



33 Tips to Maximize Articles' Citation Frequency

33 Tips to Maximize Articles' Citation Frequency

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www.researcherid.com/rid/C-2414-2009

<http://scholar.google.com/citations>

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Abstract

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)

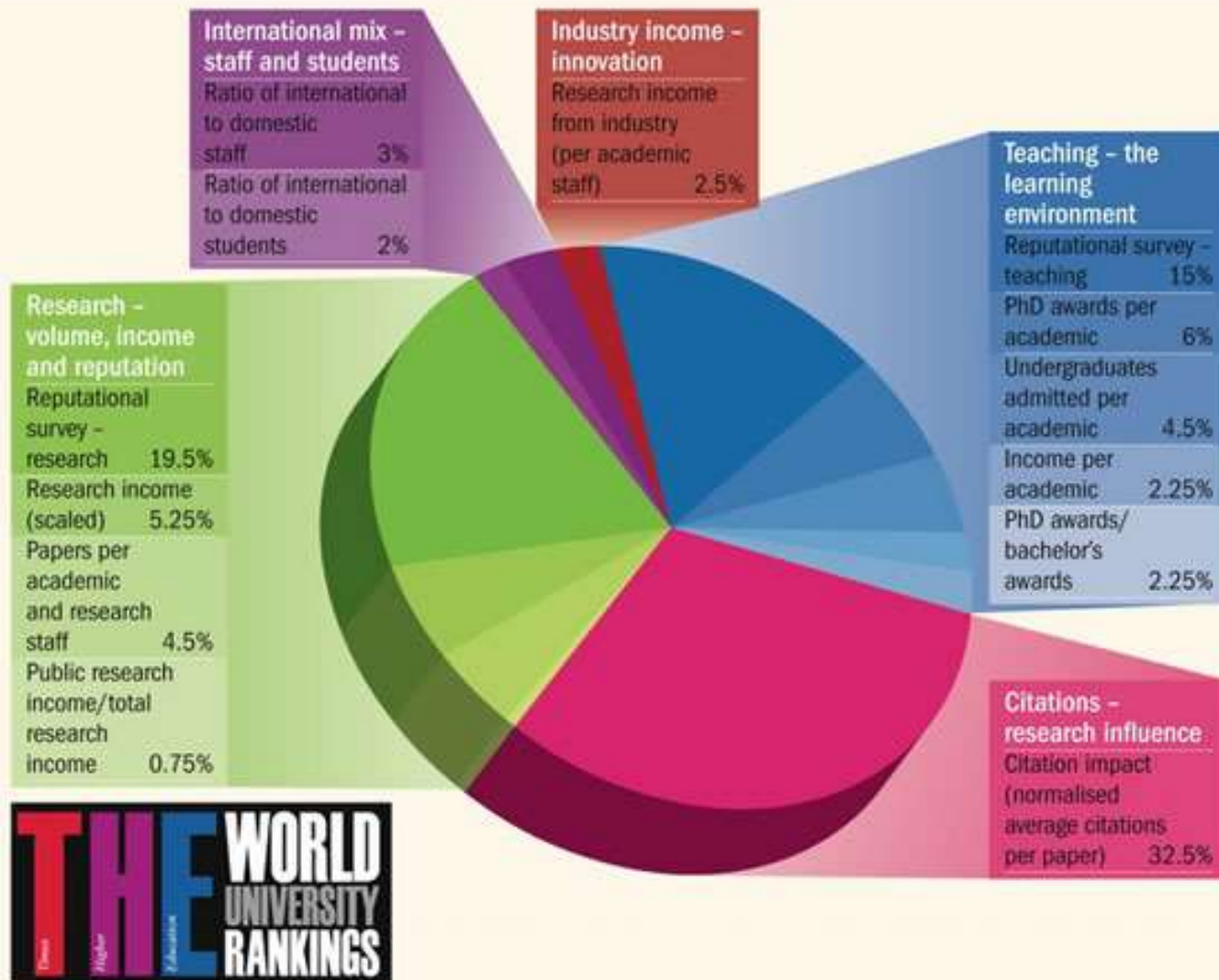
Citations: research influence (worth 30 per cent)

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>

WEIGHTING SCHEME FOR RANKINGS SCORES



Source: <http://www.timeshighereducation.co.uk/world-university-rankings/2010-2011/analysis-methodology.html>



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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](#)

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- ✓ Researcher Development

For Postgraduate Research
Students

Face to Face Workshops



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.

Next available session: 25th
September 2013, 10:00-13:00

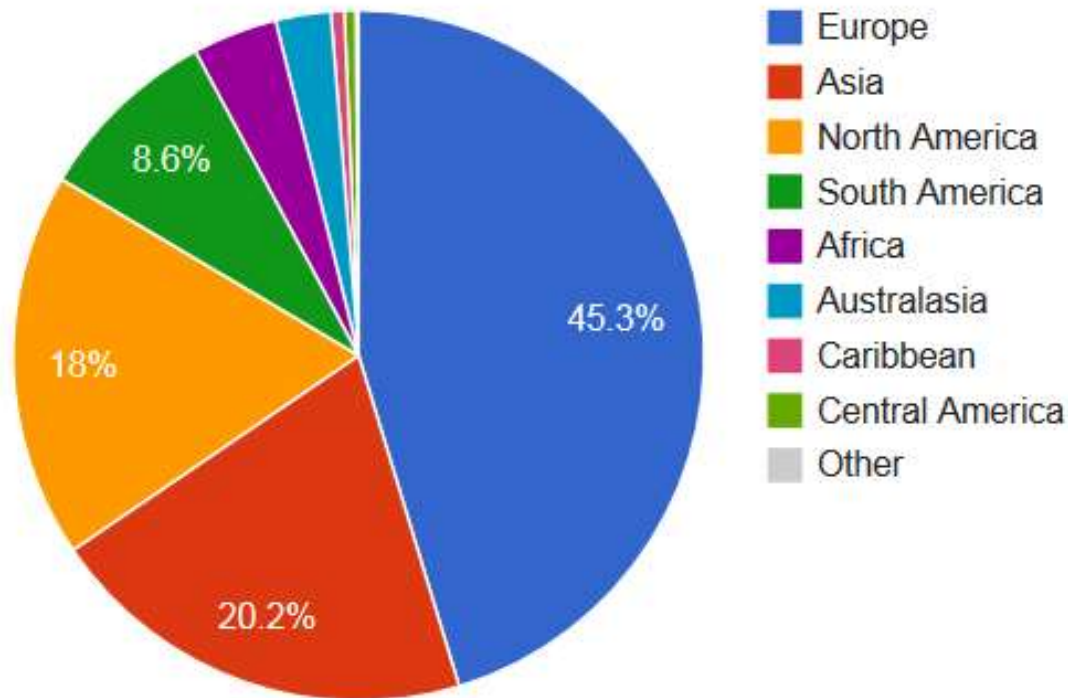
[Middle Years Register](#)

[Final Years Register](#)

Directory of Open Access Repositories

Proportion of Repository Organisations by Continent - Worldwide

Proportion of Repository Organisations by Continent - Worldwide



Total = 2245 organisations

OpenDOAR - 19-Jun-2014

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Seven Tips for Enhancing Your Research Visibility and Impact

Seven Tips for Enhancing Your Research Visibility and Impact

Rajkumar Buyya

Grid Computing and Distributed Systems (GRIDS) Laboratory
Department of Computer Science and Software Engineering
The University of Melbourne, Australia

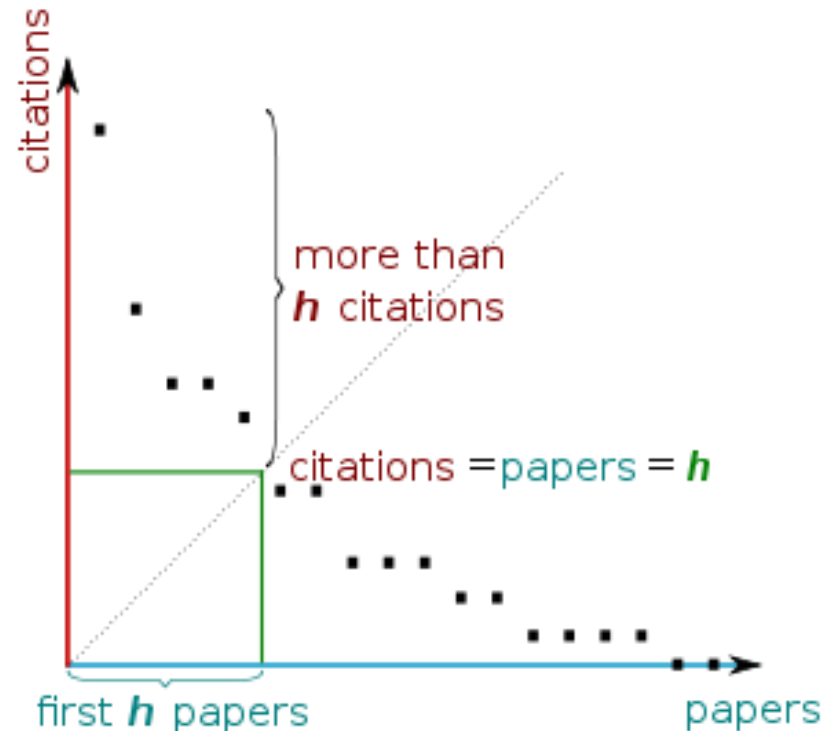
Email: raj@csse.unimelb.edu.au

First version: Nov. 2006

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!

h -index ([Jorge E. Hirsch](#) - 2005)

- 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 N_p papers have at least h citations each, and the other $(N_p - h)$ 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.

Researcher A		Researcher B	
Paper rank	Citations	Paper rank	Citations
1	10	1	1348
2	8	2	159
3	6	3	50
4	5	4	4
5	4	5	4
6	0	6	3

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

Source: <http://guides.is.uwa.edu.au/content.php?pid=372347&sid=3050052>

Predicting scientific success

H-index prediction

Read details in [Acuna, Allesina, Kording, Nature, 489, 201-202 \(2012\)](#)

Save to file

H-index calculator uses BitmapExporter by Mario Klingemann

H-index

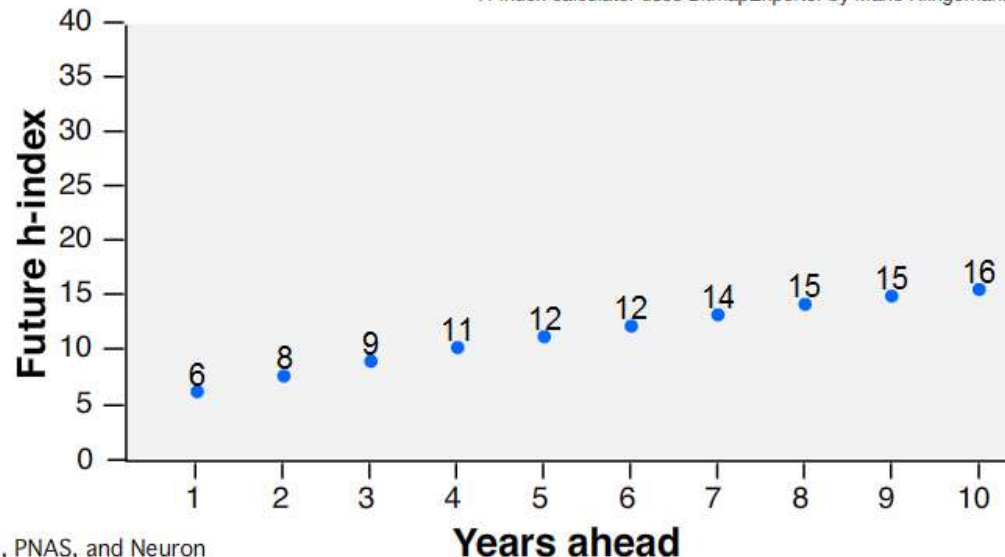
articles

Years since first article

distinct journals

articles in 'top' journals*

Reset features



* Nature, Science, Nature Neuroscience, PNAS, and Neuron

distinct journals: number of different journals where you have published in.

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.

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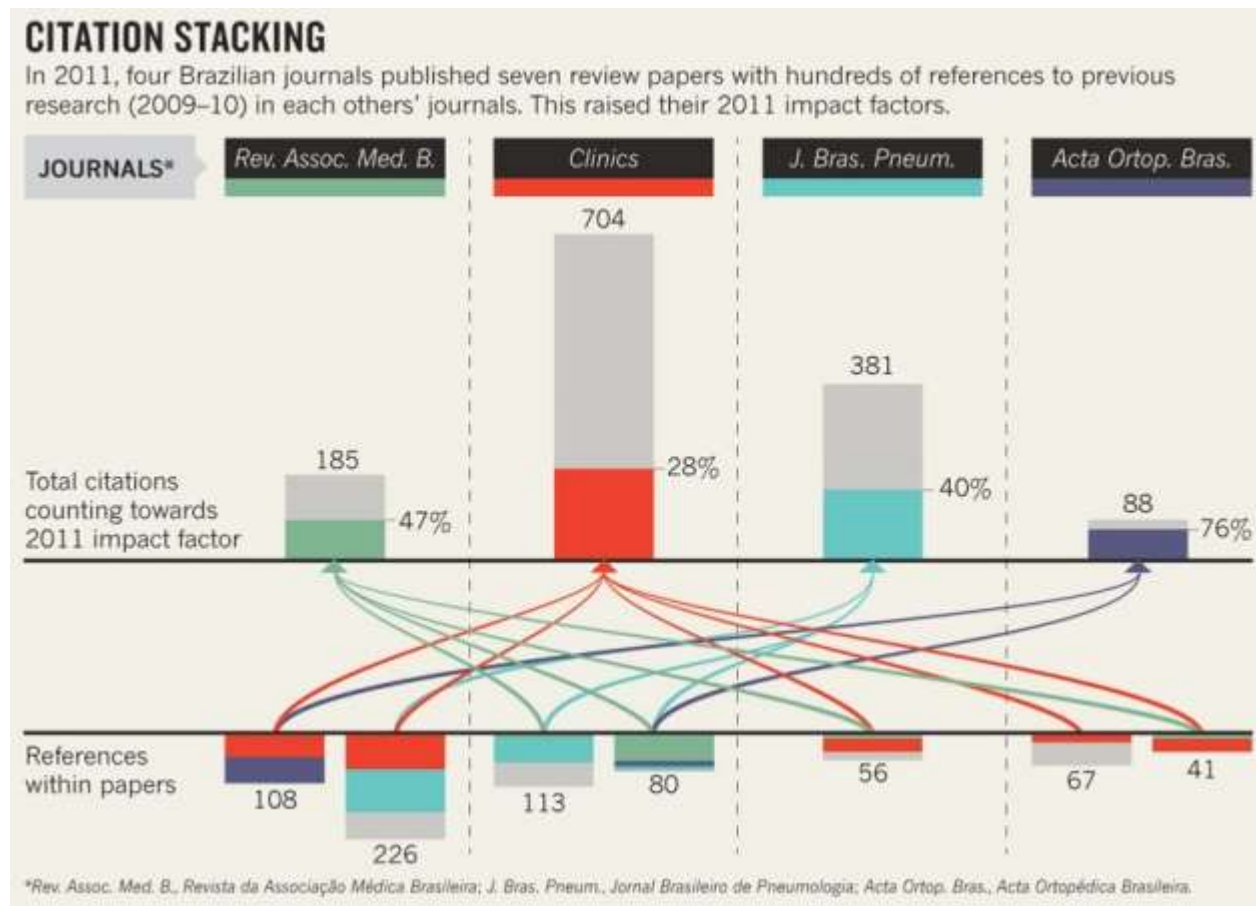
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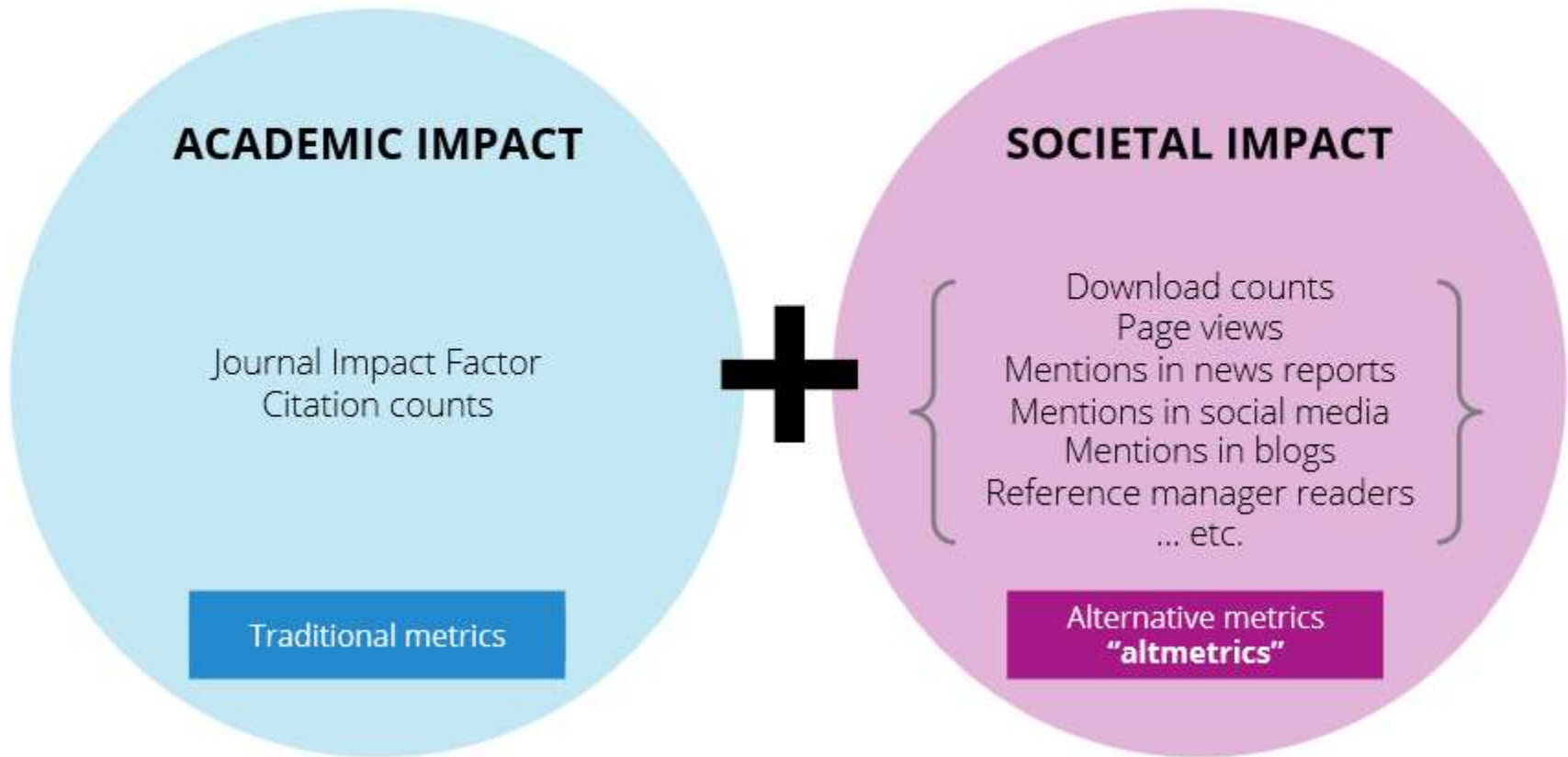
Brazilian citation scheme outed

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



Source: [Richard Van Noorden](#) , Nature News, 27 August 2013

New perspectives of impact



Source: Liu, J. (2013). [Article-level and alternative metrics: tracking other indicators of impact online 2nd Bibliometrics in Libraries Meeting: The Open University.](#)



An electrocorticographic brain interface in an individual with tetraplegia.

Author(s): Wei Wang, Jennifer L. Collinger, Alan D. Degenhart, Elizabeth C. Tyler-Kabara, Andrew B. Schwartz, Daniel W. Moran, Douglas J. Weber, Brian Wodlinger, Ramana K. Vinjamuri, Robin C. Ashmore

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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

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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**

Score in context

Puts article in the top 25% of all articles ranked by attention

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1 Facebook users
1 Google+ users

Readers on

17 Mendeley
2 CiteULike

Track this article

- Get email updates when this article is shared

Compared to all articles in Asian Social Science

So far Altmetric has tracked 29 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.

In the
99%ile

Ranks
1st

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 73,149 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**.

In the
78%ile

All articles

More generally, Altmetric has tracked 1,646,693 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.

In the
79%ile



Genome Engineering of *Drosophila* with the
CRISPR RNA-Guided Cas9 NucleaseScott J. Gratz^{*}, Alexander M. Cummings⁺, Jennifer N. Nguyen⁺,
Danielle C. Hamm[§], Laura K. Donohue⁺, Melissa M. Harrison^{§,*,1},
Jill Wildonger^{*,1} and Kate M. O'Connor-Giles^{*,1,2,3}

Author Affiliations

Author Notes

¹Corresponding authors: 6204B Biochemical Sciences Bldg., 440 Henry Mall, Madison WI 53706. E-mail: mhamison3@wisc.edu; 2204B Biochemical Sciences Bldg., 440 Henry Mall, Madison, WI 53706. E-mail: wildonger@wisc.edu; 227D Robert M. Bock Labs, 1525 Linden Dr., Madison, WI 53706. E-mail: oconnorgiles@wisc.edu

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*.

CRISPR RNA Cas9 homologous recombination genome engineering *Drosophila*

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Methods, Technology, and
ResourcesEarly Online May 24, 2013; doi:
10.1534/genetics.113.152710
Genetics August 1, 2013 vol. 194 no. 4
1029-1039

Free via Open Access: OA

Abstract

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Front. Hum. Neurosci., 24 June 2013 | doi: 10.3389/fnhum.2013.00291

Deep impact: unintended consequences of journal rank
Björn Brembs^{1*}, 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

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Nonlanguage factors affecting undergraduates' judgments of nonnative English-speaking teaching assistants

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Research in Higher Education
August 1992, Volume 33, Issue 4, pp 511-531

Nonlanguage factors affecting undergraduates' judgments of nonnative English-speaking teaching assistants

Donald L. Rubin

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Teaching Elementary Students Who Speak Black English Vernacular to Write in Standard English: Effects of Dialect Transformation Practice

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Contemporary Educational Psychology

Volume 25, Issue 2, April 2000, Pages 212–235



Regular Article

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 translating nonstandard sentences that unify their own writing and providing corrective feedback are



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Playful explicitness with grammar: A pedagogy

Applications and tools



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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](#)

Authors cite a work because:

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

Source: Gosling, C. (2013). [Tips for improving citations 2nd Bibliometrics in Libraries Meeting: The Open University](#).

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

Recommended Affiliation Citation

Use This:

Mae O. Gordon
Department of Ophthalmology and Visual Sciences
Washington University School of Medicine in St. Louis
660 South Euclid Avenue
Saint Louis, Missouri 63110
United States of America

Not This:

M. Gordon
Dept. of Ophthal. and Vis. Sci.
Wash. U. Sch. Med.
660 S. Euclid Ave.
St. Louis, MO

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

3- Repeat key phrases in the abstract while writing naturally

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:



[Emerald | Celebrity endorsement, brand credibility and brand equity](#)

www.emeraldinsight.com/journals.htm/journals.htm?...show...

by A Spry - 2011 - Cited by 11 - Related articles

Purpose – This research aims to examine the impact of **celebrity credibility** on consumer-based **equity** of the **endorsed brand**. The mediating role of **brand** ...

Source: <http://www.emeraldgrouppublishing.com/authors/guides/promote/optimize1.htm?PHPSESSID=ric7dfpvo045ciuafbolminpg4>

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>

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.

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

Compare Keywords

“Senior Population” with “Aged”

exemplar
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6- Assign keyword terms to the manuscript

Selecting keywords lead to get more citation.

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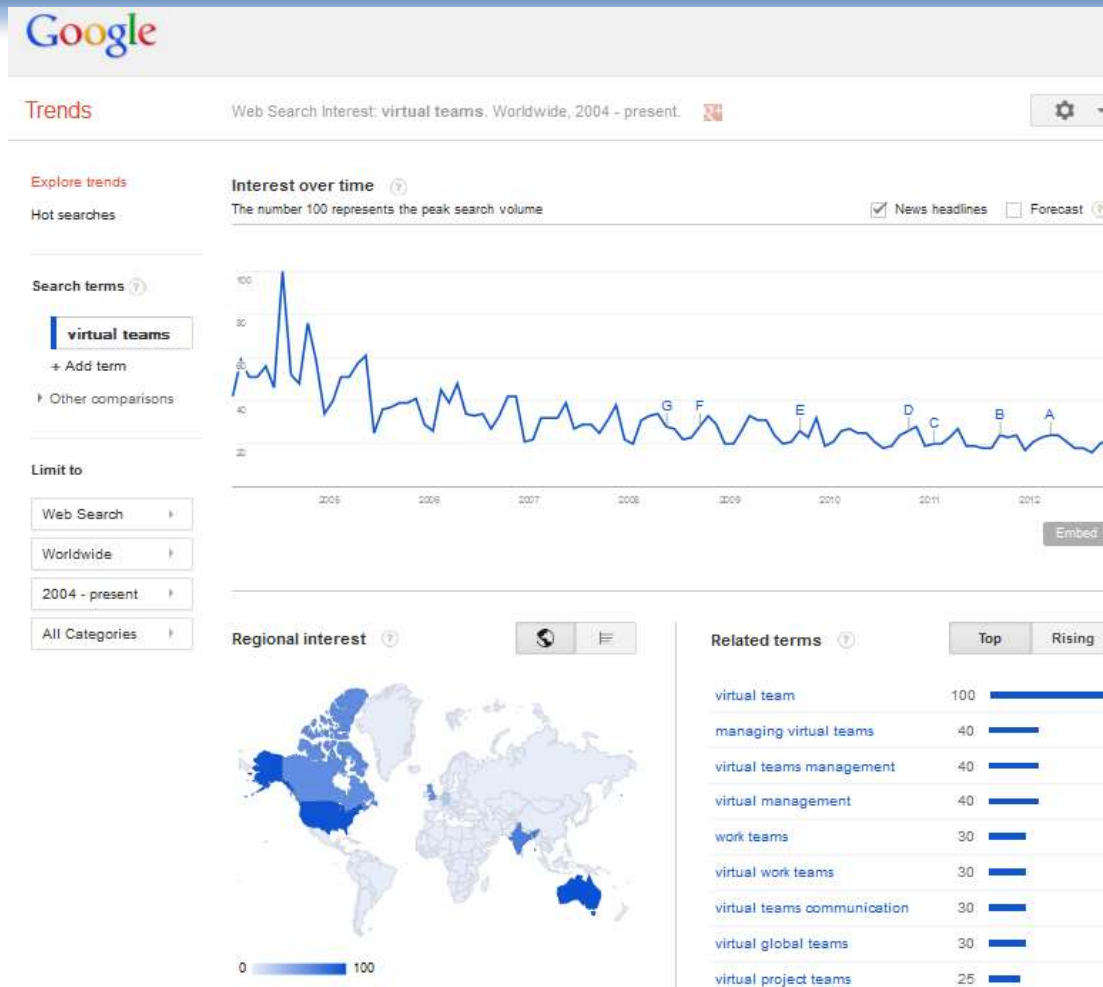
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JIST
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Google Trends



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](#)

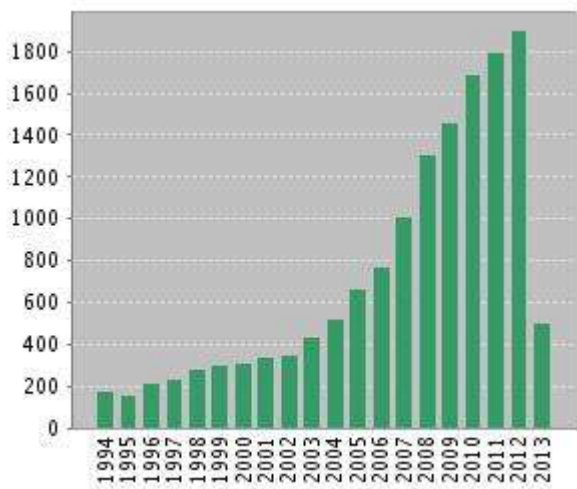
Ph.D., Principal Consultant

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.

Average Citations per Item 1/3

Title=(Technology Management)



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Sum of the Times
Cited [?] : 15123

Sum of Times Cited
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citations [?] : 14589

Citing Articles[?] : 13739

Citing Articles
without self-
citations [?] : 13457

Average Citations
per Item [?] : 3.87

h-index [?] : 50

Average Citations per Item 2/3

Citation Report: 1684

(from Web of Science Core Collection)

You searched for: TITLE: ("human rights")

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Sum of the Times Cited [?] : 4625

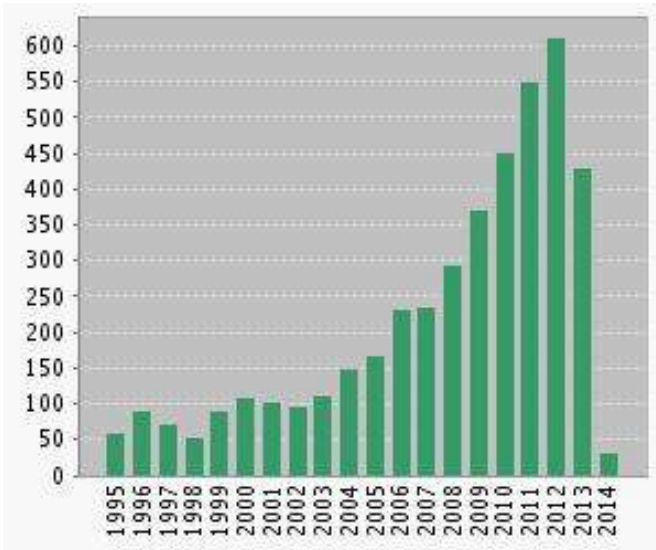
Sum of Times Cited without self-citations [?] : 4078

Citing Articles: [?] : [3329](#)

Citing Articles without self-citations [?] : [3013](#)

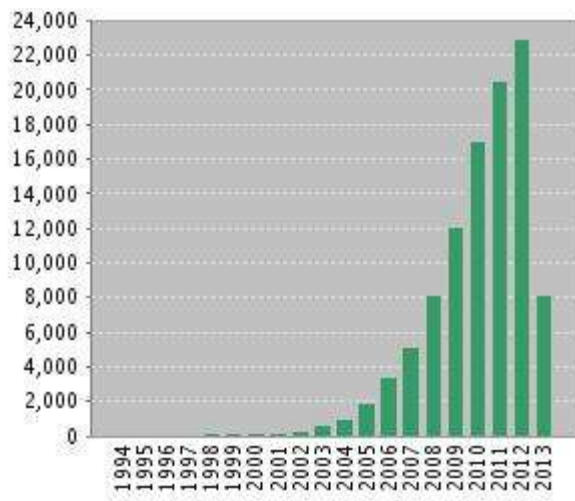
Average Citations per Item [?] : 2.75

h-index [?] : 29



Average Citations per Item 3/3

Title=("Stem Cells")
Refined by: Web of Science
Categories=(CELL TISSUE
ENGINEERING)



Source: Web of Science®, Retrieved 26 May 2013

Results found: 5044

Sum of the Times
Cited [?] : 102181

Sum of Times Cited
without self-citations 91107
[?] :

Citing Articles[?] : 46925
Citing Articles
without self-citations 43823
[?] :

Average Citations per
Item [?] : 20.26

h-index [?] : 132

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>

7- Use more references

nature International weekly journal of science

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- [Citation counts](#)
- [Scientific articles](#)
- [Bibliometrics](#)
- [Journals](#)

Published online 13 August 2010 | Nature | doi:10.1038/news.2010.406

News

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.

Zoë 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*.



www.nature.com/news/ ewhere

8- Write a longer paper



International weekly journal of science

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Stories by keywords

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- [Scientific publications](#)
- [Astronomy](#)
- [h-index](#)
- [Bibliometrics](#)

Published online 17 September 2008 | *Nature* **455**, 274-275 (2008) | doi:10.1038/455274a

News

A longer paper gathers more citations

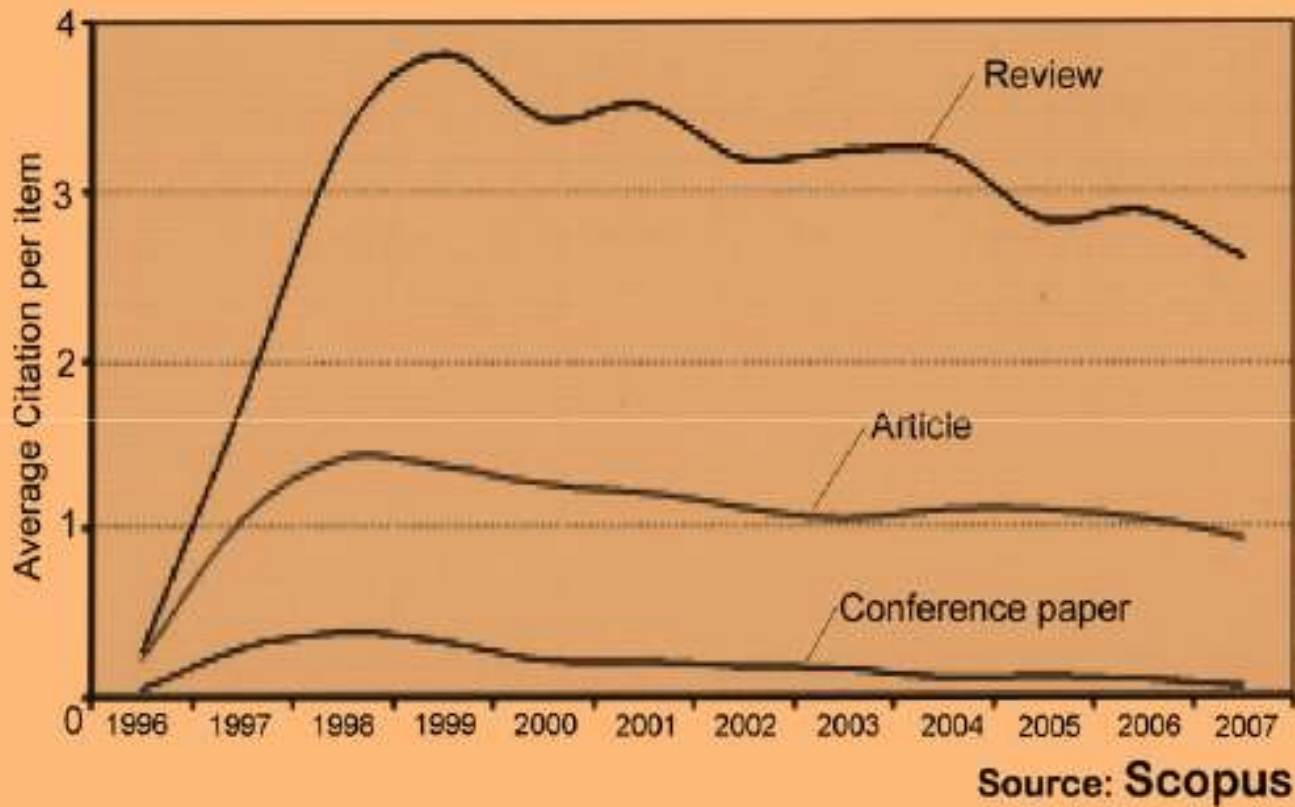
Brevity is not the secret to scientific success.

Philip Ball

Researchers could **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 papers¹.

9- Write a review paper



10-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.

11-To be the best, cite the best

Published online 13 October 2010 | Nature | doi:10.1038/news.2010.539
News

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.

Source: Corbyn, Z. (2010). [To be the best, cite the best. Nature 539. doi: doi:10.1038/news.2010.539](https://doi.org/10.1038/news.2010.539)

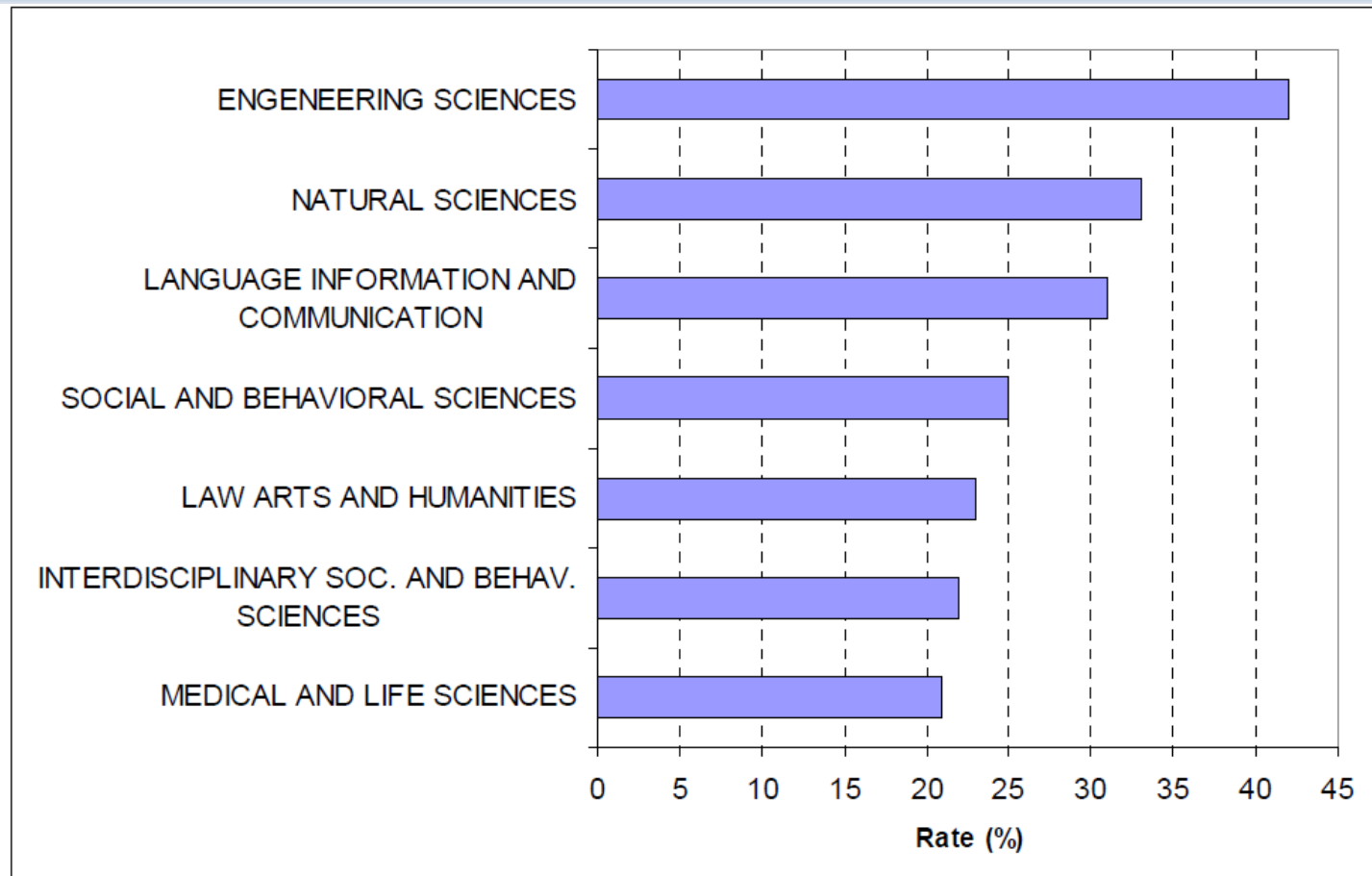
12-Self Citation

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

- [Source: Diana Epstein, Impact factor manipulation, The Journal of the European Medical Writers Association, Vol. 16, No. 3, 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)

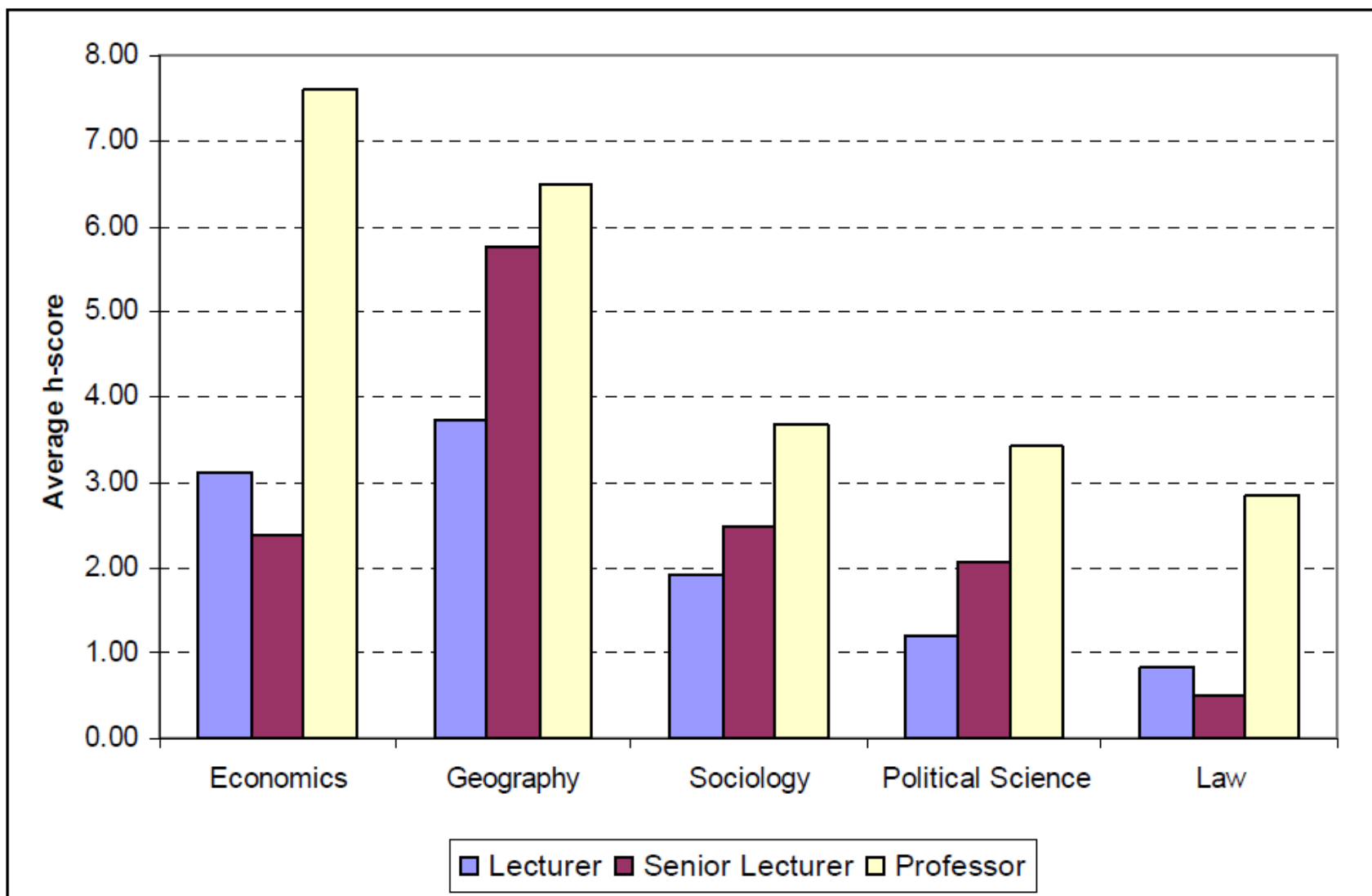
Preparing for Publication

Collaboration & Journal Selection

13-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>



[Source :MAXIMIZING THE IMPACTS OF YOUR. RESEARCH: A HANDBOOK FOR SOCIAL. SCIENTISTS. LSE Public Policy Group. \(2011\)](#)

The origins of citations to academic social scientists in five disciplines, by university rank and the type of outputs

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

Source: LSE PPG dataset.

[Source :MAXIMIZING THE IMPACTS OF YOUR RESEARCH: A HANDBOOK FOR SOCIAL SCIENTISTS. LSE Public Policy Group. \(2011\)](#)

14- Publish papers with a Nobel laureates

- 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](#)).

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.

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

1. ABI/INFORM
2. Association of Business Schools' (ABI) Academic Journal Quality Guide (www.the-abs.org.uk)
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](#)

Journal impact factor

Indexation

Journal prestige

Relevance of research topics

Acceptance/rejection rates

Size of print circulation

Manuscript turnaround time

Editors characteristics

Quality of reviewer comments

Previous experience with publishing in the journal

Colleagues' recommendations

International status

Open access

Publication charges

Promotion at social platforms (eg Facebook, Twitter)

Press attention to the journal

Source: Gasparyan, A. Y. (2013). [Choosing the target journal: do authors need a comprehensive approach?. Journal of Korean medical science, 28\(8\), 1117-1119.](#)

17- Publish in an Open Access (OA) 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.

18-Publish in a journal with high impact factor

- The most effective strategy to increase citation rates is publishing in a journal with higher impact factor ([Vancley 2013](#)).
- [Dhawan and Gupta \(2005\)](#) studied 1101 papers and found that articles published in high impact factor journals increase the probability of getting cited.

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](#)).

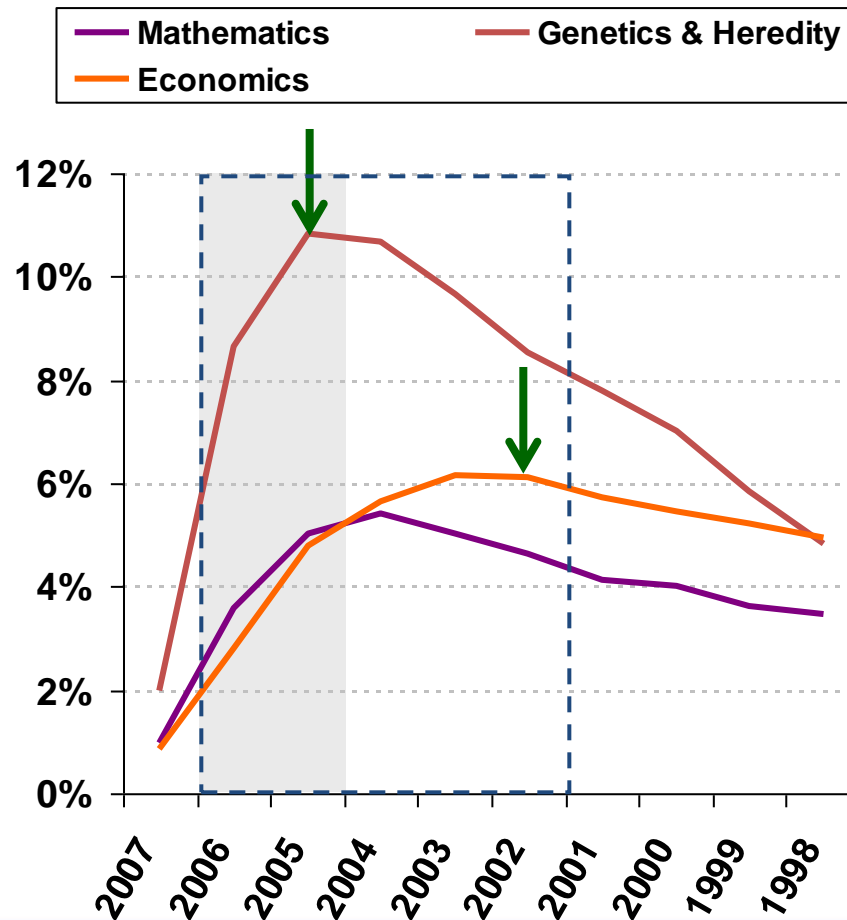
20-Use a larger number of “callouts”

- 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

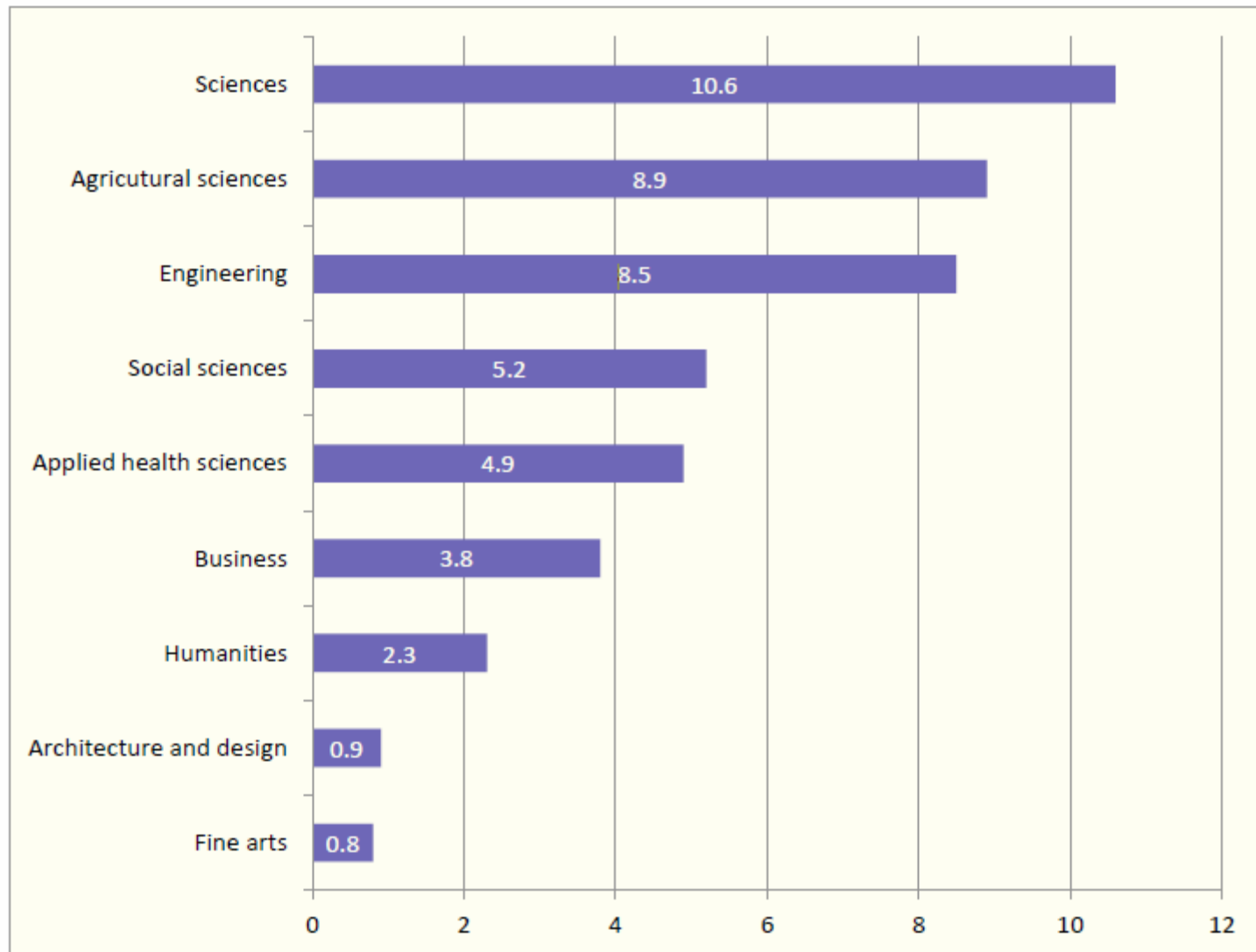
- Publishing across disciplines has been found to increase citation e.g. chemistry, biological science and physics ([Ortega and Antell 2006](#)).

Citation Behavior, variance among disciplines:



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



[Source: Making Research Count: Analyzing Canadian Academic Publishing Cultures](#)

22- Publish tutorials papers

- Tutorial paper is “a paper that organizes and introduces work in the field.
- A tutorial paper assumes its audience is inexperienced; 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*

Source: <http://phdtalk.blogspot.nl/2011/03/how-much-time-does-conference-take.html>

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*

23-Self-archive articles

- 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.

Read more: Ale Ebrahim, N., Salehi, H., Embi, M. A., Habibi Tanha, F., Gholizadeh, H., Motahar, S. M., & Ordi, A. (2013). [Effective Strategies for Increasing Citation Frequency](#). International Education Studies, 6(11), 93-99. doi:

10.5539/ies.v6n11p93

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

Source: [Rosarie Coughlan, \(August 2011\) "Enhance the Visibility & Impact of Your Research-9 Simple Tips", Accountancy Librarian, Concordia University](#)

Numbers are
GREAT

but what's the
impact of the
research?

199,913,959 HTML pageviews

100%

49,450,006 PDF downloads

24.7%

Article-Level Metrics for 80,602 PLOS
papers published until May 20, 2013.

481,771 CrossRef citations

0.2%

Source: [Finding Insights in ALMS for Research Evaluation. Posted on November 20, 2013 by PLoS Admin](#)

24-Keep your professional web pages and published lists up to date

WHAT IS A GOOD SCIENTIFIC ARTICLE?

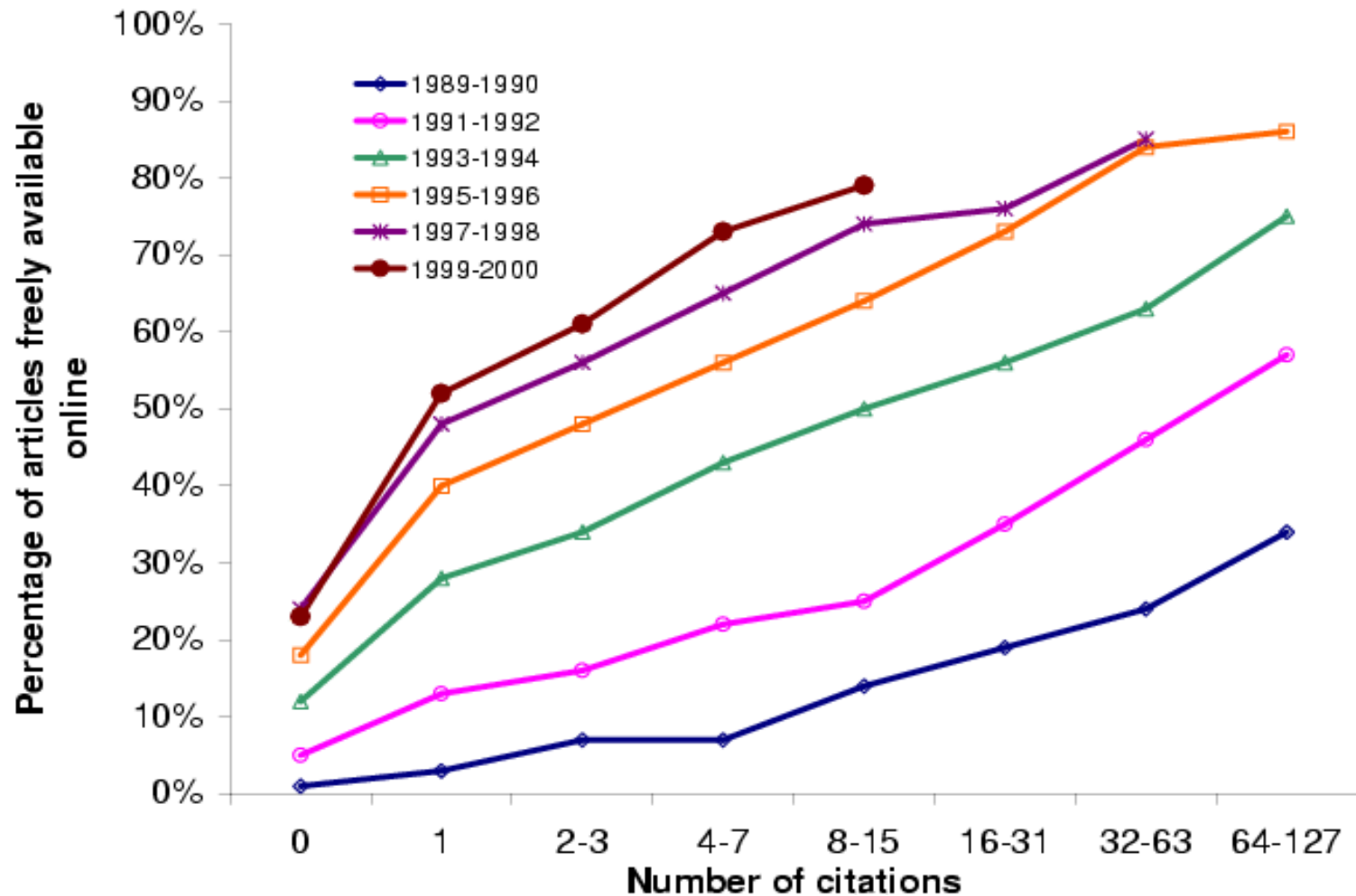
Novelty



Communication

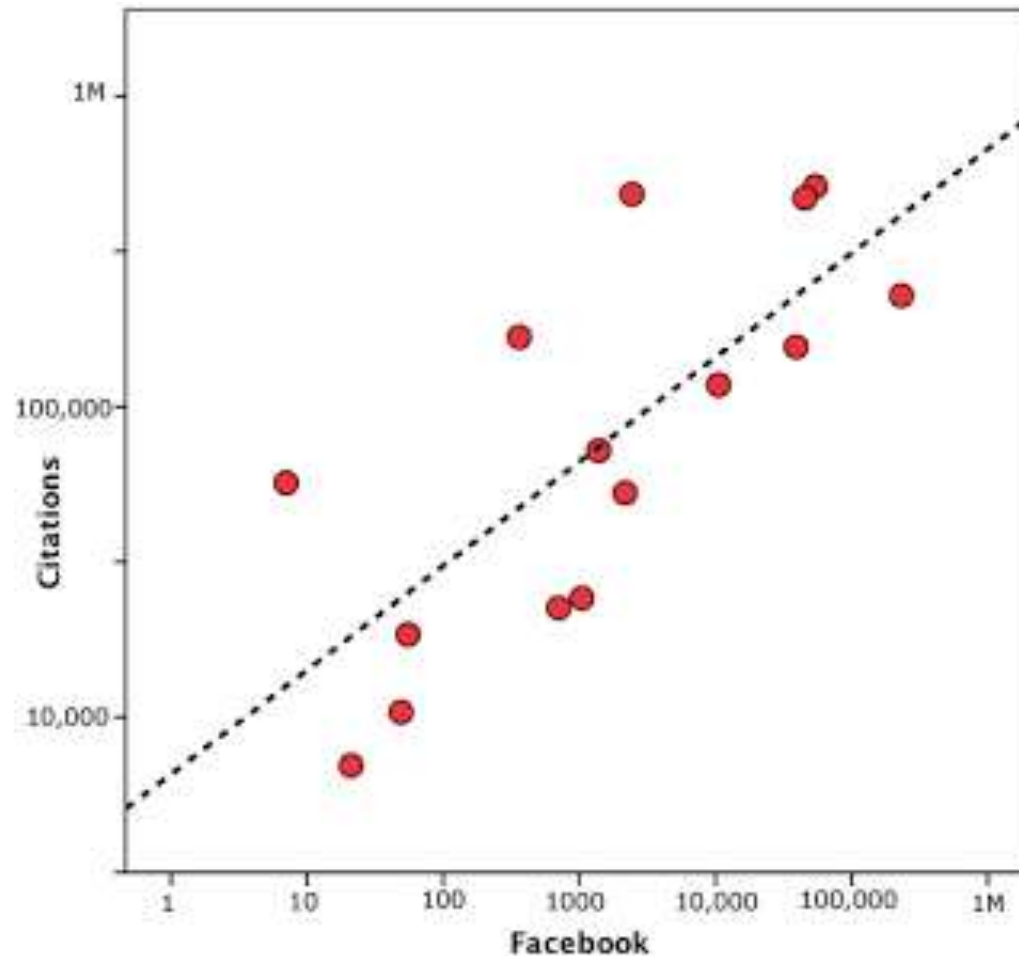


Online or Invisible?



©2014 Nader Ale Ebrahim

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). [Source: http://blog.ketyov.com/2011/07/role-of-facebook-and-twitter-in.html](http://blog.ketyov.com/2011/07/role-of-facebook-and-twitter-in.html)

25-Deposit paper in Open Access repository

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](#)).

Copyright issue

If your publisher does not give permission to give access to the definitive publisher's version/pdf, in many cases it is permitted to make the last author's version available (i.e. the version after peer review). This version has the same scientific content, but lacks the publisher's lay-out. More information can be found at [SHERPA/RoMEO](#) and the [Open Access and Copyright site](#).

[Source: Digital Academic Repository of the University of Amsterdam](#)

Author's version vs. publisher's version

Modularity and Commonality Research: Past Developments and Future Opportunities

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This version: December 28, 2006



CONCURRENT ENGINEERING: Research and Applications

Modularity and Commonality Research: Past Developments and Future Opportunities

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Cambridge, MA 02138, USA*

Abstract: Research on modularity and commonality has grown substantially over the past 15 years. Searching 36 journals over more than the past 35 years, over 160 references are 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*, *effect*, and *research method*. The subjects 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 modularity 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 commonality are not really new. As early as 1914, an automotive engineer demanded the standardization of automobile subassemblies, such as axles, wheels, and fuel feeding

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.

Preprint version vs. publisher's version

Preprint of: Joeran Beel, Bela Gipp, and Erik Wilde. Academic Search Engine Optimization (ASEO): Optimizing Scholarly Literature for Google Scholar and Co. *Journal of Scholarly Publishing*, 41 (2): 176–190, January 2010. doi: 10.3138/jsp.41.2.176. University of Toronto Press. Downloaded from www.dor.eur.org. Visit www.dor.eur.org for more of our papers about Google Scholar, Academic Search Engine Spam, and Academic Search Engine Optimization.

Academic Search Engine Optimization (ASEO): Optimizing Scholarly Literature for Google Scholar & Co.

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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.² 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 WILDE¹

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 engines² such as Google Scholar, IEEE Xplore, PubMed, and SciPore.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

Author proof version

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

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Investigación SCImago. E-mail: {zaida.chinchilla; felix.demoya}@cchs.csic.es*

AQ42 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

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

26-Join academic social networking

- Increasing the availability of articles through social networking sites broadens dissemination, increases use, and enhances professional visibility.
- Academia 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](#)). Academia, 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.

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

SOCIAL MEDIA

Share your
findings...
And get cited



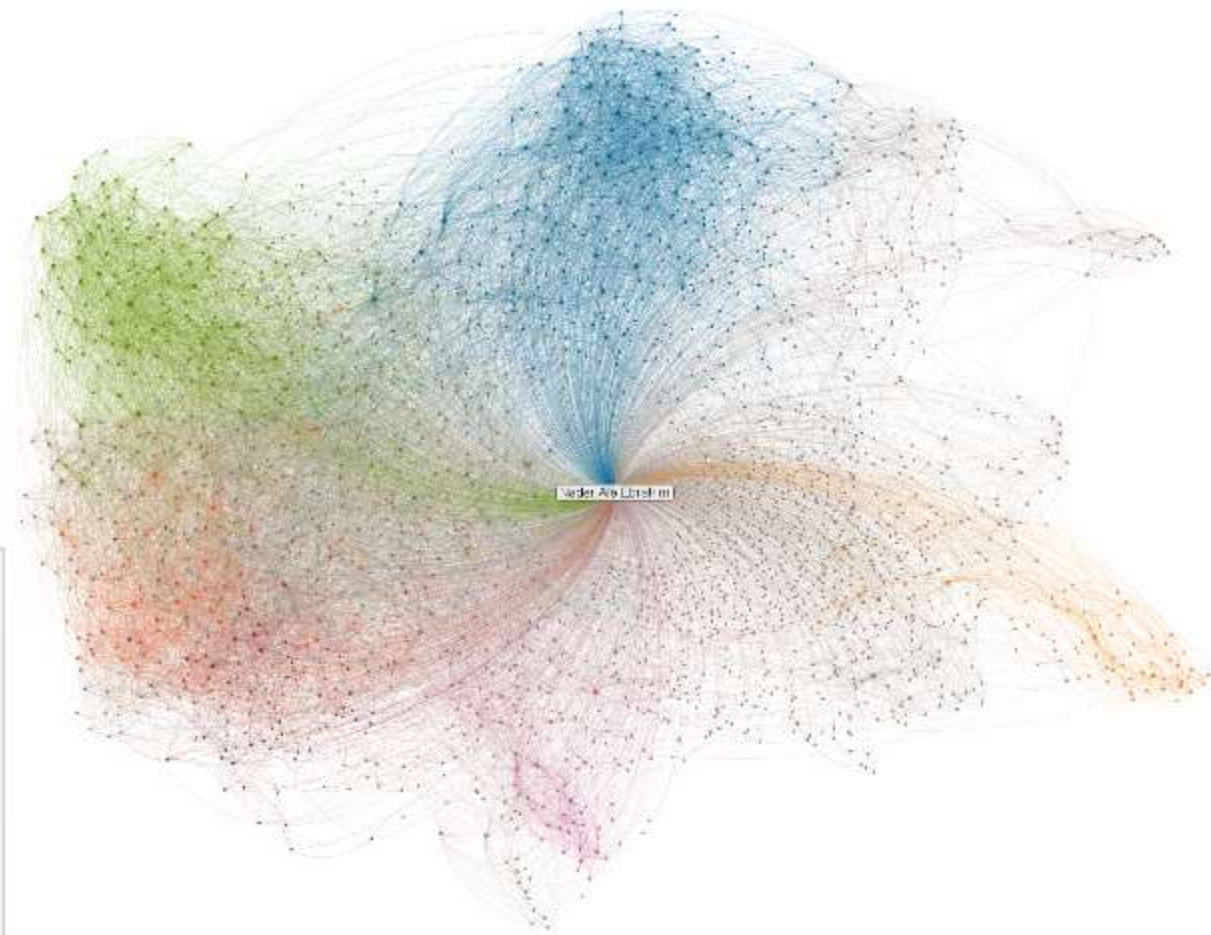
Source: ["Scientific Writing for Impact Factor Journals"](#) By: Eric Lichtfouse

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



Label your

Professional Networks

- ☐ Virtual Teams
- ☐ Research Tools
- ☐ Improve Citations
- ☐ Technology Manageme
- ☐ R&D
- ☐ H-index
- ☐ Research Tools Box
- ☐ Publication Marketing

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](#)).

Academic blogging is part of a complex online academic attention

*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?*

Source: Mewburn, I., & Thomson, P. (2013, Dec 12 2013). Academic blogging is part of a complex online academic attention economy, leading to unprecedented readership. Retrieved 13, December, 2013, from <http://blogs.lse.ac.uk/impactofsocialsciences/2013/12/12/academic-attention-economy/>

Blogs

- [Wordpress](#)



- [Weebly](#)



- [Blogger](#)



JohnRTurner_HPT_resource

This blog is intended to share information, discuss new research, and identify new trends within the Human Performance Technology (HPT) field. HPT is a multi-disciplinary practice that is influenced by a number of cognate disciplines: psychology, systems theory, education, economics, and sociology - to name only a few.

Tuesday, June 4, 2013

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>

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

Free Counter and Web Stats



About Me



John R. Turner

John R. Turner is a Doctoral Candidate at the University of North Texas in the applied technology and performance improvement (ATPI) program. He started his career in mechanical engineering where he was employed for 15 years. After leaving the engineering service industry, he completed a second bachelor's degree in psychology from the University of Arkansas at Little Rock, followed by a master's degree in human resource development from the University of Texas at Tyler. His research interests are in teams, team cognition, knowledge management, performance improvement, theory building, multilevel models, meta-analysis

Microblogging



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@aleebrahim
Nader Ale Ebrahim PhD in Technology Management, Virtual R&D Teams expert and founder of "Research Tools" Box.
mindmeister.com/39583892/resea... papers.ssrn.com/sol3/cf_dev/Ab
...
Malaysia · aleebrahim.com

1,901 TWEETS · 1,044 FOLLOWING · 511 FOLLOWERS

[Edit profile](#)

Tweets

yasni
ARABIA

New Exposé
Messages (+4)
E-mail monitoring
Astors
7890 since 01.08.2010

Edit Exposé information
Preferences

3d
Search Results
My text
My links

Save as document

Hello, **Nader Ale Ebrahim**

Nader Ale Ebrahim

Arabic

Search

Advanced Search

Person-Info



Nader Ale Ebrahim, 49, Technology Management @ University of Malaysia (UM), Malaysia

• Add your personal slogan!

Homepage: aleebrahim.com

Country: Iran, Islamic Republic of, Language: English

I offer: Main research interests: • Virtual teams • Virtual R&D teams • Collaborative Systems • e-Collaboration • Collaborative system • R&D Management • SMEs • Stage-Gate • Conceptual Model of Virtual Product Development • New product development • Concurrent engineering



37 Images of Nader Ale

1 - 9 from 37

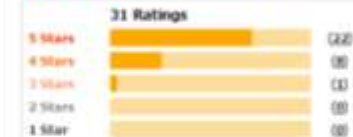


[Like](#) 2 [Tweet](#) 1 [Retweet](#) 1

People Home Exposé

My rating

★★★★★ (31)



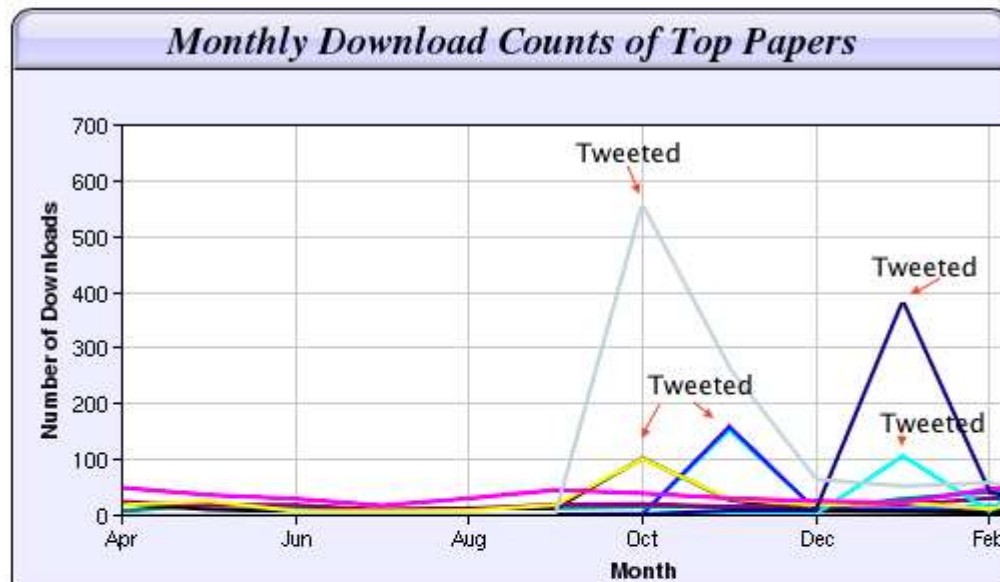
- [Link/Domain for my Exposé](#)
- [Show my Exposé on Yasni front page](#)
- [Invitation status of contacts](#)

Contacts of Nader Ale (39)

All Confirmed (9) Unconfirmed (1) Business [-]

Private [-]

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](#)).

Digital Curiosities: Resource Creation Via Amateur Digitisation

Enabled backchannel: conference Twitter use by digital humanists Not Me

Framework for effective public digital records management in Uganda

Library and information resources and users of digital resources in the huma

A Virtual Tomb for Kelvingrove: Virtual Reality, Archaeology and Education

What do faculty and students really think about e-books? Not me

Documentation and the users of digital resources in the humanities

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Teaching TEI: The Need for TEI by Example

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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.

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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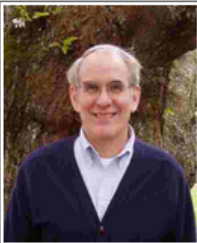
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Recent and Forthcoming Publications:

- Charles Hirschman and Douglas S. Massey. 2008. "[Peoples and Places: The New American Mosaic.](#)" In Douglas S. Massey (ed.) *New Faces and New Places: The Changing Geography of American Immigration*. New York: Russell Sage Fdn, pp. 1-21.
- Charles Hirschman. 2008. "[What Happened, Sociologically-Speaking, During the Twentieth Century?](#)" A Review Essay of *Century of Difference: How America Changed in the Last One Hundred Years*, by Claude S. Fischer and Michael Hout. *Contemporary Sociology* 37: 415-417.
- [Immigrants and Boomers: Forging a New Social Contract for the Future of America](#) by Dowell Myers. In *Sociological Forum* 23 (September 2008): 624-626.
- [The Future of Demography.](#) Commentary In *Asian Population Studies* 4 (November 2008): 233-234.
- [Inheriting the City: The Children of Immigrants Come of Age](#) by Philip Kasinitz, John H. Mollenkopf, Mary C. Waters and Jennifer Holdway. In *Annals of the American Academy of Political and Social Science* 680 (November 2008): 307-310.
- Anthony Daniel Perez and Charles Hirschman. 2009. "[The Changing Racial and Ethnic Composition of the U.S. Population: Emerging American Identities.](#)" *Population and Development Review* 35: 1-51.
- Charles Hirschman and Elizabeth Mogford. 2009. "[Immigration and the American Industrial Revolution from 1880 to 1920.](#)" *Social Science Research* 38: 897-920.
- Anthony Daniel Perez and Charles Hirschman. 2009. "[Estimating Net Interracial Mobility in the United States: A Residual Methods Approach.](#)" *Sociological Methodology* 39: 31-71.
- Charles Hirschman and Anthony Daniel Perez. 2010. "[Immigration and Nativism in the United States and Europe: Demography and Globalization versus the Nation-State](#)" In Jens Alber and Neil Gilbert (eds.) *United in Diversity? Comparing Social Models in Europe and America*. New York: Oxford University Press, pp. 381-400.
- Nikolas Pharris-Ciurej, Charles Hirschman, and Joseph Willhoff. 2012. "[The 9th Grade Shock and the High School Dropout Crisis.](#)" *Social Science Research* 41: 709-730. <http://dx.doi.org/10.1016/j.ssresearch.2011.11.014>
- [Blurring the Color Line: The New Chance for a More Integrated America](#) by Richard Alba. In *Population and Development Review* 36 (March 2010): 188-190.

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29-Contribute to Wikipedia



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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. & Taha, 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'Neil &

30-Create a podcast describing the research project and submit the podcast to YouTube or Vimeo

- 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](#)).

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31-link your latest published article to your email signature

- 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.

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32-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-A self-publishing service

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[Source: Figshare: good or bad?](#)



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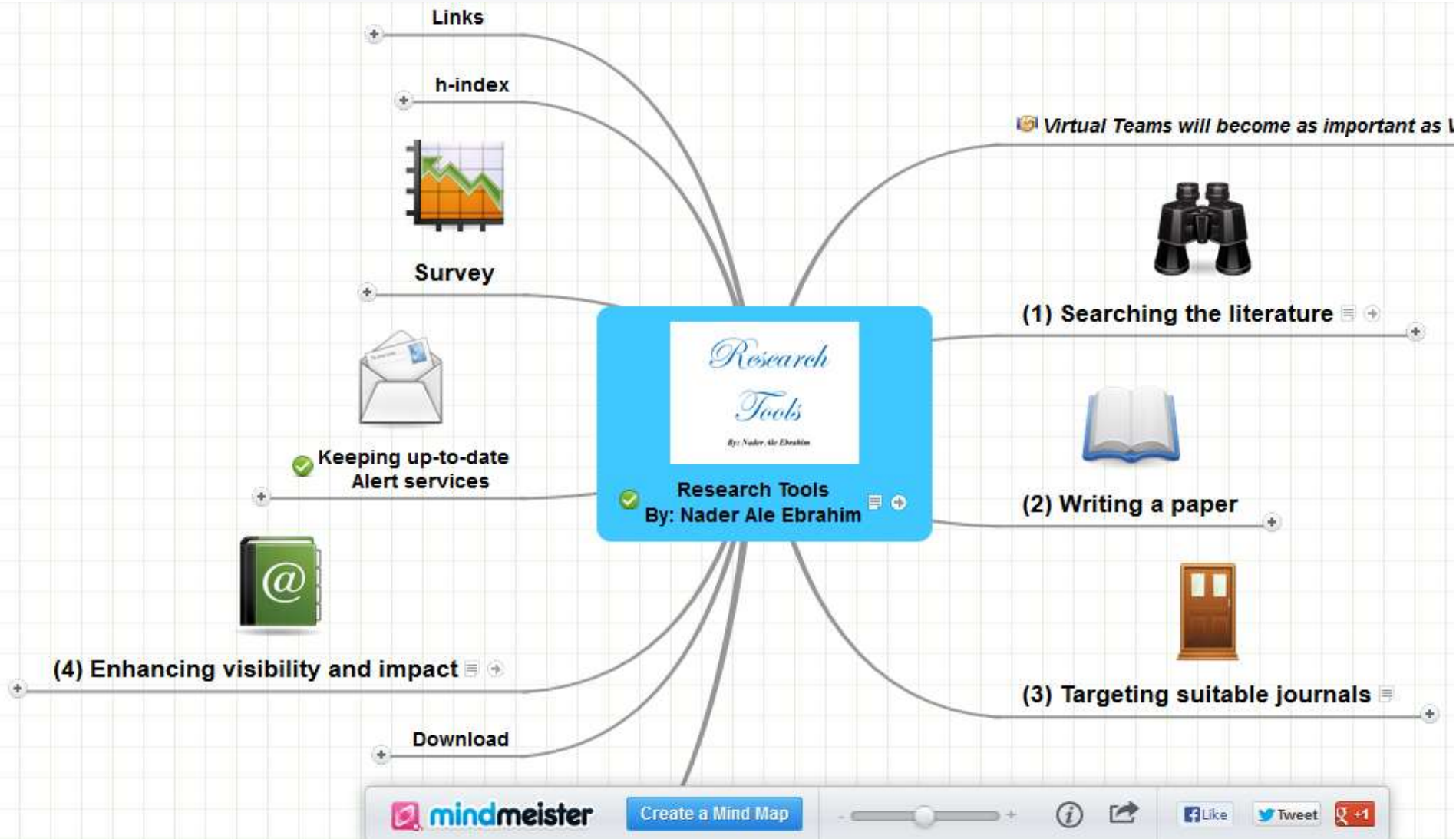
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The Internet Archive is a non-profit that was founded to build an Internet library. Its purposes include offering permanent access for researchers, historians, scholars, people with disabilities, and the general public to historical collections that 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/](http://archive.org/about/)

33-Use all “Enhancing Visibility and Impact” tools







Thank you!

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=====

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www.researcherid.com/rid/C-2414-2009

<http://scholar.google.com/citations>

<http://works.bepress.com/aleebrahim/>

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