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Planning Your Pathway of Scholarly Influence & Impact

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Planning Your Pathway of Scholarly Influence & Impact

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The goal of this workshop is to encourage thinking about the broader context of research activities.



- Research Impact (journal and author bibliometrics)
- Scholarly Communication (altmetrics)
- Broader Impacts
 - Professional specialists & practitioners
 - Legislators and policymakers
 - Economic benefits
 - Tangible community benefits

Plan for influence and impact by picking ideal venues for your work.

Popular Measures of Journal Impact

- CiteScore ([SCOPUS](#))
- SCImago Journal Rank ([SJR](#) and [SCOPUS](#))
- Source Normalized Impact per Paper (SNIP) ([SCOPUS](#))
- Journal Impact Factor ([Journal Citation Report](#) or [Cabell's](#))

Alternative Measures of Journal Impact

- Readership
- Altmetric attention scores ([Cabell's](#) and [SCOPUS](#))

Researchers can measure their impact using author bibliometrics and article level metrics.

Author Bibliometrics

- *h*-index
- i10-index
- Total times cited
- # publications

Article Level Metrics

- # citations
- Downloads/Readership
- Altmetrics



Establish and monitor your presence by building a researcher profile using a consistent name.

- SCOPUS
- ResearcherID
- ORCID
- Google Scholar
- Mendeley
- ResearchGate
- Selected Works

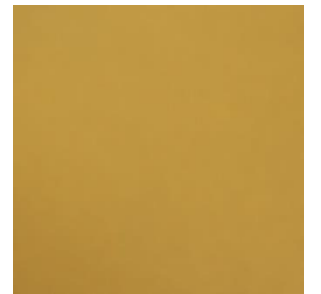


Plan for influence and impact by publishing Open Access.

- ✓ permanently available (for free) to the public
- ✓ increases readership and can increase the number of citations
- ✓ expands access to policymakers, practitioners, educators
- ✓ many use peer-review and maintain high publishing standards but some are predatory – verify it is a member of [Open Access Scholarly Publishers Association](#)

Search for OA journals

- [Directory of Open Access Journals](#)
- [BePress journals](#) (Digital Commons)
- [Ulrichs](#)



The SCOPUS Author Identifier Tool allows you to address author ambiguity.

Workshop Tasks:

1. Access via Hunt Library → Databases.
2. Search for yourself.
3. Reconcile name variations throughout career.
4. View your documents.
5. Set up authorship alerts.

Scopus Search Sources Alerts Lists

Author search

Documents Authors Affiliations [Advanced](#)

Author last name
falconer ×

e.g. Smith

Affiliation
Embry-Riddle ×

e.g. University of Toronto

All [Show documents](#) [View citation overview](#) [Request to merge authors](#)

	Author	Documents	<i>h</i> -index ⓘ	Affiliation	City	Country/Territory
<input type="checkbox"/> 1	Falconer, Emily K. Falconer, Emily K. Falconer, E. K.	6	2	Embry-Riddle Aeronautical University	Daytona Beach	United States

Name disambiguation is important so that you get credit for your work!

	Author	Documents	<i>h</i> -index ⓘ	Affiliation	City	Country/Territory
<input type="checkbox"/> 1	Griffith, John L. Griffith, John Griffith, J. L. Griffith, J.	153	59	Northeastern University	Boston	United States
	View last title ▾					
<input type="checkbox"/> 2	Griffith, John R. Griffith, John Griffith, J. GRIFFITH, J. R.	90	15	University of Michigan, Ann Arbor	Ann Arbor	United States
	View last title ▾					
<input type="checkbox"/> 3	Griffith, John A.R. Griffith, John Griffith, J. A.R.	78	21	University of Birmingham	Birmingham	United Kingdom

ResearcherID is another tool to track your work.

1. Register or [Log In](#).
2. Import your publications
 - *Web of Science* database
 - ORCID
3. Review dashboard and add any missing works
 - Title or DOI
 - File Upload (manual)
4. Add your peer reviews

Private dashboard - My publications
For Emily Faulconer

We'll email you once your ResearcherID has been added to your profile.

Me
Dashboard summary
Public profile
Export verified record

My records
> Publications
Peer reviews
Editor records
Awards

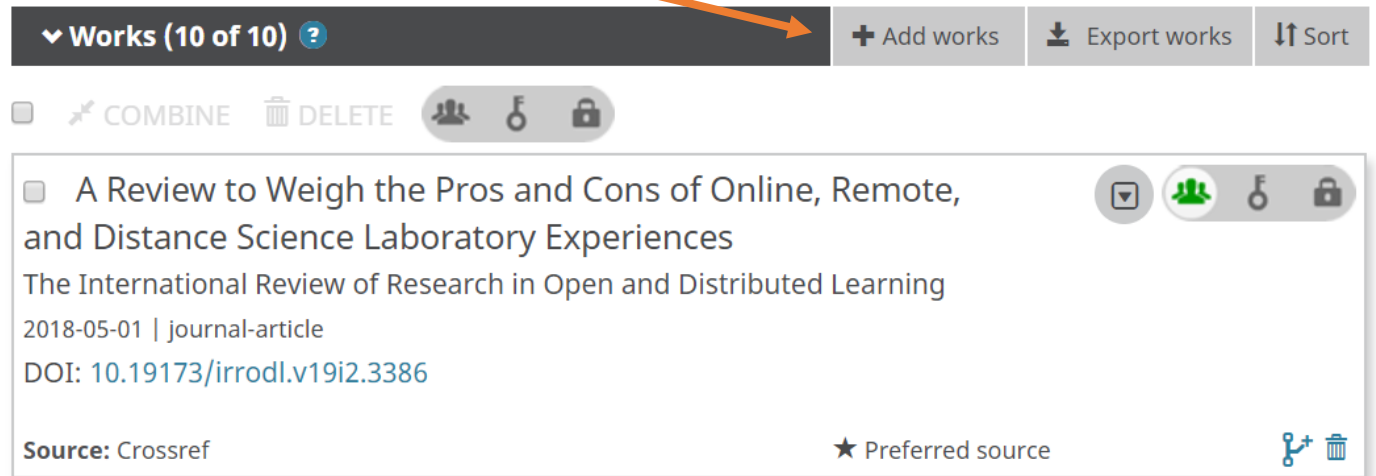
IMPORT PUBLICATIONS

Use this page to control the publications that will display on your public profile, downloadable record, and in the graphs and metrics here on your dashboard. [Learn more about your publications on Publons.](#)

DATE	TITLE	JOURNAL	CITATIONS	ALTMETRIC	
2018	A Review to Weigh the Pros and Cons of Online, Remo...	The International Review ...	-	-	🗑️
2018	A comparison of online and traditional chemistry lect...	Chemistry Education Rese...	1	4	🗑️

ORCiD provides a digital identifier commonly used in manuscript and grant submission.

1. Register or [Log In](#).
2. Import works from SCOPUS and ResearcherID
3. Add works not imported
 - DOI
 - Search & Link
 - BibTeX
 - Manually enter (last resort)



▼ Works (10 of 10) ?

+ Add works ↓ Export works ↑ Sort

☐ ✂ COMBINE 🗑 DELETE 👤 🔗 🔒

☐ A Review to Weigh the Pros and Cons of Online, Remote, and Distance Science Laboratory Experiences ☑ 👤 🔗 🔒

The International Review of Research in Open and Distributed Learning

2018-05-01 | journal-article

DOI: [10.19173/irrodl.v19i2.3386](https://doi.org/10.19173/irrodl.v19i2.3386)

Source: Crossref ★ Preferred source 🔗 🗑

Google Scholar is a versatile author tool for tracking citations, especially “grey literature”.

1. Register or [Log In](#).
2. Review your listed publications.
3. Add any publications that do not appear. Find missing articles using titles or DOIs. You can add manually if necessary.
4. Set up alerts for new papers related to your prior work

Emily K Faulconer

21 ARTICLES

[Optimization of magnetic powdered activated carbon for aqueous Hg \(II\) removal and magnetic recovery](#)
EK **Faulconer**, NVH von Reitzenstein, DW Mazyck - Journal of hazardous materials, 2012

[A review to weigh the pros and cons of online, remote, and distance science laboratory experiences](#)
EK **Faulconer**, AB Gruss - International Review of Research in Open and ..., 2018

Plan for influence and impact through search engine optimization.

- Craft a title that is search-engine friendly
 - Accurate, specific terms
 - Concise title
- Choose your abstract keywords carefully - refer to common vocab list or indexing standard for your discipline
 - GeoRef, ERIC Thesaurus, PsycInfo, BIOSIS Search Guide, etc.
- Use *different* keywords in title and abstract
- Try searching using your keywords to ensure relevant work appears

For books, you can take strategic steps to increase visibility.

- Include metadata (publication date, title, DOI, ORCID, keywords)
- Craft chapter abstracts if permitted by the publisher
- Ensure chapters are readable in isolation with hooks to the rest of the book
- Apply SEO to the book and chapter titles



Plan for influence and impact by taking advantage of graphical abstracts.


Single visual overview of your work

Michaelis–Menten Graphs, Lineweaver–Burk Plots, and Reaction Schemes: Investigating Introductory Biochemistry Students' Conceptions of Representations in Enzyme Kinetics

Jon-Marc G. Rodriguez*, Nicholas P. Hux, Sven J. Philips, and Marcy H. Towns

Journal of Chemical Education 2019, 96, 9, 1833-1845 (Chemical Education Research)

Publication Date (Web): August 6, 2019

 Abstract

 Full text

 PDF

✓ ABSTRACT

Chemical Curiosity on Campus: An Undergraduate Project on the Structure and Wettability of Natural Surfaces

Anthony Katselas, Alice Motion, Chiara O'Reilly, and Chiara Neto*

Journal of Chemical Education 2019, 96, 9, 1998-2002 (Laboratory Experiment)

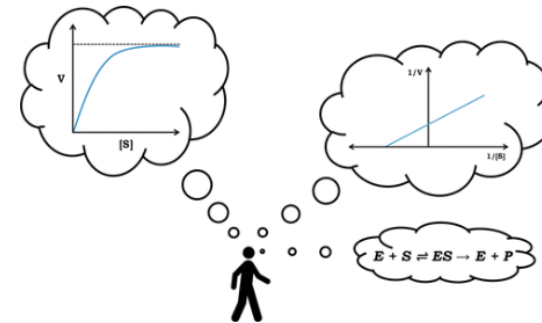
Publication Date (Web): June 27, 2019

 Abstract

 Full text

 PDF

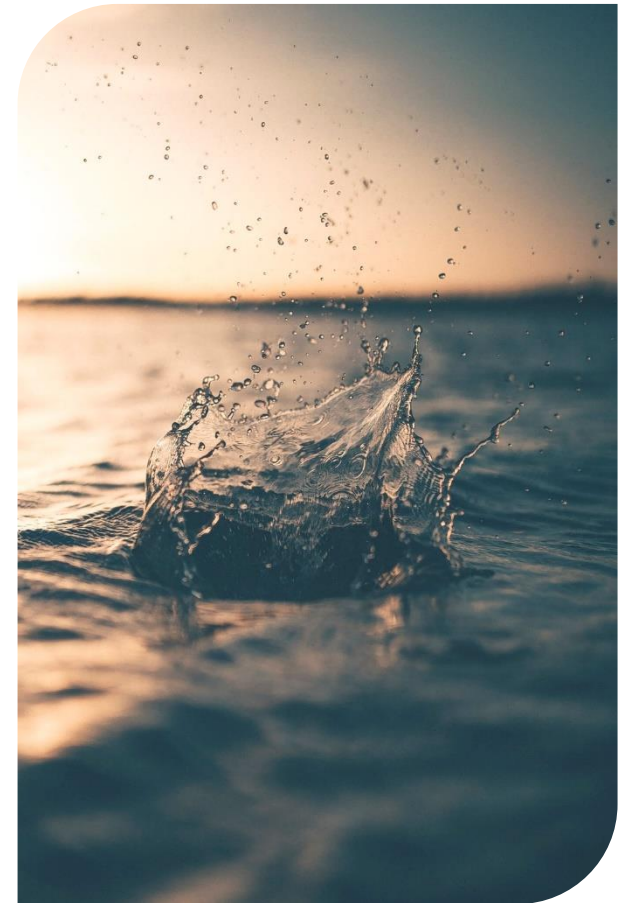
✓ ABSTRACT



Post-publication, you can take specific actions to increase your impact and influence.

- Engage in scholarly communication
- Update your online profiles
- Prepare a press release

Build these into your project management plan



Engaging in scholarly communication can influence altmetrics.

- Social media (Facebook, Twitter, LinkedIn)
 - One-line 'clickbait'
 - URL to paper
 - Use hashtags to tag co-authors and institution
 - Make post public
 - Keep it short to raise impact
 - Confident but not arrogant
- Blog/Podcast
 - More readable version with key messages in <1,000 words
 - Submit to a multi-author blog with large readership in your field
 - Or start your own blog – but you'll need to attract readership
 - Step by step guidance [here](#).



Once a work is published, update your online profiles to ensure your work is visible.

- LinkedIn
- Scholarly Commons - [Debra Rodensky](#)
- Research Profiles
 - SCOPUS
 - ResearcherID
 - ORCID
 - Google Scholar
 - Mendeley
 - ResearchGate
 - Selected Works



If your work has specific public interest relevant to ERAU's mission, consider a press release.

- Prepare a [lay summary](#)
 - Find your angle
 - Write an attention-grabbing headline
 - Write your lede
 - Write body paragraphs with supporting details addressing Who, What, When, Where, and Why
 - Include quotes
- Apply word economy
- Avoid [pitfalls](#)
- Contact [ERAU Public Relations](#)



New Drone Study to Help Farmers Brace for Climate Change

Farmers facing the threat of extreme hurricanes and other destructive weather events will soon have sophisticated new tools at their disposal to help mitigate and recover from their...

[Read more >](#)

Workshop Homework: Explore your data

Task 1: Set up your research profiles

Task 2: Identify your Author Bibliometrics

- *h*-index ([SCOPUS](#), [ResearcherID](#), [Google Scholar](#))
- *i*10-index ([Google Scholar](#))
- Total times cited
- # publications

Task 3: Pick a prior publication and identify your article level metrics.

- # citations ([SCOPUS](#), [ResearcherID](#), [Google Scholar](#))
- Downloads ([Selected Works](#), some publishers)
- Altmetrics ([SCOPUS](#), [ResearcherID](#), [Altmetric](#))



You can visualize your impact using free software.

Citation Mapping

- [CitNetExplorer](#)
- [Gephi](#)
- [Sci2](#)
- [VOSviewer](#)

Readership Distribution


- [Selected Works](#)



Influencing impact can occur at all stages of research, from planning to post-publication.

- Plan your research for impact through:
 - Selection of high impact journals
 - Selection of open access journals
 - Search engine optimization
 - Use of graphical abstracts
- Increase impact post-publication through:
 - Engaging in scholarly communication
 - Updating online profiles
 - Preparing a press release
- **Use author and article metrics to tell the story of the impact and influence of your work**





Thank You
Any Questions?

<https://www.surveymonkey.com/r/J6XH5BB>