Insights: the UKSG journal
Author guidelines

UKSG publishes *Insights* in association with Ubiquity Press.

If accepted for publication in this peer-reviewed journal, your work will be open access and distributed under a CC BY Licence (https://creativecommons.org/licenses/) unless otherwise agreed *before* submission. Our editorial policies can be found at https://insights.uksg.org/about/editorialpolicies.

No article processing charges (APCs) are payable by the author; these are supported in full by UKSG.

Please note that the final published version is the version of record and that it will not be possible to update this. There is a discussion facility where comments may be included by the author or readers. Corrections can only be made after publication if there is a major factual error, and attention will be drawn to this by means of a corrigendum.

UKSG believes in fair and transparent publishing and fully supports the best practice guidelines issued by the Committee on Publication Ethics (COPE), to which authors are referred for further information. Please see the COPE position statement for authors: Principles of Transparency and Best Practice in Scholarly Publishing

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 home page of the journal (https://insights.uksg.org/about/submissions).

Before submitting your article, please 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://account.insights.uksg.org/index.php/up-j-i/user/register?source=/).

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: please select up to six
- 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. Please read the section below on 'Permissions' for further details.
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. All Figures and Tables have been double-checked for accuracy. Failure to do this prior to publication may necessitate a public corrigendum.
6. You will need to have decided whether you or any co-authors have any 'competing interests' and will need to state whether or not you do. *Please make sure you enter something in this field even if you have none.* Further important information can be found here: https://insights.uksg.org/about/competinginterests/.

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 home page.

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 (https://pkpschool.sfu.ca/ojs-for-editors/module-6/).This may be liable to slight change when the platform migrates to OJS 3.

If you have any queries prior to submission, or if you have any trouble with the submission process, please contact the UKSG Publications Associate:
Elaine Koster | E-mail: insights@uksg.org
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. It should summarise the article in a succinct and accurate way. 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.
Research-based articles may be longer, typically around 4,000 words (though the editors are happy to consider longer articles if the subject and content demand this).
Key Issues tend to be shorter, around 1,000-2,000 words.

A note about research papers
If data, structured methods or code used in a research project have been made openly available, a **data accessibility statement** should be added (above the list of references at the end of the article) to inform the reader how/where to access these files. This should include the repository location and the DOI linking to it. Read our reproducibility guide for more information on best practice and maximizing the impact of your open data.

If data used in the research project has not been made available, a statement confirming this should be added, along with reasoning why.

The journal's data policy is available on the Editorial Policies page under 'Reproducibility – Open Data'.

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

Permissions
The author is responsible for obtaining all permissions required prior to submission of the manuscript. Permission and owner details should be mentioned for all third-party content included in the submission or used in the research.

If a method or tool is introduced in the study, including software, questionnaires and scales, the licence this is available under and any requirement for permission for use should be stated. If an existing method or tool is used in the research, it is the author's responsibility to check the licence and obtain the necessary permissions. Statements confirming that permission was granted should be included in the Acknowledgements at the end.

AI Policy
The journal follows its publisher's AI Policy regarding use of AI at any stage of the publishing process.

Ethical approval
Where the research reported involves human subjects, their informed consent must be declared.

Title
The length and content of an article's title will impact on its findability online. The beginning of a title should provide its impact. This will lead to improved analytics, for example, the Google search engine stops indexing after 120 characters. For detailed information on how to optimize your title please see this *Insights* article https://doi.org/10.1629/uksg.534

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.

Note that *Insights'* authors and readers live all around the world and operate in a range of language and cultural contexts, so please ensure that any country- or region-specific text (including names of local organizations, for example), is briefly explained in the text to make it accessible for this international readership.

Profanity or implied profanity, even if included in a quotation, is not permitted.

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 and notes'*.*

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.

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).

Footnotes

Footnotes should *not* be used. Please note our reference/note style section below (which is followed by further general house-style guidelines)

References/notes with examples

From 1st January 2025, *Insights*' referencing style changes to APA (having previously followed the 'notes and bibliography' system from the *Chicago Manual of Style* [*Edition 17*]). Any authors writing

articles for submission should adopt APA in the course of authoring their article, and guidance can be found on the APA website: https://apastyle.apa.org/style-grammar-guidelines/references/examples.

Further house-style guidelines

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. See also the section on 'Permissions' above.

Illustrations

Illustrations are welcomed, but please ensure they are relevant to the arguments of the article, support its evidential base and that 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. Ensure that they are accurate and that Table totals and percentages all add up to the correct amount.

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.

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