Create an Audio/Video Slides for your Research

Nader Ale Ebrahim
Create an Audio/Video Slides for your Research

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

18th January 2017
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.4557568.v1 (New version)

4th SERIES OF INTRODUCTORY WORKSHOP ON:

Strategies to Enhance Research Visibility, Impact & Citations

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

Abstract: The number of research publications are increasing dramatically, but it’s impossible for researchers to read and process those information in time. So, we need a new communication tool to disseminate our research findings rather than the conventional publishing method. An effective tool for expanding your online presence is to create Audio/Video slides from your own published papers. It is the easiest way to communicate with a wider audience in your subject area and provide another avenue for your research output discovery. This presentation will provide various techniques on how to create an Audio/Video slides for improving your research impact and visibility.

Keywords: H-index, Improve citations, Research tools, Bibliometrics, Research visibility, Social media videos
<table>
<thead>
<tr>
<th>SESSION</th>
<th>DATE</th>
<th>TIME</th>
<th>TOPIC</th>
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<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>
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<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>
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<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>
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<td>28 September 2016</td>
<td>2.00 – 4.30 p.m.</td>
<td>Analysis of bibliometrics information for select the best field of study</td>
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<td>2.00 – 4.30 p.m.</td>
<td>A new system for measuring research impact</td>
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<td>How to select a brand name for your research interest?</td>
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<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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<td>2.00 – 4.30 p.m.</td>
<td>Create a google scholar profile to boost research visibility</td>
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<td>Create and maintain an up-to-date researcherid profile</td>
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<td>Online repository: improving the research visibility and impact</td>
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<td>2.00 – 4.30 p.m.</td>
<td>Kudos: promote your published research reach and impact</td>
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<td>2.00 – 4.30 p.m.</td>
<td>Journal selection procedure: select the best journal to ensure the highest citation</td>
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<td>2.00 – 4.30 p.m.</td>
<td>Establish your expertise with a science blog</td>
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<td>15</td>
<td>21 December 2016</td>
<td>9.00 – 11.30 a.m.</td>
<td>Promote your research work on LinkedIn</td>
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<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>
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<td>11 January 2017</td>
<td>9.00 – 11.30 a.m.</td>
<td>Microblogging for enhancing the research accessibility</td>
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<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>
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<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>
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<td>15 February 2017</td>
<td>2.00 – 4.30 p.m.</td>
<td>Publish online magazine to promote publications and research findings</td>
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<td>22 February 2017</td>
<td>2.00 – 4.30 p.m.</td>
<td>Enhance research visibility by tracking citations</td>
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<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>
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<td>23</td>
<td>8 March 2017</td>
<td>2.00 – 4.30 p.m.</td>
<td>Publication’s e-mail marketing procedure</td>
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<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>Continue to Wikipedia an approach to increase research visibility on the web</td>
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</table>
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.

Top 10 authors with the highest profile view counts on ResearchGate

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

<table>
<thead>
<tr>
<th>AUTHOR NAME</th>
<th>SEPTEMBER 10\textsuperscript{th} (2015) PROFILE VIEWS</th>
<th>NOVEMBER 9\textsuperscript{th} (2015) PROFILE VIEW</th>
<th>MISMATCH (%)</th>
</tr>
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<tbody>
<tr>
<td>Nader Ale Ebrahim</td>
<td>19,821</td>
<td>13,281</td>
<td>67.00</td>
</tr>
<tr>
<td>Chaomei 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>

Published research articles are doubling every twenty years but readers’ time is not doubling!

Growth curve for number of articles published per annum

Chart based on 3.26% pa growth in article numbers, the lower limit proposed by Mabe and Amin in „Growth dynamics of scholarly and scientific journals“. Scientometrics, 51:1 (2001) 147–162
You want to make sure your research gets the attention it deserves

- The volume of research articles is growing at an accelerated pace
- For most researchers, it’s a real challenge to keep up with the literature
- How can you make sure your research doesn’t fall through the cracks?

Impact requires visibility

Source: Melinda Kenneway, Kudos (2015) Whose work is it anyway? Helping researchers maximize reach and impact of their work
Numbers are GREAT

but what’s the impact of the research?

Will "publish or perish" soon include "video or vanish"?

Video abstracts, the latest trend in scientific publishing

Will "publish or perish" soon include "video or vanish"?

By JACOB BERKOWITZ | February 8, 2013

In the fall of 2010, Barry Sanders and colleagues worked intensely to finesse the lighting, angles and timing of their cutting-edge research in their laboratory at the University of Michigan. By February 2011, the video abstracts were completed and submitted to The Journal of Cerebral Blood Flow and Metabolism.

AudioSlides: sharing your research story for greater impact

Tips and tricks for getting the most out of this top content innovation

By Hylke Koers, Pilar Cos Alvarez and Kitty van Hensbergen  Posted on 15 October 2015

AudioSlides are a great way to give readers your own perspective on the research you have done.

To help you tell the story of your research, share its relevance.

Source: https://www.elsevier.com/authors-update/story/tutorials-and-resources/audioslides-sharing-your-research-story-for-greater-impact
What is AudioSlides?

• AudioSlides is short, webcast-style presentations that let authors present their research in their own words.
• More than 75% of Elsevier’s journals – close to 1500 titles – support AudioSlides.

Source: https://www.elsevier.com/authors-update/story/tutorials-and-resources/audioslides-sharing-your-research-story-for-greater-impact
Will AudioSlides increase my article downloads?

• There is a correlation between AudioSlides and article usage, with articles that have accompanying AudioSlides presentations being read more. While it’s difficult to show the direct effect of the AudioSlides on usage, articles with AudioSlides typically have **substantially more downloads and views** than similar articles without AudioSlides – as many as **50% more**! We observed that this increase in usage is particularly strong when authors actively use their AudioSlides presentations to promote their work on other websites or social media. The effort can really pay off!

Source: [https://www.elsevier.com/authors-update/story/tutorials-and-resources/audioslides-sharing-your-research-story-for-greater-impact](https://www.elsevier.com/authors-update/story/tutorials-and-resources/audioslides-sharing-your-research-story-for-greater-impact)
Cuckoos in raptors' clothing: barred plumage illuminates a fundamental principle of Batesian mimicry

AudioSlides Gallery

Top Engineering authors competed to create the best AudioSlides presentation in their field in a competition held in 2013. The winner of the Engineering AudioSlides Competition was selected by a number of our journal editors from the top 3 'most-viewed' presentations. Above is the presentation for "Linear electromagnetic devices for vibration damping and energy harvesting: Modeling and testing" created by Songye Zhu, Wen-ai Shen, You-lin Xu. The AudioSlides presentations from this competition are all hosted on a dedicated YouTube channel.

Source: https://www.elsevier.com/books-and-journals/enrichments/audioslides/audioslides-gallery
The collapse behaviour of braced steel frames exposed to fire
by Elsevier's Engineering AudioSlides Challenge
2 years ago • 1,582 views
Full article available on ScienceDirect: http://www.sciencedirect.com/science/article/pii/S0143974...

Generalized Cauchy type problems for nonlinear fractional differential equations with...
by Elsevier's Engineering AudioSlides Challenge
2 years ago • 654 views
Full article available on ScienceDirect: http://www.sciencedirect.com/science/article/pii/S0362546...

Real-time navigation of mobile robots in problems of border patrolling and avoiding collisions...
by Elsevier's Engineering AudioSlides Challenge
2 years ago • 230 views
Full article available on ScienceDirect: http://www.sciencedirect.com/science/article/pii/S0921889...

Source: https://www.youtube.com/channel/UCNaZuYnm5YcwbUPtvfCVrxA
Elsevier top tips:

• Use our new template deck to guide your content
• Make the importance and relevance of your work clear right away, by putting it in context
• Tell your story using simple language: this could help researchers from other disciplines understand your article
• Break your story down into sections: summarize the findings, then talk about background, methods, results, conclusions and future work
• AudioSlides presentations can be up to 5 minutes long, so keep it short and simple
• Prepare your slides in advance, and practice before you start
• Check your AudioSlides presentation before publishing – there’s no going back!
• Upload the presentation to YouTube and share the link across social media
• Watch your article’s downloads clock up!

Source: https://www.elsevier.com/authors-update/story/tutorials-and-resources/audioslides-sharing-your-research-story-for-greater-impact

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Getting started

• Follow the instructions in your email invitation to access the system
• You have maximum five minutes
• 4-12 slides is best
• The median number of slides people use is 9
• Remember, the viewing pane may be small; use images, not tables full of data

Source: https://www.elsevier.com/authors-update/story/tutorials-and-resources/audioslides-sharing-your-research-story-for-greater-impact
Another very effective tool for expanding your online brand is to create an audio or video broadcast on current topics in your subject area. These can be easily created with a well-equipped laptop computer and then posted to sites such as YouTube or iTunes for simple and free dissemination. Because these are a different media than text entries, they will typically show up separately in Search results providing yet another avenue for discovery.

Some suggestions to get started:

- Using a webcam equipped laptop, create a 2-minute video discussing your most recent research or commenting on current topics in your field.
- Post the video to YouTube and be sure to include as many relevant keywords as possible in your description. These will be found and returned in Search results.
- Post links to your video -- or even better, embed the video itself in your personal website, blog and Facebook page using the simple tool that YouTube provides.
- Tweet the link to your new video.

Record an audio podcast discussing your research or other current topics

- Post your podcast to iTunes
- Post links to your podcast in your personal website, blog and Facebook page.
- Tweet the link to your new podcast.

Source: https://www.springer.com/gp/authors-editors/book-authors-editors/online-tools-and-social-media/934
Recording a Lecture Using PowerPoint and Audio

Introduction

Instructors can record audio simultaneously while giving a PowerPoint-based presentation using its own built-in audio recorder. PowerPoint can record audio and slide timings while a lecture is in a slideshow, and can save this information in the presentation. Instructors can then deliver them to students via Webcourses or another website.

Recording Audio with PowerPoint

> Connect the microphone to the computer.
> Open desired presentation.
> Click on ‘Slideshow > Record Narration’ to start the recording. Please note that you should not go backwards in slide progression during the recording.
> Make sure the box next to “Link narrations to audio” does not have a check by it. PowerPoint will store the audio within the presentation itself, and will not make separate audio files.
> Click on ‘Set Microphone Levels’. Speak into the microphone as you would use it normally, and the program will automatically
Record a slide show with narration, ink, and slide timings

1. When you record a narration, you run through the presentation and record each slide. You can pause and resume recording any time.

2. Ensure your microphone is set up and in working order prior to recording your slide show.

3. On the Slide Show tab, in the Set Up group, click Record Slide Show.

4. Select one of the following:
   – Start Recording from Beginning
   – Start Recording from Current Slide

5. In the Record Slide Show dialog box, select the Narrations and laser pointer check box, and if appropriate, select or deselect the Slide and animation timings check box.

6. Click Start Recording.

7. Tip: To pause the narration, in the Recording shortcut menu, click Pause. And to resume your narration, click Resume Recording.

8. To end your slide show recording, right click the slide, and then click End Show.

9. The recorded slide show timings are automatically saved and the slide show appears in Slide Sorter view with timings beneath each slide.

Source: https://support.office.com/en-us/article/Record-a-slide-show-with-narration-ink-and-slide-timings-3dc85001-efab-4f8a-94bf-afd5b7c1f0b
Add audio to your presentation

- You can add audio, such as music or narration to your PowerPoint presentation. To record and hear any audio, your computer must be equipped with a sound card, microphone, and speakers.
Conducting Research: Literature Search to Writing Review Paper

December 20, 2016

BY

Nader Ale Ebrahim

ABOUT

GoAnimate for Video Presentations

Twitter By: Nader Ale Ebrahим


Created by al_e_ebrahим
Published: 15 January 2017

Twitter: A Powerful Tool to Improve Research Visibility and Impact

BY "NADER ALE EBRAHIM"
Research Tools: Scientific Writing Tools for Writing Literature
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
References


My recent publications:


My recent presentations:


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