

**WEBINAR
TOPIC**

Publish or Perish: Why should non-academic evaluators in the global south think seriously about publishing?



July 11, 2020, SATURDAY

4PM Nairobi & Jordan | 1PM Accra | 3PM Johannesburg |

9AM Washington DC | 2PM London | 6.30pm New Delhi | 9pm Manila



GODFREY SENKABA, CPIA
Monitoring & Evaluation Expert
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HOST and PANELIST



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Evaluation Expert,
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PANELIST

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WHY SHOULD NON-ACADEMIC EVALUATORS THINK SERIOUSLY ABOUT PUBLISHING?

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SESSION FOCUS:

- Why should evaluators publish their work?
- What strategies could you use to identify original and useful work to publish?
- Where could you publish your work?
- What are the common mistakes you should avoid?



ZOOM POLL!

Experience with writing journal articles

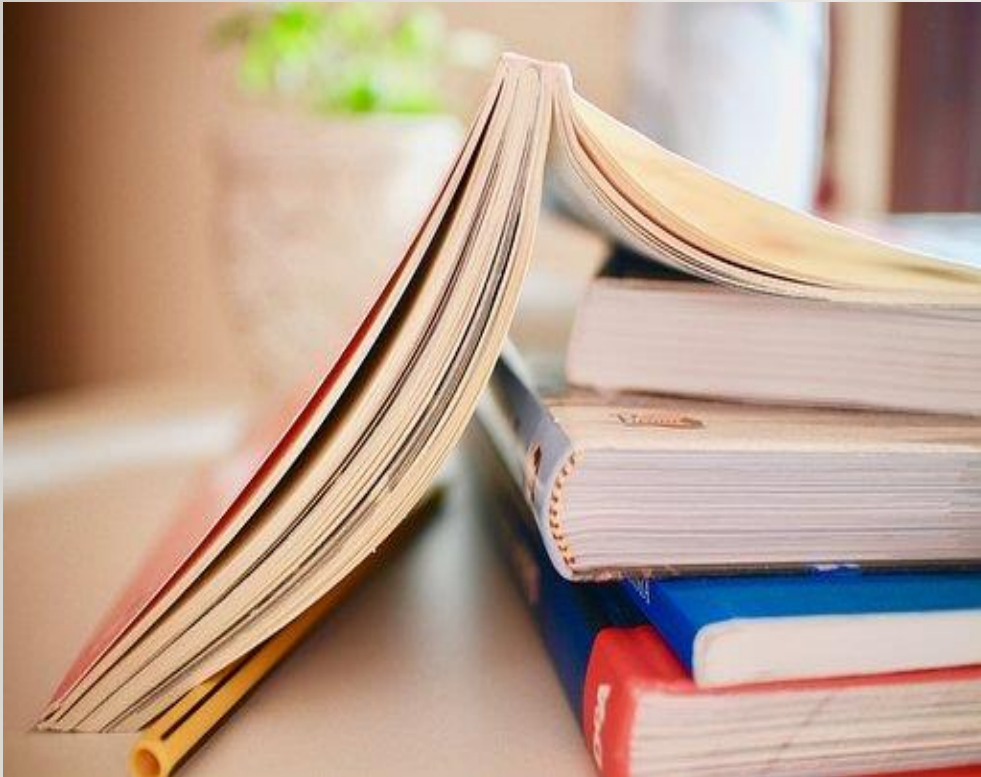
PUBLISHING:

Simply put,

- Publishing is making information available to the public. This information can be provided at a cost or free!
- Process: Write -> Arrange -> Share
- Format: print or electronic
- Publisher: You or publishing company



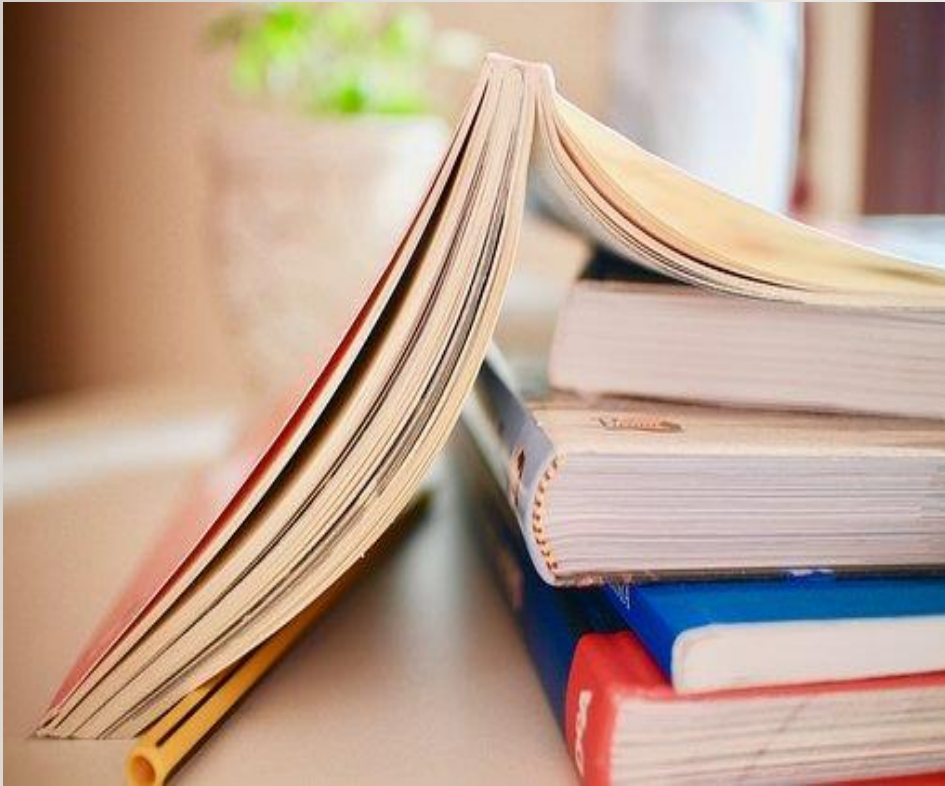
PUBLISHING:



Seriously...we are talking about:

- Deliberate process followed
- Originality (in design or discovery)
- Publishing 'practice' articles

PUBLISHING:



Seriously...we are talking about:

- Publishing in journals
- Journal articles are read by M&E and professionals from other disciplines/fields

THREE-PART WEBINAR



1st webinar – overview to publishing by non-academic evaluators (panelists – M&E Experts)



2nd webinar – Criteria for quality journal articles (Panelists – from renown Journals e.g., American Journal of Evaluation)



3rd webinar – Journal article writeshop (Panelists – M&E Experts)



Dr. Apollo Nkwake, CE

**Evaluation Expert, Education
Development Center,
Washington, DC**

OUTLINE



- Why publish.
- Where it all started-for me.
- What I've learned.

INTERNATIONAL DEVELOPMENT EVALUATORS NEED TO PLAY A MORE ACTIVE ROLE IN SHAPING EVALUATION KNOWLEDGE

“Published knowledge and knowledge contained in the oral forms enables people to reflect and elaborate on their previous knowledge, so that new forms of knowledge are made possible. ... Once knowledge is published it creates an archive that scholars can reflect upon. This process encourages the generation of new forms of knowledge that emerge from interrogating the assumptions of previous knowledge regimes.”

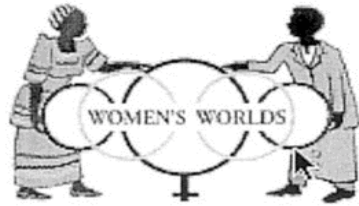
Zegeye & Vambe, 2006: 334

PUBLISHING DEEPENS YOUR OWN KNOWLEDGE

- You gain a better grasp of a concept or experience when you write about it
- Research/literature reviews



WHERE IT ALL STARTED-FOR ME:



Conference Report

The 8th International Interdisciplinary Congress on Women, Women's Worlds Congress 2002, 21-6 July, Makerere University, Kampala, Uganda



CENTRE for BASIC RESEARCH



MAKERERE INSTITUTE OF SOCIAL RESEARCH

African Evaluation Association

Promoting Africa-rooted and
Africa-led evaluation



Association Africaine d'Evaluation

Promouvoir l'évaluation créer et mené
par les Africains

FRAME THE “NEW KNOWLEDGE” AND THE POTENTIAL TO STIMULATE FURTHER DISCUSSION AND RESEARCH

- Try to demonstrate how your research contributes to evaluation knowledge – and broader questions/evidence gaps in evaluation literature (need for literature review)
- This is important since most evaluators may want to publish from research done within their organizations.

BEWARE OF THE “MARKETING” TRAP:

“The article contains a paragraph that reads like an advertisement for *Safer World International* and the voice used in that paragraph is declarative... *Safer World International* does these good things. This is inappropriate in academic discussions where assertions are recognized as an interesting starting point for the generation of research questions.” Anonymous reviewer

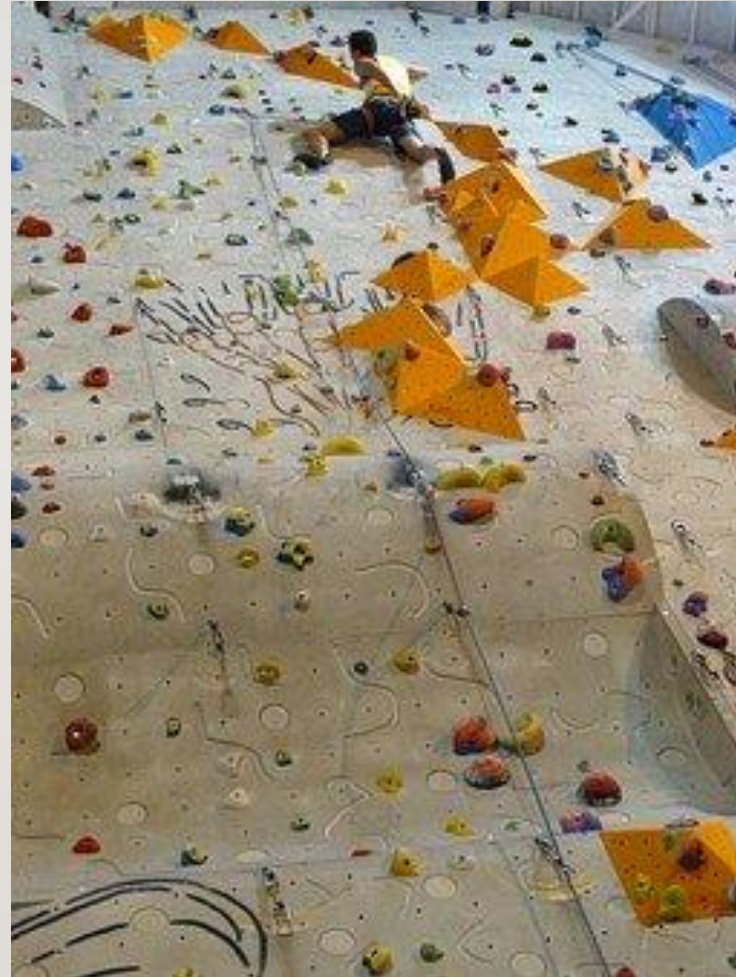
- This is important since most evaluators may want to publish from research done within their organizations.

UNDERSTAND INSTITUTIONAL POLICIES

- Check if your institution would support you or if that would be an entirely personal endeavor.
- Check copyright provisions.
- Check affiliation provisions.

PUBLISHING NEEDS ENDURANCE

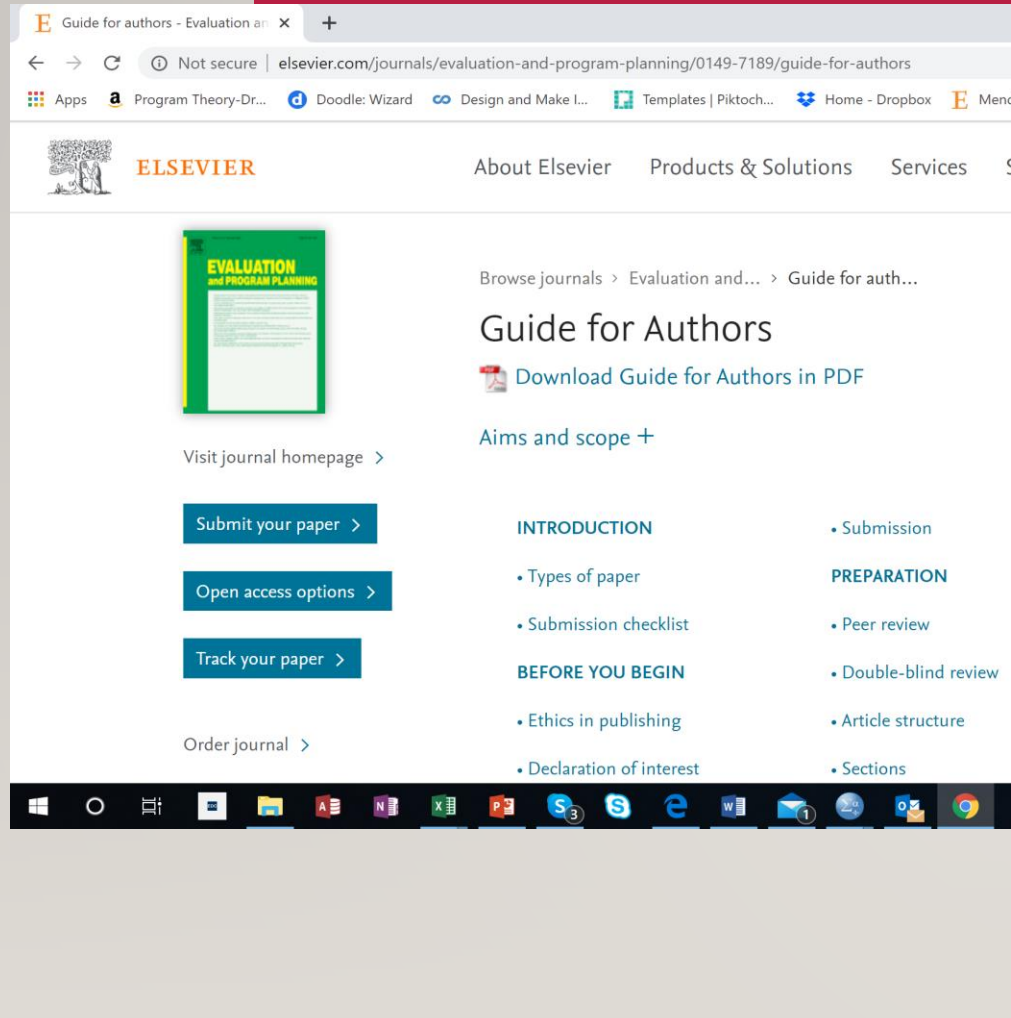
- There is no such thing as good writing. There is only good rewriting-Harry Shaw
- Scholarly articles are not written but rewritten-Javeria Junaid



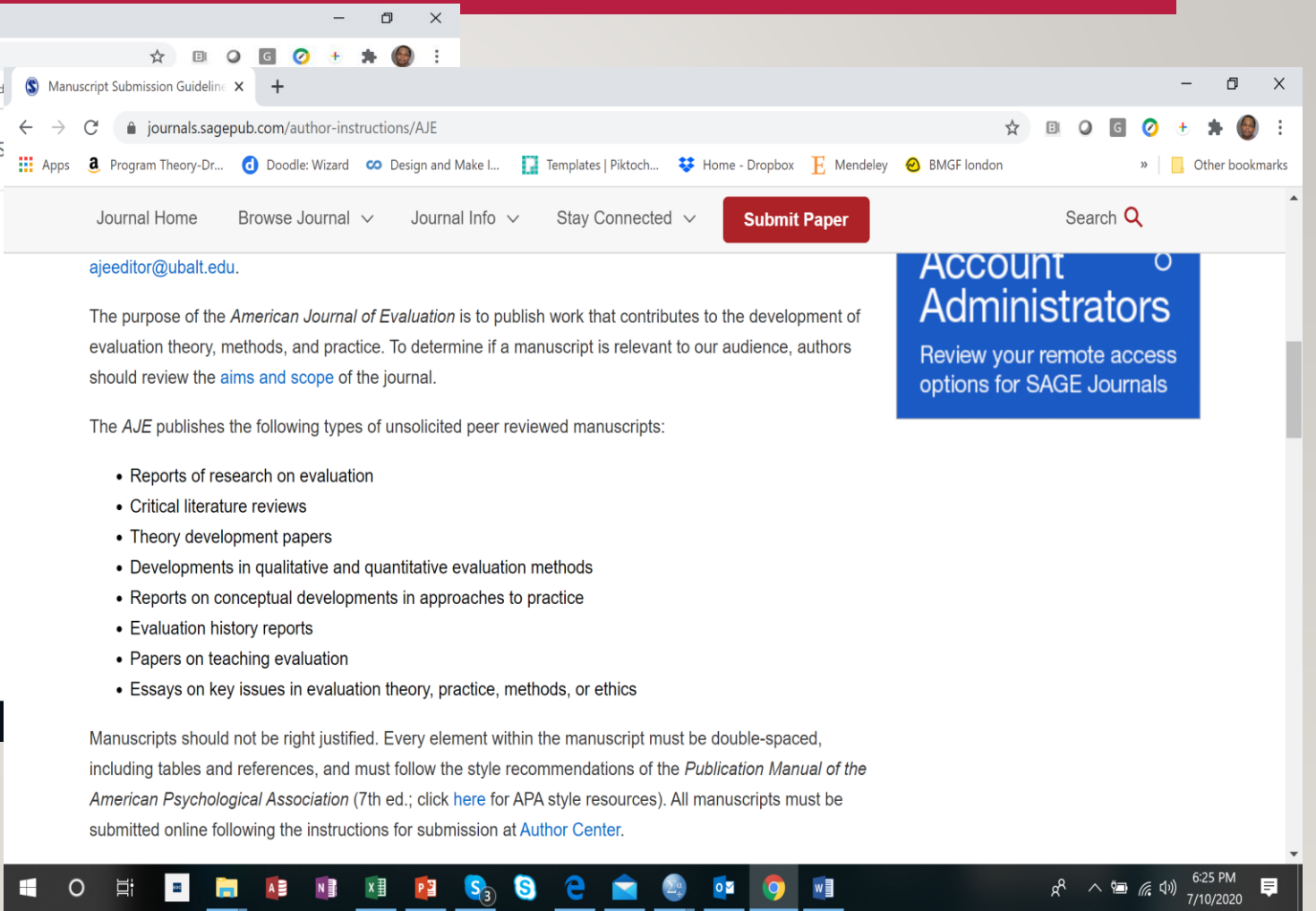
GRADUALNESS: PAVLOV'S ADVISE TO YOUNG SCIENTISTS

“From the very beginning of your work, school yourselves to severe gradualness in the accumulation of knowledge... Never begin the subsequent without mastering the preceding. Never attempt to screen an insufficiency of knowledge even by the most audacious surmise and hypothesis”
(Pavlov, 1936, p. 369).

EXAMINE FIT WITH JOURNAL/REVIEW JOURNAL'S GUIDE FOR AUTHORS



The screenshot shows the Elsevier website for the 'Guide for Authors' of the journal 'Evaluation and Program Planning'. The page includes a navigation menu with 'About Elsevier', 'Products & Solutions', and 'Services'. A sidebar on the left contains buttons for 'Submit your paper', 'Open access options', 'Track your paper', and 'Order journal'. The main content area features a 'Download Guide for Authors in PDF' button and a list of links under the heading 'Aims and scope +'. The links are organized into three columns: 'INTRODUCTION' (Submission, Types of paper, Submission checklist), 'BEFORE YOU BEGIN' (Ethics in publishing, Declaration of interest), and 'PREPARATION' (Peer review, Double-blind review, Article structure, Sections).



The screenshot shows the SAGE Journals website for the 'American Journal of Evaluation' (AJE). The page includes a navigation menu with 'Journal Home', 'Browse Journal', 'Journal Info', and 'Stay Connected'. A red 'Submit Paper' button is visible. The main content area features a 'Download Guide for Authors in PDF' button and a list of links under the heading 'Aims and scope +'. The links are organized into three columns: 'INTRODUCTION' (Submission, Types of paper, Submission checklist), 'BEFORE YOU BEGIN' (Ethics in publishing, Declaration of interest), and 'PREPARATION' (Peer review, Double-blind review, Article structure, Sections).

The purpose of the *American Journal of Evaluation* is to publish work that contributes to the development of evaluation theory, methods, and practice. To determine if a manuscript is relevant to our audience, authors should review the [aims and scope](#) of the journal.

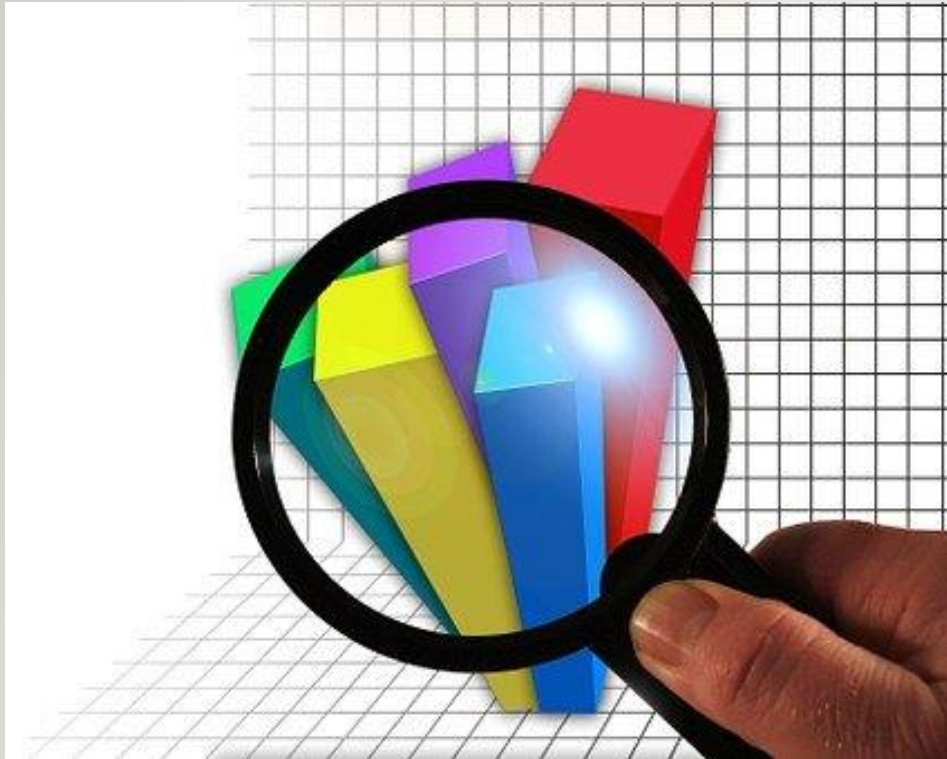
The *AJE* publishes the following types of unsolicited peer reviewed manuscripts:

- Reports of research on evaluation
- Critical literature reviews
- Theory development papers
- Developments in qualitative and quantitative evaluation methods
- Reports on conceptual developments in approaches to practice
- Evaluation history reports
- Papers on teaching evaluation
- Essays on key issues in evaluation theory, practice, methods, or ethics

Manuscripts should not be right justified. Every element within the manuscript must be double-spaced, including tables and references, and must follow the style recommendations of the *Publication Manual of the American Psychological Association* (7th ed.; click [here](#) for APA style resources). All manuscripts must be submitted online following the instructions for submission at [Author Center](#).



PARTICIPATE AS A REVIEWER



The role of reviewer:

- Provides a very useful insight into the publishing process and be very helpful for upcoming authors,
- Enables one to develop their own ability to self-critique through evaluating the writing of peers, as well as
- Deepens an understanding of applying the criteria of the journal to specific papers.

DISCUSSION-GODFREY

- Call to action

CONCLUSION

- Publishing your work is beneficial for the field and for yourself as an evaluator.
- It's slow hard work, but rewarding
- Read.
- Re-write.

Questions?



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