



# HOW TO INCREASE RESEARCH VISIBILITY

A GUIDE FOR RESEARCH WRITERS  
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# PURPOSE



**THIS DOCUMENT WILL PROVIDE YOU WITH VARIOUS TECHNIQUES ON HOW YOU CAN INCREASE THE VISIBILITY AND HENCE THE IMPACT OF YOUR RESEARCH WORK FROM JUST YOUR LOCAL COMMUNITY TO A GLOBAL AUDIENCE.**

# IMPACT INDICATORS

Research impact is measured using:

1. **Citation** by other writers
2. Media comment
3. Usage
4. Implementation of research into actual practice
5. Repackaging of research for new audiences

This document will focus on citation as it is the most widely used indicator of research impact in scientific studies on the topic.

# CITATION

- ❖ A citation is simply a reference to another information resource.
- ❖ It is often used to measure the impact of a research work.
- ❖ The more your work is cited, the greater its impact.
- ❖ The information resource referenced may be in any of the following formats: journal article, book, archival manuscript, newspaper editorial, dissertation, report, webpage, or a musical composition among others.

# CITATION STYLES

## APA

- ❖ By the American Psychological Association.
- ❖ Widely used in social sciences, education and nursing.

## MLA

- ❖ Modern Language Association
- ❖ Mostly used in the liberal arts and humanities.

## OTHERS

- ❖ Chicago citation style
- ❖ Havard
- ❖ Oxford
- ❖ American Sociological Association - ASA
- ❖ American Chemical Society - ACS

# CITATION ANALYSIS

## HOW MANY TIMES HAVE YOU BEEN CITED?

Citation analysis or bibliometrics refers to quantitative analysis of research publications and influence or impact of the research work on others. Impact is determined based on the number of times it has been cited by others.

Bibliometrics or citation analysis tools are provided by several online citation databases that include but not limited to:

- ❖ Scopus @ <http://www.elsevier.com/online-tools/scopus>
- ❖ Web of Science @ [http://wokinfo.com/products\\_tools/multidisciplinary/webofscience/](http://wokinfo.com/products_tools/multidisciplinary/webofscience/)
- ❖ Google Scholar @ <https://scholar.google.com>

# CITATION METRICS

These are tools used by online citation databases(mentioned above) to determine an author's impact i. e. how many of your research publications have been cited, how many times and where.

## H-index

- ❖ It is the most widely used research metric of all.
- ❖ It measures both productivity(number of publications) and the impact of the research publications based on the number of times the publication has been cited.
- ❖ It is available for use on both web of science and Google Scholar.

## i10-Index

- ❖ It is used by Google Scholar to measure the productivity of a researcher's work.
- ❖ It shows the number of a researcher's publications that have been cited at least ten times by other scholars.
- ❖ It was developed and introduced in July 2011 by Google.
- ❖ It is only available for use on Google Scholar.

# BOOSTING YOUR VISIBILITY

USE THESE PLATFORMS TO BOOST VISIBILITY OF YOUR PUBLICATIONS

## ACADEMIA.EDU

- ❖ Is an online platform where you can share your publications, see analytics on your publications and profile and also follow other authors and publications in your research field.
- ❖ At the time of this writing this guide, Academia.edu has over 7 million researchers with the number still growing.
- ❖ Click on the link [Academia.edu](https://www.academia.edu) to sign-up and get started sharing your academic publications with over 7million researchers and academic authors. Signing up is easy.
- ❖ You can use your Facebook or Google accounts to get started.

## LINKEDIN.COM

- ❖ Is the world's largest professional network where you will find over 250 million users.
- ❖ On linkedin, you are able to connect with other professionals in your discipline and share with them links to you publications more so if they are available online.
- ❖ LinkedIn makes use of discipline-specific groups to bring users of similar interests together.
- ❖ Premium(paid) membership on linked is available for those whose who wish to boost their visibility above the rest on linkedin.

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## RESEARCHGATE.NET

- ❖ Developed for scientists who want to make their work visible, researchgate offers you the ability to share your work with others.
- ❖ On researchgate, you also get the chance to collaborate with other researchers on your work.
- ❖ Other features include viewing statistics about citations, views and downloads about your publications.
- ❖ It is free to join with an option to connect using your facebook account.

## MENDELEY.COM

- ❖ Widely used, Mendeley is more of a research assistant tool with both an online platform and a downloadable desktop application.
- ❖ It offers you a platform to share and collaborate with other users on the platform.
- ❖ Mendeley's reference management tool allows you to generate bibliographies and citations from microsoft word and open-office documents.
- ❖ It is free to use and one can use their facebook account to join.

# BOOSTING YOUR VISIBILITY

## OTHER METHODS

- ◆ **Attend and give talks** - Sometimes you may even volunteer to give talks and lectures during seminars and conferences. While at it, always give reference to your work whenever you can.
- ◆ **Publish with open-access** - Research in this area has shown that works published in open-access platforms are more visible and more cited than those published on subscription platforms.
- ◆ **Create a blog of your own** - There are a lot of freely available tools you can use to create a blog. They include wordpress, blogger, joomla, drupal etc. Consider writing a post at least each time you publish and provide a link to where the full-text version of the document is published
- ❖ Make your google scholar profile public so that people and even search engines can discover it and hence discover your work.
- ❖ **Use a consistent name** - If you use different variations of your name as an author, then you appear as different authors and hence your citation metrics will suffer.
- ◆ **Make use of preprints** - Publishing in peer reviewed journals may take a long time. Preprints or unreviewed manuscripts can help to make your work usable even before its officially published.
- ◆ **Upload full-text documents** - An abstract may not contain adequate content sufficient for others to cite. Having a full-text document increases the usability of your published work.

# BOOSTING YOUR VISIBILITY

## OTHER METHODS

- ◆ **Avoid poorly indexed journals** - Making use of both google, google scholar and other search engines should help you to determine this.
- ◆ **Make use of social media** - Tweet and make facebook posts about your publications especially the new ones. Be on the look-out for special interest groups and share with them. Linked is most suitable for special interest groups.
- ◆ **Publish quality research work** - You only cite and refer to good quality work. Others are also looking for the same in your work.
- ◆ **Utilise staff profiles** - If your institution has staff profile pages, make sure to list here your publications. Search engines will rank your work higher if there are more links to it on the internet hence more visibility.
- ◆ **Optimise key-words in the abstract** - The abstract appears in more places than the document content itself. Availability of key-words in the abstract will make it to appear as more relevant.
- ❖ Make a deposit in the university repository if there is one in place.

# BENEFITS TO INSTITUTIONS

## OTHER METHODS

- ❖ Demonstrates their contribution to the knowledge economy
- ❖ Increase chances for funding from government.
- ❖ Increase their chances of being engaged by third-party agencies

# REFERENCES

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