



Name of the subject: Publication strategies and methods	Code:	Credits: 3
Hours: lectures (50%) and seminars (50%)		
Assessment: practical mark		
Course description: <p>An excellent researcher can "sell" his/her results, i.e. emphasizes their importance, applies a systematic and planned publication approach, and decides where to publish based on impact factors. The researcher knows and gives references to experts in the research field.</p> Knowledge <ul style="list-style-type: none">- presenting the characteristics of a good publication (accuracy and authenticity, authorship, content and purpose, validity, objectivity)- the use of full-text scientific online databases (e.g. Akadémiai Kiadó Journals; Akadémiai Kiadó MERS; Akadémiai Kiadó Medical Package; Akadémiai Kiadó Dictionaries; Arcanum Digital Library; Britannica Academic Edition; Britannica Image Quest; Cambridge University Press Journals; EBSCOhost; HeinOnline; JSTOR; OECD iLibrary; ProQuest; Science Direct; SpringerLink; Taylor & Francis Group; Wiley Online Library)- understanding the structure of scientific publications (title, abstract, keywords, introduction, methodology, results, discourse, conclusion, bibliography)- learning the basics of scientific publishing procedure (registration, verification, dissemination, preservation)- Measuring scientific performance (number of citations, citation rate, impact factor, SJR score, Hirsch's h-index)- use of bibliographic databases (Clarivate Analytics, Web of Science, WoS, SCOPUS, and MTMT)- knowledge of new areas of scientific publishing (transition from printed to electronic way: indexing, Open Access, Sherpa/Romeo and DOI)- other channels of scientific communication (social networks and repositories in science)- forbidden channels of scientific communication (concept and list of predatory publishers, Norwegian and Finnish null lists, publishers banned by the Chinese Academy) Competencies: <p>The course develops competencies in literature search, networking, scientific communication and publication through the study of scientific communication databases.</p>		

Bibliography:

Course materials:

Available in Moodle system during the semester

Compulsory materials:

1. Simon Bastow, Patrick Dunleavy, Jane Tinkler (2014): *The Impact of the Social Sciences, How Academics and their research make a difference*, Sage Publications Ltd; 1 edition, ISBN-13: 978-1446275108
2. Janet Salmons, Helen Kara (2019): *Publishing from your Doctoral Research: Create and Use a Publication Strategy*. Routledge, 1st edition, ISBN-13: Publishing from your Doctoral Research: Create and Use a Publication Strategy
3. APA: *Publication Manual*. 7th Edition of the American Psychological Association. APA. ISBN-13: 978-1433832161

Recommended literature:

4. Kyle Siler (2020): There is no black and white definition of predatory publishing, (<https://blogs.lse.ac.uk/impactofsocialsciences/2020/05/13/there-is-no-black-and-white-definition-of-predatory-publishing/>)
5. Kyle Siler (2020): There is no black and white definition of predatory publishing, (<https://blogs.lse.ac.uk/impactofsocialsciences/2020/05/13/there-is-no-black-and-white-definition-of-predatory-publishing/>)
6. Sasvári Péter, Urbanovics Anna (2019): *A tudományos publikálás alapjai*, Nemzeti Közzolgálati Egyetem, ISBN: 978-963-498-144-2
https://real.mtak.hu/101076/1/A_tudomanyos_publicalás_alapjai_2019.pdf
7. Earl Babbie (2016): *The Basics of Social Research*. Cengage. ISBN-13: 978-1305503076

Lecturer: Péter Sasvári, PhD dr. habil, associate professor and László Berényi, PhD dr. habil, associate professor