COVENANT UNIVERSITY CENTRE FOR RESEARCH, INNOVATION AND DISCOVERY

Visibility Tools for Research - Researcher Identity & Profile Management and Dissemination & Promotion Tools

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Outline

1. Expand your co-authorship base
2. Select your title and keywords wisely & Strategically
3. Make your articles open access
4. Share Outputs of Your Research
5. Blog
6. Engage in social networking communities
7. Post on X (formerly Twitter)
8. Create and keep up to date online profile (web CV)
9. Get unique author identifier - ORCID

Activities aimed at:

- *promoting your research are increasingly important in researchers' work,*
- *making your research visible and accessible,*
- *promote work, connect with other researchers, and engage in scholarly discourse,*
- *increase chances of your research being noticed, used and having impact, thus increasing your own reputation and chances of success in your academic work.*

- *Increasingly, the activities related to promoting research take place at all stages of the research process: from the discovery stage, through analysis and writing process, through to publishing, outreach, and assessment.*

- *Consider steps to increased visibility and impact of research activity, and recommendations of tools that can help in this process.*
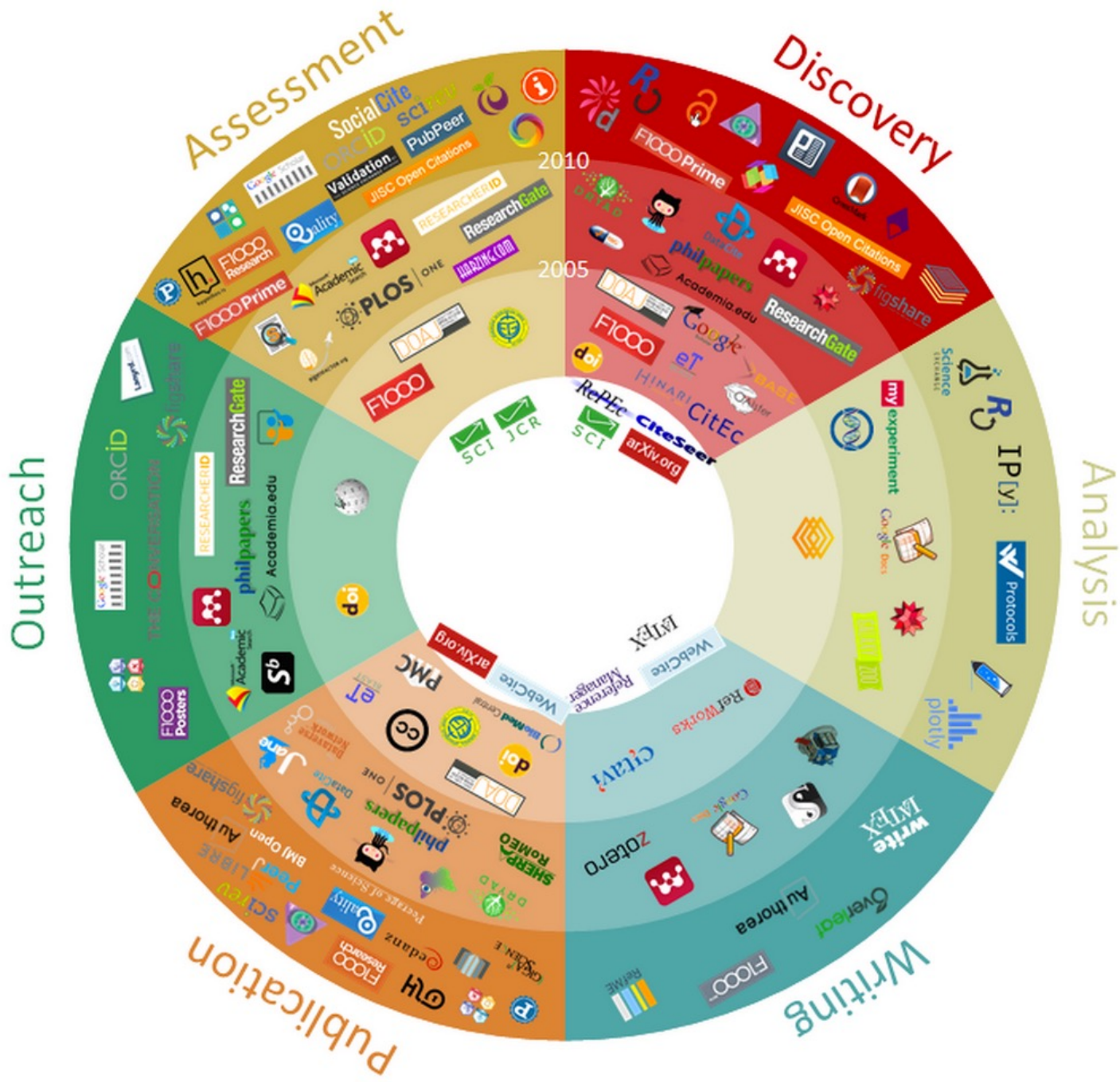
* Writing
* Publication
* Outreach
* Assessment
* Discovery
* Analysis

1. Expand your co-authorship base

➢*Collaborate and network to increase your authorship landscape*

1. Expand your co-authorship base

➢ Diverse authorship brings new expertise and ideas to the paper, and helps to disseminate research findings widely.

➢ Engage potential policy makers early on, preferably right from the conception of the research question, through the conduct of the study and to eventual publication. This will impact changes in policy and/or practice.

➢ Expand reach, prestige, network and collaboration, citation and thus visibility.

2. Select your title and keywords wisely & Strategically

Title and keywords have the potential to significantly impact the chances of getting picked up when searched

2. Select your title and keywords wisely & Strategically

- *Improve chance of search, read, cited and included in systematic reviews that synthesise evidence on an issue.*

- *Journals, search engines, and indexing and abstracting services classify papers using keywords.*

- *Accurate list of keywords will therefore ensure correct indexing and help showcase the research to attract interested groups.*

2. Select your title and keywords wisely & Strategically

- *It is best to select keywords from a list of key terms/phrases that are used repeatedly in the text and preferably not repeated in the title or abstract.*
- *Use the Medical Subject Headings (MeSH) tool to choose keywords.*
- *Title should be simple, clear and catchy, while describing the study appropriately.*
- *It is strategic to think about terms that readers might use to search for the study and include them in the title.*
- *Abbreviations and jargon are best avoided.*

3. Make your articles open access

Author's Visibility at no cost to the reader

3. Make your articles open access

- *Because they are free of charge to all readers & policy makers*
- *Increases the chance of being cited by the readers*
- *Self-archive none-open access articles on platforms like ResearchGate, Academia.edu and Covenant repository*
- *OA articles are shared for wider circulation and greater visibility of research*
- *Increase connection and interaction with peers*

3. Make your articles open access

- *Covenant pays for Open Access publishing to the tune of $1000/article*
- *Open Access publishing routes have increased the university publication profile by over 8000% above the 2013 numbers of the university.*
- *Prommoted authors of Covenant to amongst the 10% of the world in several subject areas like Corrosion, Economics, etc….*

4. Share Outputs of Your Research

Place your research outputs in open institutional and subject repositories

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Popular publication subject repositories

•**OpenDOAR** is a comprehensive database of open access repositories.

•**AgEcon** - Agriculture and Applied Economics

•**ArXiv** - pre-prints in Physics, Mathematics, Computer Science, Quantitative Biology, Quantitative Finance and Statistics

•**CiteSeer** - Computer and Information Science

•**PhilPapers** - Philosophy

•**PubMedCentral** - is a repository for funded research outputs in Medicine.

• **Repec (Research Papers in Economics)** is a collaborative effort of volunteers in 86 countries to enhance the dissemination of research in economics and related sciences.

•**SSRN (Social Science Research Network)** - aims at early dissemination of social science, business, law and economics research. It allows for deposit of both abstract of working papers and upcoming publications as well as full text of published outputs.

4. Share Outputs of Your Research

Sharing research data

figshare - enables academics to upload, share, cite and importantly discover all manner of research outputs and support long term preservation of data

Dryad Digital Repository - a curated, general-purpose data repository for sharing, publishing, and preserving publicly available research data from peer-reviewed publications in the basic sciences and medicine.

Mendeley Data, - a free and secure cloud-based communal repository where you can store your data, ensuring it is easy to share, access and cite.

4. Share Outputs of Your Research

Sharing other research outputs

Slideshare not exclusive to the research community**,** great for sharing your presentations. Supports PowerPoint, PDF, Keynote and OpenDocument file types and provides basic usage statistics.

F1000Research is an option for researchers in life sciences. It allows for free deposit of research posters and presentations.

GitHub a great place to deposit code and algorithm developed.

4. Share Outputs of Your Research

Place your research outputs in open **institutional** and **subject** repositories

5. Blog

Blogging is also a great tool for making your research content more visible.

5. Blog

➢ *When you write a blog post, you are creating content that can be freely shared via social media.*

•Figure out why you want to blog and who your targeted audience is (potential collaborator, employer, guy on the street)
•Set it up (WordPress or Tumblr?)

5. Blog

- *Find and stick to your niche*
- *Link to others and credit their work*
- *Remember the headline and keywords (so Google can find you)*
- *Promote your blog on Twitter, Facebook, etc.*
- *Be regular in your habit*

* *Join a blog network*

5. Blog

ResearchBlogging is a great site for those who write blogs about peer-review research in Anthropology, Astronomy, Biology, Chemistry, Computer Science, Engineering, Ecology and Conservation, Geosciences, Health, Mathematics, Medicine, Neuroscience, Philosophy, Physics, Psychology, Social Science, Research and Scholarship.

ScienceBlogs is another aggregator for blogs discussing research across all disciplines from medicine and physical science to humanities. It is "by invitation only".

6. Engage in social networking communities

Active engagement in research networking communities helps gain research visibility and reputation

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ResearchGate with over five million members & very popular mic social network. It is multidisciplinary in scope and has relatively more features compared to its competitors thus supporting more mechanisms for gaining reputation.

Academia.edu is another multidisciplinary academic networking site with over 13 million members. It is good for showcasing publications and provides basic statistics relating to their downloads, with a strong profile and CV feature.

LinkedIn is a social network for professionals in which people can create a profile, connect with peers, and network. Has over 300 million users. It is not specifically designed for academics or researchers. It is great if you are looking for exposure in broader communities, including industry, business or government

7. Post on X (formerly Twitter)

X is a popular tool for researchers to popularize their research and build reputation.

7. Post on X (formerly Twitter)

- *Have a decent profile picture and text - this is how people will find you.*
- *Use the X search (or Google search) to find topics that interest you - this will allow you to find and follow people working in your area - and they may, in turn, follow you back. If someone follows you, follow them back.*
- *Look out for hash tags for events in your field (conferences/seminars). Follow them, even (some would say, especially) if you aren't there. Comment on posts that interest you or where you have something to say.*

7. Post on X (formerly Twitter)

- *Set up search alerts to keep abreast of activity that's of interest to you.*
- *Post when your community is most active, and most likely to see your stuff. Use a service like Buffer to schedule posts if you are normally tied up in labs or classes when your audience is active.*
- *Make use of X lists to organize people you follow into thematic groups so that you don't miss key things.*

8. Create and keep up to date online profile (web CV)

Highlight your professional accomplishments and areas of expertise.
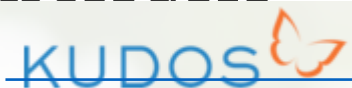
8. Create and keep up to date online profile (web CV)

Google Scholar Citation Profile is a popular tool to showcase your research outputs alongside citations associated with these outputs. It also calculates some basic bibliometric indicators of impact such as h-index and i10-index.

ImpactStory is a free online tool that allows you to showcase your research outputs (publications, presentations, data, code, posters, etc.) together with measures of their impact. Uses ORCID profiles to find and import scholarly works. Have ImpactStory CV.

Generate data from **Altmetric.com**, **Mendeley** and **X (Twitter)** for tracing impact and **CrossRef** and **ORCID** for identity management and metadata.

Kudos is a new service that helps researchers promote their research outputs. It is currently free to use and allows you to showcase your publications by creating links to full text and including additional information

8. Create and keep up to date online profile (web CV)

Scopus Author ID Scopus is an abstract and citation database Scopus outperforms other abstract and citation databases by providing a broader range of research metrics covering nearly twice the number of peer-reviewed publications.

Web of Science Researcher ID (Publons) **Web** of **Science** is the world's leading platform for **scientific research** and citation data. It covers all disciplines and sources, from journals and books to patents and proceedings.

VISIBILITY

Distinct from the crowd

9. Get unique author identifier ORCID to distinguish yourself and your work from all other researchers.

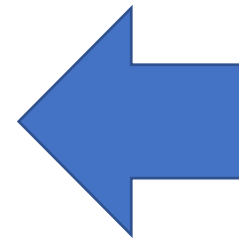*Most Unique Persistent Identifier.*

Resolves researcher's Identity dilemma (multiple/similar names).

Ensure you get recognition for all your work contributions.

Journals request for it and most journals showcase ORCID on published articles.

Use for Journal platform login.

Not lost with change of name or organization.

Open Researcher & Contributor ID (ORCID)

https://orcid.org/

9. Get unique author identifier ORCID to distinguish yourself and your work from all other researchers.

Over 14 million users

Quickly becoming the identifier of choice for researchers, publishers, funding organizations and research institutions.

Journal Publisher: ORCID *is used in manuscript and data submission processes and embedded into metadata to permanently link an author with their research outputs.*

Funders: *To streamline grant application processes*

Research organizations: *To track and report on research activities of their researchers.*

It is a MUST-GET for Any serious researcher, level regardless.

9. ORCID and Other Identifiers

Integrates with other identifiers to crawl all information to on place

Feature	Google Scholar	Scopus Author ID	Publons
Persistent ID	-	+	+
User profile	+	+	+
Publication list	+	+	+
Citation metrics	+	+	+
User privacy controls	+	-	+
Facilitates networking	+	-	+
Add works manually	+	-	+
Add works automatically	+	+	+
Integration	-	ORCID	ORCID Google Scholar

Thank you