Strategies to Enhance Research Visibility, Impact & Citations

Nader Ale Ebrahim
Strategies to Enhance Research Visibility, Impact & Citations

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@Aleebrahim

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

Date: 6th October 2017 (Friday)
Time: 9.00 am – 4.30 pm
Venue: Sakura Room, Level 4, MJIIT, UTM Kuala Lumpur.
INTRODUCTORY WORKSHOP ON:

Strategies to Enhance Research Visibility, Impact & Citations

Nader Ale Ebrahim, PhD

Centre for Research Services
Research Management & Innovation Complex
University of Malaya, Kuala Lumpur, Malaysia

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

Read more:
Abstract

**Abstract:** Do you know “Over 43% of ISI papers have never ever received any citations?” (nature.com/top100, 2014). Publishing a high quality paper in scientific journals is only halfway towards receiving citation in the future. The rest of the journey is dependent on disseminating the publications via proper utilization of the “Research Tools”. Proper tools allow the researchers to increase the research impact and citations for their publications. This workshop will provide various techniques on how you can increase the visibility and hence the impact of your research work.

**Keywords:** H-index, Improve citations, Research tools, Bibliometrics, Research visibility, Research impact
RESEARCH IMPACT
SUMMIT
FREE ONLINE EVENT
9 - 11 October 2017
20+ SPEAKERS

GRAB YOUR FREE PASS HERE
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) PROFILE VIEWS</th>
<th>NOVEMBER 9th (2015) PROFILE VIEW</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>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>

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.

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

By: Nader Ale Ebrahim

Credit: Atena Ale Ebrahim
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/)
Brazilian citation scheme outed
Thomson Reuters suspends journals from its rankings for ‘citation stacking’

Citation manipulation: Journal retracts paper because author boosted references to a journal he edits

Source: http://retractionwatch.com/2014/02/03/citation-manipulation-journal-retracts-paper-because-author-boosted-references-to-a-journal-he-edits/
Ale Ebrahim et al. (2014) believe that increased accessibility of an article through search engines can improve its citation rate.

![Path analysis diagram](image)

**p < 0.0001

Fig. 2 Testing the model for the impact of visibility on citation with save, discussion and recommendation as mediators

FIGURE 1: SELECTED COUNTRIES V EUROPEAN AVERAGE ON KEY MEASURES OF RESEARCH STRENGTH

- Papers to academic staff
- Research income to academic staff
- Research reputation
- Citation impact
- Industry income to academic staff

Score

Europe, UK, Germany, Netherlands

www.thewur.com
### Middle East Technical University

#### REGIONAL RANKINGS

**Asia**

<table>
<thead>
<tr>
<th>Year</th>
<th>Overall score</th>
<th>Teaching</th>
<th>International outlook</th>
<th>Industry income</th>
<th>Research</th>
<th>Citations</th>
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</thead>
<tbody>
<tr>
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<td>41.5</td>
<td>39.2</td>
<td>31.2</td>
<td>57.0</td>
<td>30.0</td>
<td>56.4</td>
</tr>
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</table>
Middle East Technical University

REGIONAL RANKINGS
Asia 12

Ankara, Turkey

<table>
<thead>
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<th>Category</th>
<th>Score</th>
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<td>International outlook</td>
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<tr>
<td>Industry income</td>
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<tr>
<td>Research</td>
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</tr>
<tr>
<td>Citations</td>
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<tr>
<td>Country</td>
<td>Documents</td>
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<td>-------------</td>
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<td>10193964</td>
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<tr>
<td>China</td>
<td>4595249</td>
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<tr>
<td>United Kingdom</td>
<td>2898927</td>
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<tr>
<td>Germany</td>
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<tr>
<td>Singapore</td>
<td>241361</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>241145</td>
</tr>
<tr>
<td>Malaysia</td>
<td>214883</td>
</tr>
<tr>
<td>South Africa</td>
<td>213998</td>
</tr>
</tbody>
</table>
Malaysia’s H-index 1996 – 2016  
Published in 2017

<table>
<thead>
<tr>
<th>Country</th>
<th>Documents</th>
<th>Citable documents</th>
<th>Citations</th>
<th>Self-Citations</th>
<th>Citations per Document</th>
<th>H index</th>
</tr>
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<td>9165271</td>
<td>240363880</td>
<td>110517058</td>
<td>23.58</td>
<td>1965</td>
</tr>
<tr>
<td>Thailand</td>
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<td>132845</td>
<td>1510067</td>
<td>238251</td>
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<td>269</td>
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<tr>
<td>Iceland</td>
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<td>452049</td>
<td>40516</td>
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<td>Saudi Arabia</td>
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<td>1144870</td>
<td>187175</td>
<td>8.58</td>
<td>241</td>
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<tr>
<td>Iran</td>
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<td>377098</td>
<td>2770074</td>
<td>1019641</td>
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<tr>
<td>Slovenia</td>
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<td>75362</td>
<td>917085</td>
<td>156686</td>
<td>11.65</td>
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<tr>
<td>Malaysia</td>
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<td>341788</td>
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<td>224</td>
</tr>
<tr>
<td>Slovakia</td>
<td>90178</td>
<td>87582</td>
<td>807380</td>
<td>157116</td>
<td>8.95</td>
<td>222</td>
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</table>
OPEN ACCESS POLICIES WORLDWIDE

Europe (531) 61%
Americas (209) 24%
Asia (58) 7%
Africa (23) 3%
Oceania (40) 5%

Source: http://roarmap.eprints.org/view/country/002.html (This list was generated on Wed May 17 02:08:35 2017 BST)
Worldwide Repositories by Country

Source: http://www.opendoar.org/

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Example

Citation indices

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>Since 2008</th>
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</thead>
<tbody>
<tr>
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<td>28</td>
</tr>
<tr>
<td>h-index</td>
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<td>3</td>
</tr>
<tr>
<td>i10-index</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Citation indices

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>Since 2009</th>
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</thead>
<tbody>
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<td>94</td>
<td>73</td>
</tr>
<tr>
<td>h-index</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>i10-index</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Measuring Your Impact

- Google Scholar
- Scopus
- Web of Science
- Publish or Perish
- Microsoft Academic Search
- PlumX
- Altmetric

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Measure your own Altmetric score

Badge type: Large donut
Condensed style?
Popover: Right
Details: None
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="large-donut" data-doi="10.1007/s11192-016-1938-x" data-hide-no-mentions="true" class="altmetric-embed"></div>
```
How to increase the visibility of your research?

1. Get unique author identifier ORCID to distinguish yourself and your work from that of all other researchers.

2. Share outputs of your research

3. Create and keep up to date online profile (or a web CV)

4. Engage in social networking communities

5. Blog

Adopted from: http://pitt.libguides.com/researchvisibility
Why do I need a researcher profile?

Researcher profiles allow you to:

– make you and your research more discoverable
– create and manage a publication list
– avoid misidentification
– create opportunities to be cited
– find and be found by potential collaborators

Source: http://libguides.csu.edu.au/profile
Publishing Research Support Documents in Open Access Platform to Improve Research Impact

Nader Ale Ebrahim and Y.B. Bonn Bong

Version 1: Received: 23 June 2017 / Approved: 26 June 2017 / Online: 26 June 2017 (04:20:47 CEST)


Abstract

Researchers, journals, and universities want to receive more citations for their scholarly publications. However, a paper citations depend on its quality, visibility and author's online profile. Research support documents (unpublished papers, white papers, project reports, datasets, software, posters, online resources and teaching

Source: https://www.preprints.org/manuscript/201706.0111/v1
Publishing Research Support Documents in Open Access Platform to Improve Research Impact


Source: https://www.preprints.org/manuscript/201706.0111/v1
Nader Ale Ebrahim
University of Malaya Visiting Research Fellow

- Open access 100%
- Open Hero!

ACHIEVEMENTS

Open Hero  Top 10%
Every single one of your papers is free to read online. Wow! That's a level of access only 2% of other researchers achieve. Open access helps real people, and that's pretty heroic.

Global Reach  Top 10%
Your research has been saved and shared in 53 countries. That's high: only 5% of researchers get that much international attention.

TIMELINE

1827 Online mentions over 4 years
1.6k 169 44 7 2

PUBLICATIONS

- Twitter: A powerful tool to Improve Research Visibility and Impact
  2017 Figshare
  311

- ResearchGate & Academia: Networks for Researchers to Improve Research Impact
Prepare a paper for online archiving

• Try to find the paper’s online version (from out of campus network)
• Make author version of copyrighted paper
• Convert author version file to Pdf
• Add relevant Metadata
Major trends in knowledge management research: a bibliometric study

Peyman Akhavan, Nader Ale Ebrahim, Mahdieh A. Fetrati, Amir Pezeshkan
One journal found when searched for: **scientometrics**

<table>
<thead>
<tr>
<th>Journal:</th>
<th><strong>Scientometrics</strong> [1] (ISSN: 0138-9130, ESSN: 1588-2861) [Formerly published by Kluwer]</th>
</tr>
</thead>
<tbody>
<tr>
<td>RoMEO:</td>
<td>This is a RoMEO green journal</td>
</tr>
<tr>
<td>Paid OA:</td>
<td>A paid open access option is available for this journal</td>
</tr>
</tbody>
</table>

| Publisher:     | **Springer Verlag** (Germany), Germany                                                      |
| Author's Pre-print: | ✔ author can archive pre-print (i.e., pre-refereeing)                                     |
| Author's Post-print: | ✔ author can archive post-print (i.e., final draft post-refereeing)                       |
| Publisher's Version/PDF: | ✗ author cannot archive publisher's version/PDF                                            |

**General Conditions:**
- Author's pre-print on pre-print servers such as arXiv.org
- Author's post-print on author's personal website immediately
- Author's post-print on any open access repository after 12 months after publication
- Publisher's version/PDF cannot be used
- Published source must be acknowledged
- Must link to publisher version
- Set phrase to accompany link to published version (see policy)
- Articles in some journals can be made Open Access on payment of additional charge

| Mandated OA: | (Awaiting information)                                                                    |
| Paid Open Access: | Open Choice                                                                            |
| Notes:         |                                                                                          |
| Copyright:     | **Self-archiving policy - Authors Rights - Funder Compliance**                            |
| RoMEO:         | This is a RoMEO green publisher                                                           |
| Updated:       | 16-May-2014 - [Suggest an update for this record](#)                                      |


Numbers are GREAT
but what’s the impact of the research?

Numbers are GREAT

but what’s the impact of the research?

How can academia kick its addiction to the impact factor?


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Policy documents
News
Blogs
Twitter
Post-publication peer-reviews
Facebook
Sina Weibo
Wikipedia

Google+
LinkedIn
Reddit
Faculty1000
Q&A (stack overflow)
Youtube
Pinterest

Source: https://www.altmetric.com/about-our-data/the-donut-and-score/
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>
<tr>
<td>Open Syllabus</td>
<td>1</td>
</tr>
<tr>
<td>Google+</td>
<td>1</td>
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Source: [https://help.altmetric.com/support/solutions/articles/6000060969-how-is-the-altmetric-score-calculated](https://help.altmetric.com/support/solutions/articles/6000060969-how-is-the-altmetric-score-calculated)
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.

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’

Modified Kardashian Index: A Measure of Discrepant Social Media Profile for Scientists

F(a) is the actual number of Twitter followers

F (c)_m is the calculated social impact of the author based on the scientist Google Scholar citations (C_{Gs})

MK-index is Modified Kardashian index

F (c)_m = 43.3 (5.961 + 0.460C_{Gs})^{0.32}

MK−index=F(a)/F(c)_m

Suggested Citation


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Nader Ale Ebrahim’s Linkedin Map
Make your profile a positive tool in promoting the circulation of your published content:

Tell your entire story

Frame your profile

Make it powerful and concise

Be public

Highlight your work

Showcase your honors and awards

Add images, videos, presentations, and documents

Source: https://hub.wiley.com/community/exchanges/discover/blog/2014/05/01/how-to-promote-your-work-through-linkedin?referrer=exchanges
Edit Your profile
RESEARCHER DATA SHARING INSIGHTS

RESEARCHER MOTIVATIONS FOR SHARING DATA

- 57% Data sharing is standard practice within my research community
- 55% To increase the impact and visibility of my research
- 50% Public benefit
- 42% Journal requirement
- 37% Transparency and re-use
- 30% Personal trust in the requester
- 25% Discoverability and accessibility
- 23% Funder requirement
- 18% Institutional requirement
- 13% Freedom of information request
- 13% Preservation
- 2% Other

DATA SHARING TRENDS BY COUNTRY

- **United States**: 46% Sharing, 54% Not Sharing
- **United Kingdom**: 43% Sharing, 57% Not Sharing
- **Japan**: 44% Sharing, 56% Not Sharing
- **China**: 36% Sharing, 64% Not Sharing
- **Brazil**: 52% Sharing, 48% Not Sharing
- **Australia**: 41% Sharing, 59% Not Sharing
- **Germany**: 55% Sharing, 45% Not Sharing


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Institutional repositories provide an ideal medium for scholars to move beyond the journal article.

Blog Admin

Reflecting on their experiences supporting the growth of Columbia University’s Academic Commons digital repository, Leyla Williams, Kathryn Pope, and Brian Luna Lucero make a clear case for why other institutional repositories should look to broaden the scope of the materials they house.

Institutional repositories (IRs) should actively collect the full range of work produced by scholars and researchers — not just “green” versions of peer-reviewed journal articles but student theses, data, working papers, blog posts, and more. In doing so, IRs become vital platforms that leverage the potential of the Web to reach a broader audience, bring new voices to scholarly discourse, and create opportunities for collaboration.
Citation Tracking Tools

Harzing’s Publish or Perish

5.28.1.6296
2017.03.27.1916U
WinNT (x86) Unicode Lib Rel

Harzing’s Publish or Perish looks up scholarly citations and calculates a number of citation and impact metrics.

© 1990-2017 Tarma Software Research Ltd

Scopus®

WEB OF SCIENCE™

Google Scholar
Use the citation alerts function in databases to be notified when someone cites your work. This allows you to follow who is citing you and when you have been cited. Alerts can be created for authors or specific articles and can be sent via email or RSS feed on a specified frequency (daily, weekly, monthly).

**Web of Science Citation Alerts**
You can create an alert for an author or a specific article:
- Save a search query on your name as author and create an alert
- Create an alert for a specific article you authored
- Link to help for creating alerts or view the Web of Science tutorial.

**Google & Google Scholar Alerts**
- Set up a Google Scholar Profile and create an alert to be emailed whenever any of your articles are cited
- Set up a Google Alert based on a search of your name or research area for email notification

**PubMed Commons Comments**
PubMed Commons enables authors to share opinions and information about scientific publications indexed in PubMed. As an author of an indexed publication, you can create an alert to be notified when someone posts a comment to one of your articles. Create a search for yourself as the author and articles that have comments, as in the example below:
- Example: Olivero M [author] AND has_user_comments [filter]
- Then create an alert for this search. View the brief PubMed Tutorial for details on creating an alert.
- See the PubMed Commons Guide for more examples of searching for comments in PubMed Commons.

**Track Altmetrics**
Use the free Altmetric bookmarklet to track other forms of metrics (non-citations) for you published journal articles. Drag the Bookmarklet to your browser’s bookmarks bar and use this for any journal article to learn of any social media activity for the selected article.

Source: http://guides.library.kumc.edu/c.php?q=451739&p=3084603
Find who cited the article

188 documents have cited:

Author name
- Ahmed, S. (6)
- Ale Ebrahim, N.A. (5)
- Mohammadjavadi, M. (1)
- Zayani, H. (1)

Subject area
- Computer science (77)
- Social Sciences (53)
- Business, Management and Accounting (50)
- Engineering (29)

Recent progress on energy research: A bibliometric analysis
Chan, W., Liu, W., Gong, Y., ... Ong, C., Wu, R. 2017 Renewable and Sustainable Energy Reviews

The confounding factors leading to plagiarism in academic writing and some suggested remedies: A systematic review
Guraya, S.Y., Guraya, S.S. 2017 Journal of the Pakistan Medical Association

Interplay of innovation and standardization: Exploring the relevance in developing countries
Zoo, H., de Vries, H.J., Lee, H. 2017 Technological Forecasting and Social Change

Biomass energy technological paradigm (BETTP): Trends in this sector
Li, M., Luo, N., Lu, Y. 2017 Sustainability (Switzerland)

Understanding the dimensions of virtual teams: A study of professional students in India
Gupta, S., Patil, G.S. 2017 International Journal of Web-Based Learning and Teaching Technologies

The moderating effects of demographics on the relationship between perceived car and brand loyalty in the mobile telecom sector
Malleswari, O.4. 2017 Society and Economy
A.1 Publications in Journals

A.1.1 International


   5. Sequencing via explanation-based learning, Tianfield H, INTERNATIONAL
Increasing Visibility and Enhancing Impact of Research

1. Manuscript preparation and submission

2. Post-publication promoting
   Source: http://fotomelia.com/?download=homme-megaphone-a-la-main-images-gratuites

3. After receiving mentions/citations (monitoring)

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;

Make sure you have a SEO-friendly manuscript, then submit.
Papers are accepted based on novelty, importance and scientific merit. But once published, a well-crafted *title and abstract* can help your work be found.

Source: [http://blogs.nature.com/naturejobs/2015/07/10/publishing-high-impact-papers-natures-way](http://blogs.nature.com/naturejobs/2015/07/10/publishing-high-impact-papers-natures-way)
Increased access = Increased downloads = Increased citations = Increased impact!

Tips

• **Write a good and short title for your article.** If you can use one or more keywords in the title while accurately describing the content of your article, then do it. Keep in mind the audience of your article and any academic keywords specific to your field to inform which keywords may be best to use.

• **In addition to the keywords tool from Google, check out Google Insights and Google Trends.** With the latter two, you can see the popularity of keywords over a period of time and by geographic location, which may or may not be relevant for you and to your article. Until now, Google offers the most tools for SEO.

• **Don’t go overboard with using numerous top keywords in every location of your article.** You want to tastefully optimize your article without compromising the relevance and quality of your writing and research.

• **Using the most popular keyword tool may not always be best for you and your article.** After all, it is the most popular for a reason, partly because it is frequently used in documents by others. You can test this by doing your own search of the keyword and seeing how many search results are found. If it is an exorbitant amount of articles, you may want to choose another keyword that is also very relevant to your research topic.

Source: [https://www.elsevier.com/connect/get-found-optimize-your-research-articles-for-search-engines](https://www.elsevier.com/connect/get-found-optimize-your-research-articles-for-search-engines)
Top Tips to make Your Article Discoverable

1. Find the Keywords and search phrase to optimize your document
   – Think about the most important words that are relevant to the article.
   – Consider looking up specific keywords on Google Trends or the Google Adwords Keywords tool to find out which search terms are popular.
   – Try out your keywords in Google Scholar, etc. and if too many results are returned, it may be better to consider a keyword with less competition.

2. Make sure you have a SEO-friendly title for your article
   – The title needs to be descriptive and must contain a key phrase related to your topic.
   – Put your keywords within the first 65 characters of the title. Google Scholar considers the length of a title. In a search for the phrase ‘SEO for Authors: A How-to Guide’ would be ranked higher than one titled ‘Search Engine Optimization (SEO) for Authors: Ranking Information and Publishing Tips’. Although in general titles should be fairly short, we suggest choosing a longer title if there are many relevant keywords.

3. Write your abstract using keywords, phrases and synonyms
   – Include the keywords and phrases in your abstract that a researcher might search on to find your article. Provide additional relevant keywords and synonyms for those keywords as they relate to your article keeping in mind those keywords are also used by the abstracting and indexing services as a method to tag the research content.

Source: http://guides.library.ucla.edu/seo
Top Tips to make Your Article Discoverable

4. Stay consistent
   - Refer to authors names and initials in a consistent manner throughout the paper and in the same way they’ve been referred to in the past online publications. If names are used inconsistently, search engines may not be able to id articles or citations correctly; as a consequence, citations may be assigned incorrectly, and articles will not be as highly ranked as they should be. For instance, Jöran, Joeran, and Joran are all correct spellings of the same name (given different transcription rules), but Google Scholar sees them as three different names. Obtain an ORCID and use it when submitting works to publishers to aid dissambiguation.

5. Use headings
   - Headings for the various sections of your article tip off search engines to the structure and content of your article. Incorporate your keywords and phrases in these headings wherever it’s appropriate.

6. Cite your own, or your co-authors, previous publications
   - Academic search engines, and especially Google Scholar, assign significant weight to citation counts. Citations influence whether articles are indexed at all, and they also influence the ranking of articles. When referencing your own published work, it is important to include a link where that work can be downloaded. This helps readers to find your article and helps academic search engines to index the referenced articles’ full text.

7. Text in figures and tables should be machine readable
   - Vector graphics containing font based text should be used instead of rasterized images so it can be indexed by academic search engines. Graphics stored as JPEG, BMP, GIF, TIFF, or PNG files are not vector graphics.
   - When documents are converted to PDF, all metadata should be correct (especially author and title). Some search engines use PDF metadata to identify the file or to display information about the article on the search engine results page.

Source: http://guides.library.ucla.edu/seo
Example of Well-Optimized Abstract

**Ocean Acidification and Its Potential Effects on Marine Ecosystems**

**Keywords**
- ocean acidification, climate change; carbonate saturation state; seawater chemistry; marine ecosystems;
- anthropogenic CO₂

**Abstract**
Ocean acidification is rapidly changing the carbonate system of the world oceans. Past mass extinction events have been linked to ocean acidification, and the current rate of change in seawater chemistry is unprecedented. Evidence suggests that these changes will have significant consequences for marine taxa, particularly those that build skeletons, shells, and tests of biogenic calcium carbonate. Potential changes in species distributions and abundances could propagate through multiple trophic levels of marine food webs, though research into the long-term ecosystem impacts of ocean acidification is in its infancy. This review attempts to provide a general synthesis of known and/or hypothesized biological and ecosystem responses to increasing ocean acidification. Marine taxa covered in this review include tropical reef-building corals, cold-water corals, crustose coralline algae, *Halimeda*, benthic mollusks, echinoderms, cocolithophores, foraminifera, pteropods, seagrasses, jellyfishes, and fishes. The risk of irreversible ecosystem changes due to ocean acidification should enlighten the ongoing CO₂ emissions debate and make it clear that the human dependence on fossil fuels must end quickly. Political will and significant large-scale investment in clean-energy technologies are essential if we are to avoid the most damaging effects of human-induced climate change, including ocean acidification.
Example of Well-Optimized Abstract
Top Downloaded Article from Environmental Toxicology and Chemistry

Title includes and leads with important keywords

Nanomaterials in the environment: Behavior, fate, bioavailability, and effects

Keywords
Nanoparticles; Toxicity; Colloids; Plant uptake; Ecological risk

Abstract
The recent advances in nanotechnology and the corresponding increase in the use of nanomaterials in products in every sector of society have resulted in uncertainties regarding environmental impacts. The objectives of this review are to introduce the key aspects pertaining to nanomaterials in the environment and to discuss what is known concerning their fate, behavior, disposition, and toxicity, with a particular focus on those that make up manufactured nanomaterials. This review critiques existing nanomaterial research in freshwater, marine, and soil environments. It illustrates the paucity of existing research and demonstrates the need for additional research. Environmental scientists are encouraged to base this research on existing studies on colloidal behavior and toxicology. The need for standard references and testing materials as well as methodology for suspension preparation and testing is also discussed.

Search terms contextually repeated throughout abstract

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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.

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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.
Compare Keywords

“Senior Population” with “Aged”
Compare Keywords “Senior Population” with “Aged”
The metadata of an article refers to a number of things. Metadata can refer to the keywords used, as well as to the type of file your document is, such as whether it is a PDF or Word file, the title, subjects and authors of the article, the date of the article, the name of the publisher and more. The metadata of your article also factors in the indexing and ranking of your article, so you should ensure this information is complete.

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• Self-archive articles
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• Make your research easy to find, especially for online searchers
• Deposit paper in Open Access repository
• Contribute to Wikipedia
• Start blogging

Dissemination 2/2

• 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
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References


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