Strategies for Enhancing Research Visibility and Improving Citations

Hadi Zayandehroodi
The scenarios

✓ “I have written an article, and I do not know how to select the title and keywords for receiving high citation?”

✓ “I have published a high quality paper, how can I receive high citation rate in the shortest possible time?”

✓ "I want to increase the citation of my papers, how do I do?"
Motivations

• Times Higher Education World University Rankings system — research influence (worth 32.5 per cent)
• UM Transformation Plan
• Von Zedtwitz (Ph.D. in Business Administration - 1999)
• $h$-index importance
• H-index comparisons
• Australian Research Repositories Online to the World
• Citation Workshops
• Directory of Open Access Repositories
• News
• CV (Curriculum Vitae)

Outline

• Introduce publication marketing checklist
• Definition of $h$-index,
• Importance of $h$-index,
• How to use “Research Tools”,
• Paper title preparation,
• Selecting keywords,
• Select the proper journal,
• Marketing published article, and finally
• Trace published article citation.
Getting published

Why publish?

Apart from the final thesis, you should also consider publishing your work as you go along. There are various reasons for this:

- publications assist in final preparation of your thesis disseminating your knowledge and experience,
- it gives you an academic profile and raises the profile of your institution,
- research publications generate income for the University,
- publications enhance your CV and may help in gaining employment, and
- you may even become rich and famous - but don't count on it!
Publication marketing checklist

<table>
<thead>
<tr>
<th>No.</th>
<th>Item</th>
<th>Check</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Paper title</td>
<td>✓</td>
</tr>
<tr>
<td>2</td>
<td>keywords</td>
<td>✓</td>
</tr>
<tr>
<td>3</td>
<td>Proper journal</td>
<td>✓</td>
</tr>
<tr>
<td>4</td>
<td>Select best paper repository</td>
<td>✓</td>
</tr>
<tr>
<td>5</td>
<td>Networking</td>
<td>✓</td>
</tr>
<tr>
<td>6</td>
<td>Alert system</td>
<td>✓</td>
</tr>
</tbody>
</table>

What is h-index

- The **h-index** is an index that attempts to measure both the productivity and impact of the published work of a scientist or scholar.

- The index is based on the set of the scientist's most cited papers and the number of citations that they have received in other publications.
**h-index** (Jorge E. Hirsch - 2005)

- A scientist has index $h$ if $h$ of their $N_p$ 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](image)

**How to measure h-index**

1. Web of Science - Science - Thomson Reuters
2. Publish or Perish
3. Microsoft Academic Search
4. Add-on for Firefox: Scholar H-Index Calculator
5. Quadsearch
6. Scholarometer-add-on for the Mozilla Firefox and Google Chrome
7. scHolar index

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Optimizing Your Article for Search Engines

Optimizing your article for search engines will greatly increase its chance of being viewed and/or cited in another work. Citation indexes already figure in many disciplines as a measure of an article's value; there is evidence that article views/downloads are also beginning to count in the same way. The crucial area for optimization is your article's abstract, title and keywords, which are freely available to all online.

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

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Understanding Search Engines

Each search engine has its own algorithms for ranking a piece of content, such as a journal article. However, many 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/bauthorseo.asp

Strategies for Enhancing the Impact of Research
Preparing for Publication

- Add the name of study in the title of all publications and use the same title/name consistently.
- Assign keyword terms to the manuscript.
- Formulate a concise, well-constructed title and abstract. Include crucial keywords in the abstract.
- Publish your work in an open access journal.
- Consider the desired audience when choosing a journal for publication.

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

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Selecting keywords

Improving Readership of Your Articles

Appearing at the top of the list of search results, and having a useful description of your work, greatly improve the likelihood that a reader will find and download your document.

- Abstracts should include keywords that potential readers are likely to use in searches. It is especially valuable to modify and reuse words that appear in the document's title and full text to improve the article's rank when readers search for those words.

- The first sentence of the abstract is all that is likely to be displayed in the search page results, so make your first sentence one that will encourage readers to click the link.
Keywords

Selecting keywords lead to get more citation.

Web of Science
WordTracker

**GTrends**

Enter a Seed Word to Mash Wordtracker with Google Trends and Evaluate up to 100 Related Keywords.

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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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**KeyWords Plus - Example**

- New Product Development in Virtual Environment (ISI Indexed)
- Author Keywords: New product Development; Virtual teams; Concurrent Collaboration; Review paper
- KeyWords Plus: DEVELOPMENT TEAMS; PERFORMANCE; TECHNOLOGY; KNOWLEDGE; COMMUNICATION; PERSPECTIVE; INTEGRATION; INNOVATION; NETWORK; WORKING
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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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.

Target Suitable Journal

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Why target a suitable journal is important?

1. Journal selection is vital for quick publication.

2. Finding a suitable journal can lead to easy publication; more citation and visibility to your published article.

3. Choosing an irrelevant journal can lead to slow publication, unkind reviewer comments and finally rejection.

Strategies to increase citations

• Target a journal with a high impact factor, or, in fact, with any impact factor at all!
• Choose a new, rapidly growing field of research. Articles on hot topics tend to cite much more recent references than those in more traditional fields.
• Target journals in rapidly growing research fields because they tend to publish papers with a short time interval from submission to acceptance.
• Write research articles, technical notes and reviews. For the purposes of calculating citations, these are considered “citable” items. Editorials, letters, news items and meeting abstracts are “non-citable items”.
• Write reviews in addition to research papers. Reviews are more likely to be cited than original research papers.
• Write at length. Longer articles are cited more often.
Strategies to increase citations

• Make it easy for others to access your work. Online availability of articles clearly increases citations (and therefore, the journal’s impact factor). It helps if researchers can find relevant articles and access them instantly, rather than working their way through barriers of passwords and technicalities. This effect will increase with the availability of search engines like Google Scholar.
  – Target “open access” journals (especially if they have an impact factor).
  – Make your work available via the Google searches/ResearcherID.
  – Put the address for your ResearcherID page into your email signature as a clickable link.

• Don’t write as a member of a consortium. It’s better to be one in a list of individual authors. Some evidence shows citations to articles written by consortia have been undercounted.

• Find quick publication Journals

Open Access Journal

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.
Journals offering sponsored access

A number of journals published by Elsevier offer authors the option to sponsor non-subscriber access to individual articles. The charge for article sponsorship is $3,000. This charge is necessary to offset publishing costs – from managing article submission and peer review, to typesetting, tagging and indexing of articles, hosting articles on dedicated servers, supporting sales and marketing costs to ensure global dissemination via ScienceDirect, and permanently preserving the published journal article. The fee excludes taxes and other potential author fees such as color charges which are additional.

Authors can only select this option after receiving notification that their article has been accepted for publication. This prevents a potential conflict of interest where a journal would have a financial incentive to accept an article.

Source: Sponsored Articles & Elsevier’s position on Access

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Abstracted/indexed in

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

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Self Citation

“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 actors, considers self-citation to be acceptable up to a rate of 20%, anything over that is considered suspect” (Diana Epstein, 2007).

Citation trends for different types of publications

Strategies to increase citations

- Write reviews in addition to research papers - review journals often have high impact factors as they are more frequently cited than research articles;
- Online availability is crucial as it facilitates greater access to your work by the international research community;
- Target open access journals, particularly peer-reviewed publications;
- Deposit your research output in the UWS Research Repository.

Source: University of Western Sydney Library
Where should I submit my publication?

Different type of journal

1. ISI Journal
   i. ISI indexed journal
   ii. ISI listed journal

2. SCOPUS Journal

3. Non ISI/SCOPUS Journal
The Institute for Scientific Information (ISI)

- The Institute for Scientific Information (ISI) was founded by Eugene Garfield in 1960. It was acquired by Thomson Scientific & Healthcare in 1992, became known as Thomson ISI and now is part of the Healthcare & Science business of the multi-billion dollar Thomson Reuters Corporation.

- ISI offered bibliographic database services. Its speciality: citation indexing and analysis, a field pioneered by Garfield. It maintains citation databases covering thousands of academic journals, including a continuation of its long time print-based indexing service the Science Citation Index (SCI), as well as the Social Sciences Citation Index (SSCI), and the Arts and Humanities Citation Index (AHCI). All of these are available via ISI's Web of Knowledge database service.

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The Institute for Scientific Information (ISI)

- The ISI also publishes annual Journal Citation Reports which list an impact factor for each of the journals that it tracks. Within the scientific community, journal impact factors play a large but controversial role in determining the kudos attached to a scientist's published research record.

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Web of Science Coverage Expansion

by ThomsonReuters on 04-27-2010 01:42 PM

In recent years, we have witnessed an explosion in the production and availability of scholarly research results. This growth is reflected in the gradual expansion of journal coverage in the Web of Science.

Journal coverage in Web of Science consists of three major indexes, namely the (Science Citation Index Expanded, the Social Sciences Citation Index, and the Arts & Humanities Citation Index. In addition, the Conference Proceedings Citation Index (formerly ISI Proceedings) became an edition of Web of Science in October 2008.

In 2000 journal coverage in Web of Science totaled 8,684 titles. In 2005, Web of Science covered 9,467 journals, an increase of 9%. As of April 1, 2010 11,519 journals are covered in Web of Science, and increase of 22%.

Impact Factor

• The most commonly used measure of journal quality is Impact Factor. This is a number which attempts to measure the impact of a journal in terms of its influence on the academic community. Impact Factors are published by Thomson-ISI
Impact Factor-Journal Ranking

- Relative impact factors are often a better guide to the importance of a journal than raw numbers. JCR allows you to compare the impact factors of different journals in the same subject area.
- The *Economic History Review* has an impact factor of 1.051. At first glance, it would appear that this journal is relatively unimportant. In fact, it is arguably the premier English-language journal in its field (its major competitor, the *Journal of Economic History Review*, has an even lower impact factor: a mere 0.529!). Far more illuminating is the journal’s relatively high impact factor compared to other journals in the history of the social sciences. *Economic History Review* ranks first out of 15 journals in the Thomson-ISI's list of journals in this sub-discipline.
INTERNATIONAL JOURNAL OF PRODUCTION RESEARCH
Impact Factor in 2008

Cites in 2008 to items published in:

<table>
<thead>
<tr>
<th>Year</th>
<th>Cites</th>
<th>Number of items published</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>144</td>
<td>278</td>
</tr>
<tr>
<td>2006</td>
<td>280</td>
<td>270</td>
</tr>
<tr>
<td>Sum:</td>
<td>424</td>
<td>548</td>
</tr>
</tbody>
</table>

Calculation:
\[
\text{Cites to recent items} / \text{Number of recent items} = 424 / 548 = 0.774
\]
Journal Immediacy Index

Cites in 2010 to items published in 2010 = 22
Number of items published in 2010 = 28

Calculation:   Cites to current items 22 = 0.786
Number of current items 28

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## Real Impact Factor

Journal Self Cites (JOURNAL OF THE OPERATIONAL RESEARCH SOCIETY - IF = 1.009)

<table>
<thead>
<tr>
<th></th>
<th>Total Cites</th>
<th>Self Cites</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>4923</td>
<td>457 (9% of 4923)</td>
</tr>
<tr>
<td>Cites to Years Used in Impact Factor Calculation</td>
<td>322</td>
<td>66 (20% of 322)</td>
</tr>
<tr>
<td>Impact Factor</td>
<td>1.009</td>
<td>Impact Factor without Self Cites</td>
</tr>
<tr>
<td></td>
<td></td>
<td>0.803</td>
</tr>
</tbody>
</table>

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**Disseminate Your Publications (Advertising)**
Targeted advertising

Strategies for Enhancing the Impact of Research Dissemination

- Submit the manuscript to a digital subject repository.
- Submit the manuscript to an institutional repository.
- Set up a web site devoted to the research project and post manuscripts of publications and conference abstracts.
- Take advantage of SEO (search engine optimization).
- Present preliminary research findings at a meeting or conference.
- Follow up preliminary research findings presented at a meeting or conference with a published manuscript.
- Consider submitting the same article to a journal in a different language as a "secondary publication."
- Start a blog devoted to the research project.
- Contribute to Wikipedia.
- Contribute to a social network

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

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8 Ways to increase usage and citation of published papers

1. Create your own website
2. Create Mind Map
3. Do Search Engine Optimization (SEO)
5. Join Twitter
6. Join academic social networking sites
7. Join LinkedIn
8. Deposit papers in repositories

Adopted from “10 Ways to Increase Usage and Citation of your Published Article Using Social Media” by Hadi Zayandehroodi
Repositories can disseminate information

Universities can:
- meet accountability requirements
- improve the brand image of the university
- preserve academic research outputs permanently and effectively
- promote co-operation with industry and contribution to the local communities
- reduce the costs of taking charge of academic information

Researchers can:
- gain greater visibility for their research achievements
- establish the channel for the dissemination of research outputs
- reduce the cost of preservation and dissemination of research outputs
- raise the citation rates of their articles

Source: What is an academic repository?

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Optimize citations

- Put your article in an institutional or subject repository.
- Publicize yourself - link to your latest article in your email signature.
- Make your article more accessible
- Make your article more visible
  - Reading lists
  - Department website or personal webpage
  - Twitter and Facebook
  - LinkedIn
  - Join academic social networking sites
  - CiteULike
  - Email signature

Source: Optimize citations - http://journalauthors.tandf.co.uk/beyondpublication/optimizingcitations.asp
And
Promote your article - http://journalauthors.tandf.co.uk/beyondpublication/promotearticle.asp

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- getCITED
- Academica
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- Best Virtual R&D Teams Papers

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Alert services

Please click on the "+" sign to expand the topics (see the "Hand icon"

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Hadi Zayandehroodi

Protection of distribution network in presence of distributed generation (DG) is very important issue in power system.

National University of Malaysia
Graduate Student, Department of Electrical, Electronic and Systems Engineering, Faculty of Engineering
University Kebangsaan Malaysia (UKM)

About
Dr. Hadi Zayandehroodi received his B.Sc from Islamic Azad University, Tehran, Iran, in 2003; M.Sc from Tabriz University (TMU), Tehran, Iran, in 2005; and PhD from National University of Malaysia (UKM) in 2011 in Power Systems Engineering. Since 2004, he has been a faculty member in Department of Electrical Engineering at Islamic Azad University, Kermanshah Branch, Iran. He also has more than 10 years of consultancy experience with power system companies in Iran. His main research interests are designing the protection system for power systems, especially distribution networks in the presence of distributed generations (DG), as well as distribution systems restructuring and software development for electrical distribution systems. He is currently a Member of IEEE Power System Society (PES) and Sazman Nazeran Mahanedis of Iran.

Selected Works of Hadi Zayandehroodi

Book
- Protection and Coordination in the Presence of Distributed Generators (with Azah Mohamed and Hassan Shareef) (2012)

In this book, adaptive protection schemes for power systems with DG units are presented...

Journal Article
Dr. Hadi Zayandehroodi received his B.Sc. from Islamic Azad University, Tehran, Iran, in 2003, M.Sc. from Tehran University (TMU), Tehran, Iran, in 2005, and Ph.D. from National University of Malaysia (UKM) in 2011 in Power Systems Engineering. Since 2014, he has been a faculty member in Department of Electrical Engineering at Islamic Azad University, Kerman Branch, Iran. He also has more than 10 years of consultancy experience with power system companies. His main research interests are designing the protection systems for power systems, especially distributed networks in the presence of distributed generations (DGs), as well as distribution systems reconfiguration and software development for electrical distribution systems. He is currently a Member of IEEE, Power Systems Society (PES) and IEME (Iranian Electrical Engineers' Association).
Social Network

Professor T. Ramayah

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Trace the citation

Keeping Track of Your Research

Keeping up-to-date

What is an alert service?

• Many journal databases and book publishers offer free alert services. These are an effective means of keeping track of the latest research.
• Alert services come in different forms. The most common include:
  – a search alert. This is a saved search which alerts you when a book or article that matches your search terms is published.
  – a TOC (Table of Contents) alert. Such an alert notifies you when a new issue of a journal is published, and provides you with the issue's table of contents.
  – a citation alert. This advises you when a new article cites a particular work.
• Most alert services are email-based. An increasing number are now offered as an RSS feed. If you are just beginning, you might like to try email alerts first. These are generally easier to create.

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Create a Google Alert

- Enter the topic you wish to monitor.
- Search terms:
- Type:
- How often:
- Email length:
- Your email:
Thank you!

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References


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