Considerations in "Choosing a Journal"

(and some unsolicited "fatherly advice")

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August 2, 2009

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- Using your Department's ranking of journals as the list of where you serially submit every paper you write, beginning with the top-ranked journal.
- Submitting only to a journal where you have an "in"/connection that you believe you can count on to produce an acceptance and a line on a CV.

A Better Approach:

- Before beginning to write, ask "What's my target audience? Who needs to know about this stuff?" Write for that audience. Write specifically for the best and most appropriate journal aimed at that audience.

This governs what the paper should look like. "Equivalence classes" of journals, within which a single version of a piece of research is an appropriate submission are not large (if any are non-trivial). "One size fits all" simply does not apply in this context. *Journals are NOT exchangeable, and you should begin immediately to learn the differences in culture, purpose, and practice between the various statistical outlets.*

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- Volunteer as a referee and pay attention to what you are asked to do by the Associate Editors handling papers you review.

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- Both care and timeliness with which reviews are made.
- Reputation/stature in the community. (Usually, these really ARE deserved.)

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- To be respected by your peers, both locally and world-wide.
- To be something of which you can be *justifiably* proud.

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- It is an exorbitantly priced commercial venture.
- A review of several issues produces nothing you find to be really very interesting or important.
- You come to the conclusion that you don't have the aptitude to produce the kind of paper the journal exists to publish ... your niche in the statistical world really doesn't overlap the journal's niche in the statistical world.

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  - WHY??? Because it is the right thing to do and be!! And because the whole publication system is degraded if you do anything else.

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- In general, work in such a way that you can look at yourself in the mirror in the morning and honestly say "I'm contributing as effectively as I can to an important enterprise!" Don't let your life degenerate to "Well, here's another day of playing the same old self-serving pointless game."