May 2014

How to Enhance Research Visibility & Citations

Available at: http://works.bepress.com/aleebrahim/84
How to Enhance Research Visibility & Citations
How to Enhance Research Visibility & Citations


Nader Ale Ebrahim, PhD

www.researcherid.com/rid/C-2414-2009
http://scholar.google.com/citations
Abstract:
Increase your research visibility in the academic world in order to receive comments and citations from fellow researchers across the globe, is essential. Because, The number of citations contributes to over 30% in the university rankings. Therefore, most of the scientists are looking for an effective method to increase their citation record.

Publishing a high quality paper in scientific journals is only the mid point towards receiving citation in the future. The balance of the journey is completed by advertising and disseminating the publications by using the proper “Research Tools”. Nader who has developed a method for increasing the visibility of the research, will get you familiar with the tools you need in order to grow your research visibility and raise the impact of research.

Keywords: H-index, Improve citations, Research tools, Bibliometrics
Objectives

• To increase a paper visibility, accessibility,
• To improve the quality of the article title and keywords
• To search and analyze the right journal to submit.
• To disseminate the publications by using “Research Tools” in order to increase citation
• To trace the citation
Outline

• Motivation
• Definition of h-index and g-index, Importance of h-index,
• How to use “Research Tools”,
• Paper title preparation, Selecting keywords,
• Target suitable journal
• Published Articles - Marketing,
• Online CV., Select the best paper repository
• Networking, Document Publishing, and finally
• Trace published article citation.
Motivations

- **Times Higher Education World University Ranking system** Citations — research influence (worth 32.5 per cent)

- **Professor Dr. Rajkumar Buyya** (Ph.D. in Computer Science and Software Engineering, **Monash University**, Melbourne, Australia, 2002)

- H-index comparisons, **Example**

- **Directory of Open Access Repositories**

- **H-Index Trends**
Enhancing the Visibility and Impact of Your Research

This workshop will cover various strategies for participants to consider as they undertake research activities.

The strategies are divided into three categories:

1. Preparing for Publication
2. Dissemination
3. Tracking Your Research

After attending this workshop, participants will be able to better understand tools and approaches that can be used to enhance author profiles, promote discoverability and access of research findings, and document evidence of research impact.

Upcoming Sessions

- Wed, March 26, 2014 - 12:00 PM - Register Now
HOW TO MAXIMISE THE VISIBILITY AND IMPACT OF YOUR RESEARCH: PATHWAYS TO OPEN ACCESS

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

Published on: 05-Apr-2010
01-Apr-2010 - 30-Apr-2010 0000hrs - 2330hrs

VENUE: LT 19 (N2-B2)

Contact Information:
Library Promotion Division
Tel: 6592 7543
email: library@ntu.edu.sg

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

To register, visit www3.ntu.edu.sg/lib/publishing.

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.
Knowledge Exchange Office

Seminar

KE Lunch Meeting
November 3, 2011 | 12:30 pm – 2:00 pm
Room P-603, Graduate House

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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Source: Researchers, publishers, libraries and data centres all have a role in promoting and encouraging data citation. (Available on: http://blogs.lse.ac.uk/impactofsocialsciences/2013/11/26/why-not-cite-data/)
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.
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.

<table>
<thead>
<tr>
<th>Researcher</th>
<th>A</th>
<th>Researcher</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper rank</td>
<td>Citations</td>
<td>Paper rank</td>
<td>Citations</td>
</tr>
<tr>
<td>1</td>
<td>10</td>
<td>1</td>
<td>1348</td>
</tr>
<tr>
<td>2</td>
<td>8</td>
<td>2</td>
<td>159</td>
</tr>
<tr>
<td>3</td>
<td>6</td>
<td>3</td>
<td>50</td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>4</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>0</td>
<td>6</td>
<td>3</td>
</tr>
</tbody>
</table>

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

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 $g^2$ 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.
Table 2: Publication and citation list of scientist S1

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

Predicting scientific success

H-index prediction


H-index calculator uses BitmapExporter by Mario Klingemann

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.


# distinct journals: number of different journals where you have published in.
Web application to calculate the single publication h index
(and further metrics) based on Google Scholar

by Andreas Thor (University of Leipzig, Germany) and Lutz Bornmann (Max Planck Society, Germany)

Source: http://labs.dbs.uni-leipzig.de/gsh/
Brazilian citation scheme outed
Thomson Reuters suspends journals from its rankings for ‘citation stacking’

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New perspectives of impact

**ACADEMIC IMPACT**
- Journal Impact Factor
- Citation counts

**SOCIETAL IMPACT**
- Download counts
- Page views
- Mentions in news reports
- Mentions in social media
- Mentions in blogs
- Reference manager readers
- ... etc.

The University of Pittsburgh has embedded PlumX widgets in their D-Scholarship institutional repository. You can see metrics across their institution at Plu.mX/Pitt. They have also built profiles for researchers across a variety of disciplines. Some sample profiles:

Peter Brusilovsky
Rebecca Crowley
Michael Pinsky
A Comparison between Two Main Academic Literature Collections: Web of Science and Scopus Databases

The Altmetric score is one measure of the quality and quantity of online attention that this article has received. You can read about how Altmetric scores are calculated here.

This article scored 3.75

The context below was calculated when this article was last mentioned on 13th May 2013

Compared to all articles in Asian Social Science

So far Altmetric has tracked 29 articles from this journal. They typically receive a little less attention than average, with a mean score of 1.0 vs the global average of 4.2. This article scored the same or higher as 28 of them. It's actually the highest scoring article in this journal that we've seen so far.

All articles of a similar age

Older articles will score higher simply because they've had more time to accumulate mentions. To account for age we can compare this score to the 73,149 tracked articles that were published within six weeks on either side of this one in any journal. This article has done well, scoring higher than 78% of its contemporaries.

All articles

More generally, Altmetric has tracked 1,648,093 articles across all journals so far. Compared to these this article has done well and is in the 79th percentile. It's in the top 25% of all articles ever tracked by Altmetric.
Genome Engineering of *Drosophila* with the CRISPR RNA-Guided Cas9 Nuclease


Corresponding authors: 8204B Biochemical Sciences Bldg., 440 Henry Mall, Madison WI 53706. E-mail: nharrison@wisc.edu, 8204B Biochemical Sciences Bldg., 440 Henry Mall, Madison, WI 53706. E-mail: wildonger@wisc.edu, 227D Robert M. Bock Labs, 1525 Linden Dr., Madison, WI 53706. E-mail: okconnor@wisc.edu

**Abstract**

We have adapted a bacterial CRISPR RNA/Cas9 system to precisely engineer the *Drosophila* genome and report that Cas9-mediated genomic modifications are efficiently transmitted through the germline. This RNA-guided Cas9 system can be rapidly programmed to generate targeted alleles for probing gene function in *Drosophila*.
Deep impact: unintended consequences of journal rank

Björn Brembs¹, Katherine Button² and Marcus Munafò³

¹ Institute of Zoology–Neurogenetics, University of Regensburg, Regensburg, Germany
² School of Social and Community Medicine, University of Bristol, Bristol, UK
³ UK Centre for Tobacco Control Studies and School of Experimental Psychology, University of Bristol, Bristol, UK

Most researchers acknowledge an intrinsic hierarchy in the scholarly journals (“journal rank”) that they submit their work to, and adjust not only their submission but also their reading strategies accordingly. On the other hand, much has been written about the negative effects of institutionalizing journal rank as an impact measure. So far, contributions to the debate concerning the limitations of journal rank as a scientific impact assessment tool have either lacked data, or relied on only a few studies. In this review, we present the most recent and pertinent data on the consequences of our current scholarly communication system with...
Nonlanguage factors affecting undergraduates' judgments of nonnative English-speaking teaching assistants

©2014 Nader Ale Ebrahim
Teaching Elementary Students Who Speak Black English Vernacular to Write in Standard English: Effects of Dialect Transformation Practice

Abstract

Although nonstandard dialects of English are legitimate forms of spoken language used by many Americans, students in U.S. schools must acquire writing competence using Standard English (SE). Participants in this study were 3rd- and 4th-grade African-American students who exhibited Black English Vernacular (BEV) features in their written work. Six syntactic features differing in BEV and SE were targeted. Students received one of three treatments to increase their use of the SE features in their writing: (1) exposure to SE features in stories; (2) story exposure plus explanation of SE rules; and (3) story exposure, SE rule instruction, and guided practice transforming sentences from BEV to SE features. The third treatment proved most effective in enabling students to translate BEV sentences into SE forms and to employ the targeted SE features in their free writing. Results indicate that having students practice translation constant features that build their own writing and receiving explicit corrective feedback are
Research Tools Mind Map

- Links
- h-index
- Survey
- Virtual Teams will become as important as
- (1) Searching the literature
- (2) Writing a paper
- (3) Targeting suitable journals
- (4) Enhancing visibility and impact
- Keeping up-to-date Alert services
- Download
Authors cite a work because:

– It is relevant (in some way) to what they’re writing
– They know it exists

Strategies for Enhancing the Impact of Research

Improving access and retrieval of your research study is the surest way to enhance its impact. Repetition, consistency, and an awareness of the intended audience form the basis of most the following strategies.

Preparing for Publication
Dissemination
Keeping Track of Your Research

Source: Washington University School of Medicine, St. Louis Missouri
Preparing for Publication – Writing

- Use a unique name consistently throughout academic careers;
- Use a standardized institutional affiliation and address;
- Repeat key phrases in the abstract while writing naturally;
- Assign keyword terms to the manuscript;
- Use more references;
- Write a longer paper;
- Write a review paper;
- Present a working paper;


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Preparing for Publication – Collaboration & Journal Selection

- Publish with international authors;
- Publish papers with a Nobel laureates;
- Publish your article in one of the journals everyone in your discipline reads;
- Open Access (OA) has a positive impact on growth of citations;
- Publish your work in a journal with the highest number of indexing.


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The preferred form of an author's name is **first name** and **last name**; this form reduces the likelihood of mistaken identity. **Use the same name for publication throughout your career**; that is, do not use initials on one manuscript and your full name on another one. Determining whether **Juanita A. Smith** is the same person as **J. A. Smith**, **J. Smith**, or **A. Smith** can be difficult, particularly when citations span several years.
To be the best, cite the best

Citation analysis picks out new truth in Newton's aphorism that science 'stands on the shoulders of giants'.

The mass of medium-level research is less important for inspiring influential breakthroughs than the most highly-cited papers, a citation study argues.

Strategies for Enhancing the Impact of Research

Preparing for Publication

• Add the name of study in the title of all publications and use the same title/ name consistently.

• Assign keyword terms to the manuscript.

• Formulate a concise, well-constructed title and abstract. Include crucial keywords in the abstract.

• Publish your work in an open access journal.

• Consider the desired audience when choosing a journal for publication.

Source: Washington University School of Medicine, St. Louis Missouri

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As an author, you can dramatically improve the chances of your article being downloaded once it’s online, before you even submit it!

There are three easy steps you can take to ensure it enjoys high usage:

Choose a descriptive title
Use appropriate keywords
Write an informative abstract

Source: http://www.emeraldinsight.com/authors/guides/promote/optimize1.htm
Selecting keywords
Improving Readership of Your Articles

Appearing at the top of the list of search results, and having a useful description of your work, greatly improve the likelihood that a reader will find and download your document.

• Abstracts should include keywords that potential readers are likely to use in searches. It is especially valuable to modify and reuse words that appear in the document's title and full text to improve the article's rank when readers search for those words.

• The first sentence of the abstract is all that is likely to be displayed in the search page results, so make your first sentence one that will encourage readers to click the link.
Keywords

Selecting keywords lead to get more citation.

Google AdWords
Google Trends
MeSH (Medical Subject Headings)

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Hi there! This issue, we are going to explain how KeyWords Plus broadens your search. KeyWords Plus is the result of our Thomson Reuters editorial expertise in Science.

What our editors do is to review the titles of all references and highlight additional relevant but overlooked keywords that were not listed by the author or publisher. With KeyWords Plus, you can now uncover more papers that may not have appeared in your search due to changes in scientific keywords over time.

Thanks and keep your feedback and questions coming!

Smiles,

Lim Khee Hiang
Ph.D., Principal Consultant
Title=(Technology Management)

Results found: 3910

Sum of the Times Cited: 15123
Sum of Times Cited without self-citations: 14589
Citing Articles: 13739
Citing Articles without self-citations: 13457
Average Citations per Item: 3.87
h-index: 50

Source: Web of Science®, Retrieved 26 May 2013
Citation Report: 1684
(from Web of Science Core Collection)

You searched for: TITLE: ("human rights")
Refined by: WEB OF SCIENCE CATEGORIES=( LAW ) AND DOCUMENT TYPES=( ARTICLE )

Results found: 1684

Sum of the Times Cited [?] : 4625
Sum of Times Cited without self-citations [?] : 4078

Citing Articles: [?] : 3329
Citing Articles without self-citations [?] : 3013

Average Citations per Item [?] : 2.75

h-index [?] : 29

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Title=("Stem Cells")
Refined by: Web of Science
Categories=(CELL TISSUE ENGINEERING)

Results found: 5044

Sum of the Times Cited: 102181
Sum of Times Cited without self-citations: 91107

Citing Articles: 46925
Citing Articles without self-citations: 43823

Average Citations per Item: 20.26

h-index: 132

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Optimize Title/Abstract

Step 1: Construct a clear, descriptive title
In search engine terms, the title of your article is the most interesting element. The search engine assumes that the title contains all of the important words that define the topic of the piece and thus weights words appearing there most heavily.

Step 2: Reiterate key phrases
The next most important field is the text of the abstract itself. You should reiterate the key words or phrases from the title within the abstract itself.

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

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

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Compare Keywords
“Senior Population” with “Aged”
Compare Keywords
“Senior Population” with “Aged”
Target Suitable Journal
Strategies to increase citations

- Target a journal with a high impact factor, or, in fact, with any impact factor at all!
- Choose a new, rapidly growing field of research. Articles on hot topics tend to cite much more recent references than those in more traditional fields.
- Target journals in rapidly growing research fields because they tend to publish papers with a short time interval from submission to acceptance.
- Write research articles, technical notes and reviews. For the purposes of calculating citations, these are considered “citable” items. Editorials, letters, news items and meeting abstracts are “non-citable items”.
- Write reviews in addition to research papers. Reviews are more likely to be cited than original research papers.
- Write at length. Longer articles are cited more often.
Strategies to increase citations

• Make it easy for others to access your work. Online availability of articles clearly increases citations (and therefore, the journal’s impact factor). It helps if researchers can find relevant articles and access them instantly, rather than working their way through barriers of passwords and technicalities. This effect will increase with the availability of search engines like Google Scholar.
  – Target “open access” journals (especially if they have an impact factor).
  – Make your work available via the Google searches/ResearcherID.
  – Put the address for your ResearcherID page into your email signature as a clickable link.

• Don’t write as a member of a consortium. It’s better to be one in a list of individual authors. Some evidence shows citations to articles written by consortia have been undercounted.

• Find quick publication Journals

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One key request of researchers across the world is unrestricted access to research publications. Open access gives a worldwide audience larger than that of any subscription-based journal and thus increases the visibility and impact of published works. It also enhances indexing, retrieval power and eliminates the need for permissions to reproduce and distribute content.
<table>
<thead>
<tr>
<th>Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal impact factor</td>
</tr>
<tr>
<td>Indexation</td>
</tr>
<tr>
<td>Journal prestige</td>
</tr>
<tr>
<td>Relevance of research topics</td>
</tr>
<tr>
<td>Acceptance/rejection rates</td>
</tr>
<tr>
<td>Size of print circulation</td>
</tr>
<tr>
<td>Manuscript turnaround time</td>
</tr>
<tr>
<td>Editors characteristics</td>
</tr>
<tr>
<td>Quality of reviewer comments</td>
</tr>
<tr>
<td>Previous experience with publishing in the journal</td>
</tr>
<tr>
<td>Colleagues' recommendations</td>
</tr>
<tr>
<td>International status</td>
</tr>
<tr>
<td>Open access</td>
</tr>
<tr>
<td>Publication charges</td>
</tr>
<tr>
<td>Promotion at social platforms (eg Facebook, Twitter)</td>
</tr>
<tr>
<td>Press attention to the journal</td>
</tr>
</tbody>
</table>

Abstracted/indexed in

1. ABI/INFORM
3. Australian Business Deans' Council (ABDC) Journal Quality List
4. Australian Research Council ERA Ranked Journal List
5. Compendex
6. Computer Abstracts International Database
7. Current Contents / Engineering, Computing & Technology
8. Current Contents / Social & Behavioural Sciences
9. Emerald Management Reviews (EMR)
10. INSPEC Abstracts
11. International Abstracts in Operations Research
12. OR/MS Index and Annual Comprehensive Index
13. Science Citation Index
14. Social Science Citation Index
15. SCOPUS
16. Zentralblatt MATH

• Source: Journal of the Operational Research Society

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Where should I submit my publication?

If you want your article to …

• Publish in most influential or highly cited journal
  → Use Impact Factor or
  → 5 Year Impact Factor (for subjects need longer citation period, e.g. GEOLOGY or MANAGEMENT or SOCIOLOGY, etc)

• To reach out to readers and be read immediately
  → Use Immediacy Index

• Stay active in journal collection
  → Use Cited Half Life

Note: The above only serves as general guidelines, deeper understanding of JCR, the subjects and dynamic publication cycles are crucial when deciding where to publish your paper.
“Self-citation refers to a paper being submitted to a specific journal in which papers that have been published during the previous 2 years in that same journal are cited in the reference list. While self-citation of relevant papers is legitimate, excessive self-citation can indicate a manipulation.

Thomson Reuters resource known as Web of Science, the company which now lists journal impact factors, considers self-citation to be acceptable up to a rate of 20%, anything over that is considered suspect” (Diana Epstein, 2007).

Self-citation rates across groups of disciplines

- **Engineering Sciences**: 41%
- **Natural Sciences**: 32%
- **Language Information and Communication**: 30%
- **Social and Behavioral Sciences**: 29%
- **Law Arts and Humanities**: 23%
- **Interdisciplinary Soc. and Behav. Sciences**: 22%
- **Medical and Life Sciences**: 19%

*Source: Centre for Science and Technology Studies, 2007.*


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There are inherent differences between different fields with regards to citation behavior. For some fields such as Mathematics or Economics it takes longer to reach the peak of citation activity.
Figure 1: Mean H-index Scores by Field of Study

Source: Making Research Count: Analyzing Canadian Academic Publishing Cultures

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The origins of citations to academic social scientists in five disciplines, by university rank and the type of outputs

<table>
<thead>
<tr>
<th>Type of Output</th>
<th>Lecturer</th>
<th>Senior Lecturer</th>
<th>Professor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Article</td>
<td>80</td>
<td>66</td>
<td>80</td>
</tr>
<tr>
<td>All book outputs</td>
<td>13</td>
<td>29</td>
<td>12</td>
</tr>
<tr>
<td>Discussion &amp; Working papers</td>
<td>6</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Conference Paper</td>
<td>0.7</td>
<td>0.6</td>
<td>0.8</td>
</tr>
<tr>
<td>Research Report</td>
<td>0.3</td>
<td>0.7</td>
<td>0.8</td>
</tr>
<tr>
<td>Other</td>
<td>0.1</td>
<td>1.5</td>
<td>0.0</td>
</tr>
<tr>
<td>Not available</td>
<td>0.2</td>
<td>0.0</td>
<td>0.1</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Percentage of all citations</td>
<td>18.2</td>
<td>14.1</td>
<td>67.7</td>
</tr>
</tbody>
</table>

Source: LSE PPG dataset.

Citation trends for different types of publications

Source: Scopus
Disseminate Publications (Advertising)
WHAT IS A GOOD SCIENTIFIC ARTICLE?

Novelty    Communication

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

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Numbers are GREAT

but what’s the impact of the research?


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SOCIAL MEDIA

Share your findings...
And get cited

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

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Online or Invisible?

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!

Both Facebook page likes and number of Twitter followers correlate (equally well!) with impact factor \((r = 0.59, p = 0.021; r = 0.59, p = 0.021\) respectively).

Dissemination 1/2

- Self-archive articles
- Keep your professional web pages and published lists up to date
- Make your research easy to find, especially for online searchers
- Deposit paper in Open Access repository
- Contribute to Wikipedia
- Start blogging

• Join academic social networking sites
• link your latest published article to your email signature
• Create a podcast describing the research project and submit the podcast to YouTube or Vimeo
• Make an online CV.

8 Ways to increase usage and citation of published papers

1. Create your own website
2. Create Mind Map
3. Do Search Engine Optimization (SEO)
5. Join Twitter
6. Join academic social networking sites
7. Join LinkedIn
8. Deposit papers in repositories

Adopted from “10 Ways to Increase Usage and Citation of your Published Article Using Social Media” ©2014 Nader Ale Ebrahim
Citation Competition

• Always upload preprints of your papers either on the Los Alamos ArXiv or NEC Citeseer or both. This gives your papers visibility.

• When writing a paper, use the introduction to provide a motivating context. So it grabs the interest of the reader.

• When writing a paper the goal is for you to communicate ideas in the clearest way. The more people that can understand your paper, the more it will be cited.

• Keep track of all your international contacts by using the LinkedIn web utility.
Citation Competition

- Take 50 photocopies of your best 1-2 papers to conferences, and leave them on the brochure desk as a handout.
- Maintain your publication list on your home page. Make an attractive homepage that is clear about what you are working on.
- Conference papers do not get ISI citation counts. So the trick is to ensure that after a conference you take that paper, correct it, extend it, and submit it to a journal.
- When your paper is finally published, individually email the pdf to selected collaborators and contacts that you have met at conferences etc.

Source: Derek - https://www.eleceng.adelaide.edu.au/personal/dabbott/wiki/index.php/Citation_Competition
Online CV.
Why online CV.?

Increased access to publications leads to higher visibility and thus increased impact.

Source: Morag Greig, Enlighten: Glasgow’s University’s online institutional repository
Pre-registration Page

To register to use the Editorial Manager system, please enter the requested information. Upon successful registration, you will be sent an e-mail with instructions to verify your registration.

Please Enter the Following

First Name*  Nader
Last Name*    Ale Ebrahim
E-mail Address*
ORCID          0000-0001-7091-4439
               (e.g.: 1234-1234-1234-123X)

WARNING - If you think you already have an existing registration of any type (Author, Reviewer, or Editor) in this system, please DO NOT register again. This will cause delays or prevent the processing of any review or manuscript you submit. If you are unsure if you are already registered, click the 'Forgot Your Password?' button.

If you are registering again because you want to change your current information, changes must be made to your existing information by clicking the 'Update My Information' link on the menu bar. If you are unsure how to perform these functions, please contact the editorial office.

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Profile

Open Researcher and Contributor ID

ORCID

0000-0001-7091-4439
Build an online Curriculum Vitae

• Register with **ResearcherID** (Web of Science) and **ORCID**


[ResearcherID](http://libguides.library.curtin.edu.au/content.php?pid=417077&sid=3408994) – an older id system associated with the Web of Science (WOS). Your ORCID and ResearcherID profiles can easily be linked. Citation counts for publications in ResearchID are automatically updated from WOS.

[ORCID](http://library.buffalo.edu/scholarly/action/) (Open Researcher and Contributor ID) – a new, broadly supported researcher profile that creates a unique author identification number. By creating an authoritative publication list associated with your ID number, you can minimize confusion with other researchers with similar names.

See more at: [http://library.buffalo.edu/scholarly/action/](http://library.buffalo.edu/scholarly/action/)
Google Scholar Citations

– Track citations to your articles over time
– Check who is citing your publication
– Appear in Google Scholar search results (with a public profile)

• Sign up for Google Scholar Citations.

See more at: http://www.library.auckland.ac.nz/biblioinformatics/personal.htm

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Select the best paper repository
Repositories can disseminate information

**Universities can:**
- Meet accountability requirements
- Improve the brand image of the university
- Preserve academic research outputs permanently and effectively
- Promote cooperation with industry and contribute to the local communities
- Reduce the costs of taking charge of academic information

**Researchers can:**
- Gain greater visibility for their research achievements
- Establish the channel for the dissemination of research outputs
- Reduce the cost of preservation and dissemination of research outputs
- Raise the citation rates of their articles

*Source: What is an academic repository?*
Optimize citations

• Put your article in an institutional or subject repository.

• Publicize yourself - link to your latest article in your email signature.

• Make your article more accessible

• Make your article more visible
  – Reading lists
  – Department website or personal webpage
  – Twitter and Facebook
  – LinkedIn
  – Join academic social networking sites
  – CiteULike
  – Email signature

• Source: Optimize citations -http://journalauthors.tandf.co.uk/beyondpublication/optimizingcitations.asp
• And
• Promote your article - http://journalauthors.tandf.co.uk/beyondpublication/promotearticle.asp
Copyright issue

If your publisher does not give permission to give access to the definitive publisher's version/pdf, in many cases it is permitted to make the last author's version available (i.e. the version after peer review). This version has the same scientific content, but lacks the publisher's lay-out. More information can be found at SHERPA/RoMEO and the Open Access and Copyright site.

Source: Digital Academic Repository of the University of Amsterdam
Modularity and Commonality Research: Past Developments and Future Opportunities

SEBASTIAN K. FIXSON

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Massachusetts Institute of Technology
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fixson@mit.edu

This version: December 28, 2006

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Preprint version vs. publisher's version


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ABSTRACT

This article introduces and discusses the concept of academic search engine optimization (ASEO). Based on three recently conducted studies, guidelines are provided on how to optimize scholarly literature for academic search engines in general and for Google Scholar in particular. In addition, we briefly discuss the risk of researchers’ illegitimately ‘over-optimizing’ their articles.

2. RELATED WORK

On the Web, search engine optimization (SEO) for Web sites is a common procedure. SEO involves creating or modifying a Web site in a way that makes it “easier for search engines to both crawl and index [its] content” [4]. There exists a huge community that discusses the latest trends in SEO and provides advice for Webmasters in forums, blogs, and newsgroups. Even research articles and books exist on the subject of SEO [5-10]. When SEO

Academic Search Engine Optimization (ASEO)
OPTIMIZING SCHOLARLY LITERATURE
FOR GOOGLE SCHOLAR & CO.

JÖRAN BEEL, BELA GIPP, AND ERIK WILDE

This article introduces and discusses the concept of academic search engine optimization (ASEO). Based on three recently conducted studies, guidelines are provided on how to optimize scholarly literature for academic search engines in general, and for Google Scholar in particular. In addition, we briefly discuss the risk of researchers’ illegitimately ‘over-optimizing’ their articles.

Keywords: academic search engines, academic search engine optimization, ASEO, Google Scholar, ranking algorithm, search engine optimization, SEO

INTRODUCTION

Researchers should have an interest in ensuring that their articles are indexed by academic search engines such as Google Scholar, IEEE Xplore, PubMed, and SciVerse, which greatly improves their ability to make their articles available to the academic community. Not only should authors take an interest in seeing that their articles are indexed, they also should be interesting in where the articles are displayed in the results list. Like any other type of ranked search results, articles displayed in top positions are more likely to be read.

This article presents the concept of academic search engine optimization (ASEO) to optimize scholarly literature for academic search engines. The first part of the article covers related work that has been done mostly in the field of general search engine optimization for Web pages. The second part defines ASEO and compares it to search engine optimization for Web pages. The third part provides an overview of ranking algorithms of academic search engines in general, followed by an overview of Google Scholar’s ranking algorithm. Finally, guidelines are provided on how authors can optimize their articles for academic search engines. This article does not cover how publishers or providers of

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Open Access and Scopus: A New Approach to Scientific Visibility From the Standpoint of Access

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The last few years have seen the emergence of several open access (OA) options in scholarly communication, which can be grouped broadly into two areas referred to as gold and green roads. Several recent studies have shown how large is the extent of OA is, but there have been few studies showing the impact of OA in the visibility of journals covering all scientific fields and geographical regions. This research presents a series of informative analyses providing a broad overview of the degree of proliferation of OA journals in a data sample of about 17,000 active journals indexed in SciVerse. The study shows a new approach to scientific visibility from a systematic combination of four databases: Scopus, the Introduction

The scientific community is a key platform for research activity, and publishing is the formal mechanism through which researchers make contributions to the body of scientific knowledge. Thus, the documents configuring the bibliographic dimension of a discipline also can be seen as systems of production and divulgation of knowledge (Kerzetski, 1982). Journals and databases are the protagonists in scientific communication. Their value and implications for science go beyond purely bibliographic relevance, as they become the central elements in the scientific communication.
Ale Ebrahim, Nader

SSRN Author Rank (from 229,000 authors): 2,846 by Downloads
Aggregate Statistics, Total Downloads 7,429

See more at: http://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=1379350
Networking
Microblogging
Why should you share links to your published work online?

According to Dr Melissa Terras from the University College London Centre for Digital Humanities, “If you tell people about your research, they look at it. Your research will get looked at more than papers which are not promoted via social media” (2012).
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
Nader Ale Ebrahim

University of Malaya, Malaysia, Department of Engineering Design & Manufacture, Faculty of Engineering, Graduate Student

Research Interests: Collaborative Systems, Global Virtual Teams, International Management, Electronic-Collaboration (E-C), and 40 more

About: Nader Ale Ebrahim has a Technology Management PhD degree ... more

Advisors: Dr. Salwa Hanim Binti Abdul Rashid, Dr. Shamsuddin Ahmed, Prof. Zahari Taha

PAPERS

Introduction to the Research Tools Mind Map
Download (.pdf)

Does Criticisms Overcome the Praises of Journal Impact Factor
Download (.pdf)
Academic blogging is part of a complex online academic attention economy. Just like a taller, more powerful radio tower will boost a signal so it can be heard at a greater distance; it makes sense that more people will read a paper if the writer is active on social media. Of course, because we wrote it, we think it’s great that our paper has proved so popular, but we have to ask: in the future, will the highest quality papers be read most? Or will it be only those papers backed up by the loudest voices?

Blogs

- Wordpress
- Weebly
- Blogger
New Article Acceptance: Multiagent Systems as a Team Member

I have received notice that my article titled Multiagent Systems as a Team Member will be published by Common Ground Publishing in their journal: The International Journal of Technology, Knowledge, and Society. The web page for the journal follows: http://ijt.cgpublisher.com

No date as to when the article will be published but it should be this fall. Listed below is the abstract for the journal article to give those interested an indication of what the article is about.

Abstract

With the increasing complex business environment that organizations have to operate in today, teams are being utilized to complete complex tasks. Teams are being utilized as a result of the need to do and provide more services in less time, to the demands of global competition. To adequately fulfill the demands of global competition, organizations depend on the successful completion of projects by teams. The success of teams is contingent on the efficacy of their members. Multiagent systems have been shown to be effective in mimicking human behavior and to support the integration of diverse knowledge and diverse information. In this research, a multiagent system is used to support the integration of diverse knowledge and diverse information among team members.
Elsevier AudioSlides Authoring Environment Login

Please enter your DOI and password, which have been sent to you by email

DOI

Password

log in

Reset Password >

Source: http://www.elsevier.com/about/content-innovation/audioslides-author-presentations-for-journal-articles

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Virtual Communities and Mobile Devices

Tom Stewart, Executive Chairman of System Concepts, is founding editor of the research journal Behaviour and Information Technology which was established 30 years ago this year. Technology has changed dramatically in that time but understanding how to design interfaces which are effective, efficient and satisfying for users is still a challenge.

There are two themes in this issue of Behaviour and Information Technology - Vol 30 Issue 5 – virtual communities and mobile devices. In this editorial, Tom explores some of the benefits and pitfalls when both themes come together:
Figshare-A self-publishing service

Figshare is a repository where users can make all of their research outputs available in a citable, shareable and discoverable manner. This service allows users to upload any file format to be made visualisable in the browser so that figures, datasets, media, papers, posters, presentations and filesets can be disseminated in a way that the current scholarly publishing model does not allow.

Source: Figshare: good or bad?
Scribd is the world's largest digital library where people can publish, discover, and read books and documents of all kinds on the web or any mobile device. Millions of books and documents have been contributed to Scribd by the community and this content reaches an audience of 100 million people around the world every month.

- Source: http://www.scribd.com/about
SlideShare is the world's largest community for sharing presentations. With 60 million monthly visitors and 130 million pageviews, it is amongst the most visited 200 websites in the world. Besides presentations, SlideShare also supports documents, PDFs, videos and webinars.

See more at: http://www.slideshare.net/about
The Internet Archive is a non-profit that was founded to build an Internet library. Its purposes include offering permanent access for researchers, historians, scholars, people with disabilities, and the general public to historical collections that exist in digital format. Founded in 1996. Now the Internet Archive includes texts, audio, moving images, and software as well as archived web pages in our collections, and provides specialized services for adaptive reading and information access for the blind and other persons with disabilities. (Example)

See more at: http://archive.org/about/
Trace published article citation
The importance of citation tracking

The standard tool used in citation tracking is a citation index. Citation indexes allow you to search the academic literature in ways that show the progress of academic debate in your field. With a citation index, you can easily identify the most influential articles, and the leading academics in your field. You can track backwards (using lists of cited articles) and forwards (using lists of articles which cite a particular article). This means that you can determine the position of academic debate at any time in the past.


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What is an alert service?

- Many journal databases and book publishers offer free alert services. These are an effective means of keeping track of the latest research.

- Alert services come in different forms. The most common include:

  - a search alert. This is a saved search which alerts you when a book or article that matches your search terms is published.
  - a TOC (Table of Contents) alert. Such an alert notifies you when a new issue of a journal is published, and provides you with the issue's table of contents.
  - a citation alert. This advises you when a new article cites a particular work.
  - Most alert services are email-based. An increasing number are now offered as an RSS feed. If you are just beginning, you might like to try email alerts first. These are generally easier to create.
Keeping up-to-date

Create a Google Alert
• Enter the topic you wish to monitor.
• Search terms:
• Type:
• How often:
• Email length:
• Your email:
Record Citation

- **KNOWN CITATIONS**
- **Mind Map**

![Mind Map Image]
Thank you!

Nader Ale Ebrahim, PhD

http://scholar.google.com/citations

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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](http://www.timeshighereducation.co.uk/world-university-rankings/2010-2011/analysis-methodology.html)
Source: http://www.timeshighereducation.co.uk/world-university-rankings/2010-2011/analysis-methodology.html
The essential elements in our world-leading formula

Underpinning the World University Rankings is a sophisticated exercise in information-gathering and analysis: here we detail the criteria used to assess the global academy’s greatest universities.

The Times Higher Education World University Rankings 2012-2013 are the only global university performance tables to judge research-led universities across all their core missions - teaching, research, knowledge transfer and international outlook. We employ 13 carefully calibrated performance indicators to provide the most comprehensive and balanced comparisons, which are trusted by students, academics, university leaders, industry and governments. The methodology for the 2012-2013 World University Rankings is identical to that used for the 2011-2012 tables, offering a year-on-year comparison based on true performance rather than methodological change.

Our 13 performance indicators are grouped into five areas:
- Teaching: the learning environment (worth 30 per cent of the overall ranking score)
- Research: volume, income and reputation (worth 30 per cent)
- Citations: research influence (worth 30 per cent)
- Industry income: innovation (worth 2.5 per cent)
- International outlook: staff, students and research (worth 7.5 per cent).

Exclusions
Universities are excluded from the Times Higher Education World University Rankings if they do not teach undergraduates; if they teach only a single narrow subject; or if their research output amounted to fewer than 1,000 articles between 2006 and 2010 (200 a year).

In some exceptional cases, institutions that are below the 200-paper threshold are included if they have a particular focus on disciplines with generally low publication volumes, such as engineering or the arts and humanities.

Further exceptions to the threshold are made for the six specialist subject tables.

Source: http://www.timeshighereducation.co.uk/world-university-rankings/2012-13/world-ranking/methodology

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This report reflects citations to source items indexed within Web of Science. Perform a Cited Reference Search to include citations to items not indexed within Web of Science.
Rajkumar Buyya
Director, CLOUDS Lab, University of Melbourne and CEO, ManjraSoft Pty Ltd, Australia
Cloud Computing - Distributed Systems - Parallel Computing - Distributed Computing - Middleware
Verified email at unimelb.edu.au
Homepage

Citation indices

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Citations to my articles

Co-authors

Srikumar Venkatraman
Rajiv Ranjan
Rodrigo N. Calheiros
Saurabh Garg
Chee Shin Yeoh
Anton Beloglazov
Dr Suraj Panda
Marcos Assunção
Manzur Muhammad
César A. F. Delgado

Title / Author
Cloud computing and emerging IT platforms: Vision, hype, and reality for delivering computing as the 5th utility
R Buyya, CS Yeo, S Venugopal, J Broberg, I Brandic
Future Generation Computer Systems 25 (6), 599-616

Gridsim: A toolkit for the modeling and simulation of distributed resource
User profiles for Rajkumar Buyya

Rajkumar Buyya
Director, CLOUDS Lab, University of Melbourne and CEO, ManjraSoft Pty Ltd, Australia
Verified email at unimelb.edu.au
Cited by 25051

Cloud computing and emerging IT platforms: Vision, hype, and reality for delivering computing as the 5th utility

R Buyya, CS Yeo, S Venugopal, J Broberg... - Future Generation ... , 2009 - Elsevier
With the significant advances in Information and Communications Technology (ICT) over the last half century, there is an increasingly perceived vision that computing will one day be the 5th utility (after water, electricity, gas, and telephony). This computing utility, like all other ...
Cited by 1631 Related articles All 35 versions Cite

Gridsim: A toolkit for the modeling and simulation of distributed resource management and scheduling for grid computing

R Buyya, M Murshed - Concurrency and Computation: Practice ..., 2002 - Wiley Online Library
Abstract Clusters, Grids, and peer-to-peer (P2P) networks have emerged as popular paradigms for next generation parallel and distributed computing. They enable aggregation of distributed resources for solving large-scale problems in science, engineering, and ...
Cited by 1218 Related articles All 31 versions Cite

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It is important to note that there is no substitute for quality work. Please do carry out path-breaking research and produce outstanding results by demonstrating their usefulness both theoretically and experimentally. It is equally important to enhance its impact by making the outcomes of your research work easily accessible to your peers and the larger community. Your efforts and willingness to genuinely share research outcomes with the community will lead to better citations to your work. This in turn leads to other outcomes and recognitions such as increased chances of (a) receiving invitations to present seminars and possibly keynote talks at conferences; (b) getting surprise emails from prospective employers; (c) obtaining industrial consulting opportunities; (d) gaining media attention; (e) winning grants, (f) attracting brilliant students, (g) receiving promotions, and so on and so forth. If all goes well, you might one day become a celebrity intellectual!
The crimmigration crisis: immigrants, crime, & sovereign power

JP Stumpf - Bepress Legal Series, 2006 - law.bepress.com
Abstract This article provides a fresh theoretical perspective on the most important development in immigration law today: the convergence of immigration and criminal law. Although the connection between immigration and criminal law, or “crimmigration law,” is ...
Cited by 244 Related articles All 21 versions Cite Save

States of Confusion: The Rise of State and Local Power Over Immigration

JP Stumpf - NCL rev., 2007 - HeinOnline
Federal immigration law has evolved from a stepchild of foreign policy into a national legislative and regulatory scheme that intersects with the triumvirate of state power: criminal law, employment law, and welfare. Shifting the locus of immigration law out of the category of foreign affairs ...
Cited by 107 Related articles All 8 versions Cite Save
The sequence of the human genome
[PDF] from fu-berlin.de ..., XH Zheng, L Chen, M Skupski, G Subramanian... - science, 2001
... George L. Gabor Miklos 2,; Catherine Nelson 3,; Samuel Broder 1,; Andrew G. Clark 4,; Joe Nadeau 5,; Victor A. McKusick 6,; Norton Zinder 7,; Arnold J ... Chunhua Yan 1,; Alison Yao 1,; JaneYe 1,; Ming Zhan 1,; Weiqing Zhang 1,; Hongyu Zhang 1,; Qi Zhao 1,; Liansheng Zheng 1,; Fei Zhong ...
Cited by 8600 - Related articles - BL Direct - All 48 versions
Example

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</tbody>
</table>


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Directory of Open Access Repositories

- **ASIA**
  - Japan
  - Malaysia

- **EUROPE**
  - Belgium
  - Germany
  - United Kingdom
Directory of Open Access Repositories

Proportion of Repository Organisations by Continent - Worldwide

Total = 2064 organisations

OpenDOAR - 18-Oct-2013

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Proportion of Repositories by Country - Worldwide

United States: 17.1%
United Kingdom: 8.9%
Germany: 6.8%
Japan: 6.8%
Spain: 6.8%
France: 6.8%
Poland: 6.8%
Brazil: 6.8%
Italy: 6.8%
India: 6.8%
Other: 42.2%

Total = 2463 repositories

OpenDOAR - 18-Oct-2013
Directory of Open Access Repositories Asia

Proportion of Repositories by Country - Asia

- Japan: 32.7%
- India: 14.8%
- Taiwan: 8.4%
- China: 13.5%
- Indonesia: 7.2%
- Malaysia: 4.3%
- Turkey: 3.5%
- Korea, Republic of: 2.6%
- Other: 12.3%

Total = 431 repositories

OpenDOAR - 18-Oct-2013

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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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## Malaysia’s H-index 1996 - 2012

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<th>Documents</th>
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<td>1,763,766</td>
<td>31,393,290</td>
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