

The Perilous Journey of Journal Publishing

Jim Jansen

jjansen@acm.org

Qatar Computing Research Institute

Hamad Bin Khalifa University

Doha, Qatar

The focus!

FOCUS - the mechanics of the journey!

The issue of *good* research is a given!

The issue of *good* methods is a given!

The issue of *good* impact is a given!

Along with all other content relevant attributes
- interesting, timely, worthwhile, etc.

FOCUS - the mechanics of the journey!

Mechanics of the Journey

- Cover letter
- What happens to your manuscript once submitted?
- Items on a manuscript checklist
- Handling communication with the EIC and other editors
- Crafting of the response to the reviewers
- Revising of the manuscript
- Polishing the final accepted article
- Importance of citations, impact factors, h-index
- Contribution of reviewing to the academic research process

Insights from

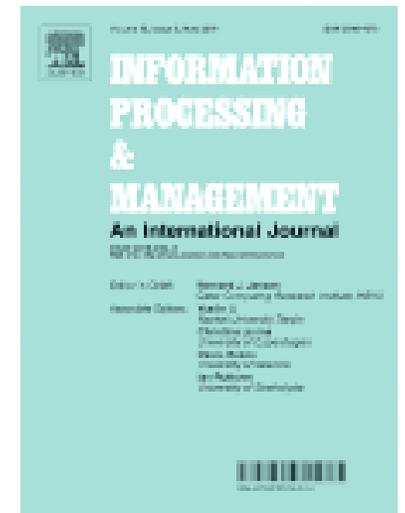
Based on my experiences as editor-in-chief (EIC) of two journals

- EIC of Internet Research for 5 years (Emerald, Impact Factor of 3.017 at the end of my tenure)
- Currently, EIC of Information Processing & Management, into 4th year (Elsevier, Impact Factor of 3.444)

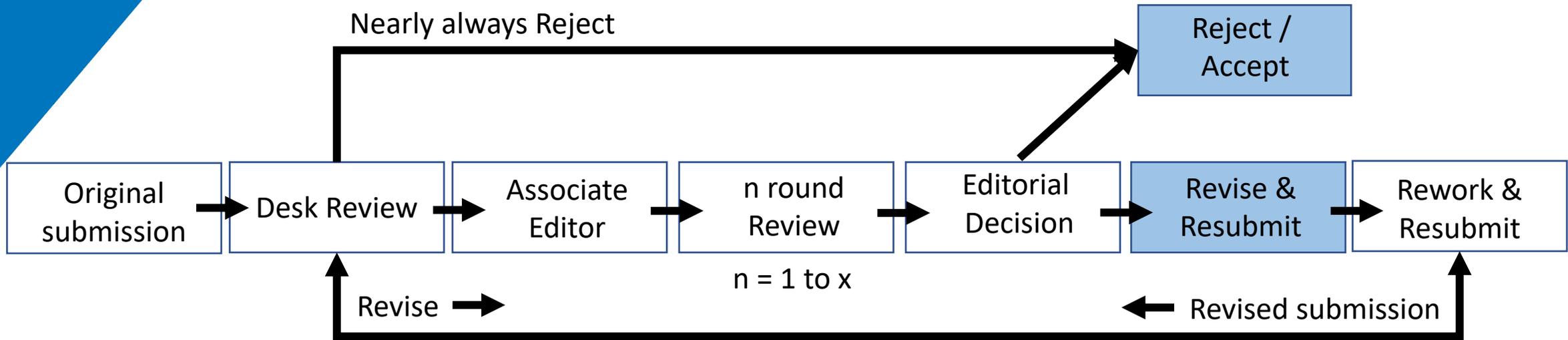


EIC of Internet Research - handled
~ 450 manuscripts per year

EIC of Information Processing &
Management - handle ~ 950 per
year



The Journal Publication Process



- Key decision points: Desk Review, Editorial Decision
- Time varies by journal. IP&M stats:
 - Desk Decision: ~ 0.5 weeks
 - 1st Decision: ~ 5 weeks
 - Final Decision: ~ 25 weeks

Cover Letter – include one

PENNSSTATE



Bernard J. Jansen
Adjunct Professor
College of Information Sciences and Technology
The Pennsylvania State University
321G Information Sciences and Technology Bldg.
University Park, PA 16802-6823

PHONE: (814) 865-6459
FAX: (814) 865-6426
EMAIL: jjansen@acm.cs

Thursday, April 18, 2019

E. Motta
Editor-in-chief
[International Journal of Human-Computer Studies](#)

Subject: Submission of Manuscript IJHCS_2018_226 *Confusion and Information Triggered by Photos in Persona Profiles* to [International Journal of Human-Computer Studies](#)

Dr. E. Motta:

I am pleased to submit the revised version of the manuscript, *Confusion and Information Triggered by Photos in Persona Profile*, for consideration for publication in the [International Journal of Human-Computer Studies \(IJHCS\)](#). My co-authors and I believe that the manuscript is suited nicely for the journal's approach to publishing research aimed at those are interested in new interactive techniques, metaphors and evaluation, specifically in the persona profile area, in the case of this research. We believe we have addressed both the spirit and the specifics of the reviewers' comments in the current version of the manuscript. Where there is disagreement with the reviewer suggestions, we articulate our reasoning.

The manuscript reports the results of research concerning the effects on end-user of presenting different persona profile images via an eye tracking and talk aloud experiment. We compare three personas layouts that differ only by images, (a) headshot: one with a static profile image, (b) contextual: one with a profile image with accompanying situational images, and (c) attribute-similar: one with a profile image with image of other individuals that all exhibit the key persona attributes one could see in an image. We research ten measures of how ends users interact with or react to the different type of persona profiles. Results show that contextual and attribute-similar images receive more visual engagement from end users relative to the headshot only treatment.

As such, the research is a combination of persona profiles, eye-tracking, and image research. There is currently limited published research on this topic in the human-computer interaction domain, so we believe the research to be quite timely. We believe that the subject matter and this manuscript will be of interest to the journal's readership and will be attractive to a broader audience.

Note that this work is a significant (7 additional hypotheses plus additional content analysis) expansion of a conference work: [Salminen, J., Nielsen, L., An, J., Jung, S.G., Kwak, H. and Jansen, B. J. \(2018\) Is More Better?: Impact of Multiple Photos on Perception of Persona Profiles. ACM CHI Conference on Human Factors in Computing Systems \(CHI2018\), Montréal, Canada, 21-26 April.](#)

Thank you for your consideration of this manuscript and your work as editor-in-chief of [IJHCS](#)! Much appreciated!

Jim Jansen
Jim Jansen

Enclosures
Manuscript

- Use Letterhead
- Address to editor and journal
- 1st paragraph - mention the article
- 2nd paragraph - explain the research
- 3rd paragraph - expand why in scope
- 4th paragraph - thank the editor

Notes:

- Get the editor's name right.
- Ensure you list the correct journal – happens all the time (incorrect journal listed).

Manuscript once submitted

- Desk Review - an editorial check to determine if the manuscript will be sent out for review
- Not a peer review; performed by staff, PhD student, or often the editor (at IP&M done by me).
- Outcome -
 - (a) send out to for review,
 - (b) send out back to authors for correction, or
 - (c) reject
- Desk Rejects - typically 50%+ (67% at IP&M)

Manuscript checklist

- Most editors have a checklist; the items vary by journal
- Some common items that will get your manuscript returned/rejected
 - Over word count
 - Out of scope
 - Not novel research or exploratory research
- Some items that will increase the probability of manuscript sent out for review
 - Abstract full of good research findings and impact
 - Explicitly stated research objectives or contributions
 - Professionally copy edited
 - Citations to recent articles in the journal to which you are submitting

Something else that happens at desk check

Plagiarism Check!

60

Manuscript Details

Manuscript number



Title

Confusion and Informatio

Article type

Original article

ORIGINALITY REPORT

59%

SIMILARITY INDEX

16%

INTERNET SOURCES

58%

PUBLICATIONS

0%

STUDENT PAPERS

PRIMARY SOURCES

Abstract

We investigate whether ¹more photos than a single headshot can ¹increase the level of information provided by persona profiles without negative effects of confusion. To research this, we conduct an eye-tracking experiment and qualitative interviews after varying in the persona photos via a single headshot, a headshot and photo of the persona in different contexts, and a headshot with photo of different people possessing the key persona attributes. The results show that more contextual photos provide significantly more information to the end users concerning the persona; however, showing photos of multiple people engenders confusion and lowers informativeness. Additional photos have the expected effect of requiring more cognitive focus, as measured by eye tracking metrics, and these metrics can be correlated with levels of informativeness ¹and confusion. Furthermore, we discover that various interpretations of the persona based on ¹the choice of photos are biased by the end users' experiences and preconceptions. Concerning persona design, adding contextual photos increases the perceived informativeness of the person ¹increase in perceived confusion, but attribute-similar photos evoke confusion about the targeted results imply that persona creators should consider the design power of photos when creating pe

Keywords

¹personas; user perceptions; online data representations

Taxonomy

Human-Centered Computing, Human-Computer Interaction

At IP&M, the system does it. I don't have to do anything.

Something else that happens at desk check

- Plagiarism – just don't do it, especially your own work
- If based on prior work – mention in cover letter and cite in submitted manuscript
- Journal editors, especially in the tech fields, know you probably have a conference paper
- Highlight the differences in cover letter and in manuscript
- Most journals want 30%-50% new findings.

60

Manuscript Details

Manuscript number [REDACTED]

Title Confusion and Information

Article type Original article

Abstract

We investigate whether more photos than a single headshot can increase the level of information provided by persona profiles without negative effects of confusion. To research this, we conduct an eye-tracking experiment and qualitative interviews after varying in the persona photos via a single headshot, a headshot and photo of the persona in different contexts, and a headshot with photo of different people possessing the key persona attributes. The results show that more contextual photos provide significantly more information to the end users concerning the persona; however, showing photos of multiple people engenders confusion and lowers informativeness. Additional photos have the expected effect of requiring more cognitive focus, as measured by eye tracking metrics, and these metrics can be correlated with levels of informativeness and confusion. Furthermore, we discover that various interpretations of the persona based on the choice of photos are biased by the end users' experiences and preconceptions. Concerning persona design, adding contextual photos increases the perceived informativeness of the persona profile with no increase in perceived confusion, but attribute-similar photos evoke confusion about the targeted persona and that. The results imply that persona creators should consider the design power of photos when creating persona profiles.

Keywords personas; user perceptions; online data representations

Taxonomy Human-Centered Computing, Human-Computer Interaction

ORIGINALITY REPORT

59%	16%	58%	0%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

Communicating with editors

OUR CORE PRACTICES

| C | O | P | E |

Core practices are the policies and practices journals and publishers need to reach the highest standards in publication ethics. We include cases with advice, guidance for day-to-day practice, education modules and events on topical issues, to support journals and publishers fulfil their policies.

1. ALLEGATIONS OF MISCONDUCT

Journals should have a clearly described process for handling allegations, however they are brought to the journal's or publisher's attention. Journals must take seriously allegations of misconduct pre-publication and post-publication. Policies should include how to handle allegations from whistleblowers.

FIND OUT MORE: publicationethics.org/misconduct

3. COMPLAINTS AND APPEALS

Journals should have a clearly described process for handling complaints against the journal, its staff, editorial board or publisher.

FIND OUT MORE: publicationethics.org/appeals

5. DATA AND REPRODUCIBILITY

2. AUTHORSHIP AND CONTRIBUTORSHIP

Clear policies (that allow for transparency around who contributed to the work and in what capacity) should be in place for requirements for authorship and contributorship as well as processes for managing potential disputes.

FIND OUT MORE: publicationethics.org/authorship

4. CONFLICTS OF INTEREST/COMPETING INTERESTS

There must be clear definitions of conflicts of interest and processes for handling conflicts of interest of authors, reviewers, editors, journals and publishers, whether identified before or after publication.

FIND OUT MORE: publicationethics.org/competinginterests

6. ETHICAL OVERSIGHT

- If you argue with the editor, you will lose. There is really no battle. The journal editor is bound by the COPE guidelines and not much else.
- It's good to be the king! (or queen!) Really is no one to whom to appeal.
- When communicating with the editor be (a) direct – respect the editor's time, (b) be professional, (c) if disagreeing, have your key facts/positions stated clearly, and (d) let the editor know what you are asking for. **Editors are also researchers; most try to be fair to all.**

Response to the reviewers

Response to the Reviewers for Manuscript IJHCS_2018_226 entitled "Confusion and Information Triggered by Photos in Persona Profiles"

This response letter contains our responses to the reviewers' suggestions and criticism, with the reviewer comments in **bold**. We provide our comments in *italics*.

Where appropriate, we include a snippet from the revised manuscript along with our response.

We believe we have addressed both the spirit and the specifics of the reviewers' comments in the current version of the manuscript. Where there is disagreement with the reviewer suggestions, we articulate our reasoning.

We thank all the reviewers for their many, detailed, and constructive comments that have greatly improved the presentation of the research in this version of the manuscript.

META-REVIEW

Thank you for submitting your manuscript to the International Journal of Human - Computer Studies. I have completed the review of your manuscript and a summary is appended below. The reviewers recommend reconsideration of your paper following major revision. I invite you to resubmit your manuscript after addressing all reviewer comments.

We thank the editor for this opportunity for revision of the manuscript presenting out research.

When resubmitting your manuscript, please carefully consider all issues mentioned in the reviewers' comments, outline every change made point by point, and provide suitable rebuttals for any comments not addressed.

We believe we have addressed both the spirit and the specifics of the reviewers' comments in the current version of the manuscript. Where there is disagreement, we articulate our reasoning for such.

Reviewers are in agreement that this article needs revisions before it can be published. Because of the concerns raised by reviewers and the unclear novelty over the previous CHI 2018 paper, I ask the authors to make major revisions.

In this version of the manuscript, we have strived to more clearly highlight the additional contributions offered by this considerable expansion of the prior conference article.

As mentioned in the cover letter with the prior version, we added 7 hypotheses to the 3 hypotheses presented in the conference version of the research, seemingly a substantial

- Reviewer is a role that researchers have. Reviewers are also authors in another role. **Keep this in mind. You are also a reviewer.**
- **Thank them. Reviewing is a thankless job.**
- Prepare a point-by-point **Response to the Reviewers.**
- The better and more detailed your **Response** the higher the probability of a favourable outcome!

Response to the reviewers (cont')

Response to the Reviewers for Manuscript IJHCS_2018_226 entitled "Confusion and Information Triggered by Photos in Persona Profiles"

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- Pick your battles. The reviewer holds most of the high cards.
- If you push back, okay to be direct, but be polite.
- If you push back on one point, good to give on another.
- Make it easy on the reviewer!
Tell them what you did. Show them (or reference the location in the revised manuscript of your changes)

Response to the reviewers (cont')

Reviewer 1

The paper presents a study regarding the informativeness and confusion of persona profiles presented either with one photo or with several photos. Persona descriptions showing several photos either show the same person in different contexts or photos of other people with the same attributes. They use eye tracking and interviews and examine informativeness and confusion as dependent variables.

We thank for the reviewer for this accurate summary of the research.

I think the subject is very interesting and appropriate for the journal - although I see some differences in using personas in the design process vs. in news content creation and I wish these differences would be addressed in the paper.

We thank the reviewer for these positive comments, as we also find the subject very interesting and also appropriate for the journal.

Concerning the possible differences in the use of personas in the design process vs in news creation, there appears to be little in the persona literature on differences. However, we now comment on possible differences in this version of the manuscript.

Page 1, Abstract: We conduct an eye-tracking experiment and qualitative interviews with digital content creators after varying the persona in photos via a single headshot, a headshot and photo of the persona in different contexts, and a headshot with photos of different people with key persona attributes the gender and age.

The structure of the paper is unusual. Typically, the hypotheses should be derived from the background work. In this paper, the hypotheses are presented after the introduction – and the related work section does not present research that the hypotheses are founded in. Rather, it deals with persona content, persona use in cross-cultural teamwork, and automatic generation of persona profiles.

In this version of the manuscript, we have moved the hypotheses to a section after the prior works section, and we have completely reworked the literature review to more clearly support the hypotheses development.

Page 9: Research question AND HYPOTHESES

I was very excited about the paper, since photos are widely used to construct personas, but have not received much attention.

We thank the reviewer for this positive comment, as we also find the subject very interesting and also appropriate for the journal.

Reviewer comment

Comment to reviewer

Reviewer comment

Comment to reviewer

Snippet from manuscript addressing reviewer's point

Reviewer comment

Comment to reviewer

Pointer to location in manuscript addressing reviewer's point

Revising of the manuscript

Confusion and Information Triggered by Photos in Persona Profiles

ABSTRACT

We investigate whether additional photos beyond a single headshot makes a persona profile more informative without confusing the end user, can increase the degree of information provided by persona profiles without the negative effects of confusion. We conduct an eye-tracking experiment and qualitative interviews with digital content creators after varying in the persona in photos via a single headshot, a headshot, and photo of the persona in different contexts, and a headshot with photos of different people possessing them with key persona attributes, of gender and age. Findings show that contextual photos provide significantly more personagreater information to the end users concerning the persona; however, showing photos of multiple people engenders confusion and lowers informativeness. Also, as anticipated, viewing additional photos have the expected effect of requiring/requires more cognitive focus, which is measured by eye-tracking metrics; and these metrics are correlated with levels of informativeness and confusion. Furthermore, various interpretations of the persona based on the choice of photos are biased by the end users' experiences and preconceptions. Concerning persona design, findings indicate that persona creators need to consider the intended persona use objectives when selecting photos and when producing persona profiles: design power in selecting photos and the choice of photos when producing persona profiles needs to align with the intended objectives of the persona use. The addition of using contextual photos can additionally improve informativeness, but this demand and users to use more cognitive focus comes at the cost of additional cognitive focus by the end users. Thus, adding contextual photos increases the perceived informativeness of the persona profile with no increase in perceived confusion without being obfuscating, but multiple photos of different people do evoke confusion about the targeted persona.

Author Keywords

- If you need to work 2 hours to save the reviewers 20 minutes, you work 2 hours. It's your publication.
- During the revision, easy to introduce mistakes, ensure you copy edit again
- Reviewer directed modifications can mess up the flow. So, might need to restructure within sections.
- Good time to revisit your literature review.
- Reminder of the word limit – good to be under on original submission.

Polishing the accepted article

International Journal of Human-Computer Studies 129 (2019) 1–14

Contents lists available at ScienceDirect

 International Journal of Human-Computer Studies

journal homepage: www.elsevier.com/locate/ijhcs



Confusion and information triggered by photos in persona profiles[☆]

Joni Salminen, Soon-gyo Jung, Jisun An, Haewoon Kwak, Lene Nielsen, Bernard J. Jansen^{*}

Qatar Computing Research Institute, Hamad Bin Khalifa University, Doha, Qatar & IT University of Copenhagen, Copenhagen, Denmark

ARTICLE INFO

Keywords
Personas
User perceptions
Online data representations

ABSTRACT

We investigate whether additional photos beyond a single headshot makes a persona profile more informative without confusing the end user. We conduct an eye-tracking experiment and qualitative interviews with digital content creators after varying the persona in photos via a single headshot, a headshot and photo of the persona in different contexts, and a headshot with photos of different people with key persona attributes the gender and age. Findings show that contextual photos provide significantly more persona information to end users; however, showing photos of multiple people engenders confusion and lowers informativeness. Also, as anticipated, viewing additional photos requires more cognitive focus, which is measured by eye-tracking metrics; these metrics are correlated with levels of informativeness and confusion. Furthermore, various interpretations of the persona based on the choice of photos are biased by the end users' experiences and preconceptions. Concerning persona design, findings indicate that persona creators need to consider the intended persona use objectives when selecting photos and when producing persona profiles. Using contextual photos can improve informativeness, but this demands more cognitive focus from end users. Thus, adding contextual photos increases the perceived informativeness of the persona profile without being obfuscating, but multiple photos of different people do evoke confusion about the targeted persona.

1. Introduction

A persona is a fictional person representing a user segment that is usually presented in a one- or two-page persona profile (Nielsen, 2013). Although for some years in computer science and other fields (Cooper, 2004), personas have been integrated in the software design process, it is difficult to decide how to best create persona profiles (Grudin and Pruitt, 2002; Hill et al., 2017; Marsden and Haag, 2016; Pruitt and Adlin, 2006) as one must decide what information to include and what to exclude (Hombak & Oulasvirta 2017); however, little rigorous research has been done into designing persona profiles, especially concerning using photos within these profiles. Over the years, a *de facto* layout of the persona profile has been developed (Nielsen et al., 2015) that includes a one or sometimes a two page description with a photo, most often a headshot, of a person representing the user segment designed and that can be improved upon. Unfortunately, there is a limited range of studies systematically examining different profile layout options, which is why we take the opportunity to partially address such shortcoming by experimentally researching three persona layouts in order to determine which layout is most optimal.

Specifically, photos' impact is not often researched, and to our knowledge, no previous study examined the effects and the potential issues the photo might pose when shown to end users, especially in the context of design teams and workgroups with an international, interdisciplinary, and/or cross-cultural set of members. A persona photo generally depicts a specific gender, nationality, ethnicity, occupation, race, etc. that can be difficult to align with a culturally-diverse pool of end users of that persona (Nielsen and Hansen, 2014). Though one photo has the advantage of, perhaps, not introducing non-relevant attributes, a single photo can also open the door for biases (Pröbster et al.

- Now that you got the manuscript accepted, don't embarrass yourself with silly mistakes.
- Copy edit
- Check your figures, images, tables, captions, author names, & references
- Check the numbers in tables, charts, figure, etc. and check the formulas!
- Update literature review
- Consider any acknowledgements – funding agencies, advisors, reviewers, etc.

Lets talk impact factor

- Article Citation – a formal reference to a source contained within a published research article.
- Impact Factor (IF) = no. of citations last year divided by no. of articles published in last 2 years by journal.
Example: $2018 \text{ IF} = (\# \text{ 2018 citations}) / (\# \text{ 2018 articles} + \# \text{ 2017 articles})$
- Why should you care? IFs are an easy way for researchers and institutions to judge the value of a publication.
 - Publish in a high IFs outlet and you need to justify value? ... **just need to point to the IF**
 - Research published in outlet with high IF and someone doesn't like it (i.e., tenure committee), **they have to work to show it's not valuable.**
 - **Reverse is true if published in low IFs outlet** (note – might still be good research! Just takes more effort to prove it!)

Lets talk impact factor

Impact Factor	Number of Journals	Ranking (Top % of Journals)
10+	213	1.7%
9+	257	2.1%
8+	317	2.6%
7+	400	3.3%
6+	553	4.6%
5+	778	6.5%
4+	1251	10.4%
3+	2303	19.1%
2+	4388	36.4%
1+	8074	67.0%
0+	12061	100%

2017 IF

Power law distribution
(a few journals with high IF and whole lot of journals with low IF)

\leq IF 3.444 IP&M

\leq \sim 81% of all journals

h-index

- h index - number of articles with at least number of citations. Example: an h index of 10 means ten articles each with at least ten citations. **Note - difficult to increase your h index!**
- A lot of folks reference the h index as better than IF for evaluating individual researchers.
- Also used for conference series and journals. However, h index has faults here because h index is biased toward large outlets (i.e., large conferences are not penalized for the long tail of non-cited articles, so just put a bunch of small conferences together and will most likely get a high h index)
- **Take away - be mindful of both your own citation count (i.e., citations to your articles), the impact factor of journals, and your h index.**

Reviewing

- Review is the foundation of academic system.
- Every paper you submit, requires 2 to 3 reviewers to support the system. Ensure you are doing your part to support the system!
- How to get started? Progression:
 - Help your advisor review some manuscripts,
 - then do some ad hoc reviewing for conferences and journals (best if at the outlets you publish),
 - then get on editorial boards and program committees,
 - then editors and conference chairs.
- Editors of journals track reviewer statistics

Reviewing (cont')

Editors: track reviewer statistics

Reviewer Name	Board Members	Agreed	Declined	Total	Accept_Invite_Rate	Avg Time_Invitation	Complete	Uninvite	Complete_Review_Rate	Avg Time_Review	Reminders
	Yes	12		12	100.00%	2	12		100.00%	11	1
	No	9		9	100.00%	6	9		100.00%	37	3
	No	9		9	100.00%	9	9		100.00%	42	4
	Yes	9		9	100.00%	2	9		100.00%	24	1
	Yes	8		8	100.00%	0	8		100.00%	12	1
	No	8		8	100.00%	1	8		100.00%	34	2
	No	8	1	9	77.78%	5	7	1	100.00%	27	2
	Yes	7	1	8	75.00%	2	7		100.00%	13	1
	Yes	6	3	9	16.67%	13	6		50.00%	6	3
	No	6		6	100.00%	4	6		100.00%	27	2
	Yes	6		6	100.00%	3	6		100.00%	28	2
	Yes	5	6	11	-9.09%	2	5		100.00%	15	1
	No	5	2	7	21.43%	7	5		50.00%	10	1
	Yes	5	1	6	66.67%	16	5		100.00%	17	4
	No	5	1	6	66.67%	0	5		100.00%	2	0
	Yes	5	1	6	75.00%	5	5		100.00%	9	2
	No	5		5	100.00%	0	5		100.00%	10	0
	No	5		5	100.00%	0	5		100.00%	30	2
	No	5		5	100.00%	13	5		100.00%	43	4
	Yes	5		5	100.00%	0	5		100.00%	19	2
	No	6	4	10	20.00%	10	4	2	100.00%	29	4
	No	5	2	7	33.33%	9	4	1	50.00%	17	2

Reviewing (cont')

Reviewers stats:

- Invitations accepted
- Invitation response speed
- Reviews completed
- Speed of reviews
- Can rate quality of review

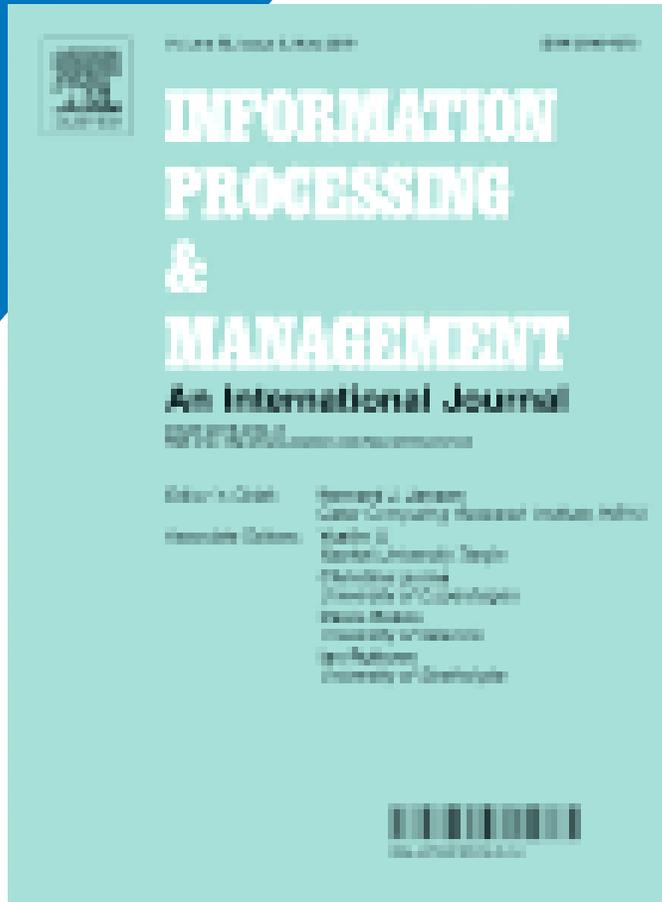
Reviewer Name	Board Members	Agreed	Declined	Total	Accept_Invite_Rate	Avg Time_Invitation	Complete	Uninvite	Complete_Review_Rate	Avg Time_Review	Reminders
	Yes	12		12	100.00%		2	12	100.00%	11	1
	No	9		9	100.00%		6	9	100.00%	37	3
	No	9		9	100.00%		9	9	100.00%	42	4
	Yes	9		9	100.00%		2	9	100.00%	24	1
	Yes	8		8	100.00%		0	8	100.00%	12	1
	No	8		8	100.00%		1	8	100.00%	34	2
	No	8	1	9	77.78%		5	7	100.00%	27	2
	Yes	7	1	8	75.00%		2	7	100.00%	13	1
	Yes	6	3	9	16.67%		13	6	50.00%	6	3
	No	6		6	100.00%		4	6	100.00%	27	2
	Yes	6		6	100.00%		3	6	100.00%	28	2
	Yes	5	6	11	-9.09%		2	5	100.00%	15	1
	No	5	2	7	21.43%		7	5	50.00%	10	1
	Yes	5	1	6	66.67%		16	5	100.00%	17	4
	No	5	1	6	66.67%		0	5	100.00%	2	0
	Yes	5	1	6	75.00%		5	5	100.00%	9	2
	No	5		5	100.00%		0	5	100.00%	10	0
	No	5		5	100.00%		0	5	100.00%	30	2
	No	5		5	100.00%		13	5	100.00%	43	4
	Yes	5		5	100.00%		0	5	100.00%	19	2
	No	6	4	10	20.00%		10	4	100.00%	29	4
	No	5	2	7	33.33%		9	4	50.00%	17	2

Reviewers stats are used for editorial board decisions, reviewer awards, guest editor of special issues, editor appointments, etc.

Special note for PhD students

- **Don't submit your entire dissertation** as a journal article!
A reasonable dissertation will be enough for three journal articles.
- **Check with your advisor before submitting** and ask about (a) acknowledgements, (b) where to submit, (c) comments and suggestions on manuscript.
- If collaborating with others, work out authorship order *before* submitting. Any questions about authorship during the revision, work out before re-submitting.
- Know the time cycles of the journal before submitting. This is especially important for universities requiring PhD students to have accepted publications.

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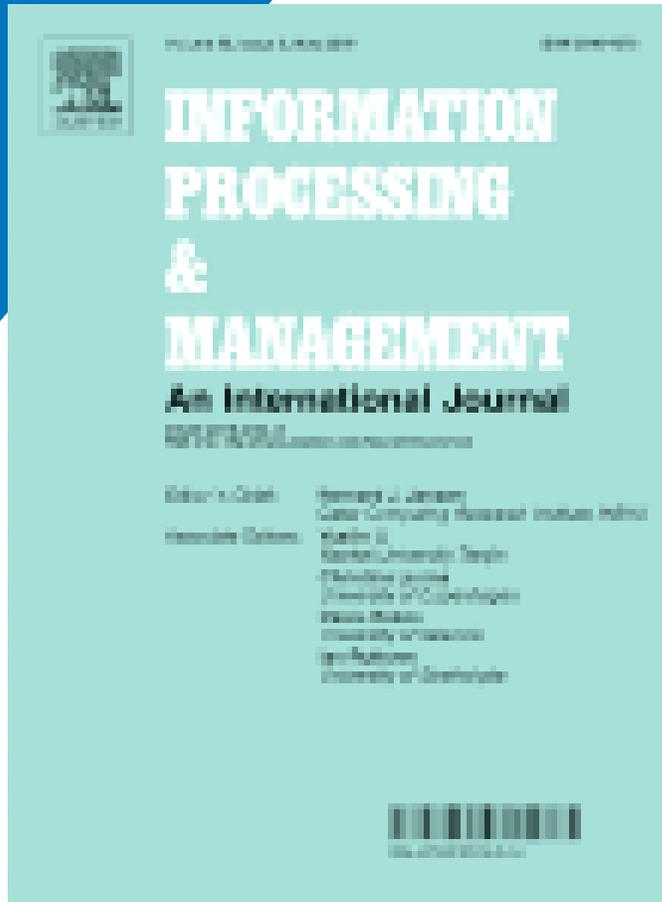


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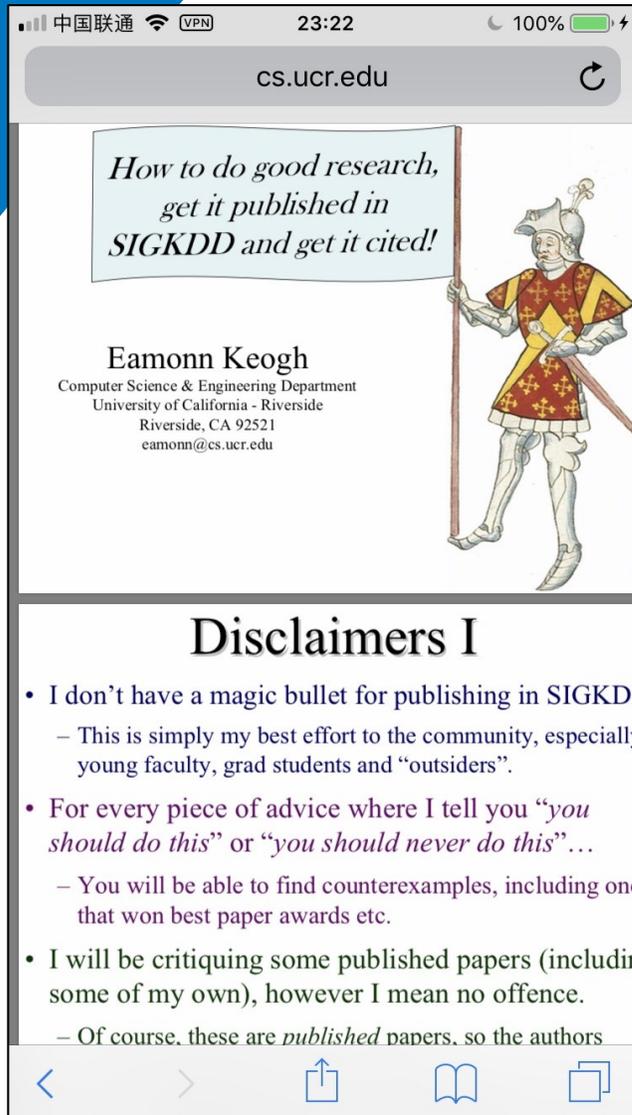
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Eamonn Keogh
Computer Science & Engineering Department
University of California - Riverside
Riverside, CA 92521
eamonn@cs.ucr.edu

Disclaimers I

- I don't have a magic bullet for publishing in SIGKDD.
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Thank you!



Jim Jansen

jjansen@acm.org

Qatar Computing Research Institute
Hamad Bin Khalifa University
Doha, Qatar