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Fall October 29, 2013

The academic impact of research: Current and the future citation trends in developing countries

Nader Ale Ebrahim

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Iranian Elite talks

Title: The academic impact of research: Current and the future citation trends in developing countries

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Abstract

Writing an article for online distribution in a way that maximized the chances of citation hits, is different from preparing one for print journals in some small, but important, respects. To be cited, articles have to be visible in an electronic environment. Therefore, publishing a high quality paper in scientific journals will be a halfway of receiving citation in the future. The rest of the way is advertising and disseminating the publications by using the proper "Research Tools". Familiarity with the tools allows the researcher to increase his/her h-index in the short time.

The number of citations has over 30% share in academic ranking. Hence, most of the scientists are looking for a method to increase their citation record. Nader developed and introduced a method for increasing the visibility and impact of the research which directly effects on the number of citations. This talk tends to introduce some of the key points for improving the citation trends in developing countries by presenting the current situation and the future trends.

Keywords: h-index, Increase citations, Research tools

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Outline

- **Abstract** - where we are today, and where we want to be in the future.
- **Introduction** - Research impact, Trends in scholarly research, A variety of indicators.
- **General explanation** - Why citation metrics?, Why citation is important?
- **Problem Statement** - "Impact Points" gap, H-index differences, Open Access Repositories.
- **Objectives** - Enhancing research visibility and improving citations records.
- **Methodology** - Compare institutions.
- **What is new** - Introduce "Research Tools" for increasing the visibility and impact of the research.
- **Result** – The gap between the developed and developing countries.
- **Conclusion & Future Works** – Use "Research Tools" and the field rankings table as a reference.

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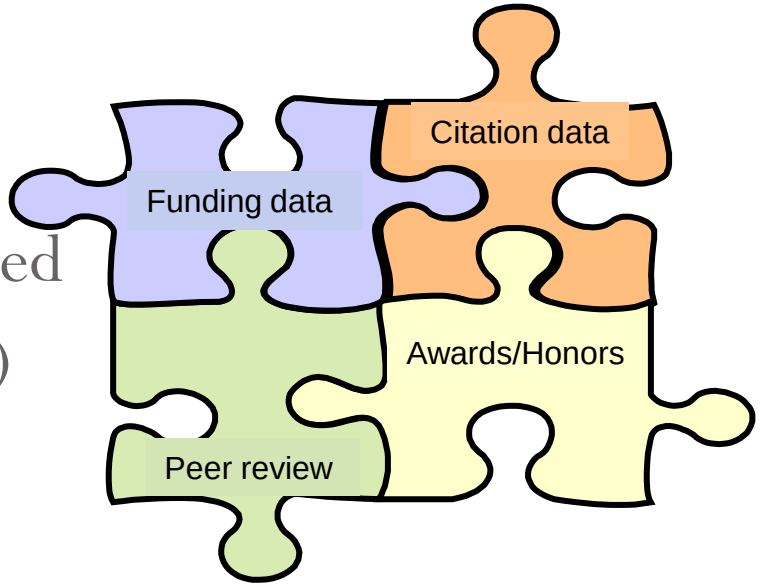
Research impact



- # of and value of Grants awarded
- # of awards (e.g. Nobel Prizes)
- Peer evaluation
- Publication counts
- Citation counts/citation metrics
  - Citation metrics are one piece of the research performance puzzle.
- Combination of factors
  - None of these measure works perfectly on its own, there are always anomalies and human judgment is required to interpret the results

Ann Kushmerick (2013), Using bibliometrics in research evaluation: An Introduction, Research Evaluation and Bibliometric Data, Thomson Reuters

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A variety of indicators

	Metric	Calculation	Evaluator Questions
Productivity	• # papers • share of papers in field	• # papers • # papers in field/ papers in field	• What is the research output of X? (a country, subject, researcher, etc.)
Impact	• # citations • h-index	• # citations • Number of papers (N) with at least N citations each.	• What is the overall impact and/or productivity of a body of work?
Influence	• Average citation rate (CPP) • Percent of papers cited	• Total citations/Total papers • # papers with at least one citation/ Total # papers in population	• What is the rate at which a body of work is cited? • How many papers get cited? Never get cited?
Relative Impact	• Journal performance ratio • Category performance ratio • Percentile in category and mean percentile • % papers in top x% of their field	• Sum of citations/sum of journal or category expected citation rates • Percentile placement of article within a journal category	• Has this body of work performed better than average vis-à-vis the journals or scientific disciplines represented? • How has this body of work performed compared to the disciplines represented? • What proportion of a body of work achieves a specific level of performance?

Ann Kushmerick (2013), Using bibliometrics in research evaluation: An Introduction, Research Evaluation and Bibliometric Data, Thomson Reuters

Trends in scholarly research

- Competition for government research funding *increasing*
  Available funding *decreasing*
- Competition for top research faculty is on the rise
- Accountability:
  - Research spending
  - Demonstrating return on investment (ROI)
- Proving the institution's quality of research to:
  - Prospective students
  - Prospective faculty members/research staff
  - Investors/donors

Ann Kushmerick (2013), Using bibliometrics in research evaluation: An Introduction, Research Evaluation and Bibliometric Data, Thomson Reuters

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Why citation metrics?

- The primary and most common way to *quantitatively* track and measure research outcomes.
- Uses data on peer reviewed journals and citations received by those articles.
- Citations are an indicator of an article's impact and usefulness to the worldwide research community; they are the mode by which peers acknowledge each other's research.

Citation metrics are:

- Transparent
- Repeatable
- Easily understood

Ann Kushmerick (2013), Using bibliometrics in research evaluation: An Introduction, Research Evaluation and Bibliometric Data, Thomson Reuters

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Why citation is important?

- **In the Times Higher Education World University Rankings system Citations — research influence (worth 32.5 per cent).**
- Citations are widely recognised as a strong indicator of the significance and relevance — that is, the impact — of a piece of research.
- However, citation data must be used with care as citation rates can vary between subjects and time periods.
- For example, papers in the life sciences tend to be cited more frequently than those published in the social sciences.
- The rankings this year use normalised citation impact, where the citations to each paper are compared with the average number of citations received by all papers published in the same field and year. So a paper with a relative citation impact of 2.0 is cited twice as frequently as the average for similar papers.
- The data were extracted from the Thomson Reuters resource known as Web of Science, the largest and most comprehensive database of research citations available.
- Its authoritative and multidisciplinary content covers more than 11,600 of the highest-impact journals worldwide. The benchmarking exercise is carried out on an exact level across 251 subject areas for each year in the period 2004 to 2008.
- For institutions that produce few papers, the relative citation impact may be significantly influenced by one or two highly cited papers and therefore it does not accurately reflect their typical performance. However, institutions publishing fewer than 50 papers a year have been excluded from the rankings.
- There are occasions where a groundbreaking academic paper is so influential as to drive the citation counts to extreme levels — receiving thousands of citations. An institution that contributes to one of these papers will receive a significant and noticeable boost to its citation impact, and this reflects such institutions' contribution to globally significant research projects.

- Source: http://www.timeshighereducation.co.uk/world-university-rankings/2010-2011/analysis-methodology.html

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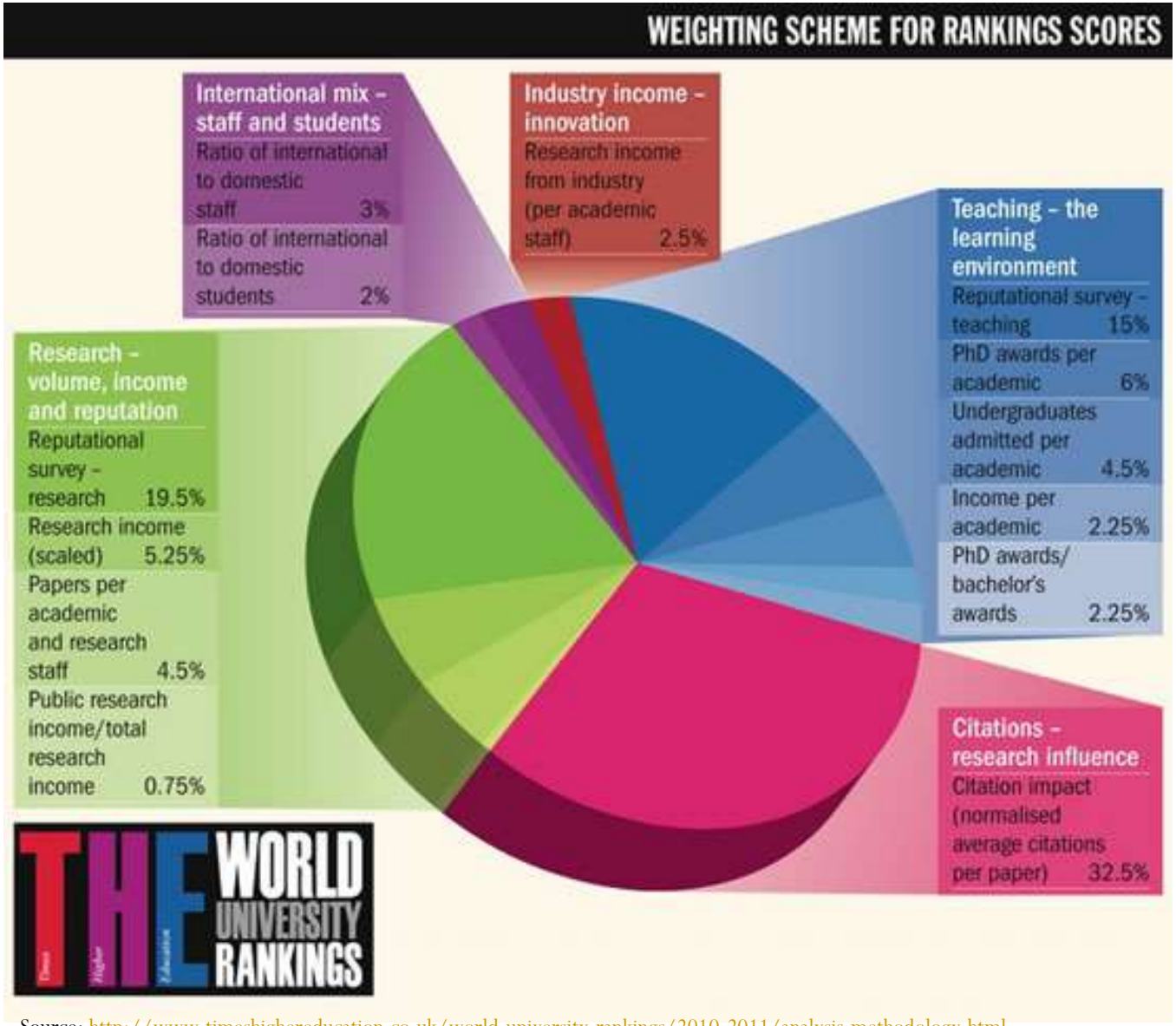

Source: http://www.timeshighereducation.co.uk/world-university-rankings/2010-2011/analysis-methodology.html

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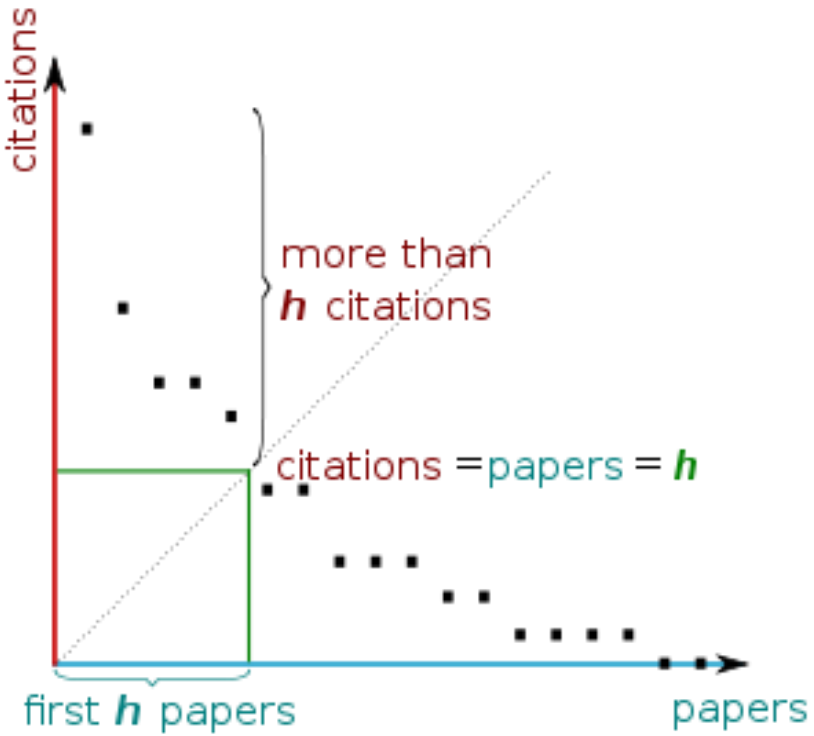
h-index (Jorge E. Hirsch- 2005)

- *A scientist has index h if h of [his/her] N_p papers have at least h citations each, and the other $(N_p - h)$ papers have* no more than *h citations each.*



H-index from a plot of decreasing citations for numbered papers

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A scientist has index h if h of his/her Np papers have at least h citations each, and the other (Np-h) papers have no more than h citations each.

As an example, a researcher with an H-index of 15 has (of their total number of publications) 15 papers which have been cited at least 15 times each.

Researcher A			Researcher B	
Paper rank	Citations		Paper rank	Citations
1	10		1	1348
2	8		2	159
3	6		3	50
4	5		4	4
5	4		5	4
6	0		6	3

Neither researcher can have an H-index of more than 6.

Source: http://guides.is.uwa.edu.au/content.php?pid=372347&sid=3050052

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g-index (Leo Egghe (2006))

- In order to give more weight to highly-cited articles Leo Egghe (2006) proposed the g-index. The g-index is defined as follows: ***[Given a set of articles] ranked in decreasing order of the number of citations that they received, the g-index is the (unique) largest number such that the top g articles received (together) at least g2 citations.*** Although the g-index has not yet attracted much attention or empirical verification, it would seem to be a very useful complement to the h-index.

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Table 2: Publication and citation list of scientist S1

Rank (squared) - Publications	Citations	Sum
1 (1) A	20	20
2 (4) B	10	30
3 (9) C	9	39
4 (16) D	8	47
5 (25) E	6	53
6 (36) F	6	59
7 (49) G	6	65
8 (64) H	5	70
9 (81) I	5	75

Source: Rousseau, Ronald. "New developments related to the Hirsch index." (2006).

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Predicting scientific success

H-index prediction

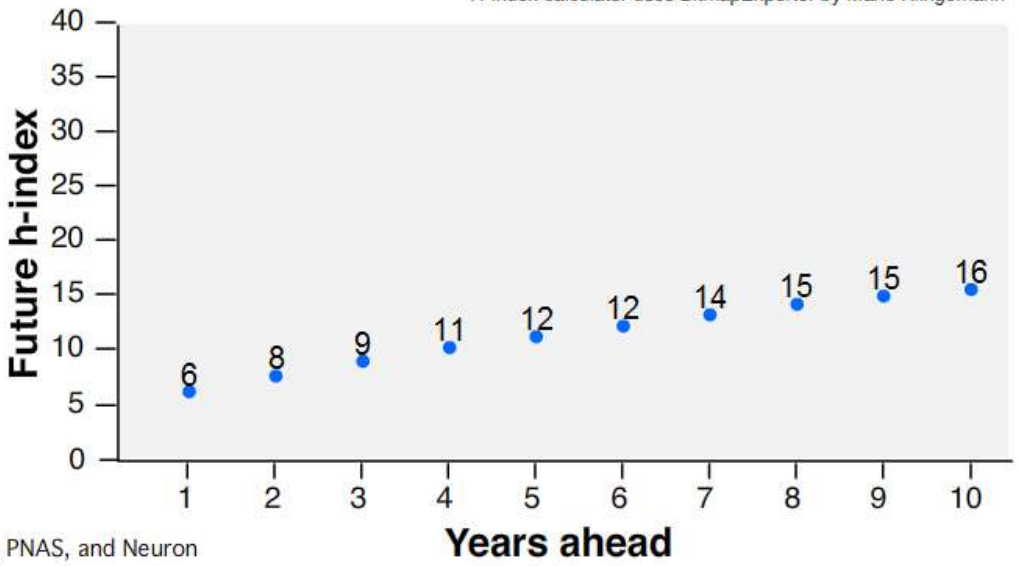
Read details in Acuna, Allesina, Kording, Nature, 489, 201-202 (2012)

Save to file

H-index calculator uses BitmapExporter by Mario Klingemann

H-index	5
# articles	12
Years since first article	8
# distinct journals	5
# articles in 'top' journals*	1

Reset features



* Nature, Science, Nature Neuroscience, PNAS, and Neuron

 # distinct journals: number of different journals where you have published in.

Note: The equations and the calculator model people that are in Neurotree, have an h-index 5 or more, and are between 5 to 12 years after publishing first article.

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Web application to calculate the single publication h index

The single publication h index has been introduced by Schubert (2009) as the h-index calculated from the list of citing publications of one single publication.

Source: http://labs.dbs.uni-leipzig.de/gsh/

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WHAT IS A GOOD SCIENTIFIC ARTICLE?

Novelty

Communication

Source: "Scientific Writing for Impact Factor Journals" By: Eric Lichtfouse

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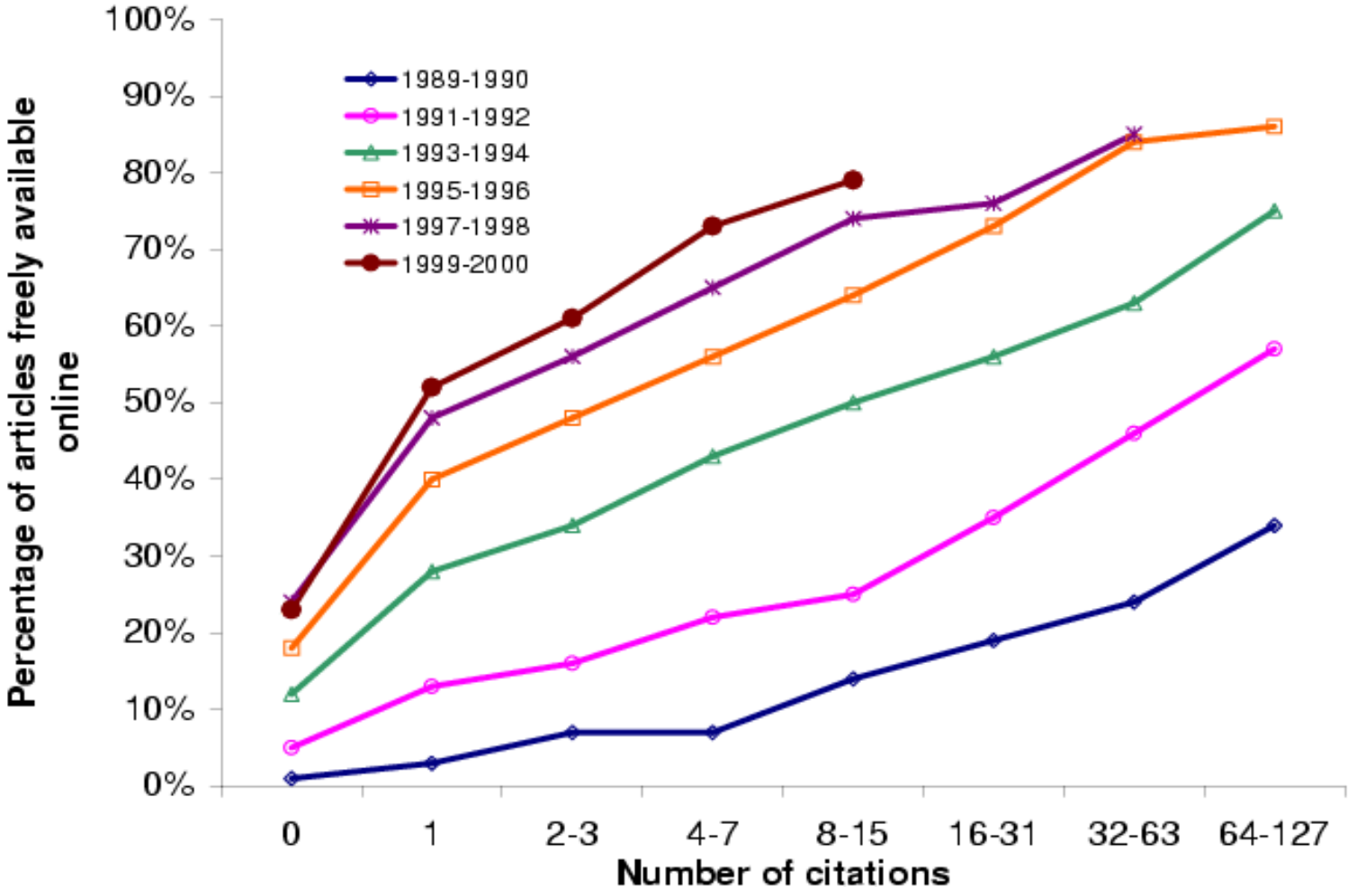
Online or Invisible?



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Source: Steve Lawrence, "Free online availability substantially increases a paper's impact" in: *Nature*, Volume 411, Number 6837, p. 521, 2001

Increased access
=
Increased downloads
=
Increased citations
=
Increased impact!

Source: Rosarie Coughlan, (August 2011) **"Enhance the Visibility & Impact of Your Research-9 Simple Tips"**, Accountancy Librarian, Concordia University

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Well-Optimized Abstract:

False *Remembering in the* ***Aged***

Researchers studying human **memory** have increasingly focused on **memory** accuracy in **aging** populations. In this article we briefly review the literature on **memory** accuracy in healthy older adults. The prevailing evidence indicates that, compared to younger adults, older adults exhibit both diminished **memory** accuracy and greater susceptibility to misinformation. In addition, older adults demonstrate high levels of confidence in their **false memories**. We suggest an explanatory framework for the high level of **false memories** observed in older adults, a framework based on the theory that consciously controlled uses of **memory** decline with **age**, making older adults more susceptible to **false memories** that rely on automatic processes. We also point to future research that may remedy such deficits in accuracy.

This article appears on the first page of results in Google for false+memory+aged.

Source: http://authorservices.wiley.com/bauthor/seo.asp

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Poorly Optimized Abstract:

False *Remembering in the Senior Population*

Researchers studying human **memory** have increasingly focused on its accuracy in senior populations. In this article we briefly review the literature on such accuracy in healthy older adults. The prevailing evidence indicates that, compared to younger adults, older adults exhibit both diminished accuracy and greater susceptibility to misinformation. In addition, older adults demonstrate high levels of confidence in their **false memories**. We suggest an explanatory framework for the high levels observed in older adults, a framework based on the theory that consciously controlled uses of **memory** decline in later life, making older adults more susceptible to **false memories** that rely on automatic processes. We also point to future research that may remedy such deficits in accuracy.

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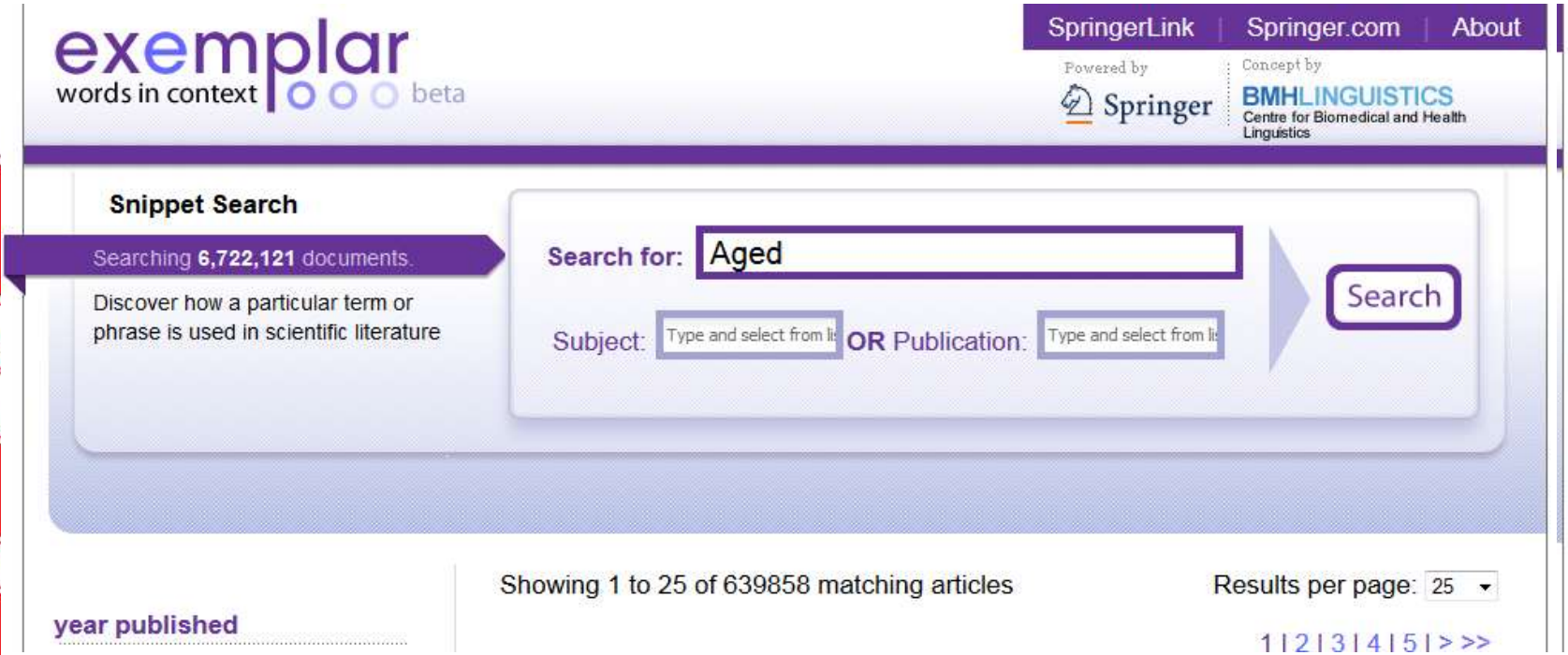
Compare Keywords
"Senior Population" with "Aged"



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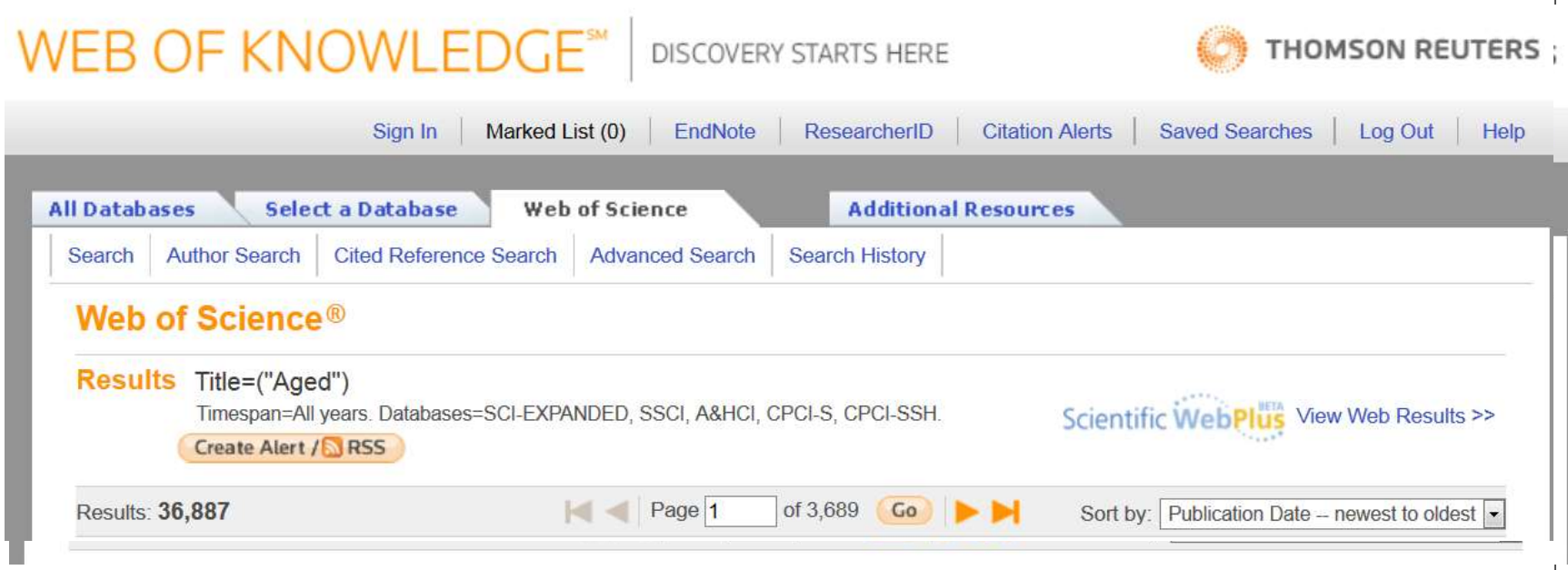

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Source: "Scientific Writing for Impact Factor Journals" By: Eric Lichtfouse

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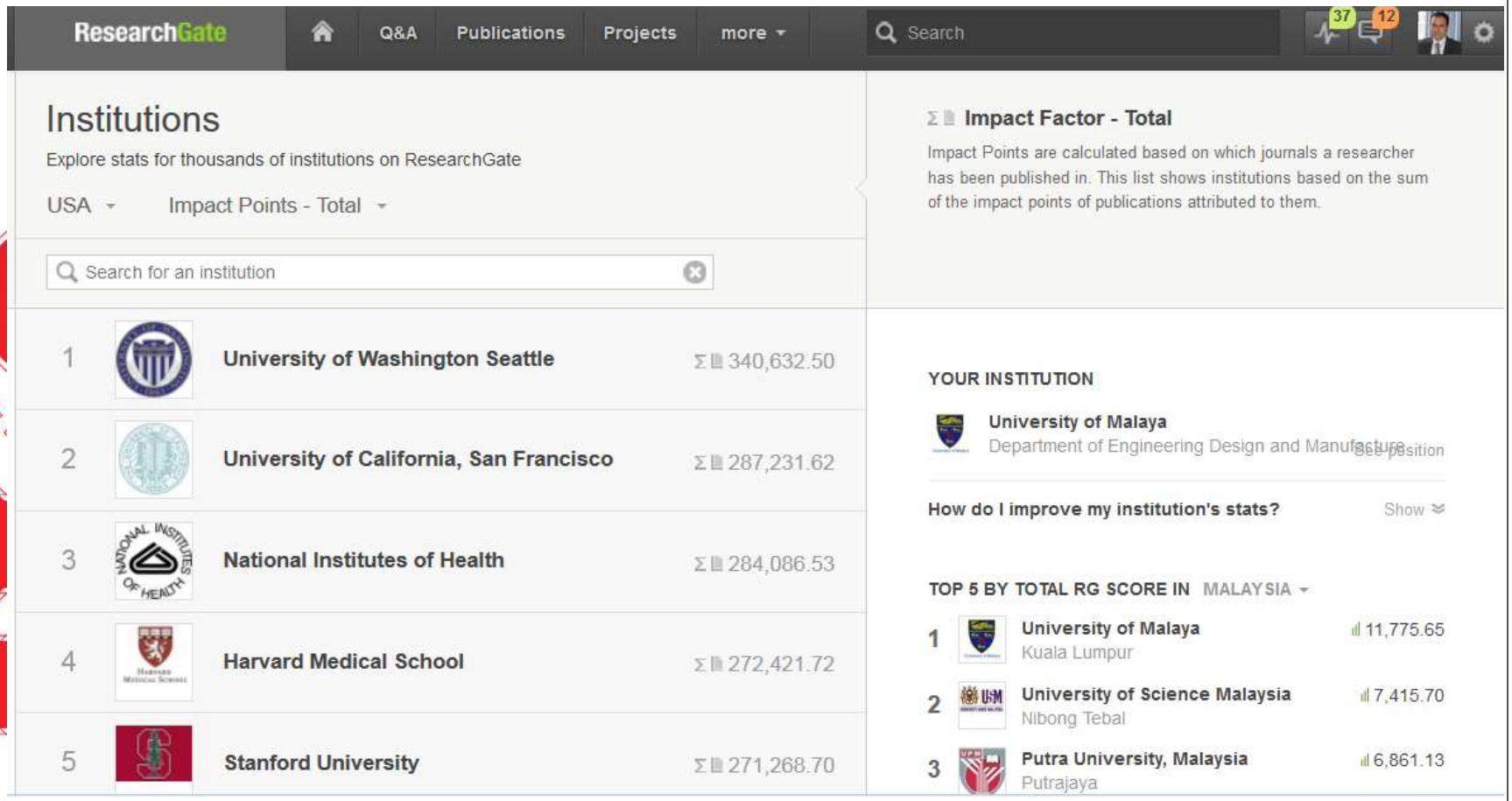
USA's institutions "Impact Points" on ResearchGate



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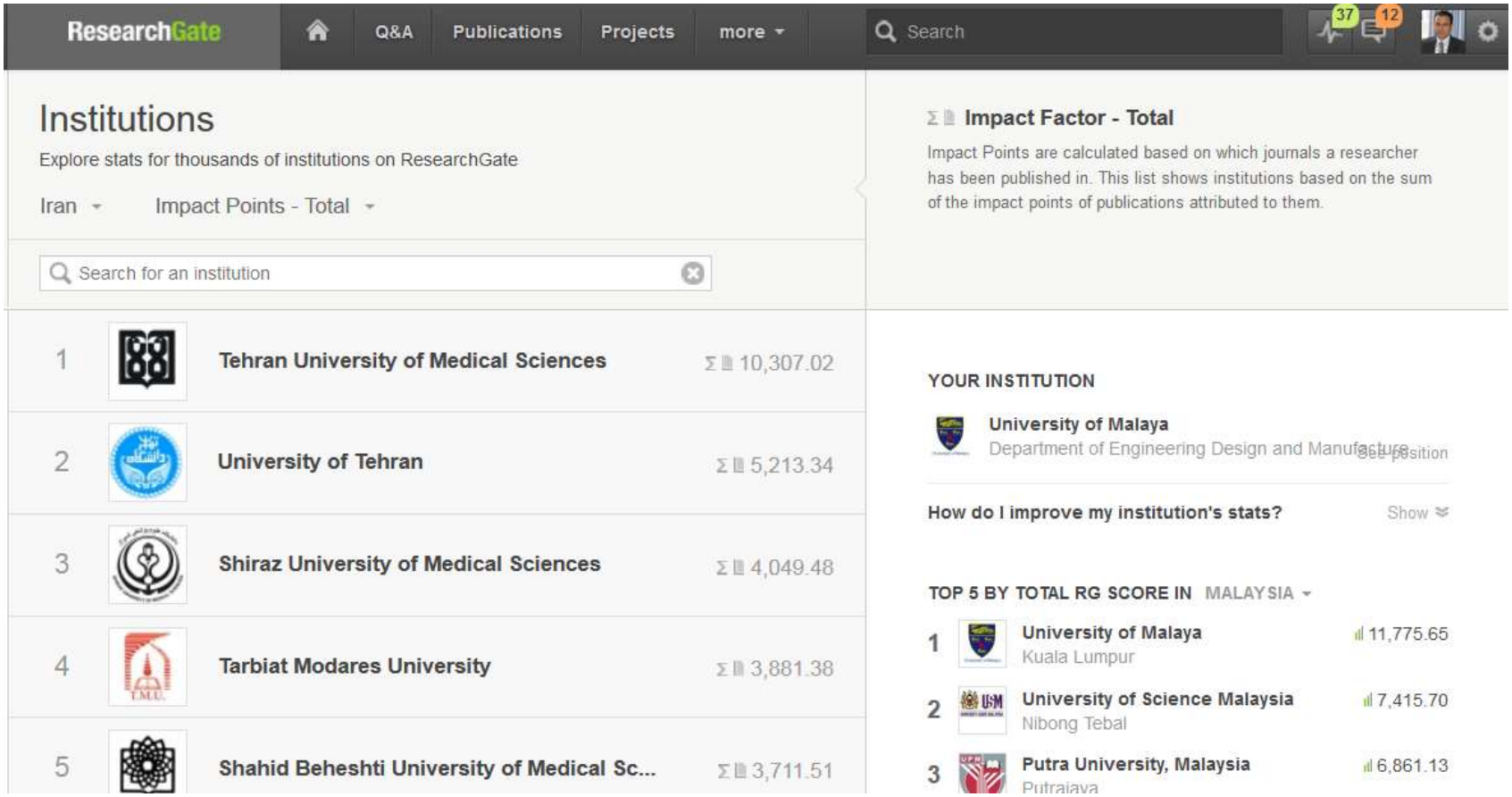
Iran’s institutions “Impact Points" on ResearchGate



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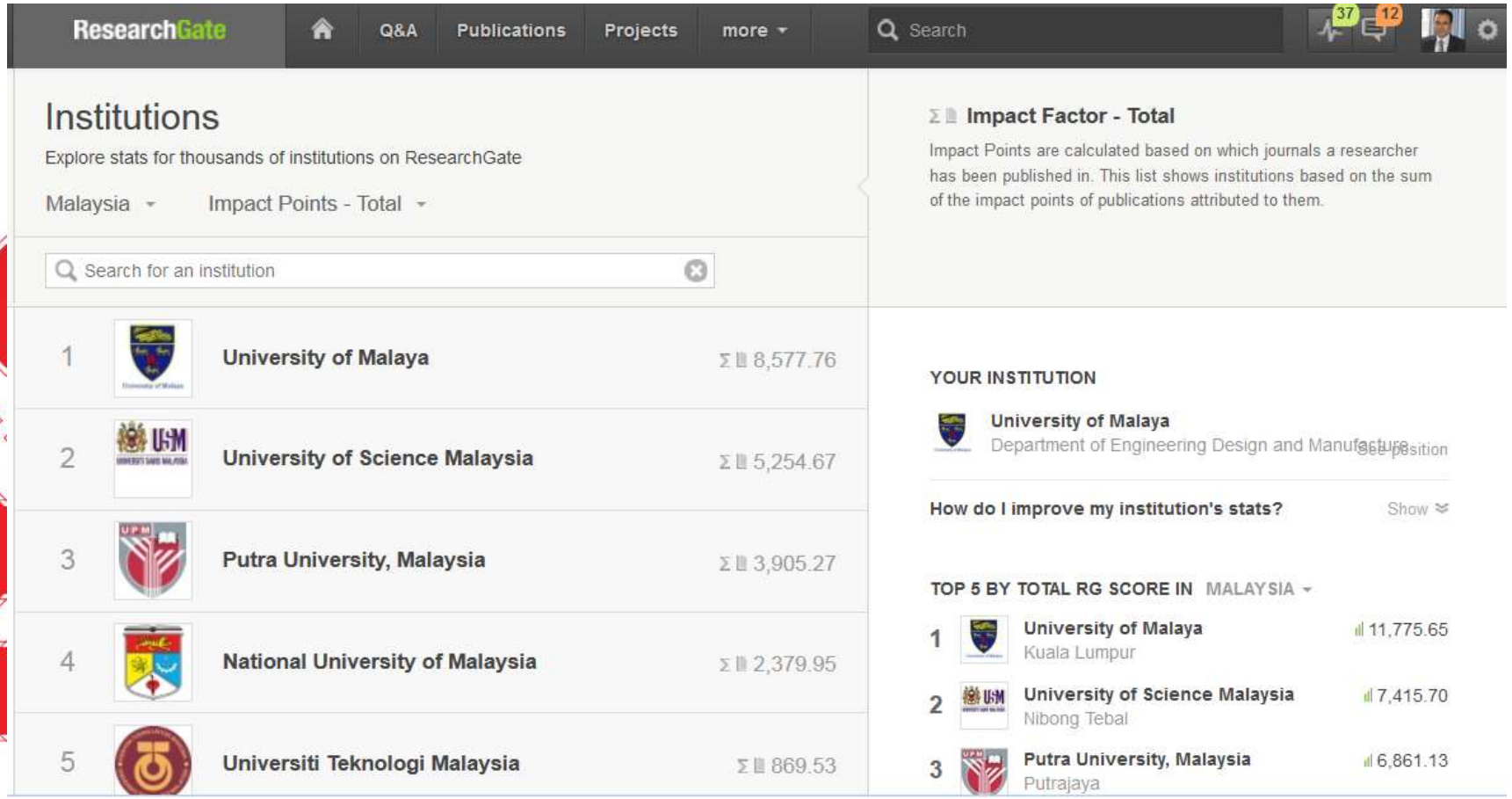
Malaysian's institutions "Impact Points" on ResearchGate



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Malaysia's H-index 1996 - 2012

	Country	Documents	Citable documents	Citations	Self-Citations	Citations per Document	H index
1	United States	7.063.329	6.672.307	129.540.193	62.480.425	20,45	1.380
2	United Kingdom	1.918.650	1.763.766	31.393.290	7.513.112	18,29	851
3	Germany	1.782.920	1.704.566	25.848.738	6.852.785	16,16	740
4	France	1.283.370	1.229.376	17.870.597	4.151.730	15,60	681
5	Canada	993.461	946.493	15.696.168	3.050.504	18,50	658
6	Japan	1.776.473	1.734.289	20.347.377	6.073.934	12,11	635
49	Egypt	89.489	87.658	518.096	106.783	7,56	132
50	Kenya	16.727	16.044	206.886	34.874	15,09	131
51	Estonia	19.141	18.774	204.306	38.547	13,58	130
52	Venezuela	27.138	26.445	204.691	29.729	8,42	130
53	Puerto Rico	11.209	10.953	150.252	11.819	15,34	129
54	Malaysia	99.187	97.018	356.918	93.479	7,85	125
55	Saudi Arabia	58.840	56.534	293.556	45.641	7,11	124
56	Philippines	13.163	12.796	141.070	15.727	13,38	116
57	Indonesia	20.166	19.740	146.670	16.149	10,94	112
58	Pakistan	58.133	55.915	243.958	72.199	6,22	111
59	Lithuania	24.755	24.434	151.748	37.377	8,61	109

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Iran's H-index 1996 - 2012

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4	France	1.283.370	1.229.376	17.870.597	4.151.730	15,60	681
5	Canada	993.461	946.493	15.696.168	3.050.504	18,50	658
41	Slovenia	50.565	49.471	403.209	83.402	9,53	153
42	Slovakia	56.552	55.454	389.078	82.646	7,78	148
43	Croatia	57.454	55.909	305.003	71.781	6,45	143
44	Ukraine	110.291	108.782	452.610	131.479	4,29	142
45	Bulgaria	45.348	44.609	319.449	56.183	7,80	138
46	Iran	202.807	197.571	832.211	337.637	8,49	135
47	Romania	92.264	91.247	396.795	100.983	6,34	135
48	Colombia	35.890	34.768	228.686	36.843	10,61	133
49	Egypt	89.489	87.658	518.096	106.783	7,56	132
50	Kenya	16.727	16.044	206.886	34.874	15,09	131
51	Estonia	19.141	18.774	204.306	38.547	13,58	130
52	Venezuela	27.138	26.445	204.691	29.729	8,42	130
53	Puerto Rico	11.209	10.953	150.252	11.819	15,34	129
54	Malaysia	99.187	97.018	356.918	93.479	7,85	125

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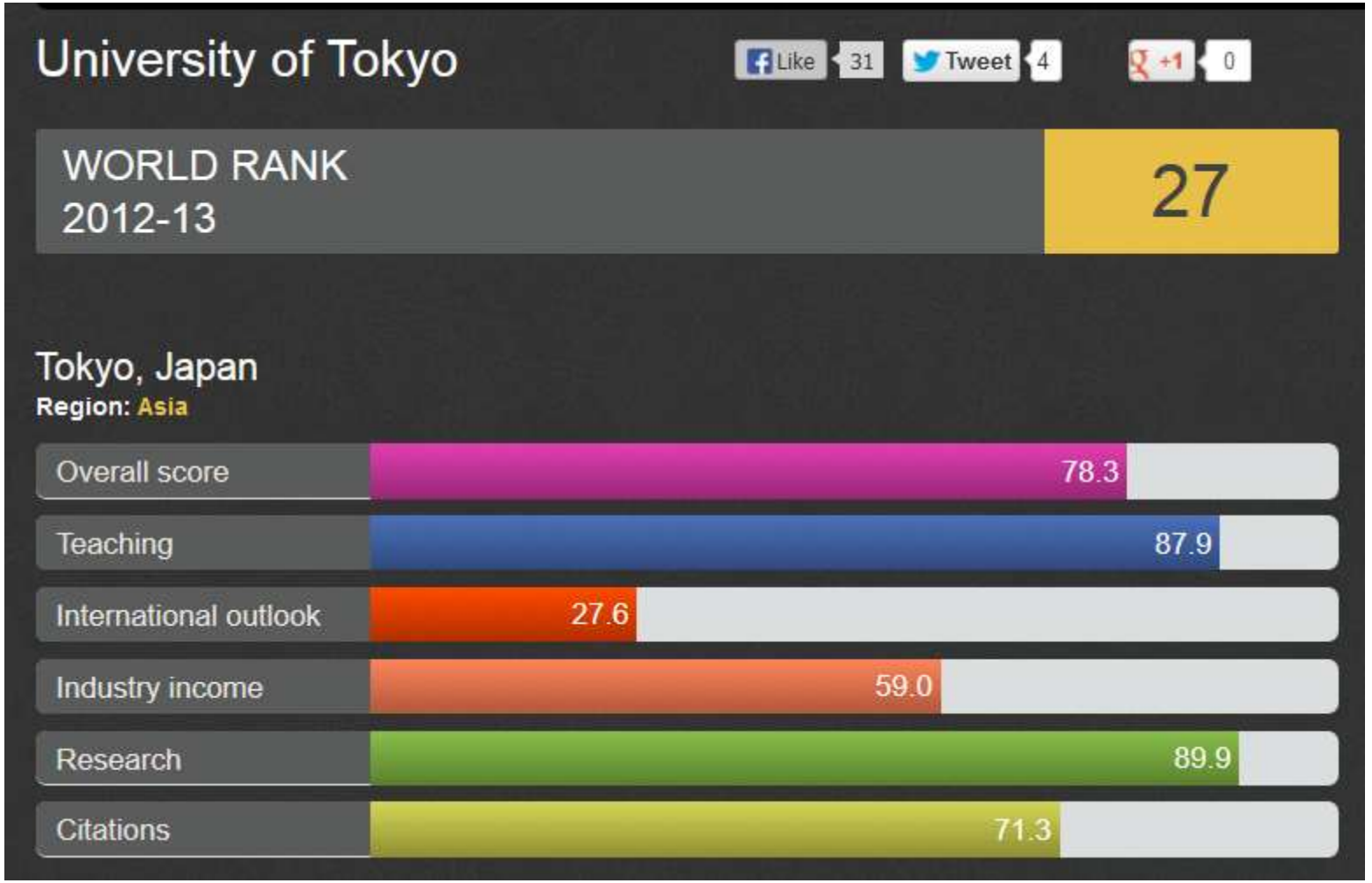

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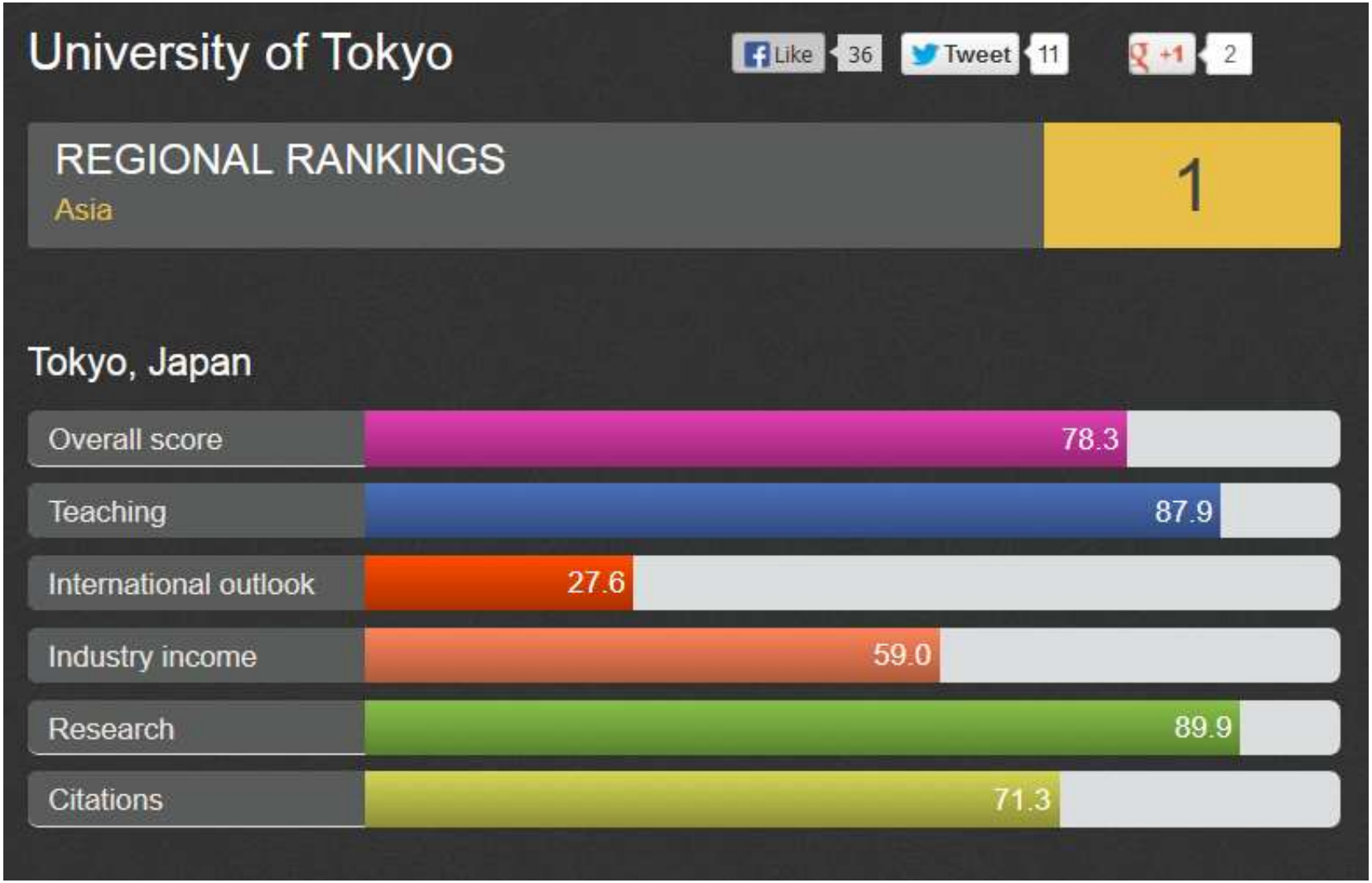

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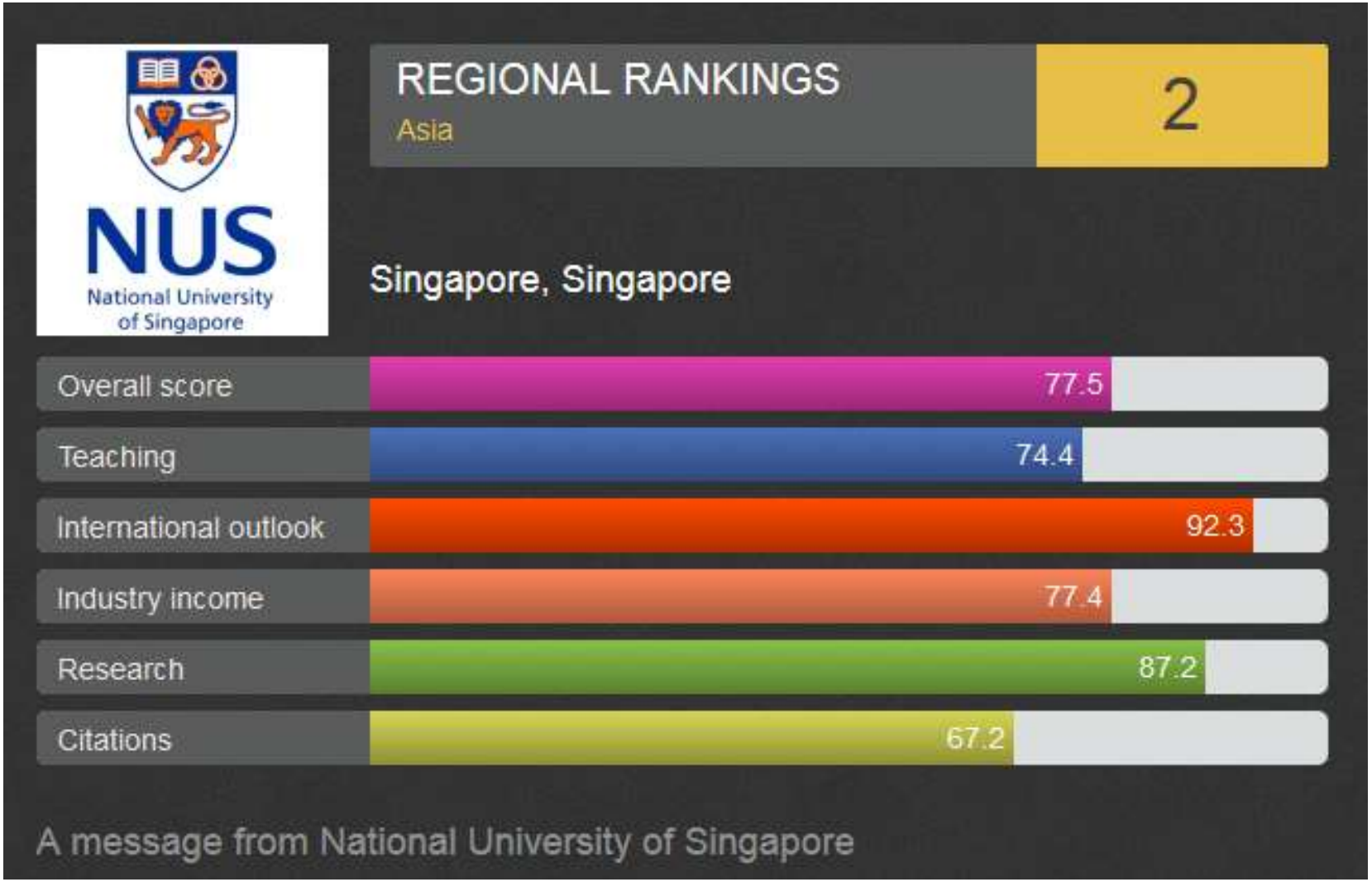

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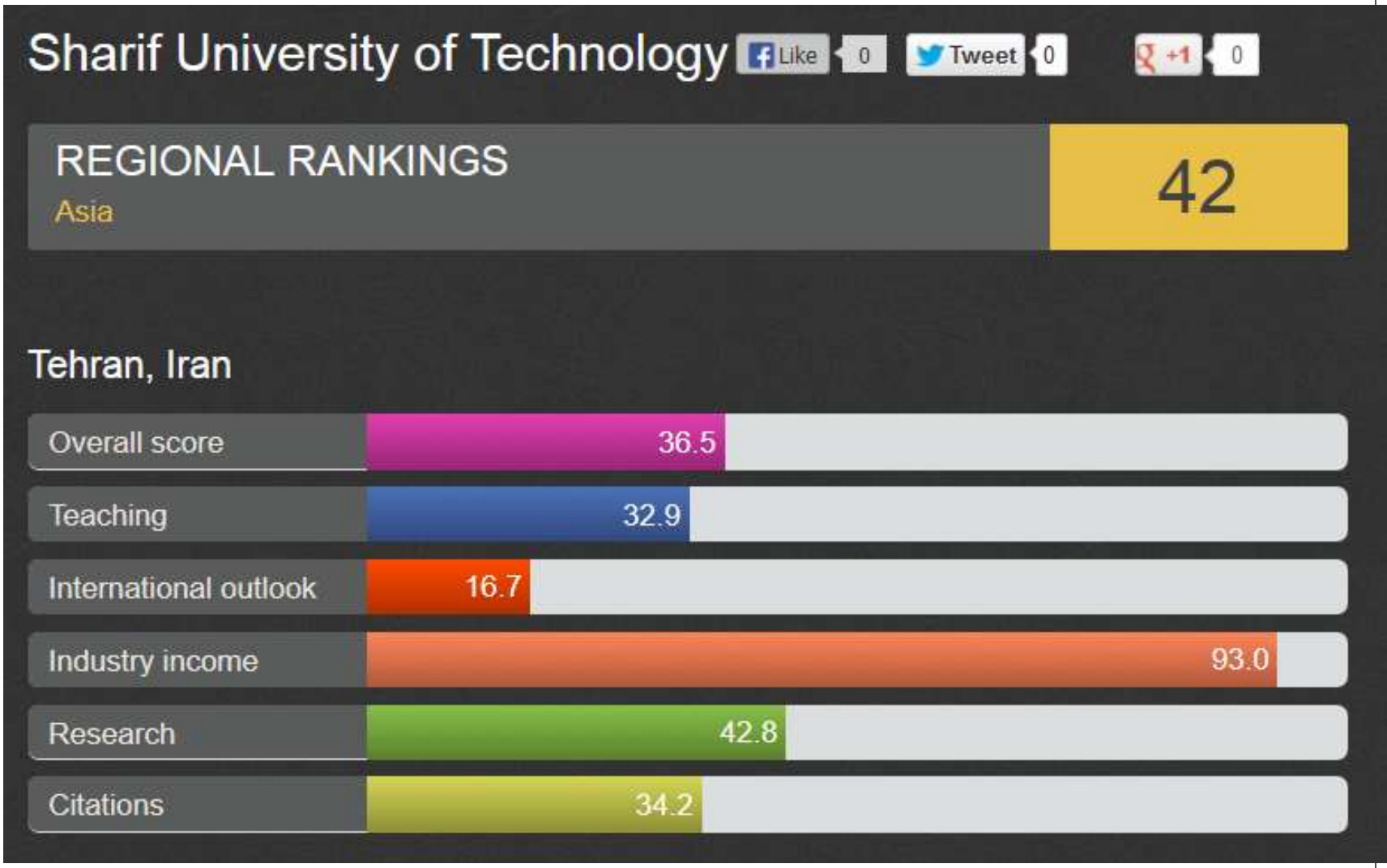

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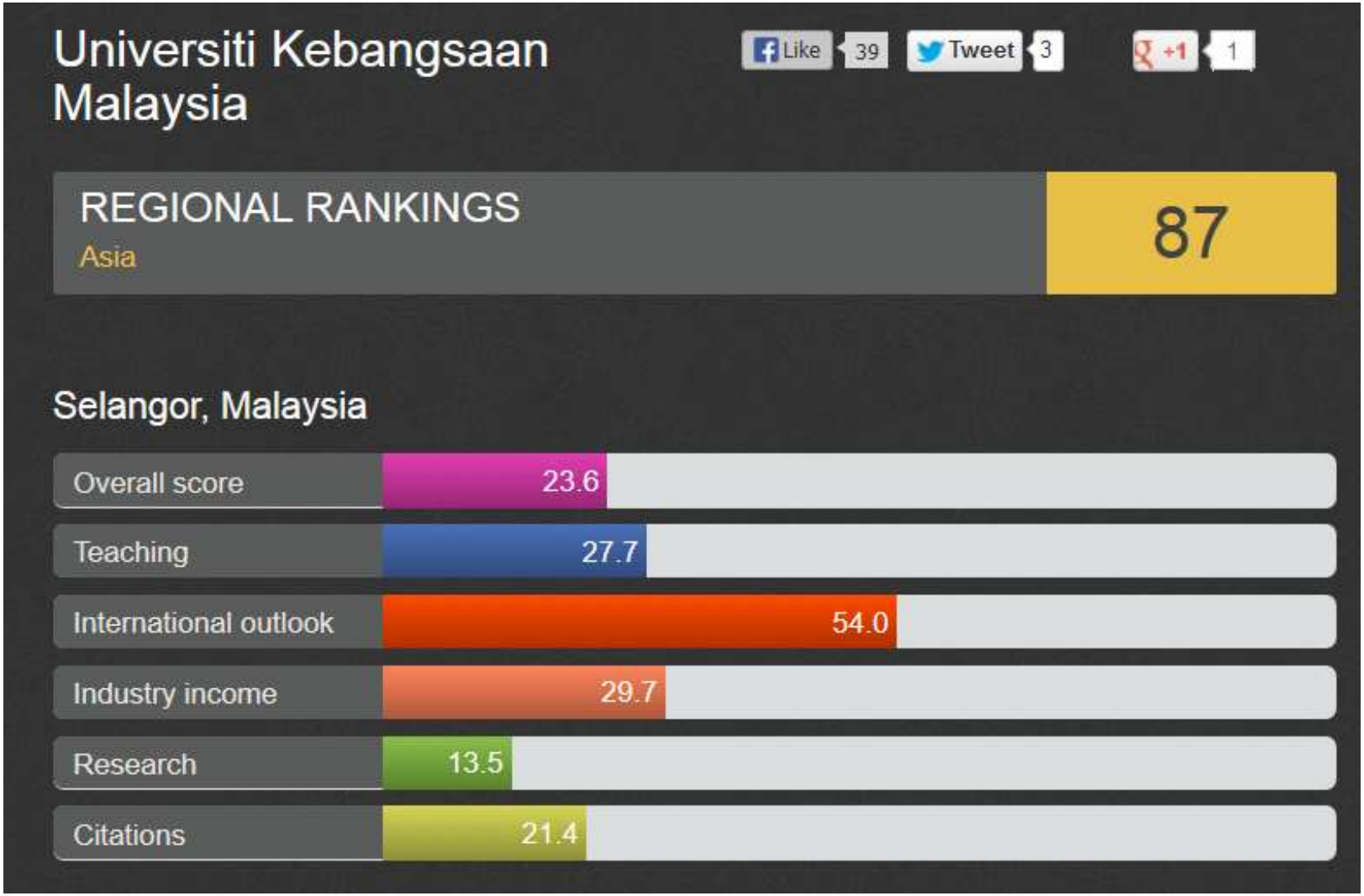

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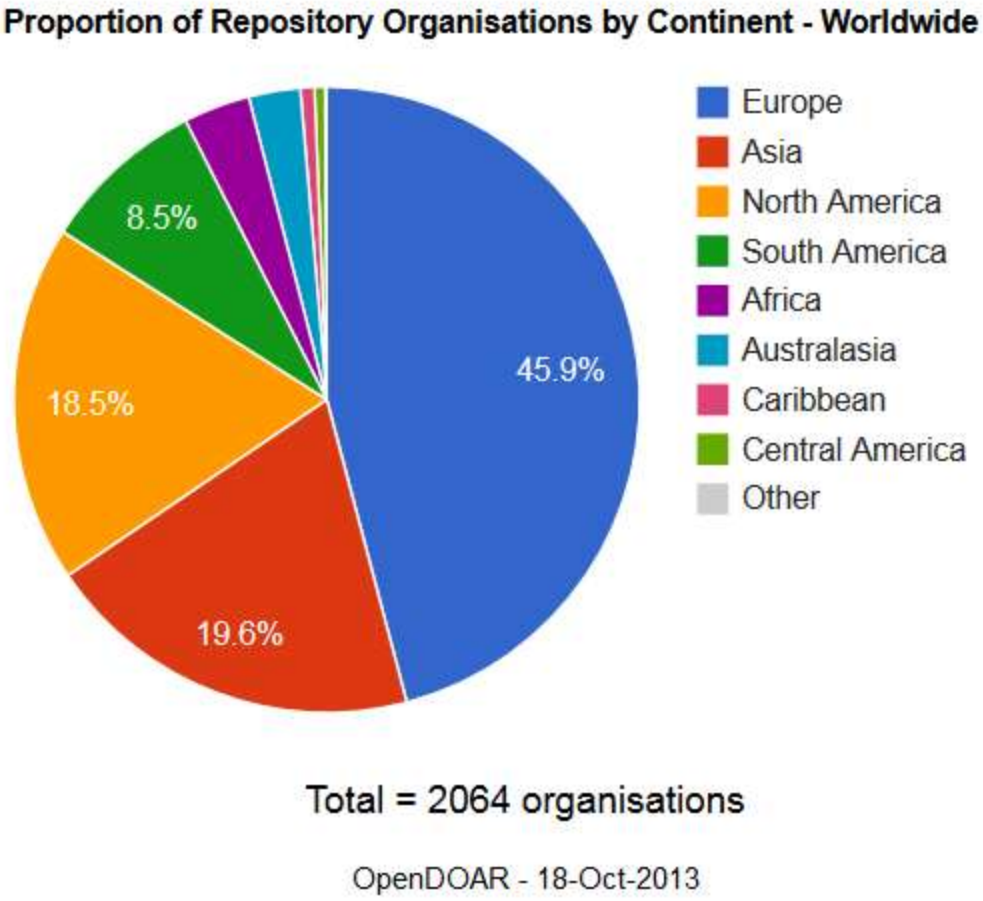
Directory of Open Access Repositories

Proportion of Repository Organisations by Continent - Worldwide



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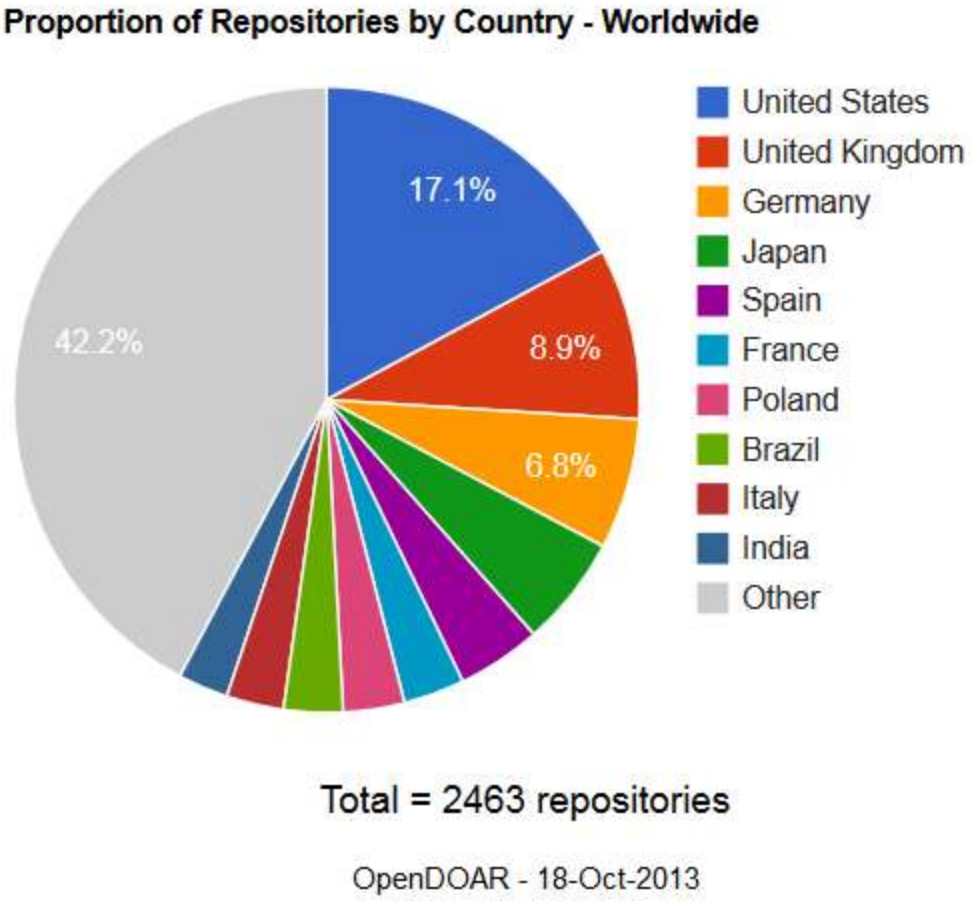
Directory of Open Access Repositories

Proportion of Repositories by Country - Worldwide



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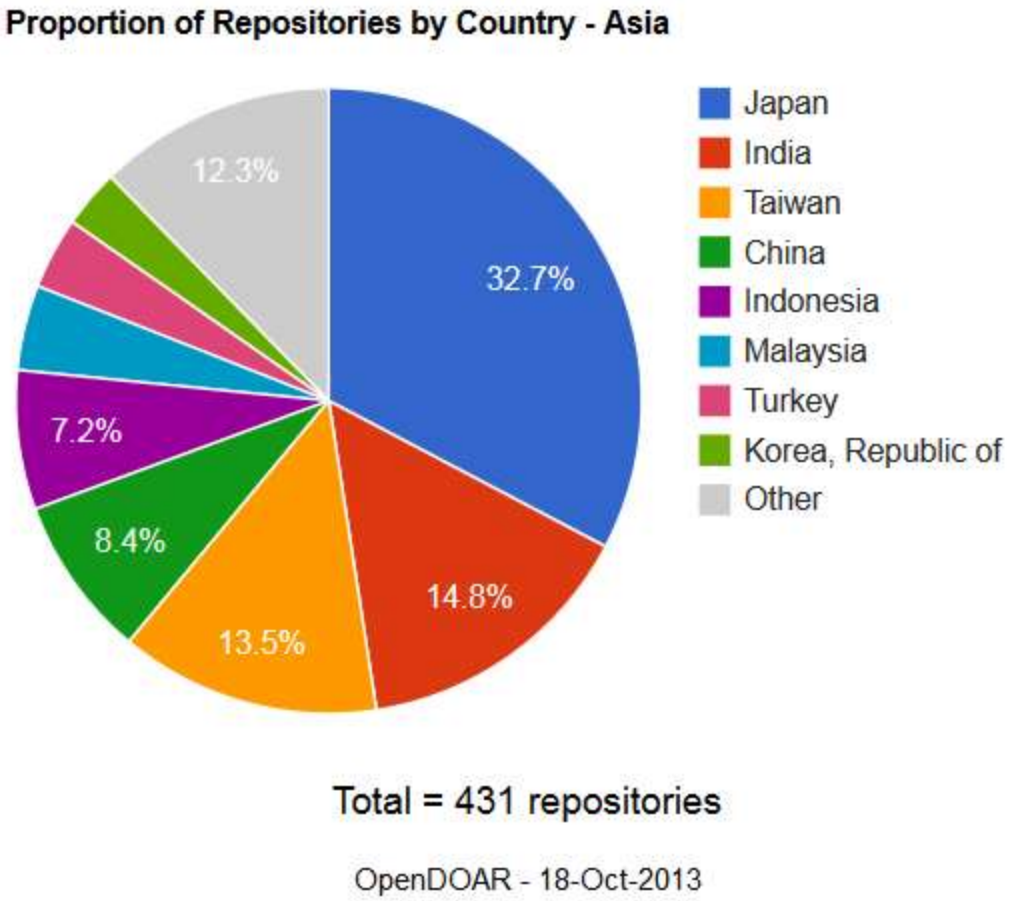
Directory of Open Access Repositories Asia



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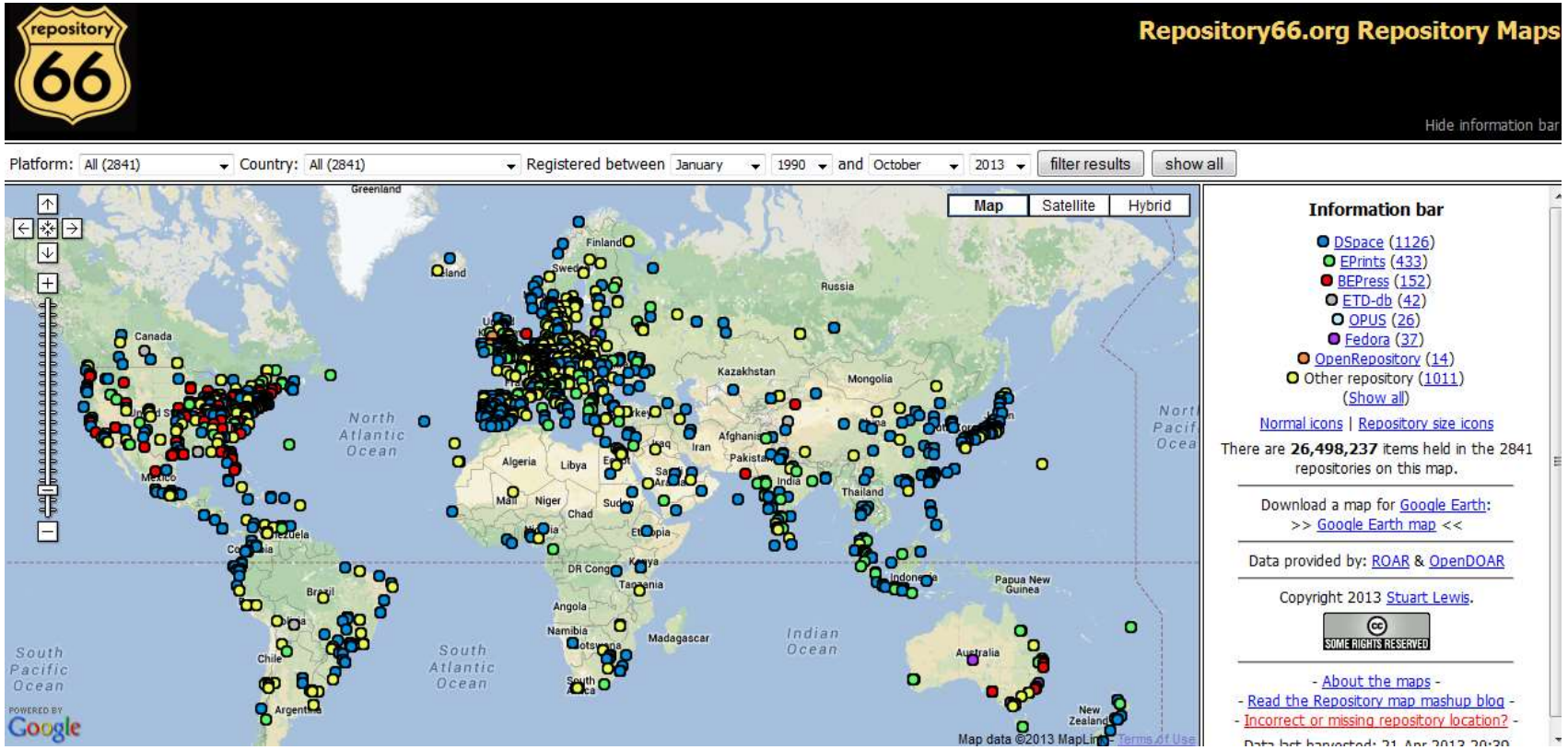
Repositories map



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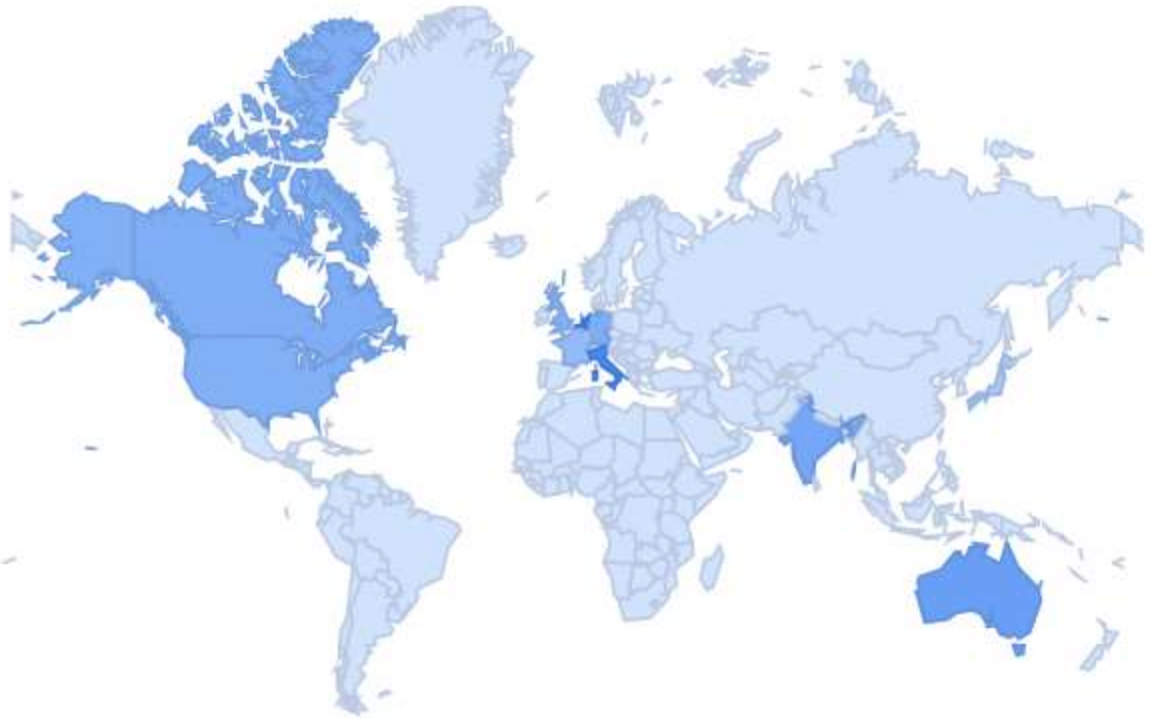
Regional interest in H-Index



Data retrieved from Google Trend on 18 October 2013

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Compare Institutions
Time Period: 1981-2012 Cumulative

Institution	Web of Science Documents View Graph	Times Cited View Graph	Cites per Document (Impact) View Graph	% Documents Cited View Graph	Impact Relative to World View Graph	% Documents in World View Graph	% Documents Cited Relative to World View Graph	Aggregate Performance Indicator View Graph
AUSTRALIAN NATL UNIV	50,428	1,177,826	23.36	88.36	1.34	0.20	1.09	1.34
NATL UNIV SINGAPORE	62,323	890,783	14.29	83.50	0.82	0.25	1.03	1.18
SHARIF UNIV TECHNOL	8,353	55,769	6.68	70.30	0.38	0.03	0.87	0.96
UNIV MALAYA	13,692	85,028	6.21	66.29	0.36	0.06	0.82	0.77

Source: InCites – Data retrieved on 26 June 2013

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Compare Institutions
Time Period: 2008-2012 Cumulative

Institution	Web of Science Documents View Graph	Times Cited View Graph	Cites per Document (Impact) View Graph	% Documents Cited View Graph	Impact Relative to World View Graph	% Documents in World View Graph	% Documents Cited Relative to World View Graph	Aggregate Performance Indicator View Graph
AUSTRALIAN NATL UNIV	11,996	83,755	6.98	74.32	1.35	0.20	1.14	1.43
NATL UNIV SINGAPORE	23,016	167,623	7.28	72.16	1.41	0.38	1.11	1.39
SHARIF UNIV TECHNOL	5,276	19,477	3.69	60.27	0.72	0.09	0.92	0.99
UNIV MALAYA	7,862	20,243	2.57	51.00	0.50	0.13	0.78	0.88

Source: InCites – Data retrieved on 26 June 2013

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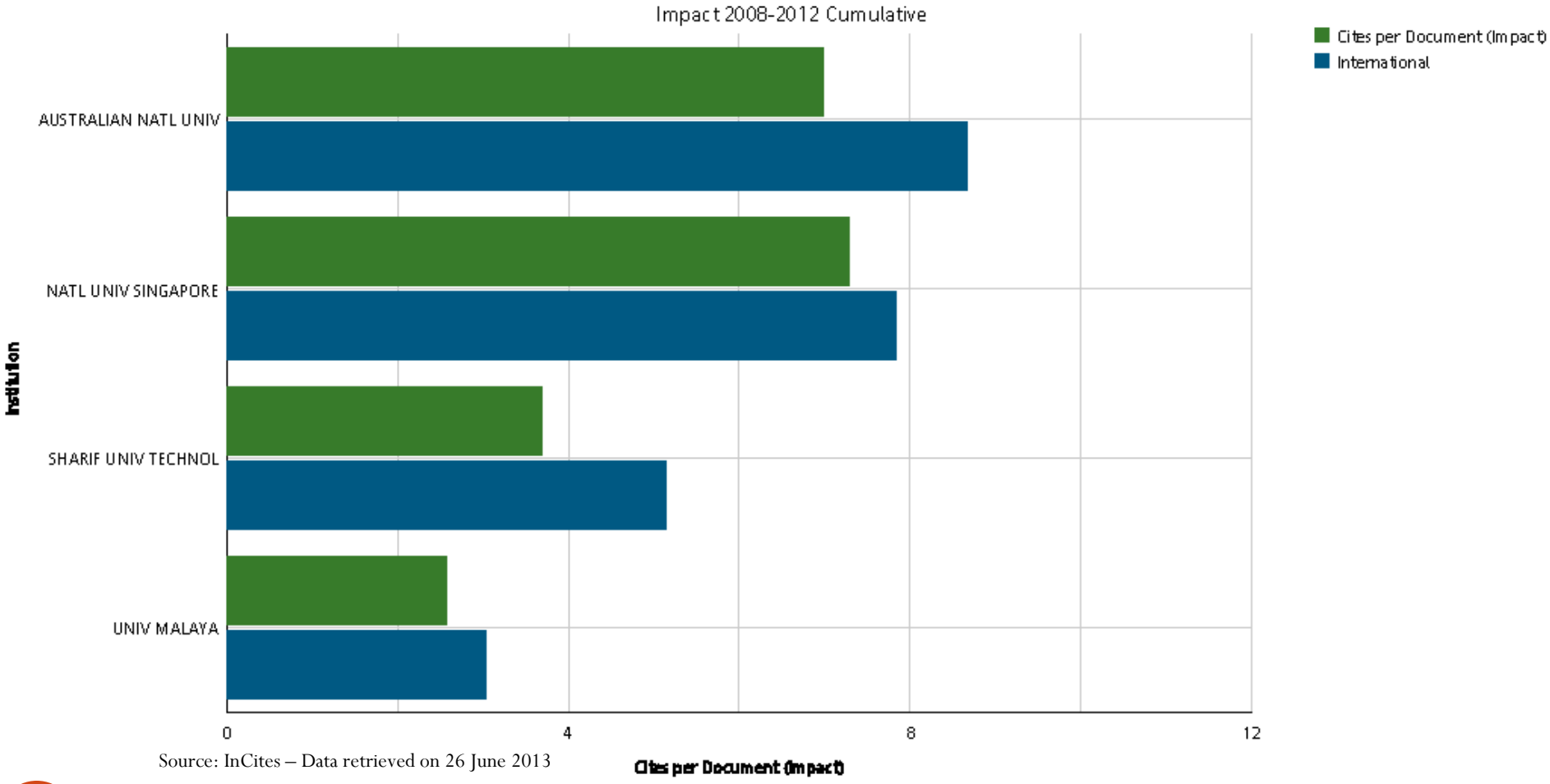
Compare Institutions – Cite per Document Time Period: 2008-2012 Cumulative



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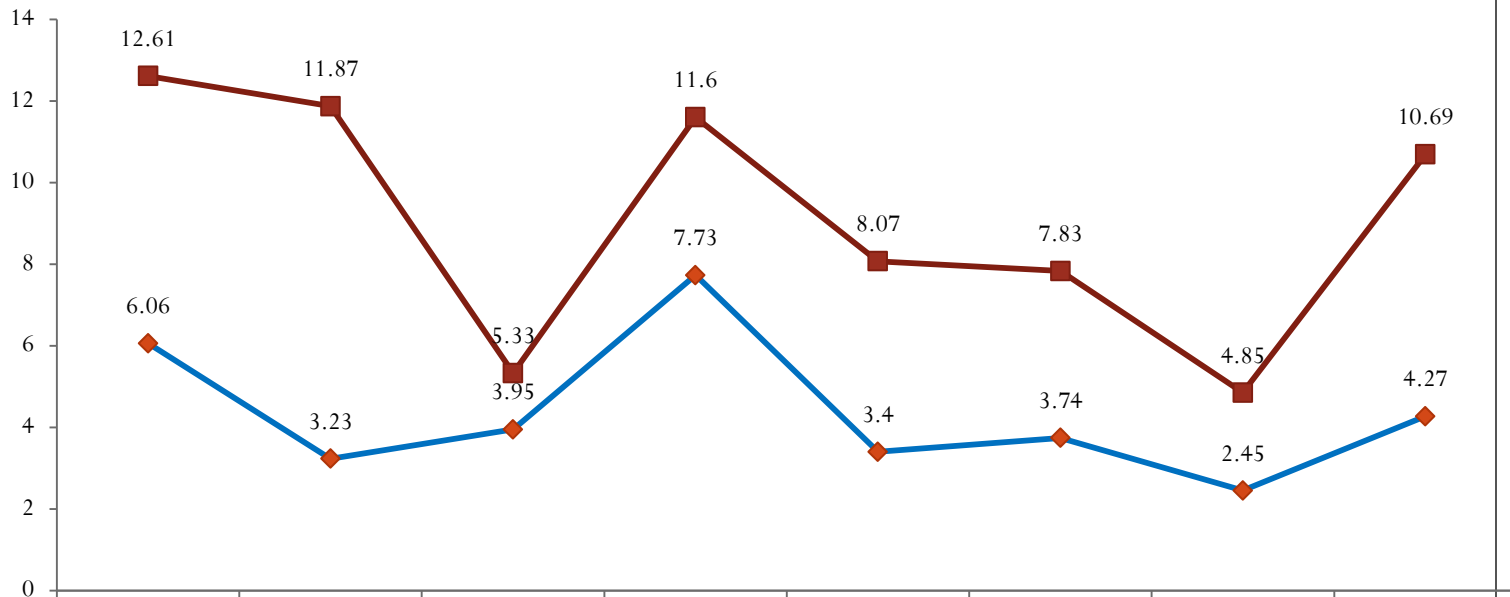
Compare World Average & University of Malaya, Citation Per Paper



	CLINICAL MEDICINE	CHEMISTRY	ENGINEERING	ENVIRONMENT /ECOLOGY	MATERIALS SCIENCE	PLANT & ANIMAL SCIENCE	SOCIAL SCIENCES, GENERAL	ALL FIELDS*
Citations Per Paper	6.06	3.23	3.95	7.73	3.4	3.74	2.45	4.27
Average Citation Rates	12.61	11.87	5.33	11.6	8.07	7.83	4.85	10.69

Source: ESI, data retrieved on 17 October 2013

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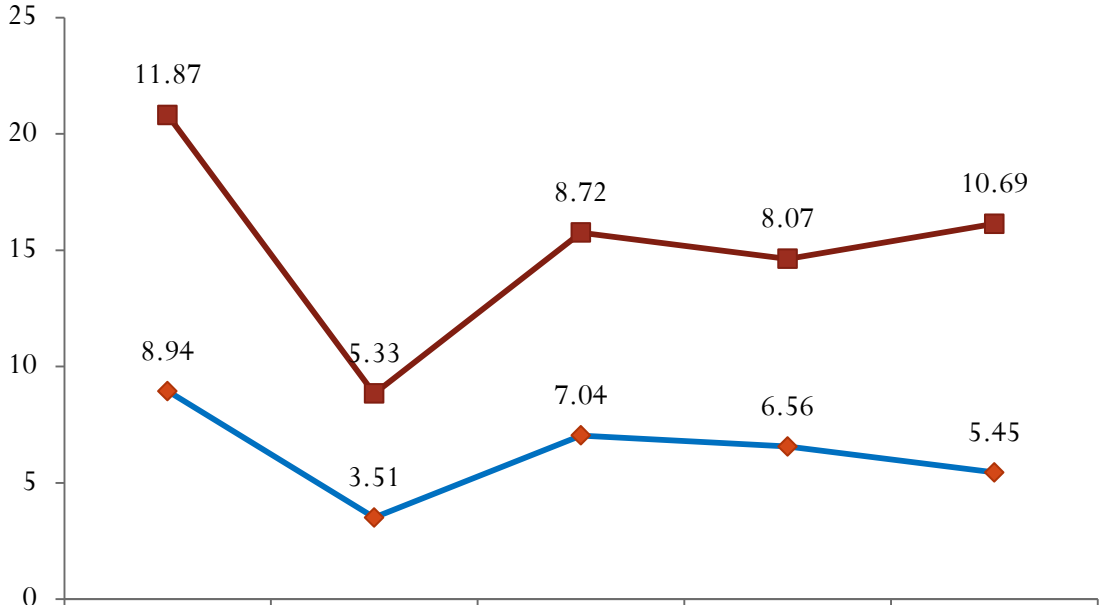
Compare World Average & Sharif university, Citation Per Paper



	CHEMISTRY	ENGINEERING	PHYSICS	MATERIALS SCIENCE	ALL FIELDS*
Average Citation Rates	11.87	5.33	8.72	8.07	10.69
Citations Per Paper	8.94	3.51	7.04	6.56	5.45

Source: ESI, data retrieved on 17 October 2013

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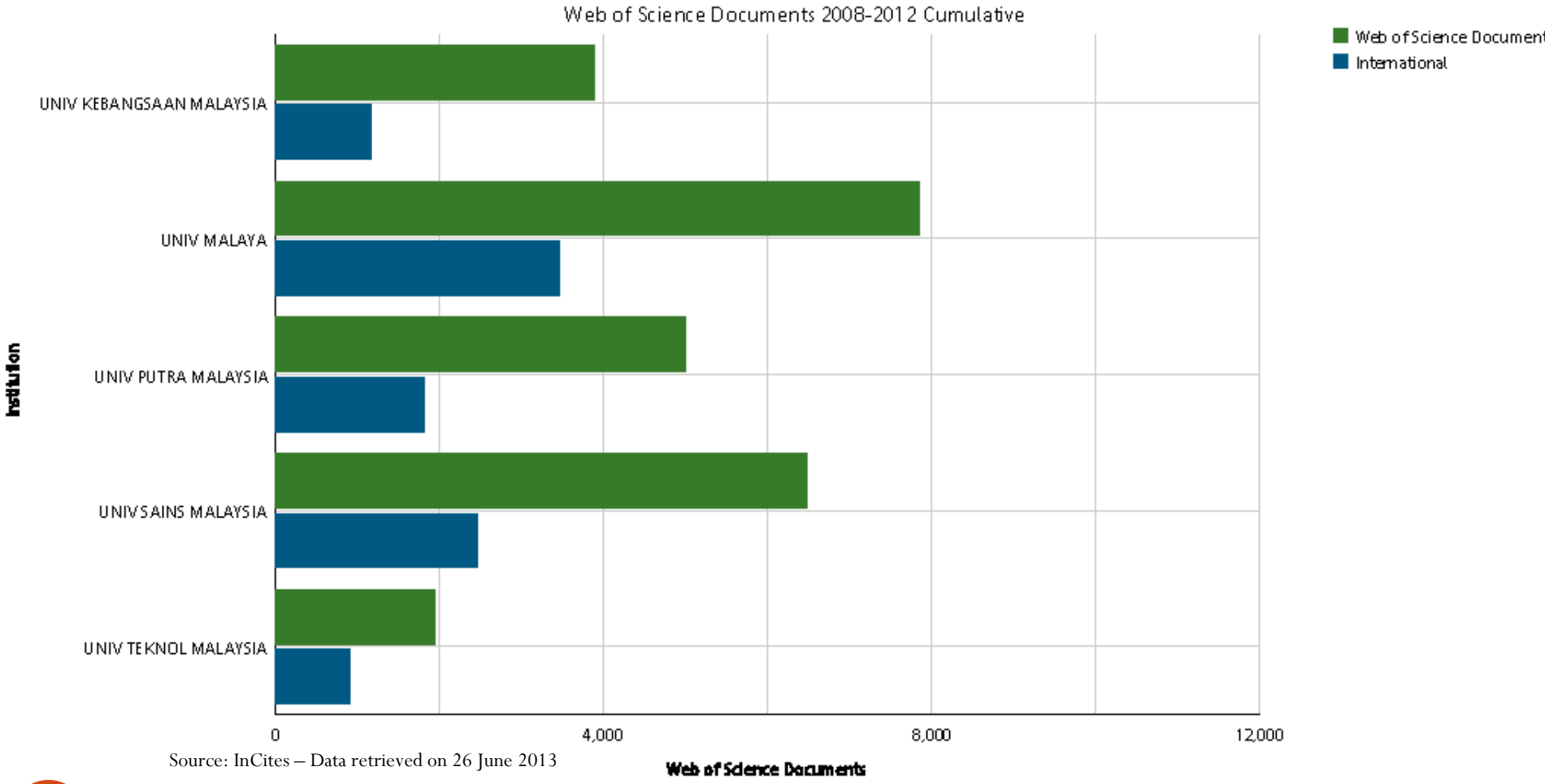
Time Period: 2008-2012 Cumulative - Publications



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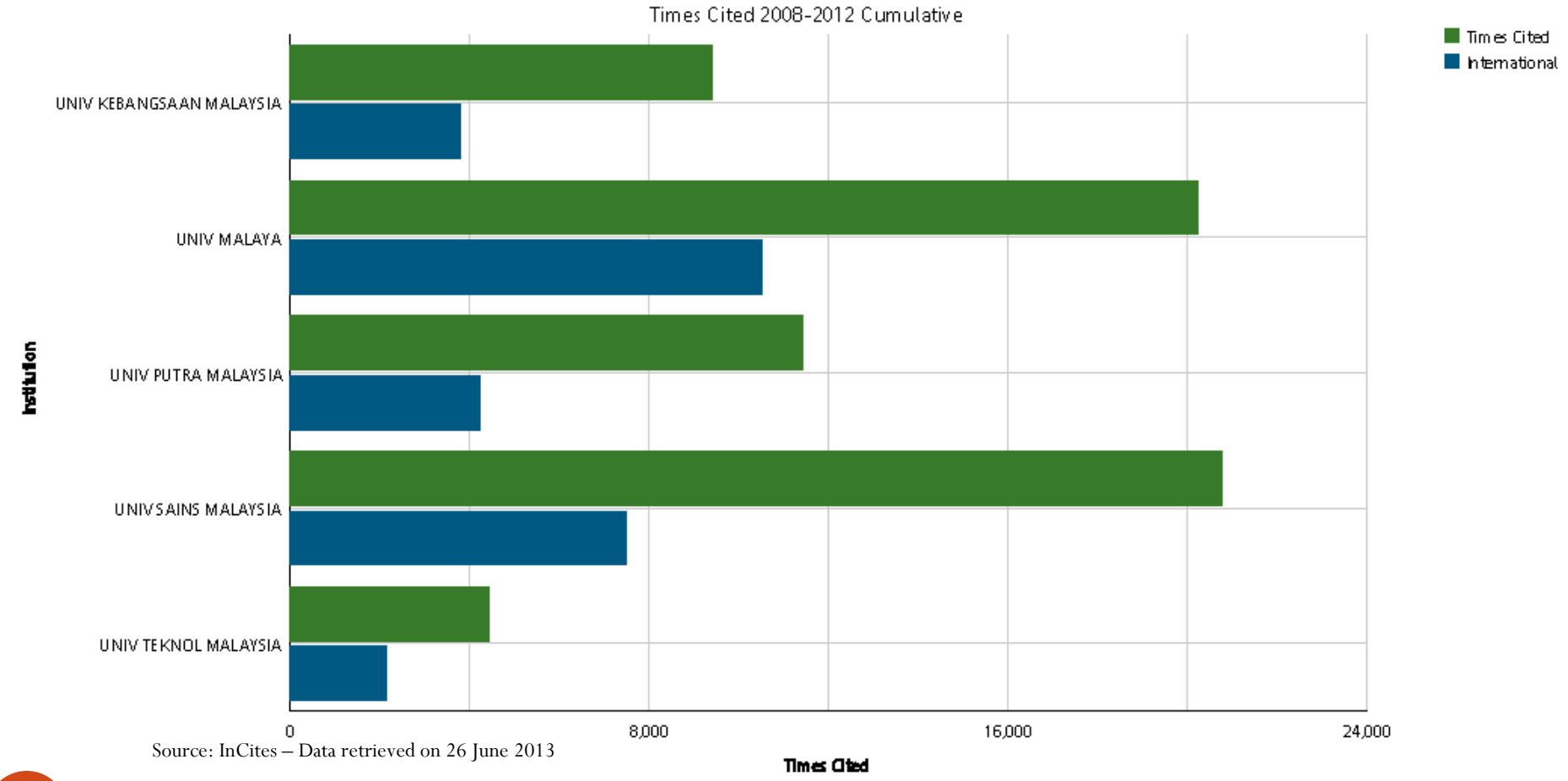

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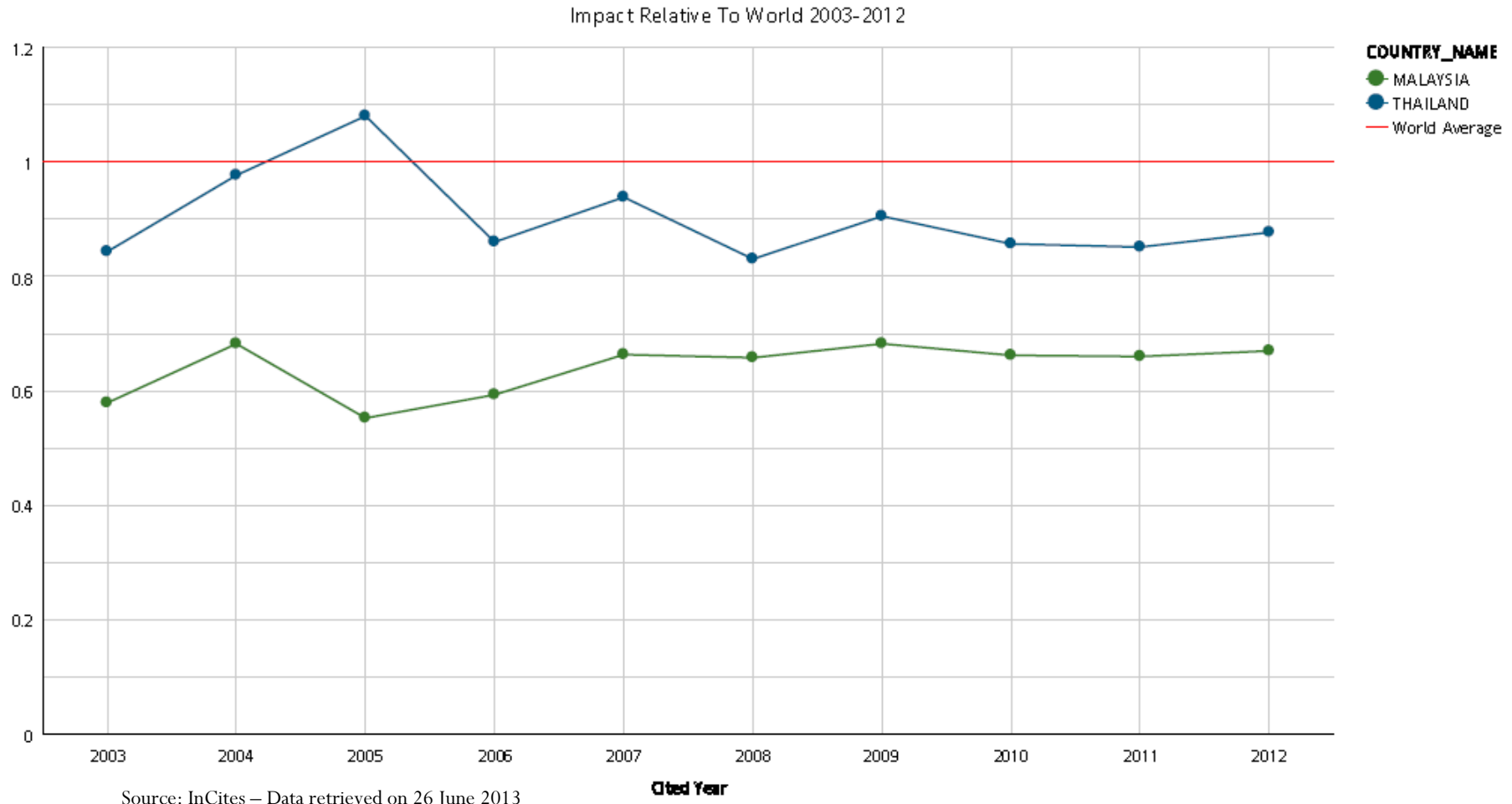

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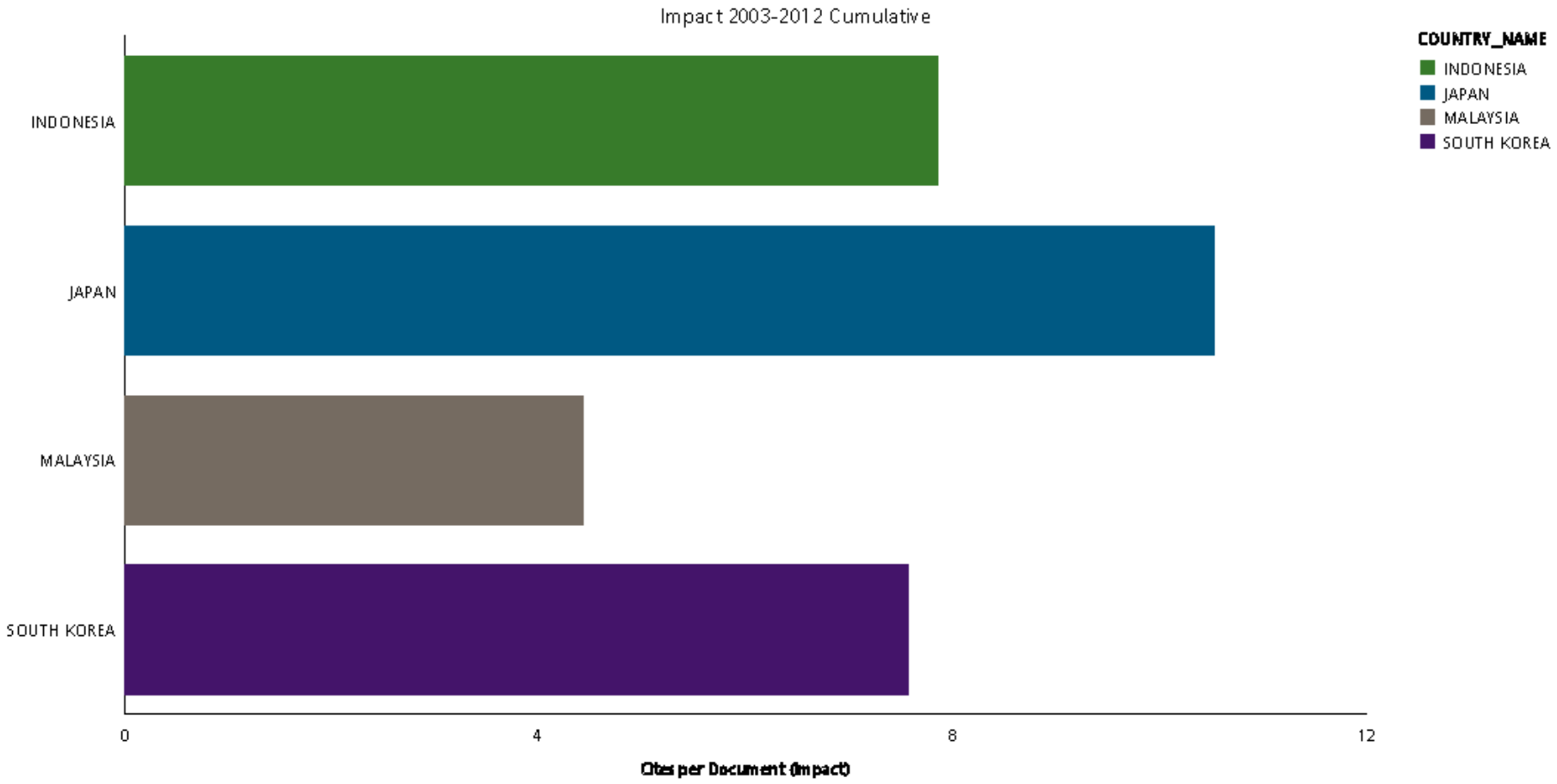

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Future

- Developed countries; present status could be future perspectives of developing countries

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	QUALITY	**DELIVERY & VOLUME**	**INCOME & COST**
EDUCATION	M1 Increase Student satisfaction by 10% M2 Increase student tariff to 320 M3 Introduce GMAT and achieve 600 M4 Increase proportion of all UG 1st class honours to 10% M5 Reduce failure/ referral rate by 10% M6 Increase entry level of MSc progs to 2:1 minimum	M7 New entrant UG EU - 800 M8 New entrant UG Int - 300 M9 Open PG EU grow to 250 M10 Open PG Int grow to 400 M11 Increase no.of EQUIS/AACSB accredited partners (1:1) M12 Increase no. students in double/dual degree progs to 200 M13 20% UG students @ level 2 to do study abroad M14 Module commonality/prog - UG M15 Module commonality/prog - PG&Exec Ed	M16 Increase margin on programmes by 5% M17 Increase demand volume UG M18 Increase demand and conversion rate -PG M19 Increase demand and conversion rate - Exec Ed M20 Increase ROI on travel by 5%
EARCH	M25 Increase no of publications in 2*/3*/4* journals M26 Increase citation (make decision keep/delete M27 Improvement of 20% on RAE esteem factors	M28 Increase no research active staff to 75% of core faculty M29 Increase PhD completion 10/year M30 Increase DBA completion 20/year	M31 Increase research income by 60% per annum M32 Increase doctoral qualifications of staff to 75% M33 Increase high quality research seminars to 30 across all divisions

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This workshop is aimed at all researchers who have started writing for publication or are considering writing for publication.
A great amount of researchers' time and effort involves writing up their research for publication. However, once a paper is accepted for publication, it is not guaranteed that it will reach the widest possible audience, even if the journal does have a high impact factor.

Campus Buzz

Talk : Citation Matters! Realise Your Paper's Full Citation Potential: 8 April 10

Published on : 05-Apr-2010
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VENUE : LT 19 (N2-B2)

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Title: Citation Matters! Realise Your Paper's Full Citation Potential
Date: 8th April 2010, Thursday
Time: 11.00am - 12.30pm
Venue : LT 19 (N2-B2)
Speaker: Christina Low, Managing Editor, Taylor & Francis Asia Pacific
Q & A: Christina Low and Prof Eddie Kuo, Editor-in-Chief, Asian Journal of Communication

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Researchers not only actively publish nowadays. They also have to track the impact of their research through
citations and the ranking of the journals they are published in. Going beyond getting published, understanding
citation metrics and journal impact will certainly help researchers succeed in today's competitive fields.

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Maximizing the Visibility and Impact of Your Published Research

On this page

Benchmarking your research using citation analysis
Maximizing the impact & visibility of your published research
Strategies to Increase Citations to Your Publications
Tools to Access Research Performance Data

See also

Spectrum Research Repository
Concordia University Senate Resolution on Open Access
Concordia Open Access Author Fund

INTRODUCTION

Measuring the inter-and cross-disciplinary impact of your published research can be a valua
of the achievement of both an individual or unit and can play a role in a number of decision
processes including:

Identifying Research Trends including:

- **Impact:** Examine the dispersion of cited and citing works both within and across **discip**
geographic boundaries to capture the total impact of research collaboration and inve
- **Time:** Consider the longitudinal impact and value of publications i.e. the frequency and
both publication output and citation impact over time
- **Prestige:** Capture the scope and prestige of the publication in which the unit publishes
- **Funding and Grant Applications:** profile performance and impact to demonstrate the t
a research entity.

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Personal Impact

About | Book Impact | Citation Impact | Journal Impact | Personal Impact | Altmetrics

Personal impact can be measured, both quantitatively and qualitatively.

As well as contributing to academic discourse, your impact might also be reflected outside the scholarly literature. Consider your research in the context of:

- The wider community
- Uptake by practitioners
- Reach in social media (see Altmetrics)
- The adoption of a new product
- The commercialisation of a product for industry
- The discovery of a new drug
- Unsolicited feedback from the public or other experts in your field
- Impact on policy or legislation

Visibility

Increasing the visibility of your publications can increase their discoverability.

Strategies to maximise your impact:

- **ResearchSpace**

H-Index

The h-index is a citation based attempt to measure both the prod
scientist.

The h-index is not widely used outside of the Sciences. Humanit
advised not to use the h-index to measure personal impact.

Definition: 'The index h, defined as the number of papers with cita
equal to h, is a useful index to characterise the scientific output of

Further reading (including limitations): Measuring and Evaluatin
by The University of Auckland Science Information Services team.

View a video on the Limitations of the h-index for early career rese

Example:

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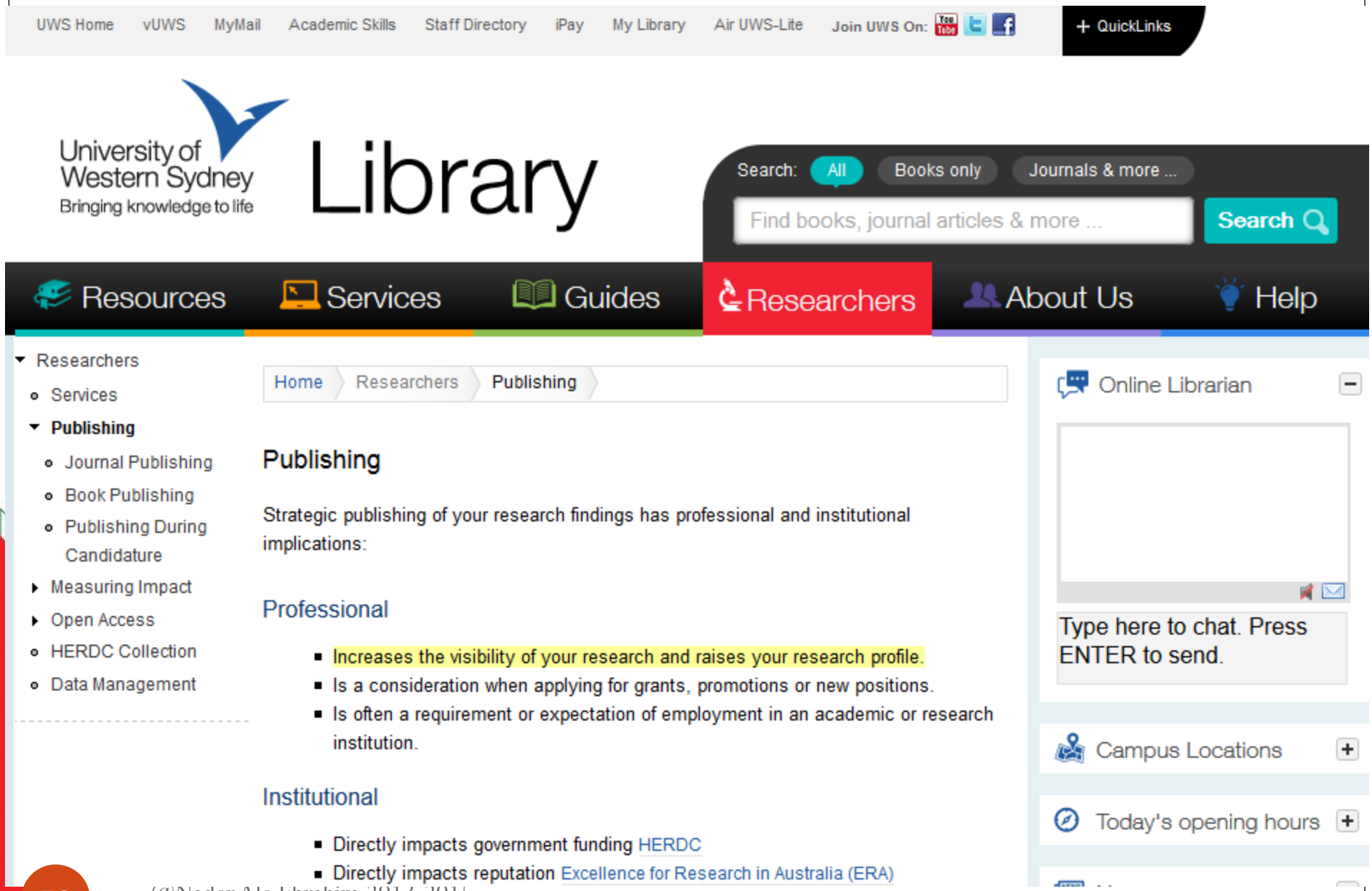

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28 May 2013

The issue

Universities must increase the visibility of their research to demonstrate the contribution they make to the knowledge economy, improve their chances in the competition for government research funding and position themselves well to work with industry or third sector partners.

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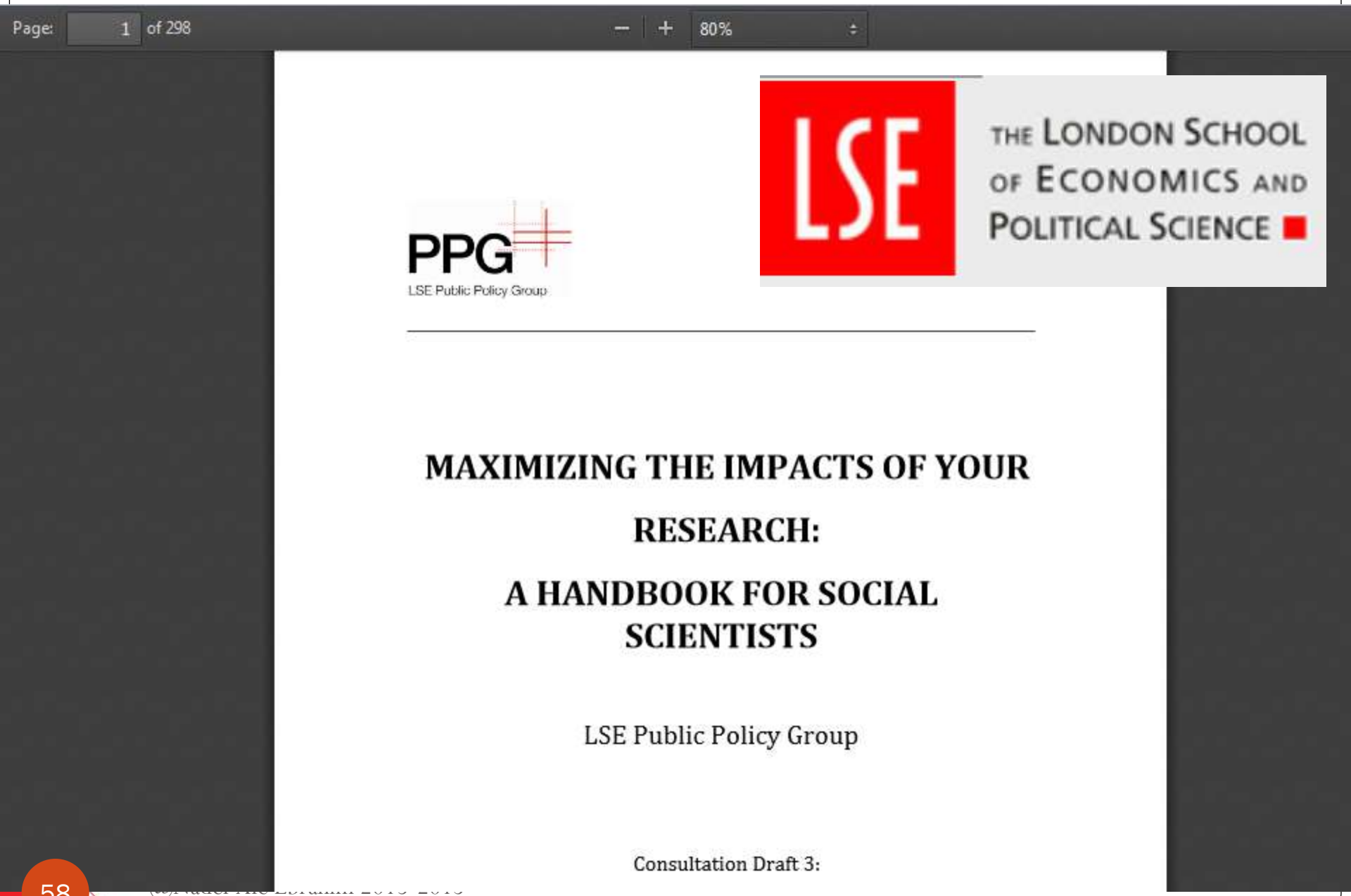

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ASSESSING THE IMPACT OF RESEARCH

A Bernard Becker Medical Library Project

Preparing for Publication

Dissemination

Keeping Track of Your Research

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Strategies for Enhancing the Impact of Research

Optimizing discoverability and access of your research is the surest way to enhance its visibility and impact. As follows are various strategies for authors to consider as they undertake research. The strategies are divided into three categories: Preparing for Publication, Dissemination, and Keeping Track of Your Research. Repetition, consistency, and an awareness of the intended audience form the basis of most the following strategies.

Contact U

Preparing for Publication

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Increase Your Impact – How to make your research more visible and have more impact through placing your papers in Open Access and optimizing your pages in The HKU Scholars Hub?

By Professor John Bacon-Shone
Associate Director, Knowledge Exchange Office &
Mr David Palmer

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10 Ways to Increase Usage and Citation of your Published Article Using Social Media

As readers' expectations change, it is important that your article is visible where the user starts their search. Below are some of the social media sites that SAGE recommends for promoting your article and other channels that will offer a direct way to reach your readership.

1. Contribute to Wikipedia

We recognize that many students are increasingly using Wikipedia as the starting point for their research. If there are pages that relate to themes, subjects or research that your article covers, add your article as a reference, with a link to it on *SAGE Journals Online*. If there isn't a page in existence, why not create one. You can find out how here: http://en.wikipedia.org/wiki/Wikipedia:Your_first_article

2. Join Twitter

Twitter is a micro-blogging service that enables its users to send and read messages known as tweets. Authors are increasingly promoting their content via twitter which is then picked up by other researchers and practitioners depending on their search parameters. Look at the example here. Senders can restrict delivery to those in their circle of friends or, by default, allow open access. Twitter allows you to set up search terms to enable you to monitor what is being talked about in your areas of interest: You can then comment on

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Help Readers Find Your Article

The importance of search engines

Google and Google Scholar are the principal ways in which people will find your article online today. Between them they account for 60% of referral traffic to SAGE Journals Online. The search engine is now the first port of call for researchers and it is of paramount importance your article can be found easily in search engine results.

By taking some simple steps to optimize your article for search engines it will help your work to be discovered, then read, used and cited in others' work. This helps with support the Impact Factor of the journal (if applicable) your article is published in and will further raise the visibility of your article.

SAGE already undertakes many measures to ensure SAGE journals are indexed in the all the major search engines. There are over 100 factors that a search engine will look at before deciding how to rank your article in their search results, but the starting point is the content that you write.

What do search engines look at?

Today's search engines use secret complex mathematical algorithms that change every month to keep their search results as accurate as possible. They take into account over 100 different factors and do not disclose the weighting or importance of each. Below are just a few of the elements considered today by search engines:

- the volume of incoming links from related websites
- volume and consistency of searches
- time within website

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Career Development

Get found — optimize your research articles for search engines

Tips to boost readership and raise your profile in the academic world

By Elsevier Biggerbrains | Posted on 6 November 2012

Share story

Search engine optimization (SEO) of your journal articles is as important for you to do to market your research as it is for a compa
retail product. Different markets and end users, but the same purpose and means. Thanks to companies like Google, SEO is alm
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search engines, such as Google and Google Scholar, Elsevier's Scirus, SciDiver, IEEE Xplore, PubMed, SciPlore.org and more.[1]

A higher ranking means that your article appears at the top of the list in the search results when someone types in one or more of the keywords or phrases you use in your article. The basis for this ranking varies from the search engine used to perform the search, as each search engine

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Optimize citations

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When researchers refer to another author's work in their own published work, they cite it. Such citations can be analyzed to measure the formalized usage of the cited work.

Databases such as Thomson Scientific's Science, Social Sciences, and Arts & Humanities Citation Indexes compile the cited references from articles published during a particular year or period.

These databases allow people to determine the research impact of a researcher's publications according to the number of times they have been cited by other researchers. Citation counts are often used in research funding and promotion decisions. Boosting citation rate is thus a potentially important motivator for authors. What can you do to optimize citations to your article?

- Publish your article in one of the journals everyone in your discipline reads.
- Target a journal with a high impact factor, or with any impact factor at all!
- Target journals in rapidly growing research fields because they tend to publish papers with a short time interval from submission to acceptance

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Optimizing Your Article for Search Engines

Help Readers Find YOU:

Optimizing your article for search engines will greatly increase its chance being viewed and/or cited in another work. Citation indexes already figur many disciplines as a measure of an article's value; there is evidence tha article views/downloads are also beginning to count in the same way. Th crucial area for optimization is your article's abstract and title, which are available to all online. We have compiled these guidelines to enable you t maximize the web-friendliness of the most public part of your article.

Understanding Search Engines:

Each search engine has its own algorithms for ranking a piece of content as a journal article. However, many search engines estimate the content

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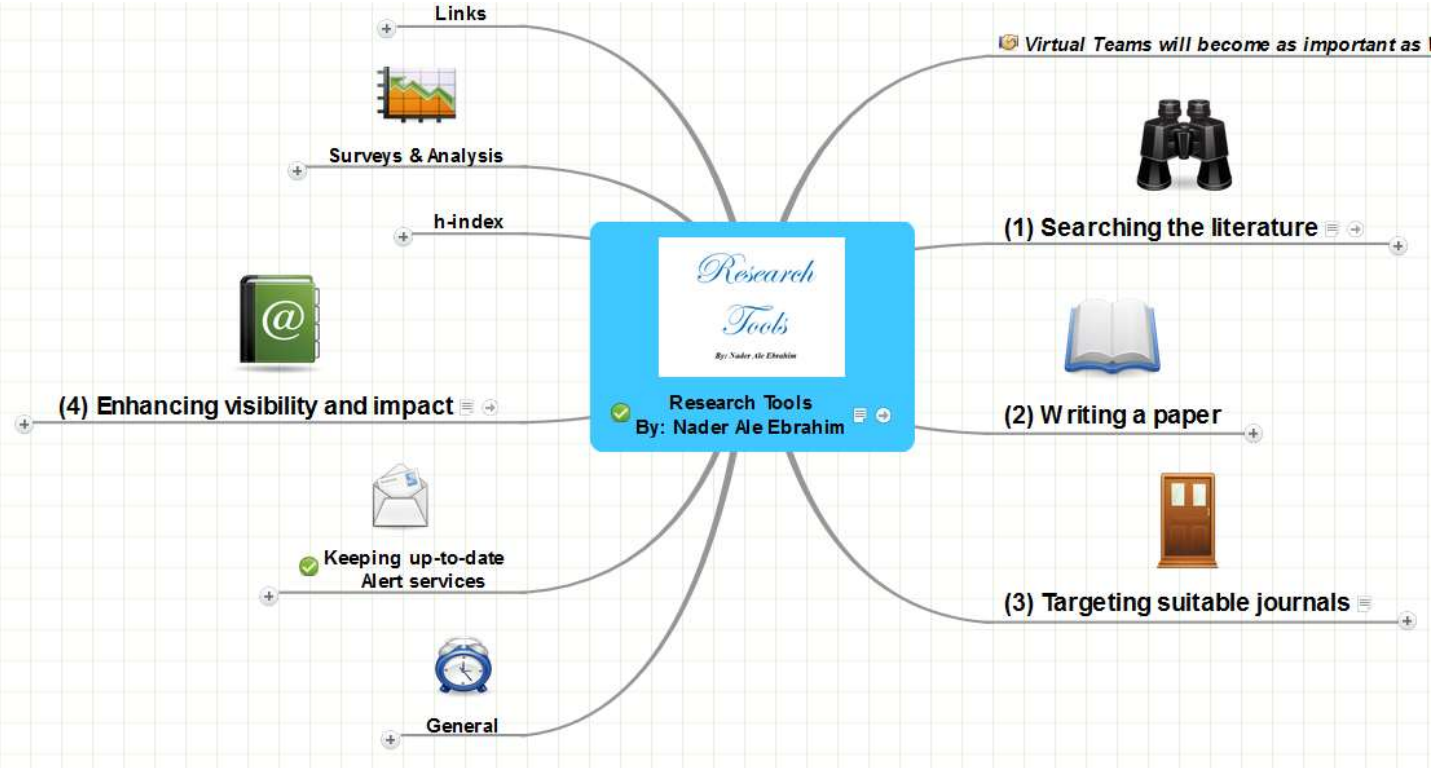
What is new

- Nader developed and introduced "Research Tools" for increasing the visibility and impact of the research which directly effects on the number of citations.



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Conclusion

Publishing research output in high-impact journals is a primary concern of researchers. But once their works are published, they are concerned about citation which is directly related to the paper's quality and visibility. The institutions in the developing countries should provide open access repository for their researchers. Next, the institutions/researchers can apply Nader's method (Research Tools) for increasing the visibility of their papers.

The field rankings table can be a reference for developing countries to select a field of study in the future.

Ale Ebrahim, N., et al., Effective Strategies for Increasing Citation Frequency. International Education Studies, 2013. 6(11): p. 93-99.

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