Developing effective publication strategies to raise Research Visibility, Impact and Citations

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Continuing Education Course. Cardiff, July 9, 2018
PART 1.
INTRODUCTION AND CONTEXTUALISATION: METRICS
• **Academic impact** is the demonstrable **contribution that** excellent social and economic research makes in shifting understanding and advancing scientific, method, theory and application across and within disciplines.

• **Economic and societal impact** is the demonstrable **contribution that** excellent social and economic research makes to society and the economy, and its benefits to individuals, organisations and/or nations.

Source: Economic and Social Research Council.  
[https://esrc.ukri.org/research/impact-toolkit/what-is-impact/](https://esrc.ukri.org/research/impact-toolkit/what-is-impact/)
What is visibility?

From Laura Czerniewicz. Academic visibility online. Presentation for academics at the University of Cape Town https://www.slideshare.net/lauracz/academic-visibility-online-presentation-13-october-2011/13
Is visibility important?

- Get more citations or altmetrics mentions
- Obtain better evaluations and grants
- Establish a public personal professional research environment
- Embrace open scholarship
Evaluation of research

Quantitative Methods
Only one in 30 take the free ice cream. Interesting...

Qualitative Methods
What did you feel when you saw the free ice cream?
Excited. A little scared.

And why was that?

Bibliometrics:
The statistical analysis of books, articles, or other publications

Photo credit: Matt Lavoie
https://medium.com/@MattPLavoie
Types of metrics

**Journal Level metrics**
- Criteria to be indexed in a database (Academic Journal Guide, Directory of Open Access Journals, Journal Citation Report, etc.)
- Impact factor (Web of Science, JCR) or CiteScore (Scopus Journal Metrics)

**Article Level Metrics**
- Citations
- Downloads, views.
- Altmetrics (mentions, citations in policy documents or syllabus, etc.)

**Author Level Metrics**
- h-index
- h5-index
- i10-index
Metrics by level

**Macro-level**
- global developments
- national R&D systems
- policies
- cross-sectional fields

**Meso-level**
- research and grant programs
- academic fields
- universities, research institutes, funding agencies

**Micro-level**
- university institutes/departments
- target/status groups
- research groups
- individuals
Types of indicators

- **Productivity / Activity** → number of publications to reflect the research output, count of publications in recognized databases; number of articles in peer reviewed journals, in IF with or per quartiles/deciles

- **Collaboration** → number of co-authors or co-affiliations to reflect national and international networking

- **Impact** → citation rates (several citation indicators)

- **Cognitive structures** → co-occurrences of words, classifications relations between citations, etc.

- **Other** → main authorship, percentage of contribution, characterization of publications and disciplines, disciplinary vs cross-disciplinary vs interdisciplinary etc.
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Remember the limitations!

- Coverage of tools is not always comprehensive:
  Some metrics and tools are still not well established for some subject areas (Arts, Humanities and Social Sciences), or for some document types (books, commissioned reports...)

- Metrics tend not to account for age of researcher

- Citation patterns vary between disciplines or types of document

- Self-citations can distort metrics

- Citations to a paper may not reflect its quality
Bibliometric data sources

Scopus

WEB OF SCIENCE™

Dimensions

Google Scholar

Google Scholar Metrics

University of Hertfordshire

Agencia de Evaluación de Tecnologías Sanitarias de Andalucía (AETSA)

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Other bibliographic sources
Analytic tools: SciVal

[Image of SciVal interface showing scholarly output and field-weighted citation impact]

- **UOA 9 Physics**
- Scholarly Output: 300
- Field-Weighted Citation Impact: 1.71
- Publications in Top 10 Journal Percentiles: 59

[Website link: https://www.scival.com]
Analytic tools: Essential Science Indicators
Further tools

https://1findr.1science.com/home/

https://www.lens.org
Sources for alternative metrics

Social Impact of Research: **Altmetrics**  
(alternative metrics and tools)
The movement for responsible use of metrics

San Francisco Declaration on Research Assessment
http://am.ascb.org/dora/


*metrics – Measuring The Reliability and perceptions of Indicators for interactions with sCientific productS
https://metrics-project.net/

A tool that provides guidance for demonstrating and evaluating claims of research impact
http://www.metrics-toolkit.org/

16/12/2012  22/04/2015  07/2015  18/05/2017  30/01/2018
10 principles to guide research evaluation:

1. Quantitative evaluation should support qualitative, expert assessment
2. Indicators used to evaluate performance should relate clearly to the program goals
3. Protect excellence in locally relevant research
4. Keep data collection and analytical processes open, transparent and simple
5. Allow those evaluated to verify data and analysis.
6. Account for variation by field in publication and citation practices
7. Base assessment of individual researchers on a qualitative judgement of their portfolio.
8. Avoid misplaced concreteness and false precision.
9. Recognize the systemic effect of the assessment and indicators.
10. Scrutinize indicators regularly and update them.
Statement of responsible metrics

The University of Hertfordshire (UH) supports the responsible use of metrics for research assessment and management.

1. Research evaluation can be informed by quantitative indicators and other evidence, but should be based mainly on expert qualitative assessment. Indicators may complement decision-making but should never take the place of judgement from an expert in the field.

2. Indicators must be used appropriately. The use of simple numbers without sufficient context is not appropriate. The use of a single metric is rarely appropriate. A basket of metrics should be used.

3. Factors such as the differences in publishing practice between disciplines, types of documents, age of the publication, stage of career, number of collaborators or types of research can all affect citation rates and other indicators. Metrics that normalise and adjust for these factors should be used.

4. Excellence in locally relevant or niche research should be protected. This research cannot always be published in high-impact journals, or attract high citation rates. Indicators should take this into account.

5. The methods and data used for research assessment need to be transparent and simple. This allows for the verification of analyses and corroboration of conclusions obtained.

6. The systemic and potential effects of indicators, wherein they can change scholarly behaviour, should be anticipated and acknowledged.

7. The effectiveness of indicators changes with time, therefore the basket of metrics should be kept updated.

In the statement, we have used the words metric and indicator synonymously to emphasise that metrics are indicators rather than absolute measurements.

These recommendations are based on the principles expressed in detail in the following key texts.

https://thebibliomagician.wordpress.com/resources/
Where to search for the appropriate metrics

http://www.metrics-toolkit.org
Where to search for the appropriate metrics

http://www.metrics-toolkit.org
PART 2. SCHOLARLY COMMUNICATION SUPPORT IN YOUR INSTITUTION
How much do you know about the publication trends in your institution?

i. How many outputs publishes your institution per year?

ii. Which is your institution ID in Scopus, WoS or Dimensions?

iii. Are your authors publishing in predatory journals?

iv. Are authors consistent using names and affiliations?

v. Are authors attributing funding?

vi. How many researchers of your institution are in ResearchGate? And an Orcid?

vii. What is the % of publications affiliated deposited in your CRIS or repository?
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The Routledge Handbook of Tourism in Asia

By: Wood, RC (Wood, Roy C.)

TOURISM MANAGEMENT
Volume: 67  Pages: 201-202
Published: Aug 2018
Document Type: Book Review
View Journal Impact

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- University of Hertfordshire

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   University of Hertfordshire

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Publisher
ELSEVIER SCI LTD, THE BOULEVARD, LANGFORD LANE, KIDLINGTON, OXFORD OX5 1GB, OXON, ENGLAND

Journal Information
Impact Factor: Journal Citation Reports

The text seems to be discussing access and organization, possibly within a database or library context, given the interface and the emphasis on transfer of organizations.
What type of support can we offer?

- Record the institutions’ performance.
  - Establish a monitoring workflow
  - Define a curation process

- Use a CRIS or repository or create a database ad hoc with the academic and scientific output.
  - Define types of reports
  - Set how can gaps be recognized

- Set up a list of services
  - Help researchers with CVs and profiles
  - Assess researchers regarding publication sources and strategies
Scholarly Research Communication:
How can we help you?

Open Access
- Research Information System (RIS)
- Green open access and self-deposit
- APCs and publication fees for Gold open access
- Copyright and licensing
- REF 2021 compliance
- Funders’ OA requirements (RCUK, ERC, Horizon 2020...)

Metrics
- Article-level metrics: citations, views, downloads...
- Journal metrics (top journals by field, etc.)
- Personal metrics: h-index
- Altmetrics and social media impact
- Top journals by field, normalized metrics

Research Data Management (RDM)
- Research Data Management Plans
- Data storage and preservation
- Data protection and anonymization
- Open Data policies and mandates
- Publication and visibility of research data

Publication strategy
- Publication best practices
- Guidance about predatory publishers
- Open science and research visibility
- Personal identifiers: RIS, ORCID, Scopus ID, Google Scholar
- Academic profiles: ResearchGate, Academia.edu
PART 3.
Strategies to promote research visibility
Benefits of Open Access for you and society

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What we already know

Benefits for sharing open research data

- Reinforcing open scientific inquiry
- Encouraging diversity of analysis and opinion
- Promoting new research, testing of new or alternative hypotheses and methods of analysis
- Supporting studies on data collection methods and measurement
- Facilitating education of new researchers
- Permitting the creation of new datasets by combining data from multiple sources

How and where

**How**
- Make your research open as soon as possible
- Share your data, linked to publications
- Update your profiles
- Be consistent using your name and use the appropriate affiliation and e-mail
- Begin informally publishing (posting or blogging, sharing news…)

**Where**
- Repositories and research information systems
- Personal identifiers (Orcid, Google Scholar…)
- Professional and academic networks (ResearchGate, LinkedIn…)
- Social media (Twitter, blogs…)

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Assessment and support of academic publishing

Before publishing
- Search for appropriate journals
- Search for the right Creative Common licences
- Ensure that the researcher has an Orcid
- Help with affiliation, acknowledgements, etc.
- Design a research data management plan

Getting published!
- Upload the manuscript in a repository
- Management of APCs

After publication
- Update the version of the document record in the repository
- Update the different profiles
- Promote research in social media
- Share research data
How to avoid predatory publishers

Think

Are you submitting your research to a trusted journal?
Is it the right journal for your work?
- More research is being published worldwide.
- New journals are launched each week.
- Stories of publisher malpractice and deception are also on the rise.
- It can be challenging to find up-to-date guidance when choosing where to publish.

How can you be sure the journal you are considering is the right journal for your research?

Check

Reference this list for your chosen journal to check if it is trusted.
- Do you or your colleagues know the journal?
  - Have you read any articles in the journal before?
  - Is it easy to discover the latest papers in the journal?
- Can you easily identify and contact the publisher?
  - Is the publisher name clearly displayed on the journal website?
  - Can you contact the publisher by telephone, email, and post?
- Is the journal clear about the type of peer review it uses?
- Are articles indexed in services that you use?
- Is it clear what fees will be charged?
  - Does the journal site explain what these fees are for and when they will be charged?
- Do you recognise the editorial board?
  - Have you heard of the editorial board members?
  - Do the editorial board mention the journal on their own websites?

Submit

If you can answer ‘yes’ to most or all of the questions on the list.

Complete the check list and submit your article only if you are happy you can answer ‘yes’ to most or all of the questions.
- You need to be confident your chosen journal will have a suitable profile among your peers to enhance your reputation and your chance of gaining citations.
- Publishing in the right journal for your research will raise your professional profile, and help you progress in your career.
- Your paper should be indexed or archived and be easily discoverable.
- You should expect a professional publishing experience where your work is reviewed and edited.
- Only then should you submit your article.
All of them can help you to raise your profile!!
Other options to publish your research

Preprints repositories

City of London Economic Research

Thoughts and opinions on issues affecting the City economy, London and related research

Financial Services careers in London – a breakdown of jobs by occupation

By Katharina Ehrhart, Researcher in the City of London Research Team

In this blog we are interested in the occupations that are predominantly located in London and the City. We want to know what attracts highly skilled workers to this location. It is often said that people choose London because of the career opportunities it offers, and we will look at whether the data confirms this. Our focus will be on financial services (FS).

Highly skilled jobs in London

London has a working population of over 8 million, and significant numbers of foreign workers in professional and managerial positions - 36% of all jobs in London. In highly skilled occupations, this is even higher at 46%. Across Great Britain as a whole, the proportion of foreign workers in highly skilled occupations (i.e. those with a higher-level vocational qualification) is 2.9%, but in London it is far higher at 6.5%.
# Article Processing Charges and discounts

## Article/Book Processing Charge: Article Processing Charges and discounts

Information about OA publishing fees and discounts for researchers at the University of Helsinki.

<table>
<thead>
<tr>
<th>Publisher or Publication</th>
<th>Journals Included</th>
<th>Author receives % discount on APC</th>
<th>Discount Based On</th>
<th>Notes</th>
<th>N.B.</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Chemical Society (ACS)</td>
<td>ACS journals</td>
<td>25%</td>
<td>All Publications - subscription</td>
<td>Author will need to indicate his affiliation when purchasing the AuthorChoice license in the Copyright Clearance Center. More information about OA publishing in ACS</td>
<td>Negotiations ongoing between the publisher and FinELib consortium</td>
</tr>
<tr>
<td>BioMed Central &amp; Springer Open</td>
<td>BioMed Central and SpringerOpen journals</td>
<td>15%</td>
<td>Submission must be made through UH network. Outside the university it is possible to use remote connection.</td>
<td></td>
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</tr>
<tr>
<td>BMJ</td>
<td>Any full OA BMJ journal</td>
<td>25%</td>
<td>BMJ Open Access Membership</td>
<td>Correspondence with the publisher from helsinki.fi - email address</td>
<td></td>
</tr>
<tr>
<td>Elsevier</td>
<td>Journal list</td>
<td></td>
<td>UH funding covers APC</td>
<td>Corresponding Author</td>
<td>Correspondence with the publisher from helsinki.fi - email address if possible. Article is accepted for publishing 1.1.2016-31.12.2020 See below</td>
</tr>
<tr>
<td>Hindawi</td>
<td>Hindawi journals</td>
<td>10%</td>
<td>Associate Membership Programme</td>
<td>Helsinki University Library is able to offer 3 open access article processing charge fee waivers annually, if the article gets accepted, and all authors at the University of Helsinki are eligible to a 10% discount on all Hindawi APCs. More on the basis first come first serve.</td>
<td></td>
</tr>
<tr>
<td>Wolters Kluwer &amp; Lippincott</td>
<td>Wolters Kluwer hybrid and full OA journals</td>
<td></td>
<td>HULib agreement covers APC</td>
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<td>See below</td>
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Where to promote research
ResearcherID is a tool from the Web of Science that helps researchers to solve the problem about author ambiguity, giving a unique identifier that consists of alphanumeric characters.

ResearcherID **does not normalize the names in the WoS authorities database, but allows you to search under this identifier.**

Benefits:

- Authors can manage their publication lists, track their times cited counts and h-index, identify potential collaborators and avoid author misidentification
- ResearcherID Labs offers new features that have been developed to provide additional data on each member's collaborators and on those papers citing a researcher’s works. Additionally, you can incorporate a ResearcherID "badge" into your own Web page or blog.
Case Study: Scopus improves product development outcomes

Scopus is the choice of preference for more than 3,000 academic, government and corporate institutions. This is what James, a research pathologist for a medical device manufacturer who works with Scopus on a regular basis, told us about his experience.

James is an experienced research pathologist for a medical device manufacturer, busy with at least 10 projects at any given time. His contribution to product development ranges from shaping early stage proof-of-concept to work on proposals for submission to regulatory authorities. The common denominator for him is to understand disease states and product impacts on the body.

James spends about 20% of his time on large, breakthrough innovation projects on a team dedicated to uncovering new ideas. The product innovation process starts with discussing approaches and capabilities for addressing a problem. James and his team then gather input from industry opinion leaders as well as physicians and surgeons treating the disease or injury state.

A literature review plays an important role in anchoring the team to current science and sizing the potential market. “Scopus just helps us know if we are going in the right direction,” James says. “We view a lot of literature to see what, if anything, people have done in the past, and we need to have a way to predict the market, so we know if it is going to be a small or large population.”

James relies on Elsevier’s Scopus two to three times a week as he works across multiple teams and projects. For him, Scopus is an efficient, time-saving way to get up to speed and identify what others have done to address the problem. “Scopus helps me to get familiar with different ideas and what people are thinking,” he explains. “It helps me to quickly build a basis to make a decision on next steps and prepare us for extensive literature searches as we go through the process and approach submission to regulatory authorities and a complete launch. It helps deliver the basics that we need to understand things.”

“Speed is very important. Many of the questions I receive must be answered right away or at least the next day. So I need something to base the answer on,” James says. “Scopus is nice because it’s linked to any journals we have rights to, so we can pull up a full article online. I can easily identify what I think I need to know, read it, digest it, and move on to the next one.”

- Read the full case study
- Learn more about how Scopus benefits corporate researchers
• The Scopus Author Identifier distinguishes between these names by assigning each author a unique number and grouping together all of the documents written by that author.

• **Scopus assigns this Author-ID automatically.**

• As the author does not give approval, there can be errors. In this case, authors can request this to be corrected.

• They can consult the authors 'Author details' and communicate Scopus if information that appears has to be modified.

• Other available option is to ‘**Request to merge authors**’, in order to group different names from the same researcher.
<table>
<thead>
<tr>
<th>Title</th>
<th>Cited by</th>
<th>Year</th>
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<tbody>
<tr>
<td>Threats in a downturn</td>
<td>126</td>
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<td>A Jones</td>
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<td>Computer Fraud &amp; Security 2010 (1), 8 10</td>
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<td>Jones A, Ashenden D</td>
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<td>Butterworth-Herrmann</td>
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<td>Global Information Warfare</td>
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<td>Jones A, Kovacich G L., Luzwick P G.</td>
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<td>Building a Digital Forensic Laboratory: Establishing and Managing a Successful Facility</td>
<td>40</td>
<td>2008</td>
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<td>Jones A, Valli C</td>
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<tr>
<td>Cloud Forensics: A Research Perspective</td>
<td>25</td>
<td>2013</td>
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<td>Al Mutla, S. Iraq, Y Jones</td>
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<td>Innovations in Information Technology (IT), 2013 9th International ...</td>
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<td>Enhancing Phishing E-Mail Classifiers: A Lexical URL Analysis Approach</td>
<td>25</td>
<td>2012</td>
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<td>Al Mahmood Khonji, Youssef Iraqi</td>
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<tr>
<td>International Journal for Information Security Research (IJISR) 2 (1 and 2)</td>
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</table>
• After having register, it shows a personal page with the scientific production and the number of citations of publications of an investigation.

• It displays 3 bibliometric indicators:
  • Total number of citations of publications
  • H-index
  • I10 index (number of publications with more than 10 citations)

• Tracks, indexes and turns any document "scientific appearance" hosted on a public domain without any prior control.

• Does not detect data manipulation.

## Competencies table

<table>
<thead>
<tr>
<th>How often you need that competency?</th>
<th>Novice</th>
<th>Advanced beginner</th>
<th>Competent</th>
<th>Proficient</th>
<th>Expert</th>
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<tr>
<td>Daily, Every time</td>
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<td>Often</td>
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<td>Occasionally</td>
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</table>
Top tips – be consistent and professional

Some advice for your researchers!

• Get an ORCID, and other personal profiles, and use it everywhere
• Take metadata seriously to maximise discoverability
• It’s not only about publications, there are other outputs, as research data
• Enhance the use of Twitter to share questions, observations, little victories, and references; remember to use it positively.
• Keep track of your digital footprint and your media impact
• Blogs are time consuming, but receive ‘mentions’ and build a reputation before formally publishing
• Recommend a sensible email address for professional use
What did you learn?

What will you be able to implement?

Where would you think you would need to improve your knowledge?
THANK YOU FOR YOUR ATTENTION!

For further questions:

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