a given journal; people valued for scientific achievements, affiliated with universities and research institutions. An important issue is also the differentiation of the editorial staff in institutional, and in the case of an international journal – geographical terms.

A journal, managed by a team of recognized experts, will publish valuable articles. Therefore, before submitting our own text, it is worthwhile to review the last few publications by members of the editorial board.

It is a good practice for publishers to publish additional information about the scientists who edit them on a website of their journal:

a researcher's ORCID number;

• a short biography or a link to the biography on the website of an affiliated research institution or Academia. edu and Research Gate portals.

Each journal should indicate on its website the e-mail address of the member of editorial staff responsible for maintaining correspondence with authors and readers and for contact to the institution with which the title is affiliated. No response from the editorial office to the e-mails addressed to it does not bode well, as it may mean that the publishing process itself will be also unnecessarily lengthened.

3. Modern tools: a system for managing the publishing process

The publishing process management system is a tool that benefits both editors and authors: it allows for performance of the entire publishing process – starting with accepting submissions, plagiarism control and text reviews, and ending with publication of articles and their promotion – via the platform.

Submitting the text for publication takes place via the system, and then an author has the possibility of checking at which editorial stage their text is, they also receive related messages. Communication with the editorial office also proceeds this way. Therefore, the entire process is carried out in a transparent manner.

In addition, supervision over circulation of the text from the moment of its submission to publication gives the editors the possibility of meeting the deadlines for publishing subsequent issues, and thus, an author can also be sure that they will not experience any inconvenience due to publishing delays.

The texts are published in the system in various formats (pdf, html), which is also an advantage. These types of systems automatically generate statistics related to various forms of activity that take place in them. This enables an author to trace the interest which their publication is met with among the readers.

Good practices of the University of Lodz

Journals of the Lodz University Press use the czasopisma.uni.lodz.pl (Open Journal Systems) platform. From 2020, thirty editorial offices also use the University of Lodz Research Online Digital Commons-Elsevier platform.

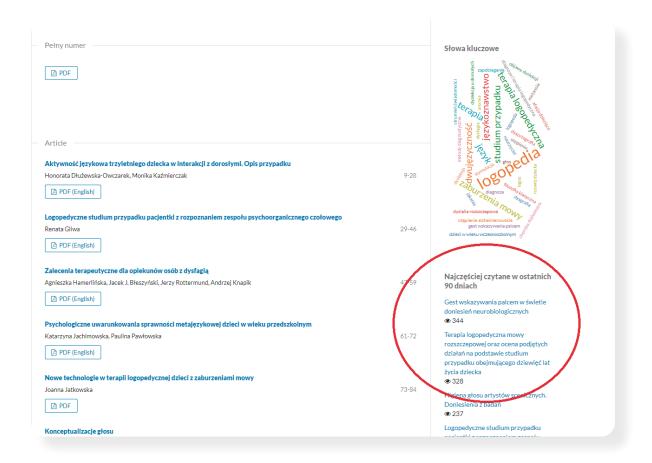


Fig. 1. Readership statistics using the example of the website of the "Logopeadica Lodziensia" journal on the czasopisma.uni.lodz.pl (Open Journal System) platform.

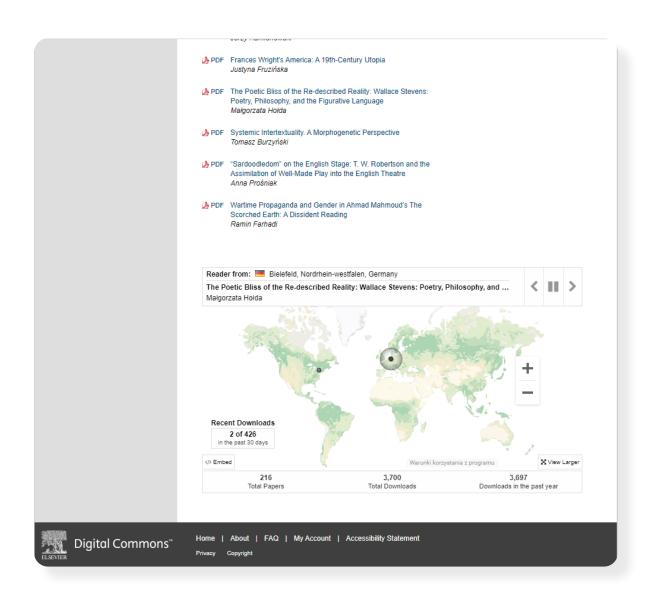


Fig. 2. Visualisation of readers' activity on the website of the "Text Matters: A Journal of Literature, Theory and Culture" journal on the Digital Commons platform.

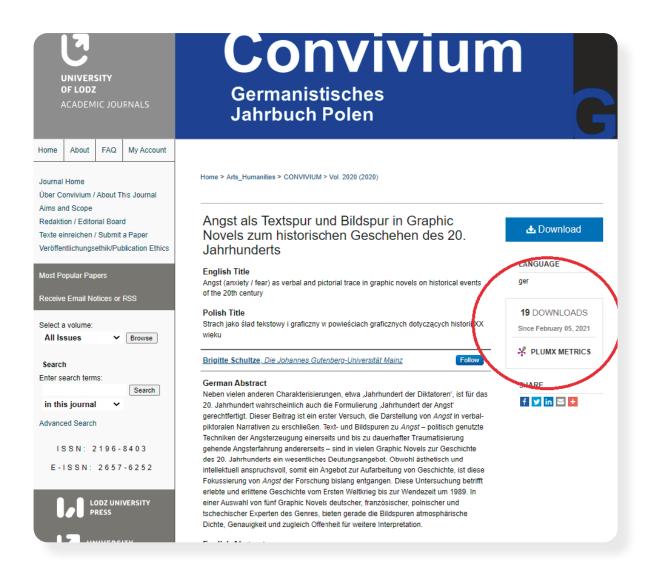


Fig. 3. Readership statistics using the example of an article from the "Convivium. Germanistisches Jahrbuch Polen" – the PlumX Metrix application on the Digital Commons platform.

Automatic connection with social media enables promotion of publications via them. Available indexes, the ability to browse and search the content of a journal make the system a highly functional tool also for readers, and this certainly works to an author's benefit too.

4. Objectives and thematic scope – search engines

It is worth starting evaluation of a scientific journal in terms of the possibility of submitting a text to it with going through its last few numbers. You have to answer the questions whether articles that are published in it:

- relate to the right discipline?
- are written in accordance with the applicable methodology?
- are written by authors being experts in our field?
- are of high editorial quality?

The objectives and thematic scope of a journal (Aims & Scope) should be clearly defined and consistent. It is important as an author largely based on the information relating to aims and scope is able to determine if their text will have a chance of reaching the intended audience.

If an international research community is the target group, it is better to choose to submit an article to a journal of this nature, if; however, the published research is of interest only to scientists from a specific geographic area, it will be a good solution to choose a journal published in a given country, or even a regional one.

Thematic scope of a journal – if broad or narrow – is also an important factor that should be taken into account. If the target audience is to be limited to scientists of the chosen research area, it is better to opt for a narrow-scope, specialised journal, not an interdisciplinary one. Even though the circle of recipients of the text will be smaller in this case, it will significantly increase the likelihood of its dissemination as it will be easier to reach by specialists in a given field.

In choosing the right journal for publication – due to the subject matter of the carried out research – tools like "journal finder" turn out helpful. Usually we just need to type into the appropriate fields the title of the article or its abstract.

Examples include:

- eContent Pro International
- Edanz Journal Selector
- Elsevier Journal Finder
- EndNote Manuscript matcher
- Journal Selector from Cofactor
- Open Access Journal Finder
- Open Journal Matcher
- Scopus Journal Analyzer
- SJFinder
- Springer Journal Suggestor
- Wiley Journal Finder

5. A journal website

A website that belongs to a high-quality journal will be up-to-date and it will be easy to find in it all the information relevant to authors and readers, i.e.,: a publisher, contact details (including physical ones), names and affiliations of the members of the editorial team, history of the journal, its purpose and thematic scope, indexing, ethical rules in force, course of the process of articles reviewing, method of submitting texts, tips for authors, fees charged from them or a template of a publishing agreement.

The lack of this type of information or its insufficient scope should raise potential anxiety of an author, the greater if there are spelling and grammatical errors or advertisements on the website. It may also happen that the website looks confusingly similar to the website of another title in terms of its design and content – in such a case there is a serious suspicion that we are dealing with the so-called hijacked journal, more on that later.

We must also remember that the website of a journal that declares its international nature, should work in the English version – as the only language version or in parallel with the page in the national language.

It is a good practice to include on the website the suggested citation **formats of a publication**. Especially when the texts are not yet assigned to a specific issue and do not have pagination, it will be useful for people citing the article to propose an appropriate bibliographic description.

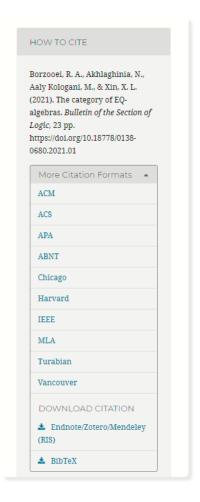


Fig. 4. Suggested citation formats on the Journal Platform of the University of Lodz

Also publishing information on bibliometric indicators (see 9b: Prestigious databases. **Bibliometric indicators**) should inspire confidence of an author: the higher they are, the greater the rank and prestige of a journal in a given field. The same rule applies to the so-called the **bounce rate**, which shows what percentage of the texts submitted for publication is not accepted due to the fact that they do not meet the substantive requirements posed by the editorial office and reviewers.

Good practices of the University of Lodz

On the Journal Platform of the University of Lodz, https://czasopisma.uni.lodz.pl/, next to each article there is the How to cite? tab, which informs the readers about the appropriate citation formats for a given article. The website also contains templates of bibliographic descriptions for early view articles.

6. The frequency and regularity of a journal

A good journal should be published regularly and without any publishing delays – any gaps and delays are to its disadvantage and should raise suspicions that we will have to wait a long time for publishing the text submitted there. More and more titles provide information on the **length of the publication process by making the dates of filing individual texts, their approval, obtaining reviews and, finally, publication public.** It enables future authors to estimate the waiting time for their article to be published in print.

Descriptions of planned issues posted on a journal's website constitute another good determinant, when it comes to the timeliness of future releases.

Good practices of the University of Lodz

The "Qualitative Sociology Review" and "Przegląd Socjologii Jakościowej" journals provide publication dates of the planned issues.

7. Publication mode

7.1. Online first/early view/ahead of print

Majority of the scientific journals publish new issues both on paper and in the electronic form. Publishing on the Internet has many advantages – first of all, it broadens the group of recipients of a given text. Access to the Internet in many parts of the world is much easier than access to a university library or specialist bookstore. An article that is correctly described with metadata can be found faster than its paper version.

Online publishing also reduces the time it takes from submitting an article to its publishing. It usually takes quite a while to collect valuable texts and put a journal issue together. Often, editorial offices receive exceptionally valuable texts that would be worth publishing as soon as possible, but it turns out to be impossible, because the rest of the entries are not ready for being published yet. In such situations, it is worth considering depositing articles on the website, in the online mode first or early view (the publishing scheme in question also works under the name ahead of print). Online first does not exclude publishing a parallel paper version of a periodical.

Single articles that have already undergone review, editing and linguistic proofreading and are already in a correct format can be published on the journal's website yet before the entire issue is released. Thanks to this the author who submitted the text earlier can demonstrate it in their achievements, before the editors collect the texts for the entire issue. Diligent researchers, authorising the correction at an express pace, will spare themselves the frustration of waiting for completion of work on the remaining texts.

Articles are published on the website before the next issue of the journal is planned or they are immediately assigned to the emerging number. In such a situation, the editorial team opens a new

issue and publishes the subsequent ready-made texts online until the appropriate number of them is collected and it is possible to close the issue. The texts have an online publication date and a unique DOI or another digital ID, which makes it possible to quote them and track them until them being assigned to the correct issue. The digital ID has the same form in the early view as it will have after the article being added to the next issue.

Good practices of the University of Lodz

Several UL journals already use this publication scheme: "Acta Universitatis Lodziensis. Folia Oeconomica", "Acta Universitatis Lodziensis. Folia Geographica Physica", "Space-Society-Economy", "Tourism / Turyzm".

This practice can be introduced by all journals, regardless of the frequency with which they are published. Issuing thematic issues may be problematic. Especially in the case of interdisciplinary journals, it may happen that at the same time many articles differing from the topic of the planned issue are sent to the editorial office. This problem can be solved by sending out systematically the Call for Papers with a strictly defined thematic scope of the subsequent issue.

The rules for publishing articles in this system should be fully transparent. A journal should inform that texts are reviewed and prepared for publication by experts: editors, proofreaders. Early view should not be an "easy publishing" method (i.e., adding a text to the website without processing the text the same way other scientific content is prepared, which makes it impossible to quote such an article, even if it is a good one). It should not be used by predatory journals and dishonest publishers for quick publishing of low-quality and non-peer-reviewed articles.

Suspicions should arise in the case of:

- a very short time (e.g., a few weeks) from the time of submitting the text to its publication it may be that the article neither has been reviewed by specialists in the field nor linguistically developed;
- lack of information on the review process or lack of a statement on the review mode

- (a journal specifies whether it follows the blind, double-blind, or open-ended rules of review more: in the chapter on reviews);
- lack of data enabling citation (the article does not have a digital identifier, the editorial
 office does not provide the publication date, which makes it impossible to create
 a bibliographic address).

Good practices of the University of Lodz

The journal "Bulletin of the Section of Logic" publishes regular issues with the frequency of a quarterly. Before assigning an article to the next volume, it is published in the early view mode.

The editorial office conducts a transparent publishing process, publishing in the article files the date of acceptance of the application and the date of placing the text on the website. A unique DOI number is assigned to each article, which does not change after assigning the text to the next issue.

7.2. Accepted article view/accepted online

Another form of publishing articles on the Internet that can be found in some journals published e.g., by the Wiley publishing house, is accepted article view/accepted online. It consists in posting the texts on the journal's website immediately after their acceptance for printing, that is after the final completion of the review and revision process, but still before editing and linguistic proofreading. We gain access to the text in which further changes will be introduced; however its substantive content will no longer be subject to them. Publication in the accepted article view/accepted online format may, therefore, precede the one in early view. It happens that such articles have also a DOI number assigned, which does not change after actual publication of the text.

In the case of research conducted in disciplines such as medicine, biology, chemistry or physics the waiting time for the publication of a text is an extremely important factor that a researcher should consider when choosing where to publish their text. At the same time both when publishing and

quoting other publications in our works, we must remember that the research reliability is confirmed in the course of conscientiously conducted publication procedures, primarily by subjecting them to a review process. Publications announced in the form of online first/early view, but also those that appear as accepted article view/accepted online, meet these conditions, which is why many journals, including the renowned "The Lancet", often use the described publication scheme.

7.3. Preprint

At this point, it is worth mentioning that authors also have the possibility of publishing articles on the Internet in the form of a preprint, i.e., a raw manuscript. Such a publication appears on dedicated platforms (e.g., arXiv and bioRxiv). What is important and what we should remember about is that this type of work has not yet been reviewed in professional journals. This results in a fact that the results of the research presented in them should be approached with extreme caution. It is also important to know that many of them in the end do not get published at all, as the preprint is not able to meet the substantive requirements of the reviewers.

Popularity of medical science preprints increased significantly during the Covid-19 pandemic. The advantage of this solution was, of course, the possibility of sharing research results very quickly with researchers from around the world. However, a high percentage of abuses that occurred and works that did not meet scientific standards, made intervention of the scientific community necessary. The Outbreak Science Rapid PREreview project was established on the initiative of the Nature journal (https://outbreaksci.prereview.org). It lets researchers carry out public reviews of Covid-19 preprints voluntarily

8. Publishing ethics

Adoption of principles of the Committee on Publication Ethics (COPE) by an editorial board or a publisher, even if the publisher is not a member of an association or other such organisation, such as the International Association of Scientific, Technical & Medical Publishers (STM) or International Committee of Medical Journal Editors (ICMJE), is an important guideline-recommendation for potential authors.

What is COPE? It is an association the aim of which is to define best practices pertaining to the ethics of scientific publications and help editors and publishers associated in it implement them. COPE recommends that the ethical principles regarding the review, editorial and publishing processes that apply in a journal should be clearly worded and published on websites. The regulations should apply, inter alia, to the following issues:

- rules for authors: scientific reliability, work originality, rules of sharing data,
 counteracting conflicts of interest of authors, reliability of sources, determination of the
 authorship of the work, rules regarding errors in the published works
- rules for editorial board members: responsibility, fair play, confidentiality, scientific
 reliability, rules of conduct in the case of verification of a material that has been already
 published and in the case of a withdrawn text, counteracting conflicts of interest
- rules for reviewers: cooperation with the editorial team, timeliness, confidentiality, following the standards of objectivity, reliability of sources, prevention of conflicts of interest
- rules for publishers: dealing with the cases of unreliability of research and abuse such as: plagiarism, unreliable or non-subjective reviews, conflicts of interests.

According to COPE, a journal website should contain information about the publishing model, payments (for the application, for publication, for access to the website) or the lack thereof and the licenses under which the articles are published.

ATTENTION! Implementation of the procedures developed by COPE is also recommended by MEiN in the Regulation on the preparation of lists of publishing houses of scientific monographs and scientific journals and peer-reviewed materials from international conferences.



Fig. 5. Logotype of membership in COPE of the yearly: "Ceranea Studies. Journal of the Waldemar Ceran Research Centre for the History and Culture of the Mediterranean Area and South-East Europe".

Find out more:

https://publicationethics.org/

9. Prestigious databases

9.1. Journals Indexing

High quality of a journal is confirmed by its presence in important international databases. According to MEiN, the prestigious databases are: Scopus, Web of Science (selected indices: Science Citation Index Expanded, Social Sciences Citation Index, Arts & Humanities Citation Index, Emerging Sources Citation Index) and the European Reference Index for the Humanities and Social Sciences (ERIH+).

An open access journal should be available in the Directory of Open Access Journals (DOAJ), and information on publishing policy can be checked in the Sherpa Romeo database.

It is also worth remembering about specialised databases:

- Dblp Computer Science Bibliography
- MathSciNet
- PubMed
- PsycInfo
- RePEc: Research Papers in Economic
- Zbmath

and the local ones:

- Central and Eastern Europen Online Library (CEEOL)
- Information Matrix for the Analysis of Journals

Journals published in Bangladesh, Nepal, Sri Lanka, Central America and Mongolia are found on one of the INASP Journals Online platforms, and those are issued in one of the African countries in African Journals Online (AJOL).

Find out more:

Drabek A., Indeksowanie czasopism w referencyjnych bazach danych. Poradnik dla wydawców casopism [Indexing of journals in reference databases. A guide for journal publishers], Poznań 2018, https://doi.org/10.6084/M9.FIGSHARE.5683972

Appendix: monographs indexing

- Directory of Open Access Books https://www.doabooks.org/ collects and makes available metadata of 36,473 peer-reviewed monographs published by 598 publishers in open access.
- **Scopus**, https://www.elsevier.com/solutions/scopus/how-scopus-works/content/content-policy-and-selection collects metadata of both monographic series (marked with the ISSN number) and monographs outside the series (marked with the ISBN numbers), in particular in the field of social sciences and humanities: over 740 series, over 194 monographs. Submissions are made by the publisher.
- Web of Science: The Book Citation Index, https://clarivate.com/webofsciencegroup/essays/selection-process-book-citation-index-web-science/ collects metadata of 60, 000 titles, mostly in the field of humanities and social sciences. An important criterion: metadata in English, a book published at least five years before submission.
- **Central and Eastern European Online Library** the database provides over full texts of 4500 books by publishers from Central and Eastern Europe in electronic formats.
- Other: Springer Nature https://www.springernature.com/gp/open-research/journals-books/books

Find out more:

- OPEN ACCESS AND MONOGRAPHS: Engagement with academic and publisher stakeholders.
 Report of discussions, 2019
- THE OA EFFECT: HOW DOES OPEN ACCESS AFFECT THE USAGE OF SCHOLARLY BOOKS? White paper, Springer Nature, 2017

9.2. Bibliometric indicators

The so-called bibliometric indicators, among which Impact Factor is the most famous one, are also helpful in assessment of a journal quality.

The term bibliometry refers to the science that derives from scientometric research. It serves for analyses of scientific literature, using mathematical and statistical methods for this purpose. The higher a given bibliometric index, the higher the rank and prestige of a journal in a given field.

Scopus: number of citations

In Scopus we can check the number of citations of a journal, also for titles that are not indexed in the database. After logging in, we need to select the advanced search option. In the window we need to enter the formula REFSRCTITLE ("journal title"). We then press the "Search" button and choose the "Secondary documents" tab. In the bar on the left side (1) we must select the records that actually relate to the title of interest to us. Information on the number of citations in journals that are indexed in the Scopus database will appear in the upper left corner (2).

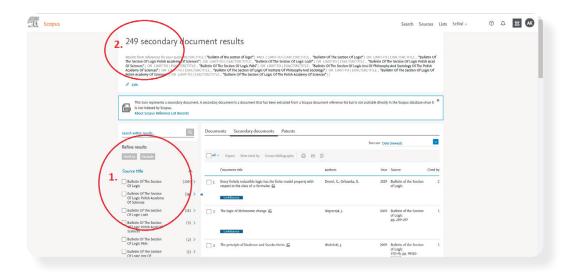


Fig. 6. Checking the number of citations in the Scopus database using the example of the "Bulletin of the Section of Logic" journal.

Scopus: CiteScore – a non-standardised indicator

It is a bibliometric index related to the citation rate of journals and other publications indexed in

Scopus.

Calculation method: The journal's CiteScore for a given year is calculated by dividing the number

of citations received in the last four years (including the year for which the indicator is counted)

by the total number of publications from that journal that appeared in it during the same four-

year period. CiteScore is calculated once - upon completion of a given year and it is published

most often in the middle of the following year. For tracking citation rates in the current year, the

CiteScore Tracker indicator is used, which is updated every month.

ATTENTION! CiteScore is a non-standardised indicator, which means it does not include differences

between the disciplines. It should not be used to compare journals from different disciplines.

How to check CiteScore: in the Scopus database, in a given journal's profile

We select the Sources tab and on the list of journals indexed in the database, which is displayed

there, we find the title we are interested in, or we search for it using the search engine. By clicking

the title of a given journal, we get detailed information about it.

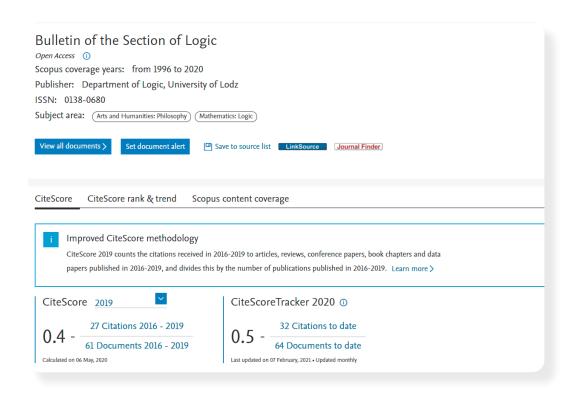


Fig. 7. Checking the CiteScore indicator using the example of the "Bulletin of the Section of Logic" journal.

Journals indexed in Scopus, on the basis of the thematic scope indicated by their publisher and the scientific content published therein are assigned by specialists for specific categories. All Science Journal Classification (ASJC) is the primary category classification used by Scopus. Assigning a journal to a given category is used, among others, for bibliometric purposes – **CiteScore Percentile** calculation, calculated based on CiteScore. This indicator tells us the position of a given journal in comparison with other titles belonging to the same scientific category. If a journal is assigned to more than one category, the CiteScore Percentile is calculated for each of them. For example, if a journal has a CiteScore Percentile amounting to 99%, such as "The Lancet" in the general medicine category, it means that it is among the top 1% of the best journals in this category (incidentally, "The Lancet" currently ranks first among more than 500 titles assigned to the category of general medicine).

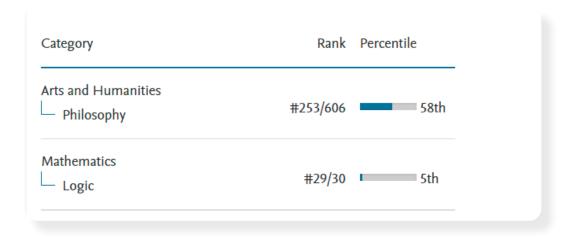


Fig. 8. Checking the CiteScore Percentile for various disciplines using the example of the "Bulletin of the Section of Logic" journal.

Find out more:

https://service.elsevier.com/app/answers/detail/a_id/30562/supporthub/scopus/

SCOPUS: SNIP (Source Normalised Impact Paper) - normalised indicator

SNIP is used in the Scopus database and it is used to show the impact of citing publications from a given journals with respect to the total number of citations within a specific field of knowledge.

Calculation method: only three types of documents are taken into account for the calculation:scientific articles, reviews and conference papers, and citations in such documents. Thus, the index is obtained by dividing the number of citations for a given publication year of the last three years (journal's impact per publication – IPP) by DCP (database citation potential) indicator, which is based on the average number of citations for the same three-year period in a given category. As in the case of determining the SJR indicator, also here the value of a single quote is not the same. It depends on the scientific discipline and thematic category to which the journal from which this quote is taken has been assigned by specialists in the Scopus database (All Science Journal Classification – ASJC is used for classification. The citation value is higher in those disciplines where there citations are less likely, and vice versa. Even high-quality art journals

and journals in the field of humanities typically have a much smaller number of citations than, for example, medical journals (calculations take into account the length of the bibliographic lists of articles published in the journal and, generally, the longer the reference list in the citing article, the lower the value of citations from this publication). SJR is calculated once a year.

Thanks to this normalisation, also in the case of this indicator it is possible to compare journals from various fields and with different citation specificity.

How to check SNIP: in the Scopus database – in a given journal's profile or on the CWTS Journal Indicators website (https://www.journalindicators.com/indicators)



Fig. 9. Checking the SNIP indicator in the Scopus database using the example of the "Qualitative Sociology Review" journal.

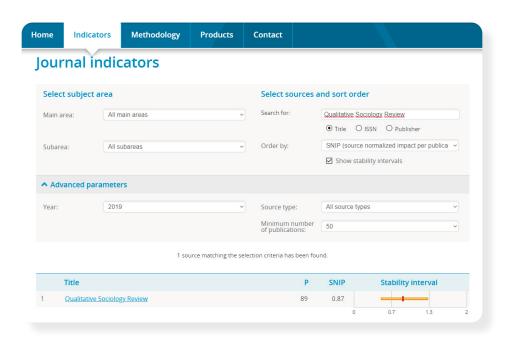


Fig. 10. Checking the SNIP indicator on the CWTS Journal Indicators website using the example of the "Qualitative Sociology Review" journal.

Find out more:

- https://blog.scopus.com/posts/journal-metrics-in-scopus-source-normalized-impact-per-paper-snip
- https://www.journalindicators.com

SJR (SCImago Journal Rank) - normalised indicator

The SCImago Journal Rank (SJR) indicator measures the prestige of a journal, i.e., its scientific impact, based both on the number of citations and the importance and prestige of the sources from which these citations come from. These calculations are performed based on the data provided by the Scopus database, and so they apply only to the journals indexed in it.

Calculation method: a given journal's SJR is calculated by dividing the average number of citations from the recent three years by the number of documents indexed in the same three-year period. Value of these citations is not the same though. It depends on the SJR of the journals from which they come from – the more citations from journals with a high SJR index, the higher the SJR of the title for which it is calculated. The frequency of citations in a given scientific category is also important when calculating the SJR (the All Science Journal Classification – ASJC is also used here). Its increase entails a decrease in the value of individual citations. Thanks to this standardisation, it is possible to compare titles from different categories and with different specificity of citations. SJR is calculated once a year.

How to check SJR: there are two ways to do it – in SCImago portal, where each journal that is indexed in the Scopus database has its profile, and in Scopus itself, in the profile of a given journal.

ATTENTION! on the SCImago website there is also other information about journals, such as: H-index value, average number of citations from particular years, ratio of cited documents to the not cited ones or an indicator of the degree of international cooperation. In addition, the website presents rankings of journals and a tool enabling visual presentation of data concerning them.



Fig. 11. The semi-annual "European Spatial Research and Policy" on the SCImago website.



Fig. 12. The semi-annual "European Spatial Research and Policy" in the Scopus database.

Find out more:

- https://www.scimagojr.com
- https://blog.scopus.com/posts/journal-metrics-in-scopus-scimago-journal-rank-sjr
- https://konstytucjadlanauki.gov.pl/content/uploads/2018/11/rozporzadzenie-w-sprawiesporzdzania-wykazw-wydawnictw-monografii-naukowych-oraz-czasopism-naukowych-irecenzowanych-materiaw.pdf (Uzasadnienie, s. 17–18)

Journal Impact Factor (JIF) - a non-standardised indicator

The most frequently used measure of the quality of journals is the Journal Impact Factor, which determines their citation rate. It is calculated once after the end of a given year for journals included in the Journal Citation Reports (JCR), which is currently owned by Clarivate Analytics.

Calculation method: JIF for a given year is calculated by dividing the current number of citations of publications, which appeared in the two previous years, by the number of all publications from the same two-year period. Only peer-reviewed publications are taken into account, i.e., articles and review articles (other types of documents, such as editorial notes or letters to the editor, are not included). Citations may only come from journals and conference reports indexed in the Web of Science Core Collection. Since 2018, also citations from books indexed in the Book Citation Index database (Science and Social Sciences & Humanities) are included.

The Impact Factor formula:
$$JIF_{(2020)} = C_{(2018-2019)} / A_{(2018-2019)}$$

C – the total number of citations of articles published over the years 2018–2019

A – the number of all articles published over the years 2018–2019

The influence factor relates to a specific period, so it can be calculated for any time interval. For example, the Journal Citation Reports also lists the **Five-year Journal Impact Factor**. Its calculation method is the same as the one for the Journal Impact Factor, but the period of the last five years is taken into account.

Note 1: Due to the fact that JIF is a non-standardised index and does not take into consideration differences between disciplines (the average number of publications cited in one article, publishing frequency, etc.) it should not be used to compare journals from different disciplines.

Note 2: The relevance of the JIF as a journal quality indicator is often questioned. Why?

- journals are not included in the Journal Citation Reports on a regular basis and only a small percentage of them are published in a language other than English;
- one cannot reliably compare journals that belong to different categories by the use of JIF;
- some publishers encourage authors to cite articles from the journal where they publish their text, thereby artificially increasing its JIF;
- self-citations are taken into account when calculating JIF, whereas negative citations are not excluded;
- JIF may change every year;
- it does not take into account the fact that some articles may be cited only years after their publication.

How to check Journal Impact Factor: on the Journal Citation Reports website

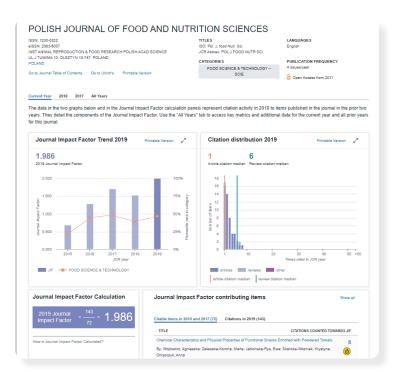


Fig. 13. "Polish Journal of Food and Nutrition Sciences" (publisher: Institute of Animal Reproduction and Food Research of the Polish Academy of Sciences in Olsztyn) on the website of the Journal Citation Reports (www.jcr.clarivate.com).

On this website you can check JIF of a given journal not only for the last year for which it is possible to calculate it, but also track changes that the indicator has undergone over the past few years. To do this, click on the "All years" button.

Year 🛊	Total Cites 🕏	Journal ▲ Impact Factor ▼	Impact Factor without Journal Self Cites	5 Year ▲ Impact Factor ▼	Immediacy ▲ Index ▼	Citable ▲ Items ▼	% Articles in ** Citable Items	Average JIF Percentile	
	√ Trend	Trend	Trend	Trend	Trend	Trend	Trend	Trend	
√ 2019	1,057	1.986	1.917	2.398	0.333	36	88.89	47.122	
2018	889	1.514	1.431	1.899	0.333	36	97.22	39.630	
2017	838	1.697	1.606	1.760	0.361	36	91.67	47.744	
2016	613	1.276	1.138	n/a	0.083	36	86.11	44.231	
<u>2015</u>	548	0.679	0.625	n/a	0.267	30	90.00	22.000	
2014	411	0.643	0.518	n/a	0.036	28	82.14	23.171	

Fig. 14. Changes in the IF index over the years 2014–2019 using the example of the Polish Journal of Food and Nutrition Sciences.

More information about a given journal can be obtained from the individual tabs on the website: Source data, Box plot, Rank, Cited Journal Data, Citing Journal Data and Journal Relationships. And so, for example, the Rank tab enables you to check a journal's position in a given scientific category, and the Journal Relationships tab shows a visualisation of citation data relationships occurring between it and twenty other top journals in its network.

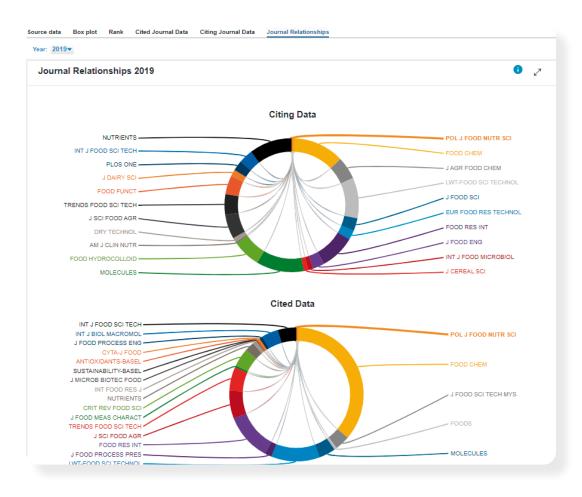


Fig. 15. Journal Relationships using the example of the Polish Journal of Food and Nutrition Sciences.

Since the Journal Impact Factor itself cannot tell us much, it is best to check the index of a journal we are interested in, comparing it with other journals from the same category. To do this, on the Journal Citation Reports home page, we need to click "Browse by Category". When in the top bar of the subpage to which we then are redirected, we click "Journals by Rank", a list of journals will appear, which we can organise, among others according to their JIF value.

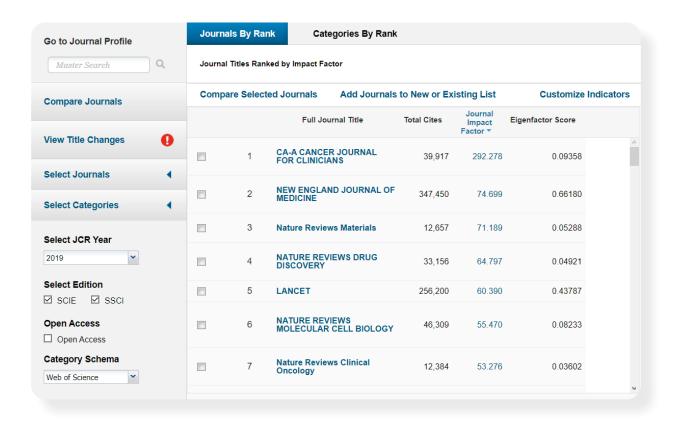


Fig. 16. Layout from the highest to the lowest value of the JIF index for all journals included in the Journal Citation Reports.

If we want to put together only a few journals that interest us this way, in the bar on the left, we need to enter their titles and click on them so that they appear on the list visible below the search box. Then, below, we choose the year for which the list should be prepared and at the bottom of the sidebar we click the "Submit" button. The selected titles will appear in the main window, one below the other, along with their indicators – JIF and Eigenfactor (about which we write below):

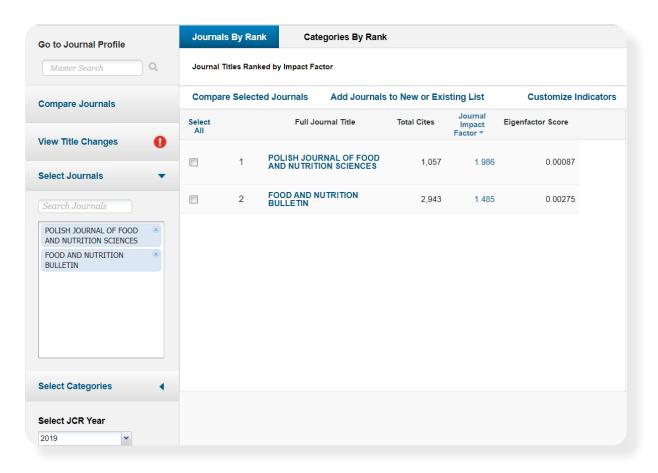


Fig. 17. Journal Citation Reports.

Find out more:

https://clarivate.com/webofsciencegroup/essays/impact-factor/

Eigenfactor - a standardised indicator

Calculation of the Eigenfactor indicator is performed based on the number of citations that are not treated equally. Those citations that come from highly rated journals receive a higher value than those from low ranking journals. So, the more prestigious a journal, the greater its influence on increasing the ratio.

ATTENTION! Eigenfactor is considered to be a more stable indicator than the Journal Impact Factor, which treats individual citations equally.

It is also important that the calculations take into account citations received in the sequence of five, not just two years. This way, you can avoid drawing wrong conclusions concerning journals from those research areas in the case of which the citation rates of articles are quite low. The data for the calculations comes from the Journal Citation Reports.

How to check Eigenfactor:

on the website: http://www.eigenfactor.org/projects/journalRank/journalsearch.php or in journal profiles in Journal Citation Reports (in the Source data tab)



Fig. 18. "Polish Journal of Food and Nutrition Sciences" on the website: http://www.eigenfactor.org

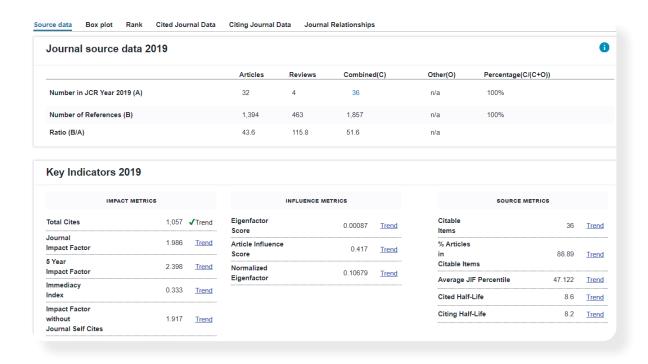


Fig. 19. "Polish Journal of Food and Nutrition Sciences" in Journal Citation Reports.

Find out more:

http://www.eigenfactor.org

10. Predatory journals/publishers

A predatory journal is a journal that publishes scientific content only for the purpose of financial benefits by charging the authors (the so-called Article Processing Charges – APCs). In order to maximize profits, publishers of such journals publish all texts submitted to them, often of dubious scientific quality, without subjecting them to a proper review and editing processes, in return charging exorbitant prices for their services. This practice is unethical and contributes to lowering scientific standards. Moreover, once published texts presenting erroneous research results are difficult to remove from the scientific circuit and can function in it for years, being quoted by

successive researchers, thus, contributing to undermining the trust in science (in this case the greatest, because literal danger occurs, of course, in the case of medical sciences).

ATTENTION! Not every journal that charges fees for publishing an article is a predatory journal.

An article entitled What's the Deal with Birds? constitutes evidence that a predatory journal is able to publish any text submitted to it, and therefore, the manuscripts are not subject to a fair review process. It was published in the "Scientific Journal of Research and Reviews" (DOI: 10.33552/SJRR.2020.02.000540). Interestingly, the date of its submission is March 25, 2020, and the publication date is already April 1 of the same year.

The article discusses, inter alia, the issue of correlation between the appearance of birds and their "weirdness" (Correlations between bird appearance and weirdness). The abstract reads:

Many people wonder: what's the deal with birds? This is a common query. Birds are pretty weird. I mean, they have feathers. WTF? Most other animals don't have feathers. To investigate this issue, I looked at some birds. I looked at a woodpecker, a parrot, and a penguin. They were all pretty weird! In conclusion, we may never know the deal with birds, but further study is warranted,

and the author, Daniel T. Baldassarre, thanks the Big Bird of Sesame Street for manuscript comments.

The text was submitted as part of an experiment to show how predatory journals function.

More on: https://www.audubon.org/news/whats-deal-birds-new-paper-asks-while-making-point

A similar experiment aiming at exposing unfair scientific practices has been conducted by Polish researchers.

More on this in:

P. Sorokowski, E. Kulczycki, A. Sorokowska, K. Pisanski, Predatory journals recruit fake editor, "Nature" 2017, 543, pp. 481–483.

Predatory journals hunt those who are desperate to publish their text or who are not fully aware of what a reliable publishing process is all about. Regardless of whether they made a conscious choice or were fooled by a false promise to have their scientific work assessed professionally (after all, they cannot be sure whether the reviewers assessed it honestly and whether it really represents a level that is high enough to deserve publishing), they lose on such a publication in the long run.

There are several reasons why we should beware of predatory journals.

First of all, the express pace of review and editing of the submitted texts makes their level very low. This entails a decline in prestige and undermines credibility of a scientist who has on the list of his publications those published in predatory journals, regardless of how high the actual quality of their writing is.

Secondly, publishing a text in this type of a journal makes it impossible to send it to another, reputable title, as texts that have been already published are not accepted. Thus, the publication "falls out" of the scientific circulation or is perceived as weak in terms of its substantive value.

Finally, we should take into account that publishers of predatory journals do not care about dissemination of the text in the world of science, so the chances of reaching a wide range of audience with a text published in such a journal is limited.

Unfortunately, it is not always easy to determine whether a journal belongs to the group of predatory journals – the boundaries between what is valuable and what is intended to prey on cultivation of science often blur. This is because publishers want to be as secretive as possible about their dishonest intentions. The data published in February 2021 reveals that correct verification of journals is problematic even for the creators of reputable bibliographic databases, such as Scopus. It turned out that over 300 journal titles, the editorial offices of which used ethically questionable

publishing practices were indexed in this database. The total number of articles published in those journals over the years 2015-2017 exceeded 160,000, giving about 2.8% of all Scopus content for the same period (source: V. Macháček, M.Srholec, Predatory Publishing in Scopus: Evidence on Cross-country Differences, "Scientometrics" 2021, https://doi.org/10.1007/s11192-020-03852-4). This raised a valid question as to what extent poor-quality research spoils the scientific literature and misleads other researchers (see: https://www.nature.com/articles/d41586-021-00239-0).

In the presented case, Scopus responded by ceasing to index new articles from these journals, although their archival issues are still in the database. Unfortunately, predatory journals are continuously changing titles and publishers, and their number is constantly growing.

Since, as it turned out, even the presence of a journal in a database such as Scopus does not have to be a guarantee of its high quality, so as not to be deceived, we need to be aware of what kind of features are characteristic of predatory journals. **The main ones are:**

false or misleading information from the publisher

Predatory journal publishers try to create an impression of fairness by posting on their websites or in e-mails, which they send to potential authors, understatements or even untrue information about themselves. And so, the Impact Factor indicators of the journal are often overstated and the databases in which the journal is indexed are of questionable quality or the information about indexing the title in prestigious databases is even false.

The same may be true for membership in industry associations. Information about the editorial team is incomplete (e.g., no affiliation), and in extreme cases we won't even find the list of names of the editors and their contact details.

Finally, a description of the editorial process, especially the reviewing procedure of the submitted manuscripts, only gives the appearance of professionalism. It often happens that the way of providing information on the website or in an e-mail raises reservations. This happens when the presented content is inconsistent, written using colloquial language or contains spelling and grammatical errors, and the website or email itself does not look professional.

Lack of transparency of editorial and publishing practices

In the case of good journals, there are no major problems with fast and independent reaching this type of information – it is posted on a given journal's website, described in detail and without any understatements, also in English. It may happen, however, that the theory deviates from the practice. Then declaration of a publisher of the journal of an extremely short time from the moment of submitting the text to its publication (even up to two weeks), at the same time of a guarantee to ensure a reliable course of the editorial procedure should arouse suspicion. This is the express pace of publication which is the basic "lure" for authors, but on the other hand, it also enables us to quickly identify a journal that is better not to deal with.

Unfortunately, information regarding publication fees that an author will have to pay, is very often hidden. There is no mention of them in the e-mail containing an invitation to publish, it is difficult to find it on a given journal's website, but it appears in the form of an invoice after accepting the text for publishing.

Aggressive solicitation of authors

Sending e-mails containing an invitation to publish – Call for Papers to potential authors is common practice of good scientific journals. However, if such messages take the form of persistent harassment, a suspicion arouses that they come from predatory publishers. Not only the frequency of receiving such correspondence, but also its content may be an indication of the sender's intention. Placing in one e-mail a collective list of journals, most of which, in terms of their thematic scope, differ from the research interests of the person to whom the invitation was sent should arouse suspicions. Such a "wholesale" Call for Papers is sometimes extended with a cooperation proposal as a member of the editorial board or a reviewer or an invitation to participate in a conference. And the other way round, e-mails sent by the owners of predatory journals can be personalised and to such an extent that they would mention the so far scientific achievements of the addressee and take on a flattering tone towards them. At the same time, they inform them that the journal urgently needs texts for the upcoming issue that are related to the addressee's scientific interests.

You can follow examples of parts from this type of e-mails here.

Apart from the above-mentioned features characterizing predatory journals, also posted on the Internet and continuously updated lists can be helpful in identification of such titles, examples of which are provided below.

Lists of predatory journals and publishers:

- https://www.riotu-lab.org/ric/predatory.php
- https://scholarlyoa.com/list-of-standalone-journals/ (creation rules, the so-called Beall's
 List: https://scholarlyoa.com/criteria-for-determining-predatory-open-access-publishers-2nd-edition/)
- https://beallslist.net

Next to predatory journals, there are also the so-called **hijacked journals**. This term refers to journals that create bogus websites by copying all elements of the actual websites of existing titles in order to impersonate them. For publishing the submitted texts quickly a fee is demanded, upon payment of which the contact with the publisher is interrupted, and the text does not get published.

Unfortunately, the problem of predatory journals is growing every year. Grassroots initiatives like even the so-called Beall's list, published systematically since 2012 by American librarian Jeffrey Beall on his blog: Scholarly Open Access which was closed in 2017, due to the threats and lawsuits from individual publishers, do not bring lasting results. Systemic solutions, which have already been initiated by some governments or organisations (e.g., in 2018, COPE organised a forum on predatory journals, the aim of which was to study this problem and find ways to solve it), are needed. The Predatory Publishing website, the authors of which aim at fight against predatory journals by making the scientific community aware of the problem of their functioning on the publishing market, is an interesting – anonymous – initiative. Additionally, they offer a tool that allows, by means of the ISSN used by the publisher, for verification whether a given title is actually registered not only as its holder, but also as a member of the Committee on Publications Ethics (COPE) and Directory of Open Access Journals (DOAI) – available at: https://predatory-publishing.

com/ISSNCheck/?issn=1234-5678 (just after the "=" sign in the address field we need to enter the number that we want to check). The anonymity of the creators of this website, as they explain themselves, was dictated by the unpleasant experiences of Jeffrey Beall.

Importantly, the need to eliminate predatory journals does not only stem from the issue of reliability of scientific research, but also financial considerations. Huge resources from public funds allocated to science are now in the hands of predatory publishers in the form of publication fees, while they could be utilized for the benefit of all of us, for really reliable research.

Remember that the above warnings apply not only to the scientists who choose a journal to publish their research results in. Also, potential reviewers should be vigilant and refuse to review manuscripts, if they come from the editorial offices of journals, which can be suspected of engaging in these nefarious practices.

Find out more:

- COPE: Predatory publishing, https://doi.org/10.24318/cope.2019.3.6
- https://theconversation.com/vanity-and-predatory-academic-publishers-are-corrupting-thepursuit-of-knowledge-45490

III. Submission of a text for publication

1. Not only an article, i.e., preparation of metadata and additional information

Once the decision to choose a journal has been made, it's time to start submitting your application. Vigorously operating editorial offices that receive many proposals are eager to use tools that facilitate the publishing process management, i.e. publishing platforms.

In order to improve the application process, apart from the article itself it is worth preparing the most common set of required metadata: fields/disciplines in accordance with the classification used by the editorial office, abstract, keywords, ORCID and affiliation.

1.1. Field/discipline

In the world of science, there are different ways to classify different areas of knowledge. Available taxonomies, lists of fields and disciplines serve proper description of a publication.

Oto wybrane klasyfikacje, do których najczęściej odwołują się wydawcy:

- ASJC All Science Journal Classification, applied subjects area classification in the Scopus database
- BISAC Book Industry Standards and Communications
- Digital Commons the network of bepress-Elsevier publishing platforms to which University of Lodz Research Online belongs
- JEL American Economy Association classification used in journals in the field of economic sciences
- MSC Mathematics Subject Classification
- OECD The Organisation for Economic Co-operation and Development
- Regulation of the Minister of Science and Higher Education of September 20, 2018 on fields of science and scientific disciplines, and artistic disciplines

1.2. Abstract

The most common mistake relating to an abstract is... replacing it with a fragment of the text from the introduction of a given publication. As a result, it often results in another mistake – the abstract is too long (there are half-page abstracts, which is definitely too much). Descriptions of the individual parts of the article are then too detailed, whereas a well written abstract is simply to present the analyzed problem and its content synthetically.

ATTENTION! The abstract should inform about the research objective and the methodology of the conducted research and conclusions. All this content is to fit in 6-7 sentences – remember that that there is no room here for revealing details of our work. The abstract must contain the most important concepts necessary to find an article among thousands of others, which is why it's good to include keywords and the most important parts of the title in it. It often happens that editorial offices of prestigious journals inform potential authors about the form in which an attached to the submitted text abstract should be constructed or at least about the maximum number words that can be in it.

Abstract is a showcase of our text, that is why we should also take care of its language correctness, that is, eliminate all spelling errors (especially in foreigners' names and surnames), punctuation, stylistic, and repetitions.

1.3. Bibliography

In Poland, the principles of drawing up footnotes and bibliographies are regulated by the PNISO standard published in 2012 690: 2012 Information and documentation. Guidelines for elaboration of a scientific work.

A well-prepared bibliography is, above all, a complete bibliography, and thus, one that includes all cited in the text works, and is standardized in terms of the style of entries.

It should show the full spectrum of the problem under study, so it should be up-to-date and include also the latest publications on the subject of the undertaken research. In a collective monograph there must be a separate bibliography for each chapter.

The most common mistakes in the bibliography are:

- incompleteness (not all the cited works in the footnotes and captions under figures);
- lack of consistency in the form of bibliographic entries (e.g., as a result of copying them from other publications and then pasting them);
- lack of ordering of entries (proper alphabetical order, division into sources and literature);
- inconsistency between the form of entries used in the bibliography and in the footnotes;
- inconsistent writing down the names of publishers;
- incomplete sources: no translator, publisher name, chapter page numbers/articles;
- mistakes in the surnames and first names of the authors of the cited works (twisting the names, confusing names, lack of umlauts and accents);
- errors in the titles of the cited works;
- omitting subtitles of the cited works;
- inactive or broken links to the cited websites;
- no access dates to websites;
- naming the editor as an author of the study;
- erroneous construction of the entry of an article from a journal (first number and volume, followed by a year);
- incorrect use of "[in:]" in bibliographic descriptions of journal articles;
- using abbreviations such as idem, ibidem, ibid, ibid in the bibliographic list, same.

By the way, it is also worth remembering:

- to check if the information contained in the quoted websites is up-to-date;
- not to use both footnotes and Harvard footnotes;
- to avoid discrepancies in the use of abbreviations in Polish and Latin footnotes such as: idem, ibidem, ibid., ibid., etc.;
- not to use in the footnotes the beginning of the title and the abbreviation op. cit./un. cit.;
- not to cite works/statements by other authors in the text without providing the citation source;
- to write bibliographic items in Latin this is a requirement of the Scopus database;
- not to use caps and small caps in the bibliography;
- not to use "<>" signs to distinguish websites in the bibliography;
- to provide access dates for online sources;
- if the reference concerns a journal, to write down each issue in a separate verse;
- if an author's name appears repeatedly in the bibliography, to rewrite it, and not to use hyphens.

A common mistake is also the lack of DOI numbers. A free tool available at: https://doi.crossref.org/simpleTextQuery facilitates search for DOI of bibliography entries.

If we want to find identifiers, we paste the entire bibliography into the window available on the website ending it with an enter. As a result, we get a list with suggested DOI numbers. If they are correct (they require verification), just copy and paste them into the article. Recording of DOI in the bibliography, proposed by the system, is as follows:

Bert W., The Reluctant Superpower. United States' Policy in Bosnia, 1991-95, Basingstoke 1997. https://doi.org/10.1057/9780230372764

There are as many models for writing footnotes and bibliographies as there are authors. Every publishing house also has its own rules in this matter (in the case of Lodz University Press recently three variants are preferred: harvard, oxford and vancouver – here primarily the numerical variant). No matter which form is chosen – let's repeat it again – the most important thing is to

be consistent in its application. It is good to bear this in mind already at the very beginning of work on the text – then it is worth asking the publisher for the instructions we will be able to stick to.

The programmes for management of the attachment bibliography enable creation and management of our own bibliographic database.

They are available both in the commercial version:

EndNote,

and free ones:

- Mendeley
- Zotero
- ReadCube
- Citavi also available in the Polish language version

Find out more:

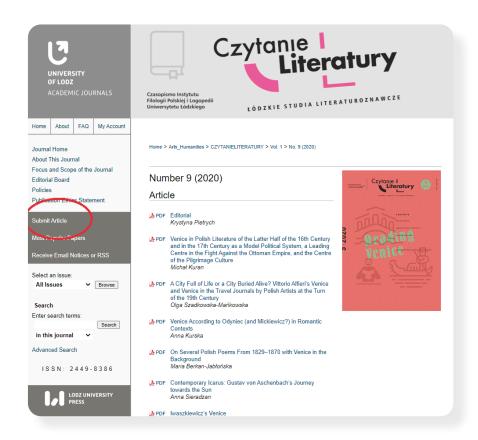
- Antczak M., Bibliografia załącznikowa, przypisy, powołania [Attachment bibliography, footnotes, references] Łódź 2016.
- https://www.crossref.org/services/reference-linking/
- Regulation No. 103 of the Rector of the University of Lodz of 18/03/2020 on: official
 translation of the name "University of Lodz" into selected foreign languages and official
 translation into English of the names of other units of the University of Lodz and the boards
 for science and commission for academic degrees operating at the University of Lodz.
- Regulation of the Rector of the University of Lodz No. 7 of 01/10/2019 on: the rules of providing affiliation in publications authored by employees and doctoral students of the University of Lodz.
- Zależności między klasyfikacją dziedzin i dyscyplin MEiN a wcześniej obowiązującym wykazem
 i systematyką OECD. [Relationships between the classification of fields and disciplines of MEiN
 and the previously binding list and OECD taxonomy]

2. Submitting an application on the publishing platform

Editorial teams of scientific journals, especially of those with a lot of submissions, are happy to use professional publishing process management tools instead of using an e-mail box and an excel spreadsheet. In this section of the guide, we show you step by step how to submit an article for publication on the University of Lodz Research Online platform.

Step 1. Logging into the repository

On the homepage of the *University* of *Lodz Research Online* we need to find the journal for which we want to submit our article. On the journal's website, we have to click the **"Submit Article**" button, which is located on the sidebar.



 $Fig.\ 20.\ Submitting\ an\ article\ on\ the\ University\ of\ Lodz\ Research\ Online\ platform\ -\ the\ "Submit\ Article"\ button.$

If we already have an account, we log in to it using our e-mail address and the password.

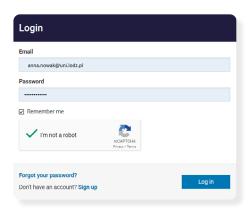


Fig. 21. Submitting an article on the University of Lodz Research Online platform – logging in.

If we do not have an account yet, we create one by entering our e-mail address, first and last name and by entering our own password, which we then repeat in the next column.

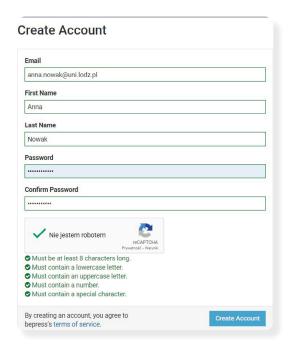


Fig. 22. Creating an account on the University of Lodz Research Online platform.

After logging in, we are redirected to a page with instructions on the course of the text submission process. After reading it, we press the **"Continue"** button and start the process of article submission.



Fig. 23. Instructions for submitting the text.

Step 2. Text submission – four steps

The process of submitting an article for publication takes place in four steps.

Acceptance of the contract. The first step is to accept the contract we conclude with the publisher. After getting familiar with its terms, if we agree to them, we need to press the **"Accept"** button.

Providing information about ourselves. In the next step, on the next website that will be displayed automatically we obligatorily enter in the appropriate fields our name, surname and affiliation.

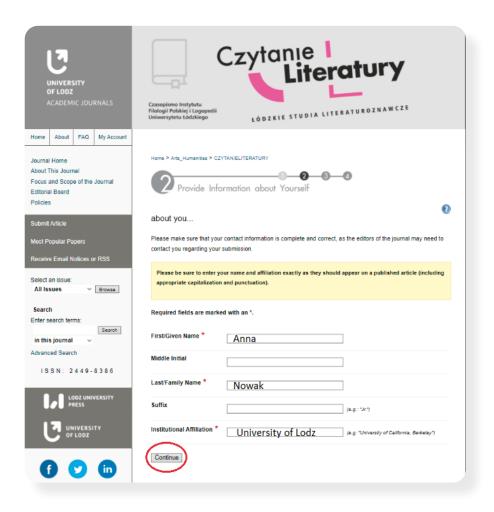


Fig. 24. Author's survey.

Providing information on any co-authors of the text

The next page requires information on possible co-authors of the submitted text. If we are not the only authors, this is where we enter the required data of other people, by using the "Add author" button.

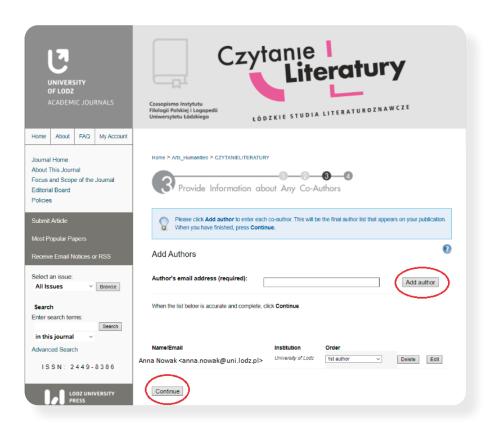


Fig. 25. Providing data of co-authors.

Sending the manuscript

The last step is to load the file with the text of the article (if it is in Microsoft Word or RTF format, the system will automatically generate a pdf file from it). Here we also give additional information accompanying the text – metadata. The following fields might require us to fill them in: title of the article (in the case of the journal which we are using, we need a title in Polish and English version), ORCID number, abstract and keywords (in Polish and English), the disciplines that we choose from the available list, and the field in which the bibliography prepared for the article should be included. At the end, we add the file with the text of the article and press the "Submit" button.

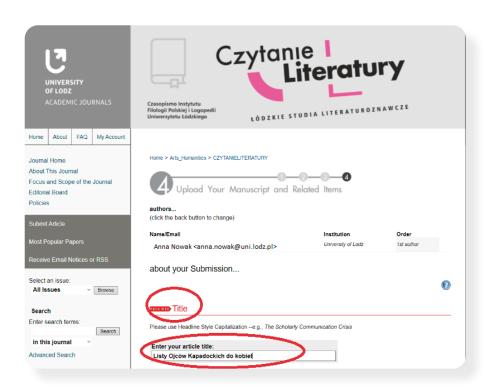


Fig. 26. Manuscript Submission.

When the text is loaded, the system will automatically take us to the next page. Here we will find a thank you for submitting the manuscript. All the metadata we entered will be also displayed. At the bottom of the page we will find tips pertaining to the further proceedings:

- 1. A link that enables us to make a possible correction of the submission;
- 2. A link to upload additional files that accompany the text of the article (e.g. video clips or sound files) into the journal's website.
- **3.** A link to our own account in the system (My Account) where we will be able to log out of the system;
- **4.** Information that the further fate of the submitted text can be followed in the system on our own account (My Account).

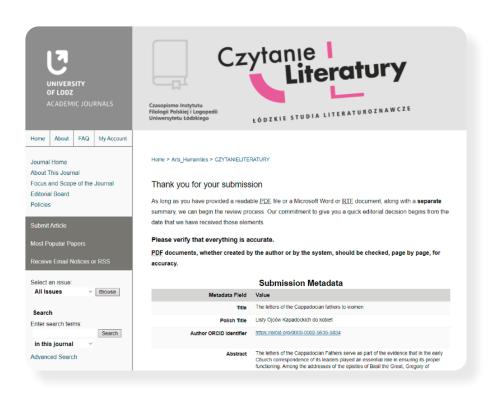


Fig. 27. After submitting the text – the thank you message

At the same time, two automatically generated e-mails confirming the submission of the text, containing the issue our text has been assigned to, an e-mail address to which we should write in case of any problems, as well as a link to track the status of our request will be sent to the e-mail box that we use to log in to the system.

The submitted text and its current status will be visible in the system in the following way:

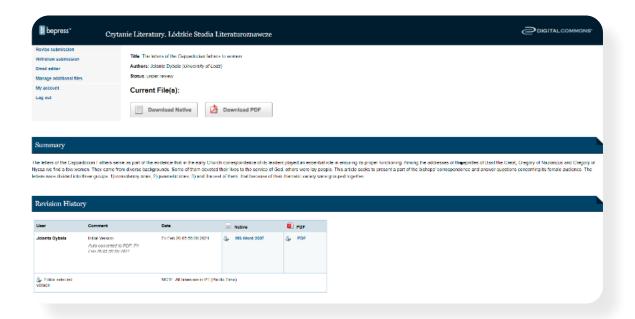


Fig. 28. After submitting the text – information in the system.

IV. Copyright

1. Monographs

Publication of an article, author's or collective monograph requires a contract with the publisher. In accordance with the Intellectual Property Regulations of the University of Lodz and Rector's Regulation No. 100 of May 10, 2018 on the publication of works ... the University of Lodz has the right of priority when it comes to publishing a work authored by an employee of the University of Lodz. This does not apply, inter alia, articles intended for publication in journals from the Ministry of Education and Science list.

What's included in the publishing agreement?

- dates related to the delivery of the work and different steps of the publishing process;
- specification of the type and duration of the license;
- the scope of exploitation fields.

In the case of monographs, Lodz University Press proposes an exclusive license to the authors. By signing an agreement, an author may also grant consent to disseminate the work in free access (i.e., in the Repository of the University of Lodz and other monograph indexing databases, such as CEEOL), including Creative Commons licenses.

2. Articles in journals

The situation is different in the case of publication of articles, because authors grant a non-exclusive license to the University of Lodz (by signing declarations available on the website: wydanictwo.uni. lodz.pl, Journals tab). This means that an article that has been published on the Journal Platform of the University of Lodz under a CC license can be simultaneously placed by authors, for example, on social networking sites.

ATTENTION! We recommend that you provide DOI – i.e., a link that leads directly to the publication on the platform, instead of placing pdf files in various places on the Internet – it makes it easier to calculate the readership rates).

What is worth paying attention to if we plan to publish an article in a journal that is not published by the University of Lodz? Good journals provide a contract form on their website, which the author is obliged to sign, so that information about their rights was easily accessible to them before deciding to submit the text, but also at the same time they allow license exceptions depending on the author's needs.

Many journals use Creative Commons (CC) licenses, a set of standard license contracts, on the basis of which the author makes their work available, under certain conditions, covered by proprietary copyrights.

Types of Creative Commons licenses

Attribution (CC BY)



It lets you copy, change, distribute, present and perform the work only under the condition of providing the authorship.

It guarantees the broadest freedom to the licensee.

Attribution - Share Alike (CC BY-SA)



It lets you copy, change, distribute, present and perform the work as long as the derivative works are granted the same license (it is used by, inter alia, Wikipedia and its sister projects).

Attribution – Non-Commercial Use (CC BY-NC)



It lets you copy, change, remix, distribute, show and perform the work provided it is for noncommercial purposes only - however, this condition does not apply to derivative works (they may be covered by a different license).

Attribution - No derivative works (CC BY-NC-ND)



It lets you distribute, present and perform the work for both purposes commercial and noncommercial, as long as you keep the work in its original form (derivative works are not created).

Attribution - Non-Commercial Use On the same terms (CC BY-NC-SA)



It lets you distribute, present and perform the work only for non-commercial purposes and as long as the derivative works are also covered by the same license.

- **Attribution Non-Commercial Use**
 - No derivative works (CC BY-ND)



It lets distribute, present and perform the work only for non-commercial purposes and on condition that the work is kept in its original form (derivative works are not created).

This is the most restrictive of the licenses.

Good practices of the University of Lodz

The journals of the Lodz University Press are issued under **CC BY-NC-ND licenses – Attribution – No derivative works.**

Find out more:

- Training course for students in copyright 2020 on the moodle.uni.lodz.pl platform
- Poznaj licencje Creative Commons. [Get to know Creative Commons licenses]
- Rules of managing copyright, related rights and industrial property rights, and principles of commercialisation of the results of scientific research and development works of the University of Lodz.
- Siewicz K., Otwarty dostęp do publikacji naukowych.[Open access to scientific publications]
 Legal issues.
- Regulation of February 4, 1994 on copyright and related rights.
- templates of contracts for authors and editors of the Lodz University Press monographs (there also statements for the authors of articles).
- Regulation of the Rector of the University of Lodz No. 10 of October 14, 2016 on the rules of publishing journals at the University of Lodz.
- Regulation of the Rector of the University of Lodz No. 100 of 10/05/2018 on the publication of works at the University of Lodz.

V. Plagiarism control

One of the important requirements for editors of scientific journals is the use of anti-plagiarism tools. They include, among others, Similarity Check, available to the editorial offices of the UL journals, as well as employees of particular Faculties of the University of Lodz.

Verification takes place by comparing the submitted text with others available in the database, as well as with the content of websites. The editor receives a report containing the Similarity Score indicator (the ratio of the number of phrases that were considered identical to the phrases from other texts to the number of words in the entire text). The Similarity Score should not be applied mechanically. In order to obtain a full answer to the question of whether a given text is original, the report should be interpreted, e.g., by using filters that allow to exclude slight similarities from the comparison.

The programme also enables you to compare the text with specific, selected texts.

In order to set up an account with Similarity Check for the editorial office or a Department, please contact the Lodz University Press by e-mail.

Find out more:

- Wprowadzenie [Introduction]: https://www.crossref.org/services/similarity-check/
- Jak interpretować raporty? [How to interpret reports?] https://www.crossref.org/ education/similarity-check/ithenticate-account-use/similarity-report-understand/
- YouTube tutorials: https://www.youtube.com/watch?v=O-CuUA2Mzq4&t=264s

VI. Reviewing

1. Types of reviews

Reviewing is a key moment in the publishing process. The reviewing process is classified depending on the degree of openness: in a closed system, the content of the review and possible answers to them remain known only to the editorial office and the author. Revealing the content of the review is becoming a more and more frequent practice, revealing the names of reviewers is much less frequent.

The basic models of this process implemented by publishers and journal editors are:

- **Single-blind**: Reviewers know authors' names, but the authors do not know who is assessing their papers (except where a reviewer decides to sign a review). Such a model of reviewing is practiced by the editors of the "Bulletin of the Section of Logic" quarterly.
- **Double-blind**: Reviewers do not know the names of the authors, and the authors do not know who reviewed their works. Reviewers may only know the names of authors after publication. This model is practiced by the vast majority of the UL journals.
- **Open**: reviewers know the authors' names, authors know who is reviewing their work. In some journals, the article is published together with a signed review.

IMPORTANT! An open review process does not imply "no confidentiality." For example, an author of the text that is rejected, is obliged to keep the names of the reviewers undisclosed without obtaining their consent or consent of the editorial office.

Reviewing in the open mode is supported by the commercial portal *Publons* (*Clarivate Analitics*), in which over 40 active reviewers from the University of Lodz are registered.

The Committee on Publication Ethics (COPE), an organisation that promotes ethical attitudes in science, distinguishes further review models:

- **Transparent:** similar to an open review. If an article is accepted for publication, the content of the review is disclosed, but without the names of the reviewers.
- Interactive or collaborative: it usually refers to contacts between reviewers or between reviewers and authors to facilitate the reviewing process. The entire process can be either open-ended, anonymous, or mixed (an author does not always know the names of the reviewers).
- Post-publication: an open review takes place after publication.
- Post-publication commenting: enables us to comment publicly on the already published text. It can be anonymous (PubPeer) or open (PubMed Commons).
- **Pre-print commenting:** enables us to comment the text publicly only before its publication. It can be anonymous or open.

The primary function of a review is to help the editor decide whether to publish the submitted article. A review, if opened, could add to the quality of a publication, as well as draw the attention of a wider audience to the raised issue and the journal.

Secreting the review process has its downsides: substantive discussions between authors and reviewers remain hidden; if they were taking place in public, they would have intellectual and educational value. It is also known that the traditional review process is fallible: often even serious methodological flaws go unnoticed.

Especially in the single blind variant, authors may feel that the process is unfair, that they are assessed by reviewers whose names or competences remain unknow and that they are unable to discuss – and the verdict is final.

Dowiedz się więcej:

- COPE Discussion: Who "owns" peer reviews?, https://doi.org/10.24318/rouP8ld4
- COPE Ethical Guidelines for Peer Reviewers (2013).
- Dobre praktyki w procedurach recenzyjnych w nauce, Warszawa 2011.
- Elsevier poradnik dla recenzentów.
- Hoffman-Sommer M., OTWARTE RECENZJE NAUKOWE WARSZTATY OPENAIRE 2020 [OPEN SCIENTIFIC REVIEWS OPENAIRE 2020 WORKSHOPS].
- https://wydawnictwo.uni.lodz.pl/recenzja-naukowa-i-zasady-kwalifikowania-publikacji-do-wydania/
- Pros and cons of open peer review. "Nat Neurosci" 2, 197–198(1999). https://doi. org/10.1038/6295
- Reviewer selection support system https://recenzenci.opi.org.pl/sssr-web/site/home

2. Reviewing an article on the publishing platform

Step 1. The editor of a journal invites us to write a review on the Digital Commons platform

An email with a link to the website should be sent to the reviewer's e-mail address that was used in the invitation form.

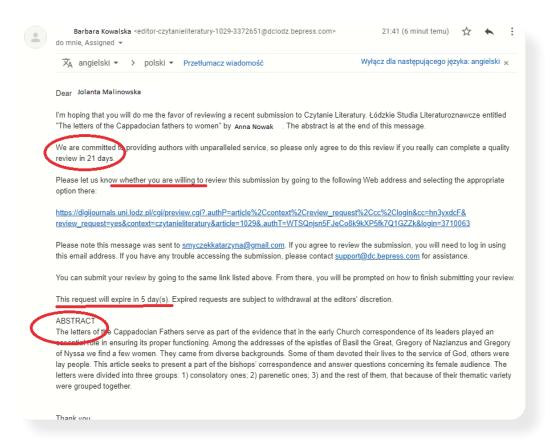


Fig. 29. Invitation to carry out a review – a sample e-mail.

Step 2. The reviewer responds to the invitation

To respond to the invitation of a journal editor, we need to go to the website, the address of which was sent in the first e-mail.

There are two buttons on this page:

- "I will review it";
- "I will not review it".

The editorial office gets automatically notified of a reviewer's decision – their consent to write a review or the lack thereof.

The text of the article to be reviewed is also on the same page (we just need to click "Download PDF"). The metadata, which at this stage the editorial office makes available to the reviewers, is also there. To download a file, we must log in to the platform using the e-mail address to which the invitation to write a review was sent. The website may require us to verify the account (an e-mail will be sent to the selected address with a link confirming creation of an account on the DC platform).

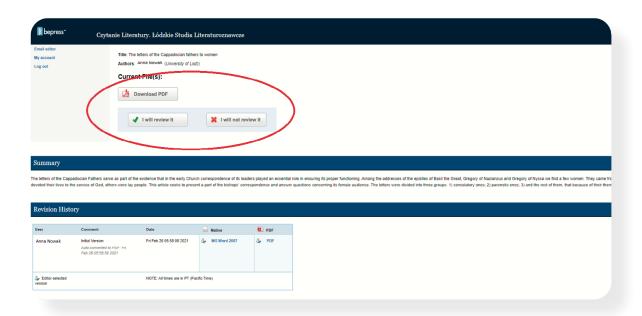


Fig. 30. A response to an invitation to write a review.

Step 3. After the reviewer's decision

When the reviewer agrees to cooperate with the editorial office, they will receive another message:

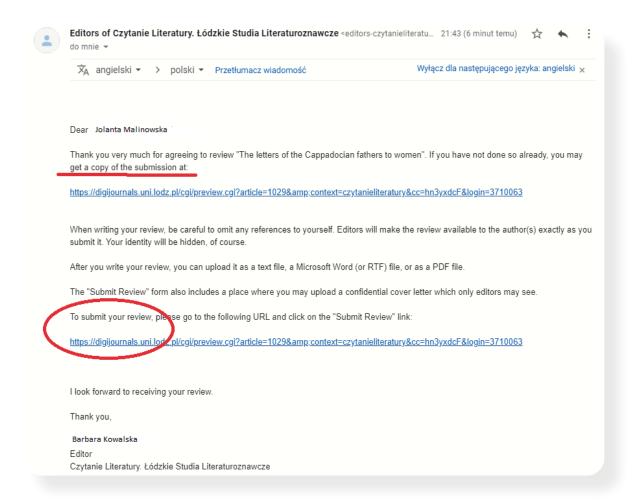


Fig. 31. After the reviewer's decision – subsequent steps.

There is no need to leave the previous page. After selecting the "I will review it" button another button, i.e., "Submit Review" should appear on the page (the link from the second message leads to the same page with the "Submit Review" button):

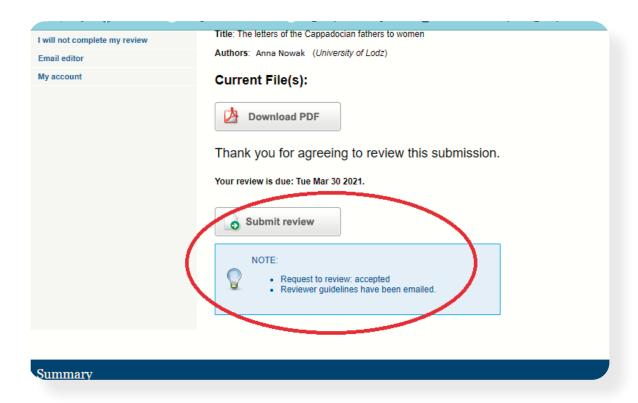


Fig. 32. After the reviewer's decision – subsequent steps.

Step 3. Sending a review

After selecting the "Submit Review" button, the website takes us to the review form.

The form enables us to submit a review in a WORD, RTF or PDF file. There is also a field into which we can directly enter the reviewer's opinion.

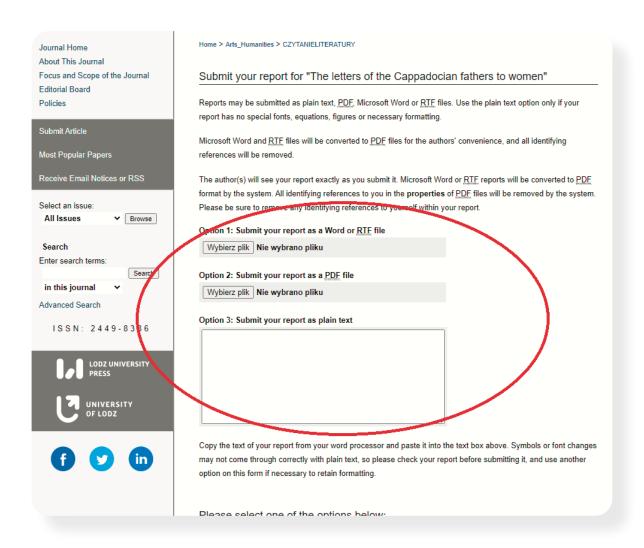


Fig. 33. Submitting a review form

In the next field of the form, the reviewer should recommend the next steps to be taken by the editorial office. Their decision can be justified in the "Cover Letter" field or by attaching a text file.

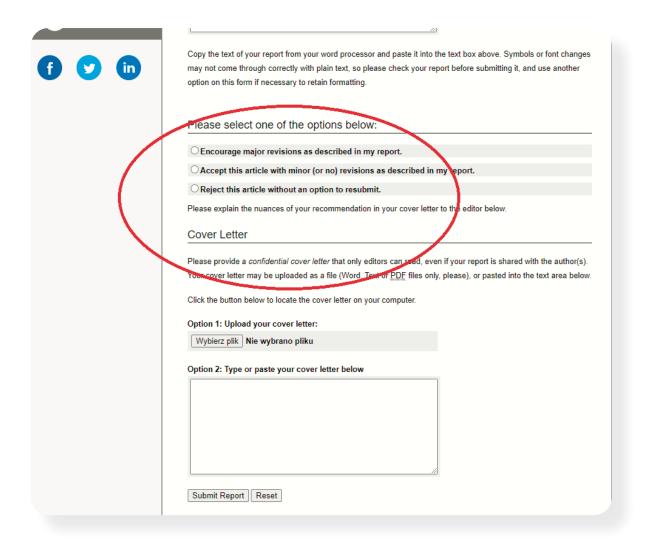


Fig. 34. Confirmation of the reviewer's decision.

When the form is ready, we need to select "Submit Report" to submit our review to the editorial office of the journal. The following message will appear on the screen:

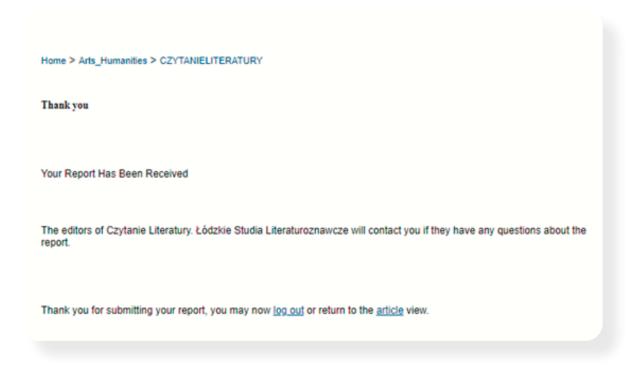


Fig. 35. The message after sending the review.

The reviewer will also receive an e-mail thanking them for the performed work.

VII. How to write to be read?

1. Editorial work

Editorial development and proofreading are important stages in the preparation of a publication. Good text editing takes time, attention and commitment from the two parties – both the editor and the author.

What should you pay attention to before submitting your work to the publishing house? How to prepare a text to shorten the waiting time for its publishing? What mistakes should we avoid? Finally, how to ensure good cooperation with the editor

1.1. Frame of the text

The frame of a publication consists of those elements that are not part of the main text, but still play an important role: they create the first impression, they can catch a reader's attention or, on the contrary – discourage them from reading. The title, bio and marketing text for the fourth cover page are relevant also due to the fact that they are displayed in Internet search engines – it is all the more worth giving them more attention.

Title

A perfect title is not too elaborate, but it is specific, concise and informs as fully as possible about the content of the publication. Ideally, if it contains key words (terms, names, concepts) in the denominator – it is important for Internet search engines. Let us avoid unnecessary words in it, e.g., "in the area". The quotes in the title are also not a good idea. It is also important that the title is translatable into English.

The fourth page of the cover

Readers will not be encouraged by long fragments of the work or its reviews. An abstract will also not work well in the role of a marketing text. Instead of an overabundance of detailed information, it is better to display values of the publication: innovation, topicality of the raised issues. Instead of an extensive dry description – the language of benefits.

If we also decide to publish a **biography**, let's make sure that it is short, concise and that it includes the current affiliation and ORCID number as well as brief information on our scientific interests and currently conducted research.

It is an author's decision to place the **photo** on the fourth side of the cover or the flap. If it is to be there, we should take care of its high technical quality.

Composition and structure, i.e. from a bird's eye view

Maintaining a logical and coherent structure is a real challenge. The task is the more difficult, the more complex a publication. A too complicated, multi-stage structure rarely works, which becomes particularly visible in collective works, where each chapter has a different layout. It is also good to remember about summaries – both of individual parts of the work and the whole of it.

Before submitting a material to the publishing house, it is worth making sure that:

- the table of contents reflects arrangement of items in the work (i.e., there are no discrepancies between them and the titles of individual chapters written in the main text and the living page);
- chapter numbering (gradation of titles/sub-titles) is consistent (note: it is sometimes
 problematic for the editor to distinguish the typeface and size of the fonts used to write
 the headings of chapters and subchapters it happens that they are the same, and then, if
 the correct numbering is not available, it is difficult to keep the correct work structure);
- proportions are kept in the layout of chapters;
- the titles of tables and figures in the main text are consistent with those that we have included in their lists;

- bibliography, acknowledgments, abstracts, indexes, annexes are included in the appropriate place (attention to collective monographs – remember that every chapter should have separate bibliography and metadata);
- there are no repetitions, e.g., of the same content, even whole fragments of the text in different parts of the work;
- all bibliographic items used in the content of the publication and footnotes are listen in the "Bibliography" part;
- the quotations are written in quotation marks (not in italics).

1.2. Illustrations, charts and tables

is as important as the text itself. So it's good for the author to also take care of their quality and remember to:

- attach to the materials submitted to the publishing house graphic objects in the editable form;
- provide illustrations as separate files we should never place them in the text (in the text we can mark the suggested place where they should be located);
- ensure high quality of illustrations (i.e., resolution for publication in print it should be at least 300 dpi, for publication on-line max. 72 dpi);
- provide full sources of illustrations, charts and tables;
- add the work from which the illustration used in the text comes from to the bibliography;
- standardise fonts in charts and illustrations, avoid unnecessary highlights;
- tables, especially multi-format tables, should be prepared in Excel, not Word;
- place the name of each table above it and its source below it, but in the case of a figure
- the name along with the source below the figure;
- take care of the correct numbering of these elements compliance of what is included
- in the main text with what is in the lists of tables and figures.

1.3. Linguistic correctness

Let's be honest: linguistic mistakes are not made ... probably only by those who do not write. Therefore, it is worth knowing which of them occur most often in order to avoid them.

Punctuation

- not extracting component sentences with commas;
- overuse of commas, e.g. before "etc.", after "moreover", "on the one hand ...", separating "even though" with a comma.

Syntax

- incorrect case in a subordinate clause;
- excessive repetition of the same syntax (in a complex sentence two subordinate sentences introduced with the same adjective which, which);
- using the phrase "On the other hand ...", although there was no "On the one ..." phrase before.

Stylistic

- convoluted, long sentences without justification;
- repetitions;
- misuse of scientific terminology;
- mental shortcuts, unclear phrases;
- phrases specific to spoken texts: ("So ...", "Well ...");
- empty words: "worth noting", "worth mentioning", "deserving attention", "necessary underline" etc.

Orthographic

- spelling in the case of -ing ending;
- AmE vs. BrE spelling.

Linguistic trends – overused words/phrases:

Like almost everything in the modern world, the language we use is subject to periodic trends. Overused words and phrases include:

- discourse;
- words with the prefix post- and trans-;
- "exactly" in the sense of "consent, right";
- "dedicated" in the sense of "intended for";
- key;
- innovative;
- highly scored;
- having/being;
- in a circle, in an area;
- last but not least;
- sustainability development.

Find out more:

- Informator dla Autorów UŁ [Information booklet for Authors of the University of Lodz]
- Poradnia językowa PWN [PWN language guide]
- Poradnia językowa UŁ [University of Lodz language guide]
- PWN Polish Dictionary
- Belleville G., Sit Down and Write Your Thesis! Practical and Motivational Tips for Scientific Writing, "Canadian Journal of Cardiology" 35 (2019), s. 945–947, https://doi.org/10.1016/j. cjca.2019.04.011
- Blackwell J., A Scientific Approach to Scientific Writing, New York: Springer, 2011.

- Bulisz E., O artykule naukowym słów kilka [A few words on the scientific article], http://dx.doi. org/10.4467/25439928PS.17.001.6507
- Dobre obyczaje w nauce. Zbiór zasad i wytycznych [Good manners in science. Collection of rules and guidelines], Warsaw: Polish Academy of Sciences. Ethics Committee in Science, 1994.
- Encyklopedia językoznawstwa ogólnego [Encyclopaedia of general linguistics], ed. K. Polański, ed. M. Jurkowski et al., Wroclaw: Zakład Narodowy im. Ossolińskich, 2003.
- Gajda S., Styl naukowy, [w:] Współczesny język polski [Scientific style, [in:]
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- Gatunki mowy i ich ewolucja, t. I, Mowy piękno wielorakie [Speech genres and their evolution, vol. I, Multiple beauty of speech], ed. D. Ostaszewska, Katowice: UŚ, 2000.
- How to Publish your Communication Research. A Insider's Guide, ed. A. Alexander,
- W.J. Potter, with contributions by J.A. Anderson [i in.], Thousand Oaks, CA: SAGE Publications, 2001.
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 ekulczycki.pl/warsztat_badacza/struktura-artykulu-naukowego-uniwersalne-wytycznei-przydatne-wskazowki/
- Lindsay D., Dobre rady dla piszących teksty naukowe [Good Advice for Scientific Writers], trans. K. Pesz, Wrocław: Publishing House of the Wrocław University of Science and Technology, 1995.
- Maćkiewicz J., Jak pisać teksty naukowe? [How to write scientific texts?], Gdańsk:
 Publishing house of the University of Gdańsk, 1996.
- Osuchowska B., Poradnik autora, tłumacza i redaktora [Author's, translator's and editor's guide], Warsaw: Academic Publishing House Exit, 2014.
- Pinker S., Piękny styl. Przewodnik człowieka myślącego po sztuce pisania XXI wieku.
 [Beautiful style. A Thinking Man's Guide to the Art of Writing of the 21st Century],

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2. How to speed up the publishing process?

Good cooperation of the author and editor results in the acceleration of the publication of the text. For editorial work to go smoothly, we should first of all take care of completeness of the material, i.e., make sure that in addition to the main text, it includes a table of contents, a bibliography (all entries must be in Latin), abstract and keywords in English, possibly also an index and a dedication. Supplementing the publication with these elements at later stages of work significantly extends the entire publishing process. It is also important to ensure that the bibliography and footnotes are complete and consistent with the guidelines of publishing instructions.

Moreover, it is worth making sure that there are no mistakes and inconsistencies in the whole text related to the dates, data, names, quotes and concepts. And finally, when submitting the materials, we have to check if the editor works using the same software versions for editing texts as we do. This will let us avoid errors in saving the files.

After handing over the work, it is worth setting aside time for systematic contacts with the editor, so as to be able to calmly answer their questions and clarify doubts. We also have to remember that we will also need time to authorise the editorial office work, and then, after typesetting, to perform author's proofreading. Therefore, it is good to agree with the editor on optimal dates of performing all these works in advance.

The remaining pieces of advice can be summarised briefly:

- check SPAM so that you do not miss a message from the editor;
- accept/reject changes proposed by the editor in the review mode insert comments only in exceptional circumstances;
- remember that author's proofreading is not the right moment to introduce supplementations into the text – adding new content may result in e.g., necessary additional costs, risk of further errors and publishing delays;

- do not take the editor's comments personally they correct the text, not the obtained results or views;
- do not become too attached to the first vision of the book the editor is to help you
 refine it.

VIII. English – contemporary Latin?

Is scientific publishing in English a standard? For representatives of the exact sciences the answer may seem obvious, humanists and social scientists more and more often face a serious dilemma – how/whether to write in another language about matters which strictly concern, for example, specific culture, local or regional matters? On the other hand – how to build an international position if we publish only in Polish or a language other than English? Perhaps writing in English of those texts that deal more with universal issues and have a chance to interest an international audience would be a good solution.

It is worth remembering that Scopus experts in their guidelines addressed to the editorial offices of journals that want to apply to this database only recommend, and do not require, that the texts are published in English as often as possible. However, for this and other scientific databases and websites metadata in English, i.e. title, abstract and keywords, as well as a bibliography written in Latin constitute the sine qua non condition.

One thing is certain: when publishing in English, it is worth taking care of as high as possible language level of our articles, popularising texts, and finally – the metadata. What to pay attention to when preparing texts in this language?

According to the English language specialists and proofreaders that cooperate with the Lodz University Press, when writing in English, Poles most often make punctuation and spelling mistakes as well errors related to the literal translation of a phrase or grammar structure from Polish into a foreign language.

What else lowers the level of academic English? The most common are:

- Polish syntax;
- no subject at the beginning of a sentence;
- too long, often subordinate clauses in English texts they usually consist of 20–35 words, while in the case of Polish authors they have 50–60 words;
- too long paragraphs in English texts they usually have 10-20 lines, in those written by Poles from 30 to 50 lines;
- no logical connection between the sentences within the paragraphs single sentences
 that do not logically fit the rest of the paragraph are out of the context and seem to be
 "added" by force, sometimes completely accidentally;
- unnecessary, disrupting the fluency of the narrative and too flowery style that hinders reception of the text;
- using British English and American English inconsistently, e.g. "apologize" once, and then "apologize";
- using the Polish form of numerical notation, which differs from the one used in English (e.g. in English, 1,234 is one thousand two hundred and thirty four, and 1.234 it's a little more than one);
- ignoring the rules of English scientific texts (e.g. in English: "According to Kowalski (2020) ..." or "According to Jan Kowalski (2020) ...", but never like in Polish: "According to J. Kowalski (2020) ...").

Writefull – a tool for proofreading scientific texts in English (test access via University of Lodz library). Writefull – a tool for proofreading scientific texts in English.

Find out more:

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- Blackwell J., A Scientific Approach to Scientific Writing, New York: Springer, 2011.
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- Hayot E., The Elements of Academic Style. Writing for the Humanities, West Sussex, England: Columbia University Press, 2014.
- How to Publish your Communication Research. A Insider's Guide, ed. A. Alexander,
 W.J. Potter, with contributions by J.A. Anderson [i in.], Thousand Oaks, CA: SAGE Publications, 2001.
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- Strunk W. Jr., The Elements of Style Workbook. Writing Strategies with Grammar Book, [S.l.]: Tip Top Education, 2018.
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IX. How to be visible on the web and increase the number of citations?

The popularity of a publication is primarily determined by its quality and topicality – this is with no doubt. It is easier to interest a reader if the text is preceded by a good, unusual, eye-catching introduction.

However, what should we pay attention to when preparing a publication to increase its visibility in the Internet search engines?

First: choosing a place to publish. Instead of a homepage, it is better to opt for professional publishing platform. It must be remembered that the publication is read not only by other readers – scientists, students, but also (although quotation marks are necessary here) it is "read" by robots. Publishing platforms and repositories are adapted to this. How much they favour visibility of our publication on the web is also determined by the total of their resources – the greater the platform, the more visibility our publication has. Moreover, professional platforms offer tools for counting readership – number of visits and number of downloads (e.g., Plummetrix).

It is worth publishing regularly, also smaller texts and bragging about them in the social media, both professional (LinkedIN, Academia.edu, ResaerchGate) and popular ones (Twitter, Facebook). Using social media, it is worth building a network of interactions, use the "share" and "follow" buttons not only for our publications.

ATTENTION! When providing links to our works on social media, it is worth mentioning DOI (Digital Object Identifier) – this makes it easier for applications such as Plummetrix to count visits.

Apart from the substantive value of the work and the place of its publication, technical preparation of files is also important:

- the pdf file should undergo the OCR process;
- all links in the file should be active;
- metadata: should be relevant, descriptive, rich, and repeated in a various locations;
- title: short, containing keywords in the nominative case;
- abstract: it should not be just a fragment of the work preferably it should be short, contain keywords in the nominative case;
- keywords: selected with the potential reader in mind they should be understandable and attractive for a reader (different for scientists, students, potential investors).

Find out more:

- Liskiewicz T., Liskiewicz G., Paczesny J., Factors affecting the citations of papers in tribology journals, "Scientometrics" https://doi.org/10.1007/s11192-021-03870-w
- The art & science of your IR's discoverability: Google & Google Scholar[a webinar]
- Google: Webmaster Guidelines [a webinar]

Appendix – about science in an accessible way?

Should scientific works be understandable to laymen? Opinions on this matter are divided. What should an author who believes in the principle that "science is to serve not only scientists" pay attention to if they want to disseminate their research results among non-specialists?

The simpler the better, that is:

- build as short short and simple sentences as possible;
- do not overuse the passive voice and impersonal constructions where it is not necessary;
- avoid strictly specialised vocabulary and fashionable words it is better to use synonyms;
- explain difficult/new terms and abbreviations used in the publication;
- make the work structure transparent (division into chapters and sub-chapters, consistent use of the adopted notations and abbreviations);
- ensure consistency of the argument;

- use not too long paragraphs, consisting of a few short sentences;
- summarise individual parts of the work without repeating what has been already said;
- use examples from everyday life or other examples available to the wider audience;
- pay more attention to the introduction and conclusions, because these are the parts of the text that will be primarily read;
- try to move away from the "dry" argument, enliven the narrative with examples.

Find out more:

- Popular scientific series of the Lodz Universty Press:
 - Short Introduction: https://wydawnictwo.uni.lodz.pl/serie/seria/krotkie-wprowadzenie/
 - https://wydawnictwo.uni.lodz.pl/produkt/usa-europa/
 - https://wydawnictwo.uni.lodz.pl/produkt/religia-a-gospodarka/
 - https://wydawnictwo.uni.lodz.pl/serie/seria/projekt-egzystencja-i-literatura/
 - https://wydawnictwo.uni.lodz.pl/serie/seria/w-poszukiwaniu-idei-xxi-wieku/
 - https://wydawnictwo.uni.lodz.pl/serie/seria/kim-jest-czlowiek/
 - https://wydawnictwo.uni.lodz.pl/serie/seria/jesien-zycia/
 - https://wydawnictwo.uni.lodz.pl/serie/seria/lodz-w-prl-u/