

CREATE Workshop 2004

*Predicting and Changing Health Behaviour:
Conducting and Publishing Theory-Based Research*

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Overview of Workshop

1: Predicting Health Behaviour

2: Theory-Based Interventions

3: Dissemination

3. Dissemination

1. Publishing
2. The Media

Publishing

1. Where to publish
2. Submitting a manuscript
3. The review process
4. Revising and resubmission
5. Acceptance and publication

1. Where to publish?

- Reference list
- Impact factors
- Journal websites
- Previous journal issues
- Summary reports of journal operations
- Advice from colleagues

Task 1 - Where to send a manuscript

Hunter et al. (2003) - References

- List journals and their frequency
- Discuss their appropriateness
- Decide where to send and why

Impact Factors

Impact Factor for 2002

Cites in 2002 to articles published in 2000 and 2001

Number of articles published in 2000 and 2001

P&H

115 cites to recent articles

125 recent articles published

$115/125 = 0.920$

Immediacy Index

Immediacy Index for 2002

Cites in 2002 to articles published in 2002

P&H

11 cites in 2002 to articles published in 2002

53 articles published in 2002

$$11/53 = 0.208$$

Cited Half-Life

The cited half-life is the age range of 50% of the journal's cited articles

P&H - Cited Half-Life for 2002

Citations to the journal by the cumulative percent of 2002 cites to articles published in the following years:

<u>Year</u>	<u>%</u>	<u>Cum. %</u>		
2002	1.66	1.66	1	
2001	4.98	6.64	2	
2000	12.36	19.00	3	
1999	11.02	30.02	4	
1998	12.51	42.53	5	
1997	8.75	51.28	6	Cited Half-Life = 5.9
1996	15.09	66.37	7	

1. Where to publish?

- Reference list
- Impact factors
- Journal websites
- Previous journal issues
- Summary reports of journal operations
- Advice from colleagues

Psychology & Health (2001-2003)

	2001	2002	2003
New Submissions:	114	130	138
No. Accepted:	38	34	25
No. Pending:	0	2	39
% Accepted:	33%	30-32%	18-46%
Impact Factor	.705	.920	

1. Where to publish?

- Reference list
- Impact factors
- Journal websites
- Previous journal issues
- Summary reports of journal operations
- **Advice from colleagues**

2. Submitting a manuscript

- Instructions for authors
- Covering letter

3. The Review Process

- Editor \Rightarrow Co-Editors
- Reviews
- Decision letter

Task 2 - Writing a review

Hunter et al. (2003)

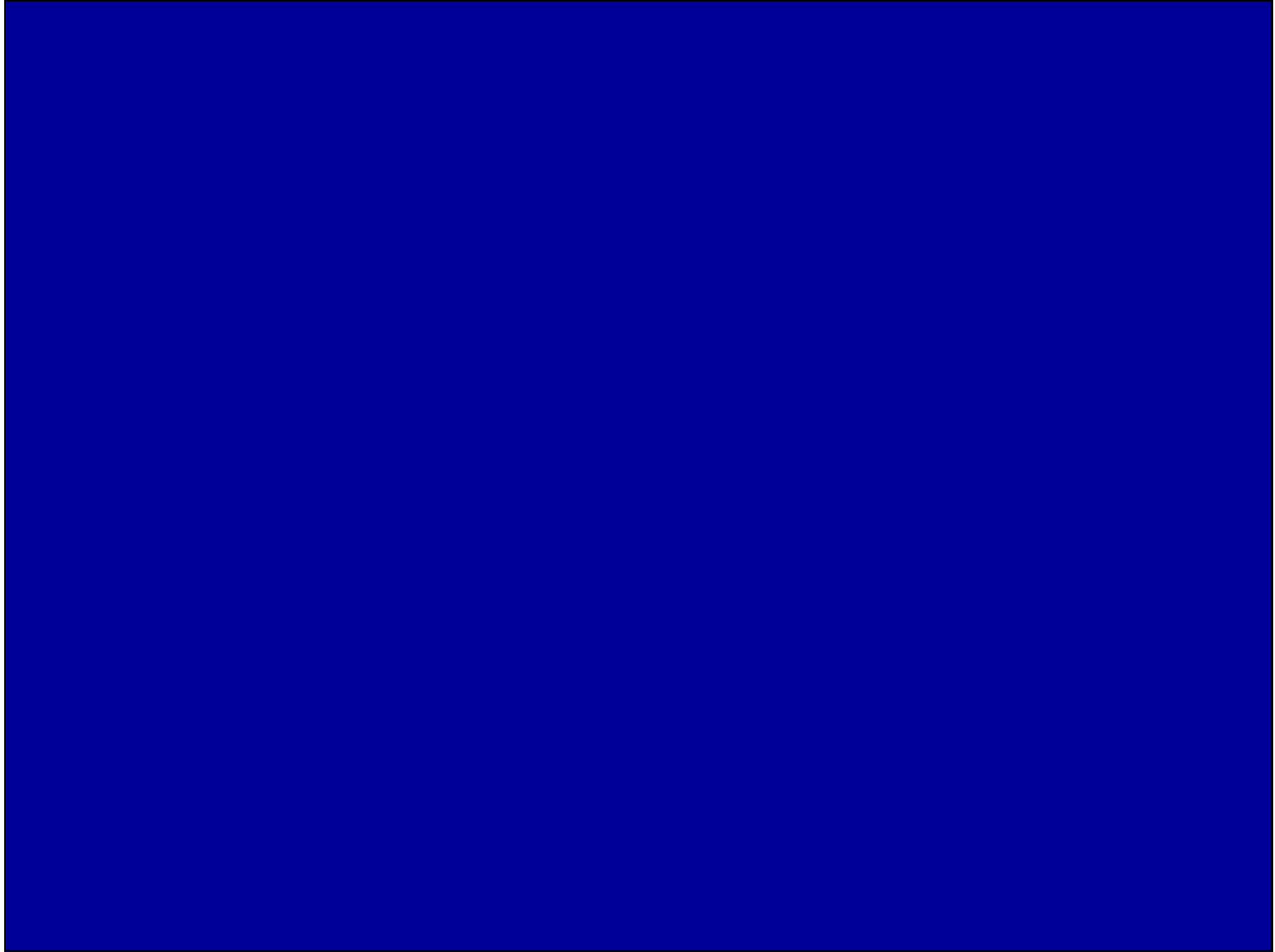
- Brief summary of the paper
- Strengths
- Weaknesses and what (if anything) can be done
- Recommendation
 - Accept
 - Accept with modification
 - Revise and resubmit
 - Reject

4. Revising and resubmission

- Rejection \Rightarrow revise and send to new journal
- Revise \Rightarrow revise & resubmit with covering letter

5. Acceptance and publication

- Proofs
- Copyright
- Off-prints



Media Releases

Why this issue?

- Diffusion to public
 - In UK:
 - Public understanding of science
 - Dissemination in grant proposals
- Media coverage:
 - Raise personal profile and that of psychology
 - Can have career and other tangible benefits
- Clarity of expression and clarity of thought

Science reporting

- Science as news or feature
 - Mostly as news
- Feature
 - Longer
 - Usually more time to prepare
 - Not live
 - More under journalist's control
- News
 - Opposite of these attributes
 - May not concern your own research (or even recognisably research at all) (interview hints)

Science as news

- Most of the news agenda pre-determined
- Goal of media releases is to get into the news
- Media:
 - Print, broadcasting (TV, radio)
 - National, local
- Press offices
 - University
 - Professional society - eg UK = BPS
 - Research council - eg UK = ESRC
- Media training days
 - Good idea to go on

News media

- Not like science!
- News desk is the hub
- News editor (NE) is the most important figure
 - 2 or 3 assistants (who want his/her job!)
- TV radio on, computer screen...
- Have to sell NE the story
 - Queue of people
 - “so what?”
- Timing - time of day, day of week EMBARGO

Out of journalist's control

- Have to sell the story to NE
- Army of sub editors - word technicians
 - Cut, shape, hone prose
 - Can go through half a dozen pairs of hands
 - Copy is out of journo's control - not all sub editors check with journalist
- Industry is incestuous
 - If on radio, TV, forced to carry it
- Bombarded by media releases
- Busy news days, slack news days
- Sunday papers in advance

Implications

- Limited space for science coverage
 - More in features
- Must be newsworthy
 - May be important to you and sensational to other health psychologists
 - But would it excite your mother?

What is news?

- Fresh, different, know it when see it...
- Interesting - talk about in pub, cafe that night
 - Capture of Saddam, deaths, resignations
- Said yesterday, by Nobel prize winner
 - Even if work done 5 years ago, topical “peg”
 - May not be news to other health psychologists
 - Eg in UK some recent coverage of relative deprivation and health
 - But not too recently covered in press

Media release

- Purpose is to catch fish
 - Get the journalist's attention
 - They will talk to you. You can clarify, add caveats
 - But story must hold up! Accurate, scientifically credible
- Remember you are aiming at a different audience than your fellow scientists

Release writing

- Apes newspaper story
 - Goal is to get it to appear in print just as you wrote it!
- Look at newspapers:
 - What sort of words do they use?
 - How do they structure a story?
 - How long is the average story?
- Release is self-contained, tells news and explains it in 200-250 words
 - Using simple sentences and words

Release

- Good ones could appear in the paper (and do!)
- Croppable - can cut at any paragraph and still make sense
- The intro is KEY - the 1st paragraph and especially 1st sentence
 - Contains the news, like a:
 - Joke with the punch line first
 - LAST 2 paragraphs of the journal article

The introduction

- First paragraph of news article contains the news
 - Reader can read only first paragraph of every single story and get the news of the day
- Introduction is critically important
 - Hook to get the reader to read the rest
 - Must not be boring or irrelevant
 - Tells the FIVE W's!

The five W's

- Who said it?
- What did they say?
- When did they say it?
- Where did they say it?
- Why did they say it?
- The rest of the release builds on this bald start = NEWS first (5 x W's) *then* explanations and subsidiary information

The five W's

- **Who said it?**
 - Person speaking, researching and their institutional affiliation
- **What did they say?**
 - The news
- **When did they say it?**
 - Time and day when conference paper being given or journal being published
- **Where did they say it?**
 - Where conference is or the research was done
- **Why did they say it?**
 - The explanation

Be simple

- In UK even the “highbrow” newspapers
 - Guardian, Times, Independent = 12 years
- Use simple words
- Avoid jargon
 - Find an alternative
 - Explain it in brackets
- UK newspapers have “banned” words
 - See handout for some of these

Be positive

- News is about things happening and people doing things
 - Say what *did* happen rather than what *didn't* happen
- Remove negatives
 - Not successful -> failed
 - Not go ahead -> dropped
 - Not pay attention -> ignored

Be concise

- Scientific writing tends to be complex
 - Long sentences
 - Lots of qualifying clauses
 - Lots of secondary concepts
- For release - one sentence = one idea

Be active

- In English at least
- Subject-verb-object
 - The article persuaded the women
 - The women were persuaded by the article
 - The researchers found...
 - It as found by the researchers that...

