

SCIENTIFIC VISIBILITY

FIROOZEH DOKHANI 24.MEHR 1397

WHAT IS VISIBILITY AND WHY SHOULD BE PRESENT IN THE ONLINE WORLD

Scientific Reputation

relevance and dissemination personal **Brand**





Scientific Publications Strategy: Managing Reputation, Clinical Trial Results and Commercial Relevance



Best Practices, LLC Benchmarking Report



Cruz-Benito, J., García-Holgado, A., & García-Peñalvo, F. J. (2017).

STRATEGIES BEFORE, PRINT ARTICLE

RESEARCH TOOLS

- Searching the literature
- Writing a paper
- Targeting suitable journals

RESEARCH TOOLS:

SEARCHING THE LITERATURE

Find keywords: Google AdWords, Google Trends,
Springer Realtime, KwMap, Mesh

Develop a new keyword/phrase: Microsoft Adcenter Lab, keyword density analyser, Free Keyword Tool Find research materials: Web of Science, Scopus®,

ProQuest, Research Papers in Economics, Munich

Personal RePEc Archive (MPRA)

Evaluate a paper: Publish or Perish, Leadermete,

Microsoft Academic Research, Altmetrics

Access databases: Social Science Research Network,

Refdoc, iSEEK Education, Database of Electrical

Engineering & Computer Science

Compare resources: <u>Top 30 Web Tools to Search, 100</u>

Useful Tips and Tools to Research the Deep Web

Search visually: Kartoo, Redz







RESEARCH TOOLS: WRITING A PAPER

Write and edit: Ginger, Spell Checker, Plagiarisma,

Springer Exemplar

Analyse and summarise texts: Smmry, Tools 4 Noobs

Free Summarizer

Search desktop: <u>DtSearch, Copernic Desktop Search</u>

Write collaboratively: Google Drive, Adobe acrobat

professional

Synthesise and visualise information: MindMeister,

MindMaple, Text2mindmap

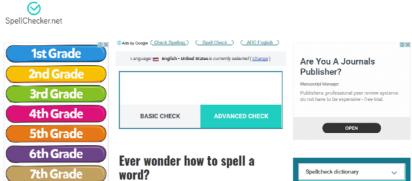
Manage bibliographic data: Mendeley, EndNote,

Zotero

Build and share article collections: Bibliogo,

Detect and avoid plagiarism: Viper, The Plagiarism

Checker, Turnitin, Paper Rater





RESEARCH TOOLS: TARGETING SUITABLE JOURNALS

Identify potential journals: <u>Elsevier journal finder</u>, <u>JANE (from The Biosemantics Group)</u>, <u>Springer</u> journal advisor, <u>PubMed</u>

Detect relevant journals: <u>Google Alerts, My Citation</u> <u>Alerts (from Web of Knowledge)</u>

Evaluate journal quality (impact factor and journal

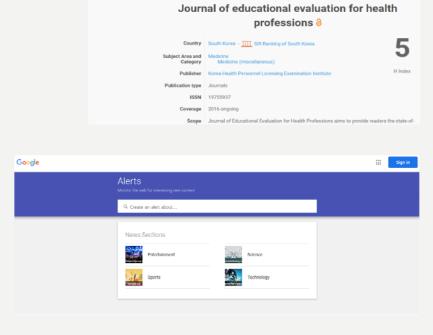
ranking): <u>Journal Citation Report (Thomson</u> Reuters), <u>SJR (Scimago Lab), Eigenfactor®</u> (University of Washington)

Q1 (green) comprises the quarter of the journals with the highest values,

Q2 (yellow) the second highest values,

Q3 (orange) the third highest values

Q4 (red) the lowest values.



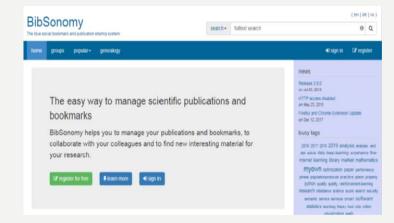
STRATEGIES, AFTER PRINT ARTICLE

1. Institutional repository

(a) Create an online repository: CiteuLike, Getcited, Social Science Open Access Repository, arXiv, HAL

2. Enhancing Visibility and Impact

- (a) Create an online CV: ResearcherID, Publications List, ORCID, Google Scholar My Citations, A visual resume
- (b) Share bookmarks: Diigo, Delicious, BibSonomy, ScienceWISE
- (c) Publish and share information: Scribd, Docstoc®, figshare, Udemy
- (d) Network with other researchers: ResearchGate, Academia, LinkedIn



WHO'S TALKING ABOUT YOUR RESEARCH?

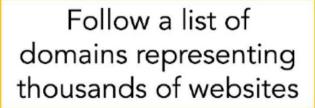




ALTMETRICS Alternative Metrics

ALTMETRIC WAS FOUNDED IN 2011 AND HAS MADE IT A MISSION TO TRACK AND ANALYZE THE ONLINE ACTIVITY AROUND SCHOLARLY LITERATURE. ALTMETRIC COLLATES WHAT PEOPLE ARE SAYING ABOUT PUBLISHED RESEARCH IN THE

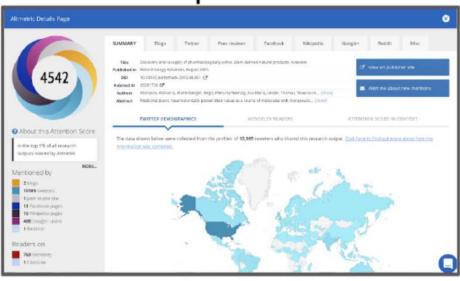
<u>MEDIA, PUBLIC POLICY DOCUMENTS,</u> SOCIAL NETWORKS, BLOGS, AND OTHER ONLINE SPACES



Search for links to those domains in attention sources.

Collate attention.

How data capture works



EXCEPT news, policy docs, and syllabi

Display data in Altmetric Details Pages.

- 1. A research output
- 2. Mentioned in a source we track
- 3. Persistent identifier



DOI 19,613,431 **PubMed** 7,327,522 URI 3,835,795 **ADS** bibcode ISBN 1,309,996 Handle 988, 595 986.648 **ArXiv** 799,627 Harvard Library Open Metadata 784,938 **HOLLIS** 784,906 **SSRN** 111,714 National Clinical Trial ID 45,062 RePEc 24,483 **URN** 19,587

SOURCES ALTMETRIC TRACK

- 1) Policy documents
- 2) Mainstream media (News more than 2500)
- 3) Blogs (11,000 academic and non-academic blogs).
- 4) Online reference managers (Mendeley, CiteULike)
- 5) Post-publication peer-review forums (pubpeer, publons)



- World Health Organization
- Intergovernmental Panel on Climate Change
- National Institute for Healthcare



About this Attention Score

in the top 5% of all research outputs scored by Altmetric

MORE...

Mentioned by

36 news oudets

32 blogs

1 policy source

920 tweeters

1 peer review site.

see Productions



So far, Altmetric has seen 1 peer review sites that discuss this research output.



PubPeer

This paper has 4 comments on PubPeer, an open scientific commentary website.

Unregistered Submission

31 Aug 2016

I read carefully this paper. A question arises: how the authors can attest the animal they called "encoder" is "learning" a pattern generated by the "decoder"? This assertive is very vague, since...

Unregistered Submission

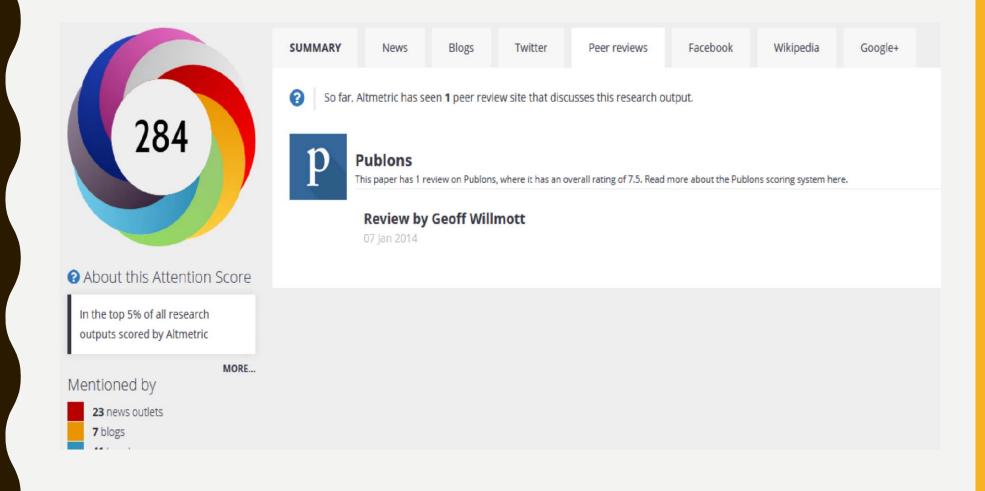
28 Mar 2014

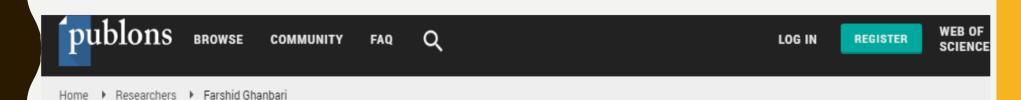
Figure 7 shows the effect of microstimulation in the PSTH and the authors seem to suggest that the cortex of the receiver rat is re-representing the whisker of the sender...

Peer 2

28 Mar 2014

I would sat that the paper was VERY effective for getting his lab a lot of publicity (and money?) . Was it just sensationalism or did it tell us something







Farshid Ghanbari

Web of Science ResearcherID © E-6426-2018

Top peer reviewer

Researcher (Academic) - Abadan school of medical sciences, Abadan, Iran

PUBLICATIONS VERIFIE

VERIFIED REVIEWS

38

218



Publications

Q Peer review

Research Fields

ENVIRONMENTAL CHEMISTRY (INCL. ATMOSPHERIC CHEMISTRY) ENVIRONMENTAL ENGINEERING

19

SOURCES ALTMETRIC TRACK

6) Social media

- Twitter (public tweets, quoted tweets and retweets only, no favourites)
- Facebook (posts on public pages only, no individual timeline posts and no likes)
- Google+
- Historical data: Pinterest We can no longer pick up mentions from Pinterest, but you will still see historical mentions on details pages.
- Reddit (original posts only, not comments)
- Historical data: LinkedIn groups



7) Other online sources

- . Wikipedia
- Sites running StackExchange
- . (Q&A)
- . Reviews on F1000
- . YouTube
- . Open Syllabus
- . Patents







OUTPUT-LEVEL SCORE BASED ON:

- 1. VOLUME
- 2. SOURCES
- 3. AUTHORS



THE COLOR OF THE DONUT

he colors of the Altmetric donut each represent a different source of attention:

The Colors of the Donut

- Policy documents
- News
- Blogs
- Twitter
- Post-publication peer-reviews
- Facebook
- Sina Weibo
- Syllabi
- Wikipedia

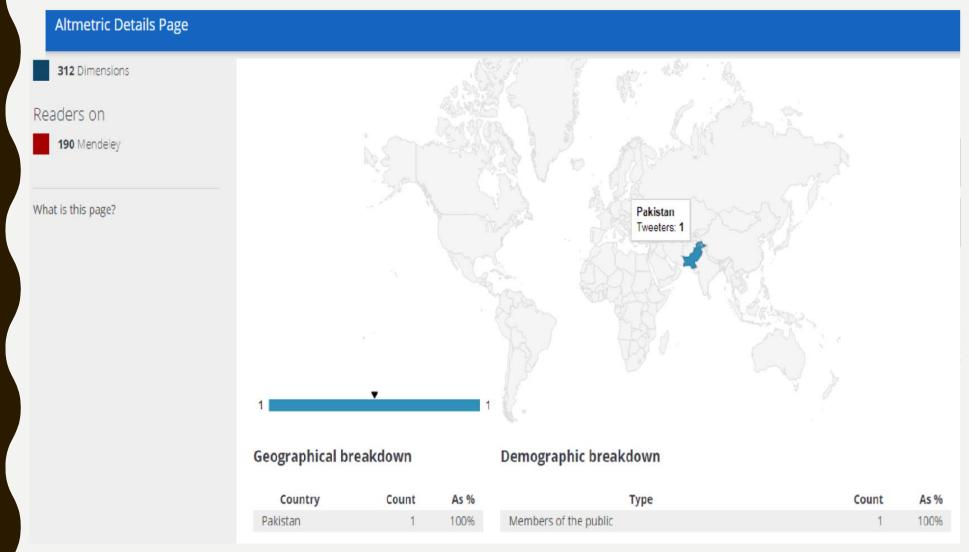
- Google+
- LinkedIn
- Reddit
- Research highlight platform
 - Q&A (Stack Overflow)
- Youtube
- Pinterest
- Patents



HOW IT'S CALCULATED

News	8
Blog	5
Policy document (per source)	3
Patent	3
Wikipedia	3
Twitter	1
Peer review (Publons, Pubpeer)	1
Weibo (not trackable since 2015, but historical data kept)	1
Google+ (not trackable since 2019, but historical data kept)	1
F1000	1
Syllabi (Open Syllabus)	1
LinkedIn (not trackable since 2014, but historical data kept)	0.5
Facebook (only a curated list of public Pages)	0.25
Reddit	0.25
Pinterest (not trackable since 2013, but historical data kept)	0.25
Q&A (Stack Overflow)	0.25
Youtube	0.25
Number of Mendeley readers	0
Number of Dimensions and Web of Science citations	0
https://help.altmetric.com/support/solutions/articles/6000060969-how-is-the-altmetric-score-calculated-	

24



THINGS EVERY RESEARCHER NEEDS TO KNOW ABOUT ALTMETRIC

1. ALTMETRICS AREN'T JUST A NUMBER



numbers

Cat Williams, COO, and Josh Clark. 2019



USAGE (clicks,views downloads, library holdings, video plays)



CAPTURES (bookmarks, favorites, reference manager saves)



MENTIONS (blog posts, news mentions, comments, reviews, Wikipedia mentions)



SOCIAL MEDIA (tweets, +1s, likes, shares)



CITATIONS (citation indexes, patent citations, clinical ciations, policy citations)

2. ALTMETRICS ARE NOT REPLACEMENT



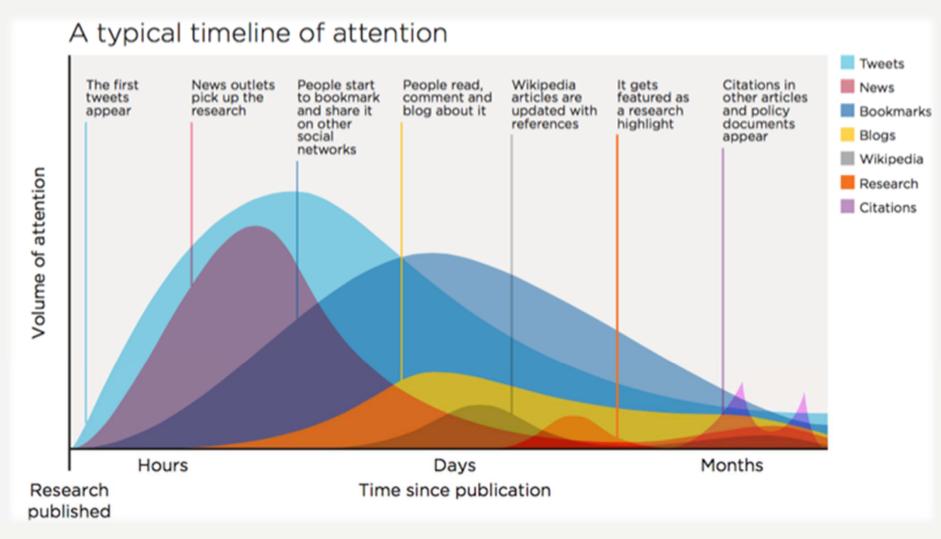
3. ALTMETRICS ARE MUCH MORE IMMEDIATE

Early indicators

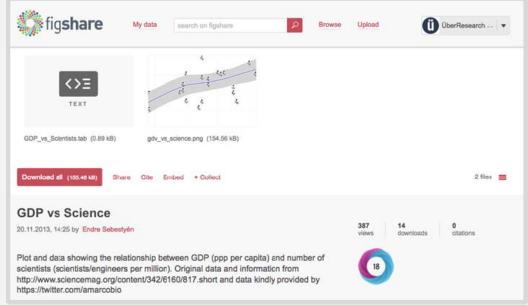


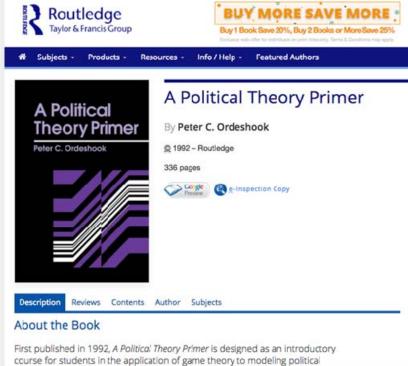
Real-time insights





4. ALTMETRICS AREN'T JUST FOR JOURNAL ARTICLES



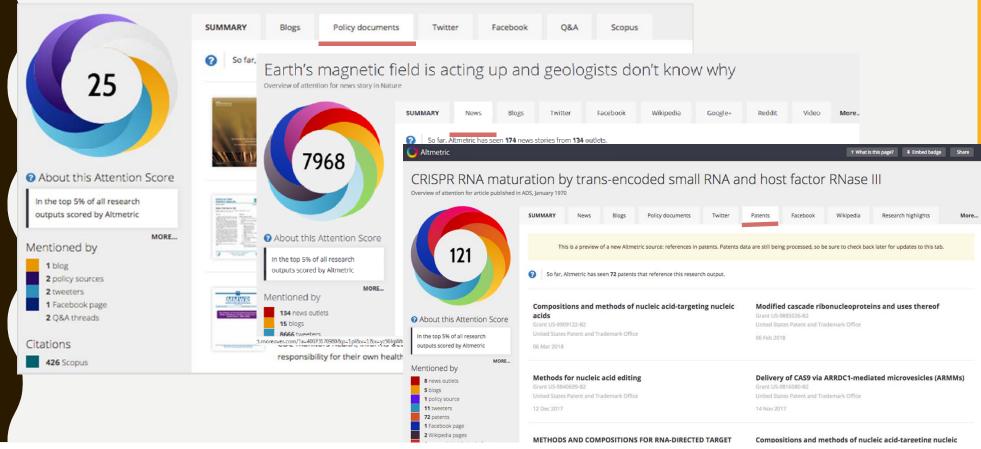




5. YOU CAN USE ALTMETRICS TO SEE WHO IS TALKING ABOUT YOUR WORK



6. ALTMETRICS CAN HELP YOU TRACK THE INFLUENCE OF YOUR WORK



7. ALTMETRICS CAN BE USED TO BOOST YOUR CHANCES

ALL RESEARCH OUTPUTS

#60

of 11,907,020 outputs

OUTPUTS FROM THE LANCET

#3

of 29,635 outputs

OUTPUTS OF SIMILAR AGE

#7

of 273,630 outputs

OUTPUTS OF SIMILAR AGE FROM THE LANCET

#7

of 409 outputs

Altmetric has tracked 11,907,020 research outputs across all sources so far. Compared to these this one has done particularly well and is in the 99th percentile: it's in the top 5% of all research outputs ever tracked by Altmetric.

8. ALTMETRICS CAN HELP SHAPE YOUR DISSEMINATION STRATEGY

Geographical breakdown

Country	Count	As %
Japan	144	13%
United States	141	13%
United Kingdom	56	5%
Chile	24	2%
Canada	16	1%
Spain	14	1%
Colombia	11	<1%
Germany	11	<1%
Argentina	11	<1%
Other	118	11%
Unknown	574	51%

Demographic breakdown

Туре	Count	As %
Members of the public	942	84%
Scientists	119	11%
Practitioners (doctors, other healthcare professionals)	36	3%
Science communicators (journalists, bloggers, editors)	23	2%

9. ALTMETRICS CAN HELP YOU CHOOSE WHERE TO PUBLISH

Identify journals with the most reach



• Find journals that can help you promote your work

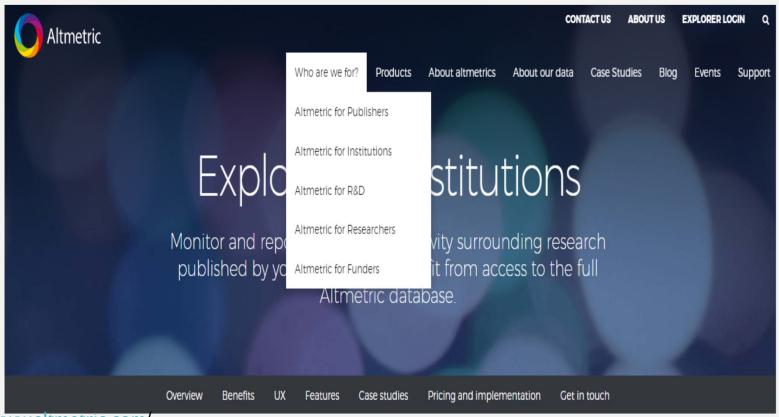


Learn which journals are read by your audience



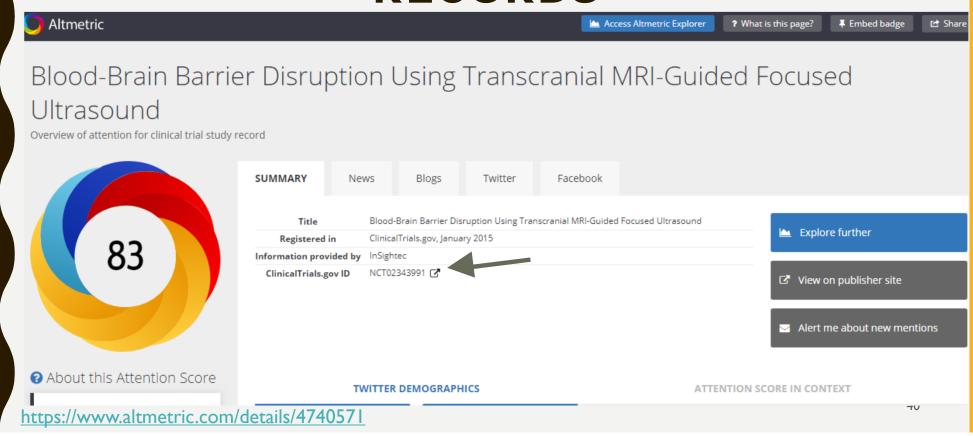
✓ JOURNAL/COLLECTION Q. e.g. Physics Letters, arXiv, figshare	TOTAL MENTIONS	NEWS MENTIONS	BLOG MENTIONS	POLICY MENTIONS	TWITTER MENTIONS	PATENT MENTIONS	PEER V REVIEWS MENTIONS	SINA WEIBO MENTIONS	FACEBOOK MENTIONS	WIKIPEDIA MENTIONS
Proceedings of the National Academy of Sciences of the United States of America 1,578 mentioned research outputs in your search	32,305	3,308	1,200	297	17,271	7,481	73	8	1,326	499
PLoS ONE 1,090 mentioned research outputs in your search	12,959	1,184	554	74	9,698	113	9	2	821	115
Circulation 836 mentioned research outputs in your search	20,128	1,959	385	523	14,407	1,422	12	3	1,161	105
Journal of Biological Chemistry 829 mentioned research outputs in your search	3,230	56	25	13	557	2,014	79	0	30	387
Journal of the American College of Cardiology (JACC) 796 mentioned research outputs in your search	16,410	1,464	194	711	12,714	556	0	0	624	71
New England Journal of Medicine 706 mentioned research outputs in your search	57,281	4,411	1,446	1,030	43,987	2,404	10	19	2,871	228

10. YOU CAN FIND ALTMETRICS EASILY



https://www.altmetric.com/

11. ALTMETRICS TRACKS RESEARCH BEFORE IT'S TECHNICALLY PUBLISHED VIA CLINICAL TRIAL RECORDS



ADVANTAGES & LIMITATIONS

• Altmetrics are (near) instant

By virtue of being sourced from the Web and not from journals and books, it's possible to monitor and collate mentions of work online as soon as it's published. Many types of altmetrics are updated on a daily basis.

Altmetrics can uncover more diverse attention than citation-based metrics

Altmetrics can complement citations in that they help you to understand the many 'flavours' of attention and impact research can have.

Altmetrics apply to more than journal articles and books

Researchers are sharing their data, software, presentations, and other scholarly outputs online more than ever before. That means we can track their use on the Web as easily as we can for articles and books.

Free tools

Altmetric offer a range of free tools for researchers and institutions to help them get started(Bookmarklet, Institutional Repository badges, Explorer for Academic Librarians individual Researchers and API for research)

ADVANTAGES & LIMITATIONS

Altmetrics don't tell the whole story

altmetrics are a complement to, not a replacement for, things like informed peer review and citation-based metrics. Think of altmetrics as just one tool of many you've got in your toolbox for understanding the many types of attention that research receives.

• Like with any metric, there's a potential for gaming

Anyone with enough time on their hands can artificially inflate the altmetrics for their research. That's why altmetrics providers like <u>Altmetric</u>, <u>PLOS</u> and SSRN have measures in place to identify and correct for gaming. Don't forget to look at the underlying qualitative data to see who has been talking about the research, and what they've been saying.

Reliability tracking

Altmetrics tracking stable identifires which are not always stable.

• Altmetrics are relatively new, more research into their use is needed

Though we're learning a lot about how often research is shared online, we don't yet know a lot about why it happens—more research is needed. Until we know more, use and interpret altmetrics carefully.

Re-use

Planning

- Identify grants & funding
- Collect & manage preliminary assets
- Describe & organize assets

Implementation

- Collect Assets
- Describe Assets
- Organize Assets
 Analyze Assets

Research Life Cycle

Preservation

- Migrate to sustainable formats
- Store reliably

Discovery & Impact

- Understand metrics
- · Use social media

Publishing

- Identify open access publications
- Deposit work
- · Share & cite work

ALTMETRICS FOR CAREER PROGRESSION: HOW TO APPLY YOUR NEW EXPERTISE!

https://www.altmetric.com > events > altmetrics-for-career-progression-how to apply your new expertise!

□ OPEN PRINCIPLE

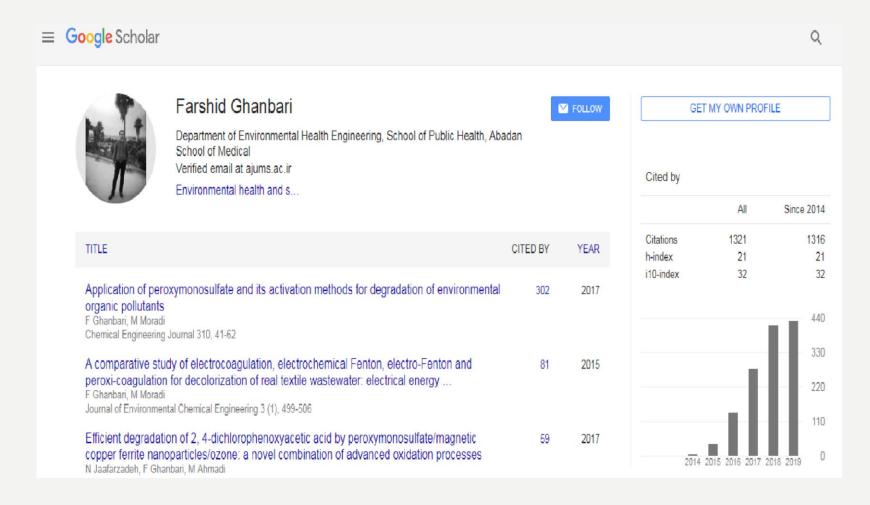
- Broad dissemination of research
- Taxpayers and member of the public can access literature
- Influence policymakers
- Higher citation rates
- Practitioners can apply your findings

Gunther Eysenbach, 2006

"This comparison of the impact of OA and non-OA articles from the same journal in the first 4–16 months after publication shows that OA articles are cited earlier and are, on average, cited more often than non-OA articles".

Characteristic	Variable	Non-OA ($n = 1,280$)	OA ($n = 212$)
Uncited articles	December 2004 (%)	1,056 (82.5)	170 (80.2)
	April 2005 (%)	627 (49.0)	78 (36.8)
	October 2005 (%)	172 (13.6)	11 (5.2)
Number of citations, mean [median] (SD)	December 2004	0.7 [0] (2.0)	0.9 [0] (2.8)
	April 2005	1.2 [1] (2.0)	1.5 [1] (2.5)
	October 2005	4.5 [3] (4.9)	6.4 [4] (10.4)

☐ GOOGLE SCHOLAR PROFILE



new article of Professor Mike Thelwall in University ... - new results 🗩









Google Scholar Alerts <scholaralerts-noreply@google.com>

12:29 AM (32 minutes ago)

to me ▼

[HTML] Advantages and Disadvantages of the Webometrics Ranking System

S Kunosić, D Čeke, E Zerem - Scientometrics, 2019

... Prof ... Researches in this field imply creation of **new** discoveries based on analyses of numbers and types of hyperlinks, structure of the World Wide ... Similar to a mechanism of counting of quoted works in journals and **articles** ...





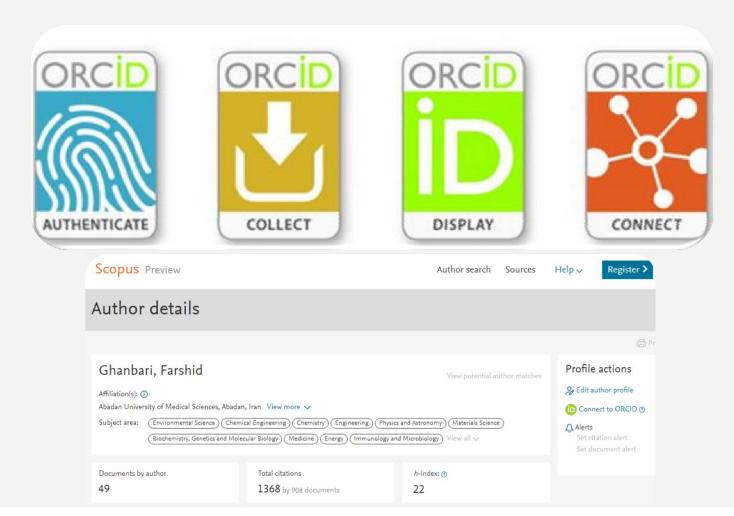
new article of Professor Mike Thelwall in University of Wolverhampton - new results

LIST MY ALERTS

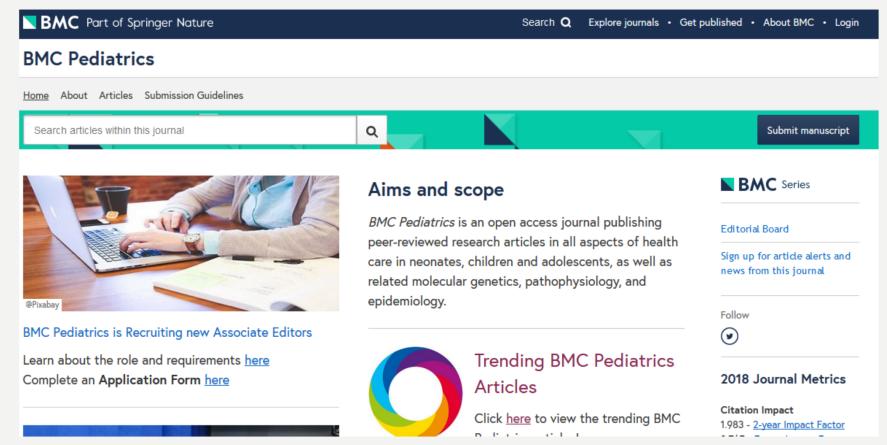
CANCEL ALERT

This alert is sent by Google Scholar. Google Scholar is a service by Google.

ORCID, RESEARCH ID



HTTPS://BMCPEDIATR.BIOMEDCENTRAL.COM/ARTICLES/10.1186/1471-2431-11-111



□ KUDOS



DENGAGEMENT ACTIVITY

- Share your research
- Contribute to a subject specific blog in your discipline
- Set up your own blog to share and discuss your research
- The conversation



USING ALTMETRICS IN CV

3.3 Websites and Outreach

Websites

One side avenue of my research involves citation analysis (Banobi et al. 2011, Branch 2013). Expanding on this theme, I created a website (https://sites.google.com/a/uw.edu/most-cited-fisheries/) presenting the following analyses of fisheries references: (1) The most cited fisheries papers, books, and databases of all time; (2) most cited fisheries models; (3) fisheries papers most cited in 2012, 2013, and 2014; (4) personal selection of the top 10 all-time must-read fisheries references; (5) personal selection of the top ten fisheries papers published in each year 2005-2014; (6) catchy scientific paper titles; (7) impact factors for fisheries journals, and (8) collections of scientific papers surrounding nine prominent fisheries controversies. In the past 12 months, this website has received 13,134 page views from 5,471 unique users.

In addition, my student Cole Monnahan and I have just started running a blog site bluewhalenews.org. Our initial posts on our work on blue whales have been viewed 1834 times by 883 unique users.

Social media outreach

I have actively participated in Twitter since June 2013 under two handles:

- 1. **@TrevorABranch** where I engage the public and other scientists. I live-tweet talks, post updates about my own research, and fisheries research in general, summarize new scientific papers and actively promote the School of Aquatic and Fishery Sciences and the College of the Environment. I currently have 2033 followers, and in the past four weeks (to 13 November) my posts were seen 457,000 times (number of impressions on analytics.twitter.com).
- @BlueWhaleNews where I post breaking news about blue whales worldwide, including new
 pictures, videos, news events, and recent scientific findings. From this account I currently have
 449 followers.

The most prominent way of measuring influence on social media is the "Klout" score (www.klout.com), ranked from 0 to 100, which measures how influential your social media outreach is. Out of 53 faculty on Twitter in the fields of marine ecology, fisheries, marine

Total Impact

Below (Figure 5) is a snapshot of the "impact profile" for a subset of my publications provided by "ImpactStory". Not only the number of citations, evaluates the "impact" of each publication, but also recommendation of scholars via, for example, F1000, bookmarking on Mendeley or CiteULike, discussions on social networks such as Facebook and Twitter. The detailed impact profile for my publications (research articles, datasets, and software) is available at http://impactstory.org/AhmedMoustafa.

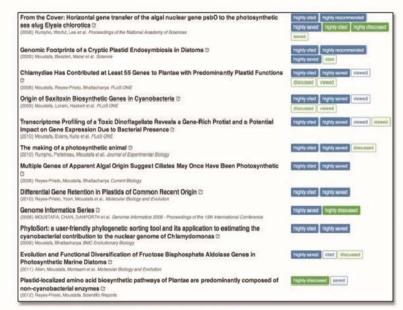
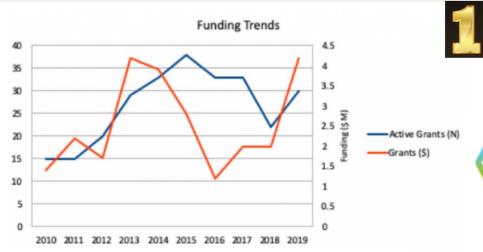


Figure 5 - ImpactStory (http://impactstory.org/AhmedMoustafa)

HOW TRENDS IN ALTMETRIC AND DIMENSIONS DATA CAN BE USED TO BUILD RESEARCH NARRATIVES

https://www.altmetric.com/blog/plastic-pollution-biodegradation-and-the-greater-wax-moth/





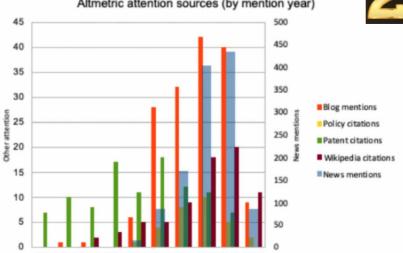


Dimensions Citation Count:

Easily see how many citations a publications has received







Altmetric Attention Score:

Identify how much and what type of attention a research output has received



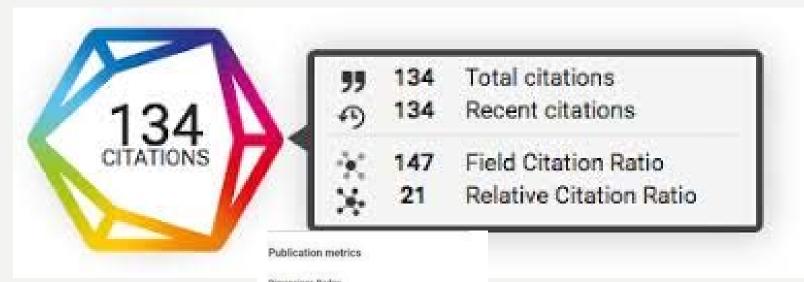
16.31 Relative Citation Ratio **RCR**

A new citation-based measure of article influe

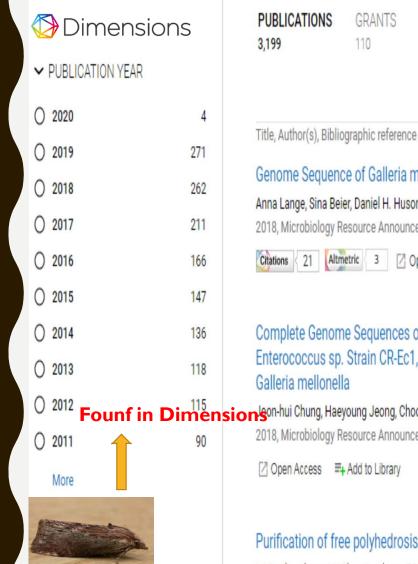
FCR

Indicates the relative citation performance of an article, when compared to similarly-aged articles in its subject area









PUBLICATIONS 3,199	GRANTS 110	PATENTS 30	CLINICAL TRIALS	POLICY DOCUMENTS	(ANALYTIC	CAL VIEWS
				Sort by: Relevance ➤	FIELDS 0	F RESEARCH
Anna Lange, Sina Be 2018, Microbiology F	ce of Galleria ier, Daniel H. Hu Resource Annou	n mellonella (C son, Raphael Pa	Greater Wax Moth) rusel, Franz Iglauer, Julia- le	,	0608 Zoology	ciences Health Sciences stry and Cell Biology
	o. Strain CR-Ed la eyoung Jeong, C Resource Annou	c1, Isolated fr hoong-Min Ryu		R-Eb1 and the Greater Wax Moth,	Citations 55 K	Citations (Mean) 17.06
Purification of fro			ting Galleria mellone , L P Sutugina	ella L.	200	5

2,130

Always keep in mind that we evaluate in order to improve programs, not to undertake evaluations for their own sake

http://wiki.interact-eu.net/pages/viewpage.action?pageId=23756928
(Evalsed)

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۱. دوخانی، فیروزه ؛ مرادی، شیما (۱۳۹۷). نگاهی به دگرسنجه ها و کاربرد آنها در ارزیابی علم و فناوری. تهران: مرکز تحقیقات سیاست علمی کشور.

- 1. Ale Ebrahim, N. (2016). Research Tools: Choosing the Right Journal for Your Research. Retrieved from Computer Lab, Level 2, Institute of Graduate Studies, University of Malaya, Kuala Lumpur, Malaysia: http://dx.doi.org/10.6084/m9.figshare.2279485.
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- 3. Cruz-Benito, J., García-Holgado, A., & García-Peñalvo, F. J. (2017). Dissemination and visibility of scientific publications. Salamanca, Spain: GRIAL Research Group. Retrieved from https://repositorio.grial.eu/handle/grial/913. doi:10.5281/zenodo.821612
- 4. Engineering, Altmetric (2018): 10 things every researcher should know about using altmetrics. figshare. Dataset.

