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33 Tips to Maximize Articles’ Citation Frequency

Nader Ale Ebrahim

Available at: https://works.bepress.com/aleebrahim/87/
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http://scholar.google.com/citations
http://works.bepress.com/aleebrahim/
Abstract:
The number of citations contributes to over 30% in the university rankings. Therefore, most of the scientists are looking for an effective method to increase their citation record. On the other hand, increase research visibility in the academic world in order to receive comments and citations from fellow researchers across the globe, is essential.
Publishing a high quality paper in scientific journals is only the mid point towards receiving citation in the future. The balance of the journey is completed by disseminating the publications by using the proper “Research Tools”. This presentation provides 33 different tips for increasing the citation frequencies.

Keywords: H-index, Improve citations, Research tools, Bibliometrics, University ranking, Research impact.
Outline

• Motivation
• Definition of h-index
• Predicting scientific success
• New perspective of research impact
• Strategies for enhancing the impact of research
• Preparing for Publication
  – Writing
  – Collaboration & Journal Selection
• Disseminate Publications
Motivations

Times Higher Education World University Ranking system

The *Times Higher Education World* University Rankings 2012-2013 are the only global university performance tables to judge research-led universities across all their core missions - teaching, research, knowledge transfer and international outlook.

We employ 13 carefully calibrated performance indicators to provide the most comprehensive and balanced comparisons, which are trusted by students, academics, university leaders, industry and governments.

The methodology for the 2012-2013 World University Rankings is identical to that used for the 2011-2012 tables, offering a year-on-year comparison based on true performance rather than methodological change.

**Our 13 performance indicators are grouped into five areas:**

- Teaching: the learning environment (worth 30 per cent of the overall ranking score)
- Research: volume, income and reputation (worth 30 per cent)
- **Citations: research influence (worth 30 per cent)**
- Industry income: innovation (worth 2.5 per cent)
- International outlook: staff, students and research (worth 7.5 per cent).

Source: [http://www.timeshighereducation.co.uk/world-university-rankings/2012-13/world-ranking/methodology](http://www.timeshighereducation.co.uk/world-university-rankings/2012-13/world-ranking/methodology)

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Source: http://www.timeshighereducation.co.uk/world-university-rankings/2010-2011/analysis-methodology.html
Enhancing the Visibility and Impact of Your Research

This workshop will cover various strategies for participants to consider as they undertake research activities.

The strategies are divided into three categories:

1. Preparing for Publication
2. Dissemination
3. Tracking Your Research

After attending this workshop, participants will be able to better understand tools and approaches that can be used to enhance author profiles, promote discoverability and access of research findings, and document evidence of research impact.

Upcoming Sessions

- Wed, March 26, 2014 - 12:00 PM - Register Now

QUESTIONS ABOUT THIS CLASS?
Contact Cathy Sari for more information.

NEED US TO COME TO YOU?
Check out our "Becker on the Road "program which brings Becker expertise to your department or group!

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HOW TO MAXIMISE THE VISIBILITY AND IMPACT OF YOUR RESEARCH: PATHWAYS TO OPEN ACCESS

This workshop is aimed at all researchers who have started writing for publication or are considering writing for publication. A great amount of researchers' time and effort involves writing up their research for publication. However, once a paper is accepted for publication, it is not guaranteed that it will reach the widest possible audience, even if the journal does have a high impact factor.
Proportion of Repository Organisations by Continent - Worldwide

Total = 2245 organisations

OpenDOAR - 19-Jun-2014

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It is important to note that there is no substitute for quality work. Please do carry out path-breaking research and produce outstanding results by demonstrating their usefulness both theoretically and experimentally. It is equally important to enhance its impact by making the outcomes of your research work easily accessible to your peers and the larger community. Your efforts and willingness to genuinely share research outcomes with the community will lead to better citations to your work. This in turn leads to other outcomes and recognitions such as increased chances of (a) receiving invitations to present seminars and possibly keynote talks at conferences; (b) getting surprise emails from prospective employers; (c) obtaining industrial consulting opportunities; (d) gaining media attention; (e) winning grants, (f) attracting brilliant students, (g) receiving promotions, and so on and so forth. If all goes well, you might one day become a celebrity intellectual!
A scientist has index $h$ if $h$ of [his/her] $N_p$ papers have at least $h$ citations each, and the other $(N_p - h)$ papers have no more than $h$ citations each.

H-index from a plot of decreasing citations for numbered papers
A scientist has index $h$ if $h$ of his/her $Np$ papers have at least $h$ citations each, and the other $(Np-h)$ papers have no more than $h$ citations each.

As an example, a researcher with an H-index of 15 has (of their total number of publications) 15 papers which have been cited at least 15 times each.

<table>
<thead>
<tr>
<th>Researcher</th>
<th>A</th>
<th></th>
<th>Researcher</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper rank</td>
<td>Citations</td>
<td>Paper rank</td>
<td>Citations</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>10</td>
<td>1</td>
<td>1348</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>8</td>
<td>2</td>
<td>159</td>
<td></td>
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<tr>
<td>3</td>
<td>6</td>
<td>3</td>
<td>50</td>
<td></td>
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<td>4</td>
<td>5</td>
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<td>4</td>
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<td>5</td>
<td>4</td>
<td>5</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>0</td>
<td>6</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

Neither researcher can have an H-index of more than 6.

Predicting scientific success

H-index prediction


Note: The equations and the calculator model people that are in Neurotree, have an h-index 5 or more, and are between 5 to 12 years after publishing first article.


# distinct journals: number of different journals where you have published in.
Brazilian citation scheme outed
Thomson Reuters suspends journals from its rankings for ‘citation stacking’


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New perspectives of impact

ACADEMIC IMPACT

- Journal Impact Factor
- Citation counts

Traditional metrics

SOCIETAL IMPACT

- Download counts
- Page views
- Mentions in news reports
- Mentions in social media
- Mentions in blogs
- Reference manager readers
  ... etc.

Alternative metrics

“altmetrics”

The University of Pittsburgh has embedded PlumX widgets in their D-Scholarship institutional repository. You can see metrics across their institution at Plu.mX/Pitt. They have also built profiles for researchers across a variety of disciplines. Some sample profiles: Peter Brusilovsky, Rebecca Crowley, Michael Pinsky
A Comparison between Two Main Academic Literature Collections: Web of Science and Scopus Databases

The Altmetric score is one measure of the quality and quantity of online attention that this article has received. You can read about how Altmetric scores are calculated here.

This article scored 3.75

The context below was calculated when this article was last mentioned on 13th May 2013

Compared to all articles in Asian Social Science

So far, Altmetric has tracked 20 articles from this journal. They typically receive a little less attention than average, with a mean score of 1.0 vs the global average of 4.2. This article scored the same or higher as 28 of them. It's actually the highest scoring article in this journal that we've seen so far.

All articles of a similar age

Older articles will score higher simply because they've had more time to accumulate mentions. To account for age we can compare this score to the 73,148 tracked articles that were published within six weeks on either side of this one in any journal. This article has done well, scoring higher than 78% of its contemporaries.

All articles

More generally, Altmetric has tracked 1,645,693 articles across all journals so far. Compared to these this article has done well and is in the 79th percentile. It's in the top 25% of all articles ever tracked by Altmetric.
Genome Engineering of *Drosophila* with the CRISPR RNA-Guided Cas9 Nuclease

Scott J. Gratz*, Alexander M. Cummings†, Jennifer N. Nguyen‡, Danielle C. Hamm§, Laura K. Donohue‡, Melissa M. Harrison¶,**,†
Jill Wildonger‡ and Kate M. O’Connor-Giles†,†

Abstract

We have adapted a bacterial CRISPR RNA/Cas9 system to precisely engineer the *Drosophila* genome and report that Cas9-mediated genomic modifications are efficiently transmitted through the germline. This RNA-guided Cas9 system can be rapidly programmed to generate targeted alleles for probing gene function in *Drosophila*.
Deep impact: unintended consequences of journal rank

Björn Brembs¹*, Katherine Button² and Marcus Munafò³

¹ Institute of Zoology—Neurogenetics, University of Regensburg, Regensburg, Germany
² School of Social and Community Medicine, University of Bristol, Bristol, UK
³ UK Centre for Tobacco Control Studies and School of Experimental Psychology, University of Bristol, Bristol, UK

Most researchers acknowledge an intrinsic hierarchy in the scholarly journals (“journal rank”) that they submit their work to, and adjust not only their submission but also their reading strategies accordingly. On the other hand, much has been written about the negative effects of institutionalizing journal rank as an impact measure. So far, contributions to the debate concerning the limitations of journal rank as a scientific impact assessment tool have either lacked data, or relied on only a few studies. In this review, we present the most recent and pertinent data on the consequences of our current scholarly communication system with
Nonlanguage factors affecting undergraduates' judgments of nonnative English-speaking teaching assistants
Teaching Elementary Students Who Speak Black English Vernacular to Write in Standard English: Effects of Dialect Transformation Practice

Howard Fogel, Linnea C. Ehri
CUNY Graduate Center

Abstract

Although nonstandard dialects of English are legitimate forms of spoken language used by many Americans, students in U.S. schools must acquire writing competence using Standard English (SE). Participants in this study were 3rd- and 4th-grade African-American students who exhibited Black English Vernacular (BEV) features in their written work. Six syntactic features differing in BEV and SE were targeted. Students received one of three treatments to increase their use of the SE features in their writing: (1) exposure to SE features in stories; (2) story exposure plus explanation of SE rules; and (3) story exposure, SE rule instruction, and guided practice transforming sentences from BEV to SE features. The third treatment proved most effective in enabling students to translate BEV sentences into SE forms and to employ the targeted SE features in their free writing. Results indicate that having students practice translation constantant sentences that bulks their own writing and ensuite corrective feedback are
Strategies for Enhancing the Impact of Research

Improving access and retrieval of your research study is the surest way to enhance its impact. Repetition, consistency, and an awareness of the intended audience form the basis of most the following strategies.

Preparing for Publication  
Dissemination  
Keeping Track of Your Research

Source: Washington University School of Medicine, St. Louis Missouri

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Authors cite a work because:

– It is relevant (in some way) to what they’re writing
– They know it exists

Preparing for Publication

Writing
1-Use a unique name consistently throughout academic careers

The preferred form of an author's name is **first name** and **last name**; this form reduces the likelihood of mistaken identity. **Use the same name for publication throughout your career**; that is, do not use initials on one manuscript and your full name on another one. Determining whether **Juanita A. Smith** is the same person as **J. A. Smith**, **J. Smith**, or **A. Smith** can be difficult, particularly when citations span several years.
2- Use a standardized institutional affiliation and address

Source: https://becker.wustl.edu/impact-assessment/strategies

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The abstract is the main place that a search engine will take the data from which determine where your article should place in its results:

Including the keywords and key phrases in your abstract is one of the best ways to optimize your article on search engines. It allows Google to assess your article for its relevance to certain search terms.

After you’ve ensured you have chosen the best keywords and you have deployed them in the right ways in your abstract and title, make sure you use them throughout your article: consider using them in subheadings, within the titles of figures and tables, as well as in the main body of the text. Search engines can also look at these places.

Consider the first sentence of your abstract – this is visible within the Google search results, therefore your first sentence should get straight to the points and include strong keywords. See the example below:

Source: http://www.emeraldgrouppublishing.com/authors/guides/promote/optimize1.htm?PHPSESSID=ric7dfpvo045ciuafbolminpdo4
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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.*

Source: http://authorservices.wiley.com/bauthor/seo.asp

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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.

Source: http://authorservices.wiley.com/bauthor/seo.asp

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Compare Keywords “Senior Population” with “Aged”
Compare Keywords “Senior Population” with “Aged”
Select a proper title

As an author, you can dramatically improve the chances of your article being downloaded once it’s online, before you even submit it!

There are three easy steps you can take to ensure it enjoys high usage:

Choose a descriptive title
Use appropriate keywords
Write an informative abstract

Source: http://www.emeraldinsight.com/authors/guides/promote/optimize1.htm

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6- Assign keyword terms to the manuscript

Selecting keywords lead to get more citation.
KeyWords Plus

Hi there! This issue, we are going to explain how KeyWords Plus broadens your search. KeyWords Plus is the result of our Thomson Reuters editorial expertise in Science.

What our editors do is to review the titles of all references and highlight additional relevant but overlooked keywords that were not listed by the author or publisher. With KeyWords Plus, you can now uncover more papers that may not have appeared in your search due to changes in scientific keywords over time.

Thanks and keep your feedback and questions coming!

Smiles,

Lim Khee Hiang
Ph.D., Principal Consultant

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5- Select/Make a unique phrase

- Make a unique phrase that reflects author's research interest and use it throughout academic life.
- Add the name of study in the title of all publications and use the same title/name consistently.


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Average Citations per Item 1/3

Results found: 3910

Sum of the Times Cited: 15123
Sum of Times Cited without self-citations: 14589
Citing Articles: 13739
Citing Articles without self-citations: 13457
Average Citations per Item: 3.87
h-index: 50

Source: Web of Science®, Retrieved 26 May 2013
Average Citations per Item 2/3

Citation Report: 1684
(from Web of Science Core Collection)

You searched for: TITLE: (“human rights”)
Refined by: WEB OF SCIENCE
CATEGORIES=( LAW ) AND
DOCUMENT TYPES=( ARTICLE )

Results found: 1684

Sum of the Times Cited [?] : 4625
Sum of Times Cited without self-citations [?] : 4078

Citing Articles: [?] : 3329
Citing Articles without self-citations [?] : 3013

Average Citations per Item [?] : 2.75

h-index [?] : 29

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Optimize Title/Abstract

Step 1: Construct a clear, descriptive title
In search engine terms, the title of your article is the most interesting element. The search engine assumes that the title contains all of the important words that define the topic of the piece and thus weights words appearing there most heavily.

Step 2: Reiterate key phrases
The next most important field is the text of the abstract itself. You should reiterate the key words or phrases from the title within the abstract itself.

Source: http://authorservices.wiley.com/bauthor/seo.asp

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7- **Use more references**

## An easy way to boost a paper's citations

An analysis of over 50,000 *Science* papers suggests that it could pay to include more references.

Zoe Corbyn

A long reference list at the end of a research paper may be the key to ensuring that it is well cited, according to an analysis of 100 years' worth of papers published in the journal *Science.*
A longer paper gathers more citations

Brevity is not the secret to scientific success.

Philip Ball

Researchers could \textit{garner} more citations simply by making their papers longer, a study seems to imply.

In an analysis of 30,027 peer-reviewed papers published between 2000 and 2004 in top astronomy journals, astronomer Krzysztof Stanek of Ohio State University in Columbus found that the median number of citations increases with the length of the paper — from just 6 for papers of 2–3 pages to about 50 for 50-page papers\textsuperscript{1}. 

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\textit{comments on this story}

Published online 17 September 2008 | \textit{Nature} \textbf{455}, 274-275 (2008) | doi:10.1038/455274a

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Stories by subject

- Physics
- Space and astronomy

Stories by keywords

- Citations
- Scientific publications
- Astronomy
- h-index
- Bibliometrics
9- Write a review paper
Present a working paper

Working papers are freely available before and after the articles are published. Researchers may upload their working papers into open access repositories including the personal websites or more formal repositories such as arXiv and SSRN.

To be the best, cite the best

Citation analysis picks out new truth in Newton's aphorism that science 'stands on the shoulders of giants'.

The mass of medium-level research is less important for inspiring influential breakthroughs than the most highly-cited papers, a citation study argues.

“Self-citation refers to a paper being submitted to a specific journal in which papers that have been published during the previous 2 years in that same journal are cited in the reference list. While self-citation of relevant papers is legitimate, excessive self-citation can indicate a manipulation.

Thomson Reuters resource known as Web of Science, the company which now lists journal impact factors, considers self-citation to be acceptable up to a rate of 20%, anything over that is considered suspect” (Diana Epstein, 2007).

Self-citation rates across groups of disciplines

Source: Centre for Science and Technology Studies, 2007.

Source: MAXIMIZING THE IMPACTS OF YOUR RESEARCH: A HANDBOOK FOR SOCIAL SCIENTISTS, LSE Public Policy Group, (2011)

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Preparing for Publication

Collaboration & Journal Selection
Co-authorship internationally

- Citation analysis shows that papers with international co-authors are cited up to four times more often than those without international co-authors.

Source: http://www.bath.ac.uk/library/services/eprints/improve-citations.pdf
The origins of citations to academic social scientists in five disciplines, by university rank and the type of outputs

<table>
<thead>
<tr>
<th>Type of Output</th>
<th>Lecturer</th>
<th>Senior Lecturer</th>
<th>Professor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Article</td>
<td>80</td>
<td>66</td>
<td>80</td>
</tr>
<tr>
<td>All book outputs</td>
<td>13</td>
<td>29</td>
<td>12</td>
</tr>
<tr>
<td>Discussion &amp; Working papers</td>
<td>6</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Conference Paper</td>
<td>0.7</td>
<td>0.6</td>
<td>0.8</td>
</tr>
<tr>
<td>Research Report</td>
<td>0.3</td>
<td>0.7</td>
<td>0.8</td>
</tr>
<tr>
<td>Other</td>
<td>0.1</td>
<td>1.5</td>
<td>0.0</td>
</tr>
<tr>
<td>Not available</td>
<td>0.2</td>
<td>0.0</td>
<td>0.1</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Percentage of all citations</td>
<td>18.2</td>
<td>14.1</td>
<td>67.7</td>
</tr>
</tbody>
</table>

Source: LSE PPG dataset.

Some landmark papers of Nobel laureates quite quickly give their authors a sudden boost in citation rate and this boost extends to the author's earlier papers too, even if they were in unrelated areas (Ball 2011).


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15- **Publish your article in one of the journals everyone in your discipline reads**

- Choosing a journal that matches with a researcher’s field of study is thus very important because it makes it more likely that the article receives more citation. A journal which covers a broad range of disciplines may be the best.


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Publish your work in a journal with the highest number of indexing

1. ABI/INFORM
3. Australian Business Deans' Council (ABDC) Journal Quality List
4. Australian Research Council ERA Ranked Journal List
5. Compendex
6. Computer Abstracts International Database
7. Current Contents / Engineering, Computing & Technology
8. Current Contents / Social & Behavioural Sciences
9. Emerald Management Reviews (EMR)
10. INSPEC Abstracts
11. International Abstracts in Operations Research
12. OR/MS Index and Annual Comprehensive Index
13. Science Citation Index
14. Social Science Citation Index
15. SCOPUS
16. Zentralblatt MATH

Source: Journal of the Operational Research Society
<table>
<thead>
<tr>
<th>Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal impact factor</td>
</tr>
<tr>
<td>Indexation</td>
</tr>
<tr>
<td>Journal prestige</td>
</tr>
<tr>
<td>Relevance of research topics</td>
</tr>
<tr>
<td>Acceptance/rejection rates</td>
</tr>
<tr>
<td>Size of print circulation</td>
</tr>
<tr>
<td>Manuscript turnaround time</td>
</tr>
<tr>
<td>Editors' characteristics</td>
</tr>
<tr>
<td>Quality of reviewer comments</td>
</tr>
<tr>
<td>Previous experience with publishing in the journal</td>
</tr>
<tr>
<td>Colleagues' recommendations</td>
</tr>
<tr>
<td>International status</td>
</tr>
<tr>
<td>Open access</td>
</tr>
<tr>
<td>Publication charges</td>
</tr>
<tr>
<td>Promotion at social platforms (e.g., Facebook, Twitter)</td>
</tr>
<tr>
<td>Press attention to the journal</td>
</tr>
</tbody>
</table>


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One key request of researchers across the world is unrestricted access to research publications. Open access gives a worldwide audience larger than that of any subscription-based journal and thus increases the visibility and impact of published works. It also enhances indexing, retrieval power and eliminates the need for permissions to reproduce and distribute content.
The most effective strategy to increase citation rates is publishing in a journal with higher impact factor (Vanclay 2013).

Dhawan and Gupta (2005) studied 1101 papers and found that articles published in high impact factor journals increase the probability of getting cited.


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Where should I submit my publication?

If you want your article to …

• Publish in most influential or highly cited journal
  → Use Impact Factor or
  → 5 Year Impact Factor (for subjects need longer citation period, e.g. GEOLOGY or MANAGEMENT or SOCIOLOGY, etc)

• To reach out to readers and be read immediately
  → Use Immediacy Index

• Stay active in journal collection
  → Use Cited Half Life

Note: The above only serves as general guidelines, deeper understanding of JCR, the subjects and dynamic publication cycles are crucial when deciding where to publish your paper.
19-Team-authored articles get cited more

- Wuchty et al. (2007) have used 19.9 million papers over 50 years and demonstrated that team-authored articles typically produce more frequently cited research than individuals.

- A recent study by Cotropia and Petherbridge (2013) in law review articles which were published within two decades also demonstrated that team research is on average more frequently cited than individual research.

- Typically high cited articles are authored by a large number of scientists (Aksnes 2003).

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20-Use a larger number of “callouts”

- A “callout” is a phrase or sentence from the paper that is displayed in a different font, somewhere in the paper.
- Papers with a larger number of “callouts” be likely to receive a higher number of citations (Hamrick et al. 2010).
- Generally, callouts are inserted by the editorial staff to call attention to potentially interesting aspects of a paper (Hamrick et al. 2010).
21- Publish across disciplines

• Publishing across disciplines has been found to increase citation e.g. chemistry, biological science and physics (Ortega and Antell 2006).

There are inherent differences between different fields with regards to citation behavior. For some fields such as Mathematics or Economics it takes longer to reach the peak of citation activity.
Figure 1: Mean H-index Scores by Field of Study

- Sciences: 10.6
- Agricultural sciences: 8.9
- Engineering: 8.5
- Social sciences: 5.2
- Applied health sciences: 4.9
- Business: 3.8
- Humanities: 2.3
- Architecture and design: 0.9
- Fine arts: 0.8

Source: Making Research Count: Analyzing Canadian Academic Publishing Cultures

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22- Publish tutorials papers

• Tutorial paper is “a paper that organizes and introduces work in the field.
• A tutorial paper assumes its audience is inexpert; it emphasizes the basic concepts of the field and provides concrete examples that embody these concepts (ACM 2013).”
• Tutorials papers tend to have a higher number of citations (Hamrick et al. 2010).
Disseminate Publications

(Advertising)
How much time does a conference take?

• Step 1: Preparation - 33 hours
  – 1.3. Writing a paper - 20 hours

• Step 2: The conference - 3 days
  – 2.2. Networking - 3 days

Citation Competition

• Take 50 photocopies of your best 1-2 papers to conferences, and leave them on the brochure desk as a handout.

• Maintain your publication list on your home page. Make an attractive homepage that is clear about what you are working on.

• Conference papers do not get ISI citation counts. So the trick is to ensure that after a conference you take that paper, correct it, extend it, and submit it to a journal.

• When your paper is finally published, individually email the pdf to selected collaborators and contacts that you have met at conferences etc.

Source: Derek - https://www.eleceng.adelaide.edu.au/personal/dabbott/wiki/index.php/Citation_Competition

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Free online availability increases a paper's impact (Lawrence 2001);
Freely accessible articles increase citations by 50% or more (Harnad 2006).
Gargouri et al. (2010) have made a strong and a declarative link between self-archiving and increased citation performance.


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Increased access = Increased downloads = Increased citations = Increased impact!

Numbers are GREAT

but what’s the impact of the research?


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Keep your professional web pages and published lists up to date

WHAT IS A GOOD SCIENTIFIC ARTICLE?

Novelty  Communication

Source: "Scientific Writing for Impact Factor Journals" By: Eric Lichtfouse
Online or Invisible?

Source: Steve Lawrence, "Free online availability substantially increases a paper's impact" in: Nature, Volume 411, Number 6837, p. 521, 2001
Both Facebook page likes and number of Twitter followers correlate (equally well!) with impact factor ($r = 0.59, p = 0.021; r = 0.59, p = 0.021$ respectively).  

Size of OA citation advantage when found (and where explicitly stated by discipline) | % increase in citations with Open Access
---|---
Physics/astronomy | 170 to 580
Mathematics | 35 to 91
Biology | -5 to 36
Electrical engineering | 51
Computer science | 157
Political science | 86
Philosophy | 45
Medicine | 300 to 450
Communication studies (IT) | 200
Agricultural sciences | 200 to 600

Effect of Open Access (OA) to increase the level of citations (Swan 2010).

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Modularity and Commonality Research: Past Developments and Future Opportunities

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Abstract: Research on modularity and commonality has grown substantially over the past 35 years, with more than 160 references identified in the engineering and management literature that focus on modularity or commonality in the product and process development context. Each of the references is analyzed along the dimensions subject, effects, and research method. The results of these studies have been products, processes, organizations, and even innovations, although the set of references shows a strong preference towards products. Similarly, a broad range of effects has been studied, albeit with the topic cost dominating all other effects. A variety of research methods has been applied to the study of modularity and commonality, but the distribution of research methods differs substantially for modularity and commonality research. Despite the wealth of existing research, there are still significant opportunities for future research. In particular, studies that incorporate modularly and commonality's multiple effects on various players along the supply chain, that combine multiple research methods, and that follow systems over time appear very promising.

Key Words: modularity, commonality, innovation, multidisciplinary research.

1. Introduction

The underlying ideas for modularity and commonalitarianism are not really new. As early as 1914, an automotive engineer demanded the standardization of automobile subassemblies, such as seats, wheels, and fuel feeding systems. 160 publications have been reviewed and analyzed along the dimensions subject, effects, and methods, and recommendations for future research have been developed. What this study does not do is attempting to provide yet another, let alone final, definition for these terms.

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ABSTRACT
This article introduces and discusses the concept of academic search engine optimization (ASEO). Based on three recently conducted studies, guidelines are provided on how to optimize scholarly literature for academic search engines in general and for Google Scholar in particular. In addition, we briefly discuss the risk of researchers' illegitimately ‘over-optimizing’ their articles.

2. RELATED WORK
On the Web, search engine optimization (SEO) for Web sites is a common procedure. SEO involves creating or modifying a Web site in a way that makes it ‘easier for search engines to both crawl and index its content’ [4]. There exists a huge community that discusses the latest trends in SEO and provides advice for Webmasters in forums, blogs, and newsgroups. Even research articles and books exist on the subject of SEO [5-10]. When SEO

Academic Search Engine Optimization (ASEO)
OPTIMIZING SCHOLARLY LITERATURE
FOR GOOGLE SCHOLAR & CO.

JÖRAN BEEl, BELA GIPP, AND ERIK WILDE

This article introduces and discusses the concept of academic search engine optimization (ASEO). Based on three recently conducted studies, guidelines are provided on how to optimize scholarly literature for academic search engines in general, and for Google Scholar in particular. In addition, we briefly discuss the risk of researchers’ illegitimately ‘over-optimizing’ their articles.

Keywords: academic search engines, academic search engine optimization, ASEO, Google Scholar, ranking algorithm, search engine optimization, SEO

INTRODUCTION
Researchers should have an interest in ensuring that their articles are indexed by academic search engines such as Google Scholar, IEEE Xplore, PubMed, and SciFiler.org, which greatly improves their ability to make their articles available to the academic community. Not only should authors take an interest in seeing that their articles are indexed, they also should be interested in where the articles are displayed in the results list. Like any other type of ranked search results, articles displayed in top positions are more likely to be read.

This article presents the concept of academic search engine optimization (ASEO) to optimize scholarly literature for academic search engines. The first part of the article covers related work that has been done mostly in the field of general search engine optimization for Web pages. The second part defines ASEO and compares it to search engine optimization for Web pages. The third part provides an overview of ranking algorithms of academic search engines in general, followed by an overview of Google Scholar’s ranking algorithm. Finally, guidelines are provided on how authors can optimize their articles for academic search engines. This article does not cover how publishers or providers of

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Open Access and Scopus: A New Approach to Scientific Visibility From the Standpoint of Access

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The last few years have seen the emergence of several open access (OA) options in scholarly communication, which can be grouped broadly into two areas referred to as gold and green roads. Several recent studies have shown how large the extent of OA is, but there have been few studies showing impact of OA in the visibility of journals covering all scientific fields and geographical regions. This research presents a series of informative analyses providing a broad overview of the degree of proliferation of OA journals in a data sample of about 17,000 active journals indexed in Scopus. The study shows a new approach to scientific visibility from a systematic combination of four databases: Scopus, the introduction

The scientific community is a key platform for research activity, and publishing is the formal mechanism through which researchers make contributions to the body of scientific knowledge. Thus, the documents configuring the bibliographic dimension of a discipline also can be seen as systems of production and divulgation of knowledge (Keresztesi, 1982). Journals and databases are the protagonists in scientific communication. Their value and implications for science go beyond purely bibliographic relevance, as they become the main means of communication and collaboration.
Ale Ebrahim, Nader

SSRN Author Rank (from 229,000 authors): 2,846 by Downloads
Aggregate Statistics, Total Downloads 7,429

See more at: http://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=1379350
Join academic social networking

• Increasing the availability of articles through social networking sites broadens dissemination, increases use, and enhances professional visibility.

• Academica is an online social reference tool that allows reference sharing among academics and researchers. Alternatively, researchers may use Citeulike to share their interests in research publications (Wong 2008). Academica, Citeulike, ResearchGate and LinkedIn are just a few examples of knowledge sharing tools to make others aware of research articles that may be of relevance to authors and hence get cited.

SOCIAL MEDIA

Share your findings...
And get cited

Source: "Scientific Writing for Impact Factor Journals" By: Eric Lichtfouse
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Network

• Build your network – make sure you have dynamic diverse networks
• Join networks such as LinkedIn, ResearchGate or Academic.edu

See more at: http://libguides.library.curtin.edu.au/content.php?pid=417077&sid=3408994
Nader Ale Ebrahim’s Linkedin Map
27-Start blogging

• Use blogs and podcasts to leverage on-going researcher discussion on the Internet (Taylor & Francis Group 2012a).

• Web 2.0 tools such as wikis and blogs can be created to inform, describe and link people’s research interests and publications (Wong 2008).


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Academic blogging is part of a complex online academic attention economy. Just like a taller, more powerful radio tower will boost a signal so it can be heard at a greater distance; it makes sense that more people will read a paper if the writer is active on social media. Of course, because we wrote it, we think it’s great that our paper has proved so popular, but we have to ask: in the future, will the highest quality papers be read most? Or will it be only those papers backed up by the loudest voices?

New Article Acceptance: Multiagent Systems as a Team Member

I have received notice that my article titled *Multiagent Systems as a Team Member* will be published by Common Ground Publishing in their journal: *The International Journal of Technology, Knowledge, and Society*. The web page for the journal follows: [http://ijt.cgpublisher.com](http://ijt.cgpublisher.com)

No date as to when the article will be published but it should be this fall. Listed below is the abstract for the journal article to give those interested an indication of what the article is about.

**Abstract**

With the increasing complex business environment that organizations have to operate in today, teams are being utilized to complete complex tasks. Teams
Why should you share links to your published work online?

According to Dr Melissa Terras from the University College London Centre for Digital Humanities, “If you tell people about your research, they look at it. Your research will get looked at more than papers which are not promoted via social media” (2012).
28- **Create an online CV**

- Online CV makes a link between the list of published papers and open access versions of relevant articles *(Sahu 2005)*. Online CV increases researchers’ output visibility to the academic community.


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Why online CV.?

Increased access to publications leads to higher visibility and thus increased impact.

Source: Morag Greig, Enlighten: Glasgow’s University’s online institutional repository
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**ORCID** (Open Researcher and Contributor ID) – a new, broadly supported researcher profile that creates a unique author identification number. By creating an authoritative publication list associated with your ID number, you can minimize confusion with other researchers with similar names.

See more at: [http://library.buffalo.edu/scholarly/action/](http://library.buffalo.edu/scholarly/action/)
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• Sign up for Google Scholar Citations.

See more at: http://www.library.auckland.ac.nz/biblioinformatics/personal.htm

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Virtual team

From Wikipedia, the free encyclopedia

A virtual team (also known as a geographically dispersed team, distributed team, or remote team[1]) is a group of individuals who work across time, space and organizational boundaries with links strengthened by webs of communication technology.[2] Powell, Piccoli and Ives define virtual teams in their literature review article "as groups of geographically, organizationally and/or time dispersed workers brought together by information and telecommunication technologies to accomplish one or more organizational tasks."[3] Ale Ebrahim, N., Ahmed, S. & Teha, Z. In a 2009 literature review paper, added two key issues to definition of a virtual team "as small temporary groups of geographically, organizationally and/ or time dispersed knowledge workers who coordinate their work predominantly with electronic information and communication technologies in order to accomplish one or more organization tasks".[4] Members of virtual teams communicate electronically and may never meet face-to-face. Virtual teams are made possible by a proliferation of fiber optic technology that has significantly increased the scope of off-site communication.[5] Virtual teams allow companies to procure the best talent without geographical restrictions. [5] According to Hambley, O'Neill &
• Research is not just text and figures. Create a podcast describing the research project and submit the podcast to YouTube or Vimeo (Sarli and Holmes 2011).

• Video is an increasingly important way for researchers to communicate their results (Sarli and Holmes 2011).

AudioSlides presentations

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Please enter your DOI and password, which have been sent to you by email

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Source: http://www.elsevier.com/about/content-innovation/audioslides-author-presentations-for-journal-articles

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A great way to spread researchers’ outputs and get extra attention of email recipient is to add a link to the latest publication. This little section of contact information that most people ignore, provides a good platform for publication marketing.

Example:

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http://works.bepress.com/aleebrahim/
Make your research easy to find, especially for online searchers

Search engines estimate the content's relevancy and popularity as measured by links to the content from other websites. Most search engines attempt to identify the topic of the piece of content. To do this, some search engines still use metadata tags (invisible to the user) to assess relevant content, but most now scan a page for keyword phrases, giving extra weight to phrases in headings and to repeated phrases.

Source: http://authorservices.wiley.com/bauthor/seo.asp
Figshare is a repository where users can make all of their research outputs available in a citable, shareable and discoverable manner. This service allows users to upload any file format to be made visualisable in the browser so that figures, datasets, media, papers, posters, presentations and filesets can be disseminated in a way that the current scholarly publishing model does not allow.

Source: Figshare: good or bad?
Scribd is the world's largest digital library where people can publish, discover, and read books and documents of all kinds on the web or any mobile device. Millions of books and documents have been contributed to Scribd by the community and this content reaches an audience of 100 million people around the world every month.

- Source: http://www.scribd.com/about
SlideShare

SlideShare is the world's largest community for sharing presentations. With 60 million monthly visitors and 130 million pageviews, it is amongst the most visited 200 websites in the world. Besides presentations, SlideShare also supports documents, PDFs, videos and webinars.

See more at: http://www.slideshare.net/about
The Internet Archive is a non-profit that was founded to build an Internet library. Its purposes include offering permanent access for researchers, historians, scholars, people with disabilities, and the general public to historical collections that exist in digital format. Founded in 1996. Now the Internet Archive includes texts, audio, moving images, and software as well as archived web pages in our collections, and provides specialized services for adaptive reading and information access for the blind and other persons with disabilities. (Example)

See more at: http://archive.org/about/

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33-Use all “Enhancing Visibility and Impact” tools.
Thank you!

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