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May 25, 2016

Promote your research work on LinkedIn

Nader Ale Ebrahim



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Available at: <https://works.bepress.com/aleebrahim/146/>

الحمد لله الرحمن الرحيم



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Promote your research work on LinkedIn

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[@aalebrahim](https://twitter.com/aalebrahim)



www.researcherid.com/rid/C-2414-2009
<http://scholar.google.com/citations>



25th May 2016

All of my presentations are available online at:
https://figshare.com/authors/Nader_Ale_Ebrahim/100797
Link to this presentation: <https://dx.doi.org/10.6084/m9.figshare.3394906.v1>

3rd SERIES OF INTRODUCTORY WORKSHOP ON:
***Strategies to Enhance Research
Visibility, Impact & Citations***

Nader Ale Ebrahim, PhD
=====

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Research Management & Innovation Complex
University of Malaya, Kuala Lumpur, Malaysia
www.researcherid.com/rid/C-2414-2009
<http://scholar.google.com/citations>

Read more:

1. Ale Ebrahim, N., Salehi, H., Embi, M. A., Habibi Tanha, F., Gholizadeh, H., Motahar, S. M., & Ordi, A. (2013). [Effective Strategies for Increasing Citation Frequency](#). International Education Studies, 6(11), 93-99. doi: 10.5539/ies.v6n11p93
2. Ale Ebrahim, Nader. ["Optimize Your Article for Search Engine"](#). University of Malaya Research Bulletin 2.1 (2014): 38-39.

Abstract

Abstract: Academic social networking allows you to connect with other researchers in your field, share your publications and datasets, get feedback on your non-peer-reviewed work, and to stay current with news and events in your field of interest. It gives you another place to establish your name and research and perhaps even collaborate with others. The academic, social networking, making your work more widely discoverable and easily available. LinkedIn (launched in 2003) is currently the third most popular social network in terms of unique monthly visitors, right behind Facebook and Twitter. The LinkedIn is primarily centered around careers, and it enables users to connect and share content with other professionals. In addition, it is an online CV and as a place to share your publications.

Keywords: H-index, Improve citations, Research tools, Bibliometrics, Research Visibility, Academic social network, LinkedIn



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Effective Strategies for Increasing Citation Frequency

Journal Reputation and Impact: publishing a paper in a journal based on disciplinary reputatation or with a high impact factor is the most well known way of getting your paper cited. But there are many other things a scholar can do to promote his or her work and make it easy for others to find.

Utilize Open Access Tools: Open Access journals tend to be cited more than non open access. Deposit your paper in a repository such as Scholars Archive here on campus or a disciplinary repository. Share your detailed research data in a repository.

Standarize Identifying Info: try to use the same name throughout your career as well as the name of your affiliated insitution. Using common "official" names will allow for consistency and easy retrieval of your work by author or affiliation.

Bring Colleagues on Board: team-authored articles are cited more frequently, as does publishing with international authors. Working cross-or inter-disciplinarily helps as well.

Beef Up That Paper: use more references, publish a longer paper. Also papers which are published elsewhere after having been rejected are cited more frequently.

Beyond Peer-Reviewed Original Research: Write a review paper. Present a working paper. Write and disseminate web-based tutorials on your topic.

Search Optimization: use keywords in the abstract and assign them to the manuscript. Use descriptive titles that utilize the obvious terms searchers would use to look for your topic, avoiding questions in the title. Select a journal that is indexed in the key library databases for your field.

Market Yourself: create a key phrase that describes your research career and use it. Update your professional web page and publication lists frequently. Link to your latest and greatest article in your professional email signature file.

Utlilize Social Media: Use author profiles such as ResearcherID and ORCID. Contribute to Wikipedia, start a blog and/or podcast, join academic social media sites.

From: [Ebrahim, N.A., et al. \(2013\). Effective strategies for increasing citation frequency. International Education Studies, 6\(11\), 93-99. doi:10.5539/ies.v6n11p93](#)

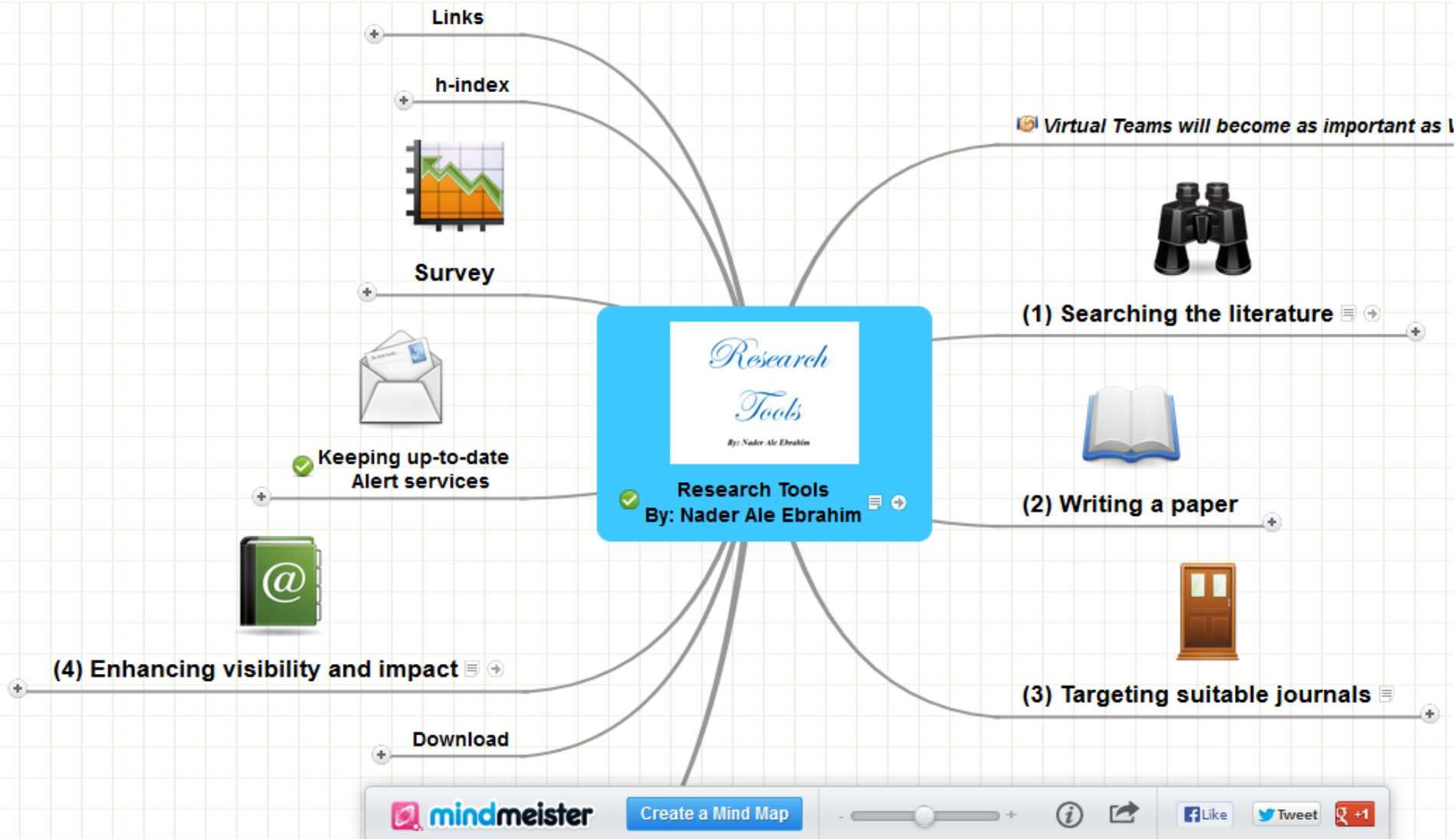
Top 10 authors with the highest profile view counts on ResearchGate

Table 11. Top 10 authors with the highest profile view counts on ResearchGate (9th of November, 2015), compared to the same indicator on the 10th of September, 2015.

AUTHOR NAME	SEPTEMBER 10 th (2015)	NOVEMBER 9 th (2015)	MISMATCH (%)
	PROFILE VIEWS	PROFILE VIEW	
Nader Ale Ebrahim	19,821	13,281	67.00
Chaomei Chen	7,760	3,937	50.73
Loet Leydesdorff	4,227	1,758	41.59
Bakthavachalam Elango	2,883	1,756	60.91
Zaida Chinchilla	5,840	1,569	26.87
Mike Thelwall	4,297	1,568	36.49
Lutz Bornmann	3,129	1,439	45.99
Wolfgang Glänzel	3,012	1,301	43.19
Kevin Boyack	3,256	1,135	34.86
Peter Ingwersen	2,335	1,025	43.90

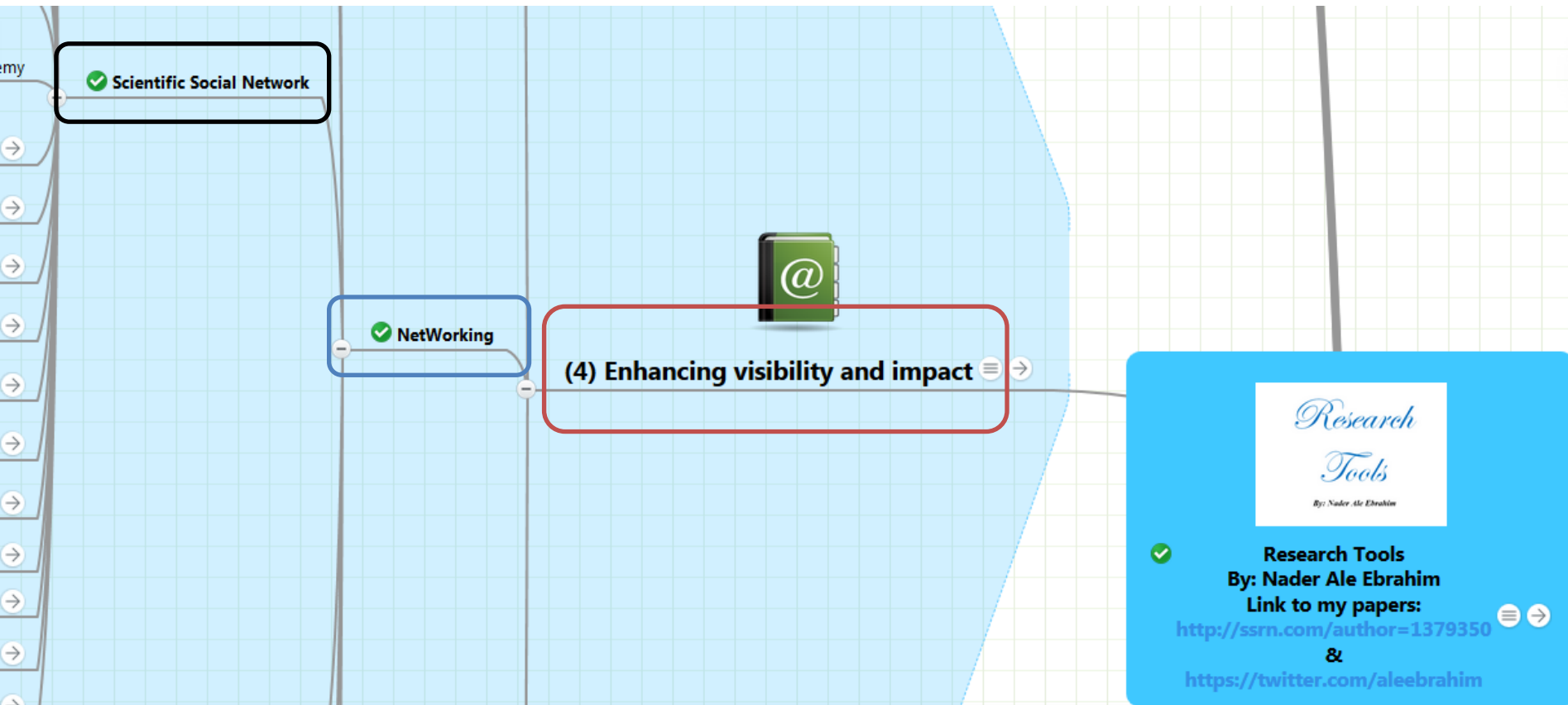
Source: Martín-Martín, A., Orduna-Malea, E., Ayllón, J. M., & López-Cózar, E. D. (2016). The counting house, measuring those who count: Presence of Bibliometrics, Scientometrics, Informetrics, Webometrics and Altmetrics in Google Scholar Citations, ResearcherID, ResearchGate, Mendeley, & Twitter. *EC3 Reseach Group: Evaluación de la Ciencia y de la Comunicación Científica Universidad de Granada and Universidad Politécnica de Valencia (Spain), In Progress*,. doi:10.13140/RG.2.1.4814.4402

Research Tools Mind Map



Research Tools -> (4) Enhancing visibility and impact -

> NetWorking -> Scientific Social Network -> LinkedIn





LinkedIn for researchers










- **What is LinkedIn?**


LinkedIn (www.linkedin.com/) is a professional networking site. It allows you to create a profile that summarises your professional expertise and accomplishments. It helps to set up connections with other professionals, and the network grows with time. The network consists of your connections, your connections' connections, and the people they know, linking you to a vast number of qualified professionals and experts.

Promoting your Research

 [Staff directory](#) [Campus maps](#) [Newsroom](#) [What's on](#)

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Search | books, journals and subject resources ▼ 

[Home](#) > [Research](#) > [Promoting your Research](#)

Promoting your Research

In this competitive environment, there are many tools and strategies researchers can adopt to promote their research and interact with scholarly communities around the world.

Many researchers are recognising the rapidly evolving role of social media in academic communication. Social media gives researchers a way to instantly connect and engage with communities around the world.

[expand all](#)

- ▶ [Blogging](#)
- ▶ [Twitter](#)
- ▼ [Social Networking sites: Academia.edu, Research Gate, Mendeley and LinkedIn](#)

There are several social networking sites specifically designed for academics or industry professionals. These sites allow you to share your experience, link to your papers, keep a CV and find and follow your peers. Creating profiles on one or more of these sites make you and your research more findable, particularly if you don't have an official staff profile at UTS (e.g. casuals and PhD students).

Research

[Log in](#)

- [Copyright for Research](#)
- [Data Archives](#)
- ▶ [Data Management](#)
- ▶ [Finding and Managing Information](#)
- ▶ [Getting Published](#)
- [Measuring Research Impact](#)
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LinkedIn: Quick Tips on How to Promote Your Book

ELSEVIER SciTech Connect

Subjects Resources Events Contact Store

LinkedIn: Quick Tips on How to Promote Your Book

In a **previous post**, we detailed how to register for, setup and create a LinkedIn account and profile. Now that you've completed your profile, it's time to expand your LinkedIn presence and start networking. Use the following quick tips to leverage your LinkedIn profile to give your book additional attention.



Ready, Set – Network

Think of your LinkedIn profile as a professional online portfolio that aggregates all your past work experience, professional networks and projects/publications in one convenient location. You've worked very hard to develop and maintain this portfolio of your work, so sharing it with the rest of the LinkedIn community is a great way to create new contacts and get your work seen.

Source: <http://scitechconnect.elsevier.com/resources/author-connect/linkedin-quick-tips-promote-book/>

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Share your research- Social Media, such as Facebook, LinkedIn, Twitter

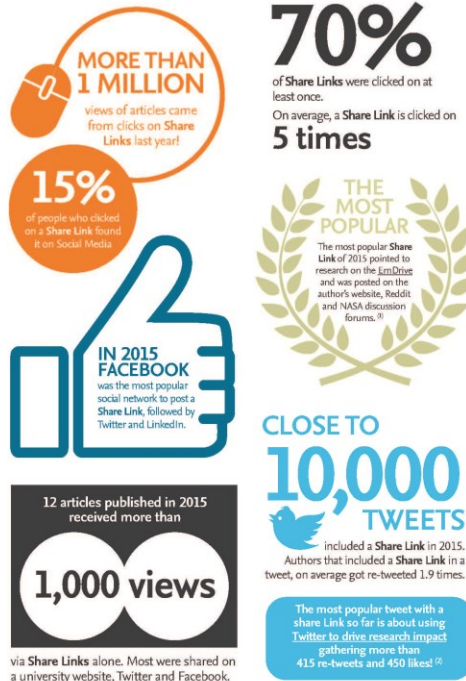
- Elsevier will send you a 'share link': a personal, customized short link that you will receive after final publication of your article. It provides 50 days free access to your newly-published article on ScienceDirect to anyone clicking on the link. We encourage you to share this link on social media. After 50 days the share link will still work but automatically revert to a link to your full text article.

Source: <https://www.elsevier.com/authors/journal-authors/submit-your-paper/sharing-and-promoting-your-article>

Share Links

Share Links

Share Links enable you to promote your article and make an impact with your research:



1. Roger Slawyer, Second generation EmDrive propulsion applied to SSTO launcher and interstellar probe, *Acta Astronautica*, Volume 116, November-December 2015, Pages 146-174

2. Katy Schriener, Nigel Davies, Fiona Ross, Ruth Harris, Using Twitter™ to drive research impact: A discussion of strategies, opportunities and challenges, *International Journal of Nursing Studies*, Volume 59, July 2016, Pages 15-26

How is the Altmetric score calculated?

The score is a weighted count

The score is derived from an automated algorithm, and represents a weighted count of the amount of attention we've picked up for a research output. Why is it weighted? To reflect the relative reach of each type of source. It's easy to imagine that the average newspaper story is more likely to bring attention to the research output than the average tweet. This is reflected in the default weightings:

News	8
Blogs	5
Twitter	1
Facebook	0.25
Sina Weibo	1
Wikipedia	3
Policy Documents (per source)	3
Q&A	0.25
F1000/Publons/Pubpeer	1
YouTube	0.25
Reddit/Pinterest	0.25
LinkedIn	0.5

Academic social networking sites

- Allow you to network with your peers and share your research
- Some have the ability to ask and answer research related questions, create groups or share references
- Often rank highly in Google and other search engines
- Can make your publications available to download (where allowed within T&C of publication)
- Talk to colleagues and find out what they're using
- Examples:
 - Academia.edu; ResearchGate; Mendeley

Academic Social Network

- Build your network – make sure you have dynamic diverse networks
- Join networks such as [LinkedIn](#), [ResearchGate](#) or [Academic.edu](#)

See more at: <http://libguides.library.curtin.edu.au/content.php?pid=417077&sid=3408994>

Share your Posts on Other Social Media Outlets

After writing a blog post, share the posts via other social media outlets to maximize the outreach of your messages. Use [LinkedIn](#), Facebook, academic social networks like Academia.edu, and others, to spread the updates. You can connect Twitter with your other social media profiles so that tweets are posted on them as soon as you tweet.

Source: http://www.elsevier.com/_data/assets/pdf_file/0015/145050/ECR_Blogging_210912.pdf

How to promote your work through LinkedIn

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How to promote your work through LinkedIn

Posted in [Discover the Future of Research](#) on May 1, 2014 3:00:06 AM



Image courtesy of Forbes



Meredith Katz
Author Marketing, Wiley

2013 marked professional networking site LinkedIn's ten year anniversary. By the end of its first decade, the company netted 225 million members, with a growth rate of over two members per second. ^[1] Now with 277 million members, LinkedIn has the largest number of users of any online professional network in the world. ^[2] "LinkedIn is, far and away, the most advantageous social networking tool available to job seekers and business professionals today," according to Forbes. ^[3] "I'm often asked, 'How important is it for those already near the top of their careers to be utilizing resource tools such as LinkedIn?' Most times, these questions come out of not fully understanding what you can do with a LinkedIn account and profile," says career coach John Crant of SelfRecruiter.com ^[4]

So, how can you harness LinkedIn's vast audience and successfully showcase and disseminate your published content?

Utilize your strongest promotional tool on LinkedIn - your profile. Make your profile a positive tool in promoting the circulation of your published content:

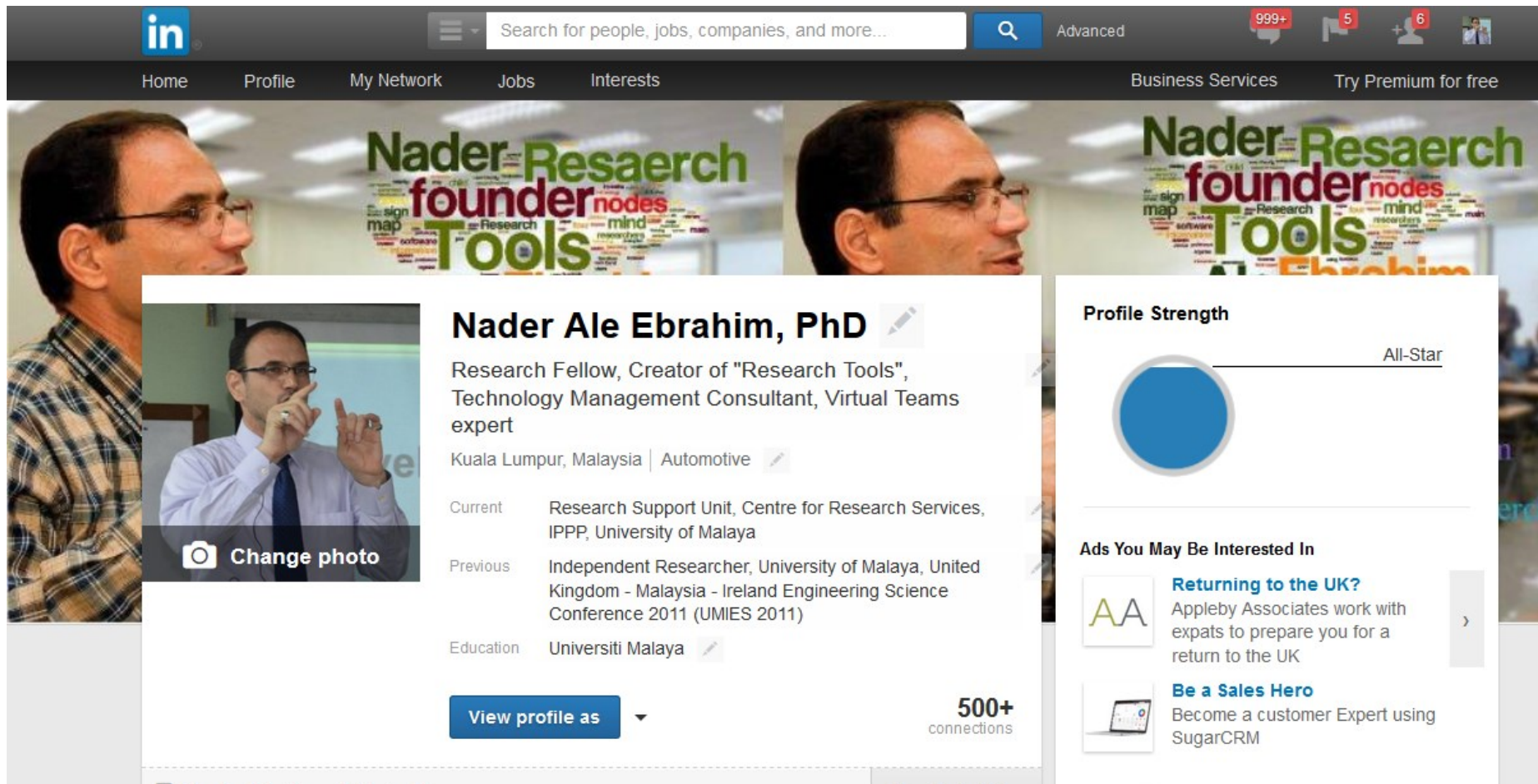
Source: <https://hub.wiley.com/community/exchanges/discover/blog/2014/05/01/how-to-promote-your-work-through-linkedin?referrer=exchanges>

Make your profile a positive tool in promoting the circulation of your published content:



Source: <https://hub.wiley.com/community/exchanges/discover/blog/2014/05/01/how-to-promote-your-work-through-linkedin?referrer=exchanges>

Edit Your profile




The image shows a LinkedIn profile page for Nader Ale Ebrahim, PhD. The header includes the LinkedIn logo, a search bar, and navigation links. The profile banner features a word cloud with terms like 'Nader Resaerch', 'founder', 'nodes', 'mind', 'Tools', 'sign', 'map', 'Research', 'researchers', 'software', 'map', 'sign', 'map', 'Research', 'researchers', 'software', 'map', 'sign', 'map'. The profile picture shows a man in a plaid shirt. The main section displays the name 'Nader Ale Ebrahim, PhD' with an edit icon, followed by his title 'Research Fellow, Creator of "Research Tools", Technology Management Consultant, Virtual Teams expert' and location 'Kuala Lumpur, Malaysia | Automotive'. A 'Change photo' button is visible. The 'Current' section lists 'Research Support Unit, Centre for Research Services, IPPP, University of Malaya'. The 'Previous' section lists 'Independent Researcher, University of Malaya, United Kingdom - Malaysia - Ireland Engineering Science Conference 2011 (UMIES 2011)'. The 'Education' section lists 'Universiti Malaya'. A 'View profile as' button and '500+ connections' are at the bottom. The right sidebar shows 'Profile Strength' as 'All-Star' and 'Ads You May Be Interested In' with two ads: 'Returning to the UK?' and 'Be a Sales Hero'.


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Nader Resaerch founder nodes mind Tools

Nader Ale Ebrahim, PhD 


Research Fellow, Creator of "Research Tools",
Technology Management Consultant, Virtual Teams
expert


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 **Change photo**

Current Research Support Unit, Centre for Research Services,
IPPP, University of Malaya

Previous Independent Researcher, University of Malaya, United
Kingdom - Malaysia - Ireland Engineering Science
Conference 2011 (UMIES 2011)

Education Universiti Malaya 

View profile as  **500+**
connections

Profile Strength All-Star

Ads You May Be Interested In

AA Returning to the UK?
Appleby Associates work with
expats to prepare you for a
return to the UK

Be a Sales Hero
Become a customer Expert using
SugarCRM

Add a link - Supported Providers

- Presentations and Documents:
 - Prezi
 - Scribd
 - SlideShare
- Video Providers:
 - TED
 - Vimeo
 - YouTube
 -

Build your following

- Let's say you've just queued up a bunch of awesome LinkedIn status updates. That's great. But who's going to see them? Now you need some connections. A lot of connections.
- But you don't want just any connections. You want the people who are your ideal readers – your ideal clients, or customers, or peers.

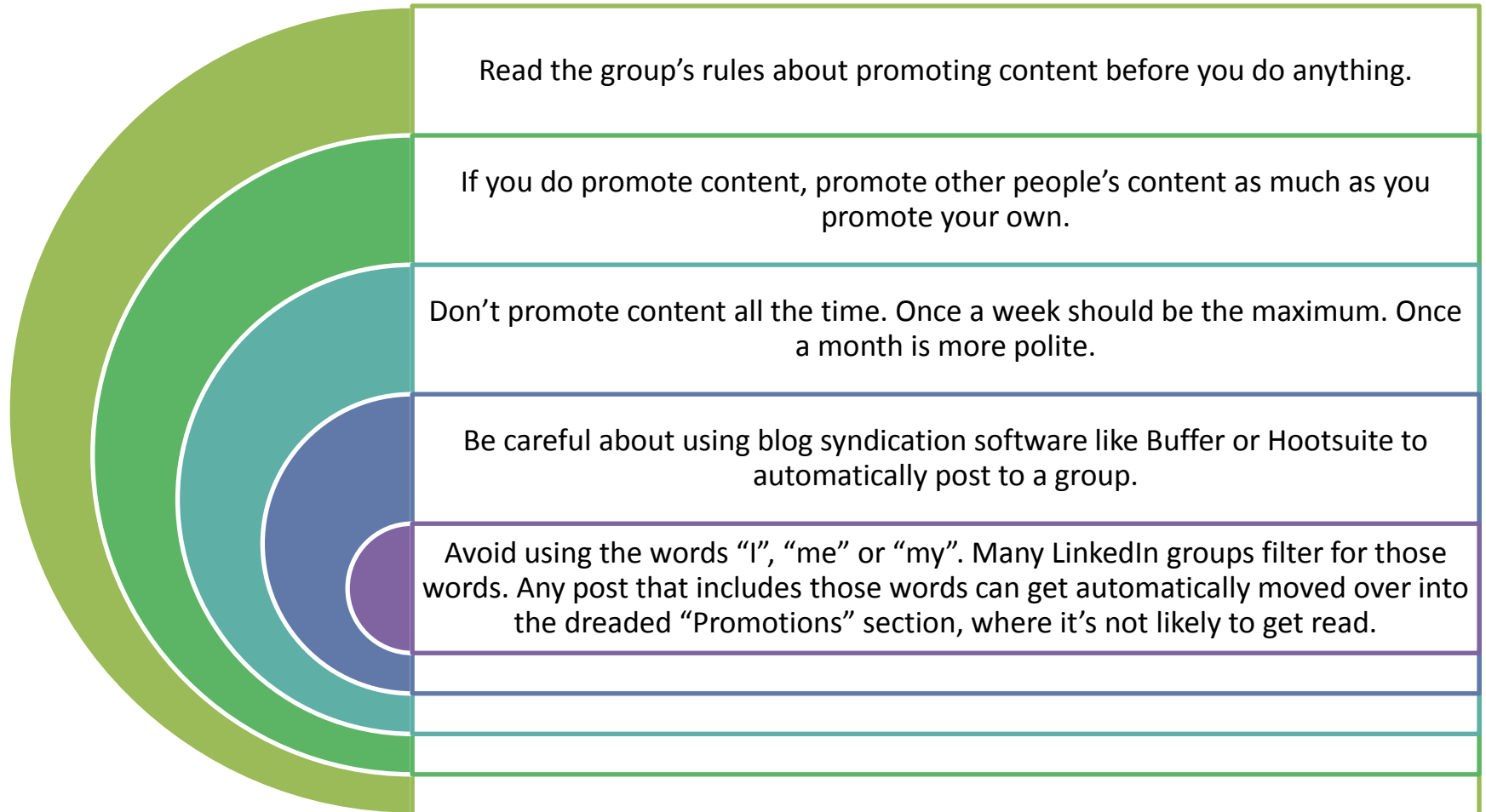
Source: <http://blog.getresponse.com/6-ways-promote-content-linkedin.html>

Ready, Set – Network

- Think of your LinkedIn profile as a professional online portfolio that aggregates all your past work experience, professional networks and projects/publications in one convenient location. You've worked very hard to develop and maintain this portfolio of your work, so sharing it with the rest of the LinkedIn community is a great way to create new contacts and get your work seen.

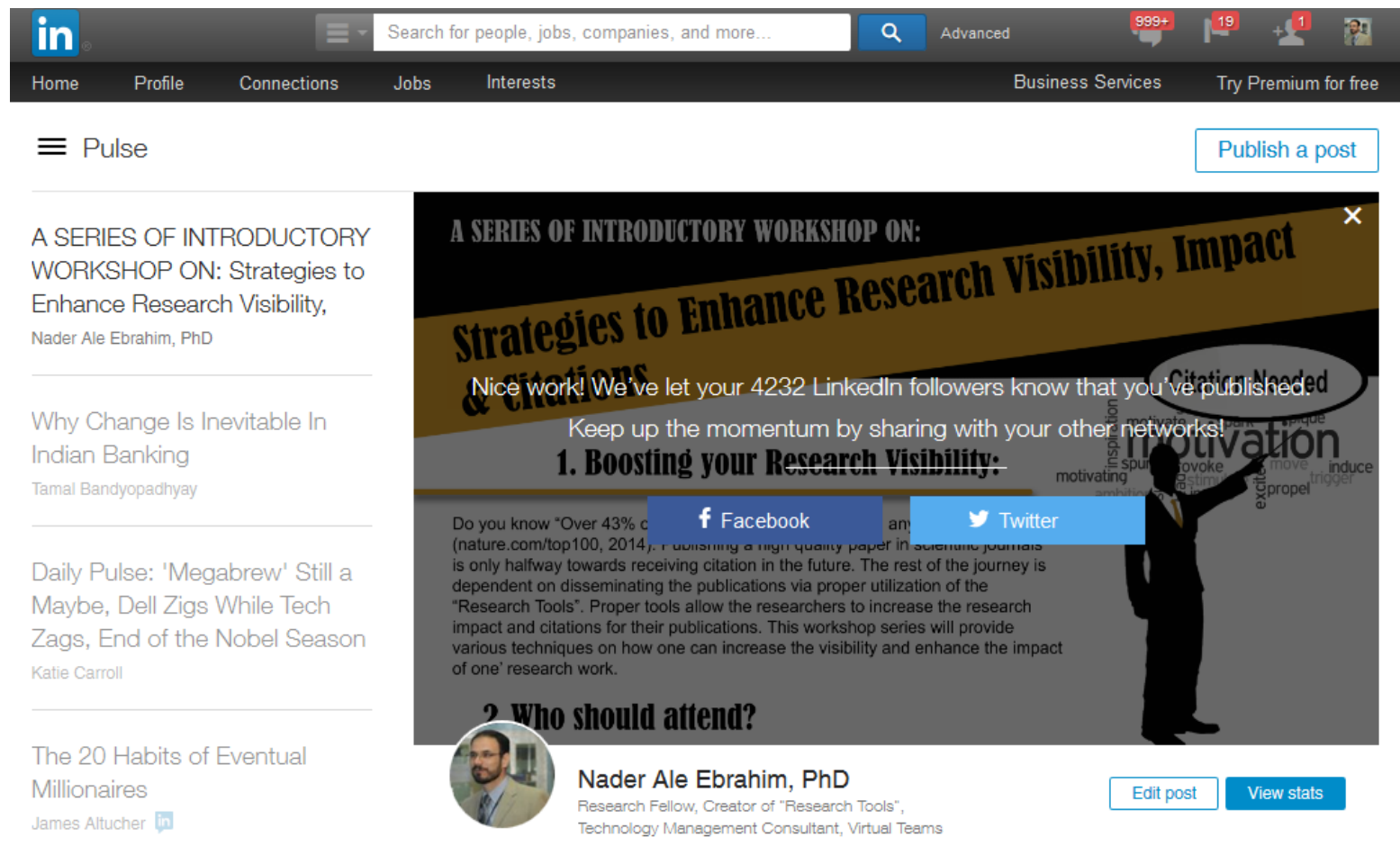
Use Groups-

LinkedIn Groups are a content promotion candystore



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Katie Carroll

The 20 Habits of Eventual Millionaires
James Altucher

A SERIES OF INTRODUCTORY WORKSHOP ON: Strategies to Enhance Research Visibility, Impact & Citations

Nice work! We've let your 4232 LinkedIn followers know that you've published. Keep up the momentum by sharing with your other networks!

1. Boosting your Research Visibility:

Do you know "Over 43% of researchers publishing a high quality paper in scientific journals is only halfway towards receiving citation in the future. The rest of the journey is dependent on disseminating the publications via proper utilization of the "Research Tools". Proper tools allow the researchers to increase the research impact and citations for their publications. This workshop series will provide various techniques on how one can increase the visibility and enhance the impact of one's research work.

2. Who should attend?

Nader Ale Ebrahim, PhD
Research Fellow, Creator of "Research Tools",
Technology Management Consultant, Virtual Teams

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Source: <http://blog.getresponse.com/6-ways-promote-content-linkedin.html>

Add content to your publications list

- LinkedIn actually gives us a whole section in our profiles for content promotion. Every headline of a publication can be hyperlinked, so you can even include a call to action to prompt people to click through.

Publications + Add publication ↑

Title * ...


Publication/Publisher

Publication Date

Month... Day... Year...

Publication URL

Author(s)

 Nader Ale Ebrahim, PhD

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+ Add another author

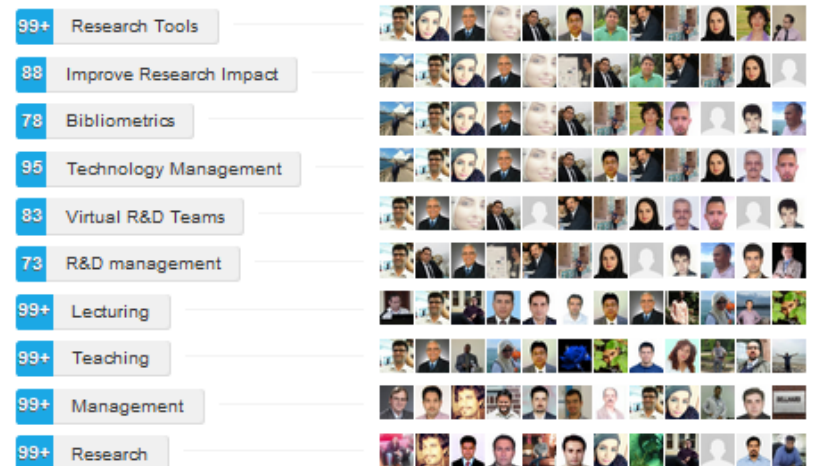
Source: <http://blog.getresponse.com/6-ways-promote-content-linkedin.html>

Get endorsed for your skills

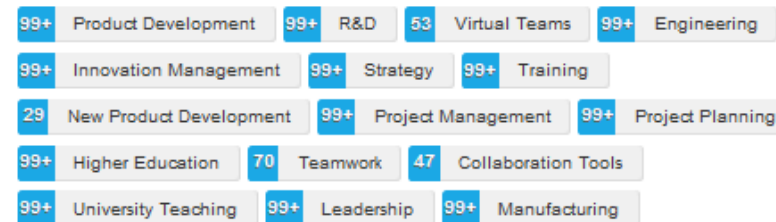
Skills & Endorsements

← Add skill

Top Skills



Nader also knows about...



Source: <http://blog.hubspot.com/blog/tabid/6307/bid/23454/The-Ultimate-Cheat-Sheet-for-Mastering-LinkedIn.asp>

7 tips to supercharge your academic LinkedIn profile

Impactstory blog

Open science & research metrics news from the Impactstory team

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7 tips to supercharge your academic LinkedIn profile



Like 1.9 million other academics, you've got a [LinkedIn](#) profile. Along with the rest of us, you set it up to improve your visibility and to network with other researchers.

Well, we've got some bad news for you: your LinkedIn profile probably isn't doing either of those things right now. Or at least, not very well.

The problem is that LinkedIn is built for businesspeople, not scientists; it's tough to translate the traditional scholarly CV into the

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Source: <http://blog.impactstory.org/7-tips-to-supercharge-your-academic-linkedin-profile/>



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Article
Scientometrics
November 2015, Volume 105, Issue 2, pp 759-771

First online: 09 September 2015

Qualitative and quantitative analysis of solar hydrogen generation literature from 2001 to 2014

Mohammad Reza Maghami , Shahin navabi asl, Mohammad esmaeil Rezadad, Nader Ale Ebrahim, Chandima Gomes



Article Metrics

 *Revista de Gestão e Secretariado*

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Capa > v. 6, n. 3 (2015) > Shakiba

A Comprehensive Comparison of Educational Growth within Four Different Developing Countries between 1990 and 2012
Masoud Shakiba, Nader Ale Ebrahim, Mahmoud Danaee, Kaveh Bakhtiyari, Elankovan Sundararajan

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JAPA In Press
Physical Activity and Aging Research: A Bibliometric Analysis
Section: Original Research
Authors: Andre Matthias Müller¹, Payam Ansari¹, Nader Ale Ebrahim², and Selina Khoo¹
Affiliations: ¹Sports Centre, University of Malaya, Kuala Lumpur, Malaysia. ²Research Support Unit, Centre for Research Services, University of Malaya, Kuala Lumpur, Malaysia.
Acceptance Date: November 18, 2015
DOI: <http://dx.doi.org/10.1123/japa.2015-0188>
Abstract
Physical activity and aging research has burgeoned in the past few decades. Despite the increase in scholarly publications no attempts have been made to summarize the publication landscape and to identify works that had great impact to physical activity and aging research. We conducted a bibliometric analysis and collected publication data from 1980 to February 6, 2015 in the Web of Science Core Collection. Of the overall 9,935 publications most were published after 2007 and almost 60% were in the category of Geriatrics and Gerontology or Sport Sciences. *Index*

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Article
Scientometrics
pp 1-18
First online: 07 April 2016

Major trends in knowledge management research: a bibliometric study

Peyman Akhavan , Nader Ale Ebrahim, Mahdieh A. Fetrati, Amir Pezeshkan



Article Metrics

 Social Mentions

10

Questions?



E-mail: aleebrahim@um.edu.my



Twitter: [@aleebrahim](https://twitter.com/aleebrahim)



www.researcherid.com/rid/C-2414-2009
<http://scholar.google.com/citations>

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www.researcherid.com/rid/C-2414-2009
<http://scholar.google.com/citations>



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