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#### From the SelectedWorks of Nader Ale Ebrahim

October 6, 2017

### Strategies to Enhance Research Visibility, Impact & Citations

Nader Ale Ebrahim



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**Citations** 

### Nader Ale Ebrahim, PhD

Visiting Research Fellow

Centre for Research Services Institute of Management and Research Services University of Malaya, Kuala Lumpur, Malaysia



aleebrahim@um.edu.my



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Time

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

Date : 6<sup>th</sup> October 2017 (Friday)

: 9.00 am - 4.30 pm

Venue : Sakura Room, Level 4, MJIIT, UTM Kuala Lumpur.





All of my presentations are available online at:

https://figshare.com/authors/Nader\_Ale\_Ebrahim/100797

Link to this presentation: <a href="https://doi.org/10.6084/m9.figshare.5472847.v1">https://doi.org/10.6084/m9.figshare.5472847.v1</a> (New version)

#### **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
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#### Read more:

- 1. Ale Ebrahim, N., Salehi, H., Embi, M. A., Habibi Tanha, F., Gholizadeh, H., Motahar, S. M., & Ordi, A. (2013). <a href="Effective Strategies for Increasing Citation Frequency"><u>Effective Strategies for Increasing Citation Frequency</u></a>. International Education Studies, 6(11), 93-99. doi: 10.5539/ies.v6n11p93
- 2. Ale Ebrahim, Nader. "Optimize Your Article for Search Engine." University of Malaya Research Bulletin 2.1 (2014): 38-39.

### **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

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Dennil

# 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<sup>th</sup> of November, 2015), compared to the same indicator on the 10<sup>th</sup> of September, 2015.

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

Source: Martín-Martín, A., Orduna-Malea, E., Ayllón, J. M., & López-Cózar, E. D. (2016). The counting house, measuring those who count: Presence of Bibliometrics, Scientometrics, Informetrics, Webometrics and Altmetrics in Google Scholar Citations, ResearcherID, ResearchGate, Mendeley, & Twitter. EC3 Reseach Group: Evaluación de la Ciencia y de la Comunicación Científica Universidad de Granada and Universidad Politécnica de Valencia (Spain), In Progress,. doi:10.13140/RG.2.1.4814.4402



#### **Effective Strategies for Increasing Citation Frequency**

**Journal Reputation and Impact**: publishing a paper in a journal based on disciplinary reputatation 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 insitution. 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.

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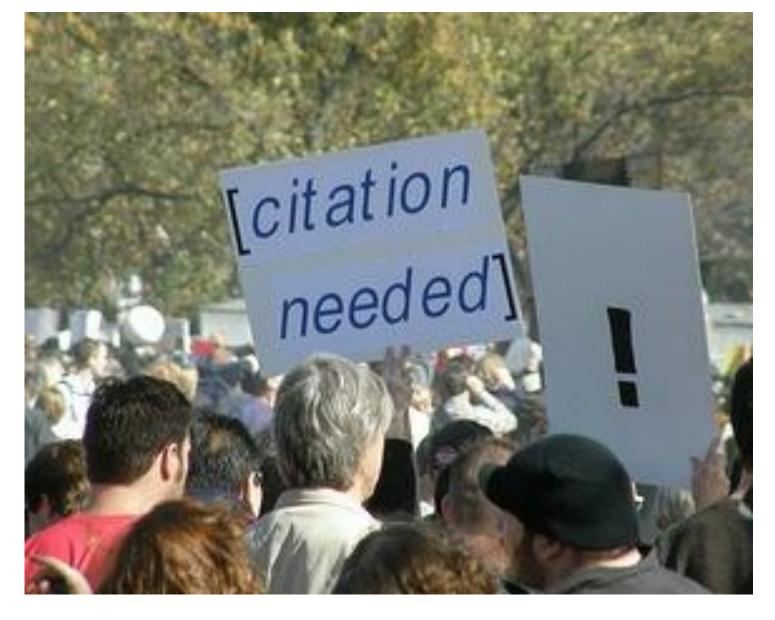
**Utliize Social Media**: Use author profiles such as ResearcherID and ORCID. Contribute to Wikipedia, start a blog and/or podcast, join academic social media sites.

From: Ebrahim, N.A., et al. (2013). Effective strategies for increasing citation frequency. International Education Studies, 6(11), 93-99. doi:10.5539/ies.v6n11p93

## Research Tools Mind Map







Source: Researchers, publishers, libraries and data centres all have a role in promoting and encouraging data citation. (Available on: <a href="http://blogs.lse.ac.uk/impactofsocialsciences/2013/11/26/why-not-cite-data/">http://blogs.lse.ac.uk/impactofsocialsciences/2013/11/26/why-not-cite-data/</a>)



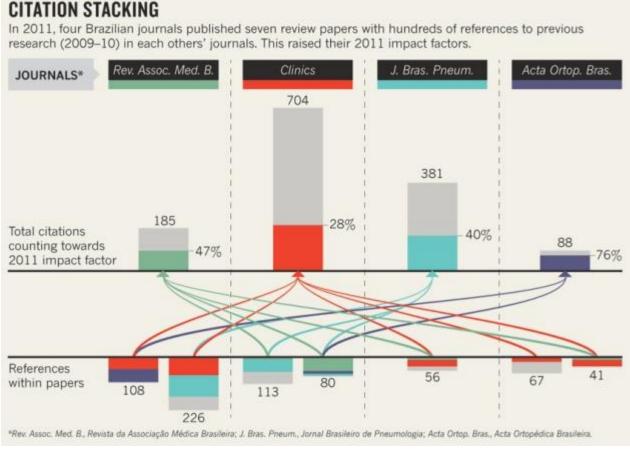


Source: <a href="http://wiki.lib.sun.ac.za/index.php/SUNScholar/Research Article Metrics">http://wiki.lib.sun.ac.za/index.php/SUNScholar/Research Article Metrics</a>

### Brazilian citation scheme outed

Thomson Reuters suspends journals from its rankings for 'citation stacking'





Source: Richard Van Noorden, Nature News, 27 August 2013

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



ritten by Cat Ferguson bruary 9th, 2015 at 5:30 pm Posted in citation manipulation

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

with 5 comments

A group of researchers have lost a paper in a computer science journal because they were apparently using its references to help the impact factor of a different journal that one of them edits.

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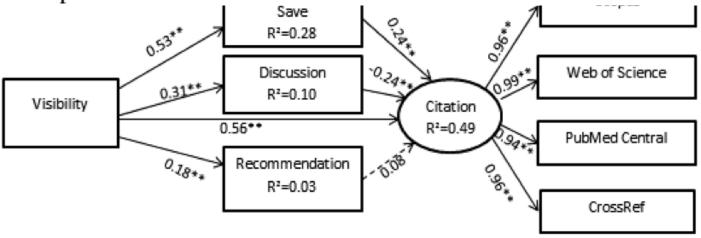


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## Path analysis of the relationship between visibility and citation: the mediating roles of save, discussion, and recommendation metrics

Ale Ebrahim et al. (2014) believe that increased accessibility of an article through search engines can improve its citation rate.



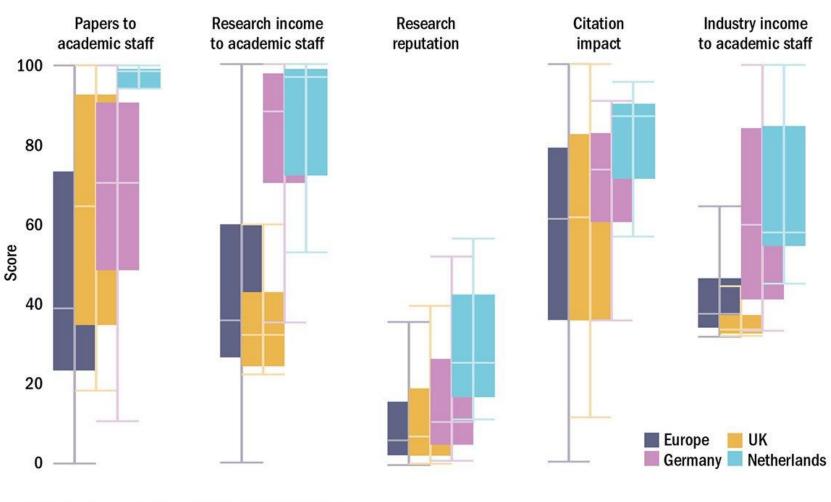
\*\*P< 0.0001

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

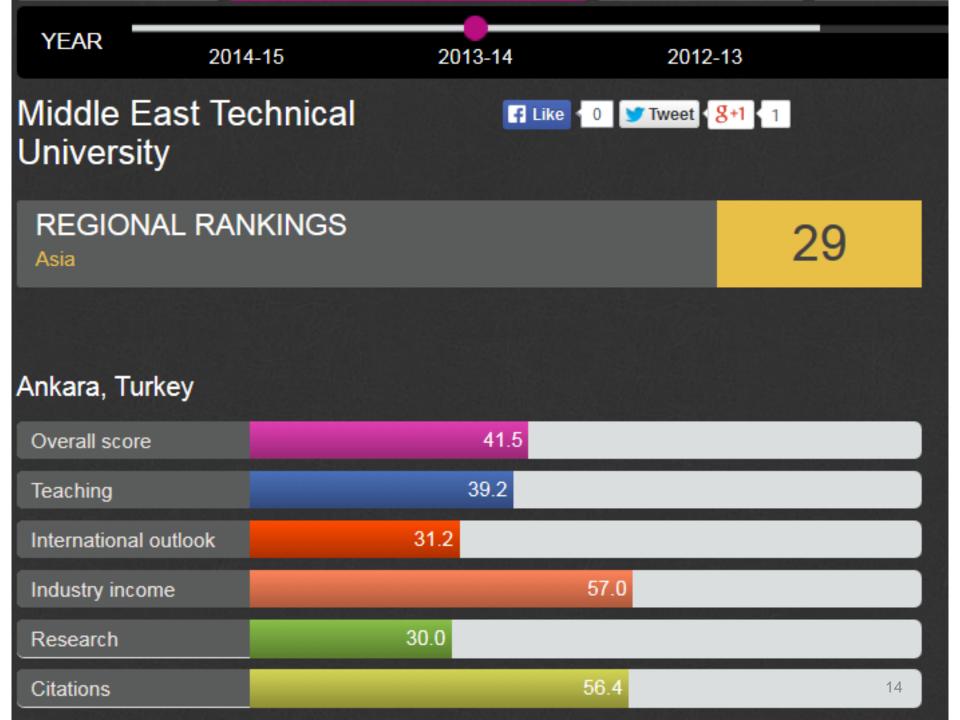
Springer

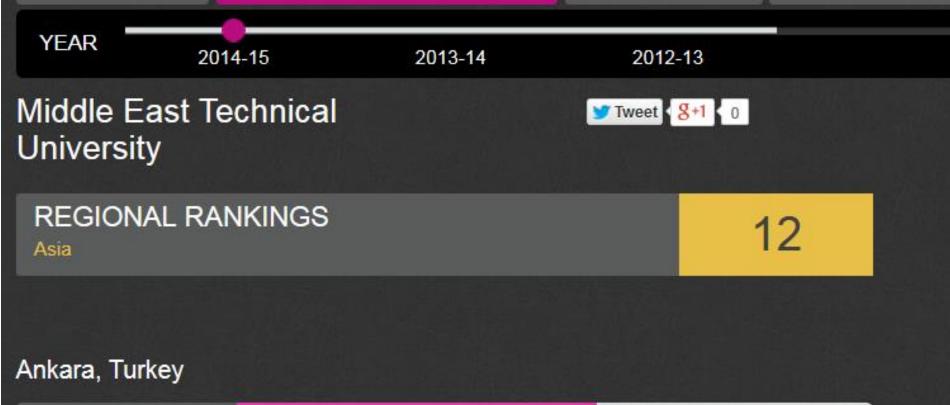
Source: Ebrahimy, S., Mehrad, J., Setareh, F., & Hosseinchari, M. (2016). Path analysis of the relationship between visibility and citation: the mediating roles of save, discussion, and recommendation metrics. *Scientometrics* 1-14. doi:10.1007/s11192-016-2130-z

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











# Malaysia's No. of Documents 1996 – 2016 Published in 2017

SJR	Scimago J	Journal & Co	untry Rank			Enter Journal Title,	ISSN or Publisher Name		Q
		Home	Journal Rankings	Country Rankings	Viz Tools	Help About	Us		
All sub	ject areas	~	All subject categories	∨ All re	egions	~	1996-2016		~
Display countr	ies with at least 0	Documents	∨ Apply				4	<b>▶</b> Download	data
Cou	ntry		<b>↓</b> Documents	Citable documents	Citations	Self-Citations	Citations per Docu	ıment l-	lindex
1	United States		10193964	9165271	240363880	110517058		23.58	1965
2	China		4595249	4525851	32913858	18210007		7.16	655
3	United Kingdom		2898927	2499445	60988844	13948928		21.04	1213
4	Germany		2570206	2394158	49023207	12158563		19.07	1059
32	Singapore		241361	224763	4097146	486934		16.98	454
33 🕏	Hong Kong		241145	225890	4385700	529709		18.19	447
34	Malaysia		214883	207498	1299378	341788		6.05	224
35	South Africa		<sup>2139</sup> 82017	′-2018 Na <b>del<sup>32</sup>A</b>	le Ebrahim	569883		<sup>12.57</sup> 16	361

### Malaysia's H-index 1996 – 2016 Published in 2017

SJR	Scimago C	Journal & Cou	ntry Rank			Enter Journal Title	e, ISSN or Publisher Name	Q
		Home	Journal Rankings	Country Rankings	Viz Tools	Help Abou	t Us	
All subjec	ct areas	V A	II subject categories	V All I	regions	~	1996-2016	~
Display countries	with at least 0	Documents	✓ Apply				<b>♣</b> Dov	wnload data
Countr	гу		Documents	Citable documents	Citations	Self-Citations	Citations per Document	<b>↓</b> H index
1	United States		10193964	9165271	240363880	110517058	23.58	1965
39 <b>=</b> T	hailand		139682	132845	1510067	238251	10.81	269
40 🚻 Id	celand		17574	16104	452049	40516	25.72	251
41 (1985) S	Saudi Arabia		133396	127612	1144870	187175	8.58	241
42 💶 Ir	ran		388672	377098	2770074	1019641	7.13	234
43 💼 S	Slovenia		78751	75362	917085	156686	11.65	231
44 <b>9</b> N	Malaysia		214883	207498	1299378	341788	6.05	224

87582

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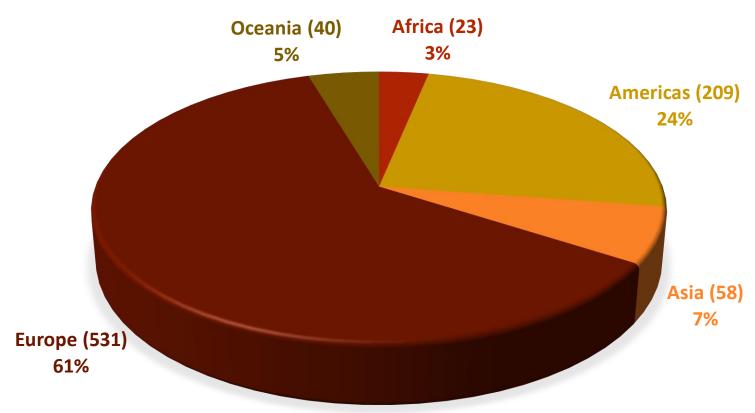
222

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Slovakia



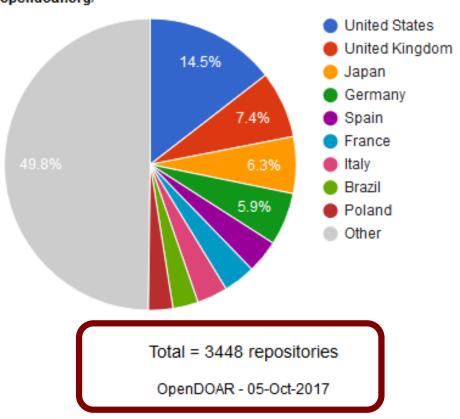
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Citation indices

All

28100

78

### Rajkumar Buyya

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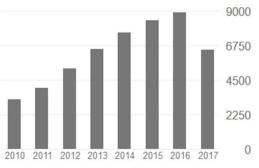
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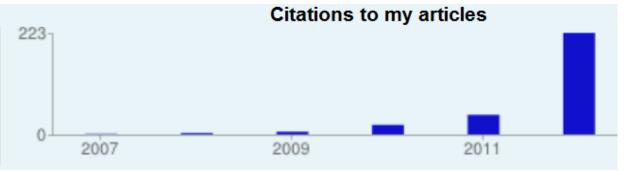


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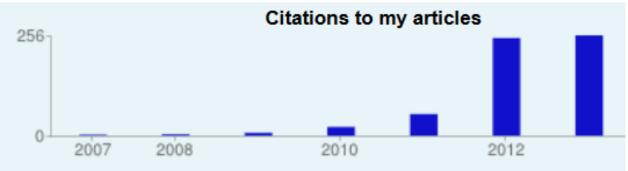
computing as the 5th utility R Buyya, CS Yeo, S Venugopal, J Broberg, I Brandic Future Generation Computer Systems 25 (6), 599-616 Internet of Things (IoT): A vision, architectural elements, and future directions 3107 2013 J Gubbi, R Buyya, S Marusic, M Palaniswami Future Generation Computer Systems 29 (7), 1645-1660 CloudSim: a toolkit for modeling and simulation of cloud computing environments and 2578 2011 evaluation of resource provisioning algorithms RN Calheiros, R Ranjan, A Beloglazov, CAF De Rose, R Buyya Software: Practice and Experience 41 (1), 23-50 Market-oriented cloud computing: Vision, hype, and reality for delivering IT services 2489 2008

## Example

Citation indices						
	All Since 2008					
Citations	309	305				
h-index	9	9				
i10-index	8	8				



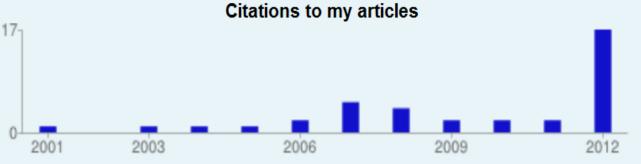
Citation indices						
	All Since 2009					
Citations	645	635				
h-index	15	15				
i10-index	27	27				



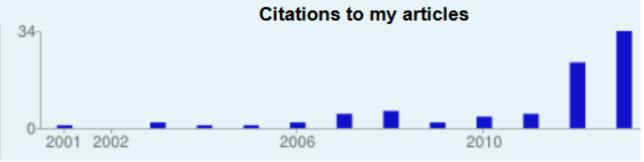
Ale Ebrahim, N., Salehi, H., Embi, M. A., Habibi Tanha, F., Gholizadeh, H., & Motahar, S. M. (2014). Visibility and Citation Impact. *International Education Studies*, 7(4), 120-125. doi: 10.5539/ies.v7n4p120, . Available at SSRN: <a href="https://ssrn.com/abstract=2419315">http://ssrn.com/abstract=2419315</a>

# Example

Cita	Citation indices				Cita
	All	Since 2008	17		
Citations	39	28			
h-index	4	3			
i10-index	1	0	2001	2003	

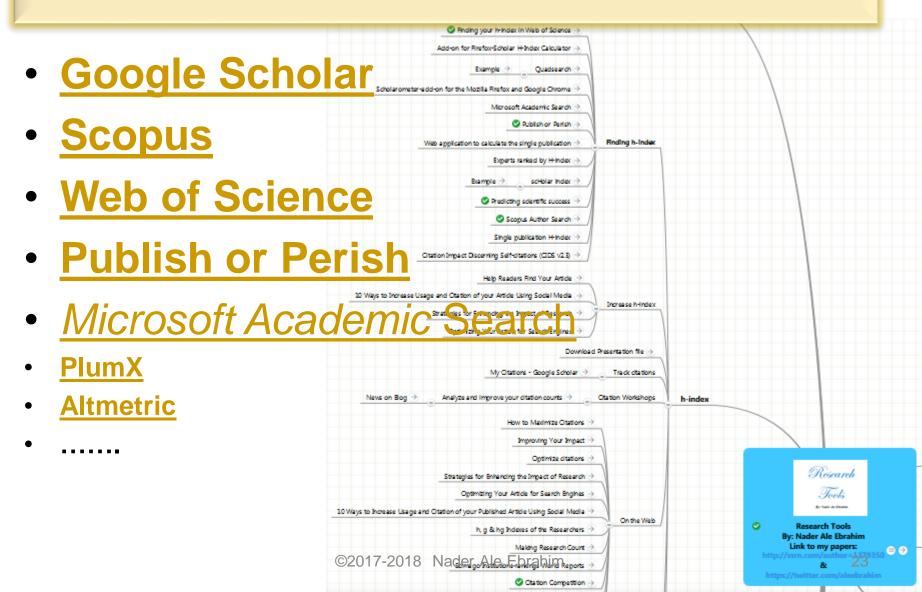


Citation indices						
	All Since 2009					
Citations	94	73				
h-index	6	5				
i10-index	1	0				



Ale Ebrahim, N., Salehi, H., Embi, M. A., Habibi Tanha, F., Gholizadeh, H., & Motahar, S. M. (2014). Visibility and Citation Impact. *International Education Studies*, 7(4), 120-125. doi: 10.5539/ies.v7n4p120, . Available at SSRN: <a href="http://ssrn.com/abstract=2419315">http://ssrn.com/abstract=2419315</a>

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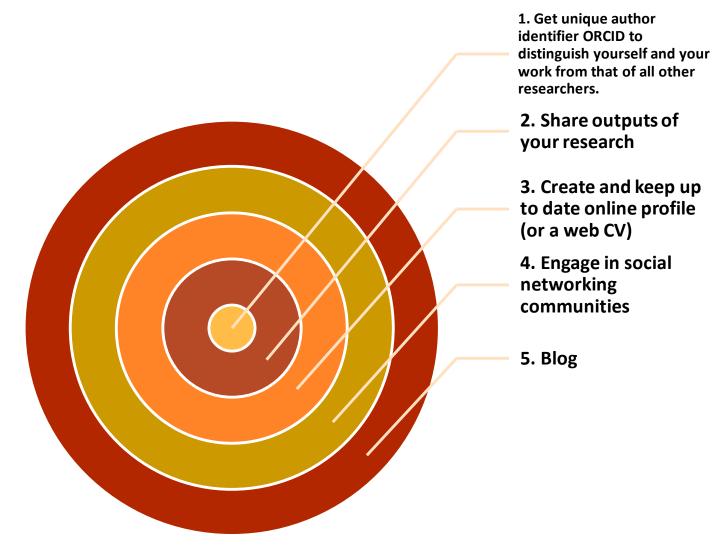
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Popover	Right	18	7
Details	None		7
	✓ Hide no mentions?		
Hide if score less than			
DOI	10.1007/s11192-016-1938-x		

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data-hide-no-mentions="true" class="altmetric-embed"></div>

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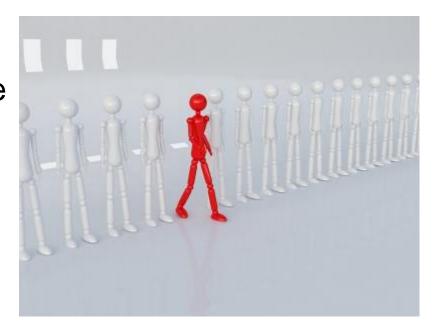


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Nader Ale Ebrahim \* 🗓 and Yii Bonn Bong 🗓

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How to cite: Ale Ebrahim, N.; Bong, Y.B. Publishing Research Support Documents in Open Access Platform to Improve Research Impact. Preprints 2017, 2017060111 (doi: 10.20944/preprints201706.0111.v1). Copy

#### Abstract

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D'Souza, G. C., & Colarelli, S. M. (2010). Team member selection decisions for virtual versus face-to-face teams. *Computers in Human Behaviour*, 26, 630-635. doi:10.1016/j.chb.2009.12.016

Ebrahim, N. A., Ahmed, S., & Taha, Z. (2009). Virtual teams: A literature review.

Australian Journal of Basic and Applied Sciences, 3, 2653-2669. Retrieved from

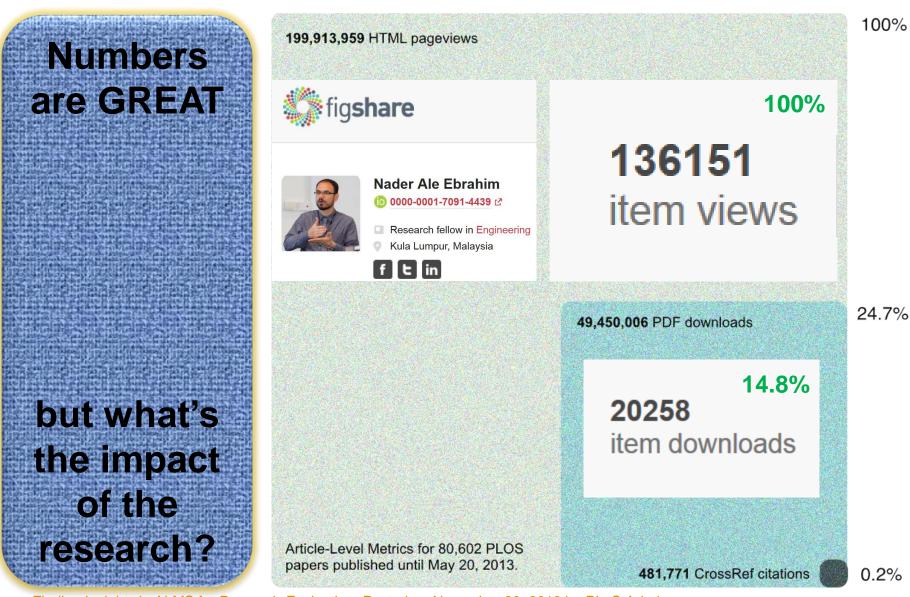
http://mpra.ub.uni-muenchen.de/

Ebrahim, N. A., & Ahmed, S., & Taha, Z. (2010). Benefits and pitfalls of virtual R&D

teams: An empirical study. Paper presented at ICTM Conference. Abstract

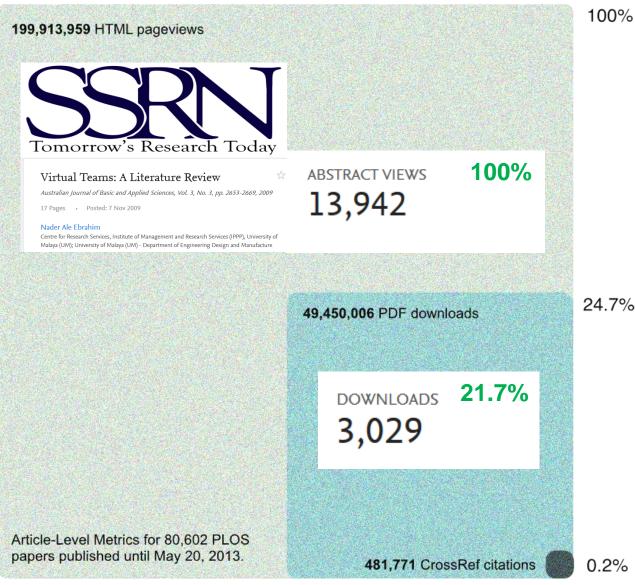
retrieved from http://eprints.um.edu.my/

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# How can academia kick its addiction to the impact factor?



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# How is the Altmetric score calculated?

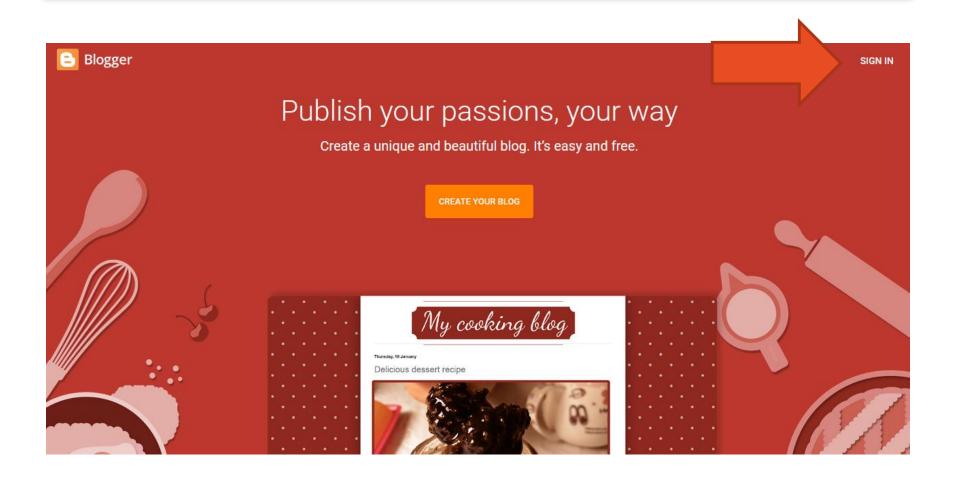
#### The score is a weighted count

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:

News	8
Blogs	5
Twitter	1
Facebook	0.25
Sina Weibo	1
Wikipedia	3
Policy Documents (per source)	3
Q&A	0.25
F1000/Publons/Pubpeer	1
YouTube	0.25
Reddit/Pinterest	0.25
LinkedIn	0.5
Open Syllabus	1
Google+ owns-the attmetric-score-calculated-	1

@2017-2018

### Create a new blog



### 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-index=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



Neil Hall, Prof

Kardashians'
Source: N. Hall, "The Kardashian index: a measure of discrepant sending profile to Escientists," Genome Biology, vol. 15, no. 7, pp. 1-3, 2014/04/80, 2014.

# 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= $F(a)/F(c)_m$ 

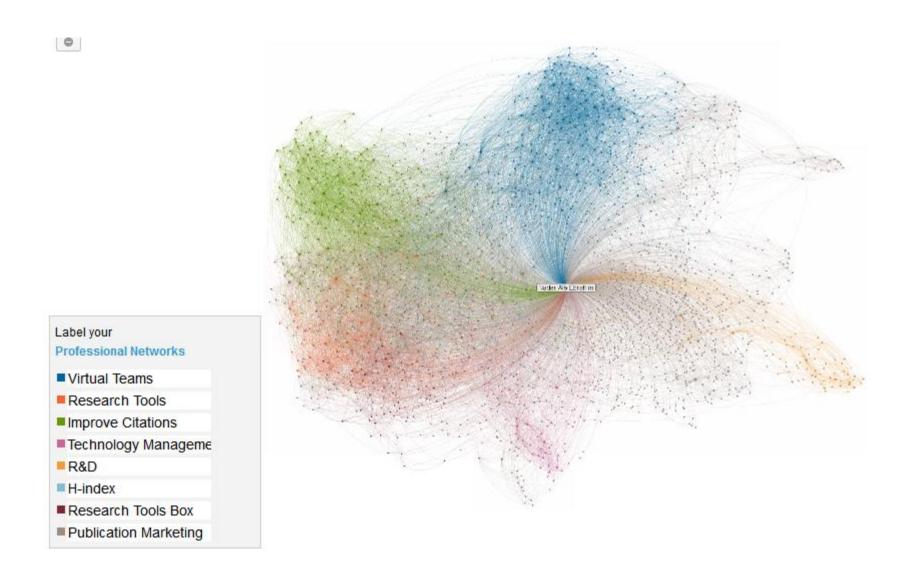


**Nader Ale Ebrahim** 

#### **Suggested Citation**

Ale Ebrahim, Nader, Modified Kardashian Index: A Measure of Discrepant Social Media Profile for Scientists (March 30, 2015). Available at SSRN: <a href="https://ssrn.com/abstract=2588206">https://ssrn.com/abstract=2588206</a> or <a href="http://dx.doi.org/10.2139/ssrn.2588206">https://dx.doi.org/10.2139/ssrn.2588206</a>

#### Nader Ale Ebrahim's Linkedin Map

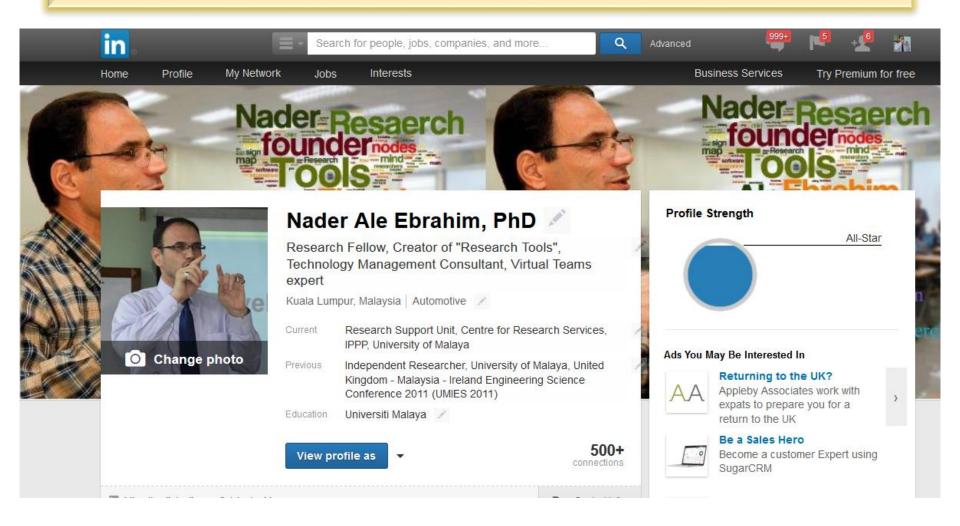


# Make your profile a positive tool in promoting the circulation of your published content:

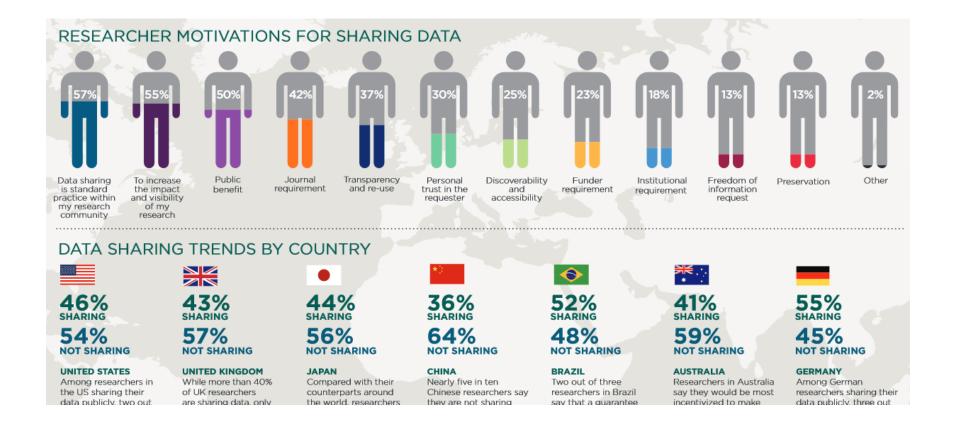
Tell your entire story Frame your profile Make it powerful and concise Be public Highlight your work Showcase your honors and awards Add images, videos, presentations, and documents

Source: https://hub.wiley.com/community/exchanges/discover/blog/2014/05/01/how-to-promote-your-work-through-linkedin?referrer=exchanges

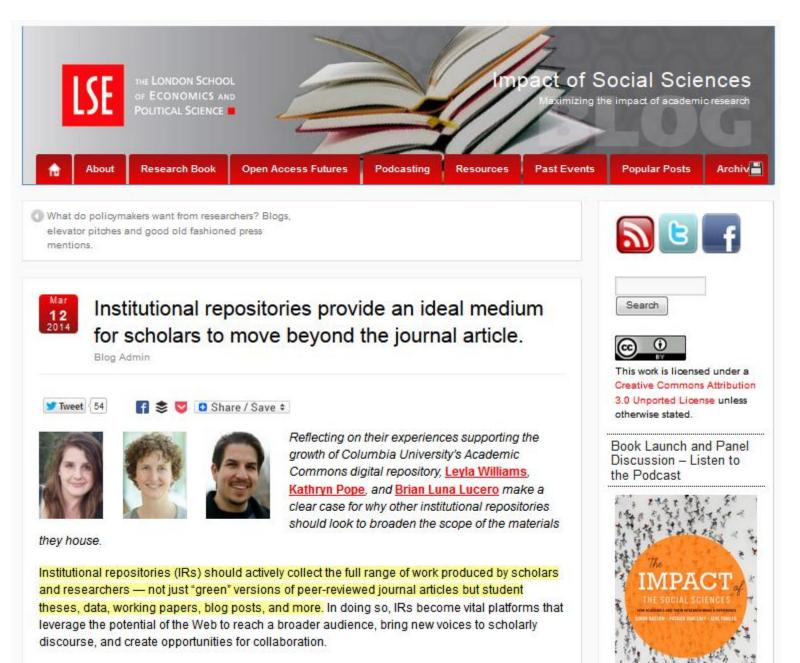
# Edit Your profile



# RESEARCHER DATA SHARING INSIGHTS



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# **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.

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Scopus®





Universitv of Kansas Medical Center

### **Tracking via Citation Alerts**

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**

<u>PubMed Commons</u> 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]

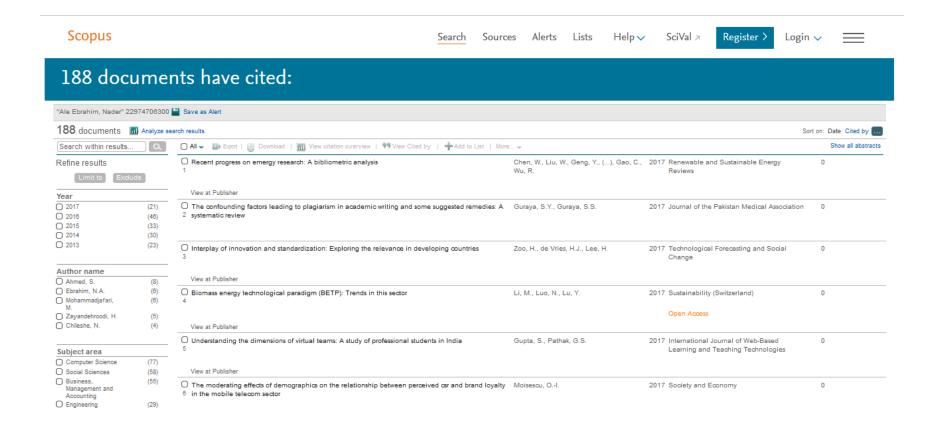
Then create an alert for this search. View the brief <a href="PubMed Tutorial">PubMed Tutorial</a> for details on creating an alert.

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.

### Find who cited the article



# KNOWN CITATIONS Prof. Luis M. Camarinha-Matos

#### **KNOWN CITATIONS**

[SCI, SCOPUS, Inspect, Scholar Google, CiteSeer, Google, etc.]

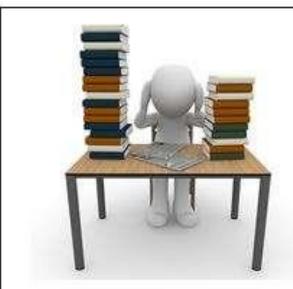
#### A.1 Publications in Journals

#### A.1.1 International

- 1. <u>Concurrent Pascal as a robot level language a suggestion,</u> A. Steiger Garção; L.M. Camarinha Matos, *Journal ROBOTICA (Cambridge University Press*, U.K.), vol.5, n.4, Oct-Dec 86, pp. 269-272.
- 2. <u>Plan generation in Robotics State of the art and perspectives</u>, L.M. Camarinha-Matos, *Journal ROBOTICS (North-Holland)*, Vol.3, N. 3&4, Sep-Dec 1987, pp. 291-328.
  - Autonomous shopfloor systems A study into exception handling for robot control, G. R. Meijer, PhD thesis, University of Amsterdam, 1991.
  - Concepção de arquitecturas para ambientes integrados de manufactura, H. Pita, Tese de doutoramento, FCT/UNL, 1995.
  - Planning and scheduling literature, WebScripter project, USC, Information Sciences Institute, 2001.
  - Robot action planning via explanation-based learning, Tianfield H, IEEE TRANSACTIONS ON SYSTEMS MAN AND CYBERNETICS PART A-SYSTEMS AND HUMANS, 30 (2): 216-222 MAR 2000.
  - 5. Sequencing via explanation-based learning, Tianfield H, INTERNATIONAL

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1. Manuscript preparation and submission

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### **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;

Read more: Ale Ebrahim, N., Salehi, H., Embi, M. A., Habibi Tanha, F., Gholizadeh, H., Motahar, S. M., & Ordi, A. (2013). <u>Effective Strategies for Increasing Citation Frequency</u>. International Education Studies, 6(11), 93-99. doi: 10.5539/ies.v6n11p93

# 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

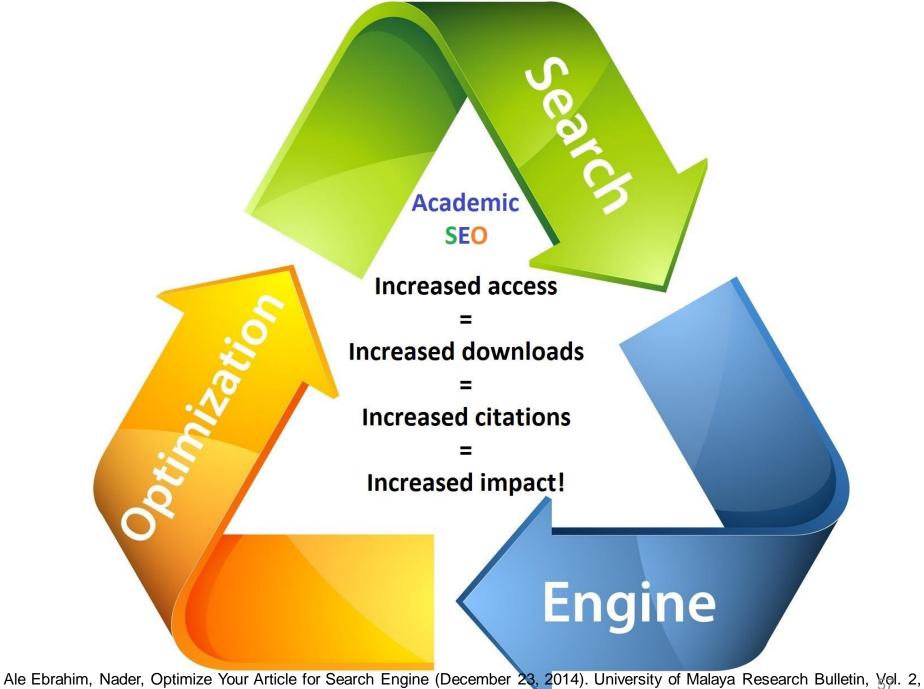
Read more: Ale Ebrahim, N., Salehi, H., Embi, M. A., Habibi Tanha, F., Gholizadeh, H., Motahar, S. M., & Ordi, A. (2013). <u>Effective Strategies for Increasing Citation Frequency</u>. International Education Studies, 6(11), 93-99. doi: 10.5539/ies.v6n11p93





# 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



Ale Ebrahim, Nader, Optimize Your Article for Search Engine (December 23, 2014). University of Malaya Research Bulletin, yol. 2, No. 1, 23, December 2014. Available at SSRN: <a href="http://ssrn.com/abstract=258&209">http://ssrn.com/abstract=258&209</a>

#### **ELSEVIER**

# **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.

# Top Tips to make Your Article UCLA Library 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 <u>Google Trends</u> or the <u>Google Adwords Keywords</u> 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.

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# Top Tips to make Your Article UCLA Library 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.

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### Example of Well-Optimized Abstrac

#### Example of Well-Optimized Abstract

Title includes and leads with important keywords

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

#### Keywords

ocean acidification, climate change; carbonate saturation state; seawater chemistry; marine ecosystems; anthropogenic  $CO_2$  Search term-style keywords provided

#### 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, coccolithophores, foraminifera, pteropods, seagrasses, jellyfishes, and fishes. The risk of irreversible ecosystem changes due to ocean acidification should enlighten the ongoing CO<sub>2</sub> 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.

Search terms contextually repeated throughout abstract



#### **Example of Well-Optimized Abstract**

Top Downloaded Article from Environmental Toxicology and Chemistry



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 texicity, 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 sciphtists are encouraged to base this research on existing studies on colloids behavior and texicology. The need for standard reference and testing materials as well as methodology for suspension preparation and testing is also discussed.

Search terms
contextually repeated
throughout abstract

# Well-Optimized Abstract:

#### 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.

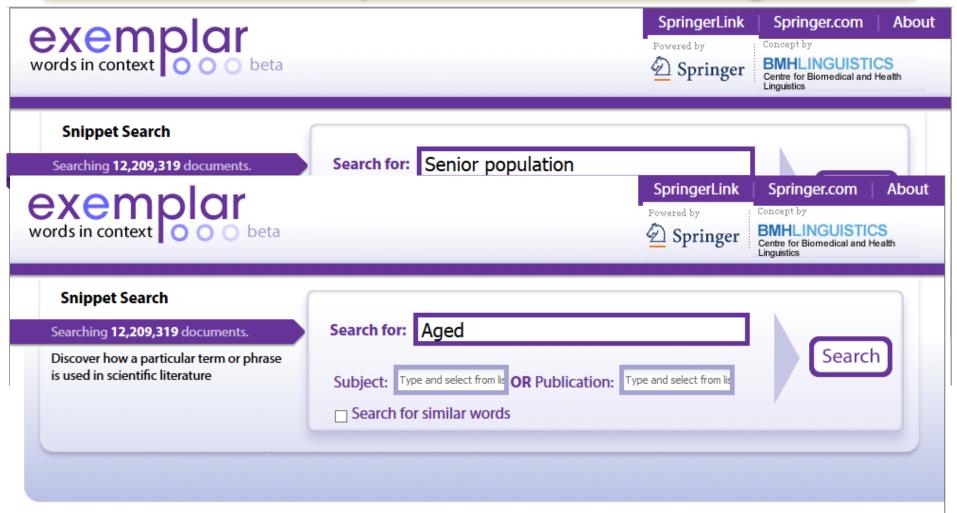
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# **Poorly Optimized Abstract:**

#### 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"

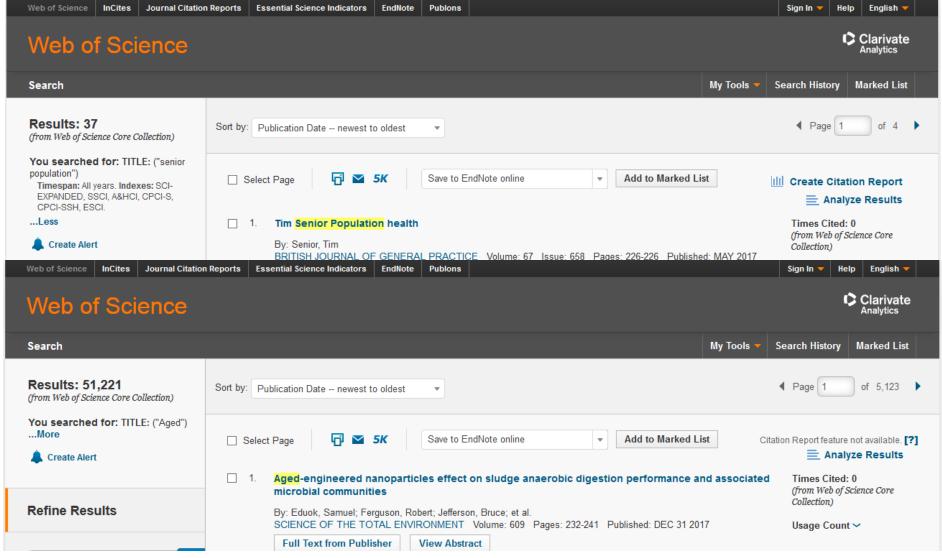


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# Compare Keywords "Senior Population" with "Aged"



### Metadata

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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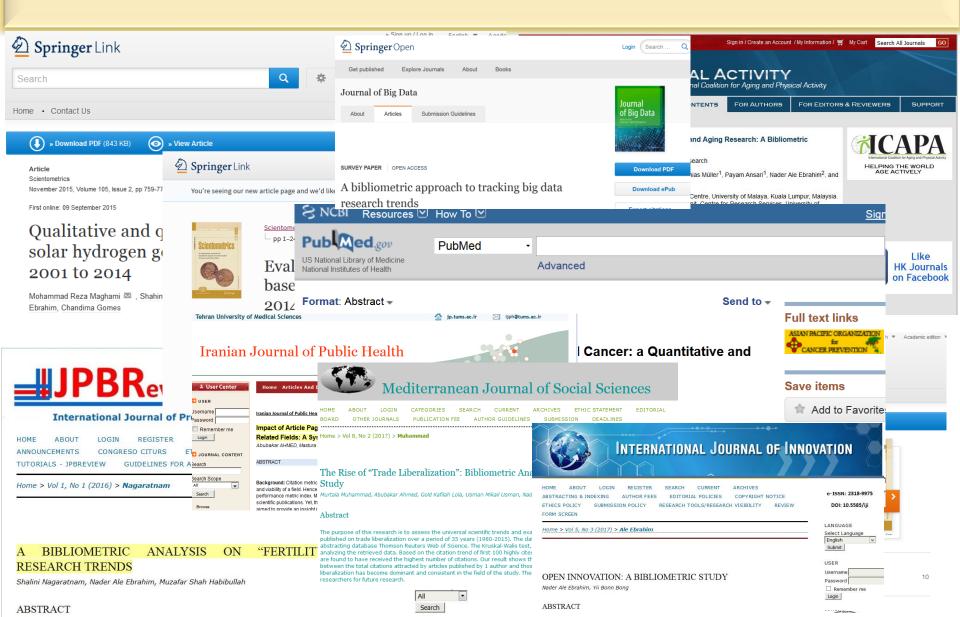
- Self-archive articles
- Keep your professional web pages and published lists up to date
- Make your research easy to find, especially for online searchers
- Deposit paper in Open Access repository
- Contribute to Wikipedia
- Start blogging

### 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
- Make an online CV.

Read more: Ale Ebrahim, N., Salehi, H., Embi, M. A., Habibi Tanha, F., Gholizadeh, H., Motahar, S. M., & Ordi, A. (2013). <u>Effective Strategies for Increasing Citation Frequency</u>. International Education Studies, 6(11), 93-99. doi: 10.5539/ies.v6n11p93

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- N. Hall, "The Kardashian index: a measure of discrepant social media profile for scientists," Genome Biology, vol. 15, no. 7, pp. 1-3, 2014/07/30. 2014. 8.
- 9. Ale Ebrahim, Nader, Modified Kardashian Index: A Measure of Discrepant Social Media Profile for Scientists (March 30, 2015). Available at SSRN: https://ssrn.com/abstract=2588206 or http://dx.doi.org/10.2139/ssrn.2588206
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- Ale Ebrahim, Nader, Optimize Your Article for Search Engine (December 23, 2014). University of Malaya Research Bulletin, Vol. 2, No. 1, 23, December 2014. Available at 11. SSRN: http://ssrn.com/abstract=2588209

#### My recent publication:

- N. Ale Ebrahim, and Y. B. Bong, "A Bibliometric Study of Open Innovation, 2012-2017," International Journal of Innovation (IJI), vol. 5, no. 3, September, 2017. http://dx.doi.org/10.5585/iji.v5i3.184
- Abedini, A., Rahman, R., Naeini, H. S., & Ale Ebrahim, N. (2017). The 100 Most Cited Papers in "Industrial Design": A Bibliometric Analysis. Exacta Engenharia de Produção, 15(3), doi:10.5585/Exacta EP.v15n3.7659
- S. Shamshirband, A. Kalantari, A. Kamsin, H. S. Kamaruddin, N. Ale Ebrahim, A. Gani, and A. Ebrahimi, "A Bibliometric Approach to Tracking Big Data Research Trends," Journal of Big Data, vol. 4, no. 30, 29 September, 2017. https://doi.org/10.1186/s40537-017-0088-1
- Jamali, S. M., Nurulazam Md Zain, A., Samsudin, M. A., & Ale Ebrahim, N. (2017). Self-Efficacy, Scientific Reasoning, and Learning Achievement in the STEM PiBL Literature. Paper presented at the International Postgraduate Conference on Research in Education (IPCoRE 2017), School of Educational Studies, Universiti Sains Malaysia (USM), Penang, Malaysia
- Samsudin, M. A., Nurulazam Md Zain, A., Jamali, S. M., & Ale Ebrahim, N. (2017). Physics Achievement in STEM PiBL: A Gender Study. Paper presented at the International Postgraduate Conference on Research in Education (IPCoRE 2017), School of Educational Studies, Universiti Sains Malaysia (USM), Penang, Malaysia.
- Muhammad, M., Ahmed, A., Lola, G. K., Mikail Usman, U., & Ale Ebrahim, N. (2017). The Rise of "Trade Liberalization": Bibliometric Analysis of Trade Liberalization Study. Mediterranean Journal of Social Sciences, 8(2), 97-104. http://ssrn.com/abstract=2928551

#### My recent presentations:

- Ale Ebrahim, Nader (2017): Improve Research Visibility and Impact by Academic SEO. https://doi.org/10.6084/m9.figshare.5463349.v2 1.
- Ale Ebrahim, Nader (2017): Online Reference Management Tools for Improving Research Visibility and Impact. https://doi.org/10.6084/m9.figshare.5440165.v1 2.
- 3. Ale Ebrahim, Nader (2017): Create Online Researcher's Profile to Increase Visibility. https://doi.org/10.6084/m9.figshare.5417731.v1
- Ale Ebrahim, Nader (2017): New indicators for measuring research impact. https://doi.org/10.6084/m9.tigshare.5398072.v1

  Ale Ebrahim, Nader (2017): How to Write a Bibliometric Paper. https://doi.org/10.8084/m9.tigshare.5378615N.ader Ale Ebrahim 5.
- Ale Ebrahim, Nader (2017): A Journal Selection Procedure for Receiving the Highest Citation and Impact. https://doi.org/10.6084/m9.figshare.5330950.v1