University of Malaya

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December 14, 2016

Improve Research Visibility by Establishing an Academic Blog

Nader Ale Ebrahim

Available at: https://works.bepress.com/aleebrahim/179/
Improve Research Visibility by Establishing an Academic Blog

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@aleebrahim

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

14th December 2016
4th SERIES OF INTRODUCTORY WORKSHOP ON:
Strategies to Enhance Research Visibility, Impact & Citations

Nader Ale Ebrahim, PhD
===================================== 
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Institute of Management and Research Services
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www.researcherid.com/rid/C-2414-2009
http://scholar.google.com/citations

All of my presentations are available online at: https://figshare.com/authors/Nader_Ale_Ebrahim/100797
Link to this presentation: https://dx.doi.org/10.6084/m9.figshare.4315169.v3 (New version)

Abstract: Academic 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 Academic Blog 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 and impact. This presentation will provide guidelines on Academic Blogging as a tool for increasing the article visibility and citations. Increased visibility online helps your offline recognition as well.

Keywords: H-index, Improve citations, Research tools, Bibliometrics, Blogging, Research impact, Research Visibility
<table>
<thead>
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<th>TIME</th>
<th>TOPIC</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>7 September 2016</td>
<td>2.00 – 4.30 p.m.</td>
<td>Citations and its impact to university ranking</td>
</tr>
<tr>
<td>2.1</td>
<td>22 September 2016</td>
<td>10.00 a.m. – 12.00</td>
<td>Research Outreach: Wider Visibility to Increase Citation*</td>
</tr>
<tr>
<td>2.2</td>
<td></td>
<td>2.00 – 5.00 p.m.</td>
<td>Plain Language Summary: The Common Language of Research &amp; Innovation *</td>
</tr>
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<td>3</td>
<td>28 September 2016</td>
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<td>Analysis of bibliometrics information for select the best field of study</td>
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<td>How to select a brand name for your research interest?</td>
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<td>Optimize articles for search engine to improve research visibility</td>
</tr>
<tr>
<td>7</td>
<td>26 October 2016</td>
<td>2.00 – 4.30 p.m.</td>
<td>Prepare a pre/post print of your documents for advertisement</td>
</tr>
<tr>
<td>8</td>
<td>2 November 2016</td>
<td>2.00 – 4.30 p.m.</td>
<td>Create a publication database for enhancing research visibility</td>
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<tr>
<td>9</td>
<td>9 November 2016</td>
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<td>Create a google scholar profile to boost research visibility</td>
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<tr>
<td>10</td>
<td>16 November 2016</td>
<td>2.00 – 4.30 p.m.</td>
<td>Create and maintain an up-to-date researcherid profile</td>
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<td>11</td>
<td>23 November 2016</td>
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<td>Online repository: improving the research visibility and impact</td>
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<td>12</td>
<td>30 November 2016</td>
<td>2.00 – 4.30 p.m.</td>
<td>Kudos: promote your published research reach and impact</td>
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<td>13</td>
<td>7 December 2016</td>
<td>2.00 – 4.30 p.m.</td>
<td>Journal selection procedure: select the best journal to ensure the highest citation</td>
</tr>
<tr>
<td>14</td>
<td>14 December 2016</td>
<td>2.00 – 4.30 p.m.</td>
<td>Establish your expertise with a science blog</td>
</tr>
<tr>
<td>15</td>
<td>21 December 2016</td>
<td>9.00 – 11.30 a.m.</td>
<td>Promote your research work on LinkedIn</td>
</tr>
<tr>
<td>16</td>
<td>4 January 2017</td>
<td>9.00 – 11.30 a.m.</td>
<td>Make your data discoverable on a data repository</td>
</tr>
<tr>
<td>17</td>
<td>11 January 2017</td>
<td>9.00 – 11.30 a.m.</td>
<td>Microblogging for enhancing the research accessibility</td>
</tr>
<tr>
<td>18</td>
<td>18 January 2017</td>
<td>9.00 – 11.30 a.m.</td>
<td>Make an audio slides for your research</td>
</tr>
<tr>
<td>19</td>
<td>25 January 2017</td>
<td>2.00 – 4.30 p.m.</td>
<td>Academic social networking (ResearchGate &amp; Academia) and the research impact</td>
</tr>
<tr>
<td>22</td>
<td>1 March 2017</td>
<td>2.00 – 4.30 p.m.</td>
<td>Document publishing tools for research visibility improvement</td>
</tr>
<tr>
<td>23</td>
<td>8 March 2017</td>
<td>2.00 – 4.30 p.m.</td>
<td>Publication’s e-mail marketing procedure</td>
</tr>
<tr>
<td>24</td>
<td>15 March 2017</td>
<td>2.00 – 4.30 p.m.</td>
<td>The use of reference management tools to improve citation</td>
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<tr>
<td>25</td>
<td>22 March 2017</td>
<td>2.00 – 4.30 p.m.</td>
<td>Controlling Wikipedia through an approach to increase research visibility on the web</td>
</tr>
</tbody>
</table>

http://umconference.um.edu.my/ws
Next Workshop

DECEMBER 19 & 20, 2016 (MONDAY & TUESDAY)
9.00 am — 4.30 pm

CONDUCTING RESEARCH
LITERATURE SEARCH TO WRITING REVIEW PAPER

Programme Details

DECEMBER 19 & 20, 2016 (MONDAY & TUESDAY)
9.00 am — 4.30 pm
Venue: To Be Confirmed (in University of Malaya)
Fees:
RM 400.00 (UM STAFF & STUDENTS)
RM 1,500.00 (NON-UM STAFF & STUDENTS)

Dr. Nader Ale Ebrahim
Visiting Research Fellow, Centre for Research Services, IPPP, UM
- Winner of ‘Refer-a-Colleague Competition’
- Creator of “Research Tools” Box
- Developer of “Publication Marketing Tools”
- Conducted over 280 workshops

For more details, please visit: http://umconference.um.edu.my/s
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.

Standarize 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.

# Top 10 authors with the highest profile view counts on ResearchGate

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

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

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
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

Measure your own Altmetric score

Badge type: Medium donut
Condensed style?

Popover: Right
Details: None
Hide no mentions?

Hide if score less than:

DOI: 10.1007/s11192-016-1938-x

The HTML to copy into your page for the above embed:

```html
<div data-badge-popover="right" data-badge-type="medium-donut" data-doi="10.1007/s11192-016-1938-x" data-hide-no-mentions="true" class="altmetric-embed"></div>
```
How is the Altmetric score calculated?

The score is a weighted count

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

<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
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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
Blogging helps researchers to improve their non-academic writing skills, enrich their online profile and increase their engagement with academic and non-academic communities.

Source: http://blogs.springer.com/lst/should-researchers-blog-arguments-for-a-science-blog/
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/
Academic blogging is part of a complex online academic attention economy, leading to unprecedented readership. 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.

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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 new 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 your professional network.
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

1. Choose a blogging platform from one of the many available.
2. 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.
3. Select a suitable theme for the purposes of your blog.
4. Complete a brief profile in the available section from which new readers can learn a little about you and your research.
5. Create a title for the blog which simply summarizes the main focus of your expected posts.
6. 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.
7. Invite friends and colleagues from your network to follow your blog.
8. 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.
9. Share links to blog posts in all of your social media outlets.
10. 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
Create a new blog

New blog...

Welcome

Reading List

Help

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Create a new blog

You can use your name or initials, or a brand name (keyword from your research).
Add, remove, edit gadgets on your blog. Click and drag to rearrange gadgets.
Create a new blog - Configure Header

Configure Header

Blog Title

Blog Description

Image
- From your computer.
- From the web. Paste an image URL below.

Placement
- Behind title and description
- Instead of title and description
- Have a description placed after the image
- Shrink to fit

Image will be shrunk to 752 pixels wide.
Create a new blog - Add a Gadget

Add a Gadget

1 – 27 of 27

<table>
<thead>
<tr>
<th>Gadget</th>
<th>Description</th>
<th>Author</th>
</tr>
</thead>
<tbody>
<tr>
<td>AdSense</td>
<td>Earn revenue by displaying relevant ads on your blog.</td>
<td>By Blogger</td>
</tr>
<tr>
<td>Featured post</td>
<td>Highlight a special post on your blog.</td>
<td>By Blogger</td>
</tr>
<tr>
<td>Blog search</td>
<td>Let visitors search your blog.</td>
<td>By Blogger</td>
</tr>
<tr>
<td>HTML/JavaScript</td>
<td>Add third-party functionality or other code to your blog.</td>
<td>By Blogger</td>
</tr>
<tr>
<td>Profile</td>
<td>Display information about yourself to your visitors.</td>
<td></td>
</tr>
<tr>
<td>Blog Archive</td>
<td>Make it easy for visitors to navigate your blog with links to older posts.</td>
<td></td>
</tr>
</tbody>
</table>
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 3, 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: 8,963
  - 04/08/2015

- [http://aleebrahim.blogspot.com/](http://aleebrahim.blogspot.com/)
  - Total Pageviews: 106,433
Blog Examples:

- [http://researchtoolsbox.blogspot.com/](http://researchtoolsbox.blogspot.com/)
- [http://aleebrahim.blogspot.com/](http://aleebrahim.blogspot.com/)

13/12/2016

Total Pageviews

![Graph showing 75,764 pageviews](image1.png)

Total Pageviews

![Graph showing 186,105 pageviews](image2.png)
My recent publications
Questions?

E-mail: aleebrahim@um.edu.my

Twitter: @aleebrahim

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

Nader Ale Ebrahim, PhD
===================================== 
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http://scholar.google.com/citations
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References


My recent publications:


My recent presentations:


