Blogging and Microblogging for enhancing the research accessibility

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Blogging/Microblogging for enhancing the research accessibility

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

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Abstract:

Scholarly blogs and Microblogs such as Twitter are increasingly attracting attention as new channels of science communication. Blogs and microblogging services like Twitter get your research seen by more non-academics than your peer reviewed papers will ever be. The importance of this is not to be dismissed. Blogs and microblogs are vital tools for academics to publicly communicate about research developments and findings. Academics can also gain feedback from other peers, as well as expand their networks and enhance research visibility.

This presentation will provide guidelines on blogs and microblogs as tools for increasing the article visibility and citations. Increased visibility online helps your offline recognition.

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

Research Tools
By: Nader Ale Ebrahim
Part 1: Start Blogging and Share your Blog Post with Target Researchers
Congratulations! You’ve just received confirmation from the journal that the hard part is over; your work will be published soon. Now it’s time to start spreading the word around your findings and analysis.

Source: http://hub.ahc.umn.edu/communications/public-relations/promote-your-research
Promote your publications

• Use social media such as blogs, twitter and Facebook to highlight your research
  – Develop your online network
  – A distributed online identity

Source: http://www.slideshare.net/uclibrarybibliometrics/citation-impact-introduction
How much time does a conference take?

• Step 1: Preparation - 33 hours
  – 1.3. Writing a paper - 20 hours

• Step 2: The conference - 3 days
  – 2.2. Networking - 3 days

What is a blog?

“Personal or corporate website in which the author writes, as their opinions, impressions, etc., so as to make them public and receive reactions and comments about them.”  
(Source: Blogging as an Educational Tool, Tom Barnes, Technology Coordinator Southwest Plains Regional Service Center)

- Free
- A web based journal
- Can be private or published for anyone to access
- Readers can make comments on the different posts
- Owned by the user
- Hosted by the blog site provider - blogger
- You can add text or upload pictures
Definition of Terms

Blog: The term is a shortened version of web log. It is a personal online publishing system which allows individuals to write and publish their opinions, thoughts and feelings on the internet on any subject they fancy.

Blog posts: These are individual articles posted on a blog. They are also simply known as ‘posts’ or ‘entries’.

Blogging: The act of writing a blog, maintaining it or adding an article to an existing blog.

Blogger: A person who posts entries on a blog.

Source: http://www.wsu.ac.za/academic/allppt/gogela.ppt
Why academics (and students) should take blogging / social media seriously

An antidote to futility: Why academics (and students) should take blogging / social media seriously

Blogs are now an established part of the chattersphere/public conversation, especially in international development circles, but Duncan Green finds academic take-up lacking. Here he outlines the major arguments for taking blogging and social media seriously. It doesn’t need to become another onerous time-commitment. Reading a blog should be like listening to the person talk, but with links.

Before I started teaching at LSE in January, I had the impression that the academics and researchers around the school were totally social media savvy – prolific tweeters like Charlie Beckett and top blogs like LSE Impact are high up on my follow list.
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](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
Academic blogging is part of a complex online academic attention…

We will be keeping an eye on the citations as they emerge – these will provide yet another data point for us to consider in our work. But in our minds the answer to the question “Should I blog?” is now a clear and resounding “Yes”, at least, if conventional indicators of academic success are your aim. Blogging is now part of a complex online ‘attention economy’ where social media like Twitter and Facebook are not merely dumb ‘echo chambers’ but a massive global conversation which can help your work travel much further than you might initially think.

Source: [http://blogs.lse.ac.uk/impactofsocialsciences/2013/12/12/academic-attention-economy/](http://blogs.lse.ac.uk/impactofsocialsciences/2013/12/12/academic-attention-economy/)
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?

Blogging

Blogs are proven to be effective in disseminating your research. You can promote in-depth conversation via your blog. You build awareness about your research and publications by sharing information and responding to feedback from other researchers.

Create a blog and write regular blog updates to tell about your research undertakings and other related topics of interest to you. Provide links to your Elsevier and other journal articles and publications. Readers can follow and subscribe to your posts and leave comments.

Get started:
- Register with one of the several blogging platforms online and start designing your website. All you need is a username and password to register. Here are some of the most popular sites offering simple-to-use blogging platforms: Blogger, WordPress, Weebly, Typepad and MovableType. Many of the commonly used blogging platforms offer hosting, so you can easily choose the domain name within the blogging platform itself.

Blogging Basics:
- Choose a blogging platform from one of the many available.
- Think of a domain name (url) you would like your blog to have. You can use your name or initials, or a keyword from your research.

Shorter, better, faster, free: Blogging changes the nature of academic research, not just how it is communicated

Academic blogging gets your work and research out to a potentially massive audience at very, very low cost and relative amount of effort. Patrick Dunleavy argues blogging and tweeting from multi-author blogs especially is a great way to build knowledge of your work, to grow readership of useful articles and research reports, to build up citations, and to foster debate across academia, government, civil society and the public in general.
How to use blogging and microblogging to disseminate your research

Tweeting or blogging can help you publicize your work and expand your network.

By Elsevier Early Career Resources  Posted on 10 December 2012

Blogs and microblogs (e.g., Twitter) are vital tools for academics to publicly communicate about developments and findings, to announce publications and share presentations and to write about research issues. You can also gain feedback from other like-minded academics, as well as expand...
Blogs

- Wordpress
- Weebly
- Blogger
Creating your own Blog

• It is as easy as setting a Hotmail or Yahoo Mail account
• Go to http://www.blogger.com
• Click on Create your Blog Now
• Fill out the form, Click Continue
• Name your blogspot – http://xyz.blogspot.com
  – xyz must be a unique name
  – blogspot.com cannot be changed
• Choose your template
  – Everything but the URL can be changed later

Source: Blogging as an Educational Tool, Tom Barnes, Technology Coordinator Southwest Plains Regional Service Center

"How to Start a blog” a video

• Step-by-Step instructions to create a blog on Blogger
Choose a blogging platform from one of the many available.
Think of a domain name (url) you would like your blog to have. You can use your name or initials, or a keyword from your research.
Select a suitable theme for the purposes of your blog.
Complete a brief profile in the available section from which new readers can learn a little about you and your research.
Create a title for the blog which simply summarizes the main focus of your expected posts.
Once you have decided on a focus for your blog, such as a particular research topic or general topics within your fields of expertise, plan to write at least 1 blog post a week.
Invite friends and colleagues from your network to follow your blog.
Read and follow blogs of other academic peers, and leave comments as relevant, to drive more readers (who hopefully then become followers) to your own blog.
Share links to blog posts in all of your social media outlets.
Through tools offered in your blogging platform, you can analyze how many readers find your blog through tweets and other social media outlets.
Rss Feeds & Feed Readers

Nader Ale Ebrahim

Recent documents in Nader Ale Ebrahim

**Effective Factors for Increasing University Publication and Citation Rate**  
Wednesday, June 24, 2015 3:29 PM

Despite the vital role of paper publication and citation in higher education institutions (HEIs), literature on publication exercises is relatively scarce. There are a number of factors which influence the rate of university publications and citations. Accordingly, with a focus on policy perspectives, this paper discusses publication exercises by addressing the factors that can increase or decrease the rate of publication and citation in HEIs. The investigated zones are divided into two macro and micro levels, in which macro level deals with global policy and micro level is related to local and university policies. The effective factors and their relevant criteria are traced in all the aforementioned policies.

**The Scientific Articles on Art Criticism**  
Wednesday, June 03, 2015 8:32 AM

Research has been extremely involved in improving in the art criticism area. These improvements are reflected in scientific articles. This article purposed to investigate the 214 articles in art criticism to explore their main characteristics. These articles published in the Web of Science database of the Institute of Scientific Information (ISI) from the period of 1980 till 20 December 2013. Types of articles were article and review which is included in the study. The three top cited (more than 10 times citations) articles in art criticism were published in 1993 and 1999. The 214 articles mean citation rate was 0.87 (SD 2.38) times.

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Blog Examples:

- http://researchtoolsbox.blogspot.com/

- http://aleeebrahim.blogspot.com/

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Part 2: The Role of Twitter in the Impact of Scientific Publication
To grow an audience, you need to share and engage with your readers regularly. The ideal is to blog once a week. **Tweet on and off throughout the day about what you are reading, etc.** Many people ‘live-tweet’ conferences, sending quotes from the current speakers and up-to-the-minute action, using the conference ‘hashtag’.

My passion is connecting people to chemistry and I am known as the ChemConnector in the social network. I have almost a decade of experience of analytical laboratory leadership and management. I am a prolific author with over a hundred and fifty scientific publications, book chapters and books, and hundreds of public presentations. I am one of the original founders of the ChemSpider database and am now the VP Strategic Development for the Royal Society of Chemistry.
Promote Your Publication

• Be active on any social networking site that you might prefer (Twitter, Facebook, your subject area's community forums etc) and mention your publication there. Don't forget to add value to the information, e.g. post a link to the first chapter etc.

Source: http://www.springer.com/authors/book+authors?SGWID=0-154102-12-489999-0
Microblogging is the shorter form of blogging. The most popular microblogging site is Twitter. This form of social information sharing is also a brief and effective way to announce research and publications, as well as to attract attention to your website and blog. You can attach documents, images or videos to your microblogging posts.

Get started:
► Sign up for free with one of the popular microblogging tools, such as: Twitter or Tumblr. All you need is a username and password.

Twitter
Twitter gives you a chance to share quick thoughts, statements and announcements with followers, using no more than 140 characters. It is a great way to quickly share your current research, publications, opinions, questions, and links to new blog posts. You can follow other researchers and thereby increase your own following.

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Twitter basics

• Create a username and profile. Write a short profile about yourself indicating your research and academic background.
• Start writing posts, called tweets, which are relevant to your research, publications, areas of expertise, affiliations, events, etc.
• Look for other academics and professionals within your relevant field to follow on Twitter. By following them and commenting on their posts, you increase the number of followers of your own tweets. Be patient, it takes time to build up a significant number of followers.
• Use hash tags (#) in front of keywords to aid with indexing of the topics on which you write and to increase attention to your tweets on those and related keywords.
• Try to write at least 1 tweet per day. With regular tweets, you will ensure more followers.

Source: https://www.elsevier.com/connect/how-to-use-blogging-and-microblogging-to-disseminate-your-research
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I just recommended @aleebrahim's topic: Research Tools Box on @scoopit
http://sco.lt/89cokr #curatethecurators
Eva Rimbau-Gilabert
@erimbau

@aleebrahim Thank you for the follow! I've read your work about virtual teams, & am researching on the topic. Best wishes

Reply Retweet Favorite More

9:39 PM - 23 Dec 13

Nader Ale Ebrahimm @aleebrahim
@erimbau Thanks for your kind feedback. You may find more article about "Virtual Teams" on papers.ssrn.com/sol3/cf_dev/Abs...
July 2015 Top 100 Technology
Experts to Follow on Twitter

#71) @glebis - Gleb Kalinin

#72) @aleebrahimm - Nader Ale Ebrahim

#73) @1001topwords - Anfossi Willy (Down from #41)

#74) @saivinod - Vinod Kumar

#75) @thomas_witt - Thomas Witt (Down from #66)

#76) @iselGermanyAG - isel Germany AG (Down from #72)

#77) @johanlouwers - Johan Louwers (Up from #79)

#78) @buhalis - ProfDimitriosBuhalis

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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).
Effect of social networks (Twitter) on the impact and downloads of an open access paper deposited in a repository
Virtual Teams: A Literature Review

Nader Ale Ebrahim
University of Malaya (UM) - Department of Engineering Design and Manufacture, Faculty of Engineering; University of Malaya (UM) - Research Support Unit, Centre of Research Services, Institute of Research Management and Monitoring (IPPP)

Shamsuddin Ahmed
University of Malaya (UM)

Zahari Taha
University of Malaya (UM)

November 6, 2009


Abstract:
In the competitive market, virtual teams represent a growing response to the need for fast time-to-market, low-cost and rapid solutions to complex organizational problems. Virtual teams enable organizations to pool the talents and expertise of employees and non-employees by eliminating time and space barriers. Nowadays, companies are heavily investing in virtual team to enhance their performance and competitiveness. Despite virtual teams growing prevalence, relatively little is known about this new form of team. Hence the study offers an extensive literature review with definitions of virtual teams and a structured analysis of the present body of knowledge of virtual teams. First, we distinguish virtual teams from conventional teams, different types of virtual teams to identify where current knowledge applies. Second, we...
Twitter

Twitter gives you a chance to share quick thoughts using no more than 140 characters. Today, one third of all scholars are active on Twitter. It's a great way to share your current research, publications and links to new blog posts.

Make an impact:

– Make a profile on www.twitter.com
– Follow other researchers and thereby increase your own following
– Post regular content, e.g. links to hot papers, events and conferences
– Respond promptly to direct messages and comments
– Retweet. By promoting other members of your community you are raising your own profile at the same time
– Use images. A picture is twice as likely to be retweeted as text

Find your community on Twitter

Twitter is a microblogging site with 560 million active users, and more than [1 in 40 researchers](http://blog.impactstory.org/category/impact-challenge/page/3/) are reportedly active on the site.

Scientists who use Twitter tend to be effusive in their praise: Twitter helps them stay on top of news in their field, find new publications, get speaking and publishing opportunities, communicate their research directly to the public, and—perhaps most importantly—find a sense of community. In fact, among researchers who use social media in a professional context, [83% declared](http://blog.impactstory.org/category/impact-challenge/page/3/) Twitter to be the most useful tool they use.

Find your community on Twitter

• **Sign up** - Creating a Twitter account is dead simple: logon to Twitter.com and sign up for an account.

• **Personalize your account** - First, add a photo to your “avatar”. Next, add a short bio.

• **Find people to follow** - Find users who share your interests and to “follow” them to start receiving their updates.

Basics of composing a tweet

No matter what you tweet about, there are some basic things you can do to make your tweets more interesting to others (and thus more likely to be shared via a retweet):

- **use hashtags** (a word or phrase that follows the “#” sign, like “#scicomm” or “#tenure”)

- **attach a photo to your tweet** (when composing a tweet, click the “Add photo” camera icon and upload a picture from your computer),

- **consider following the 5-3-2 rule**: social media experts recommend that for every 10 updates you post, 5 should be content from others that are relevant to your followers, 3 should be professional content, and 2 should be personal updates

Measuring your success

• Twitter’s new Analytics dashboard can help you measure the success of your outreach efforts.
• Logon to Twitter Analytics and review your latest tweets that share links to your blog or your papers.
• The number of impressions are time your tweets appeared on someone’s timelines. The number of engagements are the number of times your tweets have been retweeted, clicked through, or clicked on to learn more information about what you shared. They help you measure the amount of exposure you’re receiving and others’ interest in what you’re tweeting, respectively.
The Kardashian index: a measure of discrepant social media profile for scientists

\[ F = 43.3C^{0.32}(1) \]

Where \( F \) is the number of twitter followers and \( C \) is the number of citations.

As a typical number of followers can now be calculated using this formula, Hall (2014) proposed that the Kardashian Index (K-index) can be calculated as follows:

\[ K\text{-index} = \frac{F(a)}{F(c)} \]

Where \( F(a) \) is the actual number of twitter followers of researcher X and \( F(c) \) is the number researcher X should have given their citations. Hence a high K-index is a warning to the community that researcher X may have built their public profile on shaky foundations, while a very low K-index suggests that a scientist is being undervalued. Here, Hall (2014) proposed that those people whose K-index is greater than 5 can be considered ‘Science Kardashians’.
AddThis 3.5.9
by AddThis

AddThis for Firefox is the best add-on to make sharing and bookmarking simple. Have all your favorite web 2.0 social networking, bookmarking, blogging, and e-mail services at your fingertips. Share any page, anytime, with anyone.

Add to Firefox  Privacy Policy

Meet the Developer: AddThis
Learn why AddThis was created and find out what's next for this add-on.
My new publications

Qualitative and quantitative analysis of solar hydrogen generation literature from 2001 to 2014
Mohammad Reza Maghamsi1, Shahin nazadi asl, Mohammad esmaei Rezadad, Nader Ale Ebrahim, Chandra Gomes

100 Most Cited Articles in Urban Green and Open Spaces: A Bibliometric Analysis
Mehdi Raksh shandehroo, Mohd Johari Mohd Yusof1, Nader Ale Ebrahim2, Ali Sharghi3, Roozbeh Arabi1
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Virtual R&D Teams: A New Model for Product Development
Nader Ale Ebrahim

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Questions?

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

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