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:

<table>
<thead>
<tr>
<th>Year</th>
<th>%</th>
<th>Cum. %</th>
</tr>
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<tbody>
<tr>
<td>2002</td>
<td>1.66</td>
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<tr>
<td>2001</td>
<td>4.98</td>
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<td>2000</td>
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<td>19.00</td>
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<td>1999</td>
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<td>1998</td>
<td>12.51</td>
<td>42.53</td>
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<td>1997</td>
<td>8.75</td>
<td>51.28</td>
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<td>1996</td>
<td>15.09</td>
<td>66.37</td>
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</table>

Cited Half-Life = 5.9
1. Where to publish?

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

<table>
<thead>
<tr>
<th></th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
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<tbody>
<tr>
<td>New Submissions:</td>
<td>114</td>
<td>130</td>
<td>138</td>
</tr>
<tr>
<td>No. Accepted:</td>
<td>38</td>
<td>34</td>
<td>25</td>
</tr>
<tr>
<td>No. Pending:</td>
<td>0</td>
<td>2</td>
<td>39</td>
</tr>
<tr>
<td>% Accepted:</td>
<td>33%</td>
<td>30-32%</td>
<td>18-46%</td>
</tr>
<tr>
<td>Impact Factor</td>
<td>.705</td>
<td>.920</td>
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</table>
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 ⇒ 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
  o Accept
  o Accept with modification
  o Revise and resubmit
  o Reject
4. Revising and resubmission

- Rejection ⇒ revise and send to new journal
- Revise ⇒ 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 jouno’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…