High impact publishing; AIM FOR THE STARS!
What do you want from a paper?

1. You want scientists to see it/ know about it/ be visible
2. You want scientists to read it – the more the better
3. You want it to influence your peers – change their opinions – change science – cause an paradigm shift??
IMPACT FACTOR ~40
1. My research doesn’t fit in Nature or Science
2. It’s too much work
3. The reviewing process is really tough
4. It takes too long
5. It's alright for you they love the human evolution stuff
6. How do I know if my research is suitable?

Benefits –
1. High citations
2. Huge worldwide coverage
3. Makes your career
4. Huge media coverage
5. BIG IMPACT!
What about my other research that isn’t for Nature and Science?

1. Work your way down your list – if you start at the bottom where are you going to go?
2. Create your own impact -
   write a press release
   Social medify it!
   Blogging
   get your name out there – ECR competitions
   deliver a killer talk at a conference
   Make your own media
"Is it important to publish in high impact journals?"

Michael Brown and Joseph Goldstein

Nobel Laureates in Physiology or Medicine, 1985

Recorded: October 2014, Cambridge, UK