# *Insights: the UKSG journal*
# Author guidelines

## Submission of articles and other content

**Please read the following notes before submitting material for possible publication** and ensure that your contribution complies with the specifications. Then submit all material to the Editors electronically using the online submission form on the homepage of the journal (https://insights.uksg.org/about/submissions).

If your submission is unsolicited, please first check that you believe it suitable for the aims and scope of the journal (https://insights.uksg.org/about/).

If you have already registered as an author for the journal and have an account, please use your current log-in details. If you do not already have an author account, you will need to register to open an account (https://insights.uksg.org/register/).

You will then need to have the following content + metadata ready for submission:
- article
- abstract
- title (or working title)
- author's name as you wish it to appear + names of co-authors (taking note of 'Authorship' guidelines below)
- keywords
- images (including author photo) and any other supplementary files
- ORCID ID**:** if you do not have one, you are encouraged to register for one (a simple, very quick and free process) at https://orcid.org/, though this is not essential.

**Please also make sure that you have considered everything in the following submission preparation checklist before submitting your article:**

1. The submission has not been previously published, nor is it before another journal for consideration (or an explanation has been provided in Comments to the Editor).
2. Any third-party-owned materials used have been identified with appropriate credit lines, and permission obtained from the copyright holder.
3. All DOIs for the references have been provided, when available.
4. Figures/images have a resolution of *at least* 150dpi (though 300dpi or above is

preferred). Each file is no more than 20MB per file. The files are in one of the following formats: JPG, TIFF, GIF, PNG, EPS. (To maximize quality, the original source file is preferred.)

5. You will need to have decided whether you have any 'competing interests'.  If not, you will be asked to indicate that you have no competing interests. Please make sure you enter something in this field.

**Once you have everything ready (see above) and you have checked that your submission complies with house style (see below), you may then submit your article.**

The online submission process is quite clear and simple. On the submissions page (https://insights.uksg.org/about/submissions) either log in to your author account – if you have one – or register for an account and then log in. This will direct you to the user homepage.

Click 'new submission' and follow the five-step process (1-start; 2-upload; 3-enter metadata;   4-upload supplementary files; 5-confirmation). This is based on the OJS system and if you are not familiar with this, you may find this short online tutorial helpful (not specifically for *Insights*, so would suggest perhaps starting at 1:00, one minute into the tutorial):
Module 6: Submitting an Article (http://pkpschool.sfu.ca/ojs-for-editors/module-6/).

If you have any queries prior to submission, or if you have any trouble with the submission process, please contact the UKSG Publications Associate:
Ally Souster | E-mail: ally@uksg.org | Tel: +44 (0)1993 773999
or the Ubiquity Press support team if your problem is more technical:
E-mail: support@ubiquitypress.com.

# Word count, journal house style (stylistic and bibliographic requirements) – main points

## Abstract
Please provide an abstract of 150-200 words (in addition to the word count for the article) when submitting an article. The more accurate and informative the abstract, the more likely the article is to be read. The abstract should be added to the metadata when making the initial online submission but *please also include it at the top of your article.*

## Article length
Article length is slightly flexible according to content. Please aim to supply 2,500-3,000 words for case studies, commentaries, reviews and opinion pieces. 'Key Issues' tend to be shorter (around 1,000-2,000 words). Start-up stories are typically around 2,000 words. Research-based articles may be longer, c.4,000 words (though the editors are happy to consider longer articles if the subject and content demand this).

## A note about 'Start-up Stories'
The Editors of *Insights* are interested in publishing start-up stories about new innovations in scholarly publishing, but authors should note that these articles are not intended to be sales pitches and should provide evidence as to why a new service or product is required. The article should discuss the technical solution offered, the business model for sustainability and a statement about innovation. Where possible, authors should provide evidence of take-up and impact. Submissions that are purely advertorial will be rejected.

### *Text*
Articles should be written in good English: American English (where the author is American or Canadian) or British English are accepted, but not a mixture of both.

Text should be submitted as a Microsoft Word document if possible. Other formats, if compatible with Word, are acceptable, e.g. OpenOffice, RTF or WordPerfect document files. Text should be keyed without layout apart from paragraph breaks. The body of the submission should be structured in a logical way so that it is easy to follow. A clear introductory section should be given that allows non-specialists in the subject some understanding of and background to the issue(s) involved. Sub- or section headings may then follow (in lower case, ranged left, each heading on a separate line). Note these will also appear alongside the article when published and will be individually clickable, so you may wish to bear this in mind when suggesting the wording for them. Please note our reference style below under '*References'.*

### Side/sub/section headings
A combination of 'A', 'B' and 'C' section headings may be used. Whilst it is helpful if these can be distinguished in some way, there is no need to use the final colour scheme mentioned below, which is for information only.

**'A' section headings** – ranged left, bold, upper and lower case [will appear in darker blue]

e.g. **Reconsideration of publisher business models**

**'B' section headings** – ranged left, bold, upper and lower case [will appear slightly smaller than 'A' headings and in turquoise]

e.g. **Growth in content correlated to growth in usage**

**'C' sub-headings** – ranged left, bold, upper and lower case [will appear in normal body text size, in bold italics
**e.g. *Lists***

### Lists
We have two list styles, either bullet points or numbered points.

Bulleted lists (following on below a colon) do not need to begin with initial capitals or end with full stops, though the final point should end in a full stop:
- first bullet point
- second bullet point. Points can have a full point in the middle if made up of two phrases/sentences but still don't need one at the end unless the final one
- third and final bullet point.

Numbered lists may begin with initial caps but do not need to end with a full stop unless they form complete sentences. The final one in a list should end in a full stop.

### Footnotes
Please do *not* use footnotes or embed endnotes in the text. See below for reference style.

See below for house style re. grammar, spelling, capitalization, numbers, currencies, quotation marks, abbreviations and acronyms, acknowledgements, refernces,etc.

### Authorship
The authors you list should accurately reflect who did the work. Please do *not* list guest, ghost or gift writers. For COPE guidelines on this and other matters of responsible authorship, which UKSG endorses, see 6.3 of:
https://publicationethics.org/files/International%20standards_authors_for%20website_11_Nov_2011_0.pdf

### Grammar and spelling
Please do not agonize too long over precise spellings as your text will be checked by a copy-editor who is familiar with house style. English grammar rules should be applied if possible. Note house

style is not to use 'serial' or 'Oxford' commas in simple lists (so: red, white and blue, *not:* red, white, and blue).

The UKSG spelling authority is *OED Online*, which tends towards the use of z in preference to s for certain words (such as 'realize', 'organization', 'maximize') but is otherwise compatible with most other reputable UK dictionaries. Note 'e' (for electronic) is followed by a hyphen with no capitalization unless at the beginning of a sentence, in which case only the E is capitalized (so: E-mail is not the best way to promote an e-journal, *not*: EMail is not the best way to promote an eJournal).

*References*

UKSG does not currently follow a standard reference style but plans to do so in the near future, so please check reference style (with ally@uksg.org) when you are ready to add references. However, all references cited within the submission (by means of a consecutive superscript Arabic number) are to be listed at the end of the article and are to be numbered to match the in-text numbering, i.e. endnote/bibliography style (*not* author/date!).

Please do not use footnotes – footnotes will be removed. If a note is considered essential, it should be incorporated into the text if short, or included in parentheses in the text, or it may be included in the references (and numbered accordingly, with the heading amended to 'References and notes' at the end). . Please do not include URLs (web addresses) as parenthetical citations, or include hyperlinks in the text, but rather include all details, including the URL, in the reference list at the end. References cited within a submission must be listed at the end of the article, in *numerical* order, i.e. following the order and numbering of the citations. There is a style for repeat refs, mentioned below. Please include DOIs for reference entries where available (using the prefix: https://doi.org/) but note that Crossref no longer recommends using 'DOI:' before the URL, so DOI refs may begin simply with 'https'.

**Examples of current house style for references are given below, though you may follow a standard style rather than this if it has the characteristics mentioned above.**

**Journal reference style:**
1. Deegan M and Rayner S, The Academic Book of the Future, *Insights*, 2015, 28(3), 69–75; DOI: https://doi.org/10.1629/uksg.258 (accessed 8 July 2018).
   [NB: the above is Volume 28, No or Issue 3, page nos 69–75]

**Book reference style:**
1. Eve  M P, *Open access and the humanities: contexts, controversies and the future*, 2014, Cambridge, Cambridge University Press.
2. [Where a chapter by a particular author is referred to]
   Fyfe C, Ebooks in higher education: a strategic priority. In: *Ebooks in Education: Realising the Vision*, Ed Woodward, H, 2014, Ubiquity Press, London; DOI: https://doi.org/10.5334/bal (accessed 8 July 2018).

**Report reference style:**
1. Crossick G, *Monographs and open access: a report to HEFCE*, 2015, London, HEFCE: http://www.hefce.ac.uk/pubs/rereports/year/2015/monographs/(accessed 8 July 2016).
2. The Royal Society, *The STM Information System in the UK. Study on behalf of the Royal Society, the British Library and the Association of Professional and Learned Society Publishers* (BL R&D Report No 6123), 1993, London, Royal Society.

**Website reference style:**
UKSG:
https://www.uksg.org (accessed 8 July 2018).
[Do not list the URL on its own, but head up with the name of the website.]

**Repeat references – style:**
[Please *do not* use 'Op cit' and 'Ibid', or reuse numbers originally quoted, out of order.]
House style is to give every reference a new number, and then to refer back to the previous reference if it is a repeat reference, for example:
· First mention:
  5. Smith A, Of making books there is no end, *Economics Today*, 2006, 1(3).
· Second mention:
  10. Smith A, ref. 5.

**DOI reference style:**
https://doi.org/10.1629/17127 (accessed 8 July 2018).

**Blog reference style – NB please provide full URL of actual posting:**
Pooley J, 15 August 2017, Scholarly communications shouldn't just be open, but non-profit too, LSE Impact Blog: http://blogs.lse.ac.uk/impactofsocialsciences/2017/08/15/scholarly-communications-shouldnt-just-be-open-but-non-profit-too/ (accessed 21 February 2018).

## *Capitalization*
When in doubt, *don't* capitalize!
Proper names (people, places, etc.) should be capitalized – but avoid the 'pompous capital' (so: Company chairs earn big salaries, *not*: Company Chairs earn big salaries; NB: At Leeds University the Librarian said … is correct [because this is a specific librarian and refers back to a proper noun – not just any librarian], but: The librarians in the audience said … is correct [when referring to librarians in general].)

## *Currencies*
Use the currency symbol followed immediately by the amount, e.g. £100.
Use £ for British Pound Sterling, € for Euro, e.g. £50, €100.
Use US$, C$, NZ$, A$ to distinguish between the different dollar currencies.

## *Numbers*
Authors may use either words or figures to represent large figures (e.g. one million or 1,000,000) as long as the usage is consistent within the article.
For numbers:
0-10: use words rather than figures, except for when it is a part of a data set or presented in a table.
11 onwards: use digits.
Symbols are permitted within the main text and data sets. For example, percentages (%) are allowed.

## *Quotation marks*
Please use single quotation marks except for quotes within another speech, in which case double quotation marks may be used. Always use single quotation marks for anything that is not reporting speech, e.g: a high level of 'triangulation' is involved; the conference title is 'Access and resource sharing' (unless already appearing in a section that is in single quotes, in which case they will need to be in double quotes to distinguish them).

## *Abbreviations and acronyms*
This is slightly flexible, but please spell out acronyms on first use, indicating the abbreviation in parentheses immediately thereafter, as in: World Health Organization (WHO). Use the acronym for subsequent references. Where a term is used only once (in the abstract or in the main text), it is not essential to include the acronym or abbreviation, unless it is felt that this is useful, and just the full version may be used. There will be a link included to a full version of all the A&As mentioned in the article so if something very commonly known by the acronym (for example, COUNTER) is used, there is no need to spell this out as the full version will be easy to discover. Note you do not need to artificially capitalize the first letters of words which have abbreviations, so:
text and data mining (TDM), *not*: Text and Data Mining (TDM).

In more conversational pieces (interviews, etc.), it is fine to use just a well-known abbreviation. You do not need to spell out abbreviations for US, UK, EU, UN and DC (as in Washington DC).

### Acknowledgements
Any acknowledgements should be in a separate paragraph, placed after the main text but before the reference list. Please try to keep these to a minimum.

## Illustrations
Illustrations are welcomed, but please ensure any necessary copyright clearance has been done. See below for technical details. It is important that the quality of all figures and photos is high. We cannot guarantee that they will appear exactly in the position suggested, due to layout constraints, so they must each be referred to in the text. Please read the following carefully as illustrations may be just as important as text and may need as much time spent on them.

### Figures
These can be just as important as the text and need to be of high quality, saved for reproduction as follows. Please submit figures, graphics, photos or PowerPoint slides as clearly file-named *separate image files* (at least 150dpi, though 300dpi or above is preferred). Each file should be no more than 20MB, in one of the following formats: JPG, TIFF, GIF, PNG. To maximize quality, the original source file is preferred.

Labels and text within figures should be in a simple sans serif font (such as Arial or Gill) and large enough to be clearly readable. Use lower case in preference to upper case for labelling where there is a choice, and use black if possible rather than pale colours for labels.

### Graphs/charts:
Colour is available so it is preferred that figures themselves (charts, graphs, etc.) should be in colour. As a guide to placement (only), low-resolution versions of figures may also be inserted into the document, or placement can be indicated by <Figure 1>. Please supply captions for all figures, separate from the image files, and refer to the figures in the text, for example: '(see Figure 3)' or '... as shown in Figure 3'. Remove any branding, though a credit line may be included if required.  It is important that graphs should be understandable without having to read the text so ensure axes are clearly labelled, a key had been provided if needed, etc.

Authors are encouraged to provide data behind charts, etc., as *Insights* supports the Joint Data Archiving Policy (JDAP). There is nowhere on the Ubiquity site to host supporting data so a link would be needed to a chosen data repository (such as Zenodo, for example).

### Tables
Please place tables at the end of the Word document on separate pages. Use only one tab between columns. Indicate approximate placement in text by <Table 1>. Please supply captions for tables and refer to the tables in the text, for example: '(see Table 2)' or '... as shown in Table 2'. Use lower case in preference. Table column headings may be in bold.

### Photographs and author contact details
Photographs should be in colour and must be clear and sharp, the original of a reasonable size (absolute *minimum* 4cm x 6cm) and of sufficiently high resolution. Please submit each photo as a clearly file-named separate file attachment. If submitting an article, please include a recent author photo – as a 'supplementary item'. (See specification for photographs above.)

The author's full affiliation, e-mail and correspondence address are also included at the end of the article to enable readers to contact the author, so please include this when submitting your contribution. If there is more than one author, supply the above but only the corresponding author's full address will be included – please note who this is. With multiple authors, individual photos or a group photo may be provided, but if there are too many authors there may not be room to include photos of them all. Please supply ORCID IDs for all co-authors if possible.