

Why publish your work?



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Publishing;

Publish what?

Reasons for publishing;

Conclusions.

Publishing

- A communication tool with the purpose to transfer scientific information from one individual/s to other individuals.

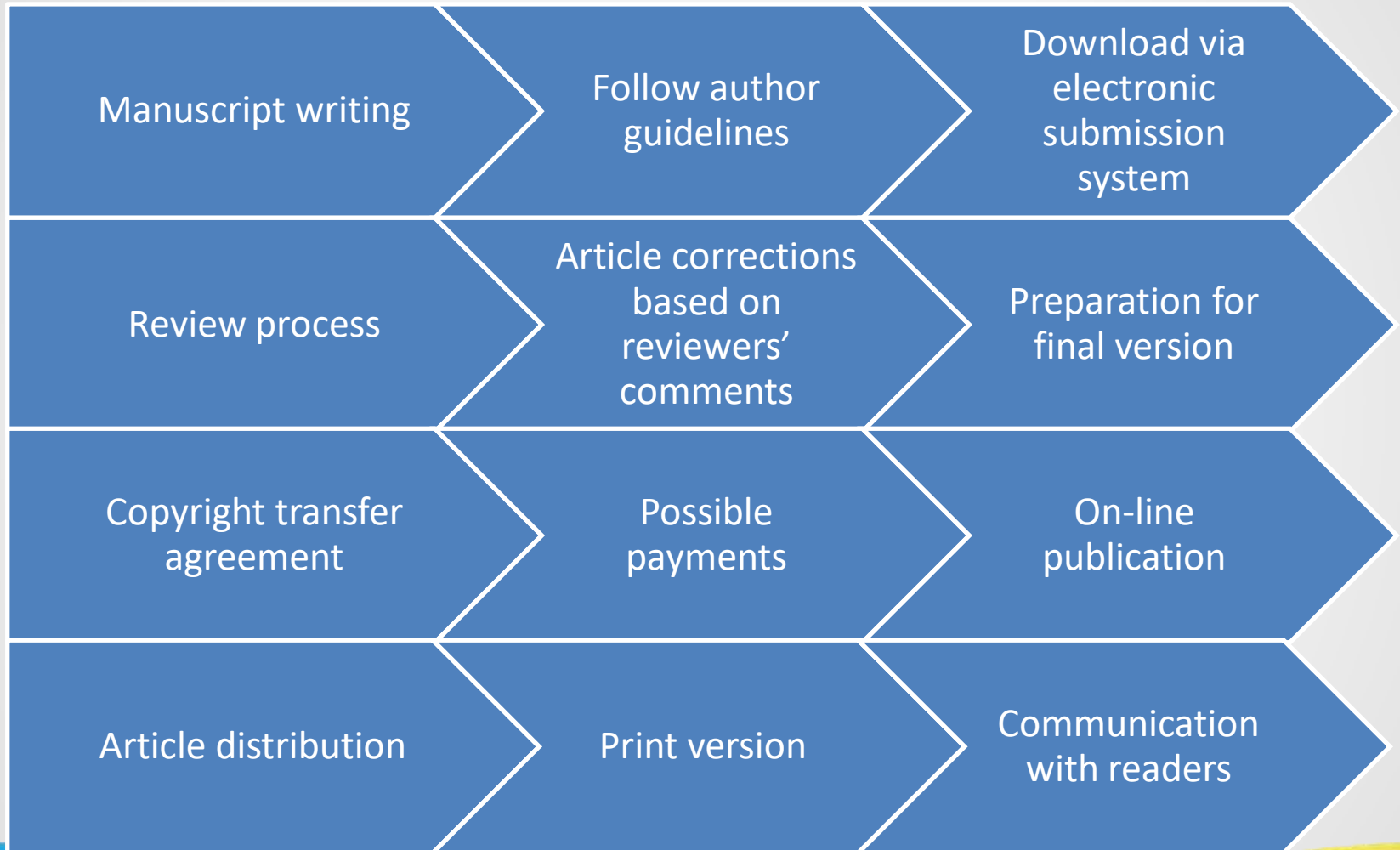
(Lichtfouse, 2013)

- Communicating scientific information:
 - To as great an audience as possible;
 - To advance our understanding of the world.

Publishing

- Ways how scientists distribute their ideas/findings:
 - Informal communication with colleagues;
 - Presentations at conferences;
 - Writing books;
 - Writing papers in peer reviewed journals.

Publishing process



Requires:

Hard Work - Time - Money



Publish what?

- RESEARCH:
 - Is KNOWLEDGE
 - Knowledge is **POWER** (Francis Bacon 1561-1626).

**Knowledge is the most important tool in
the world's power struggle.**

Research process

1. Define
problem

2. Determine
research
design

3.
Plan and
prepare
research
tools

4.
Sampling and
data
collection

5.
Data analysis

6.
Present and
communicate
findings

Research

- Our research results/findings:
 - Contribute to the body of knowledge in our field of study.
- Research is a pyramid:
 - Previous research (discovery/knowledge) leads to further discovery/knowledge.



Why publish?

Different motivations drive authors to publish:

Personal;

Institutional.



Why publish? - Personal

- Individualistic nature:
 - Career progression;
 - Pleasure in writing;
 - Pleasure in the research process;
 - Search for fame;
 - Recognition between peers.



Why publish? - Institutional

- Group or collective duty:
 - Co-operative:
 - Dissemination of information;
 - Enhancement of life quality standards.
 - Competitive:
- Between scientists;
- Between institutions.



Benefits of publication

1. Adding to the body of knowledge.
2. Help develop or improve on existing practice.
3. Help you advance in your career.
4. Become a recognised expert in your field.
5. Gain inner satisfaction.



1. Add to the body of knowledge

- Enrich the pool of literature on the subject;
- Strengthen arguments of others while refute others;
- Shed light on issues that need resolution;
- Help build theories.



2. Help develop or improve on existing practice

Evidence based practice:

Allocation of funds for further research.



3. Help you advance in your career

- Universities give credit to published research work;
- Provide you with a better chance of promotion:
 - Especially in academia;
 - Earning tenure often related to some standard of research productivity:
 - Evidenced through publications.



4. Become a recognised expert in your field

- Gain credibility:
 - Perform rigorous research.
- Consulted on your area of research;
- Advantage over others in your field who have not published:
 - Author citation index (*h-index*).
- A way of keeping competency in your field of academia.



5. Gain inner satisfaction

- Publishing in a reputable scientific journal provides inner confidence that you have been a good researcher;
- The publication has a seal of approval as judged by the journal and its associates;
- The value of this approval depends on:
 - Journal impact factor.
- Authors develop as thinkers:
 - Benefits from comments of reviewers.



Conclusion

- Sharing your knowledge to make this world a better place.
- Of what use are your findings if they are known only to you?!





*‘The essence of knowledge is having it
to apply it’*

(Confucius: 551 BC – 479 BC)

Scientific knowledge expressed via scientific communication:

Can Change The World!



Thank You for your attention

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