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UNIVERSITY LIBRARY AND ARCHIVES

# INCREASING VISIBILITY IN SCHOLARLY PUBLISHING

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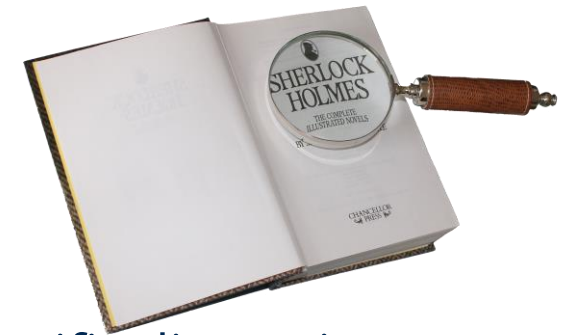
# WHY IS IT IMPORTANT?

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“Publish or perish” – do you even exist if you don’t publish?

Increasing the visibility of a publication helps one to achieve the following:

- To make the authors more well-known,
- To make the publication easily discoverable,
- To increase the publication’s impact (via citations),
- To help your work and its results permeate the domain of scientific discussion.



What steps can authors take? What tools do they have available to them?



# INCREASING VISIBILITY– *AUTHOR IDENTIFIERS*

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**Use:** To associate the authors and their publications AND to identify the author.

Benefits:

- Common names become more distinguishable
- Name variations become easier to handle
- A change in institutional affiliation becomes more manageable

Two main types: Those linked to the use of specific databases and “general” ones.



# INCREASING VISIBILITY– *AUTHOR IDENTIFIERS*

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**ORCID** ( <https://orcid.org/> )

- Open registration to anyone (affiliations can also be added)
- Creates a public list of your publications (updates semi-automatically)
- The identifier can be displayed on any of your publications
- Can be linked with the MTMT database



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# INCREASING VISIBILITY– *AUTHOR IDENTIFIERS*

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## **ResearcherID – Publons – Web of Science Researcher Profile**

( <https://access.clarivate.com/login?app=wos> )

- Linked to the Web of Science database
- All features integrated into a single platform
- Publication list: WoS indexes + data imported from outside sources
- Can be linked with your ORCID profile
- Sends notifications about any new citations (only for publications indexed by the WoS)



# INCREASING VISIBILITY– *AUTHOR IDENTIFIERS*

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## **Scopus identifier** ( <https://www.scopus.com/> )



Scopus

- Linked to the Scopus database
- The database generates an identifier for any author whose publications appear in it
- Self-registration is not an option
- Might generate duplicates for name variations → Merging request!

## **MTMT identifier** ( <https://mtmt.hu/> )

- Linked to The Hungarian Science Bibliography (Magyar Tudományos Művek Tára /MTMT)
- Generated automatically upon registration
- You can display all of your existing author identifiers on your personal page



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# INCREASING VISIBILITY– *CHOOSING A JOURNAL*

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To make sure your publication can be discovered by your target audience, you need to think carefully about the place of publication.

Choosing the most compatible scientific journal is of key importance:

- The minimum requirement for a journal: peer-review practice
- Articles will be as good as “lost” to non-peer-reviewed journals, and cannot even be republished elsewhere later
- A good starting point: ranked lists of journals



# INCREASING VISIBILITY– *CHOOSING A JOURNAL*

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## The MTA journal list:

- The Scientific Sections of the Hungarian Academy of Sciences (Hungarian: Magyar Tudományos Akadémia – *MTA*) track and rank the leading journals of their respective scientific fields (both domestically and abroad).
- The ranking categories: *A, B, C, D*
- Accessible from MTMT's public website – MTA Journal List Search
- These rankings are visible on the journals' public page within the MTMT database





# INCREASING VISIBILITY– CHOOSING A JOURNAL

Access to the list of journals at MTA: <https://support.mtmt.hu/mtalist/>

The screenshot shows the 'MTA FOLYÓIRAT LISTÁK' (MTA Journal Lists) page. On the left is a dark sidebar with navigation options: 'Kezdőoldal', 'Folyóirat kereső', 'MTA folyóirat listák', 'Frascati kereső', 'Kapcsolat', and 'Bejelentkezés'. The main content area has a title 'MTA FOLYÓIRAT LISTÁK' and a light blue instruction box: 'Válassza ki az MTA osztályt vagy bizottságot'. Below this is a dropdown menu showing 'IV. Agrártudományok Osztálya' and a blue 'Mutat' button. A table below displays the journal list for the selected category, with a 'A táblázat mentése' link in the top right corner.

Értékelés	Folyóirat
A	4D TÁJÉPÍTÉSZETI ÉS KERTMŰVÉSZETI FOLYÓIRAT / JOURNAL OF LANDSCAPE ARCHITECTURE AND GARDEN ART 1787-6613
A	ACTA AGRARIA DEBRECENIENSIS / AGRÁRTUDOMÁNYI KÖZLEMÉNYEK 1587-1282 1588-8363 2416-1640
A	ACTA AGRARIA KAPOSVÁRIENSIS 1418-1789
A	ACTA AGRICULTURAE SLOVENICA 1581-9175 1854-1941



# INCREASING VISIBILITY– *CHOOSING A JOURNAL*

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## SJR (Scimago Journal & Country Rank)

- Accessible free of charge
- Based on the Scopus database
- Quartiles: Q1, Q2, Q3, Q4 + D1 (MTMT)
- Ranking system: based on citation data
- These ranks are also used by the MTMT database

SJR

Scimago Journal & Country Rank



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# INCREASING VISIBILITY– CHOOSING A JOURNAL




Access SJR here: <https://www.scimagojr.com/>

All subject areas ▾ All subject categories ▾ All regions / countries ▾ All types ▾ 2021 ▾

Only Open Access Journals  Only SciELO Journals  Only WoS Journals <sup>?</sup> Display journals with at least 0 Citable Docs. (3years) ▾ Apply

Download data

1 - 50 of 27339 < >

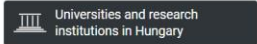
Title	Type	↓ SJR	H index	Total Docs. (2021)	Total Docs. (3years)	Total Refs. (2021)	Total Cites (3years)	Citable Docs. (3years)	Cites / Doc. (2years)	Ref. / Doc. (2021)	
1 <a href="#">Ca-A Cancer Journal for Clinicians</a>	journal	56.204 Q1	182	41	121	4006	17959	78	186.75	97.71	
2 <a href="#">Nature Reviews Molecular Cell Biology</a>	journal	33.213 Q1	452	111	338	9025	13797	161	38.55	81.31	
3 <a href="#">Quarterly Journal of Economics</a>	journal	31.348 Q1	272	48	111	3406	2241	110	16.30	70.96	



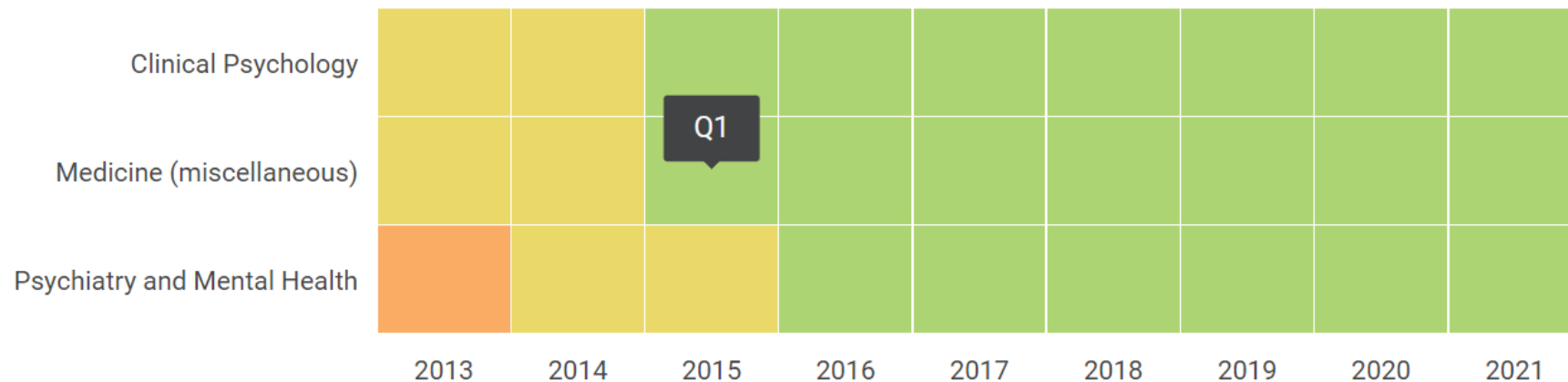
# INCREASING VISIBILITY– CHOOSING A JOURNAL

SJR

Journal of Behavioral Addictions 

<b>COUNTRY</b> Hungary 	<b>SUBJECT AREA AND CATEGORY</b> Medicine — Medicine (miscellaneous) — Psychiatry and Mental Health Psychology — Clinical Psychology	<b>PUBLISHER</b> Akademiai Kiado
<b>H-INDEX</b> <b>56</b>	<b>PUBLICATION TYPE</b> Journals	<b>ISSN</b> 20625871, 20635303

Quartiles



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# INCREASING VISIBILITY– *CHOOSING A JOURNAL*

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## Impact factor

- Web of Science (WoS) bibliographic database's own rating system
- Only assigned to journals indexed by the WoS
- The rating is based on citation statistics
- The rating is associated with the journal, not the authors
- Can be found on the Journal Citation Reports (JCR) website

 Clarivate

**Journal Citation Reports™**



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# INCREASING VISIBILITY– *CHOOSING A JOURNAL*

Access JCR here: <https://jcr.clarivate.com/>

The screenshot shows the Clarivate Journal Citation Reports website. The top navigation bar includes the Clarivate logo, a 'Products' menu, and the 'Journal Citation Reports™' title. Below this, there are navigation links for 'Journals', 'Categories', 'Publishers', and 'Countries', along with 'My favorites', 'Sign In', and a 'Register' button. The main content area features a large purple banner with the text 'The world's leading journals and publisher-neutral data'. Below the banner is a search bar with the input '1574-0137'. The search results show a table with the following data:

JOURNAL NAME	ISSN/eISSN
Computer Science Review	<b>1574-0137</b> / 1876-7745

Below the table, there is a link 'See 1 result >'.



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# INCREASING VISIBILITY- *CHOOSING A JOURNAL*

JCR

## Computer Science Review

ISSN

1574-0137

EISSN

1876-7745

JCR ABBREVIATION

COMPUT SCI REV

ISO ABBREVIATION

Comput. Sci. Rev.

Journal information		
EDITION Science Citation Index Expanded (SCIE)		
CATEGORY COMPUTER SCIENCE, THEORY & METHODS - SCIE COMPUTER SCIENCE, SOFTWARE ENGINEERING - SCIE COMPUTER SCIENCE, INFORMATION SYSTEMS - SCIE		
LANGUAGES English	REGION NETHERLANDS	1ST ELECTRONIC JCR YEAR 2019

2021 JOURNAL IMPACT FACTOR

8.757

[View calculation](#)

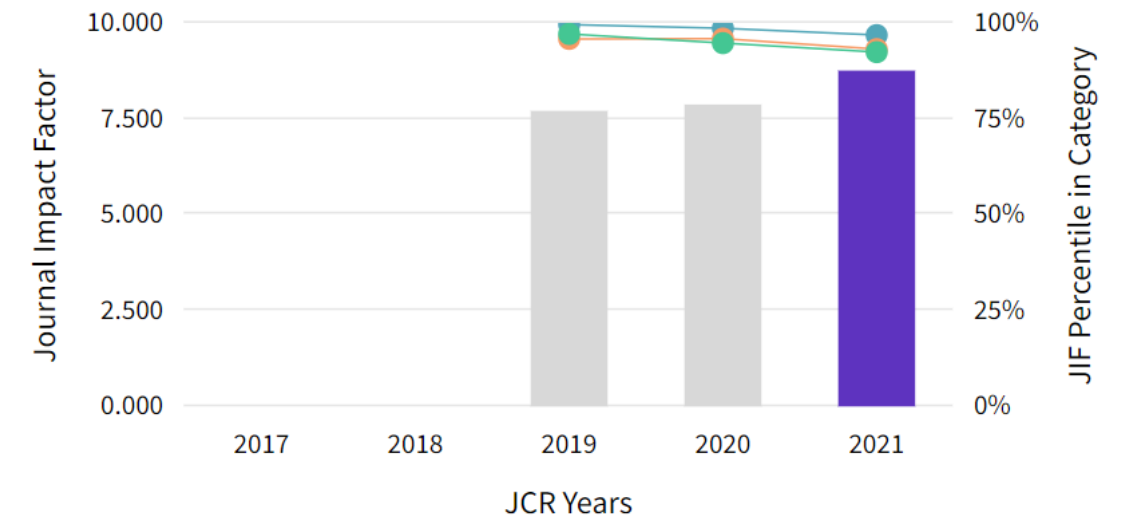
JOURNAL IMPACT FACTOR WITHOUT SELF CITATIONS

8.338

[View calculation](#)

### Journal Impact Factor Trend 2021

[Export](#)



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# INCREASING VISIBILITY– *OA PUBLICATION*

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## Why should a publication be Open Access?

- Better discoverability and scientific impact
- Provides immediate access for the readers
- Internet browsers rank it higher as a relevant search result
- Guarantees long-term access to the publication files



Open Access variations: green, gold, platinum/diamond, hybrid





# INCREASING VISIBILITY– DOI

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**DOI** = Digital Object Identifier – A unique, permanent identifier that can be attached to any online publication.

- Serves as a unique identifier for the publication
- Provides long-term access (even in cases of changing URLs)
- Its use is steadily becoming an expectation on a national and international level, considered to be a *good practice*
- Might help increase visibility and makes tracking citations easier



# PREDATORY JOURNALS AND PUBLISHERS

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**At the current moment there isn't a comprehensive, official list of predatory journals, but there are some warning signs you should look out for:**

- An alarmingly pushy tone and excessive flattery in the publication request
- Broken Hungarian/English grammar
- Overly colorful, unprofessional looking websites filled with ad spaces
- If they claim they have a (high) impact factor → check the validity!
- Place of operations is unknown, no physical address given
- Can only be contacted via e-mail
- Make sure to check the board of editors! Are there any completely unknown, untraceable people named on there?





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Thank you for your  
attention!

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