

# Publication Strategies

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Pangeanic - BI-Europe

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# Outline

- 1 Why to publish
- 2 What type of publications
- 3 What to publish
- 4 Where to publish
  - Academic publications
  - Industrial publications
- 5 What structure
- 6 Recommendations
  - Writing recommendations
  - Latex vs Word
  - Publication recommendations
  - Intellectual property recommendations



# Why to publish

- Academic goals
- Industrial goals



## Academic goals

- Feedback and constructive criticism from peers, experts and scholars
  - New perspectives, different angles, new ideas: incorporate into your research
  - The peer-review system works to refine & progress knowledge
- Build your publications list
  - Increases your reputation as a researcher
  - Assists with job-hunting or promotion within academia
  - Adds weight to value propositions
  - Provides evidence of a track record in publishing
- Build a network of contacts
  - May lead to collaboration opportunities



## Industrial goals

- Feedback and constructive criticism
- Commercial visibility
- Build your publications list
  - Increases your reputation as a company
  - Adds weight to value propositions
  - Provides evidence of a track record in publishing
  - Content is King
- Collaboration opportunities
- Increase positioning versus competitors



# Types

- Thesis
  - little pressure on space
  - defensive form of writing
- Journal articles
  - highly organized and concise
  - tight space limitations
- Working papers
  - written more quickly
  - less finishing-off effort
  - preliminary paper to share ideas about a topic or get feedback
  - basis of related works
  - grey literature



## Types (2)

- Conference papers
  - written more quickly
  - require shorter papers than journal papers
  - Subtypes:
    - Paper with Respondent
    - Panel Presentation
    - Roundtable
    - Workshop
    - Poster/Poster Talk/Poster Presentation/Poster Discussion
- Textbooks or other teaching materials
  - extensive explanations
  - reinforced with examples
- Material which is intended for a multidisciplinary audience
  - simple explanations

## What to publish

- Try to generate several articles from the most important chapters of your thesis
- Redouble effort if you have a solid hit in one area
- Diversify research topics for possible publication
- It's risky to continue publishing in the same area without clear evidence of success
- Don't put two good ideas in one paper, separate them into two papers
- Collaborate with a colleague or fellow researcher, find a topic and begin a series of focused investigations





## Where to publish

- It's important how much you publish, but much more important where you publish or the channel you use
- Your work gets the attention it deserves if the journal, conference, magazine... has a good reputation
- Industrial publications are different to academic publications



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# Academic publications

- Journal and conference rankings in <http://core.edu.au>
  - Computational Linguistics conferences:
    - ACL - A\*
    - EACL - A
    - COLING - A
  - Machine Translation conferences:
    - AMTA - B
    - EAMT - B
    - MT SUMMIT - B
  - Computational linguistics journals:
    - Computational Linguistics - A\*



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## Industrial publications

- Industrial / Commercial Magazines
  - Commercial visibility
  - E.g.: Pangeanic's publications in Multilingual are an example of technology publications in a commercial /industry magazine and its use and distribution:  
<http://www.pangeanic.com/news/diy-machine-translation-article-flashback-proves-technological-maturity-level/>



# E.g.: Industrial industrial magazine

## Do-it-yourself MT

Anna Simpkins

As demand has grown rapidly for customized machine translation (MT) solutions, so has demand for more user control. Once financially restricted to global enterprises with serious budgets, customized MT has become an accessible tool for the translation community, though there is still resistance among some parts of the community, which presents an obstacle to mass adoption. Four businessmen tackle this topic and share their knowledge about the different levels of user control that can be achieved in a do-it-yourself environment.

Early innovators built the case for rule-based systems, which were quickly adopted by organizations that could see the potential and were happy to spend time and money investing in knowledge to gain the early benefits. The early majority then sat up and took real notice as statistical machine translation (SMT) systems were developed. Issues opened up the field, though it is still considered by some to be the domain of those with know-how and a budget in their favor. In recent years, however, there has been a surge of demand for systems that are customized and accessible, and user-friendly, customized MT that has driven the early stages of the do-it-yourself MT boom. "Yes, there are still those who want to know the full workings behind their customized MT solution, but the mass adopters don't want or need to



Gavin Wheeldon,  
Applied Language Solutions



Manuel Hernanz,  
Pergamini



Tom Huse,  
Precision Translation Tools



Andrej Vavjovic,  
Tilde

know everything; they simply expect a solution that can be implemented quickly and produces great results," said Gavin Wheeldon, CEO of Applied Language Solutions.

Wheeldon understands that while a one-size-fits-all approach to MT doesn't cater to everyone's needs, making MT accessible to the masses is critical for the evolution of the translation market. The cost models vary considerably, but there is one common objective that all vendors are focused on: achieving quality that generic engines such as Google and Bing can't



Anna Simpkins is head of marketing at Applied Language Solutions. Previously, she worked as a public relations and marketing consultant for ten years across a range of industries, including financial services, IT and manufacturing.



## Industrial publications (2)

- Journal papers / Conference papers
  - Present new results
  - Relevant
  - Academic value
  - Little commercial applicability
  - Add weight and depth to profile
  - E.g.:
    - AAMT - an example of distribution is to use academic publications in your company's web and then distribute through social media (e.g.)
    - AMTA - getting a publication in an academic/regional association can also bring benefits if your breakthrough proves a new height or confirms that academic research has industrial potential/applications (e.g.)



## Industrial publications (3)

- Industry events
  - Commercial visibility
  - Direct contact with the clients
  - E.g.:TAUS, TEKOM, GALA, ELIA, LOCWORLD
- Social distribution
  - Twitter, Facebook, Google+ and LinkedIn
  - Applies to all 3 above
  - If content is not distributed, it does not exist
  - Different strategies according to type of content
    - The more content behind a profile, the more weight
  - More quality content means more future clients





## Basic structure

- Title and abstract
- Introduction
  - the problem, the current status, the proposed solution, the outline
- State of the art
- The proposed solution or method
  - discussion of the research design and methodology of the research
- Results, data analysis and comparison with competing approaches
- Limitations and future work
  - interpretation of key findings
  - discussion of future applications and research
- References



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## Writing recommendations

- Search Internet to see if others have written papers on the same or similar subjects
- Avoid writing comments on other papers
- Do not correct small errors others make
- Avoid grammatical errors and spelling errors
- Comply with font size and page limit requirements
- Write your papers/presentations in Latex (TexMaker, Lyx...)  
to create professional results
- Use publicly available datasets



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# Latex vs Word

- Latex
  - Advantages:
    - Mathematical notions
    - Consistent handling of references and bibliography
    - Separation of content and style
    - Tables and illustrations
    - Layout is automatic
  - Disadvantages:
    - Fairly steep learning curve
    - Collaborators unfamiliar with  $\text{L}^{\text{A}}\text{T}_{\text{E}}\text{X}$  will have difficulty reviewing your manuscripts
    - Many features require libraries



## Latex vs Word (2)

- Word
  - Advantages
    - Minimal learning curve
    - WYSIWYG
    - Compatibility
    - Collaborative editing
    - Easier spell check
  - Disadvantages
    - Layout can be a real bear to get correct
    - Mathematical notions are difficult, slow, and often ugly
    - Handling of references and bibliography is difficult



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## Publication recommendations

- Journal articles are preferred
- Work jointly with your advisor to help market your papers
- Do not distribute unpublished papers to strangers (at big conferences)
- Present your papers at conferences, you may get surprisingly good valuable feedback
  - Way to become familiar with others working in the same area
- Different Journals tend to prefer different styles of writing, therefore, mimic the writing style of papers published in your target Journal





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# Intellectual property recommendations

- Innovations and inventions can generally be protected in one of three ways
  - By obtaining a patent
  - Maintain secrecy
  - Defensive publication
- Researchers should be aware that publishing results prior to filing a patent application may mean the results cannot be protected or commercialized at a later date
- Be careful during collaboration with other companies



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End

Questions?

