Establish your expertise with a science blog

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

20th April 2016
3rd SERIES OF INTRODUCTORY WORKSHOP ON:
Strategies to Enhance Research Visibility, Impact & Citations

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http://scholar.google.com/citations

Abstract:
Scholarly blogs help researchers to establish expertise, forge new intellectual bonds in their discipline, and give them a place to test out new ideas and promote their research. Blog services provide 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 are a vital tool 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 blogging as a tool for increasing the article visibility and citations. Increased visibility online helps your offline recognition.

Keywords: H-index, Improve citations, Research tools, Bibliometrics, Research visibility, Blogging, Research impact
Effective Strategies for Increasing Citation Frequency

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

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

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

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

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

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

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

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

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


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Top 10 authors with the highest profile view counts on ResearchGate

<table>
<thead>
<tr>
<th>AUTHOR NAME</th>
<th>SEPTEMBER 10th (2015)</th>
<th>NOVEMBER 9th (2015)</th>
<th>MISMATCH (%)</th>
</tr>
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<td>Nader Ale Ebrahim</td>
<td>19,821</td>
<td>13,281</td>
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<td>Chaomei Chen</td>
<td>7,760</td>
<td>3,937</td>
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<td>Loet Leydesdorff</td>
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<td>1,758</td>
<td>41.59</td>
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<tr>
<td>Bakthavachalam Elango</td>
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<td>1,756</td>
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<td>Zaida Chinchilla</td>
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<tr>
<td>Mike Thelwall</td>
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<td>1,568</td>
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<td>Lutz Bornmann</td>
<td>3,129</td>
<td>1,439</td>
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<td>Wolfgang Glänzel</td>
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<td>1,301</td>
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<td>Kevin Boyack</td>
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<tr>
<td>Peter Ingwersen</td>
<td>2,335</td>
<td>1,025</td>
<td>43.90</td>
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</table>

#24) @elearningpros - Unlimited (Up from #39)

#25) @bbvaOpenMind - OpenMind (Down from #20)

#26) @Danny_Lounge - Danny (Up from #28)

#27) @WhichTech - Which Technology (Up from #31)

#26) @FouadAkkad - Fouad Akkad (Up from #33)

#29) @AskDyson - Ask Dyson (Up from #34)

#30) @ChikaUwazie - Chika Uwazie

#31) @naderalebrahim - Nader Ale Ebrahim (Up from #37)

#32) @alessandrolerro - Alessandro M. Lerro (Up from #57)
March 2016 Top 100 Technology Experts to Follow on Twitter

#22) @computerworlduk - Computerworld UK (#22 last month)

#23) @Tesseract257 - Tesseract257 (Down from #21)

#24) @FouadAkkad - Fouad Akkad (Up from #28)

#25) @elearningpros - Unlimited (Down from #24)

#26) @bbvaOpenMind - OpenMind (Down from #25)

#27) @SteveKuzj - Steve Kuzj (Up from #33)

#28) @AskDyson - Ask Dyson (Up from #29)

#29) @aleebrahim - Nader Ale Ebrahim (Up from #31)
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
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

The score is a weighted count

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

<table>
<thead>
<tr>
<th>Source</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>News</td>
<td>8</td>
</tr>
<tr>
<td>Blogs</td>
<td>5</td>
</tr>
<tr>
<td>Twitter</td>
<td>1</td>
</tr>
<tr>
<td>Facebook</td>
<td>0.25</td>
</tr>
<tr>
<td>Sina Weibo</td>
<td>1</td>
</tr>
<tr>
<td>Wikipedia</td>
<td>3</td>
</tr>
<tr>
<td>Policy Documents (per source)</td>
<td>3</td>
</tr>
<tr>
<td>Q&amp;A</td>
<td>0.25</td>
</tr>
<tr>
<td>F1000/Publons/Pubpeer</td>
<td>1</td>
</tr>
<tr>
<td>YouTube</td>
<td>0.25</td>
</tr>
<tr>
<td>Reddit/Pinterest</td>
<td>0.25</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>0.5</td>
</tr>
</tbody>
</table>

Source: https://help.altmetric.com/support/solutions/articles/6000060969-how-is-the-altmetric-score-calculated-
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

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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

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
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.
• 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.

Source: https://www.elsevier.com/connect/how-to-use-blogging-and-microblogging-to-disseminate-your-research
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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.
Blog Examples:

• [http://researchtoolsbox.blogspot.com/](http://researchtoolsbox.blogspot.com/)

  ![Total Pageviews](image1)

  04/08/2015

  8,963

• [http://aleebrahim.blogspot.com/](http://aleebrahim.blogspot.com/)

  ![Total Pageviews](image2)

  02/12/2015

  106,433

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Blog Examples:

- http://researchtoolsbox.blogspot.com/
  18-Apr-2016
  Total Pageviews
  
  41,868

- http://aleebrahim.blogspot.com/
  12-Apr-2016
  Total Pageviews
  
  144,036
My recent publications
Questions?

E-mail: aleebrahim@um.edu.my

Twitter: @aleebrahim

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

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http://scholar.google.com/citations

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11. Ale Ebrahim, N. (2016). Maximizing Articles Citation Frequency. Retrieved from Research Support Unit, Centre for Research Services, Institute of Research Management and Monitoring (IPPP)*, University of Malaya: [https://dx.doi.org/10.6084/m9.figshare.1614948](https://dx.doi.org/10.6084/m9.figshare.1614948)
